

**INDEPENDENCE HOTEL**  
SIHANOUKVILLE

Visual Identity Manual





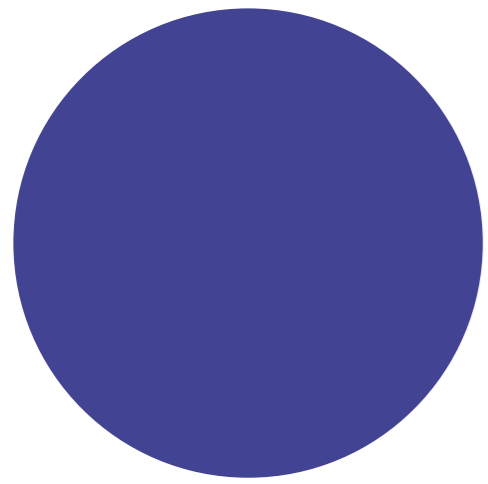








## 2. COLORS



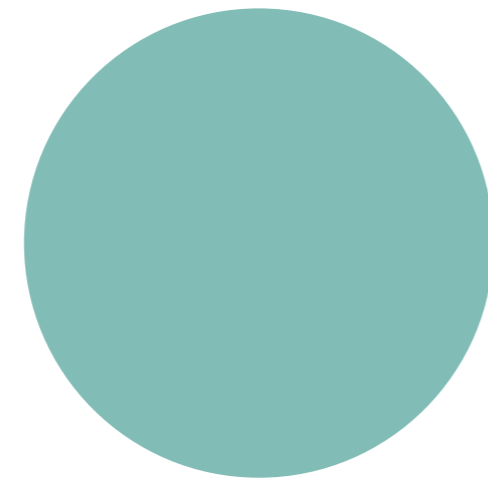
**Print:**

Pantone 72C  
C100 M95 Y0 K3

**Web/Video:**

R16 G6 B59  
HEX#10069F

**Royal Blue:** This is the primary color for defining the Independence hotel brand. It is used as the dominant color in the logo, for corporate communication, and can also be used as a background, border, and accent color in marketing communication.



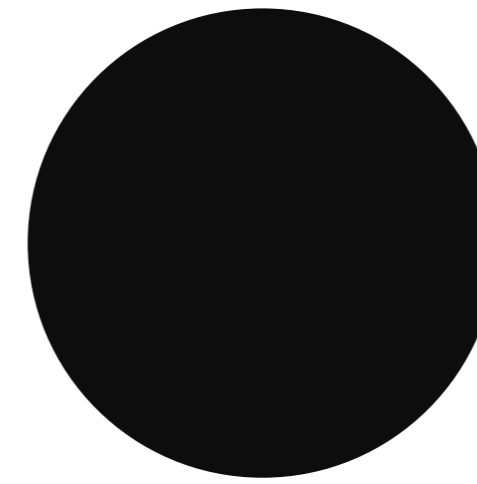
**Print:**

Pantone 72C  
C50 M9 Y30 K0

**Web/Video:**

R142 G187 B182  
HEX#8ebbb6

**Teal:** This is the secondary color defining the Independence Hotel brand. It can also be used for corporate communication, as an accent color to go with royal blue, or as a background and border color in marketing.



**Print:**

Pantone black C (80%)  
C0 M0 Y0 K80

**Web/Video:**

R87 G87 B87  
HEX#575757

**Black & white:** When royal blue is not available or appropriate to use, black & white are elegant substitutions for the Independence hotel identity. They may be used to create the logo itself or as a background color. For the dark-grey logo, a white background color should be prioritized.



## 3. RESTRICTIONS

The following are some common errors which can arise when working with the brand logo and should be avoided as much as possible:

- 1 | Do not change the typography;
- 2 | Do not distort the logo;
- 3 | Do not change colors;
- 4 | Do not mirror the logo;
- 5 | Do not change the position;
- 6 | Do not apply effects or contours.

1|



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2|



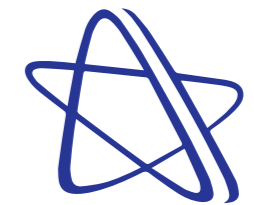
INDEPENDENCE HOTEL  
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3|



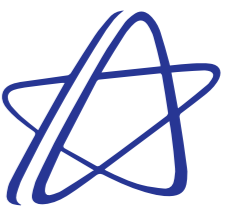
INDEPENDENCE HOTEL  
SIHANOUKVILLE

4|



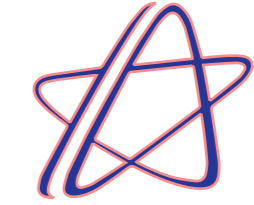
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5|



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6|



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## 4. EXCEPTIONAL LAYOUT

For specific purposes, it is acceptable to increase the size of the star symbol and the font, as well as to separate the word “Sihanoukville”.



In no case should the word “Sihanoukville” be bigger than the Independence Hotel logo. The brand and its logo has to remain the visual key.





## 5. MAXIMUM REDUCTION

The minimum size of the Independence Hotel logo is 70px in width. Do not reduce the size of the logo any further as this will make the logo and its text too hard to read.





