

Residence Inn

Logo



Hotel Brand Colors (Logo, Accent & Graphical Elements Only)

These colors are only to be used in logos, Accents & Graphical Elements

EXAMPLE:



ACCENT & GRAPHIC ELEMENTS COLOR PALETTE:

PRIMARY				SECONDARY			
PMS 511C #652750	PMS 518C #47123F	PMS 2181C #0C606E	PMS 2217C #0E383F	PMS 2040C #D51D6F	PMS 2226C #34C0CC	PMS 427C #DBDAD9	Light Gray #F7F6F7

Digital Brand Text/Background Colors (WCAG2.0 - 4.5:1 PASS)

These colors are only to be used to represent a foreground or background of text

EXAMPLE:



TEXT & BACKGROUND COLOR PALETTE

PRIMARY				SECONDARY			
PMS 511C #652750	PMS 518C #47123F	PMS 2181C #0C606E	PMS 2217C #0E383F	PMS 2040C #D51D6F	PMS 226C #1D8189	Dark Blue #333743	Medium Blue #3C495C
					Medium Gray #54627A	Dark Gray #4D5063	Blue Gray #6C7694