IRIS HOTELS BRAND IDENTIT Y STANDARDS

BRAND GUIDELINES

VERSION 1 JANUARY 2014

THE
IRIS
❪ EXQUISITE BOUTIQUE ❫
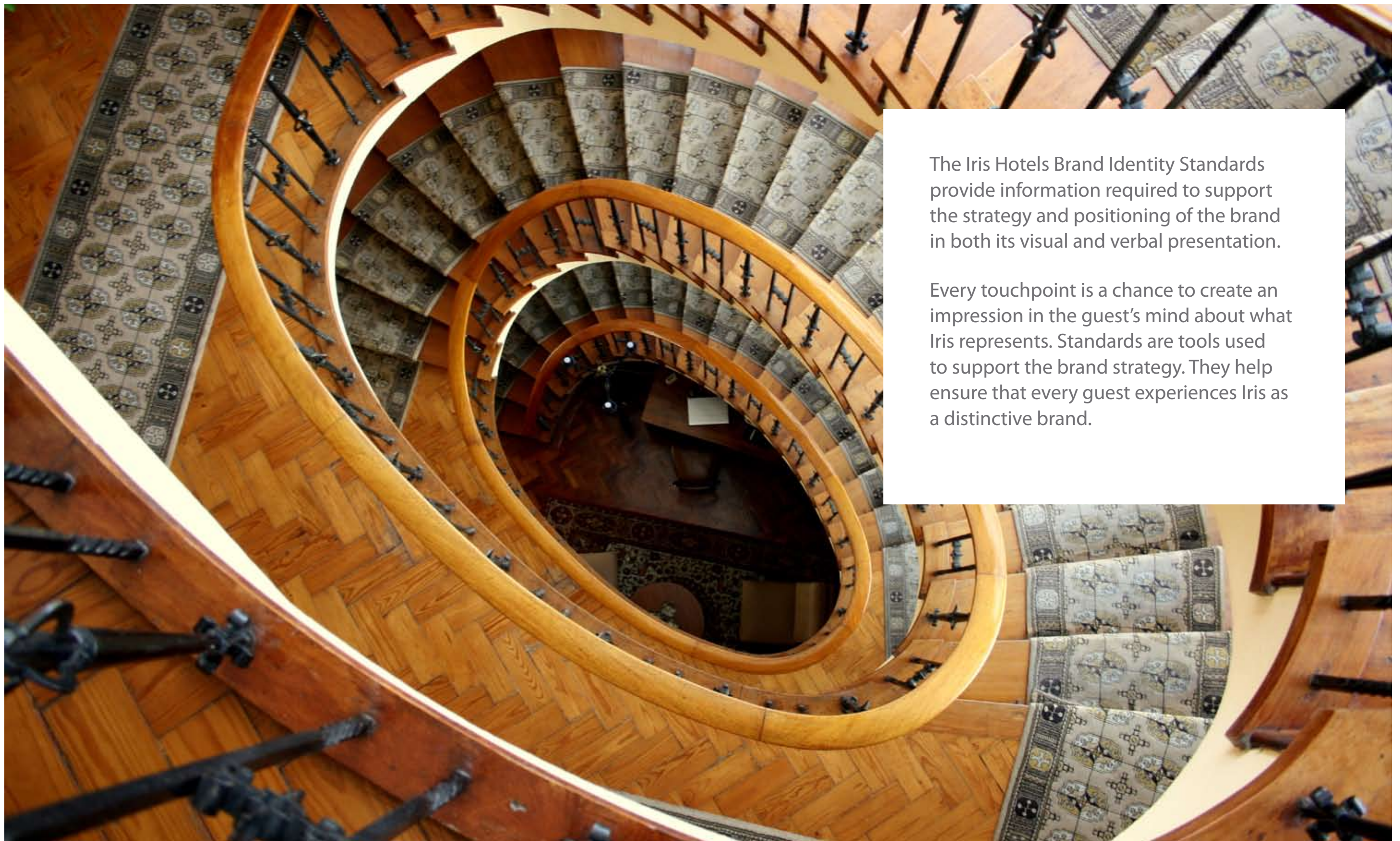
The Iris Hotels Brand Identity Standards provide information required to support the strategy and positioning of the brand in both its visual and verbal presentation.

