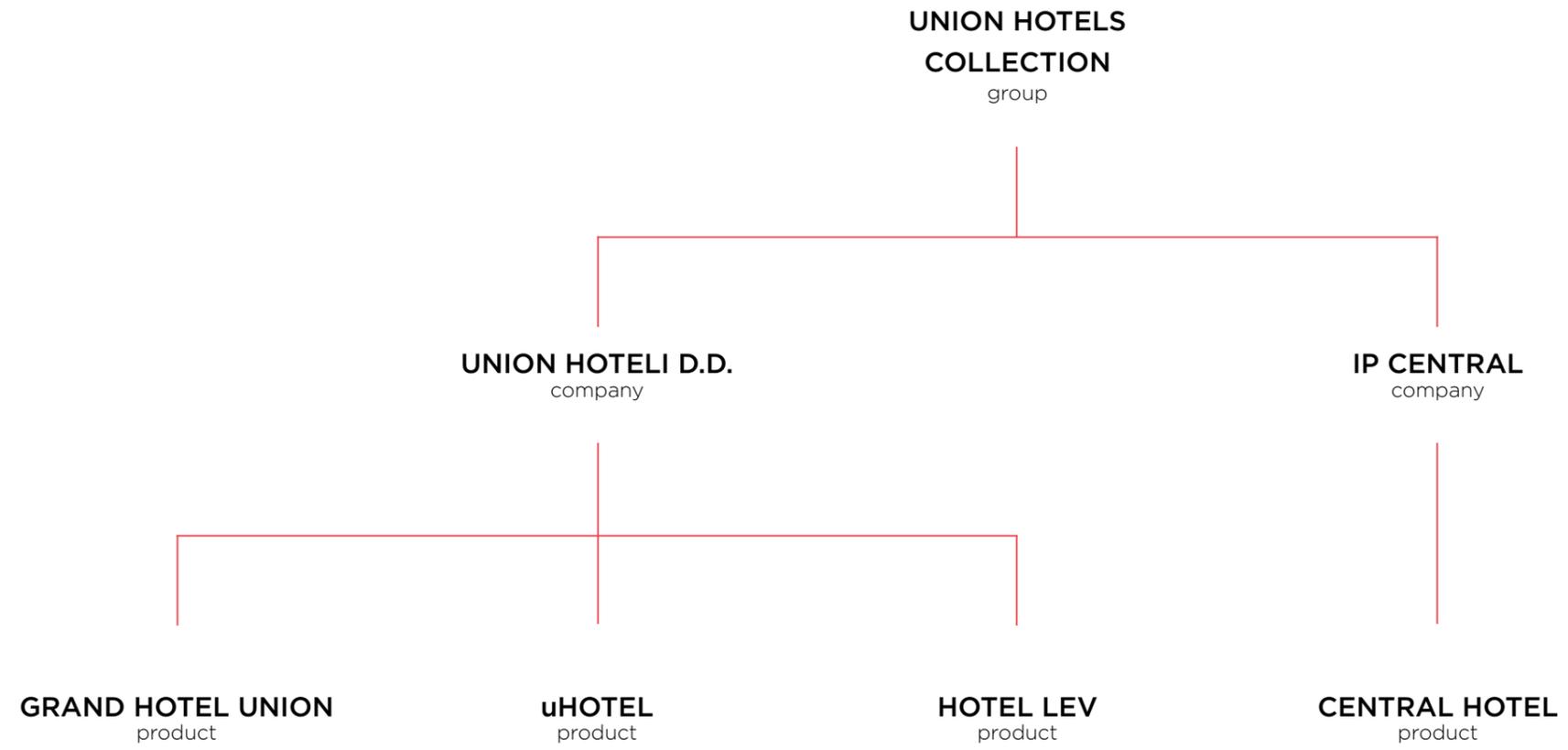# UNION HOTELS

C O L L E C T I O N

Ljubljana, Slovenia

GRAND HOTEL UNION
uHOTEL
HOTEL LEV
CENTRAL HOTEL

BRANDING MANUAL

CORPORATE STRUCTURE

UNION HOTELS COLLECTION
group

UNION HOTELI D.D.
company

IP CENTRAL
company

GRAND HOTEL UNION
product

uHOTEL
product

HOTEL LEV
product

CENTRAL HOTEL
product

CORPORATE STRUCTURE – VISUALISATION

UNION HOTELS
COLLECTION

UNION HOTELI

IP CENTRAL

GRAND HOTEL
UNION

uHOTEL

HOTEL LEV

CENTRAL HOTEL
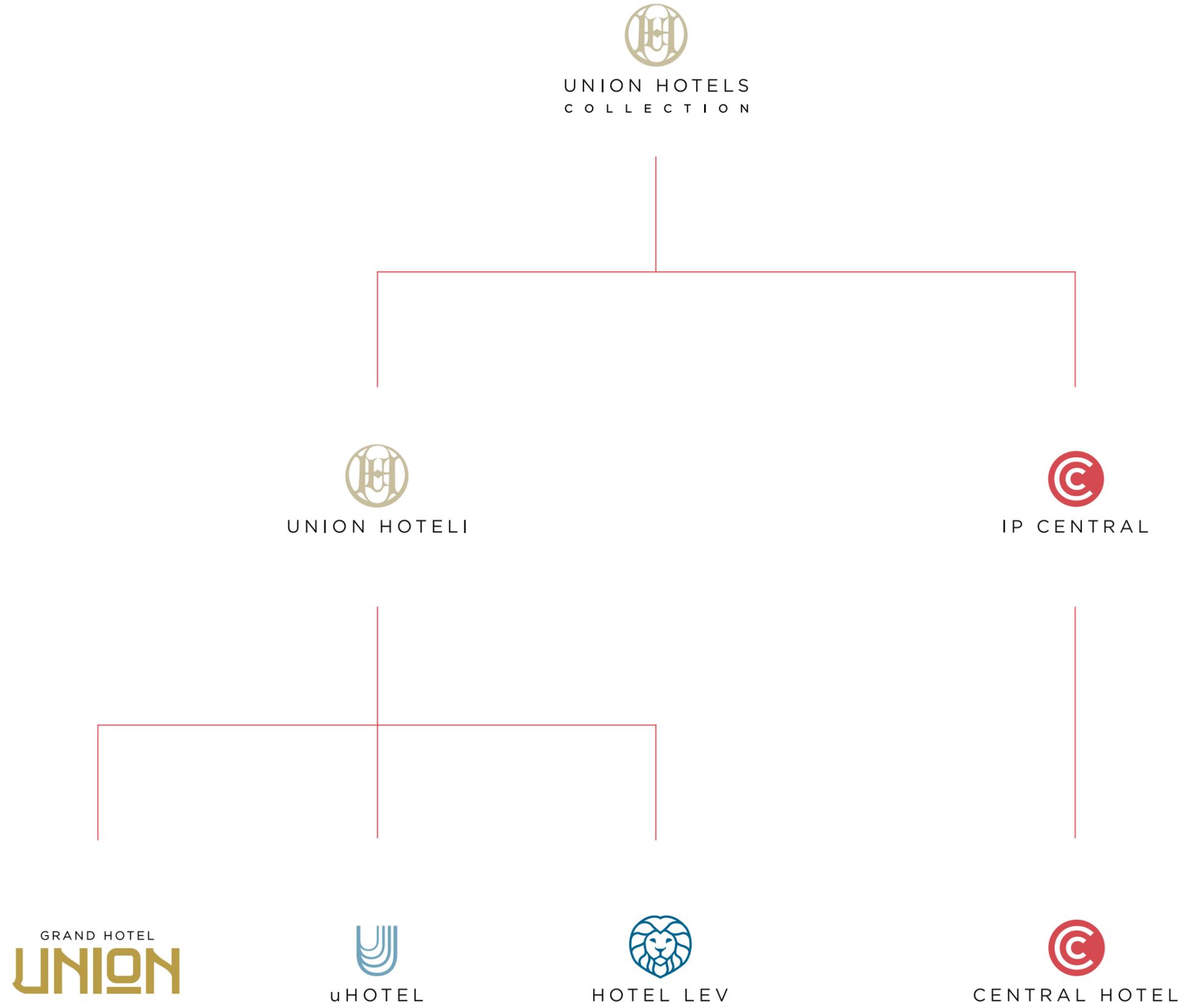
UNION HOTELS COLLECTION

Logotype components:

In the Union Hotels brand, the aim was to show the long history of the group's development, and inspiration for the distinctive sign was found in the Grand Hotel Union's original entrance door, which in 1905 marked the beginning of the company's story.

The inscription is written in capital letters with the Gotham Book typography.

UNION HOTELS

Minimum size:

The minimum logo size is 15 mm in width and should not be used any smaller. The word "collection" is omitted in the logo.

15 mm

The basic logotype with isolation space:

Slogans and annotations:

A slogan or a mention of the destination can be written under the logo.

It forms half the height of the capital letter H.

When the secondary logo needs to be used, the attribution of the slogan or the destination is forbidden, since the composition is thrown off balance.
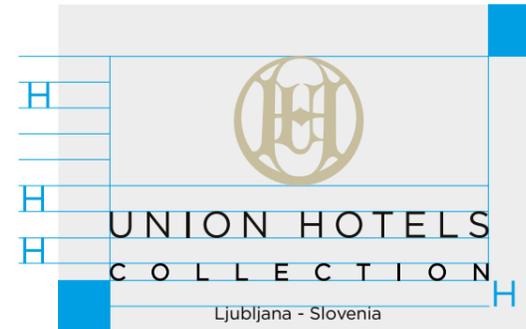
Which logotype to use?

The Union Hotels Collection logotype is used the group's entire portfolio of hotels is communicated, namely Grand Hotel Union, uHotel, Hotel Lev and Central Hotel together.

The Union hoteli logotype is used when the company Union hoteli d.d. is communicated in Slovenian publications.

The Union Hotels logotype is used when the company Union hoteli d.d. is communicated in english publications.

