

DELAMAR



2024

BRAND | GUIDELINES

THE LOGO TYPE

PRIMARY LOGO

The Delamar Logotype is strong yet refined. The letterforms have been meticulously crafted by hand and spaced exclusively for the Delamar brand. Do not alter the letterforms in any way. Inconsistencies in the appearance of the Delamar identity will weaken its value.

DELAMAR

THE “D” ICON

The secondary ‘D’ Icon is based off of the ‘D’ in Delamar. The split in the ‘D’ is a nod to the Mountain Laurel leaf - a core element of the Delamar brand. It should not be altered in any way.



SCALE

When the Logotype, Delamar, and the Icon, ‘D’, are presented on the same piece of collateral the ‘D’ Icon is always 150% larger than the ‘D’ in the Delamar Logotype.



LOGOS APPROVED FOR USE

HOTEL SPECIFIC LOGOS

DELAMAR

• GREENWICH HARBOR •

DELAMAR

• SOUTHPORT •

DELAMAR

• WEST HARTFORD •

DELAMAR

• TRAVERSE CITY •

DELAMAR

• MYSTIC •

DELAMAR

• WESTPORT •

ALL HOTELS

DELAMAR

HOTEL COLLECTION

SPA LOGO

DELAMAR

» SPA «

COLOR LOGO USAGE

The primary color for the Delamar Logotype and Icon is Plum. When used on a dark background, the Logotype or Icon should be white.



COLOR PALETTE

The colors to the right represent the universal color palette of the Delamar Brand and multiple properties. Do not use alternate colors or variations of the official Color Palette.

PRIMARY

The primary color for the Logotype and Icon is the Plum. The Plum can also be used as a fill color or Pattern color and, when possible, is preferred to using 100% black.

BREAKDOWNS

PRIMARY



BREAKDOWN

HEX — #2C2D39
RGB — 93 86 108
CMYK — 66 65 39 19
PMS — 5255 U

SECONDARY

The secondary colors are used as fill colors, Pattern colors and headers or text callouts. Body Copy is in Black.

See following page for Secondary colors and combinations.

COLOR PALETTE

PRIMARY

PLUM

BREAKDOWN

HEX — #2C2D39
RGB — 93 86 108
CMYK — 66 65 39 19
PMS — 5255 U

SECONDARY FOR SPA

OCEAN (FOR SPA)

BREAKDOWN

HEX — 8-8486
RGB — 142 120 128
CMYK — 34 4 10 2
PMS — 551 U

SECONDARY

CHARCOAL

BREAKDOWN

HEX — #444444
RGB — 68 68 68
CMYK — 71 63 55 22
PMS — 426 U

LIGHT GREY

BREAKDOWN

HEX — #AEADAF
RGB — 174 173 175
CMYK — 14 9 9 23
PMS — COOL GRAY 5 U

BLACK

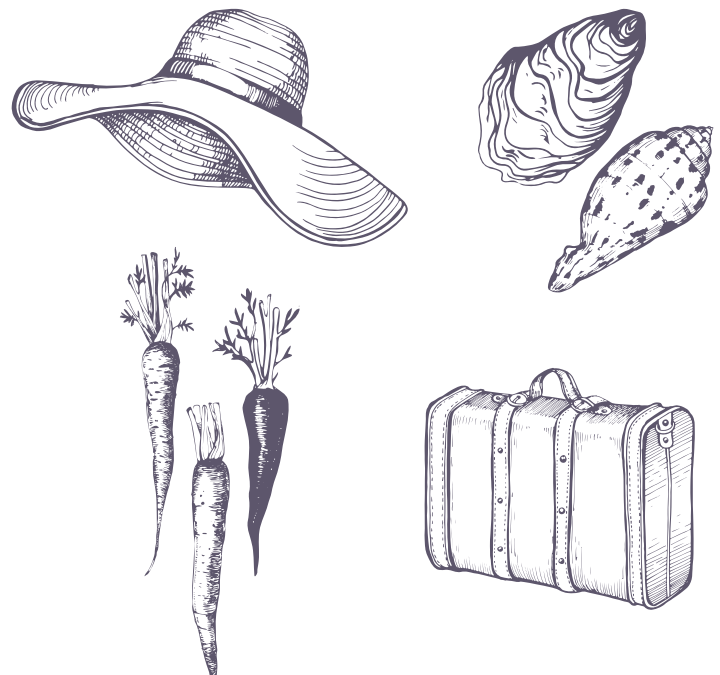
BREAKDOWN

RGB — 0 0 0
CMYK — 0 0 0 100
PMS — PANTONE BLACK

ILLUSTRATION

We have established an illustration style for the brand which consists of simple line drawings with minimal line shading. The illustrations are better when they are of simple moments of the Delamar experience, a sailboat, a bottle of wine, an Adirondack chair.

