

GRAPHIC CHARTER



RELAIS DU SILENCE

SILENCEHOTEL

We have joined forces to form the RELAIS DU SILENCE-SILENCE-HOTEL International Chain to enhance our mutual strong points:

THE PEACE AND QUIET OF THE ENVIRONMENT

THE WARM WELCOME

THE CHARM OF THE HOTEL

THE HIGH QUALITY OF THE WHOLE

Being accepted as a member of this renowned chain means benefiting even more from these strong points that bind us and accepting the obligation to use the visual identity correctly. The visual identity is the business card of some hundred reputed hotels in Europe.

This practical visual identity guide is designed to help those who are willing to cooperate, take advantage of it and set themselves apart from competitors.





The Relais du Silence logotype comprises a typeface and a bird. It can be used in two configurations (see opposite) but with the same colours.



The Relais du Silence logotype must be surrounded by a minimum blank space free of other graphic elements. The size of this area of blank space is determined by using the «R» from the word «Relais» around the entire periphery of the Relais du Silence logotype.





The minimum height of the Relais du Silence logotype is 25mm for the portrait version, and 10mm for the landscape version.





Logo Quadri



				<i>Dégradé</i>	
<i>C</i>	0	<i>C</i>	0		
<i>M</i>	25	<i>M</i>	17		
<i>J</i>	100	<i>J</i>	69		
<i>N</i>	34	<i>N</i>	20		
				<i>Dégradé</i>	
<i>C</i>	72	<i>C</i>	62		
<i>M</i>	29	<i>M</i>	33		
<i>J</i>	100	<i>J</i>	95		
<i>N</i>	20	<i>N</i>	13		

Logo Pantone



		<i>Pantone</i> <i>118 C</i>
		<i>Pantone</i> <i>575 C</i>

Logo Noir

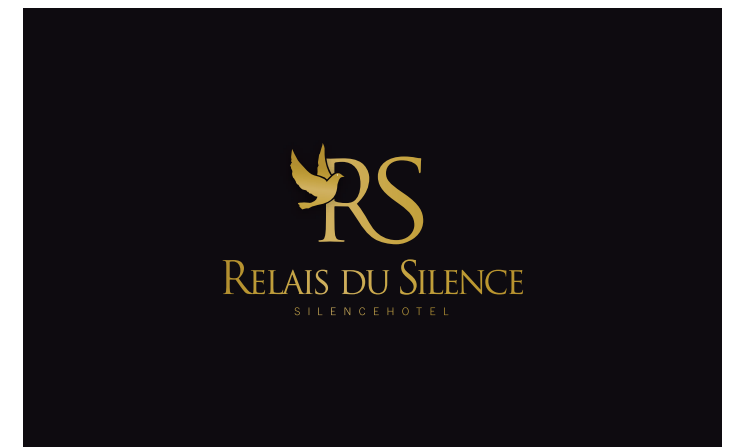


The colours used in the Relais du Silence logotype consist of two four-colour (CMYK) shades, one green for the typeface and the other gold for the bird.

The Relais du Silence logotype can also be used in Pantone and black.



Using the Relais du Silence logo on a colour background.
The Relais du Silence logo must only be used in black on an exceptional basis.





The Relais du Silence logo typeface: Trajan Pro.
The typefaces selected to go with the Relais du Silence logotype:
Goethe Gothic Regular and ITC Fenice Regular.

Trajan pro

RELAIS DU SILENCE

S I L E N C E H O T E L

Goethe Gothic Regular



ITC Fenice Regular

ITC Fenice Regular

Three typeface families have been selected for the Relais du Silence logotype.

TRAJAN PRO for the logotype itself.

Goethe Gothic Regular for the word SILENCEHOTEL

ITC Fenice Regular as an accompaniment.

TRAJAN PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z , ; . : /

Goethe Gothic Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z , ; . : /

ITC Fenice

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z , ; . : /



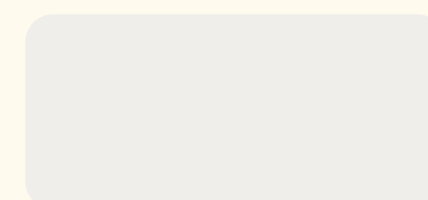


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Headed notepaper: 210x297mm.

The logotype must be placed at the top in the centre of the page, taking care to include the minimum blank space.

The logotype is 33mm high, and is placed 10mm from the upper edge of the page.

All administrative references are placed at the foot and in the centre of the page, 0.5mm from the lower edge. The typeface used is ITC Fenice, character size 6, line spacing 7, and the colour is a grey with 50% black.

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Note card: 210x81.5mm.

The logotype must be placed at the top left of the card, taking care to include the minimum blank space.

The logotype is 12mm high and is placed 7mm from the upper edge of the page and 5.5mm from the left-hand edge.

Business card: 90x55mm.

The logotype must be placed at the top left of the card, taking care to include the minimum blank space.

The logotype is 10mm high and is placed 5mm from the upper edge of the page and 4mm from the left-hand edge.

The accompanying typeface for the information is ITC Fenice Regular, character size 8 for the name, and 6 for the position, address, phone and fax numbers and web address.

Envelope: 210x90mm.

The logotype must be placed at the top left of the card, taking care to include the minimum blank space.

The logotype is 10mm high and is placed 5mm from the upper edge of the page and 5mm from the left-hand edge.



RS RELAIS DU SILENCE
SILENCEHOTEL



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RS RELAIS DU SILENCE
SILENCEHOTEL





Customised pre-sign
Wall-mounted or on posts
Silk-screened logo
Adhesive lettering
Long life
Format: 150 x 100 cm



Welcome sign
Format: 75 x 35 cm



Roadway signs
Format: 85 x 30 cm





Outdoor sign-posting plaques
Format: 70 x 25 cm



Outdoor sign-postin
Panels / arrows
Single format: 70 x 25 cm
Thickness : 0,4 cm
Customisable text



Indoor or outdoor plaque
Format: 40 x 50 cm

*All these models can be ordered from the listed supplier.
For more information, contact head office.*



