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BRAND GUIDLINES

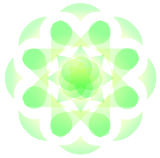
HYPOTHETICAL BRANDING
DG2S45

MATTHEW JENKINS 18054706

CONTENT

OUR JORNEY

ASSETS



VISUAL LANGUAGE

EXAMPLES OF APPLICATION

HELLO

ENJOY YOUR STAY

OUR JOURNEY

SUITE STANDARDS

Suite Sounds welcomes you to FIRST hotel & arena combined complex in the UK and Europe (because why would you venture anywhere else when you can indulge all-in-one at your own exclusivity?)
The following brand guidelines have been specially created to ensure the Suite Sounds experience is one like no other hotel or arena can even think of offering. In order for everyone to understand the message however, the brand values must be understood in order to make sure there is no confusion between customer and designer.
Here we will put across our ideas on how our logo will be used and where, the colour code that shall be used and the tone of voice that shall be used.

SOUND START-UP

A number of gigs have gone by since my first in 2014, each seemingly better than the last; however, each gig brings a worry whilst walking/driving back to my hotel. Looking over my shoulder, being in an area I hardly knew at all and although being around others, the feeling of being a target. Yes, getting a hotel closer to a venue may seem the sensible option, but the price of tickets + gig ticket added up is extortionate! Even when there's a hotel cheap enough (take the 02 Institute in Birmingham next to an Ibis Budget hotel for example), the mood in the hotel feels separate from that of the gig, as if you have to keep the experience all to yourself. With places like the Accor Hotels Arena in France with one of their hotels LITERALLY across the road from them, what's to say moves like this can't be taken one step further? What's to say the two cannot combine to make one big complex to accommodate you & accelerate moods?

Hi. We're SuiteSounds...

ASSETS

BRAND TONE OF VOICE

MAIN LOGO

VIBRANT

Suite Sounds is an inviting venue where people want to come and express themselves in whatever way they want, letting go of the outside world.

Suite Sounds wants to make people feel safe and comfortable during their visit and stay and the venue + hotel. We don't want a customer having to lift a finger.

WARM

HOSPITABLE

Suite Sounds strives to make sure customer and staff relationships are the best around. Customers can rely on anyone who works at Suite Sounds and feel assured there will always be staff on site 24/7.

BRAND TONE OF VOICE

EXAMPLE OF COPY

The following copy gives an idea of the sort of language I want to communicate to the audience:

Suite Sounds welcomes you to FIRST hotel & arena combined complex in the UK and Europe (because why would you venture anywhere else when you can indulge all-in-one at your own exclusivity?)

Our complexes have been specially catered to meet the unique requirements of each and every one of you gig goers and hotel stayers so your time at one of our Suite Sound locations will become more than just a night out, but a day to remember…

Suite Sounds offers an array of leisure across our hotel and arena so that there is a little bit of everything for everyone. In fact, we can guarantee you won't find these little luxuries at any other venue, simply because no-one else cares about their customers as much as WE do about YOU.

LOGO/BRAND MARK

MAIN LOGO

This is the Suite Sounds logo. For use, the design may not be distorted at all. When using on any media type, a width of 12mm should be applied to the logo's radius in order for the design to stand out against other objects.

LOGO/BRAND MARK

LOGO FORMATS

PRIMARY - This is the first and foremost design, so should be considered above any other format of the logo design. Only use secondary/third design when there is a dark background (e.g. black, brown, navy blue, etc.) in use and text is barely readable.

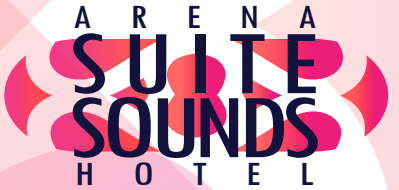
SECONDARY - For when dark shades are in use, navy blue font has been replaced with white. Grey background here is only for presentation on brand guidelines only and should NOT be used as part of the final design.

LOGO/BRAND MARK

INCORRECT USES - DON'TS

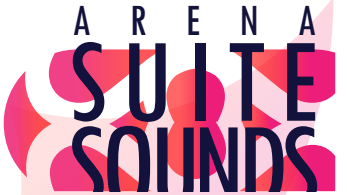
DON'T rotate the logo

DON'T strech or distort the logo



DON'T recolour the logo's main shape or text (does not apply to secondary logo choice or tour posters **(REFER TO VISUAL LANGUAGE - FRAMEWORK)**)

DON'T crop the logo

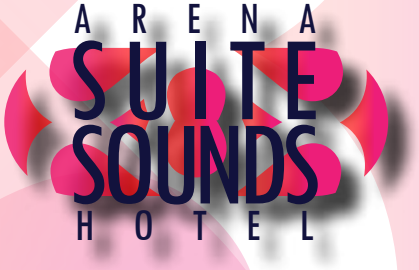


LOGO/BRAND MARK

INCORRECT USES - DON'TS

DON'T box the logo

DON'T apply shadow or effects to the logo



DON'T use dark images as backgrounds

DON'T flip the logo

LOGO/BRAND MARK

INCORRECT USES - DON'TS

DON'T play with the opacity on the logo

DON'T cover up the logo

DON'T invert the logo's colour

DON'T fill in the logo's background (does not apply to secondary logo choice)

