

THE
LANDON
HOTEL

BRAND GUIDELINES

Kwun Tung • Hong Kong

WELCOME TO OUR BRAND

Our success—in fact, our very existence—is a direct consequence of the idiosyncratic flavor and decor of each individual Landon property. While we allow (and encourage!) flexibility in our branding to reflect that individuality, it is also critical for us to maintain an overarching, distinct, and recognizable Landon brand that ensures each guest will receive the quality we are so well known for. The following describes each of the components that make up our brand, and assists you in creating documents, brochures, signage, advertisements, and marketing material that says “Landon” and allows the authenticity of its incomparable location shine through.

CONTENTS:

- 01 BRAND FOUNDATION // 3
- 02 BRAND CHARACTERISTICS // 9
- 03 LOGO SYSTEM // 13
- 04 COLOR SYSTEM // 22
- 05 TYPOGRAPHY SYSTEM // 28
- 06 SUPPORTING GRAPHICS // 32
- 07 PHOTOGRAPHY // 36
- 08 BRANDED MATERIALS // 41

01

BRAND FOUNDATION

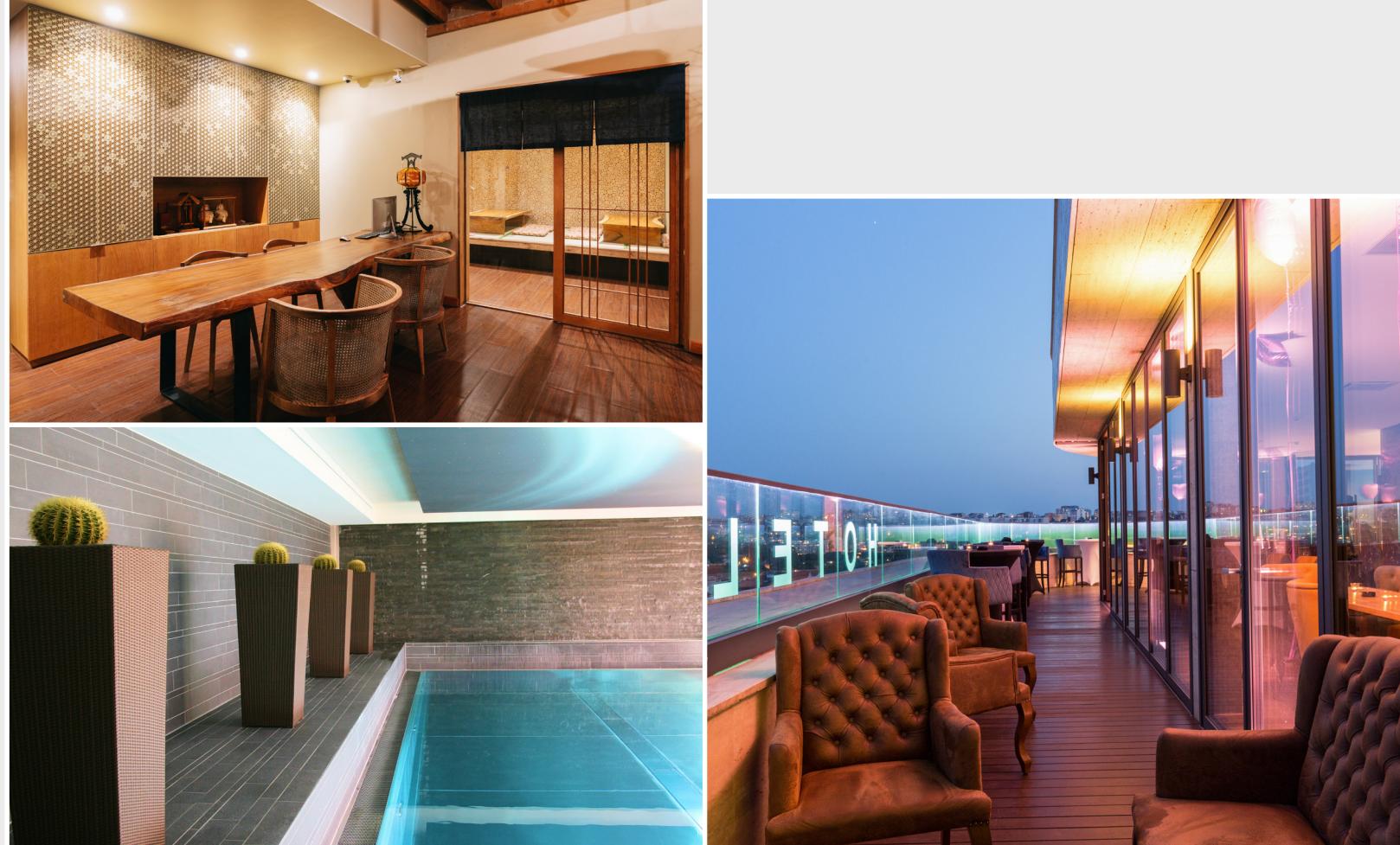
Our brand foundation is the basis on which we build our company story, mission, and vision. It affects the array of services and amenities we offer, how we speak to and treat our amazing customers, and why we strive to use our purpose and values as an ever-evolving road map for success.

IN THIS SECTION:

- 1.1 OUR SERVICES & AMENITIES // 4
- 1.2 OUR CUSTOMERS // 5
- 1.3 OUR PURPOSE // 6
- 1.4 OUR VALUES // 7
- 1.5 OUR SLOGAN // 8

OUR SERVICES & AMENITIES

Landon Hotels offer a wide array of services, starting with gorgeous, relaxing guest rooms for peaceful rejuvenation and sleep. We serve tourists, business travelers, and locals with our accommodations, conference rooms and equipment, small and large gathering spaces for weddings, bar mitzvahs, and other events, as well as several delicious dining options. In fact, many of our hotels, guest spaces, event planning, and dining options have won local to international awards.



Our services and amenities for guests in all of our hotels include:

- *Indoor pool*
- *24-hour fitness center*
- *Massage therapy*
- *Full service spa*
- *In-room jacuzzi tubs*
- *Rooftop or patio café and smoothie bar*
- *Coffee bar & pastry shop*
- *Traditional continental breakfast*
- *24-hour concierge service*
- *Business center*
- *Complimentary wireless service*
- *Laundry and dry cleaning service*
- *Daily paper*
- *Pet-friendly rooms & common areas*
- *Accessibility aids and equipment*

OUR CUSTOMERS

Our guests are tourists and business travelers who want more than just a place to sleep—they want a home base in a culture-rich location that immerses them in that local culture. They are largely middle-class to affluent individuals, couples, and families who are open to exploring and experiencing what makes

each locale unique—who want every part of their experience to be an integral part of their memories. The majority of our business guests are from the tech and real estate industries, yet we have hosted events for medical, industrial, and educational professionals, to name a few.



OUR PURPOSE

MISSION STATEMENT

Landon Hotel strives to give each guest an authentic travel experience that honors the history and culture of the region. We want our guests to feel at home while immersing themselves in local arts, traditions, and ways of life.

VISION STATEMENT

Our goal is to always treat each of our guests as if they are the only one. We hope to open the eyes and hearts of the world to learn about and accept people of other cultures and traditions by living with and living as them rather than simply observing them from a tour bus window. We strive to continually reflect and represent our hotel locations with the reverence each deserves for its inimitable qualities and ethos.

OUR VALUES

Our core values are based upon the same ideals of our founder, Arthur Landon. Mr. Landon insisted that his namesake hotels be uncompromisingly comfortable with warm, sincere customer service by the best hosts in the business. He felt we should treat guests as friends, and every hotel should accurately reflect its

respective location, fully embracing the culture and flavor of its people. Mr. Landon also welcomed the creativity and ideas of his employees, no matter what their position, because they, too, are largely long-time residents of the area, while he considered himself a relative newcomer.

We chose **HOME** as an acronym for our core values since our founder felt so strongly about Landon Hotels feeling like home, no matter where they are.

Honor everyone

Our founder felt honoring all around him was necessary to not only build and expand business, but for living all of life fully and gracefully. We honor the guests who come to stay with us, we honor our coworkers for their ideas and dedication, and we honor the people and culture around each of our hotels. All of these experiences form who we are as a company and as individuals.

Open your mind

The best way for guests and employees to experience a Landon hotel is to be open to all experiences. There are always moments of discomfort when we experience new things, meet new people, or go to a new country. Keeping an open mind throughout events and encounters allows for more delight and gratification.

Make a difference

Take every opportunity to make a difference for the better. From a simple “hello!” to a guest, to assisting in guiding a guest in visiting local attractions, to opening our doors for the community during times of crisis as well as celebration. We feel it is our duty to support and champion our community.

Embrace the world

“We must always be open, and always be learning,” our founder declared. “And what better way to live than to make the entire world your home?” Arthur Landon truly embraced the world as a gift to all of us, and one he believed we need to take care of and cherish.

OUR SLOGAN

“You’ll feel at home in
our neighborhood.”

Our slogan should always be set in our Essonnes font in either text bold or display bold depending on size (see pages 30-31 for more information) and is preferred in one of our core colors.