Every touchpoint is a chance to create an impression in the guest's mind about what Iris represents. Standards are tools used to support the brand strategy. They help ensure that every guest experiences Iris as a distinctive brand.

BRAND POSITIONING

The IRIS brand identity is the strategic foundation of the brand and the Brand Voice.

- Brand Idea: Discover Moments

- Brand Target: The Discoverer

- Brand Values: Intriguing, Indigenous, Independent

- Brand Positioning: For the independent-minded traveler who values originality, IRIS is the only hotel brand that inspires and provokes its guests to discover something different—each and every time they stay—so that no trip ever feels routine.

- Brand Personality: Comfortably Cool. "Just right" tension between refined sophistication and exuberant fun, quietly playful or subtly surprising.

IRIS Hotels guide, connect, uncover and illuminate so guests can find the hidden gems in the hotel, in the stay and in the local experience.

Because—no matter where or why you travel—there's always something wonderfully new to be found.

TARGET GUEST

• **Brand Target:** The Discoverer

The target guest delights in discovery with a desire to know what's out there, what's new and how they can take it all in. Through a "work to live" motto, they punctuate their business travel experiences with deeply satisfying moments—sipping a good wine or exploring a quintessential local music spot.

To Discoverers, the trip isn't complete until they've found moments like these. And their moment of truth is the find.
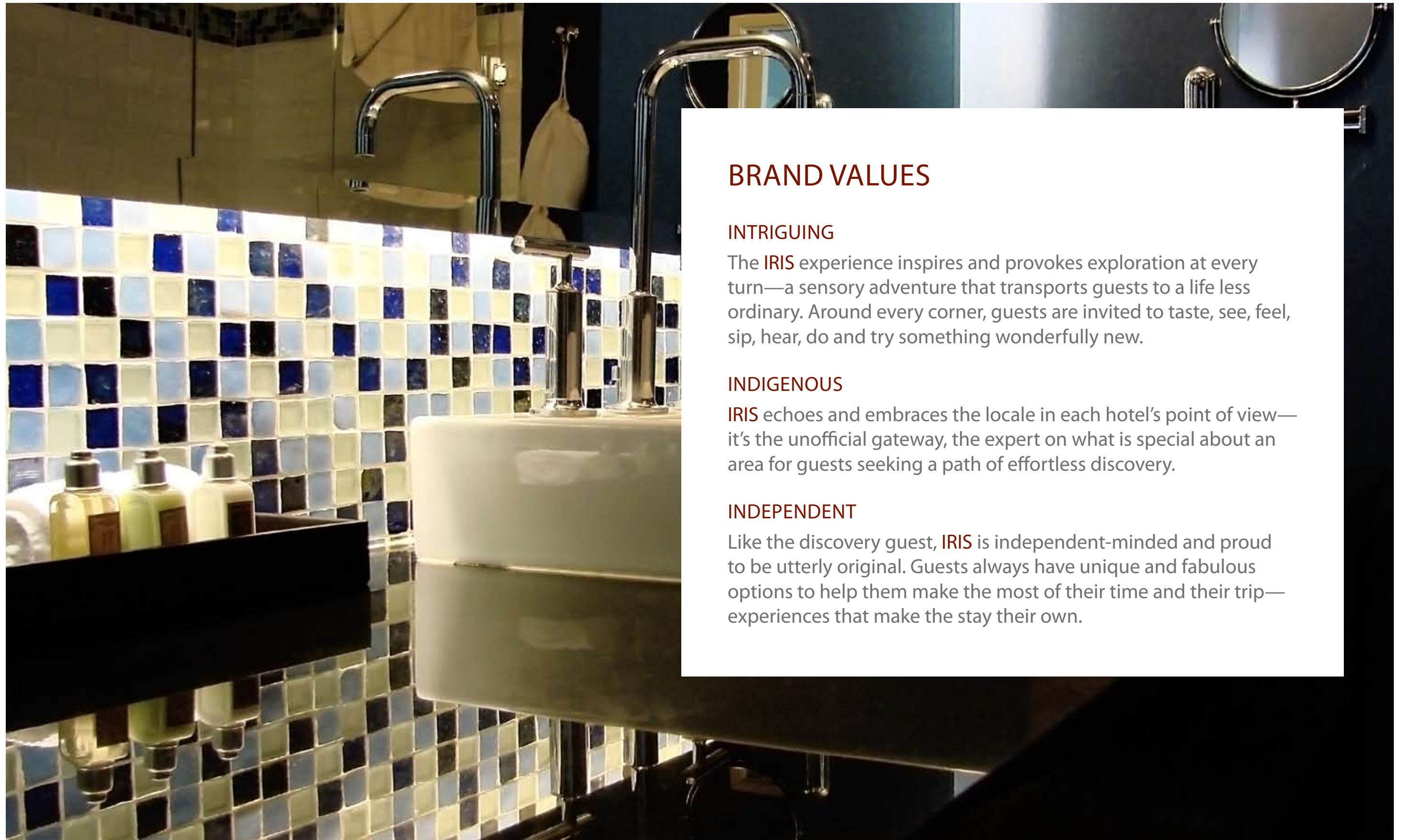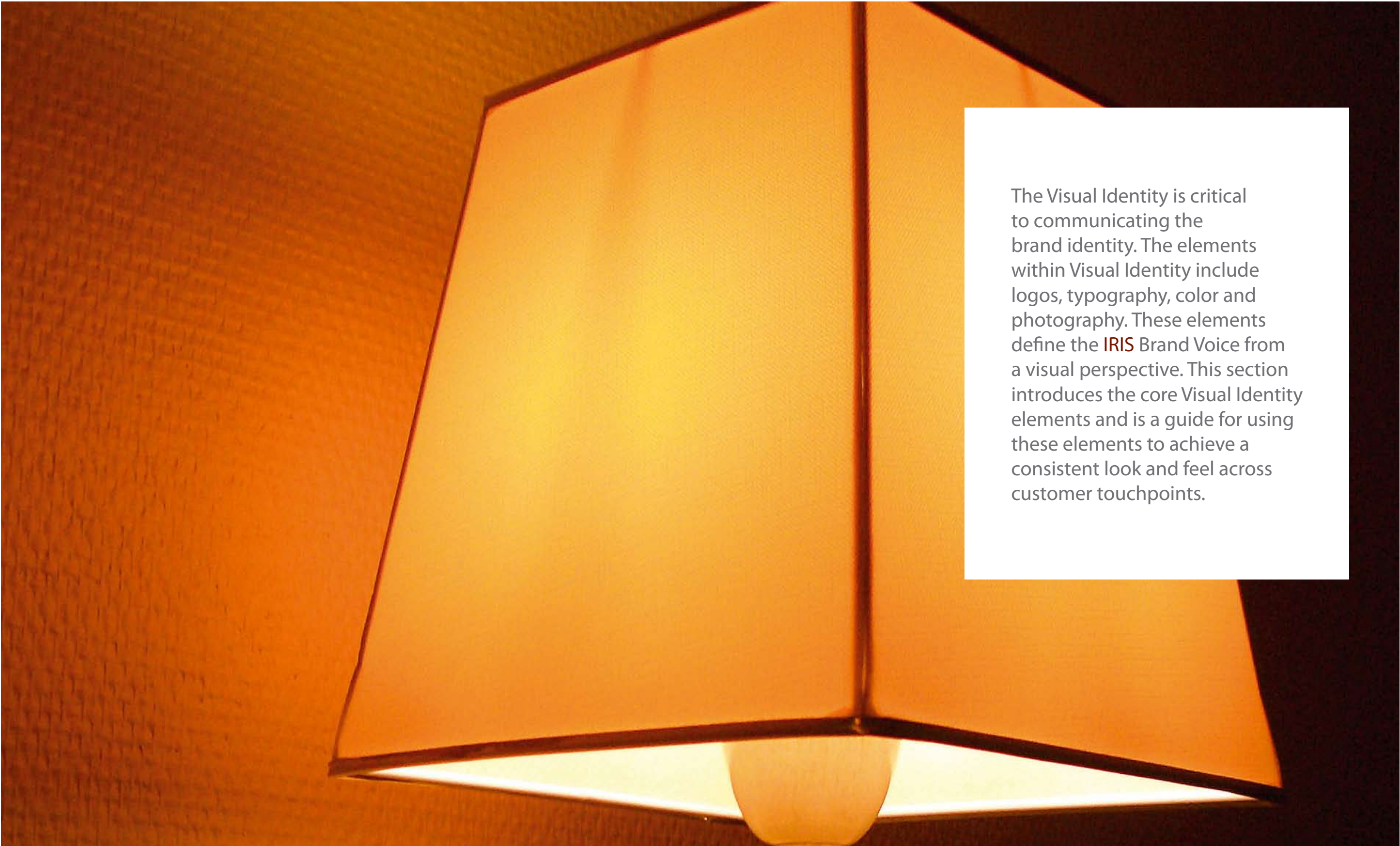
BRAND VALUES

