



BRAND BOOK



LETTER FROM JACQUES-OLIVIER

Dear colleagues, partners and members:

The past four years have seen great change for Relais & Châteaux, as a brand and an association. Through the collaboration and effort of our members, we have uncovered and defined our story. This story has given us a voice and a way of speaking about ourselves that is authentic and that celebrates our greatest asset, our members. It has also fostered a deeper understanding of our brand and the unique position it holds in the world of hospitality. But we can do so much more.

To elevate our brand in the marketplace and connect it to more people, we need to take our voice and make it consistent and recognisable. This is an effort for which our corporate and regional teams will be primarily responsible; but it is also an effort that touches all Relais & Châteaux members. The more we collectively support our brand, the more we, as an association, will benefit from it. It is with this common purpose in mind that we created this Brand Book.

The intent of this book is to enlighten and inform our extended family on how to apply the verbal and visual elements of our brand and how to incorporate our unique spirit and beliefs into every piece of communications that carries the Relais & Châteaux logo. Our brand is a collective effort and like our association, we succeed as a collective. We thank you for being part of Relais & Châteaux and for contributing to our further success.

JACQUES-OLIVIER CHAUVIN
CEO
Relais & Châteaux

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WHO WE ARE

AN INTRODUCTION TO BRAND
THE HISTORY OF THE R&C LOGO
THE R&C BRAND TODAY
THE MANIFESTATION OF OUR BRAND
OUR STORY
WHO WE ARE NOT
WHY WE ARE DIFFERENT
OUR IDEALS AND EXPERIENCES



An Introduction to Branding

“A brand is a living entity, and it is enriched or undermined cumulatively over time, the product of a thousand small gestures.”

MICHAEL EISNER, CEO, Disney Corporation

Factories make products. But what people buy are brands. That's true of Hermès scarves, Apple iPhones and weekend stays at hotels. A brand is more than a logo or a name or a typeface. A brand is the complete experience around a product, from the way the phone is answered, to the way the communications materials are presented.

An effective brand communicates how it's different from the alternatives. It offers a unique promise of value to consumers, creating a series of expectations in their hearts and minds that they come to anticipate, rely on and want realised, again and again.

In the multi-layered world of branding, consistency is critical. Consistency starts with the way a brand presents itself to the world: more specifically, the way it talks, the way it looks and the overall messages it conveys. The more

consistent a brand is, the more powerful and focused it will be in a crowded and competitive marketplace. Consistency helps a brand break through the noise of other messaging, connect with people and set an expectation. The better a brand is at establishing an authentic, ownable and defining expectation, the greater will be its distinct ability to attract potential customers and create loyal ones.

The Relais & Châteaux brand is no different. Our brand is more than a logo on a plaque or a flag. It's a common set of passions. It's a collective pursuit of art de vivre. It's a shared promise of unique experiences that will enrich the spirit and awaken the senses of our valued guests, showing them just how wonderful life can be. Just as our beliefs are unified, so too must be the way in which we present those beliefs. We must be consistent, and it is for this reason that this Brand Book exists.

The History of the R&C Logo

The evolution of the R&C logo tracks our organisation's evolution. From a few properties offering exquisite cuisine in the countryside, the logo was refined to reflect the stateliness of the properties themselves. The third evolution introduced the butterfly, melding it with the fleur de lys. The butterfly, which is still present in today's logo, represents several elements of the brand. First, it's a symbol of freedom and travel. In addition, it's a refined creature, one that is beautiful and gentle. It's also a delightful presence in the countryside, echoing the Relais & Châteaux presence.

“It's important to have a logo, but it has to be powerful, one that won't become outdated and allows the brand to develop.” GÉRARD CARON *Designer of the Relais & Châteaux logo*



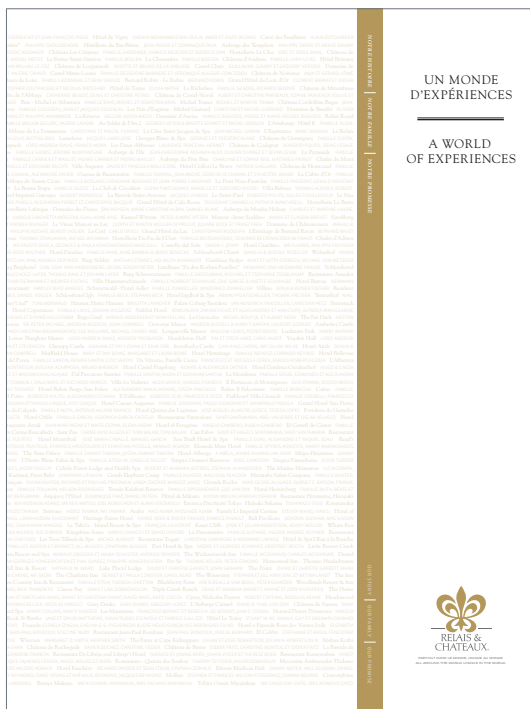
The R&C Brand Today

In the past, the Relais & Châteaux brand had been somewhat understated, speaking in a much quieter voice than that of our competitors. Since its inception, Relais & Châteaux has tried to shine the spotlight more on the exquisite hotels and restaurants that make up our association than on itself. However, we have come to realise that Relais & Châteaux can have a voice that supports and enhances the voices of our members, without overshadowing them.

There has always been something that connected us to each other and to passions and pursuits that we all share; however, we didn't have the language to articulate what that was. Now, with our story, we do. In the process, we have unified our members and our staff behind an understanding of our brand, bringing everyone together behind a common sense of purpose. It is now time to start acting on that understanding, strengthening our brand in the marketplace and ensuring it is consistently and cohesively brought to life around the globe.

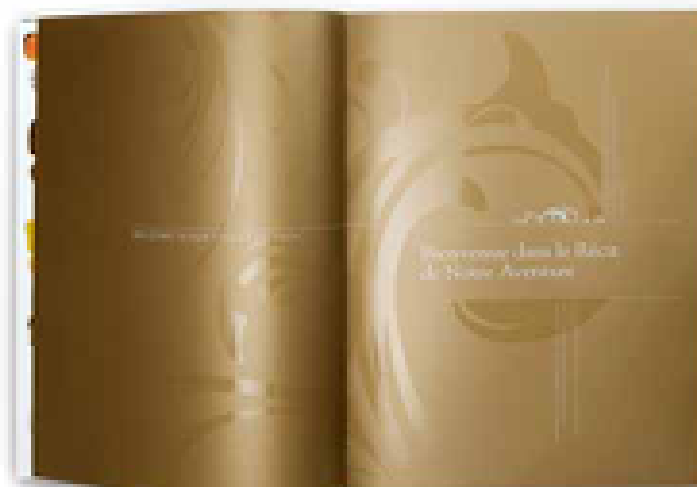
For those who know us, their feelings about our brand are deeply rooted: rich with experiences and memories. For those who do not yet know us, our brand and all its manifestations must reflect the level of quality and attention to detail that defines any Relais & Châteaux experience and be worthy of carrying our logo.

An effective, experience-rich brand must be communicated through materials that are, in themselves, enriching experiences. The components of this Brand Book will help everyone create those experiences, attracting more people to our brand and, importantly the member properties within it.



Our Internal Storyline, introduced at our 2007 Congress, captures the history of our association and the Ideals of our members, most notably their personal commitment to a way of being and a level of service that unites and defines them.

[<link to pdf of internal Storyline>](#)



The Manifestation of Our Brand

Over the past three years, as we have uncovered and defined the story of Relais & Châteaux, we have developed specific pieces to share that story. With rich language, graphic elements and evocative photography, these pieces, on their own and when viewed as a collection, reflect the spirit of Relais & Châteaux and convey why we are unique. The elements of our story serve as the strategic foundation of our brand, and these pieces can serve as points of reference for years to come.



“The Soul of the Innkeeper”

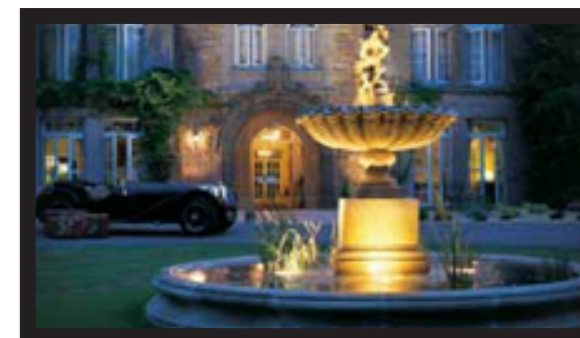
is a short film intended more for internal audiences, reflecting the personal generosity and passion for hospitality that has always defined our members since our association started over 50 years ago.

[<link to internal show>](#)



Our External Storyline,
introduced at our Congress in 2008, celebrates the unique Experiences that our guests enjoy at every Relais & Châteaux property across the globe.

[<link to pdf of external Storyline>](#)



“A World of Experiences”

is a short film for external audiences, bringing to life these Experiences through rich images and music, immersing the viewer in the essence of our brand.

[<link to external show>](#)

OUR STORY

As members of Relais & Châteaux, we represent a dazzling number of differences—our languages, our countries, our personalities, our terroirs. Not one of us is the same, and yet together our story, our journey, is unique and whole and precious. This is our strength, and this is our truth.

All members require a common understanding of who we are, what we are about and the sought-after position we hold in the world. Without diminishing our personal distinctiveness, this understanding gives us a shared and consistent way of communicating. In turn, this enables a cohesive way of acting, which is an extremely powerful tool in today's competitive marketplace.

Relais & Châteaux is a fellowship of different people in different destinations. It is the traveller's journey that unites all destinations. And it is the story that resides in their memory which ensures that our fellowship endures.