02

BRAND CHARACTERISTICS

Our brand characteristics are important descriptive traits that provide guidance in creating consistent brand experiences at every touchpoint whether it's an encounter with different location staff, the look and atmosphere of a lobby or hotel room, or digital and/or printed content. They are the intangible qualities that make our brand more human and relatable to customers, playing a huge role in building our brand persona and ultimately, brand loyalty.

IN THIS SECTION:

- 2.1 OUR BRAND PERSONALITY // 10
- 2.2 OUR VOICE & TONE // 11
- 2.3 OUR LOOK & FEEL // 12

OUR BRAND PERSONALITY

There is no doubt that our brand reflects the personality of its founder, its employees, and the people and environs in which we are located. These distinctive traits mirror our core values and are replicated in our behaviors and interactions with communities and our guests.

adventurous + humble

Our forays into so many different and unique parts of the world must be peaceable and respectful. While we have a wide portfolio of knowledge and experiences, we must always look at a new hotel venture as an unpretentious integration into a community. We must remain humble and teachable from the beginning, and do our best to be of clear benefit to any community we are fortunate enough to join.

calm + confident

We are confident that we're sharing the best of what we've learned and experienced in any of our locations. We share this with each guest to the extent that they wish, encouraging personal growth and experience throughout their stay.

helpful + honest

As you would imagine, our guests' comfort, pleasure, and enjoyment are high priorities. And, of course, our number one priority for all of our guests is their safety, especially in areas of a city or country that they may not be familiar with. With all of these priorities at the forefront, we go beyond the typical hotel amenities to ensure that all guests are aware of any potential hazards or taboos they should prepare for or avoid. While this may seem counterintuitive in the hospitality industry, we feel it is part of the real experience that our founder wished all guests to have at the Landon properties.

social + sociable

No one can leave a Landon hotel untouched by the sense of community. We encourage local residents to take part in activities that are held at our properties, and in some cases, the Landon becomes a key part of a movement or change. While the primary purpose of our hotels is to house visitors from around the world, a secondary, almost mandated purpose, is to act as a gathering place for many of the community's activities and calls to activism.

OUR VERBAL STYLE

Our voice and tone are key elements of the feeling around and about Landon Hotels. From the email confirmation of a guest's stay, to our welcome when they arrive, our marketing materials and social media posts, employee guidebooks, menus, and magazines reflect who we are. All complement the other, and are influenced by our values, personality, and community.

It's key to communicate as if we're always representing Landon Hotels—because we are. To this end, we're engaged in our guests' experiences, and sincere in our questions and responses. We're informed, and never try to sell guests on features and amenities. We underpromise and over deliver, with or without praise or thanks. It's just who we are.

engaged
sincere
informed
reassuring

VOICE & TONE TIPS

Simple styling. As a whole, we use The Chicago Manual of Style and the University of Oxford Style Guide as references for our writing.

Keep it personal. After any necessary initial introduction of a Landon Hotel, refer to us as "we" and "us." For example, "Landon Hotels are offering a special Mother's Day brunch. We're happy to have you join us."

Avoid hype. Often we're called on to tout all the wonderful things about Landon. What we don't do,

though, is gloat or exaggerate. For example, we don't call a feature the "best ever" or "best in the world" since it can't be substantiated.

Keep it simple. We don't have anything against words with multiple syllables, but if there's an option, go with the simplest and most understandable language.

Avoid native idioms, especially when speaking to an international or widely distributed audience. Sayings and expressions that have become an ingrained part of vernacular in one country or area may not make any

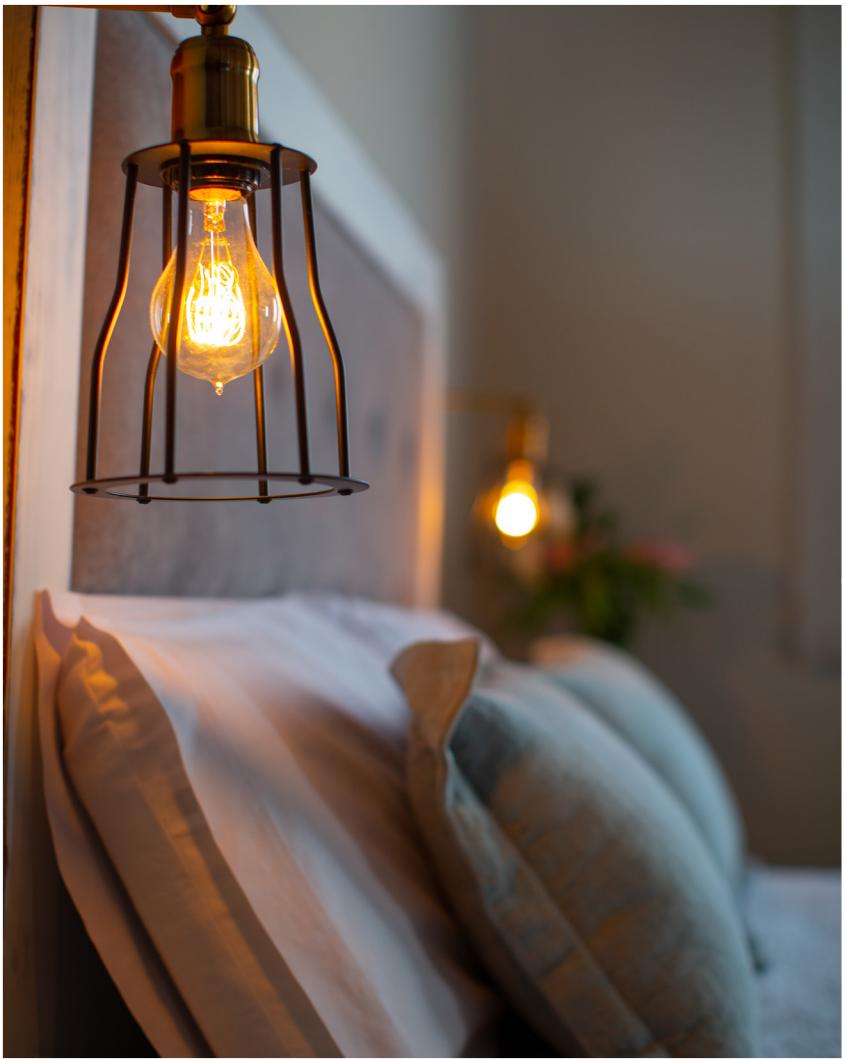
sense when translated or used in speaking to another audience.

Our official, legal corporate name is *The Landon Hotels*, or simply *Landon Hotels*. However, depending on context, it can be appropriate to call one of our properties *The Landon Hotel* (usually with the location name following, such as *The Landon Hotel, San Francisco*), or a Landon Hotel (*Before traveling, search our site to see if there is a Landon Hotel near your destination.*). In informal context, it can also be referred to as *the Landon*.

OUR VISUAL STYLE

If we had to use words to describe our look, the first to come to mind are bold, classic, intriguing, and inviting. Our visual identity reflects each of these, and also incorporates the best of a hotel's community and its people. Along with our voice, our look is key to communicating who we are to our guests and potential guests. No matter how eclectic a location's hotel is, we must keep very specific communication goals in mind. We must be intentional in our message, clear and comprehensible in our design, and true to our values and purpose.

bold
classic
intriguing
inviting



03

LOGO SYSTEM

Acting as the single most recognizable visual identifier for a company, a logo is an extremely valuable brand asset. Audiences should gain a sense of who the company is, what they do, and what they stand for in how the logo is designed and used. Our dynamic logo system and the following guidelines gives us the flexibility to showcase the uniqueness of our different locations, while also ensuring our logo system remains cohesive and consistent at every touchpoint.

IN THIS SECTION:

- 3.1 OUR LOGO // **14**
- 3.2 LOGO COMPONENTS & CONSTRUCTION // **15**
- 3.3 OUR LOGOMARK // **16**
- 3.4 OUR LOGOTYPE // **17**
- 3.5 OUR LOGO LOCK-UP // **18**
- 3.6 SECONDARY SUBMARKS // **19**
- 3.7 LOGO INTEGRITY // **20**
- 3.8 LOGO USAGE // **21**

OUR LOGO

Our logo embodies the meaning and feeling of The Landon Hotels. There is, of course, the literal representation of the TLH for The Landon Hotels. The TLH mark also conveys the idea of home away from home through its resemblance to a house. It also resembles a window, which conveys our idea of being a window on the world, wherever we are located.

It has been our goal since the beginning that our logo fit the brand's purpose and personality. As our company has evolved, so have our brand assets. Our most recent changes to the TLH brand mark, albeit minor, has been refined to include more sophisticated colors that increase contrast with background colors to increase legibility. The new TLH mark is now composed of transparent overlays in which the initials overlap to add greater depth and balance within the mark.

