



# Brand Identity Guidelines





Brand Overview

*PLEASE ALLOW ME TO INTRODUCE MYSELF...*



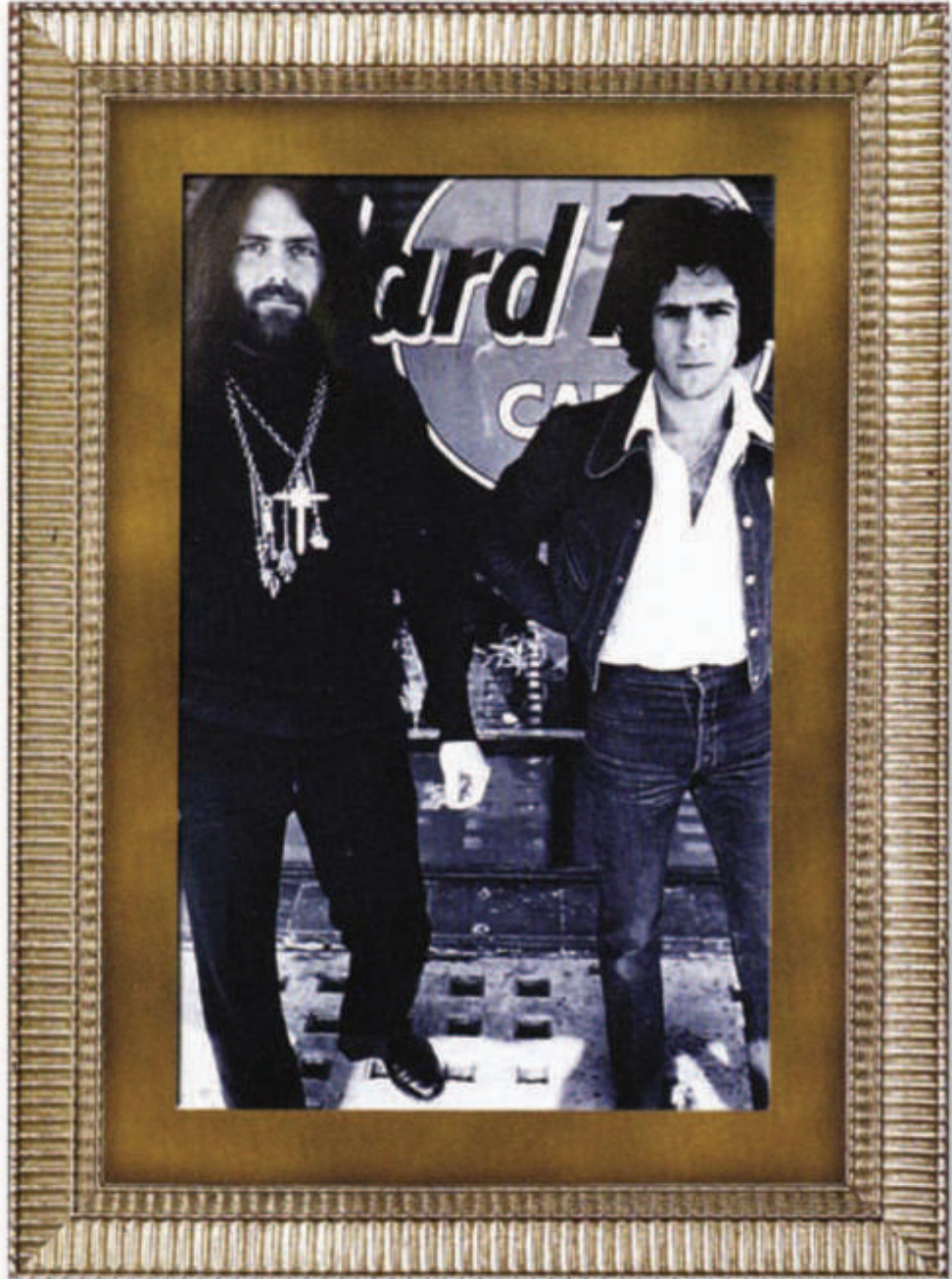
# Brand History

## **SOUL**

In 1971 two shaggy-haired Yanks, Isaac Tigrett and Peter Morton, opened an American diner in an old Rolls Royce dealership in London. It had nothing to do with market studios or target audiences. It didn't even have anything to do with memorabilia. That was just a goof: Clapton wants to save his favorite table - sure, we'll put the guitar on the wall.

What the hell.

And of course, it worked, beyond anyone's wildest imagining. And most amazing, it's still working, more than 30 years later, in cafes, hotels, casinos, and beyond, all over the world.



