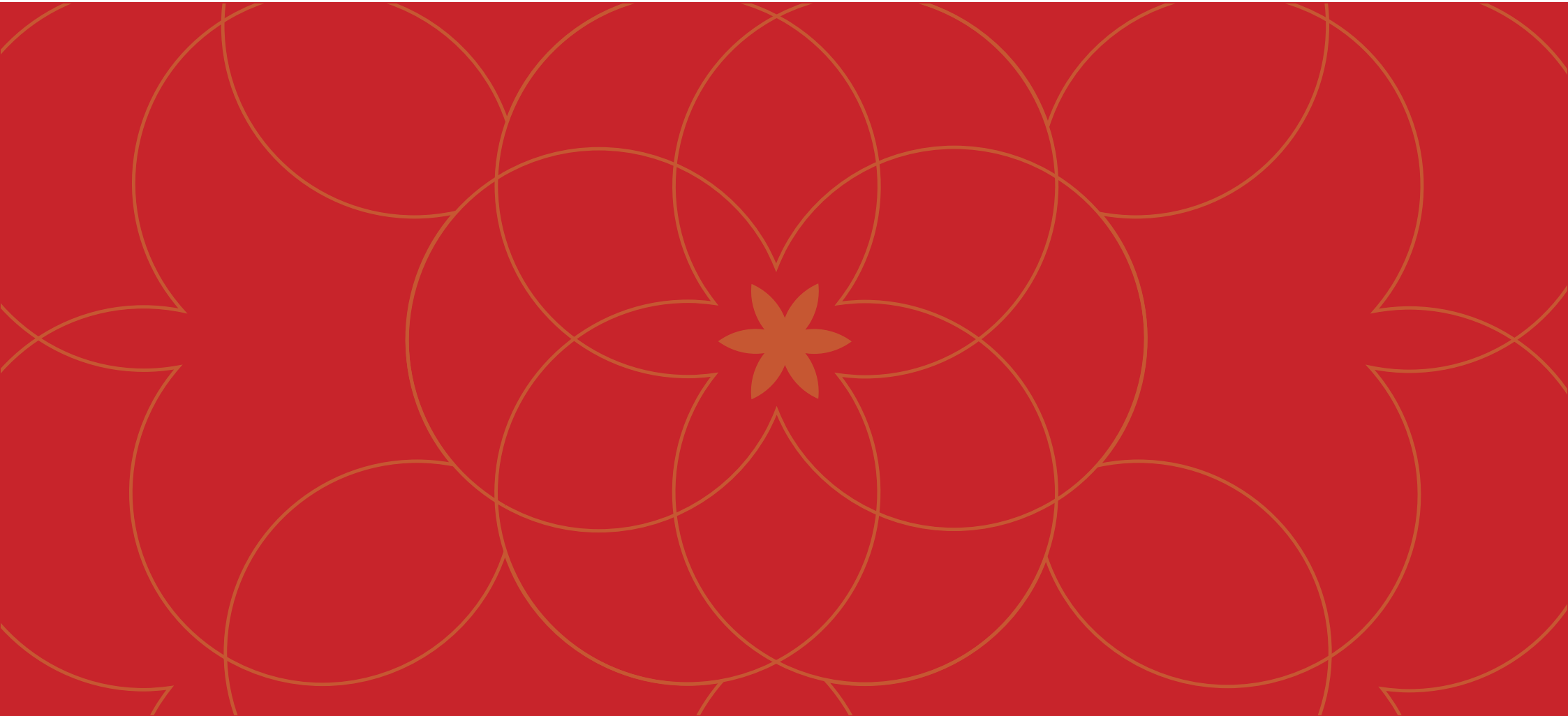
HMG
HOSPITALITY MANAGEMENT GROUP

Brand Indentity Guidelines



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Basic Elements

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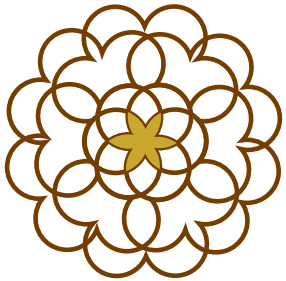
The HMG Logo



HMG Brandmark Figure 1

HMG Brandmark Figure 2

HMG Brandmark Figure 3

HMG Brandmark Figure 4

HMG Brandmark Figure 5

HMG Brand Guidelines © Hospitality Management Group, 2016

Minimum space guide (Figure 1)

Minimum Clear Space

Always maintain a minimum clear space around HMG brandmark to preserve ins integrity. To maintain visual clarity and to provide maximum impact, the brandmark must never appear to be linked to or crowded by copy. photographs or graphic elements.

