

Grand Excelsior Hotel  فندق جراند اكسلسيور

Unique Arabian Hospitality

“Our perpetual investment in human capital is the key factor for our success as an organization. Our people are the asset that powers our exponential growth.”

Mohamed Omar Bin Haider
Chairman–MOBH Holding Group

OVERVIEW

The Grand Excelsior Hotels and Resorts is a cluster of four-star rated establishments that are part of the Excelsior line of hotels, which is owned and operated by the Mohammad Omer Bin Haider Holding Group and Hotels and Resorts. Strategically located across the UAE, Grand Excelsior Hotels offer premiere world class facilities that include modern and fully equipped business centres, attractive and comfortable executive lounges, high-tech conference rooms and formidable banquet halls for workshops and seminars. Each hotel also houses fine dining restaurants that provide hotel guests and visitors with a diverse range of gastronomic delights, which is carefully prepared by an expert chef and his team. The Grand Excelsior Hotels ably combines comfort, luxury, class and exclusivity – a winning formula that makes your visit to the UAE a truly grand experience.

INTENT OF THIS CONTENT

The following brand visual guidelines show how to use the basic principles of Grand Excelsior Hotels and Resorts identity. The identity comprises of a simple brand visual guidelines which used together carefully with the correct relationships will form the distinctive visual expression of the Grand Excelsior Hotels and Resorts brand. This document outlines the components, their structure and their relationships which will help you to apply the Grand Excelsior Hotels and Resorts brand consistently across all communications. Every detail of the Grand Excelsior Hotels and Resorts brand identity has been created to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a competitive consulting business, and to connect naturally with our customers.

MAIN LOGO

Name, company logo, colours, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the company on the market. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.



ALTERNATIVE LOGO MAIN



Grand Excelsior Hotel
Unique Arabian Hospitality



فندق جراند اكسلسيور
Unique Arabian Hospitality



Grand Excelsior Hotel



فندق جراند اكسلسيور



ALTERNATIVE LOGO BUR DUBAI



Grand Excelsior Hotel

Bur Dubai

Unique Arabian Hospitality



فندق جراند اكسلسيور

بر دبي

Unique Arabian Hospitality



Grand Excelsior Hotel

Bur Dubai



فندق جراند اكسلسيور

بر دبي



ALTERNATIVE LOGO AL BARSHA - DUBAI



Grand Excelsior Hotel

Al Barsha - Dubai

Unique Arabian Hospitality



فندق جراند اكسلسيور

البرشا - دبي

Unique Arabian Hospitality



Grand Excelsior Hotel

Al Barsha - Dubai



فندق جراند اكسلسيور

البرشا - دبي



ALTERNATIVE LOGO DEIRA



Grand Excelsior Hotel

Deira

Unique Arabian Hospitality



فندق جراند اكسلسيور

ديرة

Unique Arabian Hospitality



Grand Excelsior Hotel

Deira



فندق جراند اكسلسيور

ديرة



ALTERNATIVE LOGO DOWNTOWN



Excelsior Hotel
Downtown

Unique Arabian Hospitality



فندق اكسلسيور
داون تاون

Unique Arabian Hospitality



Excelsior Hotel
Downtown



فندق اكسلسيور
داون تاون



EXCLUSION ZONE

We've defined an exclusion zone that stops other graphic elements interfering with the Grand Excelsior Hotel logotype and make sure the logo is easy to read.

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.



LEGIBILITY

The logo should never be too small to read. We've set a minimum size of 20mm. Based on the standard range, the recommended sizes are shown here.

The logo can be used as a tab for pages and imagery. There should be enough clear space at the top of the logo to allow for this in print or online applications.

It is not recommended to use the logo at less than 20mm in height. However, if necessary, use the alternative logotype when 20mm width or greater is not possible.



1200 mm | A2



200mm | A3



150mm | A4



100mm | A5



20mm | Minimum Size



Smaller Applications



App Icon / Favicon

BRAND COLORS

The Grand Excelsior Hotels and Resorts logotype can be produced only from these colors. Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one colors. You should always try to use the positive (main) version of the logo. However, when the background is the same colour as an element of the logo you can use the negative version.

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BLACK & WHITE

The monochromatic version has been specifically designed to meet some specific printing requirements. They should not be used in other circumstances.