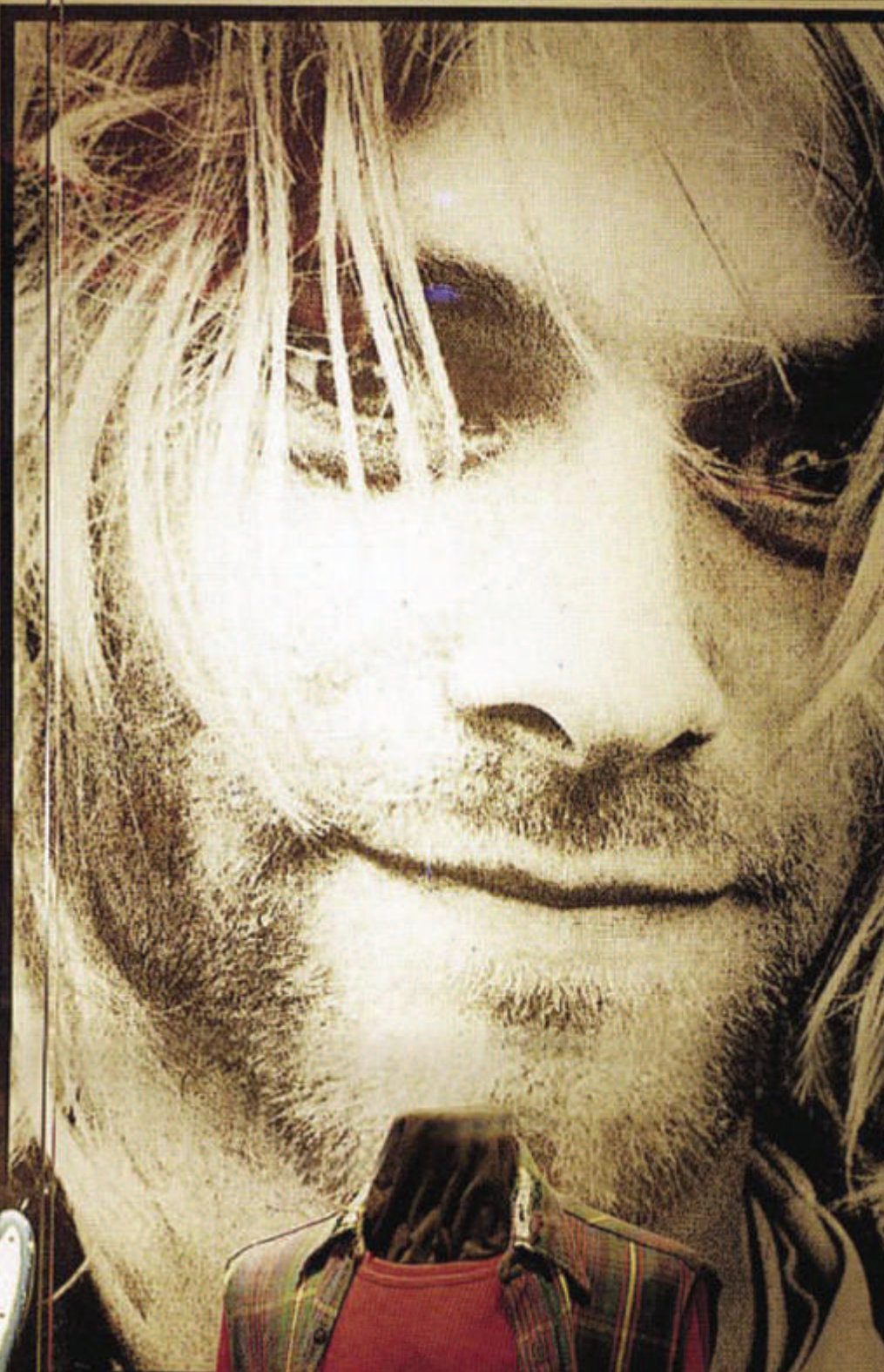
# Brand History

## **MEMORABILIA**

That starts with the world's greatest rock collection — kicked off with a Fender Lead II from Eric Clapton and a Les Paul from rival Pete Townshend. A collection that now numbers 68,000 items, from Buddy Holly's Boy Scout handbook to the Beatles' Magical Mystery Tour bus to Madonna's bra. A collection that is astonishingly deep and 100% jaw-droppingly real.

A collection that already says a lot about Hard Rock and its hallowed place in the history of rock 'n' roll — and the affections of rock's legion of lifelong fans.

But it's not just about music or musicians or music stuff. It's as much about the essence of rock. What rock is underneath.



I hate  
ant to  
KUR



# Guideline #1

Authentic.  
Passionate.  
Irreverent.  
Unpredictable.  
Democratic.

That's what rock is.

And, in the first and foremost of all brand identity guidelines, that's what Hard Rock should be. Whether it's a Hard Rock Cafe, Hotel, Casino, Bar, Intergalactic Bus Station, or the Hard Rock company as a whole.

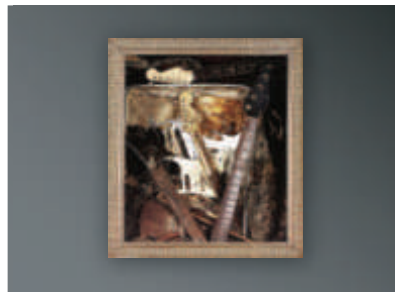
That's the first and broadest filter that should be applied to our branding efforts.

But the devil, as they say, is in the details. So the rest of this binder focuses on a narrower set of guidelines related to our look, our visual identity.

In either case, the goal (like the song) remains the same: to ensure that we preserve and enhance our most precious asset, the Hard Rock brand.



ROCK IS ...



PASSIONATE



IRREVERENT



UNPREDICTABLE



DEMOCRATIC



# Origins

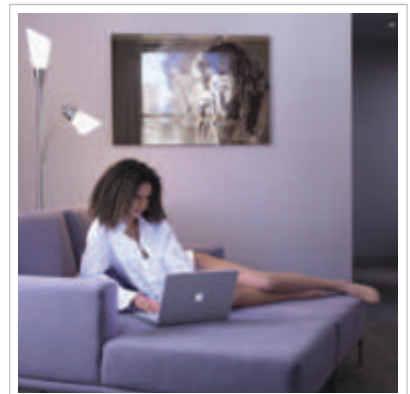
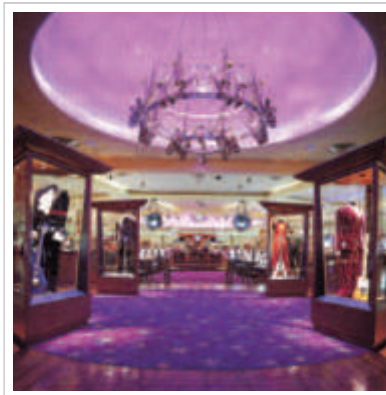
From day one, more than three decades ago, Hard Rock had a look.

It had a lot to do with the cool old building the first Cafe occupied – the famous former Rolls Royce dealership – and a lot to do with all the cool old theaters, music halls and Masonic Lodges that rock 'n' roll had occupied around the world – places like Hammersmith Odeon in London and the Fillmore in San Francisco.

And this tradition continues with our hotel and casino properties, as we strive to deliver different products for the varied aspects of our consumers' lives. Whether it is a decadent weekend with that special someone or a power negotiation with a client.... we want to extend their experience beyond a meal, offering them a refuge to get away, play and yeah...even get some work done when necessary.

High expectations guided Hard Rock's quest to offer high-end hotels and casinos... From our desire to bring "Hotel California" to a reality in Orlando, to create a contradiction in a Chicago landmark with contemporary style and music, to give artists an escape in San Diego that allows them to test their creativity, or boldly enter Europe on the perimeter of one of Madrid's busiest Plazas....

Hard Rock Hotels and Casinos.....delivering style and substance that rock.





Logo, Identity & Typography

# Identity

Even in an organization that loudly celebrates its diversity and unpredictability, it's still important to recognize what we have in common, where we all come together.

The logo, as it says in our Brand Book (and as that marketing genius, Jimi Hendrix, said first), is our "freak flag." It is the visual symbol of what the company and its employees stand for.

It's the instantly recognizable shorthand for our brand and all its properties and manifestations all over the world and online. It's a powerful beacon that, as long as we maintain the quality of our "product," guides customers in to do business with us.

That is why it is critically important that the logo be visually striking, consistent, and well-designed.



# Hotel

Unique identity art has been created for a variety of situations, including variations for different printing techniques, as well as on-screen (RGB) uses.

Note that each of the multi-colored marks also includes an “OBLK” version for use over black backgrounds only.

The one-color art should be used for one-color printing – such as desktop black-and-white printers and traditional one-color lithography – but it may also be used when preferred stylistically. The one-color art can assume different colors from within the broader Hard Rock color palette.

As with all the logos, there is also a simplified version, without the drop-shadow, for low-resolution and three-dimensional applications.



## ONE-COLOR ART



## SPOT-COLOR ART



## RGB / ON-SCREEN ART



## LOW-RES / DIMENSIONAL ART



# Casino

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As with all the logos, there is also a simplified version, without the drop-shadow, for low-resolution and three-dimensional applications.



