

MARCHAY

BRAND IDENTITY
GUIDELINES

September 2013

03 — LOGOTYPE

- Logotype and icon
- Placement, spaces and sizes
- Favicon and avatar

08 — COLOURS

- Colour palette for print
- Colour palette for screen

11 — TYPOGRAPHY

- Type for print
- Type for screen

14 — VISUAL ELEMENTS

- Photography
- Pattern

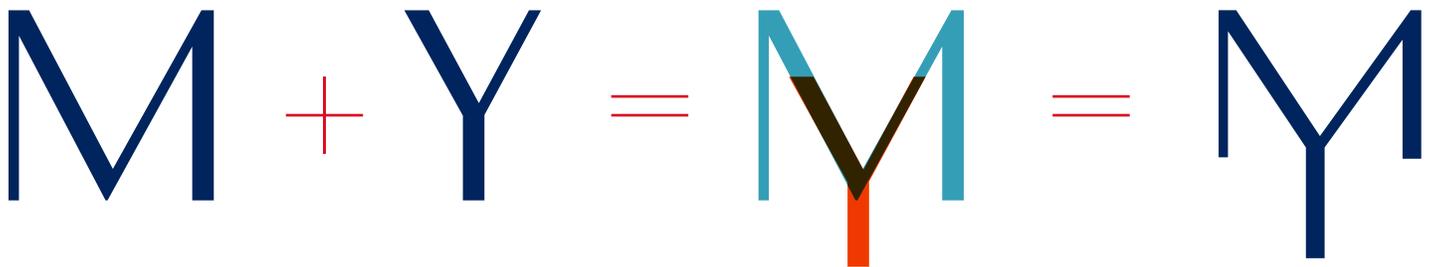
17 — COLLATERALS

- Stationary option 1
- Stationary option 2
- Promotional package
- Brochure
- Poster

LOGOTYPE AND ICON

MARCHAY

Marchay Logotype is an alternate to the History typeface with a larger letter spacing



The first and the last letter of MARCHAY compose the monogram/brand icon.



Dark blue

Pantone: 2767 U
 CMYK : 100 78 0 55
 RGB: 0 36 93

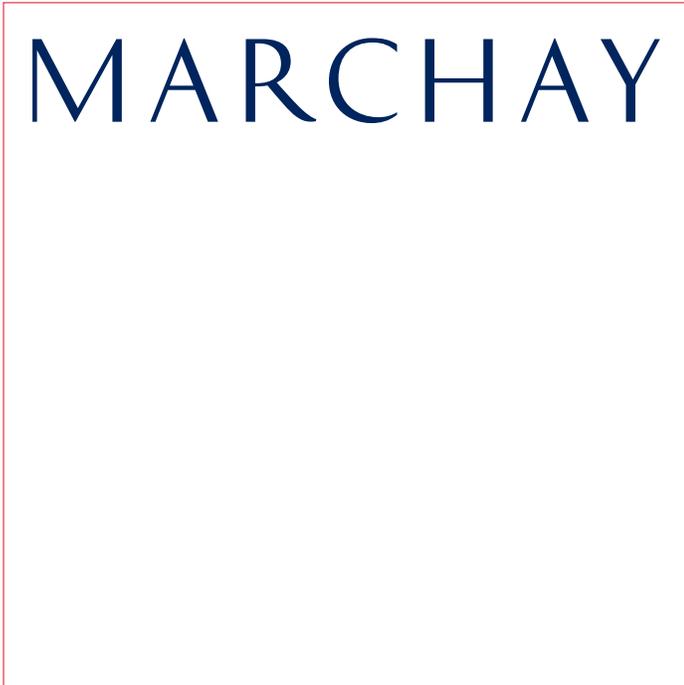


Black

Pantone: Process Black U
 CMYK : 55 55 65 100
 RGB: 0 0 0

The logo colour is black or dark blue
 (See print colour palette p.9)

PLACEMENT, SPACES AND SIZES 1/2



Marchay's logotype can be displayed horizontally and vertically.



Vertically, the logo must always be left aligned with the "M" at the bottom. See illustration above.

MARCHAY

Minimum size is 4mm.

