

GRAPHIC STANDARD MANUAL (GSM)

This GSM has been prepared to describe and standardise how the



identity is to be visually communicated.

If you are unsure of a detail or a situation occurs where the identity is to be used outside of these guidelines, please contact the Corporate Brands Team for clarification.

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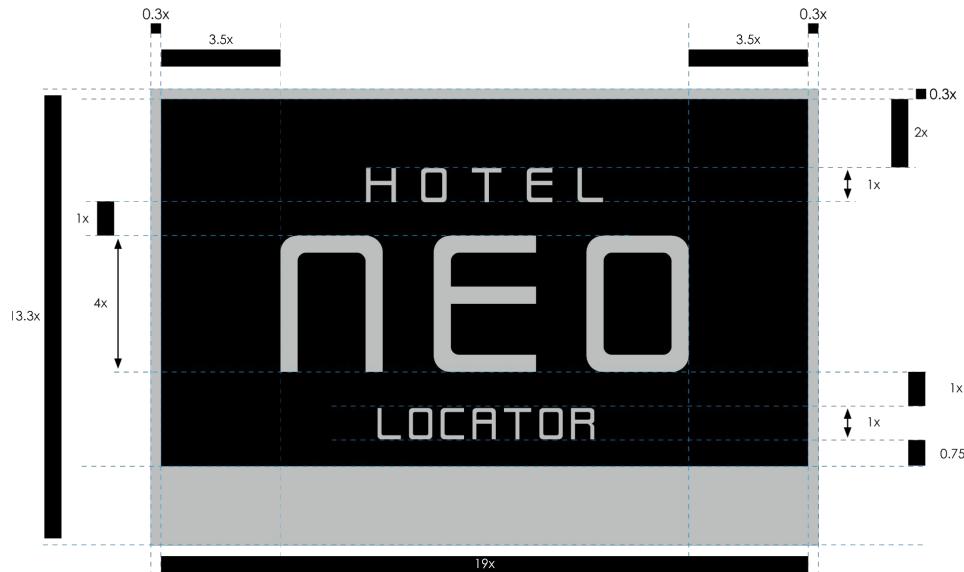
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LOGO

THE VARIATIONS
APPLICATION ON A BACKGROUND
SAMPLES OF INCORRECT
APPLICATIONS
COLOUR SYSTEM & CODES
COLOUR SYSTEM

LOGO

Grid System



LOGO

The Variations

All the files formats are available within the logo suite in the following colour palettes for all logo versions:

Original Color



Reverse Color

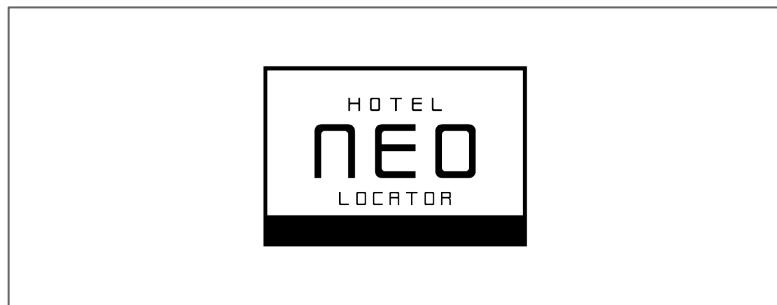


Single Color



LOGO

Application on a background



LOGO

Samples of Incorrect Applications

This page indicates how the logo should NOT be used to ensure its legibility and consistency across the wide variety of communication types.

DO NOT change the logo colour



DO NOT Change the placement and size of elements



DO NOT Stretch or skew the logo

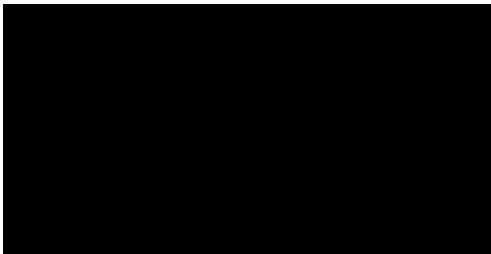


DO NOT Apply the reverse / single color logo to backgrounds that provide poor contrasts



LOGO

Colour System & Codes



BLACK

Colour Codes

CMYK	: C000 M000 Y000 K100
PANTONE	: NEUTRAL BLACK C
HSB	: H344 S011 B000
RGB	: R000 G000 B000
WEB	: #000000



Gray

Colour Codes

CMYK	: C031 M025 Y025 K000
Pantone	: COOL GRAY 6 C
HSB	: H223 S001 B067
RGB	: R178 G178 B178
Web	: #B2B2B2



Red

Colour Codes

CMYK	: C023 M100 Y100 K017
Pantone	: 704 C
HSB	: H357 S081 B065
RGB	: R167 G031 B035
Web	: #a71f23

LOGO

Colour System

CMYK

Subtractive colour model, used in colour printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some colour printing: cyan, magenta, yellow, and key (black). This colour system is suitable for graphic design software such as Adobe's Creative Suite (Photoshop, InDesign and Illustrator) come with ICC profile presets for sheetfed and web offset presses and various coated and uncoated paper types. There are profiles for who each have different printing standards.

RGB

RGB colour values are supported in all browsers, and an RGB colour value is specified with: `rgb(red, green, blue)` - each defines the intensity of the color as an integer between 0 and 255.

Pantone

A system for matching colours, used in specifying printing inks. Pantone colours are derived from the Pantone Matching System, a standardized way to identify specific colours. One major application for Pantone colours is that they help manufacturers to verify that colours match specifications.

HSB

Hue, Saturation, and Brightness.

WEB

Used in displaying web pages, and the methods for describing and specifying colours as an RGB triplet. A colour is specified according to the intensity of its red, green and blue components, each represented by eight bits.

TYPOGRAPHY

Default Fonts
Typesetting a Paragraph

TYPOGRAPHY

Brand and Default Fonts

DEFAULT FONTS

Our primary typeface for artwork communications, the headline is **Syncopate regular or Syncopate bold** and body copy is **Roboto font family**.

Our primary typeface for **email communications** is **Verdana**.

The brand fonts should be used in all print / digital applications and where Webfont use is possible.

Our primary headline:

SYNCOPATE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 \$ % & (. , : " / ! ?)

SYNCOPATE BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 \$ % & (. , : " / ! ?)

Body copy:

Roboto font family (regular, medium, semi-bold, bold)

Roboto font family (regular)

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 \$ % & (. , : " / ! ?)

TYPOGRAPHY

Typesetting a Paragraph

The main goal when typesetting body copy is to convey your message in a clean and legible manner that is consistent with the Neo brand identity.

TYPEFACE

Roboto

CASE

Sentence Case

ALIGNMENT

Flush Left

KERNING

Metrics

TRACKING

0

HYPHENATION

None

FLUSH LEFT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque id rutrum turpis. Aenean vel nulla odio. In eget nisi vitae risus eleifend aliquet. Vestibulum tincidunt sem turpis, vel convallis ligula finibus nec. Aliquam malesuada, massa blandit convallis vulputate, quam nunc aliquet metus, sit amet luctus turpis tortor sed nunc. Sed lobortis est ut mi cursus porttitor. Nulla a tempor met. Donec placerat ipsum ac ligula lacinia, sit amet pharetra eros fringilla.

RAG RIGHT

Maintain an alternating length from line to line for an ideal rag. A good rag goes in and out from line to line in small increments.

TONE OF VOICE

Slogans and Taglines
Punctuations and Character Styling
Brand Samples
Property Samples

TONE OF VOICE

Slogans and Taglines

These are brand-approved phrases. Feel free to use them in communications you create

Tagline

Dream Differently

Slogans

The future is Neo

Unlikely alike

Just dream and leave the rest to us

Dreams don't work, unless you do

TONE OF VOICE

Punctuation and Character Styling

Headline

Do not use punctuation.
No periods.
No exclamation marks.

Character Styling

Phone & URL

When stacking the phone number and URL, put the phone number on top, with no hyphens. The URL should be all lowercase.

Example:

+ 35 1234 5678
neohotels.com

Time

“AM” and “PM” (should be all caps, no periods), with space between the number and “AM” or “PM.”

Example: 10 AM

Body Copy

Use correct punctuation.
No exclamation marks.

Dashes

A closed en dash is used to denote a span (like time or inches). An open en dash is used as a pause to break up a sentence.

Example:

5–7 PM
10"-14"

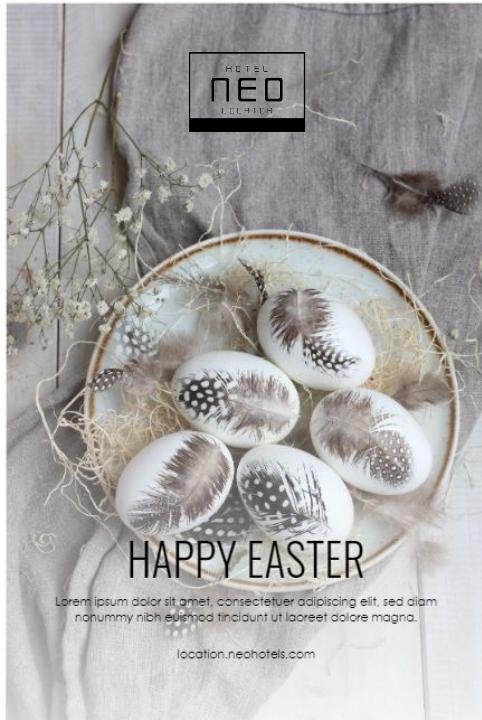
TONE OF VOICE

Brand Samples



TONE OF VOICE

Property Samples



SIGNAGE

Rooftop / Building Facade
Front Office
Facilities Direction
Room Number Direction
Room Number
Meeting Room
Ballroom
Public Areas
Restrooms
Back of House (BOH)
Pool Regulation
Totem
Lift Directory
Sandblast Sticker

Assembly Point
Parking
Gas Area
Fire Extinguisher & Fire Blanket
Emergency Exit
Work In Progress & High Voltage
Pool Warning
Energy Saving Sticker
Don't Drink Tap Water
Security Latch Sticker
Room Fire Exit
Corridor Fire Exit
Poster Frame
Flag

SIGNAGE

Rooftop/Building Facade Signage

SPECIFICATION:

ROOFTOP / BUILDING:

- Cover plat stainless steel mirror
- Milky Acrylic 4 - 6 mm
- LED lamp module Samsung brilux

MAIN ENTRANCE:

- Stainless steel
- Backlite

NOTE:

- The rooftop signage should be clearly visible from the nearest main road
- Height of the rooftop signage should be adjustable based on the ratio of the building AND the window



Main Entrance Gate
Signage

SIGNAGE

Front Office Signage

This signage example illustrates the basic principles and proportions of a front office signage.

LOGO

Use the property logo.

The logo should be protected at all times from any intruding graphic elements.

MATERIAL

- Acrylic 4 mm
- Bright wall: Oracal 651 - 070 Black
- Dark wall: Oracal 651 - 010 White

INSTALLATION

Wall-mounted



SIGNAGE

Facilities Direction Signage

SPECIFICATION:

- Acrylic 2 mm
- Cutting Sticker
- Height: 9 cm
- Colors:
 - Font: Oracal 8500 - 070 Black
 - Arrow: Oracal 8500 - 031 Red
- Font: Myriad Pro

NOTE:

- Installation: wall mount with recommendation 150 / 155 cm from the ground
- The facility information should be adjustable based on the availability

RESTAURANT 3

POOL 2

GYM 2

BAR & LOUNGE

RESTROOMS

SIGNAGE

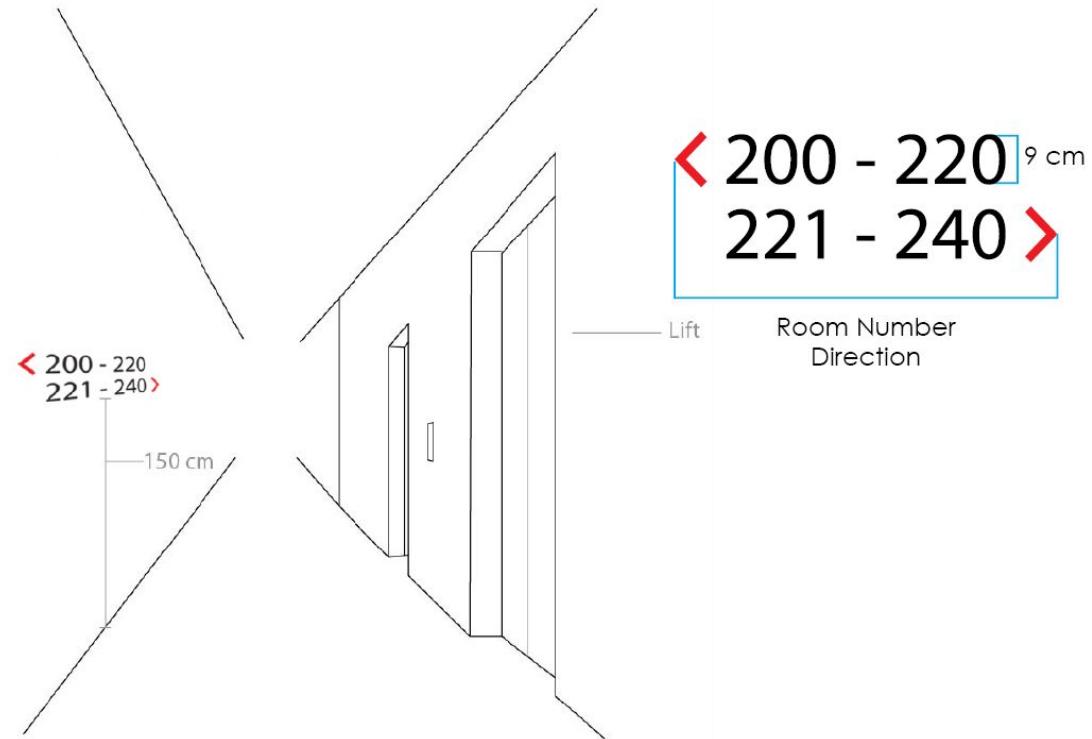
Room Number Direction Signage

SPECIFICATION:

- Acrylic 2 mm
- Cutting Sticker
- Height: 9 cm
- Colors:
 - Font: Oracal 651 - 070 Black
 - Arrow: Oracal 651 - 030 Dark Red
- Font: Myriad Pro

NOTE:

This should be installed on
the wall



SIGNAGE

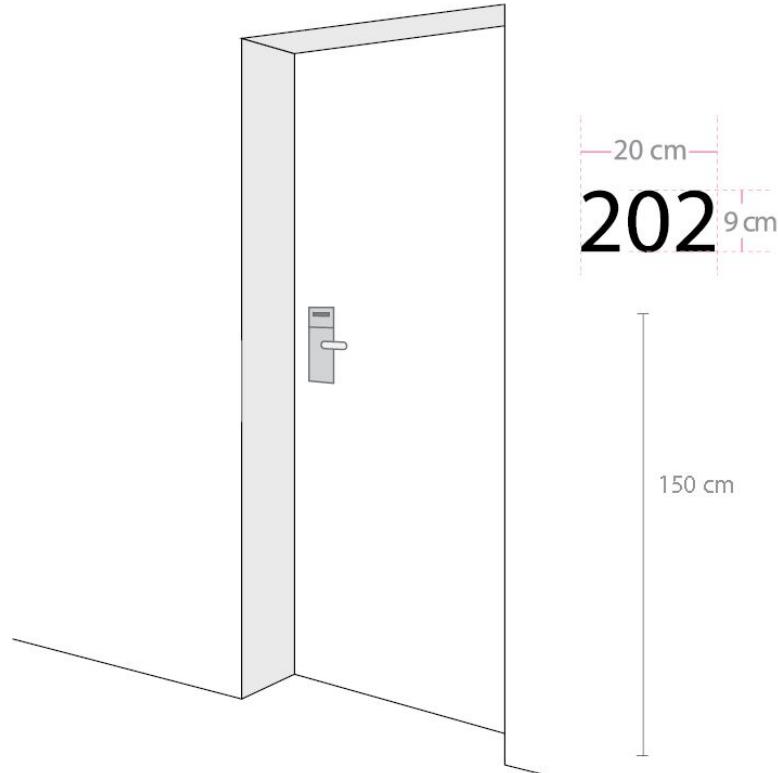
Room Number Signage

SPECIFICATION:

- Material : Acrylic
- Cutting Sticker
- Height: 9 cm
- Colors:
Oracal 651 - 070 black
- Font: Myriad Pro

NOTE:

- New standard as of July 2019
- Please contact Corporate
Architect team for the details



SIGNAGE

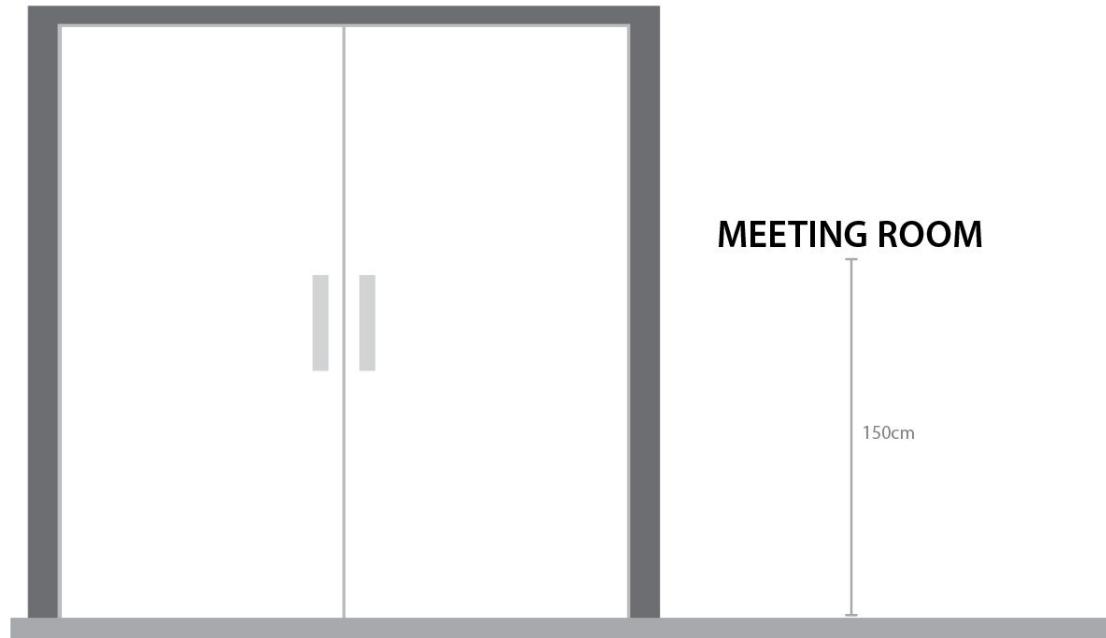
Meeting Room Name

SPECIFICATION:

- Acrylic 2 mm
- Cutting Sticker
- Height: 9 cm
- Colors:
 - Bright Wall: Oracal 651 - 070 black
 - Dark Wall: Oracal 651 - 072 light grey
- Font: Myriad Pro

NOTE:

- Installation:
 - Wall-mounted
 - See the image for the installment
- Meeting room name suggestions: flowers, mountains, Indonesian folklore, etc



SIGNAGE

Public Areas Signage

SPECIFICATION:

- Acrylic and sticker
- Sizes
 - 1 signage: 10 X 12 cm
 - 2 signage: 20 X 12 cm
 - 3 signage: 30 X 12 cm
- Colors
 - Oracal 651 - 070 Black
 - Oracal 651 - 030 Dark Red
- Mirror cutting sticker for letters

NOTE:

- Main language: English
- Secondary language:
Local Language
- Wall mounted

One Signage



Two Signages



Three Signages



SIGNAGE

Quiet Zone

SPECIFICATION:

- Acrylic and sticker
- Sticker
- Colors
 - Oracal 651 - 070 Black
 - Oracal 651 - 030 Dark Red
- Mirror cutting sticker for letters
- Font: Myriad Pro

NOTE:

- Main language: English
- Secondary language:
Local Language
- Wall mounted



SIGNAGE

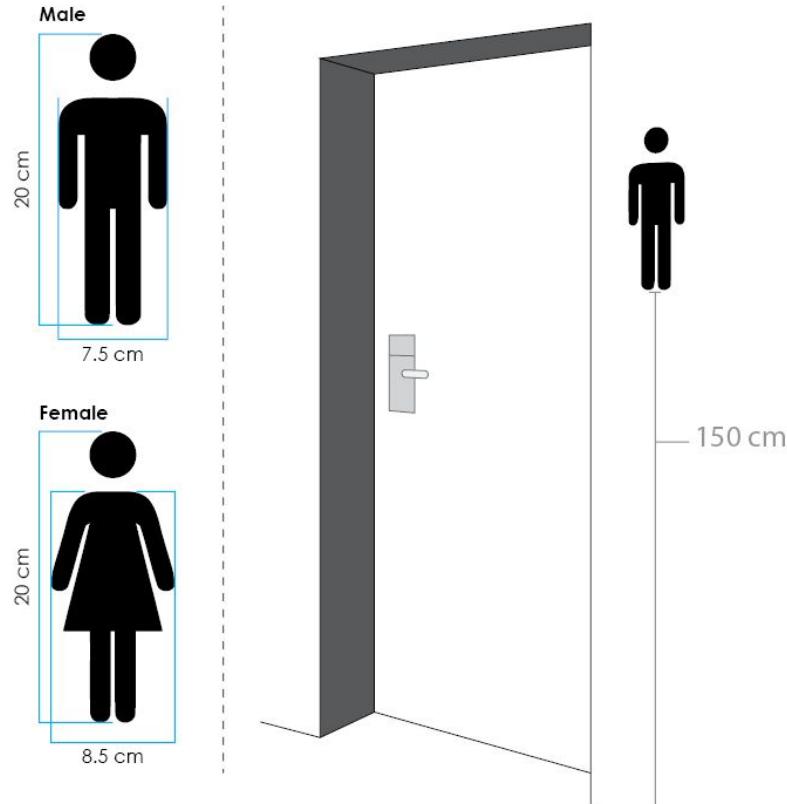
Restroom Signage

SPECIFICATION:

- Acrylic and sticker
- Sticker:
Oracal 651 Glossy - 070 Black

NOTE :

Installation: wall mount
with recommendation
150 / 155 cm from
the ground



SIGNAGE

Mushola Signage

SPECIFICATION:

- Acrylic and sticker
- Size : 20cm x 20cm
- Sticker:
Oracal 651 Glossy - 070 Black

NOTE :

Installation: wall mount
with recommendation
150 / 155 cm from
the ground



SIGNAGE

Back of House (BOH) Signage

SPECIFICATION

- Sticker
- 30 X 6 cm
- Oracal 651 - 070 Black
- White Sticker Mirror Cutting for letters
- Font: Myriad Pro

NOTE:

- Wall or door mounted
- Height: 150 / 155 cm

SALES & MARKETING

STORAGE

JANITOR

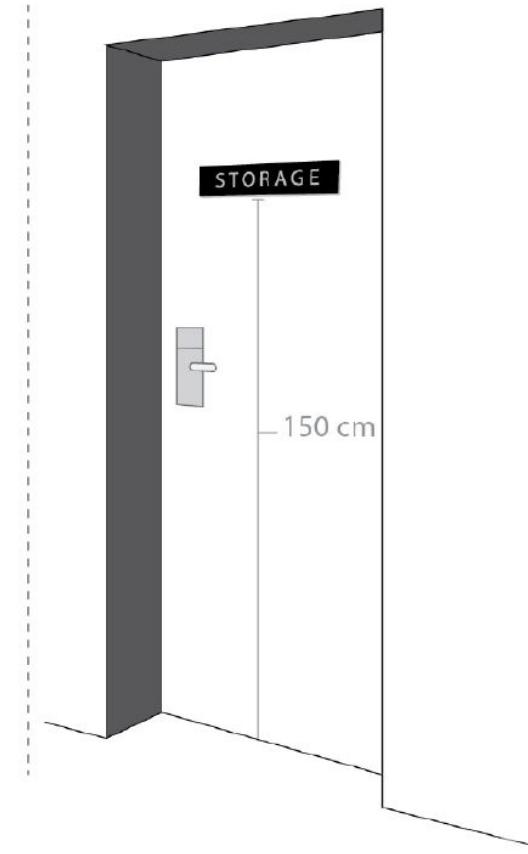
AHU

ROOM SERVICE

LUGGAGE STORAGE

PANTRY

STORAGE



SIGNAGE

Pool Regulation - All Regulations

SPECIFICATION:

- Acrylic 5 mm
- 80 X 100 cm
- Colors:
 - Oracal 651 - 070 Black
 - Oracal 651 - 030 Dark Red
- White Sticker Mirror
- Cutting for letters

INSTALLATION:

Wall mount

NOTE:

The main language is in English and the secondary is in local language



SIGNAGE

Pool Regulation - Adult Supervision

SPECIFICATION:

- Acrylic 5 mm
- Size:
 - **Option 1:** 50 x 50 cm
 - **Option 2:** 42 x 29.7 cm (A3)
- Colors:
 - Oracal 651 - 070 Black
 - Oracal 651 - 030 Dark Red
- White Sticker Mirror
- Cutting for letters

INSTALLATION:

Wall mount

NOTE:

- The main language is in English and the secondary is in local language
- Hotels with large swimming pool areas should ensure that the signage is visible from afar

50 cm



50 cm

Option 1

42 cm



29.7 cm

Option 2

SIGNAGE

Pool Additional (International)

SPECIFICATION:

- Size: 10 cm x 50 cm

INSTALLATION:

- By pool edge
- Painting with Black or white paint depending on the surface color



White Version



Black Version



SIGNAGE

Pool Additional (Domestic)

SPECIFICATION:

- Size: 10 cm x 35 cm

INSTALLATION:

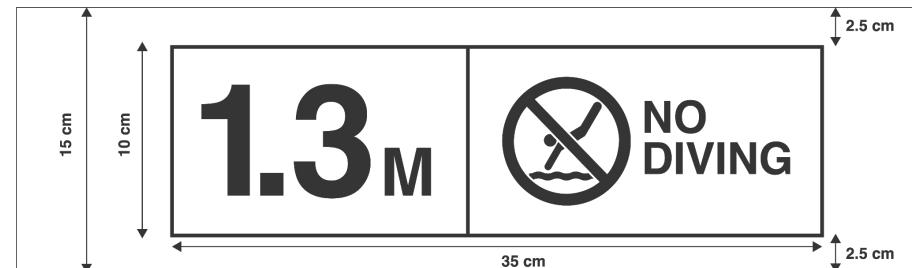
- By pool edge
- Painting with Black or white paint depending on the surface color



White Version



Black Version



SIGNAGE

Totem Pole

COLORS:

- Oracal 8500 - 070 Black
- Oracal 8500 - 010 White
- Oracal 8500 - 031 Red

FONTS: Myriad Pro

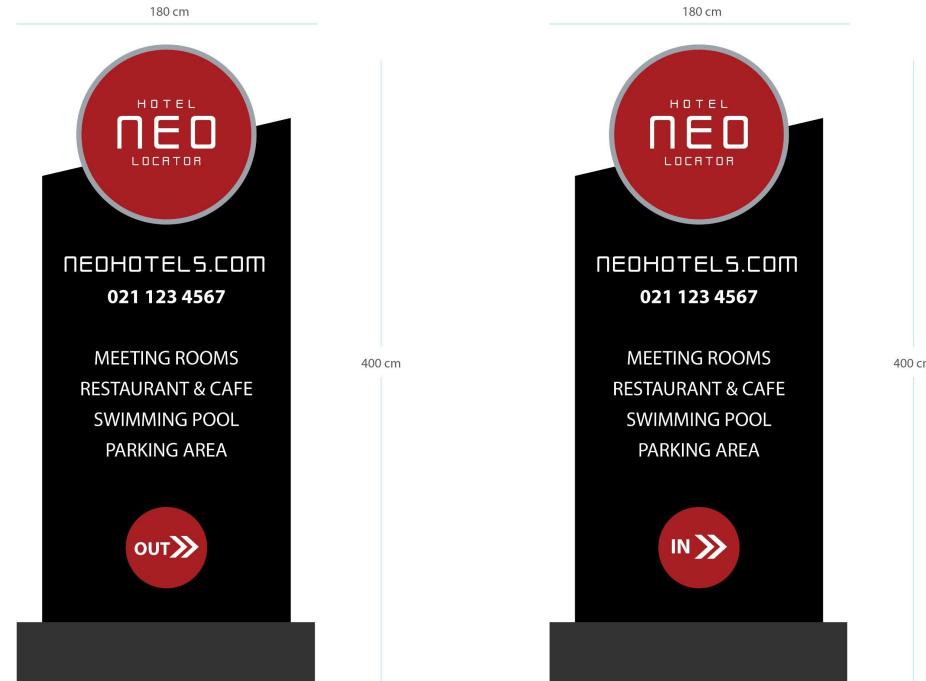
SIZE: 180 x 400 cm

SPECIFICATIONS:

- Acrylic
- Frame: Hollow steel, Meni Paint (anti-rust), steel paint
- Side cover: aluminum, painted same as Oracal sticker
- Lighting: TL Philips lamp 36 watts, MCB Ballast, and starter
- Foundation: 'Cor Beton'

NOTE:

- Running text box is recommended



The facilities listed can be customized.

