

COMMONWEALTH OF AUSTRALIA  
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aloft<sup>SM</sup>

A VISION OF W HOTELS

style guide 06.27.08

# tone & voice

## descriptive words & phrases

aloft hotels uses simple, active words to convey sound, movement and height. energetic expressions also give immediacy to our language, while a light, playful keeps it fun and a-words give it a distinct identity.

### active

stretch and strengthen  
mix, meet and mingle  
rise and shine  
grab and go  
get ready  
spray away  
suds up  
clink  
pop

### a-words

arrive  
asleep  
awake  
amuse  
abuzz  
aloha  
a-list  
adventure  
a-go-go

### descriptive

bold and bright  
sassy and savvy  
playful  
mix and match  
clean green  
snack-attack menu  
kid-tastic (camp aloft)  
woof-alicious (arf)  
easy-breezy

## tone

aloft hotels encourages social interaction, and the language should feel social too. it is informal and friendly, straightforward with a wink. it should infuse fun as much as it can, but never at the expense of becoming overly cute, coy or complex. at the end of the day, information and instructions must be clear, concise and easy-to-follow, not joke-y or flip. like our core values, the tone should be equal parts sassy and savvy.

## voice

aloft hotels is a destination full of energy and action. whether you're a business traveler, family or adventurer on the a-go-go, aloft is appealing for its modern sensibilities, bold wit and ease of use. here, everything is instantly accessible, from Wi-Fi to snacks to local info, and tech-friendly amenities and bright design only add to the fun.

it only makes sense, then, that the language conveys energy and action too. impact is made not with long sentences and multi-syllables, but rather with the words themselves: quick, vibrant, zippy. language should be textured, playful and bright. words should have movement and phrases should have rhythm.

### example—a quick description of rinse

**rinse** suds up and spray away! stop by rinse, our DIY car wash, and clean green with a bucket of bubbling, eco-friendly goods. Vroom vroom!

the first sentence paints an instant picture of action and playfulness, while its pop of alliteration adds that extra layer of texture and rhythm. the next sentence cuts to the chase and gets to the point, yet it still maintains an active, fun voice. the final line serves to entertain and pays homage to the spirit of travel.

### aloft language is...

fresh, light, active, playful,  
quick, energetic, textured

### aloft language is not...

Flat, complex, verbose,  
adjective-heavy, expected,  
elitist, complicated

# style

there are a few different styles in the aloft language that all work together to create a richer, more ownable system.

**action and sound words** just as neon works as a core visual icon of aloft, action words and sound words (onomatopoeia) are key in conveying a vibrant energy and electric vibe.

**example**

instead of run, say zoom or zip

instead of drink, say gulp or sip

instead of eat, say munch, crunch or bite

**alliteration and rhyming** may be used when appropriate, i.e. for descriptive copy. their main aim is to provide phrases and sentences with rhythm and texture, energy and fun, making them tools to use when describing different areas of the hotel, various promotions or general image brand advertising. some written pieces require a more formal style, such as press releases, while others, like checking in, require a more straightforward, informational style. therefore, press releases and instructional copy require a simpler, more matter-of-fact voice.

**example—alliteration**

get ready to a-go-go with aloft

the bold and bright, sassy and savvy  
vision of W Hotels

stretch and strengthen in a state-of-the-art gym

mix, meet and mingle over music and cocktails

**example—rhyme**

work, play and stay

clean green

a playful place or quiet space

morning to night, anytime is right

**“&” usage** should be used instead of “and” when joining two words together in a heading, except for touch-n-go. in body copy, “and” should be used.

**“a” words** also play a significant role. we are using “a” here as a branding tool, building aloft’s identity and recognition. of the key word list, aloha, a-go-go and a-list are especially significant. on that note, words should not be used just because they start with an a. “a” words should either be real words or used with a word that still makes sense in its context. it must still be active, fun and relevant. “a” words should not be overused, used to name objects or be used in front of nouns.

we use four core “a” words when referencing the four key components of any aloft stay: arrive, asleep, awake, amuse. they are the four categories every feature and amenity of aloft ultimately falls under.

**example—good “a” words**

asleep

awake

amuse

**example—unacceptable “a” words**

awhile

ajob

adesk

**“re:” words** are limited to established hotel location names. they are: re:mix<sup>SM</sup> (the lounge/lobby free space), re:fuel by aloft<sup>SM</sup> (the grab & go kitchen area) and re:charge<sup>SM</sup> (the aloft fitness room/gym). “re:” is not to be used as a branding tool or style device.

**collateral usage** there is a definite system to the collateral, i.e. pieces created for the interiors of the aloft hotels and the guest experiences. the three-word phrase consists of a verb, “and” and an “a” word. the verb begins with the second letter of the “a” word, maintaining a textured rhythm. the verb must also be relevant to the collateral piece on which it’s printed.

**example**

cup band: grab & a-go-go

bag check: tag & a-tote

coffee pod: brew & abuzz

# programs & services

## key description

**individual aloft rooms** rise and shine! spacious 9-foot high ceilings, plush platform beds, free Wi-Fi, 42" LCD TVs, custom aloft amenities by Bliss<sup>®</sup> spa, oversize showers, our signature coffee and more.

**re:mix<sup>SM</sup>** a playful place or quiet space, remix has everything you need, right within reach. sip a drink, read the paper, enjoy free Wi-Fi or pick up a game of pool, with day-to-night lighting and music to switch up the vibe. slide up to the w xyz<sup>SM</sup> bar for a drink or pop into re:fuel by aloft<sup>SM</sup> for a self-serve snack.

**w xyz<sup>SM</sup>** clink! mix, meet and mingle over music and cocktails at our always-hopping w xyz bar. the fun flows with everything from pints to pinot noirs to signature drinks, plus a snack-attack menu, music and can't-miss events.

**re:fuel by aloft<sup>SM</sup>** grab and go gourmet, full of light meals, mix and match munchies, healthy bites, dreamy delights, make-your-own cappuccinos and more. fill your tank 24/7.

