



# Brand Standards and Marketing Guidelines



# Introduction



The establishment of a uniform brand image should be a paramount concern for any business. Brand imagery becomes ingrained in the mind of the viewer and once that has been reinforced in a positive manner, an increase in recognition follows.

It's important for an organization to commit to establishing brand imagery and adhere to its common themes - e.g., use the same colors, shapes, pictures - consistently.

With that in mind, the following standards guide was created to help **HMSHost** associates and partners take ownership of our brand and stay committed to its uniformity.

The materials presented here serve as a guide. In them, you'll find lots of information about logo, colors, collateral and various business applications - the most visible elements of our brand.

While no set of guidelines can anticipate all of the types of communication that need to be developed for **HMSHost**, the examples presented here cover a wide range of applications. Should you need additional guidance, or have specific questions, please contact [Communications@HMSHost.com](mailto:Communications@HMSHost.com).

## CONTENTS:

**INTRODUCTION** page 2

## LOGOS

Usage page 3

Sub-brands page 6

Unacceptable page 7

**COLORS** page 8

**BRANDING** page 9





# Logos

## THE IMPORTANCE OF THE CORPORATE LOGO AND ITS CONSISTENT USAGE

The **HMSHost** identity must always be applied in a consistent manner and with care taken to avoid misuse. The logo is the cornerstone of visual consistency that is vital to an effective corporate identity program.

The **HMSHost** logo is composed of the shooting star graphic, the capital letters "HMS" and the word "HOST" reversed out of the bar. When using the **HMSHost** logo, the design integrity of position, proportion and relative size relationship must be maintained.

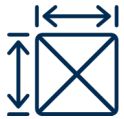
It means that the letters and words may not be larger or smaller in proportion to each other than shown in this manual. The shooting star may not be arranged differently in conjunction with the type than shown.



In written materials, always ensure that HMS and Host are placed together as **HMSHost** rather than HMS Host. Never refer to the company as "HMS", "Host", or "HMSHost North America".



# Logos



Always maintain a “clear space” around the logotype.

The clear space is defined as the height of the “H” in HMS, as shown. Then, add that amount of space to all four sides of the logotype. Graphic elements such as rules and bars are exceptions.



The HMSHost logo should be at least 1 inches wide.



Minimum area of isolation equals “H”

## EXAMPLE OF THE LOGO ON A TYPEWRITTEN PAGE

*Cerovidus, omnistibus. Liquae occullo ipsuntur arundae. Arum volo iusam, tet faccum, offic tem res non eum faceste officite quas reperis into omnis idebit fugit vendaes tiantur, quatkis aut fuga. Odi repero ipsum reped molorumquam, vero torum estis ditas aruntem vit alitisciumque alis aut adma sitiateniat officint.*

*Faccus derepedisto od qui bere nessitae optae dcab orrovitius apiendi cienis ex exped quam, sint.*

*Catur? Sus quia sunt a simus excestis molupti rem soluptatur, cuptiorro volest elluptios eos vit moloruntias digendae dem. ligeni as atumquia aut odiantiur alit ad modit, que peres alic totatet officmolores rerchit iusdanihit faceris de minciis auteperupta*



# Logos



When the **HMSHost** signature logo is displayed against an image, the logotype's integrity, prominence and readability are paramount considerations. The goal is always to provide adequate contrast, so the logotype stands out clearly from its background.



When placed on a photographic image, ensure that the logo is positioned in the least-cluttered area of the photograph.



In all instances where it is possible, the use of the main blue and yellow **HMSHost** logo is preferred. When possible, placement of the logo in the bottom right corner is preferred.





# Logos

## SUB-BRANDS & EMAIL STANDARDS

This is a reminder of the importance of following established guidelines around the HMSHost logo usage and branding. We must all commit to **consistent and correct logo use and email signature standards** - this is the only way to uphold uniformity to our company identity and image.