Who We Are Not

1

RELAIS & CHATEAUX IS NOT A CHAIN

The world of hospitality is filled with large corporations whose hotels and restaurants, even “boutique” hotels, often operate under common conditions and procedures. There are many economies of scale in this way of operating. But this is not who we are. Our brand, our promise, is to be distinct.

2

RELAIS & CHATEAUX IS NOT JUST ABOUT HOTEL PROPERTIES AND RESTAURANTS

The essence of a Relais & Châteaux experience is not located in the property but rather in the way it feels to be there. It is about activities and experiences. It is about people in places, about how a host and a guest interact, and about the spirit that empowers these interactions. What makes Relais & Châteaux unique in the world is our spirit, our passion and our people. Only with these qualities do our hotels and restaurants shine.

3

RELAIS & CHATEAUX IS NOT ABOUT MATERIAL LUXURY

The term “luxury” is one of the most overused labels in marketing today. It tends to be associated with expensive products. But Relais & Châteaux occupies an enviable position that not even unlimited money alone can provide. Ours is an experience beyond material luxury: peace of mind, tranquility and a deep, expansive experience of well-being. Relais & Châteaux will always inspire the language of luxury, but we must be clear that it is not about the commodified luxury of possessions, but rather of an experience beyond price.

4

RELAIS & CHATEAUX IS NOT FOR EVERYONE

There are some people who want a predictable experience, the same physical familiarity at every place; every amenity as expected; the same required dishes on the menu. True Relais & Châteaux guests are the ones who look forward to discovering the nuances of each member’s different offering. Nor is Relais & Châteaux the home for every good hotelier and chef. To be a member one must not only embrace the quality and spirit of Relais & Châteaux but also one must want to engage with others of similar passions, and be a part of something greater than oneself.

5

RELAIS & CHATEAUX IS NOT THE 5Cs

The 5Cs – Courtesy, Charm, Character, Calm, Cuisine – remain the quality standards of Relais & Châteaux. But they no longer describe what is different about us. That difference lives in the Five Ideals that we share and in the Experiences that we offer our guests.



Why We Are Different

We are the collection of the world's finest hotels and restaurants. But behind our members' wonderful properties there exists something even finer, a remarkable fellowship of people whose passions are what makes these properties wonderful.

Relais & Châteaux is an organisation that acts on behalf of the world's finest hosts, each of whom has devoted their lives to serving, to offering their guests exquisitely crafted experiences that define sublime; these are our members.

Relais & Châteaux is, in truth, the owner, the chef, the general manager and all the staff behind all these

remarkable, exceptional, storied places in the most wondrous corners of the world; they are facilitators of sensory-rich experiences that guests cannot have anywhere else.

We are not a corporation or a chain. We are a family. We are governed by our members who are themselves proprietors of Relais & Châteaux properties. We have only one reason for being, and that is to promote the success of our members within the values and ideals that we share in common. No other hospitality organisation in the world can make these statements.



Our Ideals & Experiences

OUR IDEALS

Just as our organisation identified the 5Cs that define our Quality Charter, we have identified Five Ideals that capture the essential spirit of Relais & Châteaux. These Ideals have been beneath the surface of our association since the beginning of our association.

Our Ideals

1

FELLOWSHIP

To be a member of Relais & Châteaux, one must have a certain character and spirit that stands behind and enlivens the quality of the hotel or restaurant. And one must want to be among others who share these passions. This is the Ideal of Fellowship. As different as we may be from one another, we recognise in each of us the true spirit of hospitality, the spirit of Relais & Châteaux.

2

PERSONAL GENEROSITY

As we continually tell and re-tell our story, the heart and soul of Relais & Châteaux must always emanate from what some call the Soul of the Innkeeper. "Innkeeper" is a somewhat old-fashioned term but we embrace it as a symbol of the personal touch that is in danger of being lost in our time. A Relais & Châteaux innkeeper is one whose life is inseparable from their hotel or restaurant, who behaves with generosity in sharing what they do with others, and who inspires staff to embody passion, generosity and pride to the same extent.

3

SENSE OF PLACE

Relais & Châteaux is about people and it is about places. Most distinctively and most crucially it is about people in places. The third Ideal of our association ensures that the people who come together in such places fully appreciate where they are. Our places in the world celebrate where they are, so that those who arrive know they have been somewhere special.

4

HARMONY

The deep yet familiar rituals of hospitality can awaken the senses and bring our full awareness to a place and to our companions. Any ordinary moment can become a true celebration. But every detail of service and the environment must be aligned to a single harmonious expression, and this Harmony is our Ideal.

5

BEING

There is an art to living. It is perhaps the simplest of all arts and the one most difficult to master. Yet we know that this is the art that our members, each in their own unique way, practises. Their canvas is themselves, their properties, and the guests who accept their hospitality as part of the journey of their own lives. Our art de vivre inspires an Ideal of Being.

Our Ideals & Experiences

OUR EXPERIENCES

Our Ideals shape the Experiences that our guests feel each time they visit a Relais & Châteaux property. It's these Experiences that firmly distinguish us in the marketplace, and in the hearts and minds of our guests.

Our Experiences

1

THE PASSPORT OF FRIENDSHIP

The Fellowship among the members of Relais & Châteaux extends to our guests during their stay. While they are with us, our place is wholeheartedly theirs. They may enter any one of hundreds of Relais & Châteaux properties, but when they do, they will instantly know that they truly belong. Simply by arriving with an appetite for experience, they acquire not only the keys to one remarkable property, but also a Passport of Friendship that gives them access to routes of happiness all around the world. Les Routes du Bonheur.

2

THE SOUL OF THE INNKEEPER

The true experience of Relais & Châteaux stems from the personal presence of the owner or maître de maison of each member property, and the distinctive spirit he or she helps instill in all staff. This spirit, more than anything else, is what crafts the unique character of each stay in a Relais & Châteaux. No matter how often our guests come to stay, each visit is reliably fresh and faithfully astonishing.

3

THE TASTE OF THE LAND

Relais & Châteaux is about people, and it is about places. But even more than that, it is about people in places. Our maîtres de maison draw upon their unique place on earth to bring its remarkable flavours, its roots and its culture to every guest. It might take a lifetime to truly absorb the history and spirit of a particular place, but in a matter of hours, from the moment of arrival, it is possible to foster this experience of regional discovery for guests.

4

A CELEBRATION OF THE SENSES

Our Relais & Châteaux are dream places for a romantic weekend or for celebrating those significant milestones in life: birthdays, anniversaries, honeymoons, family reunions. And for exactly the same reasons, our properties are the perfect places to turn any day into a lifetime memory. It is the way all senses, all impressions and all interactions combine to create a flawless representation of the character and personality of a property and its proprietor. In this inspired dance of Quality and Spirit, each detail is so artfully choreographed or performed that cares drop away, and senses are awakened, allowing one to fully savour the whole.

5

AN AWAKENING TO ART DE VIVRE

The fine art of living – art de vivre – is intimately linked to pleasure and enjoyment. Our goal? To delight our guests and invite them to discover the pleasures of a “journey of awakening” in our properties. A journey indeed, because each of our properties offers part of a dream, a detail which surprises guests and transports them to a unique universe. Art de Vivre, the Relais & Châteaux way, is the enjoyment of discovery in places full of emotions. It is an experience of luxury that exists beyond the material.

OUR GUIDELINES

LANGUAGE

INTERNAL RALLYING CRY

EXTERNAL TAG LINE

VOICE

WORDS WE LIKE

WORDS WE DON'T LIKE

LOGO & COLOUR PALETTE

TYPOGRAPHY

VISUAL LANGUAGE

PHOTOGRAPHY



LANGUAGE

The Relais & Châteaux brand is not conveyed solely through graphic elements. It's also through our language, our choice of words, where the brand's essence is conveyed. Our writing should reflect our Ideals and the Experiences we offer. The tone should be warm and revealing, capturing the uniqueness of that particular part of the world. The writing for Relais & Châteaux should allow the reader to feel as if they are there, in the exquisite chateau, or remarkable game reserve, or celebrated restaurant. At Relais & Châteaux, we're about people and we're about places, but most importantly we're about people in places. The tone of writing should celebrate the people your guests will meet and the experiences they will have when they travel to our collection of the finest hotels and restaurants in the world.

LANGUAGE

INTERNAL RALLYING CRY

Our internal rallying cry reflects our celebrated uniqueness. To be used solely in internal communications, it's also effective when introducing new staff to a Relais & Châteaux property. Each of our properties is distinct and celebrated in its location. And it's precisely this individuality that we all share and that makes us Relais & Châteaux.

United by What Makes Us Different



LANGUAGE

EXTERNAL TAGLINE

Our tagline appears on all our external communications material. It celebrates our global reach, while firmly establishing our uniqueness. This uniqueness is relevant on two levels. As a non-profit organisation, Relais & Châteaux is distinct from any other group in the hospitality industry. But our distinctiveness is driven by our members, with a unique destination in their own part of the world.

All Around the World, Unique in the World





Voice

When writing about time spent at a Relais & Châteaux property, focus on the distinct, rather than on the expected. It's the experiences we offer and the people our guests will meet that define the Relais & Châteaux brand.

When reviewing writing for external communications, ask yourself if it reflects these five main characteristics.

PERSONAL Does the writing transport you? It should make you feel like you are there, at the destination, having the experience. Once the writing strays into the area of generalities, so does the brand.

AUTHENTIC Does the writing give you a sense that this experience or person or view or property is so distinct to its location, that it couldn't exist anywhere else?

INTIMATE Our experiences are personal, so it's important to remember

that good writing speaks to the details. The area may be known for great wine, but it's through the wine in your glass that you will experience it.

UNIQUE We are all around the world, unique in the world. Our writing must convey the sense of individuality that is alive in each one of our properties and in each one of our members.

