



Corporate Identity
Standards Manual

Corporate Identity Standards Manual



Corporate Logo

The purpose of Hidden Oaks logo is to symbolize the company strength, growth, positive community experience, prosperity, and value.

The color scheme of the logo should represent the natural and elegant charm which Hidden Oaks Spa & Resort adheres to. The colors should also help to visually reinforce the elegant, yet affordable spa experience our guest will enjoy.

The logo to the upper right is the original Black & White logo for Hidden Oaks Spa & Resort. This logo is our official non-colored version and should not be changed in any way. Allowable variations will follow within the next several pages of this manual.

After careful thought and consideration, Hidden Oaks decided on the four colors of choice which best represent the true nature of Hidden Oaks. The lower right image is the official colored version of our corporate family logo.



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Logo Usage

The correct usage of the Hidden Oaks log is vital to it's success in representing our business. Therefore certain rules must be applied to the logo and how it is displayed. These rules will be made clear within the next several pages of this manual.

Area of Isolation

The minimum unoccupied space around the logo should be no less than that equal to the "&" symbol in the phrase "Spa & Resort"

When using any of the approved variations on the following pages, the pre attached boarder around the logo will suffice for the area of isolation.





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Logo Usage

The visually represented size of the logo is just as important to the Hidden Oaks guest perception. If the logo is shown too small, it will be extremely difficult to read. We want the logo to leave a good and inviting impression with our guests.

Minimum Logo Size

The minimum allowable size that the logo is to be shown is 1 inch wide. Any smaller and the text will be much too difficult to read.

The minimum resolution allowed for the logo to be displayed on the web is 72dpi. The minimum resolution allowed for all printed material is 300dpi. When the logo is down sized, be sure to adjust the outer stroke on the font as well as the golden divider line. Not adjusting these values down will leave the text and the divider line much too thick and messy.



| 1 1/2" |



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Color

Pantone Swatches: Sea Green
CMYK: (C:92, M:48, Y:59, K:34),
RGB: (R:1, G:83, B:83)



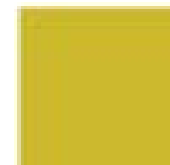
CMYK: (C:70, M:6, Y:10, K:0),
RGB: (R:33, G:181, B:216)
Gradient blue to white



Pantone Swatches: Aloha Blue,
CMYK: (C:91, M:65, Y:0, K:0),
RGB: (R:0, G:96, B:182)



CMYK: (C:23, M:21, Y:100, K:0),
RGB: (R:204, G:184, B:37)





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Alternate Acceptable Color and Appearance

It is vital to keep our color scheme consistent. This not only represents our professionalism but our loyalty to our guests. We want to earn and maintain their trust.

The only approved and acceptable alternate appearance for the colored version of the Hidden Oaks logo are shown to the right.

The alternate versions will be integrated with and on a variety of products: both current and future. This integration will be thoroughly and thoughtfully considered before final decisions will be made as to which product will be matched with either version. Once these carefully planned "logo version/product" matches are made, they will remain true to that product until and if such time as product packaging design is made.

The background of the logo must remain white between the leaf and the "H" due to the blue/white gradient which is used in the logo graphic. This area will not be changed for any reason.





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Alternate Acceptable Black & White Appearance

The black & white version is just as important as the colored version of the Hidden Oaks logo. Consistency is an element that must be true throughout the entire design. The only approved alterations have been carefully considered and we feel that these alterations remain true to the Hidden Oaks look.

The only acceptable alternate views of the black and white logo are shown to the right.

A black background may be added if necessary or desired. The logo is then allowed to be changed from black to white to accommodate for the contrast of the background color change.





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Inappropriate Usage

The logo must not be altered in any way other than the pre-approved alternatives. Again, consistency is vital to the success of our logo and our guests association and perception relationship to the Hidden Oaks corporation. Examples of misuse are shown to the right. They include but are not limited to the following examples.

The size shall not be shown smaller than the minimum size of 1 1/2”.

Do not change the shape of the logo by stretching the height or the width.

Do not twist or rotate the logo in any way.

The color is not to be changed on any part of the logo: with the exception of pre-approved changes found on the previous pages.

Do not remove the gradient blend between the leaf and the letter “H”.

Do not move or change the direction of the leaf or words in any way.

Do not place the colored logo over an image or other colored background other than white. If placed on image or other colored background you must use one of the alternative colored appearances. The gradient on the logo graphic must be on white.





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Typography

Approved Fonts

For correspondences on the letterhead, the allowable fonts are 12pt “Times New Roman” and 16pt “Penyae.”

In Manuals and other literature, headings may be used up to 30pt for “Times New Roman” and up to 36pt for “Penyae.”

Sub-headings may be used up to 24pt for both “Times New Roman” and “Penyae.”

