



UNION HOTELS
C O L L E C T I O N

Ljubljana, Slovenia

GRAND HOTEL UNION

uHOTEL

HOTEL LEV

CENTRAL HOTEL

THE FUZZY LOG

BRANDING MANUAL

INTRODUCTION

In the context of the document *Union Hotels' Strategy for 2018-2022* from April 2018, that oversees a change in the marketing strategy of the hotels, the need for rebranding arose.

This document is a synopsis of rebranding meetings that were overseen by Matej Rigelnik, Tadeja Čelar, Antonio Lorenzo Deperte, Barbara Polak Tomšič, Nataša Keršič Razinger, Tina Šenk, Maja Kosem, Zorica Lazić and Maja Bertoncelj (as the brand development manager) in the period of July 2018. The information written in the document was approved by all the participant and serves as a basic and official tool for subsequent rebranding, marketing strategy development and other activities in the sales and marketing department.

FOCUS

By trying to be everything to everyone, you will end up being nothing to anyone.

To maximize profit it is essential to have **diversified products** to reach as broad a market share as possible. This will be achieved by careful product placement, diversified brand identities and clear communication hierarchy.

BRANDING AND COMMUNICATION STRUCTURE

Branding structure: **House of brands (free-standing)**
Having a free-standing brand for each hotel will enable the five hotels to target their own target markets.

Communication structure:
By 2022 the five Union Hotels are communicated as **separate entities**, they are speaking to their target markets **independently**. The Union Hotels Collection is not individually communicated to the market, with the exception of communicating the portfolio of products from the perspective of the company.

The conference center is also a separate entity and will demand its own visual language.

GUEST SEGMENTATION

Guests of Union Hotels Collection can be divided in to three age groups. Each group shows distinct characteristics that need to be taken into account when tailoring the user experiences.

- Baby Boomers (higher income):**
Purpose of travel:
- Business (higher management)
 - Part of group luxury travel
 - MICE (speakers, high rank)
 - VIP (political, art)
- Interests:
- Cultural tourism
 - Culinary tourism
 - Genealogy tourism
 - Excursions, package tours
 - Wellness tourism
- Needs:
- High rank service (concierge, valet service, room service, F&B offer, wellness)
 - Accommodation 4 superior (at least)

- X gen (high income) - Gen X:**
Purpose of travel:
- Business (mid – high management – soon to be leading)
 - Family trips (1 child or 2, +/- pet)
 - MICE (attendees, speakers)
- Interests:
- Business tourism
 - Cultural tourism
 - Culinary tourism
 - Day trippers
 - Romance – Honeymoon
 - Nature – Sport Tourism
- Needs:
- Mid rank service (rent a car, F&B offer, wellness)
 - Accommodation 4

- Generation Y, Echo Boomers or Millennials** (budget, mid income)
incredibly sophisticated, technology wise, immune to most traditional marketing and sales pitches, ...
Purpose of travel & Interest
- Authentic and local experiences
 - Value for money
 - Fun & relaxation
 - Micro stay
- Needs:
- City center location
 - Good service
 - Friendly staff members
 - Connectivity
- Common comment online:
Wish for free Netflix in the hotel room, and said they would like to use hotel's free Spotify.

TARGET MARKETS

For the purpose of developing a marketing strategy the following target groups were set:

- Grand Hotel Union:**
- well off older American couple (baby boomers)
 - business client – higher ranking
 - VIP (celebrity, movie, music, cultural and political)
 - LGBT
- uHotel:**
- business client – mid ranking (X generation)
 - MICE (in connection with the conference center – to be further discussed)
 - families and leisure travelers with pets (X generation)
 - LGBT

- Hotel Lev:**
- Daily trippers seeking value for money (baby boomers and X generation)*
- * this concept is staying the most open in accordance with the guidelines of upper management.

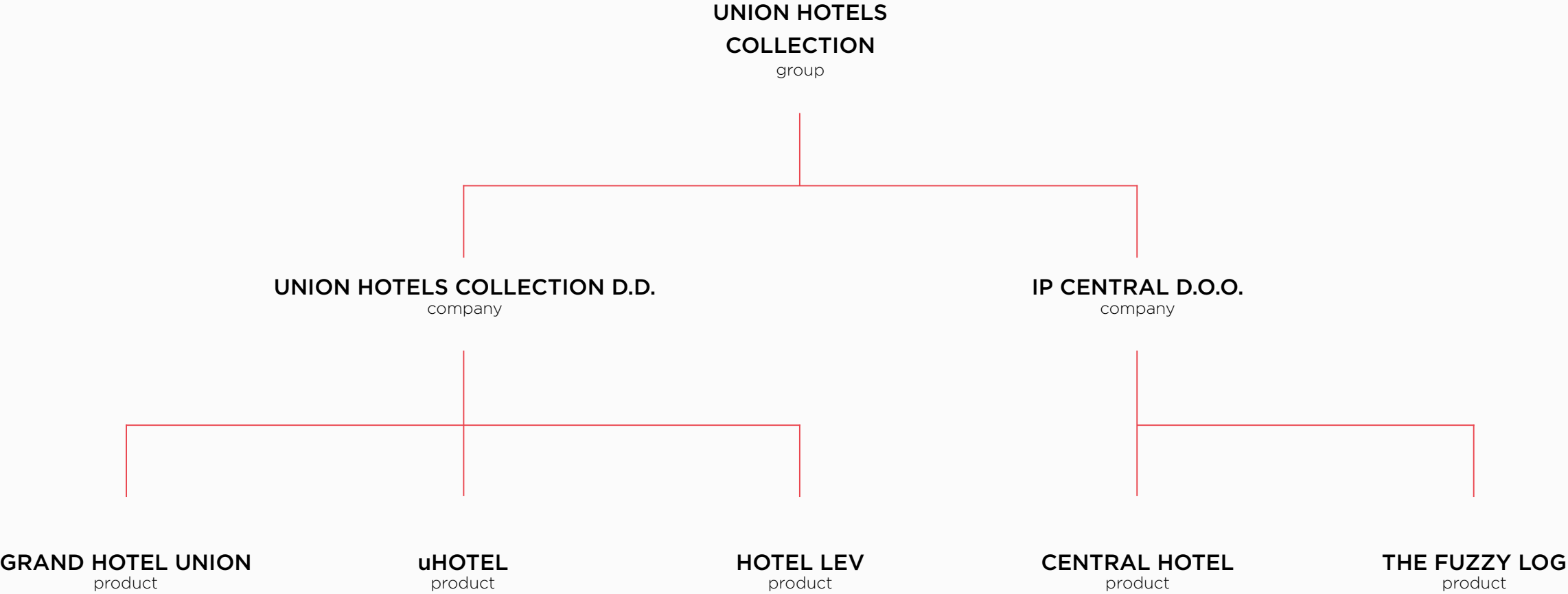
- Central hotel:**
- hipster-techy (Y generation)

- The Fuzzy Log:**
- The trendy, on-the-go and self-sufficient looking for fresh, minimalistic and tech-savy comfort.



CORPORATE

STRUCTURE



CORPORATE
STRUCTURE -
VISUALISATION



UNION HOTELS
C O L L E C T I O N



UNION HOTELS
C O L L E C T I O N



IP CENTRAL



uHOTEL



HOTEL LEV



CENTRAL HOTEL



THE FUZZY LOG

UNION HOTELS COLLECTION

UNION HOTELS BRAND CREDO

Why we do, what we do?
In general terms, the meaning of hospitality centers on the belief that strangers should be assisted and protected while traveling. But at Union Hotels Collection **we believe that hospitality is the ultimate virtue** which is a rule to welcome visitors and a reminder of empathy towards travelers. It is also part of the national consciousness that a traveler will find in every corner of Slovenia.

VALUE PROPOSITION

Our promise aligns with our organization's values because **we aim to offer genuine care & attentiveness to our guests** in all five of our hotels: Grand Hotel Union, uHotel, Hotel Lev, Central Hotel and The Fuzzy Log. To accomplish this goal, our organization strives to retain highly philanthropic staff that truly enjoys working with and for the people.

Our vision:
At Union Hotels Collection we aspire to be **the leader in Slovenian hospitality** and develop structured services to welcome visitors in the most gracious of ways.

Voice and tone of the company:

Solid, sober, straight to the point

Logotype components:

In the Union Hotels Collection brand, the wish was to show the long history of the group's development, and inspiration for the distinctive sign was found in the original entrance door of Grand Hotel Union, which in 1905 marked the beginning of the company's story.



The inscription is written in capital letters with the

UNION HOTELS
C O L L E C T I O N

Minimum size:

The minimum logo size is 15mm in width and should not be used smaller.



Basic logotype with isolation space:

Slogans and annotations:

A slogan or a mention of the destination can be written under the logo.

It forms half the height of the capital letter H.

When we are forced to use the secondary logo, the attribution of the slogan or destination is forbidden, since the composition is thrown out of balance!

Which logotype to use?

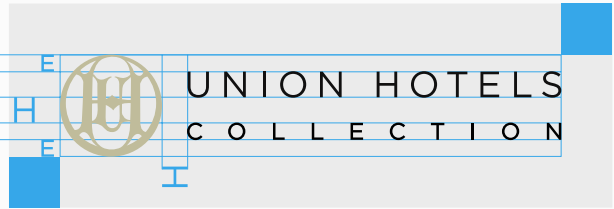
Union Hotels Collection logotype is used when we are communicating the group's entire portfolio of hotels: Grand Hotel Union, uHotel, Hotel Lev, Central Hotel and The Fuzzy Log together.

Logo of the group:



Secondary logotype with isolation space:

Logo of the group:



Institutional typefaces:

The primary font chosen to convey the Union Hotels Collection identity is the typeface **Gotham**. This typeface is available in 4 different weights: light, book, medium and bold. Every weight also has an italic version.

The auxiliary font chosen to convey the Union Hotels Collection identity is the typeface **Arial**. This character is available in two different weights: Regular and Bold. both weights are also available in Italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, Powerpoint presentations etc. This character has been chosen because it is clearly legible, both on printed and digital materials, and because it is a default font, and thus available on any device.

Internet typefaces:

The corporate web page consists of the typeface Gotham Medium for ttitles and Montserrat for body text.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
UHC

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
UHC

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
UHC

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
UHC

Color concept:

The corporate tone is soft but solid. It is represented in a calm sandy palette with touches of pastel colors, that can be picked randomly depending on the project.

Mood board:



PANTONE

PANTONE 9042 C - sand

PANTONE 7527 U

PANTONE 9043 U

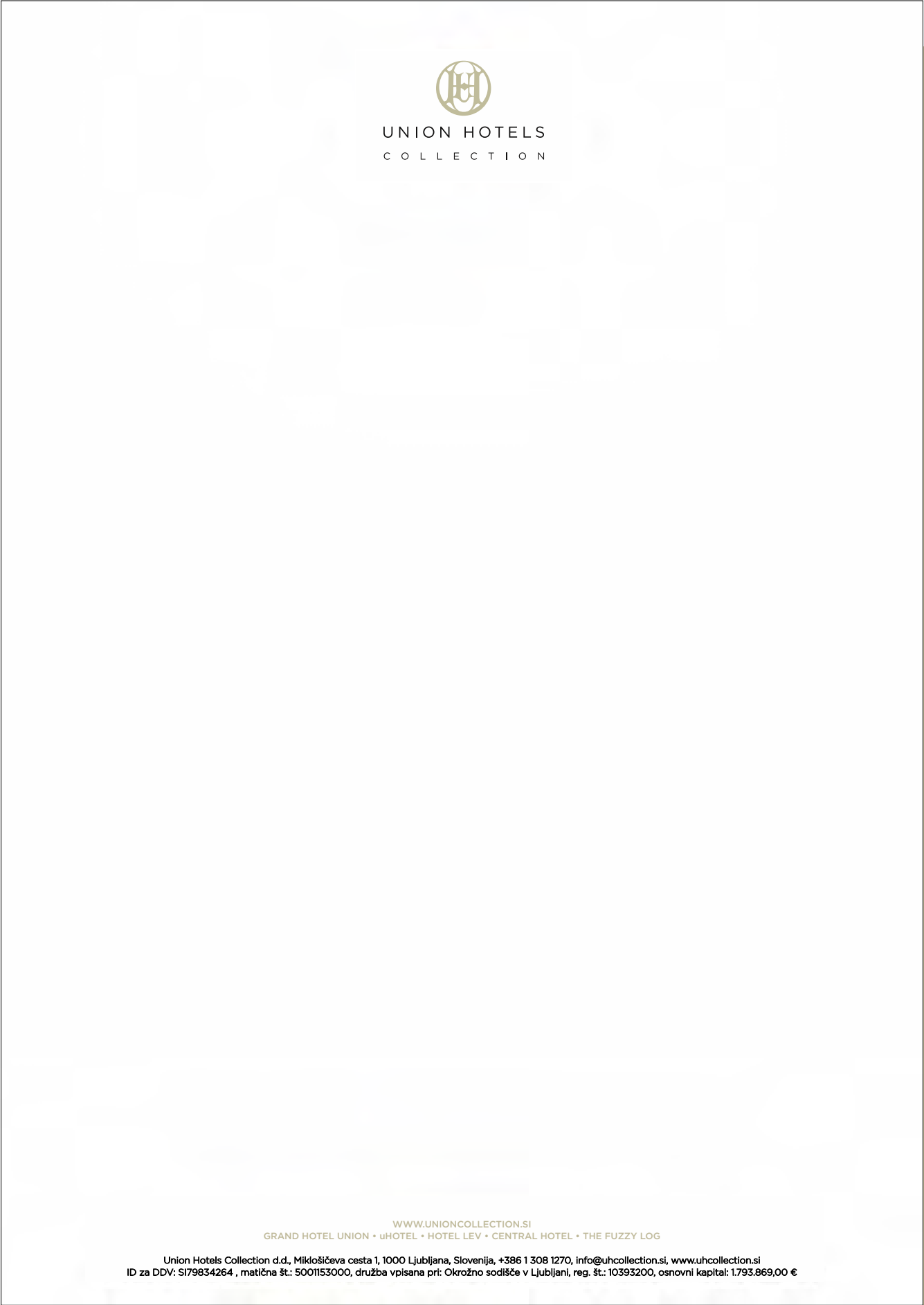
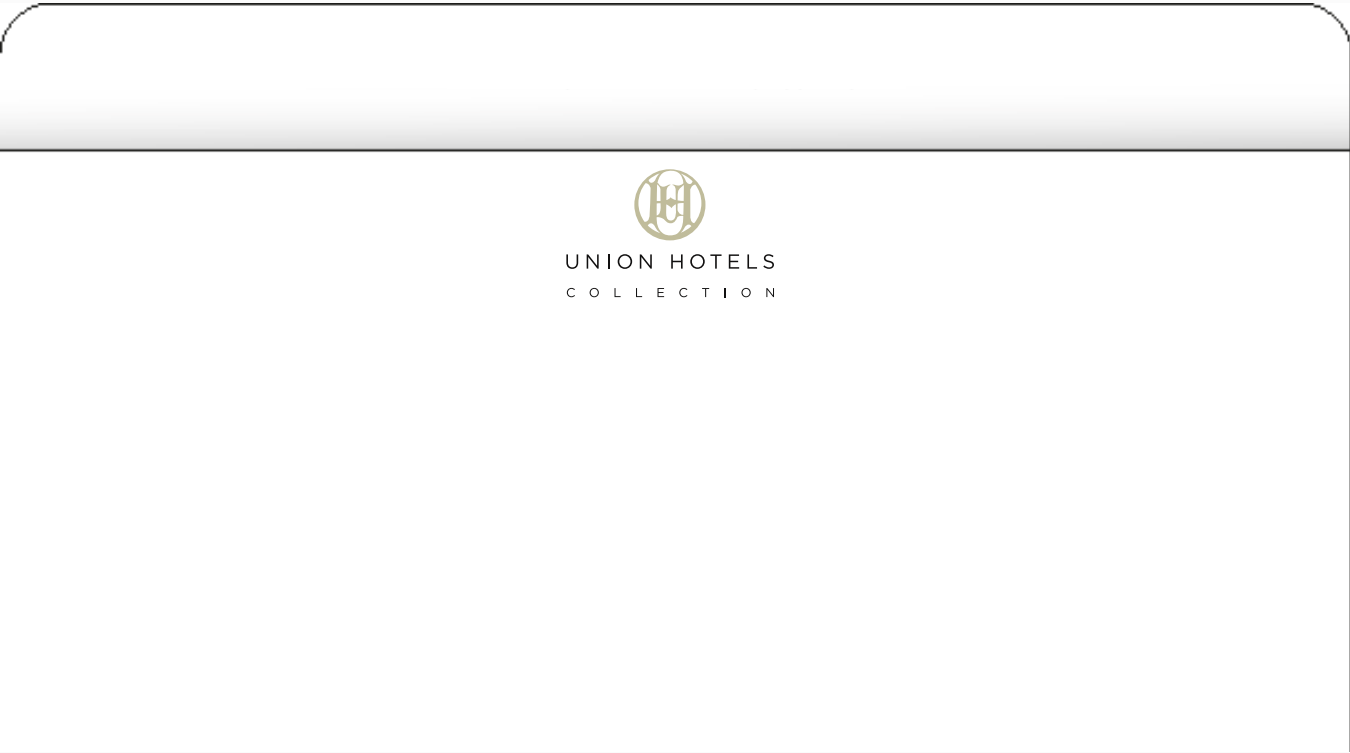
PANTONE **453 C**
CMYK **10/10/35/20**
RGB **191/187/152**
HTML **#DAD8CC**

PANTONE **7527 U**
CMYK **12/10/14/0**
RGB **214/210/196**
HTML **#D6D2C4**

PANTONE **9043 U**
CMYK **XXX**
RGB **XXX**
HTML **#XXX**



Stationery:



Institutional typefaces:

The hight of the letter H in the logotype is 2,5mm.

The format is devided in to 6 colums with a gutter of 5 mm.

The top text margin is 50 mm.
The left and right text margin is 36 mm.
Footer bottom margin is 20 mm.

Text:
Gotham Light, align left
10 / 14,173 pt
or
10 pt / 5 mm

The text flows through the middle 4 colums.

20 mm

The hight of the letter H in the logotype is 2,5 mm.

UNION HOTELS
COLLECTION

Dear Maja,

thank you very much for your message and interest in our work.

Actually there is a typeface in our collection which may provide the qualities that you are looking for. It is called Delvard and it is inspired from the 19th century theatre posters of the Franco/German artist Marya Delvard. I quickly set some keyword in the font Delvard, so you see how it looks. I see there possibilities how to move forward:

1/ If you like the samples, then the font is ready to be used as it is. It is the most economic solution, where you pay for the non-exclusive license that starts at 90 euro per font, per user. You can see the price for more users directly online.

2/ We could take Delvard and customise it specially for the Union Hotels. For example, we could bring elements from your scans into the modified typeface, such as asymmetric “U”, sharp “G”, etc. When we customise fonts, the work can go fast, and our fee consists of two parts, — amount of hours that we put into drawing the new shapes and modifying the fonts, and the licensing fee for using the fonts (as in the option 1). In my experience, this could be a work for 5-10 days, where we charge 750 euro per day of work, plus the font license fee.

3/ Finally there is an option to create a brand new font, just for you. Creating a single style of a Latin font (with cca 250 characters) usually takes 4-5 weeks of work, for which we'd charge around 12,000 euro. All consecutive styles usually takes half the time. This is the production time. Than it comes to licensing. If end-user doesn't need any exclusivity, than the license can be as cheap as 90 euro per font. This is the standard price of a non-exclusive font license. But usual scenario is that client requires some sort of exclusivity. An exclusive license for 1 year is 1.800 euro per style. Exclusive license covers unlimited users within the company, all types of applications and media. After expiration of the exclusive license, the client can use the fonts just as before, but may not not distribute the fonts to third parties, and fonts may become available for retailing. The advantage of a brand new font is that is is made specially for you, reflecting your wishes, and we also provide custom licensing arrangement to suit your needs. It is also the most costly solution from the three options.

Please do not hesitate to contact me directly if you have any questions.

Kind regards,
Peter Bilak

50 mm

7 mm

Gotham 10/14,173
or
Arial 10/14,173

Gotham Bold 6/8, all caps

Gotham Book 6/8

20 mm

www.uhcollection.si
GRAND HOTEL UNION • uHOTEL • HOTEL LEV • CENTRAL HOTEL • THE FUZZY LOG
Union hoteli d.d., Miklošičeva cesta 1, 1000 Ljubljana, Slovenija, +386 1 308 1270, info@uhcollection.si, www.uhcollection.si
ID za DDV: SI79834264, matična št.: 5001153000, družba vpisana pri: Okrožno sodišče v Ljubljani, reg. št.: 10393200, osnovni kapital: 7.485.695,10 €

GRAND HOTEL UNION

Slogans:
Icon of Ljubljana since 1905.
Rich tradition at a premium location.
Your grand experience.

Feeling:
GHU should feel like a big warm motherly hug. Its all about heritage and pristine Slovenian hospitality that awaits you in this esteemed hotel in the very heart of Ljubljana. The hotel and its visual components should have a classical feel. It should be elegant, with some color accents taken from a rich secession palette.

Voice and tone:
Calm, elegant, worldly, talk of an elderly authority - warm.

Unique value proposition:
Grand Hotel Union is a hotel with one of the richest histories and longest continuous tradition in Slovenia. It has been a part of the cultural heritage and national consciousness since 1905. Situated in the heart of Slovenia, who possesses one of the most precious legacies of myths, legends and customs in the world. We hold this heritage deep in our hearts, and consider our inherent calling to make sure that the spirit of our ancestors lives on. We invite you to be a part of our story. We deliver our promise by offering true Slovenian hospitality and address the guest through our authentic approach.

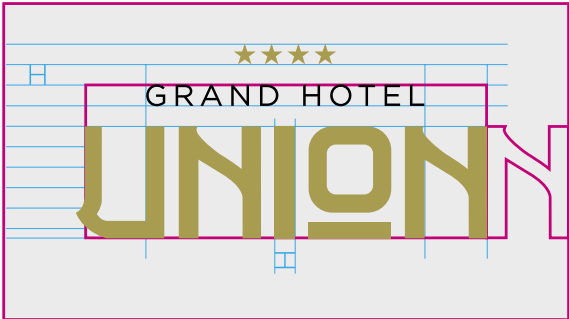
Model guest:
Well off older American couple



Basic logotype with isolation space:

The isolation space encompasses one width of the letter N. No graphic element which is not part of the Trademark may be placed in this area.

GRAND HOTEL
UNION



Logotype components:

The main part of the logotype is a synthesis of the original inscription applied on the cornerpiece of the Grand Hotel Union in 1905 and other historic signage found in the archives. It's base is a secession typeface that was refined and formed into a minimalistic and stilistically tuned element.



Secondary part of the logotype is consisted of the Gotham Book tipeface written in capital letters. The inscription is stilistically neutral so as not to burden the main part of the logotype with any distinct style.

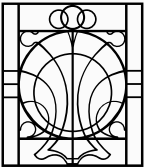
GRAND HOTEL

The auxiliary element of the visual system is a vignette inspired after the original fense design of the terrace above the entrance in to the Grand Hotel Union Café. The element serves as a symbol of the hotel and has the potential to be a stand alone representation of the hotel when the awareness of the brand will develop. (This element can be subject to change.)



Minimum size:

The minnimum size of the logotype is set to 15 mm in width. The logotype should never be used in a smaller size than this.



Institutional typefaces:

The **primary** typography chosen to convey the Grand Hotel Union identity is a custom made unique typeface **Union GH** made specifically for Union Hotels by the graphic design studio *FelicianSedmak, d.o.o.* It is a derivate of a typography used in the outhentic brochure of the hotel from 1932. This typeface is available in 3 different weights: light, regular and bold. There is no italic. This typeface should be used for all caption texts, and all texts that should stand out. It should never be used as body text! All the signage and the wayfinding system of the GHU should be consistently done using this typography.

The **secondary** typography chosen to convey the Grand Hotel Union identity is the typeface **Adobe Jenson Pro**. This typeface is available in 4 different weights: light, regular, semibold and bold. All the weights are also available in Italic. The tipeface should be used for body text and also for caption texts when usage of Union Grand typography is unsuitable.

The **auxiliary** typography chosen to convey the Grand Hotel Union identity is the typeface **Georgia**. This typeface is available in 2 different weights: regular and bold. Both weights are also available in Italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, Powerpoint presentations etc. This character has been chosen because it is clearly legible, both on printed and digital materials, and because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the typeface Montserrat for body text and Union GH for titles.

UNION GH LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%^&*()
GHU

UNION GH REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%^&*()
GHU

UNION GH BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%^&*()
GHU

Adobe Jenson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
GHU

Adobe Jenson Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
GHU

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
GHU

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
GHU

Color concept:

Logotype and the basic elements of the graphic system are represented in a classic pallet of black, white and gold.

Secondary colors are chosen in acord with a seccession concept and wish to evoke the spyrit of the time in which the hotel was built. The colors should bring about a feeling of a **rich autumn**. The colors are toned down, deep, but also pale and pastel.

The metallic color asociated with GHU is gold and use of silver should be kept to a minimum or non at all.

Mood board:



PANTONE		
		PANTONE 10126 C CMYK 32/35/81/4 RGB 172/151/81 HTML #AC9751
PANTONE 10126 C - gold		
		PANTONE 9042 C CMYK 14/5/11/0 RGB 226/233/229 HTML #
PANTONE 9042 C - ice		
		PANTONE 9082 C CMYK 16/16/20/0 RGB 210/205/195 HTML #D2CDC3
PANTONE 9082 C - beige		
		PANTONE 7556 C CMYK 7/35/99/19 RGB 183/139/32 HTML #B78B20
PANTONE 7556 C - gravy		
		PANTONE 7642 C CMYK 0/86/5/64 RGB 115/46/74 HTML #732E4A
PANTONE 7642 C - bordo		
		PANTONE 7665 C CMYK 64/84/0/32 RGB 94/54/110 HTML #5E366E
PANTONE 7665 C - deep lilly		
		PANTONE 5575 C CMYK 37/9/28/13 RGB 146/172/160 HTML #92ACA0
PANTONE 5575 C - sea foam		



Color rules

Depending on the basis on which the logo appears, the application of colors applies special laws.

