HOTEL EMPORIUM | BrandBook

By embracing digital transformation, Hotel Emporium is able to offer their customers a range of benefits, including increased transparency, improved accuracy, and enhanced customer service. With the ability to view real-time data and insights into product demand, hotel and resort owners can make informed decisions about their amenity supply needs and quickly adapt to changes in the market.

In addition, the company's online ordering platform allows customers to place orders, track shipments, and access product information from anywhere, at any time. With a commitment to innovation and customer satisfaction, Hotel Emporium is well positioned to continue leading the way in the digital transformation of the hotel amenity supply industry.

Brandstatement

" Improving guest experience through meaningful innovation and personalized products & services."

Brandvoice

"Hotel Emporium is the hospitality industry leader of innovative products and guest experience. We are hyper-focused on customer service and experiential products that are aimed to sustain timeless impressions."

HOTEL EMPORIUM

Logo

Feathers:

Feathers are often associated with freedom, flight, and spiritual upliftment. In some cultures, feathers are considered a symbol of good luck, protection, and prosperity.

Orange Color:

Orange is a vibrant and energetic color that is associated with excitement, warmth, and happiness. It is also seem as a color of determination, enthusiasm, and creativity.

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Orange Version

Dark Blue Version

Orange Version

Black Version

Logo Color version

It is important to maintain a sense of hierarchy, balance, and harmony when using yhe color palette.

It is critical to always use approved to always use approved master artwork to maintain consistency and to retain the integrity of the HE identity.

Never alter or try to recreate the signatures or lockups.

All HE art is available for download through (url). To the right are examples of correct use.

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SIZING

There isn't one logo size that rules above them all. Logos are used for a wide variety of marketing needs these days, which means the best logo size will always be the one that fits your needs.

While a square aspect ratio works amazingly for many digital marketing purposes, ideal logo dimensions will vary from platform to platform. If you want your logo to look stunning no matter where it's published or printed, you have to know the right logo size for your needs.
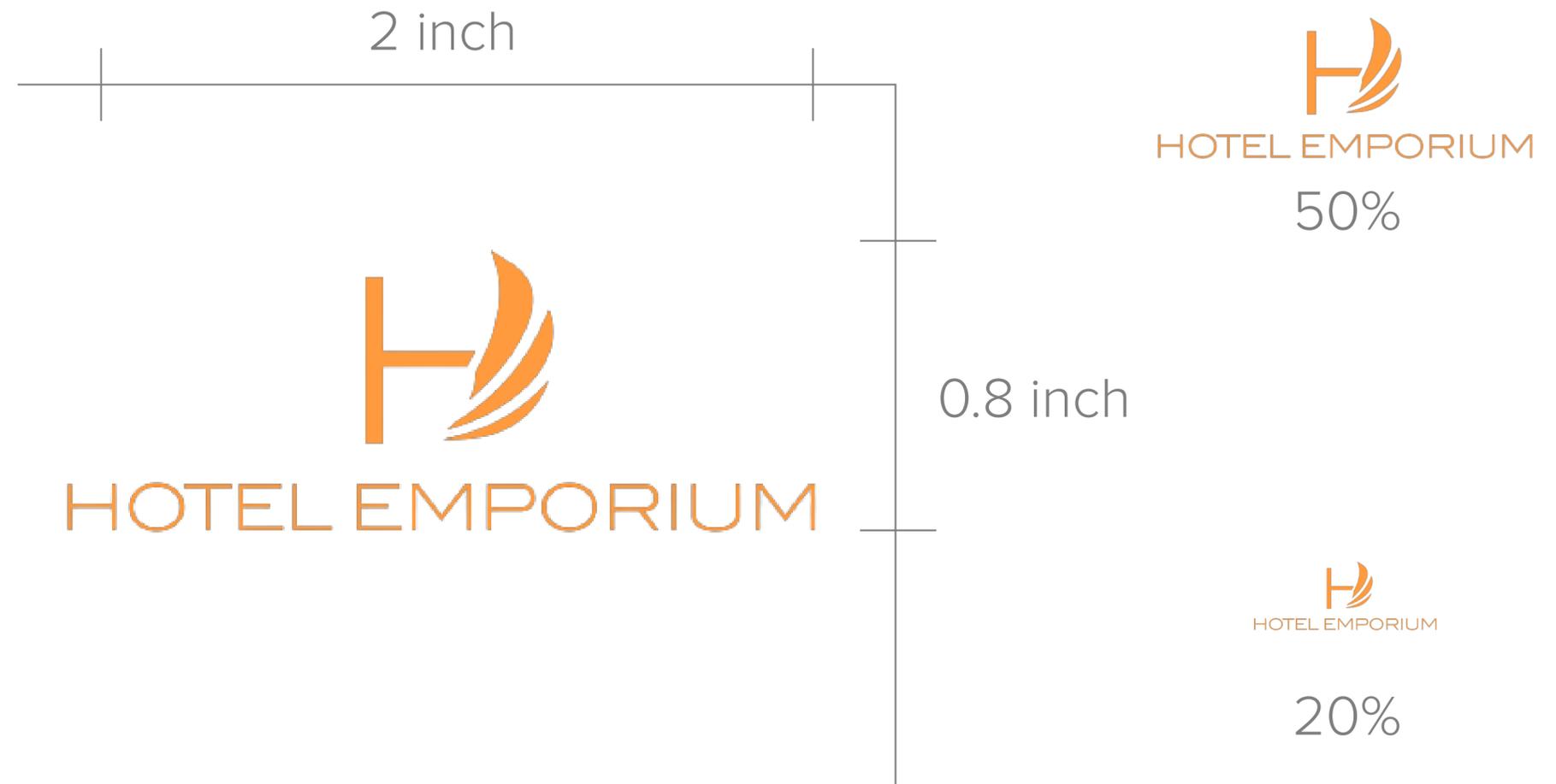
2 inch

