

## 1. Master Logo



## 2. Big Wordmark

These design elements are used alone or in combination to represent the BIG brand in all communications.

BIG

B.I.G

BIG.<sup>HOTEL</sup>.ph

### 3. Big Hotel Logo Tag



Vertical

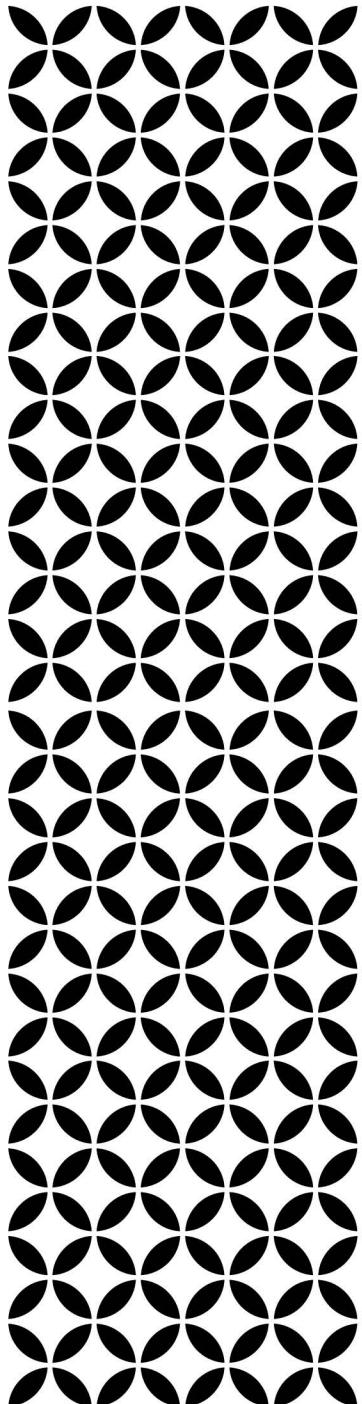


Horizontal

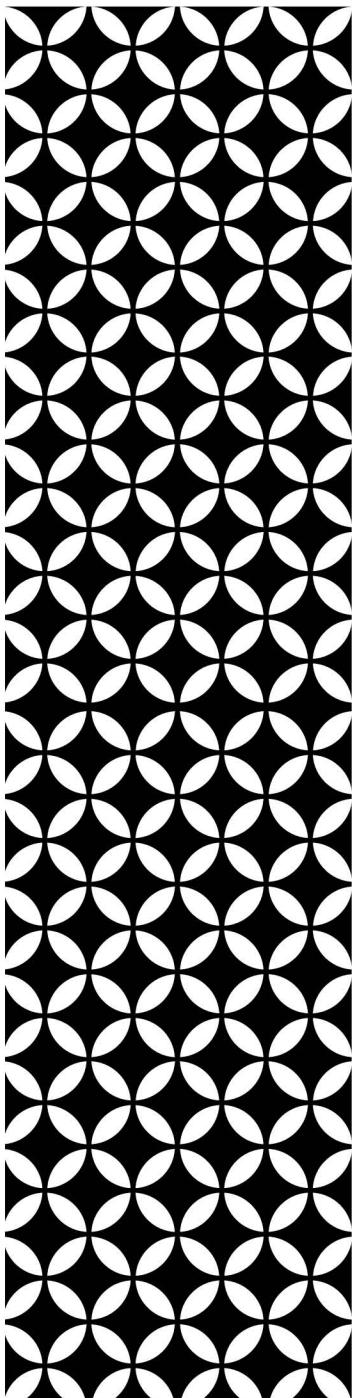
Wordmark Logo Palette



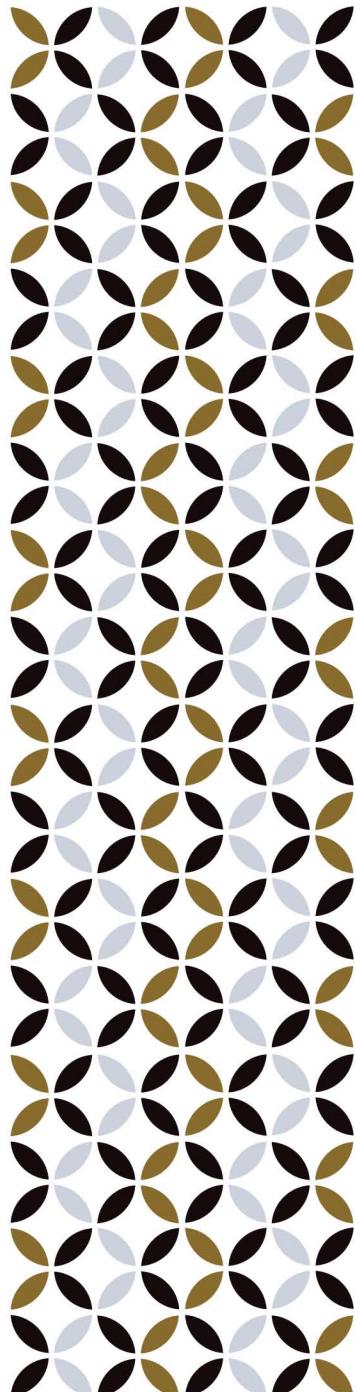
#### 4. Big Hotel Pattern



Black