The illustrations should always be presented as deep plum on white, or white reversed out on our deep plum color.



TYPOGRAPHY

Delamar uses three typefaces: Cormorant Garmond, Bicyclette and Proxima Nova.

Can use the family if needed semi-bold, Italic, condensed, etc...) depending upon usage.

HEADLINE FONTS (ALWAYS CAPS)

CORMORANT GARMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

PROXIMA NOVA SEMI-BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SUBHEAD FONTS (ALWAYS CAPS)

BICYCLETTE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

CORMORANT GARMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BODY COPY FONTS

PROXIMA NOVA

abcdefghijklmnopqrstuvwxy

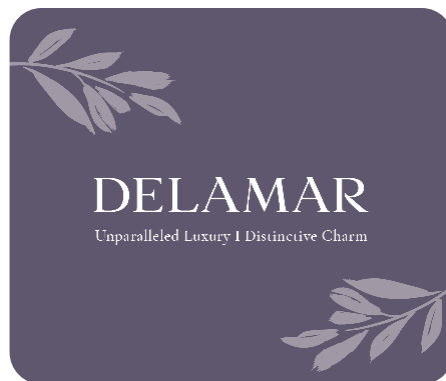
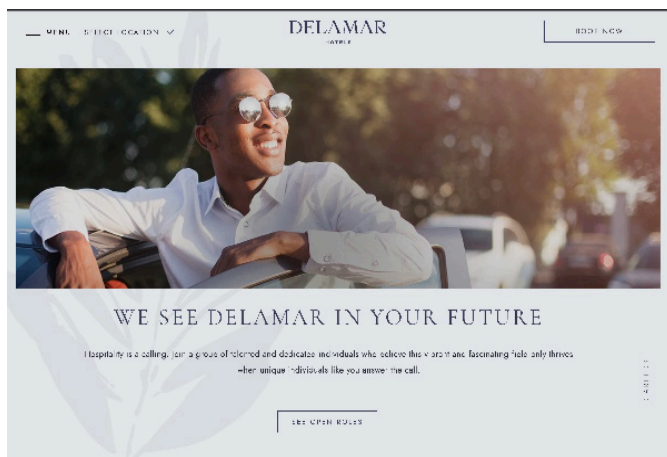
ART ELEMENT

The primary design element used occasionally supporting the Delamar Brand is a bold, abstracted Pattern based on the leaves of Connecticut's state flower, the Mountain Laurel.



TREATMENT

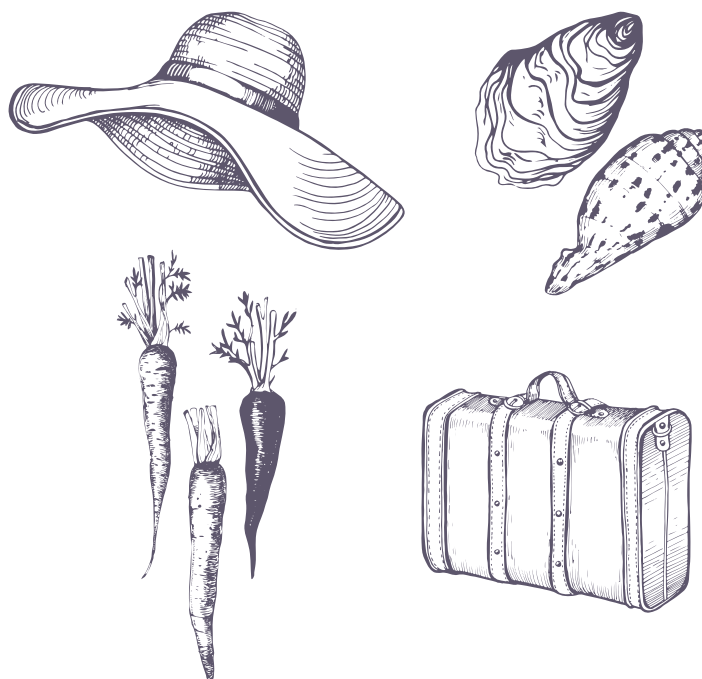
Sections of the Mountain Laurel are enlarged and screened as a subtle background pattern as shown in these boxes below.