**re:charge<sup>SM</sup>** sprint, stretch, lift and pump—day or night. plus stationary bikes, treadmills and elliptical machines from Life Fitness<sup>®</sup>—all the tools for your fitness fix 24/7.

**splash** jump in and revive! swim laps or lounge in style at our pool. open morning to night, anytime is right for a dip!

**rinse** suds up and spray away! stop by rinse, our DIY car wash, and clean green with a bucket of bubbling, eco-friendly goods. vroom vroom!

**tactic** spark great ideas in our sleek meeting space, equipped with state-of-the-art AV, plasma TV and complimentary Wi-Fi. backyard area may also be used for events.

**touch-n-go kiosk** zip by check-in at our self-service kiosk. with touch-screen technology, choose your room and floor, confirm rates, get keys and print your boarding pass. easy-breezy!

**in-touch** get in the know at in-touch terminals—one-stop spots for 24/7 business services, email and our a-list guides to local restaurants, attractions, nightlife and more.

**camp aloft** a kid-tastic adventure awaits with your child's own camp aloft bed-in-a-bag and special treats. and fun food faves at re:fuel by aloft will excite even the pickiest eaters!

**arf<sup>SM</sup>** animals are fun—and they're family too! our pet-friendly program for dogs under 40 lbs. features an aloft-branded bed and bowl and complimentary woof-alicious treats and toys.

# logo

## aloft logo

inspired by the angular roof of aloft hotels, the aloft logo has a clean, modern and open feel. it may be used in a variety of 5 colors and knock out.



# logo

## proper logo usage

**color** the accent color, neon graphic and type headline color must all be consistent within the layout. accent + ash color is to be used on a white background.

the white logo should be used when placed on a gradient or dark background.

**space** there must be a minimum space equal to the aloft "a" around the logo perimeter.

**size** A VISION OF W HOTELS should always be used in the aloft logo lock-up unless the logo size is .625" or smaller, in which case it should just read W HOTELS.

**property specific** property specific logos should consist of the aloft logo with the property name replacing 'A VISION OF W HOTELS'.

**each property logo will be provided by the aloft brand team.**



color



spacing



size



property specific

# visual themes

## symbols

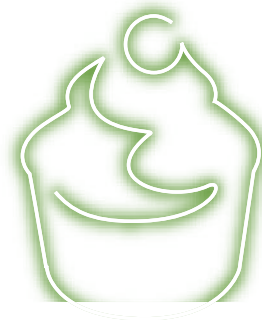
neon, graphics, imagery, gradients and color work together to symbolize the central themes of space, movement and energy of the aloft experience.

**neon icons** illustrates playful aloft themes in flowing electric motion.

**neon 'a'** vivid, vibrant twists of buzzing energy brand the 'a'. the neon 'a' must always be accompanied by the aloft logo.

**color/shape** gradients of neon bursts flow from one corner of the shape to the opposite adjacent corner. opposite angled edges keep movement active.

logos should sit opposite the lightest portion of the gradient to ensure legibility or centered in the box.



neon icons



neon 'a'



color/shape

# visual themes

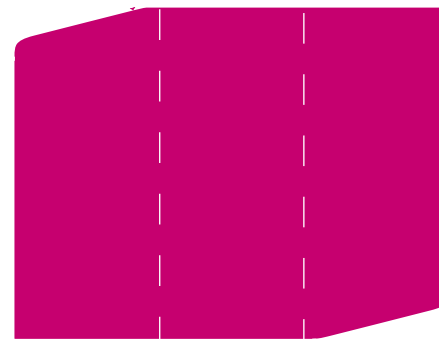
## shapes

**shapes** shapes are angled to reflect the actual aloft 'a' and should not be skewed or otherwise distorted. corners are not to be altered vertically or horizontally. the adjacent chart shows the correct proportions of the angle to the shape when resized. using this mathematical grid system ensures necessary and consistent visual balance.

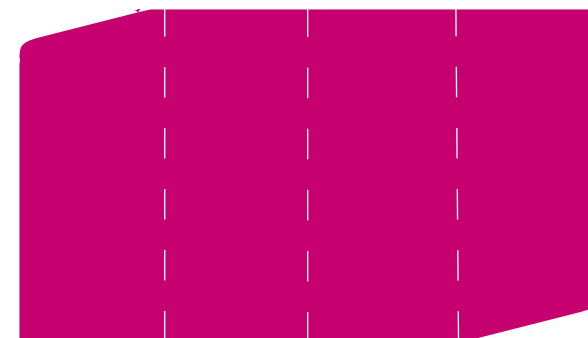
horizontal



1/2

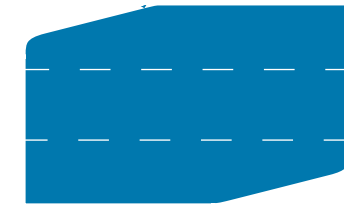


1/3

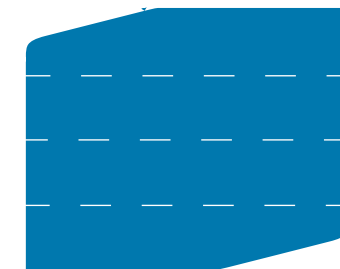


1/4

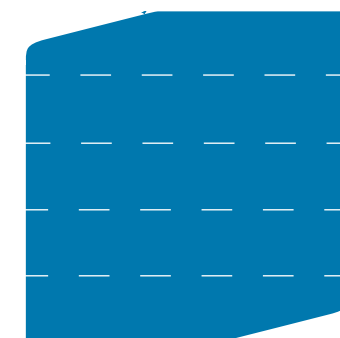
vertical



1/3



1/4



1/5

# graphics

## neon icons

inspired by the energetic experiences and abuzz amenities of aloft, a library of neon icons helps to convey the liveliness and playfulness of the aloft visit. our neon icons can be used either as stand-alone graphics or in conjunction with other icons or imagery.

### usage

neon icons may be used individually or in a series; however, they must appear in the same color per layout.

when used on a dark background, the 'glow' should be white.

when used on a light background, glow color should match the corresponding logo color.