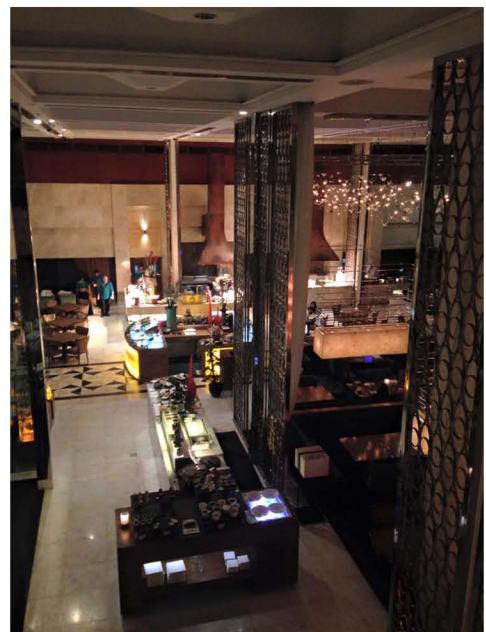


White on Black  
Background



Colored

## 5. Big Hotel Pattern Application



Dividers



Wallpapers

## 6. Big Hotel Pattern Application



Tiles (For lobby, common areas & functions rooms)



Printed Frosted Glass Stickers

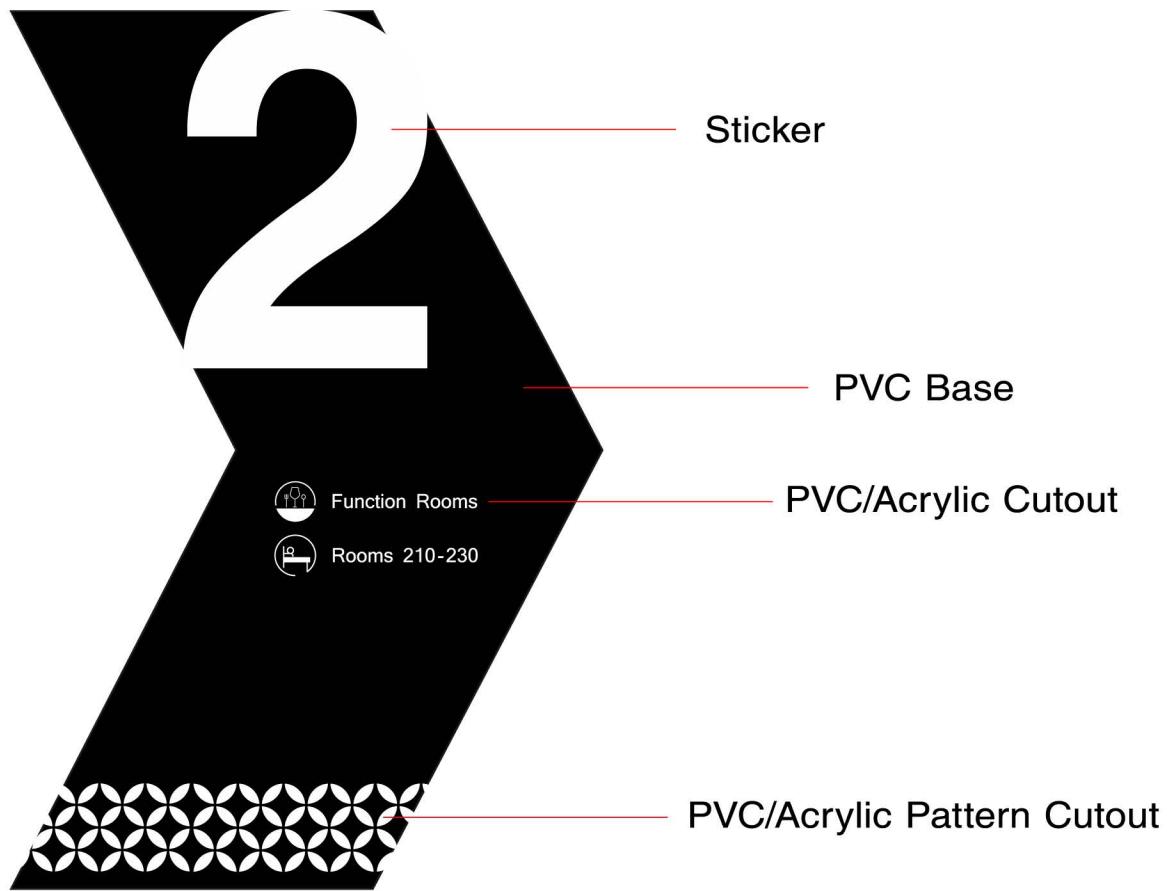


Frosted Glass Stickers

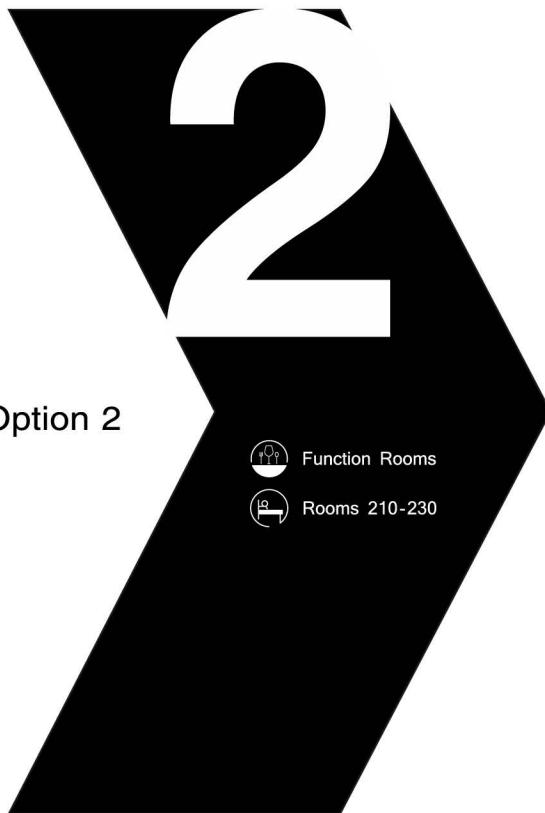
For Restaurant, Bar, Business Center & Function Rooms

