



LAMPHEY COURT HOTEL & SPA



BRAND GUIDELINES

THE MAIN LOGO



CMYK



Mono Alternative

The Lamphey Court Hotel logo is available in wide and narrow formats and in CMYK, RGB and Mono colour modes. The wide version should be used wherever possible. The font used in the logo is Requiem Display Roman from the Hoefler & Frere-Jones foundry - www.typography.com



The Lamphey Portico may be used as a standalone icon where it is not possible or suitable to place the full logo. It may also be used as embellishment or emphasis.

THE SPA LOGO

C20 M0 Y0 K60



CMYK

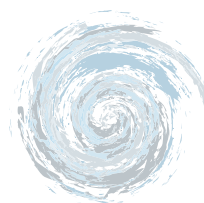
K70



Mono Alternative

The Lamphey Court Spa logo is available in CMYK, RGB and Mono colour modes.

The font used in the logo is Requiem Display Roman from the Hoefler & Frere-Jones foundry - www.typography.com



The Lamphey Spa Swirl may be used as a standalone icon where it is not possible or suitable to place the full logo. It may also be used as embellishment or emphasis.

POSITIONING & SIZING



When positioning either logo an area equal to the height of the rectangular pinline box should be left clear around the entire logo.

There should be no encroachment of any image or text into the clear space within the exclusion area.



The minimum height a logo should be used is 20mm.



No disproportionate scaling is to be used in any circumstance.

Fonts & Colours

The font used in the logo set is Requiem Display Roman from the Hoefler & Frere-Jones foundry. The Small Caps variety is used for headings.

It should be used with natural kerning and with a full line break left below it.

The opening paragraph is set in Requiem Text and should be should be 2pts larger than the body text.

Body headers are set in Requiem Text Small Caps and should be 3pt larger than Body Text which is set in Requiem Text with natural kerning and with leading 3pts above type size as follows: 8pt on 11pt, 9pt on 12pt, 10pt on 13pt, 12pt on 15pt.

Emphasis (Such as Pricing information) can be made by substituting Requiem Text Small Caps.

Bullets are set in Zapf Dingbats and are the same size as body text. They should contrast in colour to the background.

Page numbering (where required) should be set in Requiem Text Italic at around 4pt larger than the Body Text size.

HEADING

Opening Paragraph

BODY HEADER

Body Emphasis

Bullets

PRICING

Page Numbering

NEW YEAR BREAK

Featuring our '50's Swing Spectacular Firework Gala Dinner and Dance

FRIDAY 30TH DECEMBER 2011

Arrive in time for afternoon tea in the lounge and maybe take a relaxing swim, sauna or steam before a super three course dinner in the Georgian Restaurant

SATURDAY 31ST DECEMBER 2011

After a relaxing and hearty Welsh breakfast, explore Pembrokeshire - a stroll along the Coastal Path or maybe Bosherton Lilly Ponds.

Spend the afternoon getting ready for the spectacular Lamphey Court Hotel & Spa Firework Gala Dinner and Dance with maybe a couple of spa treatments to get you in the mood

All inclusive cost:

- ★ Two nights accommodation,
- ★ Breakfast each morning
- ★ Afternoon tea on arrival
- ★ New Year's Eve Champagne aperitif
- ★ Dinner each evening
- ★ Midnight Champagne & Fireworks

DINNER ONLY £60 PER PERSON

ALTERNATIVE PAGE AND COACHLINE COLOURS

Lamphey Granite C70 Mo Yo K60	Lamphey Gold Pantone 872C or C35 M40 Y70 K15	Lamphey Azure C30 Mo Yo K25
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LAYOUT



Layouts can be flexible but adhere to some simple guidelines.

Wherever possible a landscape format should be utilised with A5 landscape being the preferred size for brochures.

Images must be of the highest quality available and exude an air of luxury throughout with good colour values inherent.

Pages are mostly arranged on a two-column grid with the text ranged left and adhering to the font guidelines as previously detailed.

Front and back covers should feature a narrow image laid over a large tinted portico logo with the Hotel or Spa logo above and central. The page title should be centred underneath the image in Lamphey Gold.

Pages may be one of the approved page colours detailed and alternate as seen fit with contrasting coachlines oversitting any bled images.

ALTERNATIVE PAGE AND COACHLINE COLOURS		
Lamphey Granite C70 Mo Yo K60	Lamphey Gold Pantone 872C or C35 M40 Y70 K15	Lamphey Azure C30 Mo Yo K25



Margins should be a minimum of 10mm at A5 size with column gutter at 10mm.

Column widths should allow around 10-12 words to the measure. Text is ranged left at all times. A good margin and column gutter are encouraged to allow as much 'air' around the text as possible.

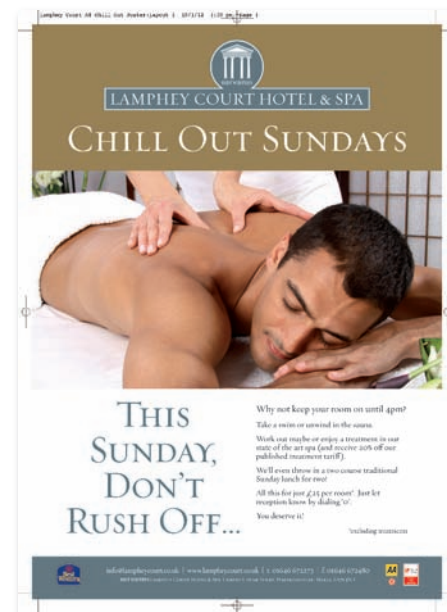
Menus should be set centred if possible on increased leading and with double linespacing between courses.



Posters are in portrait orientation and should feature a gold top band carrying the Hotel Logo and title above an eye-catching image used to the full width of the page.

The text should be split into two columns with the strapline large in the left hand column and explanatory text to the right.

The address band at the bottom of the page in Lamphey Granite should also carry the affiliate logos and supplementary award logos.



OTHER ELEMENTS

The Lamphey Portico Icon is available as a 20% tint for use in the background of covers, advertisements etc.

It should be positioned at an angle of 20° to the vertical and should bleed off the edges as suits.

Effort should be taken to avoid text or logos crossing over the white portico element.

A number of additional logos appear on the Hotel literature and these should be placed where possible with the address. Individual guidelines for these logos should be adhered to at all times.

Any questions regarding the use of the Lamphey Court Hotel brand should be directed to:

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LAMPHEY COURT HOTEL & SPA

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  BEST WESTERN LAMPHEY COURT HOTEL & SPA,
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