

Swiss International



HOTELS & RESORTS

Email Signature Guidelines

The Corporate Identity

Swiss International Hotels & Resorts is the brand for upscale and hotels.

Swiss International Hotels & Resorts reflects the highest standards of quality, comfort and unparalleled level of service.

The hotel will use the logo “Part of Swiss International Hospitality Commons”



The Corporate Identity

Swiss International is an international hotel company with the Swiss hospitality as its core values. A Hotel company for those who share real hospitality, mixed with a business sense of "return on investment", where the objective of the business is to achieve its financial goals, through a hospitality delivery which is "best in its class".

The Brand guidelines presented in this document establish a set of rules and recommendations that ensure a correct and consistent implementation of the brand. The application of that set of rules is fundamental for the consistency of the identity.

The Marketing department is responsible for the proper implementation of rules relating and therefore should be consulted whenever you wish to apply the corporate identity in any medium of communication.

Corporate Brand

Swiss International

HOTELS & RESORTS


Hotel

Swiss International

XIAMEN

Swiss International

SEYCHELLES

Swiss International

DELHI

Corporate Font

Brand's Logos

Frutiger font is used for naming Type of the (Swiss International Hotels & Resorts) and the location in Fruitiger 55 Roman.

Frutiger is a sans-serif typeface by the Swiss type designer Adrian Frutiger. It was commissioned in 1968 by the newly built Charles De Gaulle International Airport at Roissy, France, which needed a new directional sign system. Instead of using one of his previously designed typefaces like Univers, Frutiger chose to design a new one. The new typeface, originally called Roissy, was completed in 1975 and installed at the airport the same year.

Frutiger's goal was to create a sans serif typeface with the rationality and cleanliness of Univers, but with the organic and proportional aspects of Gill Sans. The result is that Frutiger is a distinctive and legible typeface. The letter properties were suited to the needs of Charles De Gaulle – modern appearance and legibility at various angles, sizes, and distances. Ascenders and descenders are very prominent, and apertures are wide to easily distinguish letters from each other.

Frutiger55 Roman

ABCdeFGHIJKLMnOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?

XIAMEN

SEYCHELLES

DELHI

Corporate Font

Frutiger is the typeface to be used for Swiss International Hotels & Resorts print communications.

Frutiger is a sans-serif typeface by the Swiss type designer Adrian Frutiger. It was commissioned in 1968 by the newly built Charles De Gaulle International Airport at Roissy, France, which needed a new directional sign system. Instead of using one of his previously designed typefaces like Univers, Frutiger chose to design a new one. The new typeface, originally called Roissy, was completed in 1975 and installed at the airport the same year.

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Frutiger55 Roman

ABCDeFGHIJKLMn OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?

Frutiger65 Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?

Frutiger56 Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()<>?

Corporate Font

Verdana is the typeface to be used for Swiss International Hotels & Resorts digital communications.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?

Verdana Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&()<>?*

Verdana Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()<>?

Corporate Font

GE SS is the typeface to be used for Swiss International Hotels & Resorts Arabic print communications.

Ge SS Light

أ ب ت ث ة ج ح خ د ذ ر ز س ش ص ض
ظ ط ع غ ف ق ك ل م ن ه و ي
!؟><)(^%\$# ١٢٣٤٥٦٧٨٩٠

Ge SS Medium

أ ب ت ث ة ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
!؟><)(^%\$# ١٢٣٤٥٦٧٨٩٠

Ge SS Bold

أ ب ت ث ة ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
!؟><)(^%\$# ١٢٣٤٥٦٧٨٩٠

The Colors

The colors used in the identification of Swiss International Hotels and Resorts are Red and Black.

The fidelity color reproduction is an essential item to ensure consistency of a corporate image. Check the fidelity of tone always comparing them with the scale Pantone Formula Guide.

Depending on the piece to be made and their nature (paper, cardboard, adhesive film, metal, etc..) Other color references are required. If there is no specification established, the conversion should be done by approximation, taking the Pantone scale as a basis for comparison. On the next table are the references of the most frequently used materials.

50%	5%	50%	5%	50%	5%	50%	5%
60%	10%	60%	10%	60%	10%	60%	10%
70%	20%	70%	20%	70%	20%	70%	20%
80%	30%	80%	30%	80%	30%	80%	30%
90%	40%	90%	40%	90%	40%	90%	40%
100%		100%		100%		100%	

Pantone C	485 C	426 C	2768 C	Black 6
RGB	212R;46G;18B	0R;0G;0B	0R;45G;106B	0R;0G;48B
CMYK	0; 95; 100; 0	0; 0; 0; 100	100; 86; 34; 19	100; 93; 43; 70
Hexadecimal	#dc291e	#000000	#002d6a	#000030

Email Signatures

Email is now one very important tool of communication and must respect the Swiss International standards:

Regardless of the software used to provide e-mail services, the e-mail signatures should all have the same layout.