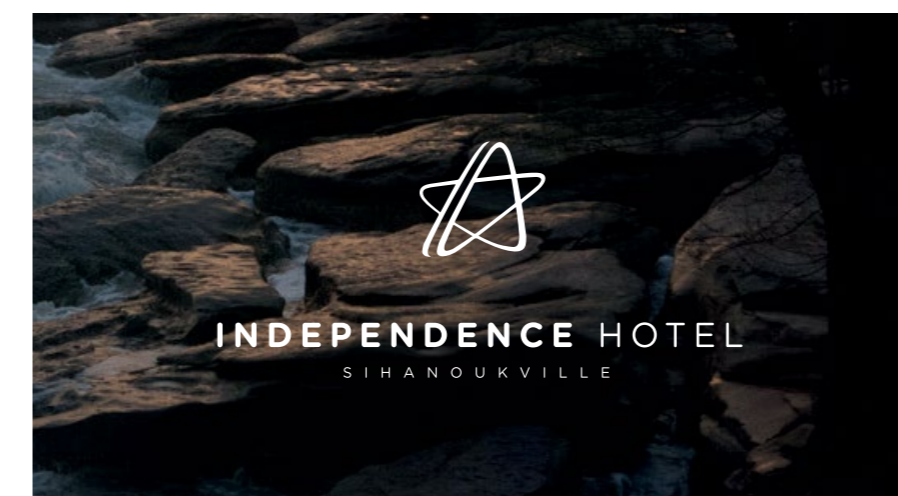




## 7. BACKGROUND RULES

**Background images:** The logo may also be used on an image background with sufficient contrast. Use the white logo on dark backgrounds, and the dark-grey version for light backgrounds. When placing the logo on top of an image, please ensure you are using an uncluttered image area for maximum legibility and visibility.

**Background colors:** When using the logo on a background with a block of color, the same principle has to be respected. The logo may be used on a block-colored background with sufficient contrast. Use the white logo on dark backgrounds and the dark grey logo on light backgrounds.





## 8. TYPOGRAPHY

**Gotham Rounded light & Mixage** are the typefaces used for Independence Hotel's brand. Typography is an important aspect of your brand identity and contributes to your distinctive aesthetic. Kindly follow the typography usage examples on the following pages to ensure a uniform presence.

Gotham Rounded Light belongs to the same family as the font used for the Dara logos. Use this font only for titles.

The Mixage font can be used more commonly for all sorts of texts: paragraphs, captions, highlights, etc.

Titles

GOTHAM  
ROUNDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789- & \* # @ ? ! / + ( , ; : )

Body

MIXAGE REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789-  
& \* # @ ? ! / + ( , ; : )

Highlights

***MIXAGE BOLD ITALIC***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789-  
& \* # @ ? ! / + ( , ; : )***



## 9. REPLACEMENT FONTS

In cases where you have to make sure that your font is shown properly, or when you are using a fall-back font online, use Arial Regular for titles and Verdana for all other texts.

Titles

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789-  
&\*#@?!/+(.,:;)

Body

VERDANA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789-&\*#@?!/+(.,:;)