One-color logotype:

In traditional media the logotype is reproduced in gold Pantone or gold hot foil.

When this is not possible, the logotype is reproduced in a CMYK value of 32/35/81/4.

If the design does not produce satisfying results, the logotype should be used in all black.

Making gold gradients on the logotype should be avoided.



Inverted one-color logotype:



Black logotype



One-color logotype on a black-white scale:

25% / 75%



50% / 0%



75% / 0%



100% / 0%



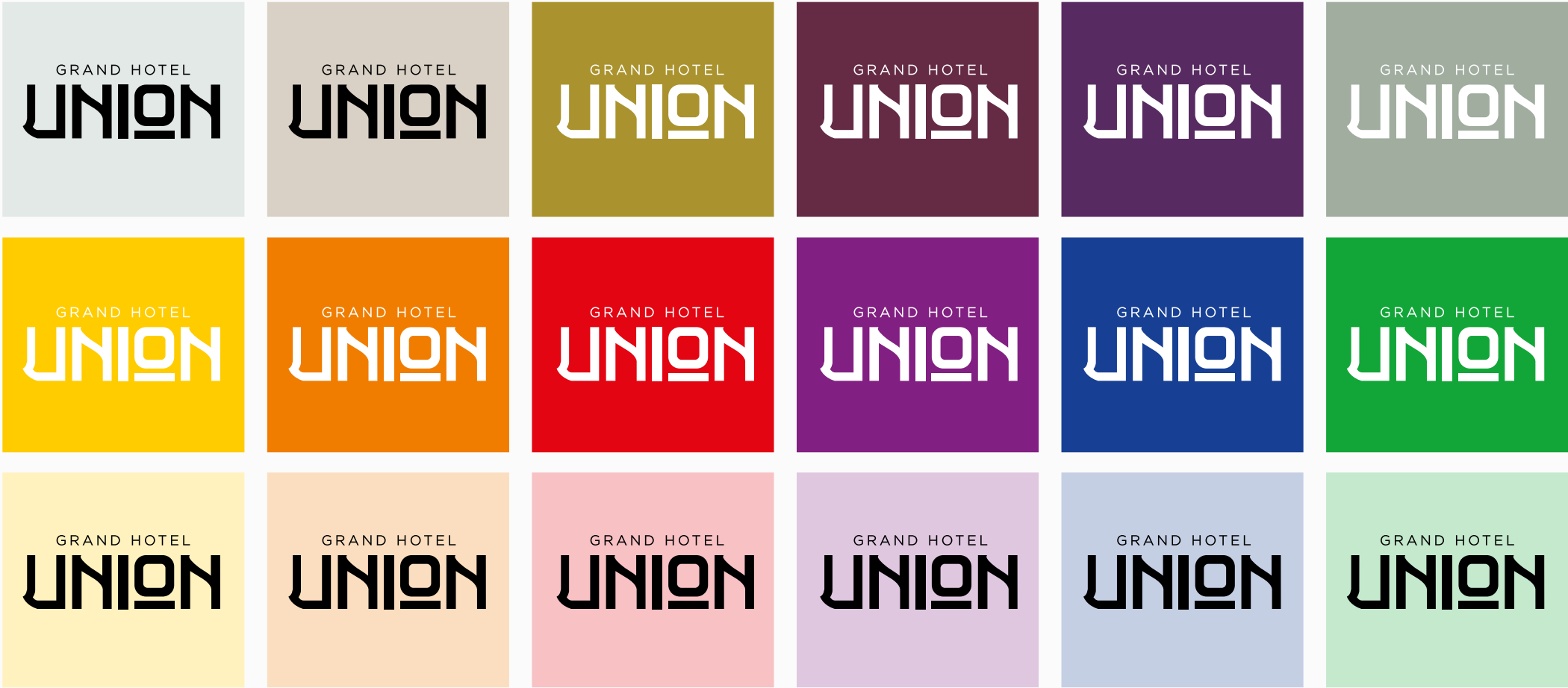
Color rules

Depending on the basis on which the logo appears, the application of colors applies special laws.

On the corporate pantone surfaces, the logotype appears white or black as shown in examples.

On surfaces containing more than 50% of color density, the logo appears white.

On pastel surfaces with color density less than 50% the logotype appears 75% gray.

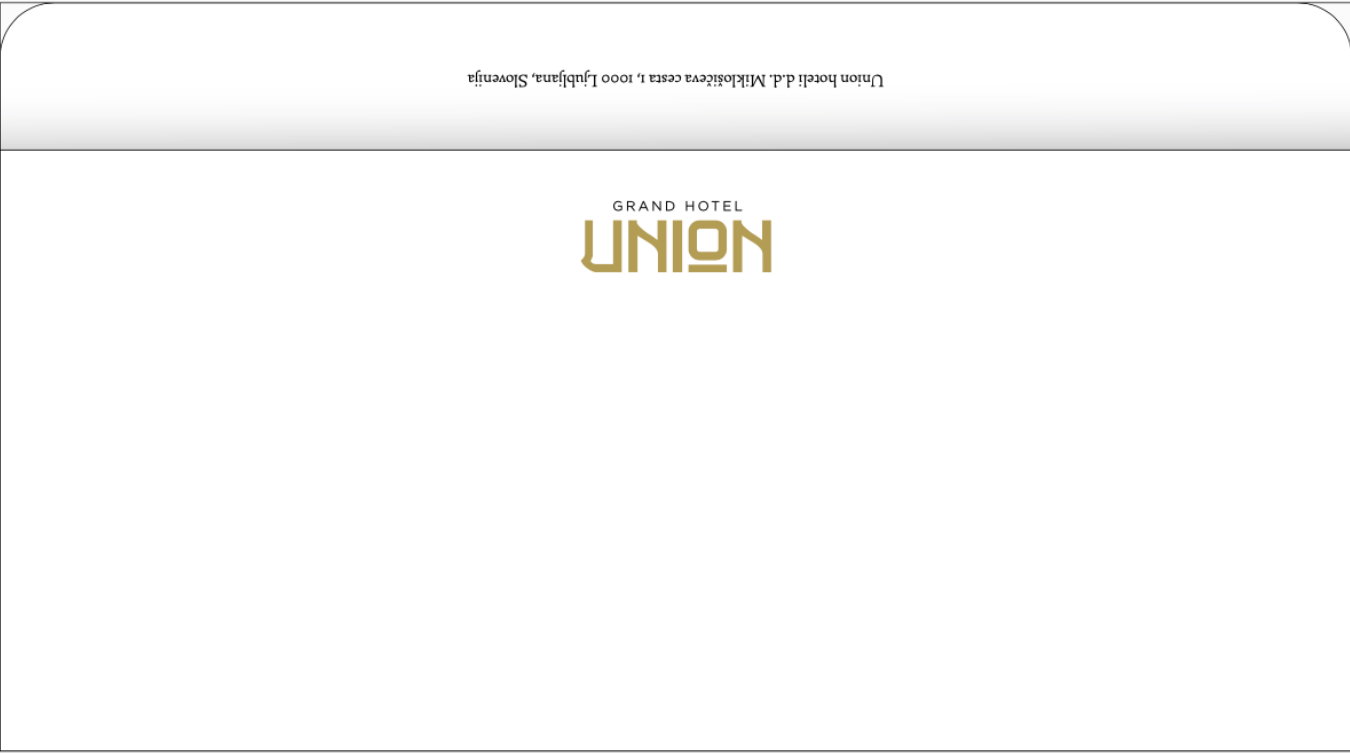


The use in photos:

The logo in photographs must be used according to the isolation space. There must be no disturbing elements in the isolation area.



Stationery:



Grid:

The format is devided in to 6
columns with a gutter of 5 mm.

The top text margin is 50 mm.
The left and right text
margin is 36 mm.
Footer bottom margin is 20 mm.

Text:
Adobe Jenson Pro, align center
12 / 14,173 pt
or
12 pt / 5 mm

The text flows through
the middle 4 columns.

The hight of the letter U in the logotype is 9,5 mm.

Adobe Jenson Pro Regular 12/14.173
or
Georgia 12/14.173

Adobe Jenson Pro Regular 11/8 small caps

Adobe Jenson Pro Regular 7/8

20 mm

50 mm

20 mm

7 mm

GRAND HOTEL

UNION

Dear Maja,

thank you very much for your message and interest in our work.

Actually there is a typeface in our collection which may provide the qualities that you are looking for. It is called Delvard and it is inspired from the 19th century theatre posters of the Franco/German artist Marya Delvard. I quickly set some keyword in the font Delvard, so you see how it looks.
I see there possibilities how to move forward:

1/ If you like the samples, then the font is ready to be used as it is. It is the most economic solution, where you pay for the non-exclusive license that starts at 90 euro per font, per user. You can see the price for more users directly online.

2/ We could take Delvard and customise it specially for the Union Hotels. For example, we could bring elements from your scans into the modified typeface, such as asymmetric “U”, sharp “G”, etc. When we customise fonts, the work can go fast, and our fee consists of two parts, — amount of hours that we put into drawing the new shapes and modifying the fonts, and the licensing fee for using the fonts (as in the option 1). In my experience, this could be a work for 5-10 days, where we charge 750 euro per day of work, plus the font license fee.

3/ Finally there is an option to create a brand new font, just for you. Creating a single style of a Latin font (with cca 250 characters) usually takes 4-5 weeks of work, for which we’d charge around 12,000 euro. All consecutive styles usually takes half the time. This is the production time. Than it comes to licensing. If end-user doesn’t need any exclusivity, than the license can be as cheap as 90 euro per font. Design identities change after a few years, so why pay more for the font license. An exclusive license for 1 year is 1.800 euro per style. Exclusive license covers unlimited users within the company, all types of applications and media. After expiration of the exclusive license, the client can use the fonts just as before, but may not not distribute the fonts to third parties, and fonts may become available for retailing. The advantage of a brand new font is that is is made specially for you, reflecting your wishes, and we also provide custom licensing arrangement to suit your needs. It is also the most costly solution from the three options.

Please do not hesitate to contact me directly if you have any questions.

Kind regards,
Peter Bilak

WWW.GRANDHOTELUNION.SI

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Union Hotels Collection d.d.

Miklošičeva cesta 1, 1000 Ljubljana, Slovenija, +386 1 308 1270, info@uhcollection.si, www.uhcollection.si

ID za DDV: SI79894364, matična št.: 500153000, družba vpisana pri Okrožno sodišče v Ljubljani, reg. št.: 103932000, osnovni kapital 1.793.869,00 €

Door notice:

The door notice is an iconic piece of hotel room equipment and as such an excellent tool for branding. The GHU door notice is exhibiting historic photography so that a guest can explore the long heritage of the hotel.







uHOTEL

Slogans:
It's all about you.
Unique balance of comfort and convenience.

Feeling:
uHotel should feel the most ethereal. The surroundings should be calm and relaxing, offering services that make the guest feel at ease and happy.

Voice and tone:
Calm, friendly, relaxing, flowy

Unique value proposition:
uHotel is where you will find **true relaxation**. We put all our efforts in to making a guest forget all worries, let go of stress and feel truly at ease. We deliver on this promise by bringing wellbeing to the body and also to the soul with our unique approach to providing an unforgettable stay. Come and find out more.

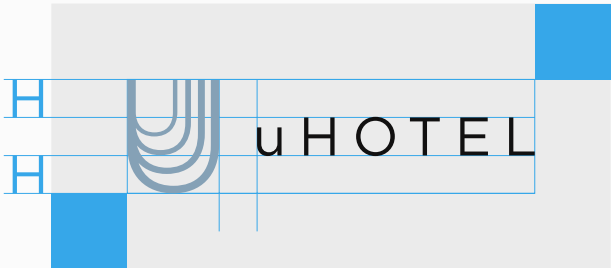
Model guest:
Business client and families with pets



Basic logotype with isolation space:

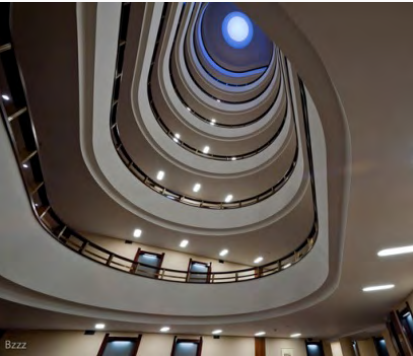


Secondary logotype with isolation space:



Logotype components:

The sign is the stylization of the overview of the galleries visible from the mezzanine in the Hotel, which appears in the form of the letter U.



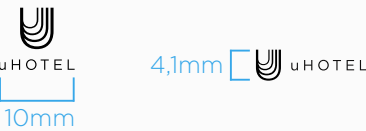
The inscription is written in capital letters with Gotham Book typography, with the minuscule »u« at the beginning of the record. Even when written at the beginning of a sentence, the name of the hotel is written in the following form »uHotel«.

uHOTEL

The auxiliary element of the graphic image consists of an oval pictogram that simulates the visual effect of the perspective seen through the galleries of the hotel. It is built by mirroring the sign over its upper edge.