PLACEMENT, SPACES AND SIZES 2/2



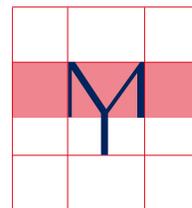
The logotype and the monogram work together or independently. Together the monogram is centered underneath.



The space between Logo and monogram equals the height of the logo.



The height of the monogram can be the same as the logo height or smaller.



Minimum space around monogram equals the height of "M" part. See illustration above.

FAVICON AND AVATAR

M

Favicon



Avatar

08 — COLOURS

PRINT COLOUR PALETTE

Colours

REF



Dark blue

Pantone: 2767 U
 CMYK : 100 78 0 55
 RGB: 0 36 93

Secondary
Colour

Pantone: 307 U
 CMYK : 100 55 20 0
 RGB: 0 107 159



Pantone: 632 U
 CMYK : 100 55 20 0
 RGB: 71 157 184

Colours

REF



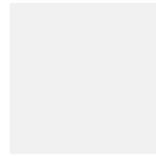
Black

Pantone: Process Black U
 CMYK : 55 55 65 100
 RGB: 0 0 0



Beige

Pantone: 427 U
 CMYK : 19 15 16 0
 RGB: 205 204 203

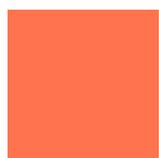


Pantone: 7541 U
 CMYK : 0 0 0 5
 RGB: 241 241 242

SCREEN COLOUR PALETTE

Colours

REF

Dark blue
(branding)RGB: 0 36 93
0D2756Deep blue
(background)RGB: 17 75 108
114B6CBlue
(background)RGB: 24 107 155
186B9BBright blue
(link)RGB: 68 155 220
449BDCOrange
(accent
colour)RGB: 255 116 79
FF744F

Colours

REF



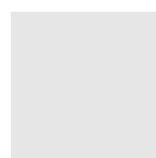
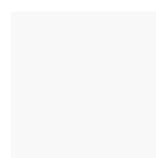
Black (text)

RGB: 0 0 0
#262626

Dark grey

RGB: 102 102 102
#666666

Grey (text)

RGB: 153 153 153
#999999Light grey
(line)RGB: 230 230 230
#E6E6E6Softer grey
(text)RGB: 248 248 248
#F8F8F8

11 — TYPOGRAPHY

TYPE FOR PRINT

HEADLINES 01

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

History 02 — Regular

All caps, only for headlines and titles

Leading 50pt

HEADLINES 02

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

Garamond Premier Pro

BODY TEXT

Both body text fonts are acceptable. Choice will be made in view of the global design.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

Fakt Pro Blond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxy
z
1234567890

