GrandStay® Residential Suites Hotel Logo Standards

Last modified 8/29/2012

Primary Logo

Full Color *(for web)*

One Color *(for print)*

Greyscale *(for print)*

Reversed *(for print)*

Secondary Logo

Full Color *(for web)*

One Color *(for print)*

Greyscale *(for print)*

Reversed *(for print)*

Color Palette

Primary

GrandStay® Gradient *(for web)*

RGB: 10 98 63 (dark green)
RGB: 110 180 106 (light green)

GrandStay® Green

CMYK: 93 13 85 44
RGB: 0 99 65
PANTONE: 3425 C

Secondary

GrandStay® Gold

CMYK: 20 30 70 15
RGB: 180 151 90
PANTONE: 872 C

GrandStay® Black

CMYK: 0 0 0 100
RGB: 0 0 0
PANTONE: Process Black C