Communication guidelines

These guidelines describe the rules for
producing communication materials
alined with the Golden Tulip codes
and brand identity.

These guidelines establish
the principles to follow in order
to preserve the integrity
of the Golden Tulip brand.

#BrandMessaging
#HotelMessaging

Summary

I -
Communication concepts

a- Brand communication concept

THE IDEA

The brand communication concept consists in showing the richness of a business trip at Golden Tulip in a fun and playful way.

THE CREATIVE TRANSLATION

Visuals of work situations in a relaxed environment are combined with pictograms that evoke a day with a playful touch. No unnecessary text.

This is a communication strategy to use when talking about the Golden Tulip brand.

How does it work?

A full-page **work & play visual**

+

A line of **pictograms**

+

The photographic pictogram of the key moment **is highlighted in a yellow circle**

+

The **«Playtime.Anytime»** brand signature or a promotion catchline

+

Strong branding in body copy

=

Golden Tulip brand advertisement

Some say never mix work and play. We say do it whenever you can.

At Golden Tulip hotels, we believe any time can be play time. Our guests can experience and share playful moments, as well as discover the local culture, during their work time or off-time.

So, isn't it time to stay at a hotel where you can enrich your mind and refresh your body? Where you can let go, work or network when and how you want?

PLAYTIME, ANYTIME @ 180 GOLDEN TULIP HOTELS.
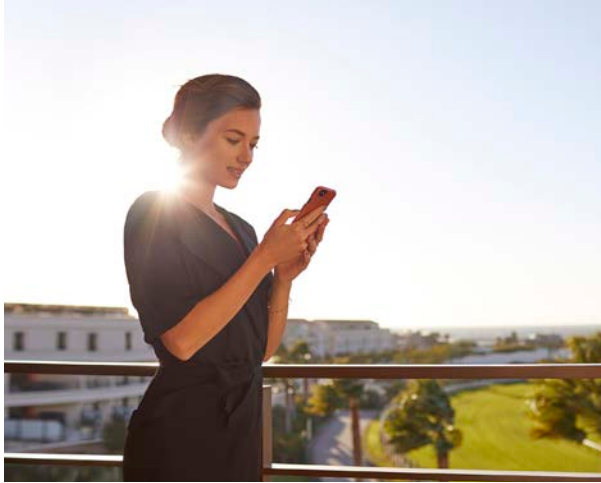
GOLDENTULIP.COM

PLAYTIME. ANYTIME.

GOLDEN TULIP

Playtime. Anytime.

The Work & Play visuals

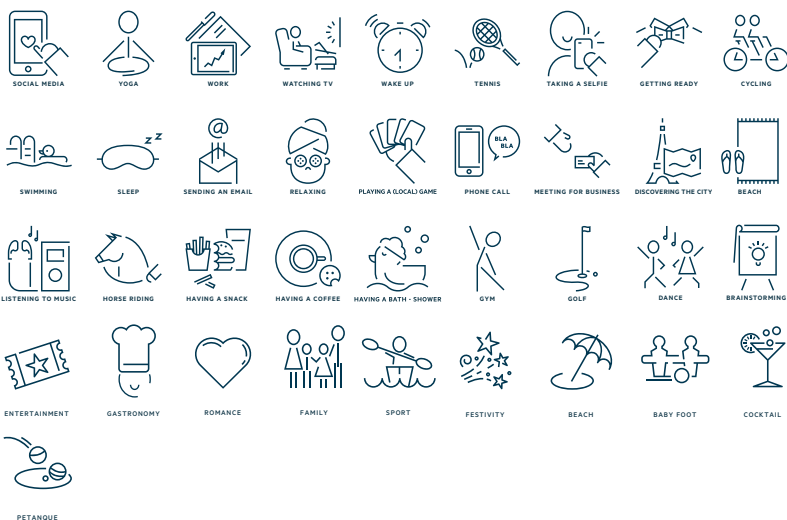These images illustrate the spirit of the brand in hotel environment where business codes and leisure situations mix.

The pictograms

These pictograms evoke different moment of a day at Golden Tulip.

EXPERIENTIAL PICTOGRAMS: DESCRIBE AN ACTION

SOCIAL MEDIA	YOGA	WORK	WATCHING TV	WAKE UP	TENNIS	TAKING A SELFIE	GETTING READY	CYCLING
SWIMMING	SLEEP	SENDING AN EMAIL	RELAXING	PLAYING A (LOCAL) GAME	PHONE CALL	MEETING FOR BUSINESS	DISCOVERING THE CITY	BEACH
LISTENING TO MUSIC	HORSE RIDING	HAVING A SNACK	HAVING A COFFEE	HAVING A BATH - SHOWER	GYM	GOLF	DANCE	BRAINSTORMING
ENTERTAINMENT	GASTRONOMY	ROMANCE	FAMILY	SPORT	FESTIVITY	BEACH	BABY FOOT	COCKTAIL
PETANQUE								

OFFERS PICTOGRAMS: ILLUSTRATE A PROMOTION

WEEK-END OFFER	PARK, SLEEP & FLY	STAY MORE, SAVE MORE	PREPAY & SAVE	SENIORS ONLY

FONCTIONAL / SIGNAGE PICTOGRAMS: ILLUSTRATE A LOCATION

SPA	CLOCK	SHOPPING	ROOM SERVICE	WIFI	TANDEM	BAR	MALE TOILETS	CROISSANT
SWIMMING POOL	SPORT	SHOP	RESTAURANT	PARKING	LIFT	FEMALE TOILETS	HANDICAP	FOOD TRUCK
BODY CARE	BABY	NOODLES	MEETING ROOM					

Brand signature & body copy

Playtime. Anytime.

