HOTEL INTERURBAN

BRAND AT A GLANCE

HOTEL INTERURBAN

CONTENTS

1.0

BRAND POSITION STATEMENT

Towering above Seattle Southside's retail core and transportation hub, the Hotel Interurban offers unparalleled views, convenience and innovation. Guests can appreciate the spectacular scenery of Mount Rainier from many of the guest rooms and event spaces. The Pacific Northwest's largest retail center is just steps away, allowing business and leisure travelers to choose from more than 200 shops, restaurants and entertainment options. The newly constructed hotel has a simple, elegant and contemporary design and features the latest technology, highlighted by keyless entry and mobile check in. The restaurant celebrates casual Northwest cuisine while busy travelers may also take advantage of the coffee bar offering fresh, local and healthy snacks.

1.1

MESSAGING PILLARS

Walkable Destination: Restaurants, iFLY indoor skydiving, ACME Bowling, two movie theaters, Starfire Sports Complex and more.

Internationally Focused:
24/7 bilingual staff for Chinese-speaking visitors.

Technology Driven:
55" Smart TV's, keyless entry, mobile check in and check out.

Unique Meeting and Event Spaces:
25,000 feet of total space, including the 5,000 sq. ft. Rainier Room on the 19th floor offering stunning views of the region and Mount Rainier.

Connected to Greater Seattle Region:
Walk to Sounder and Amtrak train station and bus lines, close to Seattle-Tacoma International Airport and Link Light Rail. Easy access to I-5, I-405 and SR-167.

1.2

PERSONALITIES

Convenient

Modern

Innovative

Unpretentious

Efficient

2.0

ABOUT THE MARK

The logo is the foundation of the Hotel Interurban identity. It consists of the mark, an abstract center "I" overlapping an "H", and the type treatment of the name. Wherever possible, the colors should be displayed as below. If small, the logo can be shown in all Steel Gray.

THE INVERSE

Wherever the logo is on a dark background the center "I" in the mark should remain in the Teal Blue color, the rest white. When the logo is small, knocking it out in all white is acceptable.

CENTERED

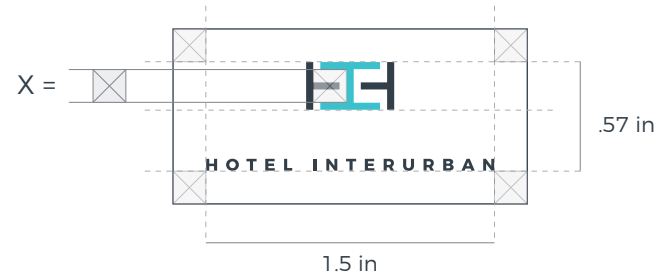HOTEL INTERURBAN

HOTEL INTERURBAN

HORIZONTAL

HOTEL INTERURBAN

HOTEL INTERURBAN

2.1

CLEARANCE ZONE

Appropriate clearance should be allowed at all times. This clearance zone is proportional to the size "X" portrayed here as a box. This zone is important to maintain the integrity of the form.
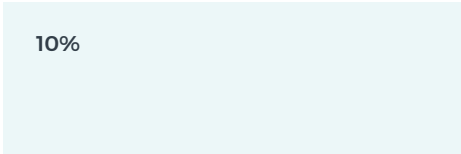
X =

.57 in
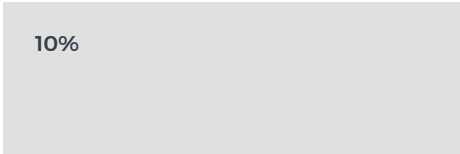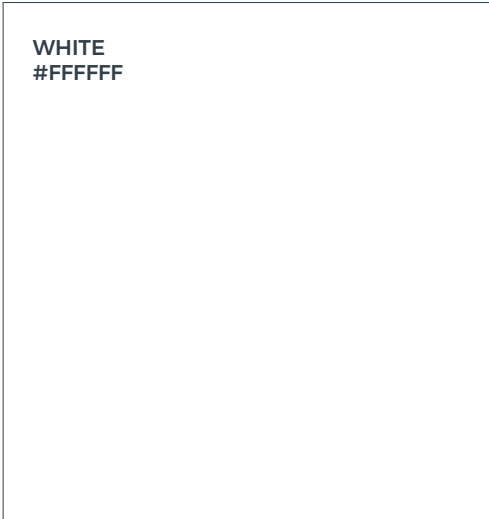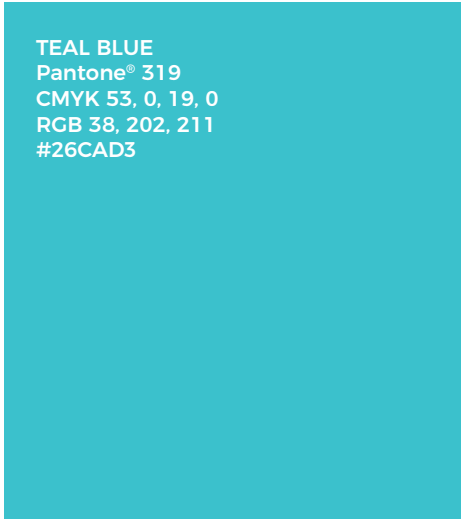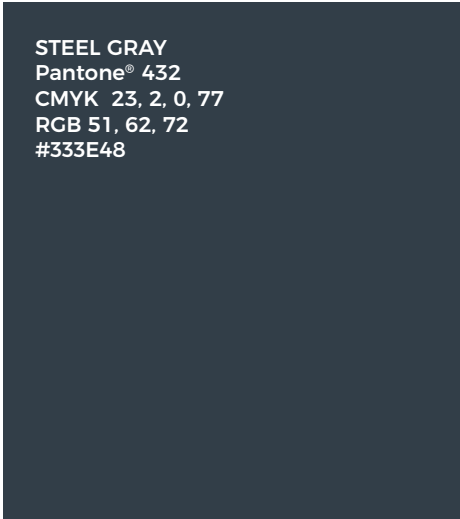
1.5 in

