



# Corporate Design Manual

## Labranda Hotels & Resorts

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# WELCOME

## We are LABRANDA

We are pleased to welcome You to the world of LABRANDA Hotels & Resorts.

By handing out this corporate design manual, we want to give you a comprehensive understanding of LABRANDA's brand identity and of the desired look & feel in its corporate communication.

The aim is to ensure a high quality graphic design standard of all generally and individually produced marketing items as well as a strong and positive perception of LABRANDA Hotels & Resorts by every customer visiting one of the LABRANDA hotels, no matter if they are placed on the Canary Islands or in Turkey.

Since we have a good understanding for the individual situations of all the different hotels in our brand, we want to respect your local architecture and interior designs.

Therefore, we tried to offer a maximum adaptability of the corporate design.

Please make sure that your produced marketing items and branding equals the described styles and design basics.

To avoid any corporate design violations, we kindly ask you to have all marketing items and branding approved by us before production.

We hope for a successful cooperation and wish you a great season.

LABRANDA Hotels & Resorts

A 1. LOGO

A BASICS

# A 1.1 Main Brand Logo

The main brand logo is the heart of the LABRANDA corporate design and communication.

Its characteristic shape represents the facets of an excellent service in hotel accommodation.

Just as a perfect holiday results in an interaction of all elements like weather, location, mood and atmosphere, in hotel accommodation the quality of a guest stay reflects in the general service, the comfort, the catering and many further amenities.

LABRANDA has the aim to offer to the guests the best possible standard of all these facets.

Concerning the displayed size on a marketing item, please ensure that the minimum type sizes used in your design is not smaller than 12 pt.



# A 1.2 Logo Isolation Zone

Under any circumstances do NOT place any text, pictures or graphic elements in the logo isolation zone defined on the right.

In the same way, the placement of the logo in the media format has to ensure this minimum distance of the main brand logo to the edges of the format.



Logo isolation zone



# A 1.3 Logo Usage No Go's

To ensure the proper usage of the LABRANDA main brand logo, we hereby show to you the usage No Go's as well as the following basic usage principles:

1. All variations of the logo have to be clearly legible.
2. Never scale any of the provided logos out of proportion.
3. Under no circumstances change the shape or colourways of any of the provided logos or graphic elements.
4. Always respect the defined logo isolation zone.
5. When placed on pictures and backgrounds, it is mandatory to place it on a white space the size of at least the isolation zone.
6. It is clearly explained on page 9 how you can use our variations of black, white and outline logos on black or white background.

Do not place the logo on any colour or dark background!



Never scale any of the provided logos out of proportion.



Do not place the logo on a picture!



# A 1.3 Logo Usage No Go's

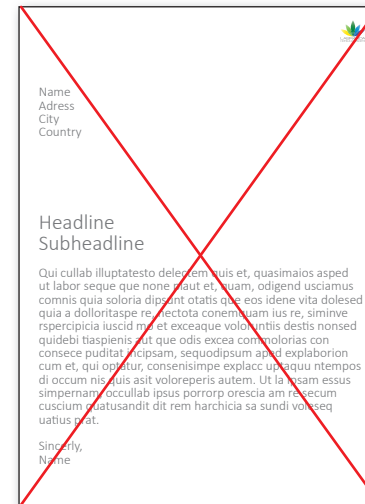
To ensure the proper usage of the LABRANDA main brand logo, we hereby show to you further usage No Go's.

Letterhead



Do not use the logo in too big proportions to the format used!

Letterhead



Do not use the logo in too small proportions to the format used!



Do not place the logo touching or overlapping format edges!



Do not place any text, pictures or other graphic elements inside the logo isolation zone!



# A 1.4 Main Brand Logo (All Versions)

1. Again this is our main LABRANDA logo. Please note: the outline logo is only for collateral purposes.
2. The white logo full color and the other one with outlines is an example how to use the logo on a black surface.
3. The black logo full color and the other one with outlines is an example how to use the logo on a white surface.



# A 1.5 Hotel Logos with Category

The LABRANDA main logo in combination with the hotelname and category.



balance



city



comfort



family star



select

# A 2. CORPORATE COLOURS

A BASICS

# A 2.1 Corporate Colours Main Logo

The main Corporate Colour Guide gives you all necessary colour codes for the main logo and CI colours.

- CMYK > Print production
- RGB / HEX > Screen design
- PANTONE / HKS > Specific colour print products
- RAL > Interior design / room paint colour codes



**Sunshine Yellow**

**Gras Green**

**Forrest Green**

**Sky Blue**

**Ocean Blue**

**Cool Grey**

CMYK	0 / 5 / 100 / 0
RGB	255 / 204 / 0
HEX	# ffcc00
PANTONE	108
HKS	2 K
RAL	1016

CMYK	60 / 0 / 100 / 0
RGB	102 / 204 / 51
HEX	# 66cc33
PANTONE	376
HKS	66 K
RAL	6018

CMYK	90 / 15 / 100 / 15
RGB	0 / 153 / 51
HEX	# 009933
PANTONE	356
HKS	57 K
RAL	6032

CMYK	90 / 30 / 0 / 0
RGB	0 / 153 / 204
HEX	# 0099cc
PANTONE	2925
HKS	44 K
RAL	5012

CMYK	95 / 75 / 0 / 0
RGB	0 / 102 / 153
HEX	# 006699
PANTONE	661
HKS	42 K
RAL	5005

CMYK	0 / 0 / 0 / 70
RGB	112 / 111 / 111
HEX	# 706f6f
PANTONE	424
HKS	92 K
RAL	7005

# A 2.2 Corporate Colours Outline Logo

The main Corporate Colour Guide gives you all necessary colour codes for the outline logo and CI colours.