The minimum clear space must never differ proportionally from (figure 1). Theclear space for HMG brandmark, is the cap height of HMG characters, represented by 'X'.

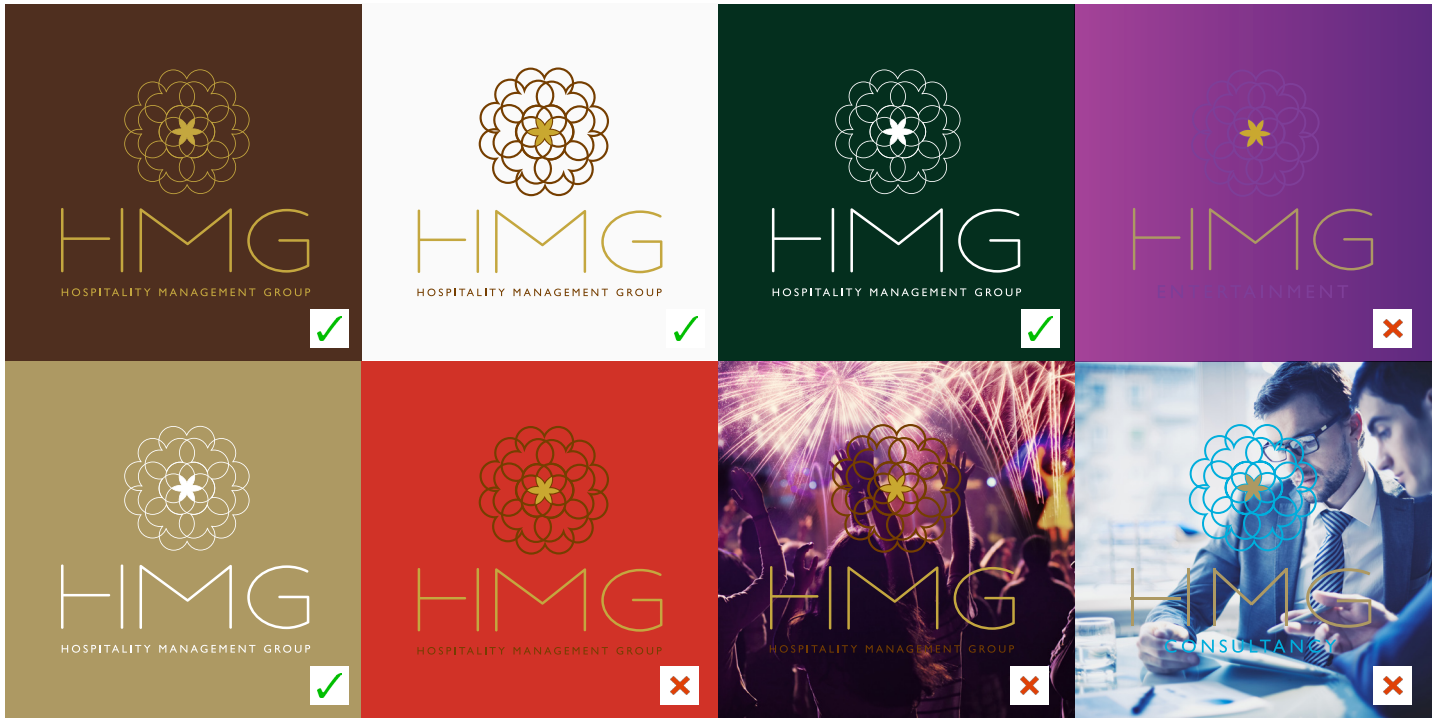
Size (1): Business Cards

Size (2): Letterhead, C4 & DL envelopes, CD Cover and folder

Size (3): C3 Envelope

Minimum size

To protect the integrity, legibility and impact of HMG brandmark, it must never be reproduced in sizes smaller than those shown opposite.