0.8 inch

HOTEL EMPORIUM

50%

HOTEL EMPORIUM

20%

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Color usage

Our color system is flexible, but exercise restraint. Create unique color palettes by combining one split complementary color schema with Orange. Avoid using more than one secondary color on a piece unless there is clear and simple logic behind doing so. Because Orange is HE's primary brand color, it should always be dominant over any secondary color.
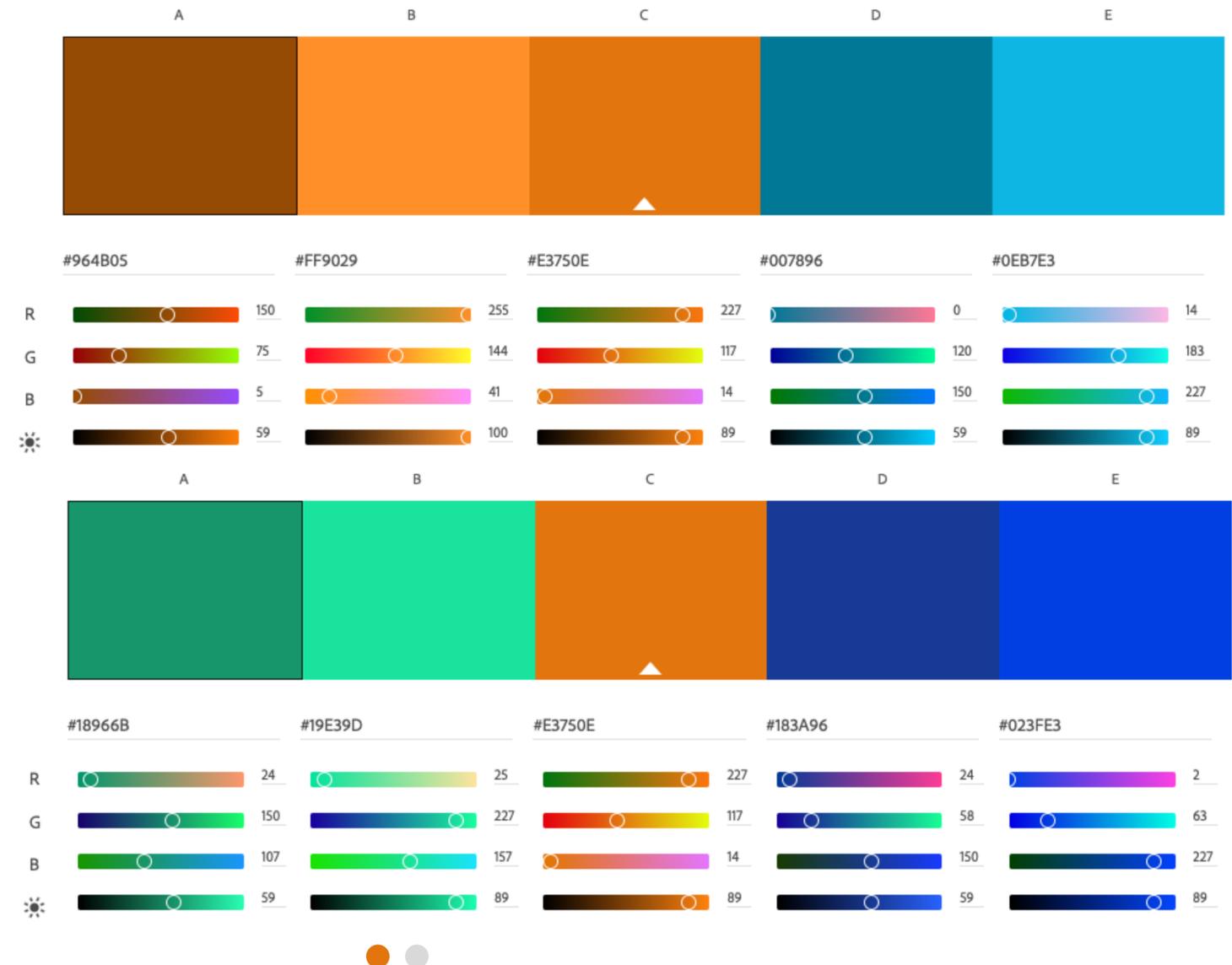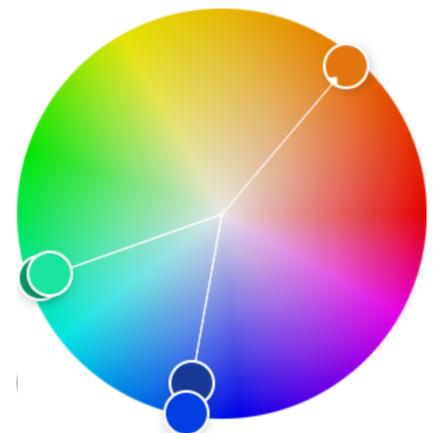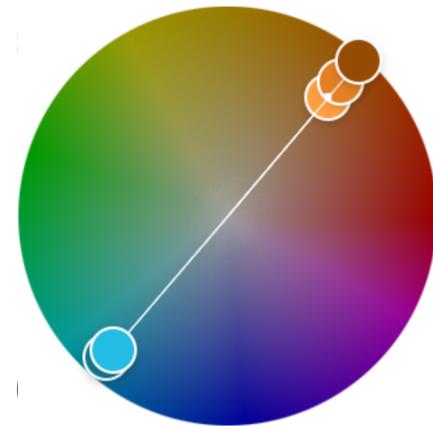
	A	B	C	D	E
	#964B05	#FF9029	#E3750E	#007896	#0EB7E3
R	150	255	227	0	14
G	75	144	117	120	183
B	5	41	14	150	227
☀	59	100	89	59	89

	A	B	C	D	E
	#18966B	#19E39D	#E3750E	#183A96	#023FE3
R	24	25	227	24	2
G	150	227	117	58	63
B	107	157	14	150	227
☀	59	89	89	59	89

Breakdown

Color information: Martian Colony (similar) Color | e3750e Closet Pantone color Name: PANTONE 7564 C

