

## **GrandStay Hospitality Brand Identity**

### **Brand Identity Overview**

Your brand is a promise. It is a personification of your company, its leadership and its core beliefs. It must be reinforced every time a person encounters any facet of GrandStay® Hospitality, GrandStay® Hotels and Crossings by GrandStay®. It must be reflected in all who deliver your brand experience. Brands are built on consistency. Every interaction - whether with staff, product, media, marketing communications or web – contributes to your brand identity.

This is an introduction to your core brand elements and a guide for how to use these elements to provide a consistent look and feel for your brand identity.

### **Brand Positioning**

**Positioning Statement:** Grand Service, Grand Value, Grand Stay

The graphical representation and expression of GrandStay Hospitality must be in keeping with the brand positioning statement and the following brand personality traits:

- *Perceptive:* We are one of you; we understand your needs, your position; we are in touch with our client and are here to offer support. Use imagery to express collaboration and teamwork.
- *Innovative:* We are in touch with reality, up to date on current trends and cutting edge technology. Use imagery to express technology, advancement and forward thinking.
- *Hospitable:* We stand for hospitality; everything we do is about creating a positive experience. Use imagery to express convenience, generosity and kindness.
- *Practical:* We follow a back-to-basics philosophy and don't over sell; we are sensible, clean, concise and honest. Use imagery to express direction and purpose.

The goal is to create a sense of perception, innovation, hospitality and practicality through the use of purposeful, welcoming and insightful images, colors, iconography, typography and other design elements.

## Core Elements

The GrandStay® Hospitality and Hotel logos, tagline, color scheme and photographic style are key to the identity of the brand. Together, these elements symbolize our brand positioning statement of exceptional value and service and must graphically convey the personality traits of the brand.

**Brand Name:** GrandStay Hospitality / GrandStay Hotels / Crossings by GrandStay

The brand name suggests an exceptional experience.

- *Grand:* impressive, imposing, magnificent, splendid, luxurious, striking, ostentatious
- *Hospitality:* welcome, warmth, kindness, generosity

## Logos:



**Tagline:** Every Guest ~ Every Time

The tagline suggests a focus on the individual; it is all about the customer, their needs, and their experience. We must be in touch with their needs, perceptive, observant and cater to them.

**Colors:**

Colors should convey a sense of warmth and prosperity and evoke positive feels of security, trust and growth.

**Primary Corporate Colors:**



*Green:* Green symbolizes growth, nature and money. It is calming and pleasing to the senses. Use to sparingly to convey good luck, generosity, peace and support.

*Blue:* Blue is seen as trustworthy, dependable and committed. Use for a calming and relaxing effect.

*Gold:* Gold (Yellow) is associated to laughter, happiness and good times. It evokes feelings of optimism. More golden shades are associated with the promise of better times.

**Secondary Colors:**



*Orange:* Orange symbolizes ambition. It is the most vibrant color tied to fun times, warmth, happy and energetic days. Use to evoke ambition.

*Grey:* Gray is associated with the practical, timeless, solid things in life. Use as an accent to convey a rock solid feeling.

*Purple:* Purple is associated with wealth, prosperity, rich sophistication. Use carefully to lend an air of mystery, wisdom and respect.

*Typography:*

Consistent use of fonts will contribute to a unified brand voice.

Headline

GrandStay®

Crimson Text

3.3em

Subhead

GrandStay®

Crimson Text

2.3em

Body Copy

GrandStay® Hospitality

Arial

1.3em leading 1.5em

*Secondary Body Copy*

*GrandStay® Hospitality*

*Arial - Italics*

*1.3em leading 1.5em*

***Images:***

Photography will be a key element in the branding of GrandStay Hospitality. To communicate the brand identity, photography should include purposeful, welcoming and insightful images to depict “Exception Value, Exception Service.”

Photography should communicate:

***Perception:***



Photography to depict perception should be purposeful, showing understanding, awareness and convey as sense of teamwork and dedication.

***Innovation:***



Photography to depict innovation should be savvy, showing expertise, skill and movement to convey as sense of advancement.

*Hospitality:*



Photography to depict hospitality should be warm and inviting, showing compassion, friendliness and convey a sense of home and comfort.

*Practicality:*



Photography to depict practicality should be clean, showing direction and function and convey a sense of reality.