ROYALTY
HOTEL & SUITS

BRAND IDENTITY GUIDELINES

Version 1.0
Presented by Cr8tiv Yemmy
August 2021

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The royalty Guideline is an important reference tool that contains guidelines for reinforcing the royalty brand identity in all communications.

The royalty brand identity components, in all configurations, are to be used correctly and consistently.

Always seek approval from the brand management team before printing or publishing.

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ROYALTY
Hotel & Suits

CONTENTS

THE ROYALTY BRAND

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INTRODUCTION

We pride ourselves as the leader in delivering top-notch luxirious hotel services in west Africa.

To be at the top means being able to meetup with the needs of our clients and we acknowledge the fact that our clients are of diverse individuals and cultures that is the main reason why we created this guide to show you the do's and don't of our brand.

Remember this is only just a guide and if you have any question please refer to the back cover of the guide for our contact information.

ROYALTY
HOTEL & SUITS
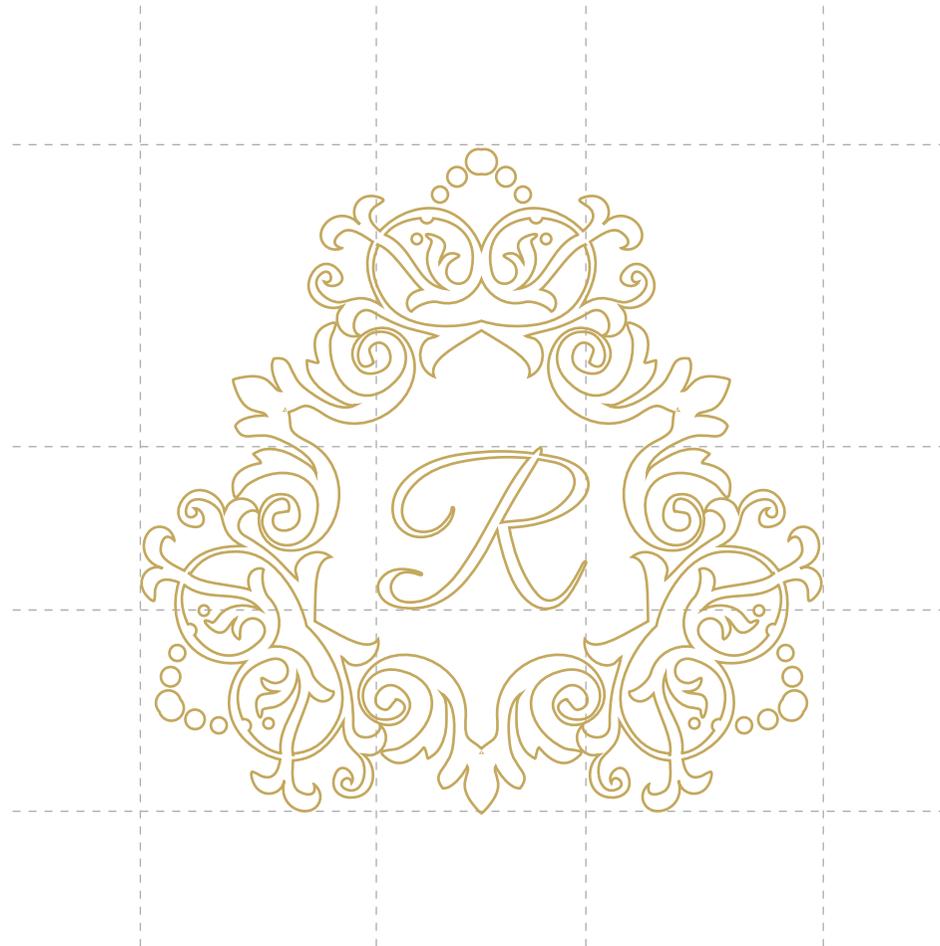
Logo

The ROYALTY logo consists of three primary elements; "CREST BRAND MARK", the name "ROYALTY" and the tagline "HOTEL & SUITS". This elements creates the overall representation of our logo.

Our logo unifies all our brand attributes and core strength into one visual element. It must be always used as instructed on this manual.

LOGOTYPE

This is our logo! lovely right? Please note that this logo should always be used each and everytime because this is the clearest way we can visually represent our brand.

CLEARSPACE

The brand identity should always be placed with an area of white space surrounding it. This ensures that no other graphic element interferes with the communication of the our brand.

