

THE INN
AT UCLA

BRAND GUIDELINES

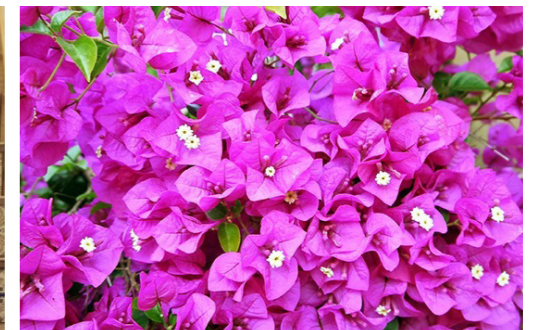
UCLA Administration
UCLA Housing and Hospitality

August 2024

ABOUT THE INN AT UCLA

Located on the prestigious UCLA campus, The Inn at UCLA (previously the UCLA Guest House) offers convenient accommodations and amenity services as an economy-midscale boutique hotel with 61 charming rooms. Some rooms are equipped with kitchenettes, rollaway beds and twin beds to accommodate diverse needs.

Featuring an elegant modern Spanish Mediterranean style, The Inn at UCLA is nestled within a green environment with beautiful bougainvillea flowers and trees.



AFFILIATION

The Inn at UCLA is one of the brands within the UCLA Hospitality Group, offering accommodations, conference/event venues and catering services. The Inn at UCLA provides convenient accommodations and amenities.

UCLA Hospitality



UCLA Conferences & Catering

LOGO AND MARK

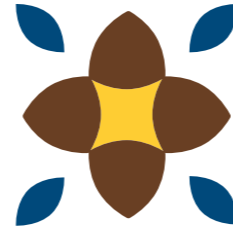
The primary logo consists of a logo mark and logo type arranged horizontally. The logo should be used in most instances.

The stacked logo is available and intended for use on large-scale (e.g.: outdoor signage) or square-shaped materials, as needed.

Avoid using at small sizes, as it can become illegible.

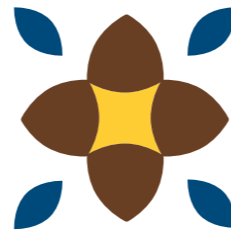
Do not re-create the logo.

Primary Logo



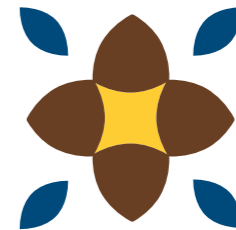
THE INN
AT UCLA

Stacked Logo



THE INN
AT UCLA

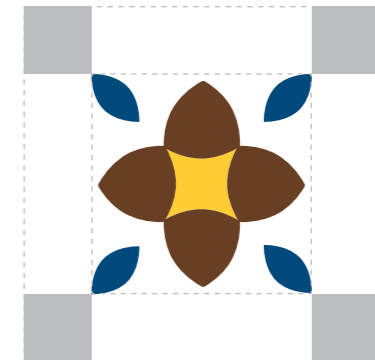
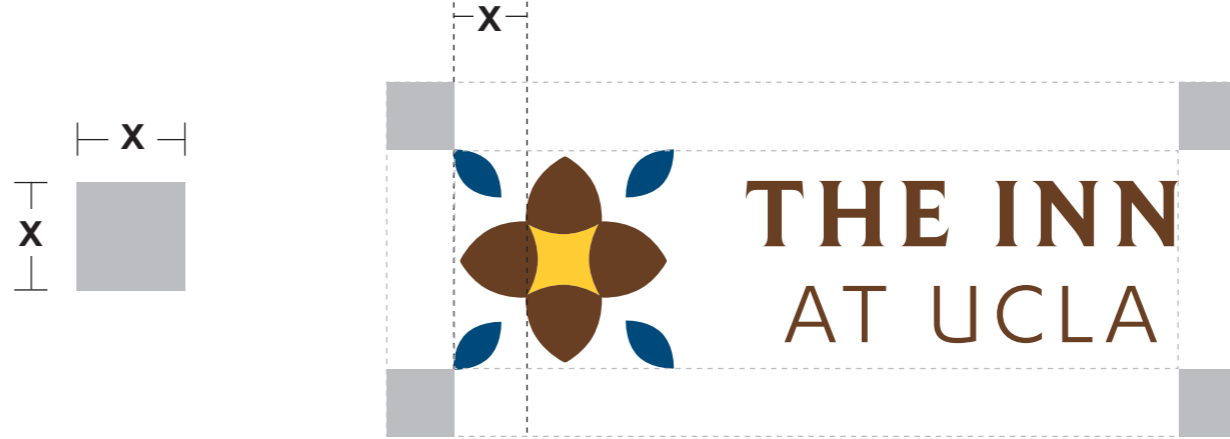
Logomark