# graphics

## neon 'a'

inspired by the 'a' of the aloft logo, our neon a illustrates active movement and free-flowing design like the guests experience at aloft.

### usage

the neon 'a' must always be accompanied by the aloft logo.

the neon 'a' reflects the 'a' in the aloft logo, it therefore, in order to ensure proper legibility, may not be rotated and must remain as shown.

neon 'a' may be used in conjunction with an image.

neon 'a' may only be used in one of the four approved aloft colors.

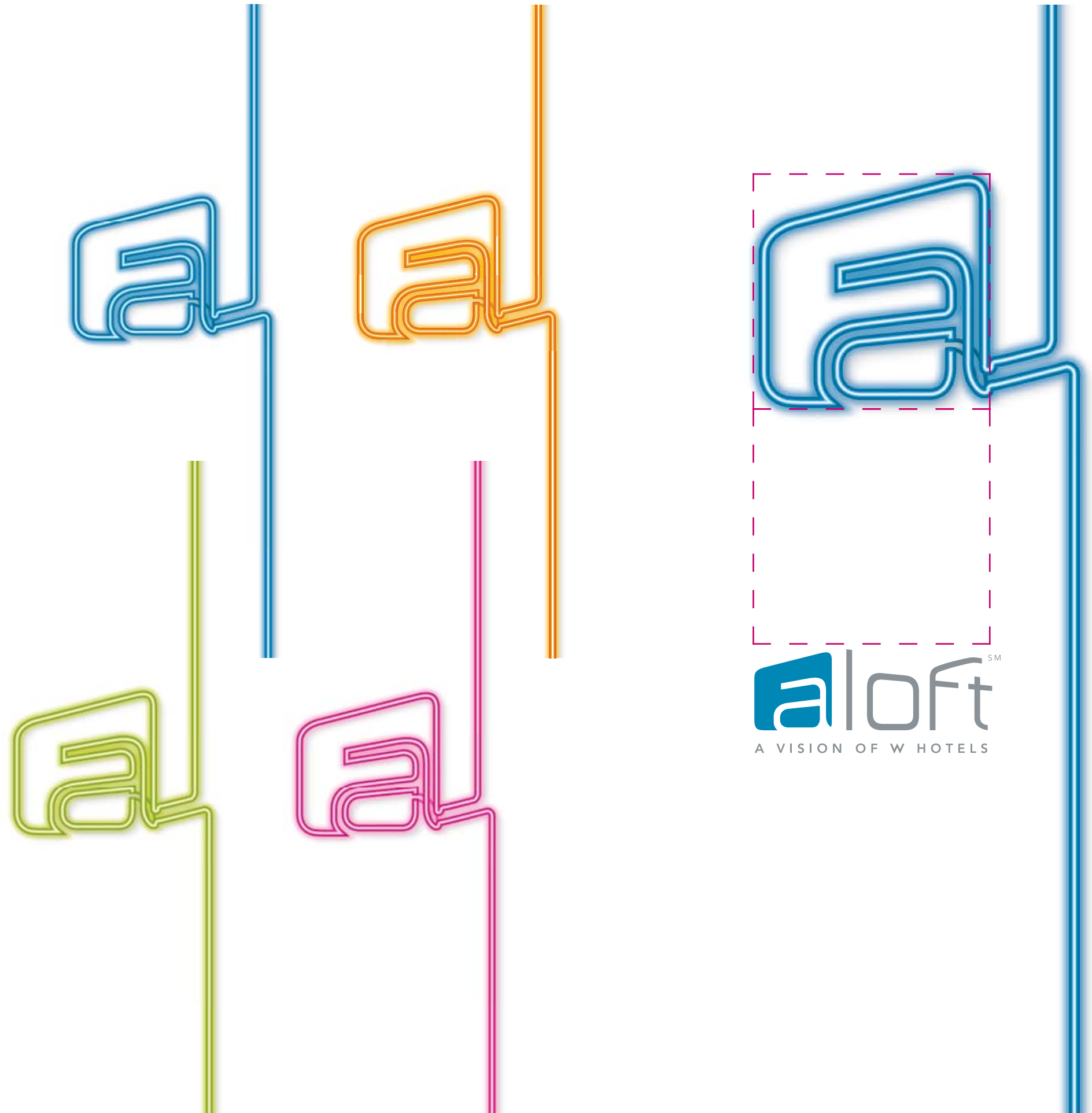
neon portion of the 'a' may be used independently as a transitional device.

### placement

the neon 'a' must always be accompanied by the aloft logo. the logo must be added to either the left side/corner or below the neon 'a'. make sure the distance between the two is at least equal to the size of the neon 'a'.

### proportions

the width of the logo should be a minimum of the base of the neon 'a'.



# color palette

the following chart illustrates the approved aloft accent and base colors.

## usage

colors may not be combined within the same piece. (e.g. use blue logo when using blue type)

radial gradients should always be used.

headlines and body copy should appear in the indicated formats.

headlines and body copy may also be set as a knock-out/white font when used on approved color palette backgrounds

grey body copy can only be used on a white background.

