

DOMAINE DES

HOSPITALIERS

OCCITANIE, FRANCE

Le moment d'une vie

Brand Guide

Version 01
18 April 2021

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N°1

Domaine des
Hospitaliers

The Brand

Mariages et Réceptions d'Exception

Situé entre Montpellier et Nîmes, sur la commune de Saint Christol, haut lieu de viticulture depuis plusieurs siècles, le domaine des Hospitaliers vous accueille au coeur d'un magnifique vignoble, dans un cadre bucolique et enchanteur pour votre mariage ou votre séminaire.

Très à l'écoute de l'environnement, tout le domaine est en agriculture raisonnée, et conjugue élégance avec protection de la faune et de la flore. Dans un bâtiment construit en pierre du Gard, vous découvrirez une belle salle de réception avec de beaux volumes et un charme authentique. Une terrasse couverte et spacieuse avec une vue plongeante sur les Cévennes saura mettre en valeur tous vos cocktails ou vin d'honneur.

Un vaste espace dédié à votre traiteur, où il pourra évoluer en toute autonomie et en toute discrétion afin de parfaire à la magie de votre événement, est également prévu. Chambre froide, plan de travail, prise pour camion frigorifique, grande salle de stockage font partie des installations que nous proposons sur place.

Tout l'espace est accessible aux personnes à mobilité réduite, ainsi qu'un grand parking aménagé et végétalisé situé à deux pas de la salle. Les tables et chaises disponibles gracieusement vous permettront d'accueillir jusqu'à 200 invités pour célébrer vos plus belles soirées.

Brand Personality

Exclusive

Timeless

Intimate

Sophisticated

Reliable, trustworthy

Tagline

Le moment d'une vie

Le moment d'une vie

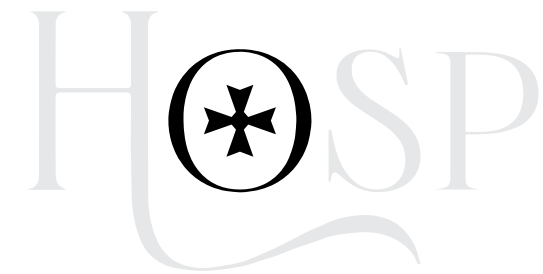
The tagline, translated to English, would read as The moment of a lifetime. To many, weddings are once in a lifetime event in which both family and friends celebrate the union of two people. As a wedding venue, we capture the romance in the air and the fleeting moments of such a joyful event. This bleeds onto all brand touchpoints, seen in the soft colour palette, timeless typography choices, and tagline.

N°2

Logo



The logo aims to embody the brand personalities, with each parts of the logo explained below.



Maltese cross is used as part of the logo to pay homage to the brand heritage.



A flowy H to balance out the rest of the elements with its feminine touch, denoting sophistication and elegance.

It is also a signature element that compliments the Maltese cross, without clashing with it.

TALI

A connected A and L to denote flow; for the brand to be seen as welcoming, artistic and crafted.

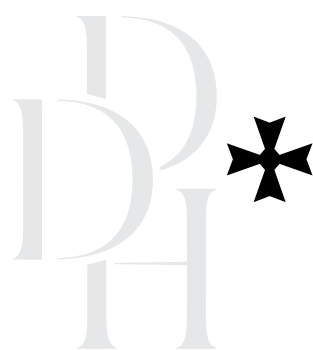
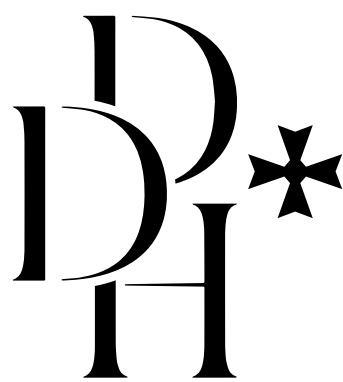
ALIE

An uneven I, as something out of the ordinary, to inject modernity and create a visual intrigue to the logo.

IER S

Connected R and S, with a curly S at the end as a flowy accent to tie the whole word together. It also invokes the feeling of whimsy, adding style to the logo as a whole.

Monogram



Heritage



Des



Domaine



Hospitaliers

Configurations



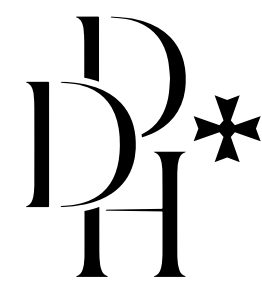
Full configuration (*logo type + monogram + location + tagline*)

Full configuration if the logo only appears once in the application.





