

THE
WILLOW
HOTEL

THE WILLOW HOTEL
BRAND GUIDELINES - VOL.1



CHAPTER ONE — LOGO

FULL COLOR

THE
WILLOW
HOTEL

BLACK

THE
WILLOW
HOTEL

KNOCKOUT

THE
WILLOW
HOTEL

CLEAR SPACE



The logo should always maintain a clear space equal to the height of the capital 'W' on all sides. No type, margins, or graphics should overlap.

For questions or exceptions, contact the brand team.

FULL COLOR



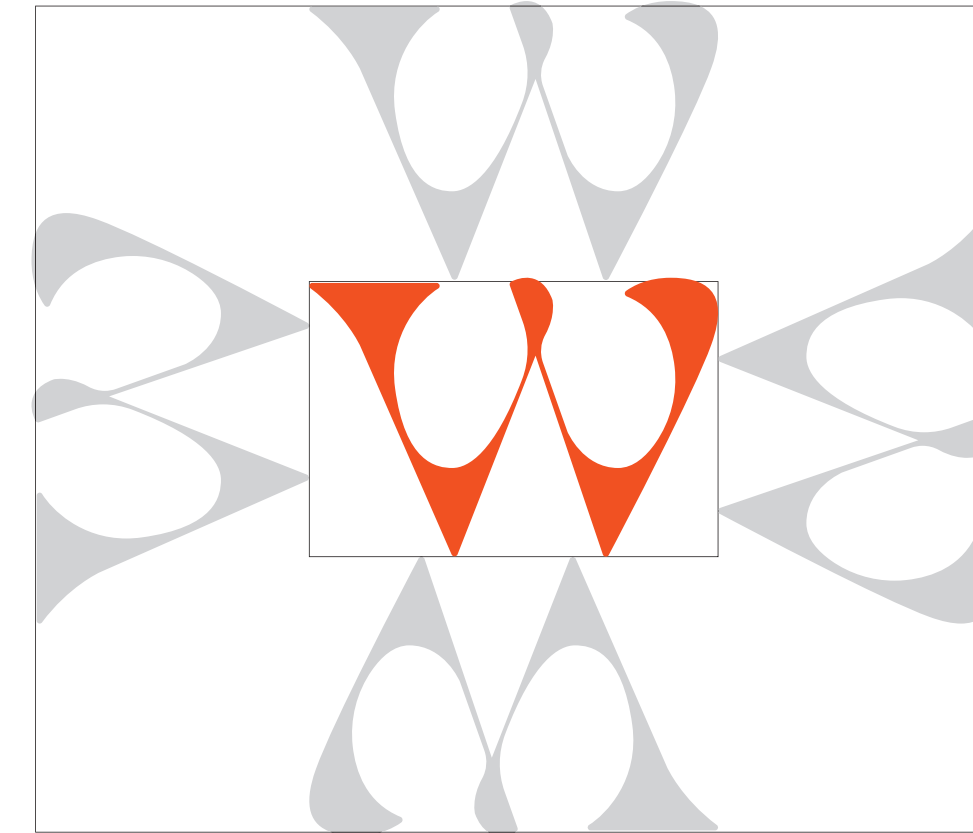
BLACK



KNOCKOUT



CLEAR SPACE



The logo should always maintain a clear space equal to the height of the capital 'W' on all sides. No type, margins, or graphics should overlap.

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DON'T



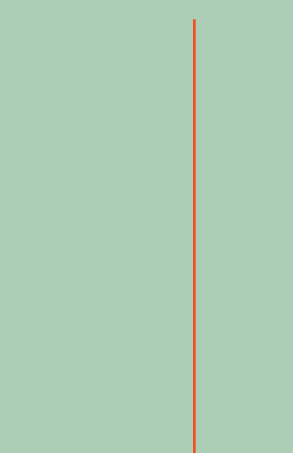
The logo can be used on photos, but it should not appear in a color or placement that obscures legibility of the logotype or obscures the focus of the image.