Brand placement

The ideal placement for HMG is on white or blue background.

Where printing limitations dictate, the HMG brandmark may appear in black on a white bacground, or white on a black backgroun.

Color Palette

The primary color for HMG is Pantone 362 M. Wherever possible, ensure that HMG brandmark appears on a white background

Brandmarks are available in Pantone process color. Always follow the correct color specifications shown opposite when specifying the color for HMG brandmarks.

The brabdmarks exist as a set of master artworks that can be found within the master artwork library USB.

These artworks should cater for all requriements and you should never attempt to re-create them.

Pantone 871 M
C 33, M 34 Y76, K 3
R 174, G 154, B 100

Pantone 312 M
C 96, M 0, Y11, K 0
R 0, G 175, B 219

Pantone 485 M
C 0, M 95, Y100, K 0
R 238, G 49, B 36

Pantone 362 M
C 70, M 0, Y 100, K 9
R 174, G 154, B 100

Pantone 2592 M
C 60, M 90, Y 0, K 0
R 127, G 631 B 152

Pantone 732 M
C 0, M 55, Y 100,K 64 K 0
R 117, G 63, B 0

About HMG

Innovation meets experience and professionalism at the Hospitality Management Group.

Led by a team of experienced professionals, HMG is a specialized group that underlines its core competencies in offering integrated and turnkey hospitality services.

The HMG team has an accomplished track-record in conceptualizing, developing, delivering and managing a rich portfolio of hospitality assets in the UAE and across the region.

HMG offers seasoned counsel in developing and managing F&B, hospitality and entertainment venues.

The experience across multiple sectors in the business enables HMG to deliver true and lasting value for stakeholders –be it developers, investors or existing operators who wish to scale up their business to the next level.

At HMG, every project presents an opportunity to unlock its true potential. Every idea is evaluated for its true prospects, and designed, developed and delivered to ensure sustained returns.

Whatever the requirement – be it brand building, setting up, expansion, equipment procurement or turnkey management – HMG assures exemplary service, management and advisory support.
The competitive strength of HMG is the professionalism, confidence, experience and friendly service that its team brings.

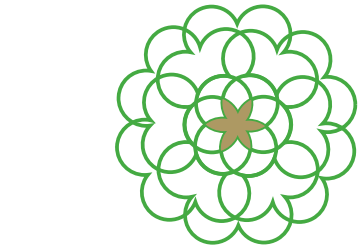
Focused on innovative approaches to hospitality and entertainment management, HMG takes pride in its creativity to deliver never-before solutions that build long-lasting value.

HMG Manifesto

We are passionate about hospitality.
We believe in creating sustained value for our stakeholders through innovative, creative and expert consultancy.
Hospitality is more than an industry or business for us.
It is what we are and what we believe in.
Our ethos is defined by our commitment to creating 'happy experiences' – which enrich lives through exceptional moments of joy and togetherness.
We respect nature, value the gift of life, strive to promote harmony in all things and commit ourselves to make the world a better place to live in.
We regard every venture and every initiative that we work on with utmost gratitude.
Because we believe that life is a gift and a celebration.
And nothing beats the experience of those 'cherished moments' shared with loved ones in an ambience that soothes the soul and touches all senses.

Logo Grid / English

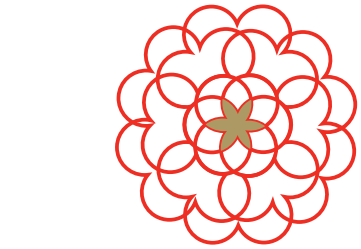
HMG brandmark is made up of circular
shapes to form this pattern. HMG is to be used only in conjunction with HMG corporate branding. HMG (Figure 1) is to be used for all corporate stand alone communications and signage. Each category and their relationships have been carefully designed. These are fixed and must never be altered. This brandmark exists as a set of master artworks that can be found within the Master artwork libray USB.



HMG

CATERING

HMG Catering is a full service catering division providing delectable delights to your audience's liking. Based on your event, we handle all of the requirements you might have in quality catering.



HMG

SUPPLIES

At HMG Supplies we provide solutions which are easy to implement within your current business process. Our services are dedicated to the F&B and entertainment department and range from conceptualizing to catering, hardware supplies and after sales service.