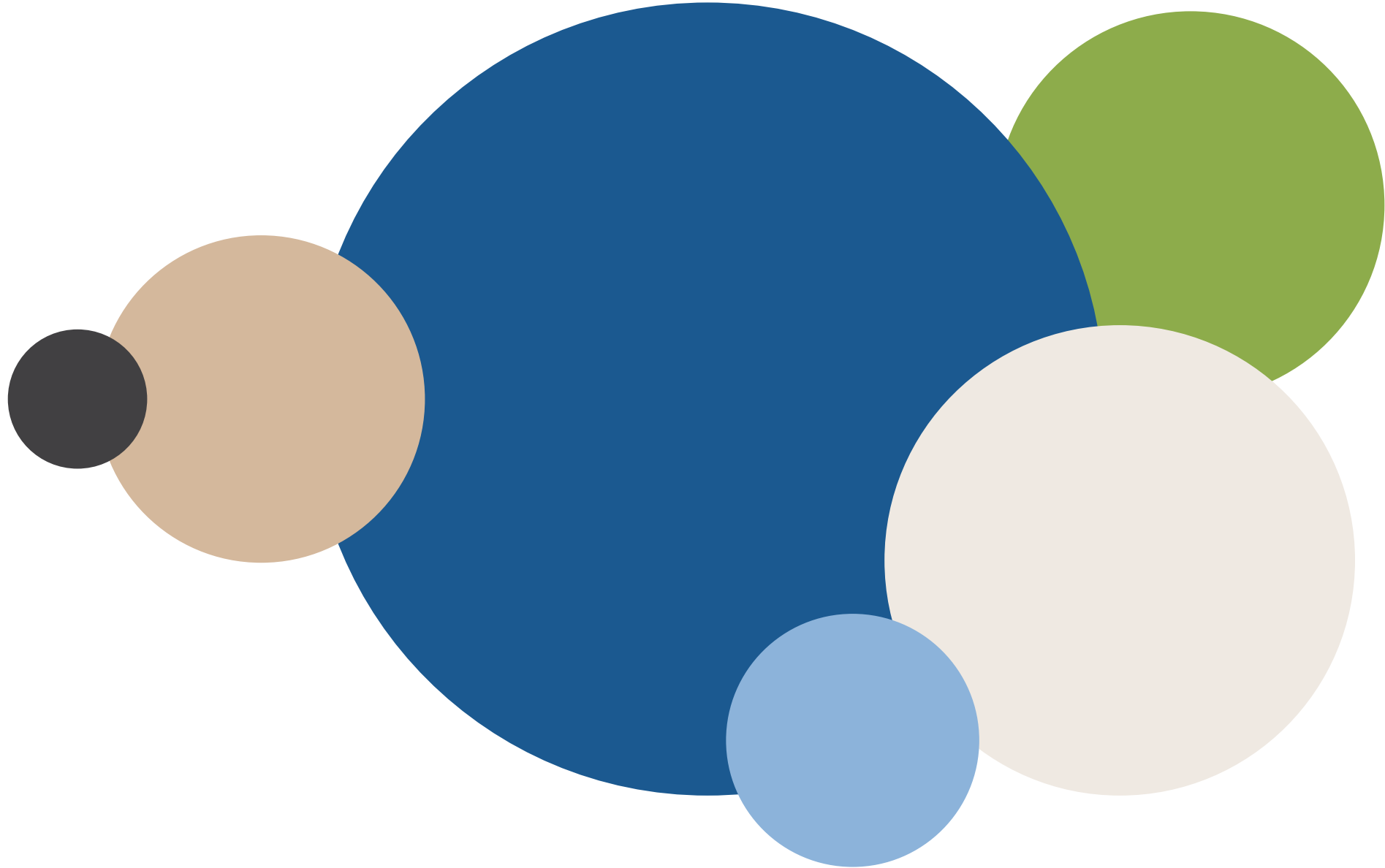
PRIMARY (*logo type + location*)
Main configuration for most applications.



SECONDARY (*monogram*)
Used in instances of which the main configuration is too wide for horizontal available space.