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## ONE-COLOR ART



1-color version



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## SPOT-COLOR ART



3-color version



2-color version

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## RGB / ON-SCREEN ART



on-screen version

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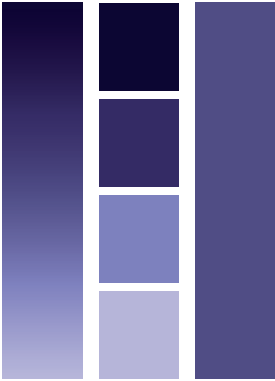
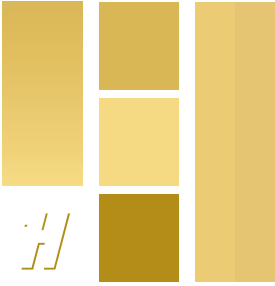

## LOW-RES / DIMENSIONAL ART



“low” version

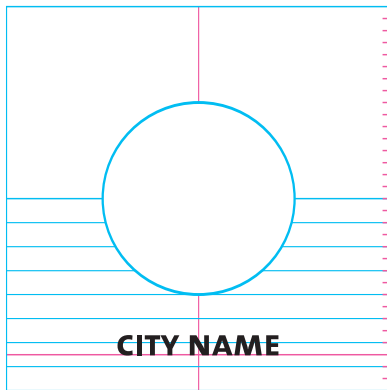


# Logo Color Palette

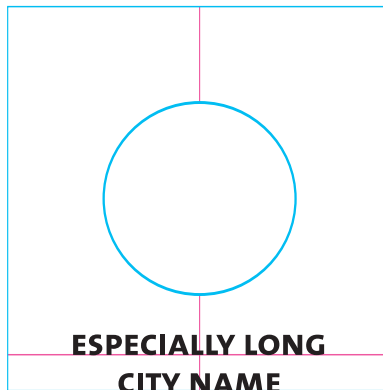
	CMYK	SPOT COATED	SPOT UNCOATED	RGB
	76 78 0 82	—	—	34 17 51
	76 78 0 47	PMS 668C	PMS 268U	51 17 85
	54 49 0 0	—	—	136 102 87
	27 25 0 0	—	—	187 170 221
	0 15 72 17	PMS 117C 60% PANTONE 9-3C *	PMS 110U 60% PANTONE 6-3U *	221 187 51
	0 9 56 4	—	—	238 221 102
	0 23 93 34	—	—	170 136 17
	60 50 50 100 Rich black	—	—	0 0 0

\* Whenever possible, replace the screened PMS color with a solid custom color mix to match the Pantone process color given

# Logos and city names



CITY NAMES SHOULD BE CENTERED INSIDE THE BOUNDING BOX AND SPACED FROM THE CENTER OF THE LOGO CIRCLE AS SHOWN ON THE DIAGRAM (RAISED 3/32 OF THE BOX HEIGHT BOX FROM THE BOTTOM OF THE BOUNDING BOX).



CITY NAME POINT SIZE IS 10% OF THE BOUNDING BOX SIZE  
 EG: 144 PT BOUNDING BOX (72 PT CIRCLE)  
 CITY NAME = 14.4 PT

USE SAME LEADING AS POINT SIZE  
 EG: 14 PT TYPE OVER 14 PT LEADING

Set city names in TheSans Bold Caps font, but type lowercase letters (in order to achieve a true small caps look). Never use the small caps created automatically by some page-layout software.



# The Tattoo

Tattoos embody many themes of the Rock generation—individuality, spirituality, passion and life experience. It's the mark of risk takers—those not afraid of the permanency of commitment.

The Tattoo is our brand's rite of passage to the global tribe of rock. It serves as the cornerstone of our identity and is also the unifying element across our hotel brands. It's a symbol of commitment to our guests. It's edgy, tribal, organic—showcased in a contemporary, sophisticated manner.

We are proud of our Tattoo, but we don't flaunt it. It is intended to be a subtle branding element. For this reason, the Tattoo is never to be used in a way to overshadow the logo, photography or message. The Tattoo is meant to be seen through the shirt of the brand— to peek out from the waistline or sleeves.

So keep it sexy. Keep it mysterious. But above all, keep it subtle.

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The Tattoo's primary application should be a flood gloss aqueous coating over the solid Black with spot dull Strike-Thru varnish for the background. This special process should be used to produce the Tattoo whenever possible.

In cases where aqueous cannot be applied, the Tattoo should be a spot gloss varnish over the solid Black with a spot dull varnish for the background. The varnishes should be printed off line (or dry trapped).

In cases where neither the aqueous or the varnishes can be applied, the Tattoo is to be used as a low contrast, monochromatic accent—same color on color aesthetic.

The Tattoo is never to be used in a way that compromises it's subtlety or integrity.

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There are going to be exceptions. But they should be rare, well-motivated and thoroughly thought through. And they should be approved by Creative Services in Orlando.



## AQUEOUS

2C + AQ + V: 100% BLACK, DOUBLE HIT/SPOT DULL STRIKE-THRU VARNISH/FLOOD GLOSS AQUEOUS

4C + AQ + V: 60 50 50 100 RICH BLACK/SPOT DULL STRIKE-THRU VARNISH/FLOOD GLOSS AQUEOUS

## VARNISH (PRINT VARNISHES OFF LINE OR DRY TRAP)

2C + 2V: 100% BLACK, DOUBLE HIT/SPOT GLOSS VARNISH/SPOT DULL VARNISH

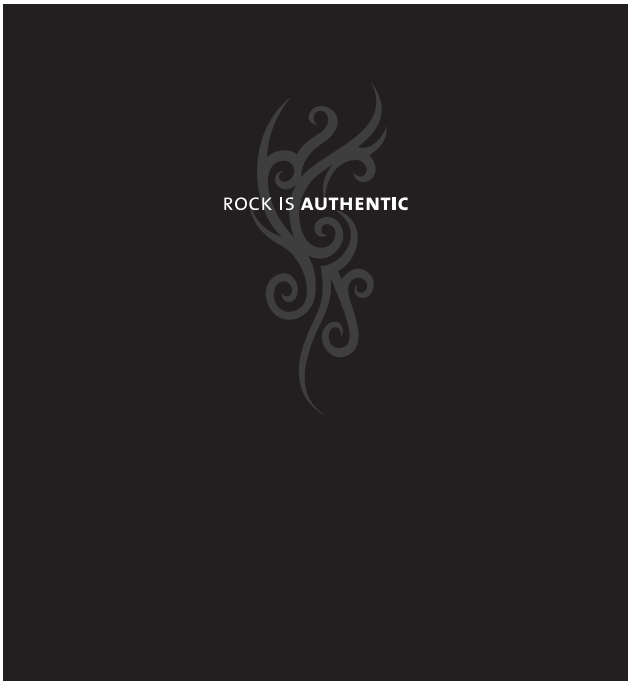
4C + 2V: 60 50 50 100 RICH BLACK/SPOT GLOSS VARNISH/SPOT DULL VARNISH

## NO VARNISH

2C: 90% BLACK TATTOO OVER 100% BLACK

4C: 90% BLACK TATTOO OVER 60 50 50 100 RICH BLACK





# Type

The official Hard Rock Hotel font is TheSans (yes, the words are run together).

