



# Brandmark



**McKEEVER**  
HOTELS

## Use of the Brandmark

The brandmark for McKeever Collection is made up of a monogram M inside a framed window, this represents the hotel and homely scenes of each hotel within the collection. This is paired with the typeface called Copperplate, which gives an established, classic traditional look. Copperplate Gothic is a typeface designed by Frederic W. Goudy. While termed a “Gothic”, the face has small glyphic serifs that act to emphasize the blunt terminus of vertical and horizontal strokes. This is paired with the typeface called Gill Sans is a humanist sans-serif typeface designed by Eric Gill. Gill Sans is based on the corporate font of London Underground. It is an modern and easily read typeface.

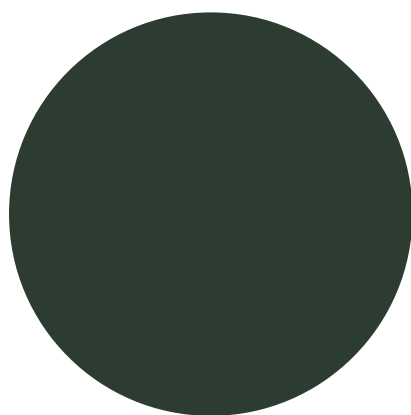
# Colour

## Use of colour

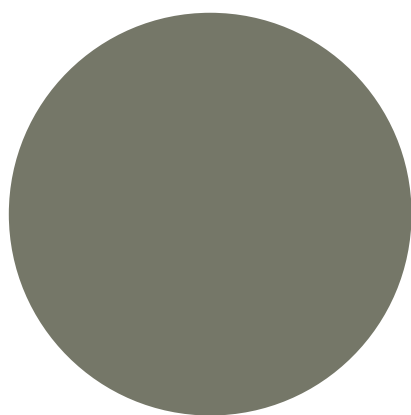
The colour palette uses green and earthy tones. Green is the colour of life, known for renewal, nature, and energy, is associated with meanings of growth, harmony, freshness, safety, and environment. This is perfect for a hotel so that the client feels welcomed and invited, this is paired with an off white which gives warmth.



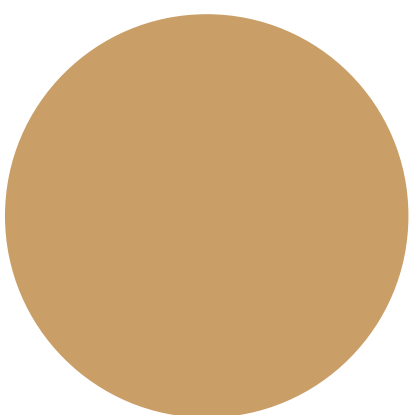
#F5EFE6  
RGB 245, 239, 230  
HSV 36, 6, 96  
CMYK 5, 6, 11, 0  
LAB 95, 0, 5  
Pantone + Solid  
Uncoated 7527 U



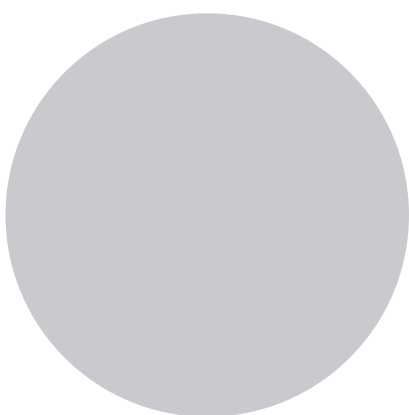
#2D3C30  
RGB 45, 60, 48  
HSV 132, 25, 24  
CMYK 75, 51, 69, 62  
LAB 24, -9, 5  
Pantone + Solid  
Coated 5605 C



#757768  
RGB 117, 119, 104  
HSV 68, 13, 47  
CMYK 52, 39, 52, 26  
LAB 49, -4, 8  
Pantone + Solid  
Coated 416 C



#c49a6c  
RGB 196, 154, 108  
HSV 33, 49, 79  
CMYK 25, 40, 65, 0  
LAB 68, 10, 35  
Pantone 728 C



#bfc1c5  
RGB 191, 193, 197  
HSV 240, 2, 81  
CMYK 24, 18, 16, 1  
LAB 81, 1, -2  
Pantone 428 C

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# Typography

Font Family:

**COPPERPLATE**

**AABBCcDdEEFFGGHHIIJJKkLLMM  
NNOoPPQQRRSStTUuVvWwXxYYZz  
1234567890-?!@£\$%^&\*()**

Gill Sans MT Pro Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890-?!@£\$%^&\*()

Neutraface 2 Display

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890-?!@£\$%^&\*()

TRAJAN PRO 3

AABBCcDdEEFFGGHHIIJJKkLLMM  
NNOoPPQQRRSStTUuVvWwXxYYZz  
1234567890-?!@£\$%^&\*()

Use of Typography

For the landmark the typeface is called Copperplate, which gives an established, classic traditional look. Copperplate Gothic is a typeface designed by Frederic W. Goudy. While termed a “Gothic”, the face has small glyphic serifs that act to emphasize the blunt terminus of vertical and horizontal strokes. This is paired with the typeface called Gill Sans is a humanist sans-serif typeface designed by Eric Gill. Gill Sans is based on the corporate font of London Underground. It is an modern and easily read typeface. We have also used sans serif typeface called Neutraface 2 Display which is modern and stands out for headlines.

