

# GrandStay Design Standards Estimate

Last Updated 07/05/12

## Expected Deliverables

1. **Property description protocol: must be approved by Franchisor We assume GrandStay will be responsible for this section.**
  - a. Brand: Grandstay or Crossings by GrandStay
  - b. Property Type: Hotel & Suites, Hotel & Conference, Inn & Suites, etc.
  - c. Market Location: City & State
  - d. Key Market: Airport, South, East, etc.
  
2. **Fonts: description and consistent use 6 hours**
  
3. **Taglines 6 hours**
  - a. Every Guest ~ Every Time
    - i. Description
    - ii. Use
  - b. Grand Returns
    - i. Description
    - ii. Use
  
4. **Logos**
  - a. Illustrator file of all logos **1 hour**
  
  - b. GrandStay Hospitality **7 hours**
    - i. Primary
      1. Description
      2. Use
    - ii. Secondary
      1. Description
      2. Use
    - iii. Colors
      1. PMS
      2. Primary
      3. Secondary
      4. Black and white
    - iv. Size
    - v. Layout
  
  - c. GrandStay Hotel **7 hours**
    - i. Primary
      1. Description
      2. Use
    - ii. Secondary
      1. Description
      2. Use

- iii. Colors
    - 1. PMS
    - 2. Primary
    - 3. Secondary
    - 4. Black and white
  - iv. Size
  - v. Layout
- d. GrandStay Hotel & Suites **4 hours**
- i. Primary
    - 1. Description
    - 2. Use
  - ii. Secondary
    - 1. Description
    - 2. Use
  - iii. Colors
    - 1. PMS
    - 2. Primary
    - 3. Secondary
    - 4. Black and white
  - iv. Size
  - v. Layout
- e. GrandStay Hotel & Conference **4 hours**
- i. Primary
    - 1. Description
    - 2. Use
  - ii. Secondary
    - 1. Description
    - 2. Use
  - iii. Colors
    - 1. PMS
    - 2. Primary
    - 3. Secondary
    - 4. Black and white
  - iv. Size
  - v. Layout
- f. GrandStay Residential Hotels **4 hours**
- i. Primary
    - 1. Description
    - 2. Use
  - ii. Secondary
    - 1. Description
    - 2. Use
  - iii. Colors
    - 1. PMS
    - 2. Primary

3. Secondary
      4. Black and white
    - iv. Size
    - v. Layout
  - g. Crossings by GrandStay Inn & Suites **14 hours (7 to create new typeface logo and 7 for documentation)**
    - i. Primary
      1. Description
      2. Use
    - ii. Secondary
      1. Description
      2. Use
    - iii. Colors
      1. PMS
      2. Primary
      3. Secondary
      4. Black and white
    - iv. Size
    - v. Layout
5. **Description and use of website URL, property websites, toll free number 2 hours (Example and more direction necessary from GrandStay)**
6. **Legal and correct use of: GrandStay will be responsible for this section.**
  - a. Registered trademark
  - b. Service mark
  - c. Accuracy of depiction and uses

**Total project estimate: \$6,875 (55 billable hours with 50/50 terms)**

### **Additional Notes**

- Jenna will create all initial files in Illustrator for GrandStay approval and future use.
- All documentation will be put into Word format. Sections GrandStay is responsible for may be included if provided during the project.