Within this font family is an unusually wide variety of letterforms. Bold versions, light versions, italicized versions, and many more.

A few details on how to achieve type styles:

## ALL CAPS

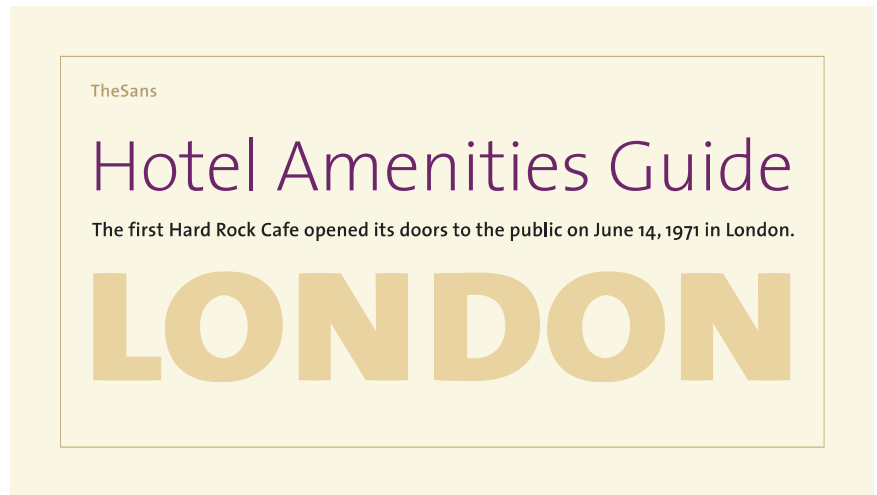
The “all-caps” type style presented here and elsewhere in the guidelines is actually small caps. So remember not to type all upper-case for all-caps. Use TheSans *Caps* font (in the weight you prefer), but type lower-case characters.

## BODY COPY

The base type specification for running text is Semi Light, at a size of 8.5 pt with 12 pt leading.

## LONG COPY

TheSans works better for long sections of text. Which is why, for example, it’s used in the Hard Rock Brand Book.



A few samples from the font family

The Sans - Plain & Caps

abcdefghijklmnopqrstuvwxyz | 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Sans - Italic & CapsItalic

abcdefghijklmnopqrstuvwxyz | 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Sans SemiBold - Plain & Caps

abcdefghijklmnopqrstuvwxyz | 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Sans SemiBold - Italic & CapsItalic

abcdefghijklmnopqrstuvwxyz | 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Sans Bold - Plain & Caps

abcdefghijklmnopqrstuvwxyz | 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Sans Bold - Italic & CapsItalic

abcdefghijklmnopqrstuvwxyz | 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Sans Bold - Plain & Caps

abcdefghijklmnopqrstuvwxyz | 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Color

## Color - Primary

Black is the sum of all colors. It has the richness and depth of all colors combined. It's sleek, sophisticated, modern and chic. It is the antithesis of white, yet is as clean, neutral and absolute. It's timeless—like a black cocktail dress or tuxedo. It's rebellious—like a weathered leather jacket. It's sexy. It's mysterious. It's exotic. Everything looks good in Black.

**Black is the *primary* color defining the Hotel Brand.**

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PRINT: 100% BLACK

OR CMYK: 60 50 50 100 RICH BLACK

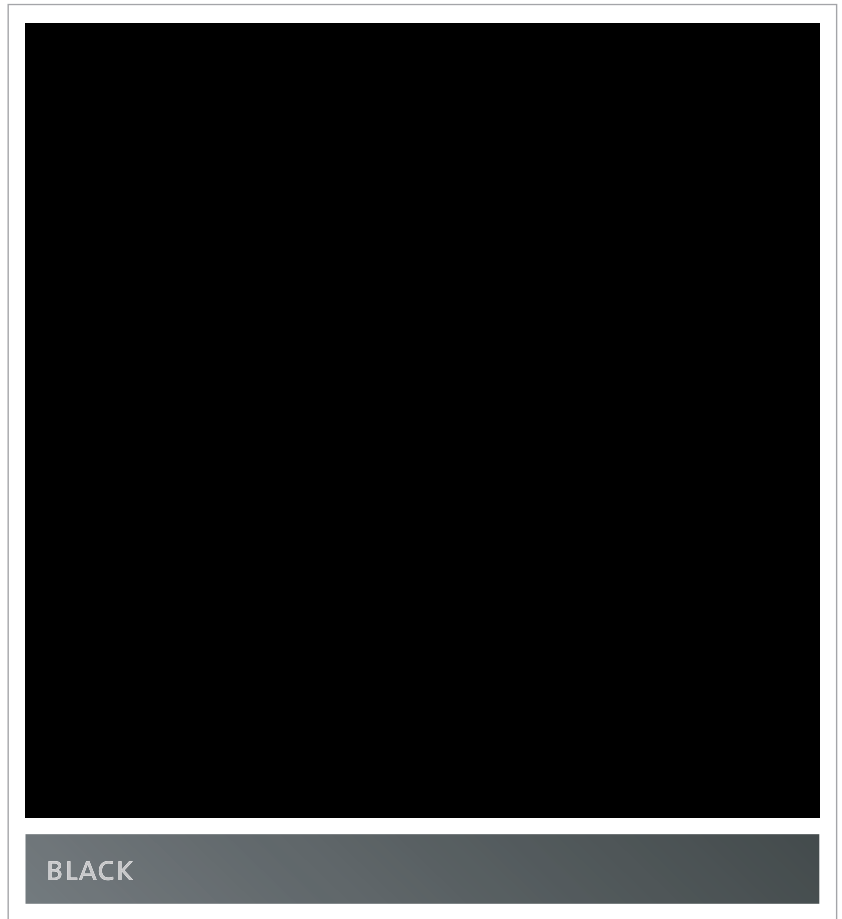
RGB: 1 0 3

HEX#: 010003

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Double hits of 100% black retains it's consistency more so than rich black, which has a tendency to vary due to magenta.

Keep this in mind when producing booklets, oversize pieces—long press runs, etc.



## Color Palette

Keying off the colors of the logo palette, as well as the rich hues found in the interiors and exteriors of our properties worldwide, the hotel palette is a blend of contemporary, regal, vibrant and classic colors.

Black is the primary color for the brand. The accent colors are to be used as a supplement to black.

In cases where a *predominant* accent color is needed (as a supplement to black), we offer *suggestions* on the following pages of which accent color best fits a property based on their unique characteristics.

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There are going to be exceptions. Using colors that deviate from the designated Hotel color palette may be acceptable in one-off applications—ie: invitations, specialty promo items, etc. These instances should be rare, well-motivated and thoroughly thought through. And they should be approved by Creative Services in Orlando.



## Accent Color

Sidewalks, steam grates, industrial beams—a dry martini, a businessman's laptop, the chrome fender of a Bentley.

Inspired by these attributes, Gray is the *preferred primary accent* color for the Urban Hotel Brand.