LOGO CLEAR SPACE

The logo needs to be clearly recognizable and readable wherever it appears. Maintaining a clear space around the the logo helps ensure its visibility and impact.

Clear space is an area that is kept free from any other text, graphic elements or visual distractions.

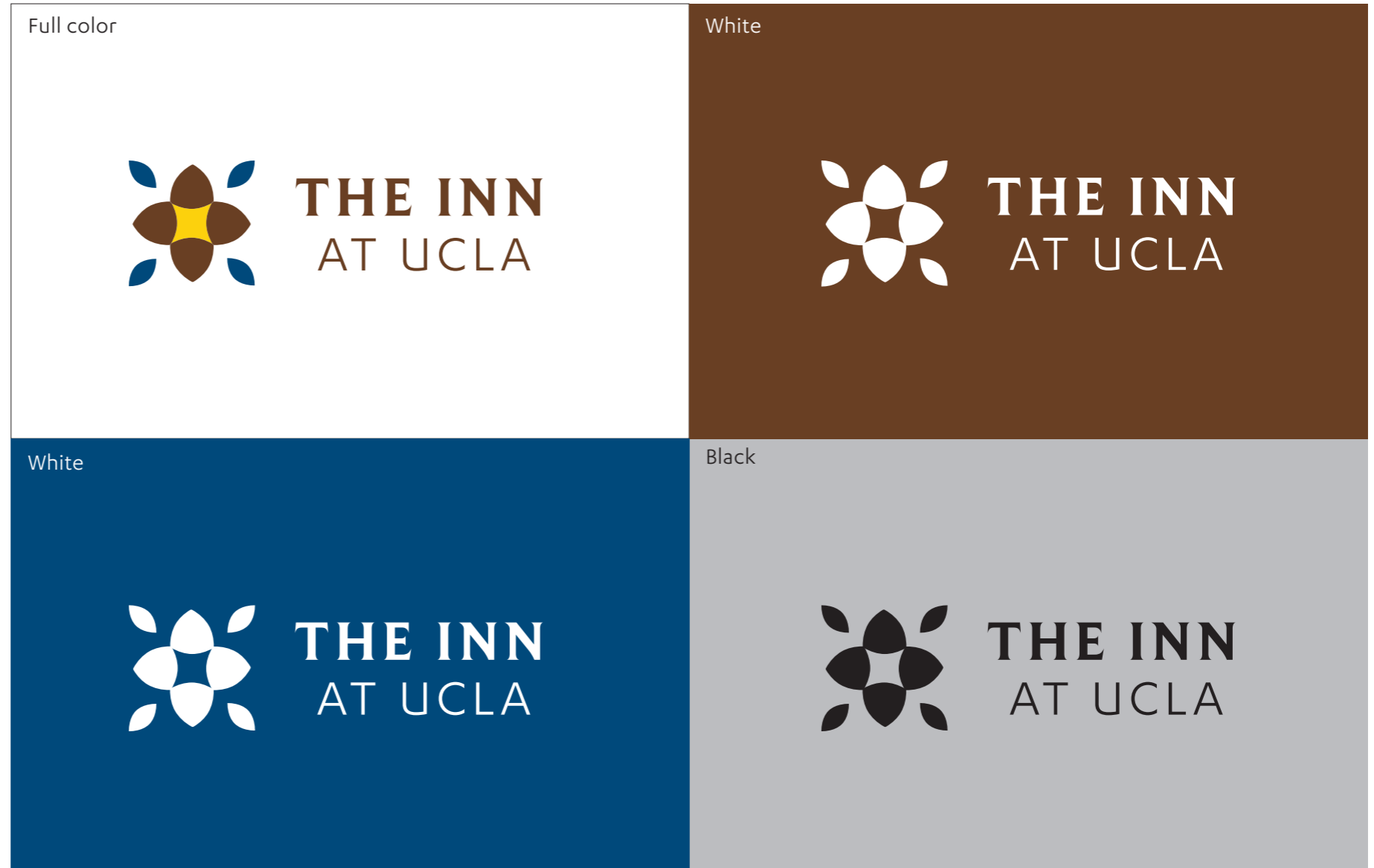


LOGO VARIATIONS

The full color logo is the primary logo. Use the full-color logo on white (or bright) backgrounds or where there is sufficient contrast.

The white version can be used on colored backgrounds or dark backgrounds.

The black version is acceptable on grayscale backgrounds or in exceptional cases.



LOGO USAGE

The logo needs to be clearly recognizable and readable wherever it is placed to maintain the brand identity.

Avoid misuse practices.



YES Do place the color logo on white or bright backgrounds.



YES Do place the white logo on dark backgrounds.



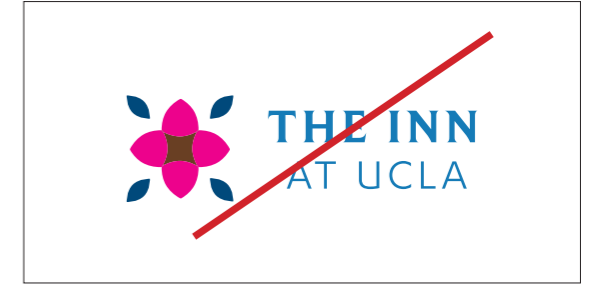
YES Do place the white logo on backgrounds with sufficient contrast.



No Do not twist (distort, stretch, or alter) the logo. Use it within the provided logo ratio.



No Do not apply effects. (e.g.: drop shadows, gradients, outlines, decorative edges, etc.)



No Do not change the color or apply color mix in the logo.