Our logotype has also changed. Most apparently, we've dropped "The" and "Hotel" from all locked-up versions in order to create a better balance between the mark and the logotype. Thicker stroke weights, offset diagonals, more nuanced letter-spacing, and other subtle changes increase overall legibility and scalability of the logo as a whole.



old logo (2013)



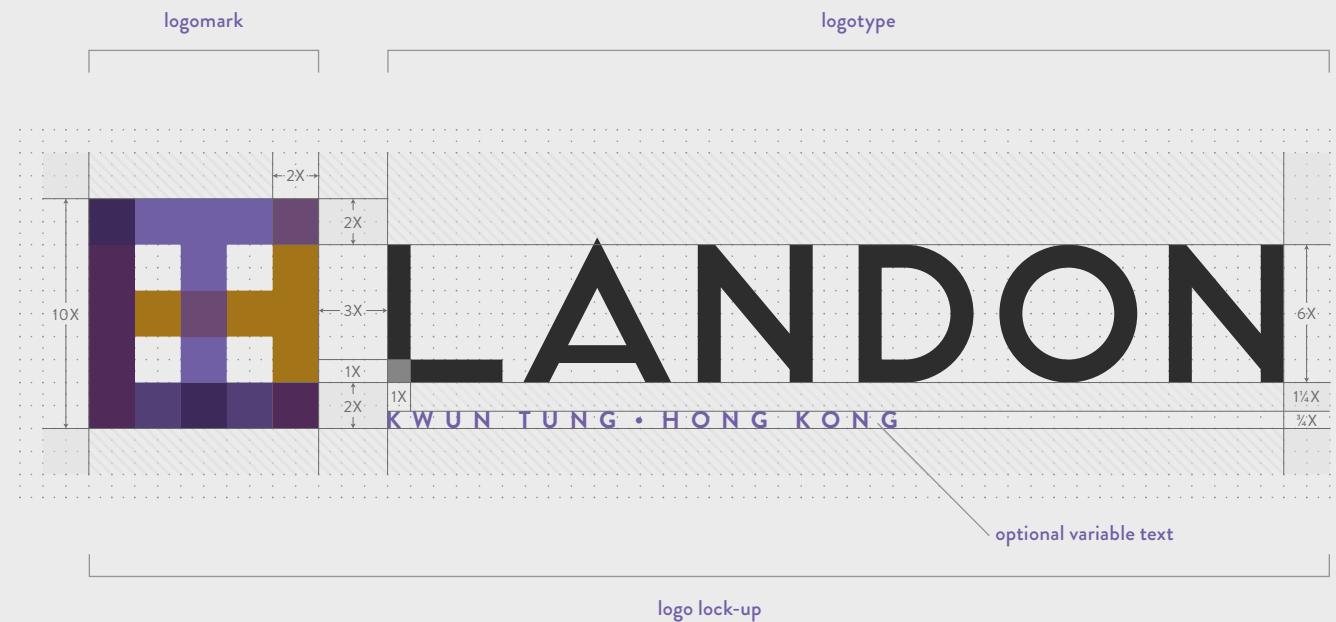
updated logo (2020)

LOGO COMPONENTS & CONSTRUCTION

With the development and incalculable growth of digital technology, a single static logo no longer works as a “one-size-fits-all” brand solution. That’s where our logo system comes into play. A well thought-out and designed logo system is all about flexibility and adaptability for unpredictable and evolving communication formats.

Our logo system includes a variety of logo components that can be straightforwardly applied to these ever-changing media formats. Components include color and/or orientation variations of a logomark, logotype, logo lock-up, and optional variable text. And, to ensure that our components maintain a cohesive and consistent look, they have

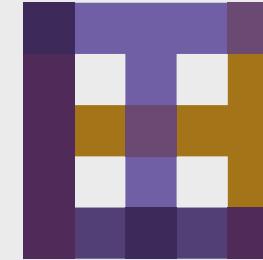
been constructed over an underlying grid framework. This grid informs all sizes, shapes, proportions, and spacing of each component and can be seen carried throughout all aspects of our updated brand design.



OUR LOGOMARK

Inspired by the concept of home, our logomark originates from a combination of our initials (TLH) and a simplified building form, becoming a recognizable symbol that our customers have come to identify with over the years. Because of this, it may be used without our logotype whenever space is limited or a simplified version of the logo is required.

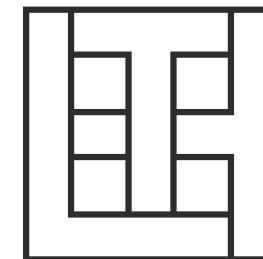
We have two logomark styles—filled and outline—available for use. Our filled versions are available in color (preferred), and ebony or dove for instances when a monochrome option is required, while our outline versions are available in our core colors—ebony, dove, indigo, amethyst, and gold.



preferred logomark (filled—shown in color)



home + initials = logomark



alternate logomark (outline—shown in ebony)



OUR LOGOTYPE

For added flexibility, our logotype may be used without our logomark. However, until it has built enough recognition as a stand alone brand mark, it should include “The” and “Hotel” to help further identify the brand.

Our logotype is available in three different orientations—stacked, horizontal, and compact. While our stacked version is preferred, the horizontal or compact versions may be used when necessary. All are available in either ebony (preferred) or dove. Never recreate or use our logotypes in any other color including our core colors, black, or white.

THE LANDON HOTEL

alternate logotype (horizontal)

THE
LANDON
HOTEL

preferred logotype (stacked)

THE
LAN
DON
HOTEL

alternate logotype (compact)

OUR LOGO LOCK-UP

Our updated logo lock-up is the most inclusive version of our brand identity. It includes our name Landon in a simplified logotype (minus “The” and “Hotel”) and our recognizable and memorable logomark. Also, with the simplified logotype, our new logo lock-up allows us to add variable text that can be customized to our various hotel locations.

Our logo lock-up is available in either a stacked or horizontal (preferred) orientation and in color, ebony, or dove. While the color version is preferred, ebony or dove may be used when a monochromatic version is required.



preferred lock-up (horizontal)



alternate lock-up with variable text (horizontal & stacked available)



alternate lock-up (stacked)



SECONDARY SUBMARKS

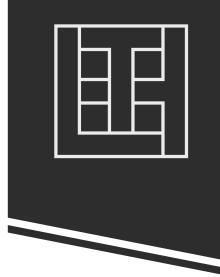
Our secondary submarks offer even more flexibility when working with our brand assets. Due to their enclosures, they create a contained space to safely display our logo when placed over busy or similarly colored backgrounds.

We offer two banner submarks—attached and freestanding—with either the compact logotype or outline logomark. Both styles should always be used in the vertical orientation (as shown right) and are available in our core brand colors—ebony, indigo, amethyst, and gold with a dove logotype or mark and dove with an ebony logotype or mark. Never use any other color combination, logo version, or orientation than what has been assigned.

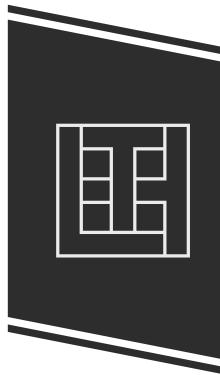
Our badge submark, while not our preferred logo, includes all our brand identity information and is visually reminiscent of our other marks. It should only be used where other logomarks and logotype do not fit or work in context. For example, since there is an opaque background on the badge submark, it can be placed over any setting without compromising legibility, whereas some of our other logos may be lost or illegible over certain colors, tones, and patterns.



- attached -



- freestanding -



logotype banners

logomark banners



Attached submark banners should always be anchored to the top of the page (shown left) or another object (shown below)—never to the bottom, sides, or floating freely. Use the freestanding banners whenever the banner cannot be anchored in this way.



THE
LAN
DON
HOTEL



badge (shown in color)



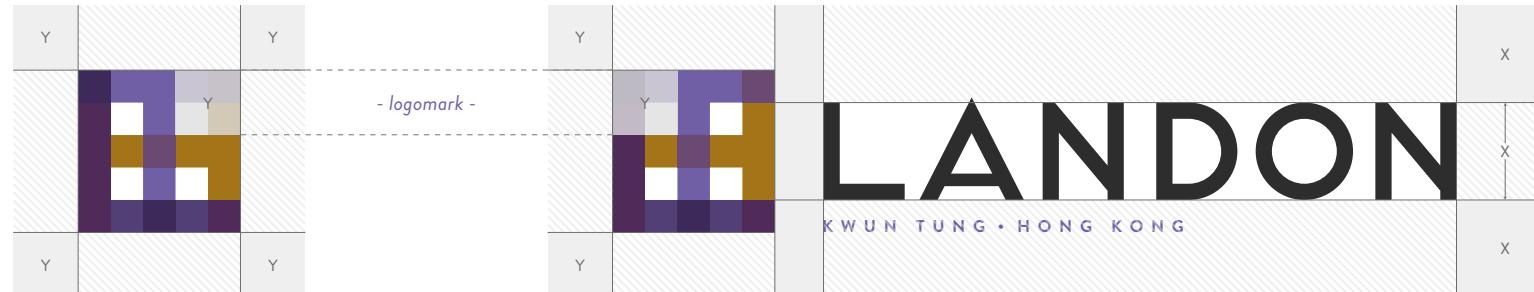
Note: Our banners are also available for use as a brand design element without our logomark or logotype. For more information, see page 35 (Banner Graphic).