N°3

Colour Palette



This colour palette is to be used throughout all brand touchpoints, be it on print or digital.

Midnight

RGB
56 / 90 / 142

HEX/HTML
385A8E

CMYK
94 / 69 / 18 / 4

Blue Grey

RGB
151 / 178 / 215

HEX/HTML
97B2D7

CMYK
44 / 20 / 2 / 0

Grassland

RGB
150 / 172 / 84

HEX/HTML
96AC54

CMYK
50 / 16 / 91 / 1

Toffee

RGB
204 / 183 / 155

HEX/HTML
CCB79B

CMYK
17 / 26 / 39 / 0

Sand

RGB
237 / 233 / 225

HEX/HTML
EDE9E1

CMYK
5 / 6 / 9 / 0

Charcoal

RGB
68 / 68 / 68

HEX/HTML
444444

CMYK
67 / 60 / 59 / 45

N°4

Typography

Primary

Aa Aa Aa Aa Aa

EB Garamond

To be used throughout all brand touchpoints.

Applied as:

- Headers
- Section headers
- Header/ footer

Aa	<i>Aa</i>	1 2 3 4 5 6 7 8 9 0
Aa	<i>Aa</i>	1 2 3 4 5 6 7 8 9 0
Aa	<i>Aa</i>	1 2 3 4 5 6 7 8 9 0
Aa	<i>Aa</i>	1 2 3 4 5 6 7 8 9 0
Aa	<i>Aa</i>	1 2 3 4 5 6 7 8 9 0

Weight:

Regular

Medium

SemiBold

Bold

ExtraBold

Secondary

Aa Aa Aa Aa Aa

Open Sans

To be used throughout all brand touchpoints.

Applied as:

- Body copy
- Numbers
- All other texts

Weight:

Aa Aa 1 2 3 4 5 6 7 8 9 0

Light

Aa Aa 1 2 3 4 5 6 7 8 9 0

Regular

Aa Aa 1 2 3 4 5 6 7 8 9 0

SemiBold

Aa Aa 1 2 3 4 5 6 7 8 9 0

Bold

Aa Aa 1 2 3 4 5 6 7 8 9 0

ExtraBold

N°5

Lock Up

Clear Space



Elements of any kind **should not** invade this logo clear space zone.
Clear space is developed from the height of the owl in the letter O
and is shown as 'O'.



Clear space for monogram is developed from the height of the Maltese cross and is shown in the diagram.

Minimum &
Maximum Size



Logo size on all usage are to be used in ratio to its artwork size.
The ratio is 15% -30% of the **shortest side** of the artwork.

For example:

- Artwork size : A4 landscape — 297mm(L) x 210mm(H)
- Shortest side : 210mm
- Logo size : Minimum — 15% of 210mm = 31.5mm(L)
Maximum— 50% of 210mm = 105mm(L)

Minimum size - 31.5mm



Maximum size - 63mm





On top of the ratio rule, you have to be mindful of the logo size.
Below are the minimum size for the logo on both print and digital,
and this rule overrides the ratio rule.

Print

8.073mm

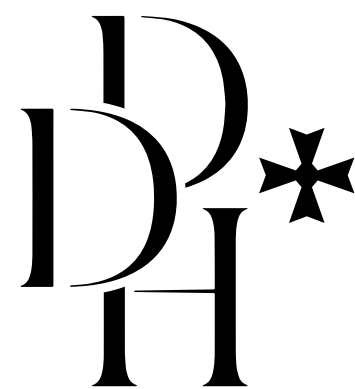


Digital

27px



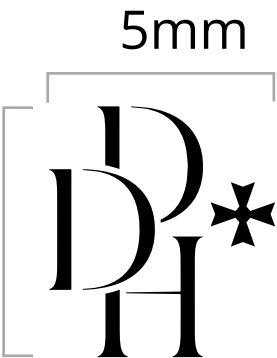
- Possible scenario in which this rule is applied:
- Name cards
 - Brochures/pamphlets



If available horizontal space is **less than 30mm (on print)** or **100px (on digital)**, then use the other configuration which only utilises the monogram. Below are the minimum sizes.