Highlights

**VERDANA BOLD ITALIC**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789-&\*#@?!/+(.,:;)**





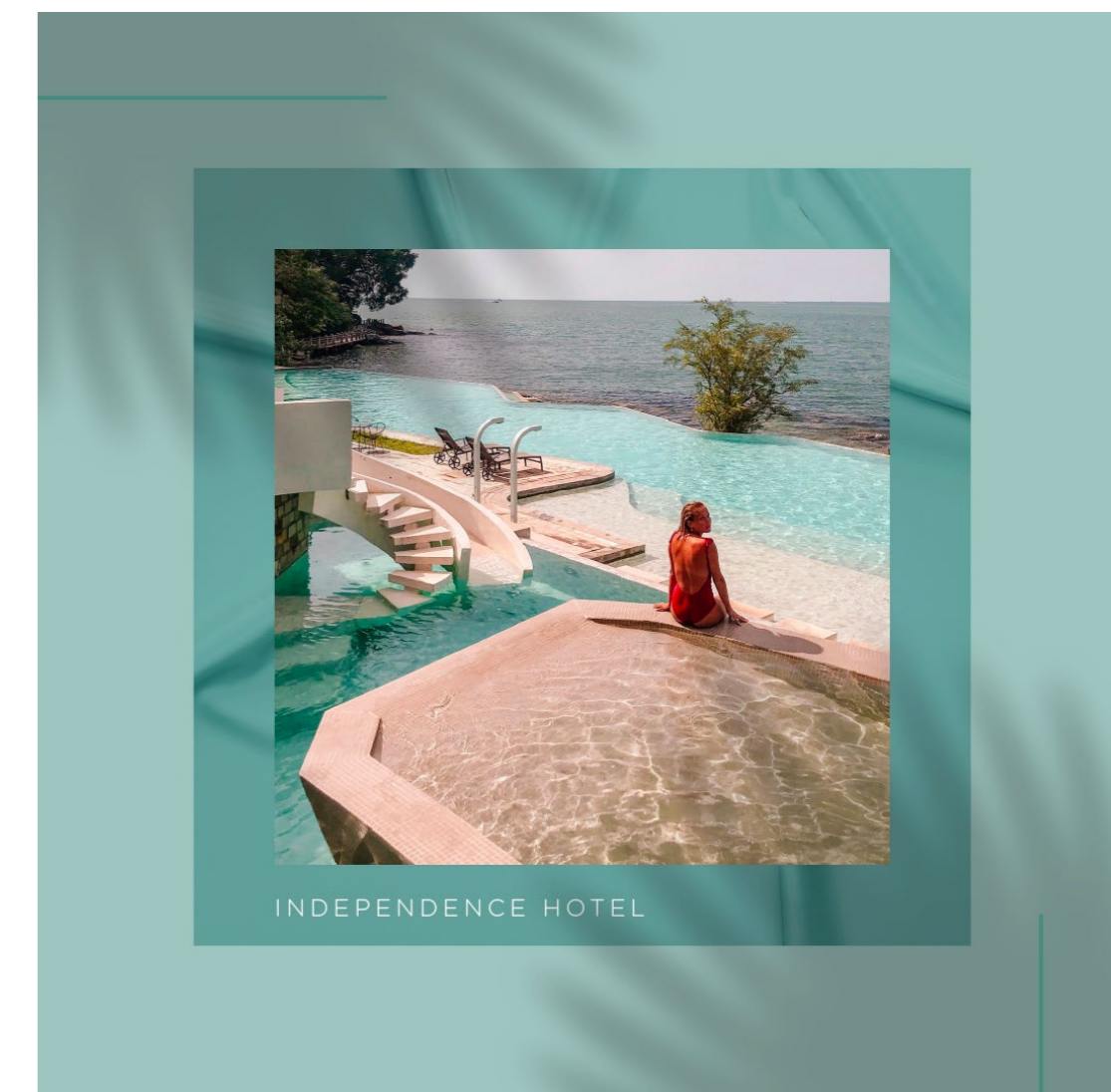


# 10. TEXTURES

Independence hotel posts can contain a mix of textures and images of the hotel.

Textures used should be photographs that refer to water, the sea, or a pool.

E.g.: Texture of a blue cloth that resembles the texture and color of water.





# 11. PHOTOGRAPHY

It is also important to alternate the use of edited images with the use of clean images, which only contain the Independence hotel logo.

In this way, we maintain a visual balance for our posts and make sure one design is not overpresented.





## 12. VECTORS

When it comes to vector art, it is important to maintain a certain simplicity and clarity.

The use of photographs with vector art is allowed, as long as it makes visual sense with the rest of the design.

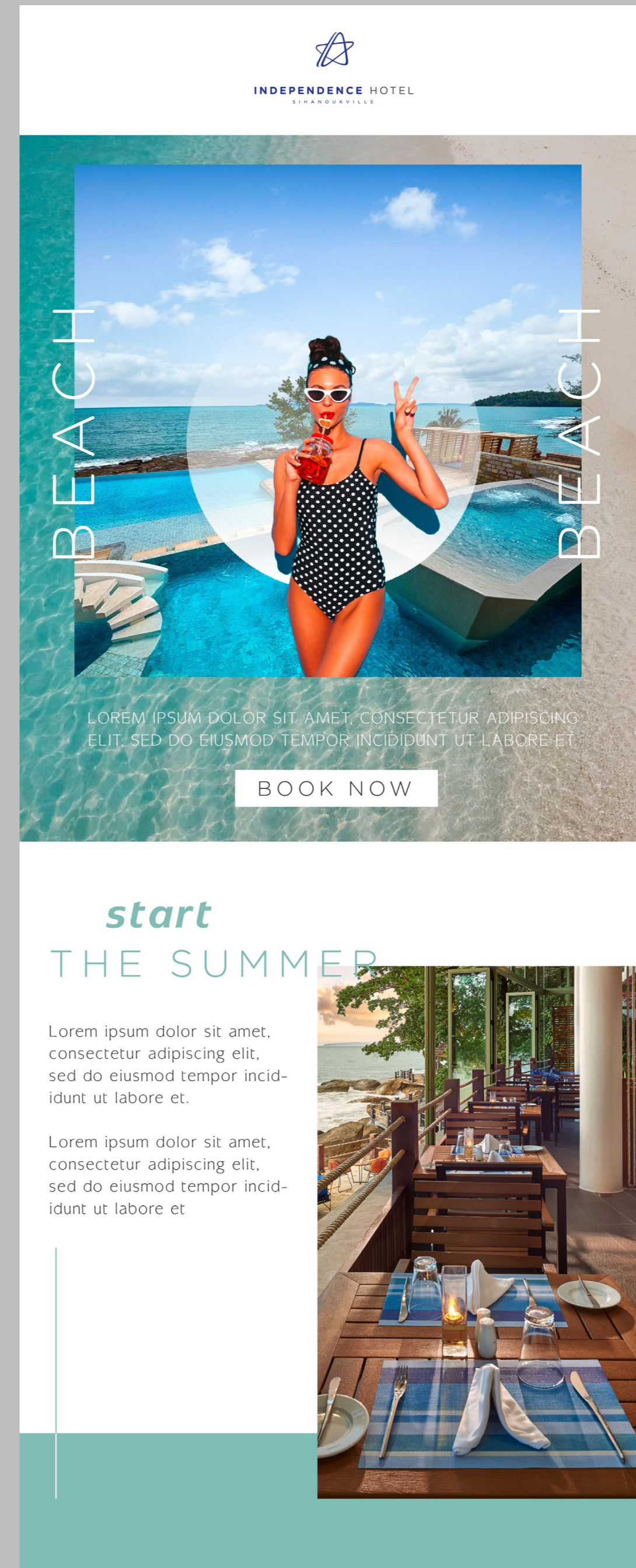




# 13. NEWSLETTERS

Newsletters should be presented through a diversity of designs which fit the purpose of the communication.