## cmyk, rgb & web

### gradient



**berry gradient**  
 CMYK 0 100 0 5  
 RGB 225 0 134  
 WEB # cc0099

CMYK 5 100 0 60  
 RGB 118 0 70  
 WEB # 660033



**orange gradient**  
 CMYK 0 15 95 0  
 RGB 255 213 26  
 WEB # ffcc33

CMYK 0 70 100 10  
 RGB 220 102 29  
 WEB # cc6633



**blue gradient**  
 CMYK 85 15 0 10  
 RGB 0 149 205  
 WEB # 0099cc

CMYK 90 20 5 50  
 RGB 0 91 127  
 WEB # 006666



**kiwi gradient**  
 CMYK 30 0 100 5  
 RGB 182 205 45  
 WEB # cccc33

CMYK 55 0 100 60  
 RGB 55 100 26  
 WEB # 0099cc

## pantone

### gradient



**berry gradient**  
 50% PANTONE 227  
 100% PANTONE 227



**orange gradient**  
 50% PANTONE 152  
 100% PANTONE 152



**blue gradient**  
 50% PANTONE 307  
 100% PANTONE 307



**kiwi gradient**  
 50% PANTONE 370  
 100% PANTONE 370

### logo and type color



**headline/logo**  
 CMYK 18 88 4 3  
 RGB 176 69 121  
 WEB # b04579

**body copy**  
 CMYK 28 16 12 35  
 RGB 133 135 138  
 WEB # 85878a



**headline/logo**  
 CMYK 0 50 93 5  
 RGB 222 120 62  
 WEB # de783e

**body copy**  
 CMYK 28 16 12 35  
 RGB 133 135 138  
 WEB # 85878a



**headline/logo**  
 CMYK 100 4 4 24  
 RGB 0 115 164  
 WEB # 0073a4

**body copy**  
 CMYK 28 16 12 35  
 RGB 133 135 138  
 WEB # 85878a



**headline/logo**  
 CMYK 50 3 97 19  
 RGB 97 136 69  
 WEB # 618845

**body copy**  
 CMYK 28 16 12 35  
 RGB 133 135 138  
 WEB # 85878a

### type color



**headline/logo**  
 100% PANTONE 227

**body copy**  
 100% cool grey 9



**headline/logo**  
 100% PANTONE 152

**body copy**  
 100% cool grey 9



**headline/logo**  
 100% PANTONE 307

**body copy**  
 100% cool grey 9



**headline/logo**  
 100% PANTONE 370

**body copy**  
 100% cool grey 9

# shapes

## 'a' edge

the use of angled edges in picture and text boxes not only pays homage to the angle of the 'a' in the aloft logo, but also creates a shape that reinforces the momentum of free-flowing energy.

### usage

shapes may be used in both horizontal or vertical format.

shapes may only have the slant on the top left and bottom right.

**sample a** shapes may be filled with gradients and/or images, or knocked out.

**sample b** shapes may be used as a die cut on select pieces of collateral. shapes may be used to emphasize die cut.

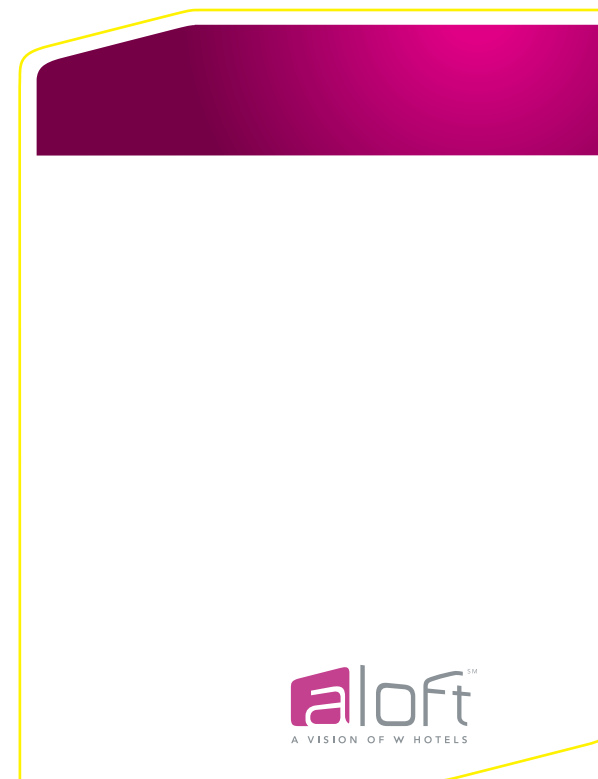
**sample c** gradient filled shapes may be used on a white background.



