



MONTIGO RESORTS

Montigo Resorts are located in the world's most desired locations and are aimed at being hospitality leaders in recognition, choice and convenience. We pride ourselves in delivering a 5-star service experience yet playing a conscious role in the preservation of the environment.

Montigo Resorts represents all things fun and entertaining. With beach clubs, exceptional food and innovative service initiatives.

For the group's business-to-business application

AREA OF NON-INTERFERENCE

An area of non-interference ensures the optimum staging and visibility of the branding elements. The value "x" indicated (equivalent to the diameter lowest of the 3 circles of the Montigo Resorts brandmark) is the minimum amount of clear space required around all the sides of the brandmark. No other graphic elements or type should appear within this area.

Area of non-interference



MINIMUM SIZE

The brandmark should be reproduced at a width no less than 45mm.

Minimum size



BRAND GOVERNANCE

The brandmark should never be distorted (condensed or expanded) or replaced with alternative typestyles.

Use only digital format for all reproduction of the brandmark.

Adobe Garamond Pro family

TYPE FAMILY

Adobe Garamond Pro is the primary typestyle for use for all body text. The consistent use of the typestyle will ensure all visual communications materials are distinct and recognisable. The font should never be distorted (condensed or expanded) or replaced with alternative typestyles.

Adobe Garamond Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Adobe Garamond Pro Italic
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For the group's business-to-business application

COLOUR BRANDMARK

Pantone and process colour application:

Pantone 411 C Pantone 411 U 0C 27M 36Y 72K	Pantone 315 C Pantone 315 U 90C 45M 31Y 6K
Pantone 411 C (70%) Pantone 411 U (70%) 0C 19M 25Y 50K	Pantone 315 C (70%) Pantone 315 U (70%) 62C 31M 22Y 4K
	Pantone 315 C (40%) Pantone 315 U (40%) 36C 18M 12Y 2K

Note for process colour codes:

For best colour reproduction in print publications, the use of Pantone colours is strongly recommended. When process colour is used, colour accuracy should be matched against the specified Pantone colour codes and adjusted if necessary. Print supervision to match the colour to the Pantone swatch is essential.

The full colour version can appear on light background. Do not place identity on backgrounds that do not provide sufficient contrast.

The logo can also appear against a dark background, with the words "Montigo Resorts" in white, leaving the 3 circles' colours intact.

GRAYSCALE BRANDMARK

Use grayscale version of brandmark when colours are limited to grayscale (e.g.: Newspaper publications / ads).

90K (Montigo - Light backgrounds only; use white against dark backgrounds)	30K (Biggest, bottom circle)
60K (Resorts, Nongsa - Light backgrounds only; use white against dark backgrounds)	50K (Middle circle)
	75K (Smallest, top circle)

Application in pantone colour



Application in process colour



Application in grayscale



For the group's business-to-business application

SINGLE COLOUR VERSION

Use single colour version for all single colour applications. Where the identity has to appear on a white or light-coloured background, it must appear in single colour with sufficient contrast.

Application in black and white



REVERSED WHITE VERSION

The logo can also be reversed out of a dark background. Sufficient contrast is essential.

Application in reversed white



LOGO ON ALTERNATIVE BACKGROUNDS

Alternative backgrounds or background colours may be used if needed for thematic purposes. However, sufficient contrast between the logo and the background is essential.

MONTIGO RESORTS NONGSA BRAND IDENTITY GUIDELINE

For the Nongsa resort's application

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