Width: 600 px









# 14. BUSINESS CARDS

## Card Dimensions

Size: 3.5"x 2"  
Paper: Couche  
Colors: 1x1  
Finish: UV Coating front



2,08" x 0,94"



Gotham Rounded Light 10 pt  
Letter spacing 200

Mixage Regular 7 pt  
Letter spacing 25  
Line spacing 12 pt





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SIHANOUKVILLE

**JOHN DOE**  
Business Management  
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sales@darahotels.com | darahotels.com



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# 15. LETTERHEADS

## Letterhead Dimensions

Size: A4  
 Paper: Bond Paper  
 Colors: 1x0  
 Finish: Straight cut

Mixage Regular 8 pt  
 Letter spacing 25  
 Line spacing 12 pt



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Lorem ipsum

Street 2 Thnou, Sangkat 3,  
 Preah Sihanouk province,  
 Sihanoukville,  
 Kingdom of Cambodia

+855 (0)98/12 728 090

reservation@independencehotel.net

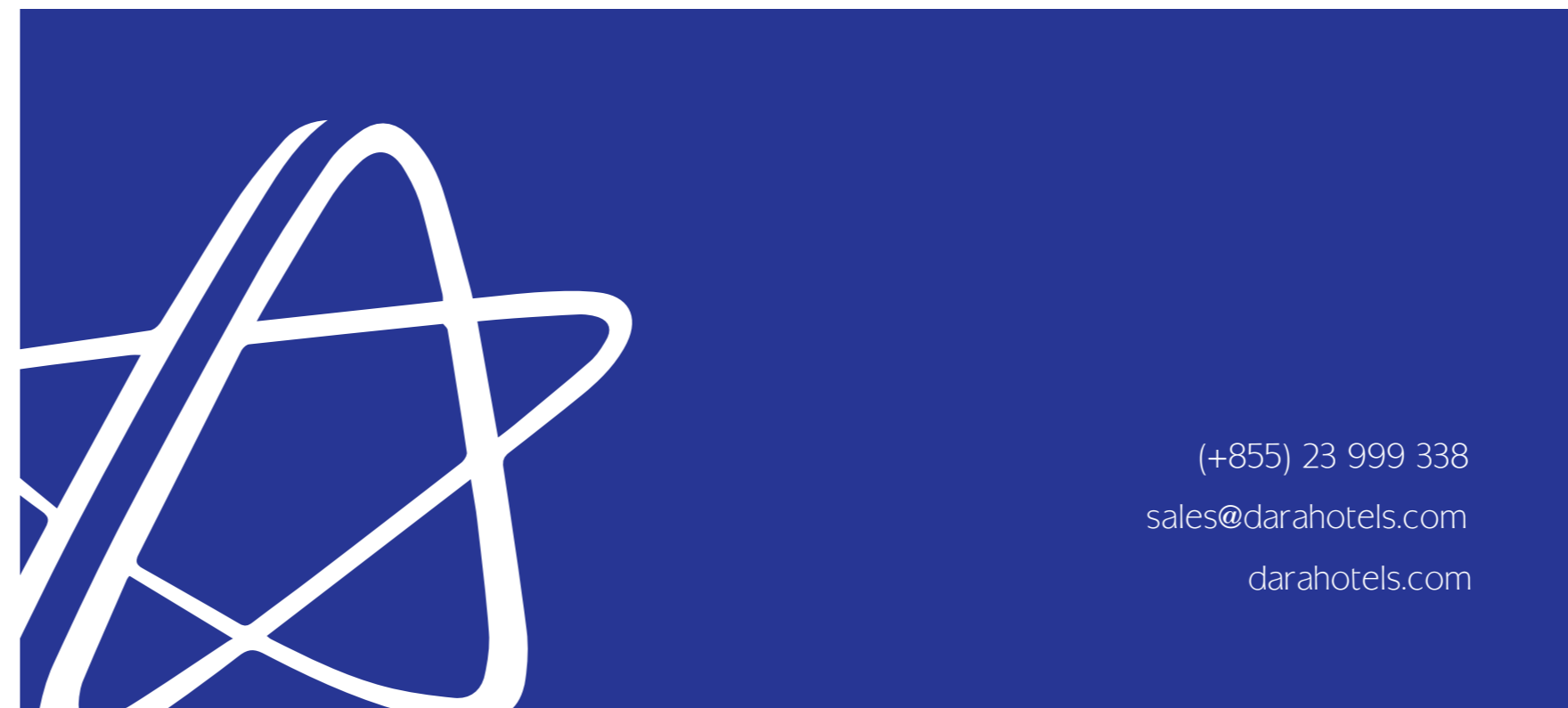
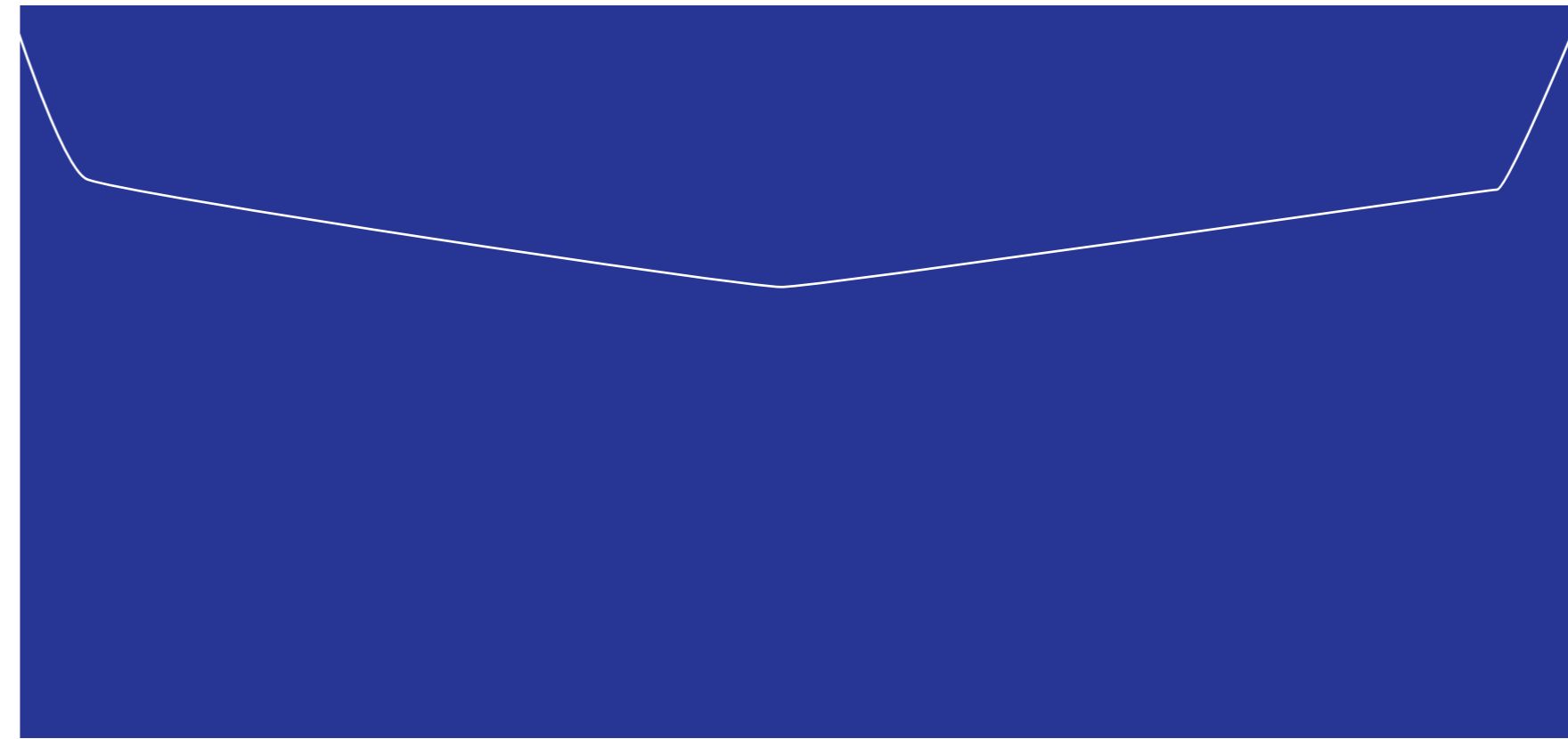




# 16. LETTER ENVELOPES

## ***Letter Envelope Dimensions***

Size: 11" x 8.5"  
Colors: 1x0



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Mixage Regular 13 pt  
Letter spacing 25  
Line spacing 12 pt