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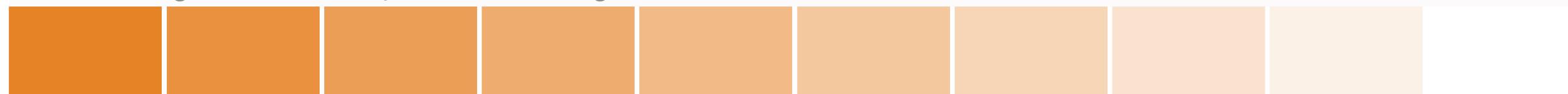
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The Hex color #e3750e is defined as light and the closet Websafe version is #cc6600. A complement of this color 138/255 and the grayscale version is #8n8b8b

Tints Mixing color with white, which increase lightness

#e68326	#e9913e	#eb9e56	#eeac6e	#f1ba87	#f4c89f	#f7d6b7	#f9e3cf	#fcf1e7	#ffffff

Tones Mixing color with grey

#d97619	#cf7725	#c57830	#bb793c	#b27b47	#a87c52	#9e7d5e	#947e69	#8a7f75	#808080

Shades Mixing color with black, which increase darkness

#cc690d	#b65e0b	#9f520a	#884608	#723b07	#5b2f06	#442304	#2d1703	#170c01	#000000

TYPOGRAPHY

Released in 2005, Proxima Nova is an extremely popular type- face designed by Mark Simonson. It is often described as a hybrid of Futura and Akzidenz Grotesk, combining a geometric appearance with modern proportions. In my opinion, Proxima Nova's use on the web is so ubiquitous that it is starting to feel a little overused. It's still an excellent font though, so there's a reason for its popularity. Proxima Nova is available in seven weights—thin, light, regular, semibold, bold, extrabold and black— each with matching italics as well as small caps styles and condensed and extra condensed widths.

LOGO FONT

Blair ITC LIGHT

Hotel emporium

Proxima Nova

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz 01234567890!@£$%

Proxima Nova (Bold)

**ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz 01234567890!@£$%**

Proxima Nova (Thin)

ABCDEFGHIKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz 01234567890!@£$%

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Title
22pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,"""' 123456789£$?!<>{}[]#¢TM®

Headline
16 pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.,"""'
123456789£$?!<>{}[]#¢TM®

Subtitle
11 pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.,"""' 123456789£$?!<>{}
[]#¢TM®

Subtitle
9 pt
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz.,"""' 123456789£$?!<>{}[]#¢TM®

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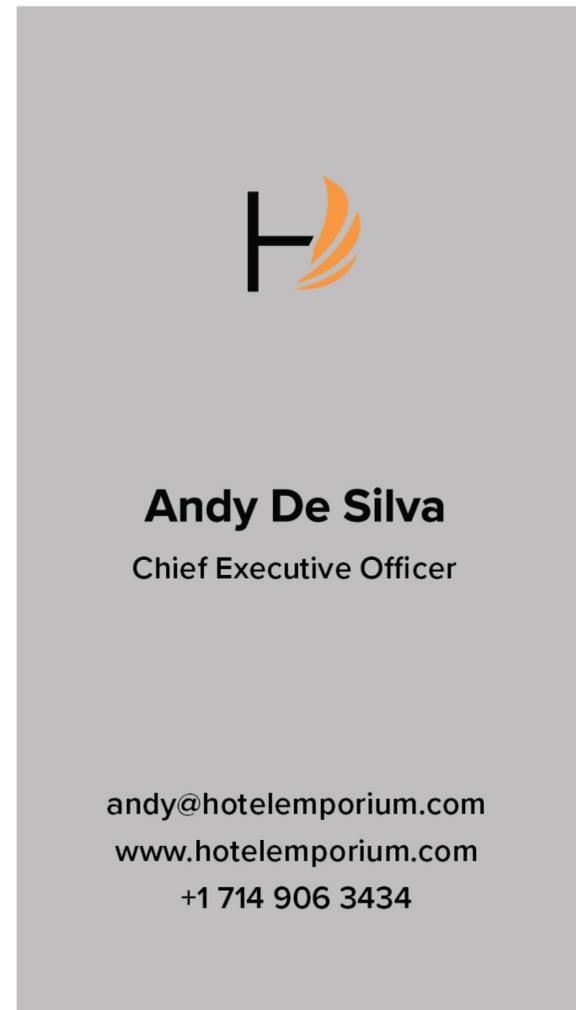
BUSINESS CARD

Business cards are an important tool for HE staff to connect with hotels across all regions. To ensure that the HE brand is represented consistently, all staff should use the standard business card design.