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TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications.

Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

Primary Font

Playfair Display

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s u t v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ " # \$ % & / () = ?

Secondary Font

Open Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s u t v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ " # \$ % & / () = ?

Arabic Font

Dubai Font

3 i > ı y v l b
ç f ™ ä ı s

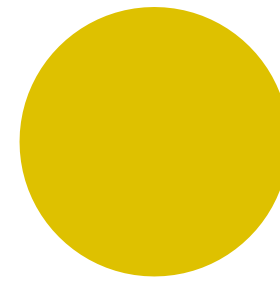
COLOR PALETTE

Our company colours are luxury, professional and modern, expressing who we are.

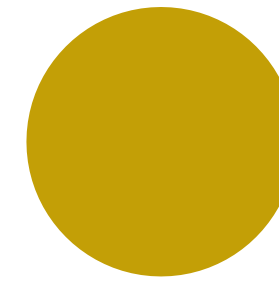
The primary colors are the main color of the Grand Excelsior Hotels and Resorts identity so it has the strongest presence on our brand.

The secondary colors can be used for the background and text on the creatives, to give the logo more impact.

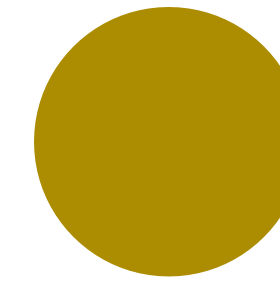
Alternative colours should not be introduced into the system, or they would reduce the impact of our colour palette.



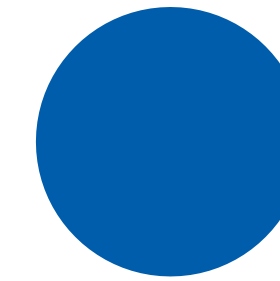
PANTONE P 4-16 C
C15 - M18 - Y100 - K0
R224 - G195 - B0
HEX #E0C300



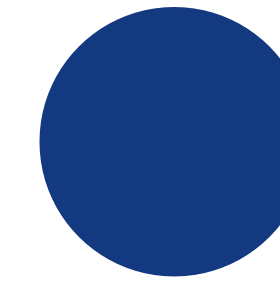
PANTONE P 8-8 C
C25 - M33 - Y100 - K2
R196 - G160 - B0
HEX #C4A006



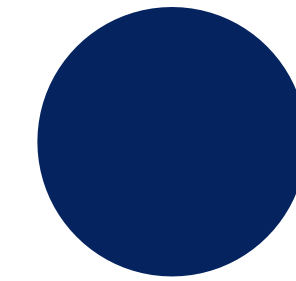
PANTONE P 118 M
C33 - M39 - Y100 - K6
R172 - G141 - B2
HEX #AC8D02



PANTONE P 104-8 C
C94 - M68 - Y0 - K0
R0 - G93 - B172
HEX #005DAC



PANTONE P 103-8 C
C100 - M89 - Y21 - K7
R20 - G57 - B128
HEX #143980



PANTONE P 103-16 C
C100 - M93 - Y32 - K28
R5 - G36 - B96
HEX #052460



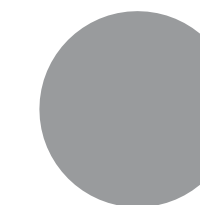
PANTONE P 7-2 C
C0 - M4 - Y20 - K0
R255 - G241 - B208
HEX #FFF1D0



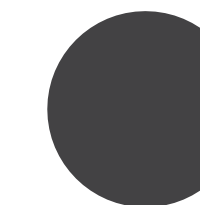
PANTONE P 7-4 C
C1 - M7 - Y42 - K0
R255 - G233 - B166
HEX #FFE9A6



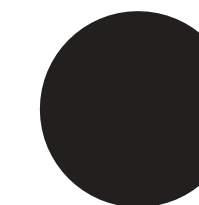
PANTONE P 7-6 C
C1 - M12 - Y64 - K0
R255 - G221 - B119
HEX #FFDD77



PANTONE P 179-7 C
C43 - M34 - Y33 - K1
R153 - G155 - B158
HEX #999B9E



PANTONE P 179-14 C
C68 - M61 - Y58 - K44
R67 - G67 - B69
HEX #434345



PANTONE P 179-16 C
C70 - M67 - Y64 - K74
R35 - G31 - B32
HEX #231F20

INCORRECT USAGE

The logo must be used as is and not be altered in any way. This means that you MUST NOT:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.