SIGNAGE

Lift Directory

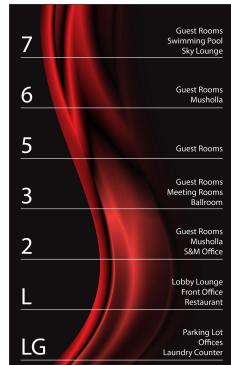
SPECIFICATION:

- Size adjustable
- Acrylic 3 mm
- Oracal 651 - 070 Black
- Oracal 651 - White
- Mirror cutting sticker for letter
- Please adjust the content according to the facilities you have in your hotel and adjust the measurement according to the space on the elevator

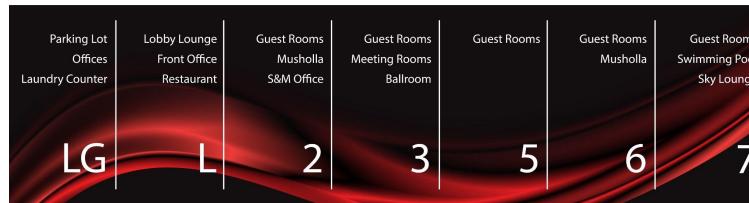
NOTE :

- Please adjust the content according to the facilities
- Please adjust the measurement according to the space on elevator

Option 1 (on the button side)



Option 2 (on the top of the door)



SIGNAGE

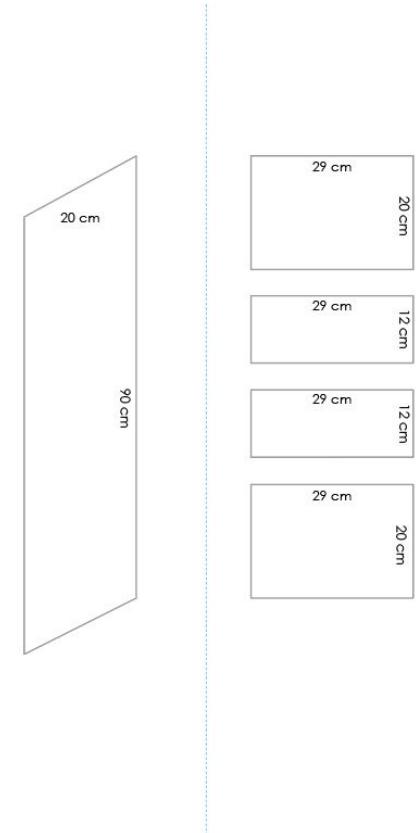
Lift Sticker

SPECIFICATION:

- Material:
Ritrama / Indoor Sticker

NOTE :

- Please adhere to these standards if stickers are to be applied to the lift doors.
- The use of stickers is optional; the lift doors can be left blank if stickers are not desired.
- If stickers are applied, please ensure they are in good shape and not peeled or damaged.
- Any old-style stickers should be removed from the lift doors.

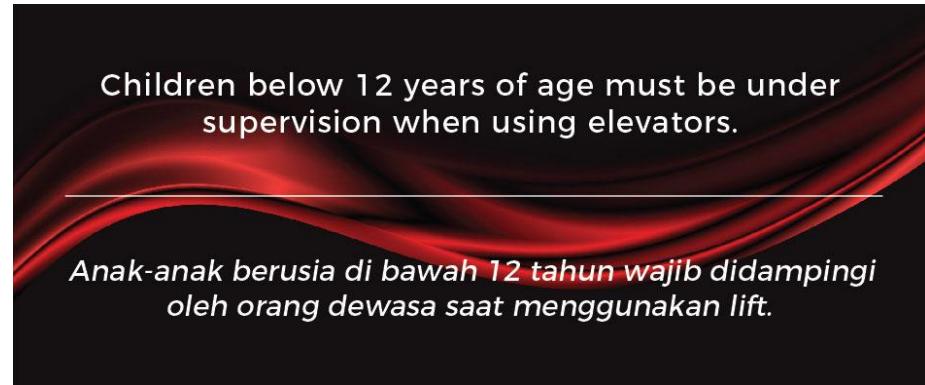


SIGNAGE

Elevator Sign (Children)

SPECIFICATION:

- Size: (w) 24 cm x (h) 10 cm
- Acrylic 2 mm
- Sticker:
 - Oracal 651 - 070 Black
 - Oracal 651 - 030 Dark Red
- Mirror cutting sticker for letter



SIGNAGE

Meeting in Progress

SPECIFICATION:

- Size: 7,5cm x 26cm
- PVC board 3mm
- Finishing punch
- This sign is double sided.



SIGNAGE

Sandblast Sticker

SPECIFICATIONS

- Cutting sticker
- Color: white doff
- Circular logo
 - Size: 40 cm
 - Placement: center of each leaf door
- Circular small dot
 - Size: 15 cm
 - Quantity: 4 pieces
 - Placement: equally distributed based on the width of the door

NOTE

- Installation: inside the glass door



Application on the entrance glass door

40cm



40cm



15cm



SIGNAGE

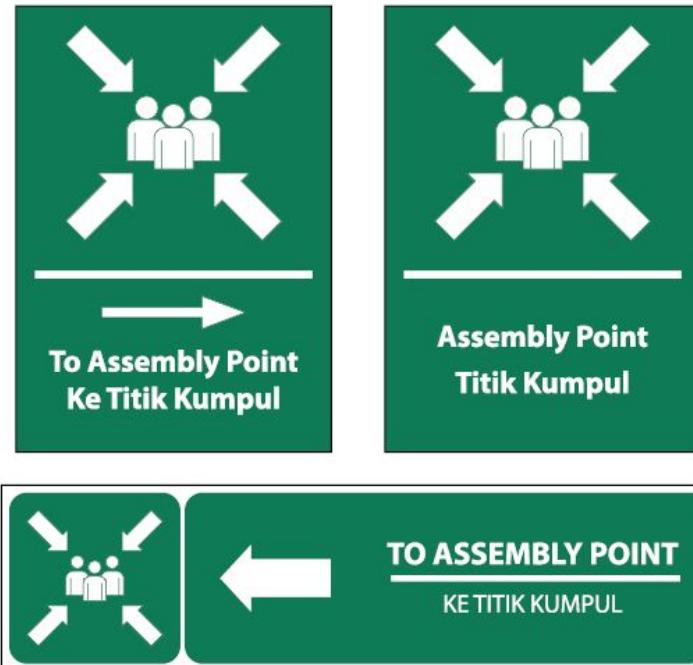
Assembly Point

SPECIFICATION:

- Acrylic 2 mm / Aluminium Plate 0,8mm
- Scotlite Reflective
- A4/A3 Size

NOTE :

- The main language is in English and the secondary is in local national language
- Put in an open space away from the building and any flammable or dangerous locations such as the oil or LPG storage



SIGNAGE

Parking

SPECIFICATION:

- Size Adjustable - Ratio 2 : 1
- Macal 8339-13 Pro Royal Blue + White Sticker Mirror Cutting for letters

NOTE:

- The main language is in English and the secondary is in local national language
- Installation: wall mount



SIGNAGE

Gas Area

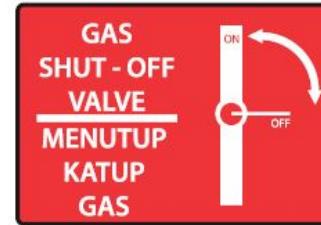
NOTE:

- The main language is in English and the secondary is in local national language
- Installation: wall mount

Warning Signage



The Emergency shut-off signage



**EMERGENCY
SHUT - OFF
MEMATIKAN
DALAM KEADAAN
DARURAT**

ACTUAL SAMPLE:



SIGNAGE

Fire Extinguisher & Fire Blanket

NOTE:

- The main language is in English and the secondary is in local national language
- Installation: wall mount



SIGNAGE

Emergency Exit

NOTE:

- Wall or ceiling mount
- Must have light
- To be purchased from signage vendor



ACTUAL SAMPLE



ACTUAL SAMPLE



SIGNAGE

Work In Progress & High Voltage

SPECIFICATION:

For High Voltage

- 10 x 12 cm
- Acrylic 2 mm
- Oracal 651 - 020 Golden Yellow & Oracal 651 - 070 Black
- Mirror Cutting Sticker for Letters

For Work in Progress

- Indoor : 25 x 30 cm,
- Outdoor : 33,5 x 40 cm"
- Oracal 651 - 020 Golden Yellow & Oracal 651 - 070 Black
- Mirror Cutting Sticker for Letters



Below are the 'Work In Progress' signages to be placed indoors and/or outdoors:

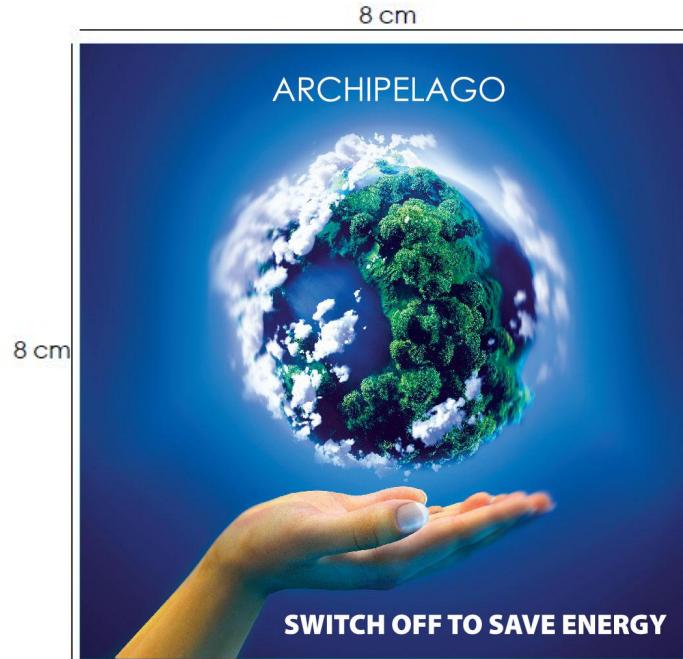


SIGNAGE

Energy Saving Sticker

NOTE :

- This Sticker is available for all properties through Corporate Purchasing at Corporate Offices
- Only to be placed at Back of House offices



ACTUAL SAMPLE:



SIGNAGE

Security Latch Sticker

NOTE :

- The main language is in English and the secondary is in local national language
- This Sticker is available for all properties through Corporate Purchasing at Corporate Offices

Close the security latch when in your room

Tutup kait pengaman ketika berada di dalam kamar

Close the security latch when in your room

Tutup kait pengaman ketika berada di dalam kamar

SIGNAGE

Don't Drink Tap Water

SPECIFICATION:

- Vinyl Sticker
- 5 x 5 cm

NOTE :

This Sticker is available for all properties through Corporate Purchasing at Corporate Offices



ACTUAL SAMPLE:



SIGNAGE

Qibla

NOTE:

- Please apply this sticker in the ceiling / window curtain in the guest room
- This Sticker is available for all properties through Corporate Purchasing at Corporate Offices



SIGNAGE

Corridor Fire Exit

SPECIFICATION:

- Acrylic 2 mm
- Options depend on the layout/floor plan of the hotel
- Please consult with the Corporate Office regarding this

NOTE:

- The main language is in English and the secondary is in local language
- Installation: wall mount
- This signage should be installed on the back of the room's door.



SIGNAGE

Room Fire Exit

SPECIFICATION:

- Acrylic 2 mm
- Options depend on the layout/floor plan of the hotel
- Please consult with the Corporate Office regarding this

NOTE:

- The main language is in English and the secondary is in local language
- Installation: wall mount
- This signage should be installed on the back of the room's door.



SIGNAGE

No Plastic Bottle Water Poster

SPECIFICATION:

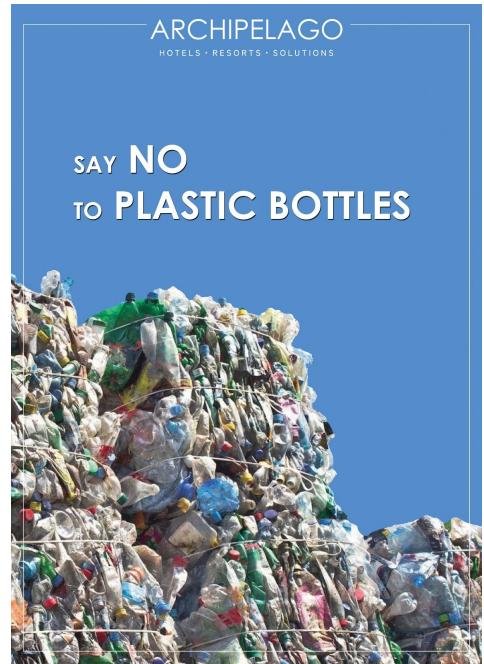
- Art Paper 210 gr
- Size: A4 or A3

NOTE:

The poster is to be placed on the wall, above the water dispenser, which is located by the room corridors



OPTION 1



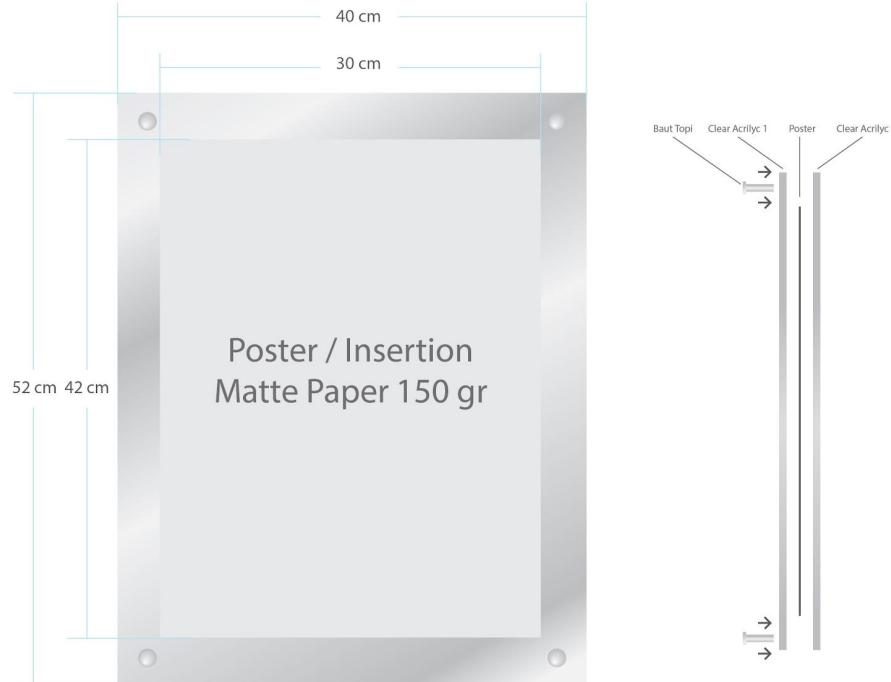
OPTION 2

SIGNAGE

Poster Frame

SPECIFICATION:

- Acrylic 3 mm
- Bolt hat
- Kindly refer to the image for the installation



SIGNAGE

Flag

SPECIFICATION:

- Recommended size:
Length is 180 cm,
Width is 120 cm
- The ratio of the Flag
should be 2 : 3
- Pole height : Usually it is
500 cm or to be matched
into proportion height
of the hotel lobby or
building.
- Material: Japan Satin
Cloth.