DO

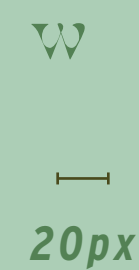


This is a proper deployment of the logotype on a photo. The logo and photo are legible. Be wise with your color choices.

PRIMARY LOGO



SECONDARY LOGO



In digital applications, the primary logo should appear no smaller than 100 px wide. The secondary logo should appear no smaller than 20 px wide.

In print, the primary logo should appear no smaller than .33 in wide. The secondary logo should appear no smaller than .1 in wide.



Do not warp or distort the logo.



Do not add gradients or use off-brand colors



Do not rotate the logo without the approval of the brand team.



Do not combine the secondary logo with 'the hotel'. This risks copyright infringement.



Do not make the logo illegible when used on a photo.



Do not intersect or obstruct the logo with other elements.



CHAPTER TWO — TYPOGRAPHY

EYEBROW COPY

Interstate Condensed
Bold Italic | +100 trk

HEADLINE

Blimey
Medium | +100 trk

SUBHEAD

Interstate Condensed
Bold Italic | +100 trk

BODY

Rockwell
Regular | +0 trk

THE WILLOW HOTEL

COME STAY A WHILE

NASHVILLE'S BEST HOTEL

With 36 unique rooms, The Willow is unlike any other hotel in the city. Enjoy a taste of Nashville with top notch coffee, local food, and live music.

We use 3 typefaces throughout our brand, any additional type must be approved by the brand team.

For display text and larger headlines use Blimey, for smaller headlines and subheads, use Interstate Condensed with +100 tracking, and for body use Rockwell Regular.

Our type is eclectic, fun, and vintage. In usage, prioritize legibility, but don't be afraid of daring executions.

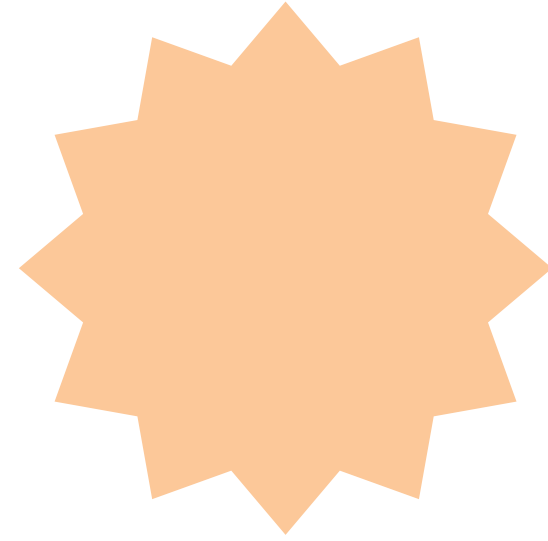
Avoid long sections of red or yellow body copy. Body copy should appear primarily in white, black, pink, or dark green.