The group logo:

UNION HOTELS
C O L L E C T I O N
Ljubljana - Slovenia

UNION HOTELS
C O L L E C T I O N

The company logo – Slovenian:

UNION HOTELI
Neprekinjena odličnost že od 1905

UNION HOTELI

The company logo – English:

UNION HOTELS
Continuous excelence since 1905

UNION HOTELS

**The secondary logotype
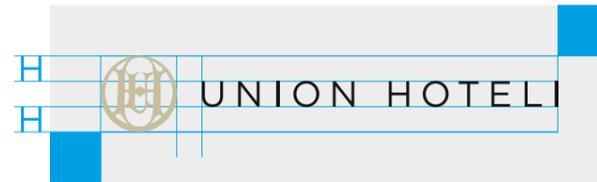with isolation space:**

Slogans and annotations:

When using the secondary
logotype, the use of annotations
is prohibited because it throws
the layout off balance.

The group logo:

UNION HOTELS
C O L L E C T I O N

The company logo – Slovenian:

UNION HOTELI

The logo of the company - English:

UNION HOTELS

Institutional typefaces:

The primary font chosen to convey the Union Hotels' identity is the **Gotham** typeface. This typeface is available in 4 different weights: light, book, medium and bold. Every weight also has an italic version.

The auxiliary font chosen to convey the Union Hotels' identity is the **Arial** typeface. It is available in two different weights: regular and bold. Both weights are also available in italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, PowerPoint presentations etc. This character set has been chosen because it is clearly legible, both on printed and digital materials, as well as because it is a default font, and thus available on any device.

Internet typefaces:

The corporate web page consists of the Gotham Medium typeface for titles and Gotham Regular for the body text.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
UHC

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
UHC

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
UHC

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
UHC

GRAND HOTEL UNION

The basic logotype with isolation space:

The isolation space encompasses
one width of the letter N.
No graphic element that is not
part of the Trademark may be
placed in this area.

GRAND HOTEL
UNION

★★★★
GRAND HOTEL
UNION

Logotype components:

The main part of the logotype is a
synthesis of the original inscription
applied to the corner piece of
Grand Hotel Union in 1905 and
other historic signage found in the
archives. Its base is a secession
typeface that was refined and
formed into a minimalistic and
stylistically-tuned element.

UNION

The secondary part of the
logotype consists of the Gotham
Book typeface written in
capital letters. The inscription
is stylistically neutral so as not
to burden the main part of the
logotype with any distinct style.

GRAND HOTEL

The auxiliary element of the visual
system is a vignette inspired
by the original fence design of
the terrace above the entrance
to the Grand Union Café. The
element serves as a symbol of
the hotel and has the potential to
be a stand-alone representation
of the hotel when the brand
awareness will be developed.

Minimum size:

The minimum logotype size
is set to 15 mm in width.
The logotype should never be
used in a smaller size than this.

GRAND HOTEL
UNION
15 mm

Institutional typefaces:

The **primary** typography chosen to convey the Grand Hotel Union's identity is a unique custom-made **Union GH** typeface, made specifically for Union Hotels by the graphic design studio FelicijanSedmak, d.o.o. It is a derivate of a typography used in an authentic brochure of the hotel from 1932. This typeface is available in 3 different weights: light, regular and bold. There is no italic. This typeface should be used for all caption texts and all texts that are supposed to stand out. It should never be used as a body text. All the GHU's signage and the wayfinding system elements should be consistently done using this typography.

The **secondary** typography chosen to convey the Grand Hotel Union's identity is the **Adobe Jenson Pro** typeface. This typeface is available in 4 different weights: light, regular, semibold and bold. All the weights are also available in italic. The typeface should be used for the body text and also for caption texts when the Union Grand typography is unsuitable.

The **auxiliary** typography chosen to convey the Grand Hotel Union's identity is the **Georgia** typeface. This typeface is available in 2 different weights: regular and bold. Both weights are also available in italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, PowerPoint presentations etc. This character set has been chosen because it is clearly legible, both on printed and digital materials, as well as because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the Gotham Regular typeface for the body text and Union GH for titles.

Union GH Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
GHU

Union GH Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
GHU

Union GH Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
GHU

Adobe Jenson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
GHU

Adobe Jenson Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
GHU

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
GHU

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
GHU

Color concept:

The logotype and the basic elements of the graphic system are represented in a classic color palette of black, white and gold.

The secondary colors are chosen in accordance with a secession concept and aim to evoke the spirit of the time in which the hotel was built. The colors are supposed to evoke the feeling of a rich autumn. The colors are toned down, deep, but also pale and pastel. The metallic color associated with GHU is gold and the use of silver should be kept to a minimum or none at all.