PHOTOS & LOGO

Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out.



PHOTO TREATMENT

The Green colour photo treatment creation method is described as a generic one, that most of the graphical software are supporting (i.e. Photoshop, Illustrator).

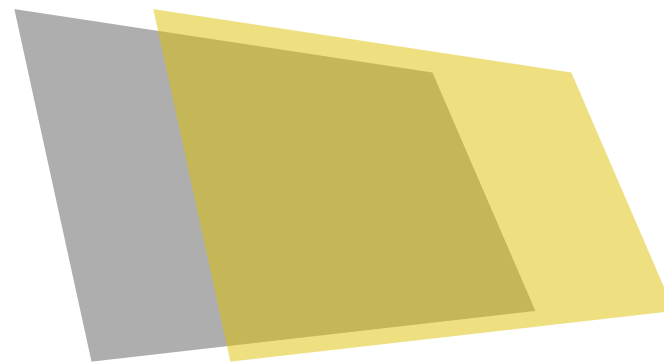
- Convert the desired photo to greyscale and 50% opacity.
- Create new layer above the greyscale photo, and set up a blending mode to Multiply/Darken.

Sometimes the greyscale photo will require some retouching - brightness/contrast.

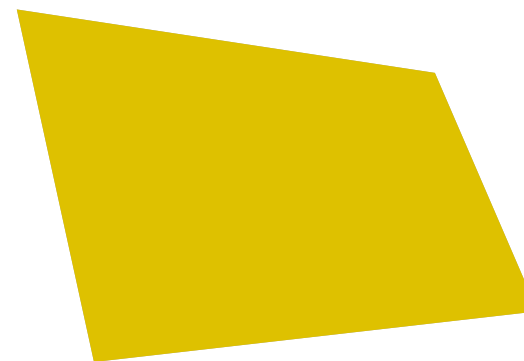
After creating the image, always flatten the layers before sending, as in some cases like viewing a pdf file from a web browser may not show the desired results, or may appear corrupted.



Colour Photo Treatment



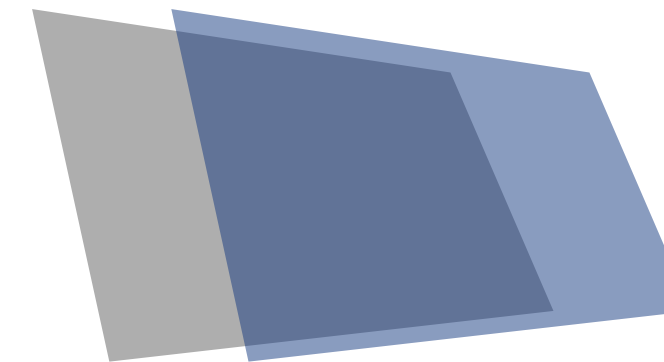
1st layer:
Greyscale photo
50% opacity
2nd layer:
Gold layer
Blending mode:
Multiply/Darken



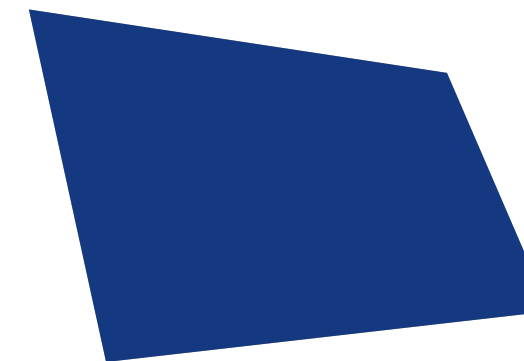
The result is a photo with gold look and feel.



