ROYAL TULIP

LUXURY HOTELS

This manual describes the identity of the brand. This guidebook presents the main systems and graphic principles to be used in the printing of your documents, stationery and signage.

The graphic guidelines provide the consistency needed to generate an image that is clear and strong, whilst retaining the flexibility to adapt to different types of media.

CONTENTS

1

IDENTITY COMPONENTS

3 main categories

The Parent brand (1)

These logos represent the 3 brands all together : Tulip Inn, Golden Tulip and Royal Tulip Luxury Hotels.

See logos, rules and applications pages 6 and 7.

The brand logo & Hotel logos (2)

These logos represent the Royal Tulip brand and the hotels that are branded under Royal Tulip.

See logos, rules and applications pages 8, 9 and 10.

The group brands portfolio (3)

This shows how the different brands of the group are mentioned together.

See logos, rules and applications pages 15 to 18.

IDENTITY COMPONENTS

1 - The Parent brand

The parent brand logotype is used when the communication is on the 3 brands of Golden Tulip, meaning: Tulip Inn, Golden Tulip and Royal Tulip Luxury Hotels.

The logotype is composed of the symbol, of the brand bloc and of additional information called type:
- hotels,
- suites,
- resorts.

IDENTITY COMPONENTS

1 - The Parent brand - **construction**

Berkeley Oldstyle
ITCby BT Black
32 pt, spacing +50

2

6,35

53,9

10,5

4,9

Berkeley Oldstyle
ITCby BT Black
26 pt, spacing +50

1 pt strap line

10 pt Gill Sans Regular, spacing +195

Minimum size

25 mm

The white space is an area in which the logo is protected, which must contain no other graphic features.

The dotted lines represent the boundary of the white space.
The width of the logo white space is represented by the N.

IDENTITY COMPONENTS

2 - The Brand logo - **construction**

This institutional logotype represents the brand
and is used on the following supports:
- roof signage,
- entrance banner,
- flag,
- reception.

Refer to the applications pages 37 to 45.

ROYAL TULIP

LUXURY HOTELS

Minimum size

ROYAL TULIP

LUXURY HOTELS

21 mm

IDENTITY COMPONENTS

2 - The Brand logo - **construction**

Minimum size

ROYAL TULIP
LUXURY HOTELS

21 mm

The white space is an area in which the logo is protected, which must contain no other graphic features.

The dotted lines represent the boundary of the white space.
The width of the logo white space is represented by the P.

IDENTITY COMPONENTS

2 - Hotel logos

General case

We have implemented new simplified usage rules to assure brand recognition and visibility of your hotel name.

• Level 1
The brand name should always be in major (no other name next to the brand).

• Level 2
For the hotel name, the different cases are presented in the next pages.

• Level 3
A third level can be created for the translation of the property name in the local language (sample page 12).

Limitation of number of characters in the complete name :
30 characters including spaces in order to fit in the systems (GDS).
Brand name should always be included. If the hotel name is too long,
the type can be removed from the system and in the URL of the hotel website.

See applications pages 27 to 45.

(1) base logo
Gotham medium
size 100 pt

(2) Gotham medium
size 42 pt
letter-spacing 50pt

Level 1

Level 2

Level 3

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME
酒店名

All the components of the logo symbol, brand-block and type are always centred.

IDENTITY COMPONENTS

2 - Hotel logos - **construction**

Example 1

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

Example :

Minimum size

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME
25 mm

ROYAL TULIP
LUXURY HOTELS
ALVORADA - BRASILIA

The white space is an area in which the logo is protected, which must contain no other graphic features.
The dotted lines represent the boundary of the white space. The width of the logo white space is represented by the P.

"HOTEL NAME" is always in gold.

The Hotel Name is either Hotel name or localization or Hotel name + localization or hotel name + localization.
The type & precision is optional.

IDENTITY COMPONENTS

2 - Hotel logos - **construction**

Example 2 - International

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME
酒店名

Minimum size

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

25 mm

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME
酒店名

Example :

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME
酒店名

"HOTEL NAME" is always in gold.

The local language text is always black and in Frutiger typeface (see page 25).

IDENTITY COMPONENTS

3 - The signature

The signature of the chain is «International standards, local flavours», and on top, we have an advertising claim which is «Inspiring Stays».

3 - The signature

ROYAL TULIP
LUXURY HOTELS

International standards,
local flavours

International standards, local flavours

Rare. Faultless. Discerning.
Inspiring stays

GoldenTulip.com

ROYAL TULIP
LUXURY HOTELS
International standards,
local flavours

Typeface : Gotham (light)
Colours : Black.

Logo and advertising signature are always centred.

