

# “bespoke” HOTELS

brand guidelines for our partners

# “**bespoke**” *style guide*

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**Guidelines for Bespoke partners  
and your marketing agencies on  
the use of the Bespoke brand and  
production of print and marketing  
materials.**

# our business proposition

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The essence of our business proposition is that each Bespoke Hotel is tailored to enhance its own essential character.

As such, it would be inappropriate to be heavy-handed with Bespoke branding or to introduce formulaic literature and other print and marketing materials.

However, we do want to achieve three things:

- **consistent and proper use of the Bespoke brand whenever it is used**
- **cross-fertilisation/synergy between Bespoke properties**
- **development of the Bespoke brand in a way that brings benefits to all our partners**

### Bespoke Studio

Hotels produce such an enormous variety of printed material – from drinks coasters through to brochures – that it is not feasible to centralise design or production of absolutely everything.

However, your first port of call for photography, design, copywriting and print should be our preferred suppliers.

You can email [studio@bespokehotels.com](mailto:studio@bespokehotels.com) and ask for our list of preferred suppliers, who can:

- **work with you to produce any marketing material from scratch**
- **check any marketing materials that you are producing prior to printing them**
- **provide indicative costs for the production of any marketing material as a bench-mark for your own supplier costings**

### Bespoke print manual

A Bespoke Hotels print manual is available online, with a number of templates for various standard print items.

### Use of your own suppliers

There will always be instances where it is easier to use your own local supplier. They may have a specific value that they can add to your business; it may be quicker; it may be that you can barter exceptional deals.

All of this is good. Bespoke isn't here to constrain either creativity or efficient purchasing. The only thing we would ask is that you allow someone from Bespoke sight of any major print items or marketing initiatives.

# colours

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bespoke orange



bespoke olive



bespoke dark blue



bespoke yellow



bespoke light blue



bespoke chamois



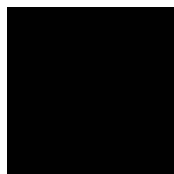
bespoke red



bespoke leather



bespoke black



bespoke rich black

This palette of colours is drawn from the corporate 'badge' (see fig i. below). This form of the Bespoke Hotels logo is **only** to be used by head office, not by individual hotels. However, it does form a useful palette of colours, and any of these can be used by our partners if you find these useful.



logo

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“bespoke”  
HOTELS

This is the Bespoke Hotels logo. Master copies are available from head office in various formats (t +44 (0)843 357 5555, or email [info@bespokehotels.com](mailto:info@bespokehotels.com)).

The logo is designed for use in two colours, black and red (PMS 032 or in process colours 100% magenta plus 100% yellow).



“bespoke”  
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There is a one colour variant for use when only a single colour is available.

“bespoke”  
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20mm minimum width

The logo should not appear at sizes less than 20mm wide.



The logo should always have its own defined space with no encroachment from any other element. This is described as the exclusion zone and can be measured by a single logo 'b' as a minimum.

# fonts

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These are the fonts (typefaces) that Bespoke Hotels uses for our own corporate communications materials.

Individual Bespoke Hotels are free to use these fonts and the rules accompanying them. Equally you are free to create your own graphic styles, and you are not bound by these rules.

You may want to provide a copy of these guidelines to any graphic designers or agencies that you employ, for their information.

# fonts

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## New Baskerville *New Baskerville Italic*

News Gothic Light  
*News Gothic Light Italic*  
News Gothic Roman  
*News Gothic Roman Italic*  
News Gothic Demi Bold  
**News Gothic Bold**

**NB** avoid using italics in bold weights

News Gothic Condensed  
*News Gothic Condensed Italic*  
**News Gothic Bold Condensed**

News Gothic Extra Condensed  
**News Gothic Bold Extra Condensed**

### Display

Avoid using display fonts at point sizes of less than 16pt. These fonts are from a large family, but their use should be restricted to these two weights and reserved for headlines and similar high level display.

### Text generally

For typography generally restrict font usage where practical to the six weights of News Gothic shown here.

Plain text should be ranged left with a ragged right margin with an optimum character count of 48 characters per line (not critical, but avoid over long line lengths). Don't justify text. Don't use inter-character spacing on lower case typematter. In general plain text should not be set at point sizes greater than 10pt and leading should be set at approximately 20% greater than the point size (ie 10/12pt, 9/11pt, 8/10pt, 7/8.5pt etc).

Subheads may be set at larger point sizes – but where larger, distinctly so.

### Text additionally

News Gothic contains a large number of weights and styles which can be useful for certain problematic instances. These can be used when appropriate.

# fonts *in-house*

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Garamond

*Garamond Italic*

Franklin Gothic Book

*Franklin Gothic Book Oblique*

**Franklin Gothic Book Bold**

**NB** avoid using italics where possible and never in bold weights

## Display

Avoid using display fonts at point sizes of less than 16pt. These fonts are from a large family, but their use should be restricted to these two weights and reserved for headlines and similar high level display.

## Text generally

Use Franklin Gothic Book for text generally up to 12pt. Franklin Gothic Book Bold for sub headings at same point size as rest of text.

Plain text should be ranged left with a ragged right margin. Don't justify text.

## Display/text size ratio

Size ratio of fonts between title and general text should be 2x.  
ie title 24pt, text 12pt.