No Do not place the full-color logo over complex backgrounds.



No Do not rearrange the name and mark.



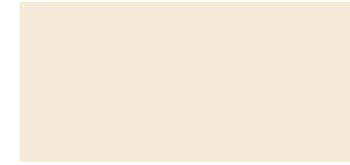
No Do not retype or recreate the logo.

COLORS

Ensure that all layouts and designs incorporate the primary colors.

Apply the secondary colors as accents, when necessary, ensuring proportional balance.

Primary Colors



NAME	Brown	Light Beige	White
PANTONE	Pantone 469 C	Pantone 9180 C	
CMYK	40-69-88-43	3-7-14-0	0-0-0-0
RGB	106-64-36	245-233-216	255-255-255
HEX	#6A3F24	#F5E9D8	#FFFFFF

Secondary Colors



NAME	Darker Blue	Dark Gray
PANTONE	7692C	BLACK 7C
CMYK	100-45-0-45	68-61-60-48
RGB	0-85-135	63-63-63
HEX	#005587	#3F3F3F

TYPOGRAPHY

Beaufort and Karbon are the primary typefaces.

If Beaufort and Karbon are unavailable in digital situations, use Helvetica (or Arial).

*NOTE: Beaufort Pro is available at fonts.adobe.com/fonts.

Beaufort

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Fonts: Regular, Bold, Italic

Use:

Headline, main title, or sub-headline (if needed)

Karbon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&*()

Fonts: Regular, Medium, Semi bold, Bold, Light, Italic

Use:

Body copy, credit lines

Restricted Web (or online, digital) Use

Helvetica (or Arial)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&*()