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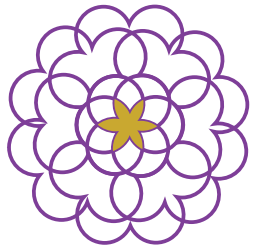
HMG

CONSULTANCY

As a consultancy provider, HMG analyses your hospitality requirements with great detail and provides you with solutions in the F&B and entertainment department. Each is customized to fit your requirement from the grass root level thereby ensuring success.



HMG

ENTERTAINMENT

A division of the Hospitality Management Group, HMG entertainment plays a key role in developing entertainment destination concepts that are designed specifically to cater to your target audience and their aspirational lifestyles. As a full service entertainment company, HMG Entertainment has the capability of managing your events from start to end.

Alternate Logo

Alternate logos must be used only in certain circumstances where the original logo is not possible to be replicated. This may include once color printing, grayscale or black and white.

One Color Logo

Grayscale Logo

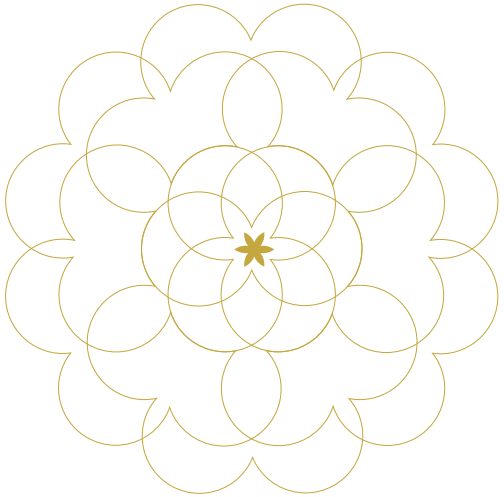
Black & White Logo

Style Elements

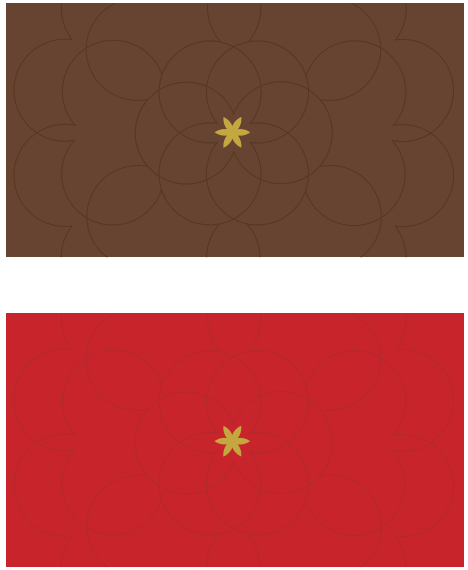
Style elements are important part of any identity program, they help giving a typical and distinctive look.

A pattern was created from our symbol to emphasis and give a consist image to our brand.

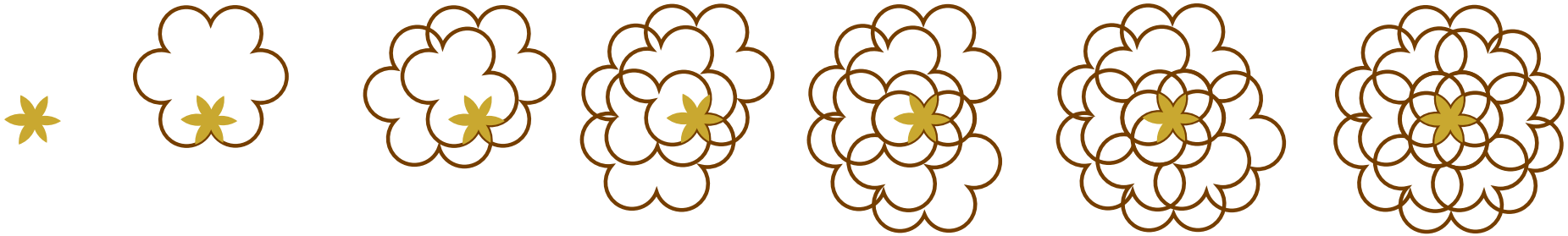
In the following publications there are different examples for the usage of the Style Elements in both stationeries and other marketing collaterals.