FRONT DESK

Keypad
Keypad Jacket
Valet Parking Ticket
Luggage Tag
Check-In Form
Desk Blotter
Breakfast Voucher
Airport Paging Board
Car Sticker

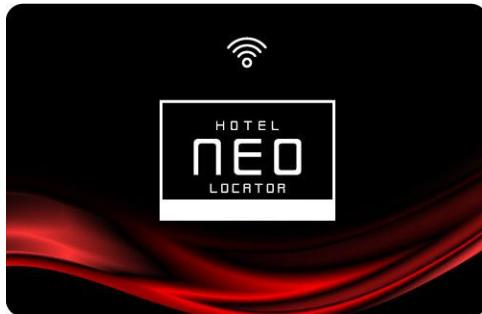
FRONT DESK

Keycard

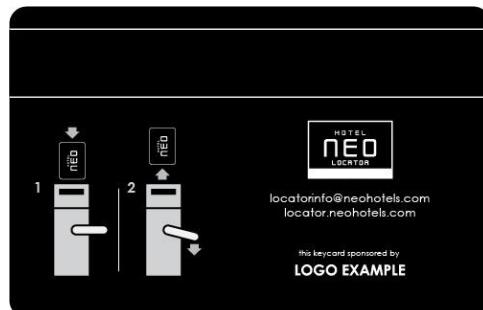
SPECIFICATION:

- Size: 8.5 x 5.5 cm
- Material: PVC

RFID



Magnetic



FRONT DESK

Keycard Jacket

SIZE:

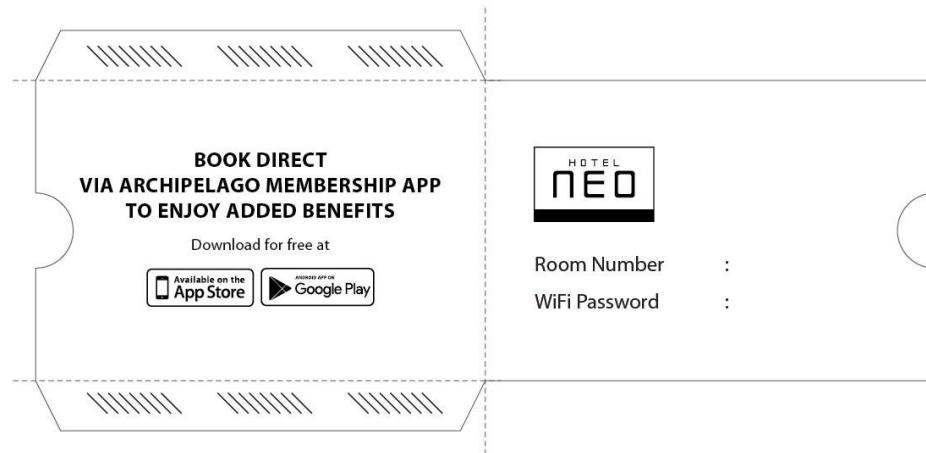
- Unfolded: 18 x 6 cm
- Folded: 9 x 6 cm

MATERIAL:

- BC Carton 160 gr

NOTE:

Hotel staff should write the room numbers and WiFi password with pencil instead of using a pen



FRONT DESK

Valet Parking Ticket

- 7,5 x 16 cm
- HVS 70 gr
- Numerator & perforation for finishing

NEO HOTEL

Room Number : _____
Name : _____
Vehicle Registration : _____
Car Make : _____
Color : _____
Date : _____

I conceded the Hotel to park the vehicle
and acknowledge the conditions

Guest Signature _____ No. _____

VALET PARKING

This claim check must be presented
to certain delivery of the vehicle

Name : _____
Vehicle Registration : _____

Vehicle accepted and delivered
subject to the conditions on backside of this card

No. _____

Car Inspection

Front Rear Top Right

Automatic
 Manual

Damage Report

Porter : _____

CONDITIONS OF PARKING

The hotel assumes no responsibility for auto accessories or
articles left in the car.

No liability is assumed by the hotel for loss or damage by fire,
theft or any other cause to, or by the vehicle, while in custody
of the hotel.

The hotel will not be responsible for any incident reported after
the vehicle has left premises.

FRONT DESK

Luggage Tag - Arrival

SPECIFICATION:

- BW Carton 250 gr
- 7,5 x 16 cm
- Numerator & perforation for finishing

LUGGAGE RECEIPT	
HOTEL NEO LOCATION	
Date of receipt :	
Date of claim :	
Guest's name :	
Room no. :	
Description	Quantity
Brief case	
Beauty case	
Golf bag	
Over night bag	
Others:	
Description	
Travelling Bag	
Suit Bag	
Luggage Trolley	
Parcel/Box	
Others:	
Concierge's name:	
No:	
LUGGAGE RECEIPT	
HOTEL NEO LOCATION	
Date of receipt :	
Date of claim :	
Guest's name :	
Room no. :	
Description	Quantity
Brief case	
Beauty case	
Golf bag	
Over night bag	
Others:	
Description	
Travelling Bag	
Suit Bag	
Luggage Trolley	
Parcel/Box	
Others:	
Concierge's name:	
No:	
CONDITION OF STORAGE	
Luggage is accepted for storage inside the Hotel on these items:	
The Articles are deposited with the Hotel at the sole risk of the Owner, the hotel will not take any responsibility for any loss or damage caused.	
In the event that the deposited articles are not collected within 30 days period. From the day of the receipt, the Hotel should have the right to dispose the goods. In such manner as it shall in its absolute discretion see fit, at the sole risk of the Owner, and without incurring any liability whatsoever to the owner by virtue of such disposal.	
The Hotel is authorized to deliver the articles to any person presenting the claim luggage check, without requiring any proof of identity, and shall not be responsible for any loss or damage caused, which may be incurring by the Owner as a result thereof.	
CONDITION OF STORAGE	
Luggage is accepted for storage inside the Hotel on these items:	
The Articles are deposited with the Hotel at the sole risk of the Owner, the hotel will not take any responsibility for any loss or damage caused.	
In the event that the deposited articles are not collected within 30 days period. From the day of the receipt, the Hotel should have the right to dispose the goods. In such manner as it shall in its absolute discretion see fit, at the sole risk of the Owner, and without incurring any liability whatsoever to the owner by virtue of such disposal.	
The Hotel is authorized to deliver the articles to any person presenting the claim luggage check, without requiring any proof of identity, and shall not be responsible for any loss or damage caused, which may be incurring by the Owner as a result thereof.	

FRONT DESK

Luggage Tag - Departure

SPECIFICATION:

- BW Carton 250 gr
- 7,5 x 16 cm
- Numerator & perforation for finishing

 LUGGAGE RECEIPT			
Date of receipt : Date of claim : Guest's name : Room no. :			
Description	Quantity	Description	Quantity
Brief case		Travelling Bag	
Beauty case		Suit Bag	
Golf bag		Luggage Trolley	
Over night bag		Parcel/Box	
Others:		Others:	
Concierge's name: No:			
 LUGGAGE RECEIPT			
Date of receipt : Date of claim : Guest's name : Room no. :			
Description	Quantity	Description	Quantity
Brief case		Travelling Bag	
Beauty case		Suit Bag	
Golf bag		Luggage Trolley	
Over night bag		Parcel/Box	
Others:		Others:	
Concierge's name: No:			
CONDITION OF STORAGE Luggage is accepted for storage inside the Hotel on these items: The Articles are deposited with the Hotel at the sole risk of the Owner, the hotel will not take any responsibility for any loss or damage caused. In the event that the deposited articles are not collected within 30 days period. From the day of the receipt, the Hotel should have the right to dispose the goods. In such manner as it shall in its absolute discretion see fit, at the sole risk of the Owner, and without incurring any liability whatsoever to the owner by virtue of such disposal. The Hotel is authorized to deliver the articles to any person presenting the claim luggage check, without requiring any proof of identity, and shall not be responsible for any loss or damage caused, which may be incurring by the Owner as a result thereof.			
CONDITION OF STORAGE Luggage is accepted for storage inside the Hotel on these items: The Articles are deposited with the Hotel at the sole risk of the Owner, the hotel will not take any responsibility for any loss or damage caused. In the event that the deposited articles are not collected within 30 days period. From the day of the receipt, the Hotel should have the right to dispose the goods. In such manner as it shall in its absolute discretion see fit, at the sole risk of the Owner, and without incurring any liability whatsoever to the owner by virtue of such disposal. The Hotel is authorized to deliver the articles to any person presenting the claim luggage check, without requiring any proof of identity, and shall not be responsible for any loss or damage caused, which may be incurring by the Owner as a result thereof.			

FRONT DESK

Check-in Form

SPECIFICATION:

- Size: A5
- HVS 80 gr

 'WELCOME – SELAMAT DATANG'		
LAST NAME: <small>(include title)</small>	FIRST NAME:	NO. OF GUESTS:
ARRIVAL DATE:	DEPARTURE DATE:	MEMBERSHIP NUMBER:
ETA:	ETD:	
HOME ADDRESS: <small>(include city)</small>	E-MAIL:	
PASSPORT / ID CARD NO:	NATIONALITY:	DATE OF BIRTH:
MOBILE NO:	PAYMENT METHOD:	
PLEASE NOTE <ul style="list-style-type: none">▪ Check-in time starts at 2pm and Check-out time is 12noon.▪ A room safe is provided - the hotel will not accept any liability for valuables left in your room.▪ The hotel will not be responsible for accident or injury to guests.▪ Cash payments or deposits can only be accepted in Indonesian Rupiah.▪ There is a 2 million Rupiah penalty for any guest found smoking in a non-smoking room.▪ My signature is authorization for the hotel to use credit card imprinted for the payment of my account.▪ I agree to receive e-mails from Archipelago International regarding your stay experience and exclusive benefits.		
GUEST SIGNATURE:		
<hr/>		
ROOM NUMBER: <small>TYPE:</small>	BOOKING SOURCE: <small>PURPOSE OF STAY:</small>	ROOM RATE: <small>DEPOSIT:</small>
Checked-in by:		Escorted by:
Check-in form V008 - December 2018		

FRONT DESK

Desk Blotter

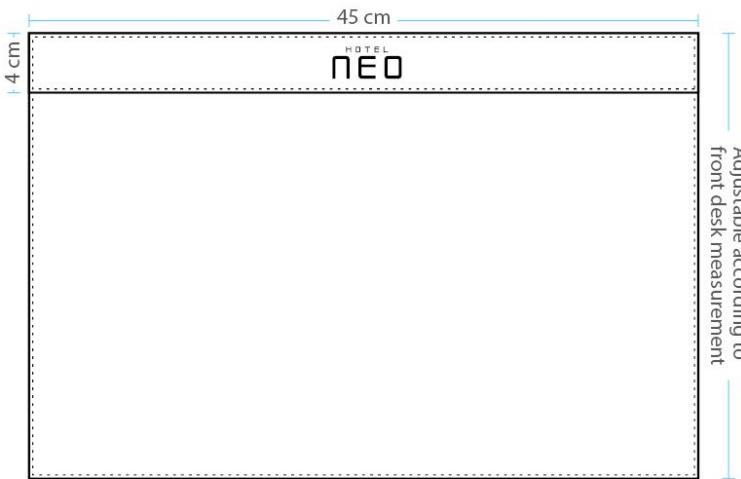
SPECIFICATION:

Material used is artificial
black and emboss logo

NOTE :

- Put one blotter
In front of each
Position/computer
- They should fit with
The front desk size and
Not overhang

Please adjust the size according to the front desk measurement



FRONT DESK

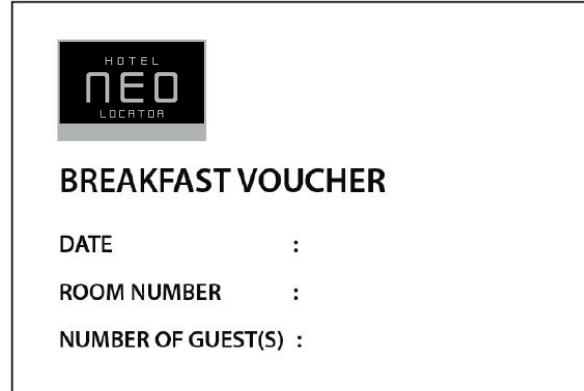
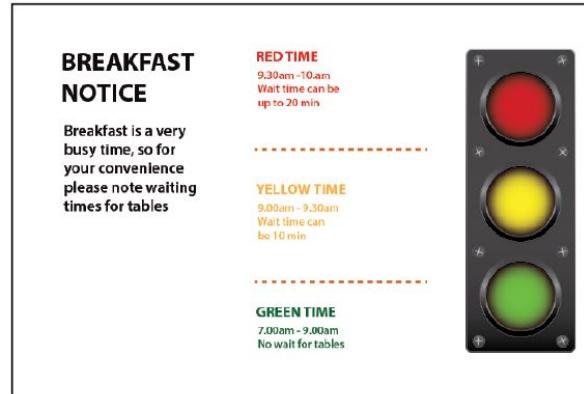
Breakfast Voucher

SPECIFICATION:

- HVS 70 gr
- 8.5 x 5 cm

NOTE :

- Times are adjustable, based on the property situation
- Breakfast voucher should be inserted in the keycard jacket and presented upon check-in



FRONT DESK

Airport Paging

SPECIFICATION:

- iPad 10.5 inch
- Screen resolution
2224x1668 px

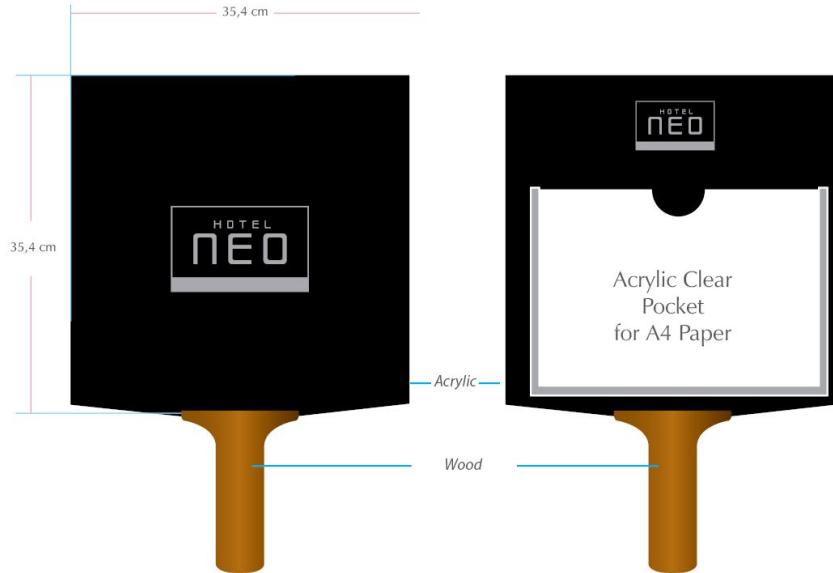


FRONT DESK

Airport Paging (option)

SPECIFICATION:

- Acrylic 2 mm
- Mirror cutting sticker for letter



FRONT DESK

Car Sticker

SPECIFICATION:

- Ritrama Sticker for Red Wave and Body Car
- Cutting Sticker for Logo and Text
 - Black car:
Oracal 651 - 010 White
 - White / Silver:
Oracal 651 - 070 Black
 - Scotlight white (rear window)



