



Identity Guidelines:

ART DECO
MASONIC
HOTEL

INTRODUCTION

This document has been prepared to describe and standardise how the Art Deco Masonic Hotel identity is to be visually communicated. It should be used as a framework, not a cage - a strong guide from which the identity can evolve.

If you're unsure of a detail, or a situation occurs where the identity is to be used outside of these guidelines, then contact the brand guardians for clarification.

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THE MARQUE

The Art Deco Masonic Hotel logo is made up of two core elements, the Art Deco Parapet (visual identifier) and the words Art Deco Masonic Hotel (logotype). A full logo suite has been supplied for the logo:



THE VARIATIONS

The supplied logo suite contains the following industry standard file types:

- PDF - vector/scalable CMYK file, use for all external print and signage applications
- EPS - vector/scalable CMYK file, use for all external print and signage applications
- SVG - vector/scalable RGB file, used for dynamic online applications
- PNG - pixel RGB file, use for online applications (provided with a transparent background)
- JPG - pixel RGB file, use for internal documents

All these files formats are available within the logo suite in the following colour palettes for all logo versions:

1. Full colour
-



2. Reverse colour



3. Single colour
-



CLEARSPACE & SIZE

To give the logo space to breathe and so that a clear visibility zone for the logo is created separating it from background clutter, a minimum clearspace of the height or width of the "O" in Masonic must be allowed for as shown below:



The minimum size that the logo should appear is 15mm in width. Below this measure the elements within the marque become illegible.



LOGO MISUSE

This page indicates how the logo should **NOT** be used to ensure its legibility and consistency across the wide variety of communication types.



DO NOT: Allow the logotype to be used on its own.



DO NOT: Change the logo colours.



DO NOT: Change the placement and size of elements.



DO NOT: Stretch or skew the logo.



DO NOT: Apply the primary colour palette to dark backgrounds



DO NOT: Apply reverse/single colour logo to backgrounds that provide poor contrast.



DO NOT: Place the logo on complex backgrounds.

COLOUR SPECIFICATIONS



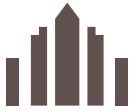
Gunmetal

CMYK - 0, 0, 0, 90 RGB - 64, 64, 64
SPOT - Pantone* 447 C WEB - 333333



Beige (NOTE: actual carpet swatch is Pantone 407 C)

CMYK - 40, 37, 43, 2 RGB - 159, 151, 140
SPOT - Pantone* 402 C WEB - b3a7a1



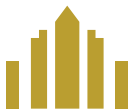
Warm Brown

CMYK - 55, 60, 59, 37 RGB - 97, 82, 77
SPOT - Pantone* 411 C WEB - 61504d



Charcoal

CMYK - 68, 54, 55, 30 RGB - 79, 87, 89
SPOT - Pantone* 447 C WEB - 4f5858



Mustard

CMYK - 29, 33, 100, 2 RGB - 188, 161, 48
SPOT - Pantone* 457 C WEB - b99d2f



Dark Green

CMYK - 83, 52, 70, 55 RGB - 25, 61, 51
SPOT - Pantone* 560 C WEB - 1b3c33



Deep Red

CMYK - 29, 96, 76, 29 RGB - 140, 33, 51
SPOT - Pantone* 202 C WEB - 8b2232

* The PANTONE® matching system is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour. The colours on this page and throughout this manual have not been evaluated by PANTONE® for accuracy. PANTONE® is a registered trademark of Pantone, Inc.

† Avery are one of many producers of signwriting film. All Avery brands are trademarks of the Avery Dennison Corporation.

TYPEFACES

The typefaces that have been selected to be the tone of voice for the Art Deco Masonic Hotel and for use alongside the logo are listed below.

Headline & Impact Text

MOSTRA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890; , . / ! @ # \$ % ^ & * () : " ' < > ?

Bodycopy & Large Text Blocks

Open Sans (All weights & widths)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890; , . / ! @ # \$ % ^ & * () : " ' < > ?

BRAND GUARDIANS

These Identity Guidelines have been produced as a quick reference guide for the described logo.

If your query is not resolved within please contact our brand guardians the creative team at 3webfeet Limited - visit www.3webfeet.co.nz for details or alternatively email inbox@3webfeet.co.nz - for an answer or appropriate file supply.