Mood board:

PANTONE

PANTONE **10126 C**
CMYK **32/35/81/4**
RGB **172/151/81**
HTML **#AC9751**

PANTONE 10126 C - gold

PANTONE **9042 C**
CMYK **14/5/11/0**
RGB **226/233/229**
HTML **#**

PANTONE 9042 C - ice

PANTONE **9082 C**
CMYK **16/16/20/0**
RGB **210/205/195**
HTML **#D2CDC3**

PANTONE 9082 C - beige

PANTONE **7556 C**
CMYK **7/35/99/19**
RGB **183/139/32**
HTML **#B78B20**

PANTONE 7556 C - gravy

PANTONE **7642 C**
CMYK **0/86/5/64**
RGB **115/46/74**
HTML **#732E4A**

PANTONE 7642 C - burgundy

PANTONE **7665 C**
CMYK **64/84/0/32**
RGB **94/54/110**
HTML **#5E366E**

PANTONE 7665 C - deep lily

PANTONE **5575 C**
CMYK **37/9/28/13**
RGB **146/172/160**
HTML **#92ACA0**

PANTONE 5575 C - sea foam

Color Rules

Depending on the background on which the logo appears, the application of colors observes special laws.

25% / 75%

One-color logotype on a black-white scale:

One-color logotype:

In traditional media the logotype is reproduced in gold Pantone or gold hot foil.

When this is not possible, the logotype is reproduced in a CMYK value of 32/35/81/4.

If the design does not produce satisfying results, the logotype should be used in all black.

Making gold gradients on the logotype should be avoided.

50% / 0%

Inverted one-color logotype:

75% / 0%

Black logotype:

100% / 0%

Color Rules

Depending on the background on which the logo appears, the application of colors observes special laws.

On the corporate pantone surfaces, the logotype appears white or black as shown in the examples.

On surfaces containing more than 50% of color density, the logo appears white.

On pastel surfaces with a color density of less than 50% the logotype appears 75% grey.

The use in photos:

The logo in photographs must be used according to the isolation space. There must be no disturbing elements in the isolation area.

uHOTEL

Basic logotype with isolation space:

Secondary logotype with isolation space:
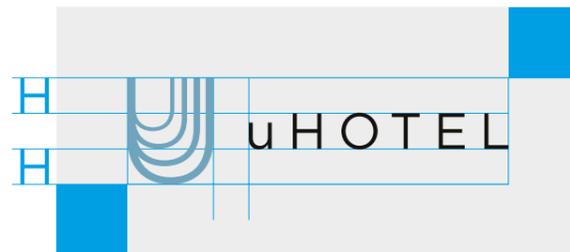
Logotype components:

The sign is the stylization of the overview of the galleries visible from the mezzanine in the Hotel, which appears in the form of the letter U.

The inscription is written in capital letters with Gotham Book typography, with the minuscule »u« at the beginning of the record. Even when written at the beginning of a sentence, the name of the hotel is written in the following form »uHotel«.
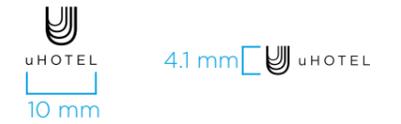
uHOTEL

The auxiliary element of the graphic image consists of an oval pictogram that simulates the visual effect of the perspective seen through the hotel's galleries. It is built by mirroring the sign over its upper edge.

Minimum size:

The minimum logo size is 10mm in width. Secondary logo can be at least 4,1mm in height. The logotype should never be used in a smaller size than this.

10 mm   4.1 mm

Color concept:

The primary color is light grey-blue. The hotel and its image should be represented in a light and airy atmosphere. Therefore, bright grey-blue colors, as well as sandy and light-brown shades are used.

Colors that are not used in relation to the hotel: green, violet, yellow, red, orange, black.

Mood board:

PANTONE

PANTONE **549 C**
CMYK **56/8/9/21**
RGB **107/164/184**
HTML **#6BA4B8**

PANTONE 549 C - light blue-grey
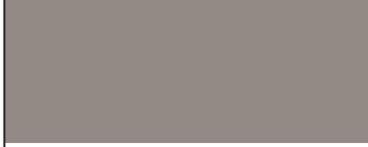
PANTONE **404 C**
CMYK **20/25/30/59**
RGB **119/110/100**
HTML **#776E64**

PANTONE 404 U - warm grey
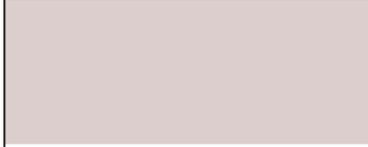
PANTONE **7528 C**
CMYK 5/10/17/16
RGB **197/185/172**
HTML **#C5B9AC**

PANTONE 7528 U - cool cream
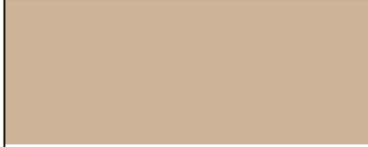
PANTONE **2312 C**
CMYK **25/37/50/4**
RGB **183/154/129**
HTML **#B79A81**

PANTONE 2312 U - white coffee

Color Rules

Depending on the background
on which the logo appears,
the application of colors
observes special laws.