One Color Treatment



Background Treatment



HMG Logo Pattern Transformation

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Photography

Photography Style

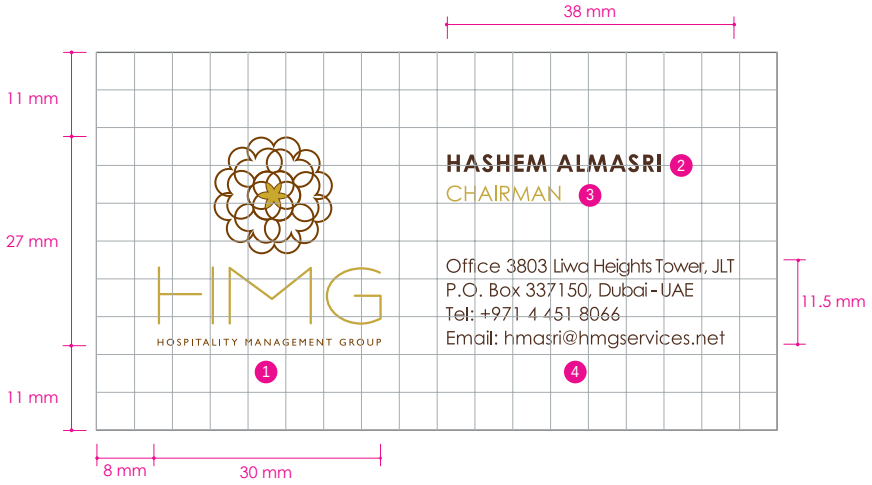
Photographs play an important part in expressing the values of HMG.

A business style or corporate photography (figure 1) should include 2 persons engaging in a form of activity, preferably in meetings and conferences look and feel. The single object photography (Figure 2) should include an inanimate subject, shot close up insitu.

Showing equipments of caterings, suppliers and entertainment, meetings in dynamic form of photography.

HMG Business Cards

FRONT



FRONT

Size: 90 x 50 mm

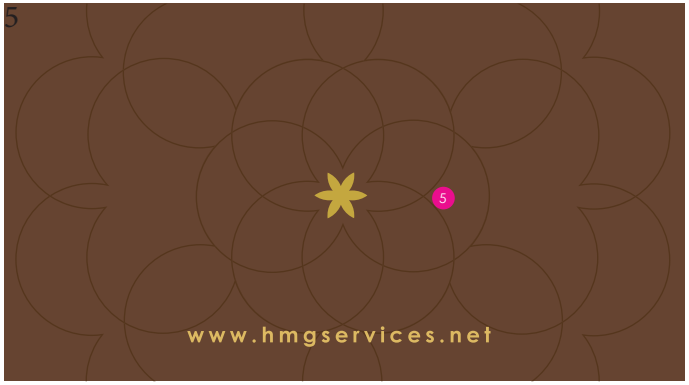
1. HMG Logo: size (1)
   Pantone colors 732 M, Pantone 871 M

2. English Name:
   Font: Century Gothic Bold
   Size: 9 pt
   Color: Pantone 732 M

3. English Job Title:
   Font: Century Gothic Regular
   Size: 9 pt
   Leading 10 pt
   Color: Pantone 871 M

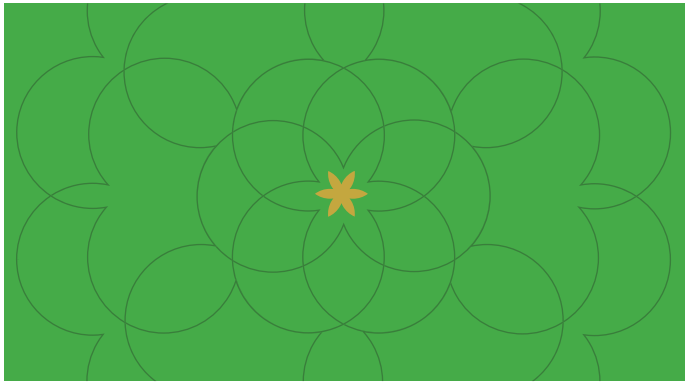
4. Address:
   Font: Century Gothic Regular
   Size: 7 pt
   Leading 8.4 pt
   Color: Pantone 732 M

