



BRAND AWARENESS MANUAL

INTRODUCTION

WHO IS THIS MANUAL FOR?

Anyone designing, supplying, or working on Sundial Boutique Hotel marketing initiatives and/or corporate communications.

WHAT IS THE PURPOSE OF THIS MANUAL?

To describe the exact size, colour, and usage specifications for Sundial Boutique Hotel's brand identity.

WHY ARE STANDARDS IMPORTANT?

Consistent use of logos helps create and maintain a strong, recognizable brand identity for Sundial Boutique Hotel. These standards are not intended to inhibit creativity, but to maintain a standard of quality across all Sundial Boutique Hotel materials. They also help to reduce the costs that arise from uncoordinated design and publishing efforts.

WHEN SHOULD STANDARDS BE APPLIED?

Everywhere the Sundial Boutique Hotel identity appears: stationery, faxes, advertising, publications, video and computer displays, web sites, signage, clothing and so on.

GENERAL RULES FOR LOGO USE

- Primary logo should be used, unless otherwise specified.
- The symbol and word mark are always used together unless otherwise specified.
- Maintain the logo proportions, never distort or skew the logo from its original form.
- Maintain the size and spacing ratios of each component.
- Only the official styled text shown may be used, do not change or manipulate the fonts in any way.
- The logo must appear in its entirety, not cropped or disappearing off the edge of a paper or frame.
- Never tilt or rotate the logo unless all elements are rotated to the vertical, as on the spine of a book or binder.

FOR DESIGN SITUATIONS INVOLVING UNUSUAL USES FOR TECHNICAL SITUATIONS YOU MUST GET CLEARANCE FIRST, PLEASE CALL: 1.800.661.2321



PRIMARY LOGO

The Primary Logo is the only logo that should be used when representing Sundial Boutique Hotel in any type of graphic material.

COLOURS

The colours in the Primary Logo consist of Black, Red and Yellow and can be used in both a Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background the Black colour for "Sundial Boutique Hotel" must be changed to White for legibility.



MINIMUM SIZE - 1.9" WIDE

The Primary Sundial Boutique Hotel logo should never be used at a size smaller than 1.9" wide from side to side. When there is a need to use the Sundial Boutique Hotel logo at a smaller size the Secondary Logo must be used.



MINIMUM SPACE

The height of the letter "I" in the Sundial Boutique Hotel logo defines the minimum space around the logo.



PRIMARY LOGO

The two colour Primary Logo should only be used when restricted to using only two colours to reproduce the Sundial Boutique Hotel logo.

TWO COLOUR - RED

When using the Primary Logo in two colours the "Sun Rise" must either be solid Red or Yellow Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background the Black colour for "Sundial Boutique Hotel" must be changed to White for legibility.



TWO COLOUR - YELLOW

When using the Primary Logo in two colours the "Sun Rise" must either be solid Red or Yellow Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background the Black colour for "Sundial Boutique Hotel" must be changed to White for legibility.



PRIMARY LOGO

The two colour Primary Logo should only be used when restricted to using only two colours to reproduce the Sundial Boutique Hotel logo.

ONE COLOUR - BLACK

When using the Primary Logo in Black one colour the entire logo must be Black Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background the Black colour must be changed to White for legibility.



ONE COLOUR - RED

When using the Primary Logo in Red one colour the entire logo must be Black Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background there must be ample contrast between the logo and background to use the solid Red, otherwise the Red must be replaced with White.



ONE COLOUR - YELLOW

When using the Primary Logo in Red one colour the entire logo must be Black Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background there must be ample contrast between the logo and background to use the solid Red, otherwise the Red must be replaced with White.



SECONDARY LOGO

The Secondary Logo should only be used when the Sundial Boutique Hotel Logo has to be reproduced at a size smaller than 1.9”.

COLOURS

The colours in the Secondary Logo consist of Black, Red and Yellow and can be used in both a Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background the Black colour for “Sundial Boutique Hotel” must be changed to White for legibility.



MINIMUM SIZE - 0.9” WIDE

The Secondary Sundial Boutique Hotel logo should never be used at a size smaller than 0.9” wide from side to side.



MINIMUM SPACE

The height of the letter “I” in the Sundial Boutique Hotel logo defines the minimum space around the logo.



*NOTE: When the need arises to use the Secondary Logo in a one or two colour format please refer to pg. 4-5 for proper colour usage and pg. 8 for Pantone PMS and CMYK breakdowns.

TERTIARY LOGO

The Tertiary Logo should only be used when faced with limitations prohibiting the use of either the Primary or Secondary Logos.

COLOURS

The colours in the Tertiary Logo consist of Black, Red and Yellow and can be used in both a Pantone PMS or CMYK format. Please refer to pg.8 for colour breakdowns.

When printing on a dark background the Black colour for "Sundial Boutique Hotel" must be changed to White for legibility.



SUNDIAL
BOUTIQUE HOTEL



MINIMUM SIZE - 1.6" WIDE

The Tertiary Sundial Boutique Hotel logo should never be used at a size smaller than 1.6" wide from side to side.



SUNDIAL
BOUTIQUE HOTEL

1.6"

MINIMUM SPACE

The height of the letter "I" in the Sundial Boutique Hotel logo defines the minimum space around the logo.



*NOTE: When the need arises to use the Secondary Logo in a one or two colour format please refer to pg. 4-5 for proper colour usage and pg. 8 for Pantone PMS and CMYK breakdowns.

COLOURS & FONT

COLOURS

The colours for the Sundial Boutique Hotel can be reproduced as either a Pantone PMS or CMYK depending on the job. Always use these values when reproducing in the logo in any graphic material.

PANTONE PMS



PMSBLACK



PMS200



PMS116

CMYK



C0.M0.Y0.K100



C0.M100.Y63.K12



C0.M15.Y94.K0

PMS 4545 or its CMYK equivalent are available for use in collateral pieces such as advertising, brochures, rack cards, etc. This colour should never be used in the logo, please contact The Sundial Boutique Hotel before using this colour.



PMS4545



C0.M0.Y15.K6

FONT

The font Charlotte in all its families should be used in any copy and or text driven graphic material to ensure a consistent look and feel to Sundial Boutique Hotel brand.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
1234567890



SUNDIAL BOUTIQUE HOTEL

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