Garamond Premier Pro

TYPE FOR SCREEN

HEADLINES

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

History 02 — Regular

All caps, only for headlines and titles

H1 = 43px/60px, letter-spacing : 5px

H2 = 30px/40px, letter-spacing : 4px

H3 = 16px/22px, letter-spacing : 2px

BODY TEXT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fakt Pro Blond

16px/18px

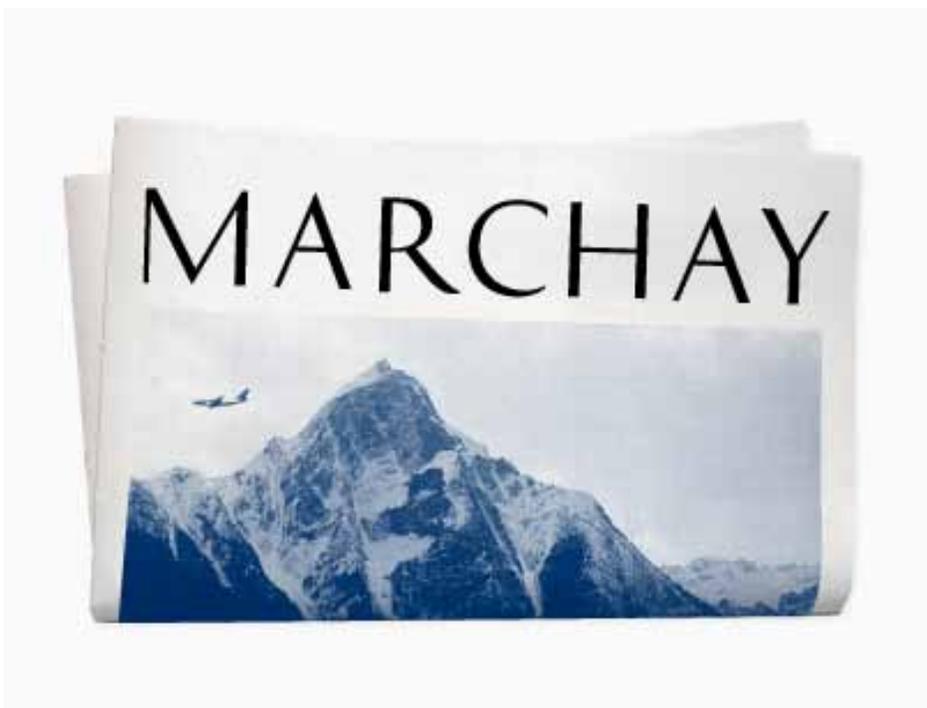
14 — VISUAL ELEMENTS

PHOTOGRAPHY

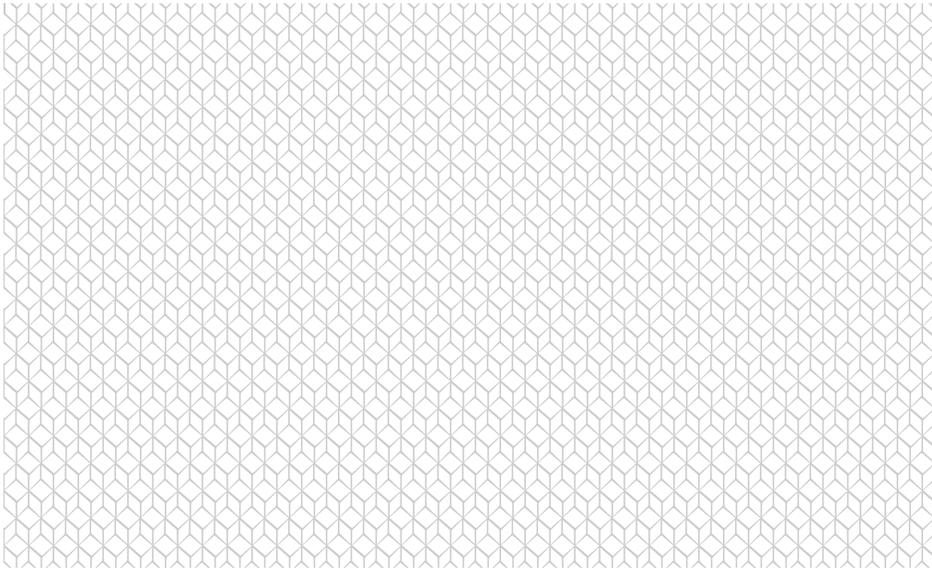


– Vintage travel feel
(use of vintage airline pictures)

– Monochrome treatment of
pictures, using the brand's dark
blue (see print colour palette p.9)



PATTERN

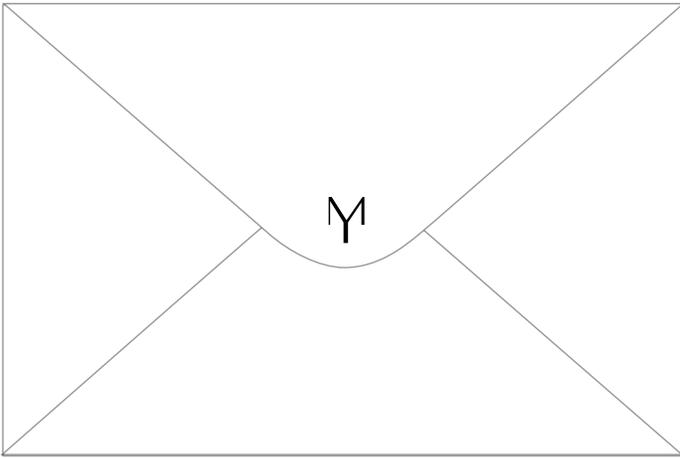


- Pattern made of the Marchay monogram
- Colour: beige (see print colour palette p.9)



To be used discretely.
See example with Pattern
inside the envelope.

