

HOTEL ASTORIA LOGO GUIDELINES



MASTER LOGO

The hotel Astoria master logotype is a key part of our identity. It is unique and should never be altered in any way.

A mono version can be used when placing the logo on a colour, photo or if full colour printing is unavailable. Be sure to use either the CMYK or PANTONE logos for print and RGB logos for screen.

Logo versions:

astoria_logo_CMYK master.eps

astoria_logo_PANTONE master.eps

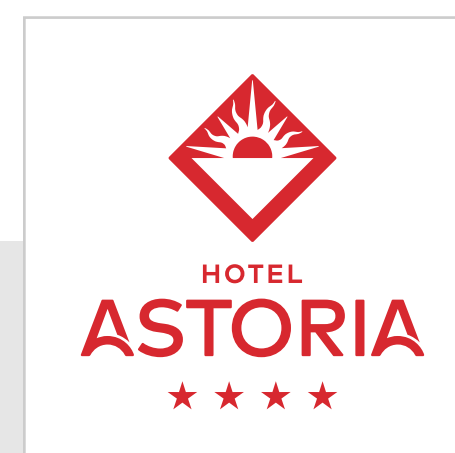
astoria_logo_RGB master.eps

astoria_logo_CMYK secondary.eps

astoria_logo_PANTONE secondary.eps

astoria_logo_RGB secondary.eps

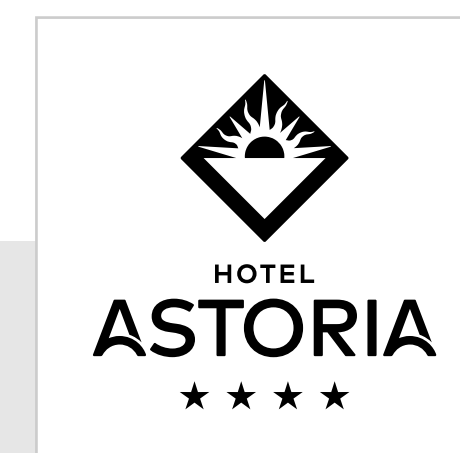
+ RGB transparent versions



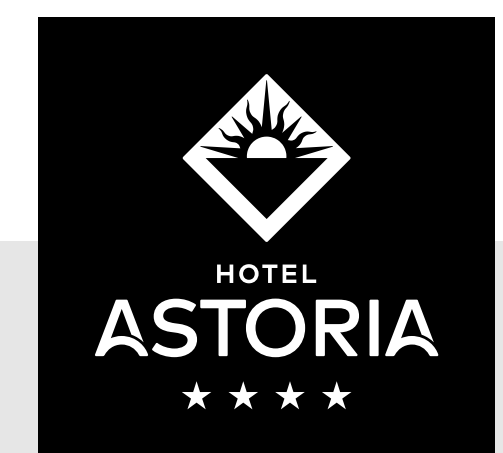
Monocolour Logo



Monocolour Logo
(inverted)



Black Logo



Black Logo
(inverted)

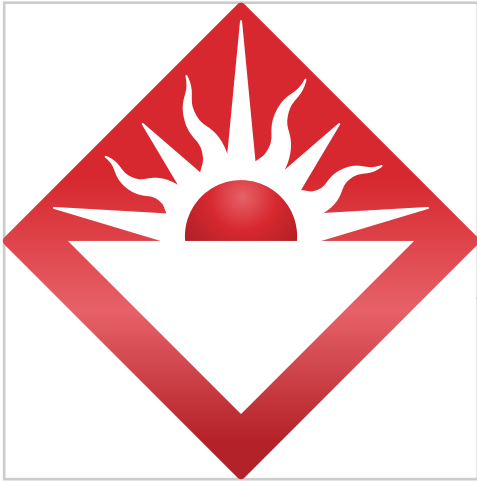
LOGO CLEAR ZONES

To ensure the hotel Astoria logo is always clearly visible, it should be surrounded by a proportional amount of space free of other graphic elements. The space has been defined by the cap height of the 'A' in Resorts as displayed on the right.



To ensure the legibility of the hotel Astoria logo it should not be produced any smaller than **20 mm (120 px)**

LOGO COLOUR PALETTE



The logo mark colour must always be a gradient when used on a white background (if it's RGB or CMYK)



The gradient must not be applied to other parts of the logo except the logo mark

Main colour

RGB
215/40/47

PANTONE
1795C

CMYK
8/94/82/1

Gradient

RGB
215/40/47

RGB
230/98/104

RGB
179/33/39

CMYK
8/94/82/1

CMYK
4/73/49/0

CMYK
20/97/85/12

SECONDARY LOGO

the hotel Astoria secondary logo is an alternative form of the master logo which may be used when the Master logo is not applicable (e.g. pen/pencil branding)



LOGO IN USE