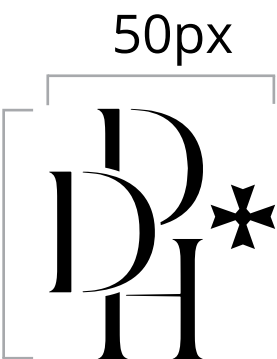
Print

5.54mm



Digital

55px



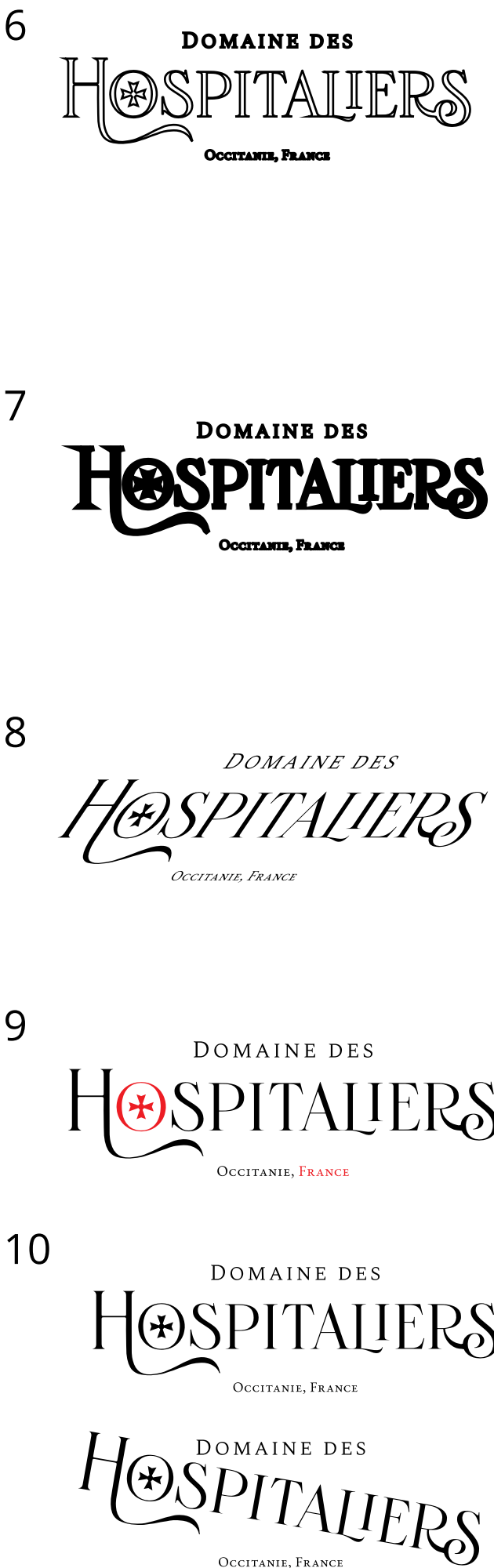
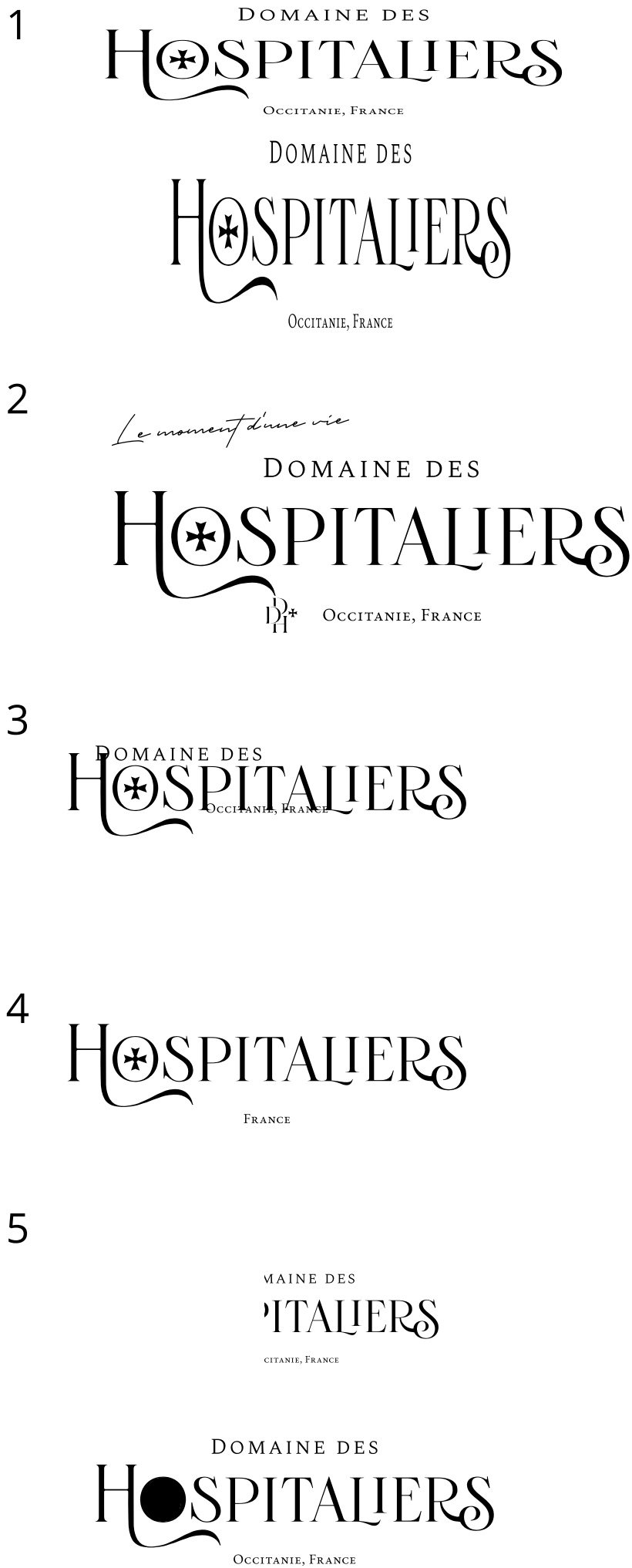
- Possible scenario in which this rule is applied:
- Website/ microsite footer, favicons
 - Digital collaterals