- CMYK > Print production
- RGB / HEX > Screen design
- PANTONE / HKS > Specific colour print products
- RAL > Interior design / room paint colour codes



	<b>Zink Yellow</b>	<b>Gras Green</b>	<b>Forrest Green</b>	<b>Sky Blue</b>	<b>Ocean Blue</b>	<b>Cool Grey</b>
CMYK	10 / 5 / 100 / 0	60 / 0 / 100 / 0	90 / 15 / 100 / 15	90 / 30 / 0 / 0	95 / 75 / 0 / 0	0 / 0 / 0 / 70
RGB	255 / 204 / 0	102 / 204 / 51	0 / 153 / 51	0 / 153 / 204	0 / 102 / 153	112 / 111 / 111
HEX	# f0d300	# 66cc33	# 009933	# 0099cc	# 006699	# 706f6f
PANTONE	109	376	356	2925	661	424
HKS	3 K	66 K	57 K	44 K	42 K	92 K
RAL	1018	6018	6032	5012	5005	7005

# A 3. TYPOGRAPHY

A BASICS

# A 3.1 Logo Font Walkway

Walkway is the logo font in the visual communication of LABRANDA.

The font family contents diverse font styles, including Bold, Ultra Bold, Black, SemiBold and ExpandSemiBold.

This font family is recommended for use in all kinds of headlines and other significant wordings. But please: DO NOT USE IT IN NARATIVE TEXT ONLY FOR TITLES!

Text colour: 80% black

## Walkway Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"§\$%&/()=?@€

## Walkway Ultra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"§\$%&/()=?@€

## Walkway Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"§\$%&/()=?@€

## Walkway SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"§\$%&/()=?@€

## Walkway ExpandSemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!"§\$%&/()=?@€

# A 3.1 Text Font Calibri Light

Calibri light is the all compatible and available sans serif copy text and mass text font in the visual communication of LABRANDA.

The font is usually available on all desktop computer systems. And it is supposed to be used for text, narrative text, mail and everywhere where there is no bold title.

Text colour: 80% black

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!"#\$%&/()=?@€



## A 3.3 Main Logo Type

The LABRANDA main logo type utilizes the font style Walkway Expand Ultrabold.

In any usage situation, do not utilize a different type variation and any other type parameters (e.g. letter distances) than the provided ones.

Correct:

The word "LABRANDA" is displayed in a bold, sans-serif font. The letters are widely spaced, and the overall appearance is clean and professional. Small green circles are placed at the bottom of the letters 'A', 'B', 'R', 'A', and 'A' to indicate the correct letter spacing and alignment.

Incorrect:

The word "LABRANDA" is displayed in the same bold, sans-serif font as above, but the letters are tightly packed together. Small red circles are placed at the bottom of the letters 'A', 'B', 'R', 'A', and 'A' to indicate the incorrect letter spacing and alignment.