MOTIVATING When you read the writing, does it inspire you to action? Does it make you feel like this destination offers a must-have experience?

LANGUAGE

WORDS WE LIKE

AT RELAIS & CHATEAUX, WE HAVE A UNIQUE PERSPECTIVE ON A GUEST EXPERIENCE. THUS THE WORDS WE USE TO DESCRIBE TIME SPENT WITH US ARE RICHER IN EMOTION AND COMMUNICATE A SENSE OF BEING THAT ALLOWS THE CARES OF THE DAY TO FALL AWAY. THE LIST OF WORDS ON THE RIGHT IS BY NO MEANS EXHAUSTIVE, BUT IT DOES GIVE YOU A SENSE OF THE DIFFERENCE GUESTS FEEL WHEN THEY ENTER OUR PROPERTIES. OUR LANGUAGE DOES NOT FOCUS ON AMENITIES, RATHER IT CELEBRATES THE SENSES.

LOVE

Return

WELCOME

RETREAT

EXPERIENCE

SHARING

Reunion

REMEMBER

IMAGINATION

Wine

SMILE

PLEASURE

CONNECTION

Discretion

GENTLE

Savour

HARMONY

HUMILITY

CARESS

FRESH

SURPRISE

DANCE

DELIGHT

Listen

COURTESY

BREATH

ELEGANCE

HERITAGE

HOSPITALITY

LANGUAGE

WORDS WE DON'T LIKE

THE SENSUAL ASPECT OF A RELAIS & CHÂTEAUX EXPERIENCE SHOULD ALWAYS BE THE PRIMARY INSPIRATION FOR VERBAL COMMUNICATIONS. OUR GUESTS SPEND TIME WITH US BECAUSE WE ARE UNIQUE, BECAUSE WE ARE DISTINCT, BECAUSE WHAT WE OFFER IS NOT AN INDUSTRY STANDARD, RATHER AN EXPRESSION OF DELIGHT IN THE WORK WE DO AND THE WAY WE LIVE. IT'S FOR THESE REASONS THAT OUR LANGUAGE MUST REFLECT OUR ATTENTION TO DETAIL, AND STAY ABOVE THE MUNDANE, THE CORPORATE, THE EXPECTED.

CHAIN
Company
 EXPECTED
 LUXURY
 STANDARD
 REGULAR
Superior
 GOURMAND
 DESIGNER
Trendy
 COMMON
 LEAVE

ALONE
Typical
 PLANNED
Overstated
 DISSONANCE
 INDUSTRY
 MANUFACTURE
 FALSE
 AVERAGE
 COMMERCIAL
 ISOLATION
Expensive

LOGO & COLOUR PALETTE

A logo and colour palette is the most direct way to visually communicate a brand in the marketplace. The logo of Relais & Châteaux, with its fusion of a butterfly and the fleur de lys, is distinctive. However the current colour palette— gold, black and white— is not unique. In fact many luxury lifestyle and hospitality brands also rely on this combination of colour to communicate their quality. Because this combination is not defining, consistent use of guidelines and an expanded visual language are essential to contribute to the recognisability of the Relais & Châteaux brand.



LOGO

CORRECT USAGE

The Relais & Châteaux logo has many strengths. It's distinctive and memorable and the most recent version has reflected the qualities of the organisation over the last two decades it's been in use. To ensure that the logo remains a strength for the organisation, it's essential that every piece of communications treat the symbol in the same manner, for visual consistency.



PRINTING THE OFFICIAL RELAIS & CHÂTEAUX LOGO

1. If you choose gold foil (recommended), the logo can be fully treated in one colour.
2. If you choose standard printing methods, the symbol in gold and the wordmark prints in grey.
3. For black and white documents, the 'grey and black' version of the relais & châteaux logo can now be used.

TYPOGRAPHY

The typography for the logo is Palatino Light. Printed **CAPITAL LETTERS** are to be used.

SPECIAL APPLICATIONS

In certain circumstances, added printing effects such as embossing may be applied to the logo. The colour guidelines would still apply with the addition of a subtle embossing treatment, never debossed. Another acceptable alternative for rare exceptions would be a complete blind emboss on white paper with no printed ink.

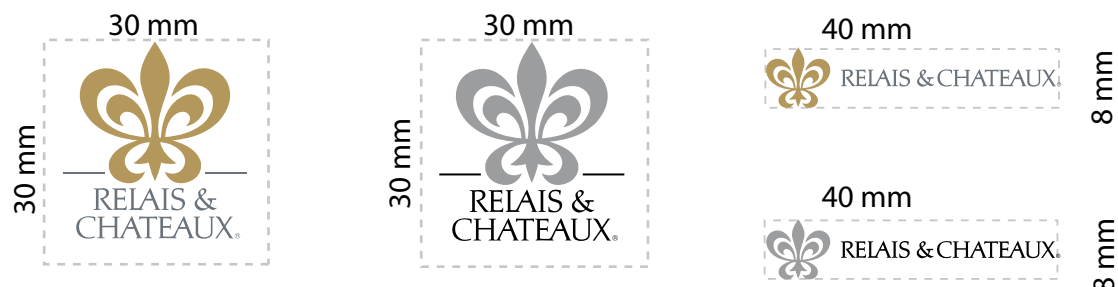
PAPER STOCK SELECTION

Relais & Châteaux materials should never be printed on uncoated paper. The option of gloss varnish coated or matte varnish coated are both acceptable. A satin finish is the desired quality.

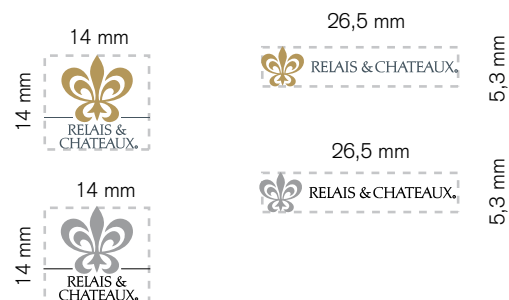
LOGO

SIZE REQUIREMENTS

SIZES OF THE RELAIS & CHATEAUX LOGO TO BE USED FOR STANDARD DOCUMENTS:



MINIMUM SIZE OF THE LOGO:



Below these sizes,
the logo may not be used:

**GOLD FOIL** (recommended)

Api foils: LUXURY GOLD 4003

Kurz: LUXOR 385

OR GOLD SPOT COLOUR

Pantone Ref.: 872 C

GOLD "COLOUR"

Pantone Ref.: 872 C

Four-colour printing Ref.: C40/M43/Y84/K0

GREY TEXT**Square logo:**

Pantone Ref.: 431 C

Four-colour printing Ref.: C11/M1/Y0/K64

If the square logo has a size of less than 20x20mm, references are:

Pantone Ref.: 432 C

Four-colour printing Ref.: C23/M2/Y0/K77

For the one-line logo:

of any size, references are:

Pantone Ref.: 432 C

Four-colour printing Ref.: C23/M2/Y0/K77

GREY LOGO (may only be used on black and white documents)

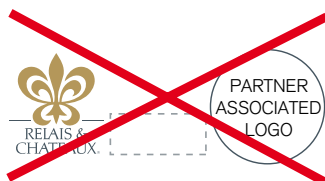
Fleurs de Lys: Black 50%

Text and rules: Black 100%

LOGO

PRIMACY OVER OTHER LOGOS

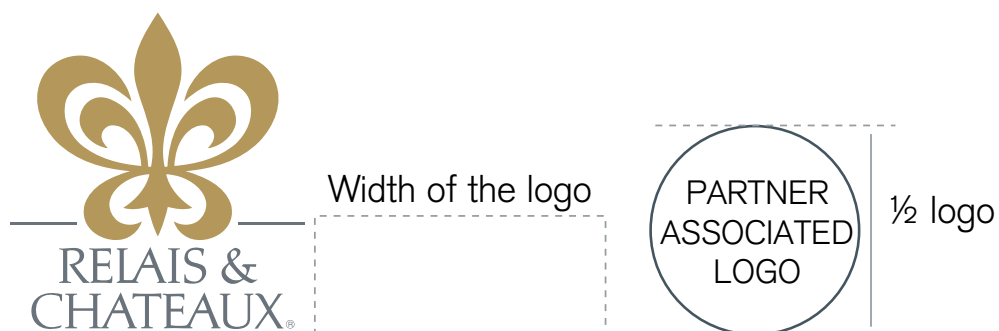
TOO SMALL:



TOO CLOSE:



PERFECT:



PRINCIPLE

The fundamental principle is that the Relais & Châteaux logo has primacy over the other membership logos of member properties.

Membership logos are logos of hotel organisations which are compatible with Relais & Châteaux, professional federations, fellowships, professional organisations and in general all distinctions, accolades, awards.

PROCEDURE

The Relais & Châteaux logo must be twice the size of the other membership logos. No other membership logo may be placed at a distance of less than the width of the Relais & Châteaux logo.

The member must in all cases submit any proposal to use the Relais & Châteaux logo together with other membership logos to the head office of Relais & Châteaux.

LOGO

ALTERNATIVES

**GENERAL CASE:****LOGO ON WHITE OR LIGHT BACKGROUND**

The official logo of Relais & Châteaux is printed in line with technical specifications mentioned on the previous pages.

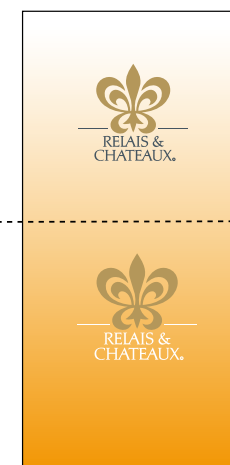
THE USE OF THE LOGO IN ANY ONE OF THE FOLLOWING CASES REQUIRES THE APPROVAL OF THE COMMUNICATION DEPARTMENT OF THE RELAIS & CHATEAUX HEAD OFFICE:

**IN THE EVENT OF A DARK BACKGROUND**

If the logo is used on a dark background, the mention of “RELAIS & CHÂTEAUX” in white is recommended to ensure better legibility.