2.2

MINIMUM SIZE

The bold nature of the mark allows it to scale small when needed across digital and print. Refer to the dimensions listed here when determining logo size. Sizing shown to scale. Dimension in inches for print; dimensions in pixels are for screen.

X =

0.25 in

2.5 in

40 px   x2

30 px   x1.5

20 px   Minimum
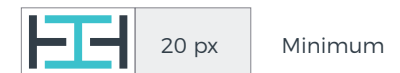
3.0

COLOR USAGE

The Interurban brands thrives from it's limited color palette. The primary color is a Steel Gray, percentages of this color are also widely used. The Teal Blue is an accent color to be used in moderation. Use of Teal Blue in a percentage is also acceptable.

STEEL GRAY
Pantone® 432
CMYK 23, 2, 0, 77
RGB 51, 62, 72
#333E48

TEAL BLUE
Pantone® 319
CMYK 53, 0, 19, 0
RGB 38, 202, 211
#26CAD3

WHITE
#FFFFFF

50%

50%

10%

10%

4.0

MONTSERRAT

Grumpy wizards make toxic brew for the evil Queen and Jack

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurtuvwxyz
1234567890-=[]\;',./!@#$%^&*():"<>?{}|

MONTSERRAT FONT WEIGHTS

The font family gives the brand flexibility when working across print and web applications. 6 weights allow for optimun readability.

| **Bold** | **Regular** | ExtraLight |
| **Medium** | Light | Thin |

Point Size & Leading

#58 refers to the font point size #70 refers to the leading (i.e. number of points in-between lines).

4.1

COPY STYLING

The main goal when typesetting is to convey your message in a clean, legible and easy-to-read way. Body copy is left aligned. The exception is when the media is a thin dimension and then centered copy is appropriate.

These type styles have been assembled for use across brand marketing materials. Start with these styles when working on new sales, marketing or internal communication pieces.

Large Title, Montserrat Light (58 / 70) 100pt kerning

LARGE TITLE

Large Title

Punctuation: None
Case: All Caps
Minimum size: 40pt

Large Heading, Montserrat Medium (25 / 28) 100pt kerning

LARGE HEADING

Large Headling

Punctuation: None
Case: All Caps
Minimum size: 17pt

Subhead, Montserrat SemiBold or Light (12 / 14.5)

This ia a longer Subhead, short
Subheads can be in **Semibold** weight.

Subhead

Punctuation: Either
Case: Sentence
Minimum size: 11pt

Secondary Subhead, Montserrat Bold (8 / 10) 100pt kerning

THIS IS A SECONDARY SUBHEAD

Secondary

Punctuation: Ideally None
Case: All Caps
Minimum size: 8pt

Body Copy, Montserrat Light (8 / 10)

This is body text stacked atop
at the correct leading height.

Body Copy

Case: Sentence
Minimum size: 7pt

Legal Language, Montserrat Regular (6 / 8)

*Terms and conditions apply. Blackout dates apply.
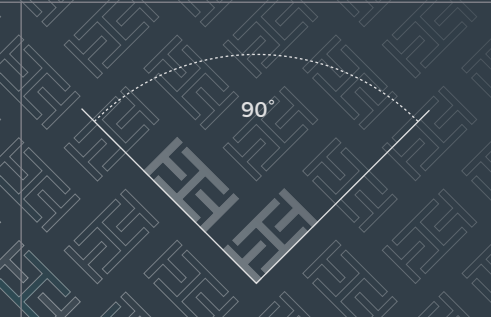Coupon must be presented at time of redemption.

Legal

Case: Sentence
Minimum size: 5.5pt

5.0

CONSTRUCTION

The brand signature pattern is based on a 90˚ angle of the logo mark. When possible, the pattern should be displayed using white and Teal Blue, but all white and all Teal Blue are acceptable applications of the signature pattern.

90˚

5.1

WHITE BACKGROUND

The brand signature pattern can also be applied to a white background. When possible, the pattern should be displayed using both brand colors, but all Steel Gray and all Teal Blue are acceptable applications of the signature pattern.