B 1. FRONT DESK

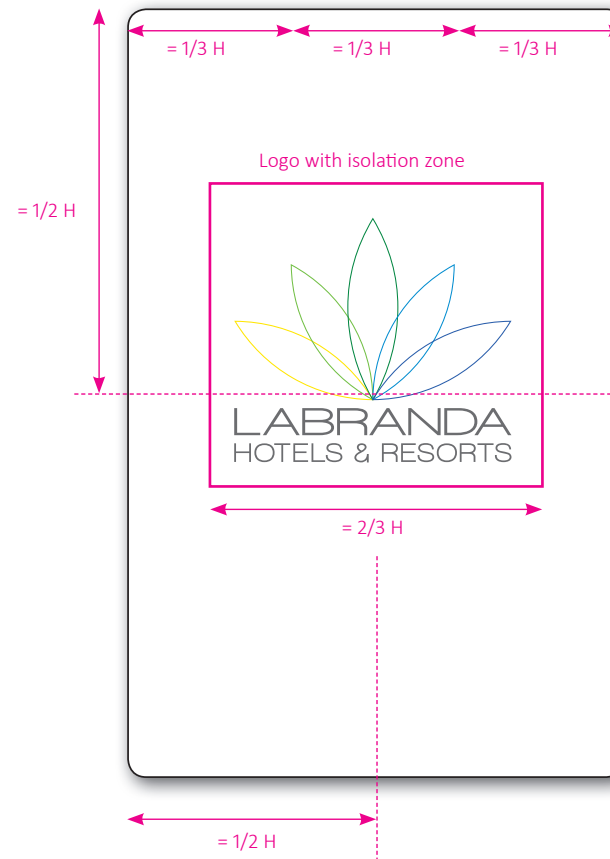
B COLLATERAL

# B 1.1 Keycard

Dimensions:  
55mm x 85mm

Print Specs:  
CMYK offset print

Paper Stocks:  
30 mil white PVC



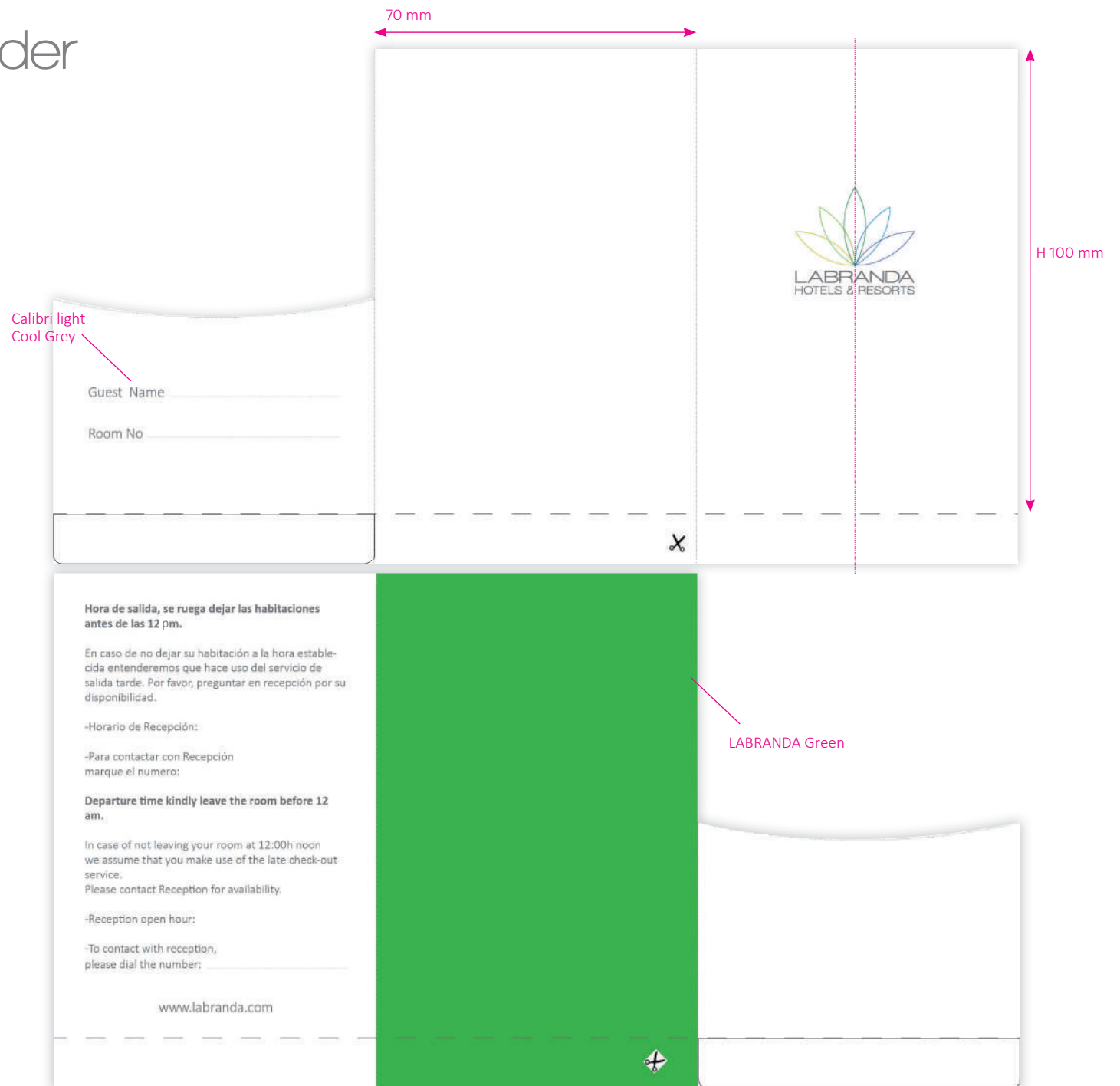
# B 1.2 Keycard Holder

Dimensions:  
70mm x 100mm

Print Specs:  
CMYK offset print

Paper Stocks:  
250 gsm art matt

Finishing:  
Die cutting, pasting and lamination one side



# B 1.3 Amenities pen

## Specifications:

Attach the full white logo if the pencil has dark colour. If the pencil is white then use the main logo or the collateral logo - page 9.

## Dimensions:

Variable

## Print Specs:

1C or CMYK offset print



# B 1.4 Towel Card

Dimensions:  
85mm x 55mm

Print Specs:  
CMYK offset print

Paper Stocks:  
30 mil white PVC



# B 1.5 Safe Box Deposit Record

Dimensions:  
150mm x 70mm, perforated at 50mm  
width

Print Specs:  
CMYK offset print

Paper Stocks:  
80 gsm booklet with perforation per  
page

The diagram shows a rectangular form with a total width of 150mm and a height of 70mm. A vertical perforation line is located 50mm from the left edge. The form is divided into several sections:

- Top Left:** A box containing the number "123456".
- Top Center:** The title "CAJA FUERTE – SAFE BOX".
- Top Right:** A box containing the number "123456".
- Middle Left:** A vertical stack of five empty rectangular boxes.
- Middle Center:** A form with the following fields:
  - Cliente \_\_\_\_\_
  - Habitation \_\_\_\_\_
  - Inicio alquiler / / Fin alquiler / /
  - Total dias a \_\_\_\_\_
  - Deposito entregado \_\_\_\_\_
  - Total a pagar \_\_\_\_\_
- Middle Right:** Two columns of German text, each repeated twice. The text reads: "Das Hotel macht sich für keinen Verlust verantwortlich, ausgenommen wenn die Wertgegenstände in den Schliessfächern Aufbewahrt werden. Der Inhalt im Safe ist gegen Einbruchdiebstahl versichert. Versicherungssumme max. 1.500 €".
- Bottom:** The Labranda Hotels & Resorts logo, consisting of a stylized flower icon and the text "LABRANDA HOTELS & RESORTS", is placed at the bottom of both the left and right sections.

Dimensions are indicated by pink arrows: 50mm for the left section width, 70mm for the total height, and 150mm for the total width. A vertical dashed line labeled "Perforated" is shown at the 50mm mark.