IN THE EVENT OF A SHADED BACKGROUND

BACKGROUND If the background colour is shaded, the choice of black or grey to mention “RELAIS & CHÂTEAUX” is decided by the head office or the international offices of Relais & Châteaux.



Original logo

White logo

LOGO

THE BUSINESS CARDS

CORPORATE
FRONT

90 mm



55 mm

90 mm



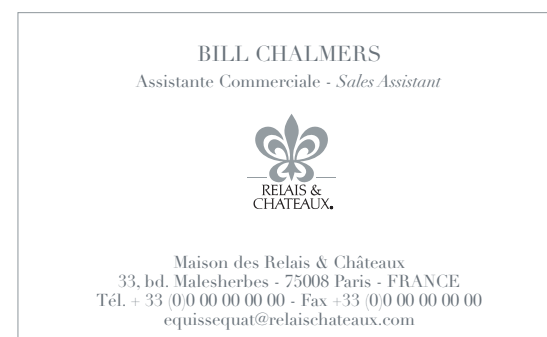
55 mm

90 mm



55 mm

90 mm

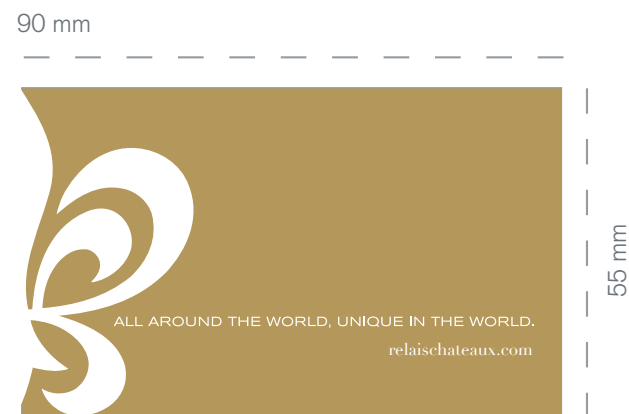
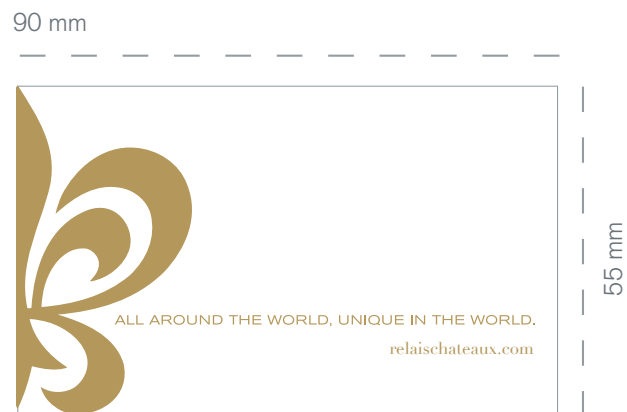


55 mm

LOGO

THE BUSINESS CARDS

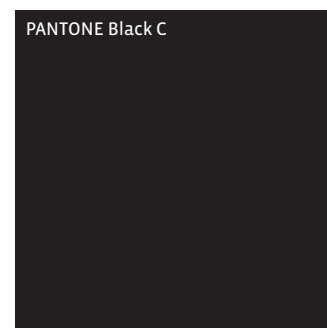
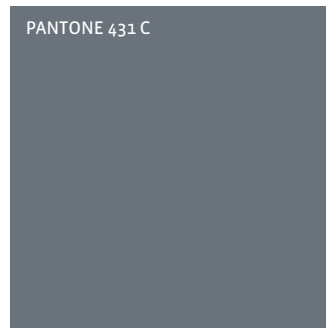
CORPORATE BACK



COLOUR PALETTE

PRIMARY

Relais & Châteaux has a distinct colour palette. Its consistent use allows us to define our brand and create a defining look and feel across all our communications material.

**PRIMARY COLOUR**

PALETTE The four colours of our primary palette define the brand. Use the black and grey for use with text. The white is used for white space and the gold offers a level of elegance and decoration.

RELAIS &
CHATEAUX®

TYPOGRAPHY

Typography is a craft. It serves two essential purposes: to allow the message to be easily read while complementing the message itself. This balance of form and function is at the heart of our choice of typefaces. Given the multiple media and languages across which Relais & Châteaux communicates, our new typefaces serve to both complement the classic, handcrafted essence of the brand, as well as delivering a functional, contemporary typeface that works in tandem with it. The result is a powerful combination that communicates both the contemporary and traditional aspect of the Relais & Châteaux brand.

GOUDY

A large, light gray lowercase letter 'g' in the Goudy typeface, positioned to the left of the main text block. The 'g' features a classic upward curve and a diamond-shaped dot, characteristic of the typeface's calligraphic influences.

Goudy is considered one of the most legible typefaces available. Its serif typeface makes it suitable for both text and display use. It is a graceful, balanced design, enhanced with few flourishes such as the upward curve of the “g” and the diamond shape dots of the “i” and “j”. It also displays an element of calligraphy, such as in the formation of the “Q”. It’s these quiet, hand-crafted elements that make it an ideal typeface for the Relais & Châteaux brand.

The Goudy typeface was created in 1916 by Frederic Goudy (1865 – 1947), an American type designer. Through his career, he created over 120 typefaces.

TYPOGRAPHY

SERIF

GOUDY

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+{}:;”<>?/~


GOUDY

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+{}:;”<>?/~

VISTA SANS



Vista Sans is a contemporary, sans serif typeface that is both well crafted and functional. Its gentle swashes and large x-height make it an accessible sans serif font that is at home in a variety of settings. Chosen for its use across multiple digital media formats, Vista Sans is a strong utilitarian typeface. The subtlety and attention to detail embedded in the typeface offer a contemporary demonstration of modern craftsmanship.

Vista Sans was designed by Xavier Dupré, a French typography artist born in 1977. He has collaborated on and created many typefaces. He won a certificate of typographic excellence from the New York Type Directors Club in 2004, for Vista Sans.

TYPOGRAPHY

SANS SERIF

VISTA SANS

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@#\$%^&*()_+{}:;”<>?/~

VISTA SANS

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 !@#\$%^&*()_+{}:;”<>?/~

VISTA SANS

REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&()_+{}:;”<>?/~*

TYPOGRAPHY

BILINGUAL TREATMENT

Bilingual text offers many challenges. Translations often run at different lengths, presenting layout limitations, so consistent bilingual treatment is essential to take care of your reader. By setting up your design effectively, you remove any question in the reader's mind as to which text they should focus on. The result is one less barrier to enjoying the writing and fully immersing themselves in your communications.

There are two ways to effectively distinguish the languages in your text. One option is to use the serif typeface for your primary language and reserve the sans serif for your secondary language — ensuring you use equal weights with both. Alternatively you could use the serif typeface for both languages, defining the secondary one in grey, to stand out from the primary language printed in black.

PRIMARY LANGUAGE

Raestrud min verit eugue velis nonsent iriuscip eugiamcommmy elnim iriure tet ullutation vel in henim eum dolobor percilit lore aeumsan ut wisim doloboreet prat aliquis nim essis dolor iusto etodiat. Rud el utetuercin vullamet utpating essequipit, quis aliquiouisit venisi. Olore faccum in henim dolore verci bla facilla feum vel doleseu uissisi. Et adiamet nonse feuis ex elese tat, quat.

Rud el utetuercin vullamet utpating essequipit, quis aliquiouisit venisi. Olore faccum in henim dolore verci bla facilla feum vel doleseu uissisi. Et adiamet nons ex elese tat, quat.

SECONDARY LANGUAGE

Raestrud min verit eugue velis nonsent iriuscip eugiamcommmy elnim iriure tet ullutation vel in henim eum dolobor percilit lore aeumsan ut wisim doloboreet prat aliquis nim essis dolor iusto etodiat. Rud el utetuercin vullamet utpating essequipit, quis aliquiouisit venisi. Olore faccum in henim dolore verci bla facilla feum vel doleseu uissisi. Et adiamet nonse feuis ex elese tat, quat.

Rud el utetuercin vullamet utpating essequipit, quis aliquiouisit venisi. Olore faccum in henim dolore verci bla facilla feum vel doleseu uissisi. Et adiamet nons ex elese tat, quat.

VISUAL LANGUAGE

An effective visual language is built on many components. For a brand like Relais & Châteaux, the visual language needs to project a sensitive balance between a highly elegant and classical history, and a contemporary global luxury market. The repeated use of distinctive visual elements provides a platform for attributes that the consumer can come to understand. These attributes reflect the quality of the experience that guests anticipate at each member property. There is a language to the art of living. The selected visual elements communicate that art of living in a contemporary, distinctive and immersive manner.

VISUAL LANGUAGE

WHITE SPACE

White space plays as important a role in design as other more visible attributes. White space, or the space that allows the page to breathe, demonstrates that what isn't there can often have the greatest impact. The sense of openness it instills reflects elegant sensibilities and allows the viewer's eye to have a comfortable, calming experience. White space serves to provide a focus and elevate the sense of importance of the content on the page.



Adding a generous proportion of white space gives the eye a focal point on the spread.

If the page has three columns in the grid, don't feel that you need to fill the page. Let the page breathe.

VISUAL LANGUAGE

RULES

The effective use of rules is a classic and elegant way to separate and frame content. Rules help to provide a system of hierarchy of information. When used correctly, they can add a unique quality to the visual language of communications. Rules are experiencing a resurgence today and can be seen in many award-winning magazines, such as *Monocle*. They demonstrate a contemporary approach to graphic design.