INDEPENDENCE HOTEL  
SIHANOUKVILLE

XX/XX/XXXX

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Lorem ipsum

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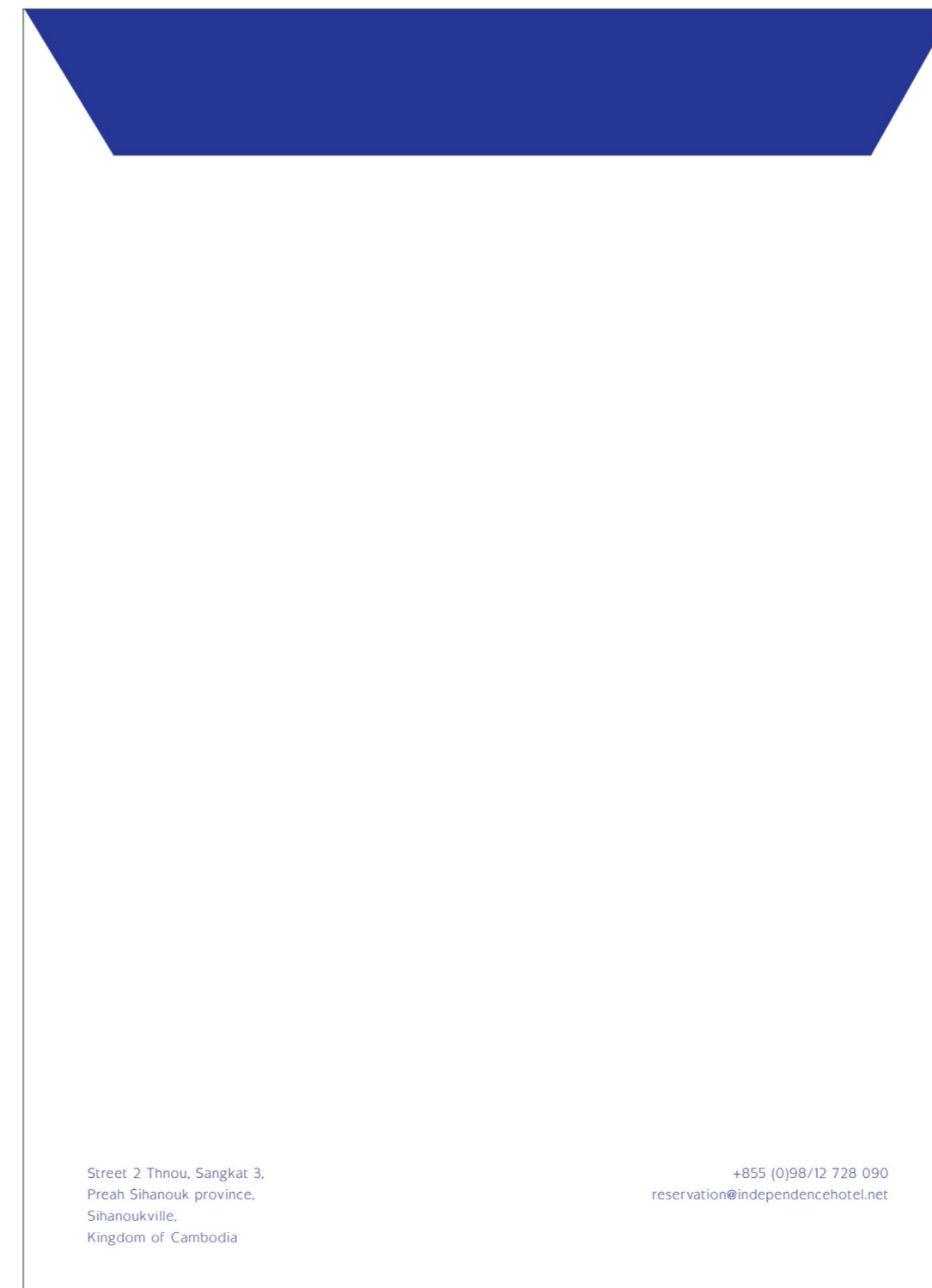