# website

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Every Bespoke Hotel has a 'minisite' within [www.bespokehotels.com](http://www.bespokehotels.com). Using the CMS (content management system) you can log in and update or amend your own 'minisite' so that it is always up to date.

The first step for your minisite is to complete a template document with all the information that is needed.

You can get a copy of this template by emailing: [studio@bespokehotels.com](mailto:studio@bespokehotels.com)

We also need

- your hotel logo in 'eps.' format
- high resolution images
- PDFs for any brochures that you want to be made available to download

## social media

There is a Bespoke Hotels Facebook page ([www.facebook.com/bespokehotels](http://www.facebook.com/bespokehotels)) and Twitter feed (@BespokeHotels). We would encourage all of our partners to set up their own social media sites, and link these to our sites and those of other Bespoke Hotels.

If you need assistance or advice on social media, we can help.

# photography

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If you have a requirement for images, you can ask Bespoke Hotels head office (t +44 (0)843 357 5555, or email [info@bespokehotels.com](mailto:info@bespokehotels.com)) if they have any suitable images. A handling charge and photographer's fee may be payable.

If you are commissioning photography, try to develop the brand with photos that are distinctive, non-corporate and, where appropriate, irreverent.

Remember, that good photographers are expensive initially, but good photographs will repay that investment many times over, while cheap photographs may do more harm to your business than good.

Also consider whether you can create some generic images (eg for food; weddings; business functions), and advise Bespoke Hotels head office of your plan. Other hotels within the group may have a need for these images and could contribute to the cost.

# text *tone of voice*

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Bespoke Hotels has a distinctive tone of voice as a company/brand. Some of our partner properties will have their own tone of voice and style of writing.

Our aim is not to over-ride your own style – but to avoid any clash, and for you to use the Bespoke name and strap-lines appropriately.

Our preferred tone of voice – ie the style of writing and communication that we use – is:

- informal
- irreverent
- non-corporate
- ...but spelled correctly and with good grammar

## A few tips on writing

- keep your sentences under 20 words whenever possible.
- don't extend copy just to fill the space. If you say one thing, your audience will remember one thing. If you try to say everything, they will probably remember nothing.
- always get someone else to read your draft copy – but make them read it as a guest might – ie quickly – not agonising over every last word and comma.
- language is only there as a means of communication. It's more important to communicate than to comply with obscure rules of grammar. If language didn't change and evolve we would still be talking about 'thee', 'thou' and 'thy'.
- avoid exclamation marks. If the text isn't impactful in the first place, then exclamation marks aren't going to save it.
- only use capital letters for brands and names. If you capitalize every word it becomes impossible to distinguish between proper nouns and descriptive words.

## be careful

We use the prefix 'be' to develop the meaning and distinctiveness of the Bespoke brand. The only rule we have is not to over-do it. We're all guilty of it occasionally – but the device is infinitely adaptable, and that is the **beauty** of it.

Our favourite uses of the prefix are:

**belong**  
**beloved**  
**befriend**  
**beattitude**

## text *tone of voice* – examples

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### it's better to be bespoke.

**It's better because** we make it easy for you to find the hotel you want – by name, by type, by location, by facilities. You see, we've done the hard yards over the last 15 years, checking out so you can check in.

We've identified the individual, the idiosyncratic, the iconic. The chic, the boutique. The hip, the handy and the homely. In other words, the bespoke – the ones with a difference.

Wherever you want to go, whatever you want to be, you'll find a Bespoke Hotel like you. Are you ready to begin? There's more than 80 Bespoke Hotels to choose from, and we're growing all the time.

### it's better to be bespoke

Be ready for anything. Because you'll find something here for families and business-people, sports lovers and idlers, romantics and foodies.

What you won't find is a series of uniform, indistinguishable places. Each Bespoke Hotel is tailored throughout to enhance its essential character and to meet the needs of discerning guests.

The common factors are great service, a flair for hospitality and recognition that you want to be treated like an individual, not a room number. We call it **beattitude**.

### it's better to be bespoke.

Off the peg? Never. Run of the mill? No thanks. Generic? You cannot be serious.

We're bespoke, and proud of it. And people seem to like it. Our eclectic group of hotels just keeps on growing.

Check in and check us out, and join the growing number of leisure and business guests who agree that it's better to be bespoke.

# naming conventions

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The following should help as a guide to our naming conventions:

The company is:

**The Bespoke Hotel Group**

*or*

**Bespoke Hotels**

*or*

**Bespoke Hotels Limited**

The Bespoke Hotel Group is:

**an eclectic collection of hotels, country houses, inns, clubs, spas and restaurants.**

The brand [logo] is:

**“bespoke”**  
HOTELS

In normal text, you should write the name of the company as:

**Bespoke Hotels**

Or, if you are able to write the letters 'be' in red, then the company name and other 'be' puns can be written without initial capital letters, as:

**bespoke hotels**

The company strap-line/proposition is:

**It's better to be bespoke**

You can also use these tag-lines:

**Belong. Beloved. Bespoke.**

**Good. Better. Bespoke.**

**Be yourself. Bespoke.**

# any questions?

If in doubt, contact Bespoke Hotels  
head office:

**t** +44 (0)843 357 5555

**e** [info@bespokehotels.com](mailto:info@bespokehotels.com)