Both sides of the card were utilized in order to clearly display the required information. The front of the card features the individual's contact information. The back of the card displays the He brand.
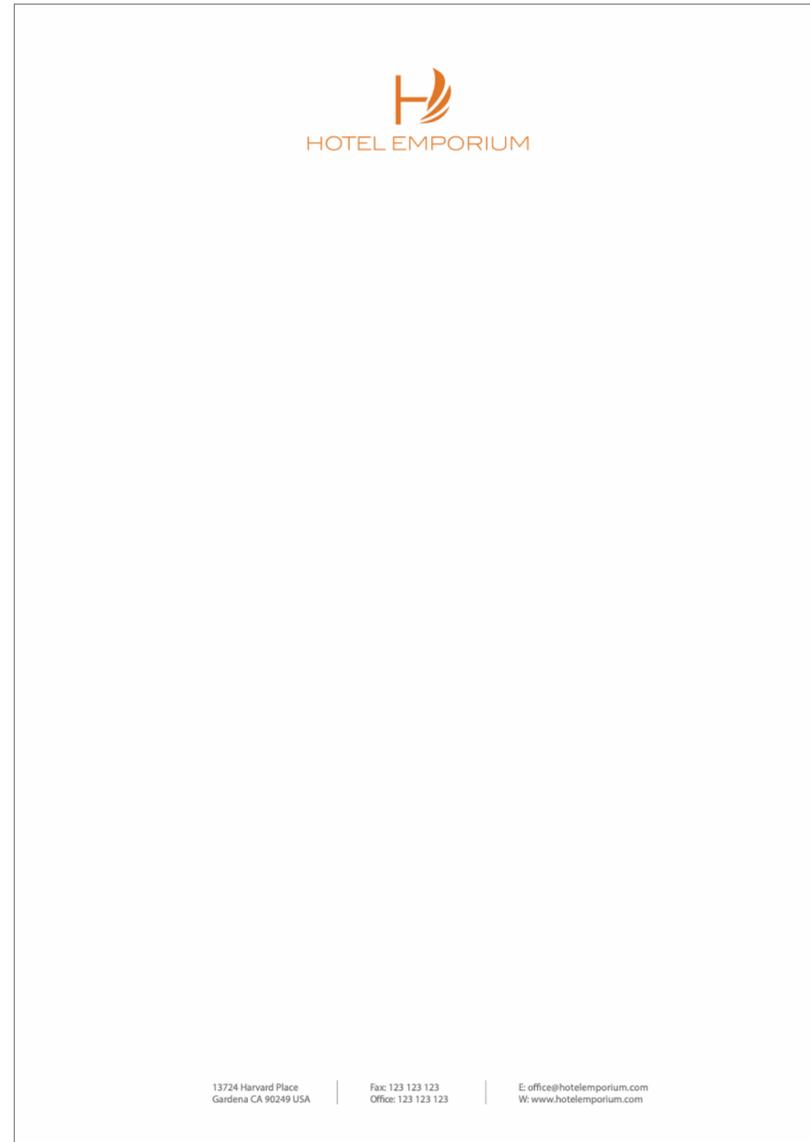
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LETTER HEAD

Letterhead stationery plays a huge part in a company's brand identity. Everything sent from a company to its clients (letters, publicity folders, envelopes, invoices) must create a cohesive, recognizable corporate identity. The company's logo and address must be repeated on all business marketing material. The goal is for the public to be able to instantly know who the correspondence is from by spotting the logo on the company letterhead. The letterhead is another way to ingrain the company's logo, or image, in the public's mind.