5. Back of Card
   Pantone colors 732 M, Pantone 871 M
   Size: 8.5 pt - Website Name



BACK

HMG Business Cards



HMG Business Cards

HMG
CONSULTANCY

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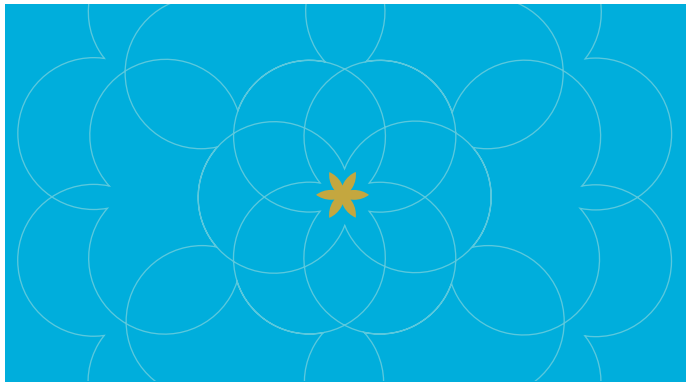

HMG
ENTERTAINMENT

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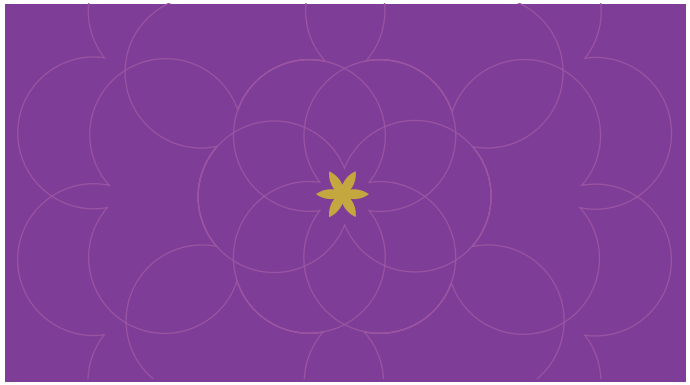


HMG Typography English

The English primary typeface is Century Gothic a well-designed and contemporary typeface that complements HMG modern new look. It offers also a big type family for maximum flexibility.

Headlines / Titles typeface: Century Gothic Regular / Bold

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(/@%$?!+=)}

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(/@%$?!+=)}

Body Copy / Titles typeface: Century Gothic Italic Regular / Bold

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(/@%$?!+=)}

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(/@%$?!+=)}

HMG Typography Arabic

The Arabic primary typeface is The SansArabic a well-designed and contemporary typeface that complements HMG modern new look. It offers also a big type family for maximum flexibility.

Headlines / Titles typeface: TheSansArabic Bold and Plain

أ إ آ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك
ل م ن ه و ي ة لآ لا لإ لأ ئ ء
جححهعغفقثصضطكمنتالبيسشرزووؤ ة
(*٪$|\{}@!٠٩٨٧٦٥٤٣٢١.-+=>،<:؛؟.

أ إ آ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك
ل م ن ه و ي ة لآ لا لإ لأ ئ ء
جححهعغفقثصضطكمنتالبيسشرزووؤ ة
(*٪$|\{}@!٠٩٨٧٦٥٤٣٢١.-+=>،<:؛؟.

Body Copy / Titles typeface: TheSansArabic Light

أ إ آ ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك
ل م ن ه و ي ة لآ لا لإ لأ ئ ء
جححهعغفقثصضطكمنتالبيسشرزووؤ ة
(*٪$|\{}@!٠٩٨٧٦٥٤٣٢١.-+=>،<:؛؟.