## 7. Wayfinding Signages & Other Signages

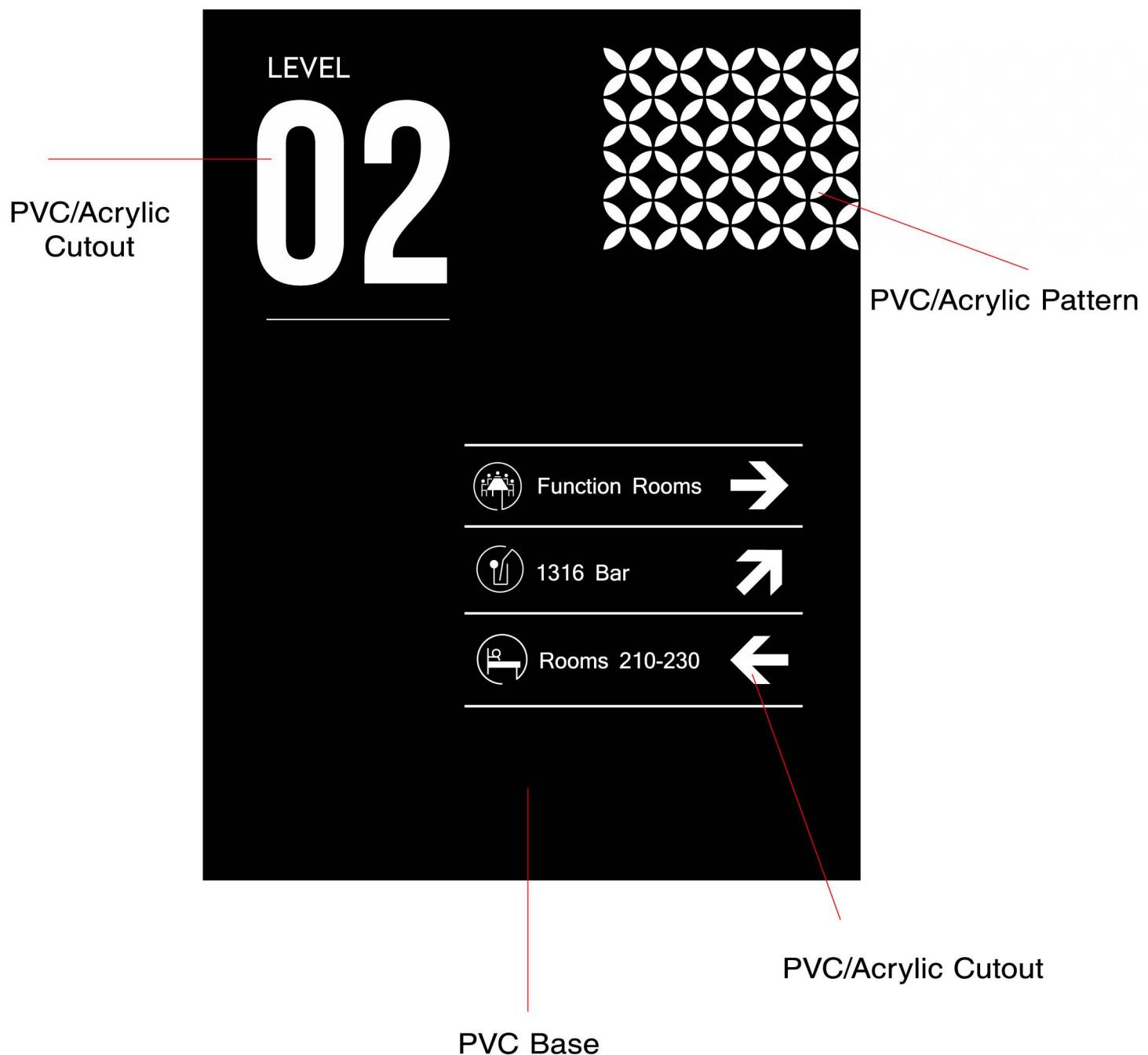
### Floor Directionals Option 1



### Floor Directinals Option 2

