

THE
TRUAX
HOTEL

STYLE GUIDE

NOVEMBER 2016

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brand



FUNDAMENTALS

POSITIONING STATEMENT

For the discerning modern traveler who is seeking a new destination experience, The Truax Hotel is the only luxury property in the Temecula region. Unlike other Southern California getaways, The Truax Hotel evokes the spirit of authentic California ranch living with contemporary style in a vibrant town setting.

BRAND STORY

The Truax Hotel came to be from a lineage of innkeepers older than America itself. Making the arduous journey from France in the mid-1600's, the Truax family settled across the country with their family name becoming synonymous with quality construction, hospitality and community. Today, Bernard Truax carries on his family's legacy through the establishment of The Truax Hotel, which brings a fresh vitality to Old Town, Temecula.

Adopting Temecula as his home for decades, Bernie is a cowboy at heart, guided by the ideals of an era where your word is your honor and deals are sealed with a handshake. Out of his love and appreciation of Temecula and the perpetual desire to give back to the community, came the inspiration to create a hotel that preserves the area's historic landscape, and restores Old Town to the way it should have been.

Re-envisioning the spirit of California ranch-living in a new, contemporary way, The Truax Hotel blends the wonderment and grandeur of yesteryear with the modern luxuries of today. Incorporating state-of-the-art technology, impeccable finishes and attention to detail, The Truax Hotel honors Temecula's historic Western past while setting the stage for a vibrant and exciting future.

A true microcosm of the area, each visit to The Truax Hotel offers a unique experience that will leave you wanting more and wondering what you'll miss if you don't return.

BRAND PILLARS



WELCOMING & SOCIAL HUB

We are the centerpiece of Old Town – the go-to hangout for local residents and guests, for both social and business affairs – a casual and welcoming locale where there’s always a fun and exciting energy.



HONORING HERITAGE

We have a deep respect for our history and value the traditions of the Temecula area. We strive to cultivate an authentic sense of place by embracing this distinct past and unique heritage while remaining relevant to the modern traveler.



TIMELESS SOPHISTICATION

We believe that luxury is gracious and unassuming. Every detail reflects our commitment to upholding high standards of true quality and genuine craftsmanship with a sense of style that is contemporary, yet timeless.



TRULY TEMECULAN

Temecula is filled with natural splendors and exciting activities special to this part of Southern California. We serve as our guest’s ambassadors to the area and inspire them to enjoy a truly Temeculan experience.

brand



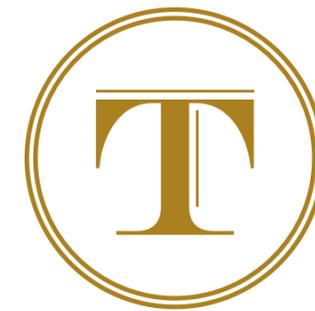
I D E N T I T Y

LOGO

The Truax Hotel logo set consists of the primary log and the secondary “T” seal logo. Both primary and secondary logos are typically used in gold, but can also be reversed in white when needed. In very rare instances, the “T” logo may be used in blue.



Primary Logo



Secondary “T” Seal Logo

LOGO USAGE



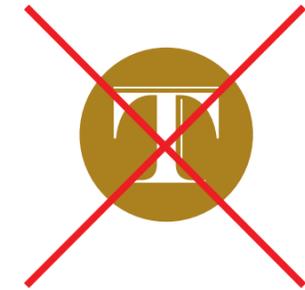
Do not rotate logo - only exception is when used with pattern



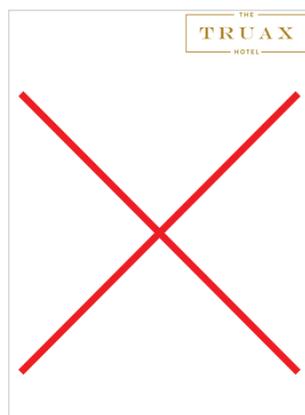
Do not use off-brand colors



Do not use off-brand colors



Do not reverse logo



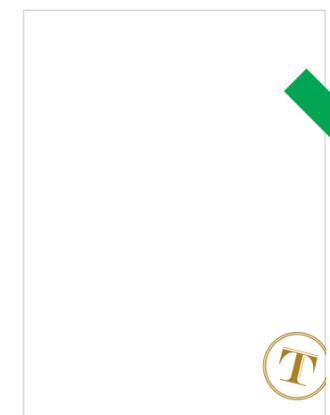
Do not place logo too close to edge of canvas



