BRAND GUIDELINES

WORLDHOTELS

TABLE OF
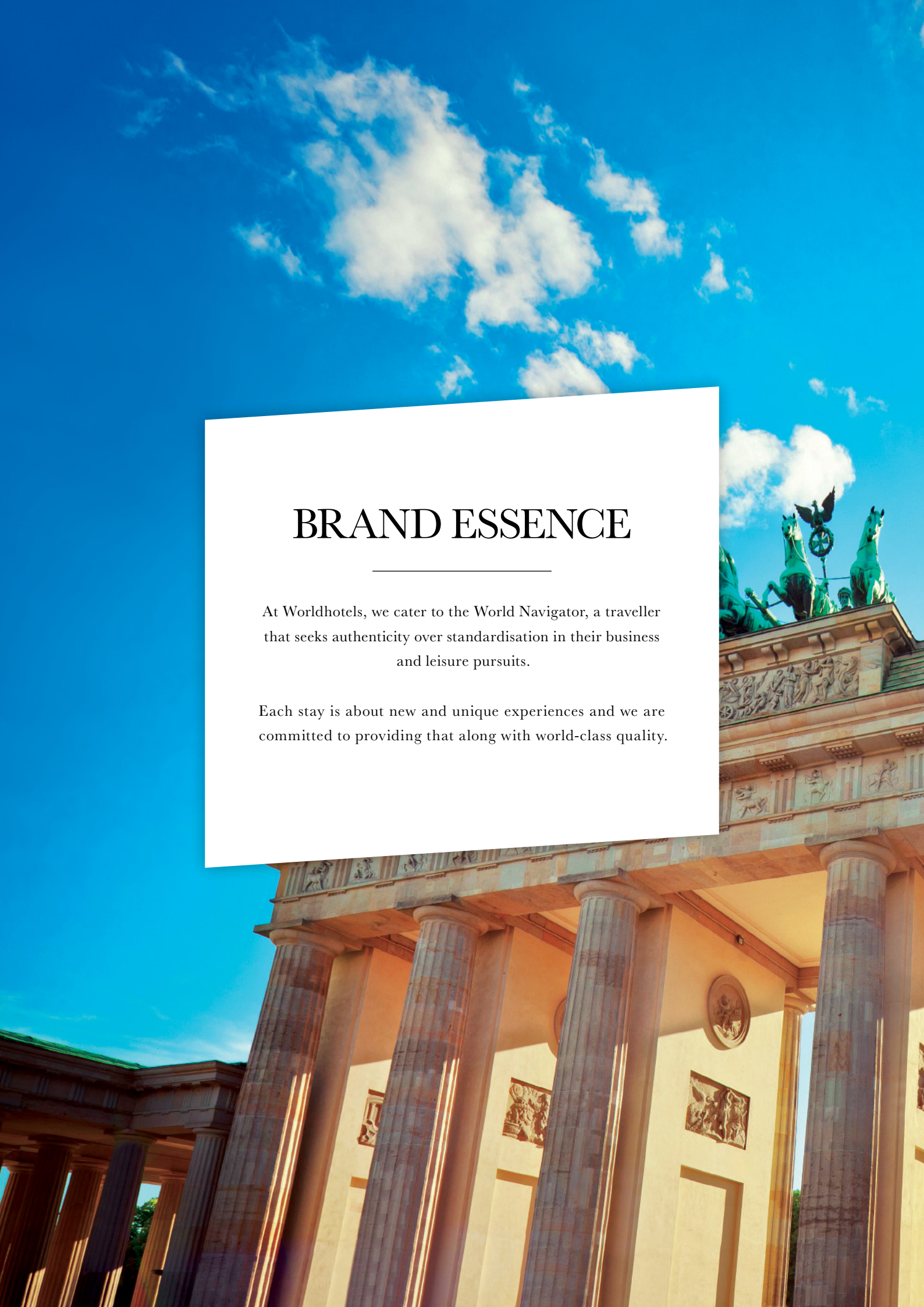# CONTENTS

BRAND ESSENCE

At Worldhotels, we cater to the World Navigator, a traveller that seeks authenticity over standardisation in their business and leisure pursuits.

Each stay is about new and unique experiences and we are committed to providing that along with world-class quality.