# 17. ENVELOPES

## ***Envelope Dimensions***

Size: 14”x 10” (closed)  
Colors: 1x1



Mixage Regular 10 pt  
Letter spacing 25  
Line spacing 17 pt

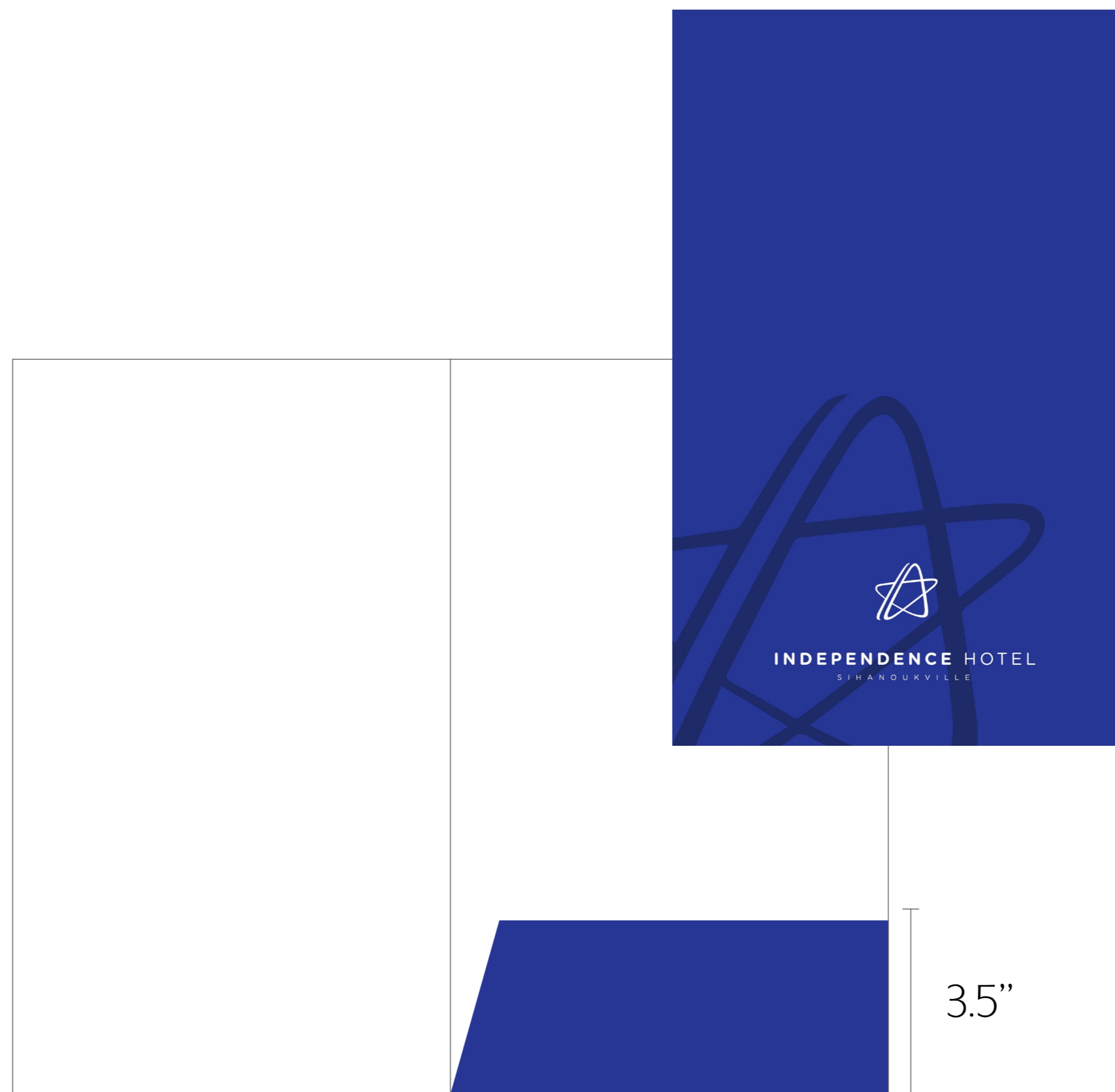


# 18. FOLDERS

## ***Folder Dimensions***

Size: 14.5" x 8.6"

Colors: 1x1









# 19. NAME TAGS

## **Name Tag Dimensions**

Size: 14.5”x 8.6”

Material: PVC

Colors: 1x1

Finish: Rounded corners, colors to be used as described in the manual.



JANE DOE  
*Business Management*

Mixage Bold Italic 7 pt  
Letter spacing 25

Gotham Rounded Light 15 pt  
Letter spacing 200







# 20. EMAIL SIGNATURE

## Email Signature Dimensions

Size: 498px x 248px

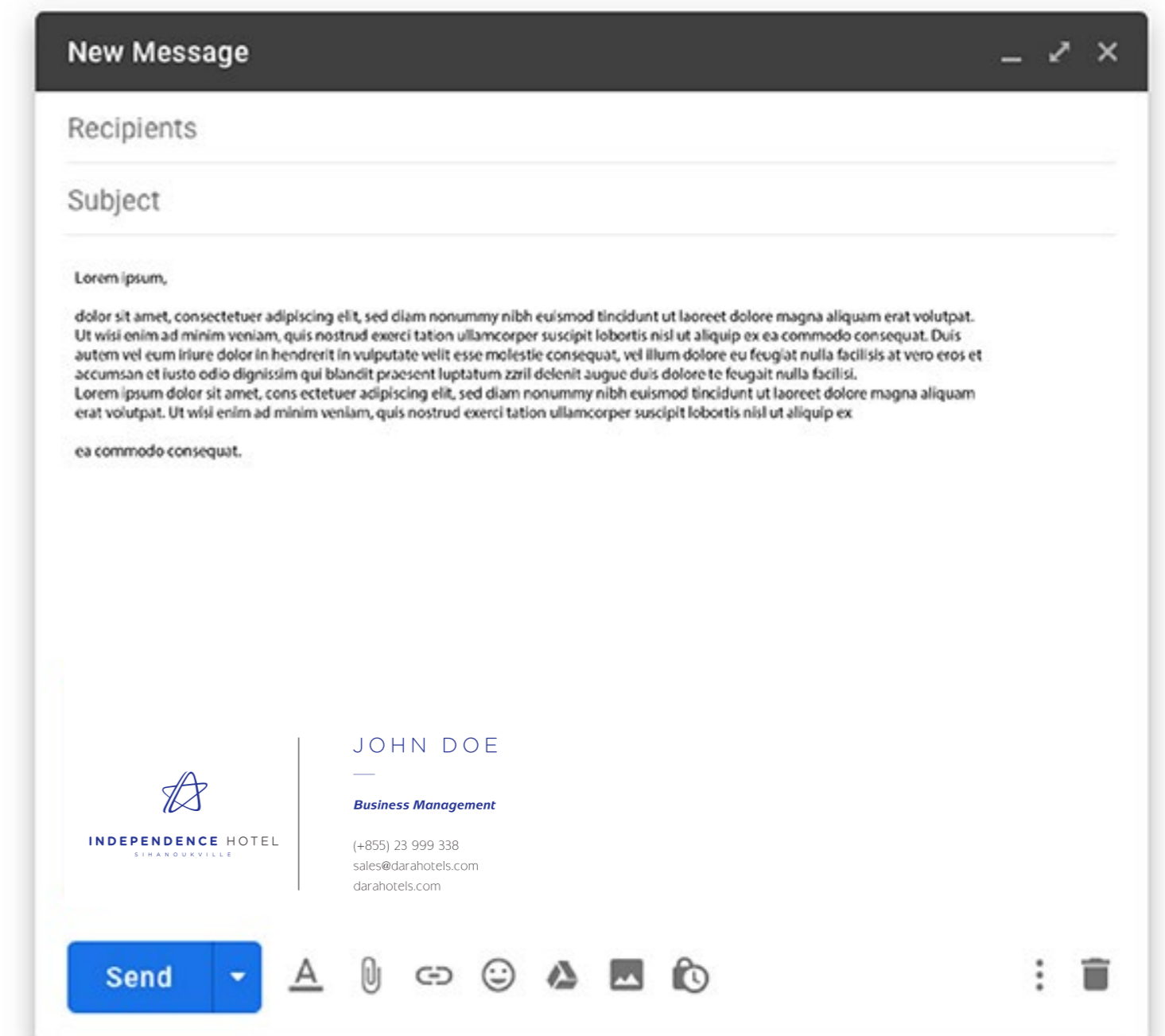
To be positioned at the bottom left of the email.



