



BlueDiamond Resorts

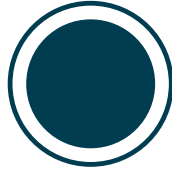
Logo Brand Standards

Royalton

Luxury Resorts

LOGO COLOUR OPTIONS

COLOUR SCHEMATIC VALUES



PANTONE 3035 C

C - 100 / M - 5 / Y - 0 / K - 72

R - 0 / G - 67 / B - 95

FONT OPTIONS

MEDIA FONT USAGE

LOGO FONT:

Sansumi

FONT WITHIN BODY COPY:

Helvetica Neue Family

CONDENSED FONT STYLES:

HelveticaNeue LT 57 Cn

LOGO USAGE

VARIATIONS & APPLICATIONS

VERSIONS & COLOURS:

The following are guidelines and suggestions when using the Royalton logo for printed/online media.

Legibility is our prime consideration when placing the Royalton logo on a background image/graphic.

✓ FULL COLOUR

Royalton
Luxury Resorts

✓ BLACK

Royalton
Luxury Resorts

✓ NO COLOUR
(REVERSED)

Royalton
Luxury Resorts

INCORRECT USE!

The following examples are violations of the Royalton logo:

✗ INCORRECT COLOR

Royalton
Luxury Resorts

✗ LOGO FEATHER

Royalton
Luxury Resorts

✗ TRANSPARENCY

Royalton
Luxury Resorts

✗ INCORRECT SCALE

Royalton
Luxury Resorts

✗ GRAPHIC CHANGES

Royalton
Luxury Resorts

Hideaway

at *Royalton*

LOGO COLOUR OPTIONS

COLOUR SCHEMATIC VALUES



PANTONE 7503
C - 5 / M - 20 / Y - 40 / K - 30
R - 178 / G - 153 / B - 120



PANTONE 8402 C
C - 58 / M - 51 / Y - 52 / K - 20
R - 105 / G - 103 / B - 101



PANTONE 3035 C
C - 100 / M - 5 / Y - 0 / K - 72
R - 0 / G - 67 / B - 95

FONT OPTIONS

MEDIA FONT USAGE

LOGO FONT:
Sansumi

FONT WITHIN BODY COPY:
Helvetica Neue Family

CONDENSED FONT STYLES:
HelveticaNeue LT 57 Cn

LOGO USAGE

VARIATIONS & APPLICATIONS

VERSIONS & COLOURS:

The following are guidelines and suggestions when using the Hideaway logo for printed/online media.

Legibility is our prime consideration when placing the Hideaway logo on a background image/graphic.

✓ FULL COLOUR



✓ BLACK



✓ NO COLOUR (REVERSED)



INCORRECT USE!

The following examples are violations of the Hideaway logo:

✗ INCORRECT COLOR



✗ LOGO FEATHER



✗ TRANSPARENCY



✗ INCORRECT SCALE



✗ GRAPHIC CHANGES





CHIC ALL EXCLUSIVE RESORTS LOGO BRAND STANDARDS

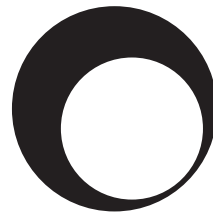
Designed to help preserve our logo's clarity and strength across a number of applications.



PANTONE 213

C-4 / M-100 / Y-35 / K-0

R-229 / G-18 / B-106



C-0 / M-0 / Y-0 / K-100

R-0 / G-0 / B-0

CORPORATE FONTS

The main font style used for Chic All Exclusive Resorts is the Futura Font Family.

FUTURA LT - ALL CAPS (HEADERS/SUB HEADERS)

Futura Bk (Body Copy)

WALKAY BOLD - (PULL QUOTES)

LOGO USAGE

VARIATIONS & APPLICATIONS

The following are some guidelines and suggestions when using the Chic All Exclusive Resorts Logo.



LOGO MUST ALWAYS BE USED ON A **BLACK BACKGROUND**



Memories

Resorts & Spa

LOGO COLOUR OPTIONS
COLOUR SCHEMATIC VALUES



PANTONE COOL GREY 7 C

C 0 | M 0 | Y 0 | K 37
R 173 | G 175 | B 178



PANTONE 136 C

C 0 | M 27 | Y 76 | K 0
R 254 | G 192 | B 87

LOGO COLOUR OPTIONS
COLOUR SCHEMATIC VALUES

LOGO FONT:

Lucida Calligraphy
Sansumi-Bold
Sansumi-Demi Bold

FONT WITHIN BODY COPY:

Helvetica Neue Light

CONDENSED FONT TITLE:

HelveticaNeue LT 47 Thin Cn

CONDENSED FONT SUB TITLE:

HelveticaNeue LT 47 Light Cn

VERSIONS & COLOURS:

The following are guidelines and suggestions when using the Memories logo for printed/online media. Legibility is our prime consideration when placing the Memories logo on a background image/graphic.



✓ FULL COLOUR



✓ BLACK



✓ NO COLOUR (REVERSED)

LOGO USAGE
VARIATIONS & APPLICATIONS

INCORRECT USE!

The following examples are violations of the Royalton logo:



✗ INCORRECT COLOR



✗ LOGO FEATHER



✗ TRANSPARENCY



✗ INCORRECT SCALE



✗ GRAPHIC CHANGES



Starfish Logo Brand Standards

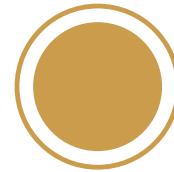
Designed to help preserve our logo's clarity and strength across a number of applications.



PANTONE 2425

C - 52 / M - 100 / Y - 24 / K - 0

R - 145 / G - 41 / B - 120



PANTONE 1245

C - 0 / M - 26 / Y - 72 / K - 23

R - 202 / G - 156 / B - 78

Corporate Fonts

The main font style used for StarFish Hotels & Resorts is the GOTHAM Font Family.



Gotham Thin
Gotham Light
Gotham Regular
Gotham Bold
Gotham Black

Logo Usage: Variations & Applications

The following are some guidelines and suggestions when using the StarFish Hotels & Resorts Logo.