STATIONARY OPTION 1

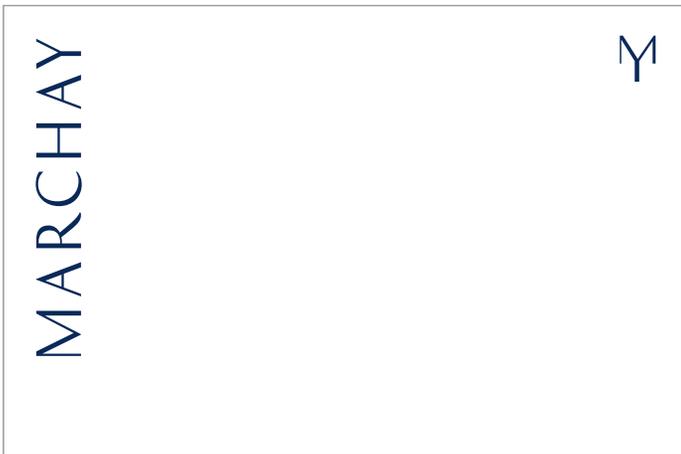
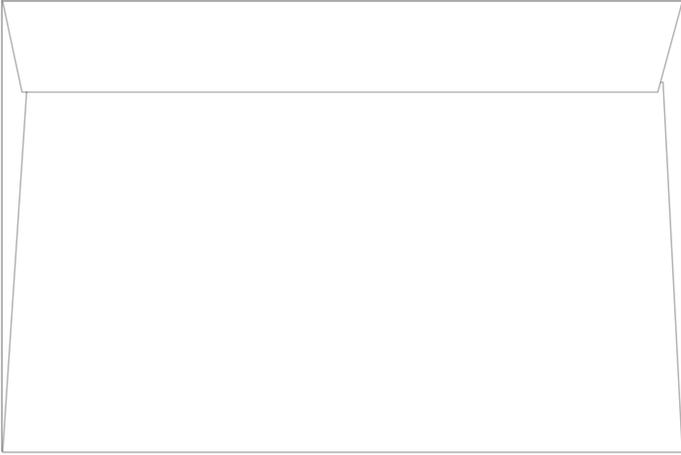


Envelopes

STATIONARY OPTION 2



STATIONARY OPTION 2



Envelopes

PROMOTIONAL PACKAGE

MARCHAY
A MEMBERS-ONLY LUXURY CORPORATE TRAVEL

IF YOU WANT THE "GOLDMAN" RATE AT LUXURY HOTELS, THEN THIS IS FOR YOU.

BENEFITS

MARCHAY
By consolidating its members' collective volume, Marchay benefits from discounted corporate contracts with carefully selected world-class hotels.

CORPORATE RATES
Our rates are on average 40% reduction to public rate, or savings of \$200-\$500/night

- Mandarin Oriental Paris €420 vs. 845
- Montage Beverly Hills \$290 vs. 675
- St. Regis San Francisco: \$355 vs. 600

COMPLEMENTARY NIGHT
A free night at Montage Beverly Hills (Exclusive to Delivering Alpha delegates)

SERVICE
Full travel management service with teams in London and New York

PRIVATE MEMBERSHIP CLUBS
Access to selected private clubs to make travel more interesting and fun

PERSONALIZED PROFILE
Marchay delivers your personalized profile of preferences to the hotel

EXCLUSIVE TRAVEL INTELLIGENCE
Receive curated travel recommendations on Marchay locations

BENEFIT PACKAGES
Receive benefit packages at over 1200 top hotels globally

→ See our hotels list on the other side

HOTEL LIST

BEIJING PARK HYATT	SAN FRANCISCO ST. REGIS
BOSTON BUCCARY	SAO PAULO EMILIANO
DUBAI PARK HYATT	SHANGHAI PARK HYATT
LONDON CAFE ROYAL	TORONTO SHANGRI LA
LONDON THE CONNAUGHT	VIENNA THE SACHER
LOS ANGELES MONTAGE BEVERLY HILLS	GENEVA COMING SOON
MIAMI THE BETSY	HONG KONG COMING SOON
MILAN PARK HYATT	SINGAPORE COMING SOON
NEW YORK THE MARK	CHICAGO COMING SOON
PARIS MANDARIN ORIENTAL	WASHINGTON COMING SOON

Plus benefit packages at over 1,200 top hotels globally



Example of collaterals, cards, envelopes and letterhead part of a promotional package for the Delivering Alpha conference.