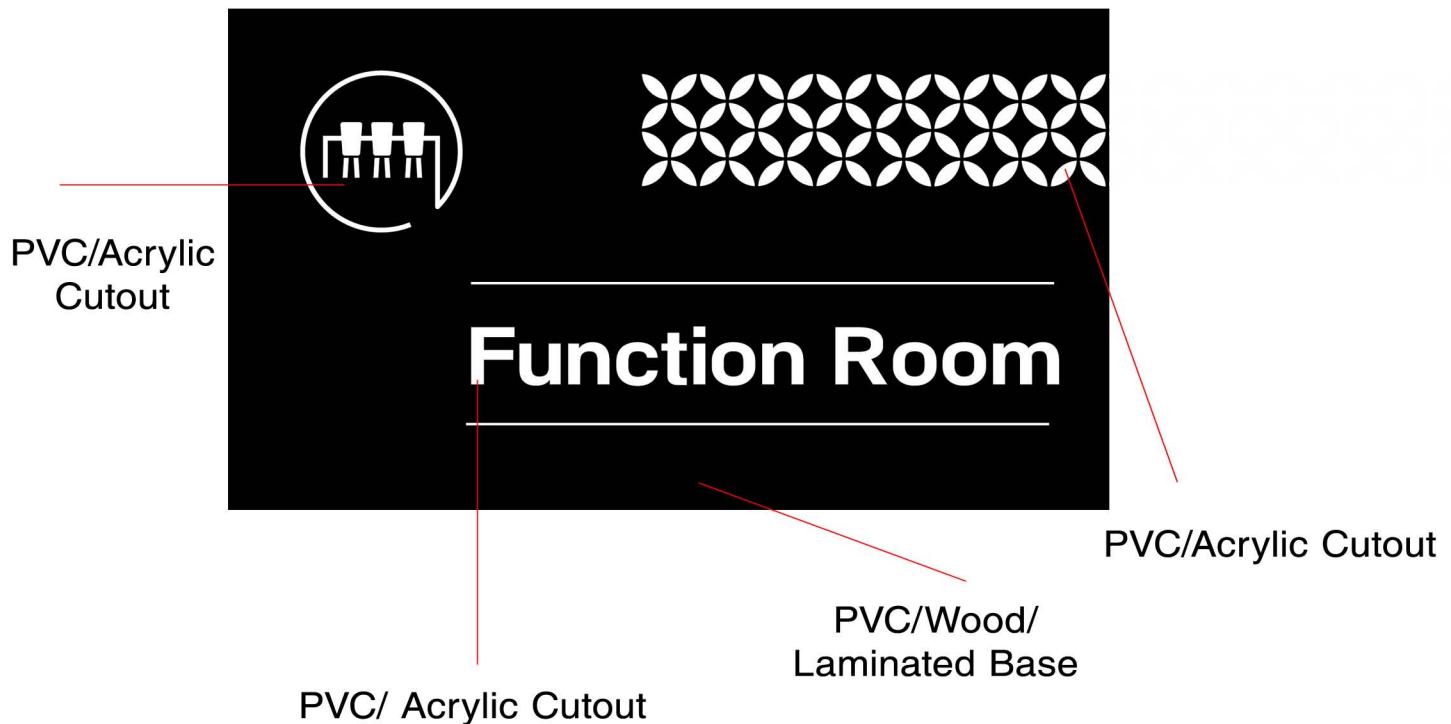


## Floor Directionals Option 3

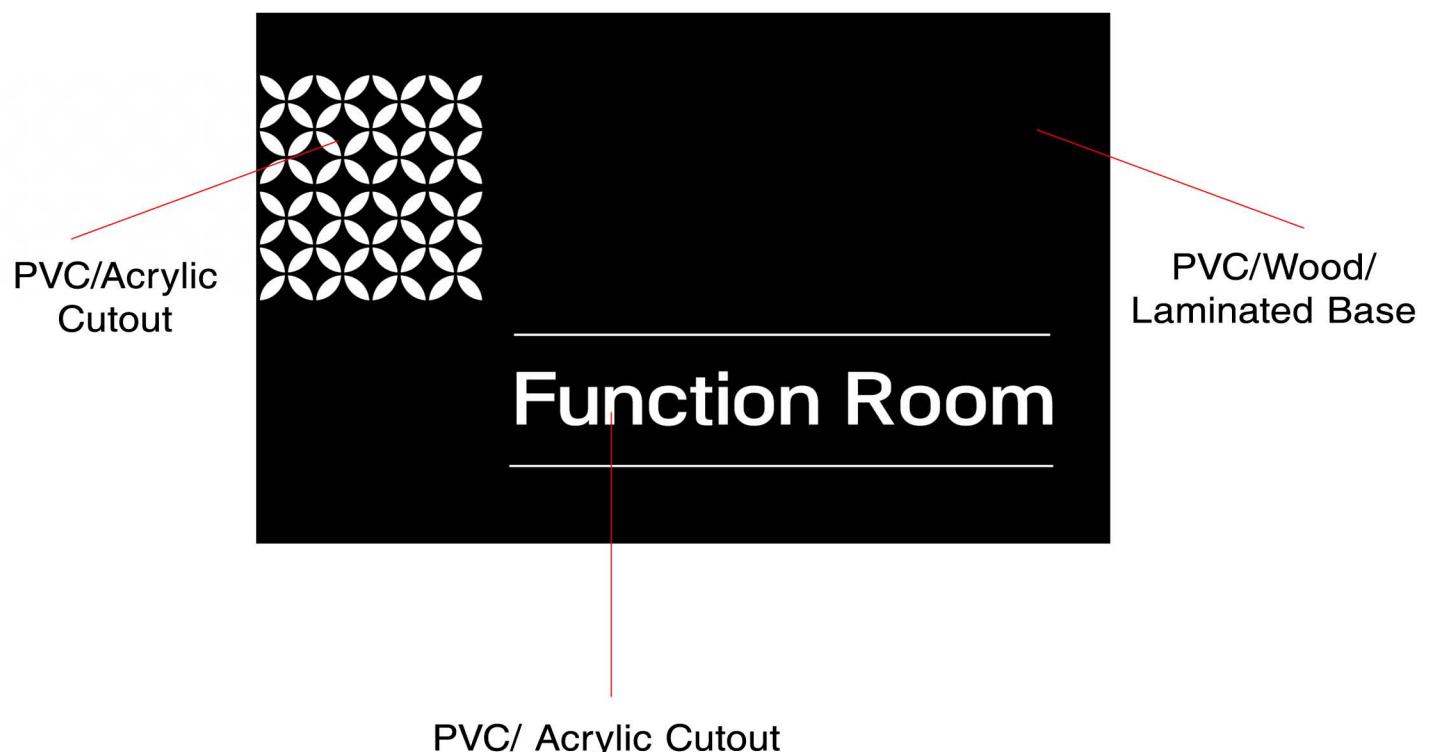


Signage for Function Room, Main Office, IT Room etc.

