



# IN-ROOM STYLE GUIDE

Brand Collateral Enhancing Our Guest's Experience

2024

**DELAMAR**  
HOTEL COLLECTION

## INTRODUCTION

The Delamar brand identity is more than just a logo. It is a visual language made up of many parts that together convey our core values and personality.

One of the first steps in building our brand is through **consistent visual presentation of our in-room collateral** elevating our guest's experience.

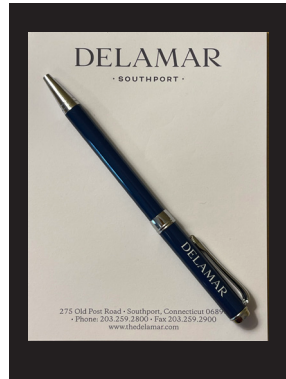
The guidelines here outline everything you need to know to display the materials effectively in a consistent manner across all brand touchpoints.



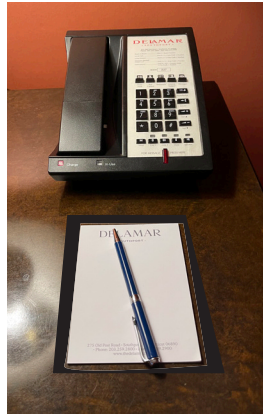
## IN-ROOM BRAND COLLATERAL

1. Note Pad, Padfolio & Pen
2. Seasonal Experiences Sign
3. Restaurant Sign
4. Complimentary Amenities
5. Mini Bar Menu
6. DND Door Hanger
7. Spa/Afternoon Tea Sign
8. TV Channel Guide
9. At Your Service Sign

# 1. NOTE PAD, PADFOLIO & PEN

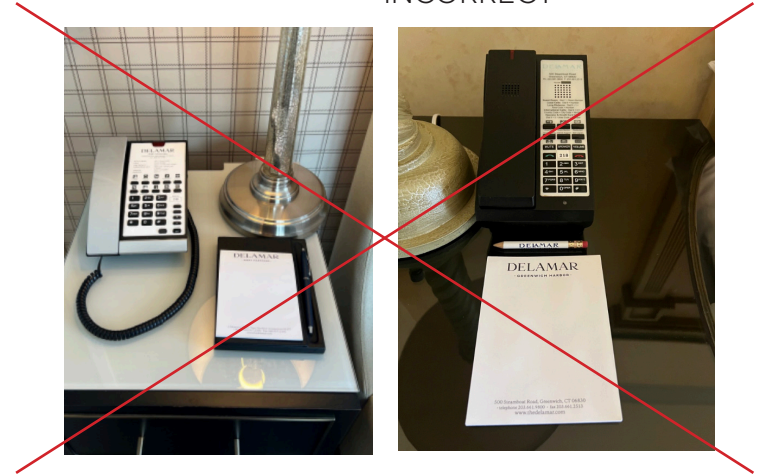


CORRECTLY DISPLAYED



Note Pad placed in front of phone and centered on the black padfolio holder with Delamar pen placed diagonally on top of pad.

INCORRECT



Pad not centered on holder. Delamar pen should be diagonal on pad.

Missing padfolio and **NO PENCILS**—only Delamar pens.

# 2. SEASONAL EXPERIENCES



FRONT

BACK

**NEW**

A two-sided sign to sit in plexi holder



**OLD**

CORRECTLY DISPLAYED



Seasonal Experiences/ Restaurant Sign sit in plexi holder stands upright on bedside table.

### 3. RESTAURANT/ROOM SERVICE



BACK



FRONT

#### NEW

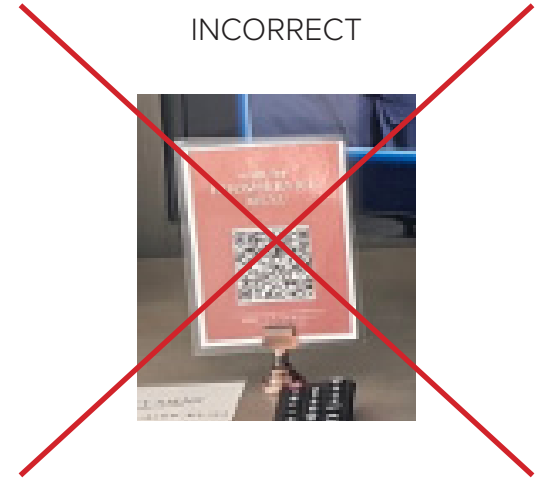
A two-sided sign to sit in plexi holder, Scan QR code takes you to restaurant web-site then has Room Service Menu option.

#### CORRECTLY DISPLAYED



Seasonal Experiences/ Restaurant Sign sit in plexi holder stands upright on bedside table or best seen visually.

#### OLD INCORRECT



This is an older QR code sign which is replaced by the new Restaurant/ Experiences Card sign in the plexi holder.

### 4. COMPLIMENTARY AMENITIES



NOTE: Delmar's complimentary amenities continuously change, pictured here are some of them.

#### CORRECTLY DISPLAYED



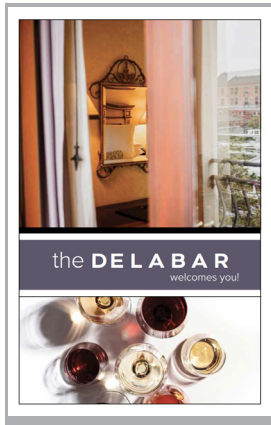
Amenities with Thank You card in front and displayed together on table.

#### INCORRECT



Amenities should always be accompany with a "Thank you" card in front.

## 5. MINI BAR MENU



CORRECTLY DISPLAYED



Mini Bar Menu should stand upright and to the right sign of the snacks & drinks. Ensure nothing is blocking the sign.

INCORRECT



Mini Bar Menu is hidden behind the bottle of wine.



Mini Bar Menu should not be in the wire basket. Snacks should be propped up and nicely displayed.

## 6. DND DOOR HANGER



FRONT

BACK

**NEW**



**OLD**

CORRECTLY DISPLAYED



Hung on the inside door handle.

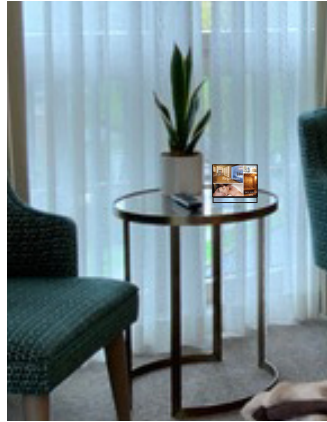
INCORRECT



Do not to lay down.

## 7. SPA / AFTERNOON TEA SIGN (NEW) (CT HOTELS)

CORRECTLY DISPLAYED

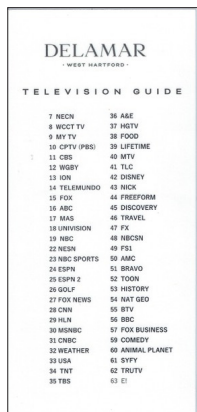


Spa/Afternoon Tea sign is a two-sided sign to sit in a 5" x 7" plexi holder

Placed on a table, sign facing front but also can be viewed from the back.

## 8. TV CHANNEL GUIDE

CORRECTLY DISPLAYED



Channel guide lays on table in front of TV next to remote control.

INCORRECT



Channel Guide is not to be propped up against the TV display.

## 9. AT YOUR SERVICE SIGN



FRONT

A one-sided sign which is displayed in a 4" x 6" plexi holder.

## CORRECTLY DISPLAYED



Placed on the bathroom counter top.