One-color logotype:

uHOTEL

25% / 75%

uHOTEL

**One-color logotype
on a black-white scale:**

Inverted one-color logotype:

uHOTEL

50% / 0%

uHOTEL

Black logotype

Whenever possible, strict black-
and-white representations are
to be avoided and the use of
softer variations from the black-
and-white scale is preferred.

uHOTEL

75% / 0%

uHOTEL

Black logotype

Whenever possible, the
representation in full black
should be avoided and a softer
grey option should be applied.

uHOTEL

100% / 0%

uHOTEL

Color Rules

Depending on the background on which the logo appears, the application of colors observes special laws.

On the corporate pantone surfaces, the logotype appears white.

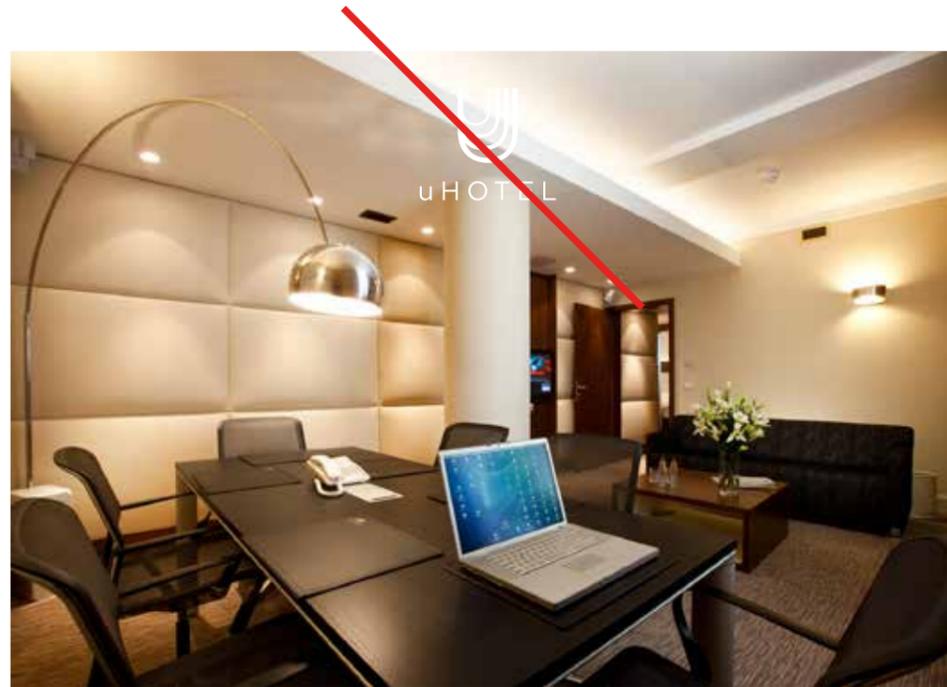On black surfaces, the logotype appears 50% grey.

On surfaces containing more than 50% of color density, the logo appears white.

On pastel surfaces with a color density of less than 50%, the logotype appears 75% grey.

The use in photos:

The logo in photographs must be used according to the isolation space. There must be no disturbing elements in the isolation area.

Institutional typefaces:

The primary font chosen to convey the uHotel's identity is the **Adobe Jenson Pro** typeface. This typeface is available in 4 different weights: light, regular, semibold and bold. Every weight also has an italic version.

The auxiliary typography chosen to convey the uHotel's identity is the **Georgia** typeface. This typeface is available in 2 different weights: regular and bold. Both weights are also available in italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, PowerPoint presentations etc. This character set has been chosen because it is clearly legible, both on printed and digital materials, as well as because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the Gotham Regular typeface for the body text and Adobe Jenson Bold Italic for titles.

Adobe Jenson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
uH

Adobe Jenson Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
uH

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
uH

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
uH

HOTEL LEV

Basic logotype with isolation space:

H O T E L   L E V

H

I

H O T E L   L E V

Secondary logotype with isolation space:

H O T E L   L E V

H

H

H O T E L   L E V

Logotype components:

The sign is shaped in a way that resembles a heraldic seal. At the same time, the image of a lion, which is considered a powerful and aggressive animal, is presented in a soft and welcoming way.

The inscription is written in capital letters with the Gotham Book typography, which is centrically aligned with the sign.

H O T E L   L E V

Minimum size:

The minimum logo size is 10mm in width. Secondary logo can be at least 4,1mm in height. The logotype should never be used in a smaller size than this.

HOTEL LEV

15 mm

4.2 mm   HOTEL LEV

Institutional typefaces:

The Caption typography chosen to convey the Hotel Lev's identity is the **Gotham** typeface. This typeface is available in 4 different weights: light, book, medium and bold. All the weights are also available in italic. The typeface should be used for headlines and the caption text.

The secondary typography used for all body texts is **Adobe Jenson Pro**. This typeface is available in 4 different weights: light, regular, semibold and bold. Every weight also has an italic version.

The primary auxiliary font chosen to convey the Hotel Lev's identity is the **Arial** typeface. This character set is available in two different weights: regular and bold. Both weights are also available in italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, PowerPoint presentations etc. This character set has been chosen because it is clearly legible, both on printed and digital materials, as well as because it is a default font, and thus available on any device.