IN-ROOM

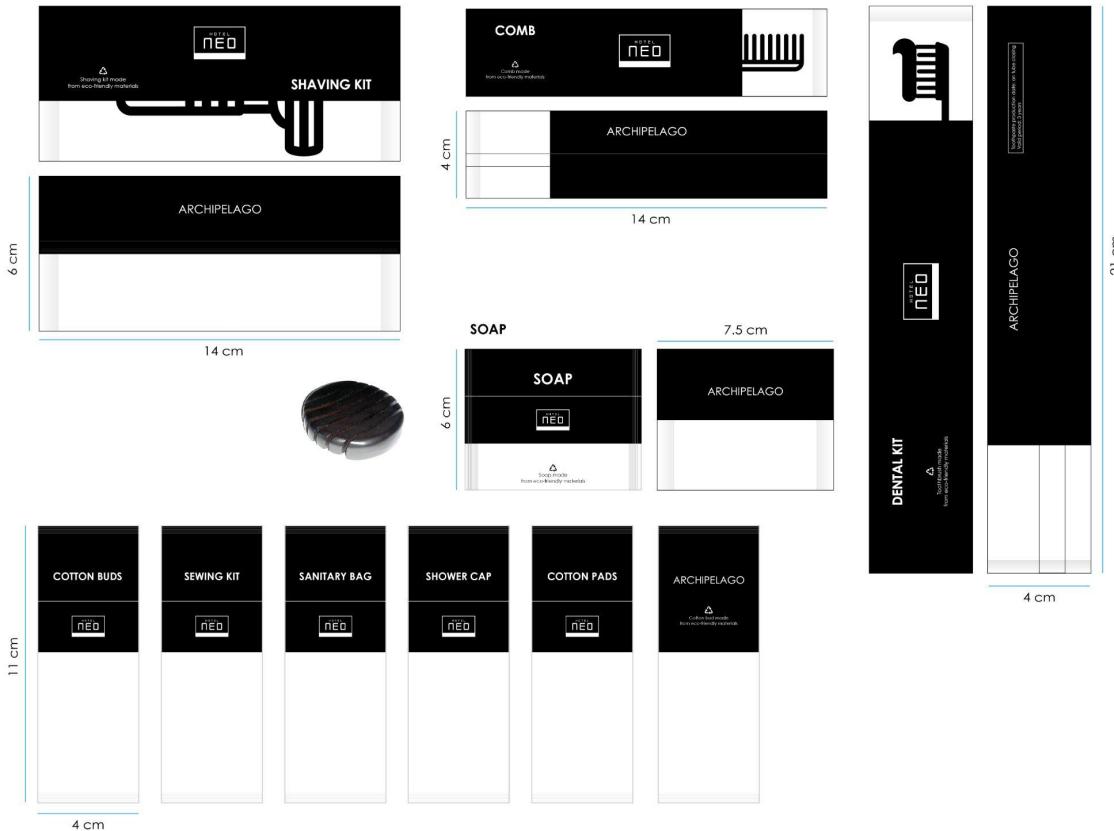
- | | |
|----------------------------|---|
| Amenities | TV Channel Guide |
| Amenities Container & Tray | Telephone Directory |
| Toilet Tissue | Laundry Bag |
| Towel Tag | Trash Bin |
| Slippers | Eco Friendly Linen & Towel Replacing Card |
| DND Sign | Dress Hanger |
| Room Being Service Sign | Laundry Basket |
| Room Service Menu | Hair Dryer Bag |
| Bed Menu | Tissue Box |
| Compendium | Additional Amenities Sticker |
| Coffee and Tea Mugs | Water Jug |
| Minibar Menu | |

IN-ROOM

Amenities

NOTE:

- 'Paper wrapped' amenities



IN-ROOM

Amenities Container & Tray

SPECIFICATION:

- **Tray Size:**
29,3 x 12,5 x 2,5 cm

- **Tray Material:**
Acrylic

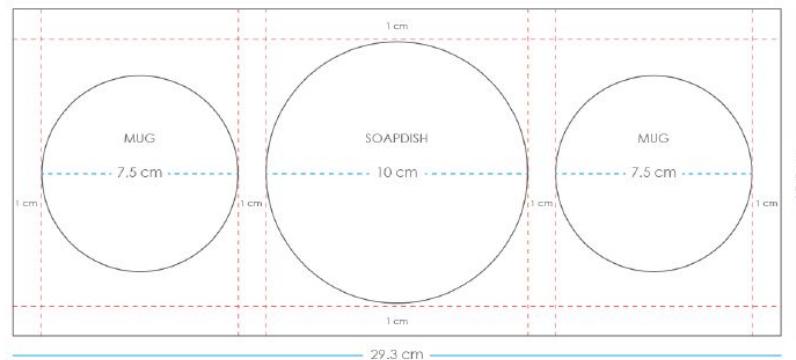
- **Tray Color:**
Black satin

- **Mug Size:**
Diameter: 6 cm
Height: 9 cm

- **Mug Color Code:**
CMYK: C00 M100 Y100 K00
Pantone: Red

NOTE:

Please contact Corporate Purchasing for recommended vendor



IN-ROOM

Toilet Tissue

SPECIFICATION:

- **Sticker:**

- Diameter: 3.5 cm
- Material: material

- **Tissue:**

- The ends of the tissue must be folded as shown in the picture
- Package content: 238 sheets per roll

NOTE:

Please contact Corporate Purchasing for recommended vendor



IN-ROOM

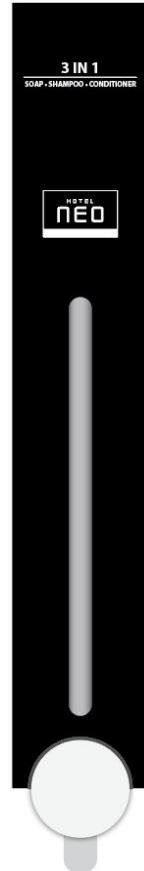
3 in 1 Dispenser

SPECIFICATION:

- Size:
5 x 29 cm

NOTE:

Please contact Corporate Purchasing for recommended vendor



IN-ROOM

Towel Tag

SPECIFICATION:

Font color is Black

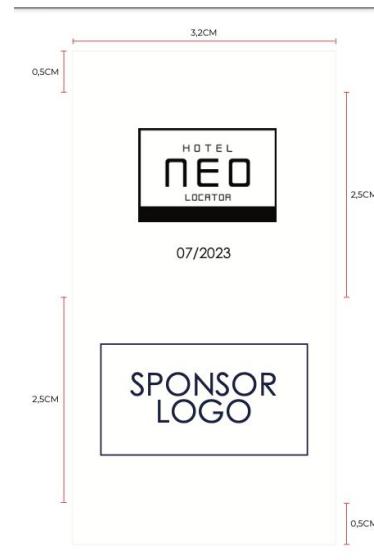


IN-ROOM

Bed Linen Tag

NOTE:

Email corporatepurchasing@archipelagointernational.com
for the recommended vendor



IN-ROOM

Slippers

SPECIFICATIONS:

- These slippers are to be placed in the room, and each room should have one pair for male and one pair for female.
- Size for Male: 44
- Size for Female: 39

NOTE:

The sole colour has to be black



IN-ROOM

DND Sign

SPECIFICATIONS:

- Size: 7,5cm x 26cm
- PVC board 3mm
- Finishing punch

NOTE:

- The main language is in English and the secondary is in local national language
- This sign is double sided



IN-ROOM

Room Being Service Sign

SPECIFICATIONS:

- Size: 7,5cm x 26cm
- PVC board 3mm
- Finishing punch

NOTE:

- The main language is in English and the secondary is in local national language



IN-ROOM

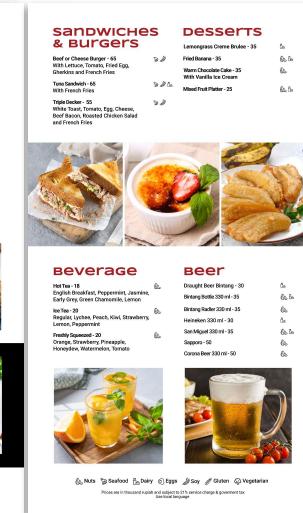
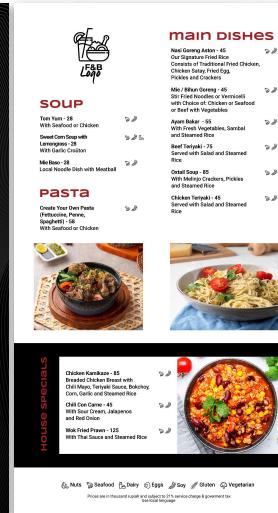
Room Service Menu

- Art Paper 210 gr
- Doff laminate
- Size: 29 x 31 cm
- Folded: 14 x 30 cm
- Bleed: 0.5 cm
- Please discuss further with corporate F&B for the content

NOTE :

- All content requires final approval from Corporate F&B.
- Using the national language for menu names and descriptions is permissible where applicable.

The image displays two versions of a Room Service Menu. On the left is a physical booklet with a black background and white text. It features a logo at the top, followed by sections for SOUP, PASTA, HOUSE SPECIALS, and BEVERAGE, each with a list of items and small images. On the right is a digital mobile application interface, also titled 'ROOM SERVICE MENU'. This version includes a navigation bar at the top, followed by sections for MAIN DISHES, SANDWICHES & BURGERS, and DESSERTS, each with a list of items and corresponding images. Both versions include a footer with dietary information and a note about prices.



IN-ROOM

Bed Menu

SPECIFICATION:

- Art Carton 210 gr
- Size A4

NOTE:

- All content requires final approval from Corporate F&B.
- Using the national language for menu names and descriptions is permissible where applicable.



IN-ROOM

Compendium

NOTE :

Compendium content must be approved by Corporate Office.



Google Nest - for all your needs please use the Google Nest to contact the Front Desk. Simply by saying: "Hey Google, call Bob Butler"

adapters - a universal outlet is available in your room

A range of electrical outlets is available from the Housekeeping.

airline check-in confirmation

Our Front Desk will help to assist you with flight confirmation and other airline-related information.

airport hotel transfers

Airport transfers to and from the airport are available by request, at a charge. Please contact the Front Desk to book.

amenities

For your convenience, a variety of extra amenities are available at a charge.

archipelago membership program

Upon arrival, archipelago members can download the membership app for free from the Google Play or iPhone App Stores. You can enjoy great discounts on dining, shopping, and beverages, as well as our "Fab the Router" feature and information on special offers and discounts not available to non-members. Download Now!

baby needs

We have baby items available at the key Restaurant. Should you require a baby cot, please contact Housekeeping.

bar service & check-out

Please remember to check for both arriving and departing guests, simply contact the Front Desk.

billing procedure

An advance cash deposit is required unless you are staying with an accepted credit card. Should you have any questions, please contact the Front Desk.

breakfast

Breakfast is served daily from 6 AM to 10 AM at the key Restaurant on lobby level.

business center

Please contact the Front Desk for any of your business needs such as photocopying, scanning, printing, and internet access.

check-in & check-out time

Check-in time is 2 PM and check-out time is 12 noon. For the possibility of late check-in, please contact the Front Desk.

Check-out after 9 PM will be charged at 50% of the published rate. Check-out after 12 PM will be charged at 100% of the published rate.

coffee shop - open at 10 AM to 11 PM

At their leisure, our coffee shop on lobby level and offers a wide range of Asian Fusions.

credit & debit cards

The hotel accepts the following major credit and debit cards to settle your account: Visa, Visa Debit, Maestro, American Express, Diners Club, Visa Electron, Solo, JCB, UnionPay.

security

Always close the safety latch while in your room.

Always look through the peephole if anyone knocks on your door.

spa & massage

For spa treatments and more information on the treatments, please contact the Front Desk.

swimming pool

The swimming pool is located on the lobby level and opens from 6 AM to 7 PM. Pool towels are provided by the pool attendant.

taxis

Please contact the Front Desk to order a taxi.

tv channels

With many channels available – please scan the Guest Directory QR code on the Google Nest Hub Display.

wake up call

To arrange a wake-up call, contact the Front Desk or Google Nest.

wi-fi

Free wi-fi is available throughout the hotel – any problems, please contact the Front Desk.

IN CASE OF FIRE, DO NOT USE ELEVATORS.

if you discover fire or smoke in your room:

• Call the Front Desk immediately.

• Take your room key and go to the room and close the door behind you.

• Alert others in the area.

• Close all windows and doors.

• Walk to the nearest staircase and exit the building (DO NOT USE THE ELEVATOR).

• If smoke is present, try to:

if you are ordered to evacuate your room and the DOOR IS NOT HOT:

• Open the door slowly and carefully.

• Call the Front Desk and give them your location.

• Staff will towels or blankets under the door and air vents to keep out smoke and heat.

• Remove cables and wait for further instructions.

• If you cannot exit, stay in the room and cover the door and window.

• If you think you need to open a window for air, and you are above the ground floor, avoid breaking the window because you may need to close it to keep smoke out.

doctor on call

Should you require medical assistance, our doctor on call can be arranged for personal consultation in your room.

do not disturb

A "Do Not Disturb" sign has been placed in your room. Should you wish to be left in private, please hang the "Do Not Disturb" sign on the door handle outside of your room. Should you wish for no incoming telephone calls, please set an known.

drinking water - tap water is not drinkable

This hotel does not provide drinking water. Please bring your own bottle of water to the environment. Free drinking water is available from the water dispense in the corridor – avoid drinking water from the tap.

duran

Duran is a delicious fruit but please do not bring it into the property.

electric current

220 Volts, 50 Hz. Should you require an adapter, please contact the Front Desk.

forgot something?

- Adapter / electrical converter
- Additional bath / bed sheet
- Bathrobe
- Camera
- First aid items
- Hair dryer
- Ironing board

guest activities

A swimming pool and fitness center are available at the hotel, located on lobby level near the restaurant.

google nest

Your room is equipped with a Google Nest. You can use it for several services such as music, news or a wake-up call or playing music. You can also communicate directly with the Front Desk.

hair dryer

A hairdryer is available upon request.

housekeeping

Our housekeeping staff is scheduled to service your room between 9 AM to 5 PM. Should you require service outside of these hours or at a specific time during your stay, please let us know.

house rules

The hotel reserves the right to deduct a portion of the room price to any guest who causes damage to the room or breaks any piece of furniture.

in-room safe

Each guest room is equipped with a safe – please follow the instructions. We recommend not leaving any valuables unsecured.

IN CASE OF EARTHQUAKE - USE THE TRIANGLE OF LIFE

It is unlikely that you will experience an earthquake while staying with us, however in the event of an earthquake, do not hide under a desk or a doorway. Instead, get under a large object in which they call the "Triangle of Life".

If an earthquake happens and you cannot easily escape by getting out the doorway, please then lie down and curl up in the bed position next to a sofa, or large chair.



If you are in bed during the night and an earthquake occurs, simply roll off the bed and curl up in the triangle of life – the sofa or chair would protect the head, next to the bottom or the side of the bed during an earthquake.