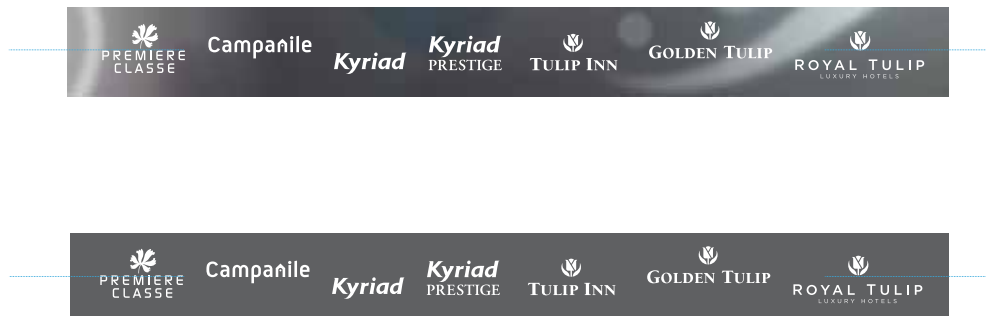# IDENTITY COMPONENTS

4 - The group brands portfolio (7 brands)

The different brands of the group sometimes need to be displayed together. A defined logotype will be used depending on the target groups. The different cases will be explained in the next pages.
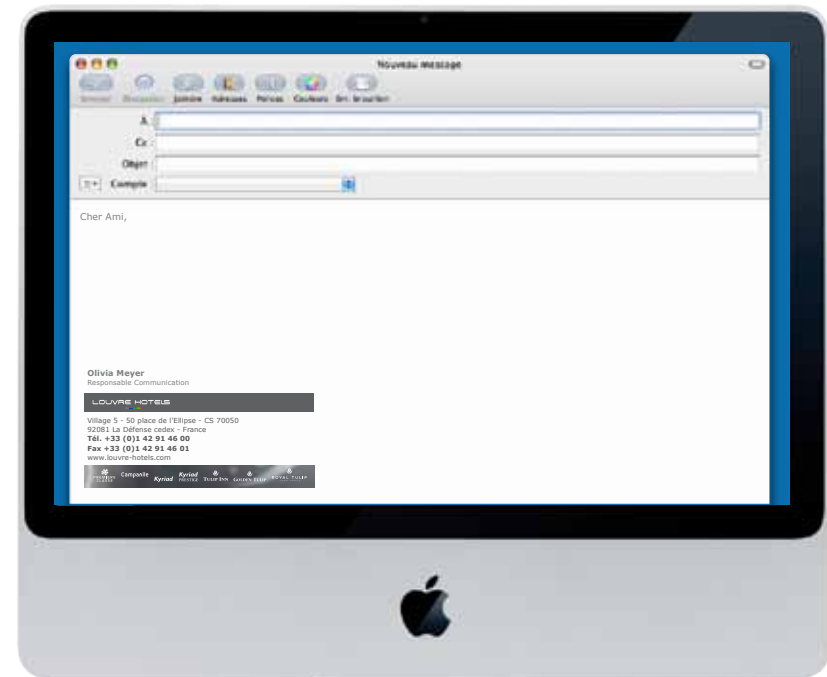
IDENTITY COMPONENTS

4 - The group brands portfolio

Example 1

Because the strip can vary in length,
all the logos are spaced at regular intervals
along the strip and centred across its width.

These banners are used when the group is communicating on its brands.
This logotype is only used for Business to Business communication: fairs, website, business cards, e-mail signature...

IDENTITY COMPONENTS

4 - The group brands portfolio : Golden Tulip chain's brands

Example 2

1

TULIP INN

GOLDEN TULIP

ROYAL TULIP
LUXURY HOTELS

2

TULIP INN

GOLDEN TULIP
HOTELS - SUITES - RESORTS

ROYAL TULIP
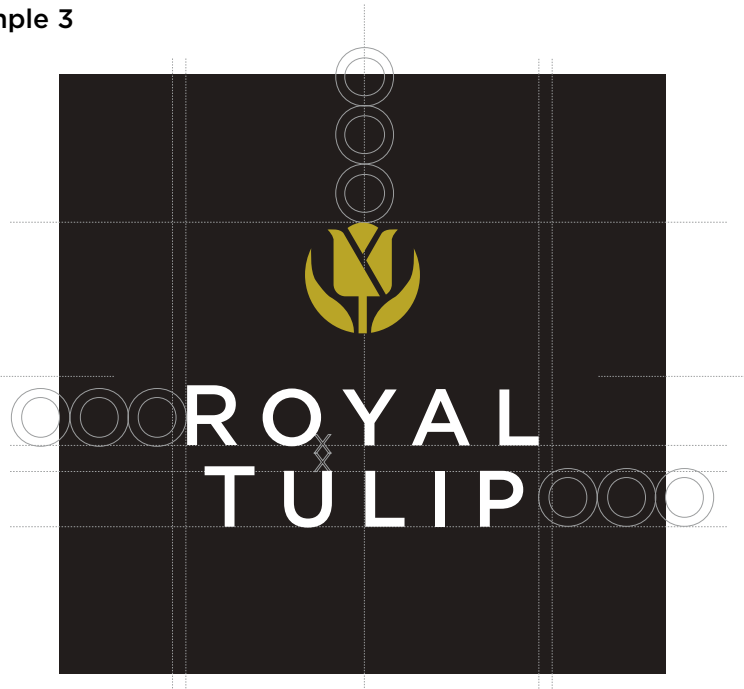LUXURY HOTELS

3

GOLDEN TULIP
HOTELS - SUITES - RESORTS

I - The 3 brands logos together are used to represent and communicate about the brands.
2 - If the 3 brands are together, the mention Hotels - Suite - Resorts is used below Golden Tulip.
3 - They can be replaced (not enough space or by constraint) by the parent brand logo.