Concerning requests for Sub-branded logos, (in the event of branding a department, major initiative, or project) - these often work as an extension of the HMSHost brand identity. Primary HMSHost corporate branding should be used on all external marketing materials, but we recognize that departments may want a sub-branded logo for internal use. Here are the guidelines:

- All HMSHost sub-branded logos should appear jointly with the HMSHost logo on the same communication, with logos separated by at least one inch and a half of space around the HMSHost logo. **(The only exception is when HMSHost enters into a sponsorship or strategic partnership arrangement as in the case of James Beard and Coca Cola.)**
- Clear space guidelines illustrate that the HMSHost logo should not be adjoining or juxtaposed to a sub-brand logo.
- A sub-branded logo should not be used for formal external communications.
- Please contact HMSHost Marketing for your sub-branded logo approval before finalizing.

Concerning email signature standards, all associates are expected to use the newly approved 2023 Email Signature templates.

Your adherence to these important guidelines guarantees the continued integrity and leadership of the HMSHost corporate brand.

1" minimum



**First Last**  
Title

**O** ###.###.###  
**M** ###.###.###

Address  
(optional)

Proud Sponsor of the 2023 James Beard Awards

# Logos

A few examples of **unacceptable** usage of the logo are illustrated here.



The shooting star or the star by itself should **never** be used to represent **HMSHost**.



Marketing Department



Marketing  
Department



# Colors

## HMSHOST LOGO PALETTE

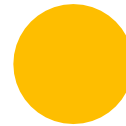
Our primary color palette consists of blue PMS 295 C and yellow PMS 116 C on coated stock (magazines, brochures, signage) and blue PMS 295 U and yellow PMS 109 U on uncoated stock (stationery and business collateral).

**HMSHost** brand colors applied correctly create an environment that supports our core messages and communicates our brand image. They should be used consistently throughout all applications.

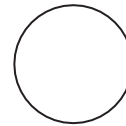
### PMS Uncoated



PMS 295 U



PMS 109 U



White

- magazines
- brochures
- signage

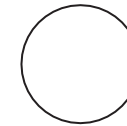
### PMS Coated



PMS 295 C



PMS 116 C



White

- stationery
- business collateral

### CMYK



C:96 M:66 Y:12 K:51



C:0 M:15 Y:94 K:0



Gray K:20%

### RGB



R:0 G:44 B:85



R:239 G:218 B:51



R:215 G:215 B:215

### Web-safe Colors



R:0 G:44 B:85



R:239 G:218 B:51



R:215 G:215 B:215



# Branding

## KEY POSITION STATEMENTS

It is important to use the right language to describe **HMSHost** depending on the audience.

For more information, please contact [Communications@HMSHost.com](mailto:Communications@HMSHost.com).

## Travelers and Business Partners

HMSHost delivers world-class dining, including award-winning restaurants, chef partnerships, and innovative dining solutions. We bring unique, creative restaurants to airports across the country.

## Industry Conferences

HMSHost is a recognized industry leader creating innovative dining at airports worldwide. We use our experience and global reach to offer travelers an unparalleled blend of local, regional, and international brands. HMSHost has received numerous accolades for operations, restaurants, marketing, and sustainability initiatives, and continues to create unique programs with a culinary focus.

## Potential Partners/Vendors

HMSHost is a world leader in dining for travel venues. We have won numerous awards for our innovative restaurants. For more information, please visit at [HMSHost.com](https://HMSHost.com).

