Cornell Hotel Society Quick Reference Guide

Logo Color Formats

The 1-Color Reverse and 2-Color Positive logos are the preferred color formats and should be used whenever possible. The 1-Color Reverse logo should be placed on the black or Cornell Red when possible.

The 1-Color positive logos have been provided to use when printing limitations prevent the use of the preferred logos.

DO NOT change the color of the logo, alter the artwork in any way, or use the logo on a color that provides low contrast.

Logo Clear Space

Clear space is defined as the minimum amount of clear space around a logo. CHS’s clear space is equal to 2X where “X” is the height of the letter “H”.

Logo Alignment

Aligning the logo creates visual organization and structure for the overall composition. Consistent use of alignments amplifies brand recognition across all applicants.

HORIZONTAL ALIGNMENT
Where possible, align titles and text to the baseline of the wordmark.

VERTICAL ALIGNMENT
Where possible, align titles and text to the left, outside edge of the symbol body.

Patterns

There are three texture/pattern options for use with the CHS brand: black and red pineapple pattern and the red hospitality texture. Artwork for each version has been provided in multiple formats.

DO NOT change the color or alter the artwork.
Logo Placement

Consistent logo placement will reinforce the logo structure as well as provide cohesion across multiple applications.

Always follow logo alignments as seen on pg. 1.

Design Typefaces

Noto Sans and Neuton are the CHS typefaces and should be used whenever possible.

Neuton

AaBcCdDEFGHJIKLMNOPQ

There are four weights permitted for use: regular, italic, black, and black italic.

Noto Sans

ABCDEFGHJKLMNOPQRSTUVWXYZ

There are four weights permitted for use: regular, italic, bold and bold italic.

Electronic Typefaces

Arial should be used in applications where a system font is necessary (i.e. PowerPoint, emails, etc.).

Arial

AaBcCdDEFGHJIKLMNOPQ

Add a thin stroke to the font (.05pt stroke on type 16pt font and smaller and .25pt stroke on 16pt font and larger.)

Font Usage

Font usage provides consistency and optimized legibility for branded applications. Sizing is dependent on the application.

Noto Sans

Preferred use for both headline style and body copy style.

HEADLINE STYLE

Bold All Caps - Optional

Headline Style

Regular - Optional

Regular Body Copy Style

Regular - Preferred

Neuton

Optional use for both headline style and body style. Most commonly applied as a headline in regular weight.

Headline Style

Regular - Preferred

Headline Style

Bold - Optional

Body Copy Style

Regular - Optional

Fg Rakel

For limited use only to highlight words of emphasis. Words such as “Create,” “Passion,” “Ideas” and “Experiences” are all great candidates for this type of treatment.

Color Palette

The CHS color palette includes four core colors and three secondary colors. Tints can be used on all colors except the Red and the Purple. The color usage scale provides guidance for the proportion of color used in the overall system and on individual applications and is to be for general guidance only.

Fg Rakel

For limited use only to highlight words of emphasis. Words such as “Create,” “Passion,” “Ideas” and “Experiences” are all great candidates for this type of treatment.

Color Usage Scale
SHA Lockup

Please follow the guidelines for size relationships and alignments for the CHS, SHA co-branded lockup.

Bar: Use a thin .5pt 50% black stroke that separates the CHS logo with the partnered SHA logo. X is always equal to the height of the letter ‘H’ in “Hotel.”

DO NOT stylize with drop shadows or bevels, or shift the angle of the logo.
DO NOT rearrange the logo components to create alternate logo formats.
DO NOT place the logo on a non-branded background or patterns that cause poor legibility.

Logo Sizing & Placement

A. Reusable Bag
Size: 4 in. x 1.7553 in.
Placed in center of bag.

B. Ball Cap
Size: 2w in. x 0.8777 in.
Centered on cap.

C. iPhone Case/iPod Case
Size: 1.5 in. x 0.6582 in.
Centered .75in from bottom of phone.

D. Jacket
Size: 2.25 in. x 0.9874 in.
Placed on left breast of jacket.

E. Teddy Bear
Size: 1.5 in. x 0.6582 in.
Centered on chest of bear.

F. T-Shirt
Size: 2 in. x 0.8777 in.
Placed on left breast of shirt.

G. Corkscrew
Size: 0.6875 in. x 0.3017 in.
Placed in open space near bottle opener on corkscrew.

H. License Plate Cover
Size: .25 in. x 4.2996 in
Placed in horizontal format, centered, on top open space of cover.

Logo Misuse

DO NOT

Logo Step & Repeat Banner