Do not change size of logo's elements

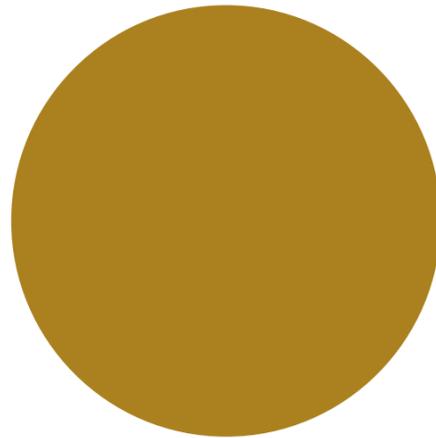


Logo may be slightly rotated



Logo may be slightly cropped

BRAND COLORS



GOLD

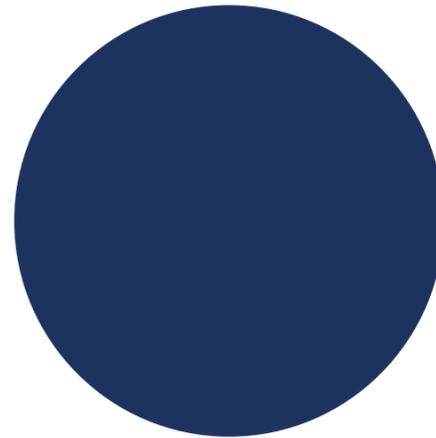
Associated with value, strength, and timelessness, gold is a primary color to use as an accent in design and logos.

pantone
110 U

cmyk
10, 35, 96, 29

rgb
171, 128, 30

hex
#ab7f1d



PHTHALO BLUE

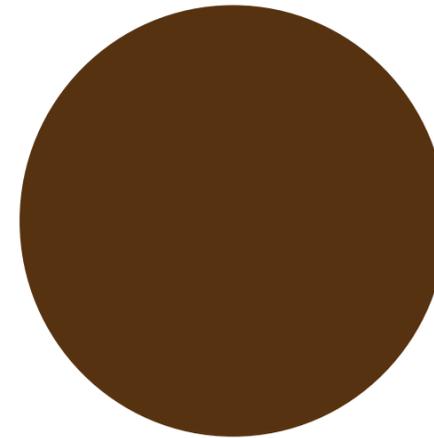
Developed in the 1930's, the phthalo blue pigment was valued for its long lasting color. This primary color is used mainly as a background.

pantone
2945 U

cmyk
100, 88, 36, 25

rgb
28, 51, 95

hex
#1c325e



TOBACCO

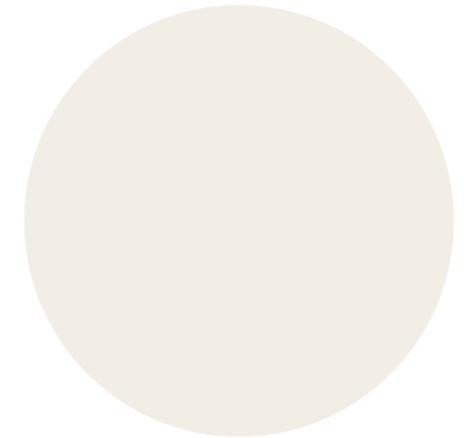
As a secondary color, tobacco may be used to mimic leather, conveying a rustic aesthetic.

pantone
175 U

cmyk
18, 57, 81, 71

rgb
87, 50, 16

hex
#57310f



COTTON

A pleasing, neutral color. Cotton is used as a secondary color in background and design motifs.

pantone
Warm Gray 1 U (75%)

cmyk
4, 4, 8, 0

rgb
242, 238, 230

hex
#f2eee6

TYPOGRAPHY

Aa

HARRIET DISPLAY BOLD

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Rr Ss Tt Uu Vv
Ww Xx Yy Zz
&1234567890**

