

# LOGO VARIATIONS

Black solid logo: to be used for white or light colored backgrounds  
100% Black

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Reversed out white logo: to be used for black or dark colored backgrounds  
100% White

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Gray logo: to be used for white backgrounds  
Pantone 431  
C45 M27 Y17 K51  
R94 G106 B113  
HTML 5E6A71



# SAMPLE USAGE / AD



Lorem ipsum dolor sit amet, ea pri soluta concludaturque. Et est quis dicam dicant, alii abhorreant pri ad, sea esse sonet no. Nec aliquip pericula in, ad albus maieatatis quo. Vix ei latine mediocritatem, mea tantas assentior voluptatibus at.

**HOTEL**  
INDENTIFICATION



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**HOTEL**  
INDENTIFICATION



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