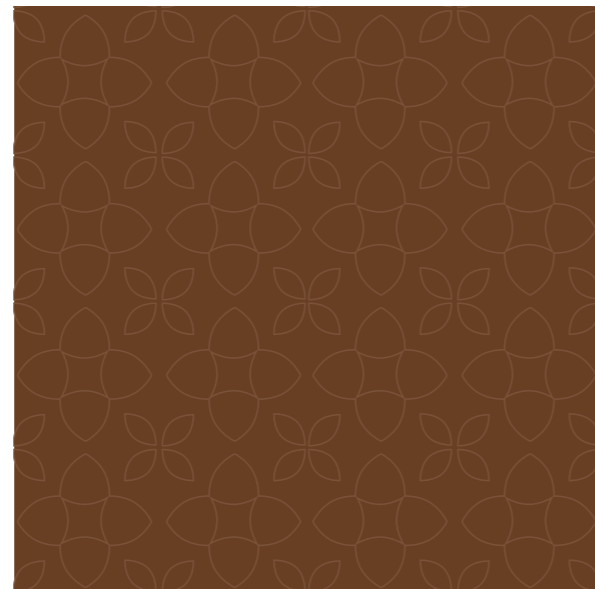
Fonts: Regular, Bold, Light, Italic

Use:

Body copy, CTA buttons, navigation menu, credit lines

GRAPHIC ELEMENTS: PATTERNS

The logo mark can be used to create visual elements (e.g. backgrounds) or patterns.



COPYWRITING

The copywriting style is crucial for maintaining consistent formatting and naming across all communication and branding channels. This unified approach not only ensures clarity but also enhances the brand identity.

Formal Name

- Always use the full name, The Inn at UCLA, with the “T” in “The” capitalized.
- It is acceptable to refer to The Inn at UCLA as “the property” or “the inn” when writing about it in general terms and to avoid repetitive overuse of the formal name.
 - Example 1: Parking is available three blocks north of the inn.
 - Example 2: Parking is available three blocks north of The Inn at UCLA.

Avoid Abbreviations

- Never use “TI”, “The Inn” or “UCLA Inn” externally or internally.
- Do not use @ to replace “at.”

PHOTOGRAPHY

Photography is integral to capturing the essence of The Inn at UCLA and conveying its identity. Photos (or images) should showcase the brand personality and create a welcoming atmosphere.

Photo (image) Categories

1. Architecture/exterior
2. Rooms and interiors
3. Food
4. Services or lifestyle

- Photos should be clean, clear and visually appealing.
- All photography should be in full color.
- Avoid using blurry images.
- Avoid photos that have unnatural coloring or effects.



Architecture/exterior: focusing on a building or property.



Rooms and Interiors: capturing a unique perspective.



Food: stylizing continental breakfast set or single items (toast, pastries, fruits, coffee, etc.).



Services or lifestyle: presenting a sense of welcome and showcasing services.

APPLICATIONS - PRINT 1



Stationery (notepad, business card)