LOGO INTEGRITY

To ensure our logo remains legible and its integrity is never compromised regardless of the space we're working with, we have assigned clear space and minimum size guidelines to follow at all times.

To ensure that no other content encroaches on the readability of our logo, clear space that is equal to the cap height of the Landon logotype (X) should always be maintained around all logotype, or a four square logomark quadrant (Y) around all logomarks.

The minimum size of our logos have been set by the cap height of the Landon logotype in all our lock-up and logotype variations or the height of the logomark when used alone, and the height of the enclosure for our secondary submarks.



Our logos should never be scaled so that the logomark is smaller than 5 millimeters (20 pixels) or the Landon logotype is less than 3.175 millimeters (12 pixels) high.

5 mm (20 px) [] 5 mm (20 px)

For our location specific logo lock-ups, never scale the Landon logotype to less than 5 millimeters (20 pixels) high or our secondary submarks to less than 15 millimeters (55 pixels) high and/or 9 millimeters (35 pixels) wide for our submark banners.

3.175 mm (12 px) [] 5 mm (20 px)



9 mm (35 px)



15 mm (55 px)

LOGO USAGE

To ensure our logo system remains cohesive and consistent, follow our simple logo usage guidelines.

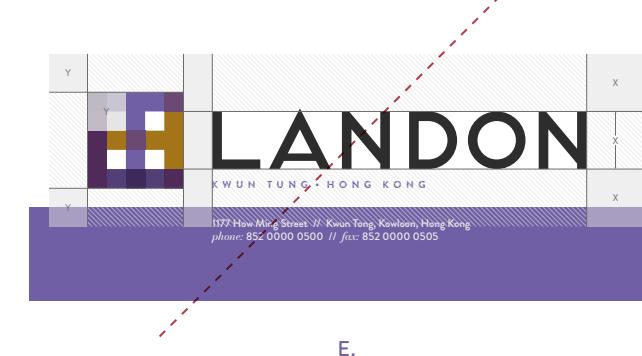
- A. Do not alter any colors. When there's a conflict with background colors, use one of our secondary submarks or adjust the background for greater contrast and legibility.
- B. Do not place in a shape that could be mistaken as part of the logo. If an opaque background is desired and an approved colored background cannot be added, use one of our secondary submarks.
- C. Do not alter or add new text. This includes changing the color or size of the variable text, adding 'The' and 'Hotel' to our lock-up versions, or adding new text altogether.
- D. Do not add effects or distort in any way. This includes, but is not limited to, adding drop shadows and textures, blurring, skewing, or altering proportions.
- E. Do not violate minimum size or clear space guidelines. When space is limited, choose a simpler logo option such as our logomark, logotype, or banner submark options.
- F. Do not rearrange or combine elements. This includes, but is not limited to, placing unapproved logomark, type, and lock-up elements in our banner designs or using one of our standalone logotypes with our logomark.



A.



C.



E.



B.



D.



F.



04

COLOR SYSTEM

Colors are the first impression a brand can make. They set the tone for a brand's visual style, and provoke emotions and experiences of the people who view them. They convey the personality of our brand, so it's key that our colors appropriately represent who we are. When following the rules we have set in these guidelines, our colors are the building block on which we create all of our visual design.

IN THIS SECTION:

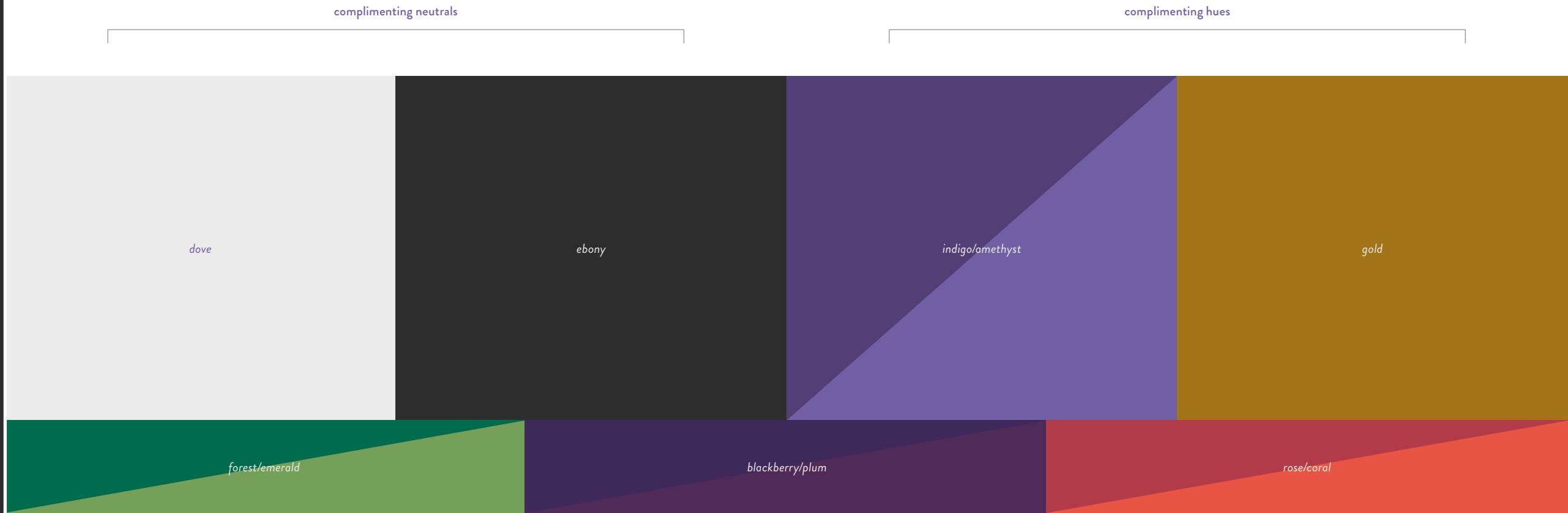
- 4.1 OUR COLORS // **23**
- 4.2 COLOR CODES // **24**
- 4.3 BACKGROUND COLORS // **25**
- 4.4 COLOR USAGE // **26**
- 4.5 WEB ACCESSIBLE COLORS // **27**

OUR COLORS

Our core colors were created by pairing complimentary colors with one another, including a dark neutral (ebony) with a light neutral (dove), and a cool hue (indigo and amethyst) with a warm hue (gold). We interpret these colors as timeless and dramatic (ebony), dependable and peaceful (dove), imaginative and respectful (indigo and amethyst), and tradition and richness (gold).

Our accent colors are bold midtones that bring an additional invigorating and dramatic feel to our color palette. Paired with our core colors, their role is to accent the message at hand. For example, blackberry may be used for a more formal and serious occasion, while coral and emerald suggest a livelier and cheerier event. The deeper forest and rose colors portray calming and healing, as well as love, passion, and courage.

Combining these colors gives our brand both a feeling of trusted experience along with youthful sophistication and new adventures. In essence, our colors are all about creating opposing feelings—understated, yet dramatic; calming, yet invigorating; mature, yet adventurous. This dichotomy creates an unexpected balance, captures people's attention, and ignites the imagination.

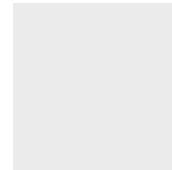


COLOR CODES

core colors

**EBONY**

#2d 2d 2d
45/45/45
67/65/65/65

**DOVE**

#eb eb eb
235/235/235
7/6/6/0

**GOLD**

#a47518
164/117/24
37/58/100/0

**INDIGO**

#523f76
82/63/118
85/89/27/4

**AMETHYST**

#715fa5
113/95/165
64/71/4/0

accent colors

**FOREST**

#006b4d
0/107/77
100/50/96/4

**EMERALD**

#74a05a
116/160/90
60/20/83/0

**ROSE**

#b13b48
177/59/72
33/95/72/0

**CORAL**

#e85545
232/85/69
3/84/74/0

**BLACKBERRY**

#3d2a5b
61/42/91
95/100/45/14

**PLUM**

#502a59
80/42/89
82/100/45/9

Blackberry and plum (100% and 85% tints) were used for the overlapped areas of our logomark

BACKGROUND COLORS

To ensure our look remains consistent and our logos and content are legible across the brand, we have designated rules for what background colors are acceptable. It is important to remember that no matter what, contrast is key to ensure legibility and readability. If great enough contrast cannot be achieved, select different colors or another logo, such as one of our enclosed secondary submarks.

Our primary background colors—dove, white, and ebony—are the preferred background colors and are best for displaying our logos. All logos and colors (except dove) are acceptable to use on white and dove backgrounds, while only our secondary submarks and all colors (except ebony, blackberry, and plum) are acceptable to use on an ebony background.