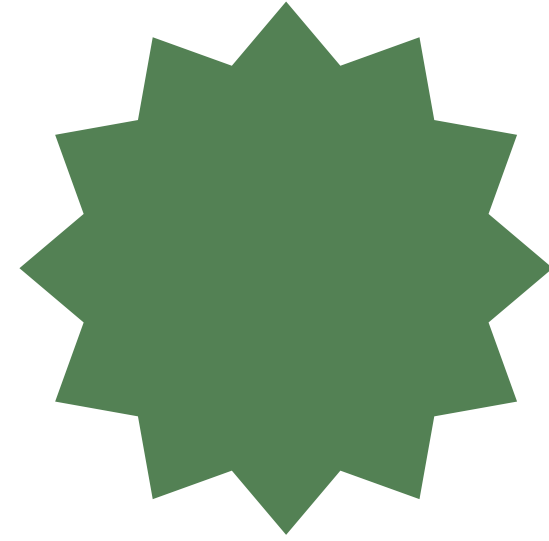
CHAPTER THREE — COLOR & IMAGE



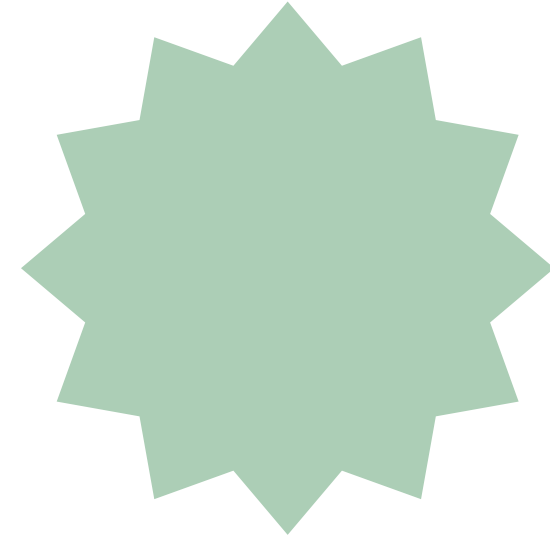
WILLOW RED
PMS Orange 021 C
C:0 M:83 Y:100 K:0
R:240 G:83 B:35
#f05323



SOLE TAUPE
PMS 712 C
C:0 M:24 Y:41 K:0
R:253 G:201 B:154
#fdc99a



COUNTRYSIDE GREEN
C:70 M:30 Y:79 K:13
R:84 G:130 B:85
#548255