Unacceptable Usage

This guide of Unacceptable Usage is put in place to ensure consistency throughout all the brand touchpoints, as the logo should look as best as it could consistently at all times.

Do not:

- 1 Off stretch horizontally
Off stretch vertically
- 2 Change the configurations
- 3 Intrude any part of the logo
- 4 Remove any part of the logo
- 5 Remove any part of the logo
- 6 Outline the logo
- 7 Outline the logo, with different strokes
- 8 Skew or shear the logo
- 9 Use different colour combination than the ones specified for primary or secondary colours
- 10 Rotate the logo or parts of it



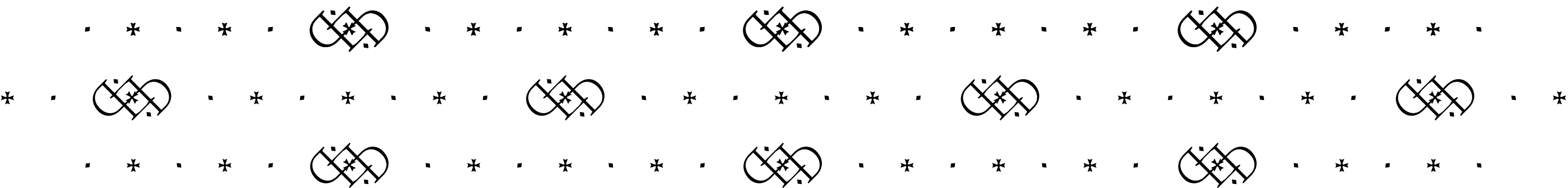
N°6

Graphic Elements

Pattern

To further bring the brand identity to life, a pattern made from the combination of letters and the Maltese cross is utilised.

The slanted take on the main graphic is driven by the desire to reflect artistic and modernity through a playful approach. This is to also complement the more rigid primary logo and lock up.