FONT TYPE

LOGO & OFFLINE FONT

TW CEN MT CONDENSED - REGULAR

Tw Cen MT Condensed - Regular

Tw Cen MT Condensed - Bold

Tw Cen MT Condensed - Regular is the font used for the logo, but not limited to, as this font plus Tw Cen MT Condensed Extra Bold are also used for offline designs such as OOH ads and merchandise.

FONT TYPE

ONLINE FONT

CENTURY GOTHIC - REGULAR

Century Gothic - Regular
Century Gothic - Italic
Century Gothic - Bold
Century Gothic - Bold Italic

Century Gothic - Regular is used on the official Suite Sounds website, limited to. Apart from page selection titles on the site, every other aspect of the site such as updates, news or notifications should only use Century Gothic - Regular **OR** other Century Gothic titles.

COLOURS

TO USE AROUND LOGO

d2cecd | ce5c9f | ed7b23 | be2d29 | ed207a

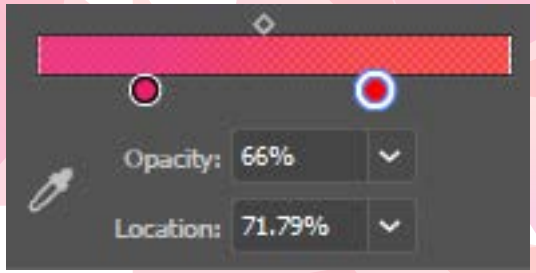
The colours that are shown are preferably used as the main design colours, as they are what represent Suite Sounds the best, plus work well with helping the logo stand out. They act as a complimentary secondary colour to the main colour theme of the logo.

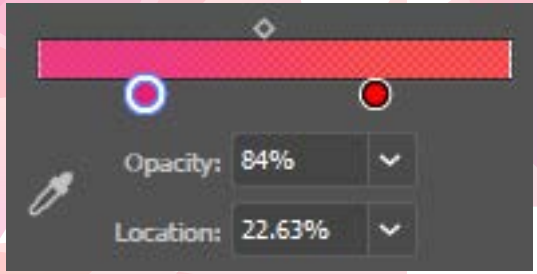
COLOURS

GRADIENT EFFECT

fe0104

ee1c6f





VISUAL LANGUAGE

FRAME FOR ADS

FRAMEWORK

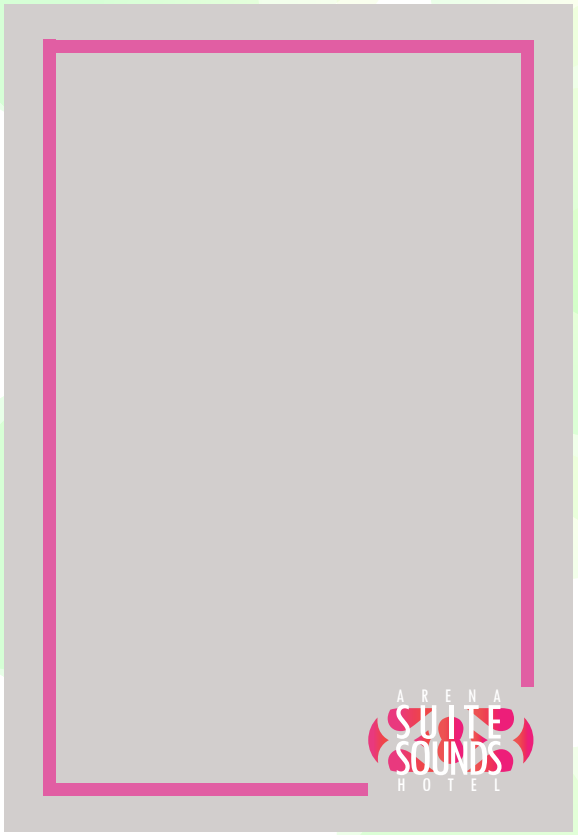
Each advert Suite Sounds produces contains the use of a pink frame to add emphasis to each and every advert that is created (excluding merchandise.) It is an important add-on to the advertising as it makes for easier navigation around the information we want to put across to the customer. In OOH tour posters, the framework **MUST** include the logo in the bottom right corner of the advert as shown from the example below: **(IGNORE GREY BACKGROUND, THIS IS TO HIGHLIGHT EXAMPLE PURPOSES)**