Rules can be used as a framing structural device for the page.



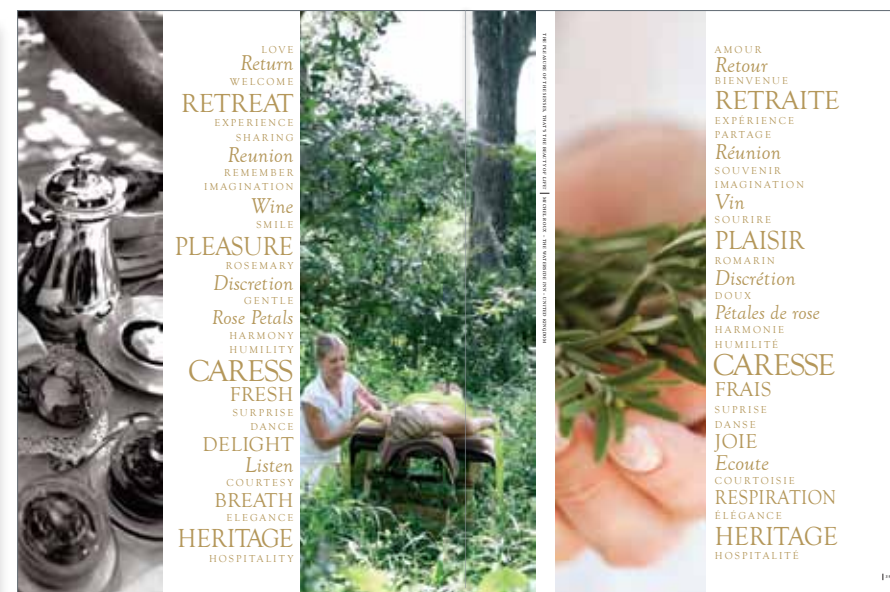
Don't think of the rule as simple a horizontal device. A vertical white rule can also assist in structuring the page and separate photographic elements. This rule can also appear in gold.

The double rule provides added decoration and a sense of classic elegance.

VISUAL LANGUAGE

GRID SYSTEM

A well-designed grid system is the foundational infrastructure for the visual language of communications. Its purpose is to create clarity in the messaging. When done effectively, it provides balance in the division between the graphic elements, and contributes to the accessibility of the information. The look and feel of Relais & Châteaux has a strong, effective grid system.



A strong use of the grid is a simple, classic way to manage the bilingual elements of the Relais & Châteaux communications materials.

The grid system is being used as a vertical organizer to separate imagery from text areas, allowing the reader to better access the information.

VISUAL LANGUAGE

IMAGERY

It's essential to employ a varied approach to the display of photography. The variety conveys a richness and diversity of experience. For Relais & Châteaux, consider your photography as the hero, as it can immediately elevate the effectiveness of your communications. The compositional language of Relais & Châteaux photography is a sensual combination of people, places and experiences.



Consider using slices of images from different aspects of a property to collectively create a richer, more layered feeling than any one photograph could evoke.



There are various ways of displaying photography. A gorgeous full-bleed draws the reader into the image and immerses themselves in the moment.

The grid use with imagery allows you to convey the sense of a collection of people and experiences. The structure invites the viewer to linger over the photographs in an organised way.



VISUAL LANGUAGE

In addition to the elements discussed, a prudent use of special symbols and motifs will elevate the visual language of your communications. Because these are special, it's important that they not be overused. They layer a sense of craftsmanship in the communications and can contribute to a specialised graphic approach.



The use of the butterfly, inspired by the logo, has become an icon of the brand, and reflects the uniqueness of the members and their properties. The shape and quality of the butterfly should be used sparingly.

SPECIAL FEATURES



The decorative flourish has been developed to add a layer of texture to the communications. It should be used rarely, as a special feature only, and in the most subtle fashion, as demonstrated here. In this case, the tone-on-tone effect was created through the balance of printed varnish treatments. The gold background was printed metallic gold with a matte finish. In contrast, the flourish motif is highlighted with a gloss varnish to create a subtle reflective quality.

PHOTOGRAPHY

Photography has a way to immerse the viewer in the moment and transport them to a location and a mood in a way that other graphic elements cannot. In an industry driven by images of empty rooms and generic amenity experiences, Relais & Châteaux must differentiate itself by displaying a highly authentic and personal connection through its use of photography. Relais & Châteaux is about people and it's about places but importantly it's about people in places, thus its photography must consistently reflect the brand attributes of authentic people, places and experiences. It's through defining, distinctive imagery that Relais & Châteaux can be defined in the minds of current and potential guests.

PHOTOGRAPHY

PORTRAITURE

To effectively and consistently reflect the Soul of the Innkeeper, which is so defining for the Relais & Châteaux brand, it's essential that portrait photography reflects the spirit and the energy of the member and his or her team. Photography must be taken on location, in an authentic situation. It must convey their warmth and accessibility. It should feel casual, natural and welcoming. If they are not comfortable posing for a portrait, consider capturing them in their work environment, where they will be more relaxed.

Never photograph members in a studio. Always place them in their own environment.



Portraiture does not need to be posed images, facing front. It can capture the member in his or her work situation.

As many member properties are family owned, wherever possible, portray the groups of people. Often collectively their body language can convey a warmth that no individual could demonstrate.

PHOTOGRAPHY

STILL LIFE & FOOD

No Relais & Châteaux experience can be separate from its cuisine, thus enticing, inviting food and still life photography is an essential component of our brand. The photography must capture the contemporary presentation of the food. Be subtle with the styling and avoid anything overly contrived and that no longer looks authentic. Remember to convey the terroir. When looking for still life inspiration, details of flowers, a tabletop or a decoration can create a jeweled mosaic of imagery.

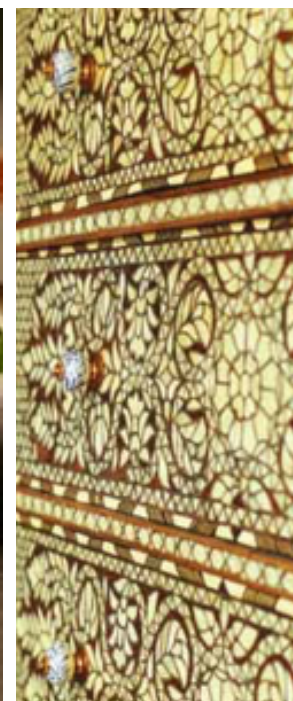
A selective depth of field is an effective way to both capture the overall atmosphere while focusing the eye on one specific element.



Food should be presented in a natural setting, as it is experienced. The presentation should be simple and authentic.



For still life or detail imagery, employ unexpected angles that capture details of an element.



PHOTOGRAPHY

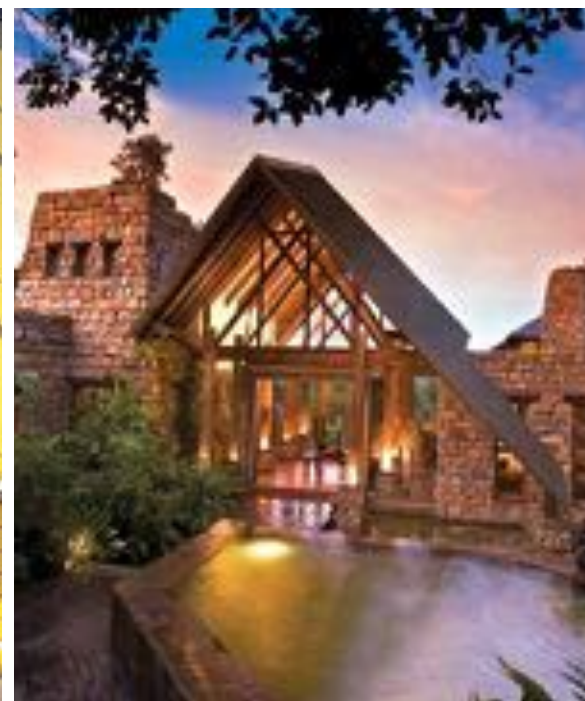
ARCHITECTURE & INTERIORS

Photography focusing on a building or property must, above all, convey a sense of place. The images must transport the viewer to that precise location, so avoid images that are non-defining. Limit or avoid images of empty rooms and spaces, as they create a sense of isolation and lack the energy and welcome of our members' properties. Whenever possible, include hosts, staff and others, to add warmth to the images. Use sophisticated prop styling that evokes a sense of welcome. Good lighting is essential. It may be enhanced, but must be natural looking.

With interiors, consider capturing a unique perspective — one that could only exist in this property. The angle can create a sense of accessibility, allowing the viewer to put themselves in the space.



The style of architecture can determine the way in which a building can and should be photographed.



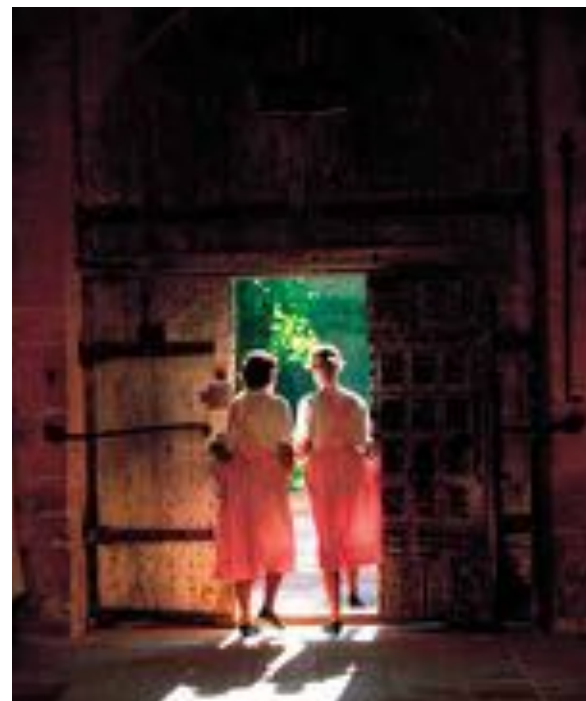
Use evening or night photography to add an elevated sense of drama to an image and capture the mood of the property.