Jl. Syeh Nurjati Al-Barran 20 Patunggungan KM 4

Kota Serang, Banten 42171

locator.neohotels.com

locator.neohotels.com

IN-ROOM

Coffee & Tea Mugs

SIZE:

- Height: 10 cm
- Top diameter: 9 cm
- Bottom diameter: 6,2 cm



IN-ROOM

Coffee & Tea Set Up

DRINKING GLASS (oz)

Juice Glass Size 240 ml or 8 oz

TEA DISH

Material: Ceramic black

Size: 7.5x7.5x2.5cm

MUG

Red 350ml with Logo

Size: 10*9*6.2cm

TRAY

Material: Melamine

Size: 42.2*30.3*2.8cm

WATER KETTLE MI

Stainless Steel Body

Consumes: 1200 W

Auto Switch Off

Capacity: 0.6 L



IN-ROOM

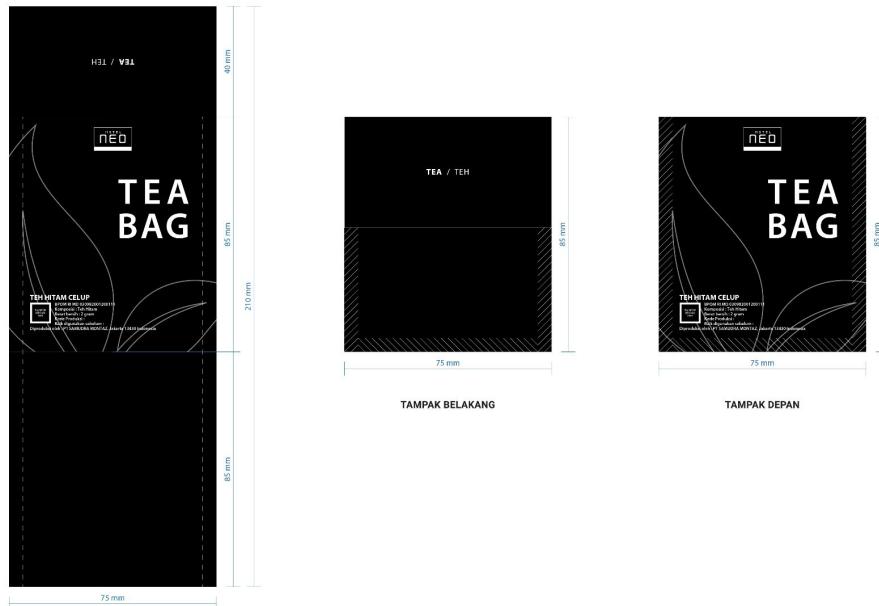
Tea Bag Envelope

SIZE

- Unfolded: 7.5 x 12.5 cm
- Folded: 7.5 x 8.5 cm

MATERIAL

- Lipton Tea



IN-ROOM

Minibar Menu

INSERTION SPECIFICATION:

- Art Paper 100 gr
 - 13.5 x 20 cm

COVER SPECIFICATION:

- Clear acrylic 2 mm
 - 1 side 14 x 20.5 cm
(2 side 28 x 20.5 cm)

NOTE :

- The content needs to be acknowledged by Corporate F&B and Corporate HK
 - The minibar menu is only available at Suite rooms



ITEMS	PRICE
1.5 Liter Water	15
Coca-Cola	15
Sprite	15
Fanta Orange	15
Bintang Beer	25
Chips	12
Chocolate	12
Nuts	15

Prices are in thousand rupiah and subject to 21% service charge & government tax.

Ruang kerja ini selanjutnya akan dipakai untuk kerja sehari-hari di kantor dan juga penyampaian

additional items please contact our Guest Service on Ext 1.

Untuk mendapatkan informasi lebih lanjut tentang layanan ini, silakan menghubungi bagian Garant Service kami pada Ext 7 untuk pemerintahan tambahan atau

Items purchased with an ID or barcode, through loans without barcode will be charged to your account. Items cannot be replaced by outside purchase.



IN-ROOM

TV Channel Guide

SPECIFICATION:

- Art Paper 100 gr
- 13 x 20 cm
- Minimum requirement is 30 channels

TV CHANNEL GUIDE	
01 Hotel Info Channel	16 Nat. Geographic Adventure
02 HBO	17 BBC Knowledge
03 HBO Family	18 Disney Junior
04 HBO Hits	19 Nickelodeon
05 HBO Signature	20 Cbeebies
06 Fox Movies Premium	21 Animax
07 Celestial Movies	22 Channel [v] International
08 AXN	23 Trace TV
09 Star World	24 NHK World Premium
10 Fashion TV	25 Australian Network
11 SET	26 TV 5 Monde
12 SYFY	27 Dw TV
13 LiTV	28 KBS
14 E! Entertainment	29 Life
15 Asian Food Channel	30 MNC Business

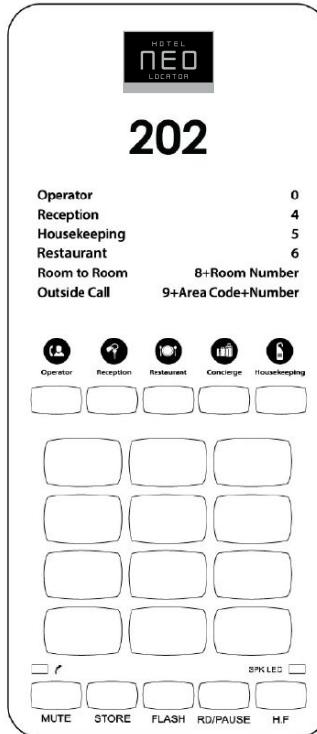


IN-ROOM

Telephone Directory Sticker

SPECIFICATION:

- Printed Sticker
- Size Adjustable



IN-ROOM

Laundry Bag

SPECIFICATIONS :

- Material: Colico cloth, Black
- Size: 60x45 cm
- Pocket size: 10 x 15
- Ribbon Color: Black

NOTE :

- Must be used for laundry bag
- The linen laundry bag
should be kept by
housekeeping attendant
(to pick up the guest's
laundry from the rooms)



IN-ROOM

Eco Friendly Linen & Towel Replacing Card

SPECIFICATION:

- Size: 9.5 cm x 21 cm
- Art Paper 260 gr Glossy laminated



HELP US CONSERVE

Make a world of difference. Together we can save millions of gallons of water from chlorine and detergents.

Linens

We will make your bed every day. Your linens will be changed only when this card is placed on the bed in the morning.

Towels

Leave towels you wish to reuse hung up or on the rack.
Towels you leave on the floor will be washed.

Mari kita bangun dunia menjadi lebih baik. Bersama kita bisa menghemat jutaan galon air dan membuatnya tidak terkontaminasi klorin dan deterjen.

Sprei

Kami akan merapikan tempat tidur anda setiap hari. Sprei anda hanya akan diganti saat kartu ini ditempatkan di tempat tidur di pagi hari.

Handuk

Lakukan Handuk yang masih ingin anda pakai di rak/gantungan kamar mandi. Tinggalkan handuk di lantai jika anda ingin mengganti handuk anda dengan yang baru.

ARCHIPELAGO

Please change my bed linens

IN-ROOM

Trash Bin

- **ROOM TRASH BIN:**

- Material: plastic
(double layer)
- Diameter size:
22.5 X 27 cm

- **BATHROOM TRASH BIN:**

- Color: grey or white
- Material: plastic
- Diameter size: 21 X 30 cm

Room Trash Bin



Option 1



Option 2



Option 3

Bathroom Trash Bin

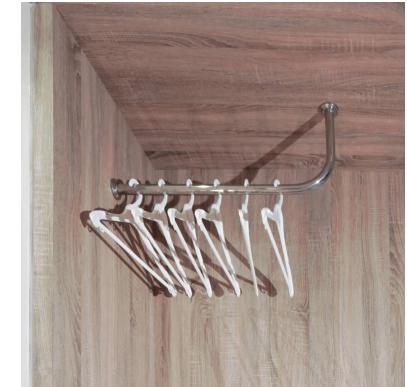


IN-ROOM

Dress Hanger

NOTE:

- Standard room: 6 PCS
- Suite room: 8 PCS
- Standing Hanger placement in Suite Room only



IN-ROOM

Laundry Basket

SPECIFICATION:

Material: Synthetic Leather

Size: 40 cm x 27 cm x 10 cm

NOTE:

Placed in the wardrobe
and put the laundry list
inside



IN-ROOM

Hair Dryer Bag

NOTE:

Only for non wall-mounted
hair dryer

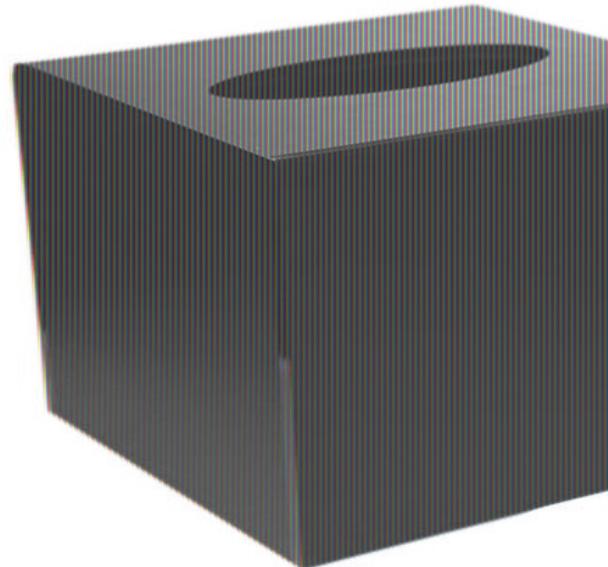


IN-ROOM

Tissue Box

SPECIFICATION:

- Material: Acrylic 3 mm
- Size: 12 x 12 x 7.5 cm
- Color: Black Satin Doff



IN-ROOM

Drinking Water jug

SPECIFICATION:

Recommendation:

Glasslock Water Jug IJ922 1,000 ml

NOTE:

- In order to stop using plastic bottles we recommend you put a water jug in each room.
- Guests can refill this for free using the water dispensers located on each floor.
These provide free hot and cold water



STATIONERY

Business Card
Letterhead & Envelopes

Notepad

Pencil

Gift Voucher

Shopping Bag

Employee Card

Presentation Template

Email Signature

STATIONERY

Business Card

SPECIFICATIONS

- Size 8,5 x 5,5 cm
- Font: Century Gothic
- Art paper 310 gr
- Spot UV on Property Logo
- Doff laminate



STATIONERY

Letterhead and Envelopes

SPECIFICATIONS

Letterhead

- HVS 100 gr
- 21 x 29.7 cm (A4)

Executive Envelope

- HVS 100 gr

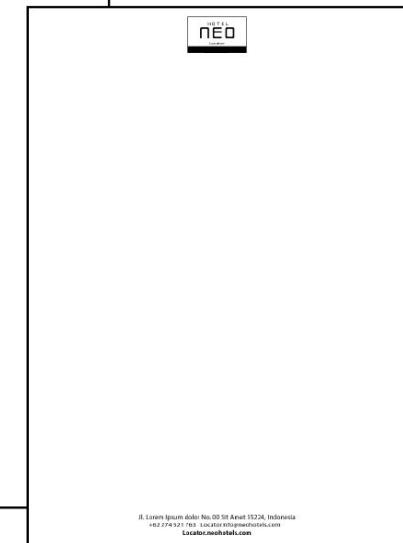
Big Envelope

- HVS 100 gr
- 24 x 34 cm

Big Envelope



Letterhead



Executive Envelope



STATIONERY

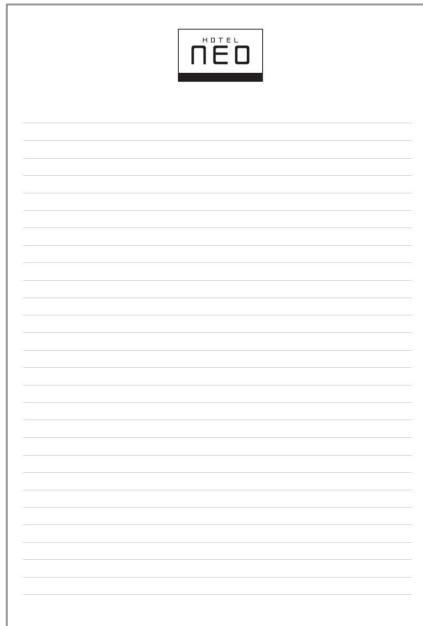
Notepad

SPECIFICATIONS:

- HVS 100 gr
- 21 x 29,7 cm (A4)

NOTE :

Memo pad is purchased in bulk, and to be ripped per 5 pieces



STATIONERY

Pencil



STATIONERY

Room Voucher

SPECIFICATION:

- Size: 30 x 10 cm
- Material: BW Carton 250 gr
- Numerator & Perforation for finishing

NOTE:

- Each property needs to have an approval from Their Finance
- Only GM/HM is authorised To sign the voucher

HOTEL NEO LOCATOR

Voucher No _____

Voucher Type Complimentary
 Pre-paid
 Discount ____ %

Room Type _____

Validity ____ / ____ / ____ - ____ / ____ / ____

PLACE YOUR OWN IMAGE HERE

HOTEL NEO LOCATOR

Voucher No _____

Voucher Type Complimentary
 Pre-paid
 Discount ____ %

Guest Name _____

Company _____

Room Type _____

Stay Period _____

Prior reservation is highly recommended (call + 62 00 000 0000) and this voucher is required on arrival

The Fine Print

. Subject to room availability and not valid on weekends, long weekends and public holidays
. Validity ____ / ____ / ____ - ____ / ____ / ____
. No extension of validity period
. To ensure availability, please reserve seven (7) days in advance
. In case of high hotel occupancy, the hotel reserves the right not to honor this voucher
. Lost voucher cannot be replaced
. Voucher cannot be converted to cash, is non-refundable and cannot be combined with hotel promotions
. It is required to present this voucher on arrival

Authorized by the hotel

General Manager
Date

HOTEL NEO LOCATOR

Jl. Lorem Ipsum Dolor Sit Amet, Indonesia
+ 62 000 000 000
locationinfo@neohotels.com
location.neohotels.com

DREAM DIFFERENTLY

Jl. Lorem Ipsum Dolor Sit Amet, Indonesia
+ 62 000 000 000
locationinfo@neohotels.com
location.neohotels.com

DREAM DIFFERENTLY

STATIONERY

F&B Voucher

SPECIFICATION:

- Size: 30 x 10 cm
- Material: BW Carton 250 gr
- Numerator & Perforation for finishing

NOTE:

- Each property needs to have an approval from Their Finance
- Only GM/HM is authorised To sign the voucher

HOTEL NEO LOCATOR

Voucher No _____

Voucher Type Complimentary
 Gift Voucher
Rp. Value _____

Guest Name _____

Validity ____ / ____ / ____ - ____ / ____ / ____

PLACE YOUR OWN IMAGE HERE

HOTEL NEO LOCATOR

Voucher No _____

Voucher Type Complimentary
 Gift Voucher
Rp. Value _____

Validity ____ / ____ / ____ - ____ / ____ / ____

Guest Name _____

Company _____

Prior reservation is highly recommended (call + 62 00 000 0000) and this voucher is required on arrival