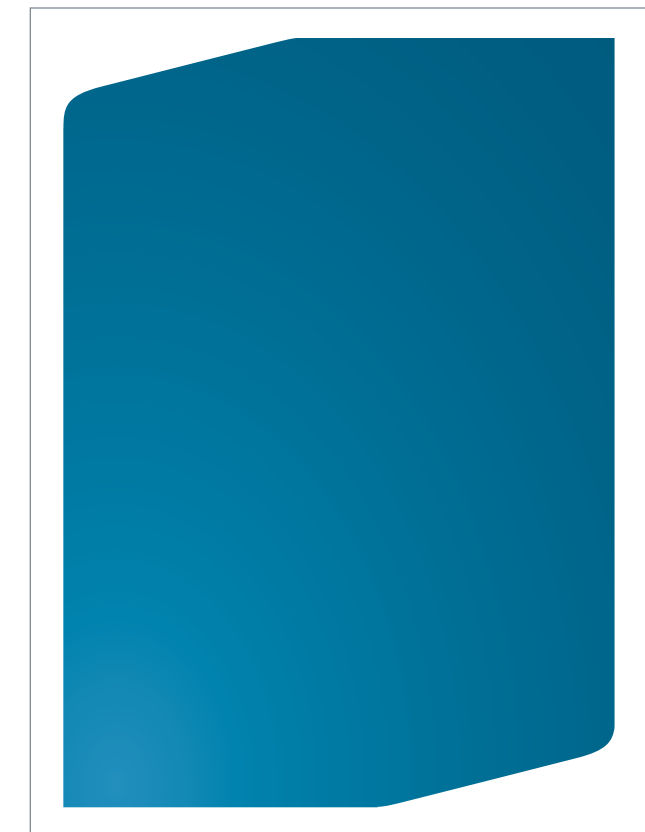
sample a.1



sample a.2



sample b



sample c

# imagery

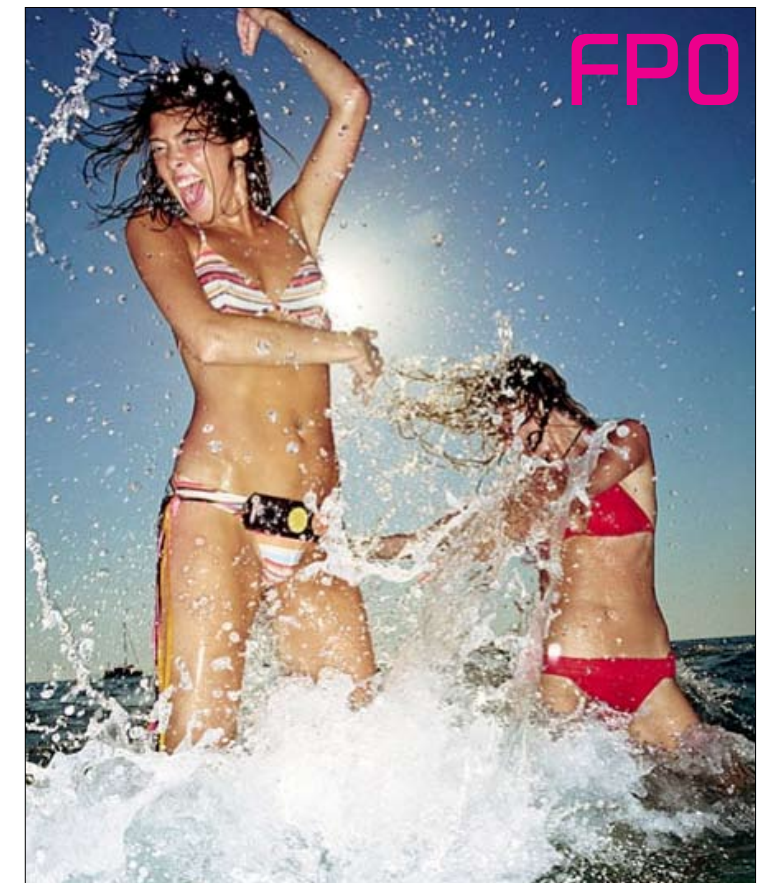
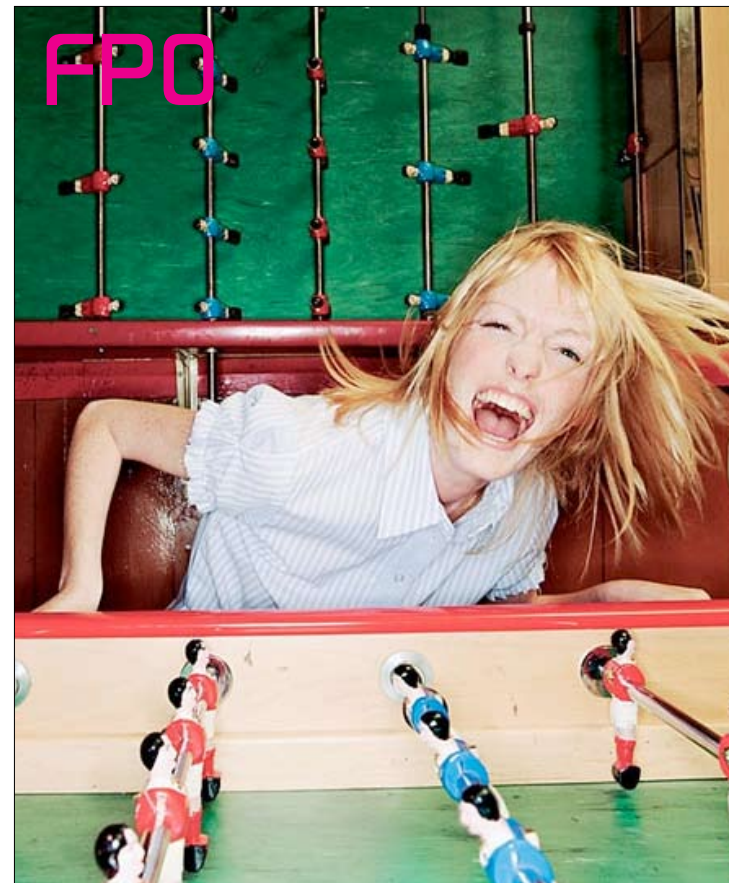
## lifestyle & non-still life photography

there is nothing static about the aloft experience. every object is part of a larger story filled with movement, energy and choices of personalities. both our lifestyle and non-still life photography captures this in-motion, in-the-moment exuberance.

### usage

images must convey a feeling of motion or action.

images of people must portray movement or activity.



# typography

## fonts

**digital sans and gothic 720 are the aloft fonts.**

### **digital sans usage**

always use either flush left or centered.

type should be set to a track approximately +25.

it may appear either in neon colors or knocked out.

only lowercase version of this font may be used except if using proper nouns and property names. light, regular, medium or a combination of 2 weights, in order to emphasize a message within a headline.

when using more than 1 font weight, go no more than one font weight heavier or lighter than the other font.

copy should never appear over an image.

### **gothic 720 usage**

always use either flush left or centered.

usually appears grey or white (knocked out color).

copy should never appear over an image.

## headline/subhead fonts

digital light

digital regular

digital medium

digital outline

## body copy/subhead/legal fonts

gothic 720 roman

**gothic 720 bold**

gothic 720 semi bold

# typography

## pc, web & powerpoint default fonts

for pc and web purposes, gothic 720 may be substituted with arial, and digital sans may be substituted with verdana.

### digital default fonts\*

verdana regular

**verdana bold**

### gothic 720 default fonts\*

arial regular

**arial bold**

\*please refer to usage rules on previous page

# typography rules

## digital sans

**digital sans font is the primary font for aloft. it should be used in headlines and subheads.**

**stacked headlines** fonts may appear stacked, with the 'a' message larger and in a heavier font.

**straight headlines** when used in a straight headline, heavier weight font should emphasize the 'a' word or main message.

