

BRAND STYLE GUIDE

HOTELINKING

TYPOGRAPHY AND COLOR PALETTE

A	B	C	D	E	F	G	H	I	J	K	L	M	N
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a	b	c	d	e	f	g	h	i	j	k	l	m	n
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TYPOGRAPHY: A new typeface with slight modifications, designed to be used across the main logo as well as sub-brands and other applications.

‘**Gilroy**’ is a modern sans serif with a geometric touch. It was designed with powerful OpenType features in mind. Perfectly suited for graphic design and any screen or print usage. It works seamlessly for web, signage, corporate materials and editorial design.

COLOR

Black: Black has been chosen as our primary color for its connotations of elegance, premium quality and professionalism.

It is a timeless and versatile shade that symbolizes authority and sophistication. Its presence in the logo not only conveys a sense of seriousness and reliability but also highlights our commitment to excellence and superior quality across all our products and services.



RGB

R: 0 G: 0 B: 0

HEX

000000

CMYK

C: 91 M: 79 Y: 62 K: 97

LOGOTYPE

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POSITIVE LOGO – FULL COLOR / SINGLE INK VERSION ON WHITE BACKGROUND

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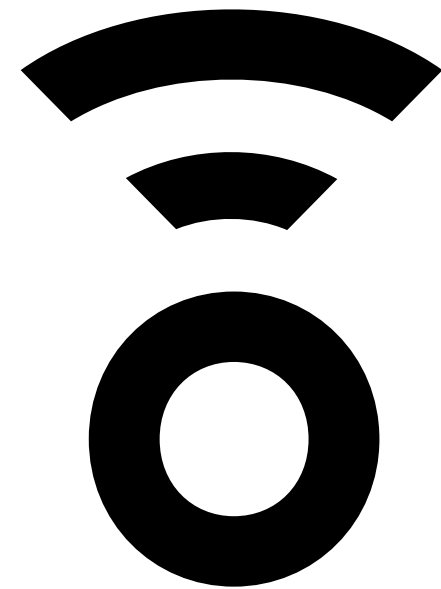
NEGATIVE LOGO – SINGLE INK VERSION ON BLACK BACKGROUND