Gotham Rounded Light 21 pt  
Letter spacing 200

Mixage Bold Italic 7 pt  
Letter spacing 25

Mixage Regular 12 pt  
Letter spacing 25





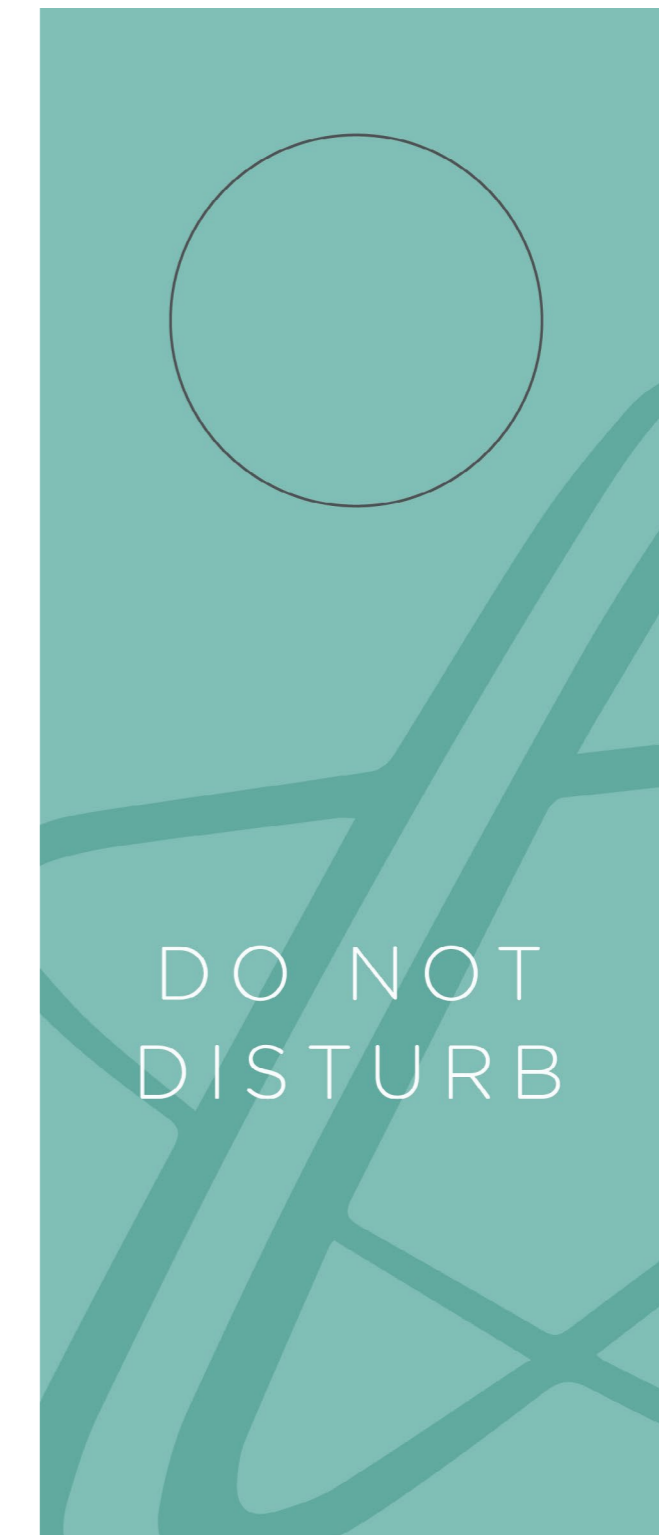
## 21. DOOR HANGERS

### ***Door Hanger Dimensions***

Size: 8.5" x 3.5"

Colors: 1x1

Gotham Rounded light 30 pt  
Letter spacing 200







DO NOT  
DISTURB

PLEASE  
COME IN