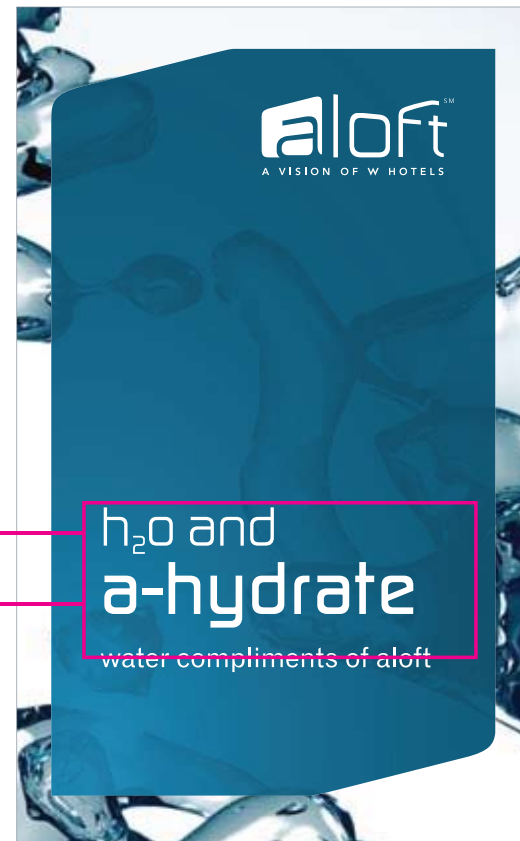
**aloft programs** outlined font may be used when referring to aloft programs and services. outline must always appear on the left. when used in text, and the whole term is bolded, <sup>SM</sup> is only needed in the first mention.

**digital sans outlined** font may be used in long headlines as a visual tool to help the main message stand out more. it may not be used to describe aloft programs and services except for refuel by aloft<sup>SM</sup> and camp aloft.

### stacked headline

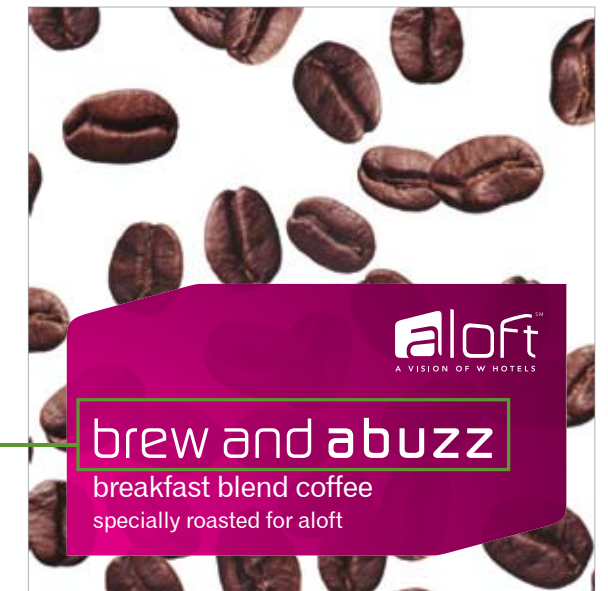
digital sans regular

digital sans medium



### straight headline

digital sans regular/  
digital sans medium



### aloft programs



# typography rules

## gothic 720

gothic 720 may be used for body copy, intro to body copy and legal. the following chart illustrates proper usage of fonts.

**intros and headers** use gothic bold or gothic semi bold for intro's headers and short messages. use lowercase in all applications except if using proper nouns and property names.

**body copy** should appear in a thinner font weight than its intros and headers. gothic roman or gothic semi-bold is to be used. only use sentence case for large blocks of copy (containing 4 or more complete sentences) to ensure legibility. in the case where the length of copy blocks varies greatly within one section, use initial caps.

**legal and call to action** gothic bold or roman may be used. legal must always use initial cap.

**url and phone number** url should always appear before the telephone number in all pieces. gothic bold is to be used. six space bar strokes separate the two pieces of information. no punctuation is to appear in the phone number.

**addresses and personal information** use lowercase version of font except for name, job title and full address

**introduction**  
gothic bold

**header**  
gothic bold

**body copy**  
gothic roman

**legal and CTA**  
gothic bold/  
gothic roman

**url and phone no.**  
gothic roman

**addresses and personal info**  
gothic roman



## say aloha to aloft<sup>SM</sup>

For the traveler open to possibilities, aloft hotels are a modern, fresh & fun destination. With our loft-inspired design & free flowing energy, you can celebrate your style in the unique openness of a no-walls, no-limits space. See why everyone's all abuzz about aloft, and discover a whole new travel experience.

### a zoom through aloft

**individual aloft rooms** Rise & shine! Spacious 9-foot high ceilings, plush platform beds, free Wi-Fi, 42" LCD TVs, custom aloft amenities by Bliss<sup>®</sup> spa, oversize showers with rainfall showerheads, our signature coffee & more. Recharge all your gadgets with our plug 'n play docking station, which also links your computer or your tunes to the TV.

**re:mix<sup>SM</sup>** A playful place or quiet space, remix has everything you need, right within reach. Sip a drink, read the paper, enjoy free WiFi or pick up a game of pool, with day-to-night lighting and music to switch up the vibe. Slide up to the w xyz bar for a drink or pop into re:fuel by aloft for a self-serve snack.

**w xyz<sup>SM</sup>** Clink! Mix, meet & mingle over music and cocktails at our always-hopping w xyz bar. The fun flows freely with everything from pints to Pinot Noirs to signature drinks, plus a snack-attack menu, music & can't-miss events.

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**re:charge<sup>SM</sup>** Sprint, stretch, lift & pump—day or night. Plus stationary bikes, treadmills & elliptical machines from Life Fitness—all the tools for your fitness fix 24/7.

**splash** Dive in & revive! Swim laps or lounge in style at our pool. Open morning to night, anytime is right for a dip!

**rinse** Suds up & spray away! Stop by rinse, our DIY car wash, and clean green with a bucket of bubbling, eco-friendly goods. Vroom vroom!

**tactic** Spark great ideas in our sleek meeting space, equipped with state-of-the-art AV, plasma TV & complimentary WiFi. Backyard area may also be used for events.

**touch-n-go kiosk** Zip by check-in at our self-service kiosk. With touch-screen technology, choose your room/floor, confirm rates, get keys and print your boarding pass. Easy-breezy!

**in-touch** Get in the know at in-touch terminals—one-stop spots for 24/7 business services, email and our a-list guides to local restaurants, attractions, nightlife and more.

**camp aloft** A kid-tastic adventure awaits with your child's own camp aloft bed-in-a-bag & special treats. And fun food faves at re:fuel by aloft will excite even the pickiest eaters!