Option 1

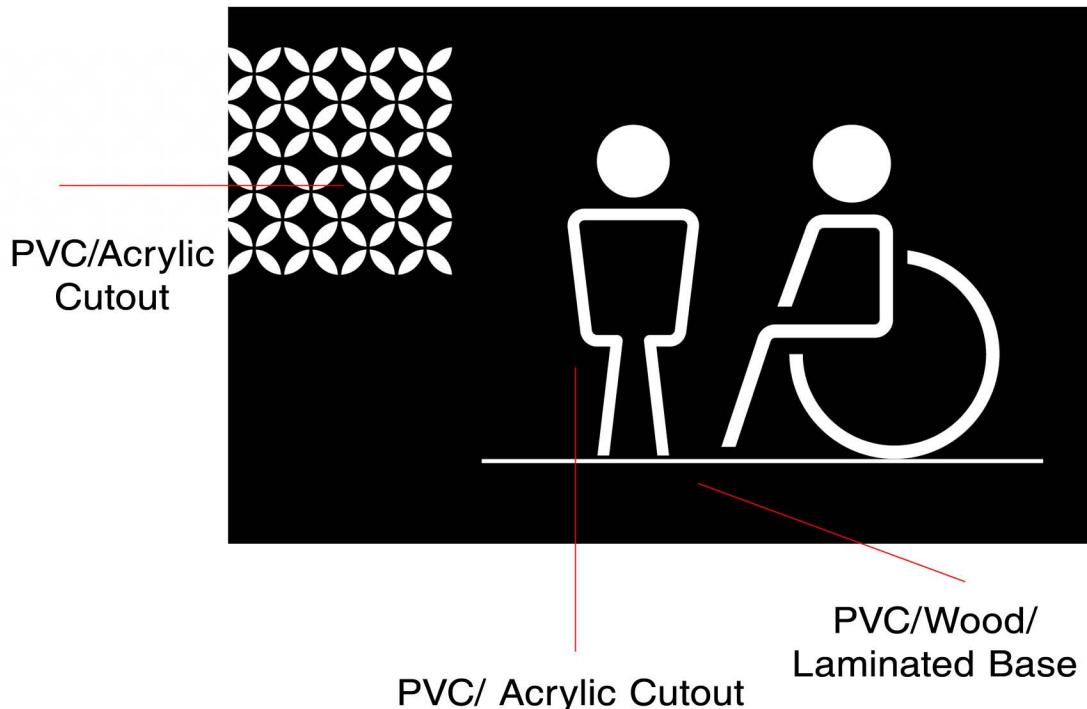


Option 2

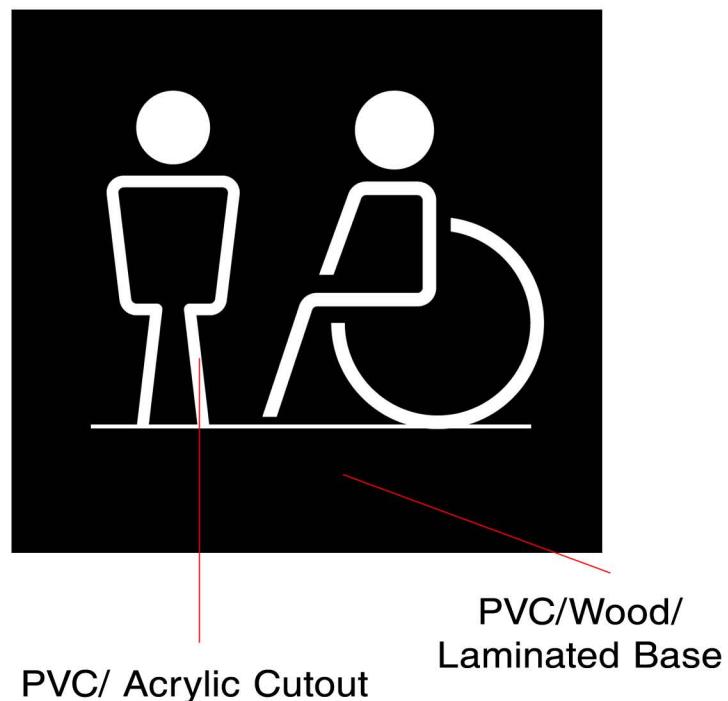


## Restroom Signage

Option 1



Option 2

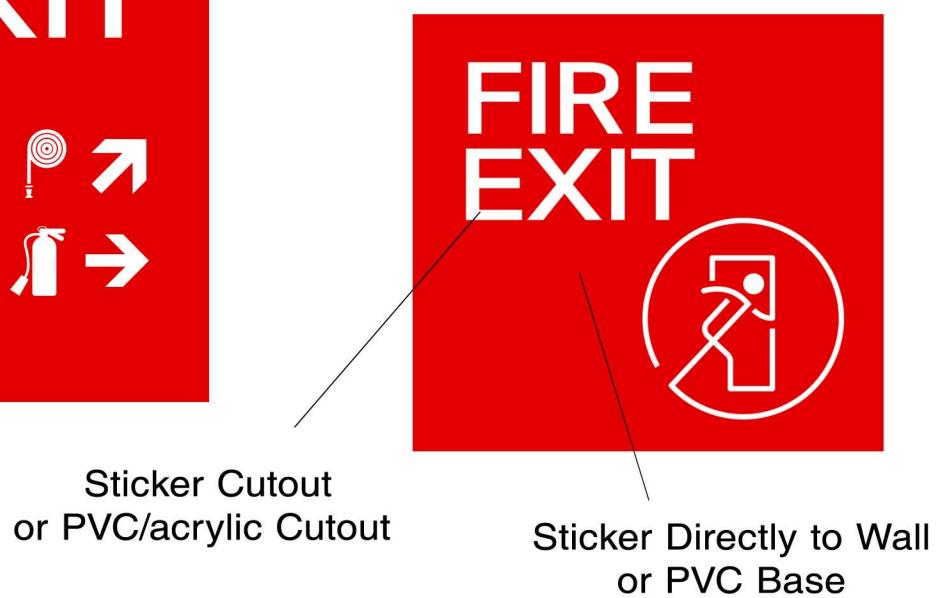


## Fire Exit, Fire Prevention, Emergency Signages

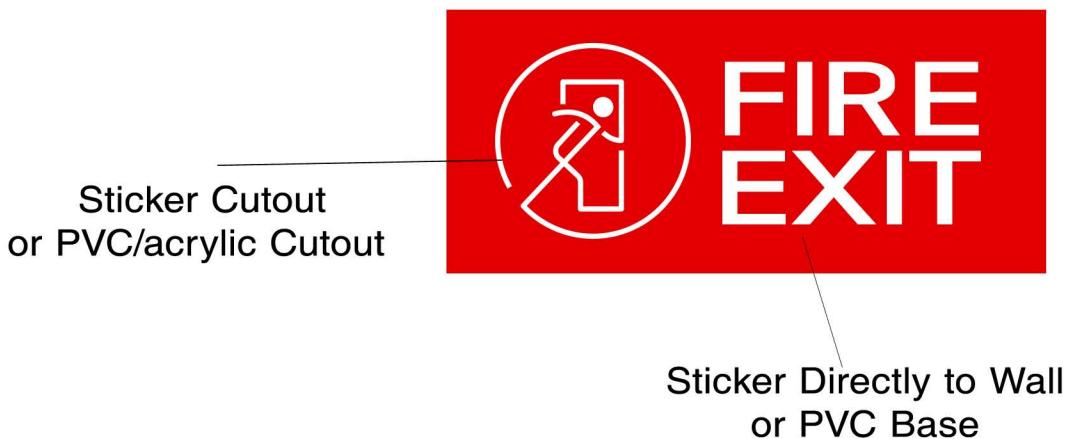
Option 1



Option 2



Option 3