4 - The group brands portfolio

Example 3

All the components of the logo
symbol, brand-block and type
are always centred.

7,5 mm

Minimum size

The squared logotypes are used to represent the different brands of the group.
These logotypes are only used for Business to Consumers, such as partnerships, promotions…

The white space is an area in which the logo is protected, which must contain no other graphic features.
The dotted lines represent the boundary of the white space. The width of the logo white space is represented by the O.

5 - Rules for using the logo

5 - Rules for using the logo - logo versions

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

Positive single colour version

Pantone 872 C
C: 34 M: 30 Y: 95 K: 0

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

Positive black-and-white version

These variations are valid for all the above-mentioned logos.

With these variations on the logo, you will be able to cover all your needs for the different media and printing methods. Nevertheless, we advise you to use primarily the official four-colour or spot colour versions.

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

Negative single-colour version

Pantone 872 C
C: 34 M: 30 Y: 95 K: 0

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

Negative black-and-white version

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

White version

5 - Rules for using the logo - **logo on colour background**

ROYAL TULIP
LUXURY HOTELS

You are allowed to use the logo on a plain light background (e.g. beige).

ROYAL TULIP
LUXURY HOTELS

HOTEL NAME

You are allowed to use the logo on a reversed out gold background.

These variations are valid for all the above-mentioned logos.

With these variations on the logo, you will be able to cover all your needs for the different media and printing methods. Nevertheless, we advise you to use primarily the official four-colour or spot colour versions.

ROYAL TULIP
LUXURY HOTELS

You are allowed to use the logo in negative on a Pantone Black 6 background.

ROYAL TULIP
LUXURY HOTELS

You are allowed to use the logo on a diffuse tone-on-tone image.

ROYAL TULIP
LUXURY HOTELS

HOTEL NAME

On high-contrast images, you are advised to use the logo with its white cartouche (see construction rules).

IDENTITY COMPONENTS

5 - Rules for using the logo - **forbidden uses**

The rules are valid for the parent brand and for the hotel brand.

Colours must not be changed.

The typeface structure must not be changed.

The logo must not be applied on **colour backgrounds** not included in the guidelines.

The establishment type must not be mentioned more than once.

The logo must not be placed in a **white, coloured or transparent cartouche.**

The symbol must not be used in non-standard ways.

The establishment type must be mentioned.

Information must not be placed at the **same level as the brand.**

IDENTITY COMPONENTS

6 - Graphic elements

6 - Graphic elements - **typefaces**

Major typeface

A b c Gotham

Gotham light
ABCDEFGHIJKLMNTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/=*-+%:.?&§»@

Gotham book
ABCDEFGHIJKLMNTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/=*-+%:.?&§»@

Gotham medium
ABCDEFGHIJKLMNTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/=*-+%:.?&§»@

Exception :
tolerated typeface

Arial regular
ABCDEFGHIJKLMNTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/=*-+%:.?&§»@

Arial bold
ABCDEFGHIJKLMNTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/=*-+%:.?&§»@

The primary official typeface is Gill sans used for logos and stationary. This typeface is compatible with Mac and PC.

For communication documents and signage use the Gotham typeface.

Exceptionally, if you do not have the Gotham typeface,
the only other typeface permitted for use is Arial (for the web or advertisements).