Vertical headlines layout and one unique colour: dark blue (see print colour palette p.9)

OFFER

**EXCLUSIVE TO DELIVERING ALPHA DELEGATES
FOUNDING MEMBER RATE \$500/ANNUALLY
(VS. \$1000)**

**ONE COMPLEMENTARY NIGHT AT MONTAGE
BEVERLY HILLS VALUED AT \$700**

Please fill out the information on the back of this card and leave it at the conference registration desk or email to membership@marchay.com

*The complementary night is only transferable to spouse and valid until 31.12.2014

APPLY

YOUR FULL NAME		YOUR EMAIL	
ASSISTANT'S FULL NAME		ASSISTANT'S EMAIL	
HOME CITY	HOTEL NIGHTS / YEAR	MAIN DESTINATIONS	
<input type="checkbox"/> Apply for a membership at \$500/annually and receive a complimentary night at Montage Beverly Hills			SIGNATURE
<input type="checkbox"/> Request more information			

Please fill out and leave at the conference registration desk or email membership@marchay.com

MARCHAY

Dear Delegate,

If you, like us, travel constantly for work and stay at the best places, but are tired of paying \$1000/night at the Mandarin while your friend at an investment bank has his corporate rate, you need to carefully go through this envelope.

We put together Marchay as a members-only, luxury corporate travel platform available to senior executives and business owners. We harness our collective volume and buying power to negotiate discounted corporate rates at one or two of the best hotels in the major cities globally.

In addition to our rates, our members get obsessive service, highly curated travel intelligence for each destination, and access to exclusive and fun membership clubs in select locations.

More than just a travel program, Marchay is an exclusive community of accomplished professionals united by our need to travel globally for work and our desire to make that travel more convenient, fun, and interesting.

As the travel sponsor for Delivering Alpha, we are extending to the delegates our Founding Members' rate of \$500 for your first year, which pays for itself in savings on one or two hotel nights. In addition, you will receive a complimentary night at Montage Beverly Hills, valued at \$700.

To join Marchay, please fill out the application card and leave it at the registration desk or email membership@marchay.com.

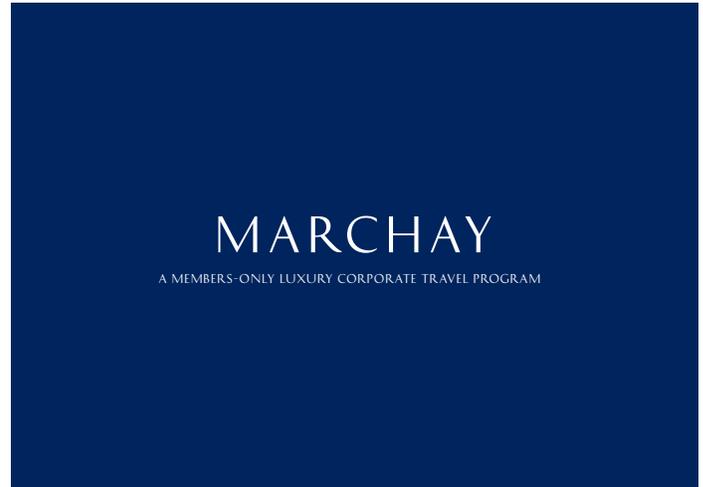
The Marchay Team

Marchay.com

803, rue de Grenelle, 75007 Paris, France - +33 1 8488 0669 - membership@marchay.com

BROCHURE

Example of layout for Marchay brochure, promotional pdf presentation.