# B 1.6 Bracelets

## Specification:

Colored bracelets with black or white monochrome LABRANDA Hotels and Resorts logo

## Print Specs:

1 color offset print



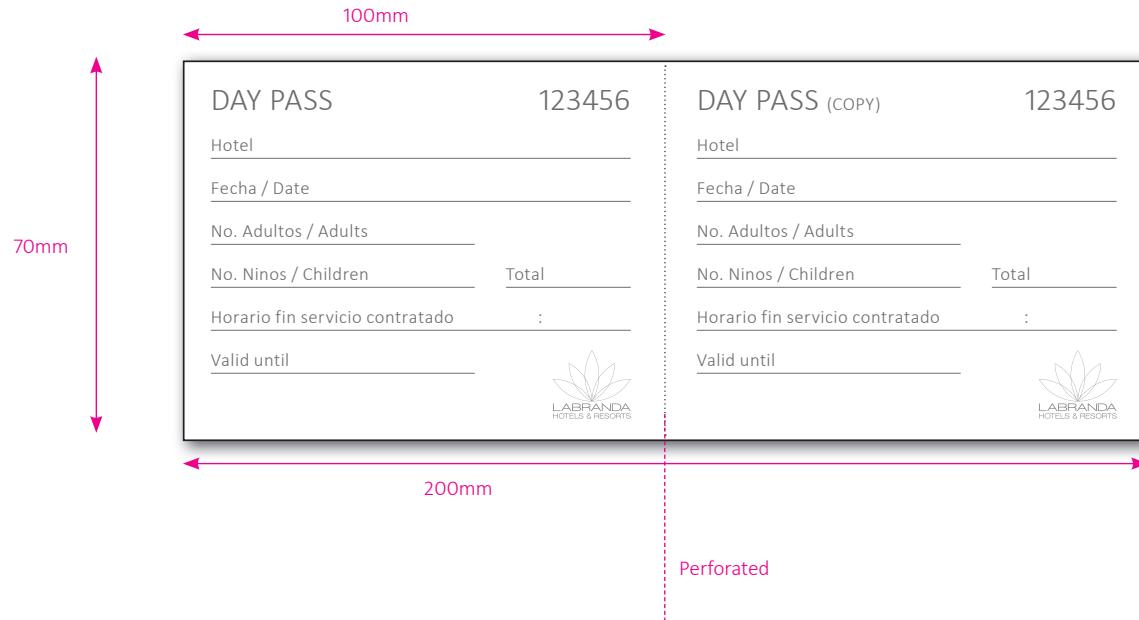


# B 1.7 Day Pass

Dimensions:  
200mm x 70mm, perforated at 100mm width

Print Specs:  
CMYK offset print, serial number per page (printed or stamped)

Paper Stocks:  
80 gsm, booklet with perforation per page

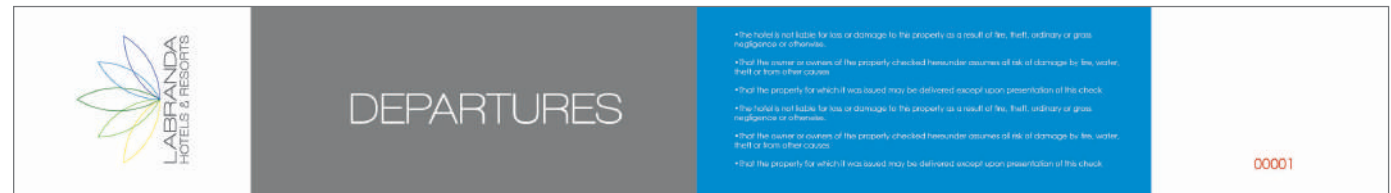
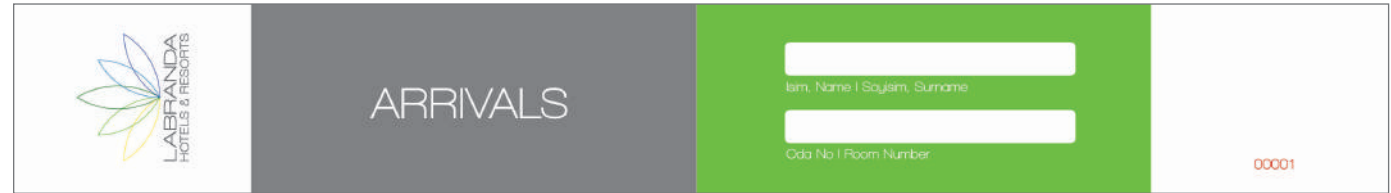


# B 1.8 Luggage Label

The Manual baggage tag has to be printed on a adhesive paper. Only the white parts need to be stuck together.

As soon as it is finalized, we will provide adaptable template files.

Dimensions: 254mm x 35mm

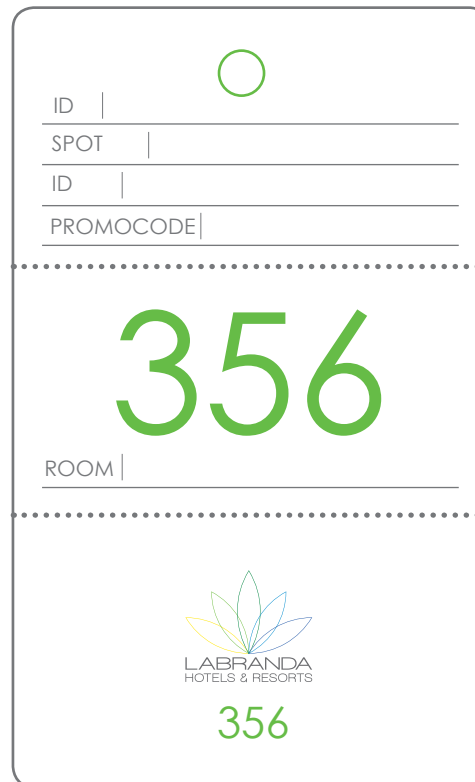


# B 1.9 Valet card

Dimensions:  
103 mm x 63mm

Print Specs:  
CMYK offset print

Paper Stocks:  
300 mil PVC



The front of the valet card is white with rounded corners. At the top center is a small green circle. Below it are four horizontal lines for text entry, each with a vertical line on the left side. The labels are: ID, SPOT, ID, and PROMOCODE. A large green number '356' is centered in the middle section. Below it is a horizontal line with the label 'ROOM' on the left. At the bottom is the Labranda Hotels & Resorts logo, which consists of a stylized leaf design above the text 'LABRANDA HOTELS & RESORTS' and the number '356'.