HEADLINE FONT

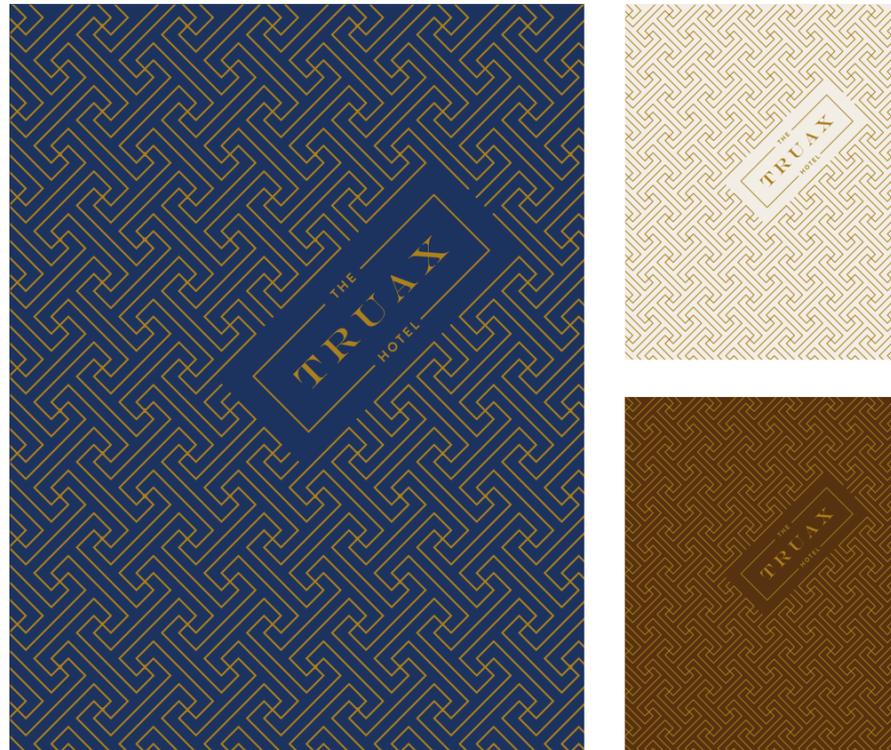
Aa

BASKERVILLE

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Rr Ss Tt Uu Vv
Ww Xx Yy Zz
&1234567890

BODY FONT

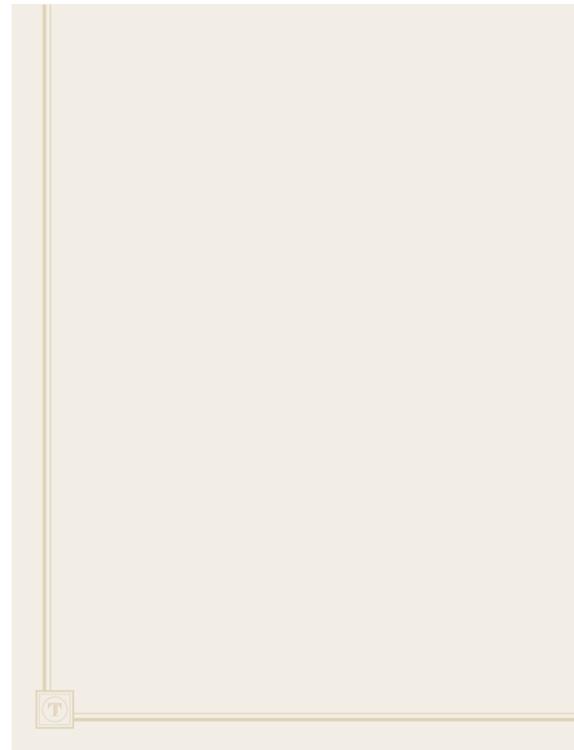
BRAND MOTIFS



PATTERN

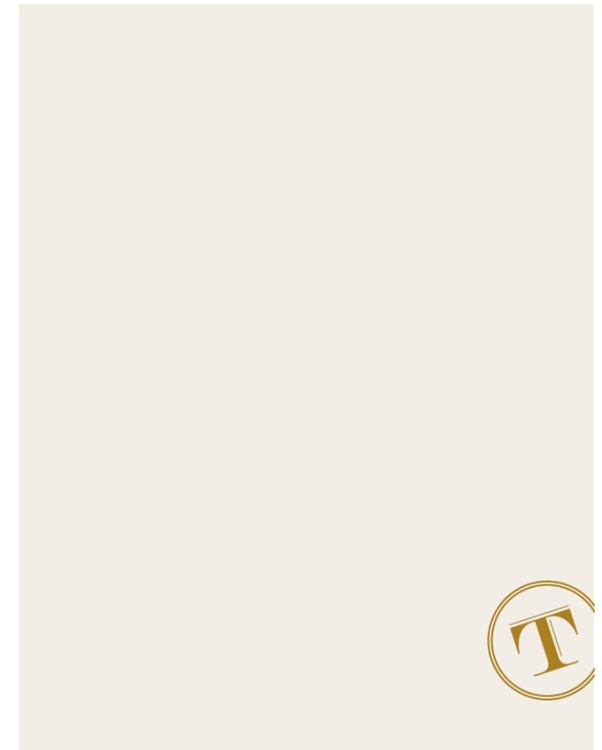
The Truax Hotel pattern is a gold design of interlocking “T” and “H” shapes. The pattern must always be used as gold, but primary over phthalo blue. The pattern may be used in some instances over the cotton or tobacco brand colors.

The pattern may or may not incorporate the primary logo. If the primary logo is incorporated, this will be the only instance the logo is used at an angle.



BORDER

The Truax border is used as a supporting brand motif with the “T” seal logo. The border is used as gold, but always scaled back to 25%.



