

# USAGE RULES

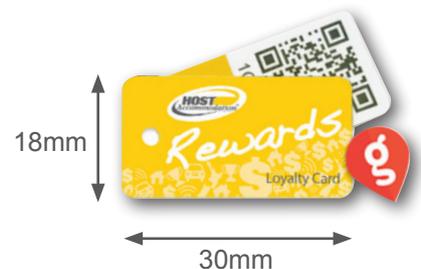
1. When printing in colour, the PMS or CMYK colour match provided should be used.
2. The font to be used is Univers Bold and Univers Roman for directory text. In addition, Univers Condensed can be used for any other supporting text.
3. The words should not be altered in any way.
4. All elements should maintain their proportional relationships.
5. Positioning your artwork: when using the brand with other brands or logos, the brand should appear at the bottom left.
6. Clear space: there should be some degree of clear space around the logo so it's not crowded by other design elements. The height of the upper case 'H' in HOST in any direction from the edge of white oval should be used as a guide.
7. Minimum Sizing: the brand must achieve a suitable size in order to ensure legibility. The minimum recommended size for the logo is 30mm x 15mm. This applies to all digital applications. eg: email signature or web footer.
8. Any exceptions to the Host brand formats as stated in the Brand Strategy document must be approved prior to application by Host Accommodation Management your Brand Managers.



Clear space



Minimum size



Minimum size