TYPOGRAPHY

All Worldhotels typography is set in the typeface Baskerville or Futura. When setting headlines, the majority of the thought or phrase should be set in all-caps, but smaller or secondary thoughts may be set either in all-caps italics or standard upper & lowercase styles. Different headline styles should be separated by thin rules. Often we use a rhomboid shape to enclose headlines and main text.
This shape should never be wider than it is tall, and should always have non-slanted vertical sides.
All body copy should be set in Baskerville Regular, upper & lowercase, centred or in justified copy blocks with the last line centred depending on amount of text and width of column.

Baskerville MT Pro Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Baskerville MT Pro SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FuturaBook Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Using Typography in Design

Baskerville MT Pro Regular

How to use:

- Baskerville should be used to create brand or image-related communications (ex: general positioning ads, co-branded advertising).
- Baskerville should NOT be used to create text-driven documents, or communications that are used solely for corporate/internal purposes.
- Body copy in Baskerville should be used centred or justified with the last line centred.
- Headlines should be used in ALL CAPS.
- Minimum size: 6 pt, continuous text 8-12 pt, headline 14 pt minimum

Baskerville MT Pro SemiBold

How to use:

- Baskerville SemiBold should be used for brand or image-related communications where italics are used (ex: general positioning ads).
- Minimum size: 6 pt, continuous text 8-12 pt, headline 14 pt minimum

FuturaBook Regular

How to use:

- Futura should be used in **sentence case** and not using all caps unless used as a heading.
- Minimum size: 6 pt, continuous text 8-12 pt, headline 14 pt minimum

! Tip: What is sentence case?

Sentence case is when the first word in a sentence is capitalised, except for proper nouns or titles.

Questions to Ask When Typesetting ...

Question	Answer	Type Font
Will the text I am preparing require the use of bullet points?	Yes.	*Use Futura.*
Will the communication include branding or image related messages?	Yes.	*Use Baskerville.*
Will the communication be guest-facing?	Yes.	*Use Baskerville.*
Is it a branding message that will be sent internally via PDF?	Yes.	*Use Baskerville.*
Will it be a PowerPoint presentation for my colleagues?	Yes.	*Use Futura.*
Will a text part consists only of information like times, dates, location, rates?	Yes.	*Use Futura.*
Will the text be longer than three paragraphs?	Yes.	*Use Futura.*

Arrow Button in Calls to Action

FULL COLOUR:

POSITIVE:

NEGATIVE:

How to use:

• Size: Same as letter height - maximum double letter height

• Arrow Buttons should be used along with calls to action and booking instructions.

LOGO USAGE

WORD MARK ONLY

For use in guest-facing communications, templates, giveaways or where space will not allow the complete logo lock-up.

COLOUR:

WORLDHOTELS

BLACK:

WORLDHOTELS

NEGATIVE:

WORLDHOTELS

CORPORATE LOGO W/ SWOOSH

For internal and Worldhotels corporate communications as well as Worldhotels stationary (ex: meeting minutes, agendas).

COLOUR:

WORLDHOTELS

BLACK:

WORLDHOTELS

NEGATIVE:

WORLDHOTELS

Logo Lock-up

GUEST-FACING LOGO

Where space allows and the message is branded
and faces potentional guests, bookers or clients.

FOR PRINT USE:

WORLDHOTELS
where discovery starts

Strapline: FuturaBook, regular 8,5 pt

FOR ONLINE USE:

WORLDHOTELS
where discovery starts

Strapline: FuturaDemi, regular 8,5 pt

Logo – Clear Space

WORD MARK ONLY

WORLDHOTELS

1.5 x height

1 x height (entire logo)

1.5 x height

1.5 x height

CORPORATE LOGO W/ SWOOSH

WORLDHOTELS

0.5 x height

1 x height (entire logo)

0.5 x height

0.5 x height

LOGO LOCK-UP

WORLDHOTELS
where discovery starts

0.5 x height

1 x height (entire logo)

0.5 x height

0.5 x height

Logo – Do's and Don'ts

DO NOT DISTORT OR REARRANGE LOGO

DO NOT CHANGE TYPEFACES

DO NOT CHANGE COLORS

DO NOT USE ON BUSY BACKGROUNDS

URL Usage

POSITIVE:

NEGATIVE:

Start your discovery at
worldhotels.com

Start your discovery at
worldhotels.com

How to use:

- "Start your discovery at ..." should not sit next to or near logo lock-up.
- "Start your discovery at ..." can be used in copy.
- URL should be used as "Visit worldhotels.com" when positioned next to or near logo lock-up.
- "Start your discovery at ..." can be used alone on giveaways or anywhere we're pushing the .com.