ID | \_\_\_\_\_

SPOT | \_\_\_\_\_

ID | \_\_\_\_\_

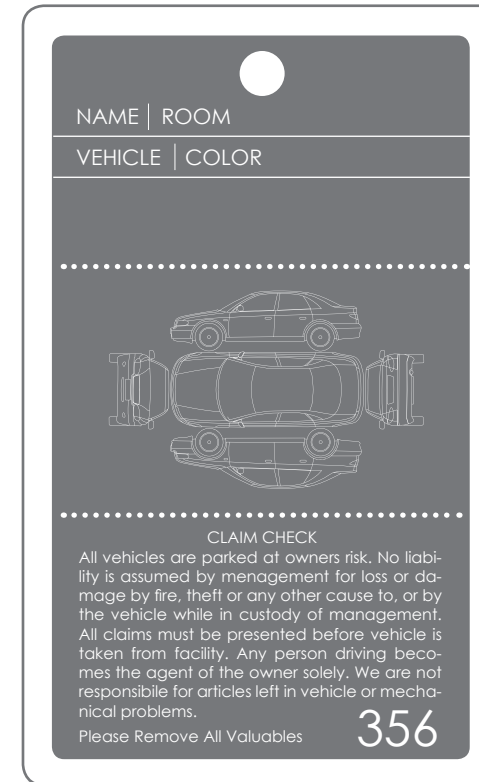
PROMOCODE | \_\_\_\_\_

356

ROOM | \_\_\_\_\_

LABRANDA  
HOTELS & RESORTS

356



The back of the valet card is dark grey with rounded corners. At the top center is a white circle. Below it are three horizontal lines for text entry, each with a vertical line on the left side. The labels are: NAME | ROOM, VEHICLE | COLOR, and CLAIM CHECK. Below the third line is a white line-art illustration of a car from three perspectives: top-down, front view, and rear view. Below the illustration is a horizontal line with the label 'CLAIM CHECK' on the left. Below that is a block of text: 'All vehicles are parked at owners risk. No liability is assumed by management for loss or damage by fire, theft or any other cause to, or by the vehicle while in custody of management. All claims must be presented before vehicle is taken from facility. Any person driving becomes the agent of the owner solely. We are not responsible for articles left in vehicle or mechanical problems.' Below the text is the phrase 'Please Remove All Valuables' and the number '356'.

NAME | ROOM

VEHICLE | COLOR

CLAIM CHECK

All vehicles are parked at owners risk. No liability is assumed by management for loss or damage by fire, theft or any other cause to, or by the vehicle while in custody of management. All claims must be presented before vehicle is taken from facility. Any person driving becomes the agent of the owner solely. We are not responsible for articles left in vehicle or mechanical problems.

Please Remove All Valuables 356

B 2. GUEST ROOM

B COLLATERAL

# B 2.1 Door Hanger

Dimensions:  
100mm x 280mm

Print Specs:  
CMYK offset print

Paper Stocks:  
500 micron, polyprop one side: white  
material, other side: green

Finishing:  
Hole punch adaptable to hotel  
specifications



# B 2.2 Guest Room Directory

Dimensions:  
145mm x 235mm when folded

Print Specs:  
CMYK offset print

Paper Stocks:  
300 gsm matt uncoated

GSD cover must be ordered from  
Central Purchasing



**ENG**

SERVICE NUMBER DESCRIPTION		
SERVICE	NUMBER	DESCRIPTION
Reception	0	For general queries, reservations, adapters, office reservations, car rental, courier, assistance with luggage, local information on attractions and sightseeing and locations
Emergency	0	In case of emergency
Housekeeping and Laundry	0	For all queries to housekeeping or laundry

**DE**

SERVICE NUMBER DESCRIPTION		
SERVICE	NUMBER	DESCRIPTION
Reception	0	For general queries, reservations, adapters, office reservations, car rental, courier, assistance with luggage, local information on attractions and sightseeing and locations
Emergency	0	In case of emergency
Housekeeping and Laundry	0	For all queries to housekeeping or laundry

**FR**

SERVICE NUMBER DESCRIPTION		
SERVICE	NUMBER	DESCRIPTION
Reception	0	For general queries, reservations, adapters, office reservations, car rental, courier, assistance with luggage, local information on attractions and sightseeing and locations
Emergency	0	In case of emergency
Housekeeping and Laundry	0	For all queries to housekeeping or laundry

**TUR**

SERVICE NUMBER DESCRIPTION		
SERVICE	NUMBER	DESCRIPTION
Reception	0	For general queries, reservations, adapters, office reservations, car rental, courier, assistance with luggage, local information on attractions and sightseeing and locations
Emergency	0	In case of emergency
Housekeeping and Laundry	0	For all queries to housekeeping or laundry