INTRIGUING

The IRIS experience inspires and provokes exploration at every turn—a sensory adventure that transports guests to a life less ordinary. Around every corner, guests are invited to taste, see, feel, sip, hear, do and try something wonderfully new.

INDIGENOUS

IRIS echoes and embraces the locale in each hotel's point of view— it's the unofficial gateway, the expert on what is special about an area for guests seeking a path of effortless discovery.

INDEPENDENT

Like the discovery guest, IRIS is independent-minded and proud to be utterly original. Guests always have unique and fabulous options to help them make the most of their time and their trip— experiences that make the stay their own.

The Visual Identity is critical to communicating the brand identity. The elements within Visual Identity include logos, typography, color and photography. These elements define the IRIS Brand Voice from a visual perspective. This section introduces the core Visual Identity elements and is a guide for using these elements to achieve a consistent look and feel across customer touchpoints.

BRAND LOGO

The IRIS Hotels brand logo is clean and simple, to reflect the visual vocabulary of the lifestyle space. The typography is both classic and modern, and free of unnecessary embellishments. Note the simplicity: the absence of distracting elements that serve only to clutter, and the use instead of a few crucial elements that convey the brand's meaning to the audience. The icon is the singular nod to the historic and iconic side of the brand.

THE

IRIS

❰ EXQUISITE BOUTIQUE ❱

LOGO VERSIONS

There are three approved versions of the IRIS Hotels logo—the BRAND LOGO, the WORDMARK BRAND LOGO (without the icon) and the property name logo.

The full brand logos (with the icon) are the preferred versions of the logo to be used. However, it is acceptable to use the wordmark brand logo in applications where space is limited. The main consideration is to make sure the logo is legible while still conforming to the minimum size guidelines.

Note: Always use approved artwork when applying any of the two approved IRIS Hotels logos.

BRAND LOGO

WORDMARK BRAND LOGO

OUR LOGO

Here it is again—our logo. Our logo is the most visible element of our identity—a universal signature across all IRIS Media communications. It's a guarantee of quality that unites our diverse products and services.

We use the same version in print, on screen, and on the side of our buildings. It's simple. Easy to understand. No drop shadows, no glossy reflections, no flashy graphic effects.

Our logo is a bold, simple, graphic statement. It signifies a touchpoint, and a connection.

The logo is made up of two elements: the symbol and the logotype. While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.