**arf<sup>SM</sup>** Animals Are Fun—and they're Family too! Our pet-friendly program for dogs under 40 lbs. features an aloft-branded bed & bowl and complimentary woof-alicious treats & toys.

**aloft is a smoke-free hotel throughout**

a go-go more places with the Starwood Preferred Guest<sup>®</sup> program. Earn free nights with no blackout dates. For details, go to spg.com Meeting planners, check out preferredplanner.com

1 877 go aloft alofthotels.com

Christiana Smith  
Job Title  
aloft hotels  
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t. 212 889 2820 f. 212 008 3793  
tracy.scarlato@starwoodhotels.com  
alofthotels.com



# trademarks

## trademark usage guidelines

the trademark usage chart has been created to ensure the proper usage of the aloft name in copy. proper trademark use creates a strong brand and prevents the brand from becoming a generic term. thermos, escalator and yo-yo were once trademarks!

### usage

<sup>SM</sup> symbol is to be used with the first mention of aloft trademarks.

### trademarks

all aloft trademarks are licensed in the United States. please check with aloft brand team for information regarding application of trademarks in other countries.

### aloft trademarks

aloft<sup>SM</sup>                      re:mix<sup>SM</sup>  
re:fuel by aloft<sup>SM</sup>        re:charge<sup>SM</sup>  
w xyz<sup>SM</sup>                      arf<sup>SM</sup>  
live life aloft<sup>SM</sup>            the new tWist<sup>SM</sup> in travel

### trademark usage

always use as an adjective the first and most prominent time used.

#### correct

*Cartier jewelers* provides  
*aloft hotels* provides

#### incorrect

Cartier provides  
aloft provides

always use proper form and spelling.

#### correct

Mont Blanc pens  
aloft hotels

#### incorrect

Montblanc pens  
a loft hotels

never create a possessive when the name is not a possessive (and vice versa).

#### correct

Levi's jeans  
Tiffany jewelry  
aloft hotels brand

#### incorrect

Levi jeans  
Tiffany's  
aloft hotel brands

never use as a plural when it is not a plural (and vice versa).

#### correct

Tic Tac candies  
aloft hotels

#### incorrect

Tic Tacs  
aloft hotels'

never use a trademark as a verb.

#### correct

Please make copy.  
The look and feel of aloft hotels

#### incorrect

Please make a Xerox.  
aloft-isized

# copy treatments

## aloft copy treatments

the following chart has been created to ensure the proper graphic treatment of the aloft name in copy.

### usage

**marketing materials, collateral pieces, image advertising and business documents** all references to aloft hotels must appear in a heavier font than the surrounding copy to reinforce brand recognition.

**stationery** all references to aloft hotels should not appear in a heavier font to avoid diverting attention from important contact information.

**aloft hotels** in both cases, the 'a' in aloft and 'h' in hotels are always lowercased, so that it always reads as aloft hotels, even if starting a paragraph. 'aloft hotels' should always appear in a heavier weight than its surrounding copy; this rule also applies to property names. additionally, aloft is still a lowercase a when accompanied by the city name; the city name maintains proper grammatical form and always keeps its capital letter. it is never aloft lexington; it is always aloft Lexington.

**the new t*W*ist<sup>SM</sup> in travel** should always present an uppercase and italicized 'W' in the word twist and include the service mark.

(<sup>SM</sup>) any legal marks should appear in uppercase.

**aloft words, services and programs** should always use lowercase, even when starting a paragraph. these include:

arrive	amuse	awake	asleep
w xyz <sup>SM</sup>	re:mix <sup>SM</sup>	re:charge	re:fuel by aloft <sup>SM</sup>
a-list	aloha!	a-go-go	

## copy treatments

**always use heavier font weight for 'aloft hotels' in marketing materials, collateral pieces and image advertising.**

### example

**aloft hotels** whole phrase should always be bold.

**aloft Lexington** whole phrase should be bold, property name uppercase

**aloft-hotels.com** entire URL should be bold

**1 877 go aloft** always bold with three spaces

**always use heavier font weight for 'aloft hotels' in business materials (e.g. press releases, legal documents).**

### example

**aloft hotels** whole phrase should always be bold

**aloft Lexington** whole phrase should be bold, property name uppercase

**aloft-hotels.com** entire URL should be bold

**1 877 go aloft** always bold with three spaces

**never bold aloft hotels in stationery (letterhead, business cards, envelopes).**

### example

**aloft hotels** whole phrase should NOT be bold

**aloft-hotels.com** entire URL should NOT be bold

**1 877 go aloft** should NOT be bold with three spaces

**aloft hotels should appear in lowercase, when used with a city name, initial cap the city.**

### correct

aloft hotels

aloft Lexington

### incorrect

Aloft hotels

Aloft Lexington

**the 'W' in twist should always be uppercase and italicized.**

### example

the new t*W*ist in travel<sup>SM</sup>

the new t*W*ist in travel<sup>SM</sup>

**(SM) should always use uppercase in the same font as the copy that precedes it.**

### example

refuel by aloft<sup>SM</sup>

**aloft words, services and programs should always use lowercase, even when starting a paragraph.**

### example 1

aloha! Welcome to aloft Lexington, where the American Revolution began and the evolution of travel continues ...

### example 2

grab and go! re:fuel by aloft<sup>SM</sup> offers mix and match treats round the clock.

**'aloft hotels' NOT 'aloft' should be used for the first reference of the brand in copy.**

### example 2

for the traveler open to possibilities, aloft hotels are a modern, fresh and fun destination. with our loft-inspired design and free flowing energy, you can celebrate your style in the unique openness of a no-walls, no-limits space. see why everyone's all abuzz about aloft, and discover a whole new travel experience.

**whenever the url and phone number share the same line, the url always comes first.**

### correct

aloft-hotels.com

1 877 go aloft

### incorrect

1-877-go-aloft

aloft-hotels.com

# layouts

## full color layouts

the following chart illustrates an example of proper layout for 4 color/full bleed pieces.

**white aloft logo** KO over gradient, positioned at top right corner\* of the color shape. logo sits opposite gradients lightest part to ensure legibility.

