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## The Digital Guest Technology Experts

*strapline / mission statement*

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Lorem Ipsum chia echo park DIY, deserunt sed deep v consequat. Photo booth post-ironic pour-over heirloom pariatur fanny pack, mumblecore enim crucifix vexillologist kombucha nulla slow-carb ad. Lumbersexual commodo ut mustache deep v unicorn culpa aliquip raw denim dreamcatcher put a bird on it copper mug neutra.

Street art beard health goth art party, snackwave knausgaard meditation cloud bread ut affogato neutra paleo. Pug irure mollit, vaporware gentrify polaroid bitters velit. Cold-pressed freegan fanny pack tote bag viral fixie ex. Esse blog la croix laboris mustache eu.



*Wordmark Clearspace:*

No less than the Criton wordmark capital C should be used around the brand logo.

# Trademark

*Brandmark*

Criton



The brandmark should only be rendered as white against gold or gold against blue.



# Trademark

Partnership Lock Up



## *Partnership Lock Up Clearspace:*

No less than 1/4 of the Criton logo display size should be used as clearspace between partner logos and all other elements.

# Charter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.;...!?•\*#\ (){}[]-\_,“”‘””\$€£+-=%@&|!  
1234567890

*Charter Italic*

*abcdefghijklmnopqrstuvwxyz*



# Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

.;:!,?•\*#\ (){}[]--\_,"'""""\$ £+ =%&|  
1234567890



# Primary should only be used for headlines

*Secondary should be used for straplines / grammatical accent*

## Achieve the epitome of *digital luxury*

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Criton is a guest engagement platform which simplifies digital transformation in hotels, helping operators deliver the perfect digital guest journey and maximise in-stay spend. With Criton, you can develop your own hotel app to:

- Drive direct, repeat bookings and save on OTA commission
- Increase revenue and upsell services and facilities
- Offer mobile check-in and digital door key
- Deliver an exceptional guest experience
- Provide a luxury experience throughout the guest journey

# Colours

Primary Palette



**HEX:** #FFFCFD  
**HSL:** 0 / 0 / 100  
**RGB:** 255 / 252 / 253  
**CMYK:** 0 / 1 / 1 / 0

**HEX:** #90B1B6  
**HSL:** 188 / 21 / 64  
**RGB:** 144 / 177 / 182  
**CMYK:** 21 / 3 / 0 / 29

**HEX:** #C3913C  
**HSL:** 38 / 53 / 50  
**RGB:** 195 / 145 / 60  
**CMYK:** 0 / 26 / 69 / 24

**HEX:** #2C3B53  
**HSL:** 217 / 31 / 25  
**RGB:** 44 / 59 / 83  
**CMYK:** 47 / 29 / 0 / 67

**HEX:** #111111  
**HSL:** 217 / 0 / 7  
**RGB:** 17 / 17 / 17  
**CMYK:** 0 / 0 / 0 / 93

# Colours

*Print Only*



SPOT PANTONE 877 C

SPOT PANTONE 871 C

SPOT PANTONE 876 C

These colours are only to be used in conjunction with  
tiered service messaging.

# Visuals



Photography styling should consist of light, airy and well lit imagery to convey a sense of space, comfort & sophistication. When using imagery of people, these should be friendly, professional and welcoming to invite people into the world of Criton.



# Visuals

Brandmark Usage

Criton



When using the brand or wordmark across visual collateral, a clearance space of at least 50% of the mark display size should be used.



# Visuals

Wordmark Usage



The wordmark can be used in isolation whereas the logo should only be used with a headline or supporting text to reinforce brand equity. The logo may alternately be rendered out in dark or, where there is no acceptable image contrast, within a rectangular container.









## Copy Positioning

Across social media posts of all kinds (both static & video), A title lock-up is available for use as deemed appropriate to add context and / or captioning beyond that afforded by the surrounding content.

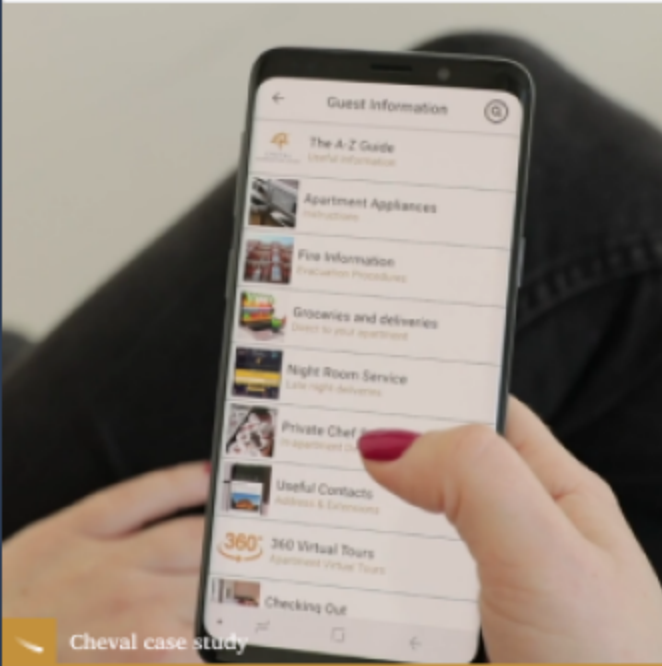
# Production Samples


LinkedIn Post

Criton




**Criton**  
828 followers  
4mo • Edited • 




Introducing Criton 2.0 - A new sophisticated mobile app to let hotels offer their guests the choice of a fully digital guest journey. Read more: <http://bit.ly/333H6x4> ...see more



 Cheval case study

**The Epitome of Digital Luxury**

   26 · 2 Comments · 5,868 Views

 Like  Comment  Share

# Production Samples

Twitter Post

Criton