SYMBOL

THE

IRIS

LOGO TYPE

❨ EXQUISITE BOUTIQUE ❩
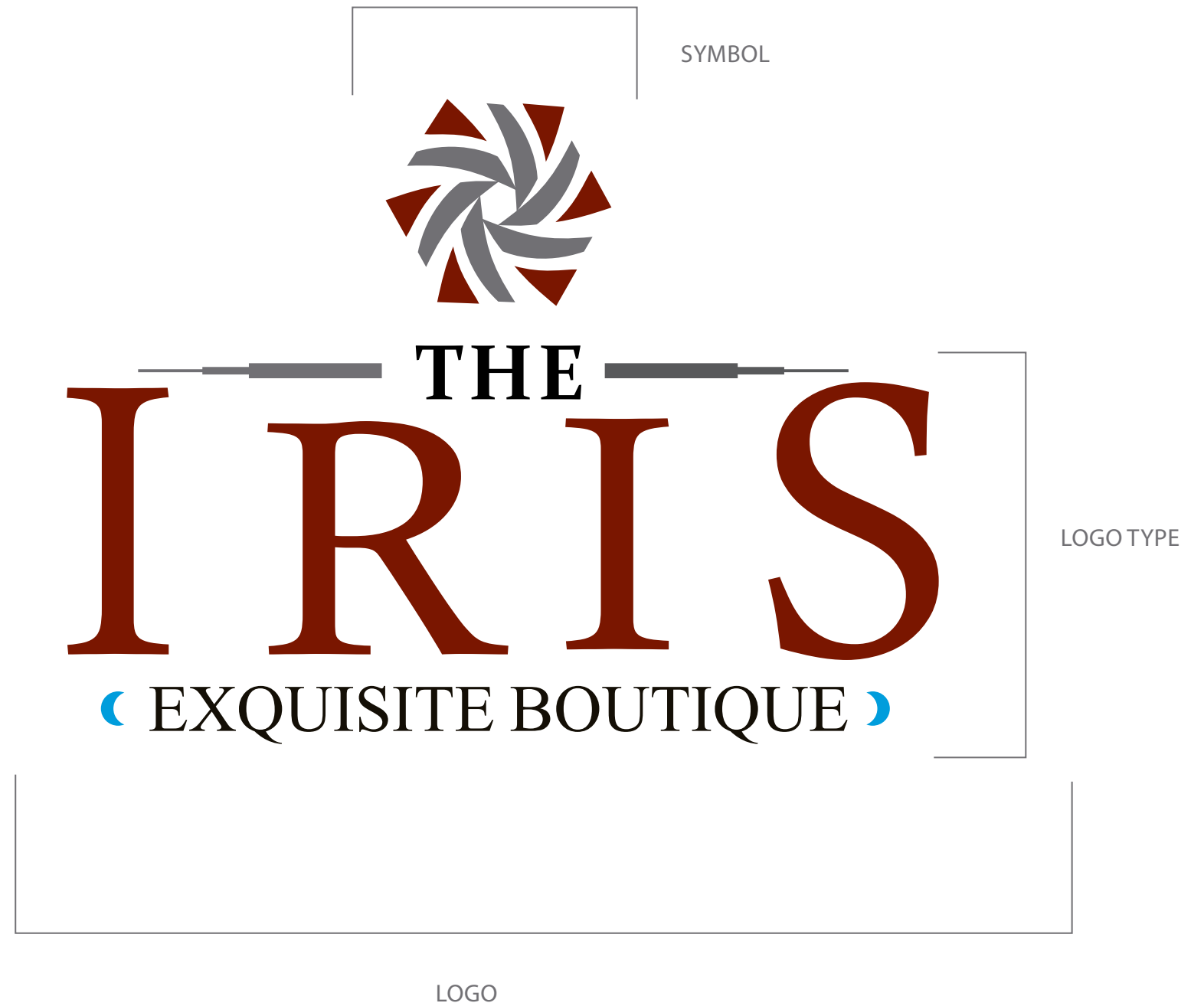
LOGO

EVERYONE NEEDS A LITTLE PERSONAL SPACE

LOGO CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

When the logotype or full name is used, a clear space of 50% the symbol's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.