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So, isn't it time to stay at a hotel where you can enrich your mind and refresh your body? Where you can let go, work or network when and how you want?

PLAYTIME, ANYTIME @ 180 GOLDEN TULIP HOTELS.

GOLDEN TULIP

PLAYTIME. ANYTIME.

Promotion catchline & body copy

Triple Your Miles.

Some say never mix work and play. We say do it whenever you can.

At Golden Tulip hotels, we believe any time can be play time. Our guests can experience and share playful moments, as well as discover the local culture, during their work time or off-time.

So, isn't it time to stay at an upscale hotel where you can enrich your mind and refresh your body? Where you can let go, work or network when and how you want?

PLAYTIME, ANYTIME @ 180 GOLDEN TULIP HOTELS.

FROM 1/12/2017 TO 28/02/2018
WITH GOLDEN TULIP AND FLYING BLUE
TRIPLE YOUR MILES!

Cet hiver, triplez vos Miles Flying Blue chez Golden Tulip !
Certains disent qu'il ne faut jamais mélanger le travail et le plaisir. Notre conseil ?
Faites-le aussi souvent que possible ! Dans les hôtels Golden Tulip, nous pensons que chaque instant peut être synonyme de plaisir.

GOLDENTULIP.COM

GOLDEN TULIP

PLAYTIME. ANYTIME.

Golden Tulip brand press advertisement

A full-page work & play visual
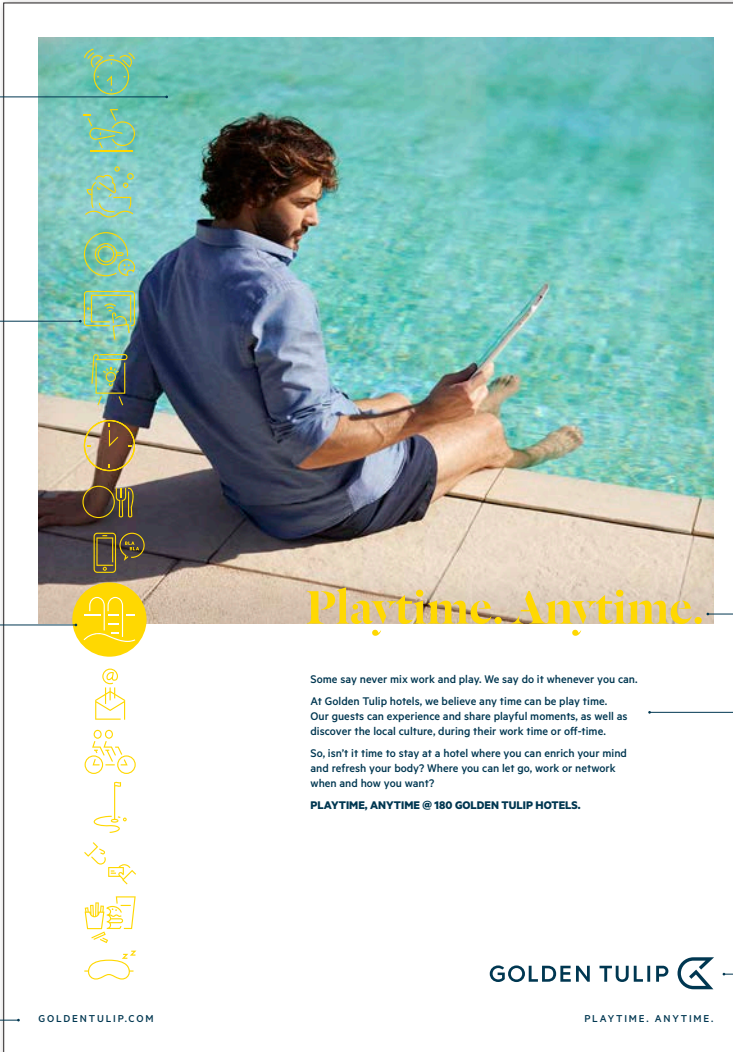
A series of pictograms to visually communicate how the day unfolds as well as the key moment

PANTONE 115C

The photographic pictograms of the key moments are highlighted in yellow circle.

Playtime. Anytime.

Headline: brand signature or promotion highlight

Some say never mix work and play. We say do it whenever you can.

At Golden Tulip hotels, we believe any time can be play time. Our guests can experience and share playful moments, as well as discover the local culture, during their work time or off-time.

So, isn't it time to stay at a hotel where you can enrich your mind and refresh your body? Where you can let go, work or network when and how you want?

PLAYTIME, ANYTIME @ 180 GOLDEN TULIP HOTELS.

Body copy

PANTONE 2189C

GOLDEN TULIP

PLAYTIME. ANYTIME.

Logo

GOLDENTULIP.COM

URL

General brand press advertisement

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So, isn't it time to stay at a hotel where you can enrich your mind and refresh your body? Where you can let go, work or network when and how you want?

PLAYTIME, ANYTIME @ 180 GOLDEN TULIP HOTELS.

GOLDEN TULIP

GOLDENTULIP.COM

PLAYTIME. ANYTIME.

Brand promotion press advertisement

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GOLDENTULIP.COM

FLYINGBLUE
AIRFRANCE / KLM

GOLDEN TULIP

PLAYTIME. ANYTIME.

b- Hotel communication concept

THE IDEA

The hotel communication concept allows you to present the individual identity of your property while communicating the brand spirit.

THE CREATIVE TRANSLATION

A triptych of three visuals and evocative pictograms that bring to mind different moments of a day and key moments at a Golden Tulip hotel with a playful touch. No unnecessary text.