The Fine Print

. Subject to availability and not valid on weekends, long weekends and public holidays
. Validity ____ / ____ / ____ - ____ / ____ / ____
. No extension of validity period
. To ensure availability, please reserve seven (7) days in advance
. In case of high hotel occupancy, the hotel reserves the right not to honor this voucher
. Lost voucher cannot be replaced
. Voucher cannot be converted to cash, is non-refundable and cannot be combined with hotel promotions
. It is required to present this voucher on arrival

Authorized by the hotel

General Manager
Date

HOTEL NEO LOCATOR

Jl. Lorem Ipsum Dolor Sit Amet, Indonesia
+ 62 000 000 000
locationinfo@neohotels.com
location.neohotels.com

DREAM DIFFERENTLY

Jl. Lorem Ipsum Dolor Sit Amet, Indonesia
+ 62 000 000 000
locationinfo@neohotels.com
location.neohotels.com

DREAM DIFFERENTLY

STATIONERY

Shopping Bag

NOTE:

Material: Non-Woven

Size: 40 x 30.5 x 10 cm

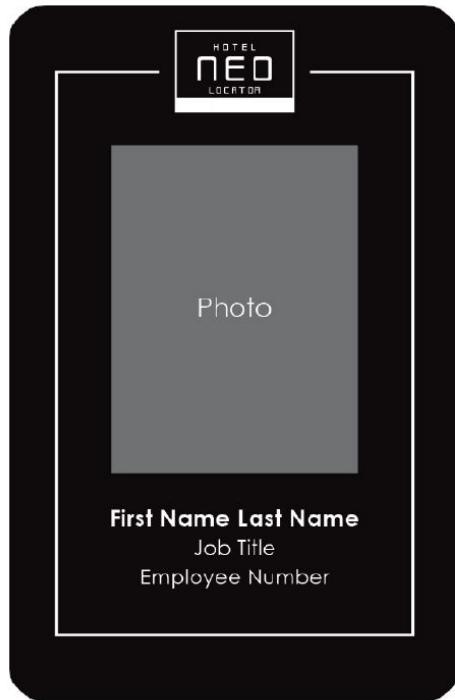


STATIONERY

Employee Card

SPECIFICATION:

- Size 85 mm x 55 mm
- PVC 0.7 mm
- This card must be carried at all times while at the property

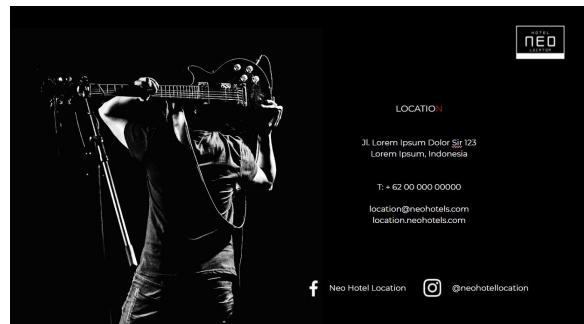
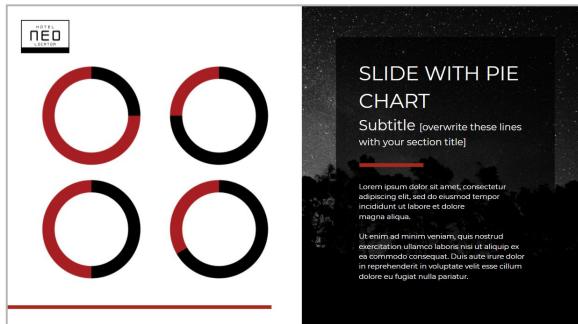


- This ID Card belongs to *Property Name*
- This ID Card must be carried during the working hours
- In case the ID Card is damage or lost, please report to HR Department and return to *Property Name*
- Charges applied upon ID Card replacement
- This ID Card has to be returned when work has been terminated

Jl. Lorem Ipsum dolor No. 00
Sit Amet 55224, Indonesia
+62 274 521 763
locatorinfo@neohotels.com
locator.neohotels.com

STATIONERY

Presentation Template



Neo Hotel Location @neohotellocation

Jl. Lorem Ipsum Dolor Sir 123
Lorem Ipsum, Indonesia
T: +62 00 000 0000
location@neohotels.com
location.neohotels.com

1 SAMPLE SLIDE + MULTIPLE IMAGES
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

2 SAMPLE SLIDE + MULTIPLE IMAGES
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

STATIONERY

Email Signature

SPECIFICATION:

- Font: Verdana
- Size: normal
- Color: black

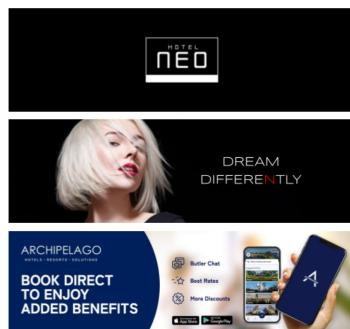
NOTES:

- Email Banner
- **GIF** (animation)
- **500 X 150** pixel
- Banner must be clickable and linked to Property's website.
- Banner have to consist Mandatory banners and Promo banners

(1 Property)

Adam Smith
General Manager
M: + 62 00 0000 0000

Hotel Neo Puri Indah - Jakarta
Jl. Panglima Polim Raya No.15, RT.3/RW.1,
Melawai, Jakarta Selatan, DKI Jakarta
12160
T: + 62 21 296 61400
W: melawai.neohotels.com



**Email banner updates automatically from CMS

(2 Properties or more)

Adam Smith
General Manager
M: + 62 00 0000 0000

Hotel Neo Puri Indah | favehotel Puri Indah
Jl. Panglima Polim Raya No.15, RT.3/RW.1, Melawai,
Jakarta Selatan, DKI Jakarta 12160
T: + 62 21 296 61400
W: melawai.neohotels.com |
melawai.favehotels.com

Email banner guidelines on multiple property, (TBA)

STATIONERY

Email Signature (Mobile)

(1 Property)

NOTE:

Signature font, size, and color: standard smartphone setup

Andy Smith
Reservation Manager
M: + 62 00 0000 0000

Hotel Neo Melawai
melawai.neohotels.com

(2 Properties)

Andy Smith
Reservation Manager
M: + 62 00 0000 0000

Hotel Neo Melawai | favehotel Melawai
melawai.neohotels.com | melawai.favehotels.com

F & B

Egg Station Signage

Pool Menu

Restaurant Menu

Kids Menu

Placemat

Snack & Cake Box

Pizza Box

Food Tag

Straw & Stirrer

Glass Cover & Coaster

Chopstick & Toothpick Covers

Sweetener

Salt & Pepper

Candy

Matches

Tissue Series

Acrylic Promotion

Poster, Flyer

Ads

F&B

Egg Station Signage

SPECIFICATION:

- Size A4 (29.7 x 21 cm)



F&B

Pool Menu

SPECIFICATION:

- Art Carton 210 gr
- Size A4

NOTE :

- All content requires final approval from Corporate F&B.
- Using the national language for menu names and descriptions is permissible where applicable.



Restaurant Menu

SPECIFICATION:

- Size: 18 x 29.25 cm
- Art paper 210 gr
laminated doff

NOTE :

- All content requires final approval from Corporate F&B.
- Using the national language for menu names and descriptions is permissible where applicable.



F&B

Kids Menu

SPECIFICATION:

- Size A4
- HVS paper 100 gr

DON'T WASTE YOUR FOOD

Let's Color

KIDS MENU

Chicken burger with fries
Daging ayam cincang disajikan di dalam roti dan kentang goreng 20

Mie goreng udang
Mie goreng di sajikan dengan udang, sayuran dan krupuk 20

Mini spaghetti bolognaise
Pasta spaghetti disajikan dengan saus daging sapi cincang 20

Nasi goreng ayam dengan sate
Pasta spaghetti disajikan dengan saus daging sapi cincang 20

Ice Cream
Pilih Es Krim kesukaanmu, Vanilla, Chocolate atau Strawberry 15

Pisang Goreng
Pisang goreng disajikan dengan saus gula merah 10

*All prices are inclusive tax & service

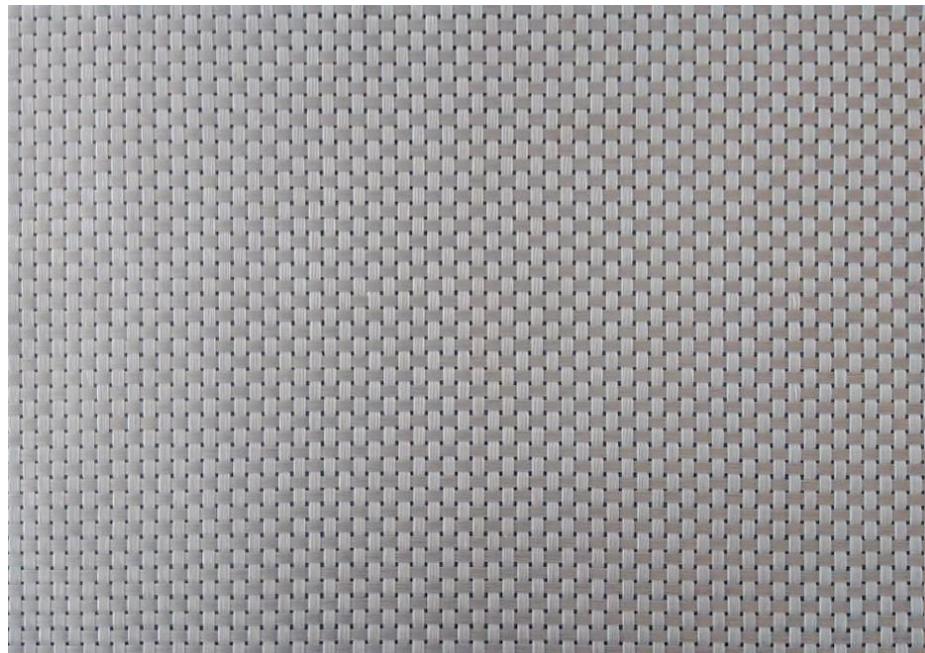
Legend: Nuts Seafood Dairy Eggs Soy Gluten Vegetarian

F&B

Placemat

MATERIALS:

- Woven PVC
- Color: Grey
(recommended) or Beige
- Recommended size is
25 X 35 cm

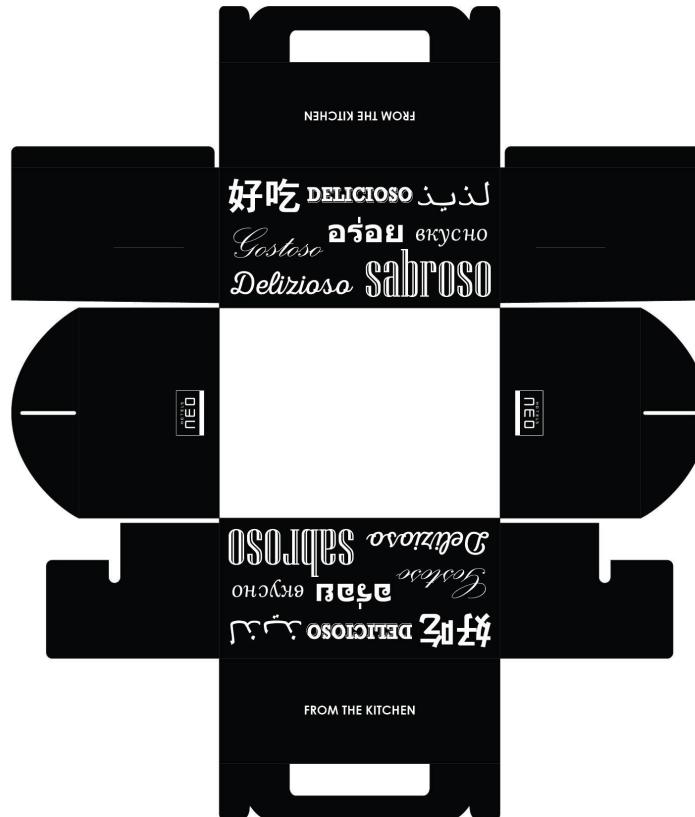


F&B

Cake & Snack Boxes

SPECIFICATION:

- Size 20 x 15 x 10 cm
- Pantone: Neutral Black C
- CMYK:
C075 M068 Y067 K090
- Art Carton 400 gr
- Doff laminate



F&B

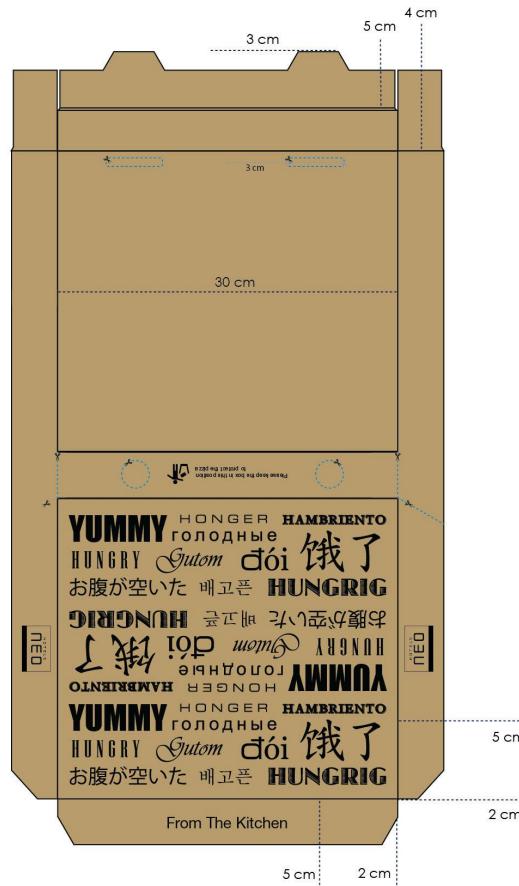
Pizza Box

SIZE:

30 x 30 cm

MATERIALS:

Cardboard 1 mm



F&B

Food Tag

SPECIFICATION:

- Acrylic Size 8 x 4cm
- Insertion size 7.5 x 3.5cm



F&B

Straw & Stirrer

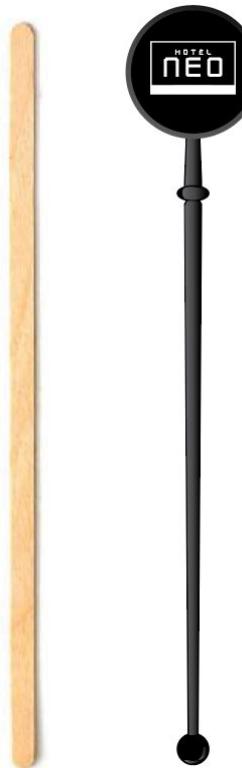
NOTE:

For straw, we do not use plastic anymore and they should be either Cassava or Corn based