URL USAGE IN CONNECTION WITH THE GUEST-FACING LOGO

EXAMPLE – LEFT ALIGNED:

500 hotels. 250 destinations. 65 countries.
worldhotels.com

WORLDHOTELS
w h e r e   d i s c o v e r y   s t a r t s

EXAMPLE – CENTRED:

WORLDHOTELS
w h e r e   d i s c o v e r y   s t a r t s

500 hotels. 250 destinations. 65 countries.
worldhotels.com

Collection Logos – for Print Use

FIRST CLASS

DELUXE

COLOUR:

WORLDHOTELS
first class

COLOUR:

WORLDHOTELS
deluxe

BLACK:

WORLDHOTELS
first class

BLACK:

WORLDHOTELS
deluxe

NEGATIVE:

WORLDHOTELS
first class

NEGATIVE:

WORLDHOTELS
deluxe

Collection Logos – for Online Use

FIRST CLASS

COLOUR:

WORLDHOTELS
f i r s t   c l a s s

BLACK:

WORLDHOTELS
f i r s t   c l a s s

NEGATIVE:

WORLDHOTELS
f i r s t   c l a s s

DELUXE

COLOUR:

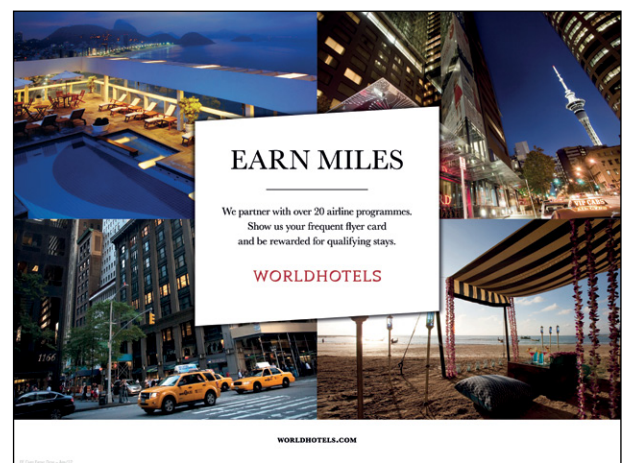**WORLDHOTELS**
d e l u x e

BLACK:

WORLDHOTELS
d e l u x e

NEGATIVE:

WORLDHOTELS
d e l u x e

THE RHOMBOID IN DESIGN

- Rhomboid should be situated on top of either 2 vertically stacked images or centred over the intersection of 4 images. See examples.
- The rhomboid should cover less than half of both images in a 2-image layout.
- The rhomboid should be centred horizontally and vertically in the image layout.

Typography in Rhomboid

Top and bottom of
rhomboid should
be 5° angles

0.5pt thickness
per rule;
distance should
measure thickness
of two rules

0.5pt thickness
per rule

Baskerville
Regular

Baskerville
Regular

*WE HAVE ONE
SIMPLE PHILOSOPHY:*

WHEN YOU ARRIVE IN LONDON,

it should feel like London.

No two places in the world are the same. We believe your hotel should reflect this. That's why The Royal Garden Hotel – London is a decidedly authentic experience dedicated to enriching your sense of the world. Plus, with an unwavering commitment to world-class accommodations, you can rest assured that each of your journeys will be memorable.

Baskerville
Italic
All Caps

Baskerville
Regular
All Caps

Rhomboid
shape for use
over images

Use outer glow on
rhomboid multiplied with
black, 30 - 70% opacity,
depending on image

COLOURS

To maintain a sense of refined quality, Worldhotels employs a simple colour palette which is predominantly black & white.

MAIN

When using the main palette, keep in mind that the Worldhotels brand is typically expressed as black text on a white background. Red is used primarily for the logo, and in some rare instances as an accent colour. White type may occasionally be reversed out of black backgrounds or images for very short blocks of copy.

