



HOTELSTARS.EU

Hotelstars Union

CORPORATE IDENTITY GUIDELINES

Contents

1_Masterbrand Logo

1.1_Logo: Colours _____ page 3

1.2_Logo: Sizes _____ page 4

1.3_Logo: Placement _____ page 5

2_Corporate typeface

2.1_Print _____ page 6

2.2_Online _____ page 7

3_Corporate Design

3.1_Design features _____ page 8

3.2_Photography style _____ page 9

3.3_Flyer_example _____ page 10

3.3.1_Flyer_example _____ page 11

3.4_Print ads horizontal_example _____ page 12

3.5_Print ads vertical_example _____ page 13

3.6_Power Point slide / PDF_examples _____ page 14

4_The official sign of the Hotelstars Union

4.1_Arrangement _____ page 15

4.2_Size of elements _____ page 16

4.3_Typography / colour specifications _____ page 17

5_Options of the Hotelstars Union icon

5.1_Usage _____ page 18

1_Masterbrand Logo

1.1 Colours



Printing: 4C (CMYK)



100 C / 50 M / 0 Y / 5 K



0 C / 25 M / 100 Y / 0 K

Online: RGB



0 / 102 / 173



253 / 96 / 0

Printing: 2C (Pantone)



Pantone 2935 U



Pantone 7404 U



Printing / Online: 1C (Black)



100 % Black



40 % Black

1_Masterbrand Logo

1.2_Sizes

The sizes are recommendations and can be adapted to specific applications.

Artwork size: 210 x 297 mm / 8.2 x 11.6 inch



Artwork size: 297 x 420 mm / 11.6 x 16.5 inch



Artwork size: 420 x 594 mm / 16.5 x 23.3 inch



1_Masterbrand Logo

1.3_Placement

The masterbrand is either to be placed on a white background or corporate backgrounds. The masterbrand should never be placed on a black/dark-coloured background or image.



White background



Corporate background_1



Corporate background_2

2_Corporate typeface

2.1 Print

Two families of typefaces have been selected for use in communications:
ITC Franklin Gothic Book Condensed and Meta Plus Book Roman.
Both typefaces should be used to structure copy.

Skylines: Meta Plus Book Roman (Colour: CI Blue or Yellow)

Headlines: Meta Plus Book Roman (Colour: CI Blue)

Subheadlines: Meta Plus Book Roman (Colour: CI Blue)

Copy text:

ITC Franklin Book Condensed (Colour: 100 % Black)

2_Corporate typeface

2.2_Online

Two families of typefaces have been selected for use in communications:
Verdana Black and Regular or Helvetica Bold Extended and Roman.
If neither is available, Arial can be used instead.
Both typefaces should be used to structure copy.

Headlines and subheadlines:
Helvetica Bold Extended Black

Copy text:
Helvetica Roman

Headlines and subheadlines:
Verdana Black

Copy text:
Verdana Regular

3_Corporate Design

3.1_Design features

A key design feature is a white space between the elements. Please note there should always be a white space between the elements, as shown in the following examples.

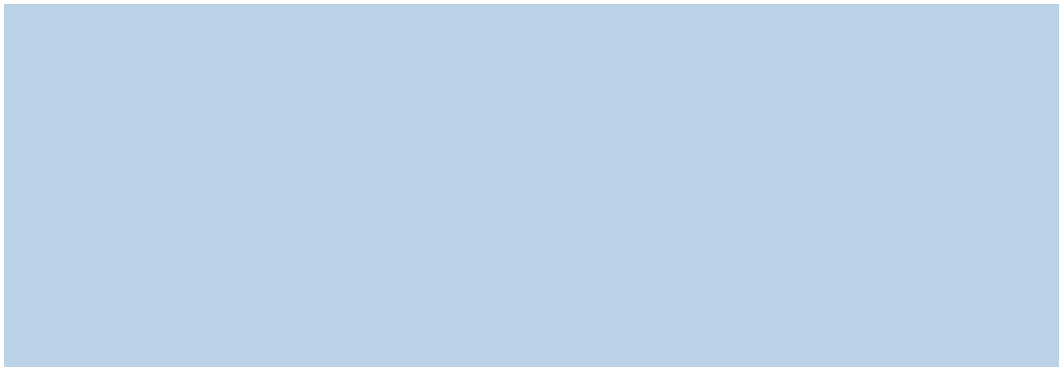
There are two types of blue background.

The blue structured background should only be used for headers and footers and can be provided in different sizes (see contact sheet).

Diagrams and graphics should be in shades of blue. Lines can be used.



Corporate background_1 (TIF / JPG)



Corporate background_2 (25 C / 10 M / 3 Y / 0 K)

Line (1,5pt) / Corporate Blue

3_Corporate Design

3.2_Photography Style

Photography is one of the most direct visual means of communication. The photographic style, content and quality of our images should always be of high quality.

As a general rule, all images should embody dynamic movement, vivid colours, and reflect a distinctive source of light. All images can be provided in high resolution.



3_Corporate Design

3.3_Flyer_example

The Corporate Identity guidelines in practice.

Flyer 105 x 210 mm / 4.13 x 8.27 inch

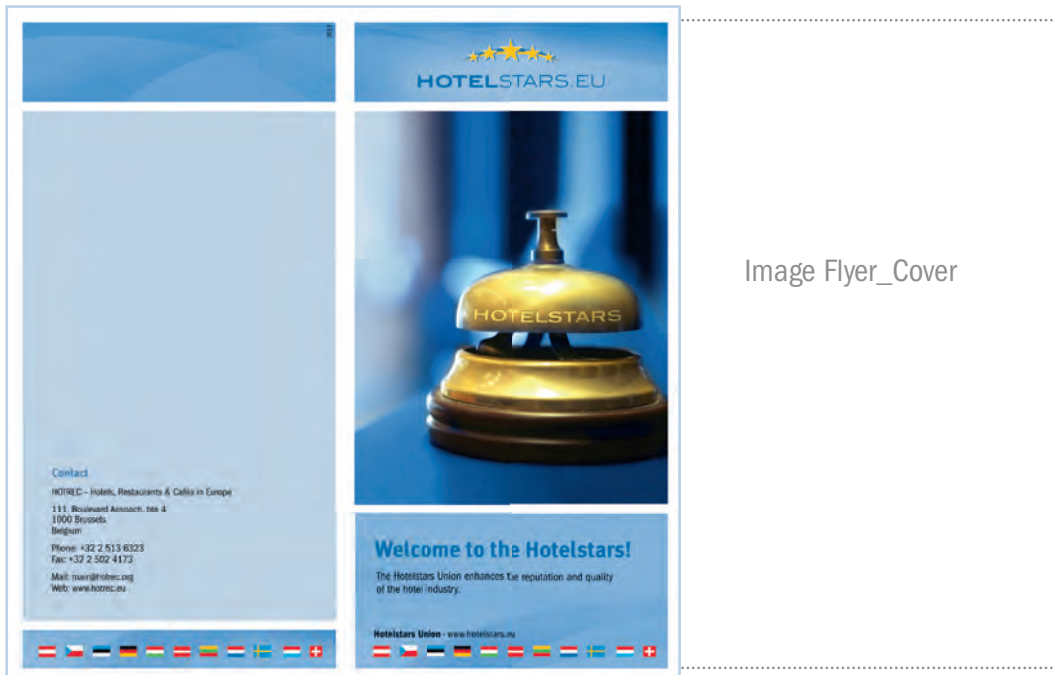


Image Flyer_Cover

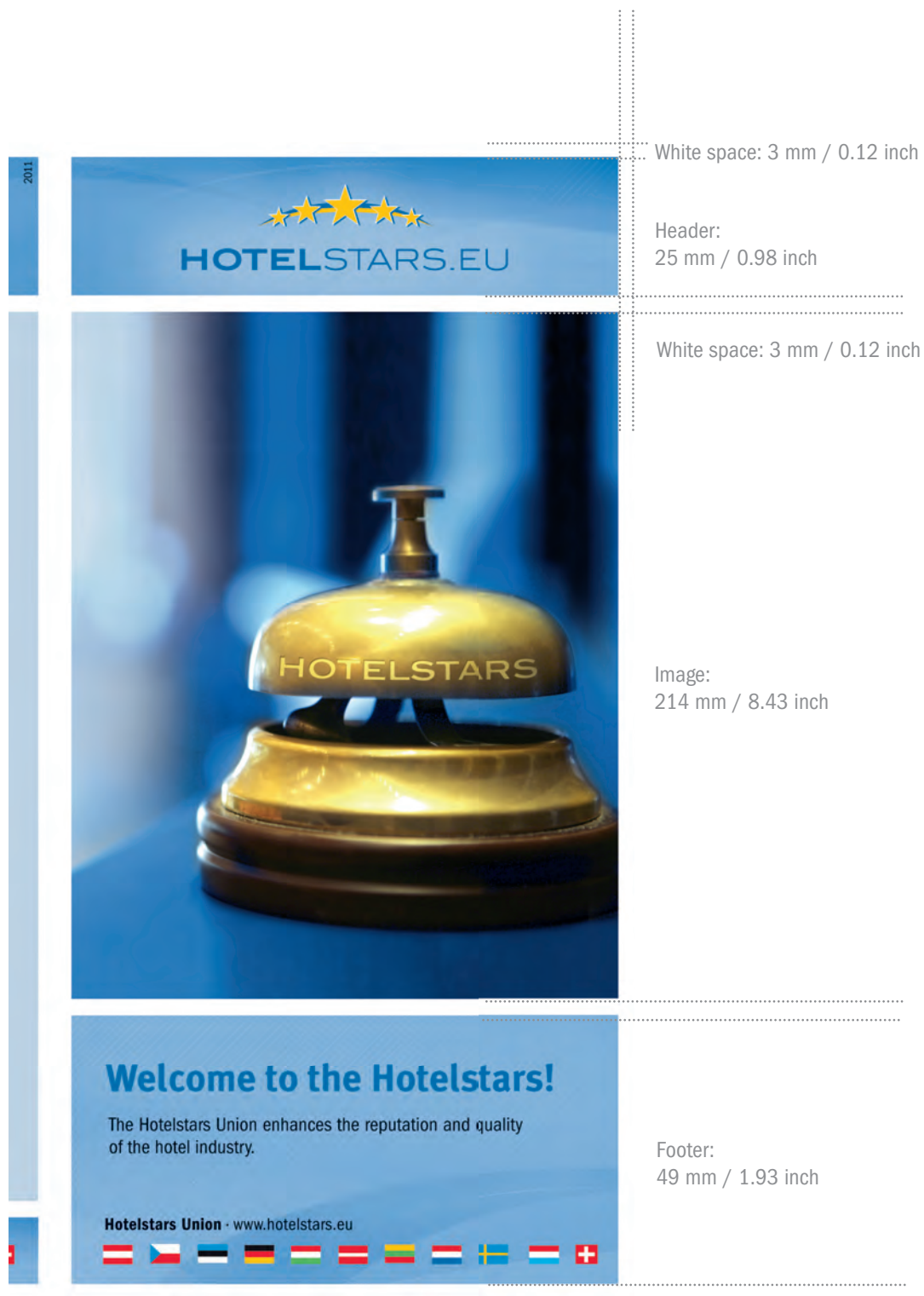


Image Flyer_Inlay

3_Corporate Design

3.3.1_Flyer_example

The Corporate Identity guidelines in practice.
Flyer 105 x 210 mm / 4.13 x 8.27 inch



3_Corporate Design

3.4_Print ads horizontal_example

The Corporate Identity guidelines in practice.

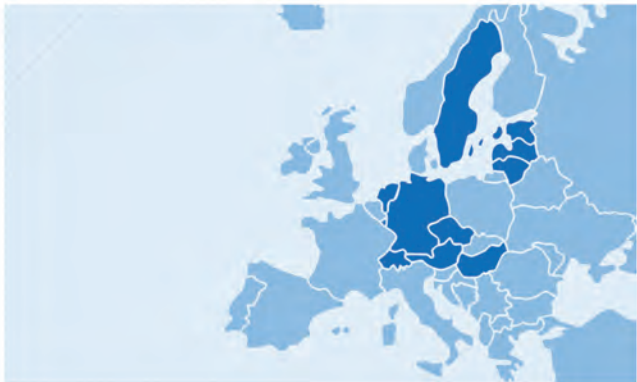
 HOTELSTARS.EU	Masterbrand
Lorem ipsum dolor sit ame consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.	Image Message
 CONTACT, CLAIM, WORLDWIDE WEB	Contact

 HOTELSTARS.EU	
Lorem ipsum dolor sit ame consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.	
 CONTACT, CLAIM, WORLDWIDE WEB	

3_Corporate Design

3.5_Print ads vertical_example

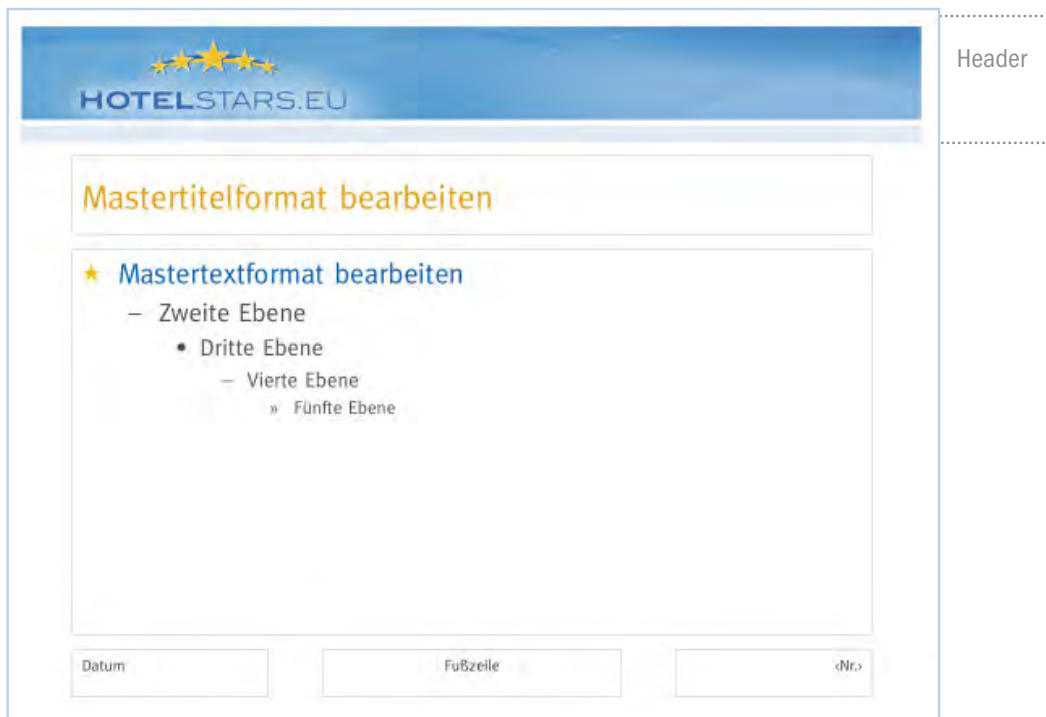
The Corporate Identity guidelines in practice.

	Masterbrand
	Image
Lorem ipsum dolor sit ame consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleif	Message
CONTACT, CLAIM, WORLDWIDE WEB 	Contact

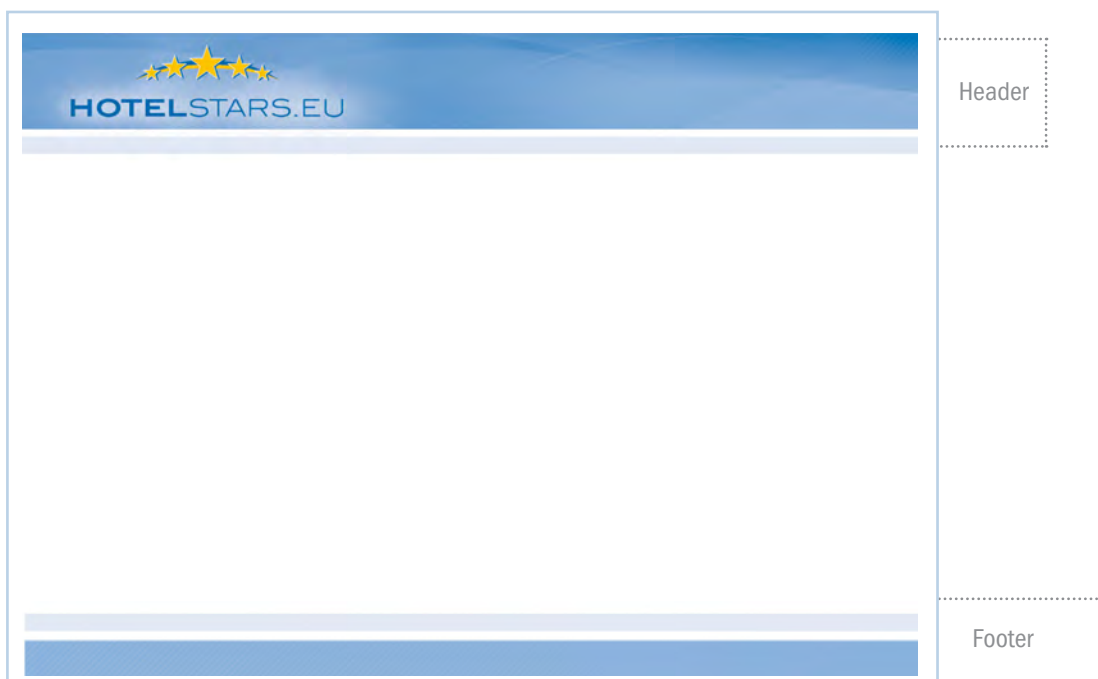
3_Corporate Design

3.6_Power Point slide / PDF_examples

Power Point slide

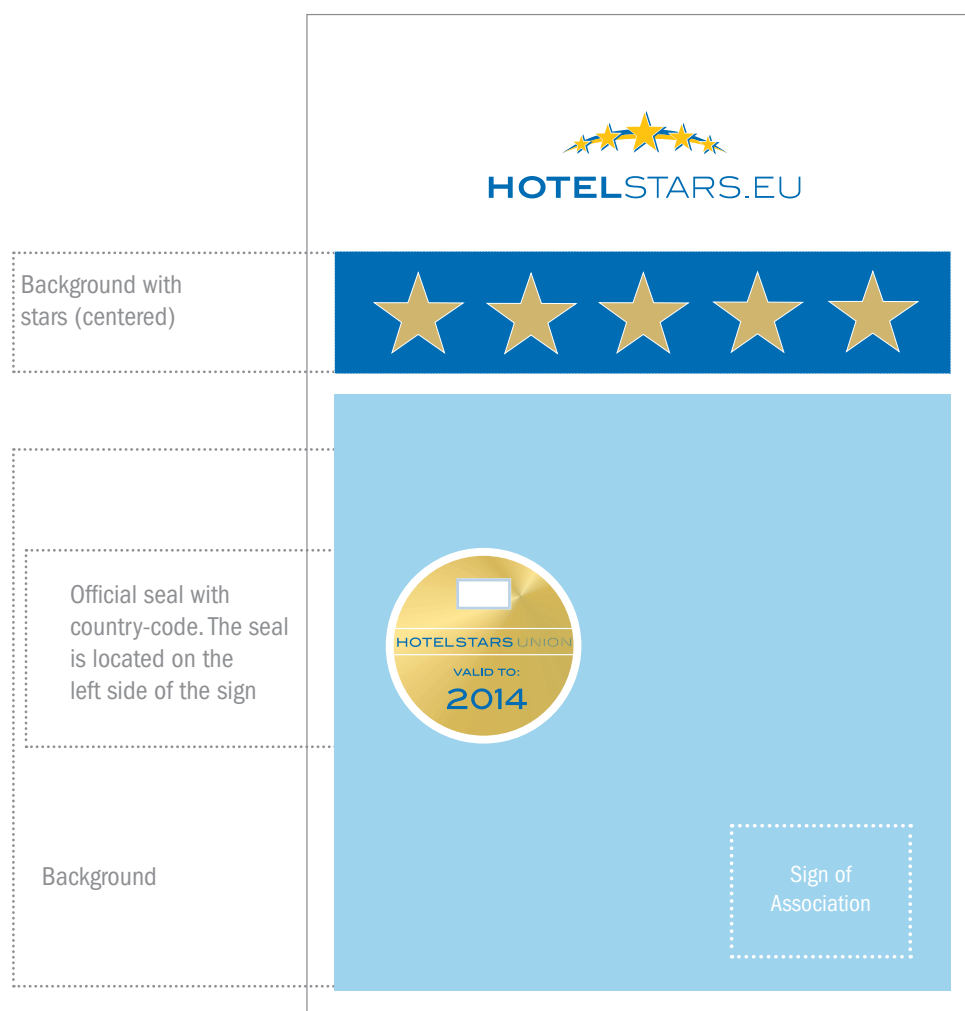


Catalogue of criteria_PDF.....



4_The official sign of the Hotelstars Union

4.1 Arrangement



4_The official sign of the Hotelstars Union

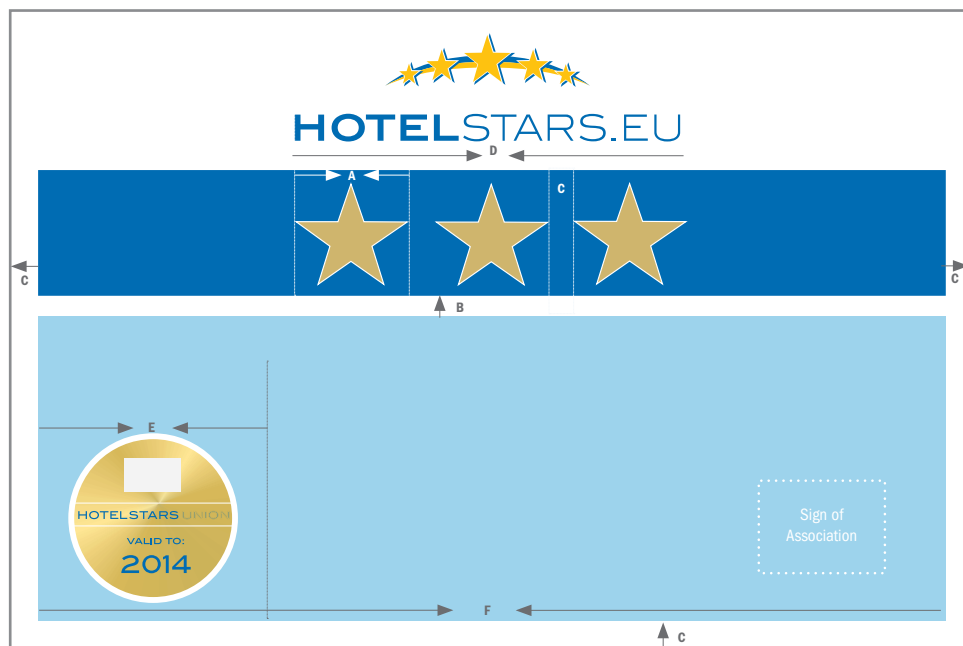
4.2_Size of elements

Size of elements according to each other:

$$C = A : 4$$

$$D = 3 \times A$$

$$E = F : 4$$



Important: Please keep the absolute size of stars through all categories. Logo and inner star both centered.



4_The official sign of the Hotelstars Union

4.3_Typography / colour specifications

Typography is Blair ITC Medium and Blair ITC Light.



The colour specifications are:

Yellow: Pantone 7404 U (0 C / 25 M / 100 Y / 0 K)

Dark Blue: Pantone 2935 U (100 C / 50 M / 0 Y / 5 K)

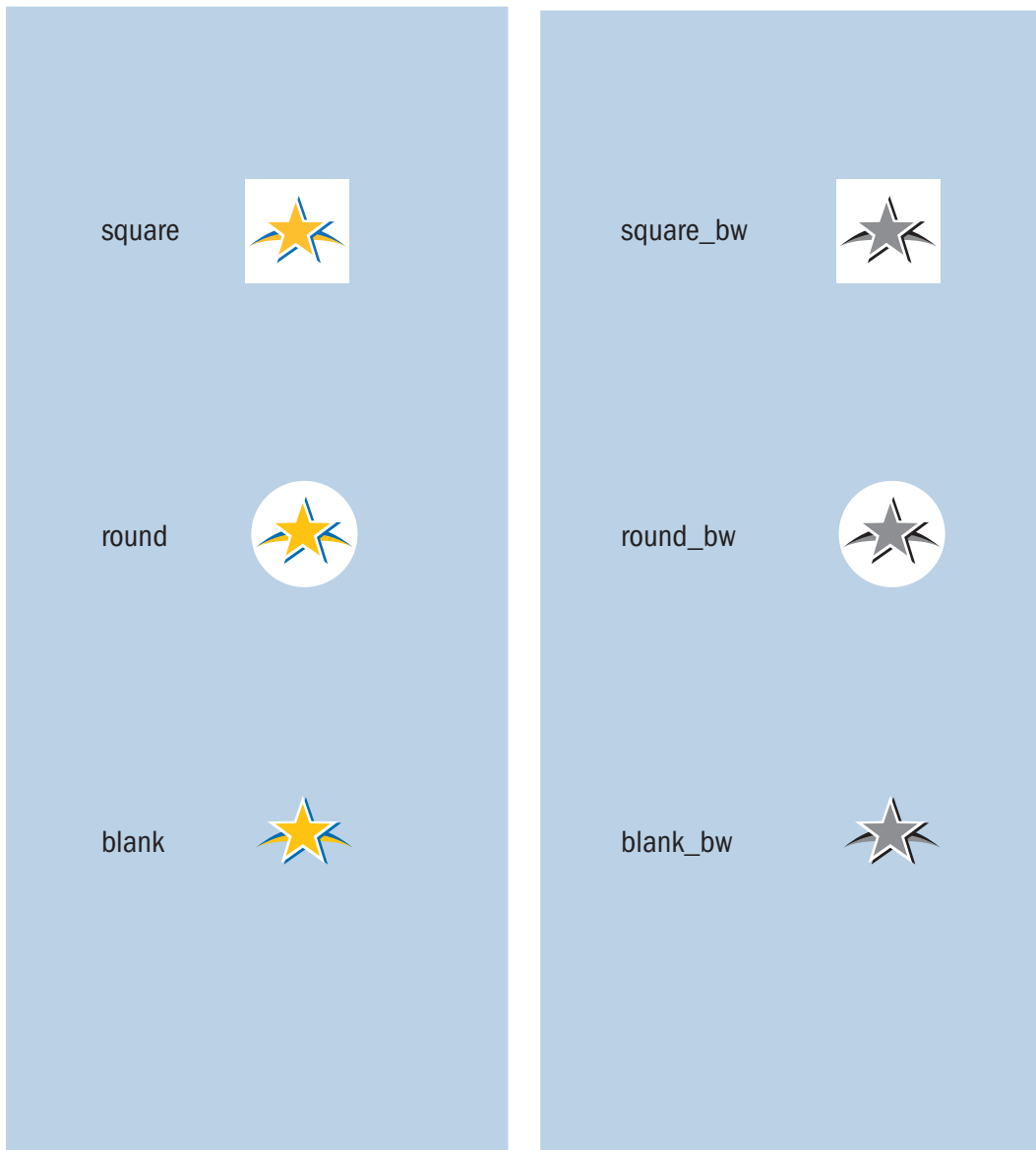
Gold: Pantone 871 U (0 C / 21 M / 60 Y / 30 K)

Light Blue: Pantone 277 U (30 C / 9 M / 0 Y / 0 K)



5_Options of the Hotelstars Union icon

5.1_Usage





HOTELSTARS.EU

Contact:

German Hotel and Restaurant Association (DEHOGA Bundesverband)
c/o German Hotel Association (IHA)
Am Weidendamm 1A | 10117 Berlin | Germany

Phone: +49 (0) 305 900 996 90 | Fax: +49 (0) 305 900 996 99
Email: info@hotelsterne.de | Web: www.hotelsterne.de

.....

For templates and further guidance please contact:

elbgraphen GmbH | Agentur für Werbung
Grosse Elbstrasse 131 | 22767 Hamburg | Germany
Phone: +49 (0)40 386292 0 | Email: info@elbgraphen.de | Web: www.elbgraphen.de