The minimum area of clear space surrounding the brand identity is determined by the "x" between the top of 'ROYALTY' and the base of the tagline, as per the illustration.

This measurement should be used as a guide whenever the ROYALTY brand Identity is used.

MINIMUM SIZE

The recommended mininum size that our logo can be use is (For Print 20mm) & (For Digital 100px). This is to ensure legibility and clear communications of the ROYALTY brand at all time.

LOGOTYPE

Minimum print size is 0.8 inch (20mm) wide

Minimum digital size is 100 pixels wide.

LOGO VARIATION

Please use the primary color-v1 logo on light backgrounds, primary color-v2 logo can be used on a dark background. When applying the logo images, the mono variations of the logo should be used, depending on the image contrast (white logo for dark contrast and grey logo for light contrast).

Primary Color-v1

Primary Color-v2

Secondary Color-v1

Secondary Color-v2

IMPROPER USAGE

To ensure the strength of the ROYALTY brand identity, consistency of usage is extremely important. Here are some examples.

Please ensure that you;

Do not change the individual part of the logo.

Do not scale, stretch or is proportionately resize the logo.

Do not attempt to recreate the logo.

Do not use gradient on the logo.

Do not apply graphical elements such as drop shadow or glow.

Do not change the composition of the logo.

BRANDMARK

The brandmark is our symbol. This symbol can be
used alone to reinforce our brand.
There are couple of different ways to use it but keep
in mind that the clearspace around the brandmark
is equivalent to 1/5 of its width.

Primary Color-v1

Primary Color-v2

Secondary Color-v1

Secondary Color-v2

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TYPOGRAPHY

Our typography is one of the strongest section of our visual identity. We've three typefaces and broad selection of weights allow us to communicate in a wide range of tones.

TYPEFACE

Regular - This is to be use for headlines only.

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUV
WXYZ0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trajan Pro Regular

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TYPEFACE

Book - This is to be use for all copy.

Heavy - This is to be used for headings & occassionally for sub headings.

Avenir LT Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ0123456789

abcdefghijklmnopqrstuvwxyz

Avenir LT Pro Book   Avenir LT Pro Heavy

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TYPEFACE

Please note that this is just a supporting type and can only be use in the absence of the (2) previous types.

The only place you can make use of this type is in the copy of an e-mail, doc or power point presentation only in the absense of the (Avenir LT Pro) type.

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ0123456789

abcdefghijklmnopqrstuvwxyz

Arial Bold   Arial Regular

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TYPE SETTINGS

1) Heading
Trajan Pro - Auto leading (i.e 84pt on Auto leading)
Aligned left.

2) Sub heading
Avenir LT Pro Heavy - Auto leading (i.e 36pt on Auto
leading) Aligned left.

3) Copy
Avenir LT Pro Book - Auto leading (i.e 18pt on Auto
leading) Aligned left.

See example:

THE HEADING

Sub heading - All information goes through this section only but if you feel like including them in other sections then you can't!

Copy - All information present here stays here but if you have the urge to include it to other section then you really can't!

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COLORS

Our colors sets us apart from competitors and they play a vital role in our brand. The colors represents trust, attention, luxury and harmony.

COLORS

These are the colors that represent our brand. These colors are also used across our visual communications.

Please always use the 4 colour process (CMYK) formula shown here for print purpose.

For screen colour values, please refer to the RGB formula's.

RGB   35   31   32
CMYK 69.82   67.45   63.86   73.94
HEX   231f20

RGB   197   168   94
CMYK 24.16   30.26   74.67   0.78
HEX   c5a85e

RGB   255   255   255
CMYK 0   0   0   0
HEX   ffffff

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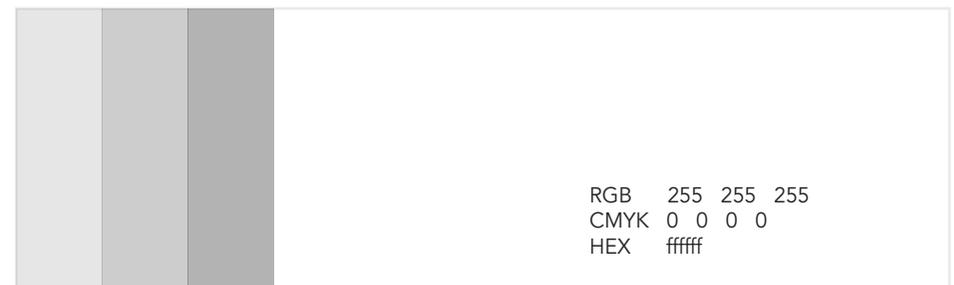
GRAPHICS ELEMENTS

Our graphic elements can be used for print, social media, and even for presentation.