- WHO TO CALL
- OUR FACILITIES
- MORE INFORMATION
- OUT & ABOUT
- TV & PHONE
- USEFUL FACTS
- ALL INCLUSIVE

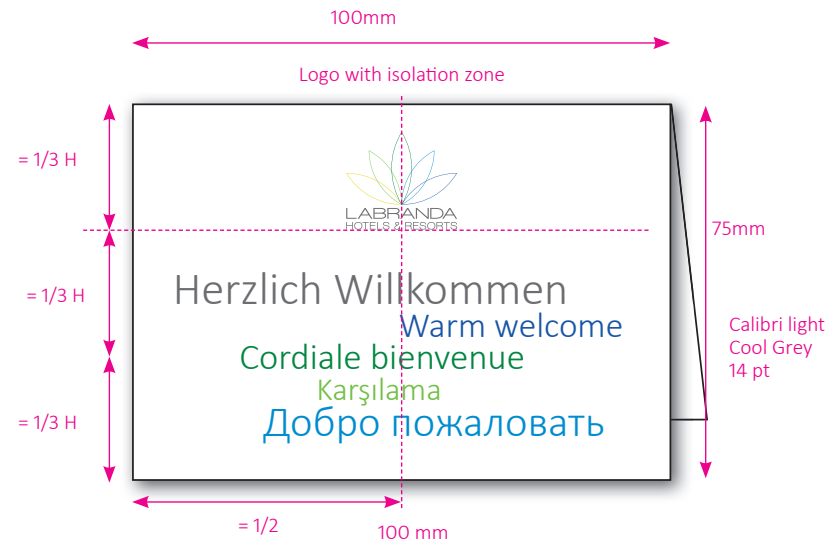
# B 2.3 Welcome Note Card

Dimensions:  
100mm x 150mm, when folded: 100mm  
x 75mm

Print Specs:  
CMYK offset print

Paper Stocks:  
330 gsm naturalis soft white

Finishing:  
Creasing, folding and matt OPV



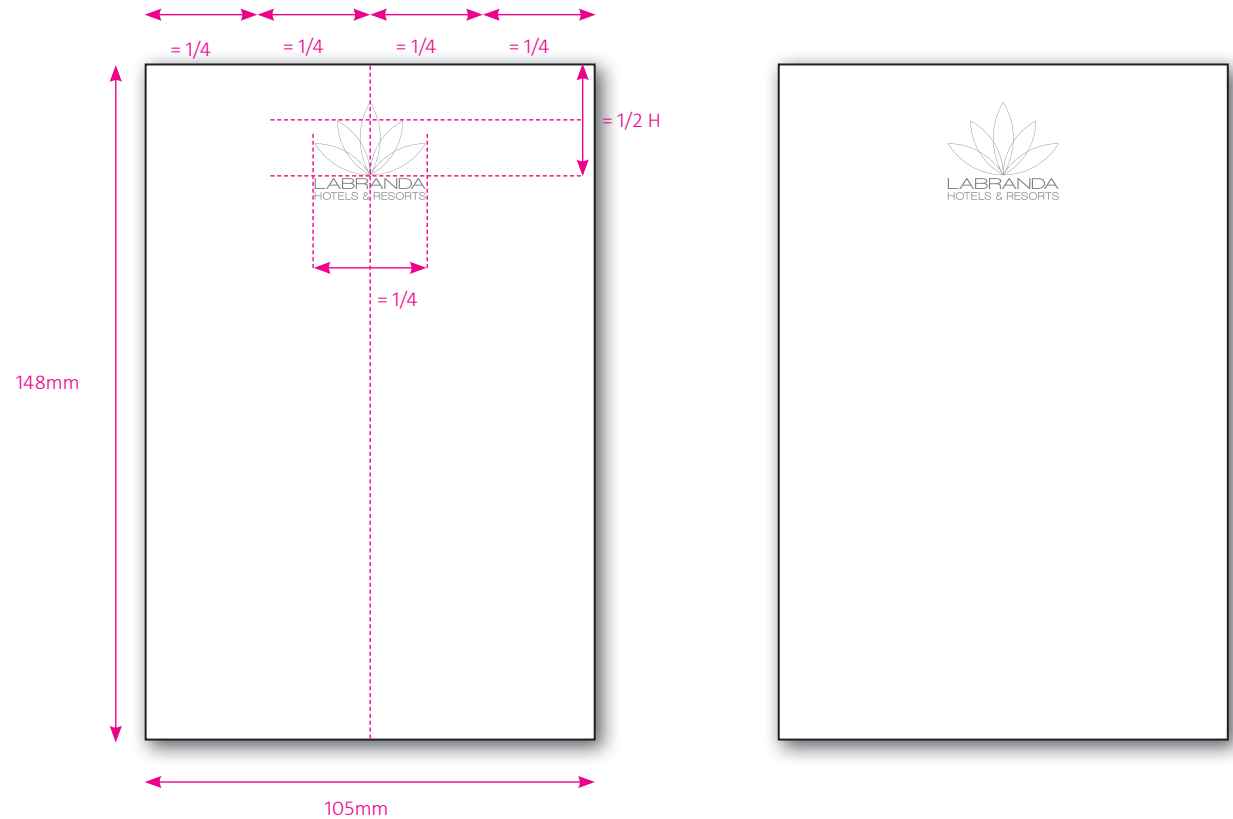
# B 2.4 Guest Room Notepad

Dimensions:  
A6, 148mm x 105mm

Print Specs:  
CMYK offset print

Paper Stocks:  
80 gsm wood free (10 sheets per pad)

Finishing:  
Cut to size, glueing and pad binding





# B 2.5 Conserve To Preserve

## Specifications:

Tent card in two languages (f.e. German - English)