This is a communication strategy to use when talking about your Golden Tulip hotel.

How does it work?
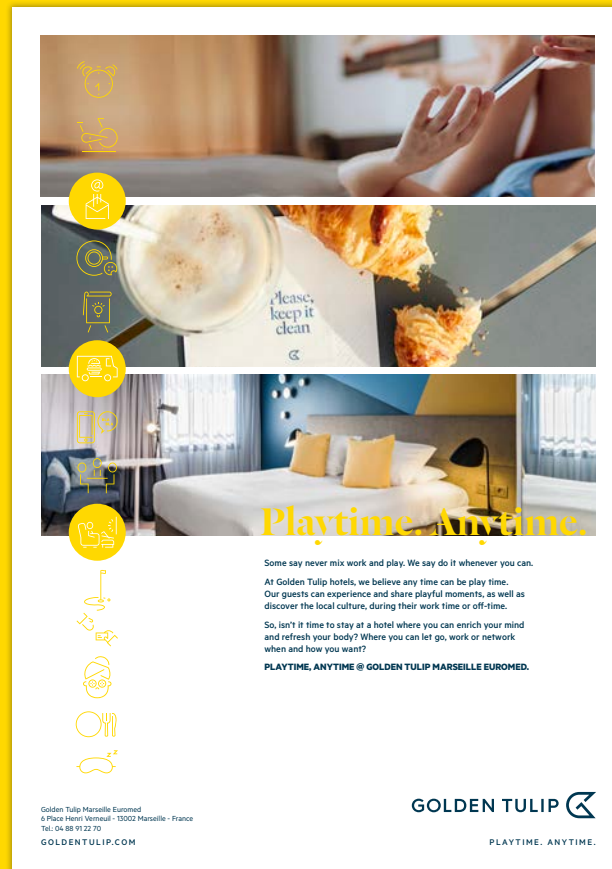
A triptych of visuals including
1 brand visual + 1 hotel visual, and with at
least 1 experiential visual

+

A line of **pictograms***

+

The photographic pictogram*
of the key moment
is highlighted in a yellow circle

+

The **«Playtime. Anytime»** brand signature
or a promotion catchline*

+

Strong branding in body copy

=

Golden Tulip hotel advertisement

Visual types

Visuals must fit within one of the following themes.

Functional hotel basics

Static hotel products, services and facilities.

Experiential hotel basics

Focus on everyday life actions realized in the hotel - human presence to emphasize the experience.

Functional brand markers

Play & fun exclusive markers, in close-up or large plan.

Experiential brand markers

Play & fun exclusive markers, with human presence, in close-up or large plan.

Brand identity elements

Merchandising tools and marketing materials to enhance brand awareness - with or without human presence but always in situations.

For each triptych, it is essential to include 1 brand marker or 1 brand identity element + 1 functional hotel basic, and with at least 1 experiential visual

Functional hotel basics visuals

Plain picture to show the product, the service without human presence.

Experiential hotel basics visuals

Real life scenes from hotel services or basic routines, always with humans in close-ups, but never visible or recognisable.

Image bank visuals or new shots based on needs where the hotel details are shown in second plan.
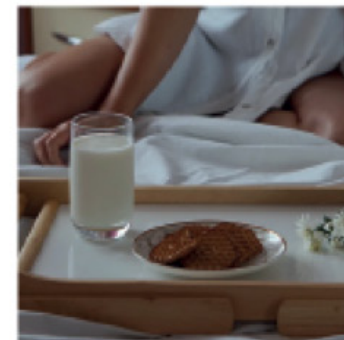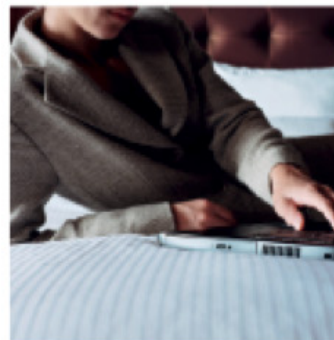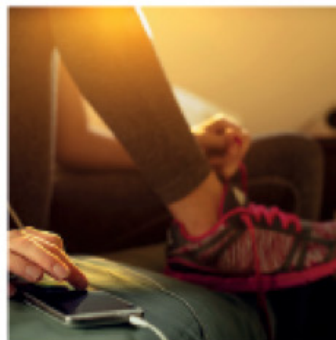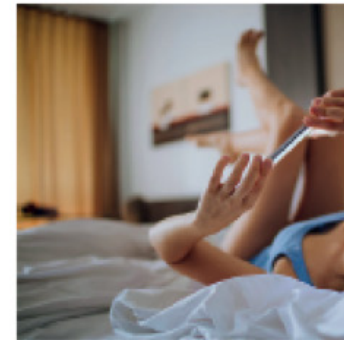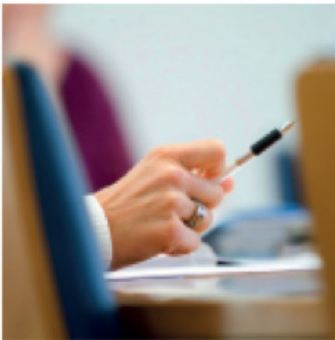
Functionnal brand markers visuals

A static and modern presentation of the hotel's exclusive markers.

PLEASE NOTE

These visuals are part of the brand photo shoot. They can be used by the regional offices to promote the brand locally until May 2027, and official photo credit must be given to the photograph ®Yann BOUVIER or ® Cyril Marcilhacy/Oblique. They can be downloaded via Parse.