Graphics elements

Our graphics elements consists of our logo and brands color noting more should be included to complement it.

In some occassions, we make use of our luxurious pattern to represent our brand.

Please note that the example being found on this page can also be experimented only on black and white background if the needs be.

See example:

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PHOTOGRAPHY

Our images are real, contemporary and luxirious in style and composition with good focal point. They represent the wide range of services we rendered to our value added customers.

ROYALTY
HOTEL & SUITS
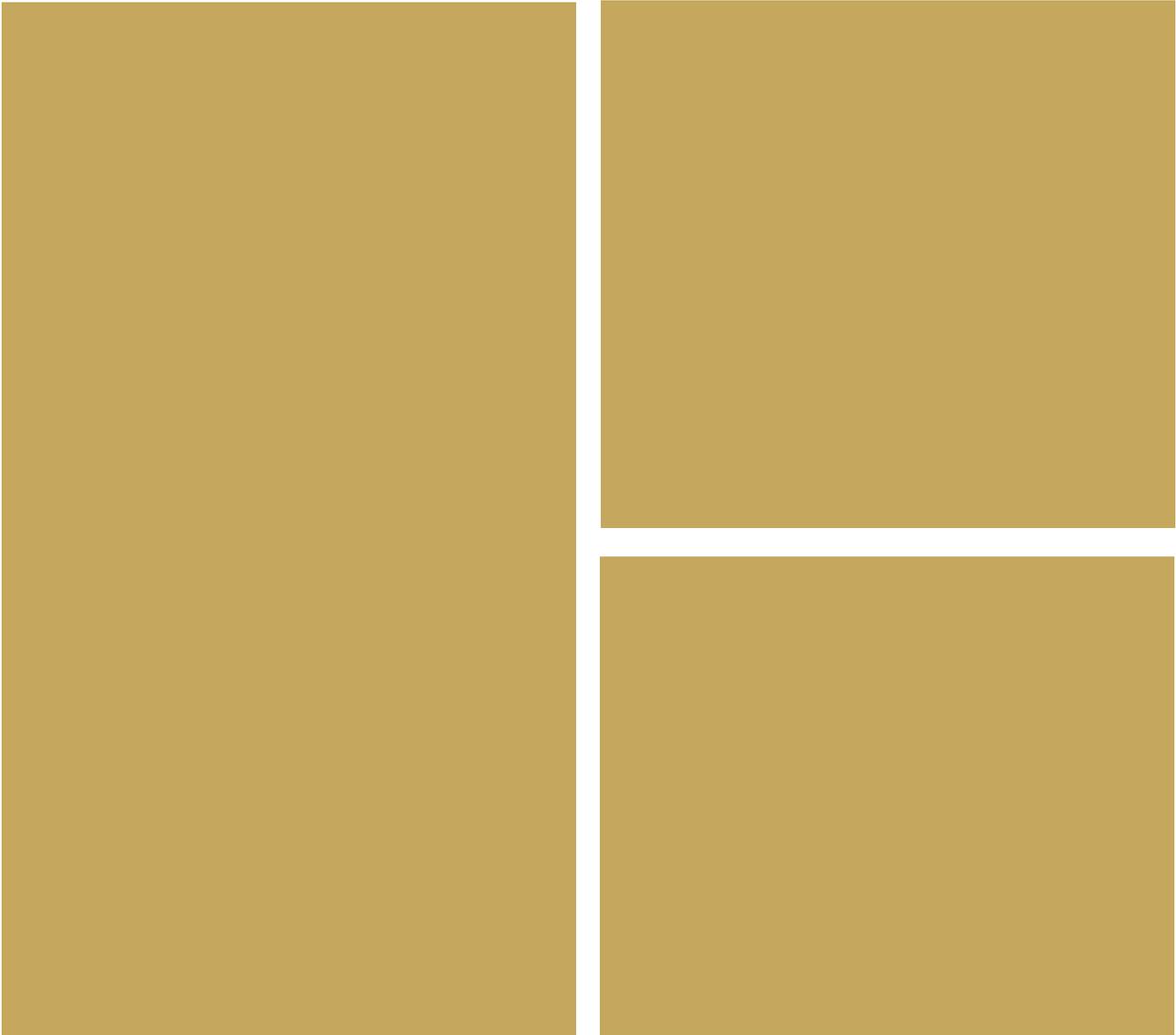
ICONOGRAPHY

Our icon set is simple and clean with only stroke of 2pt, it is to be used with our brand colors.