## Dimensions:

75mm x 100mm

## Print Specs:

CMYK offset print

## Paper Stocks:

300 gsm matt uncoated



## B 2.6 Bottle tag

Dimensions:  
70mm x 100mm or variable

Print Specs:  
1C offset print

Paper Stock:  
300 gsm matt uncoated



## B 2.7 Amenities Pencil

Specifications:

Attach the outline logo

Dimensions:

Variable

Print Specs:

Pantone or CMYK offset print



# B 2.8 Laundry Items Form

Dimensions:  
230mm x 330mm or variable

Print Specs:  
1C offset print

Paper Stocks:  
80 gsm matt uncoated



**CAMAŞIRHANE KURU TEMİZLEME ve YIKAMA FİYAT ÇİZELGESİ / LAUNDRY AND DRY CLEANING PRICE LIST**  
**WÄSCHEREI - TROCKENREINIGUNG BUGELSERVICE PREISLISTE / ПРАЧЕЧНЫЙ УСЛУГ ХИМИЧЕСТВИИ ПРАЧЕЧНОИ**

Camışarhane alınması için lütfen resepsiyonu arayınız / Please call our reception for collection  
 Bitte informieren Sie die Rezeption, um Ihre Wäsche abholen zu lassen / По вопросам стирки просим обращаться к обслуживающему этаж персоналу

İSİM / NAME / NAME / ИМЯ \_\_\_\_\_  
 ODA NO / ROOM NO / ZIMMER NR / НОМЕР КОМНАТЫ \_\_\_\_\_  
 TARİH / DATE / DATUM / ДАТА \_\_\_\_\_

- Normal Servis  
Sabah saat 10:00'den önce teslim edilen kıyafetler aynı gün 15:00'ye kadar işlenir.
- Ekspres Servis (+ %50)  
Sabah saat 10:00'den önce teslim edilen kıyafetler aynı gün 15:00'ye kadar işlenir.
- Regular Service  
Items received before 10:00 am will be returned the same day 15:00.
- Express Service (+ 50 %)  
Items received before 10:00 am will be returned the same day with an extra charge of 50 %.
- Normal Service  
Abgabe vor 10:00 Uhr ergibt am gleichen Tag bis 15:00 Uhr.
- Express Service (+ 50 %)  
Büßgabe am gleichen Tag bis 15:00 Uhr mit Zuschlag von 50 %.
- Обычный сервис  
Сдача белья раньше, чем в 10:00 по часам вернется в тот же день до 15:00.
- Экспресс сервис, 50% экстрас  
Сдача белья раньше, чем в 10:00 по часам вернется на следующий день с 20% сверх стоимости работы, иначе обычный сервис.

Tarif hizmetlerimiz mevcuttur. Parça başı tadilat bedeli 6.50 \$'dır. / We offer tailor-made service for our guests. All deliveries will be charge 6.50 \$ per item.  
 Schneider-Service ist vorhanden. Pro Stück werden 6.50 \$ berechnet. / Швейные услуги принимаются. Цена за работу 6.50 \$ за предмет.