STRICTLY FOR TOUR ALERT OOH ADS

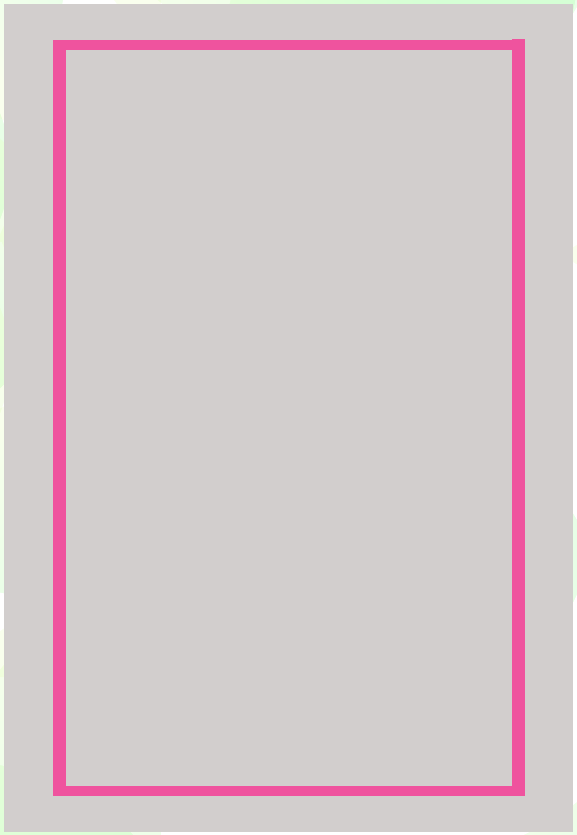
FOR ALL OTHER ADS

FRAME FOR ADS

FRAMEWORK - 16-SHEET CONVERSION



STRICTLY FOR TOUR ALERT OOH ADS



FOR ALL OTHER ADS

FRAME FOR ADS

SECONDARY FRAMEWORK

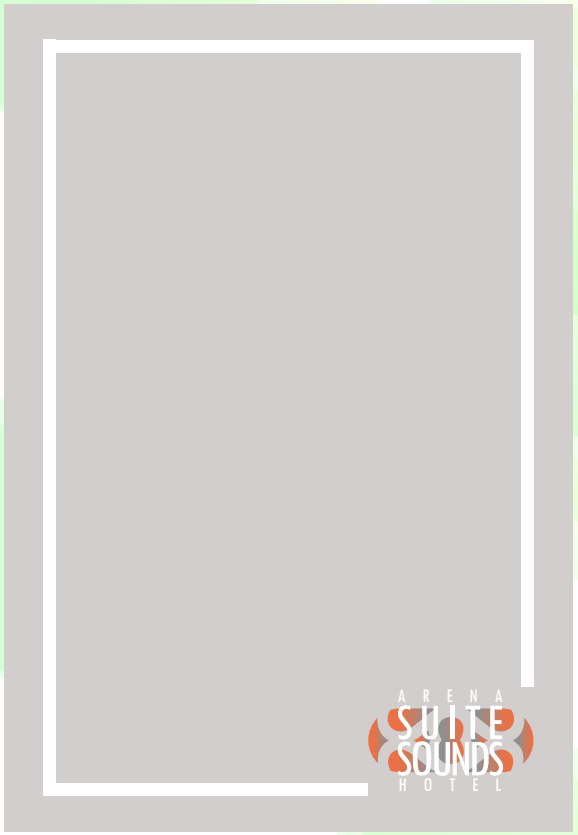
When creating tour alert OOH adverts, If the primary pink frames cannot be applied due to problems with background issues facing colour collisions or brightness, secondary frames can also be used **(IGNORE GREY BACKGROUND, THIS IS TO SHOW EXAMPLE ON GUIDLINES ONLY).** Further more, if the logo also collides with tour alert OOH adverts, this is the only acceptable time the logo can have changes made to the font/logo font and colour **(IF NECESSARY) (IGNORE GREY BACKGROUND, THIS IS TO HIGHLIGHT EXAMPLE PURPOSES) (EXAMPLE DESIGNS ARE JUST A POSSIBILITY).**

STRICTLY FOR TOUR ALERT OOH ADS

FOR ALL OTHER ADS

FRAME FOR ADS

SECONDARY FRAMEWORK - 16-SHEET CONVERSION



STRICTLY FOR TOUR ALERT OOH ADS

FOR ALL OTHER ADS

IMAGERY

OOH

For tour alert billboards, Suite Sounds requires an image of the artist in subject included as part of the background. **NO OTHER IMAGERY APART FROM THE LOGO CAN BE USED ON THESE BILLBOARDS (EXAMPLE DESIGNS ARE JUST A POSSIBILITY).**

EXAMPLES OF APPLICATION

EXAMPLES OF APPLICATION

These pictures show examples of how my logo, assets and visual language can all be used together in placement on products and advertisements. This does not mean the range is limited to following:

WE HOPE YOU
ENJOYED YOUR STAY

ARENA
SUITE
SOUNDS
HOTEL