LOGO **CLEAR SPACE**

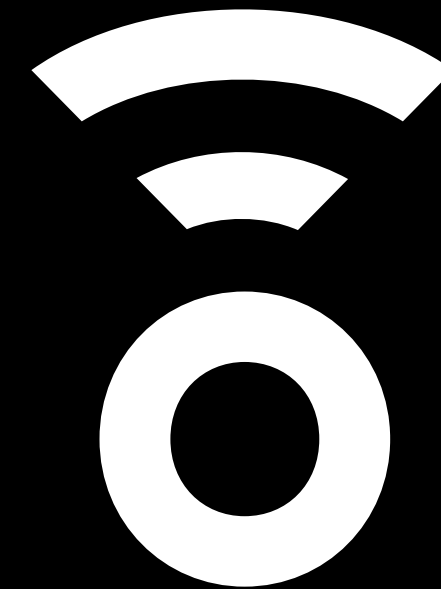


Design grid & safe zones of the logo

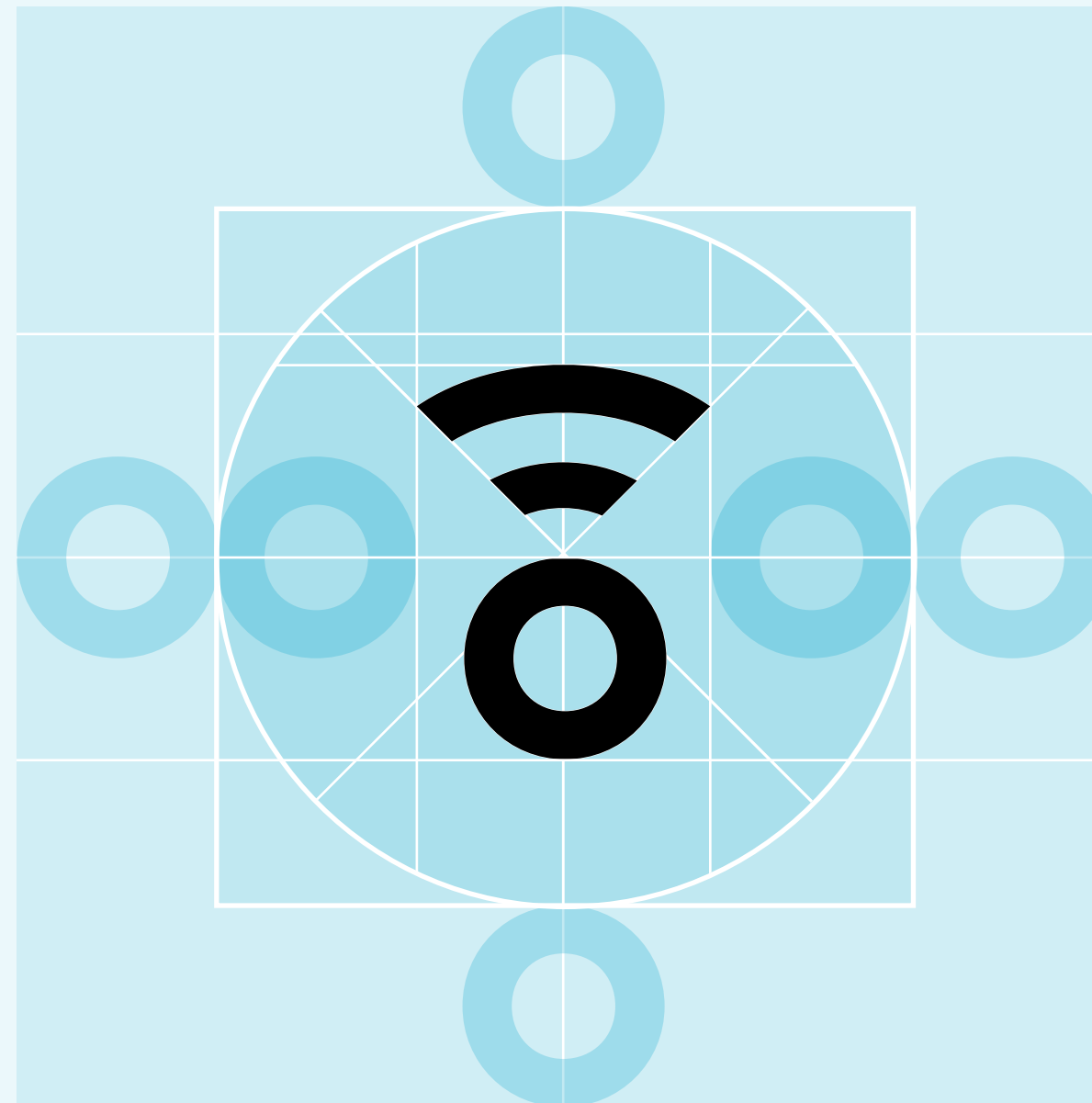
**POSITIVE ISOLOGO – FULL COLOR
SINGLE INK VERSION ON WHITE BACKGROUND**



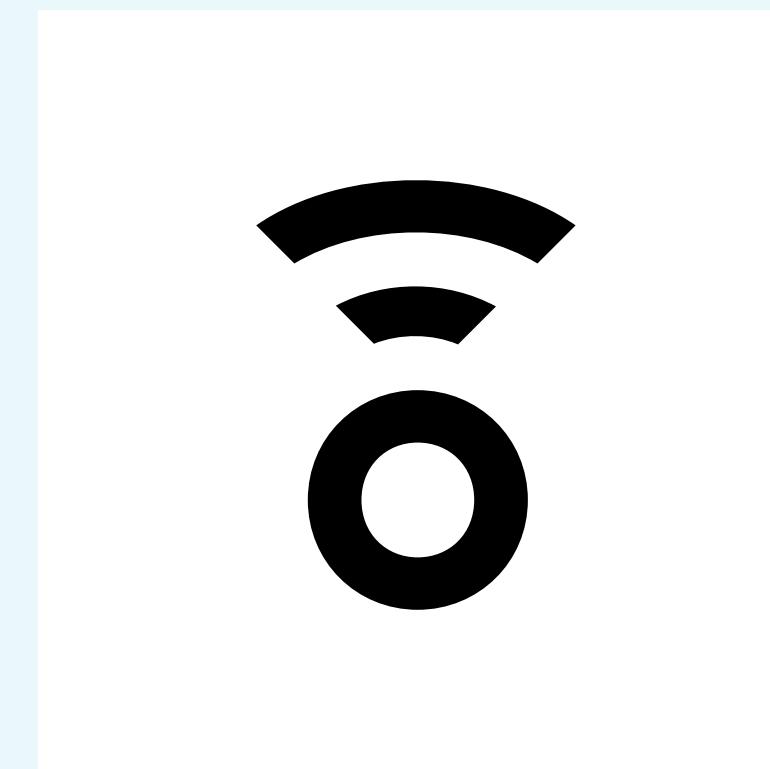
**NEGATIVE ISOLOGO
SINGLE INK VERSION ON BLACK BACKGROUND**



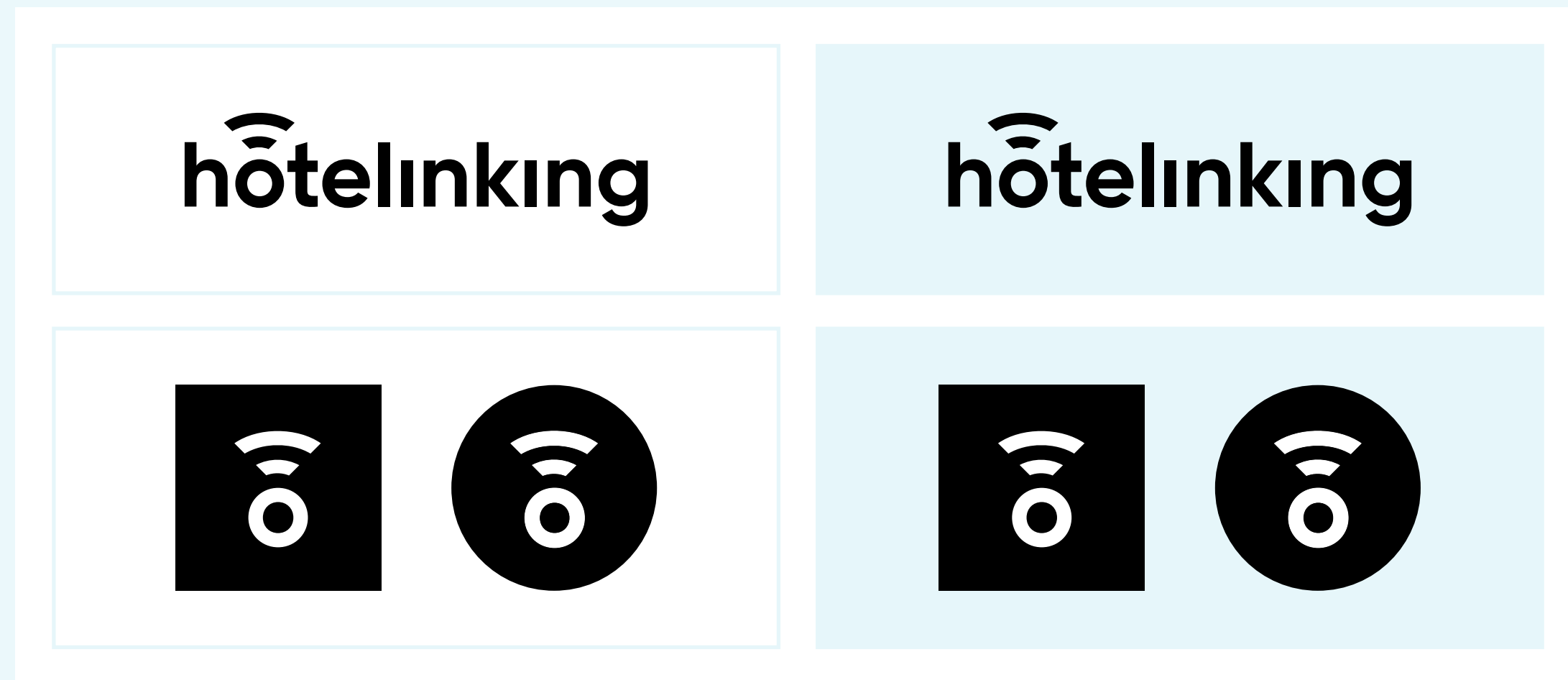
ISOLOGO **CLEAR SPACE**



Design grid & safe zones of the isologo