GREEN RIVER
C:33 M:6 Y:32 K:1
R:171 G:203 B:180
#abcbb4

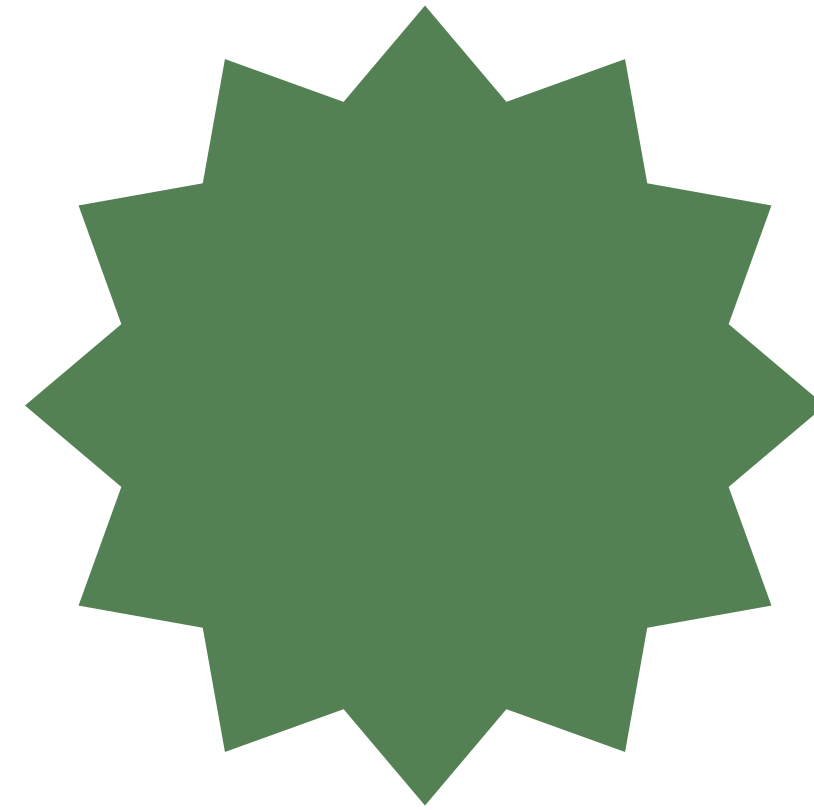
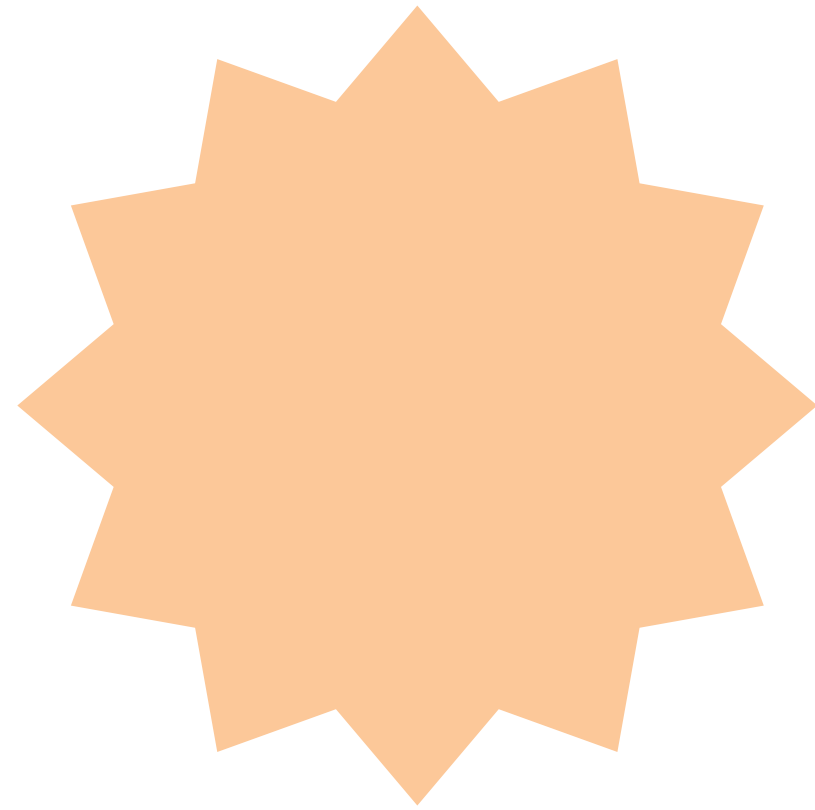
Please stick to usage of only the specified brand colors in addition to black and white for all design. For any color usage outside of these defined colors, please contact the Brand Team.