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TYPOGRAPHY SAMPLES



CULINARY EXPERIENCE

Chef Frederic Kieffer is the culinary curator of Delamar's restaurants serving New England inspired American cuisine with an emphasis on farm to table approach. Kieffer participates in sourcing locally produced ingredients from Connecticut and New England farmers and also partners with Renee Giroux and Gilberties Herb Garden, which is the largest USDA-approved organic herb grower in Connecticut.

SUBHEAD LINE

- BICYCLETTE BOLD
- FONT SIZE: 14 PT
- LETTERSPACING: 130
- LEADING: 17



Our company's dedication to New England's traditional, sustainable food production methods are a core part of our culture in offering your team an exceptional culinary experience. We are committed to serving fresh, healthy and nutritional food as a holistic approach to energize the body and relax the mind.

BODY COPY

- PROXIMA NOVA
- FONT SIZE: 10 PT
- LETTERSPACING: 0
- LEADING: 17

"A good Chef has to truly appreciate what mother nature has to offer and cherish it all along the cooking way!"

—Chef Frederic Kieffer

BROCHURE INSIDE



BROCHURE COVERS

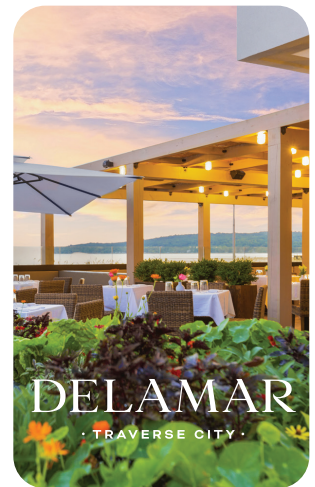
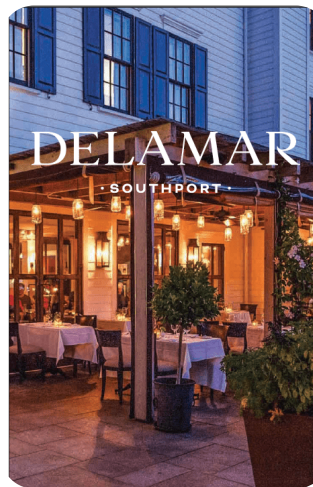
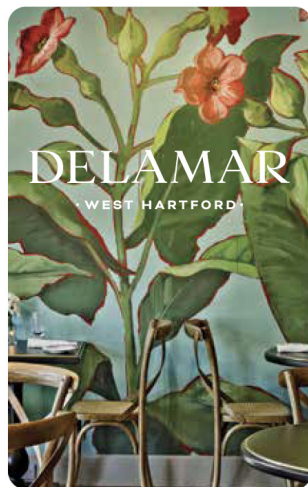
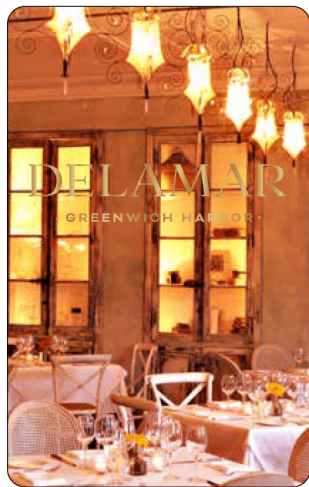