Straw

#IAMNOTPLASTIC

Stirrer



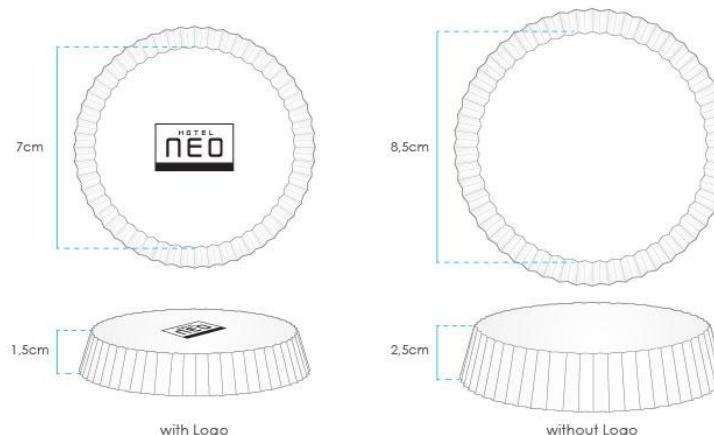
F&B

Glass Cover & Coaster

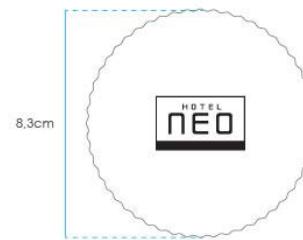
NOTE:

Email corporatepurchasing@archipelagointernational.com
for the recommended vendor

Glass Cover



Glass Coaster



F&B

Chopsticks & Toothpick Covers

NOTE:

Email corporatepurchasing@
archipelagointernational.com
for the recommended vendor

Chopsticks



Toothpick

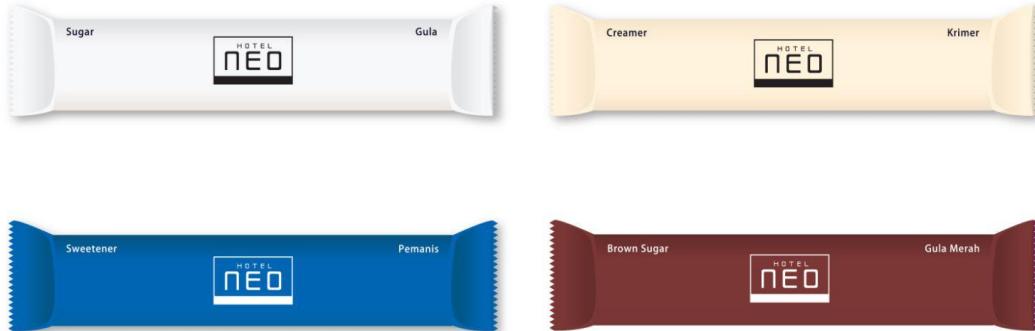


F&B

Sachet Products

NOTE:

Email corporatepurchasing@archipelagointernational.com for the recommended vendor



Neo+ only tea selections

Option 1



Option 2



Tea Sachet



Coffee Sachet

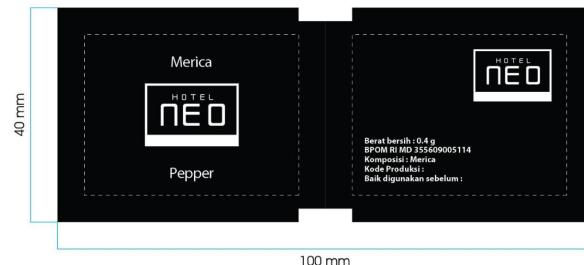
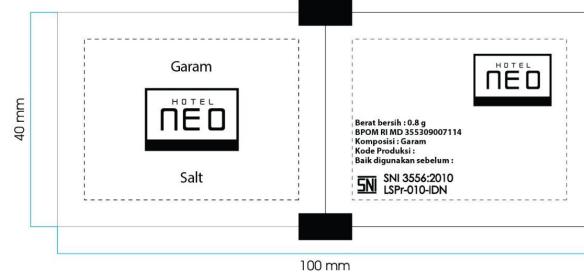


F&B

Salt & Pepper

NOTE:

Email corporatepurchasing@
archipelagointernational.com
for the recommended vendor



F&B

Candy

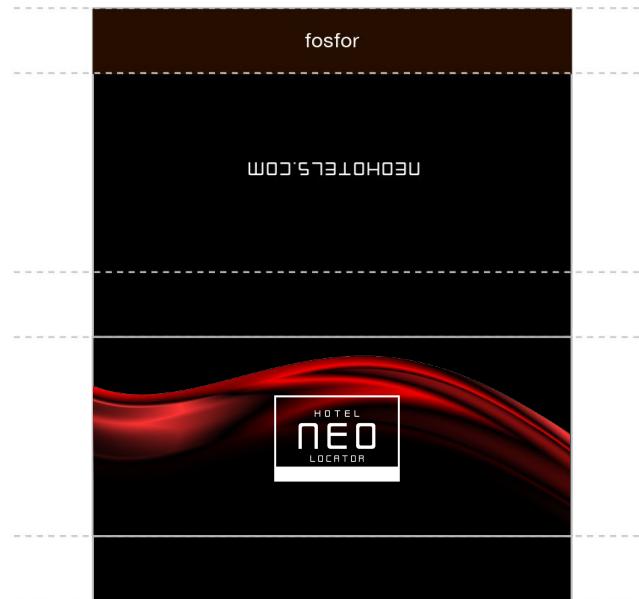
NOTE:

Email corporatepurchasing@archipelagointernational.com
for the recommended vendor



F&B

Matches



F&B

Tissue Series

NOTE:

Email corporatepurchasing@archipelagointernational.com
for the recommended vendor



F&B

Acrylic Promotion

SPECIFICATION OPTION 1:

- Acrylic 2 mm
- Mika 5 pcs
- Insertion size: 10 x 21 cm
(maximum 10 pcs)

SPECIFICATION OPTION 2:

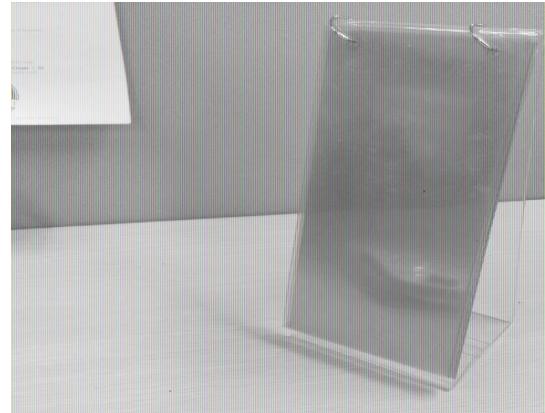
- Acrylic 2 mm
- Mika 5 pcs
- Insertion size: 15 x 15 cm
(maximum 10 pcs)

NOTE:

Insertion suggestion
samples: seasonal menu,
beverage of the day, lunch
package, dinner package,
coffee promotion, etc.



OPTION 1



OPTION 2

F&B

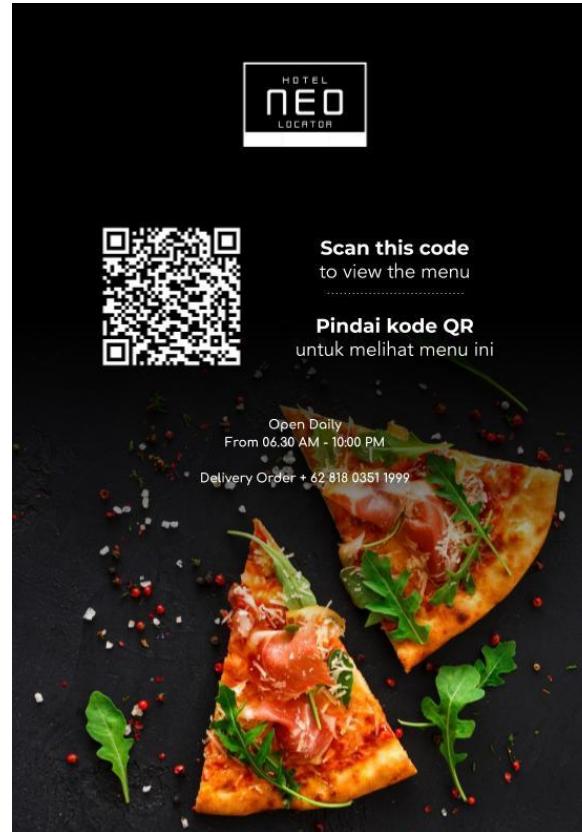
Poster, Flyer

SPECIFICATIONS

- Art carton 210 gr

SIZE:

- 21 x 29,7 cm (Poster)
- 14,8 x 21 cm (Flyer)



F&B

Ads Sample

Vertical



Horizontal



BANNER

Hoarding Banner
Soft Opening Banner
Outdoor Banner

BANNER

Hoardings

SPECIFICATION:

- Material: vinyl (outdoor)
- Size: 2 x 3 meters

NOTE:

- The design will be repeated covering the project area
- Hoarding banner must use brand image or property image and separate it in 3 meters



3 m

3 m

3 m

2 m

BANNER

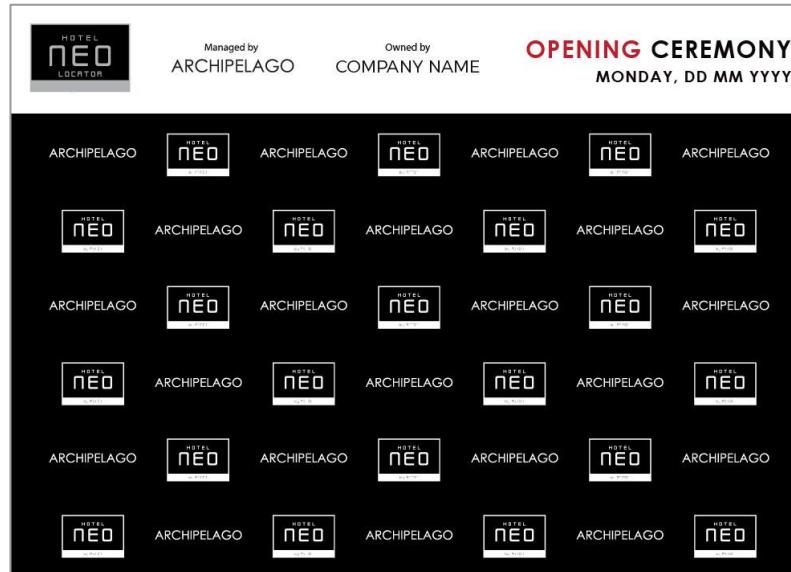
Soft Opening

SPECIFICATION:

- Material: vinyl (indoor)
- Recommended size:
250 x 350 cm (also
adjustable based on the
space availability)

NOTE:

The design used for
soft opening / opening
ceremony



BANNER

Outdoor Banner

SPECIFICATION:

- 90 x 300 cm (Adjustable)

MATERIAL:

Japan Satin Cloth.



PRE-OPENING UNIFORM

Name Tag

T-Shirt

Batik

Hotel Manager

Front Office

Kitchen

Security

Engineering

UNIFORM

Name Tag

SPECIFICATION:

- Size 5 cm (length) x 1.8 cm (width)
- Colour silver based
- Put only first name instead of full name

THERE ARE 2 OPTIONS THAT CAN BE USED:

1. Name tag with brand logo and name

OR

2. Name tag with brand logo without name (name section is replaceable for everytime someone is leaving or joining)

• **The machine spec is**

Casio KL-60 with label
9mm and 12mm



UNIFORM

Pre-opening

Female



Male



UNIFORM

Batik

NOTE :

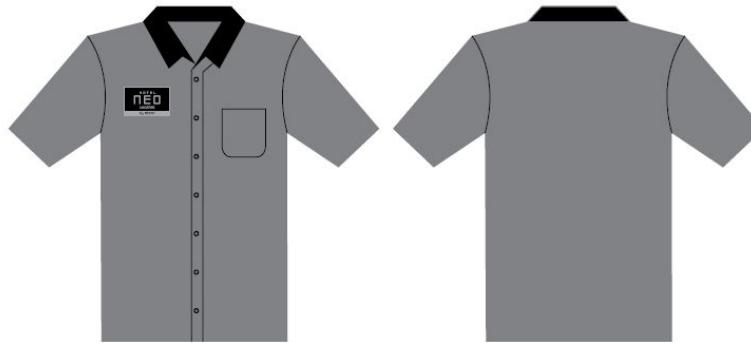
- Hotel Manager and Back of House Staffs should wearing batik shirt on Fridays
- Staff should provide their own black pant (male), black skirt (female), and formal black shoes
- The S&M team is to get 3 (three) Batiks per person and must wear them when on sales calls, sales trips, and tradeshows.



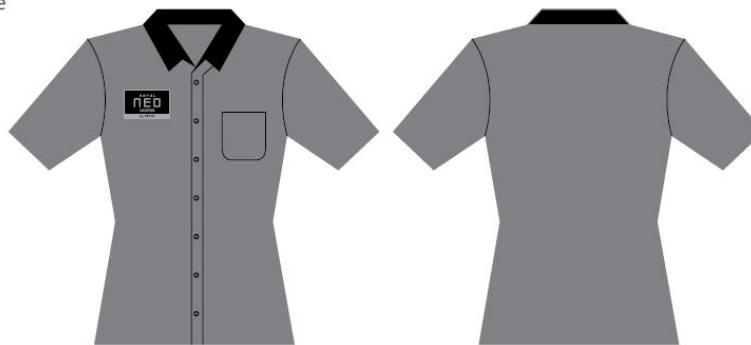
UNIFORM

Hotel Manager

Male



Female



UNIFORM

Front Office



Male Receptionist

- Fedora Hat
- Neo Uniform
- Black Shoe



Female Receptionist

- White-Silver Wig
- Neo Uniform
- Black Shoe



Bell Boy

- No Hat/Wig
- Neo Uniform
- Red Shoe

UNIFORM

Kitchen



CHEF DE PARTIE



SOUS CHEF to EXECUTIVE CHEF



UNIFORM

Engineering & Security



Engineering



Security Staff Security SPV

CONTACT

CORPORATE BRAND

Email: corporatebrand@archipelagointernational.com
for any items related to Brand Identity, GSM, GS Audit

CORPORATE PURCHASING

Email: corporatepurchasing@archipelagointernational.com
for ordering Branded Items and recommended vendors

CORPORATE GRAPHIC DESIGNER

Email: graphics@archipelagointernational.com
for editable Hotel Item templates

CORPORATE MARKETING

Email: marketing@archipelagointernational.com
for any review, approval and another item that has not been listed

CORPORATE FOOD & BEVERAGE

Email: corporatefb@archipelagointernational.com
for any items related to Food & Beverage

CORPORATE FRONT OFFICE

Email: corporatefom@archipelagointernational.com
for any items related to Front Office

CORPORATE HOUSEKEEPING

Email: corporateehk@archipelagointernational.com
for any items related to Housekeeping and in-room

CORPORATE HUMAN RESOURCE

Email: corporatehr@archipelagointernational.com
for any items related to Human Resource

CORPORATE ARCHITECT

Email: corporatearchitect@archipelagointernational.com
for any items related to design interior and exterior

CORPORATE ENGINEERING

Email: corporateengineering@archipelagointernational.com
for any items related to mechanical, electrical, and plumbing

CORPORATE INFORMATION TECHNOLOGY

Email: corporateit@archipelagointernational.com
for any items related to Information Technology

CORPORATE FINANCE

Email: corporatefinance@archipelagointernational.com
for anything related to Finance

CORPORATE SALES

Email: corporatesales@archipelagointernational.com
for anything related to Sales

**THANK
YOU**