Area Offices – Email Signatures

Font Colour: R 0, G 0, B 0

Clive Figaro
Commercial Manager

Designation
Font Colour: R 136, G 136, B 136

Area Office
Font Colour: R 136, G 136, B 136

International Service Center:
% Alpha Hospitality Management Services
Amenity Building 2 - Office Suite 904
P.O. Box 85644
Al Jazeera - Al Hamra
Ras Al Khaimah
United Arab Emirates
Mobile: +971 50 946 0830
Email: clive.figaro@swissinternationalhotels.com
Skype: [clivefigaro](#)

Font: Verdana
Font Size: 10pt

Skype Address:
Firstname & Lastname

Swiss International
HOTELS & RESORTS

Swiss International Hotels & Resorts Logo
Size: 216 X 48 px

Social Media Logos
Size: 40 X 39 px

Email Banner (subject to approval by International Service Center)
Size: 460 X 172

Standard Swiss Select Email Banner (linked to www.swiss-select-rewards.com)
Size: 460 X 58

Font: Verdana
Font Size: 8pt

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Area Offices – Email Signatures



Swiss International Hotels & Resorts Logo
Must be linked to URL: www.swissinternationalhotels.com

Social Media URLs:

Facebook: www.facebook.com/SwissInternationalHotels

Twitter: <https://twitter.com/SwissintHotels>

Google+: <https://plus.google.com/101785120830857017227>

Linkedin: www.linkedin.com/company/swiss-international-hotels-&-resorts

Pinterest: www.pinterest.com/swissinthotels

Slideshare: www.slideshare.net/swissinthotels

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Email Signatures

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Regardless of the software used to provide e-mail services, the e-mail signatures should all have the same layout.

Hotel – Email Signatures

Font Colour: R 0, G 0, B 0

All Kemal Aydın
Planning & Coordination Manager



Swiss International Kizilcahamam
P.K. 20, Kizilcahamam
06890 Ankara, Turkey

Telephone: +90 312 736 4000
Mobile: +90 553 107 3737
Email: all.aydin@swissinternationalhotels.com
website: www.swissinternationalhotels.com



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Designation

Font Colour: R 136, G 136, B 136

Trip Advisor Logo

Size: 40 X 39 px

Linked Trip Advisor Page URL. For example:

http://www.tripadvisor.com/Hotel_Review-g298363-d5475869-Reviews-Swiss_International_Mabisel_Port_Harcourt-Port_Harcourt_Rivers_State.html

Font: Verdana

Font Size: 10pt

Hotel Logo

Size: 216 X 48 px

Social Media Logos

Size: 40 X 39 px

Email Banner (subject to approval by International Service Center)

Size: 460 X 172

Standard Swiss Select Email Banner (linked to www.swiss-select-rewards.com)

Size: 460 X 58

Font: Verdana
Font Size: 8pt

Hotels – Email Signatures

Hotel Logo

Must be linked to the URL of the hotel. For example :
www.swissinternationalhotels.com/mabisel-portharcourt



Social Media URLs:

Must be linked to the Facebook account of the hotel. For example:
 Facebook: www.facebook.com/swissinternationalmabisel
 Remaining Social Media are linked to the chain Social Media

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Swiss Spirit Hotel & Suites – Email Signatures

Francesco De Biase
General Manager

Designation
Font Colour: R 136, G 136, B 136



Trip Advisor Logo
Size: 40 X 39 px
Linked Trip Advisor Page URL. For example:
http://www.tripadvisor.com/Hotel_Review-g298363-d5475869-Reviews-Swiss_International_Mabisel_Port_Harcourt-Port_Harcourt_Rivers_State.html

Swiss Spirit Hotel & Suites Mardezok
2 Mardezok Street Okpanam, Asaba
Nigeria
Tel: +234 562 91028

Font: Verdana
Font Size: 10pt

Mobile: +234 80 65697273
Email: francesco.debiase@swissspirithotels.com
Website: www.swissspirithotels.com/mardezok-asaba



Hotel Logo in Email Banner (subject to approval by International Service Center)
Banner Size: 460 X 172

Standard Swiss Select Email Banner (linked to www.swiss-select-rewards.com)
Size: 460 X 58



Social Media Logos
Size: 40 X 39 px

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Font: Verdana
Font Size: 8pt

Font Colour: R 0, G 0, B 0

Swiss Spirit Hotel & Suites – Email Signatures

Hotel Logo

Must be linked to the URL of the hotel. For example :
www.swissinternationalhotels.com/mabisel-portharcourt



Social Media URLs:

Must be linked to the Facebook account of the hotel. For example:
Facebook: www.facebook.com/swissinternationalmabisel
Remaining Social Media are linked to the chain Social Media

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