The secondary auxiliary typography chosen to convey the Hotel Lev's identity is the **Georgia** typeface. This typeface is available in 2 different weights: regular and bold. Both weights are also available in italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, PowerPoint presentations etc. This character set has been chosen because it is clearly legible, both on printed and digital materials, as well as because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the Gotham Regular typeface for the body text and Yeseva One for titles.

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Adobe Jenson Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Adobe Jenson Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Georgia Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
HL

Color concept:

The primary color chosen for the hotel Lev is a deep blue, which also carries little traces of green. Since the guideline for this hotel is leaving an open type concept, a contrasting color palette is used to facilitate a wide-range of use.

Colors not appearing in the Hotel Lev: gray, green, violet, pink, white.

Mood board:

PANTONE

PANTONE **7706 C** - blue

PANTONE **7706 C**
CMYK **100/16/10/44**
RGB **0/106/142**
HTML **#006A8E**

PANTONE **309 C** - dark blue

PANTONE **309 C**
CMYK **99/27/22/80**
RGB **0/59/73**
HTML **#003B49**

PANTONE **7628 C** - red

PANTONE **7628 C**
CMYK **8/93/78/33**
RGB **158/42/43**
HTML **#9E2A2B**

PANTONE **7578 C** - orange

PANTONE **7578 C**
CMYK **0/67/100/0**
RGB **220/107/47**
HTML **#DC6B2F**

PANTONE **114 C** - yellow

PANTONE **114 C**
CMYK **0/4/87/0**
RGB **251/221/64**
HTML **#FBDD40**

Color Rules

Depending on the
background on which
the logo appears, the application
of colors observes special laws.

On the corporate pantone surfaces,
the logotype appears white.

On surfaces containing more
than 50% of color density,
the logo appears white.

On pastel surfaces with a color
density of less than 50%, the
logotype appears black.

The use in photos:

The logo in photographs must be
used according to the isolation
space. There must be no disturbing
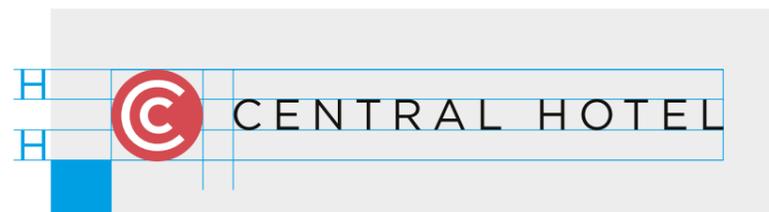elements in the isolation area.
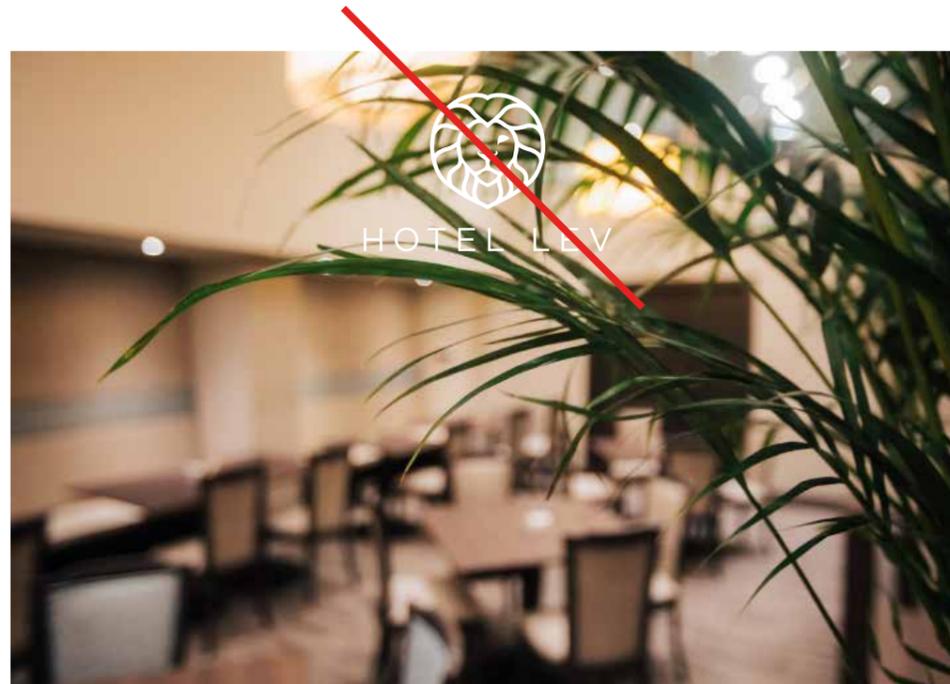
CENTRAL HOTEL

Basic logotype with isolation space:

CENTRAL HOTEL

CENTRAL HOTEL

Secondary logotype with isolation space:

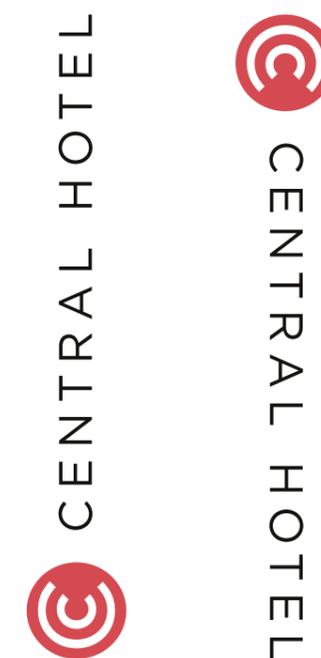CENTRAL HOTEL

CENTRAL HOTEL

Logotype components:

The sign is designed according to the principle of the target, thus emphasizing the fact that the hotel is located in the city center. Instead of circles, upper and lowercase C is used in Gotham Medium.

Napis je zapisan v kapitalnih črkah s tipografijo Gotham Book, ki je z znakom sredinsko poravnana.

CENTRAL HOTEL

Sekundarni logotip se lahko vertikalno rotira za 90º ali 270º.

Minimum size:

The minimum logo size is 20mm in width. Secondary logo can be no less than 3,75mm in height.

CENTRAL HOTEL
20 mm

3.75 mm   CENTRAL HOTEL

CENTRAL HOTEL

CENTRAL HOTEL

Institutional typefaces:

The primary font chosen to convey the Central Hotel's identity is the **Gotham** typeface. This typeface is available in 4 different weights: light, book, medium and bold. Every weight also has an italic version.

The auxiliary font chosen to convey the Central Hotel's identity is the **Arial** typeface. This character set is available in two different weights: regular and bold. Both weights are also available in italic. It is advisable to use this font when writing texts on writing paper, for press releases, fax messages, PowerPoint presentations etc. This character set has been chosen because it is clearly legible, both on printed and digital materials, as well as because it is a default font, and thus available on any device.

Internet typefaces:

The corporate webpage consists of the Gotham Regular typeface for the body text and Bevan for titles.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
CH

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
CH

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
CH

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
CH

Linguistic rules:

The name of the hotel should always be written as **Central Hotel** and never as hotel Central.

Central Hotel

hotel Central
Hotel Central

Color concept:

Central hotel has the most »funky« look of all the hotels. That is why the colors chosen are selected in a way, that they sinchronise through dissonance. It is a combination of unexpected and search for differences in coexistence.
The basic color of the logo is coral color, combined with contrasting green shades.

Colors not appearing in the Central Hotel: blue, orange, yellow, violet.

Mood board:

PANTONE

PANTONE **2030 C**
CMYK 0/68/51/0
RGB 221/121/117
HTML **#DD7975**

PANTONE 2030 C - coral

PANTONE **2338 C**
CMYK 4/39/29/0
RGB 222/163/156
HTML **#DEA39C**

PANTONE 2338C - light grey-pink

PANTONE **5517 C**
CMYK 20/4/13/10
RGB 177/192/188
HTML **#B1C0BC**

PANTONE 5517 C - green-grey

PANTONE **5825 C**
CMYK 22/15/86/47
RGB 137/129/61
HTML **#89813D**

PANTONE 5825 C - olive

PANTONE **555 C**
CMYK 80/17/76/51
RGB 40/114/79
HTML **#28724F**

PANTONE 555 C - forest green

PANTONE **368 C**
CMYK 65/0/100/0
RGB 120/190/32
HTML **#78BE20**

PANTONE 368 C - bright green

Color Rules

Depending on the background
on which the logo appears,
the application of colors
observes special laws.

On the corporate grey pantone
surface, the logotype appears in
the basic corporate coral and the
negative space remains white. On
other corporate color surfaces,
the logotype appears white
with a hollow negative space.

On surfaces containing more
than 50% of color density,
the logo appears white with
a hollow negative space.