See the following page for the color usage proportion guide.

NOTES

Please avoid using only yellow and red in combination to prevent presenting the brand as 'fast-foody' or immature. As noted in the typography section, avoid using yellow or red for long blocks of body copy.

PRIMARY COLORS



The color proportions are loosely defined and flexible. Use this page as a starting point for which colors we want to represent our brand first.

Use your best judgement, explore color usage and communicate with the Brand Team to keep our colors top-notch.

ACCENT COLOR

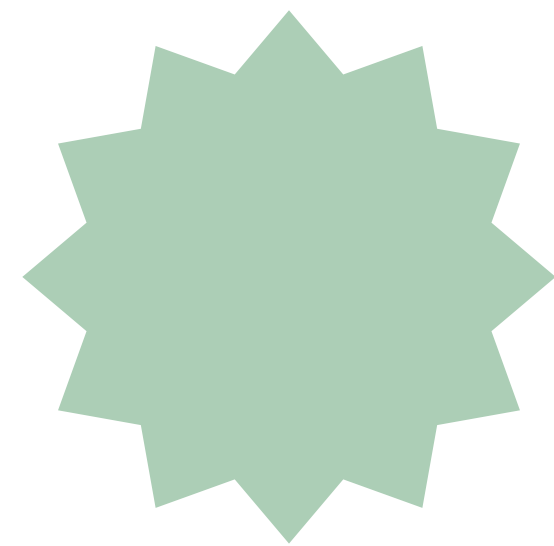
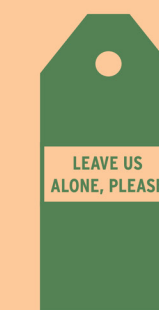
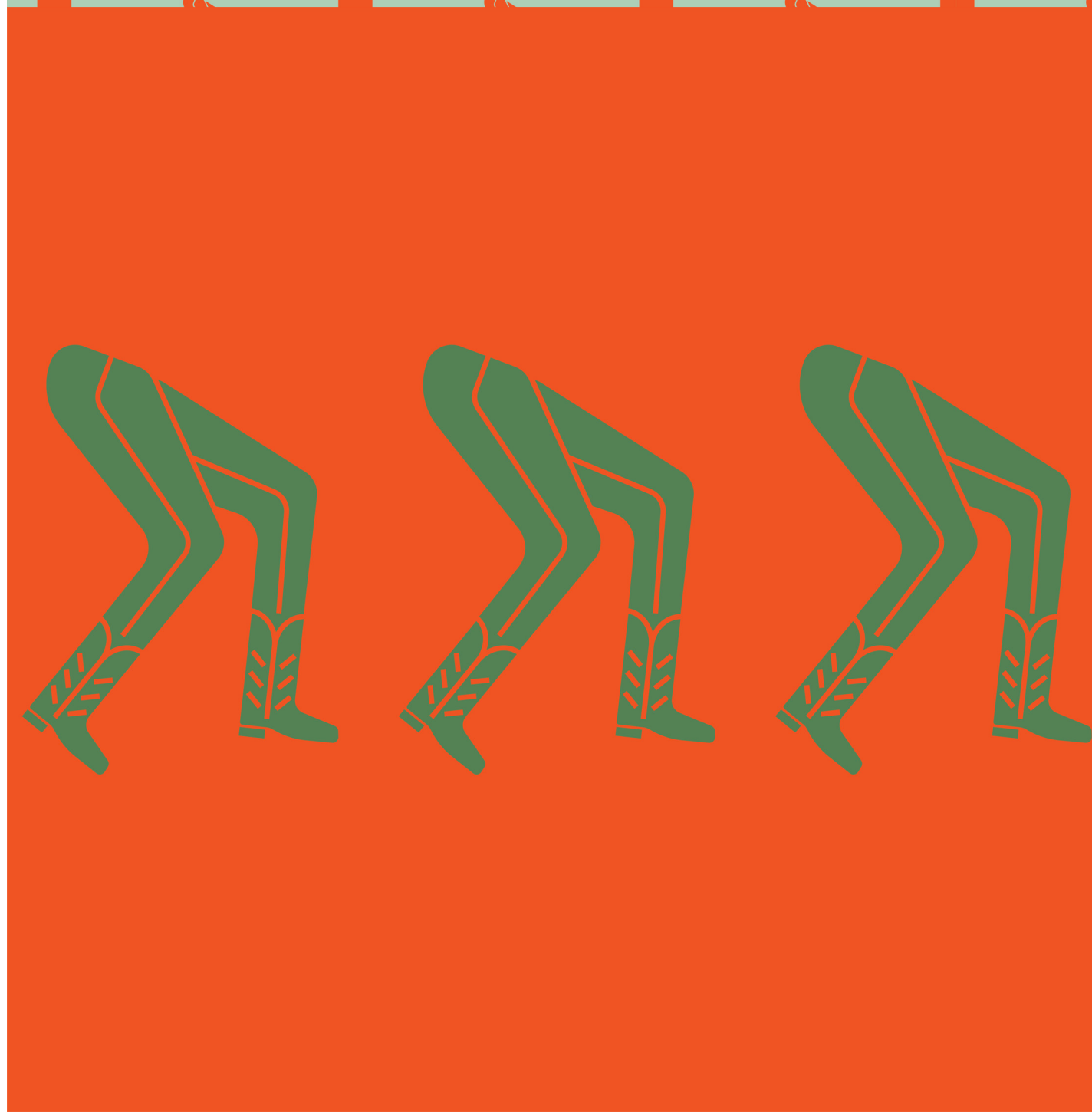
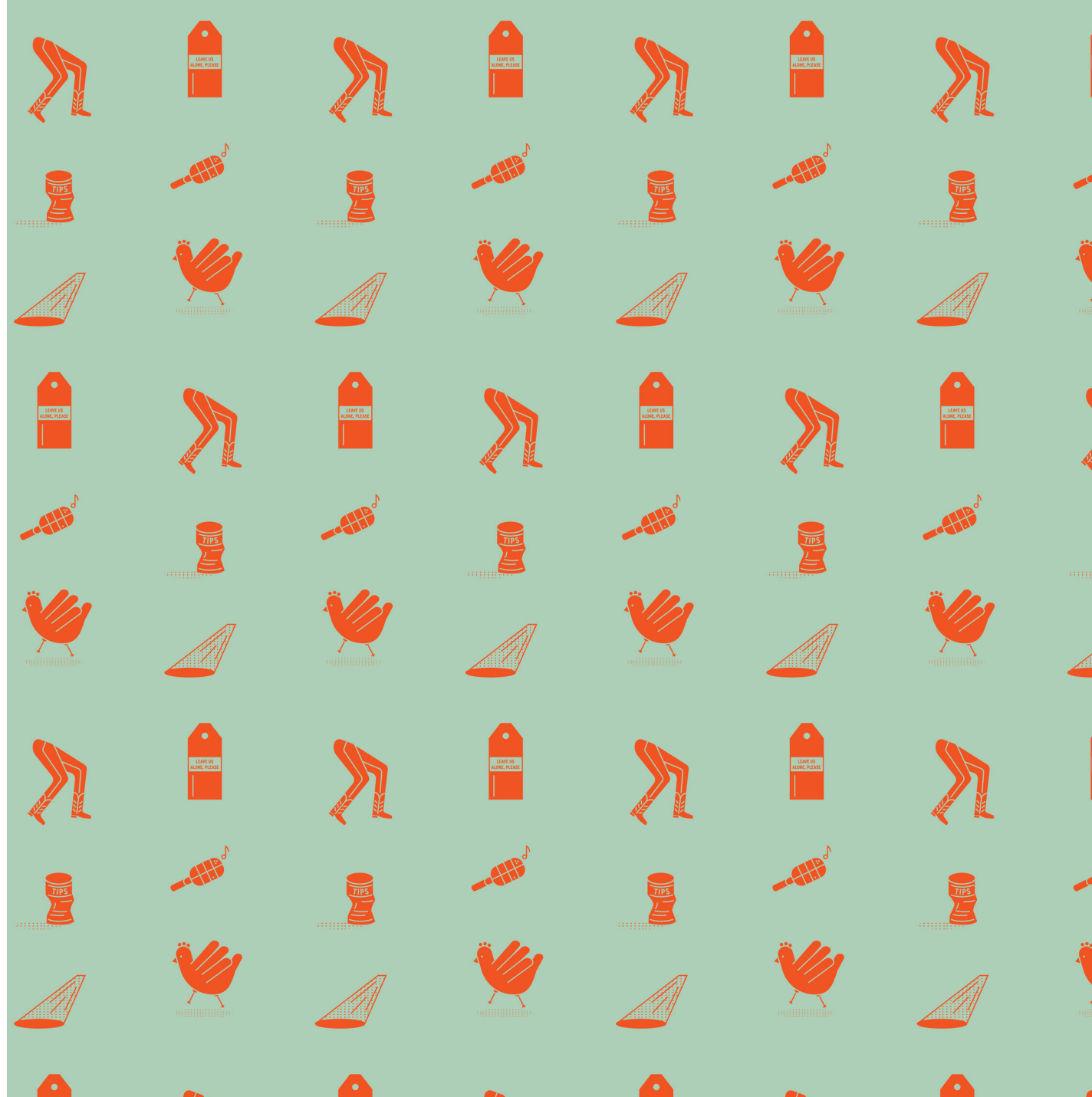


Illustration plays a huge role in our brand identity. While the imagery is always evolving, the style is clearly defined. Illustrations should speak to our local expertise, sense of humor, and be used for visual impact.

They are simple, but include thoughtful details. Don't obsess over every perfect curve when drawing, we like a little character. However, they should look pretty polished.

When applying an illustration to a solid color, the linework should be the same color as the background. Additionally, the linework can become knockout and transparent. Halftone dot patterns can be applied when needing a third color.

Illustrations can be converted into patterns when appropriate.



STAY IN
OR
GO OUT



FULL COLOR PHOTOS



DUOTONE PHOTOS



Our photography is captured and retouched in a singular style. The light is high-key with prominent shadows and saturation. Think Bon Appetit Magazine as a stylistic reference.

In use, photos can be used in two styles. Photos can either be used in their standard, full-color or they can be converted to duotone photos from the brand colors. Use duotone when appropriate. The brand should present full-color photos above all else.