HMG A4 Letterhead

Size: 210 x 297 mm

1. HMG Logo: size (1)

   Pantone colors 871 M, Pantone 732 M

2. Address:

   Font: Century Gothic Regular

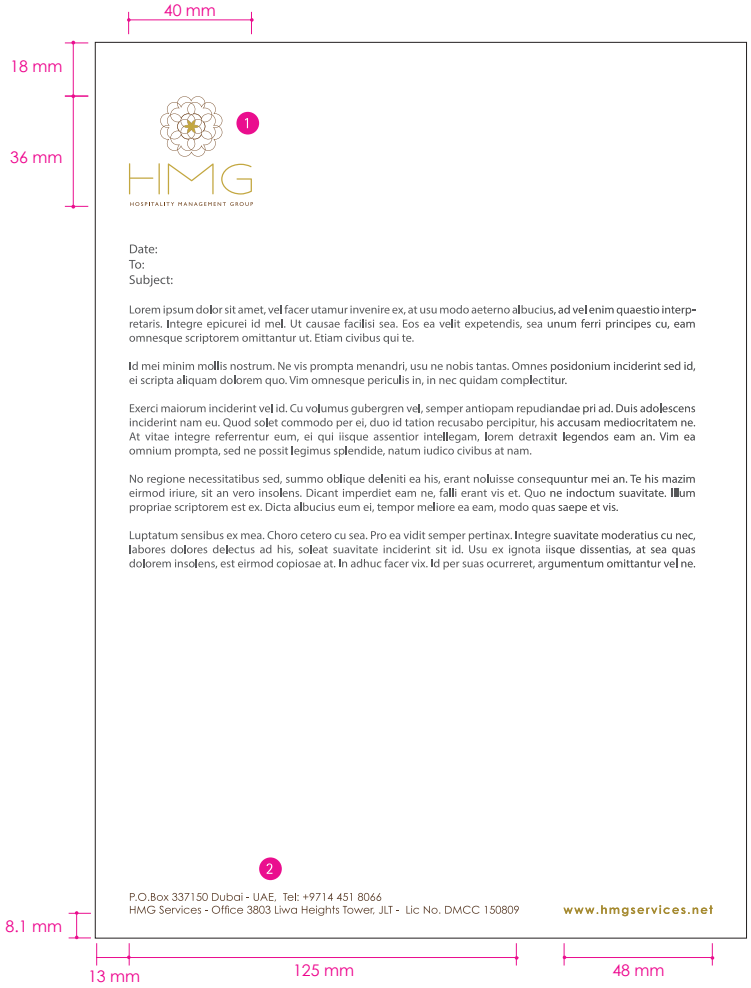
   Size: 8 pt

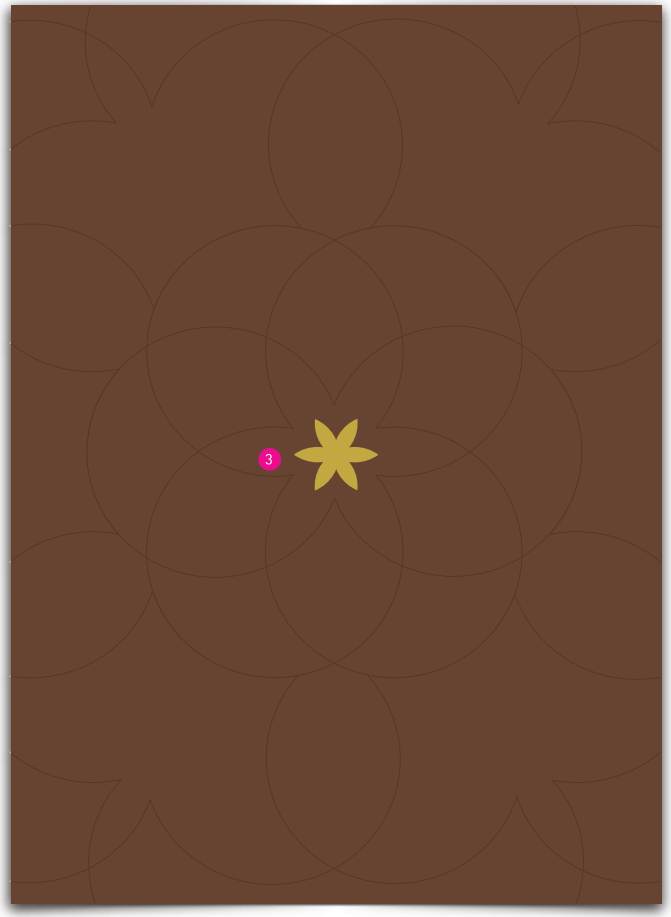
   Leading 9.5 pt

   Color: Pantone 732 M, Pantone 871 M