\*logo may also appear bottom left corner or centered within the box only.

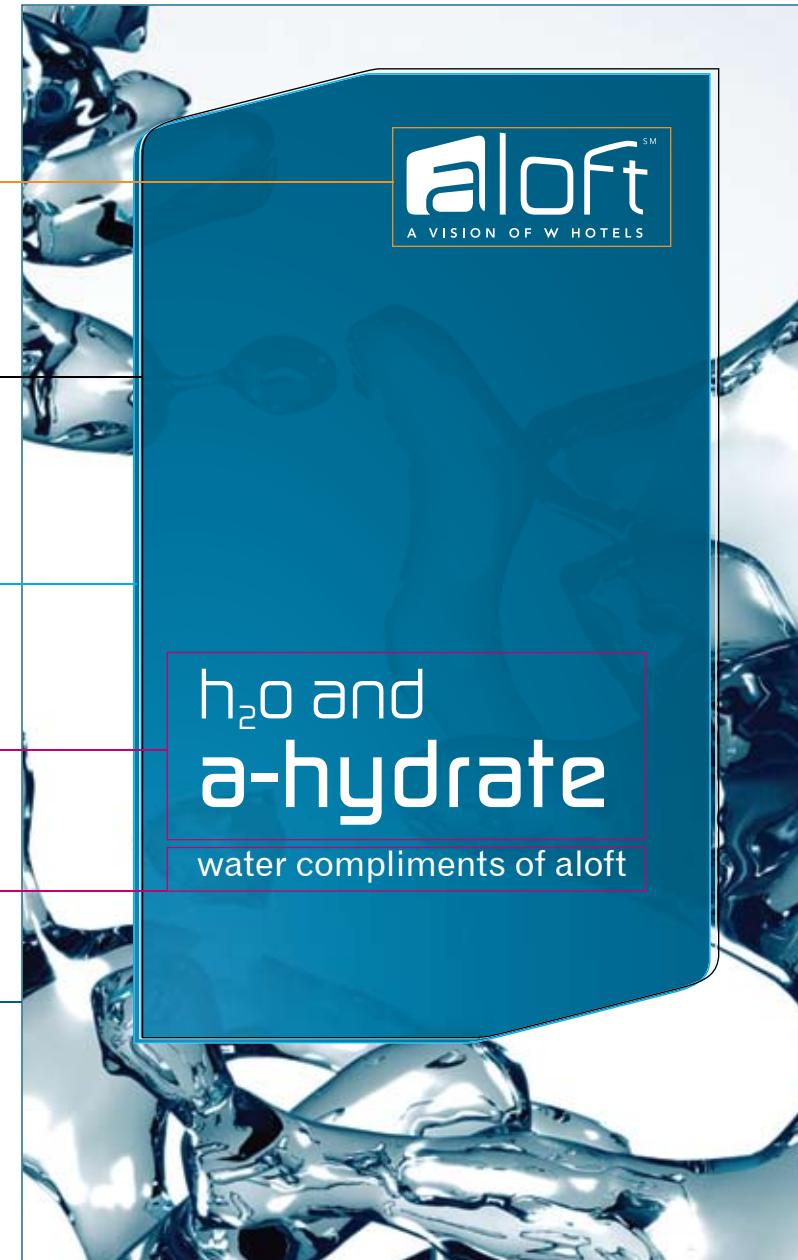
**greyscale art** greyscale version placed directly above gradient. set to multiply @ 15-35%

**gradients** of neon bursts flow from one corner of the shape to the opposite adjacent corner.

**headline**  
digital sans regular/  
digital sans medium

**subhead**  
gothic regular

**full color background image**



# layouts

## one color layouts

in cases where one color art is required, silhouetted and half toned images may be used at a lower opacity than the one color background. this technique will ensure the quick and witty read of the icons, which is key to the aloft voice. images should appear to be floating in the vast space, to not interrupt the flow.

### header

70% PANTONE 152

gothic bold

### ko logo

when using a die-cut, aloft logo can be placed on either corner not containing a diecut.

### halftone image

70% PANTONE 152

### headline

digital sans light

digital sans medium



# layouts

## two color layouts

two color layouts may incorporate the accent + grey color.

**gradient**  
PANTONE 227

**ko logo**  
centered

**neon icons**  
used with  
matching color

**copy**  
gothic roman  
cool grey 9

**aloft logo**  
gothic roman  
PANTONE 227



# corporate identity

the following are samples of proper layout of corporate id pieces.

## business card

Christiana Smith  
Job Title  
aloft hotels  
601 West 26th St, Suite 830 New York, NY 10001  
t. 212 889 2820 f. 212 008 3793  
tracy.scarlato@starwoodhotels.com  
aloft-hotels.com



## letterhead

aloft



aloft Rancho Cucamonga  
10480 4th St  
Rancho Cucamonga, CA 91730  
t. 256 782 9454  
f. 256 587 0121  
aloft-hotels.com

## email signature

**Robin Korman**  
Vice President | Marketing | aloft hotels  
1111 Westchester Ave.  
White Plains, NY 10604  
t. 914 640 3615 f. 914 640 3615

[aloft-hotels.com](http://aloft-hotels.com) the new tWist in travel

**Christopher Korman**  
Complex General Manager | aloft Lexington  
727 Marrett Rd.  
Lexington, MA 02421  
t. 781 861 1751 f. 781 589 1573

[aloft-hotels.com](http://aloft-hotels.com) the new tWist in travel

# general information

the collateral is designed to visually communicate the vibrant energy and electric vibe of the aloft brand. the color palette, voice and tone, style, typography, visual themes and graphics have all been selected to communicate that aloft is a destination full of action and energy. the collateral system in place conveys a consistent message for the interiors of the aloft hotels and the guest experience.

collateral templates are available in the aloft look and feel on [starwoodarchive.com](http://starwoodarchive.com)

any marketing or in-hotel collateral must be approved by the aloft brand before going to print. please forward a low-resolution PDF to [aloftgraphics@starwoodhotels.com](mailto:aloftgraphics@starwoodhotels.com) for review. please expect a three-business-day turnaround.