Marker large plan

Marker close-up
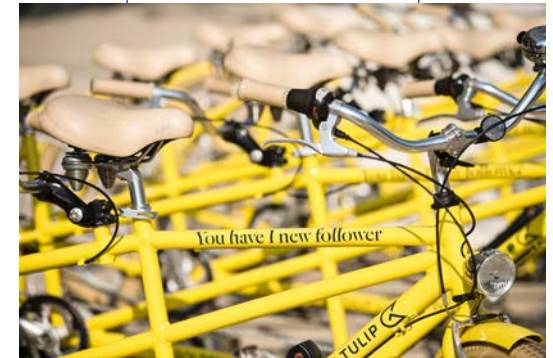
Experiential brand markers visuals

An active, modern and lively presentation of the hotel's exclusive markers.

PLEASE NOTE

These visuals are part of the brand photo shoot. They can be used by the regional offices to promote the brand locally until November 2020, and official photo credit must be given to the photograph Guillaume Lechat. They can be downloaded via Parse.

Marker large plan

Marker close-up

Brand identity elements visuals

A fun and life-feeling presentation of the brand merchandising and marketing materials.

PLEASE NOTE

These visuals are part of the brand photo shoot. They can be used by the regional offices to promote the brand locally until November 2020, and official photo credit must be given to the photograph Guillaume Lechat. They can be downloaded via Parse.

just a polite thank you note!
don't forget about me after reading thi

Hotel press advertisement

Experiential visual

A series of pictograms to visually communicate how the day unfolds as well as the key moment

PANTONE 115C

Brand visual

Hotel visual

The photographic pictograms of the key moments are highlighted in yellow circle.
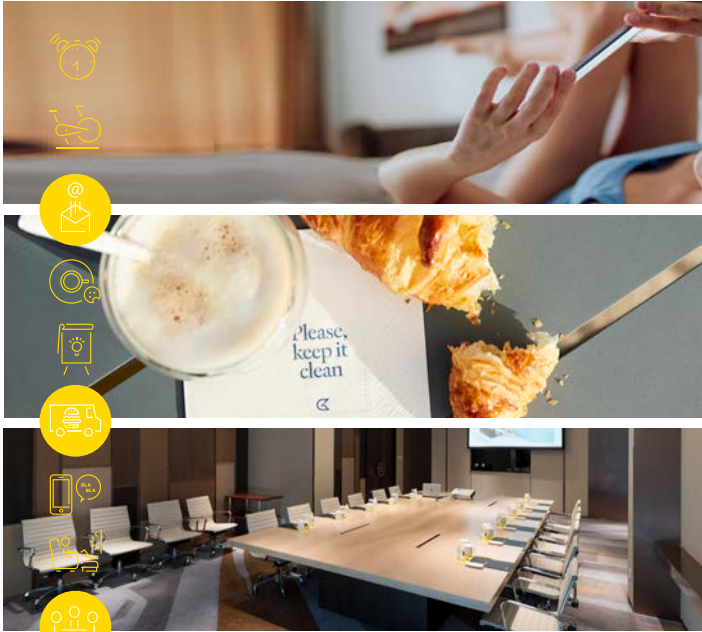
Headline: brand signature or promotion highlight

Body copy

PANTONE 2189C

Logo

URL

General hotel press advertisement

Hotel promotion press advertisement

Some say never mix work and play. We say do it whenever you can.

At Golden Tulip hotels, we believe any time can be play time. Our guests can experience and share playful moments, as well as discover the local culture, during their work time or off-time.

So, isn't it time to stay at a hotel where you can enrich your mind and refresh your body? Where you can let go, work or network when and how you want?
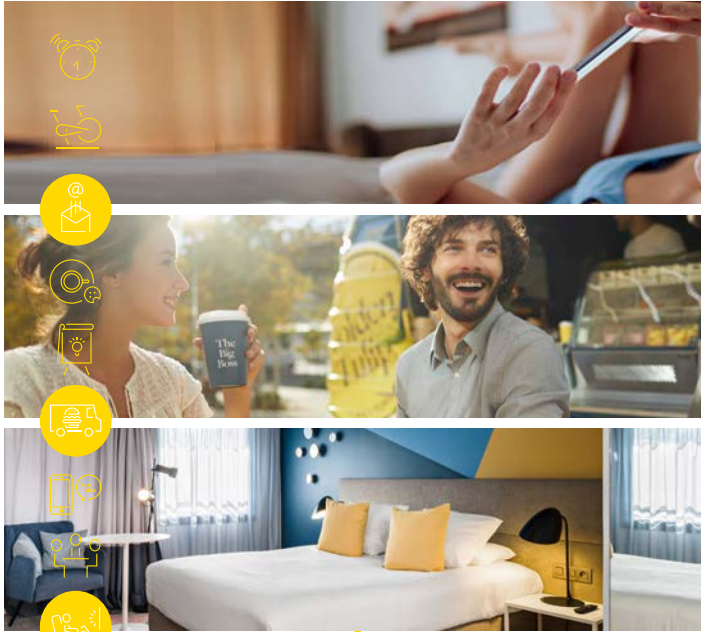
PLAYTIME, ANYTIME @ GOLDEN TULIP MARSEILLE EUROMED.

Golden Tulip Marseille Euromed
6 Place Henri Verneuil - 13002 Marseille - France
Tel: 04 88 91 22 70

GOLDENTULIP.COM

GOLDEN TULIP

PLAYTIME. ANYTIME.

Some say never mix work and play. We say do it whenever you can.

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So, isn't it time to stay at a hotel where you can enrich your mind and refresh your body? Where you can let go, work or network when and how you want?

PLAYTIME, ANYTIME @ GOLDEN TULIP MARSEILLE EUROMED.

