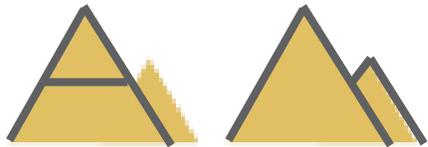




AMBASSADOR Programme

Brand Essentials

1.1 PROGRAMME LOGO | Graphic Representation



The logo represents a combination of the two letters A and M from the programme name, highlighting the Assistant Manager position.



The mountain is associated with consistency, perseverance and overcoming challenges in one's conquest. It symbolizes progress in overcoming obstacles, making you feel humble yet motivated to reach for your goals.



The colour gold symbolizes success, achievement and triumph. The precious metal is a representation of the individuals enrolled in the programme, associated with grandeur, triumph, courage and passion.



Paying homage to our Swiss Roots, it also provides a graphic representation of the Swiss Alps, a major natural feature of the brand's home country.

1.2 PROGRAMME LOGO | Colours

The logo is also available in our brand colours, red and grey, for collaterals which require brand alignment .



GOLD
CMYK: 13/22/73/0
RGB: 228/199/86
Web: #E4C756



GREY
CMYK: 0/0/0/77
RGB: 97/95/95
Web: #615F5F



RED
CMYK: 0/100/94/0
RGB: 230/0/27
Web: #E6001B

Black and white logos are available for busy or dark photographic backgrounds.



1.3 PROGRAMME LOGO | Look and Feel



AMBASSADOR



AMBASSADOR



AMBASSADOR

The campaign logo uses the Ostrich Sans Font, a slender typeface with a representation of sleekness, sophistication and being straightforward.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!#\$%&/!*`@´?::)

1.4 PROGRAMME LOGO | Usage

ESSENTIALS:

- Do not place the logo within a frame or a box.
- Do not amend the logo in any way.



Full colour logo when used on plain white or pale graphic background.



White or black logo when used on a dark graphic or photographic background.

DON'Ts

Do not place the logo on a busy background.



Do not change the colours of the logo or the proportions of the logo.



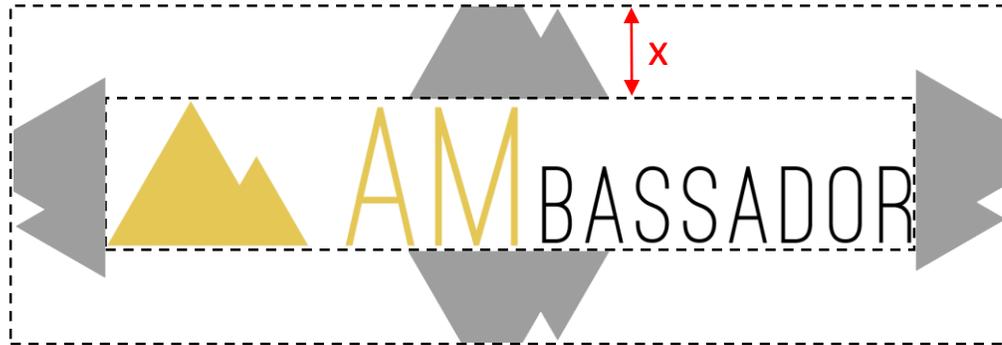
Do not place the logo in a box over an image.



1.4 PROGRAMME LOGO | Minimum Space

ESSENTIALS:

- The logo must be positioned within its own clear space, standing apart from other images and text.
- Please respect the minimum space but when layout allows, use as much space as possible.



x = the height of the lower mountain in the programme logo



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur egestas a nisi sed viverra. Morbi quis sagittis justo. Sed ipsum tortor;



swissôtel NANKAI
OSAKA
212番中央ビル南館5F

2.1 FONTS & TYPOGRAPHY | Programme Fonts

The programme will still follow the brand fonts for text copies incorporated in any materials/collaterals.

UPPERCASE HEADLINE/DISPLAY FONT

Neutraface 2 Display

- Only to be used for headlines/titles and in upper case only
- Neutraface 2 Display Light to be used in all cases when on a white or light background
- Neutraface 2 Display Medium to be used for clarity when on a dark background
- When displaying numbers then please make sure you use the 'forced capitalisation' tool to make the numbers the same size as the text

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

PRIMARY FONT

Gill Sans Alt One WGL

- Gill Sans Alt One WGL Light, minimum size 8pt for body copy
- 77% black or Pantone 425
- Gill Sans Alt One WGL Regular can only be used for body copy when Gill Sans Alt One WGL Light is not clear enough to read; eg. negative text
- Gill Sans Alt One WGL Regular can be used for lower case subheadings

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

LOCAL LANGUAGE FONT

Meiryo UI

- For copies written in the Japanese language

あいうえおかがきぎくぐけげこ
ごさざしじすずせぜそぞただち
ぢつづてでとどなにぬねのは
ぱぴひびびふぶぷへべぺほぼ
ぽまみむめもやゆよらりるれろ
わゐゑをんづかけ
1234567890