HEADING

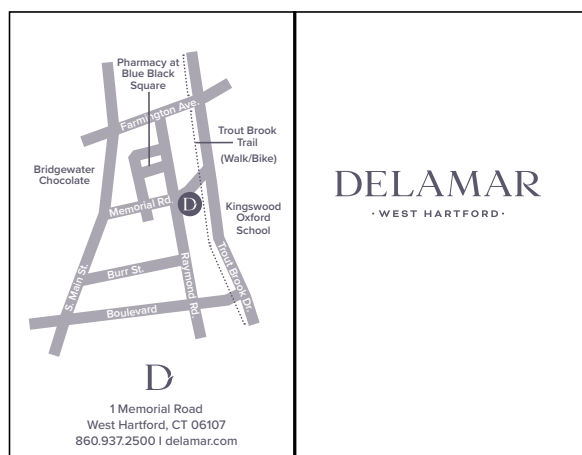
- BICYCLETTE LIGHT
- FONT SIZE: 28 PT
- LETTERSPACING: 150

PHOTOGRAPHY + TYPOGRAPHY

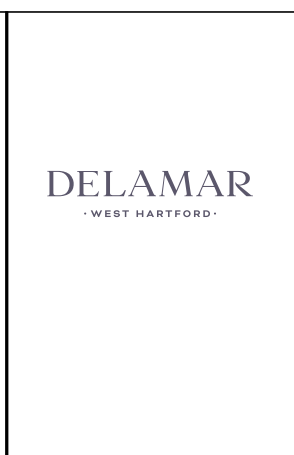
Photography used to capture the essence of place. Showcase special details and accents to leverage each hotels distinctiveness. Photos are contemporary and vibrant. Open to lifestyle photography while embracing diversity. Type is always given enough white space for a more elegant and clearly defined look.



ROOM KEYS



BACK



FRONT



INSIDE LEFT

INSIDE RIGHT POCKET

CARD HOLDERS

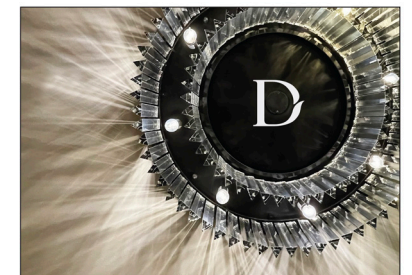
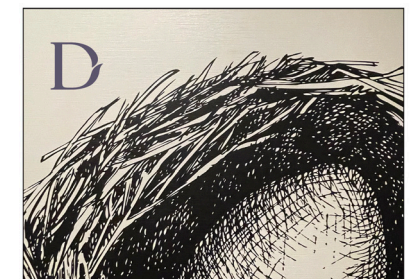
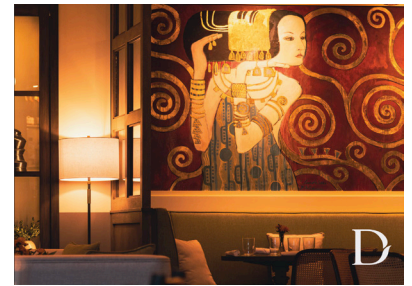
SAMPLE COLLATERAL PHOTOGRAPHY + FONTS

delamar.com
p: 203.259.2800 | f: 203.259.2900
275 Old Post Road | Southport, CT 06890