## Parking Signages



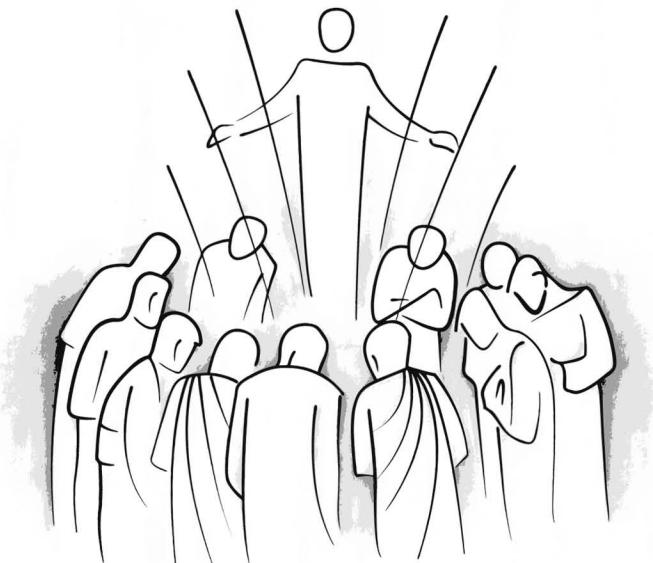
PVC/Acrylic  
Cutout

Acrylic or Panaflex or PVC

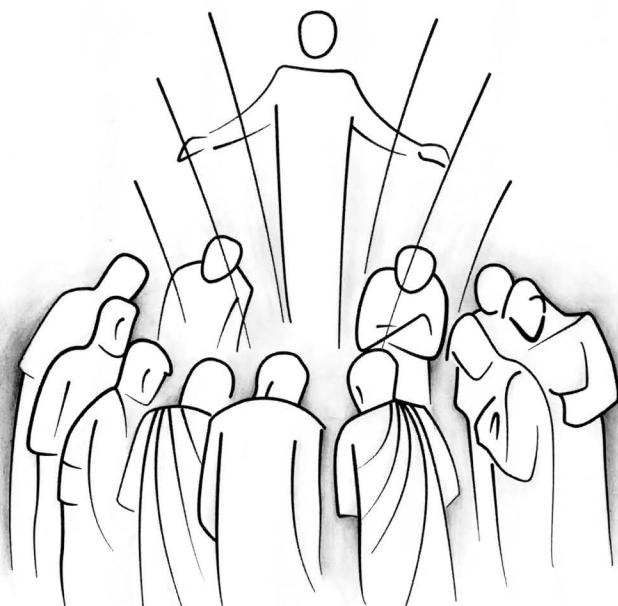
## Wall Murals for Hallway, Common Areas and Rooms



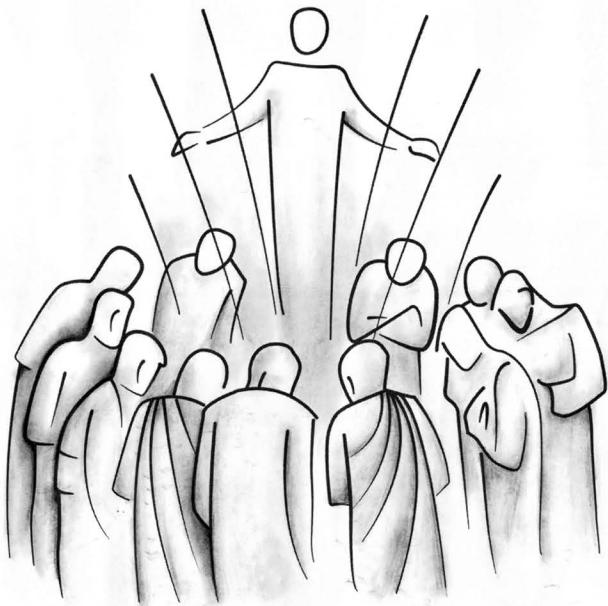
AS HE WAS BLESSING THEM... (24.51)  
(STROKE)



AS HE WAS BLESSING THEM... (24.51)  
(STROKE W/ INK EFFECT)

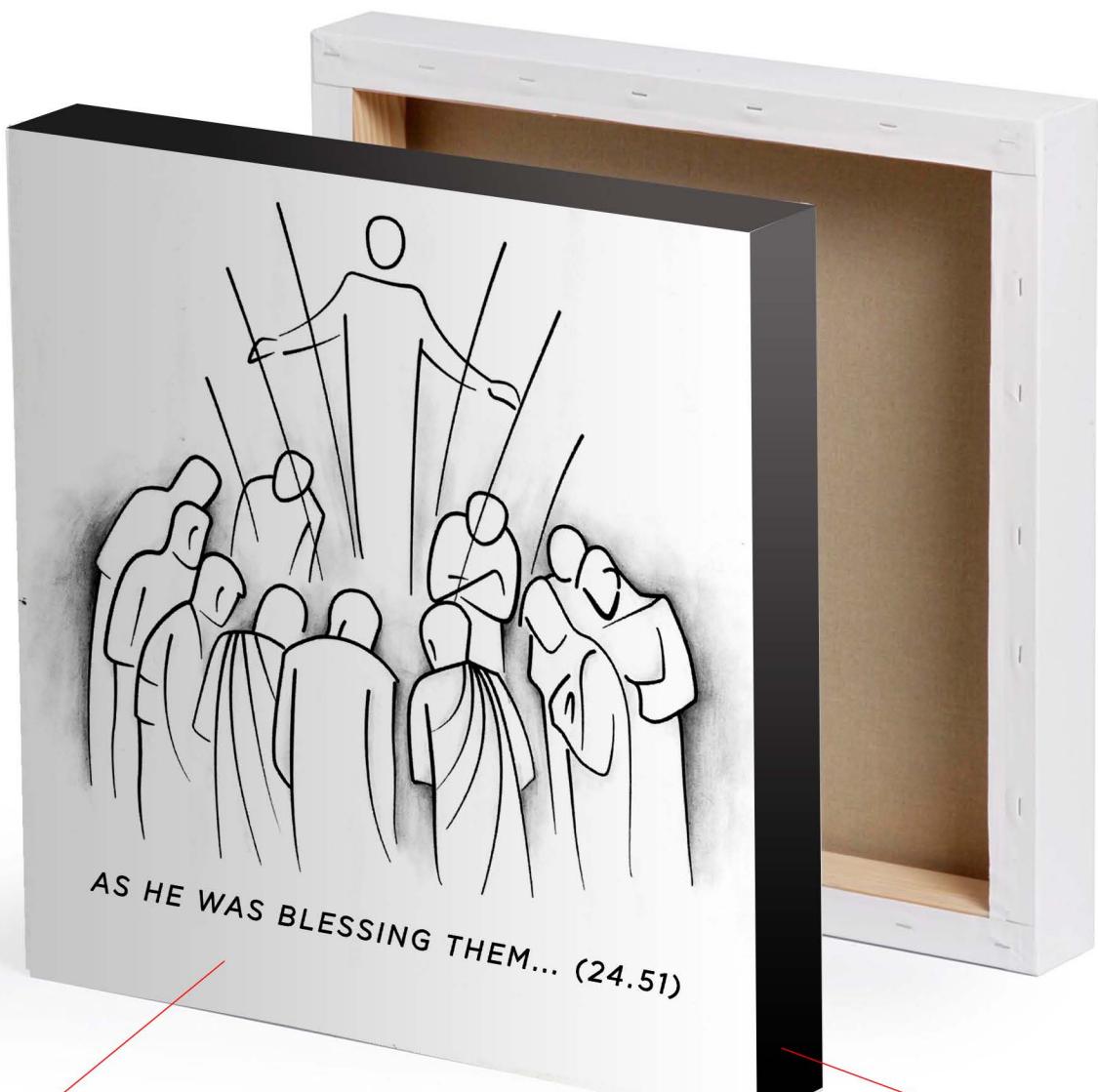


AS HE WAS BLESSING THEM... (24.51)  
(STROKE W/ OUTSIDE SHADOW)



AS HE WAS BLESSING THEM... (24.51)  
(STROKE W/ IN & OUTSIDE SHADOW)

## Canvas Cloth with Frame (Option 1)



Digital Printing on  
Canvas Cloth with Finishing

Black Sidings

Sticker on Sintra with Matte Lamination and Frame  