UNTIL XX/XX/2017
WITH GOLDEN TULIP AND FLYING BLUE
TRIPLE YOUR MILES!

Ipid maximusdant. Opta voluptatium dolor aut voluptur? Bitatur autat eum cum vel invelent umquatia am sum dolest, sed est event ut fugiat volorecea et ut dolupta as saest il miliatem sapide Ipid maximusdant. Opta voluptatium dolor aut voluptur? Bitatur autat eum cum vel invelent

Golden Tulip Marseille Euromed
6 Place Henri Verneuil - 13002 Marseille - France
Tel: 04 88 91 22 70

GOLDENTULIP.COM

GOLDEN TULIP

PLAYTIME. ANYTIME.

II -
Marketing materials

Marketing materials

Atmosphere is a major element in Golden Tulip communication which express the new playful brand concept.
These marketing materials allow you to present the full range of your offer to your customers.

a- E-mail signature

Name ──────────── **Audrey forissier**

Function ──────────── **Head of marketing for Golden Tulip brands**

Location / Hotel ──────────── **Golden Tulip Al Baha**
Inn Village King Faisal Road Darul Shifa Circul
Al Baha 65411 - Saudi Arabia

Phone & email adress ──────────── aforissier@louvre-hotels.com
Phone **+33 (0)1 42 91 45 59**

website ──────────── **goldentulip.com**

GOLDEN TULIP
PLAYTIME. ANYTIME.

A series of pictograms to visually communicate how the day unfolds as well as the key moments

PANTONE 115C

Logo

b- Room directory

THE IDEA

The room directory presents all the hotel's services in an original format.

THE IDEA IN PRACTICE

An unexpected and surprising format that takes advantage of the color chart to present the various services, grouped in families and color codes.

THE RULES

The content should be structured into the different families.

Allocate one color per family.

Have 4 key images that draw the customer in, immersing them in the hotel environment and in the experience they will have, while giving the document a sense of vibrancy.

When it comes to setting an order for service groups, focus on the customer experience and follow their route through the hotel: reception/room/catering etc.
Within each group, present the content in alphabetical order with simple and direct texts that focus on the essentials.

When naming the groups, use a simple word for each and one line of 6 to 8 pictograms representing everything the group comprises. The length of the line should match the length of the word for aesthetic purposes.

Room directory creative translation

What's happening today?

GOLDEN TULIP
PLAYTIME. ANYTIME.

OVERVIEW OF THE COVER

TAKE. BROWSE. READ.
DISCOVER AND
ABOVE ALL. . . ENJOY!

We are delighted to welcome you to Golden Tulip Marseille Euromed. All the information you may need can be found on these little cards. Questions? We are here to help.

Delight your taste buds and sample the cuisine of our chef Cyrille Repetto during your stay. There is something for all tastes and styles: takeaway with the FoodTruck, Bar meals for Snacking, or fine dining at our La Table Euromed restaurant.

You can also relax and visit the second floor to enjoy our heated indoor pool and fitness suite. Feeling playful? Visit the terrace for a little pétanque with your aperitif as the sun sets.

GOLDEN TULIP
PLAYTIME. ANYTIME.

INTRODUCTION

THE ESSENTIALS
RECEPTION HOURS
BREAKFAST
INTERNET
CHECK OUT/LATE CHECK OUT
MAIN SERVICES
CONTACT INFORMATION

OTHER INFORMATION
ROOM BOOKINGS
PETS
NON-SMOKING
FIRE SAFETY
WAKE-UP CALLS
DRESS CODE

ROOM
HEATING / AIR CONDITIONING
SAFE
MINI FRIDGE
DO NOT DISTURB
WAKE-UP CALLS
HAIR DRYER
TELEPHONE
TELEVISION

FOOD AND DRINK
BAR
FOOD TRUCK
PASTAGA
RESTAURANT
ROOM SERVICE

GENERAL SERVICES
BABIES
UMBRELLAS
NEWSPAPERS
ADAPTOR/TRANSFORMER
TOILETRIES
SOAP BAR
LUGGAGE

LAUNDRY
LAUNDRY
IRON AND IRONING BOARD
BATHROOM LINEN

BUSINESS SERVICES
PRINTER
PHOTOCOPIER
CONFERENCE ROOM
MAIL & PARCELS

SPORT & WELL-BEING
FITNESS
HEATED INDOOR POOL
BOWLS COURT
PÉTANQUE
TANDEM

TRANSPORT
PUBLIC TRANSPORT
TAXI
TRANSFERS
PARKING

NEARBY

Schedule

SUMMARY

Creative translation overview

These images are used to allow
a break between families of services, and
to draw the customers in.

Creative translation overview

Color range offered

CMYK: 5 - 0 - 50 - 0

CMYK: 15 - 11 - 20 - 0

CMYK: 1 - 25 - 20 - 0

CMYK: 20 - 29 - 11 - 0

CMYK: 23 - 0 - 38 - 0

CMYK: 50 - 6 - 44 - 0

CMYK: 31 - 7 - 10 - 2

CMYK: 52 - 0 - 20 - 2

CMYK: 27 - 27 - 23 - 7

Creative translation overview

Family pages

Room

HEATING & AIR CONDITIONING

The individual room thermostat is located at the entrance to the room. To adjust the temperature using the thermostat, remember to insert your magnetic card in the unit located next to the door to your room.

1. Select your temperature using the arrows (+/-). Wait 10 seconds for it to adjust.
2. Press «Mode» then choose from Auto / On 1 / On 2 / On 3 / Off using the arrows.