Hex #96172E
CMYK 0, 100, 65, 30
RGB 150, 23 ,46
Pantone PMS 7427

Hex #000000
CMYK 0, 0,0, 100
RGB 0, 0, 0
Pantone PMS Black

Hex #FFFFFF

PHOTOGRAPHY

WORLD NAVIGATOR

The World Navigator should look relaxed in their personal or professional pursuits. Never show the World Navigator in cliché situations — like meeting rooms or offices — or looking directly into the camera. Photos should not look staged.

EXPERIENCES

When showing images of local experiences, remember that the World Navigator is not a tourist. Avoid images of the expected (e.g. the Eiffel Tower). Close-up shots can also be more effective at conveying the flavour of a destination than wide shots.

HOTELS

Worldhotels property images in brand work should give a sense of the local flavour. Avoid using images that are too beige or that look like a typical chain hotel interior. Ideally interior shots should convey the flavour of the world just outside its doors.

Finding Photography

Worldhotels is an upscale brand and not just any stock image will do. When looking for stock photography, royalty-free images are often best for business, because they can be used repeatedly. However, royalty-free images often look staged, so you must take care when searching. We prefer images that are more journalistic in style and composition. Some stock photography sites have a better selection of royalty-free images than others, so we've highlighted some of our recommended places to start your search below:

CORBIS IMAGES
http://www.corbisimages.com/

GETTY IMAGES
http://www.gettyimages.com/

VEER
http://www.veer.com/

ISTOCK
http://www.istockphoto.com/

FILE SHARING
Nexus > Mediaserve

- Creative Presentation
- Art Files
- Destination Images
- Navigator Images

❗ Tip: Before buying an image please make sure which size you need.
Resolution for **online** use: **72 dpi**
Resolution for **print** use: **300 dpi**
Never rescale or compress images with Photoshop.

GLOBAL GROUP MENU

When designing print materials, try to incorporate the global group menu. This device is designed to give the viewer a sense of the size and the breadth of the Worldhotels brand while still highlighting a specific local experience.
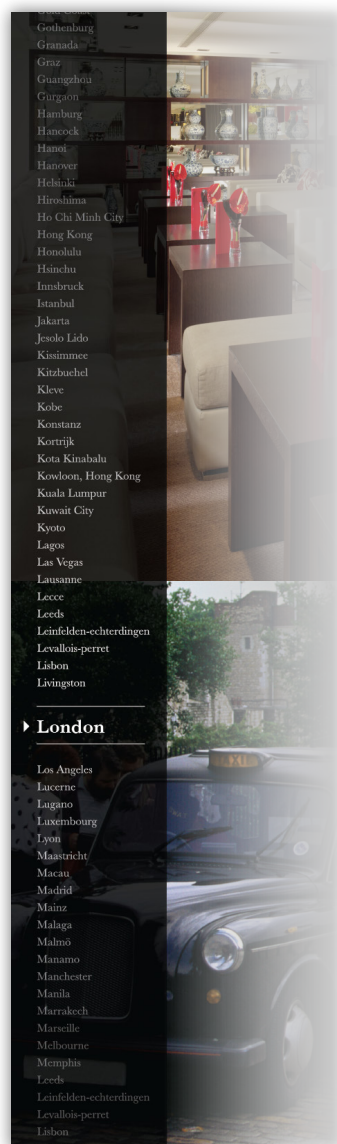
80% Opacity

The longest city name should be no closer than the width of two "W"s from the edge of the group menu.

Highlight
Location

The length of the high-lighting rules should be equal to the longest city name.

(Ideally placed above or below the vertical center of the menu)

Gothenburg
Granada
Graz
Guangzhou
Gurgaon
Hamburg
Hancock
Hanoi
Hanover
Helsinki
Hiroshima
Ho Chi Minh City
Hong Kong
Honolulu
Hsinchu
Innsbruck
Istanbul
Jakarta
Jesolo Lido
Kissimmee
Kitzbuchel
Kleve
Kobe
Konstanz
Kortrijk
Kota Kinabalu
Kowloon, Hong Kong
Kuala Lumpur
Kuwait City
Kyoto
Lagos
Las Vegas
Lausanne
Lecce
Leeds
Leinfelden-echterdingen
Levallois-perret
Lisbon
Livingston

▸ **London**

Los Angeles
Lucerne
Lugano
Luxembourg
Lyon
Maastricht
Macau
Madrid
Mainz
Malaga
Malmö
Manamo
Manchester
Manila
Marrakech
Marseille
Melbourne
Memphis
Leeds
Leinfelden-echterdingen
Levallois-perret
Lisbon