PRINT: PMS COOL GRAY 5  
OR CMYK: 0 0 0 29  
OR PMS METALLIC SILVER 877  
OR MATCHING FOIL

RGB: 189 191 193

HEX#: BDBFC1

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The accent color can be applied on the back of key cards (if the front is black), to call out a word or phrase in headlines, as a stroke or keyline in your design. It should be a complement to black in all ad/marketing and in-room collateral—ie: brochures, sales kits, print campaigns, web sites, email blasts, etc.

There are going to be exceptions. Using colors that deviate from the designated Hotel color palette may be acceptable in one-off applications—ie: invitations, specialty promo items, etc. These instances should be rare, well-motivated and thoroughly thought through. And they should be approved by Creative Services in Orlando.

## Accent Color

From sunsets, swimsuits, beach towels and umbrellas, tropical cocktails, exotic flowers to purple mountains, snowboards and ski suits.

Inspired by these attributes, Purple is the *preferred primary accent color* for the Resort Hotel Brand.



PRINT: **PMS 668**

OR **CMYK: 65 64 0 30**

OR **PMS METALLIC PURPLE 8803**

OR **MATCHING FOIL**

RGB: **66 450 111**

HEX#: **42326F**

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The accent color can be applied on the back of key cards (if the front is black), to call out a word or phrase in headlines, as a stroke or keyline in your design. It should be a complement to black in all ad/marketing and in-room collateral—ie: brochures, sales kits, print campaigns, web sites, email blasts, etc.

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## Accent Color

Gold chips, roulette wheels, slot machines, high rollers, scotch on the rocks, VIP gold cards.

Inspired by these attributes, Gold is the *preferred primary accent* color for the Casino Hotel Brand.



PRINT: PMS 117  
OR CMYK: 0 15 72 17  
OR PMS METALLIC GOLD 871  
OR MATCHING FOIL

RGB: 207 181 93

HEX#: CFB55D

---

The accent color can be applied on the back of key cards (if the front is black), to call out a word or phrase in headlines, as a stroke or keyline in your design. It should be a complement to black in all ad/marketing and in-room collateral—ie: brochures, sales kits, print campaigns, web sites, email blasts, etc.

There are going to be exceptions. Using colors that deviate from the designated Hotel color palette may be acceptable in one-off applications—ie: invitations, specialty promo items, etc. These instances should be rare, well-motivated and thoroughly thought through. And they should be approved by Creative Services in Orlando.





Photography

# Photography

Guideline #1 probably offers the best direction when it comes to creating or selecting photos.

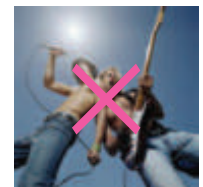
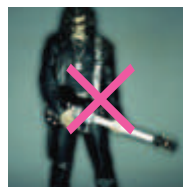
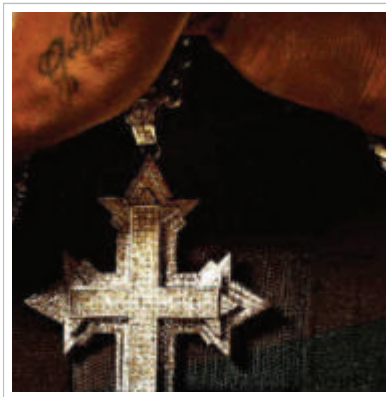
Is the shot authentic? Passionate? Irreverent? Unpredictable? Democratic? With particular attention to the first of those attributes.

Authentic means the shot isn't trying too hard to "sell," whether a product, a concept or an image. (And, generally, not trying too hard is the best "sales" technique of all.) Smiling, singing models ("Shiny, Happy People," REM called them) don't rock.

The band shot (that's Deerhoof, by the way) is certainly an orchestrated shot, but there is a natural grit in the details and, more importantly, it doesn't take itself too seriously.

The shots across the bottom of the page, on the other hand, come off as forced and phony, either because the concepts are clichés or the models are obviously models or they simply try too hard.

These examples are only provided as a guide. It is critical to negotiate rights for any commercial usage.

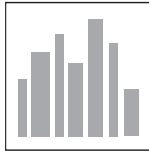


# Photography

In cases where property imagery is featured, the following are suggestions to best showcase these images.

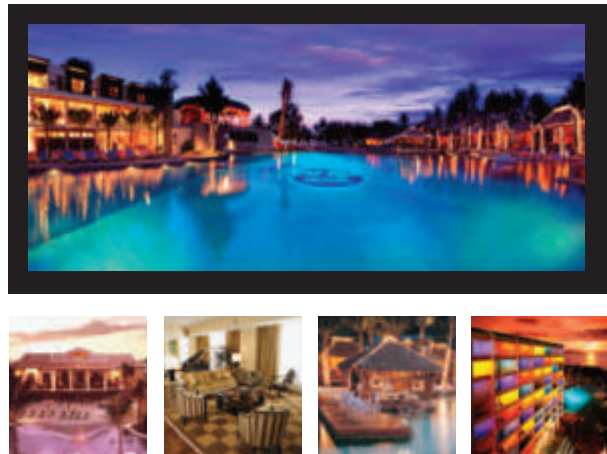
## URBAN

Impressive skylines, towering buildings—vertical lends itself to the architectural nature as well as consumer lifestyle (fast-paced, corporate ladder, upwardly mobile) of our Urban properties.



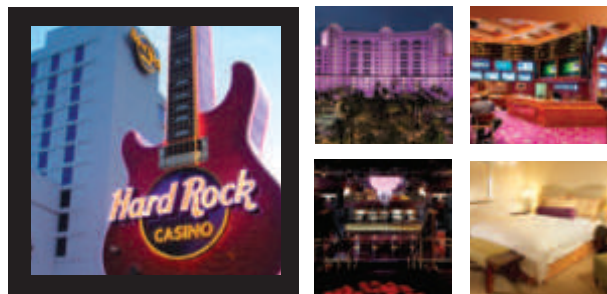
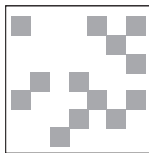
## RESORT

Picturesque horizons, olympic size pools, majestic mountain ranges, sprawling landscapes—horizontal lends itself to the panoramic nature as well as consumer lifestyle (lounging in hammocks, reclining on chaises, stretching out by the fireplace) of our Resort properties.



## CASINO

Six-sided dice, red and black bets, scattered gaming tables, unpredictable results—square lends itself to the structure of betting options as well as the consumer energy (emotional roller coaster, random patterns, sensory overload) of our Casino properties.





