



THE GOODENOUGH

HOTEL LONDON

Brand Guidelines

Partners

Brand Colours

	Colour	Hex	RGB	Process
	White	#ffffff	255, 255, 255	
	Purple	#5d5578	93, 85, 120	C70 M70 Y31 K13
	Grey	#69676c	105, 103, 108	C55 M47 Y44 K11
	French Grey	#Cbc4b3	203, 196, 179	C21 M18 Y29 K0
	Black	#000000	0, 0, 0	C0 M0 Y0 K100
	Web beige	#f4f2ee	244, 424, 238	
	Gold	#987c4b	152, 124, 75	

White is our most important colour. All designs should have plenty of white space.
Web Beige is used as an alternative background colour where visual breaks are required.

Purple and **French Grey** are highlight/accent colours.
Gold is a secondary accent colour to be used sparingly.

Black and **Grey** are predominantly used for type.



Hotel Logo

The Goodenough Hotel logo is comprised of:

- The Goodenough winged torch – an icon used for many years as common grounding for the Goodenough family of institutions. The torch represents the enlightenment and inspiration of those residing in Mecklenburgh Square in the university quarter of central London.
- The Goodenough name in a bold, classically inspired, up to date typeface
- The strapline, giving context and placement
- The full logo is rendered in 100% white if presented on a backgrounds of medium or dark colours



It is important that the logo has clear space around it to ensure the brand is always represented at its best.

The height of the letter G from the logo dictates the **minimum** clear space required around every side of the logo.

Logo minimum size



This is the recommended minimum size based on hi-resolution [300dpi] printing. This might not be suitable for all print processes (merchandising etc).

Care must be taken that all of the text on the logo is clearly readable.

Please run a test/proof prior to final printing.



Typefaces

Title :

Playfair Display, Bold, Title Capitalised*

SUBHEAD I :

Poppins, normal, ALL CAPS

Subhead 2 :

Playfair Display, Italic, Title Capitalised*

Text :

Poppins, normal, sentence case

* Articles (a, an, the), short conjunctions (and, or, but), and short prepositions (at, by, to, etc.) are not capitalized, unless they are the first or last word in the title.