50%

25%

EVERYTHING IN ITS RIGHT PLACE

LOGO CLEAR SPACE

We like to avoid placing the logo smack dab in the middle of an area. On any given format—landscape or vertical— the preferred logo placement is in any corner position, or center aligned at the right or left.
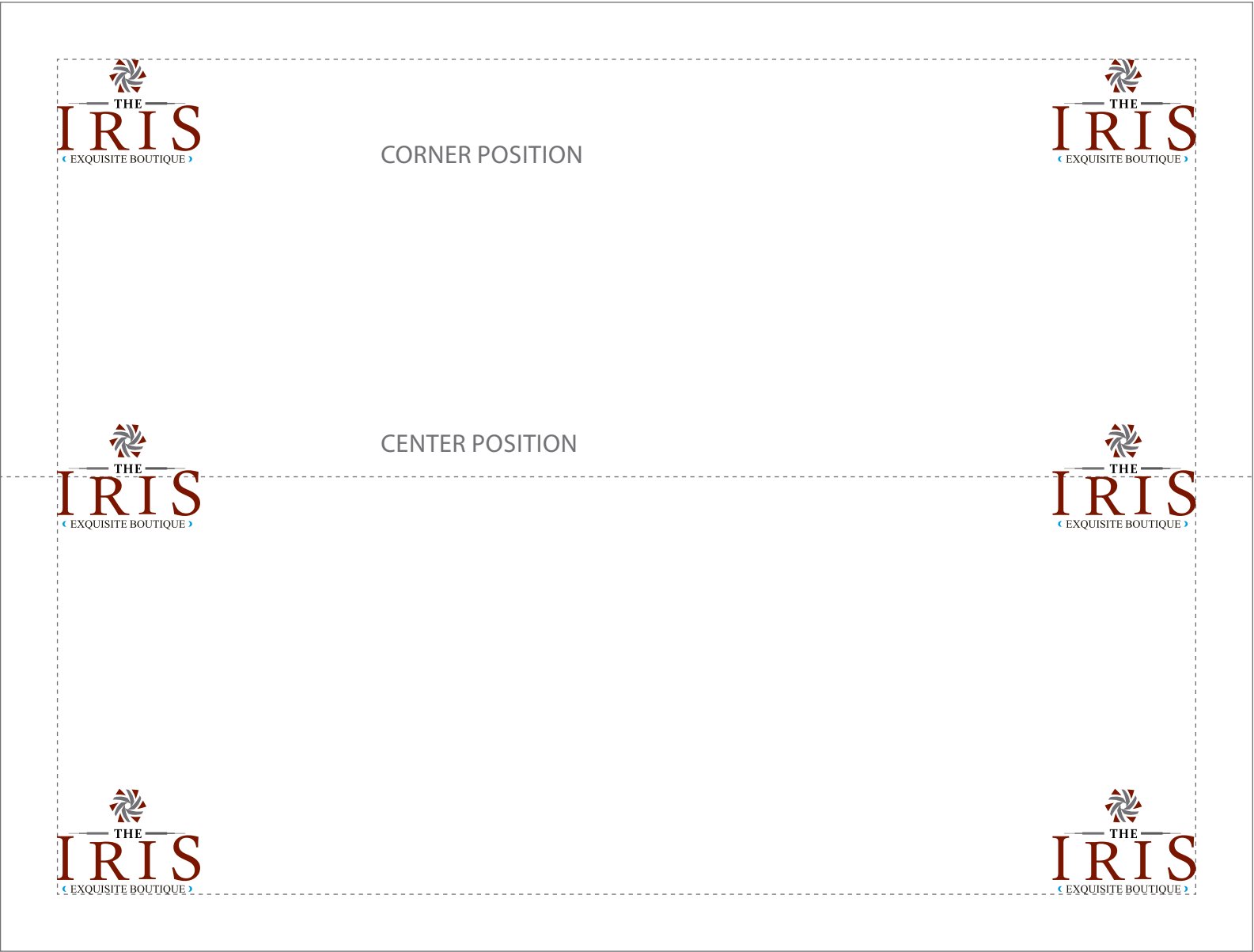
Much better

Centering the logo looks generic and predictable

Much better

CORNER POSITION

CENTER POSITION

GOOD THINGS COME IN SMALL SIZES

MINIMUM LOGO SIZE

There are no predetermined sizes for the Demand Media logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. In print the minimum size is 1".

For digital uses the minimum size for the standard logo is 100 pixels. 72 pixels is the smallest size apart from when using an ICO. There is a specific file for ICO's which is a 16px tall file.

LOGO

SYMBOL

FAVICON (ICO FILE)

Minimum size
1" inch / 72px

Minimum size
0.375" inch

Minimum size
0.275" inch

LARGE SCALE USE

SMALL SCALE USE

Scale width between:
2.5" inch Width

Scale width between:
1.7" inch Width

CORRECT USAGE

There are three approved versions of the
IRIS Hotels logo.