ADDET / QUANTITY / ANZAHL / КОЛИЧЕСТВО	BAYLAR/GENTLEMEN/ HERREN/МУЖСКАЯ ОДЕЖДА	YIKAMA / CLEANING / WÄSCHEN / СТИРКА -USD	KURU TEMİZLEME / DRY CLEANING / REINIGUNG / ЖИВИЧЕСТВИИ -USD	ÖTÜLENE / PRESSING / BUGELN / ГЛАЖКА -USD	TOPLAM / AMOUNT / TOTAL / ИТОГО
	Takim Elbise/ Suit/ Anzua/ КОСТЮМ		19.50 \$	10.00 \$	
	Ceket/ Jacket/ Jacke/ ЖАКЕТ		18.00 \$	8.00 \$	
	Pantolon/ Trousers/ Hose/БРЮКИ	8.00 \$	11.00 \$	5.00 \$	
	Paltos/ Coat/ Mantel/ ПЛАТКО		23.50 \$	10.00 \$	
	Kazak/ Pullover/ СВИТЕР	8.00 \$		5.00 \$	
	Kravat/ Tie/ Kravatlar/ ПАНОТК	8.00 \$		5.00 \$	
	Gömlek/ Shirt/ Hemd/ РИШКА	5.00 \$	8.00 \$	4.50 \$	
	Tişörtü/ T-Shirt/ ФУТБОЛКА	5.00 \$	8.00 \$	4.50 \$	
	Külot-Fantila/ Brief-Undershirt/ Unterwasche/ ТРЮСИ	3.00 \$			
	Pijama/ Pyjamas/ Pyjama/ ПИЖАМА	8.00 \$	10.00 \$	4.50 \$	
	Sortü/ Shirt/ Shorts/ ШОРТЫ	5.50 \$	9.50 \$	3.00 \$	
	Corap/ Sock/ Strümpfe/ НОСКИ	2.50 \$			
	Mayo/ Swimsuit/ Badeanzug/ ПЛАНКИ	2.50 \$			
	Sweatshirt/ СПОРТИВНИЙ СВИТЕР	7.00 \$	10.00 \$	8.50 \$	
	Erfolman/ Tracksuit/ Trainingsanzug/ СПОРТИВНЫЕ БРЮКИ	8.50 \$	11.00 \$	7.00 \$	
	<b>BAYANLAR/ LADIES/ DAMEN/ ЖЕНСКАЯ ОДЕЖДА</b>				
	Elbise/ Dress/ Kiyafet/ ПЛАТЬЕ	14.50 \$	24.00 \$	10.00 \$	
	Teyze/ Suit/ Kostüm/ КОСТЮМ		19.50 \$	10.00 \$	
	Gece Elbisesi/ Evening Dress/ Abendkleid/ ВЕЧЕРНЕЕ ПЛАТЬЕ		38.50 \$	19.50 \$	
	Ceket/ Jacket/ Jacke/ ЖАКЕТ		17.50 \$	8.00 \$	
	Etiek/ Skirt/ Rock/ ЮБКА	8.00 \$	12.00 \$	5.50 \$	
	Pantolon/ Trousers/ Hose/ БРЮКИ	8.00 \$	12.00 \$	5.50 \$	
	Kazak/ Pullover/ СВИТЕР	8.00 \$	10.00 \$	5.00 \$	
	Bluz/ Blouse/ Bluse/ БЛУЗКА	5.50 \$	8.50 \$	5.00 \$	
	Elbise (Pekel)/ Dress/ Sıkak/ Kıyafet/ Sıkak/ ПЛАТЬЕ (ВЕЧЕРНЕЕ)		33.00 \$	19.50 \$	
	Bluz (Pekel) / Blouse/Sıkak/ Bluse/ Sıkak/ БЛУЗКА (ВЕЧЕРНЕЕ)		14.50 \$	8.00 \$	
	Tişörtü/ T-Shirt / T-Şartı/ ФУТБОЛКА	5.00 \$	8.00 \$	4.50 \$	
	Sütyen/ Bra/ Bustenhalter/ БОСТАЛЬТЕР	4.50 \$			
	Eziyü/ Scarf/ Handkerchief/ ШАРФИКА	1.50 \$	4.50 \$	2.50 \$	
	Kombiçozon/ Slip/ Unterkleid/ КОМБИЧЕЗОН	2.50 \$			
	Pijama/ Pyjamas/ Pyjama/ ПИЖАМА	8.00 \$	10.00 \$	4.50 \$	
	Corap/ Sock/ Strümpfe/ НОСКИ	2.50 \$			
	Külot-Fantila/ Brief-Undershirt/ Unterwasche/ ТРЮСИ	2.50 \$			
	Mayo/ Swimsuit/ Badeanzug/ ПЛАНКИ	2.50 \$			
	Sapka/ Cap/ Hat/ Baş/ Hüç/ Тасче/ ШАПКА / ОУСА	5.00 \$	6.50 \$		
	Sortü/ Shirt/ Shorts/ ШОРТЫ	5.50 \$	6.50 \$		
	Erfolman/ Tracksuit/ Trainingsanzug/ СПОРТИВНЫЕ БРЮКИ	8.50 \$	11.00 \$	8.00 \$	
	<b>SOCUKLAR/CHILDREN/ KINDER/ДЕТСКАЯ ОДЕЖДА</b>				
	Gömlek-Bluz/ Shirt-Biouse/ Hemd-Bluse/ РИШКА/ БЛУЗКА	4.50 \$	5.50 \$	4.50 \$	
	Don-Külot/ Underwear/ Unterwasche/ ТРЮСИ	2.50 \$			
	Fantila/ Vest/ Unterhemd/ НАВКА	2.50 \$			
	Pijama/ Pyjamas/ Pyjama/ ПИЖАМА	7.00 \$	8.50 \$	5.50 \$	
	Corap/ Sock/ Strümpfe/ НОСКИ	1.50 \$			
	Pantolon/ Trousers/ Hose/ БРЮКИ	4.50 \$	5.00 \$	4.50 \$	
	Kazak/ Pullover/ СВИТЕР		5.00 \$	4.50 \$	
	Tişörtü-Şortü/ T-Shirt-Şortü/ ШОРТЫ-ФУТБОЛКА		5.00 \$	3.00 \$	
	Mayo/ Swimsuit / Badeanzug/ КУПАЛЬНИК	3.00 \$			
	Elbise/ Dress/ Kiyafet/ ПЛАТЬЕ	5.00 \$	7.00 \$	5.50 \$	
	Battaniye (Bebey)/ Blanket(chaby)/ Babydecke/ ДЕТСКОЕ ОДЕЯЛО	4.50 \$		5.00 \$	
	Erfolman/ Tracksuit/ Trainingsanzug/ СПОРТИВНЫЕ БРЮКИ	7.00 \$			
	Bebek Eziyüsü/ Baby Clove/ Babykleid/ ОДЕЖДА ДИВАЛЬШЕИ	3.50 \$		5.00 \$	
	Çocuk/ Kinder/ Schutze/ ШКОЛЬНИК	2.50 \$			
	Sapka/ Hat/ Hüç/ ШАПКА	1.50 \$	3.00 \$		
	<b>TOPLAM / AMOUNT / TOTAL / ИТОГО</b>				

SERVİS ŞARTLARI / CONDITIONS OF SERVICE / DIENSTLEISTUNGS KONDITONEN / УСЛОВИЯ ОБСЛУЖИВАНИЯ  
 1- Lütfen aşağıdaki şartları okuyunuz. (Please read the conditions of service.) Hizmetlerimiz ücretsizdir. Hizmetlerimizden önce lütfen şartları okuyunuz.  
 Bitte lesen Sie die Konditionen der Leistung. (Please read the conditions of service.) In case of discrepancy the cost we will try to correct you, and if you are not available, the hotel count must be as correct.  
 In every matter please understand the conditions. If there is a discrepancy in the conditions, please contact us before. If you are not available, please contact us before. If you are not available, please contact us before.  
 2- Lütfen aşağıdaki şartları okuyunuz. (Please read the conditions of service.) