

BLUE LOTUS



BRAND
GUIDELINES
2023

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OUR LOGO

THE BLUE LOTUS IS A FLOWER RECOGNIZED FOR IT'S SPECIAL EFFECTS SINCE THE ANCIENT TIMES. A PLANT THAT TREATS ANXIETY AND INSOMNIA. THIS PLANT REPRESENTS RELAXATION, THIS WAS THE ORIGIN OF OUR LOGO AND WHY IT FITS OUR HOTEL AND RESORT WELL.

BLUE LOTUS

—— WORD MARK



—— BRAND ICON

VERTICAL LOGO

BLUE LOTUS



HORIZONTAL LOGO

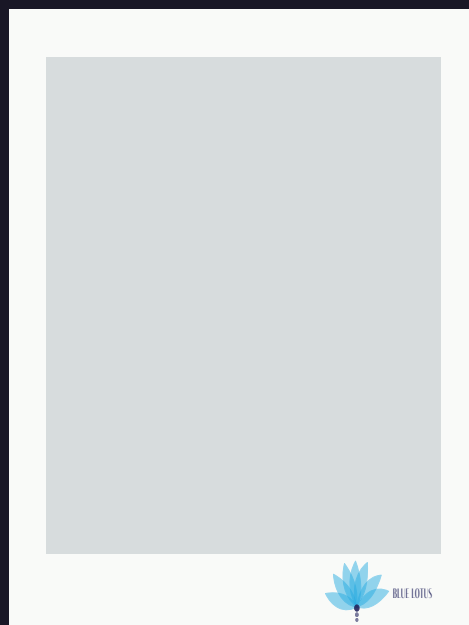
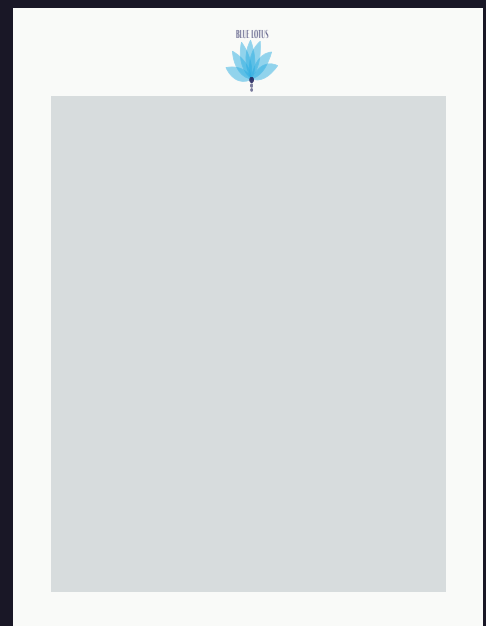
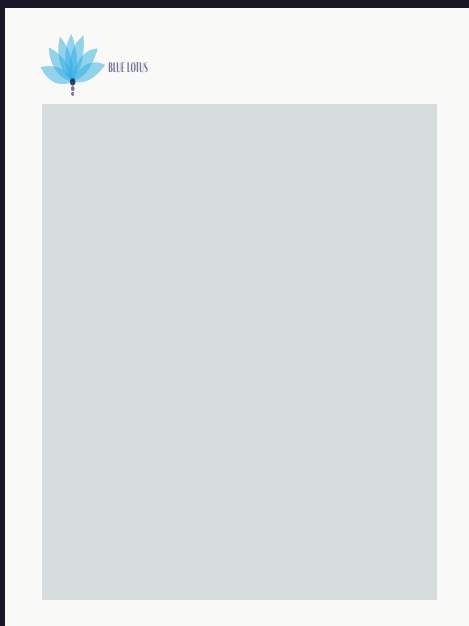


BLUE LOTUS

WHEN USING THIS LOGO BE SURE TO ALIGN THE TYPOGRAPHY ALONG WITH THE LOGO. FOR THE HORIZONTAL LOGO, PLACE THE TYPE ABOVE THE ICON. CENTER THE TYPE. FOR THE HORIZONTAL LOGO, PLACE THE TYPE TO THE RIGHT OF THE ICON AND IN THE CENTER OF THE ICON.

LOGO PLACEMENT

WHEN THE BLUE LOTUS LOGO IS APPLIED TO A LAYOUT, THE BLUE LOTUS LOGO SHOULD ALWAYS APPEAR IN THE TOP LEFT CENTRE OR BOTTOM RIGHT.



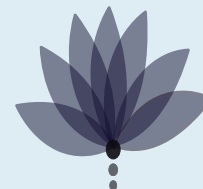
LOGO VARIATION

THE LOGO CAN BE USED WITH DARK AND LIGHT BACKGROUNDS, THOUGH LIGHTER BACKGROUNDS TEND TO APPEAR BETTER. OUR LOGOS SIGNITURE COLOR PALLETE ARE HUES OF BLUE, THEREFORE IT WOULD BE PREFERABLE TO USE BLUE HUES.

BLUE LOTUS



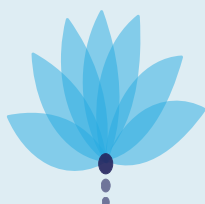
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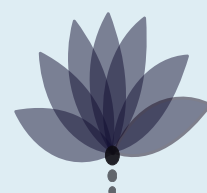
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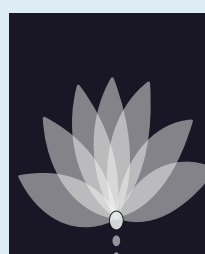
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