6 - Graphic elements - **international typefaces**

Frutiger

Frutiger 45
啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

frutiger 55
啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

frutiger 65
啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

啡晷灣磚穠蠃鍥
闔梳燆墫觡鯱

For international translations, the typeface we recommend is Frutiger 45,55,65, Arabic, Cyrillic and Chinese .
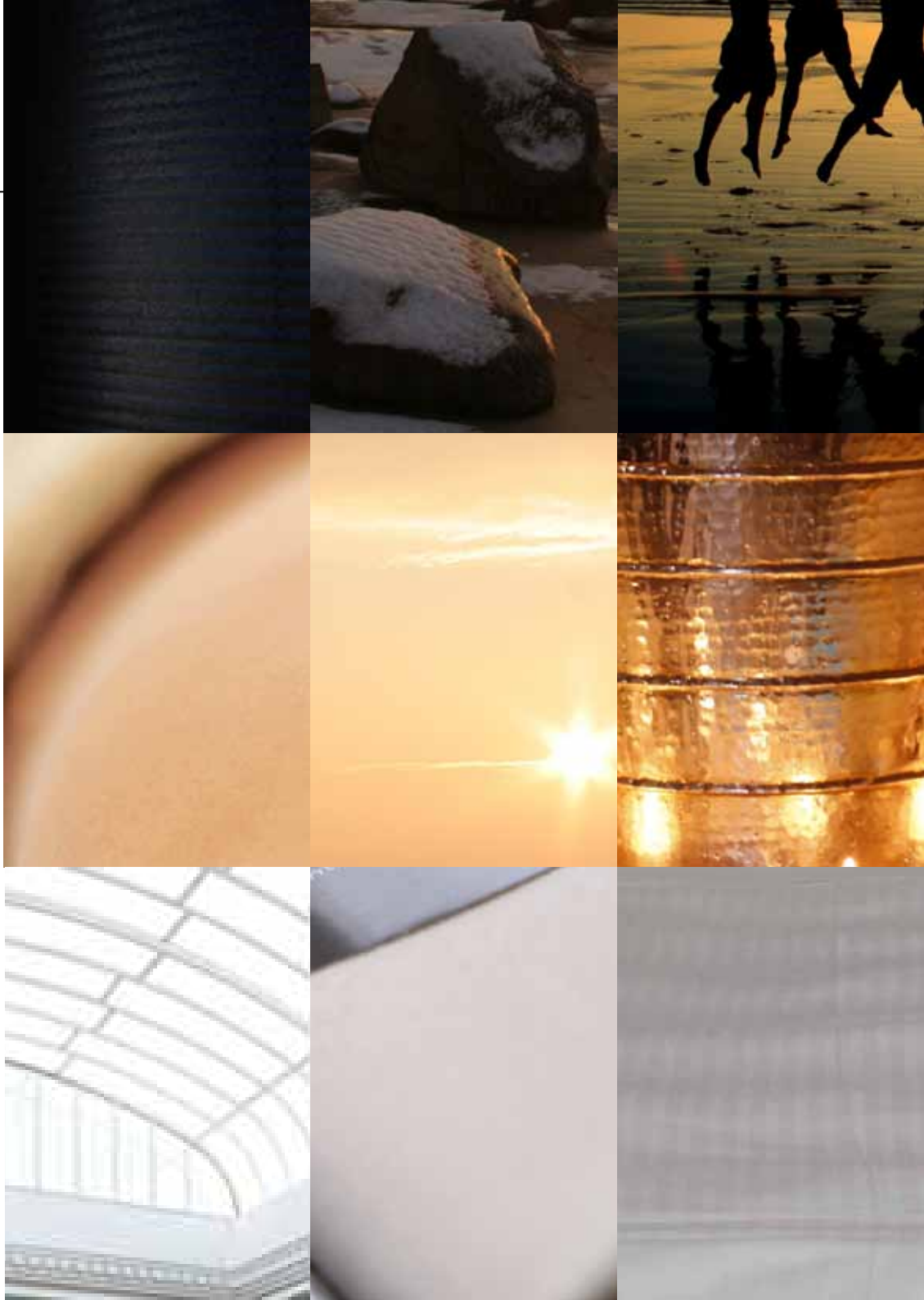
IDENTITY COMPONENTS

6 - Graphic elements - **colours**

Pantone Black 6	C 100 M 35 Y 0 K 100	RGB R 0 G 0 B 26
Pantone 872C	C 34 M 30 Y 95 K 0	RGB R 187 G 165 B 35
Pantone 7503 C	C 35 M 40 Y 60 K 0	RGB R 181 G 153 B 110
White	C 5 M 12 Y 20 K 0	RGB R 244 G 227 B 207

Brilliant metallic paint

Gold hot foiled

Gradient

C5 M10 Y00 K0

C10 M15 Y30 K0

C35 M40 Y60 K0

2

STATIONERY & OFFICE SYSTEMS

STATIONERY & OFFICE SYSTEMS

These logos are used on all communication media present in the hotels.

STATIONERY & OFFICE SYSTEMS

1 - Letterhead

58,5

7

100

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

Adress details
Gotham light
size 8 pt
letter-spacing 50 pt
line-spacing 10 pt

①

paper innuit origin

pantone black 6C

gold hot foiled

North Shore - P.O.B. 1944 - 88000 Puxi Ashar
Tel. +00 33 25 44 800 - Fax +31 33 25 44 815 - info@royaltulippuxi.com - www.royaltulippuxi.com
K.v.K nr. 66916, Bankgegevens: Rabobank 35.85.55.566, ING Bank 68.48.25.570, Postbank 29860

①

8,5
7

7

Letterhead 210X297-portrait
size 60%

Uncoated, unbleached luxury paper

The brand and the symbol must not be separated.

The construction rules are given on page 11.

STATIONERY & OFFICE SYSTEMS

2 - Fax & business card

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

FAX

To : .... Date : ....

From : ....

Fax number : .... Page : ....

Concern : ....

North Shore - P.O.B. 1944 - 88000 Puxi Ashar
Tel. +00 33 25 44 800 - Fax +31 33 25 44 815 - info@royaltulippuxi.com - www.royaltulippuxi.com
K.v.K nr. 66916, Bankgegevens: Rabobank 35.85.55.566, ING Bank 68.48.25.570, Postbank 29860

Fax 210X297-portrait
size 60%

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

James Helroy
Manager

North Shore - P.O.B. 1944 - 88000 Pushi Ashar
Tel. +31 33 25 44 800 - Fax +31 33 25 44 815 - mob. +31 06 10 00 00
info@royaltulippuxi.com - www.royaltulippuxi.com