Minimum size:
The minimum logo size is 10mm in width. Secondary logo can be at least 4,1mm in height. The logotype should never be used in a smaller size than this.



Color concept:

The primary color is light gray-blue. The hotel and its image should be represented in a light and airy atmosphere. Therefore, bright gray-blue colors and sandy and light-brown shades are used.

Colors that are not appearing in the Hotel: green, violet, yellow, red, orange, black.

Vizualno vzdušje (mood board):



PANTONE

PANTONE 549 C - svetla sivo-modra

PANTONE 404 U

PANTONE 7528 U

PANTONE 2312 U

PANTONE 549 C
CMYK 56/8/9/21
RGB 107/164/184
HTML #6BA4B8

PANTONE 404 C
CMYK 20/25/30/59
RGB 119/110/100
HTML #776E64

PANTONE 7528 C
CMYK 5/10/17/16
RGB 197/185/172
HTML #C5B9AC

PANTONE 2312 C
CMYK 25/37/50/4
RGB 183/154/129
HTML #B79A81



Color rules

Depending on the basis on which the logo appears, the application of colors applies special laws.

One-color logotype:



One-color logotype on a black-white scale:

25% / 75%



50% / 0%



75% / 0%



100% / 0%



Inverted one-color logotype:



Black logotype

Whenever possible, strict black-and-white representations are to be avoided and it is preferred to use a softer variations from the black and white scale.



Black logotype

Whenever possible the representation in full black should be avoided and a softer gray option should be applied.



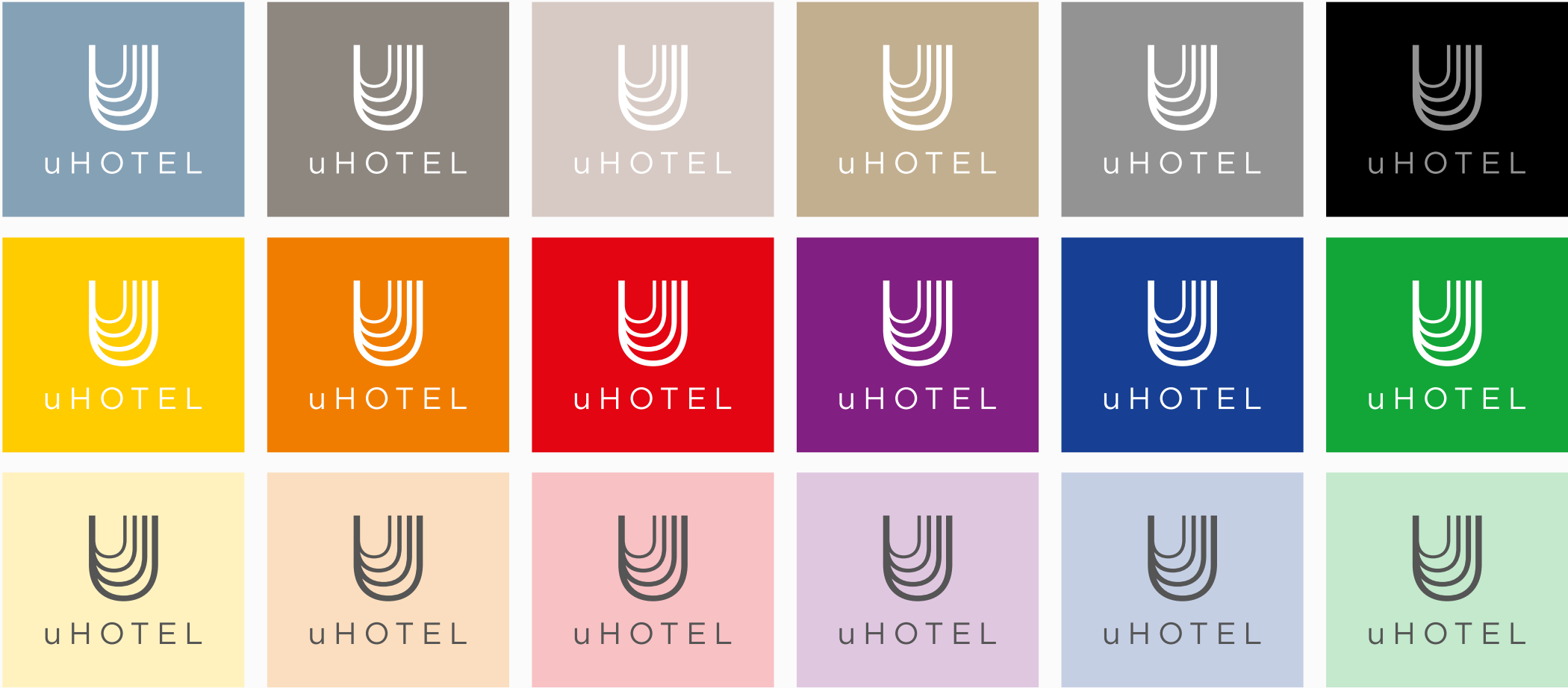
Color rules

Depending on the basis on which the logo appears, the application of colors applies special laws.

On the corporate pantone surfaces, the logotype appears white. Ob black surfaces the logotype appears 50% gray.

On surfaces containing more than 50% of color density, the logo appears white.

On pastel surfaces with color density less than 50% the logotype appears 75% gray.



The use in photos:

The logo in photographs must be used according to the isolation space. There must be no disturbing elements in the isolation area.



Institutional typefaces:

The primary font chosen to convey the uHotels identity is the typeface adobe **Adobe Jenson Pro**. This typeface is available in 4 different weights: light, regular, semibold and bold. Every weight also has an italic version.

The auxiliary typography chosen to convey the uHotel identity is the typeface **Georgia**. This typeface is available in 2 different weights: regular and bold. Both weights are also available in Italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, Powerpoint presentations etc. This character has been chosen because it is clearly legible, both on printed and digital materials, and because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the typeface Montserrat for body text and Adobe Jenson Bold Italic for titles.

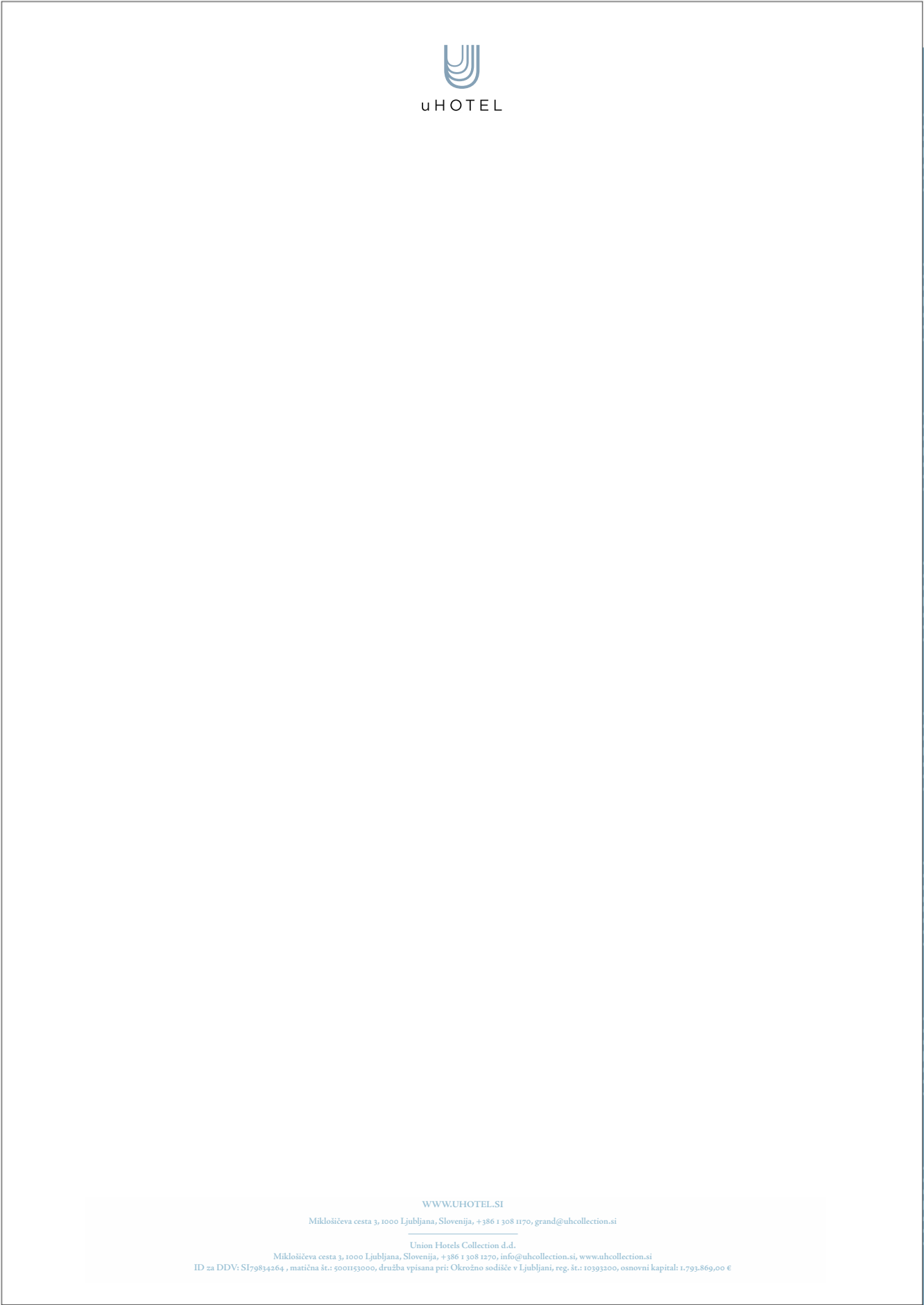
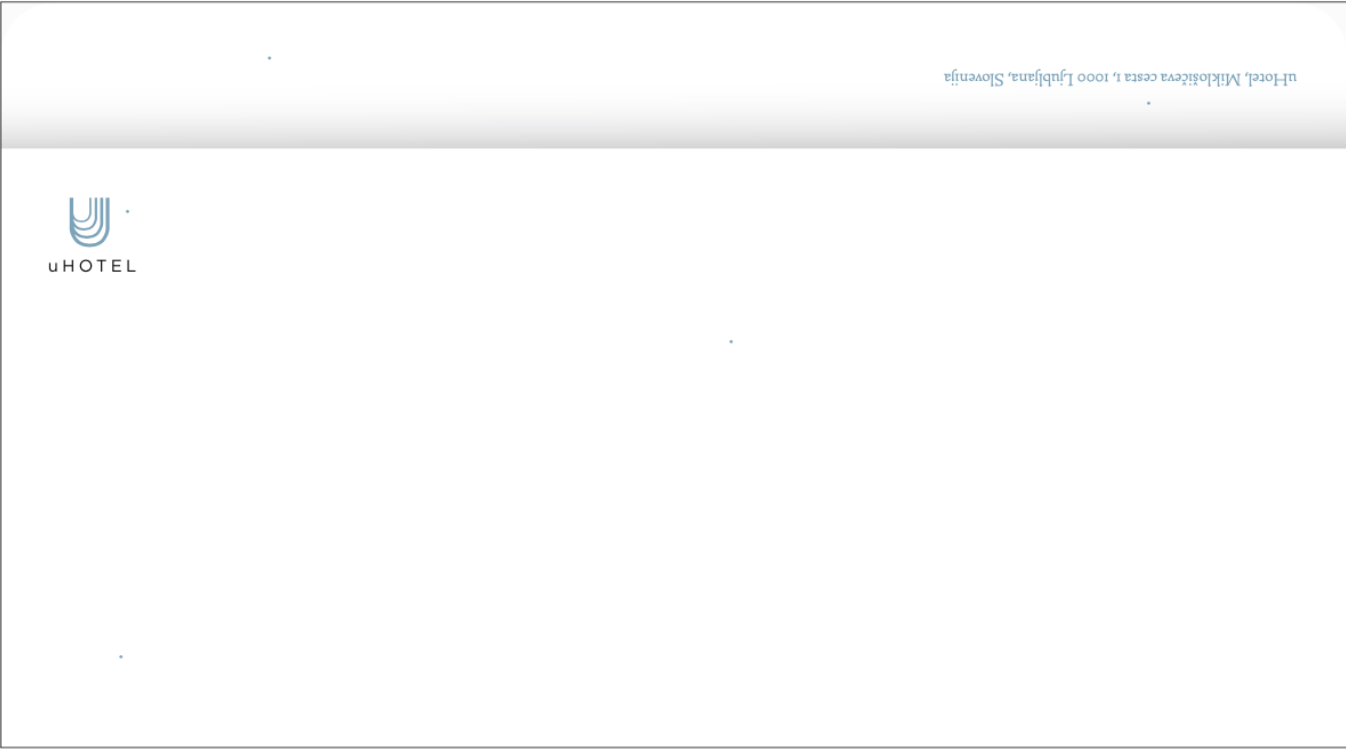
Adobe Jenson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
uH

Adobe Jenson Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
uH

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
uH

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
uH

Stationery:



Grid:

The format is divided into 6 columns with a gutter of 5 mm.