TRUAX SEAL *(secondary logo)*

The secondary logo also doubles as The Truax Hotel seal, a supporting brand motif. Must always be used as gold and may be placed at an angle.

creative



M E S S A G I N G

TONALITY

Located in the heart of Old Town, The Truax Hotel represents a true microcosm of the Temecula area. Guests who choose The Truax Hotel are looking for more than simply a hotel, they are seeking a whole destination experience.

Therefore, messaging should highlight the idea that The Truax Hotel is a new, exciting place from which to enjoy all of Temecula's natural splendors and activities. Copy should speak to the property's points of difference and reference the unique area experience.

Reflecting our spirit of casual luxury, The Truax Hotel voice is sophisticated, yet approachable and engaging.

Sample Headlines:

This is the New Old Town.

The New Heartbeat of an Old Town.

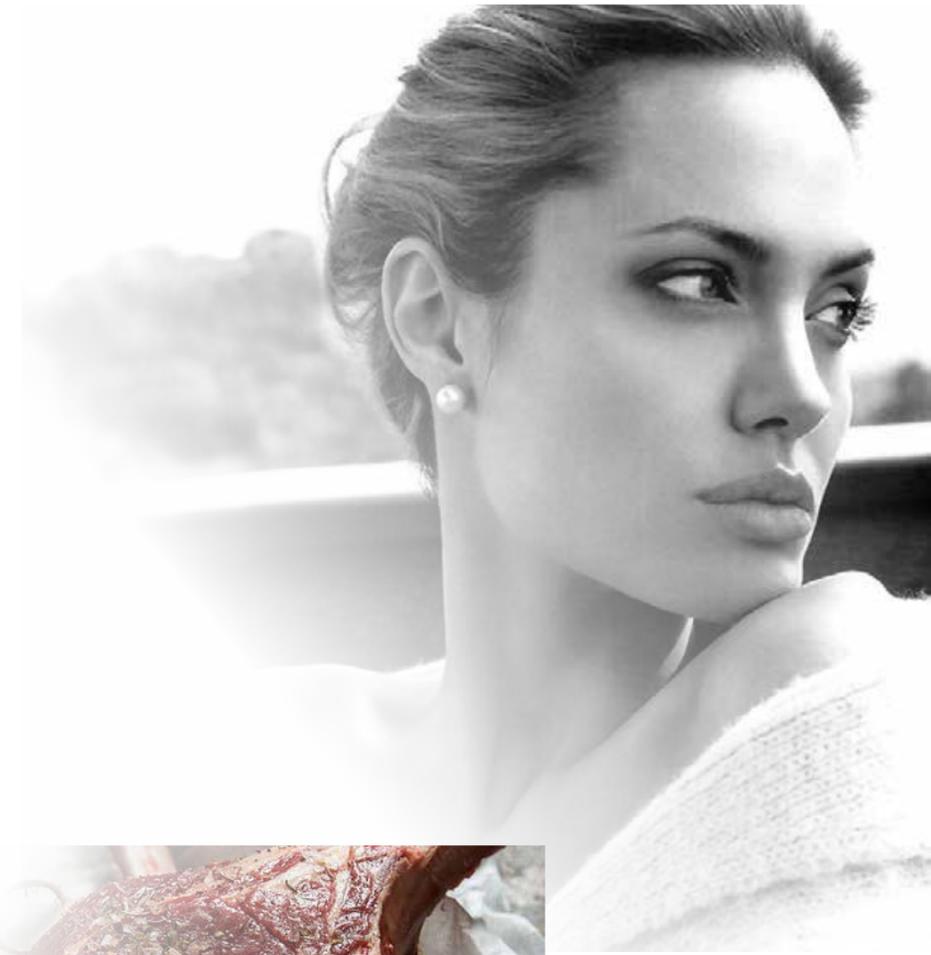


*March to the beat
of your own drum.*

Luxurious & rugged.



*Old
meets
new.*



Spirit & soul.



PHOTOGRAPHY STYLE

The Truax Hotel brand photography consists of artistically shot imagery that:

Evokes feelings of nostalgia

Showcases the region and connects it with the present

Speaks to the dualities of the hotel – old meets new, rural meets urban, rugged meets refined



visual



APPLICATION



1

Welcome to The

TRUAX HOTEL

—

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Maecenas porta et mauris
nec finibus. Curabitur varius leo at enim
luctus, at luctus odio imperdiet. Cras
viverra venenatis suscipit. Vivamus id
neque tellus. Nullam venenatis dui at est
pellentesque, at cursus arcu tristique. Etiam
auctor pellentesque maximus. Aliquam con-
vallis fringilla nunc.

T





THE
TRUAX
HOTEL

DEAR JOHN DOE,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget madssa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maccenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget madssa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Regards,
First and Last Name

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