Business card 90X55-landscape
size 60%
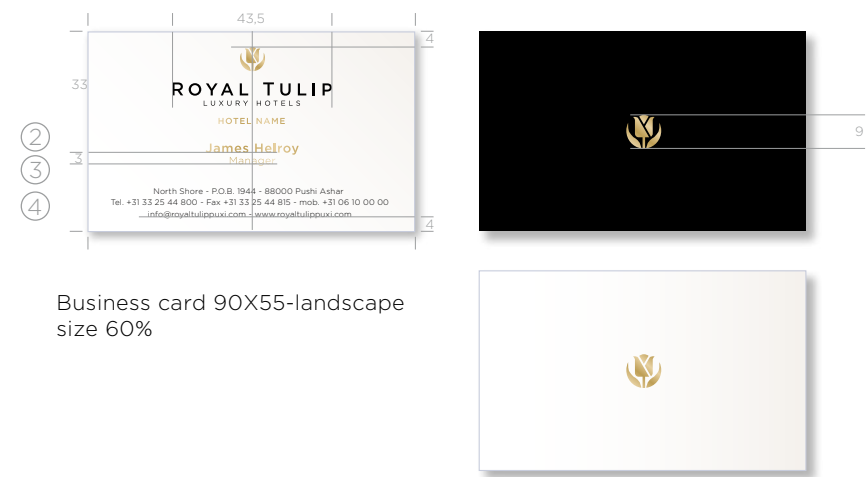
paper innuit origin

pantone black 6C

gold hot foiled

① Fax-adress details
Gotham light
size 8 pt
letter-spacing 50 pt
line-spacing 10 pt

② Business card-Name
Gotham medium
size 10 pt
letter-spacing 50 pt

③ Business card-function
Gotham light
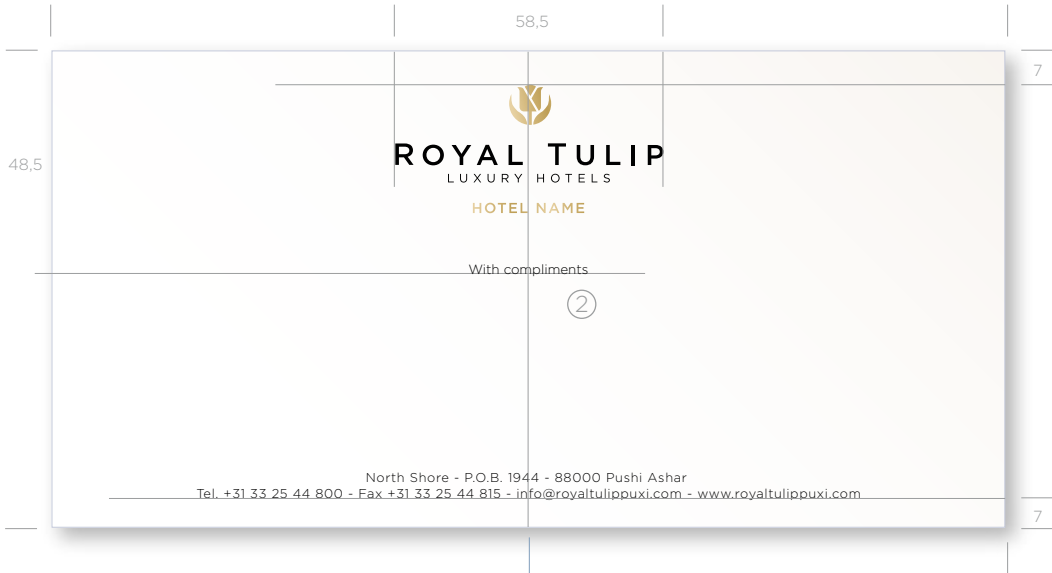size 8 pt
letter-spacing 50 pt
line-spacing 9 pt

④ Business card-adress details
Gotham light
size 6,5 pt
letter-spacing 20 pt
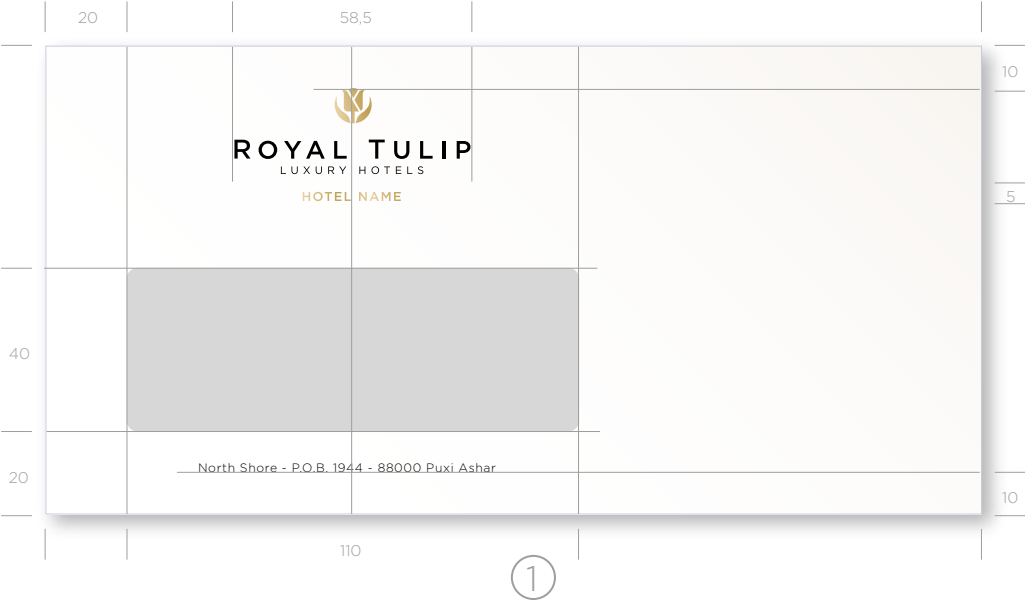line-spacing 9 pt

