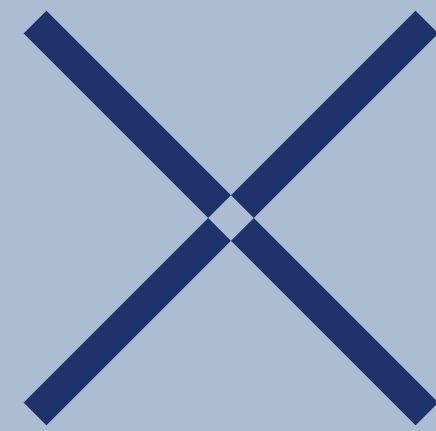




E X P R E S S

B Y T I ' M E

DESIGNED BY
STUDIO ROTELLA

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01 BRAND INTRODUCTION

- BRAND CONCEPT
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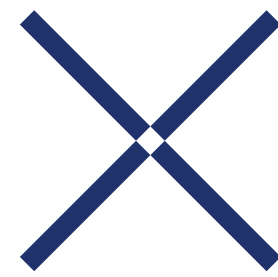
- LOGO
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01 BRAND INTRODUCTION

BRAND CONCEPT | BRAND VALUES | TARGET AUDIENCE | BRAND MISSION



H
TIME
HOTELS



E X P R E S S

BY TIME

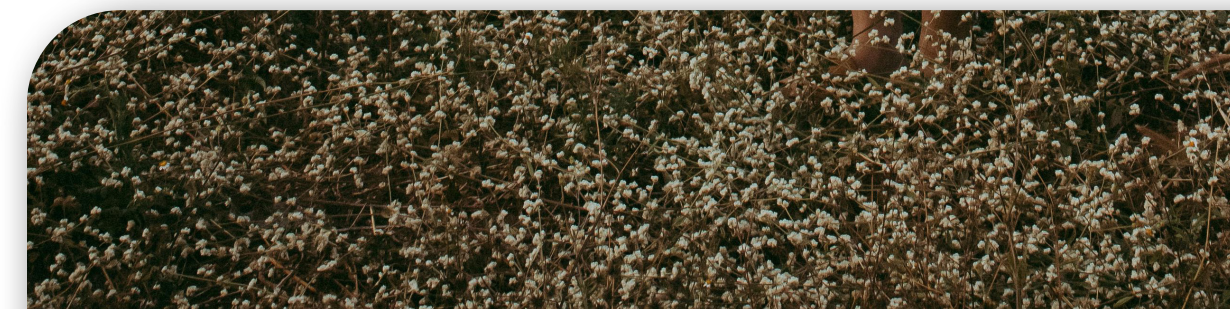
BRAND CONCEPT

The Express brand is designed to cater to the budget-conscious traveler who seeks efficient, comfortable, and value-driven accommodations.

Our hotels provide the essentials that modern travelers need without unnecessary frills, offering a straightforward, hassle-free experience at an affordable price.

The brand is positioned to attract a diverse range of guests, from business travelers to families and tourists, all looking for convenience, reliability, and excellent service.

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BRAND VALUES

E

EFFICIENCY



X

XCEPTIONAL
VALUE



P

PRACTICAL
DESIGN



R

RELIABILITY



E

EASE OF
ACCESS



S

SIMPLICITY



S

SAFETY &
CLEANLINESS



E F F I C I E N C Y



Streamlined services ensure that guests experience a smooth, hassle-free stay. From quick self-check-in to grab-and-go breakfast options, we prioritize convenience without compromising quality.

XCEPTIONAL VALUE



We focus on delivering high-quality experiences at competitive prices, making sure that guests receive the best value for their money.

PRACTICAL DESIGN



Each room is designed with the modern traveler in mind, offering practical amenities such as high-speed Wi-Fi, comfortable workspaces, and thoughtfully laid-out interiors.

RELIABILITY



Express hotels offer consistent service across all locations, ensuring that guests can rely on a dependable, high-standard stay every time.

EASE OF ACCESS



Our hotels are strategically located near key transport hubs and city centers, making it easy for guests to access their destinations with minimal effort.

SIMPLICITY



We focus on providing the essentials, eliminating unnecessary frills to keep things simple and efficient for our guests.

S AFETY & CLEANLINESS



Clean, well-maintained rooms and public spaces, combined with rigorous safety measures, provide a safe and comfortable environment for all guests.

TARGET AUDIENCE

BUDGET-CONSCIOUS BUSINESS
TRAVELERS



SOLO TRAVELERS



FAMILIES LOOKING FOR
AFFORDABLE ACCOMMODATIONS



TOURISTS EXPLORING NEW
DESTINATIONS



GROUPS AND WEEKEND
TRAVELERS SEEKING VALUE
STAYS





H
TIME
HOTELS

BRAND PROMISE

A **no-nonsense, efficient, and reliable stay experience** for **travelers** who prioritize **convenience, cleanliness, and affordability**.

We believe in **delivering value by focusing on what truly matters— comfortable accommodations, excellent service**, and locations that connect guests to where they need to be.