Versions: Brand Logo, Wordmark Brand
Logo and Property Name Logo

• Logo can be used in PMS 483.

• Logo can be used in PMS 483 or
  CG 11% .

• Logo can be reversed to white on a
  black or dark color field.

• Logo can be placed over an image
  as long as the logo is legible and the
  image does not inhibit logo visibility.

Note: Refer to color palette section for
CMYK, RGB and Web color breakdowns.

LOGO

WORDMARK BRAND LOGO

BRAND LOGO

PMS 483 C
PMS CG 11
PMS 299 C

THE IRIS
EXQUISITE BOUTIQUE

BRAND LOGO

PMS CG 11

THE IRIS
EXQUISITE BOUTIQUE

REVERSED OUT OF
BLACK OR DARK
COLOR FIELD

THE IRIS
EXQUISITE BOUTIQUE

PICK A COLOR ANY COLOR

Our logo or background color may be any color within the IRIS color palette. Contrast is important—use a white logo on color backgrounds and a color logo on white backgrounds.

WHITE LOGO ON COLOR BACKGROUNDS

MONOCHROME LOGOS

The preferred color for our logo is in one of our vibrant colors. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a gray version (made as a 80% tint of black) or a one-color black or white logo.

80% BLACK LOGO ON WHITE BACKGROUND

WHITE LOGO ON 80% BLACK BACKGROUND
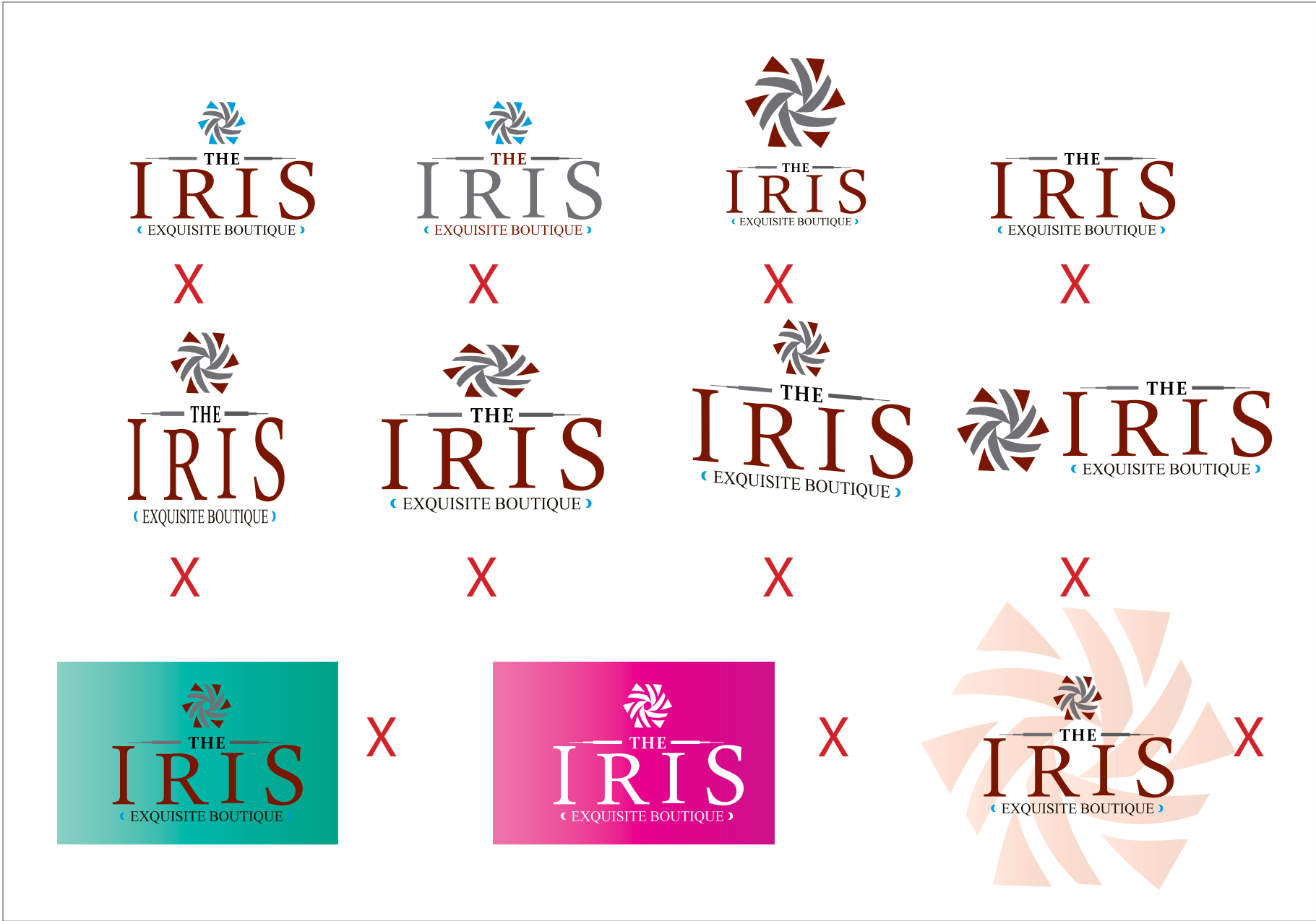
BLACK LOGO ON WHITE BACKGROUND

WHITE LOGO ON BLACK BACKGROUND

PLEASE DON'T...

To maintain the integrity of the IRIS logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the IRIS logo that should be avoided.

COLOR PALETTE

The IRIS Hotels color palette includes colors that are an integral part of the identity system. Corporate colors, carefully applied, will impart a consistent look and feel to all IRIS Hotels communications at all touchpoints.

When selecting a color from the palette, the primary colors should be predominant in design elements and type. The accent color should be used sparingly for emphasis only—to add value or cast subtle spotlight on a phrase or visual.

PMS 483 C

CMYK 0 91 100 60

RGB 122 22 0

WEB 7A 16 00

PMS CG 11

CMYK 0 2 0 68

RGB 113 112 116

WEB 71 70 74

PMS 299 C

CMYK 85 19 0 0

RGB 0 157 220

WEB 00 9D DC

TYPOGRAPHY

TRAJAN PRO is the approved typeface for **IRIS** Hotels. Consistent use of this typeface will contribute to a unified Brand Voice. This typeface is available for purchase at www.fontshop.com