STATIONERY & OFFICE SYSTEMS

3 - Compliments slip & compliments card

58,5

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

North Shore - P.O.B. 1944 - 88000 Pushi Ashar
Tel. +31 33 25 44 800 - Fax +31 33 25 44 815 - info@royaltulippuxi.com - www.royaltulippuxi.com

① 7 7

Compliments slip 210X105-landscape
size 60%

58,5

48,5

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

With compliments

②

North Shore - P.O.B. 1944 - 88000 Pushi Ashar
Tel. +31 33 25 44 800 - Fax +31 33 25 44 815 - info@royaltulippuxi.com - www.royaltulippuxi.com

7 7

Compliments slip 210X105-landscape
size 60%

paper innuit origin

pantone black 6C

gold hot foiled

① **Adress details**
Gotham light
size 8 pt
letter-spacing 50 pt
line-spacing 10 pt

② **With compliments**
Gotham light
size 8 pt

STATIONERY & OFFICE SYSTEMS

4 - Envelopes C5/6

envelope 1-229X114-landscape
size 60%

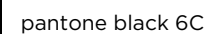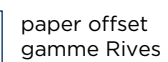

envelope 2-229X114-landscape
size 60%

paper innuit origin

pantone black 6C

gold hot foiled

Adress details
Gotham light
corps 8 pt
letter-spacing 50 pt
line-spacing 10 pt

STATIONERY & OFFICE SYSTEMS

4 - Envelopes C4 & C5

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

North Shore - P.O.B. 1944 - 88000 Puxi Ashar

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

North Shore - P.O.B. 1944 - 88000 Puxi Ashar

envelope C4-229x324-portrait
size 40%

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

North Shore - P.O.B. 1944 - 88000 Puxi Ashar

envelope C5-162x229-landscape
size 40%

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

North Shore - P.O.B. 1944 - 88000 Puxi Ashar

paper offset
gamme Rives

pantone black 6C

gold hot foiled

Adress details
Gotham light
size 8 pt
letter-spacing 50 pt
line-spacing 10 pt

33

STATIONERY & OFFICE SYSTEMS

5 - Press pack

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME

Press folder face 220X315
size 40%

North Shore
P.O.B. 1944 - 88000 Pushi Ashar
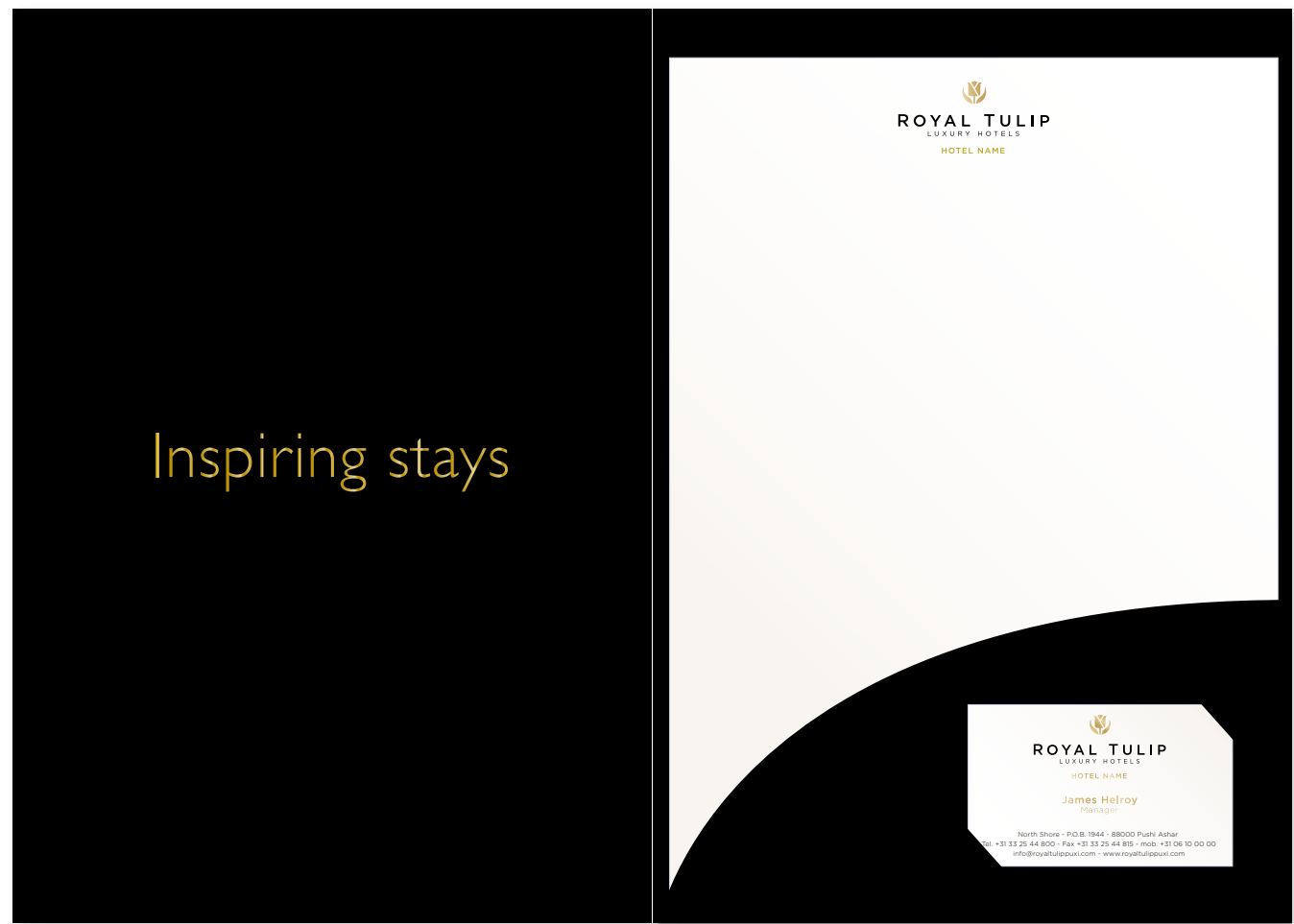
①