On pastel surfaces with a color
density of less than 50%, the
logotype appears black.
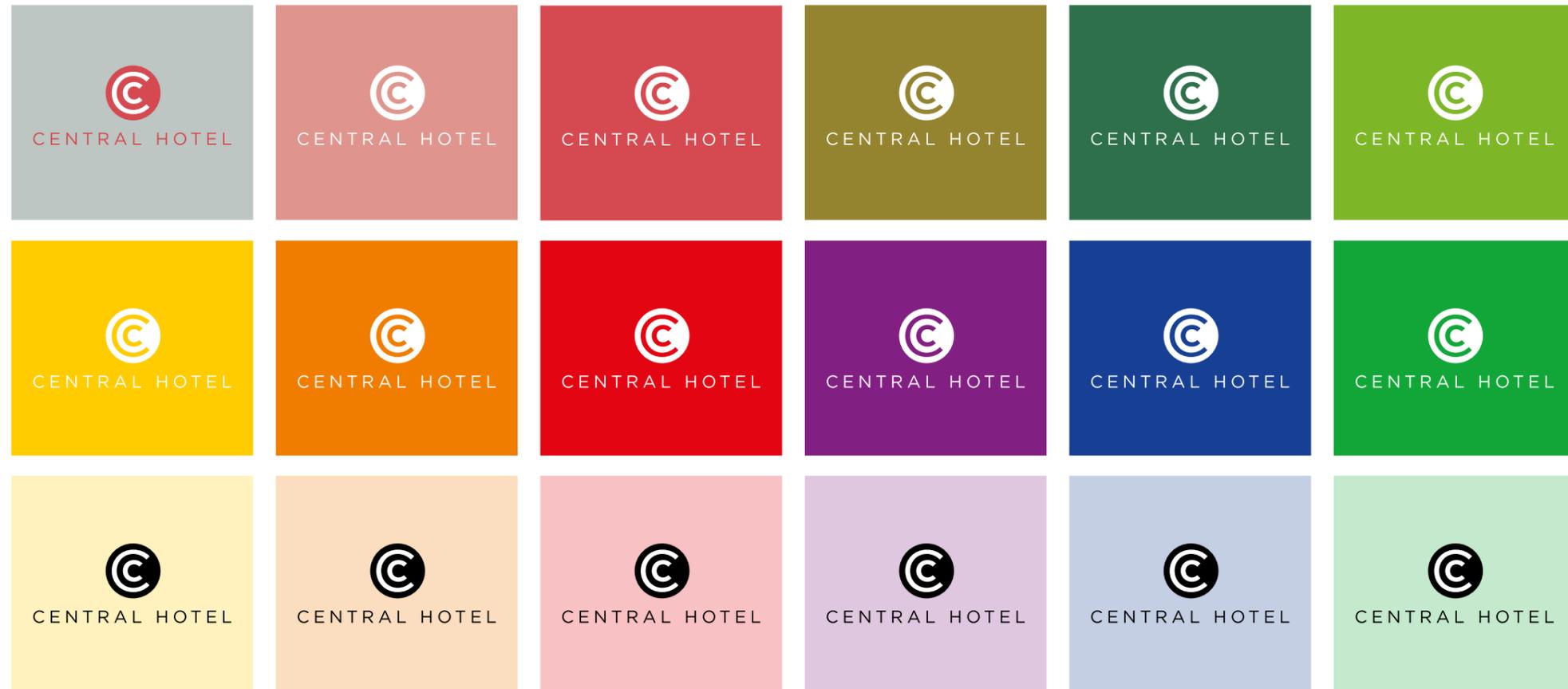
The use in photos:

The logo in photographs must be
used according to the isolation
space. There must be no disturbing
elements in the isolation area.
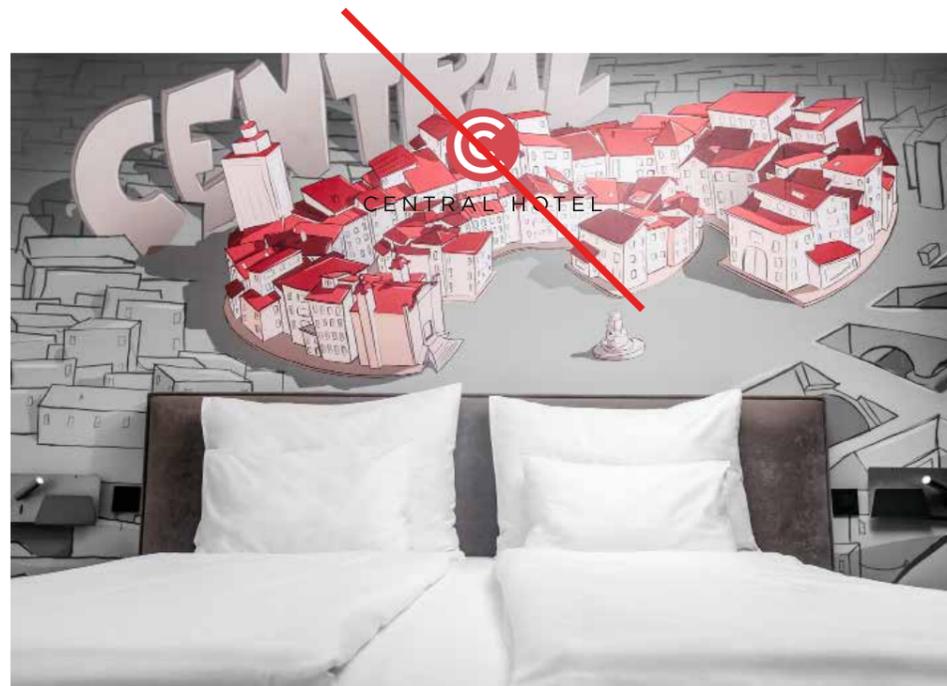
Prohibitions:

It is forbidden to interfere with the visualisation of logotypes in any way. The following prohibitions apply to all five brands:

The following prohibitions apply:

1. Change in the height-to-width ratio and the ratio between individual logotype elements.

2. All rotations that are not specifically allowed.

3. Positioning the logotypes within a box.

4. Change in colors.

5. Giving special effects to the logotypes (shading, bevel, gloss etc.).

6. Any changes to the logotype form.

7. Any changes to the typography.