Auto: *automatic climate control - adjusts to the selected temperature.*
On 1 / On 2 / On 3: *for different fan levels at the selected temperature.*
Off: *switch off.*

+
Mode
-

SAFE

No valuables should be left in the rooms. A safe is available for you to use in your room's wardrobe. You can select a secret four digit code to gain access. If there is a mistake entering the code, the safe is blocked for 30 minutes. Please note that management is not responsible for the theft or loss of any items not contained within the safe, whether in rooms or anywhere on the premises.

MINI FRIDGE

Deux bouteilles d'eau de 33 cl vous sont offertes lors de votre arrivée. Ce mini frigidaire est à votre disposition pour votre confort

DO NOT DISTURB

A «Do not disturb» door hanger is available in your room. Please inform reception if you do not wish to receive phone calls.

WAKE-UP CALLS

Two 33 cl bottles of water are offered on arrival. The mini fridge is available to make your stay more comfortable.

HAIR DRYER

A hair dryer is available for use in the bathroom.

TELEPHONE

To call Reception: **9**
To call another room:
4 + room number
To make a call in France:
0 + room number
To make a phone call abroad:
0+00+ country code + phone number
Call cost: **0.25 euros per minute**

TELEVISION

Choose your preferred language when you turn on the television.

This will take you to a menu where you choose from «TV», «Radio» and «TV Guide». When you have made your selection, press «OK» and use the arrows on the remote control to choose channel / radio station / programme.
When you have made your choice, press «OK».

To return to the menu, press the «Return» button on your remote control. The «Exit» and «Home» buttons allow you to return to the initial language selection menu. Subtitles are also available using the «SUBT» button .

Turn on / off

Volume

Language selection

Return

Subtitles

Mute

Change channel

Selection arrows

OK button

Language selection

SAMSUNG

How does it work ?

STEP 1

OVERVIEW OF COVER

INTRODUCTION

SUMMARY

The introduction highlights the most important information and/or the not to be missed : check-out time, tandems rental, weekly event, etc...

TAKE. BROWSE. READ. DISCOVER AND ABOVE ALL. . . ENJOY!

We are delighted to welcome you to Golden Tulip Marseille Euromed. All the information you may need can be found on these little cards. Questions? We are here to help.

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You can also relax and visit the second floor to enjoy our heated indoor pool and fitness suite. Feeling playful? Visit the terrace for a little pétanque with your aperitif as the sun sets.

What's happening today?

Schedule

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NON-SMOKING
FIRE SAFETY
WAKE-UP CALLS
DRESS CODE

ROOM
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MINI FRIDGE
DO NOT DISTURB
WAKE-UP CALLS
HAIR DRYER
TELEPHONE
TELEVISION

FOOD AND DRINK
BAR
FOOD TRUCK
PASTAGA
RESTAURANT
ROOM SERVICE

GENERAL SERVICES
BABIES
UMBRELLAS
NEWSPAPERS
ADAPTOR/TRANSFORMER
TOILETRIES
SOAP BAR
LUGGAGE

LAUNDRY
LAUNDRY
IRON AND IRONING BOARD
BATHROOM LINEN

BUSINESS SERVICES
PRINTER
PHOTOCOPIER
CONFERENCE ROOM
MAIL & PARCELS

SPORT & WELL-BEING
FITNESS
HEATED INDOOR POOL
BOWLS COURT
PÉTANQUE
TANDEM

TRANSPORT
PUBLIC TRANSPORT
TAXI
TRANSFERS
PARKING

NEARBY

STEP 2

1 CREATIVE OVERVIEW

+

STEP 3

1 FAMILY PER COLOR

THE ESSENTIALS
RECEPTION HOURS
BREAKFAST
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TANDEM

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PARKING

NEARBY

EXAMPLE

What's happening today?

GOLDEN TULIP
PLAYTIME. ANYTIME.

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GOLDEN TULIP
PLAYTIME. ANYTIME.

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SPORT & WELL-BEING
FITNESS
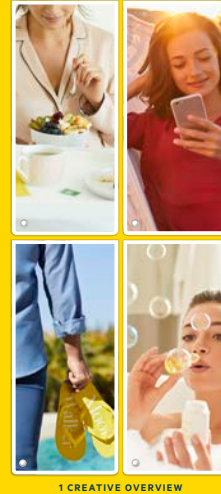HEATED INDOOR POOL
BOWLS COURT
PÉTANQUE
TANDEM

TRANSPORT
PUBLIC TRANSPORT
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NEARBY

Room

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The individual room thermostat is located at the entrance to the room. To adjust the temperature using the thermostat, remember to insert your magnetic card in the unit located next to the door to your room.

1. Select your temperature using the arrows (+/-). Wait 10 seconds for it to adjust.
2. Press «Mode» then choose from Auto / On 1 / On 2 / On 3 / Off using the arrows.

Auto: automatic climate control - adjusts to the selected temperature.
On 1 / On 2 / On 3: for different fan levels at the selected temperature.
Off: switch off.

SAFE

No valuables should be left in the rooms. A safe is available for you to use in your room's wardrobe. You can select a secret four digit code to gain access. If there is a mistake entering the code, the safe is blocked for 30 minutes. Please note that management is not responsible for the theft or loss of any items not contained within the safe, whether in rooms or anywhere on the premises.

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Deux bouteilles d'eau de 33 cl sont offertes lors de votre arrivée. Ce mini frigidaire est à votre disposition pour votre confort

DO NOT DISTURB

A «Do not disturb» door hanger is available in your room. Please inform reception if you do not wish to receive phone calls.

WAKE-UP CALLS

Two 33 cl bottles of water are offered on arrival. The mini fridge is available to make your stay more comfortable.