Press folder back 220X315
size 40%

Hot foil stamping for gold
and white silk screen printing

paper Ispira
black

white silk screen printing

gold simulation

gold hot foiled

① Gotham light
size 10 pt
letter-spacing 50 pt
line-spacing 12 pt

5 - Press pack

Inspiring stays

ROYAL TULIP
LUXURY HOTELS

HOTEL NAME

ROYAL TULIP
LUXURY HOTELS

HOTEL NAME

James Helroy
Manager

North Shore · P.O.B. 1944 · 88000 Pushi Ashar
Tel. +31 33 25 44 800 · Fax +31 33 25 44 815 · mob. +31 06 10 00 00
info@royaltulippuxi.com · www.royaltulippuxi.com

Press folder 440X315
size 40%

Hot foil stamping for gold
and white silk screen printing

paper Ispira
black

gold hot foiled

3
SIGNAGE

SIGNAGE

1 - Indoor signage applications

The graphic components are used
on indoor signage to give directions
and indicate location.

1 - Indoor signage applications - **location media**

Gotham light

SPA

SPA

Letter cutouts on a wall-mounted
gold brushed metal plate
(thickness 3 to 5 mm)

Restaurant | ▶

Spa | ▶

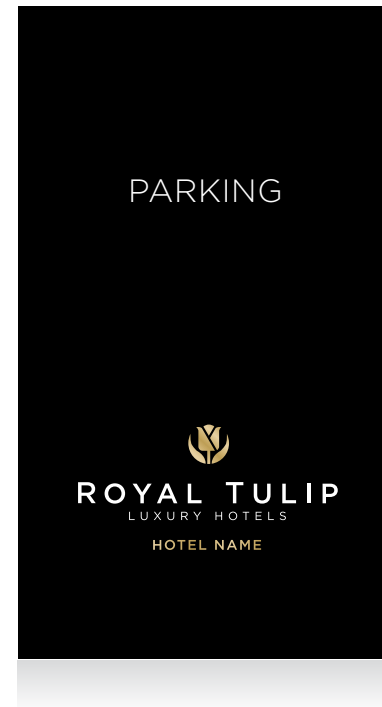132 to 150 | ▶

Elevator | ▶
Restaurant |

Toilets | ▶

M   W

102

102

Location media can be produced on a black or gold background.

SIGNAGE

1 - Indoor signage applications - **location media**

Restaurant ▸
Reception
Spa

Restaurant ▸
Reception
Spa

PARKING

ROYAL TULIP
LUXURY HOTELS
HOTEL NAME
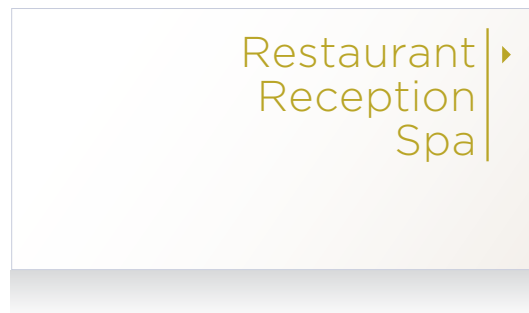
Location media can be produced on a black or gold background.

SIGNAGE

2 - Outdoor signage applications

This manual provides a concise explanation
of the signage requirements for Royal Tulip
Luxury hotels.
A range of both illuminated and non-illuminated
signs have been designed that can be applied
in most situations.

SIGNAGE

1 - Outdoor signage applications - **building frontage**
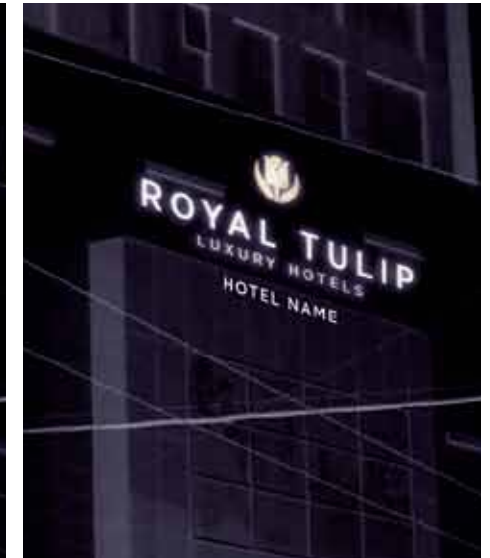
On the front and at a high level of buildings, the brand logo is used on its own to ensure maximum visibility at a distance. The brand and the symbol must not be separated.