Colour Photo Treatment



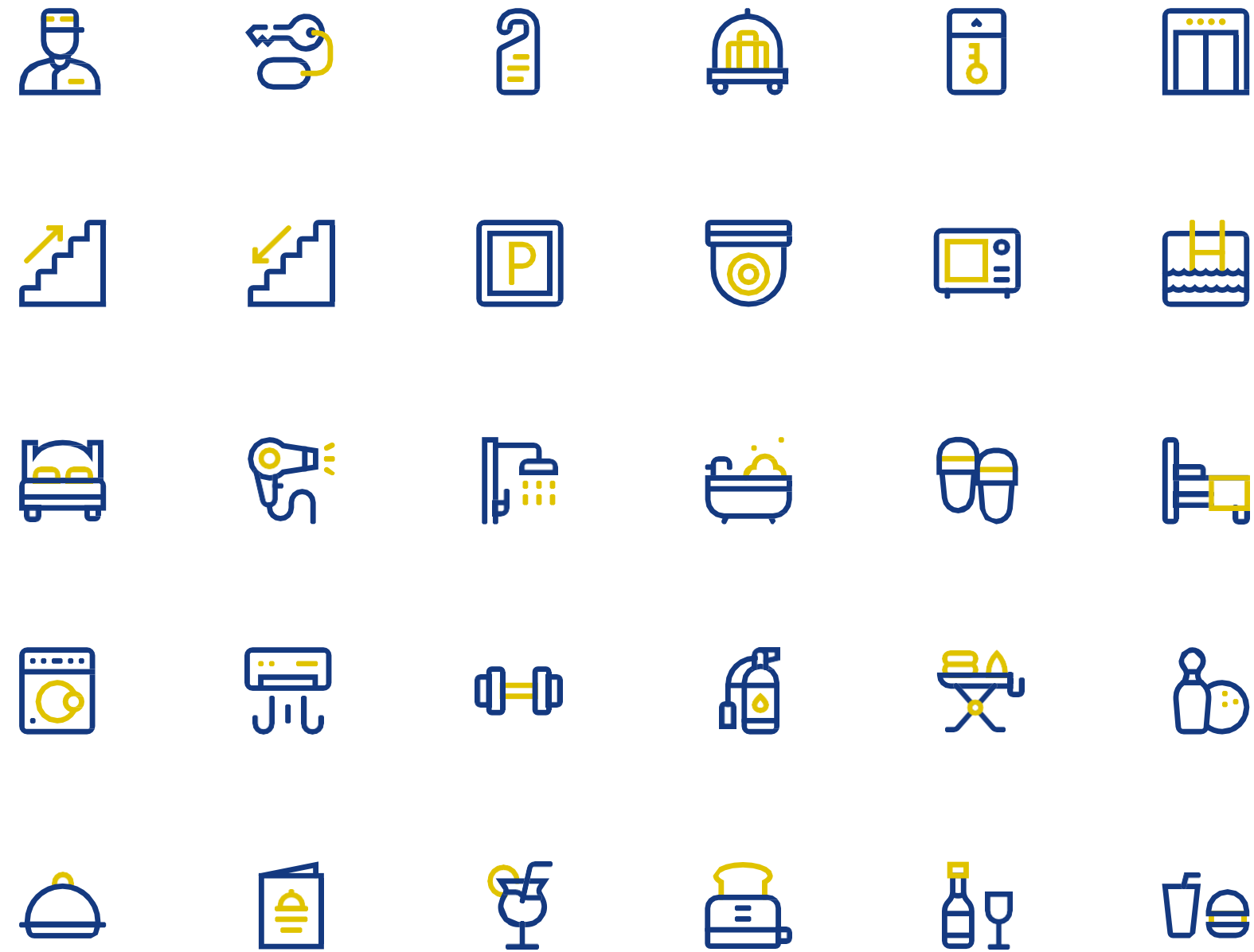
1st layer:
Greyscale photo
50% opacity
2nd layer:
Blue layer
Blending mode:
Multiply/Darken



The result is a photo with blue look and feel.

