

# Ramada Plaza Colour Options

## Signature Colour Options

The red Ramada signatures are always the preferred signature variations. However, where these primary signatures cannot be properly reproduced or applied, several signature variations have been supplied.

- Only apply a signature variation when the primary signatures cannot be used.
- When using a signature variation, observe the clear-space and minimum size requirements specified for the primary signature.
- The black & white signature variations may only be used when color printing is unavailable.
- When a layout calls for a dark color or photographic background, a knockout signature variation can be used.

## Ramada Red:

Pantone 193

CMYK 0/100/66/13

RGB 209/18/66

## LOGO DOWNLOADS:

The Ramada Plaza logo can be downloaded in Vector, JPG, PNG, and TIF file formats:

<http://www.dayshospitality.com/logo-index/>



Spot Colours (Preferred)



4-Colour Process (CMYK)



RGB



1-Colour Solid (B/W)



Knocked out

# Ramada Limited Colour Options

## Signature Colour Options

The Ramada Limited spot colours are always the preferred signature variations. However, where these primary signatures cannot be properly reproduced or applied, several signature variations have been supplied.

- Only apply a signature variation when the primary signatures cannot be used.
- When using a signature variation, observe the clear-space and minimum size requirements specified for the primary signature.
- The black & white signature variations may only be used when color printing is unavailable.
- When a layout calls for a dark color or photographic background, a knockout signature variation can be used.

### Ramada Limited Red:

Pantone 185

CMYK 0/91/76/0

RGB 239/62/66



Spot Colours (Preferred)

### Ramada Limited Blue:

Pantone 286

CMYK 100/66/0/2

RGB 0/93/170



4-Colour Process (CMYK)



RGB

### LOGO DOWNLOADS:

The Ramada Limited logo can be downloaded in Vector, JPG, PNG, and TIF file formats:

<http://www.dayshospitality.com/logo-index/>



1-Colour Solid (B/W)



Knocked out

# Wyndham Rewards® Colour Options

## Signature Colour Options

The preferred version is the 1-colour spot signature. This version should be used for all printed communication materials whenever possible. When the signature is against a dark colour background, a reverse signature can be used.

The signature may be reproduced in 4-colour process for use when spot colours are not available, such as in magazines.

An RGB may be used for on-screen applications, such as Web pages, video, and broadcast.

### Blue:

Pantone 285

CMYK 89/43/0/0

RGB 0/125/195

Logo may be knocked out in all white on dark backgrounds

### LOGO DOWNLOADS:

The Wyndham Rewards logo can be downloaded in Vector, JPG, PNG, and TIF file formats:

<http://www.dayshospitality.com/logo-index/>

### LIGHT BACKGROUNDS



### DARK BACKGROUNDS



1-Colour Spot (Preferred)

4-Colour Process (CMYK)

RGB

1-Colour Solid (B/W)