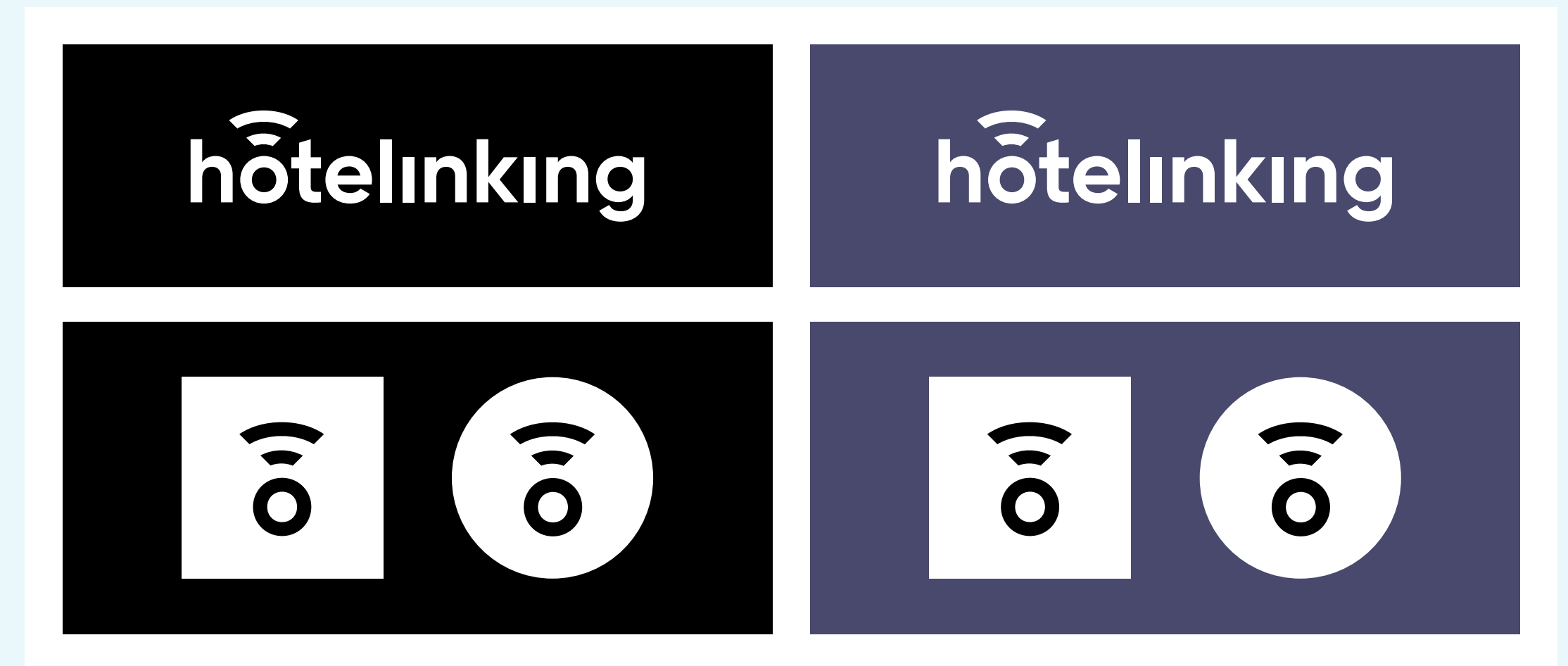
INCORRECT APPLICATIONS



WHITE OR LIGHT BACKGROUND

Correct: Use the logo in black on a white or light background to ensure good visibility and contrast.

Correct: Use the isologo on a black background.

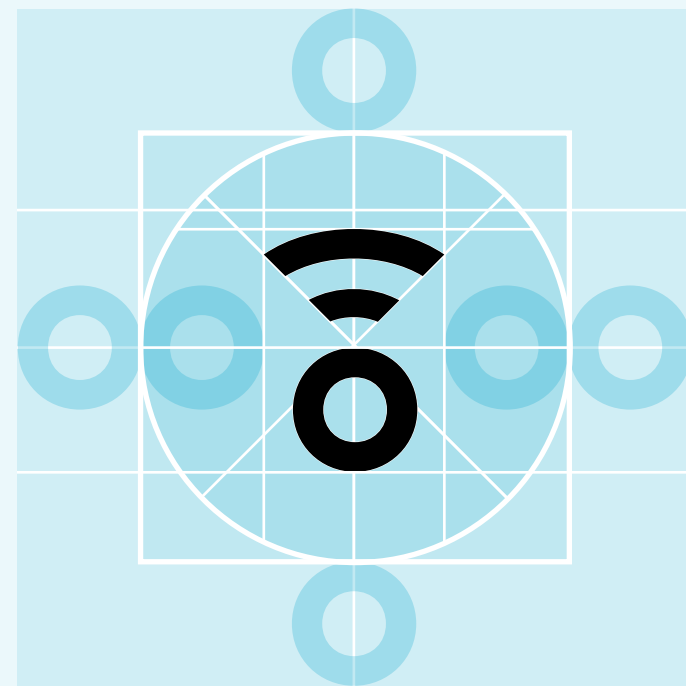


DARK BACKGROUND

Correct: Use the logo in white on a black or dark background to ensure proper contrast and maintain legibility.