MYRIAD PRO font should be used when creating Microsoft documents, and Print Material (PowerPoint, Outlook e-mail, Word, etc.).

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()

MYRIAD PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

HEADLINE HERE
ADDITIONAL COPY GOES HERE.

TYPESETTING GUIDES

Typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read. The only exceptions are when typesetting headlines with the IRIS arrowheads.

When typesetting headlines, the leading should be 15% larger than the type size. To calculate, multiply the type size by .15 and add the result to the typesize.

When setting body copy, the leading should be 25% larger than the type size. To calculate this, multiply the type size by .25 and add result to the typesize. All type should be be set to -20 tracking.

Body column width should ideally be between 7-9 words long.

IRIS HOTEL, CONTENT FOR REAL LIFE 10/12

As dollestiatum con pratem dolupta dolor sint molessendam, idus minctas sunteni mpores et voluptiant quat hiliquam non pel minctisite oditas adis ent eicimpo riteces equisitibus arumend ererchitem quidero reperum quiatur sequias etum ni re est que endi cuptat. 10/12.5

IRIS HOTEL, CONTENT FOR REAL LIFE 15/18

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IRIS HOTEL, CONTENT FOR REAL LIFE 20/24

As dollestiatum con pratem dolupta dolor sint molessendam, idus minctas sunteni mpores et voluptiant quat hiliquam non pel minctisite oditas adis ent eicimpo riteces equisitibus arumend ererchitem quidero reperum quiatur sequias etum ni re est que endi cuptat. 20/25

PRETTY PICTURES

PHOTOGRAPHY USAGE

Our photography captures a slice of everyday life. It's never fake or frivolous. It should make you feel like you are right there in the room. It's about telling stories through personalities, interactions, and experiences. So it feels real, honest and straightforward.

PRETTY PICTURES

FURTHER EXAMPLES.

WEBSITE

DESIGN MATTERS

If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our IRIS HOTEL communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact info@theirischennai.com

Thank you.