# Branding

## ELECTRONIC MEDIA / WEB & EMAIL ADDRESS

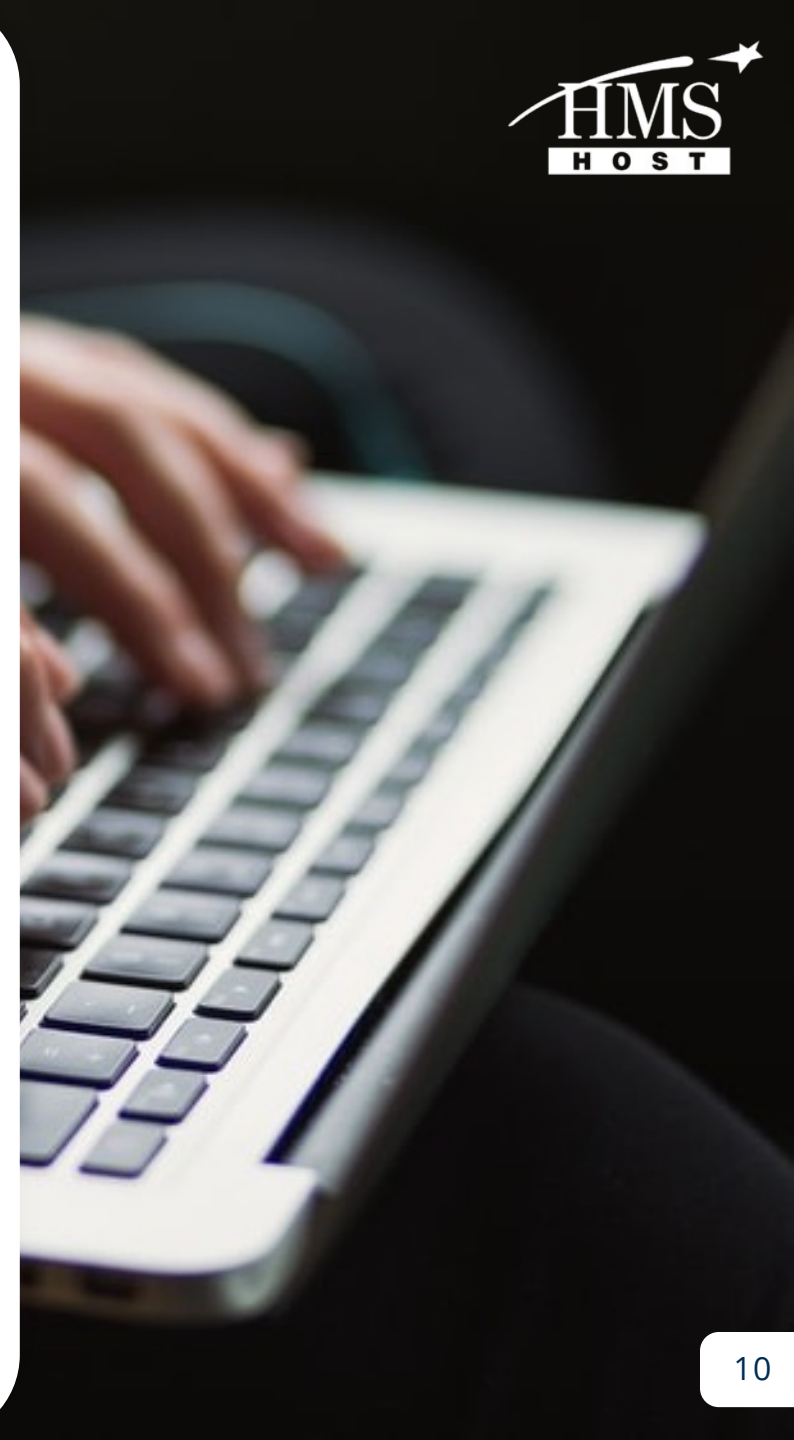
Most electronic media is relatively small in scale so make sure the logo is as close to the minimum size as possible.

When referencing the **HMSHost** website and email address, the following are to be used.

HMSHost.com

HMSHOST.COM

First.Last@HMSHost.com



# Branding

## PROMOTIONAL MATERIALS

Promotional materials should use the Logo where possible. The logos should be positioned in the bottom right-hand corner of materials when possible. In situations where multiple brand logos are involved that might conflict with our standard placement, please contact Marketing for guidance.







Thank you