For an added splash of color, we have designated indigo, amethyst, and gold as secondary background colors. Our badge and banner (dove or ebony only) submarks are the only acceptable logo options to use with these backgrounds.

dove (primary)

white (primary)

ebony (primary)

indigo (secondary)

amethyst (secondary)

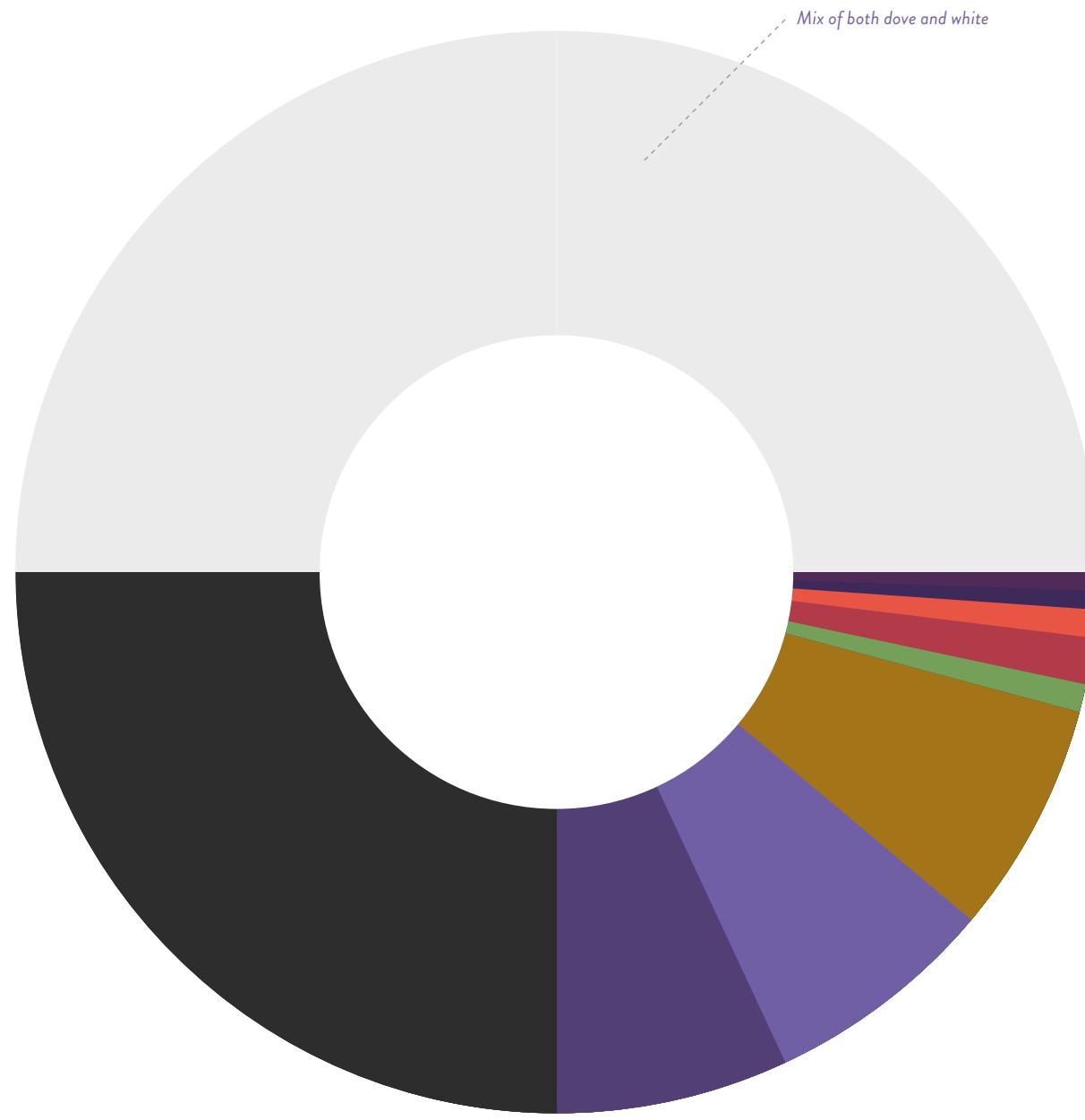
gold (secondary)

COLOR USAGE

To ensure that we are consistent and balanced with our color usage, we have developed a color-usage pie chart to reference when choosing colors for our branded materials. We want to aim for a mature and fun look. In doing so, it's important that you restrict your color palette to our foundation colors—ebony and dove/white—with only one to two accent colors for added interest.

COLOR GUIDELINES:

- Use ebony and dove/white as your high-contrast foundation colors.
- White and dove can be used interchangeably.
- Black should never be used to replace ebony as the dark foundation color; it is only acceptable to use black for smaller copy.
- Limit your color palette to 1-2 accent colors; in longer materials, this can be expanded as long as the additional colors are not used on the same page.
- Only use approved colors for backgrounds (see page 25 – Background Colors).
- Solid colors are preferred, but tints are acceptable when greater contrast is needed. However, never use a tint as a large color block, such as a background.



WEB ACCESSIBLE COLORS

When designing for online, we want to ensure that our content is accessible to everyone. This means that our text sizes, weights, and colors meet, or exceed, Web Content Accessibility Guidelines (WCAG) when placed over different color backgrounds.

Reference our chart for text and background color combinations that meet either AA or AAA web accessibility criteria. Please use only approved colors and combinations covered on pages 23-26. Tints are also acceptable to use, but should be double checked at aremycolorsaccessible.com.

MEETS ACCESSIBILITY CRITERIA:

AAA: ≥ 7.0 - small (sm) text up to 14pt

≥ 4.5 - bold (b) text 14pt and over,
large (lg) text 18pt and over

AA: 4.5-7.0 - small text up to 14pt

3.0-4.5 - bold text 14pt and over,
large text 18pt and over

no: ≤ 4.5 - small text up to 14pt

≤ 3.0 - bold text 14pt and over,
large text 18pt and over

	BLACK	EBONY	DOVE	WHITE
EBONY	-	-	11.55 AAA (all)	13.77 AAA (all)
DOVE	17.62 AAA (all)	11.55 AAA (all)	-	-
INDIGO	2.33 no (all)	1.53 no (all)	7.56 AAA (all)	9.01 AAA (all)
AMETHYST	3.88 AA (b, lg) no (sm)	2.55 no (all)	4.54 AAA (b, lg) AA (sm)	5.41 AAA (b, lg) AA (sm)
GOLD	5.14 AAA (b, lg) AA (sm)	3.37 AA (b, lg) no (sm)	3.43 AA (b, lg) no (sm)	4.09 AA (b, lg) no (sm)
BLACKBERRY	1.68 no (all)	1.1 no (all)	10.48 AAA (all)	12.5 AAA (all)
PLUM	1.82 no (all)	1.19 no (all)	9.7 AAA (all)	11.56 AAA (all)
FOREST	3.21 AA (b, lg) no (sm)	2.11 no (all)	5.49 AAA (b, lg) AA (sm)	6.54 AAA (b, lg) AA (sm)
EMERALD	6.92 AAA (b, lg) AA (sm)	4.54 AAA (b, lg) AA (sm)	2.55 no (all)	3.04 AA (b, lg) no (sm)
ROSE	3.59 AA (b, lg) no (sm)	2.35 no (all)	4.91 AAA (b, lg) AA (sm)	5.85 AAA (b, lg) AA (sm)
CORAL	5.82 AAA (b, lg) AA (sm)	3.81 AA (b, lg) no (sm)	3.03 AA (b, lg) no (sm)	3.61 AA (b, lg) no (sm)

05

TYPOGRAPHY SYSTEM

Typography plays a huge role in brand recognition and perception. The typefaces we use and how we use them help establish our brand's personality by connecting our voice with our visuals. But more importantly, typography has the ability to enhance or transform the meaning of our messages as well as the overall feeling of our communications. Follow our typography guidelines to properly depict the occasion and communicate clearly.

IN THIS SECTION:

- 5.1 OUR PRIMARY TYPEFACE // 29
- 5.2 OUR ACCENT TYPEFACE // 30
- 5.3 TYPOGRAPHY USAGE // 31

OUR PRIMARY TYPEFACE

We have selected the Adobe TypeKit font Brandon Grotesque as our primary typeface to use in all brand communications. It is a modern take on the elegant sans-serif fonts popular in the 1920s and 1930s. Its bold strokes depict strength and character, while its soft edges make it approachable and down to earth. It's old-school elegant with an unusual just-low-enough x-height to modernize its look. In fact, it's what we use in this style guide for both headline and body copy due to its clarity and sophistication.

SUBSTITUTE PRIMARY TYPEFACE

If Brandon Grotesque is not available for use, it is acceptable to use Open Sans (or Arial) in its place. Never use any other fonts as a substitution for Brandon Grotesque.

BRANDON GROTESQUE

Light // Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789?!

Regular // Regular Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789?!

Medium // Medium Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789?!

Bold // Bold Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789?!

OUR ACCENT TYPEFACE

We chose Essonnes as our accent typeface to be used sparingly when we want content to stand out from surrounding copy. Designed by the founder of JTD Type in the 2000s, Essonnes' design is based on the Didot typefaces that were developed in the early 1800s. It has refined lines, balanced weights, and remarkable readability in each of its forms. We love Essonnes because of its large selection of font families. Specifically, we like the display font with its thin, elegant vertical strokes for large copy and the text font with its chunkier, more legible vertical strokes for smaller copy.