Promo goods

APPLICATIONS - PRINT 2

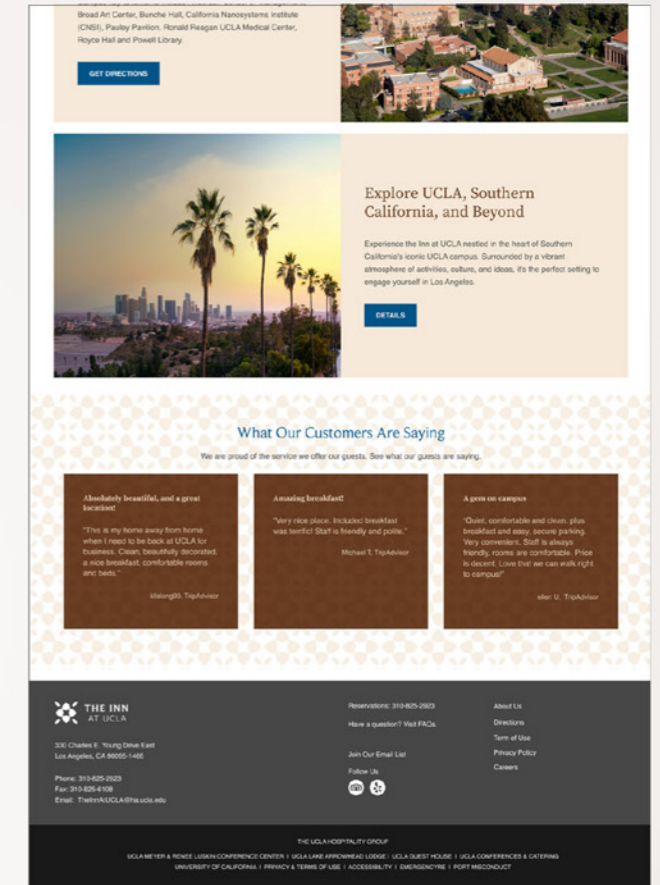
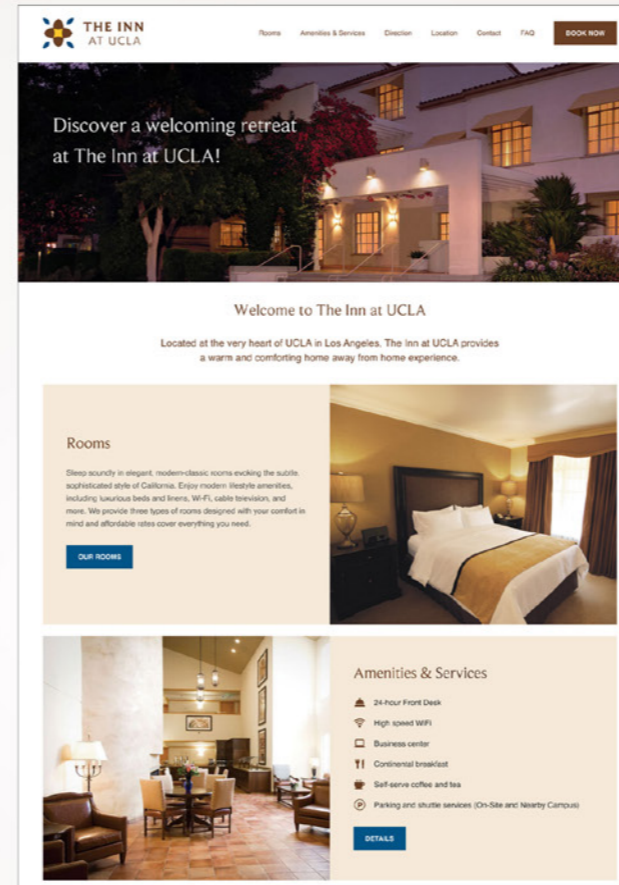
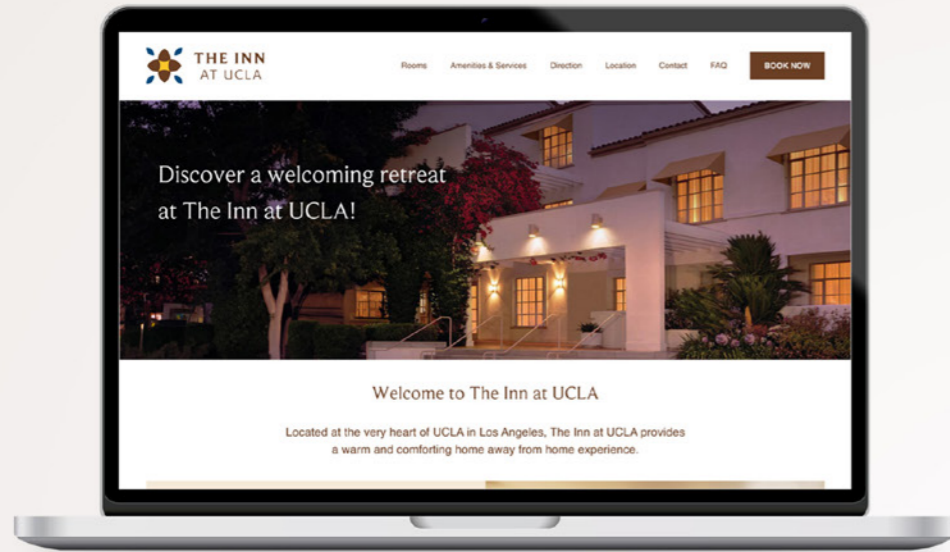


