



HOTEL

BRAND IDENTITY

BRAND INTRODUCTION & STRUCTURE

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01

BRAND INTRODUCTION

VALUES | MISSION | VISION

VALUES

H



HOSPITALITY

A



ACCOUNTABILITY

L



LOYALTY

O



ORIGINALITY

HOSPITALITY

AT HALO, WE BELIEVE IN PROVIDING EXCEPTIONAL HOSPITALITY TO EVERY GUEST. OUR WARM AND WELCOMING ENVIRONMENT ENSURES THAT EVERY GUEST FEELS AT HOME, FROM THE MOMENT THEY STEP THROUGH OUR DOORS TO THE MOMENT THEY LEAVE.



ACCOUNTABILITY

WE HOLD OURSELVES ACCOUNTABLE FOR DELIVERING THE HIGHEST STANDARDS OF SERVICE AND QUALITY. OUR COMMITMENT TO TRANSPARENCY, RESPONSIBILITY, AND INTEGRITY ENSURES THAT WE CONSISTENTLY MEET AND EXCEED OUR GUESTS' EXPECTATIONS.



LOYALTY

HALO VALUES LOYALTY, BOTH FROM OUR GUESTS AND OUR STAFF. WE STRIVE TO BUILD LASTING RELATIONSHIPS BY PROVIDING CONSISTENT, HIGH-QUALITY SERVICE AND RECOGNIZING AND REWARDING LOYALTY THROUGH PERSONALIZED EXPERIENCES AND BENEFITS.



ORIGINALITY

WE CELEBRATE ORIGINALITY BY OFFERING UNIQUE EXPERIENCES AND PERSONALIZED SERVICES. HALO IS DEDICATED TO CREATING DISTINCTIVE AND MEMORABLE STAYS FOR OUR GUESTS, ENSURING EACH VISIT IS ONE-OF-A-KIND.



MISSION

"TO OFFER OUTSTANDING HOSPITALITY WITH GREAT SERVICE, HONESTY, AND PERSONALIZED EXPERIENCES. WE AIM TO BUILD LASTING RELATIONSHIPS AND CREATE UNIQUE, MEMORABLE STAYS FOR EVERY GUEST."



VISION

“TO BECOME THE PREFERRED HOTEL BRAND
KNOWN FOR MAKING GUESTS HAPPY,
BEING INNOVATIVE, AND CREATING LOYAL
RELATIONSHIPS THROUGH UNIQUE AND HIGH-
QUALITY EXPERIENCES.”



A PLACE OF
BEAUTIFUL
BEGINNINGS

02

BRAND STRUCTURE

LOGO | COLOUR PALETTE | SLOGAN

LATIN MASTER LOGO

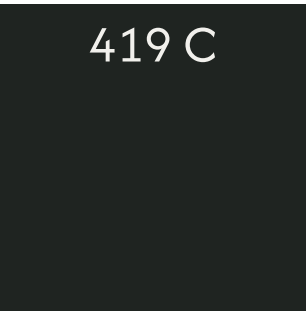
ARABIC MASTER LOGO

HALO
BY T'IME

هيلو
من تايم

PANTONE

419 C



LATIN MASTER LOGO

ARABIC MASTER LOGO

HALO
BY TIME

هيلو

من تايم

PANTONE

000 C

LATIN MASTER LOGO

ARABIC MASTER LOGO

HALO
BY TIME

هيلو

من تايم

PANTONE

874 C

LATIN MASTER LOGO

ARABIC MASTER LOGO

HALO
BY TIME

هيلو

من تايم

PANTONE

7736 C



HALO

BY TIME



HALO
BY TIME

COLOR PALETTE

MAIN COLOR

PANTONE 874 C

#8B6F4E

#DDB68B

SECONDARY

PANTONE 7736 C

#385247

SUPPORT

PANTONE 419 C

#1F2421

SUPPORT

PANTONE 000 C

#FFFFFF

THE SLOGAN

“YOU
REALLY
MATTER”





designed by
STUDIO ROTELLA