Correct: Use the isologo on a white background.

INCORRECT APPLICATIONS



PROPER SPACING

Correct: Ensure that both the logo and isologo have sufficient clear space around them to avoid interference with other visual elements and to maintain their integrity.

MINIMUM SIZE

Correct: Respect the established minimum size for the logo/isologo to ensure all details remain legible and recognizable.

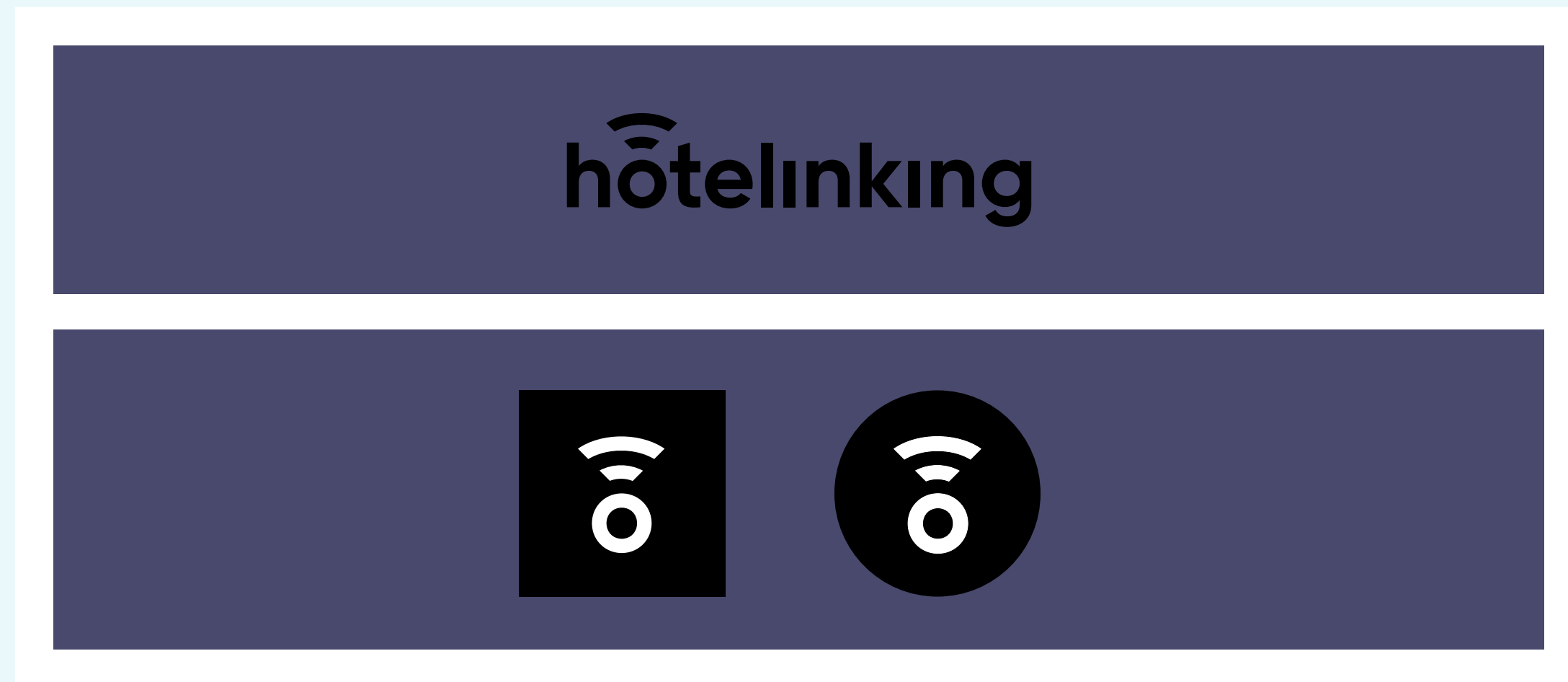
Digital use:

- **Minimum height:** 24 px
- **Minimum width:** Proportional to the height, maintaining the original logo/isologo proportions.

Print use:

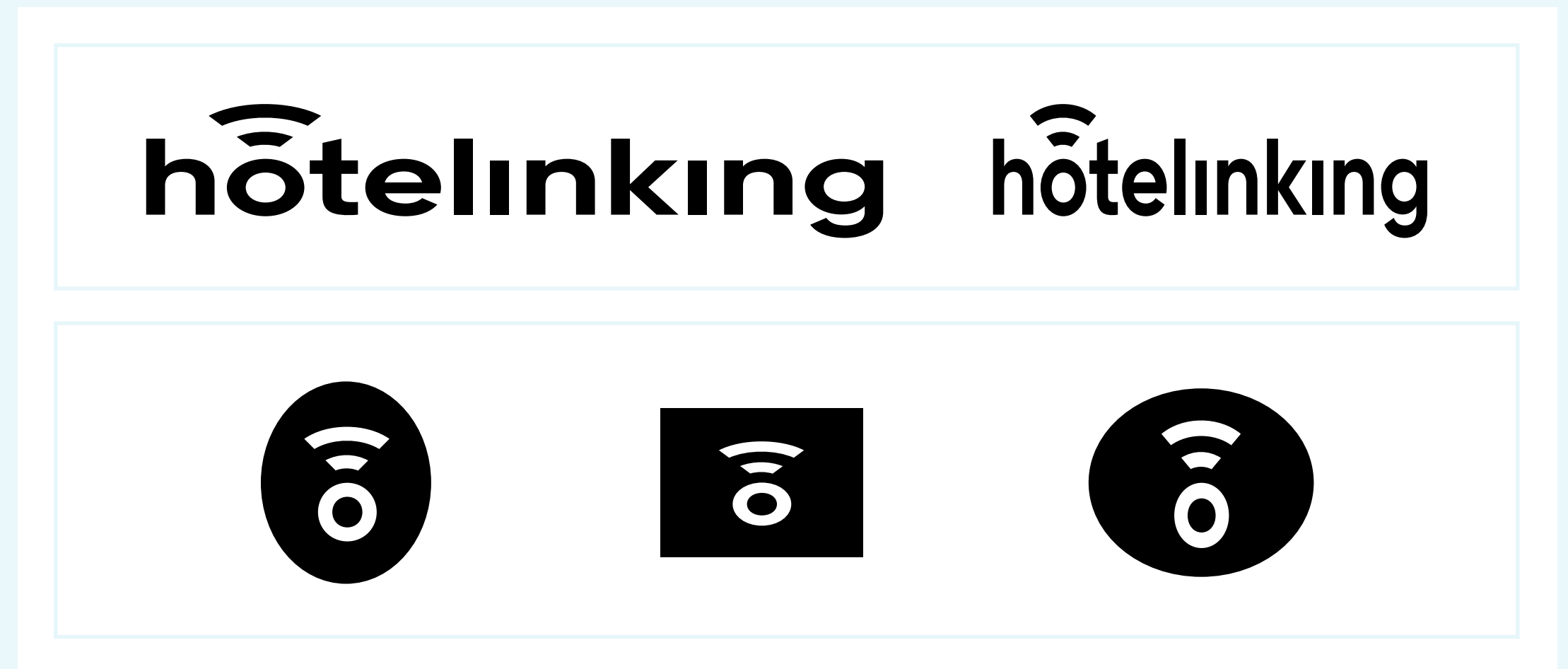
- **Minimum height:** 1 inch (2.54 cm)
- **Minimum width:** Proportional to the height, maintaining the original logo/isologo proportions.

INCORRECT APPLICATIONS



SIMILAR COLOR BACKGROUND

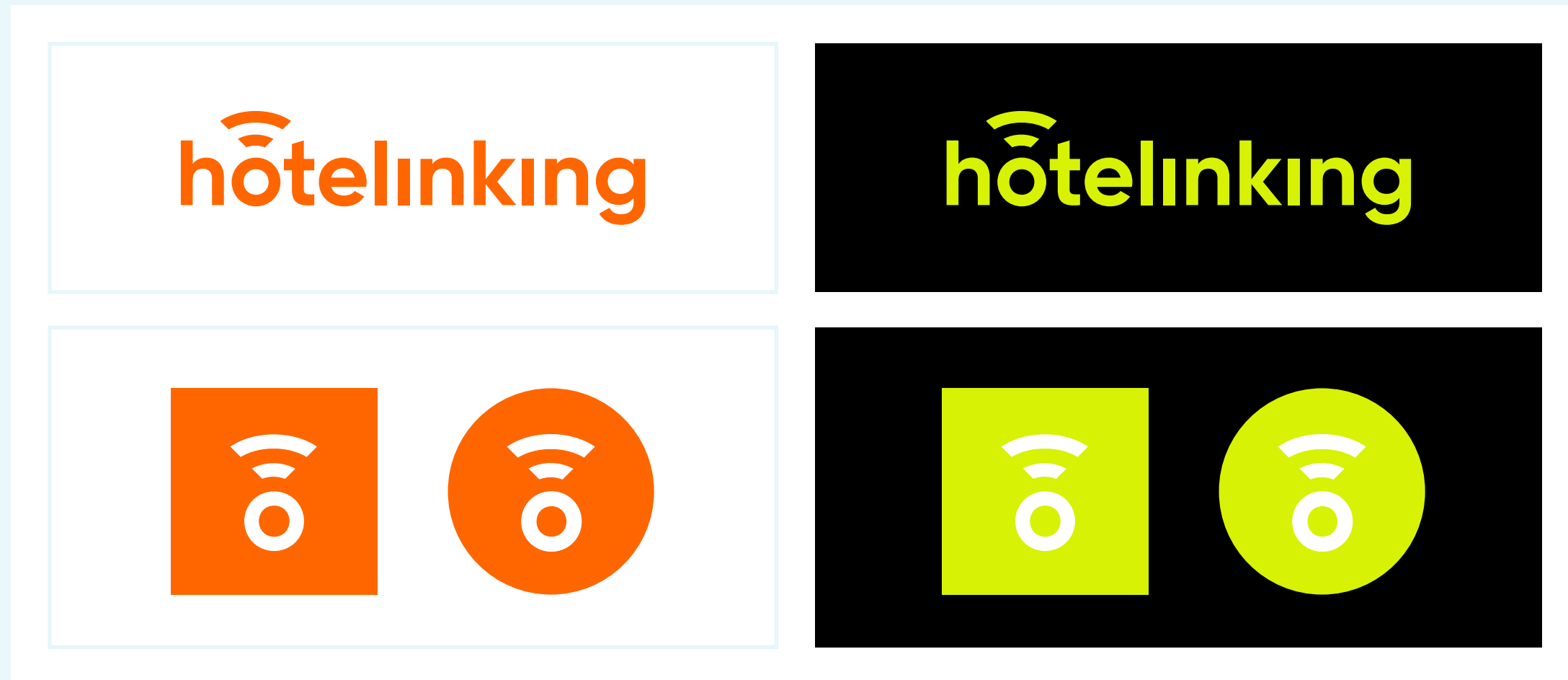
Incorrect: Using the logo or isologo in black on a dark background, as this reduces contrast and visibility.