For short distance and with a good visibility, it is possible to use the hotel logo (brand name + name of the hotel). This signage can be produced either in blue either in white to better fit to the building color.

See rules pages 8 and 9.

SIGNAGE

2 - Outdoor signage applications - **entrance signage**

Plate of gold metal (3 à 5 mm)
Logo engraved

The plate above is placed at the entrance to the building.

SIGNAGE

3 - Outdoor signage applications - **flag**

754

344   344

Flag large 2000 x 3000 mm
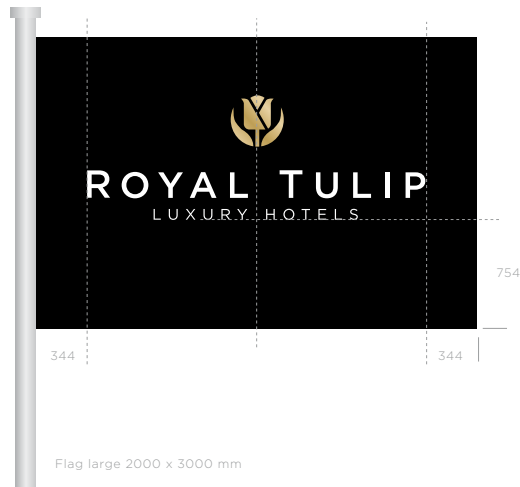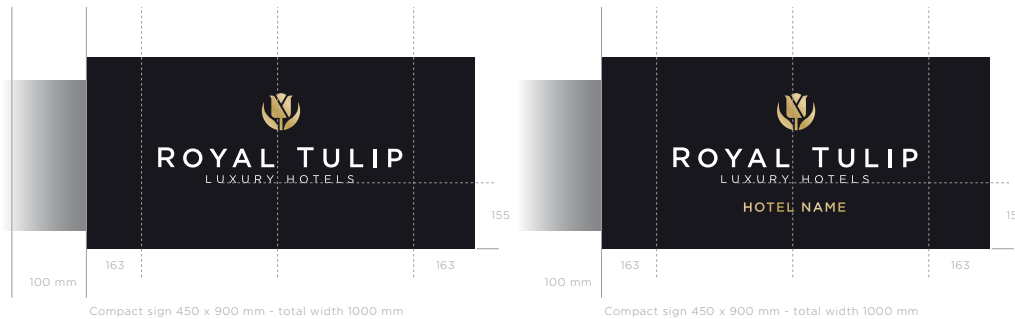
entrance banner

protection area around the logo : is the minimum.

compact signs

155

100 mm   163   163

Compact sign 450 x 900 mm - total width 1000 mm

155

100 mm   163   163

Compact sign 450 x 900 mm - total width 1000 mm

The compact sign is used on the side of buildings. Depending on the visibility, you will use the hotel logo or the brand logo.

These signage applications have been developed with the reference "HOTEL NAME" to make them easier to understand.

See rules pages 8 to 15.

SIGNAGE

4 - Outdoor signage applications - **awning**   **signposts**

Plain colour black awning ,
Pantone black 6

Gotham book
size 162 pt
letter-spacing 25 pt

Directional sign large - 1550x900 mm

Directional sign medium - 800x900 mm

The logo is centred across the width of the awning.

See rules pages 8 to 12.

SIGNAGE

5 - Outdoor signage applications - vertical banners and totems

A - short name

NAME OF THE HOTEL

ROYAL TULIP
LUXURY HOTELS
NAME OF THE HOTEL
Gotham book
size 175 pt
letter-spacing 25 pt

Internally illuminated banner
5000x900 mm
total width 1000 mm

100 270 270
674
346
262
634
755

ROYAL TULIP
LUXURY HOTELS
NAME OF THE HOTEL
Gotham book
size 150 pt
letter-spacing 25 pt

Banner
3000x900 mm

315 315
265
255
125
310
315

ROYAL TULIP
LUXURY HOTELS
NAME OF THE HOTEL
Gotham book
size 130 pt
letter-spacing 25 pt

Pylon small
2400x800 mm

295 295
200
200
100
270
285

ROYAL TULIP
LUXURY HOTELS
NAME OF THE HOTEL
Gotham book
size 195 pt
letter-spacing 25 pt

Pylon medium
3600x1200 mm

450 450
340
283
143
375
525

ROYAL TULIP
LUXURY HOTELS
NAME OF THE HOTEL
Gotham book
size 250 pt
letter-spacing 50 pt

Pylon large
4800x1600 mm

600 600
480
378
190
567
623

The logo is centred across the width of banners and totems.

SIGNAGE

6 - Outdoor signage applications - **vertical banners and totems**

B - long name

NAME OF THE HOTEL

Internally illuminated banner
5000x900 mm
total width 1000 mm

Banner
3000x900 mm

Pylon small
2400x800 mm

Pylon medium
3600x1200 mm

Pylon large
4800x1600 mm

The logo is centred across the width of banners and totems.

SIGNAGE

7 - Signage simulation