OVERVIEW

 CORPORATE RATES 30-50% less than best available rate on Marchay contracted hotels in major cities	 BENEFIT PACKAGES Value adding amenity packages at over 1200 top hotels globally	 PRIVATE CLUBS Access to selected exclusive and fun private clubs
 SERVICE Infrastructure of global agency partner with Marchay-dedicated teams in London and New York to provide full travel management services	 ONLINE PLATFORM Online booking and access to your reservations on any desktop, tablet and mobile	 THE LIST OF 5 Location-specific travel intelligence, custom made for our community

ABOUT



The concept
Marchay brings the rate and service benefits of a large company's travel program to select individuals and smaller companies, exclusively at the luxury level.

The rate
Marchay rates are similar only to high volume corporate contracts, and materially lower than any credit card, travel agent or website programs.

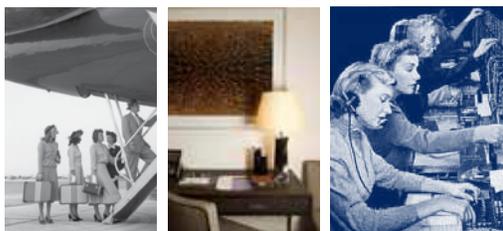
Our commitment
Marchay acts as a fiduciary to choose the best hotels for its membership and to negotiate the most favorable terms.

The Experience
Marchay is infused with a passion for travel and a commitment to intuitive, obsessive service to give its members a superior and engaging user experience.

SERVICE

Determined to address the poor service standard in corporate travel, Marchay is creating a next level online and offline experience for its members.

Marchay has dedicated service teams in London and New York, who know our members and their preferences and are committed to delivering the best service and travel experience.	Marchay's infrastructure is provided by ALTOUR, a global travel agency with over \$1.5 billion in sales. Marchay leverages ALTOUR's resources to provide full travel management services and the best rates on flights for its members.	Marchay is committed to attracting the best travel service personnel who understand corporate travel at the luxury level to build a next level service experience for its membership.
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«We created Marchay to build the most desirable community of frequent high end travelers and leverage our collective travel spend to achieve significant savings, next level service, and a more fun and engaging work travel experience. »

Jon Ein, Founding Member of Marchay

POSTER

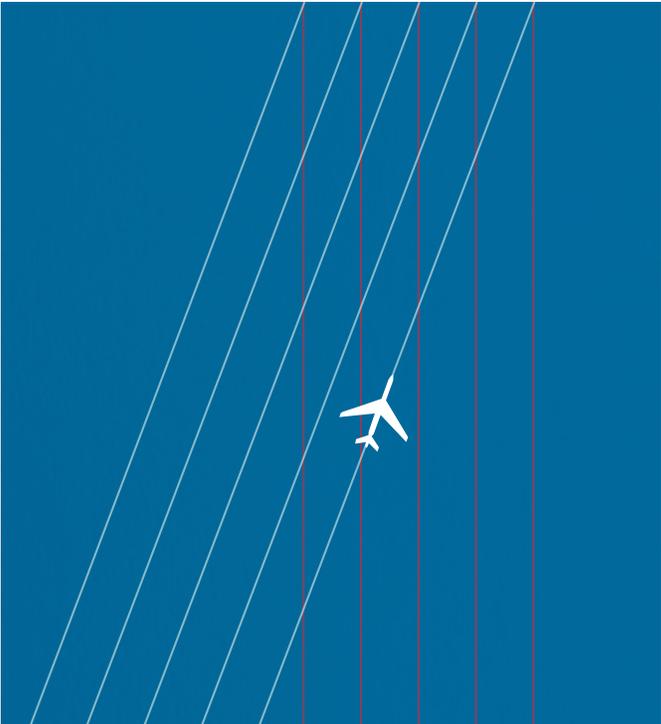
Other layouts examples for publication and poster, with a vintage feel.

ST. REGIS



SAN FRANCISCO

The contemporary, asianinspired st. regis hotel is located in the heart of san francisco's business and art district. a lobby fireplace, bar, and eclectic art collection warm up an otherwise sleek,elegant atmosphere. the gastronomic restaurant is the acclaimed ame. rooms are light and luxu rious withspacious marble bathrooms. Personalized service and amenities make st. regis the perfect partner for marchay.



MARCHAY

A MEMBERS-ONLY, HIGH-END TRAVEL PROGRAM