DISTORTION

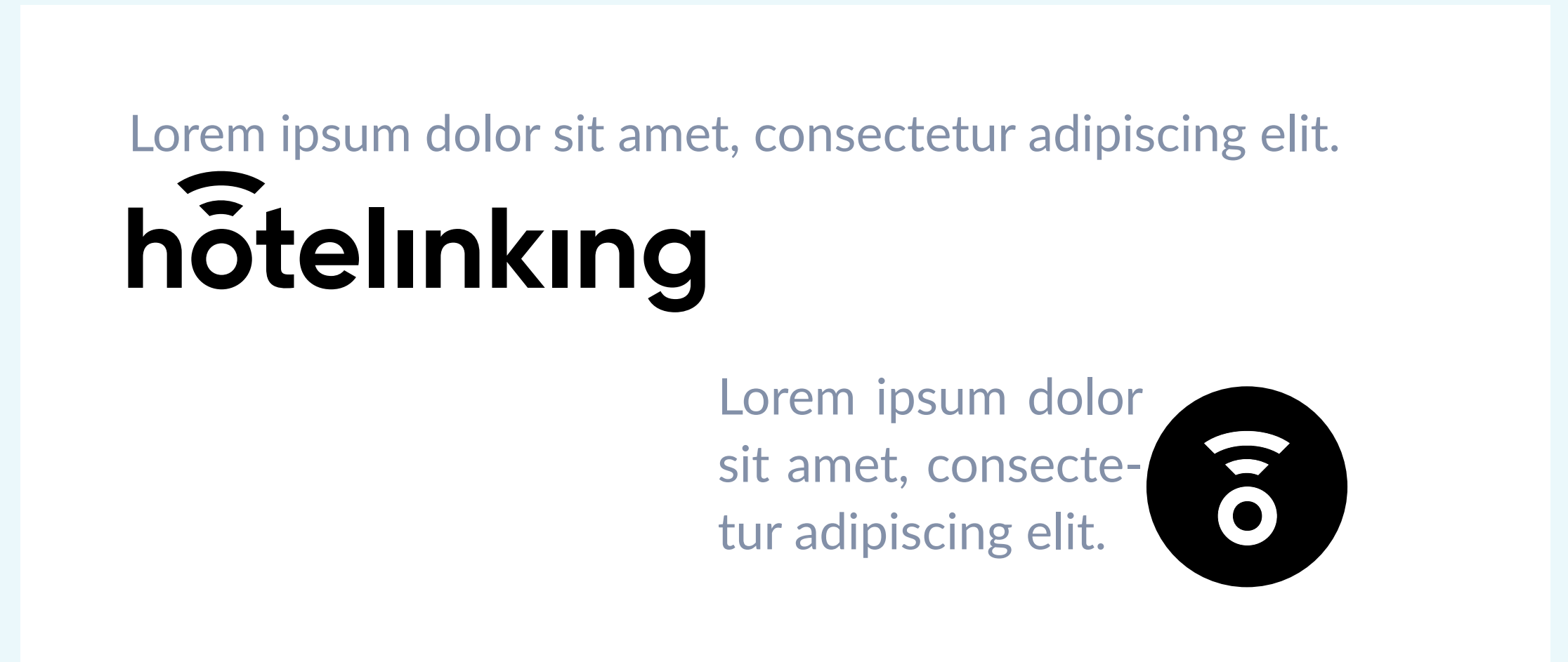
Incorrect: Stretching, compressing or altering the proportions of the logo or isologo in any way. Distortion can compromise the perception and professionalism of the brand.

INCORRECT APPLICATIONS



UNAUTHORIZED COLOR CHANGES

Incorrect: Using any color other than the official logo/isologo colors without authorization. This can lead to inconsistencies in the brand's visual identity.



TEXT OR GRAPHIC OVERLAP

Incorrect: Placing text, images, or other graphics too close to or overlapping the logo/isologo, which may impair the legibility and recognition of the logo.

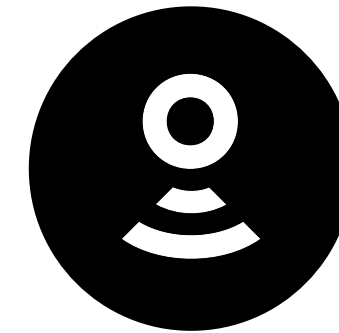
INCORRECT **APPLICATIONS**

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SPECIAL EFFECTS

Incorrect: Applying special effects such as shadows, gradients, embossing, or transparencies to the logo/isologo that are not specified in the usage guidelines. These effects can distract from the original and professional design of the brand.

ROTATION

Incorrect: Rotating the logo/isologo at any angle. It must always remain in its original orientation to maintain visual consistency.