The top text margin is 50 mm.
The left and right text margin is 36 mm.
Footer bottom margin is 20 mm.

Text:
Adobe Jenson Pro, align left
12 / 14,173 pt
or
12 pt / 5 mm

The text flows through the middle 4 columns.

The height of the letter H in the logotype is 2,5 mm.

Adobe Jenson Pro Regular 12/14.173
or
Georgia 12/14.173

Adobe Jenson Pro Bold 11/8 small caps


Adobe Jenson Pro Light 7/8

20 mm

50 mm

20 mm

7 mm


uHOTEL

Dear Maja,

thank you very much for your message and interest in our work.

Actually there is a typeface in our collection which may provide the qualities that you are looking for. It is called Delvard and it is inspired by the 19th century theatre posters of the Franco/German artist Marya Delvard. I quickly set some keywords in the font Delvard, so you see how it looks.

I see there possibilities how to move forward:

1/ If you like the samples, then the font is ready to be used as it is. It is the most economic solution, where you pay for the non-exclusive license that starts at 90 euro per font, per user. You can see the price for more users directly online.

2/ We could take Delvard and customise it specially for the Union Hotels. For example, we could bring elements from your scans into the modified typeface, such as asymmetric "U", sharp "G", etc. When we customise fonts, the work can go fast, and our fee consists of two parts, — amount of hours that we put into drawing the new shapes and modifying the fonts, and the licensing fee for using the fonts (as in the option 1). In my experience, this could be a work for 5-10 days, where we charge 750 euro per day of work, plus the font license fee.

3/ Finally there is an option to create a brand new font, just for you. Creating a single style of a Latin font (with cca 250 characters) usually takes 4-5 weeks of work, for which we'd charge around 12,000 euro. All consecutive styles usually takes half the time. This is the production time. Then it comes to licensing. If end-user doesn't need any exclusivity, then the license can be as cheap as 90 euro per font. Exclusive license covers unlimited users within the company, all types of applications and media. After expiration of the exclusive license, the client can use the fonts just as before, but may not not distribute the fonts to third parties, and fonts may become available for retailing. The advantage of a brand new font is that it is made specially for you, reflecting your wishes, and we also provide custom licensing arrangement to suit your needs. It is also the most costly solution from the three options.

Please do not hesitate to contact me directly if you have any questions.

Kind regards,
Peter Bilak

WWW.UHOTEL.SI

Miklošičeva cesta 3, 1000 Ljubljana, Slovenija, +386 1 308 1170, grand@uhcollection.si

Union Hotels Collection d.d.
Miklošičeva cesta 3, 1000 Ljubljana, Slovenija, +386 1 308 1270, info@uhcollection.si, www.uhcollection.si
ID za DDV: SI79834264, matična št.: 5001151000, družba vpisana pri: Okrožno sodišče v Ljubljani, reg. št.: 10393200, osnovni kapital: 1.793.869,00 €

HOTEL LEV

HOTEL LEV

Slogans:
Experience the chic of life.
In the heart of Ljubljana since 1964.
Revived tradition, modern comfort.

Feeling:
Combining chic and contemporary.
This concept is staying the most open in accordance with the guidelines of upper management.

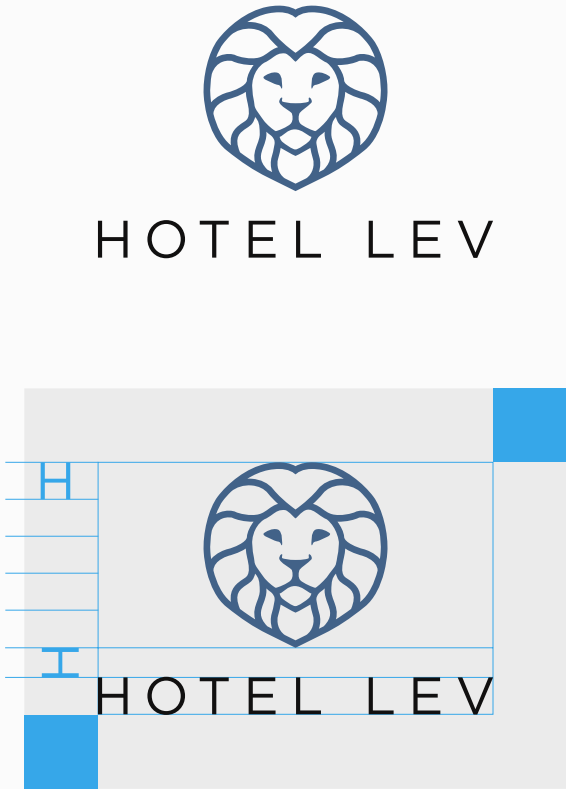
Voice and tone:
Elegant, lively, colorful, warm, friendly

Unique value proposition:
The right choice for everyone looking for smart elegance and sophisticated comfort.
Top quality hotel services in a pleasant decor await travelers, who wish to discover Ljubljana.

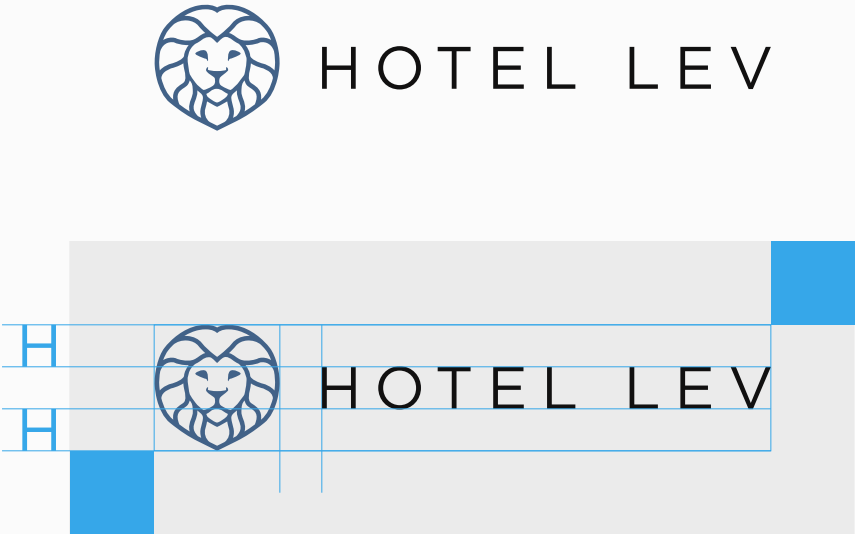
Model guest:
Daily trippers seeking value for money.



Basic logotype with isolation space:



Secondary logotype with isolation space:



Logotype components:

The sign is shaped in a way that resembles a heraldic seal. At the same time, the image of a lion, which is considered a powerful and aggressive animal, is presented in a soft and welcoming way.

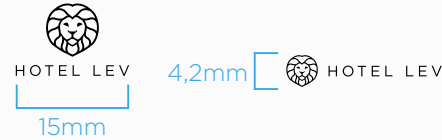


The inscription is written in capital letters with the Gotham Book typography, which is centrally aligned with the sign.

HOTEL LEV

Minimum size:

The minimum logo size is 10mm in width.
Secondary logo can be at least 4,1mm in height. The logotype should never be used in a smaller size than this.



Institutional typefaces:

The Caption typography chosen to convey the Hotel Lev identity is the typeface **Gotham**. This typeface is available in 4 different weights: light, book, medium and bold. All the weights are also available in Italic. The tipeface should be used for headlines and caption text.

The secondary tipography used for all body text is **Adobe Jenson Pro**. This typeface is available in 4 different weights: light, regular, semibold and bold. Every weight also has an italic version.

The primary auxiliary font chosen to convey the Hotel Lev identity is the typeface **Arial**. This character is available in two different weights: Regular and Bold. both weights are also available in Italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, Powerpoint presentations etc. This character has been chosen because it is clearly legible, both on printed and digital materials, and because it is a default font, and thus available on any device.

The secondary auxiliary typography chosen to convey the Hotel Lev identity is the typeface **Georgia**. This typeface is available in 2 different weights: regular and bold. Both weights are also available in Italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, Powerpoint presentations etc. This character has been chosen because it is clearly legible, both on printed and digital materials, and because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the typeface Montserrat for body text and Yeseva One for titles.

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Adobe Jenson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Adobe Jenson Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Adobe Jenson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()
HL

Color concept:

The primary color chosen for the hotel Lev is a deep blue, which also carries little traces of green. Since the guideline for this hotel is leaving an open type concept, a contrasting color palette is used to facilitate a wide-range of use.

Colors not appearing in the Hotel Lev: gray, green, violet, pink, white.

Mood board:



PANTONE

PANTONE 7706 C - modra

PANTONE 309 C - temno modra

PANTONE 7628 C - rdeča

PANTONE 7578 C - oranžna

PANTONE 114 C - rumena

PANTONE 7706 C
CMYK 100/16/10/44
RGB 0/106/142
HTML #006A8E

PANTONE 309 C
CMYK 99/27/22/80
RGB 0/59/73
HTML #003B49

PANTONE 7628 C
CMYK 8/93/78/33
RGB 158/42/43
HTML #9E2A2B

PANTONE 7578 C
CMYK 0/67/100/0
RGB 220/107/47
HTML #DC6B2F

PANTONE 114 C
CMYK 0/4/87/0
RGB 251/221/64
HTML #FBDD40



Color rules

Depending on the basis on which the logo appears, the application of colors applies special laws.

On the corporate pantone surfaces, the logotype appears white.

On surfaces containing more than 50% of color density, the logo appears white.

On pastel surfaces with color density less than 50% the logotype appears black.



The use in photos:

The logo in photographs must be used according to the isolation space. There must be no disturbing elements in the isolation area.



Stationery:



Grid:

The hight of the letter H in the logotype is 2,5mm.

The format is divided into 6 columns with a gutter of 5 mm.

The top text margin is 50 mm.
The left and right text margin is 36 mm.
Footer bottom margin is 20 mm.

Text:
Adobe Jenson Pro Regular,
Align left
12 / 14,173 pt
or
10 pt / 5 mm

The text flows through
the middle 4 colums.

20 mm

The height of the letter H in the logotype is 2,5 mm.



HOTEL LEV

Dear Maja,

thank you very much for your message and interest in our work.

Actually there is a typeface in our collection which may provide the qualities that you are looking for. It is called Delvard and it is inspired from the 19th century theatre posters of the Franco/German artist Marya Delvard. I quickly set some keyword in the font Delvard, so you see how it looks.

I see there possibilities how to move forward:

r/ If you like the samples, then the font is ready to be used as it is. It is the most economic solution, where you pay for the non-exclusive license that starts at 90 euro per font, per user. You can see the price for more users directly online.

2/ We could take Delvard and customise it specially for the Union Hotels. For example, we could bring elements from your scans into the modified typeface, such as asymmetric "U", sharp "G", etc. When we customise fonts, the work can go fast, and our fee consists of two parts, — amount of hours that we put into drawing the new shapes and modifying the fonts, and the licensing fee for using the fonts (as in the option 1). In my experience, this could be a work for 5-10 days, where we charge 750 euro per day of work, plus the font license fee.

3/ Finally there is an option to create a brand new font, just for you. Creating a single style of a Latin font (with cca 250 characters) usually takes 4-5 weeks of work, for which we'd charge around 12,000 euro. All consecutive styles usually takes half the time. This is the production time. Then it comes to licensing. If end-user doesn't need any exclusivity, then the license can be as cheap as 90 euro per font. Exclusive license covers unlimited users within the company, all types of applications and media. After expiration of the exclusive license, the client can use the fonts just as before, but may not distribute the fonts to third parties, and fonts may become available for retailing. The advantage of a brand new font is that it is made specially for you, reflecting your wishes, and we also provide custom licensing arrangement to suit your needs. It is also the most costly solution from the three options.

Please do not hesitate to contact me directly if you have any questions.

Kind regards,
Peter Bilak

Adobe Jenson Pro Regular 12/14.173
or
Georgia 12/14.173

Gotham Bold 6/8, all caps

Gotham Book 6/8

WWW.HOTELLEV.SI

Vošnjakova ulica 1, 1000 Ljubljana, Slovenija, +386 1 308 7000, lev@uhcollection.si

Union Hotels Collection d.d., Miklošičeva cesta 3, 1000 Ljubljana, Slovenija, +386 1 308 1270, info@uhcollection.si, www.uhcollection.si
ID za DDV: SI79843264, matična št.: 5001153000, družba vpisana pri: Okrožno sodišče v Ljubljani, reg. št.: 10393200, osnovni kapital: 1.793.869,00 €

50 mm

20 mm

7 mm

Pattern and graphic atributes:

The pattern is shaped from the base blue Pantone color and a pattern consisting of a randomly positioned lion logo motive. The pattern consists of 90% raster color.

As an additional graphic element the use of photography can be applied. If apropiate motive can be found, it should always be a lion in black and white output.



CENTRAL HOTEL

CENTRAL HOTEL

Slogans:
The vibrant side of Ljubljana.

Feeling:
For the next-Gen traveler, Central is fresh and innovative, combining stylish design and approachable service. With comfortable rooms, vibrant lobby spaces and warm, modern service, Central aims to surprise travelers with a thoughtful, spirited and fun guest experience.

