



TECHNOLOGY TRANSFORMING HOTELS®

LOGO USAGE GUIDELINES

Logo

This document should be utilized with the accompanying logo which will be supplied in a range of formats including .EPS, .AI and .PNG.

Logo should be used with 4-color “Q” whenever possible.

LOGO MARQUE 4-COLOR PROCESS

LOGO MARQUE GRAYSCALE



THE JUBILEE LOGO AND MARQUE IS INTENDED TO PRINT 4-COLOR PROCESS ON A WHITE BACKGROUND FOR MOST APPLICATIONS.

Logo Variations

Variations of the logo can be supplied when not printing in 4-color process. The logos are in a range of formats including .EPS, .AI and .PNG

Logo usage and background may vary so we created 2 versions of the logo, one for 4-color and one for black and white or grayscale.

LOGO MARQUE BLACK & WHITE



WHEN PRINTED ON DARK BACKGROUND
THE 4-COLOR Q IS PREFERRED.

LOGO MARQUE REVERSE



LOGO MARQUE MAY BE REVERSED TO
WHITE ONTO DARK GRAY OR BLACK
BACKGROUND.

Clearspace

To work out the clearspace take the height of the logo.
(Clearspace = X Height)

Clearspace is the minimum amount of space around the logo into which no other object should infringe.

MINIMUM CLEARANCE



The clearspace is 50% the height of the logo.

Logo Size

The logo works in variable sizes, but cannot go below 24pt

The logo can be locked-up horizontally, at the minimum height for readability.

LOGO LOCK-UP OPTIONS



24pt is the smallest the logo should go in the horizontal format

Logo ® and Tagline ®

Both logo and Tagline are Registered with USPTO. Use ® at all times.

MINIMUM CLEARANCE



Logo ® and Tagline ® options

The tagline can change positions as long as it relates proportionally to the logo.

VARIABLE LOGO AND TAGLINE POSITIONS



TECHNOLOGY TRANSFORMING HOTELS®

1 X height of tagline



TECHNOLOGY TRANSFORMING HOTELS®

M space



TECHNOLOGY TRANSFORMING HOTELS®

X height of tagline can go
no smaller than 24 point



Color Usage

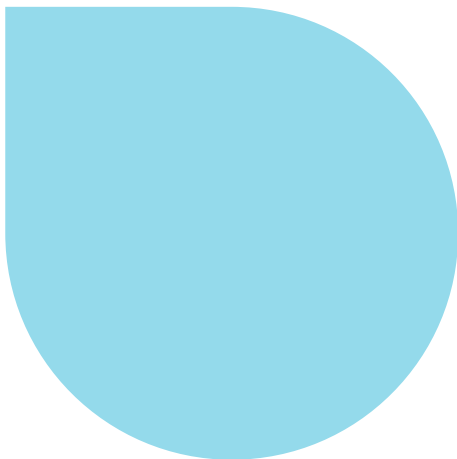
Color Palette

PMS color, CMYK and RGB plus web colors are supplied below.

The palette consists of three main colors.
Light blue, dark blue and dark gray.

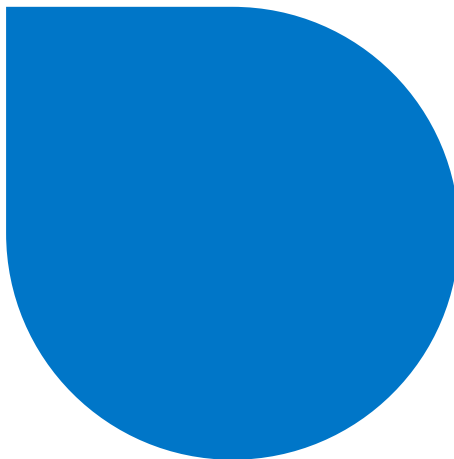
PRIMARY

PMS 304
CMYK 37% 0% 7% 0%
RGB 153 218 234
Web #99DAEA



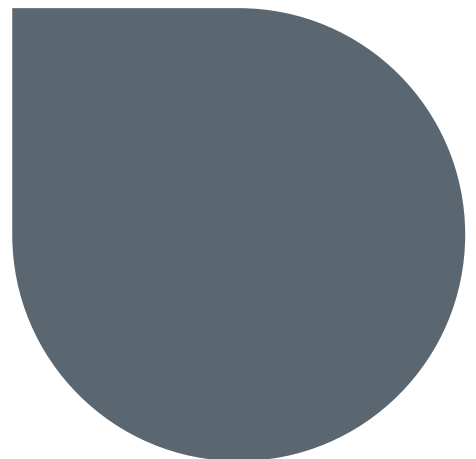
SECONDARY FOR ACCENTS OR FONTS

PMS 3005
CMYK 100% 46% 2% 0%
RGB 0 117 201
Web #0075C9
Process blue may be substituted