PHOTOGRAPHY

SERVICE & AMENITIES

Just as with architecture and interiors, photography of service and amenities must convey a sense of personality and warmth. If photographing a wine bottle, consider having it presented, so the viewer feels both the sense of service, as it's in a person's hands, and a sense of invitation. Avoid the staid images of white glove service. Instead, capture the warmth of the people who create the feeling of welcome. Just as with portraiture, service and amenity shots are most successful when they are natural, show real people in real situations and are, above all, authentic.

Service shots work best when they are candid, natural moments.



Amenities come to life when presented through the hint or suggestion of a person.

Service and amenity imagery does not need to be solely of people performing specific tasks, rather can be reflected through the personality of the people and place.

PHOTOGRAPHY

LIFESTYLE & EXPERIENCES

Photography that celebrates experience and communicates the lifestyle aspect of time spent at a Relais & Châteaux property should always convey a sense of lightness and happiness. The photography must feel authentic, and capture natural activities, and, where possible, candid moments. The goal is to give the viewer a glimpse into the time spent at the property. Thus it's essential to avoid unnatural poses and forced set ups, as the sense of accessibility and authenticity is destroyed. In addition, strive for a young and contemporary style, as it's through this youthfulness that energy and spirit is expressed.

Lifestyle and experience photography succeeds when it places the viewer in the location.



Lifestyle photography can be used to convey a celebration of the senses.

Experience-based imagery should evoke a sense of playfulness, inviting the viewer into intimate moments.

MEMBERS' GUIDE

THE BENEFITS OF OUR COLLECTIVE

BRINGING OUR EXPERIENCES TO LIFE IN OUR COMMUNICATIONS

HOW TO SELECT A PHOTOGRAPHER

HOW TO SELECT A WRITER

HOW TO SPEAK TO THE PRESS

LOGO & COLOUR PALETTE



THE BENEFITS OF OUR COLLECTIVE

Relais & Châteaux is an association unique in the world of hospitality. We are built on the individuality of our properties and the people who make up our membership. Individually we are strong. As a collective we are even stronger. We are United By What Makes Us Different. To preserve and enhance the benefits of our collective, it's essential that we maintain each property's uniqueness while firmly establishing our connections and sense of Fellowship that are at the heart of our membership. We are connected to each other through our Ideals and Experiences. Our communications should also be connected, enabling people to clearly recognise our ties to each other and Relais & Châteaux. When multiplied across every property in our membership, this collective focus elevates and benefits us all.



Bringing Our Experiences to Life in Our Communications

The unique experiences that our guests have at any one of our properties contribute to our place in the world of hospitality, so it's essential that we reflect these experiences effectively and consistently in our communications material.

- Remember that while other hotels and restaurants compete on amenities, we define ourselves by our experiences and our collective pursuit of art de vivre.
- Focus on the feeling of being at your property and meeting the remarkable people who make it unique in the world.
- Guests at your property will experience an *Awakening to Art de Vivre*. Communications should create an expectation of discovery, learning and experiencing new things.
- Highlight the *Celebration of the Senses*— the tastes and smells and sounds and sights that come alive when guests immerse themselves in your property.
- When describing your property, include specific examples of the *Taste of the Land* that makes it unlike any other destination.
- The *Soul of the Innkeeper* should clearly and vividly come to life.
- The deep sense of Fellowship that exists between our members, and that inspires the *Passport of Friendship* means that guests will experience a consistent sense of belonging as they journey throughout the world of Relais & Châteaux.

We offer experiences that are unique. These experiences should be celebrated in our communications.



How to Select a Photographer

Finding the right photographer is the first step in developing immersive, defining and authentic imagery. Below are some tips to choosing the one that will be able to capture the sense of place and the exceptional experiences that are unique to your property.

- When choosing a photographer to capture your property through images, determine the style of photography you are seeking.
- Some specialize in journalism-style photography. They will focus on many, candid, authentic images that capture a moment in time.
- Still-life and food photographers establish and refine the lighting to create texture and shadow that reflect particular elements. They may take just a few, precise images.
- Know what you are looking for and don't expect a photographer known for one style of work to be able to transition to another style.
- Focus on authenticity, and ways to convey the uniqueness of your property and cuisine.
- Seek warm, people-oriented shots.
- Show moments of connecting with staff and services.
- When choosing the people to photograph, select those with warm, inviting, attractive faces. Include a diversity of people.

USAGE FEES All photographers charge a usage fee. When you hire a photographer, you are paying for his or her day rate and that of any assistants they may need. What is not included is the usage of their images. They own the rights to the images, unless you purchase them. Usage fees vary by how often the image will be used, and in what medium. For example, use on the web is much more expensive (because its audience is potentially limitless) than usage in a print piece that is only locally distributed. If you wish to use the images more than a few times, we recommend negotiating a buy-out rate from the photographer. This is a more expensive approach up-front, but can save a lot of money and the challenges of licensing fees down the road.



How to Select a Writer

Writers are as different as Relais & Châteaux properties themselves. Some prefer short, pithy writing, others long-form writing. Below are some tips to choosing a writer who can transcend expected phrasing, to craft authentic, ownable language for your property.

- When reviewing a writer's work, look for a variety in their language. If the samples you read start to sound like each other, so will their writing for your property.
- Look for a writer who can capture the feel of your property. If they have too much personality weighing down every phrase, then they are putting themselves into the work, and not allowing the property to be the hero.
- If you are placing an ad, consider a copywriter, one who is used to delivering short, memorable phrasing.
- If you are looking for experience-rich language, consider a travel writer, who can layer experiential elements in their writing, giving a better sense of the feel of your property.
- Take the time to read samples of the writer's work. Do you enjoy their style? Does it hold your attention?
- Remember, what is obvious to you may not be obvious to someone who is just arriving. Spend time with the writer to ensure he or she understands what makes your property so special.
- Share other communications pieces that you like, or other Relais & Châteaux pieces, to give them a sense of the tone and voice you are seeking.



Words
we like

We have a unique perspective on a guest experience, thus the words we use are richer in emotion and communicate a sense of being that allows the cares of the day to fall away. Our language does not focus on amenities, rather it celebrates the senses.

LOVE

Return

WELCOME

RETREAT

EXPERIENCE

SHARING

Reunion

REMEMBER

IMAGINATION

Wine

SMILE

PLEASURE

CONNECTION

Discretion

GENTLE

Savour

HARMONY

HUMILITY

CARESS

FRESH

SURPRISE

DANCE

DELIGHT

Listen

COURTESY

BREATH

ELEGANCE

HERITAGE

HOSPITALITY



Words we
don't like

Our guests spend time with us because we are unique, because we are distinct, because what we offer is not an industry standard, rather an expression of delight in the work we do and the way we live. Our language must reflect our attention to detail, and stay above the mundane, the corporate, the expected.

CHAIN
Company
EXPECTED
LUXURY
STANDARD
REGULAR
Superior
GOURMAND
DESIGNER
Trendy
COMMON
LEAVE

ALONE
Typical
PLANNED
Overstated
DISSONANCE
INDUSTRY
MANUFACTURE
FALSE
AVERAGE
COMMERCIAL
ISOLATION
Expensive



How to Speak to the Press

One of the best ways to distinguish ourselves and elevate the awareness of our unique place in the world is through the press. Press carries with it a sense of authenticity and truth, which purchased media, such as advertising, cannot.

- When speaking with any member of the press, remember to make use of the opportunity to drive interest in your own property.
- In addition, every press contact also offers you the chance to talk about your membership in Relais & Châteaux.
- Before speaking to the journalist, know what kind of an article he or she is writing—feature-length or shorter?—and where the article is running.
- Research the journalist. What have they written before? Do they have a consistent perspective? Knowing what they are looking for helps you to benefit from their voice.
- Have the journalist visit your property and experience it first-hand. Time spent at your property will inspire long-form writing that is immersive and experience-rich.
- Discuss your membership in Relais & Châteaux, conveying how it benefits you both personally and professionally.
- As you talk about your relationship with Relais & Châteaux, remember the elements of our Story and think about how you can share them. In particular, consider the following points to communicate.
 1. Relais & Châteaux is not a chain; rather it's an association of the world's finest hoteliers and chefs.
 2. Relais & Châteaux is a collection of the world's finest hoteliers, chefs and restaurateurs, each utterly unique, but all sharing similar passions and beliefs, all providing inspiration and support to each other.
 3. The members of Relais & Châteaux are all owners or managers who personally participate in the governance of the association.
 4. While the association's roots are in France, its nearly 500 properties now span 58 countries around the globe.

LOGO & COLOUR PALETTE

A logo and colour palette is the most direct way to visually communicate a brand in the marketplace. The logo of Relais & Châteaux, with its fusion of a butterfly and the fleur de lys, is distinctive. However the current colour palette— gold, black and white— is not unique. In fact many luxury lifestyle and hospitality brands also rely on this combination of colour to communicate their quality. Because this combination is not defining, consistent use of guidelines and an expanded visual language are essential to contribute to the recognisability of the Relais & Châteaux brand.

LOGO

CORRECT USAGE



The Relais & Châteaux logo has many strengths. It's distinctive and memorable and the most recent version has reflected the qualities of the organisation over the last two decades it's been in use. To ensure that the logo remains a strength for the organisation, it's essential that every piece of communications treat the symbol in the same manner, for visual consistency. The use of the logo itself indicates membership. Never add a "member of" reference with the logo.