SUBSTITUTE ACCENT TYPEFACE

When access to this Adobe TypeKit font is unavailable, Georgia may be used as a substitution. Never use any other fonts to replace Essonnes to ensure our brand communications remain consistent and cohesive.

Essonnes

Text Regular // Text Regular Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789?!

Text Bold // Text Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789?!

Display Regular // Display Regular Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789?!

Display Bold // Display Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789?!

Aa

Aa

Aa

Aa

TYPOGRAPHY USAGE

Typographic legibility and hierarchy is key for clear and concise communication of our brand personality and messages. Not only should our typography be easy to read, but also visually engaging in order to increase

memorability and elicit an emotional response. With variations in font sizes, weights, and styles, our typography becomes a design element all on its own. But most importantly, typographic hierarchy is crucial

for drawing attention to important content within our designs. To ensure we're consistent with how we use our typography, follow our basic typography guidelines.

PRIMARY STYLES & USES

BRANDON GROTESQUE BOLD

Preferred for all primary headlines, subheads, and large display type, in all caps with 75 point leading. Acceptable in any of our core colors, but never black.

BRANDON GROTESQUE LIGHT

Primary font for all smaller primary text including body copy and lists. Preferred in dove and black, never ebony. Other core colors are acceptable, but not preferred.

ESSONNES DISPLAY BOLD

Used in sentence or title case as our primary accent font for large copy that we want to stand out. It may be used in any brand color, but never black.

ESSONNES TEXT BOLD

Preferred option for small accent type, such as secondary subheads and labels. It should be used in sentence or title case and is acceptable to use in any color.

LARGE TYPE

Small Type

SECONDARY STYLES & USES

BRANDON GROTESQUE MEDIUM

Best used for large type when the preferred bold weight is visually too heavy for the context in which it's being used. Same treatment and color rules apply.

BRANDON GROTESQUE REGULAR

Small Type

Should only be used in instances when our small, light weight type is difficult to read, such as white or dove text on colored backgrounds, small labels, or captions.

ESSONNES DISPLAY REGULAR

LARGE ACCENT TYPE

Best used for large, secondary type that should be differentiated, but doesn't require the weight of the bold style option. Never use in all caps or black.

ESSONNES TEXT REGULAR

Small Accent Type

Used for small type that needs clear differentiation, but not the weight of the bold style. Never use in all caps, but is acceptable in black for long copy blocks.



06

SUPPORTING GRAPHICS

Supporting graphics are an extension of our visual language and help our customers navigate and discern information. Their simplified, structured qualities also provide added visual interest and personality to our brand communications. They should be used sensibly, supporting the core function and/or message being communicated.

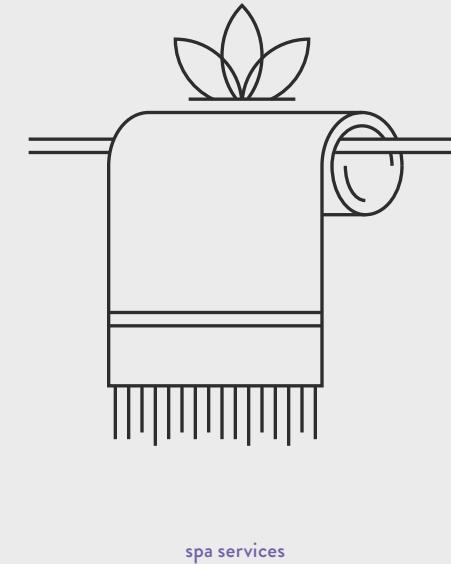
IN THIS SECTION:

- 6.1 OUR ICONS // **33**
- 6.2 OUR PATTERNS // **34**
- 6.3 BANNER GRAPHIC // **35**

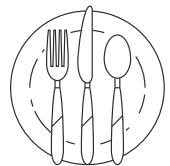
OUR ICONS

Our icons were designed to help our guests quickly and easily identify desired hotel services and amenities. These minimal line graphics provide direction and clarity, as well as visual interest to our printed, digital, and environmental communications.

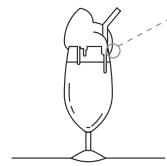
Our icons are available in all our brand colors. When choosing which color icons to use, careful thought and consideration should be given to determine the hierarchy of your content. Remember, brighter colors will demand more attention and therefore be perceived as more important. For clarity and simplicity, avoid using more than one icon color in your design.



coffee & pastry shop

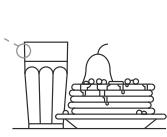


café



smoothie bar

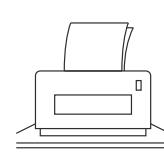
When using multiple icons, always scale to the same percentage to ensure consistent line weights.



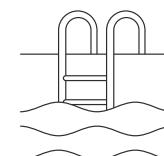
continental breakfast



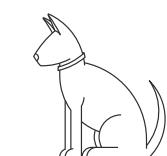
fitness room



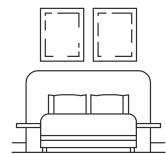
business center



pool



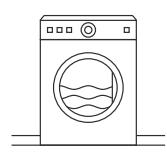
pet friendly



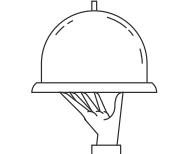
luxurious bedding



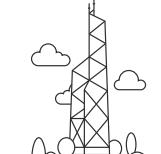
concierge services



laundry services



room service



Hong Kong Sights



London Sights



Paris Sights



San Francisco Sights

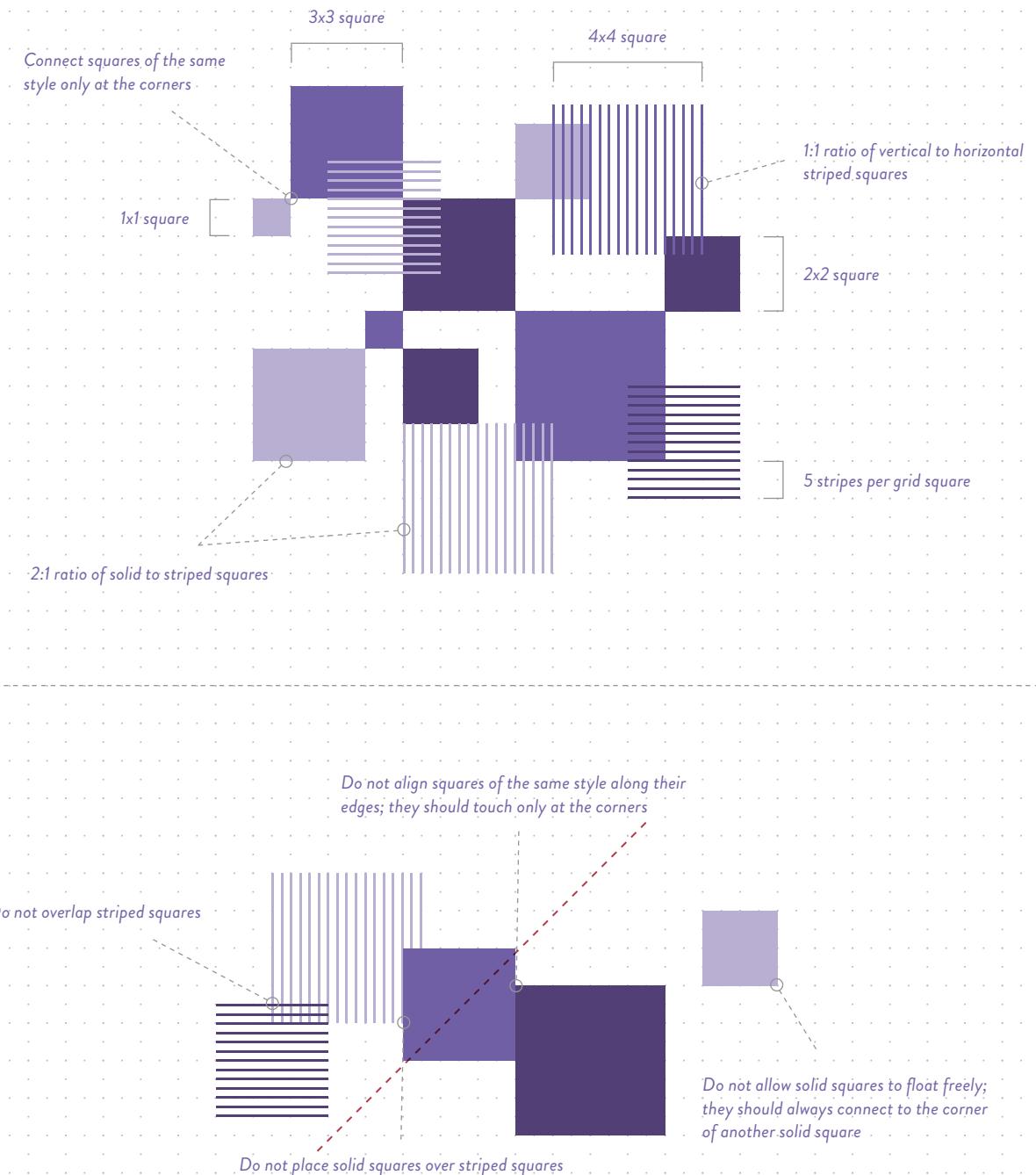
OUR PATTERNS

Our geometric-based patterns set a sophisticated adventurous tone for our communications. Their classic shapes feel structured, while their arrangement and colors bring an element of light-hearted spontaneity and personality to our visual designs.

