

BRAND GUIDELINES



Serenity in the heart of the city

Brand Values

Our vision is to create a serene haven for professionals visiting the city, where they can disconnect from the bustle and experience a personalized retreat. Through thoughtfully designed, color-themed rooms and rejuvenating spa services, we aim to awaken the senses and provide a unique, mood-enhancing experience that makes every stay memorable. With a focus on individuality and comfort, we strive to offer a homely, intimate alternative to larger hotel chains, ensuring guests feel cared for and eager to return every time they visit New York.

UNIQUE

COLORFUL

RELAXATION

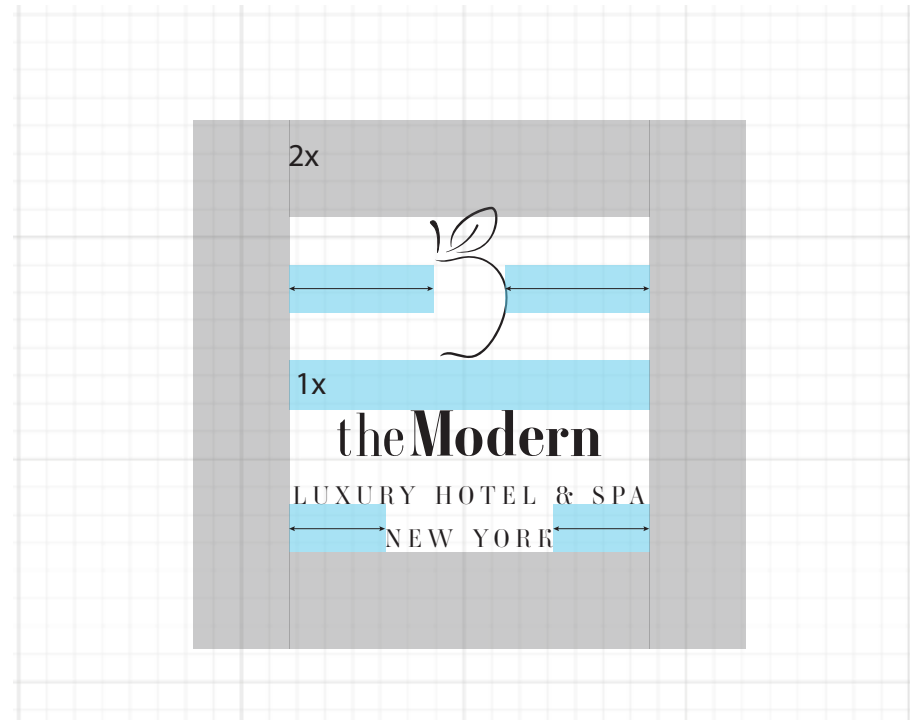
MODERN



Logo

The apple symbolizes New York, the "Big Apple," adding a touch of the city while evoking a natural sense of calm and peace.

The typeface is modern, sleek, and infused with subtle character, perfectly complementing a boutique hotel with its own distinctive style.



The logo needs to always appear with appropriate margins around it (see grey space) and correct spacing between elements (see blue space).

Full logo presentation

This includes the full company name. This is our more formal logo presentation.



Alternate presentation



Standard logo presentation

What will be displayed on most consumer focused products. Key cards, menus, tags. Considered more informal (casual).



Text only

This format works well where the logo-mark or symbol is not easier to use.

theModern

Icon only

Used where the viewer is already made aware of our name. Can be used as watermarks, background graphics or patterns.



Responsive logo

The responsive logo needs to be used where there is not enough room to properly read the company name. For example mobile website and social media profile images.



Logos using brand language



Tags and Banners

Use with high contrast photos and backgrounds or when the logo has a hard time showing on top of a given area.



The logo is also adaptable to different colors. This allows it to appear against any background and adapt to different styles and designs.



Color Palette

With color being an important part of the hotel's concept, a range of modern, impactful and sophisticated colors were chosen.

Taking inspiration from the greens and greys the client was inspired by, a diversity of tones and other colors were chosen.