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02 BRAND STRUCTURE

LOGO | COLOUR PALETTE

WHITE COLOUR

LATIN MASTER LOGO

EXPRESS
BY TIME

ARABIC MASTER LOGO

اكسپريس
من تايم

PANTONE

000 C

BLACK COLOUR

LATIN MASTER LOGO

EXPRESS
BY TIME

ARABIC MASTER LOGO

اكسبريس
من تايم

PANTONE

419 C

MAIN COLOUR

LATIN MASTER LOGO

ARABIC MASTER LOGO

EXPRESS
BY TIME

اكسبريس
من تايم

PANTONE

7686 C

SECONDARY COLOUR

LATIN MASTER LOGO

EXPRESS
BY TIME

ARABIC MASTER LOGO

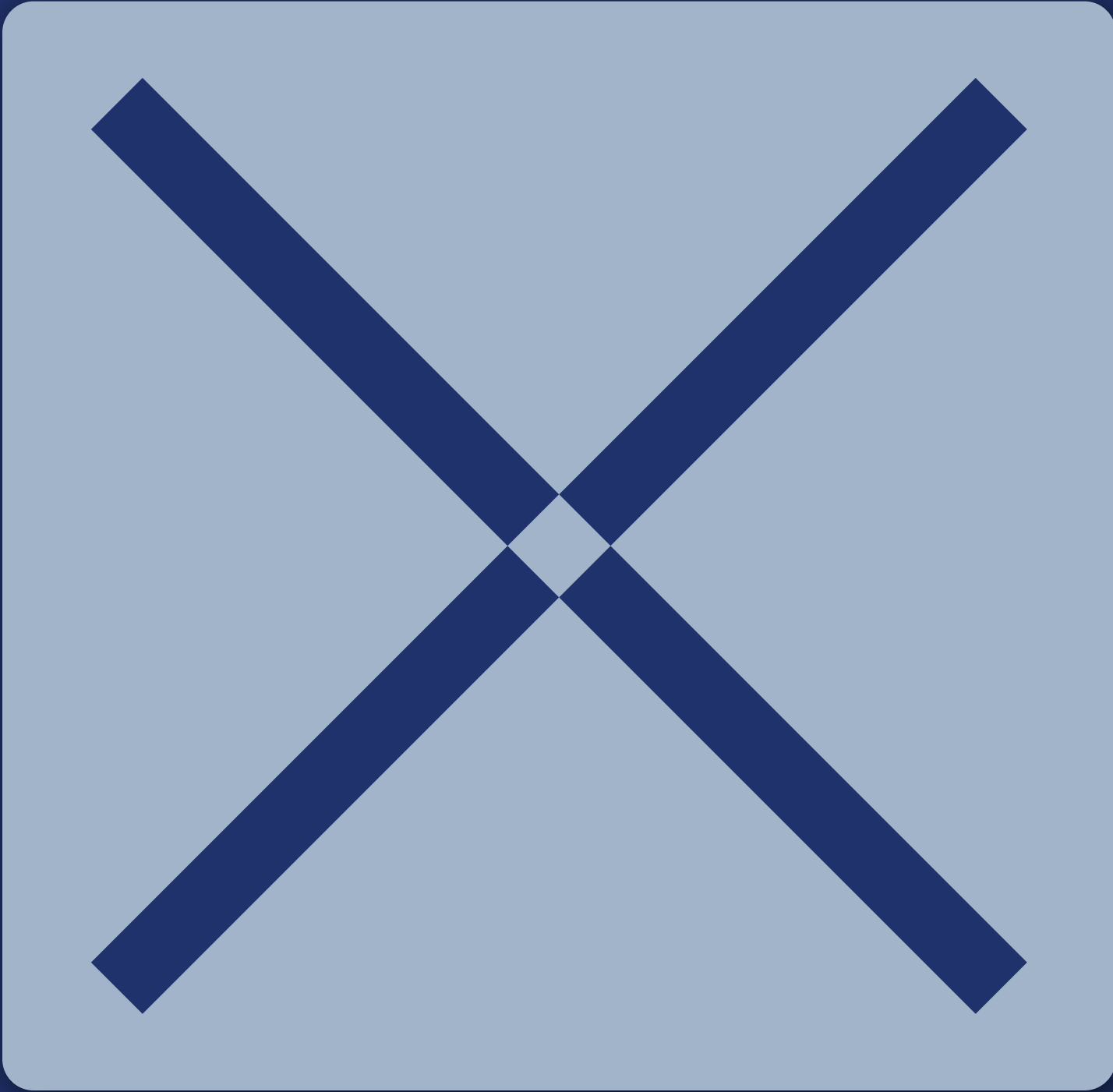
اكسپريس
من تايم

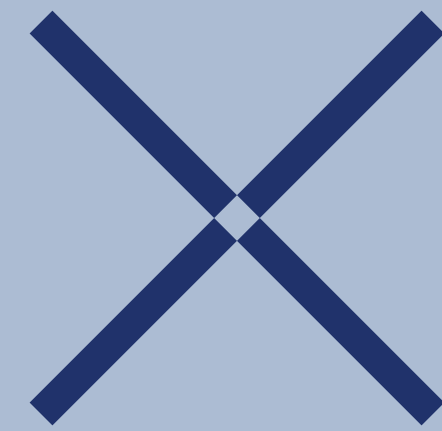
PANTONE

651 C

COLOUR PALETTE

Black R31G36B33 C76M61Y63K78 HEX #1f2421 PANTONE 419 C	White R255G255B255 C0M0Y0K0 HEX #ffffff PANTONE HEX	Blue Navy R32G50B107 C100M87Y29K15 HEX #20326b PANTONE 7686 C	Blue Grey R172G188B211 C37M21Y11K0 HEX #acbcd3 PANTONE 651 C
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