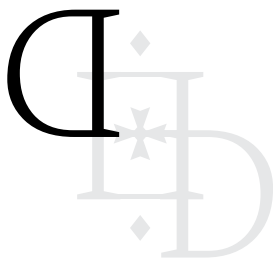




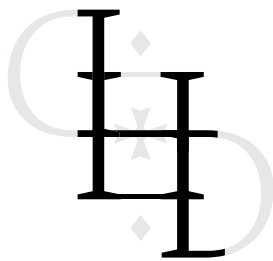
Maltese cross for heritage



Secondary element to balance out the design



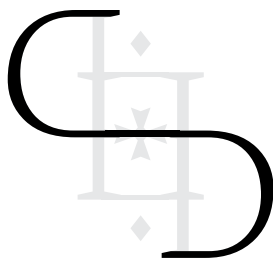
Domaine



Letter L — Co-founder’s names



Des

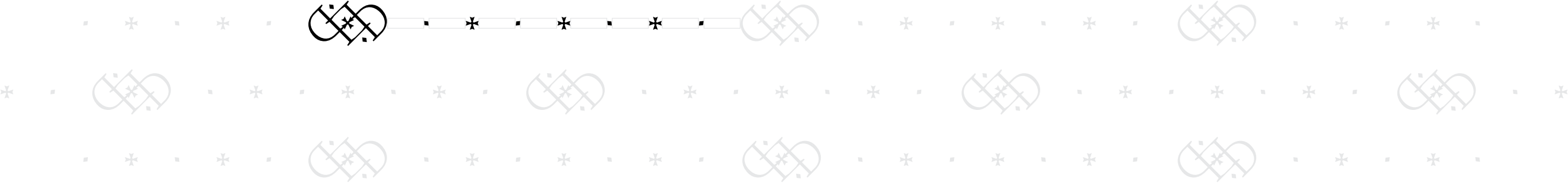
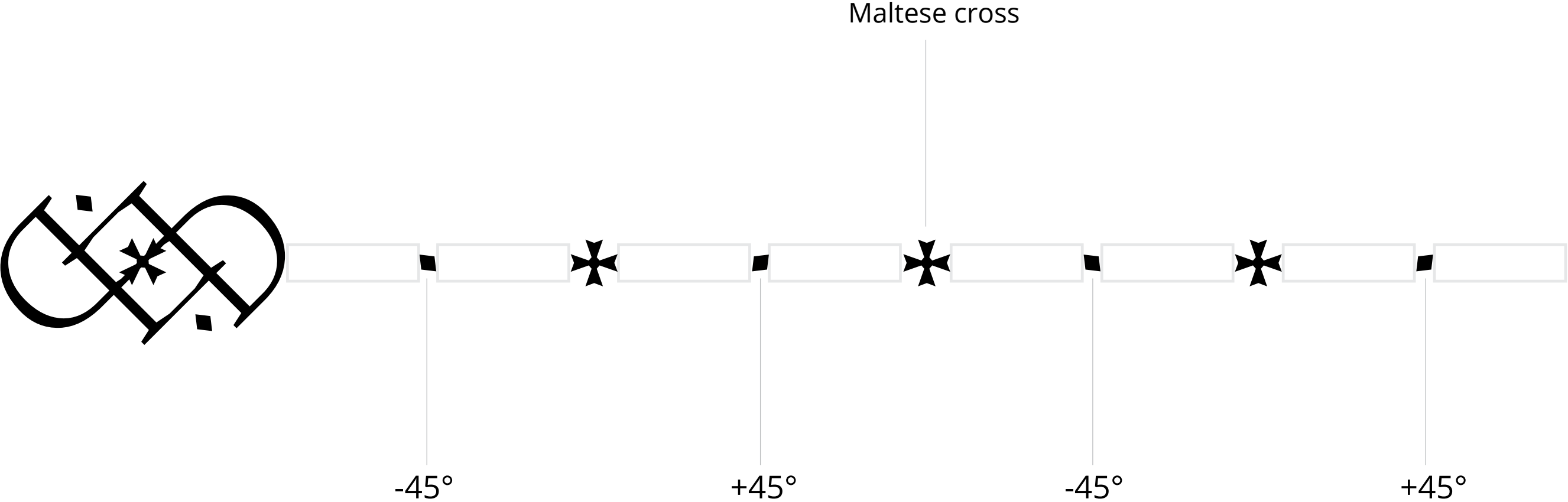


Letter S — Co-founder’s names



Hospitaliers

A unit of the pattern:



N°7

Applications

Stationery Suite
— Name card

Name card size:
85mm (W) x 55mm (H)

