



# Bali Sunset Hotel

Seminyak - Bali

This brand book defines and outlines how to use all identifying elements pertaining to Bali Sunset Hotel including logos, fonts and stationery. It is critical to follow these rules and use only the authorized document templates in order to convey the traits and personality of the Bali Sunset Hotel as a brand, and do it consistently. Please treat this book not only as the authority on what is and is not permissible, but as strictly proprietary and confidential information.

This brand book is an Adobe Illustrator CS6 PDF file for viewing on Macintosh or Windows platforms. We recommend viewing it on your desktop.

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## Basic elements

- 05 Signature Elements
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**Bali Sunset Hotel**  
Seminyak - Bali

## Signature elements

The Bali Sunset Hotel logo refers to the specific, identifying graphic using sans serif fonts. The mark is an integrated modern, efficient, and contemporary look graphic.

The logo is not only a symbol, but also a piece of artwork that should not be reproduced in type or used in body copy, headlines, or title for advertising.



**Bali Sunset Hotel**  
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## Signature elements

Logogram

Logotype

Location Indicator



**Bali Sunset Hotel**  
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## Logo variations

Variations of the logo may be used when the full horizontal logo can not be applied because of format restrictions or legibility reasons.

The stacked logo with descriptor is ideal for vertical applications on materials that will be used for external purposes.

The alternate logos are custom elements and should only be reproduced from authorized electronic artwork. Any substitution or alteration of the alternate logos are not acceptable.



### Minimum clear space

The Bali Sunset Hotel and signatures should be produced at a reasonable size to maintain legibility. Minimum standards are described below.

In print uses, the Bali Sunset Hotel brand must never be smaller than 2.5 cm wide. For both print and merchandise, there should be a minimum clear space around the logotype equally.







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## Signature colour

The primary colors for the Bali Sunset Hotel identity system are for two-color printing provided above.

To ensure consistent colour reproduction of the Brand Signature using two-colour process, CMYK, the following specifications must be followed.

Reproduction on yellow ensures maximum legibility, esthetic, warm, and impact.

Reproduction on brown ensures maximum legibility, esthetic and sophisticated.



White Scale Version



Grey Scale Version



Black White Version



White Scale Version



Grey Scale Version



Black White Version

## Colour variations

The following examples are of acceptable alternate logo color usages when full-color usage is not possible or practical as on a solid colored background or in a newspaper.

For professional printing applications, the Bali Sunset Hotel logo may be embossed or reproduced using a varnish, but should not exist in any other color configurations than provided in this manual.



# Fonts

12 Primary Typefaces

## Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

## Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
12345678910

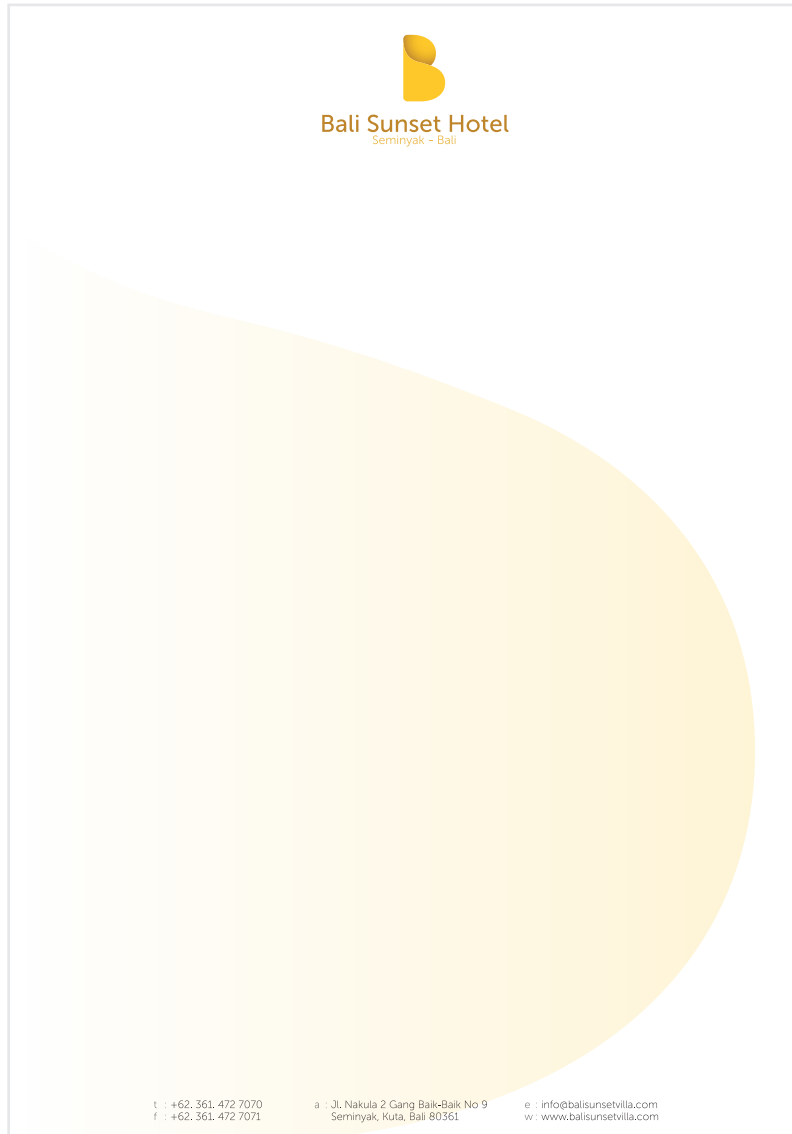
### Primary typeface

The Museo Sans families have been chosen as the primary typefaces for Bali Sunset Hotel communications because it allows for flexibility and creative expression in text and display.



## Stationary system

- 14 Letterhaed
- 15 Envelope
- 16 Business Card



## Letterhead

Size : 21 x 29.7 cm



## Envelope

Size : 11 x 22 cm (folded)



## Business card

Size : 9 x 5.5 cm