Voice and tone:
Youthful, slang, happy, playful

Unique value proposition:
Cental hotel is all about community.
Connect and socialize – this hotel will give you many an opportunity to meet and befriend other travelers and guide you to a lively city experience – clubs, happenings, drinks and laughter. Join in!

Model guest:
Technologically savvy individual that has recently joined the work force.



Basic logotype with isolation space:



Secondary logotype with isolation space:



Logotype components:

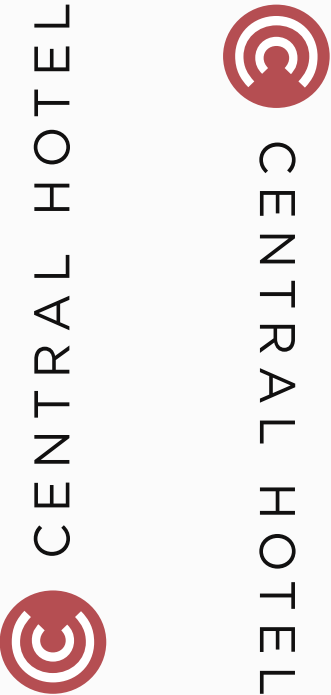
The sign is designed according to the principle of the target, thus emphasizing the fact that the hotel is located in the city center. Instead of circles, upper and lowercase C is used in Gotham Medium.



The inscription is written in capital letters with the Gotham Book typography, which is centrally aligned with the sign.

CENTRAL HOTEL

The secondary logotype may also be used rotated 90° or 270°, but at no other angle.



Minimum size:

The minimum logo size is 20mm in width. Secondary logo can be no less than 3,75mm in height.



Institutional typefaces:

The primary font chosen to convey the Central Hotel identity is the typeface **Gotham**. This typeface is available in 4 different weights: light, book, medium and bold. Every weight also has an italic version.

The auxiliary font chosen to convey the Central Hotel identity is the typeface **Arial**. This character is available in two different weights: Regular and Bold. both weights are also available in Italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, Powerpoint presentations etc. This character has been chosen because it is clearly legible, both on printed and digital materials, and because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the typeface Montserrat for body text and Bevan for titles.

Linguistic rules:

The name of the hotel should always be written as **Central Hotel** and never as hotel Central.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
CH

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
CH

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
CH

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()
CH

Central Hotel

~~hotel Central~~
~~Hotel Central~~

Color concept:

Central hotel has the most »funky« look of all the hotels. That is why the colors chosen are selected in a way, that they synchronise through dissonance. It is a combination of unexpected and search for differences in coexistence. The basic color of the logo is coral color, combined with contrasting green shades.

Colors not appearing in the Central Hotel: blue, orange, yellow, violet.

Mood board:



PANTONE

PANTONE 2030 C - koral

PANTONE 2338 C - svetla sivo-roza

PANTONE 5517 C - zeleno-siva

PANTONE 5825 C - olivna

PANTONE 555 C - gozdno zelena

PANTONE 368 C - travniško zelena

PANTONE **2030 C**
CMYK **0/68/51/0**
RGB **221/121/117**
HTML **#DD7975**

PANTONE **2338 C**
CMYK **4/39/29/0**
RGB **222/163/156**
HTML **#DEA39C**

PANTONE **5517 C**
CMYK **20/4/13/10**
RGB **177/192/188**
HTML **#B1C0BC**

PANTONE **5825 C**
CMYK **22/15/86/47**
RGB **137/129/61**
HTML **#89813D**

PANTONE **555 C**
CMYK **80/17/76/51**
RGB **40/114/79**
HTML **#28724F**

PANTONE **368 C**
CMYK **65/0/100/0**
RGB **120/190/32**
HTML **#78BE20**



Color rules

Depending on the basis on which the logo appears, the application of colors applies special laws.

On the corporate gray pantone surface, the logotype appears in the basic corporate coral. And the negative space remains white. On other corporate color surfaces the logotype appears white with hollow negative space.

On surfaces containing more than 50% of color density, the logo appears white with hollow negative space.

On pastel surfaces with color density less than 50% the logotype appears black.

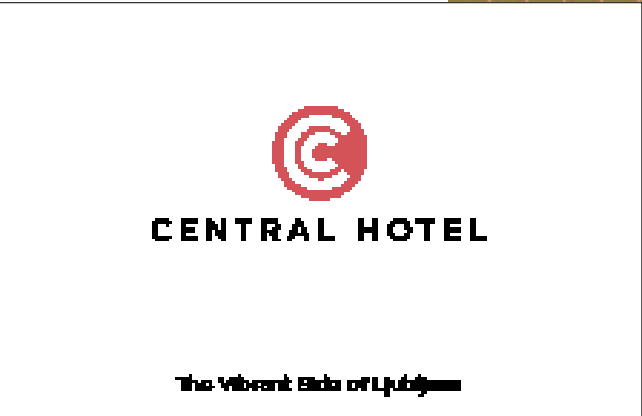
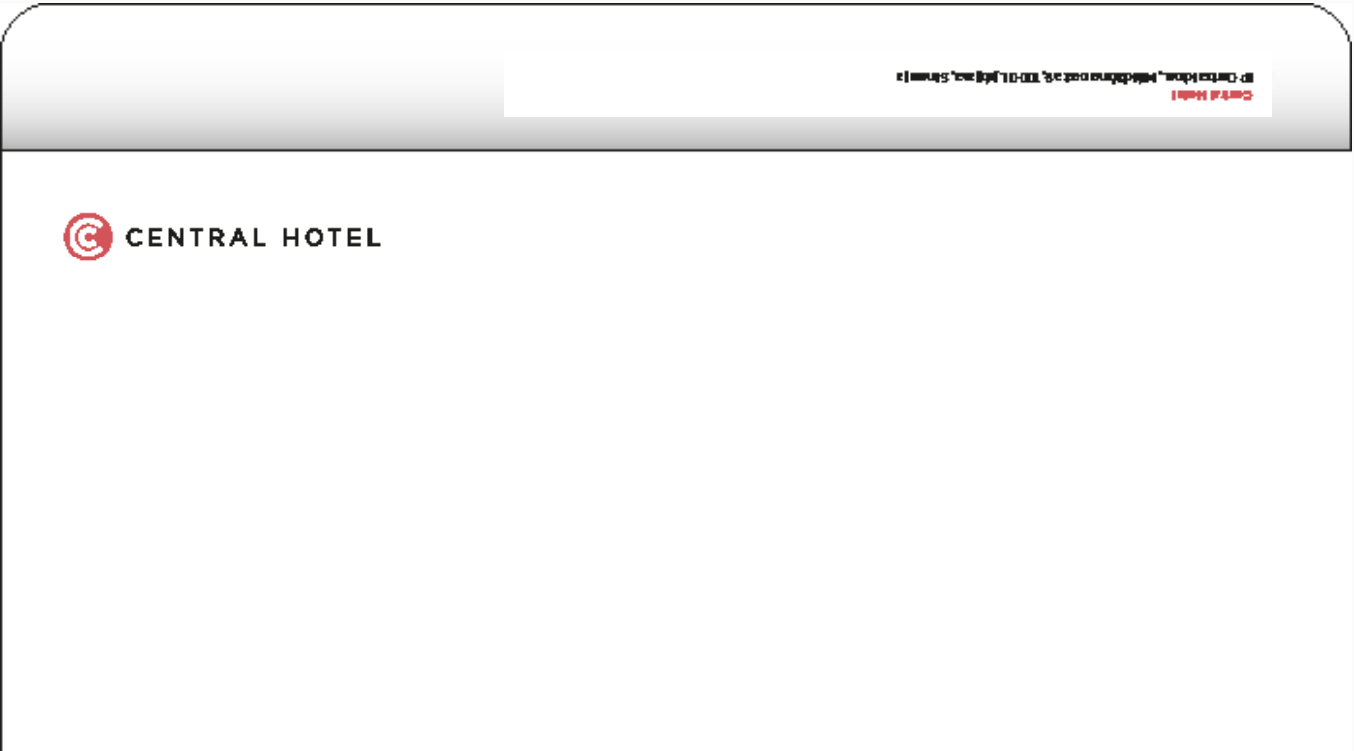


The use in photos:

The logo in photographs must be used according to the isolation space. There must be no disturbing elements in the isolation area.



Stationery:



Institutional typefaces:

The height of the letter H in the logotype is 2,5mm.

The format is divided into 6 columns with a gutter of 5 mm.

The top text margin is 50 mm.
The left and right text margin is 36 mm.
Footer bottom margin is 20 mm.

Text:
Gotham Light, Align left
10 / 14,173 pt
or
10 pt / 5 mm

The text flows through the middle 4 columns.

20 mm

The height of the letter H in the logotype is 2.5mm.

Gotham 10/14.173
or
Arial 10/14.173

Gotham Bold 6/8, all caps

Gotham Book 6/8

20 mm



CENTRAL HOTEL

Dear Maja,

thank you very much for your message and interest in our work.

Actually there is a typeface in our collection which may provide the qualities that you are looking for. It is called Delvard and it is inspired from the 19th century theatre posters of the Franco/German artist Marya Delvard. I quickly set some keyword in the font Delvard, so you see how it looks. I see there possibilities how to move forward:

1/ If you like the samples, then the font is ready to be used as it is. It is the most economic solution, where you pay for the non-exclusive license that starts at 90 euro per font, per user. You can see the price for more users directly online.

2/ We could take Delvard and customise it specially for the Union Hotels. For example, we could bring elements from your scans into the modified typeface, such as asymmetric "U", sharp "G", etc. When we customise fonts, the work can go fast, and our fee consists of two parts, — amount of hours that we put into drawing the new shapes and modifying the fonts, and the licensing fee for using the fonts (as in the option 1). In my experience, this could be a work for 5-10 days, where we charge 750 euro per day of work, plus the font license fee.

3/ Finally there is an option to create a brand new font, just for you. Creating a single style of a Latin font (with cca 250 characters) usually takes 4-5 weeks of work, for which we'd charge around 12,000 euro. All consecutive styles usually takes half the time. This is the production time. Then it comes to licensing. If end-user doesn't need any exclusivity, than the license can be as cheap as 90 euro per font. This is the standard price of a non-exclusive font license. After expiration of the exclusive license, the client can use the fonts just as before, but may not not distribute the fonts to third parties, and fonts may become available for retailing. The advantage of a brand new font is that is is made specially for you, reflecting your wishes, and we also provide custom licensing arrangement to suit your needs. It is also the most costly solution from the three options.

Please do not hesitate to contact me directly if you have any questions.

Kind regards,
Peter Bilak

WWW.CENTRALHOTEL.SI

Miklošičeva cesta 9, 1000 Ljubljana, Slovenija, + 386 31 395 869, central@uhcollection.si

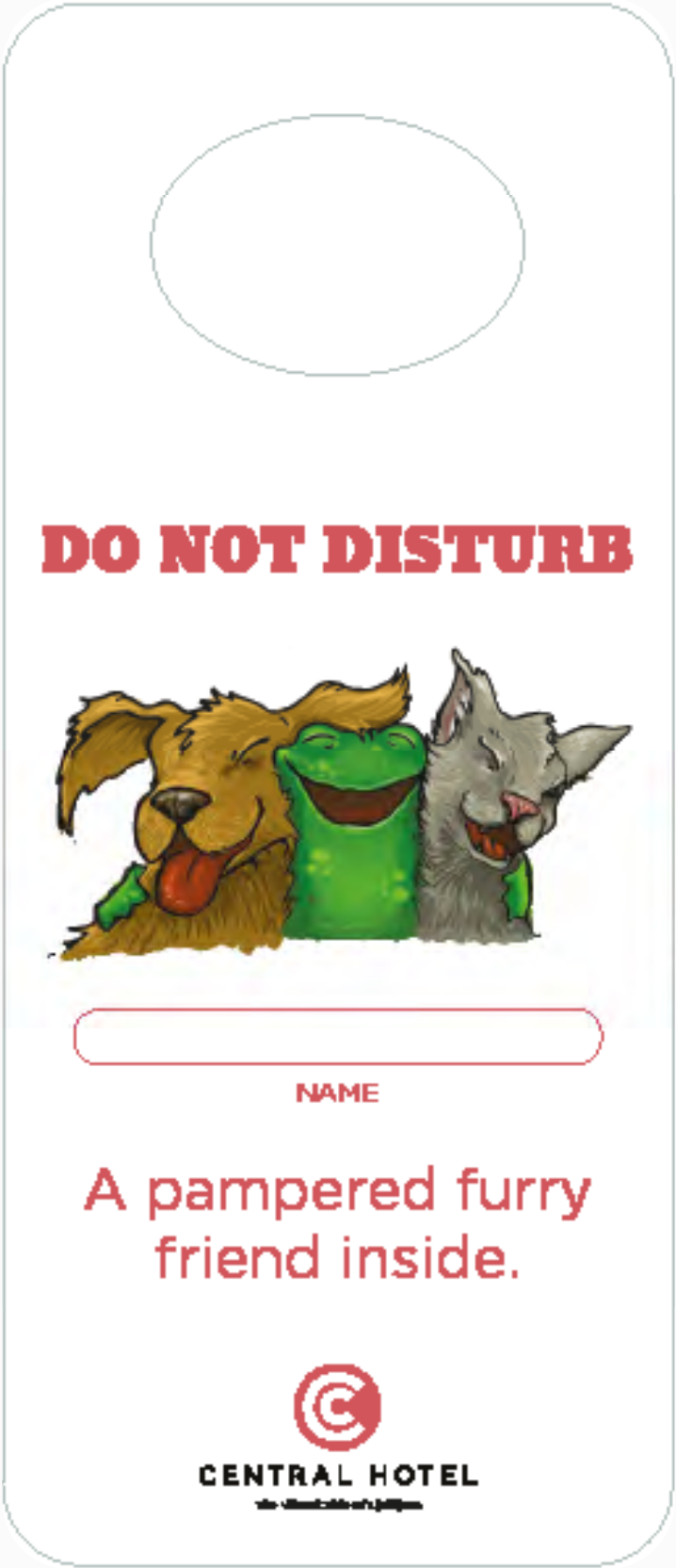
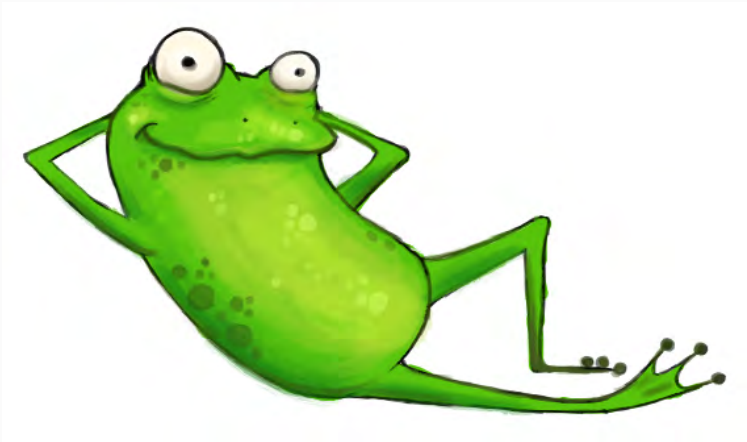
IP Central, družba za hotelirstvo-invalidsko podjetje, d.o.o.