We have created six premade square patterns out of various indigo and amethyst squares. However, custom square patterns can be made by using our background dot grid and following these rules.

CUSTOM PATTERN GUIDELINES:

- Styles: solid and striped squares (~2:1 ratio)
- Sizes: 1x1, 2x2, 3x3, and 4x4 squares (~1:1 ratio); 5x5 is acceptable for larger patterns
- Colors: indigo, amethyst, and 50 percent tint amethyst (~1:1 ratio per square size/style)
- Solid Squares should only touch other solid squares of a different color/tint at the corner and never overlap or float freely from other solid squares.
- Striped Squares should always equal five horizontal or vertical stripes per grid square (1:1 ratio), only touch other striped squares at the corner, and only overlap solid squares of different colors. Striped squares should not overlap other striped squares.



BANNER GRAPHIC

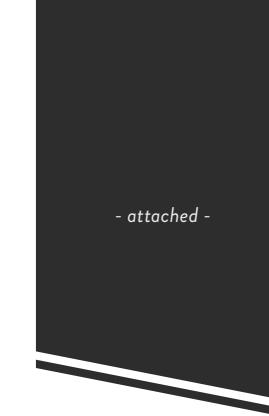
Our banner graphic can be used to help establish visual hierarchy and separation, and also provides visual interest in a design. When used in support with our other brand identity elements, the banner clarifies and connects it with related activities or content by matching its primary color.

We created two banner styles for added flexibility: freestanding and attached. Our freestanding banners should always be used in a vertical orientation with its white lines on the top and bottom as demonstrated to the right. Our attached banners may be used in either a vertical or horizontal orientation, but must be anchored to the top or left edge of the page or to another object such as a color bar or other solid design element. Pay careful attention that you do not alter or distort either banner style in any way that is not discussed here. Banners are available in all of our brand colors.

Our ebony, blackberry, and plum banners are only acceptable to use on light backgrounds, such as white and dove, while our dove banner should only be used on dark backgrounds. All other banner colors can be used on either light or dark backgrounds as long as adequate contrast is achieved.



- freestanding -



- attached -
(left)



- attached -
(top)

banner styles

Attached banners should always be anchored to the top or left edge of the page or another object—never to the bottom, right side, or floating freely. Use the freestanding banners whenever it cannot be anchored in this way.

banner colors



Our dark banners—ebony, blackberry, and plum—should only be used on light backgrounds and our dove banner should only be used on dark backgrounds. Our remaining banners may be used on either light or dark backgrounds as long as there is sufficient contrast.

Do not use unapproved colors, blending modes and effects, or color tints for our banners.

When placing text over banners, use white or dove on all banners except for dove. Our dove banner should always use ebony (black is acceptable for smaller type). Ebony (or black) text is also acceptable to use with our amethyst, gold, and coral banners. To verify that your text is meeting web accessibility standards, review the chart on page 27—Web Accessible Colors, or visit aremycolorsaccessible.com.

07

PHOTOGRAPHY

Photography is a way to share our locations, services, staff, communities, and more. Not only are photos worth a thousand words, they should convey mood, tone, and possibility. Photos with people—both guests and members of the community—help give potential guests the confidence that they, too, can be a part of the Landon story. Sparking their imagination, they can envision themselves a world traveler, seeking adventure, tasting and seeing and experiencing all that they see in the photos. Use the following guidelines to best convey message and mood using photographs.

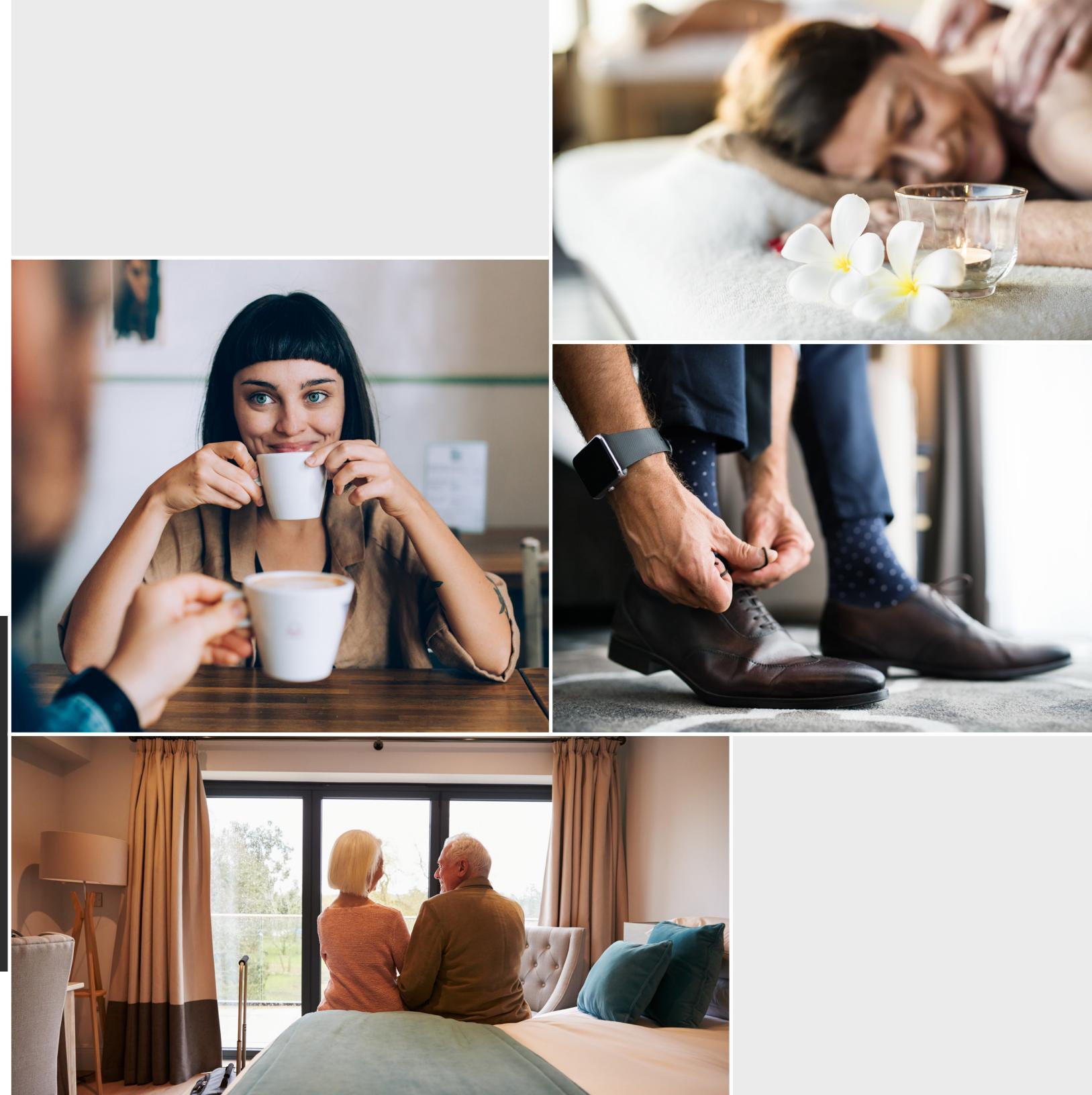
IN THIS SECTION:

- 7.1 STYLE // **37**
- 7.2 COMPOSITION // **38**
- 7.3 LIGHTING // **39**
- 7.4 COLOR // **40**

STYLE

Our goal is to tell authentic, human stories that others can easily relate to with our distinct style of photography. Candid, real, interesting, and intimate—the most important style contributor in our photos is the idea of being a quiet, respectful observer, as if you're sneaking a peak at a personal moment when the subjects may not be aware they're being photographed.

story-telling
authentic & real
candid
intimate & personal



COMPOSITION

How we compose our photos affects the stories we tell. To create a sense of intimacy and intrigue, our photos should be framed with a single focal point and use interesting angles and subject placement to direct attention to the photo subject. Tighter cropping and a great depth-of-field will also help focus attention on crucial story-telling content. Through framing, focus, and cropping, our photos are just as much about what you can't see as much as you can.

single focal point

interesting framing & angles

great depth-of-field

tight cropping



LIGHTING

Choose soft, dramatic natural lighting with deep shadows—no studio or fluorescent lights that feel staged or over lit. To best achieve this, lighting should come from a single source, providing nice highlights and shadows.

**natural & soft
single source
side or angled lit
dramatic highlights & shadows**



COLOR

Colors in our photos should be simple, limited, and slightly muted, using a high-contrast color palette with one to two bold, rich accents. To create a desirable and compelling shot, the predominant color should be a light off-white, beige, or gray that occupies 50 percent or more of the color space, with a mix of warm and cool mid and darker hues splitting the remaining balance approximately 65/35 percent with one being a vibrant, eye-catching color.

limited

muted base

vibrant & rich accents

high-contrast





08

BRANDED MATERIALS

This collection of branded materials is a guide to creating location-specific materials, such as letterhead, business cards, invoices, and other marketing material and signage. While variable content will be specific to your hotel, the design must retain our overall brand design, colors, and copy as shown throughout this style guide.

