

# APPLICATION

## Consistency

Successful brand application is about consistency of use. The Host Accommodation brand is available in a range of formats suitable for a variety of applications. The brand usage guide is specifically designed to assist commercial printers, sign writers and apparel agencies.

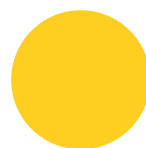
When using colour, the brand device must only be reproduced in its designated breakdowns.

This is:

## Logo



**Grey**  
PMS 425 C  
CMYK 0 0 0 80



**Yellow**  
PMS 123C  
CMYK 0 18 94 0