PRINTING THE OFFICIAL RELAIS & CHÂTEAUX LOGO

1. If you choose gold foil (recommended), the logo can be fully treated in one colour.
2. If you choose standard printing methods, the symbol in gold and the wordmark prints in grey.
3. For black and white documents, the 'grey and black' version of the relais & châteaux logo can now be used.

TYPOGRAPHY

The typography for the logo is Palatino Light. Printed **CAPITAL LETTERS** are to be used.

SPECIAL APPLICATIONS

In certain circumstances, added printing effects such as embossing may be applied to the logo. The colour guidelines would still apply with the addition of a subtle embossing treatment, never debossed. Another acceptable alternative for rare exceptions would be a complete blind emboss on white paper with no printed ink.

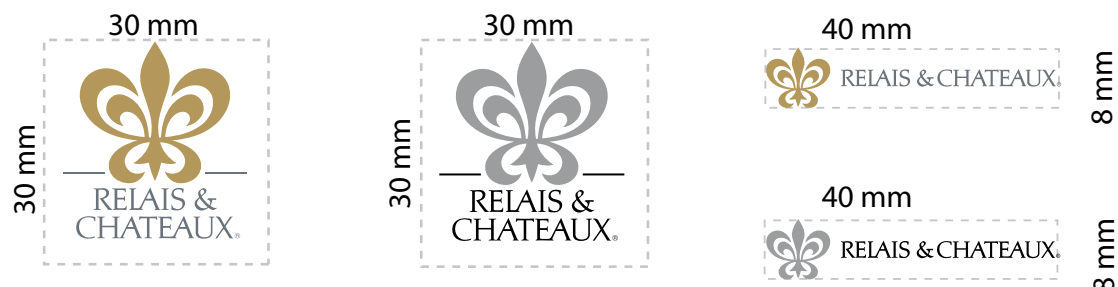
PAPER STOCK SELECTION

Relais & Châteaux materials should never be printed on uncoated paper. The option of gloss varnish coated or matte varnish coated are both acceptable. A satin finish is the desired quality.

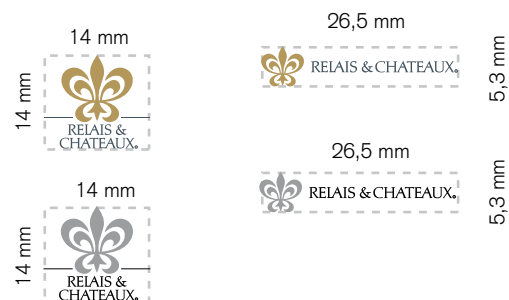
LOGO

SIZE REQUIREMENTS

SIZES OF THE RELAIS & CHATEAUX LOGO TO BE USED FOR STANDARD DOCUMENTS:



MINIMUM SIZE OF THE LOGO:



Below these sizes,
the logo may not be used:

**GOLD FOIL** *(recommended)*

Api foils: LUXURY GOLD 4003

Kurz: LUXOR 385

OR GOLD SPOT COLOUR

Pantone Ref.: 872 C

GOLD "COLOUR"

Pantone Ref.: 872 C

Four-colour printing Ref.: C40/M43/Y84/K0

GREY TEXT**Square logo:**

Pantone Ref.: 431 C

Four-colour printing Ref.: C11/M1/Y0/K64

If the square logo has a size of less than 20x20mm, references are:

Pantone Ref.: 432 C

Four-colour printing Ref.: C23/M2/Y0/K77

For the one-line logo:

of any size, references are:

Pantone Ref.: 432 C

Four-colour printing Ref.: C23/M2/Y0/K77

GREY LOGO *(may only be used on black and white documents)*

Fleurs de Lys: Black 50%

Text and rules: Black 100%

LOGO

PRIMACY OVER OTHER LOGOS

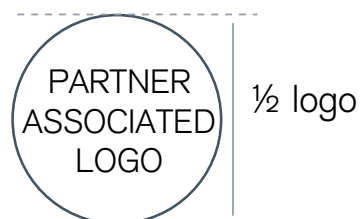
TOO SMALL:



TOO CLOSE:



PERFECT:



PRINCIPLE

The fundamental principle is that the Relais & Châteaux logo has primacy over the other membership logos of member properties.

Membership logos are logos of hotel organisations which are compatible with Relais & Châteaux, professional federations, fellowships, professional organisations and in general all distinctions, accolades, awards.

PROCEDURE

The Relais & Châteaux logo must be twice the size of the other membership logos. No other membership logo may be placed at a distance of less than the width of the Relais & Châteaux logo.

The member must in all cases submit any proposal to use the Relais & Châteaux logo together with other membership logos to the head office of Relais & Châteaux.

LOGO

ALTERNATIVES

**GENERAL CASE:****LOGO ON WHITE OR LIGHT BACKGROUND**

The official logo of Relais & Châteaux is printed in line with technical specifications mentioned on the previous pages.

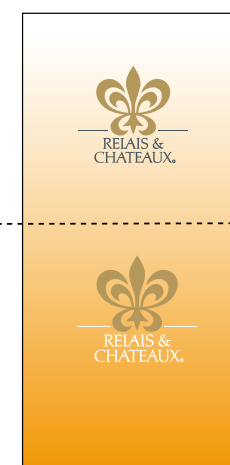
THE USE OF THE LOGO IN ANY ONE OF THE FOLLOWING CASES REQUIRES THE APPROVAL OF THE COMMUNICATION DEPARTMENT OF THE RELAIS & CHATEAUX HEAD OFFICE:

**IN THE EVENT OF A DARK BACKGROUND**

If the logo is used on a dark background, the mention of "RELAIS & CHÂTEAUX" in white is recommended to ensure better legibility.

IN THE EVENT OF A SHADED BACKGROUND

BACKGROUND If the background colour is shaded, the choice of black or grey to mention "RELAIS & CHÂTEAUX" is decided by the head office or the international offices of Relais & Châteaux.