Outdoor signage



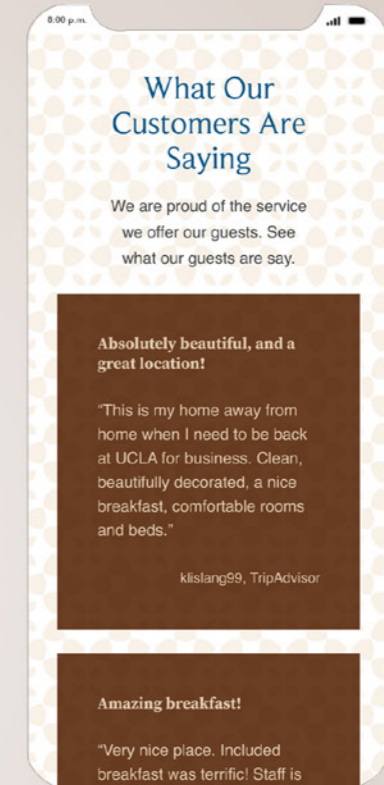
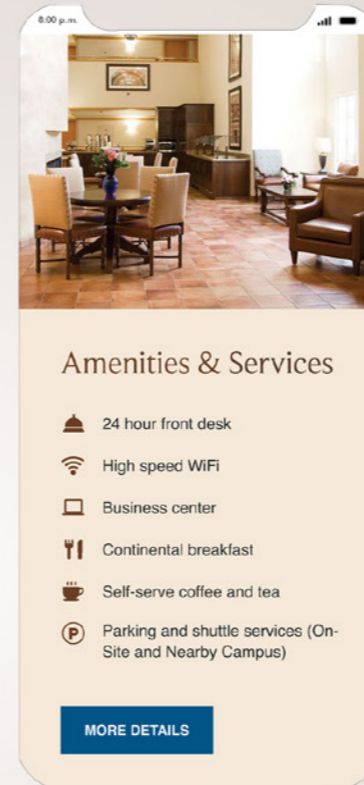
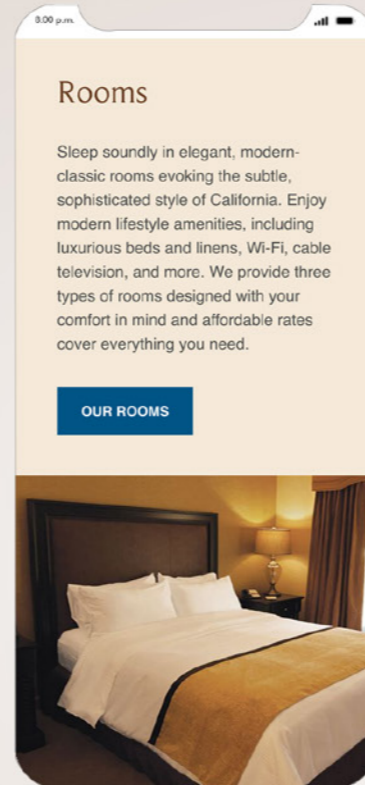
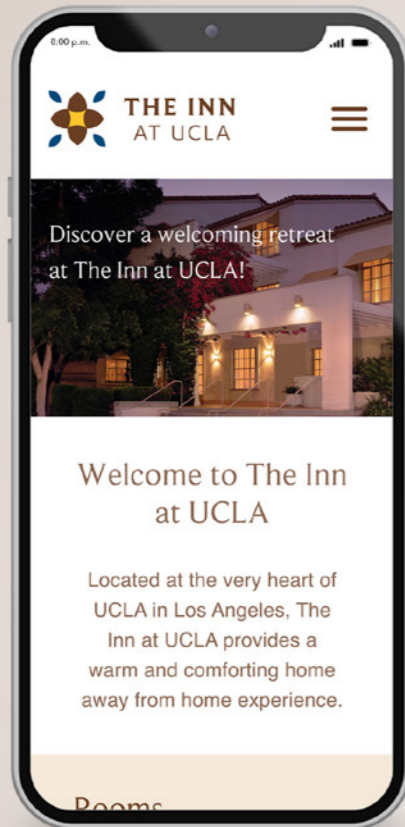
Keycards and holder, door hanger, amenities

APPLICATIONS - DIGITAL 1



Digital / Website: greater than or equal to 800px (device width)

APPLICATIONS - DIGITAL 2



Digital / Website: less than or equal to 800px (device width)