! Tip: The current city list is available in different languages on:
ftp\5 Marketing\FinalDesignFiles_2013\HEO\CityList for NetworkMenu
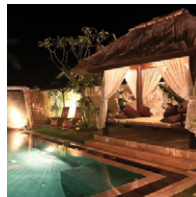
USING THE ELEMENTS

A visual summary of the core elements which form the Worldhotels brand:
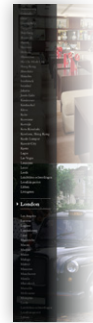

Local Experience Imagery

+

Property Imagery with Local Focus

+

Black & White Palette
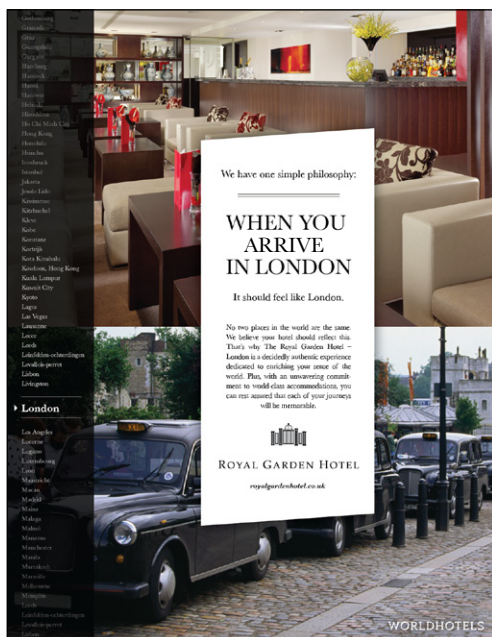
+

Global Group Menu

+

Typography on White

=

Examples

Print Ad

Roll-up Banner

Poster

Postcard

ADVERTISEMENTS

Indesign files for below samples can be downloaded from:

ftp\5 Marketing\FinalDesignFiles_2013\HEO

Rhomboid Ads:

Global Group Menu Ads:

E-FLYER

A PowerPoint template for creating e-flyers can be downloaded from:

ftp\5 Marketing\FinalDesignFiles_2013\HEO\05_2013 E-Flyer_Template_PPT

image area shouldn't cover
more than half of text area

1/2 image	1/2 text

Worldhotels features:

MEDIA ONE HOTEL

— **Dubai** —

Media One Hotel in Dubai Media City, conveniently located by Emirates Golf Club and Dubai Marina, is a refreshing dose of different! Feel how invigorating it can be to enter this lifestyle hotel with a totally new vibe.

SPECIAL OFFER ON CORPORATE BOOKINGS:

Get 500 miles for each stay between
01 Apr – 31 Dec 2013.
Get 1,000 miles for each 3 night stay
between15 May – 15 Aug 2013.

Media One Hotel, Media City, Dubai, United Arab Emirates
worldhotels.com/mediaone

GDS MASTER CHAIN CODE:
EW – Exclusive Worldhotels
includes WW - Worldhotels

HOTEL CODES:
Amadeus: DXBMOH| Galileo: 59780| Sabre: 4827| Worldspan: DXBMO

TOLL-FREE RESERVATIONS:
From Europe: 0800 89 8852 | From the U.S.: 1 800 223 5652

WORLDHOTELS
w h e r e   d i s c o v e r y   s t a r t s

minimum size of headline 28 pt, preferably as wide as longest line of text

never miss red, capitalised, italic "Offer/Call to action" headline

never change typography of booking section

proper city name of the Global Group Menu is highlighted

hotel's url is given a hyperlink

Please distribute only PDF-files so the recipients are not able to revise them.

❗ Tip: The current city list is available in different languages on:
ftp\5 Marketing\FinalDesignFiles_2013\HEO\CityList for NetworkMenu

BUSINESS CARDS

InDesign files for Digital- or Offset-Print (with or without relief varnish) can be downloaded from:
ftp\5 Marketing\FinalDesignFiles_2013\HEO\06_2013 BusinessCards_Templates

Front Page:

relief varnish on logo
and name is optional

QR code is
optional;
size: 15 x 15 mm

Three Versions for Back Side:

General   Executives / Development Team   Sales Team

QR Code:

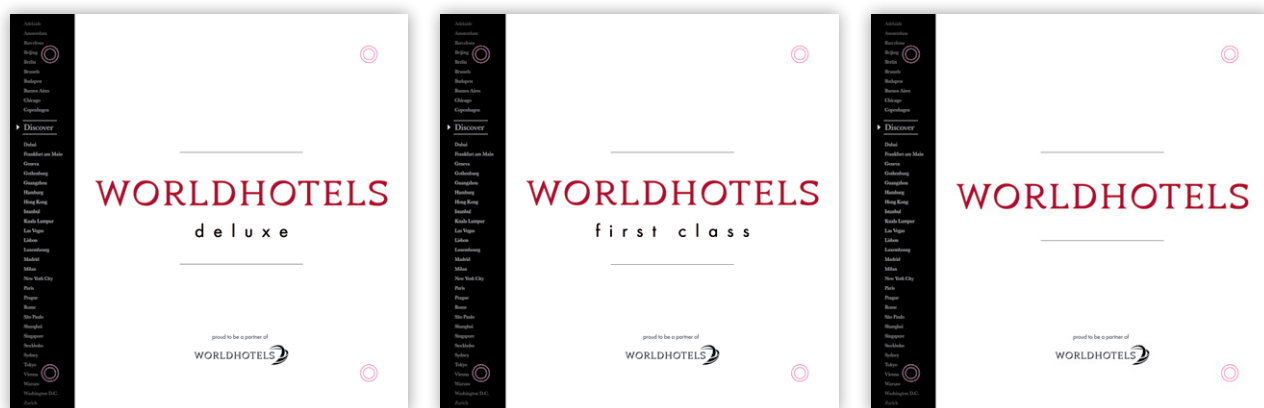Generator URL: **keremerkan.net/qr-code-and-2d-code-generator**

All instructions below refer to this generator. Any other online generator or software can be used as well, but make sure you test the codes before using them.

- Select Code Action: **Create a vCard**
- Leave **Escape Special Characters** set to *Yes*, **Version** to *3.0* and **vCard Type** to *Real Person*
- Fill in the follwing fields only: **First Name**, **Last Name**, **E-Mail Address**, **Mobile Phone** if not available **Work Phone**
- Leave the **Error Correction Level** set to *low*
- The **Block Size in Pixels** should be *30* (maximum)
- Leave the **Margin Size in Blocks** at *1*
- Select the desired **Output Type** – *SVG*
- The **Foreground Colour** should be *black* and the **Background Colour** *transparent* (tick box)

MEMBER PLATES

Files for production of three versions can be downloaded from:

ftp\5 Marketing\FinalDesignFiles_2013\HEO\03_2013 MemberPlates

Dimension: 350 x 350 x 10 mm

Material: Float glass

Colours: At the instruction of the plate producer the Worldhotels red has been separated in CMYK. The final varnish will be RAL 3032. The Worldhotels logo will be deep sandblasted und 2-coloured varnished according to specification: 100M, 65 Y; 30K = RAL 3032.

Print: The Global Group Menu, the two rules and the black Worldhotels logo along with "proud to be a partner of" are mirrored printed on a white high-performance foil.

Sandblast: The Collection logos or the Worldhotels Word Mark logo are sandblasted on the plate.

Handling: Float glass with beveled, cut and polished edges on both sides, 4 drilled holes each equipped with 4 spacers and fittings. Mirrored digital print on white high-performance foil will be attached to the reverse side.
The Member Plates will be delivered in air cushion foil packed in cardboard boxes.
Labelling: Content (Deluxe, First Class or Worldhotels)

FLAGS

Files for production of three versions can be downloaded from:

ftp\5 Marketing\FinalDesignFiles_2013\HEO\06_2013 Flag_2500x1500mm

Dimension: 1500 x 2500 mm

Colors: 2-colored print on white ground: Pantone 7427 + Black

Material: Polyester 110 g/sqm

Print: Screen printing, light-, water- and sunproof, machine washable

Handling: double safety fissure overlock stitching at the seams on all sides, white facing ribbon
                 on one side facing the mast, 4 stainless steel D-rings

FILE SHARING

In order to permanently develop and improve our Global Corporate Design please upload your created InDesign Files plus PDF-files to:

ftp\5 Marketing\FinalDesignFiles2013

If each region adds their files into the respective folder – HEO, APAC or The Americas – it's for the power of our brand.