(no glass same with Quest Hotel)

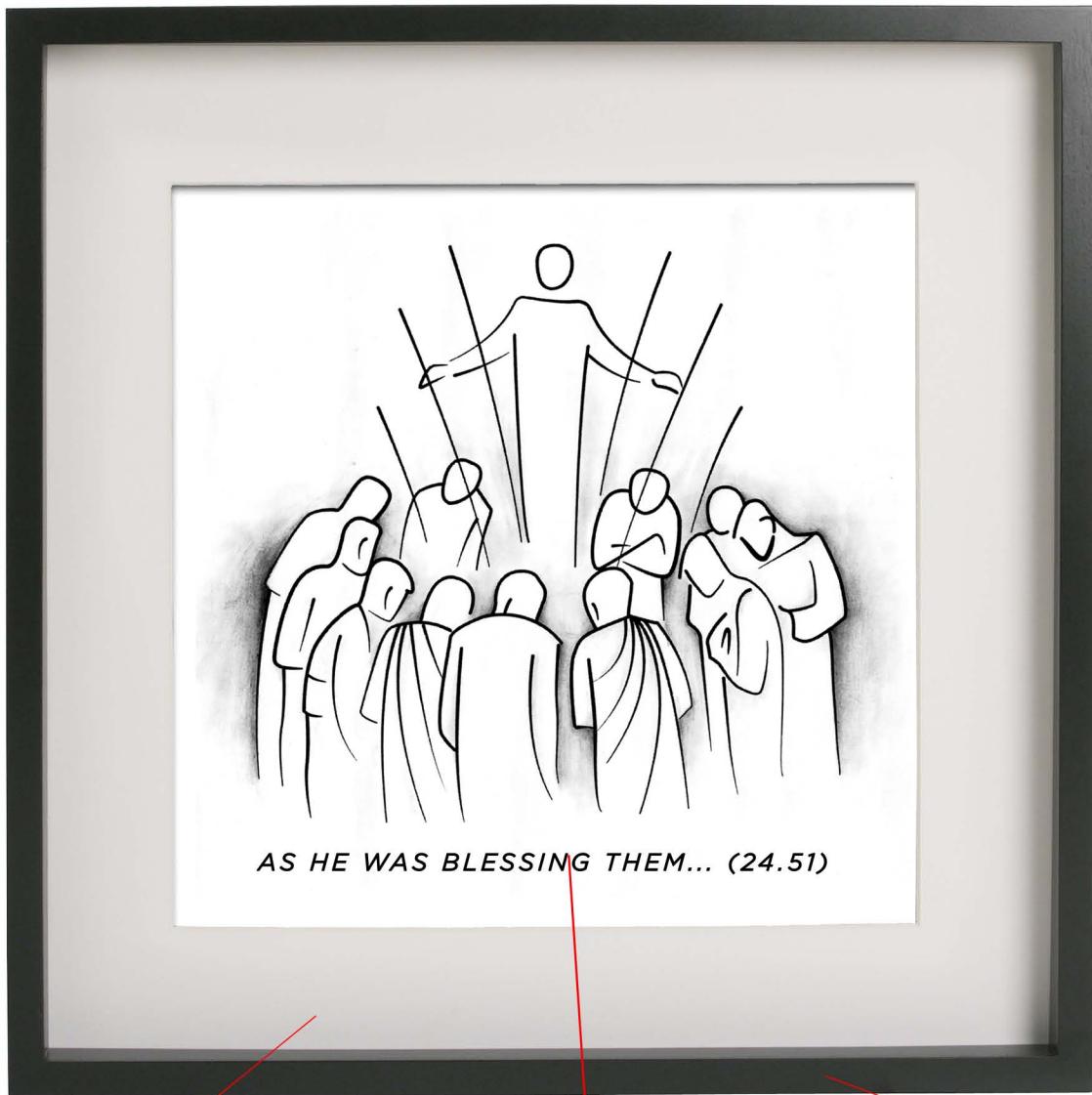


Dark Boarder Sidings

Thick Frame

Sticker on Sintra with Matte Lamination

Photopaper on glass picture frame



Grey Boarder Sidings

Modern Plain Frame  
with Glass

Photopaper

## Murals - Sticker on Sintra with matte lamination



## Drop-down Banner