Colour:
Black ink on white paper

Text:
Open Sans, Regular and Semibold
Size : 7pt
Tracking : 50pt



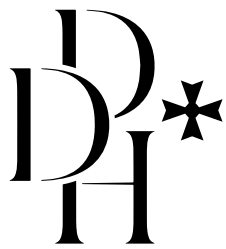
Front



Back



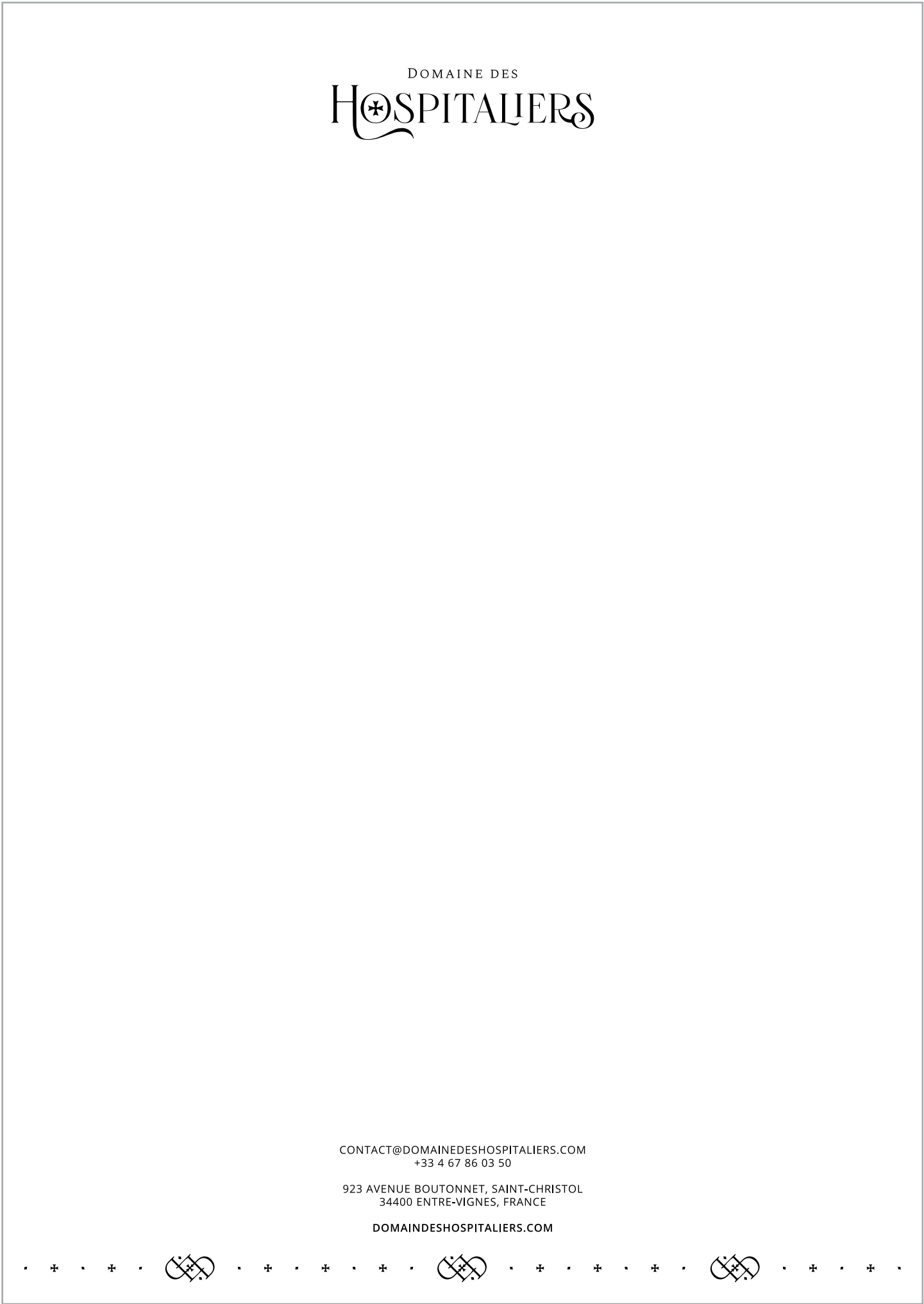
Size:
Height : 16.6mm
Width : 61.9mm



Size:
Height : 11.089mm
Width : 10mm

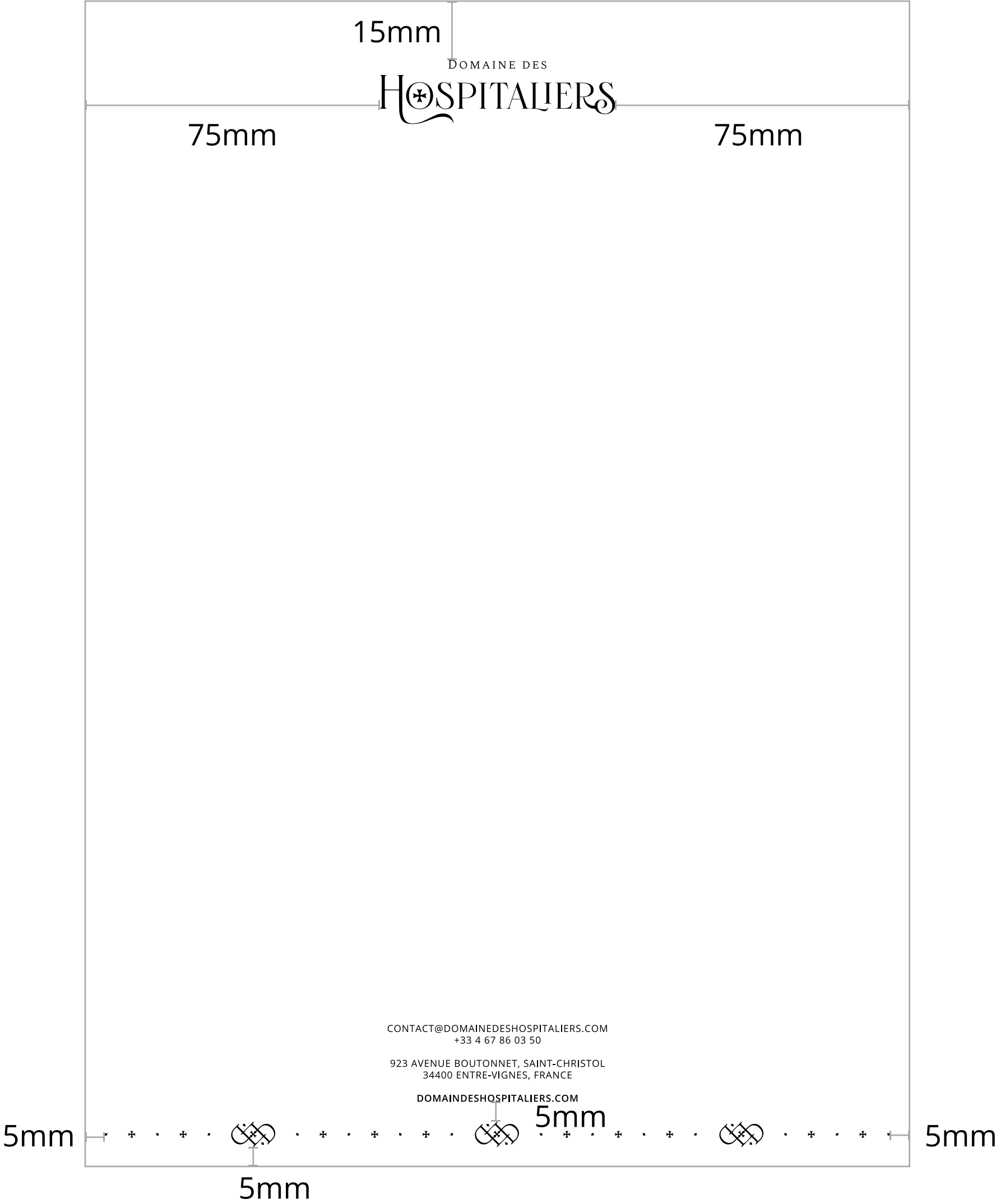
Stationery Suite
— Letterhead

- Letter size:
A4 — 210mm (W) x 297mm (H)
- Colour:
Black ink on white paper
- Text:
Open Sans, Regular and Semibold
Size : 7pt
Tracking : 50pt





Size:
Height : 16.3mm
Width : 60mm



Photography Guidelines

This photography guide is put in place to ensure consistency throughout all the brand touchpoints, including the style of photography that best represent the brand.

While this guideline is not exhaustive, it is best to keep them in mind and act as a reference for creative expression through the use of digital imaging. The style listed here is by no means a fixed rule, but rather an effort to ensure consistency and cohesiveness throughout the brand visual identity.

All photo credit goes to unsplash.com and their respective photographers.

Suggested and encouraged photography style:

Bright and sharp images that best reflect the vineyard's grandiose landscape. Warm colours with mostly yellow, orange and green shadows. Pictures of the event venue details i.e. table setting, venue decor, families gathering, etc.





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