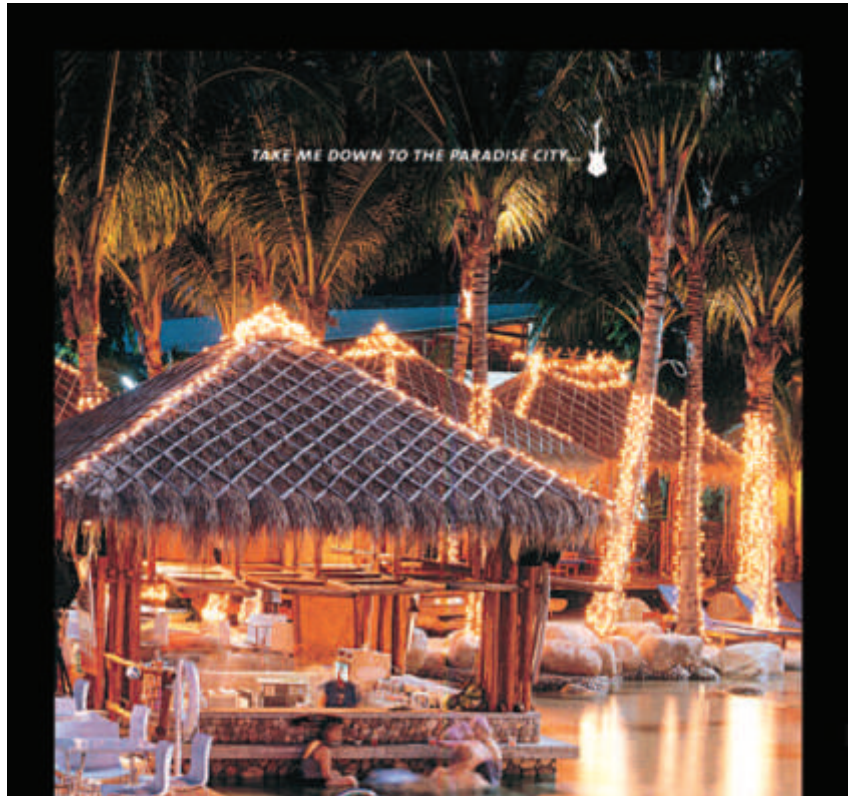
Musical References

## Musical Reference

Musical references may be used as an optional design element. The reference should be short, recognizable, well known and timeless—the consumer must identify with it immediately. It should also correlate to the message being conveyed.

Musical references should not be forced. If it feels right and fits the message - consider using it. However, musical references should be minimal and suggestive (i.e., the "less is more theory"). Any such reference should be just enough to make the imagery work for the consumer. When appropriate, give credit where credit is due.

Lastly, it is your responsibility to determine the legality of using song lyrics in your territory and it may be advisable to obtain advice from legal counsel.



## Accent Graphic (optional)

Yes, we're about music. As a complement in promotional and in-house materials, these (and only these) guitar shapes can be used.

But do not forgo subtlety. The guitar should never overshadow the logo, tattoo, photography or message. It is intended to be an optional, small, subtle accent graphic.





Recap

# Recap

SUMMARY OF DESIGN ELEMENTS AND AESTHETICS TO DIFFERENTIATE THE 3 DISTINCT HOTEL PROPERTY BRANDS.

The Urban brand design features a large black square on the left. To its right is the Hard Rock Hotel logo in a white box, with a decorative grey swirl pattern below it. Further right is a black header with the text "SOMETIMES I FEEL LIKE MY ONLY FRIEND, IS THE CITY I LIVE IN..." and a guitar icon. Below this are three images: a large night cityscape, a hotel room, and a smaller city building. A grey bar at the bottom contains the word "URBAN".

The Resort brand design features a large black square on the left. To its right is the Hard Rock Hotel logo in a white box, with a decorative grey swirl pattern below it. Further right is a black header with the text "TAKE ME DOWN TO THE PARADISE CITY..." and a guitar icon. Below this are four images: a large resort pool at night, a resort lobby, a resort room, and a resort bar. A purple bar at the bottom contains the word "RESORT".

The Casino brand design features a large black square on the left. To its right is the Hard Rock Casino logo in a white box, with a decorative grey swirl pattern below it. Further right is a large image of a red guitar with the Hard Rock Casino logo on it. To the right of the guitar is a black header with the text "AND THEY ROLL ROLL ROLL ME, THEY CALL ME THE TUMBLIN' DICE..." and a guitar icon. Below this are three images: a casino building at night, a casino floor, and a hotel room. A yellow bar at the bottom contains the word "CASINO".





Stationery Collateral

# Stationery Collateral

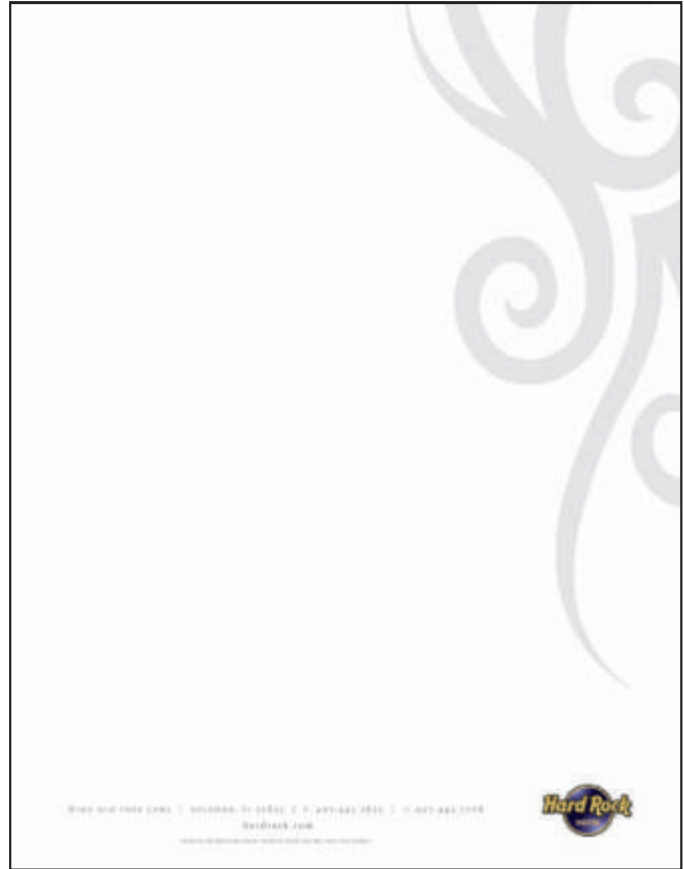
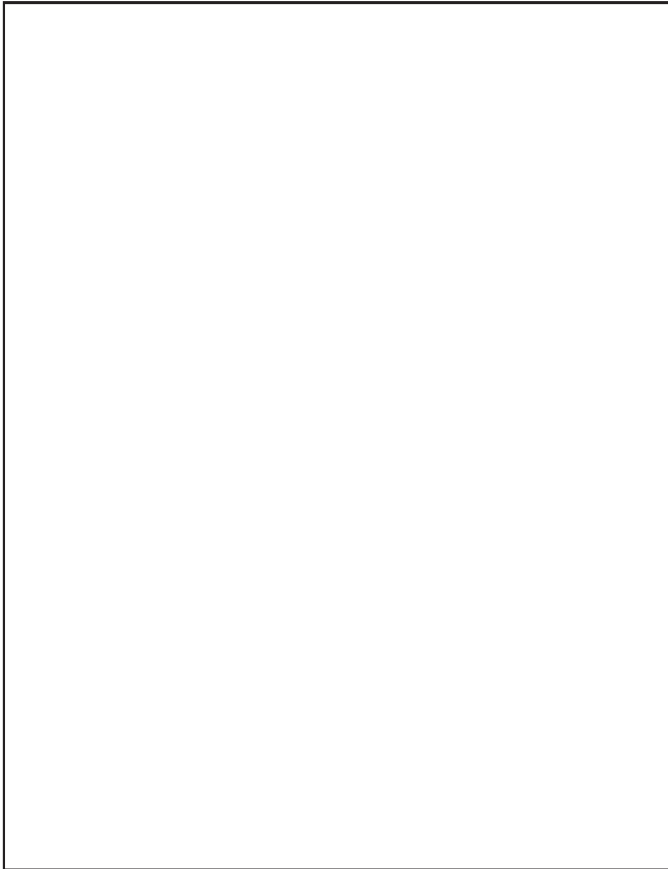
LETTERHEAD OPTION 1  
BLACK BACK / WHITE FRONT