ICON

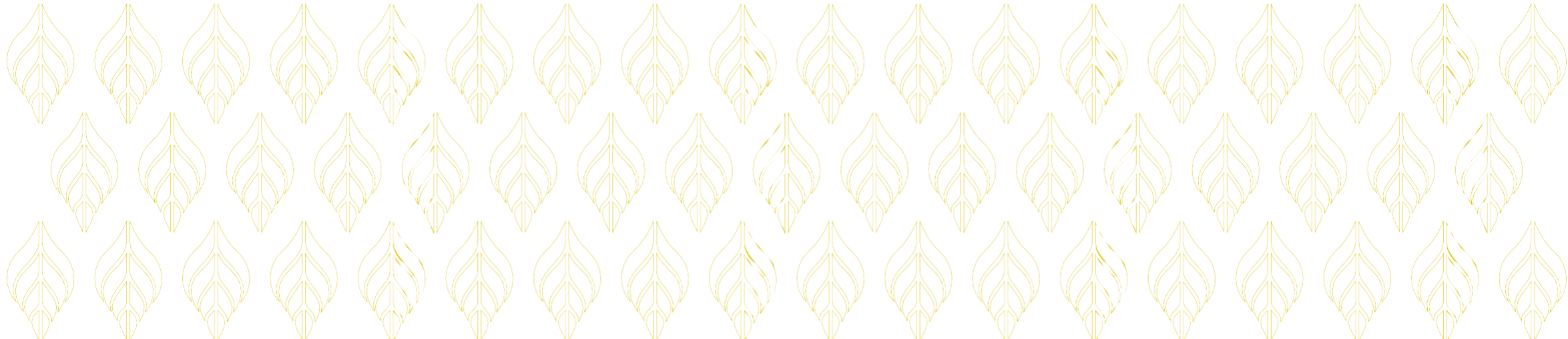
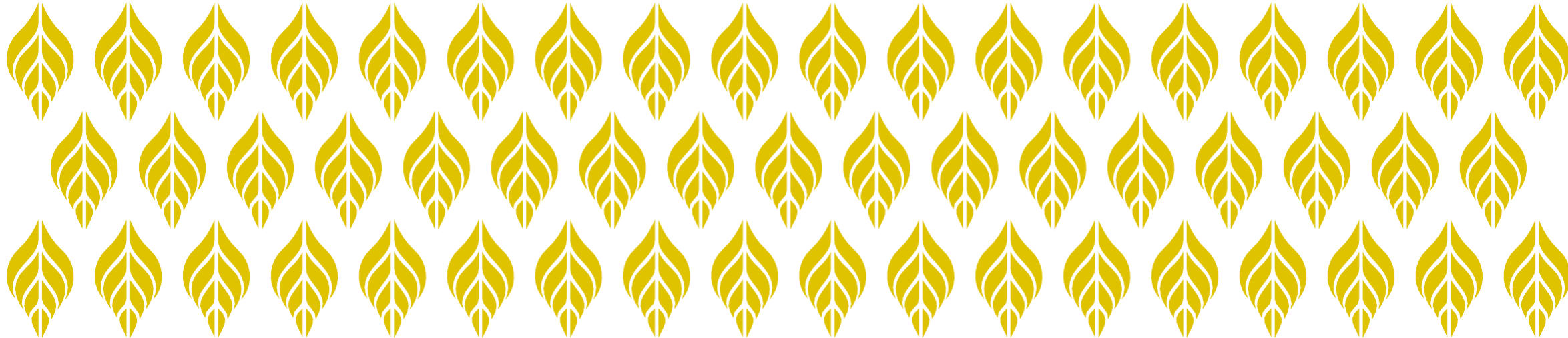
Icons are essential graphic elements and are one of the most recognised elements of the brand. Icons can help improve usability issues or give a message in a strong and consistent way.





PATTERN

We can use the patterns representing Authentic Arabian Experience throughout the creatives. The design came from the main logo 'the laurel leaves'.



APPLICATION EXAMPLES

The following section brings all of the identity elements together to show the Fox&Fifth Consulting Brand in application: we would like as many people and organisations as possible to use the identity elements of the Fox&Fifth Consulting Brand. Please use these example applications as a visual guide to help you create your communications. This section demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.



2003 Sunny Day Drive
Los Angeles, CA 90017
8283-872-714

@yourwebsite.com
Creative Marketing
Agency

Dear Mr. Valencia

Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisi metus, consectetur ut venenatis sit amet, imperdiet at nunc.

Donec facilis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisi at faucibus. Praesent posuere sodales libero, sed lacinia lacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisi varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus. Pellentesque et orci scelerisque nisi faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisi et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue iaculis porttitor.

Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim. Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in, euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc. Integer tristique sit amet leo vel feugiat.

John A. Powell
Marketing Manager

John Powell

or, ultrices dui eget, pellentesque enim.
Nulla vitae enim porta, posuere tellus in.
vitae sodales ligula, vitae viverra nunc.
vel feugiat.

John Powell