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CASE STUDY

Case study are one of the most important areas of our brand. This includes all of the printed materials that are required for formal communications as well as digital applications.

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Email: info@royalty.com.ng
Phone: +234 81 5783 3792

Dear MR. Arowoka,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel faci...ndisse ultrices gravida.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna alf...Quis ipsum suspendisse ultrices gravida.

CEO
BOSUN JONES
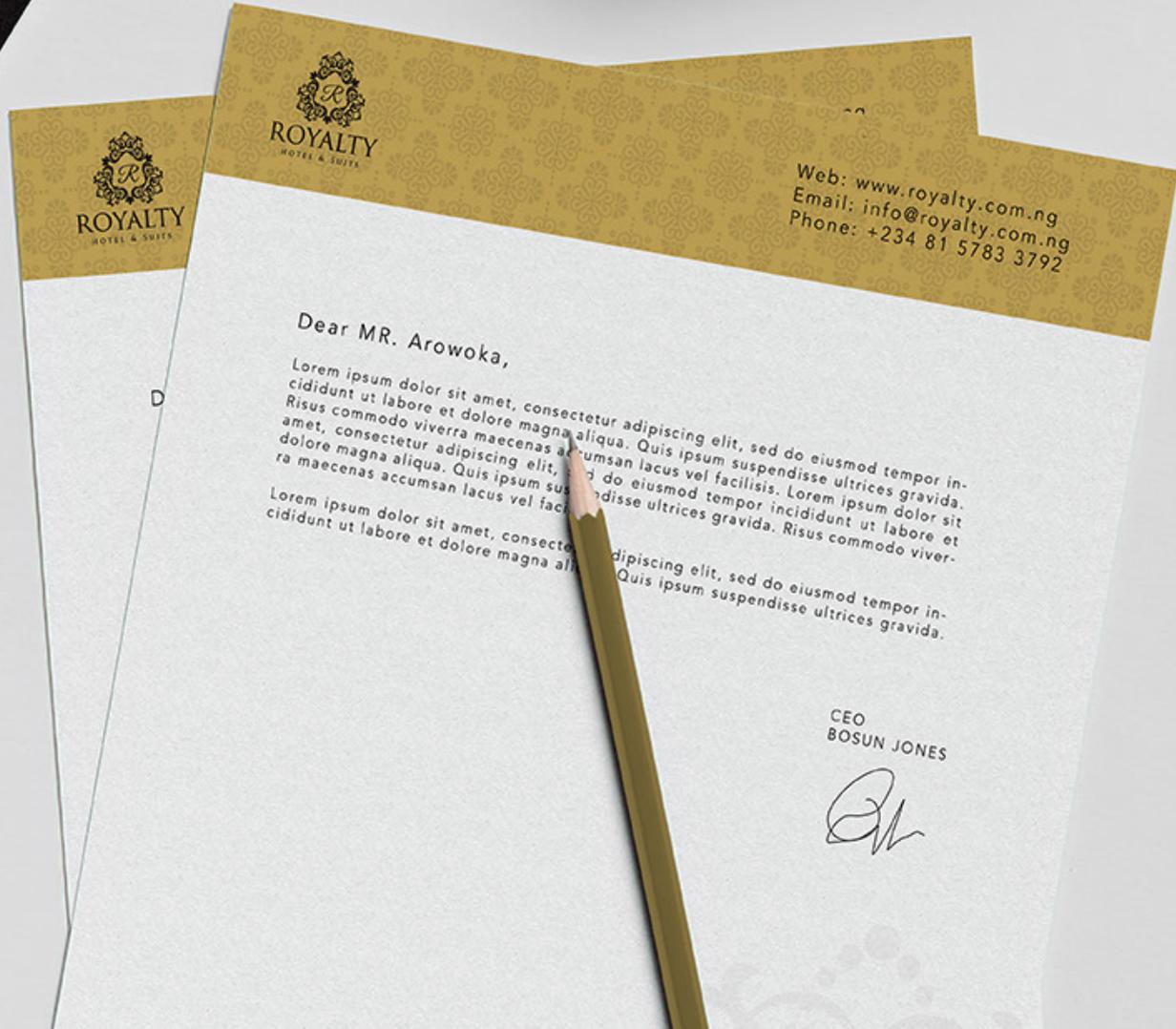
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