Miklošičeva cesta 9, 1000 Ljubljana, Slovenija, + 386 1 308 4300, central@uhcollection.si, www.uhcollection.si, ID za DDV: SI51730448, matična št.: 5943477000, družba vpisana pri: Okrožno sodišče v Mariboru, reg. št.: 10986900, osnovni kapital: 7.500,00 €

50 mm

7 mm

Mascot:





THE FUZZY LOG

THE FUZZY LOG

Slogans:

Come and meet your tribe.

Feeling:

Cosy, funky, lively

Voice and tone:

Youhful, relaxed, emotive

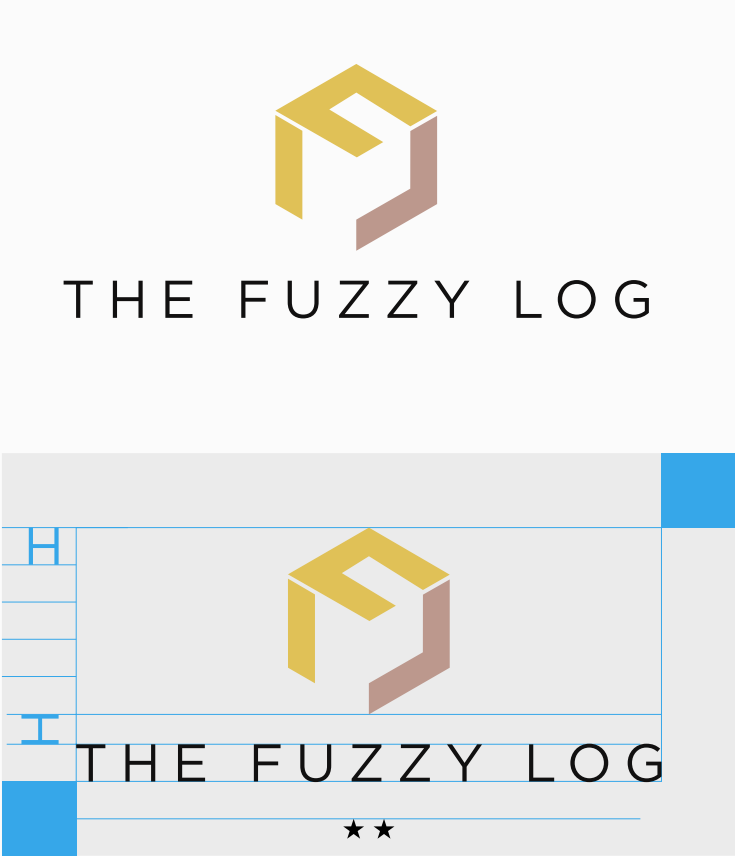
Unique value proposition:

The Fuzzy Log is a blend of playful and sociable atmosphere with innovative and minimalist design, offering unique alternatives to classic hotel room accommodation. Located just 3 minutes' walk from Ljubljana's Old Town, the eco glamping experience offers affordable accommodation in snug and welcoming 'cabin logs'. The eco credentials of this urban glamping village are impeccable. The Fuzzy Log is completely energy self-sufficient with its signature 'log cabins' made of recyclable materials, such as poplar wood. Large and bright open-plan spaces are designed for socializing and co-working, with a dedicated self-catering kitchen area for on the go modern explorers.

Model guest:



Basic logotype with isolation space:

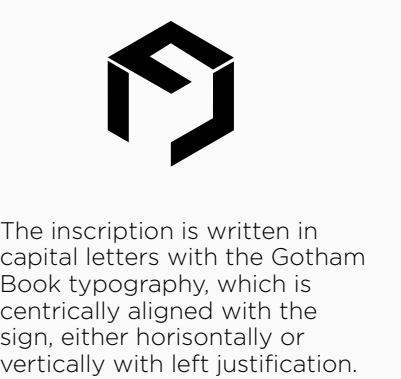


Secondary logotype with isolation space:



Logotype components:

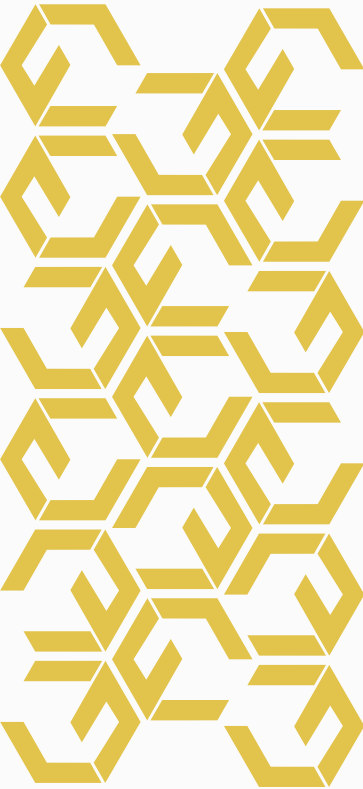
The sign is a direct representation of the interlocking "cabin log" unit in the hotel.



THE FUZZY LOG

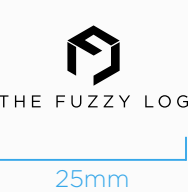
With Fuzzy Log the secondary logotype is used as the main logotype. The primary logotype is used only when communicating the entire UH Collection. But when presenting the hotel alone, the secondary logotype is more appropriate.

The auxiliary element of the visual system is a pattern deriving from the hexagon shape of the sign. It can be built up in the form of a bee hive or used seperately, depending on the use.



Minimum size:

The minimum logo size is 25mm in width. Secondary logo can be no less than 20 mm in width.



Institutional typefaces:

The primary font chosen to convey the Fuzzy Log identity is the typeface **Gotham**. This typeface is available in 4 different weights: light, book, medium and bold. Every weight also has an italic version.

The auxiliary font chosen to convey the Fuzzy Log identity is the typeface **Arial**. This character is available in two different weights: Regular and Bold. both weights are also available in Italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, Powerpoint presentations etc. This character has been chosen because it is clearly legible, both on printed and digital materials, and because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the typeface **Montserrat** for body text and **Righteous** (Google Fonts) for titles.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()
TFL

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()
TFL

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()
TFL

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()
TFL

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()
TFL

Righteous Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()
TFL

Color concept:

The Fuzzy Log is described as youthful and modern. It is full of life and temperament. It works best out of the grid. The colors are mainly natural tones, but there is no specific color pallette designated for this hotel outside of the basic branding frame.

Colors not appearing in the Central Hotel: no prohibitions.

Mood board:



PANTONE 7612 C
CMYK 12/38/32/4
RGB 202/154/142
HTML #CA9A8E

PANTONE 142 C
CMYK 0/21/77/0
RGB 241/190/72
HTML #F1BE48
RAL 1021

PANTONE 5517 C
CMYK 20/4/13/10
RGB 177/192/188
HTML #B1C0BC

Digital branding guidelines
for seamless UX:

These are basic guidelines for web and app UX development.

Colors:

For the digital products the main call to action color should be brand's yellow in combination with graphite gray text.

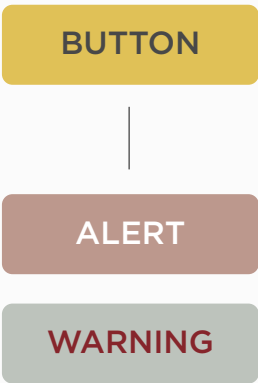
In addition to other signs, explanations and warnings brand's gray and pink should be used with clear distinction from the main call to action buttons. In dire cases dark red may be used for warnings and errors, but should be used sparingly.



Buttons:

Buttons should consist of brand's yellow with graphite gray (K 80%) text in all caps.

Warnings and alerts should be displayed in secondary colors, with clear distinction from the main call to action buttons.



Text stiles:

All texts should be Montserrat, except Display texts (if applicable) and Heading 1 in the presented order below.

H1
Righteous, 22 pxl

H2
Montserrat Bold, 15 pxl

H3
Montserrat Bold, 12 pxl

B1
Montserrat Regular, 10 pxl

B2
Montserrat Light, 9 pxl

Color rules

Depending on the basis on which the logo appears, the application of colors applies special laws.

On the corporate gray pantone surface, the logotype appears in the basic corporate coral. And the negative space remains white. On other corporate color surfaces the logotype appears white with hollow negative space.

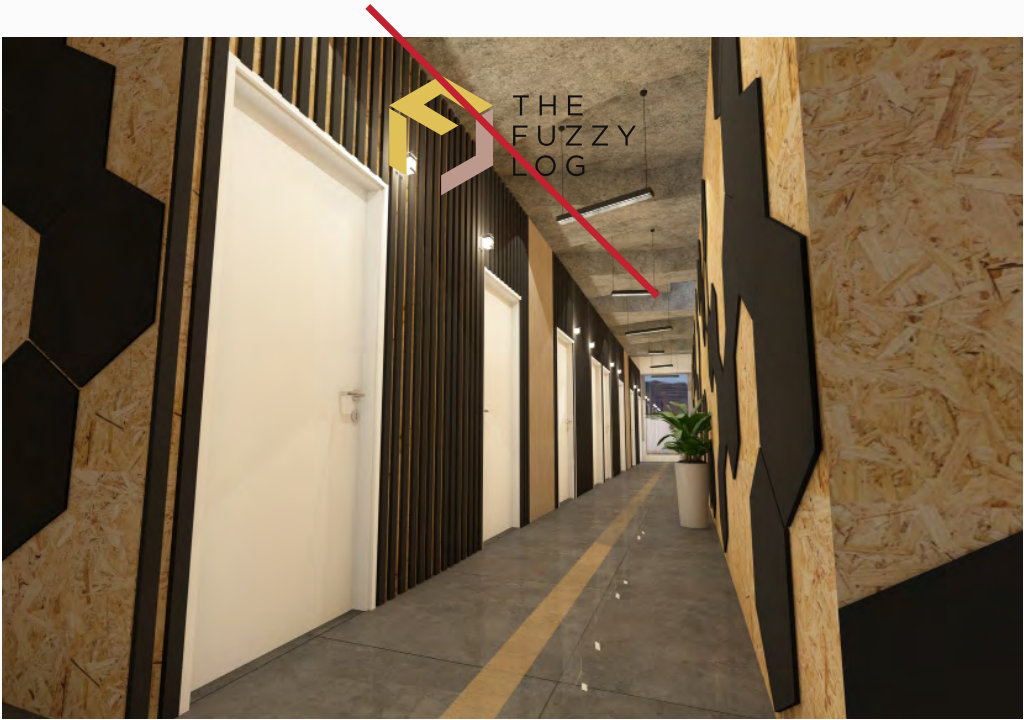
On surfaces containing more than 50% of color density, the logo appears white with hollow negative space.

On pastel surfaces with color density less than 50% the logotype appears black.