DELMAR
• SOUTHPORT •

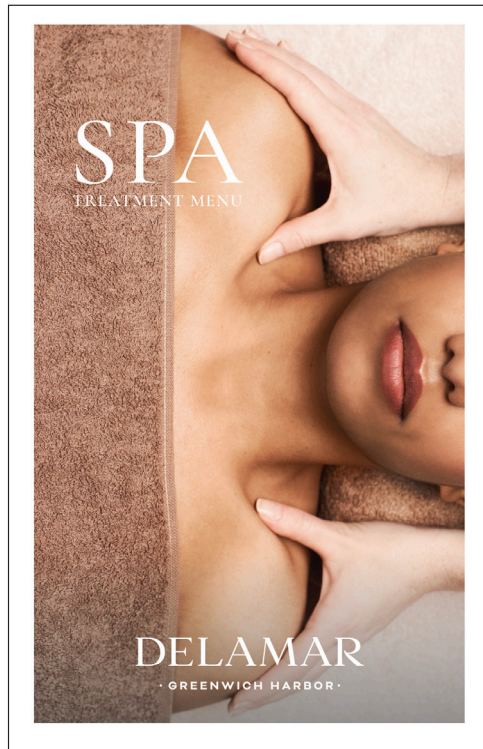


WELCOME NOTECARDS



"D" IS USED AS A SMALL REPRESENTATIVE ACCENT

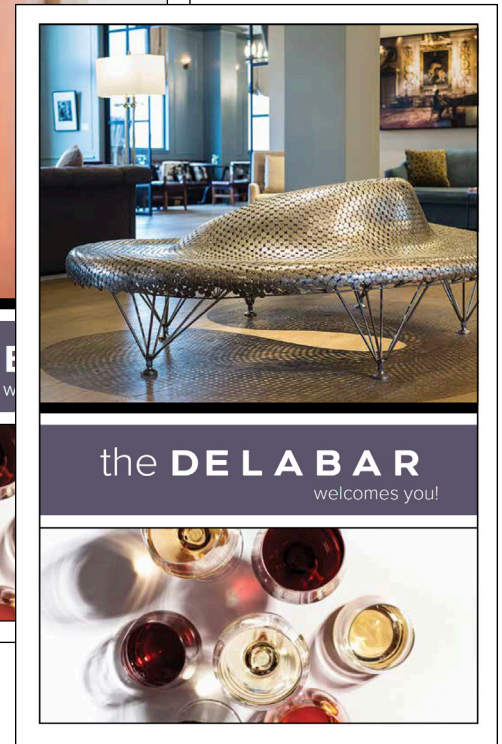
SAMPLE COLLATERAL PHOTOGRAPHY + FONTS



SPA MENU



MINI BAR MENUS



RELAX & CELEBRATE THE HOLIDAYS

Let us take care of the details for your holiday party, all you have to do is relax and enjoy!

Our Exclusive Holiday Package Includes:

- Private Event Space
- Holiday Décor from Lane & Lenge
- Passed hors d'oeuvres
- One hour open beer, wine & soda bar
- Choice of buffet or plated dinner
- Holiday music
- \$150* per person

Contact our dedicated catering team at [860.937.2461](tel:860.937.2461) or westhartford@thedelamar.com

Overnight Guest Rooms
Take the elevator up, discounted group block rates available for bookings of 10 or more guestrooms.

DELAMAR ARTISAN
WEST HARTFORD

*Valid for New Bookings between 9/12/22-10/31/22
*Minimum will apply / promotion available up to 50 guests
*Pricing subject to CT State Tax & Administrative Charge

PROMOTIONS

DELAMAR

CELEBRATING THE SEASON OF WINTER

Book now to reserve one of our winter group promotions, from any of our three destinations, all distinctly Delamar.

Retreat to Greenwich Harbor
DELAMAR GREENWICH HARBOR

The perfect setting for your employees to retreat this Winter. Featuring views of the Harbor, a luxurious Spa, nearby scenic and cultural attractions our Seasonal Group package is the exemplary location for your upcoming Winter retreat.

Meet in Southport
DELAMAR SOUTHPORT

Offering unique private rooms for your next meeting or retreat. Our dedicated catering team is on hand to help curate impeccable team building experiences.

Reconnect in West Hartford
DELAMAR WEST HARTFORD

An ideal setting to hold your meeting, with luxurious accommodations, culinary team to table experiences and rejuvenating Spa treatments. Our meeting rooms coupled with our commitment to serving fresh, healthy and nutritional food, will leave your team feeling energized and motivated.

See reverse side for all promotion details.

PREFERRED WORDS

- Adventure
- Aesthetic
- Affluent
- Approach
- Artful
- Artistic
- Authentic
- Awaken
- Balance
- Book
- Boutique
- Celebrated
- Chic
- Classic
- Collection
- Comfortable
- Community
- Connection (s)
- Contemporary
- Conversation
- Crafted
- Culinary
- Curated
- Cuisine
- Culture
- Customized
- Decadent
- Design
- Destination
- Distinctive
- Diverse
- Dynamic
- Discover
- Elegance
- Elevated
- Encouraged
- Embody
- Embrace
- Engaging
- Escape
- Exclusive
- Excursions
- Expeditions
- Experiences
- Explore
- Family
- Focus
- Finest
- Friendly
- Fresh
- Furry friend
(dog friendly)
- Furnishings
- Getaways
- Guests
- Harmonizing
- Harvesting
- Healing
- Holistic
- Hospitality
- Hospitable
- Indulge
- Inspired
- Inspiration
- Interesting
- Immersion
- Indigenous
- Journey
- Landscape
- Local Flavor
- Locally sourced
- Luxury
- Modern
- Multi Cultural
- Newly constructed
- Opulence
- Organic
- Packages
- Palette
- Passion
- Preferred
- Prepared
- Private
- Rates
- Redefine
- Refreshing
- Refurbished
- Reimagined
- Rejuvenate
- Relaxed
- Relaxation
- Renowned
- Restorative
- Ritual
- Savour
- Sensibility
- Signature
- Skillful
- Sophistication
- Specialty
- Style
- Suites
- superb
- Tasteful
- Therapy
- Timeless
- Traditional
- Tranquility
- Unchartered
- Understand
- Understated
- Unexpected
- Unforgettable
- Unique
- Unparalleled
- Welcome
- Wellness
- Whimsical
- World-class
- Renewal

Do Not Use

- Amazing
- Conventional
- Corporate terminology
- Great
- Incredible
- Regional
- Unbelievable

Preferred Phrases

- “Home away from home”
- Relaxed luxury