DARK GRAY

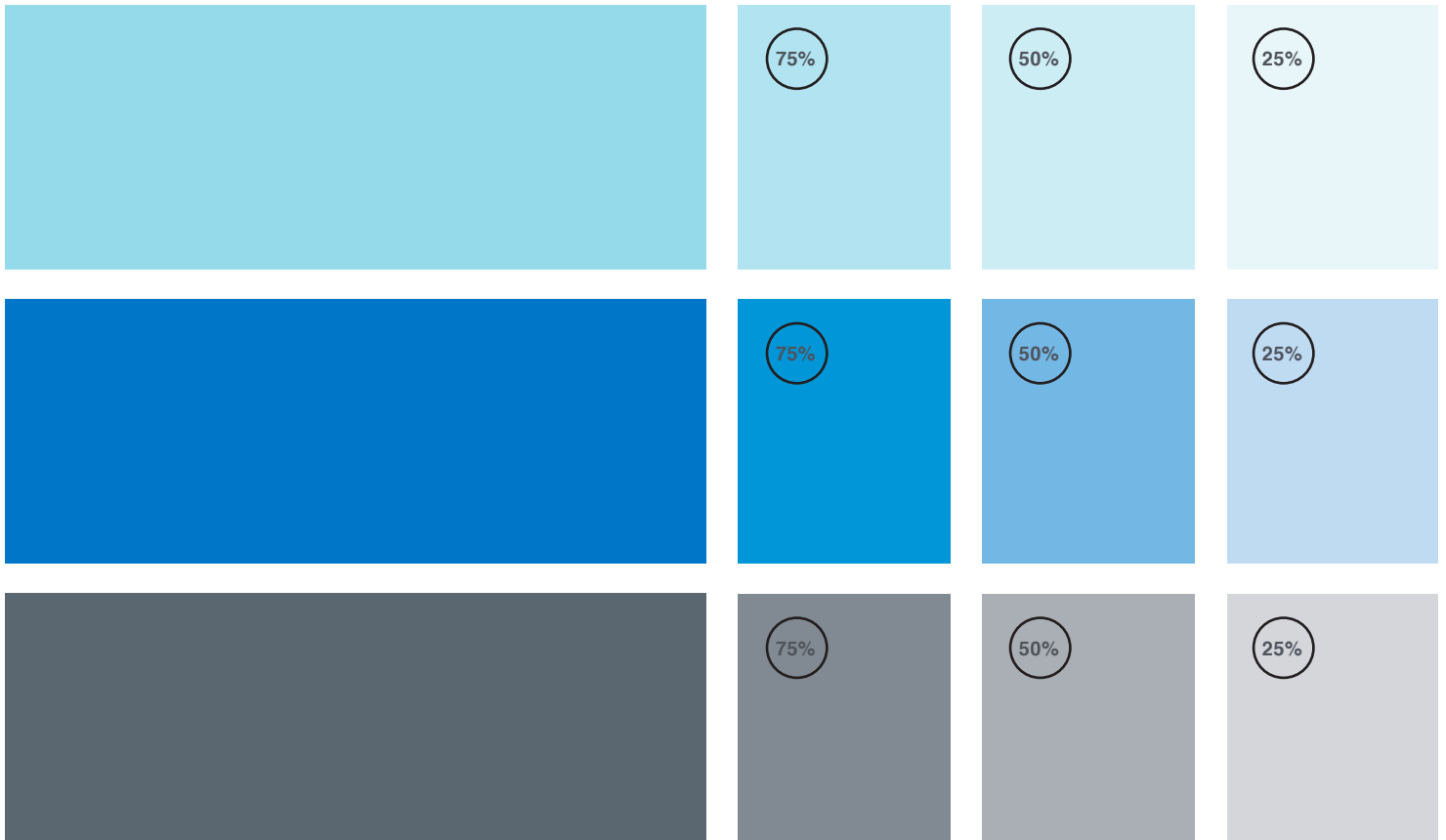
PMS 431
CMYK 66% 52% 44% 17%
RGB 92 102 112
Web #5C6670
90% Black may be substituted



Color Tints

In color theory, a tint is the mixture of a color with white, which increases lightness.

Tints are useful in printing as they reduce costs by negating the need for additional color plates.



ANIVERS

ANIVERS FAMILY = REGULAR, BOLD, ITALIC AND UPPERCASE

Font Name

ANIVERS

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fonts.com

Classification

San-serif

About

The name Anivers derives from the word anniversary and was originally designed to celebrate the anniversary of Smashing Magazine.

Anivers has been expanded into a small but very rigid, reliable family.

Regular

Bold

Italic

ALL CAPS

No Serif or script fonts should be
combined with Anivers