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COLOR PALETTE

PRIMARY

RGB

R: 0G: 0B: 0

HEX

#000000

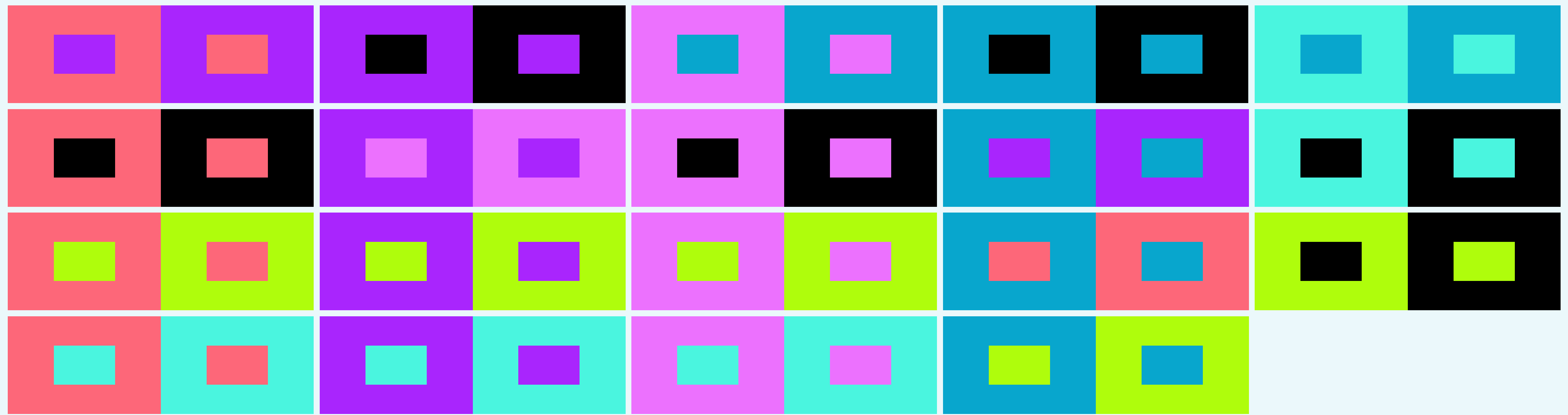
CMYK

C: 91M: 79Y: 62K: 97

<div><div>RGB</div><div>R: 253G: 103B: 121</div></div> <div><div>HEX</div><div>#FD6779</div></div> <div><div>CMYK</div><div>C: 0M: 72Y: 36K: 0</div></div>	<div><div>RGB</div><div>R: 169G: 37B: 253</div></div> <div><div>HEX</div><div>#A925FD</div></div> <div><div>CMYK</div><div>C: 69M: 80Y: 0K: 0</div></div>	<div><div>RGB</div><div>R: 236G: 113B: 254</div></div> <div><div>HEX</div><div>#EC71FE</div></div> <div><div>CMYK</div><div>C: 34M: 59Y: 0K: 0</div></div>	<div><div>RGB</div><div>R: 175G: 253B: 12</div></div> <div><div>HEX</div><div>#AFFD0C</div></div> <div><div>CMYK</div><div>C: 40M: 0Y: 100K: 0</div></div>	<div><div>RGB</div><div>R: 74G: 245B: 223</div></div> <div><div>HEX</div><div>#4AF5DF</div></div> <div><div>CMYK</div><div>C: 56M: 0Y: 27K: 0</div></div>	<div><div>RGB</div><div>R: 8G: 166B: 205</div></div> <div><div>HEX</div><div>#08A6CD</div></div> <div><div>CMYK</div><div>C: 75M: 13Y: 13K: 0</div></div>