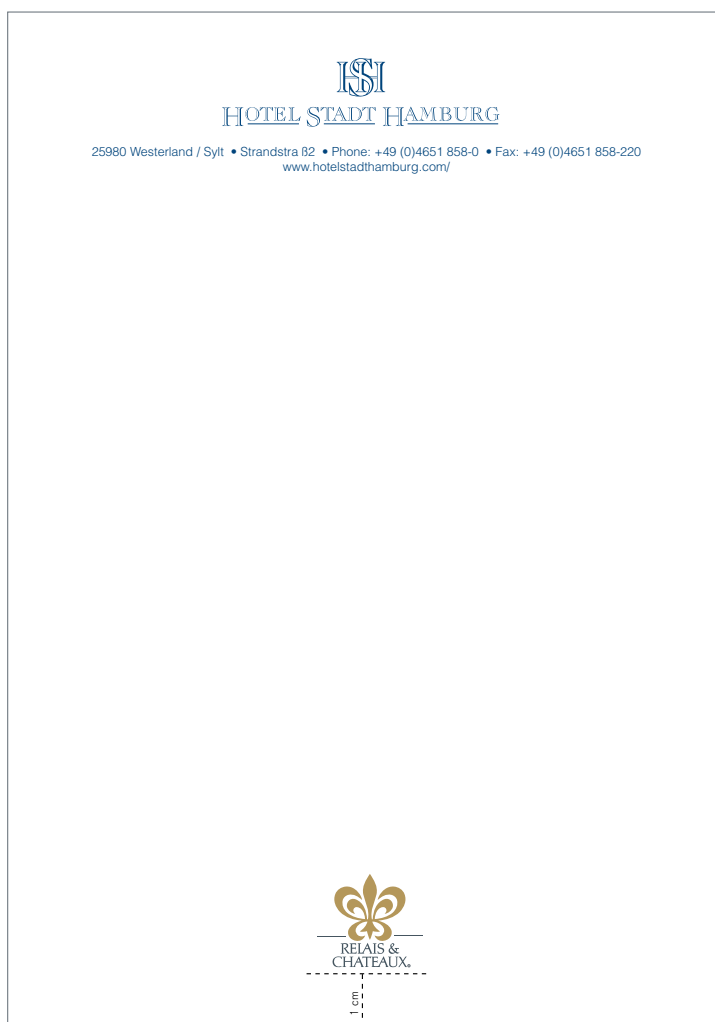


Original logo

White logo

LOGO

CO-BRANDED STATIONERY

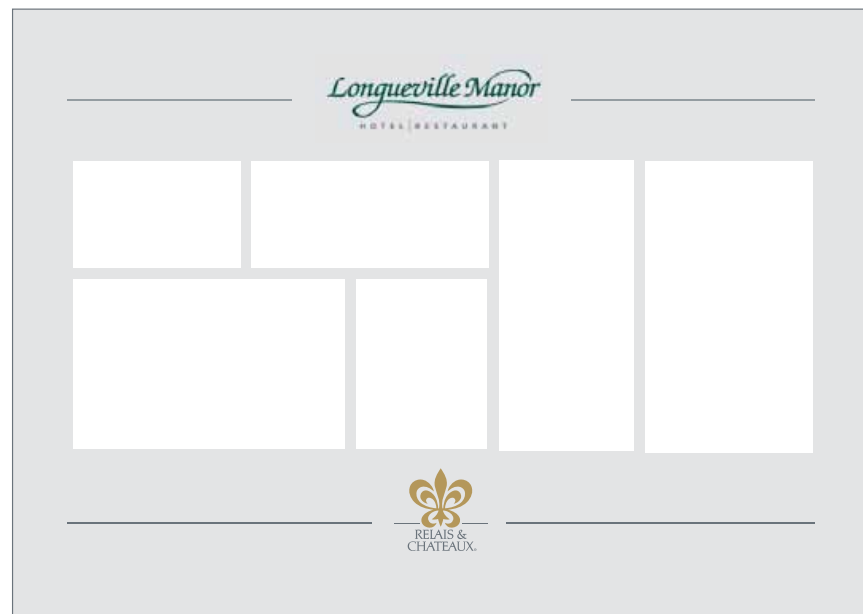
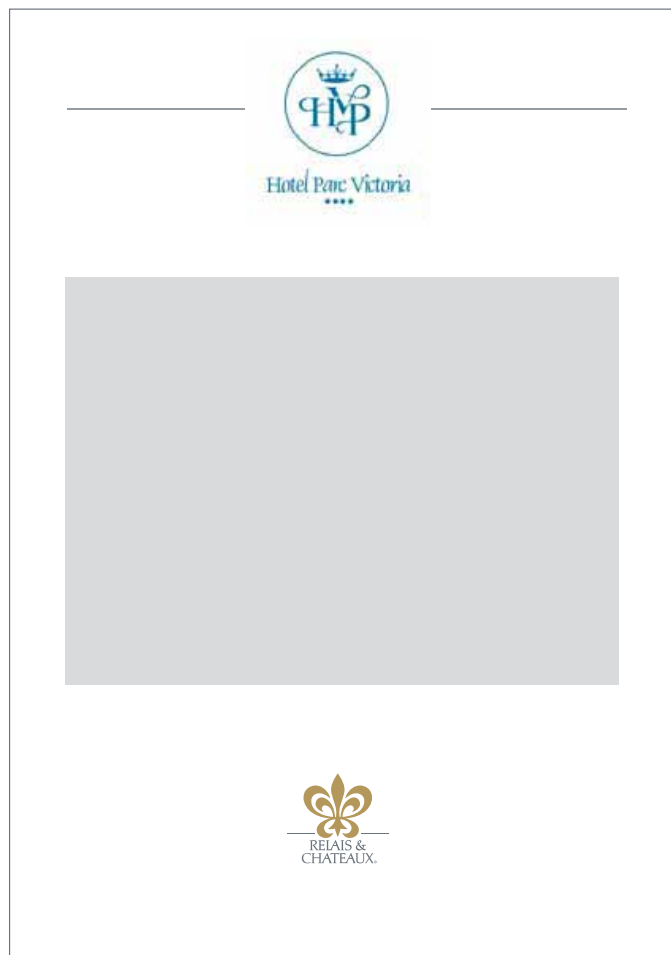


Regardless of the format or style of the business card, it must always include the Relais & Châteaux logo and its size must never be smaller than 14 mm x 14 mm (square).

Regardless of the format of the headed paper, the logo of the property must be placed in the upper part of the letter and the Relais & Châteaux logo must be centred in the lower part, approximately 1 cm from the bottom of the page.

LOGO

CO-BRANDED BROCHURE



The Relais Châteaux logo must be placed prominently on the page. Be sure to give it equal weighting to your own logo, and follow the logo guidelines.

LOGO

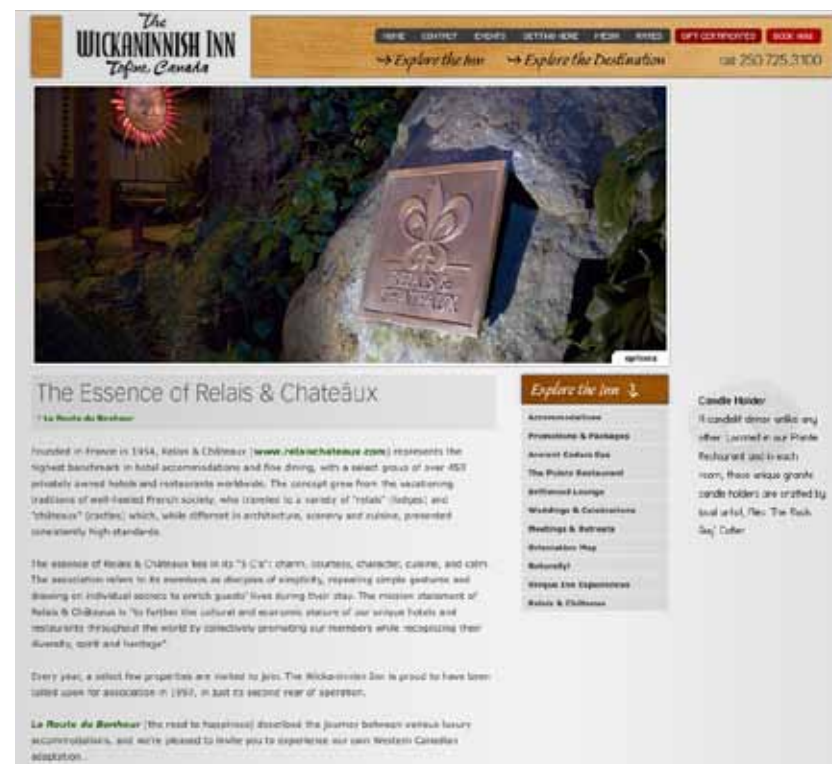
CO-BRANDED WEBSITE

HOME PAGE



The display of the Relais & Châteaux logo on the homepage and the main page of the website menu is mandatory. Its dimensions are 100 x 100 pixels. It is displayed in a white square. Its positioning must not impair the overall legibility of the website. The logo should click through to a secondary page dedicated to Relais & Châteaux.

R&C SECONDARY PAGE



LOGO COLOURS ON THE INTERNET

Gold: C40/M43/Y84/K0 (This corresponds to R141/G110/B38)

Grey: C60/M51/Y51/K20 (This corresponds to R102/G102/B102)

LOGO

CO-BRANDED MENU

The logo must be printed on the menu in colour or in gold foil. It is recommended that the logo is printed on a light, plain background. The Relais & Châteaux logo may be printed (with the authorisation of the head office of Relais & Châteaux) on a photo or illustrated background. In this case, it is recommended that the colour logo be used on a white square or rectangular space to ensure it is legible.

CHÂTEAU
DE
CASTEL NOVEL

Menu



LOGO

CO-BRANDED ADVERTISING

When developing co-branded advertising, keep in mind how the Relais & Châteaux brand and your brand work together to support each other. In this example, the centred alignment of the logos and the consistent use of gold creates a distinct, uniform look. In addition, the immersive imagery invites the viewer in to the character of the destination, conveying the sense of place that defines it. Note that by following the appropriate logo guidelines establishes your property as a member of our association.





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LOGO

PLAQUES & FLAGS



Every member must make their membership to Relais & Châteaux known to the customers. Plaques and Flags are two signs of membership.

PLAQUE

Your bronze plaque is ordered and supplied through the Association:

- You are required to place a large plaque outside.
- If applicable, a small Grand Chef plaque (replacing the Relais Gourmand plaque) is also to be placed outside, above the large plaque).

FLAG

A Relais & Châteaux flag extends the brand and complements the plaque.

For ordering information contact :

rcp@relaischateaux.com and on

www.relaischateaux.org,

“Quality suppliers” and “Branded products”

LOGO

GRAND CHEF PLAQUE



The bronze plaques which mention “Relais Gourmands” may no longer be used. No plaque mentioning “Relais Gourmands” may remain affixed at the entry to a Relais & Châteaux property.



For Grands Chefs Relais & Châteaux without a hotel.

A new rectangular bronze “Grand Chef Relais & Châteaux” plaque measuring **36 cm by 13 cm** is placed outside the property above the square Relais & Châteaux plaque (unless there are technical installation problems; in this case it may be placed below the square plaque).

For Grands Chefs Relais & Châteaux with a hotel

The owner of the property has 2 options:

- Affix the “Grand Chef Relais & Châteaux” plaque outside the property together with the square Relais & Châteaux plaque (as for the Grands Chefs without a hotel)

OR

- Affix the “Grand Chef Relais & Châteaux” plaque inside the property.

PLEASE NOTE: In each case the Grand Chef plaque may not be separated from the square Relais & Châteaux plaque. In the latter case, the property must inform the Head Office of Relais & Châteaux which will provide it with a second square plaque.

To strengthen the connection between a Grand Chef establishment and the Relais & Châteaux brand, the Relais & Châteaux logo should appear on the uniform of the Grand Chef. This logo could be placed below the chef’s own name or establishment logo or elsewhere on the uniform.

LOGO

MERCHANDISING

The Relais & Châteaux logo stands for many things, including quality, craftsmanship and attention to detail. Consider its context then, before placing it on just any piece of merchandise. If using the logo on a pen, for example, it should be an exquisite pen. Don't overuse the logo, on the other hand, don't miss obvious places where it belongs, such as on your wine list.

The use of the Relais & Châteaux logo on a keepsake from your property is a wonderful way to create a souvenir of your guests' visit. However be sure that the logo is appropriately used and the item reflects the classic elegance of our brand.





“Relais & Châteaux is much more than a beautiful collection of charming properties. Our brand brings together unique personalities who share the same values, the same passion for welcome and an innate desire to give others unforgettable moments. Whatever the culture, the region or the country, Relais & Châteaux is the best way to discover it.” JAUME TÀPIES, International President

In Closing

The Relais & Châteaux brand is truly precious in today's world. Built on our remarkable members and their remarkable properties, it offers an authenticity, a sense of timelessness and a feeling of craftsmanship that we all too rarely are able to experience in our work-filled days.

Our guests come to us for the unique experiences that define us. Our communications materials need to honour and convey these experiences. Celebrate our people.

Focus on our sense of place. Immerse the reader in rich, layered language. Offer exquisite photography to transport the reader. The time we take with our cuisine and each one of properties should be consistently reflected in the time we take with our publications.

Thank you for being part of Relais & Châteaux.

If you have any questions about elements of this Brand Book or Brand Implementation, please contact Krista Florin, Worldwide Marketing & Communication Director, K.Florin@relaischateaux.com