Emerald medium HEX: #526B64 RGB: 82, 107, 100 CMYK: 69, 44, 56, 21	Emerald light HEX: #94A6A1 RGB: 148, 166, 161 CMYK: 45, 26, 35, 0	River blue dark HEX: #1B2A33 RGB: 27, 42, 51 CMYK: 84, 68, 56, 61	River blue medium HEX: #466D7C RGB: 70, 109, 124 CMYK: 77, 48, 40, 13
Emerald HEX: #264C43 RGB: 39, 77, 64 CMYK: 82, 48, 68, 43		River Blue HEX: #749EB5 RGB: 116, 158, 181 CMYK: 57, 28, 21, 0	
Plum HEX: #264C43 RGB: 76, 39, 68 CMYK: 64, 87, 45, 44		Cobblestone HEX: #BABFC5 RGB: 186, 191, 197 CMYK: 27, 19, 17, 0	
Plum dark HEX: #31132A RGB: 49, 19, 42 CMYK: 68, 87, 52, 66	Plum light HEX: #896D86 RGB: 137, 109, 134 CMYK: 49, 60, 31, 5	Cobblestone dark HEX: #414141 RGB: 65, 65, 65 CMYK: 68, 61, 60, 47	Cobblestone light HEX: #DFDEDE RGB: 223, 222, 222 CMYK: 12, 9, 9, 0

Typeface

Two fonts that will serve as primary and secondary fonts - adaptable to different header hierarchies and body copies.

The primary font is inspired by the one used for the logo, with a slightly wider appearance.

Ambroise Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#*<>!()?&

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#*<>!()?&

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#*<>!()?&

Typeface System

Gill Sans Regular

Size: 27pt

Leading: 28pt

Tracking: 8pt

Ambroise Std Regular

Size: 22pt

Leading: 21pt

Tracking: 13pt

Ambroise Std Regular

Size: 16pt

Leading: 16pt

Tracking: 13pt

Gill Sans Regular

Size: 13pt

Leading: 15pt

Tracking: 8pt

Gill Sans Light

Size: 14pt

Leading: 16pt

Tracking: 8pt

Gill Sans Regular

Size: 11pt

Leading: 11pt

Tracking: 8pt

Gill Sans Light

Size: 10pt

Leading: 11pt

Tracking: 8pt

HEADLINES ARE IN UPPER CASE

Subheadings are sentence case and smaller

Smaller headings are the same
weight but smaller still

SMALLER ITEMS LIKE MENU HEADERS AND PRICES IN ALL CAP

Body copy in a lighter font, fit for
website copy and other texts (e.g. flyers,
brochures, etc.)

Details and descriptions (e.g. room types) in bolder, smaller copy

Descriptions in tighter spaces, such as
on a menu in smaller copy, lightweight

Additional details and website footer
use a smaller size and lightweight font

Brand Tone of Voice

We want to paint the picture of a luxury experience mixed with comfort and approachability.

The brand voice conveys luxury, in a way that feels personal and makes the consumer feel cared for.

Key characteristics of our brand voice:

REFINED
SIMPLE
FRIENDLY
CONFIDENT
INSPIRING



Key Brand Elements

Used in communications, such as on social media and sales material. They are the pillars that define the core essence of the brand and help convey that to consumers.

1. Unique and purposeful design

- Collaboration with NY interior designer
- Smart integration of colour in design
- Collaboration with local artists for artwork in hotel

3. Gastronomy

- Quality
- Classy, vibey bar with unique cocktails
- Desserts from NY's best

2. Spa and wellness

- Retreat - Integral part of hotel experience
- Spa open until late to accommodate for busy schedules
- Facials, pool and sauna

4. Location - NYC neighbourhoods

- Proximity to Central Park
- NY unique vibes, neighbourhoods and restaurants around hotel



Image Guidelines

- Clear and high quality
- Soothing colors, matching color palette as much as possible
- Two, max three photos in a design to maintain a clean and modern look
- Photos should touch upon one of the key brand elements to ensure alignment with brand and values



theModern 

A unique haven where
the city stands still and
your time begins