HAIR DRYER

A hair dryer is available for use in the bathroom.

TELEPHONE

To call Reception: 9
To call another room:
4 + room number
To make a call in France:
0 + room number
To make a phone call abroad:
0+00+ country code + phone number
Call cost: 0.25 euros per minute

TELEVISION

Choose your preferred language when you turn on the television.

This will take you to a menu where you choose from «TV», «Radio» and «TV Guide». When you have made your selection, press «OK» and use the arrows on the remote control to choose the channel / radio station / programme.
When you have made your choice, press «OK».

To return to the menu, press the «Return» button on your remote control. The «Exit» and «Home» buttons allow you to return to the initial language selection menu. Subtitles are also available using the «SUBT» button.

Turn on / off

Volume — Mute
— Change channel
Language selection
— Selection arrows
— OK button
Return — Language selection
Subtitles

THE ESSENTIALS
RECEPTION HOURS
BREAKFAST
INTERNET
CHECK OUT/LATE CHECK OUT
MAID SERVICES
CONTACT INFORMATION

OTHER INFORMATION
ROOM BOOKINGS
IRONING
NON-SMOKING
FIRE SAFETY
WAKE UP CALLS
DRESS CODE

ROOM
AIR CONDITIONING
MINI FRIDGE
DO NOT DISTURB
WAKE UP CALLS
HAIR DRYER
TELEPHONE
TELEVISION

DRINK
BAR
SNACK

NEARBY

READ.
ENJOY!

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PLAYTIME. ANYTIME.

GOLDEN TULIP

What's
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today?

GOLDEN TULIP

Schedule

com

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CONDITIONING

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GOLDEN TULIP | Rooms

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GOLDEN TULIP | Rooms

c- Hotel brochure

THE IDEA

The hotel brochure presents the hotel in an original format.
It highlights the fact that customers can expect more than a standard stay by taking full advantage of all the hotel's services.

THE IDEA IN PRACTICE

Take inspiration from postcards, a traveller's essential, to promote all of the hotel's advantages: services and facilities.

All cards can even be personalised with visuals and local recommendations from the hotel.

THE RULES

The objective of the hotel brochure is to present briefly the establishment, including an attractive and interesting content for the targets (individual business/leisure guest or bookers), embracing the main following points :

- Hotel visuals and brand spirit (merchandising, tone of voice, identity...)

- Unique Selling Points
• hotel location
• services and facilities, including restaurants, bar, spa etc...
• Brand markers when available

- link with local
• « hotel's secrets » : 2-3 tips to do in the location

- Contact for booking / Qr code
Nowadays, visuals have more impact than description. However, the description is necessary and should be sharp and useful.

Each layouts do not allow the same quantity of information, use depending of the message and/or services you wish to promote. Create one card per main subject/thematic to be highlighted.
One brochure hotel per language.

Creative
translation overview

3 front cover layouts available.
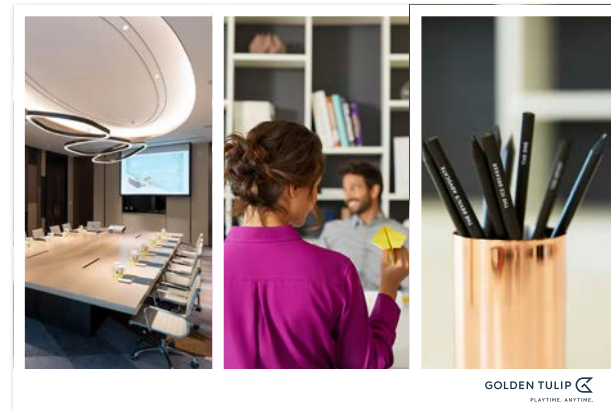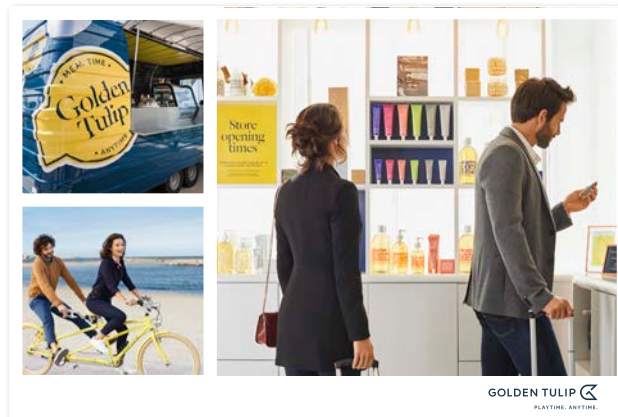
4 back cover layouts available.

Events, meetings, seminars—the venue and services count…

So count on us.

ASK TO SEE THE PROGRAMME FOR A LIST OF QUALITY SERVICES

Imos saectem ipsae volor rent libeat et exceperit, tem ium quosant laccusam ipiciis inum conem atem rem resed quiam, quae nectur? Qui dolor sinvello doloria ndaepra quatem volupiciam, omniaecab id moloria iunda dem.

GOLDEN TULIP MARSEILLE EUROMED - 6 Place Henri Verneuil 13002 Marseille
FRANCE • Téléphone: +33 4 42 15 09 30 • Fax: +33 4 42 79 52 06
Réservations: 0800 940 014 • reception@goldentulipmarseilleairport.com

Events

THEATRE   CARRÉ   U-SHAPE   SCHOOL   RECEPTION

WE CREATE THE SPACE TO SUIT YOUR EVENT.

Imos saectem ipsae volor rent libeat et exceperit, tem ium quosant laccusam ipiciis inum conem atem rem resed quiam, quae nectur? Qui dolor sinvello doloria ndaepra quatem volupiciam.