IN THIS SECTION:

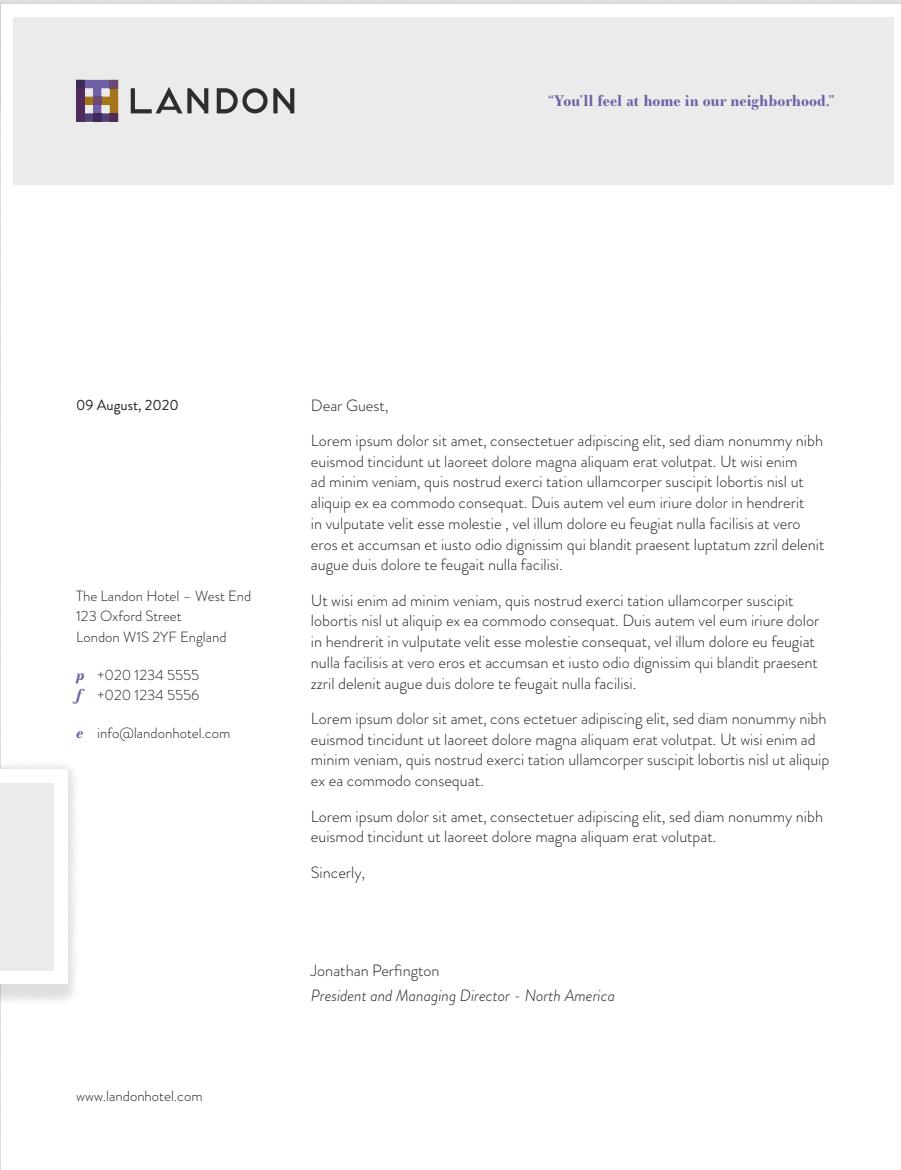
- 8.1 STATIONERY // **42**
- 8.2 NEWSLETTER & INVOICE // **43**
- 8.3 SALES SHEET // **44**

STATIONERY

2.56" business card



3.5" business card



letterhead

NEWSLETTER & INVOICE

LANDON

"You'll feel at home in our neighborhood."

quarterly newsletter • JAN 2020

PROPERTY OF THE MONTH: SANTA BARBARA, CA

Our January Property of the Month is The Landon Santa Barbara. This cozy, elegant hotel is found within a coastal neighbourhood that has something for everyone. From excellent surfing to fine dining to historic interest, Santa Barbara is a must-see experience.

Filled with history and new intrigue, The Landon Santa Barbara has become a desired destination for the local community and cherished venue for rest and relaxation. After visiting the local sights, stop by The Landon Library for light bites, cocktails, and stimulating conversation.

2019 AT-A-GLANCE

2019 was an excellent year for our organization. Bolstered by our new referral promotion, we saw record visitors in the summer and autumn months.

www.landonhotel.com

Employee of the Month: Lucinda Weissman, Concord

Lucinda is the Director of Catering at The Landon Concord in Massachusetts. She has been with our hotel for over 7 years and truly loves what she does.

An alumni of the famous culinary institution Le Cordon Bleu, Lucinda enjoys planning unique menus for events, meetings and special occasions for guests. Her signature dishes are always cause for celebrating.

Recent Landon Family Additions

Joe Smith has joined The Landon Los Angeles as our Managing Director

Fréderique Malle has joined The Landon Paris as our Senior Concierge Specialist

Perry Walker has joined The Landon Georgetown as our Valet Attendant

"You'll feel at home in our neighborhood."

Janet Weiss	Arrival:	01-Aug-2020
123 Main Street	Departure:	03-Aug-2020
Ventura, CA 93003	Room #:	203
United States	Rate:	£170.00

03 August, 2020

INVOICE
no. 2039

Date	Description	Credit	Charge
01-Aug-2020	Room Charge		£170.00
01-Aug-2020	Room Tax		£5.35
01-Aug-2020	Occupancy Tax		£6.25
02-Aug-2020	Room Charge		£170.00
02-Aug-2020	Room Tax		£5.35
02-Aug-2020	Occupancy Tax		£6.25
02-Aug-2020	Room Service		£78.06
02-Aug-2020	Room Service	£78.06	£0.00
	Total	£353.20	

03-Aug-2020 VISA/MC ****4235 Approved 4789 Balance £0.00

www.landonhotel.com

SALES SHEET

LANDON
WEST END - LONDON

WEST END, LONDON

The Landon Hotel – West End
123 Oxford Street
London W1S 2YF England

p +020 1234 5555
f +020 1234 5556
e info@landonhotel.com
w www.landonhotel.com



THE LANDON THAT STARTED IT ALL!

The original Landon still perseveres after over 50 years, although it has since had a facelift to improve infrastructure. The West End Landon is in a neighborhood that has something for everyone—from theater to dining to historic sights. That said, the Landon is far from being solely a tourist's hotel.

The community doesn't just ebb and flow around the hotel—the community pours into the hotel, making the West End Landon an important venue for community activities and meetings. And the not-to-miss rooftop cafe is a great place for travelers and locals to engage over drinks, food, and good conversation.

FACILITIES

- 23 Oversized Rooms
- 2 Executive Suites
- Rooftop Cafe
- Coffee Bar
- Business Center
- Fitness Center

AMENITIES

- Free Wireless Internet
- Luxurious Bedding
- Daily Maid Service
- Laundry & Dry Cleaning Service
- Daily Paper
- Concierge Service
- Express Checkout
- 24-Hour Security

LOCAL SIGHTS

- Leicester Square
- Covent Garden
- Royal Opera House
- 40+ Theatres
- Oxford Street
- Regent Street
- Bond Street

"You'll feel at home in our neighborhood."

WEST END, LONDON



Founded in 1952 by Arthur Landon, an English businessman who travelled the world in search of the perfect balance of comfort, personality, and convenience.



Each Landon Hotel reflects the color, flavor, and personality of the local neighborhood, giving visitors an authentic travel experience that honors the history and culture of the region.

With 400 neighborhoods in 20 countries, we go out of our way to make you feel at home.

SEE AND BE SEEN IN THE WEST END

Whether you're a theater enthusiast, enjoy epic shopping, or love to stroll and people watch, you'll find London's West End has an endless opportunity to partake in all these activities. The West End is the heart of London's "Theaterland" and offers the best in drama, comedy, and musical productions. There are over 40 theaters in the West End, and staying at the West End Landon will put you front and center to them all.

When not attending a show, you can wander through miles and miles of the best shopping in the world, including Oxford, Regent, and Bond Streets. Feast your eyes on the endless choices of global brands and locally sourced goods that abound in the upscale department stores, hip boutiques, and unique crafter stalls in the West End.

Then, at the end of the day, treat yourself to a relaxing and luxurious evening at the West End Landon. Enjoy a five-star meal, overlooking the city, at the Landon Rooftop Cafe, followed by a soak in your room's private jacuzzi tub. Then top off the day with a comfortable and restful slumber that will have you ready for another day of exploring the many sights around the West End.

LANDON
WEST END - LONDON

The Landon Hotel – West End • 123 Oxford Street • London W1S 2YF England

www.landonhotel.com