On the Business card, the allowable fonts are 10pt and 12pt “Cornet Regular” and 6pt “Penyae.”

The only allowable fonts to use in the logo are **Cornet Regular** for “*Hidden Oaks*” and **Penyae Regular** for “*Spa & Resort.*”



Times New Roman - Regular



Times New Roman - Italic



Times New Roman - Bold



Cornet Regular



Penyae



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Corporate Stationery

Stationery Paper

The paper which the letterhead will be printed on is standard letter (8 1/2" x 11") and legal (8 1/2" x 14") sizes. The paper should be a 28 weight, 96 opacity, bright white.

The envelopes will be standard commercial # 10 (4 1/8" x 9 1/2") sized envelopes. These envelopes will be used for such things as with the letterheads, invoices, statements, checks, writing stationery and direct marketing mailings.





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Corporate Signage

Corporate Sign

The 'Hidden Oaks' corporate sign will give our guests one of their first impressions of the resort. This should help to represent the spa in a pleasing way.

The portion of the sign containing our logo will be carved out of oak. The panel which this is placed on will be the Sea Green color which is found in the leaf.

The entire sign will be framed in our specially chosen gold. The Hidden Oaks address will appear above the logo on the golden frame. The address will be the Aloha Blue color of the text in the logo.

Finally, the entire Hidden Oaks sign will be set atop a stone foundation. The individual stones will help represent the community support in combination with our Hidden Oaks family and guest loyalty.





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Corporate Applications Personal Care

Spa Daily Use and Specialty Items

The Hidden Oaks logo will be placed on several of the spa and resort daily use items. Some of the items and products which the logo will appear on include, but are not limited to spa and resort towels.

Other items will include bar soap, shampoos, conditioners and body lotions which will be conveniently placed in our guests rooms as complementary daily use items. A gift and convenient shop can be found on the first floor in our lobby. Many items can be found for purchase which will include the Hidden Oaks logo on the packaging.





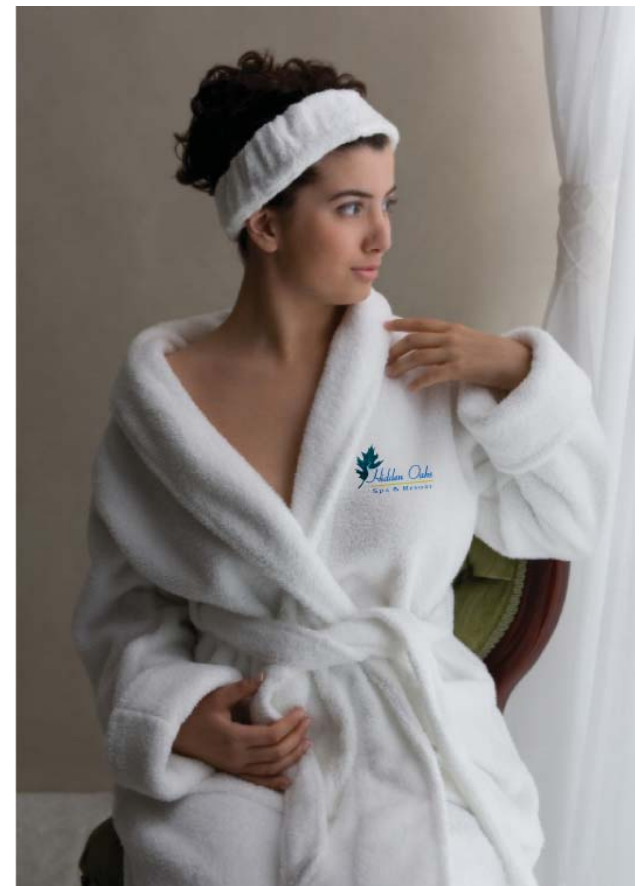
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Corporate Applications Spa & Bath Fashion

Spa Daily Use and Specialty Items

The Hidden Oaks logo will be also be found on the spa robes. The robes will be available for guest use while enjoying time in the spa, around the pool, or even in the guest rooms as well.

The robes will be a thick luxurious plush terry cloth which proudly displays the logo on the left side chest area. The logo will not be placed anywhere but in this area.





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Corporate Applications Miscellaneous

Spa Daily Use and Specialty Items

The Hidden Oaks logo will also be placed on house items such as coffees and teas. Other items which our logo may be found on are special house spirits such as wines.

The Hidden Oaks dinnerware will proudly display the logo on coffee and tea cups and on the breakfast and lunch plates. The dinner plates will proudly display the Hidden Oaks leaf.

The variety of logo usages will help advertise and promote Hidden Oaks Spa & Resort. Following the approved logo usages and avoiding the inappropriate usages of the logo will help to ensure that the Hidden Oaks Resort will continue to shine above the competition.