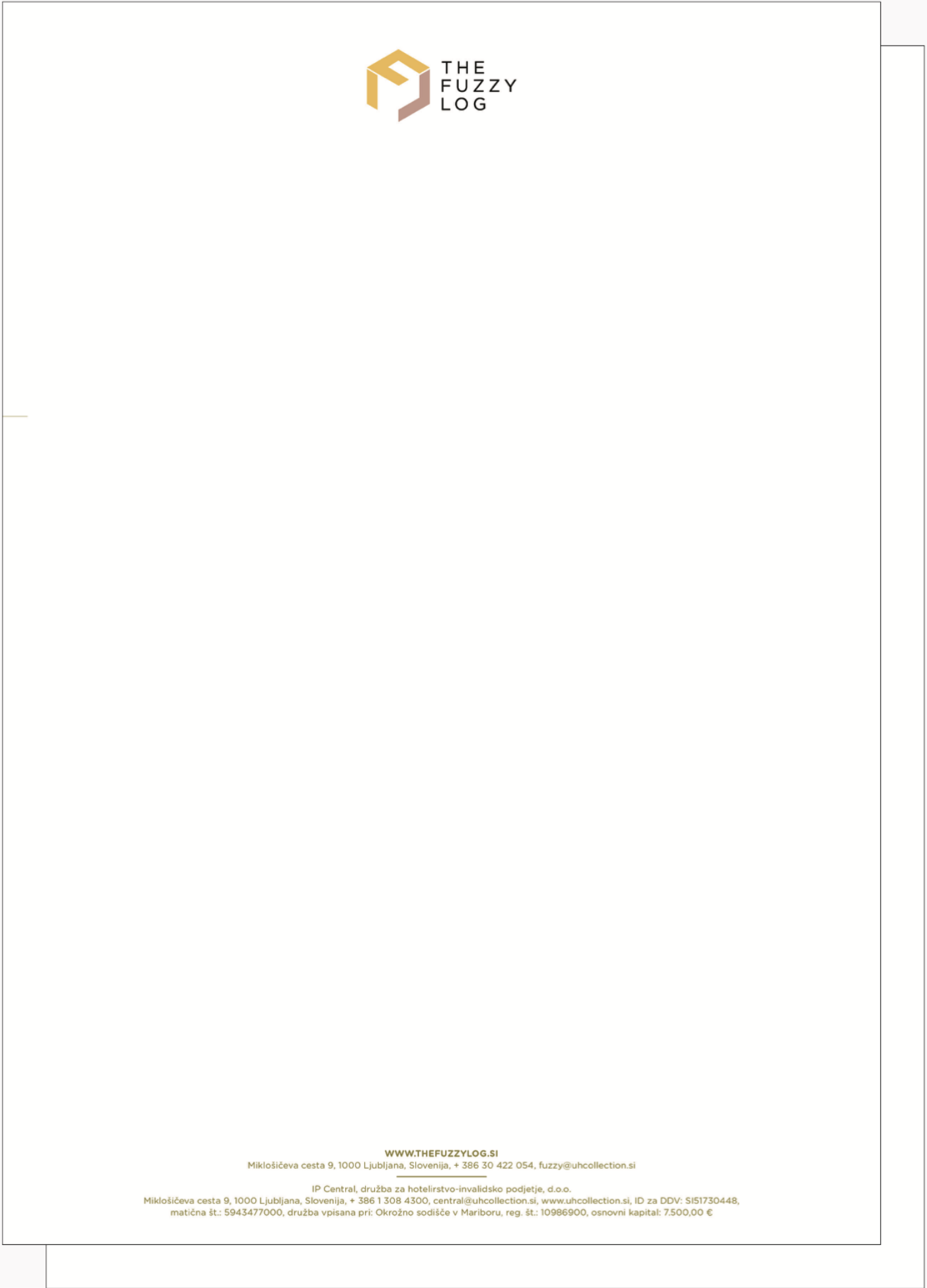
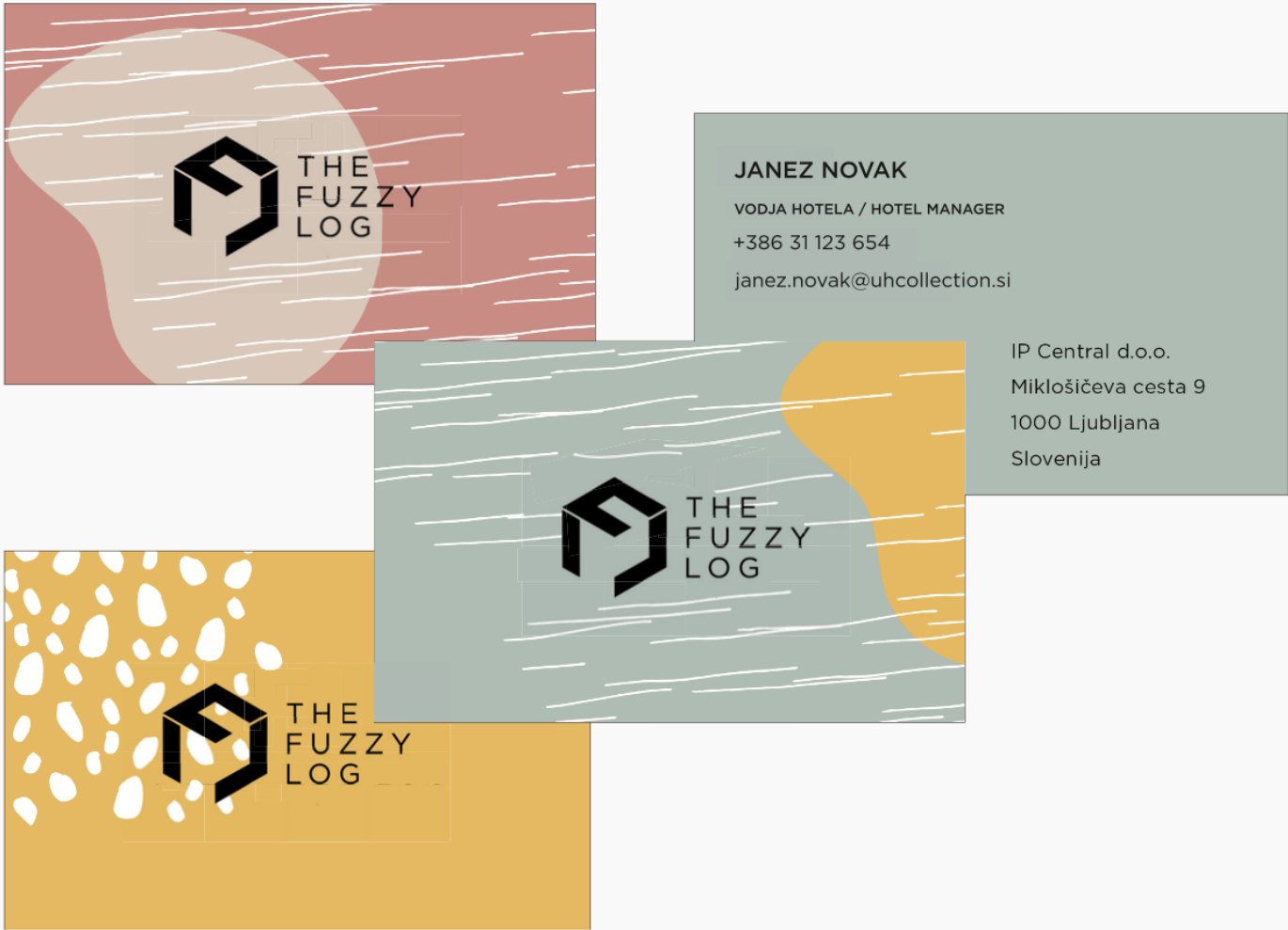
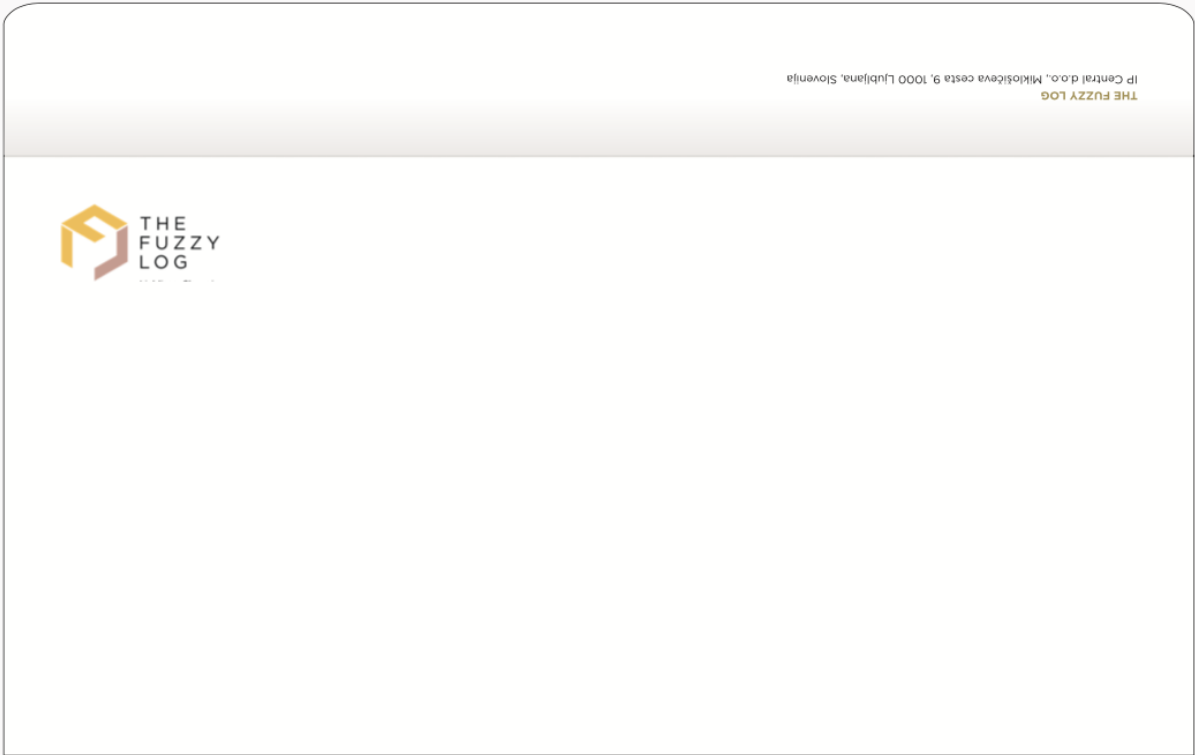


The use in photos:

The logo in photographs must be used according to the isolation space. There must be no disturbing elements in the isolation area.



Stationery:



Institutional typefaces:

The hight of the letter H in the logotype is 2,5mm.

The format is devided in to 6 colums with a gutter of 5 mm.

The top text margin is 50 mm.
The left and right text margin is 36 mm.
Footer bottom margin is 20 mm.

Text:
Gotham Light, Align left
10 / 14,173 pt
or
10 pt / 5 mm

The text flows through the middle 4 colums.

20 mm

50 mm

7 mm

20 mm

THE FUZZY LOG

Dear Maja,

thank you very much for your message and interest in our work.

Actually there is a typeface in our collection which may provide the qualities that you are looking for. It is called Delvard and it is inspired from the 19th century theatre posters of the Franco/German artist Marya Delvard. I quickly set some keyword in the font Delvard, so you see how it looks. I see there possibilities how to move forward:

1/ If you like the samples, then the font is ready to be used as it is. It is the most economic solution, where you pay for the non-exclusive license that starts at 90 euro per font, per user. You can see the price for more users directly online.

2/ We could take Delvard and customise it specially for the Union Hotels. For example, we could bring elements from your scans into the modified typeface, such as asymmetric "U", sharp "G", etc. When we customise fonts, the work can go fast, and our fee consists of two parts, — amount of hours that we put into drawing the new shapes and modifying the fonts, and the licensing fee for using the fonts (as in the option 1). In my experience, this could be a work for 5-10 days, where we charge 750 euro per day of work, plus the font license fee.

3/ Finally there is an option to create a brand new font, just for you. Creating a single style of a Latin font (with cca 250 characters) usually takes 4-5 weeks of work, for which we'd charge around 12,000 euro. All consecutive styles usually takes half the time. This is the production time. Than it comes to licensing. If end-user doesn't need any exclusivity, than the license can be as cheap as 90 euro per font. This is the standard price of a non-exclusive font license. After expiration of the exclusive license, the client can use the fonts just as before, but may not not distribute the fonts to third parties, and fonts may become available for retailing. The advantage of a brand new font is that is is made specially for you, reflecting your wishes, and we also provide custom licensing arrangement to suit your needs. It is also the most costly solution from the three options.

Please do not hesitate to contact me directly if you have any questions.

Kind regards,
Peter Bilak

WWW.THEFUZZYLOG.SI

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The hight of the letter H in the logotype is 2,5mm.

Gotham 10/14.173
or
Arial 10/14.173

Gotham Bold 6/8, all caps

Gotham Book 6/8

Prohibitions:

It is forbidden to interfere with the visualisation of logotypes in any way. The same prohibitions apply to all five brands.

The following prohibitions apply:

1. Change in the height-to-width ratio and between the elements themselves within the logotypes.
2. All rotations that are not specifically allowed
3. depicting the logotype in a box
4. Change in colors
5. Giving special effects to the logotypes (shading, bevel, gloss, ...)
6. Any changes to the form of logotypes
7. Any change to the typography

1



2



3



4



5



6



7