GOLDEN TULIP MARSEILLE EUROMED - 6 Place Henri Verneuil 13002 Marseille
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Events

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Nearby

LES DOCKS VILLAGE MARSEILLE

2 KM FROM THE GOLDEN TULIP MARSEILLE EUROMED, DON'T MISS OUT!

Imos saectem ipsae volor rent libeat et exceperit, tem ium quosant laccusam ipiciis inum conem atem rem resed quiam, quae nectur.

Getting there:
By taxis : 3 min - mos saectem ipsae volor rent libeat et exceperit.
On foot : 10 min - mos saectem ipsae volor rent libeat et exceperit, tem ium quosant laccusam ipiciis.
By tendem - 5min !

GOLDEN TULIP MARSEILLE EUROMED - 6 Place Henri Verneuil 13002 Marseille
FRANCE • Téléphone: +33 4 42 15 09 30 • Fax: +33 4 42 79 52 06
Réservations: 0800 940 014 • reception@goldentulipmarseilleairport.com

Creative translation overview

Different version
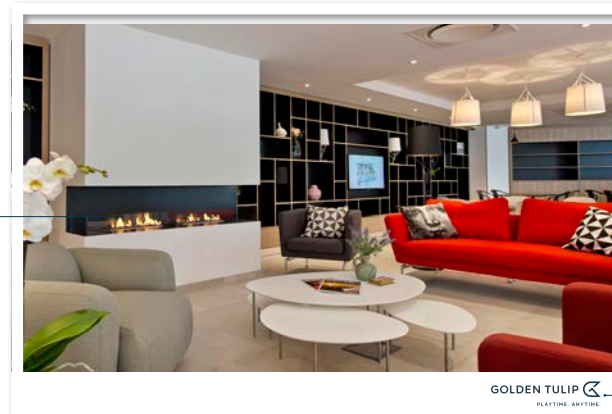
Logo

Different version

A series of pictograms to visually communicate how the day unfolds as well as the key moments

PANTONE 115C

Body copy

PANTONE 2189C

Contact details to make the booking (website, phone, meeting phone number...)

III -
Photographic
recommendations

a- Brand shoot

Atmosphere is a major element of communication, a facsimile of a moment in the customer's life, a work situation in a relaxed hotel environment.

It is important to create the illusion of discovering natural, real-life situations in an elegant and modern environment, and always in a warm and welcoming light. The final result is premium and elegant.

Brand shoot

Shoot the tools that make Golden Tulip, Golden Tulip.

To be used :

- Among the different supports : online and offline
- Towards different targets: BtoB and BtoC
- By different users: the hoteliers and the brand

AVAILABLE BRAND VISUALS

• Brand markers visuals
  - experiential and functional
  - close-up and large plan

• Brand identity elements visuals
  - experiential and functional
  - close-up and large plan

• Hotel basic visuals
  - experiential : close-up
  - functional : large plan

b- Hotel shoot

While you shoot your functional hotel basics visuals, you can personnalise your experiential hotel basics, your brand markers and the brand identity elements, to create even more impact and interest in your communications.

These photos can be used in your online and offline communication supports (social media, website, press advert, hotel brochure...), towards different target groups and by many users (hotel departments, regional offices and headquarter).

You must respect the spirit of the brand visuals for the brand markers and the brand identity elements with your photographer.
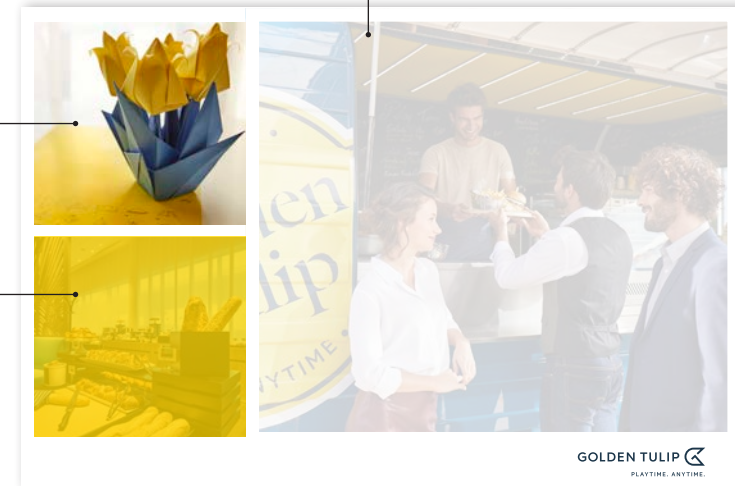
Hotel shoot examples

PERSONALISED EXPERIENTIAL VISUAL

PERSONALISED IDENTIFIER VISUAL

PERSONALISED FUNCTIONAL VISUAL

Hotel shoot Photographer's brief

THE IDEA

These visuals are added to the brand visuals.
Promote all of the services and facilities that you offer to your customers by presenting the unique location and all of your hotel's assets.
The final result should be premium and elegant

THE PRINCIPE

You must be able to feel a human presence; this doesn't mean you must have a full-body image or portrait...

You just need to be able to feel life in the image.
It is important to create the illusion of discovering natural, real-life situations in an elegant and modern environment, and always in a warm and welcoming light.
Reasonable use of low depth of field and the use of natural light help to give a subtle life-like look - a window into a real life situation.
The captured moment is highlighted against an out-of-focus background.

PLEASE NOTE

Images must be usable in both square and banner formats (for online and offline uses).
Please use a single format that is suitable for all uses.
The backgrounds should be plain to enhance the readability of the pictograms.

Now it's your turn

GOLDEN TULIP