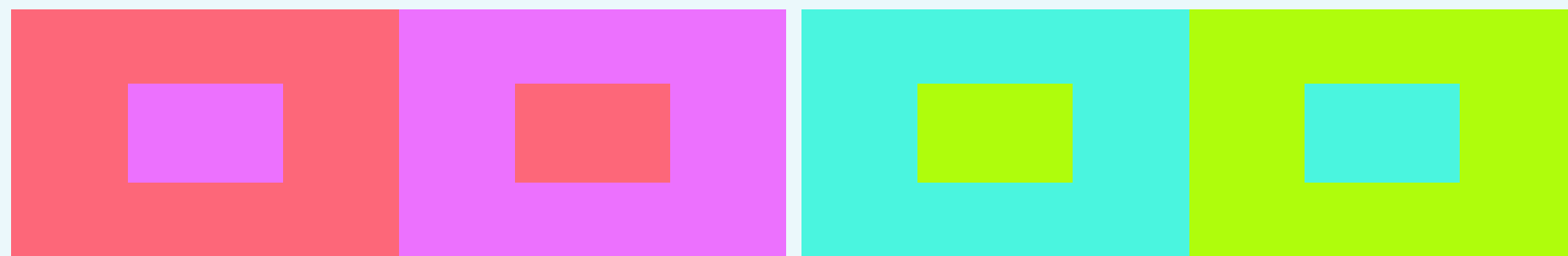


ALLOWED COMBINATIONS



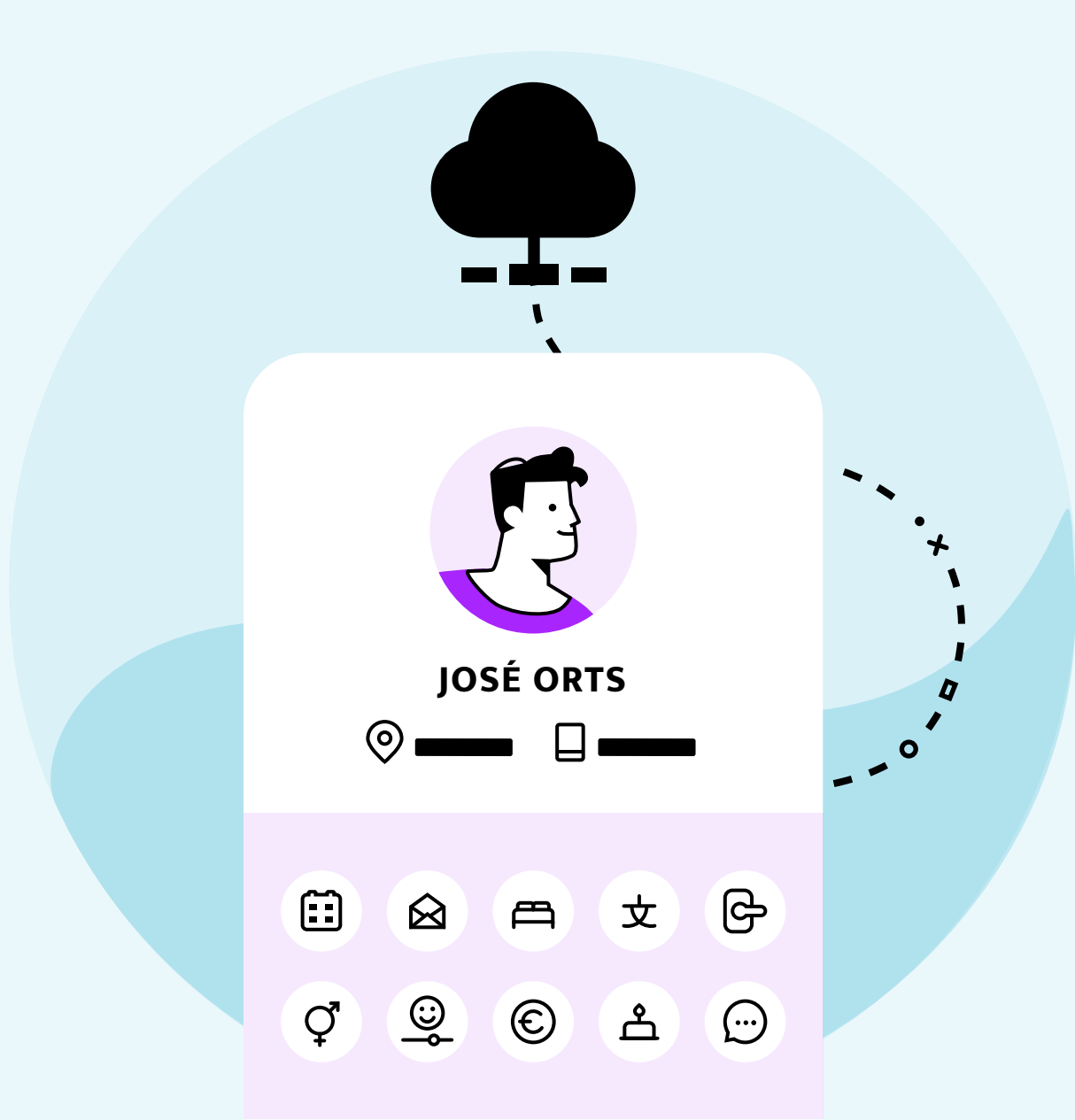
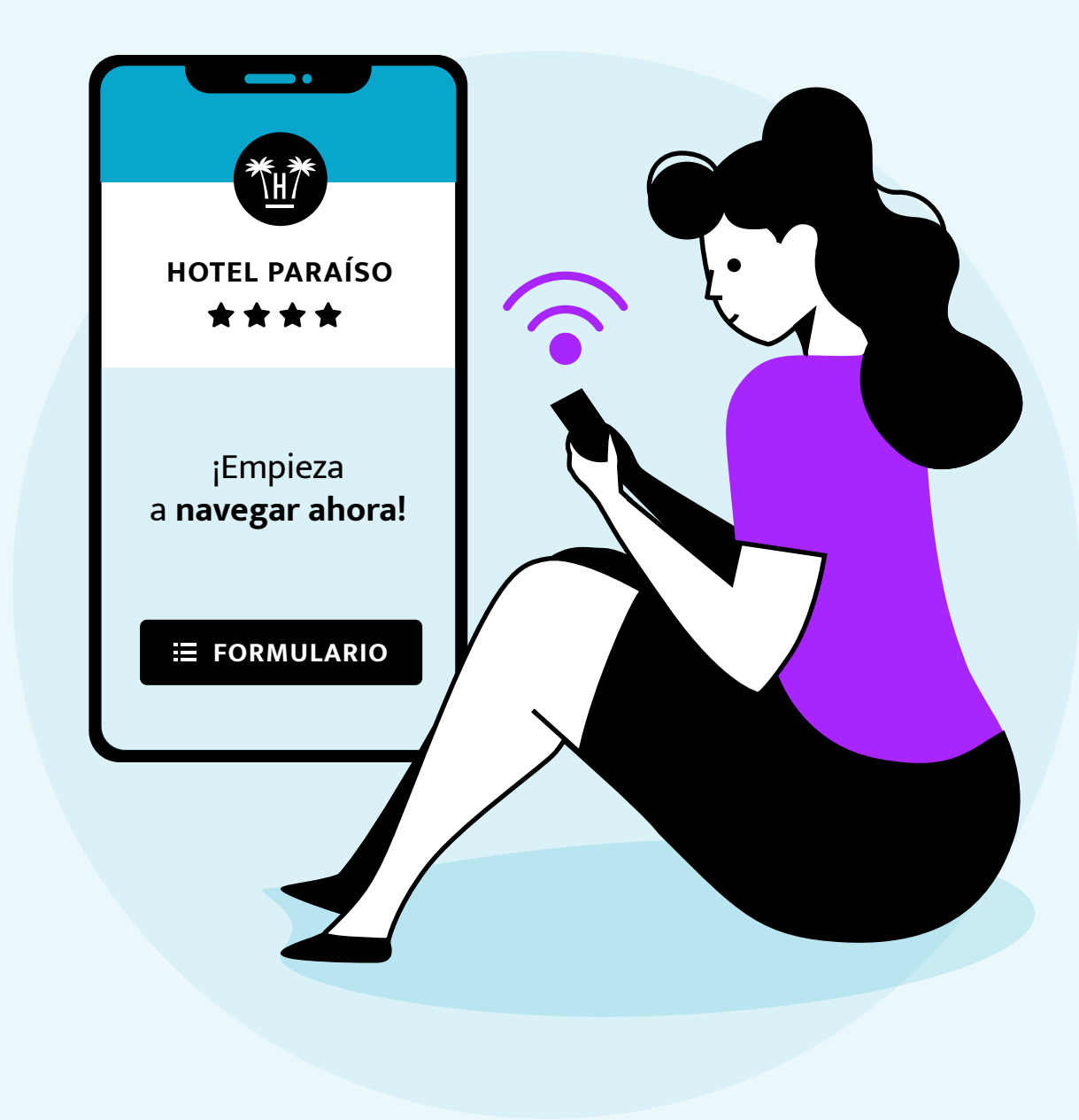
The following color combinations are approved for use in Hotelinking’s brand materials.

NOT ALLOWED COMBINATIONS



The following color combinations are not allowed in order to ensure the brand's consistency and professionalism.

ILLUSTRATION **STYLE**





hōtelinking