All images are for placement only. Please contact Creative Services in Orlando for final art, samples and production specifications—ie: tattoo opacity percentages, varnish, paper stocks, etc.

# Stationery Collateral

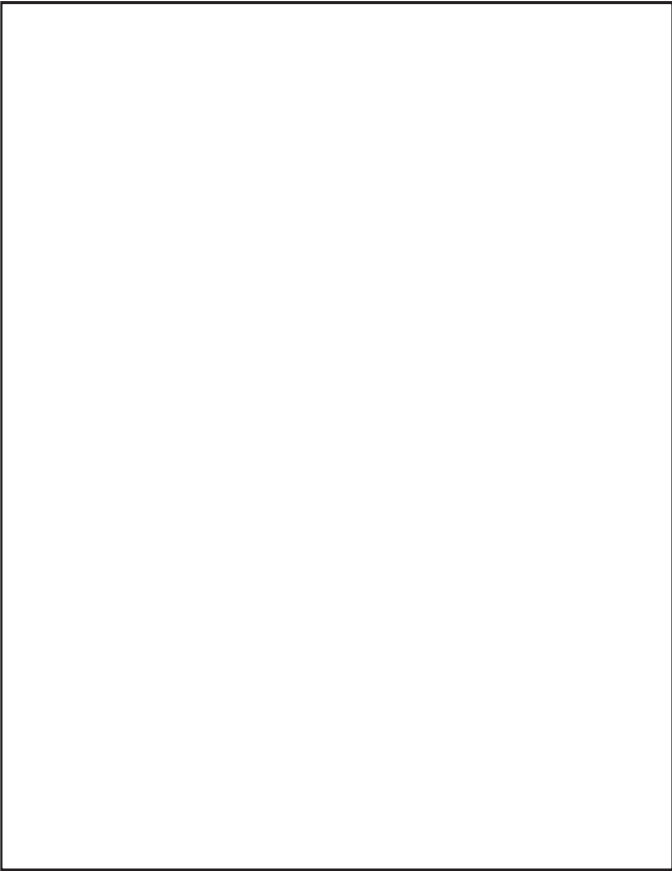
LETTERHEAD OPTION 2  
BLANK BACK / WHITE FRONT



All images are for placement only. Please contact Creative Services in Orlando for final art, samples and production specifications—ie: tattoo opacity percentages, varnish, paper stocks, etc.

# Stationery Collateral

LETTERHEAD 2ND SHEET  
BLANK BACK / WHITE FRONT



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# Stationery Collateral

## #10 ENVELOPE



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# Stationery Collateral

## BUSINESS CARD

BLACK BACK WITH SPOT GLOSS VARNISH TATTOO  
& DULL FLOOD VARNISH



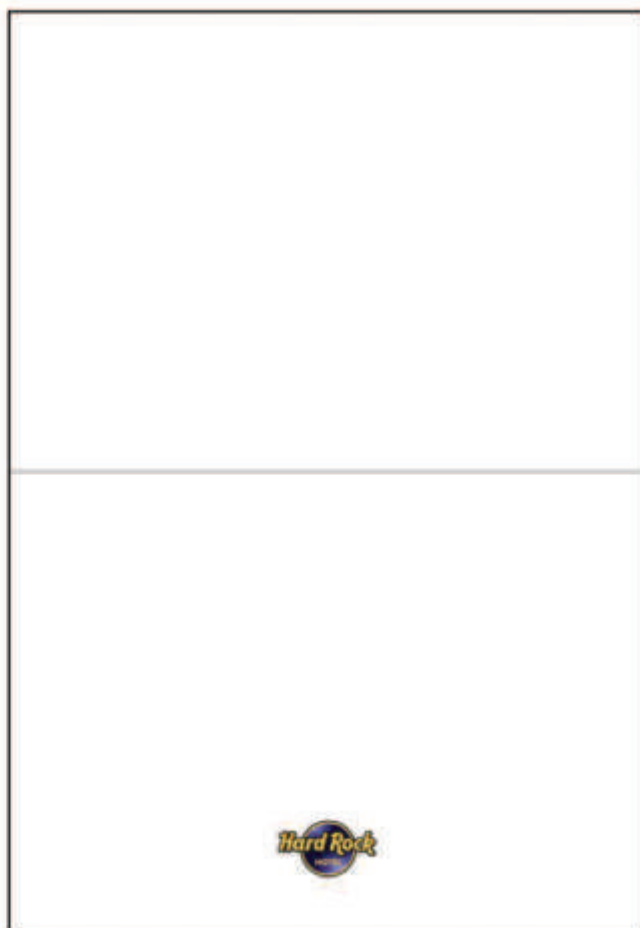
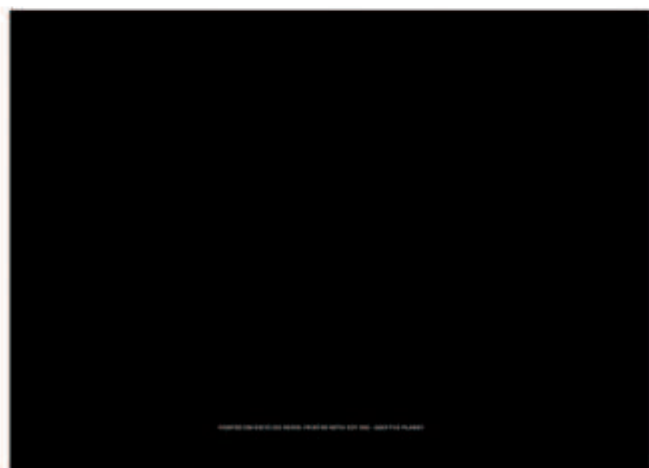
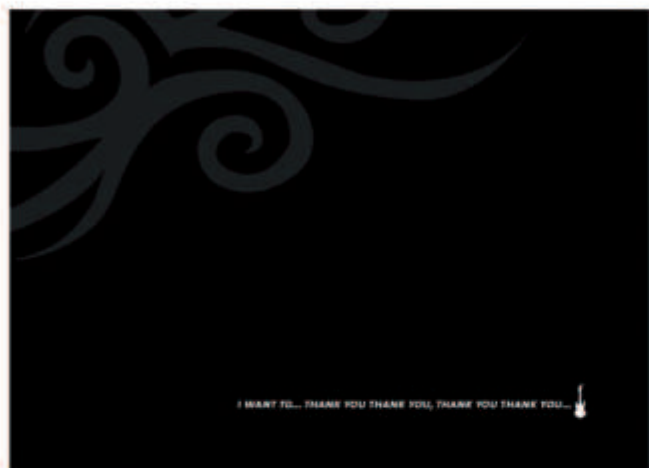
All images are for placement only. Please contact Creative Services in Orlando for final art, samples and production specifications—ie: tattoo opacity percentages, varnish, paper stocks, etc.