3. Backside

   Color: Pantone 732 M, Pantone 871 M





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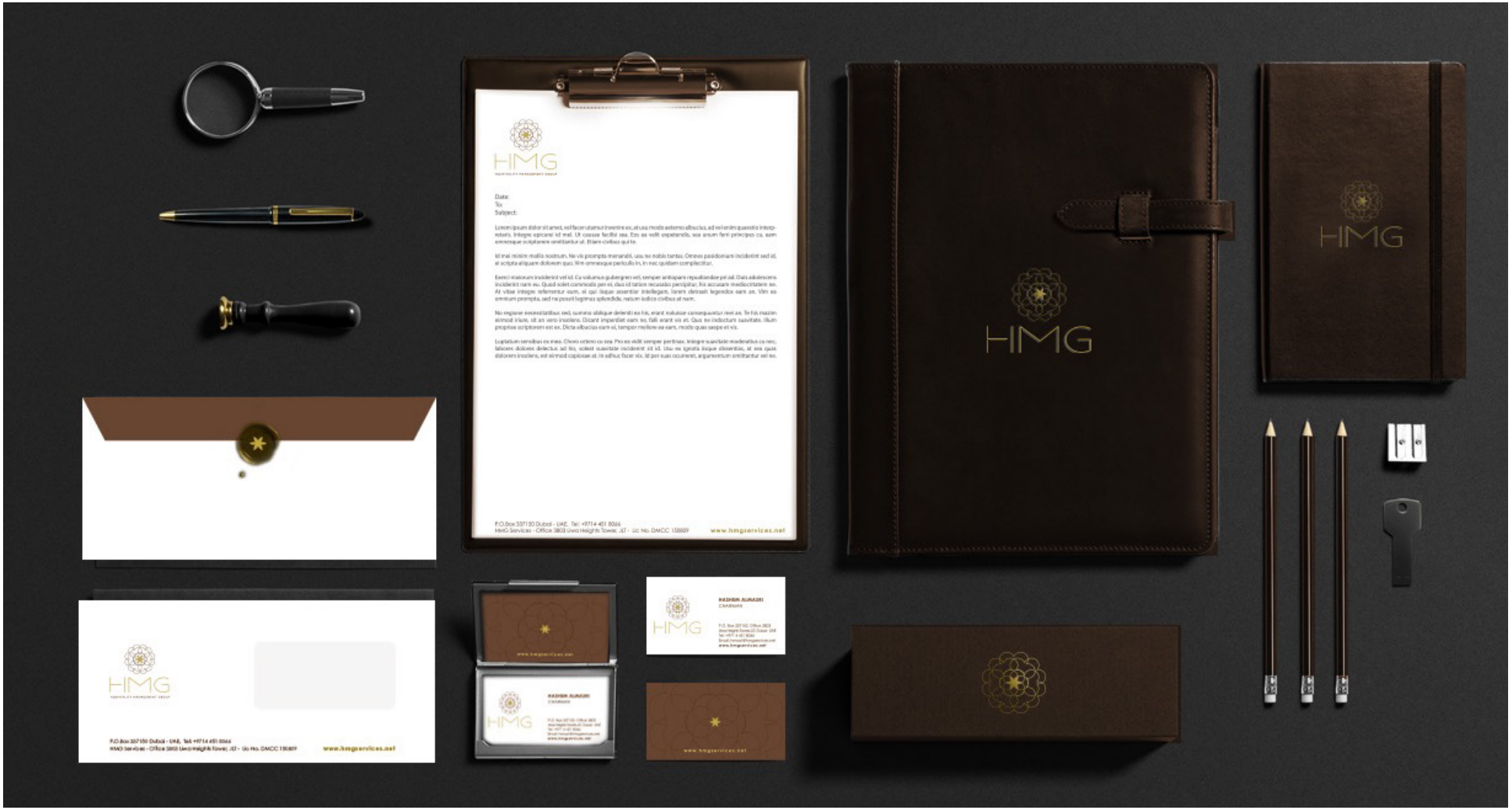
HMG Stationery - DL Envelope

HMG Stationery - A4 Envelope

HMG Stationery - Notebook

BACKSIDE FRONTSIDE

INSIDE PAGE

HMG Stationery Applications