# Stationery Collateral

## NOTECARD

OUTER - BLACK WITH SPOT GLOSS VARNISH

TATTOO & DULL FLOOD VARNISH



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# Stationery Collateral

## NOTECARD ENVELOPE



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# Stationery Collateral

## PRESS KIT FOLDER

OUTSIDE - BLACK WITH SPOT GLOSS VARNISH

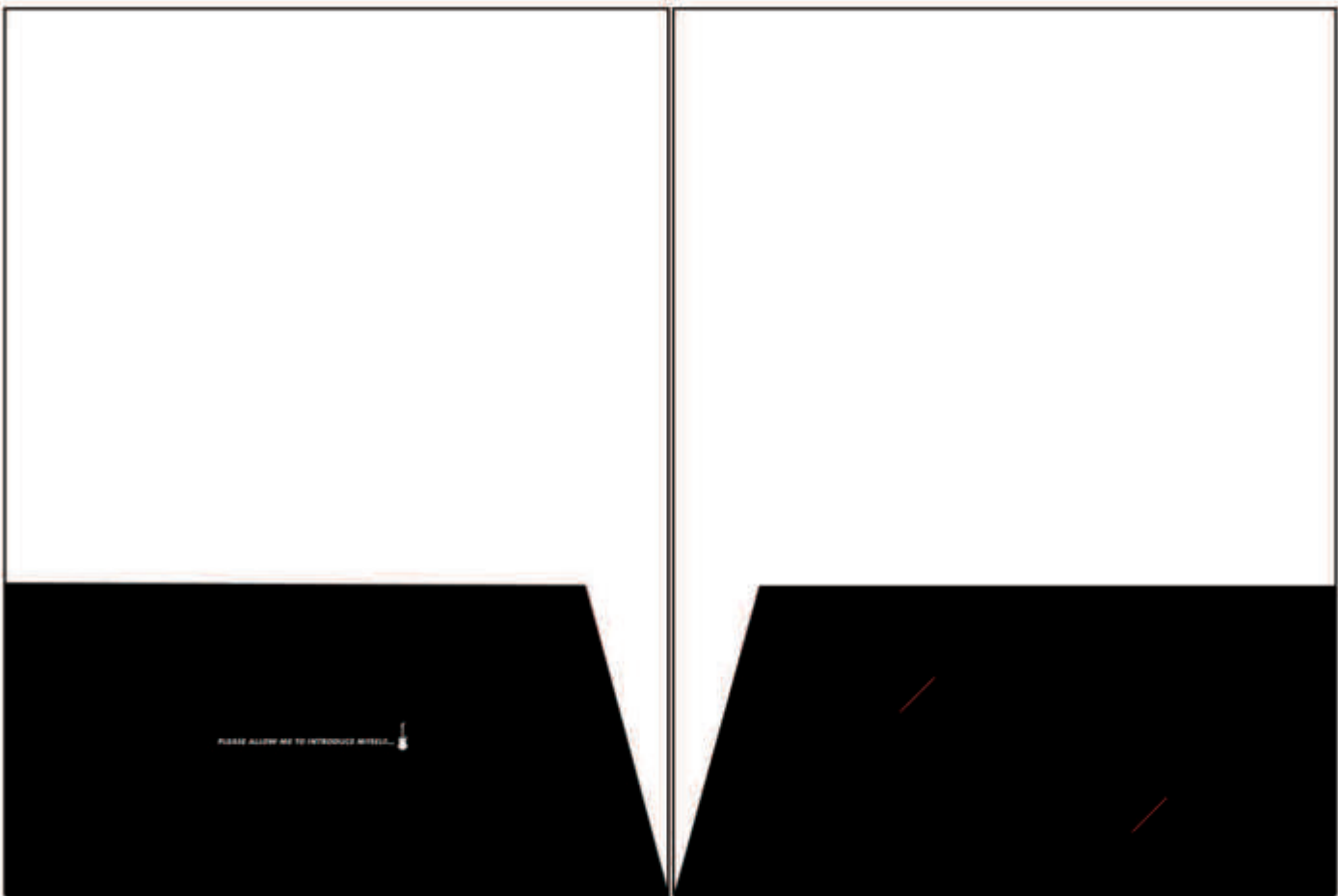
TATTOO & DULL FLOOD VARNISH



All images are for placement only. Please contact Creative Services in Orlando for final art, samples and production specifications—ie: tattoo opacity percentages, varnish, paper stocks, etc.

# Stationery Collateral

PRESS KIT FOLDER  
INSIDE



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# Stationery Collateral

## PRESS KIT ENVELOPE & LABEL

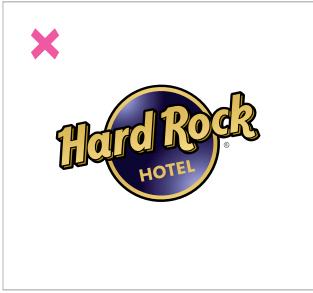


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Misusage & Exceptions

Not



Do not tilt the logo.



The logotype should not be used as a stand-alone mark. One exception: it can be used in signage with corporate approval.



The Logo colors are purple & gold. Do not deviate from those colors.



Do not distort the Tattoo.



Stay within the color palette & subtlety guides.

Do not create alternative identities for the Hard Rock Brand or any of the properties. Never create derivative marks for temporary programs or campaigns. Only Creative Services can create a new Hard Rock identity and (even then) only for a new property type (i.e., at the level of Cafe, Hotel, Casino, Live, etc.).

# Exceptions

Exceptions...

**ABSOLUTELY NOT...NEVER...**

WHAT?

**WHY?**

# Exceptions

An adaptation of the guidelines that makes sense in your market place...

Partnership directives and marketing opportunities that tweak the concept...

Interpretations of the guidelines that target a specific audience...

## ABSOLUTELY!

All we ask is that you run them by Creative Services in Orlando for two reasons: another eye to ensure the integrity of the brand's direction and we are looking for best practices.

For instance, environmental graphics and merchandise may require some level of flexibility with the logo, especially when it comes to clear space. Still, even within the exceptions, always try as much as possible to follow the guidelines and preserve the integrity of the core mark.

Bear in mind—if you are successful—you will have a direct effect on the other properties.

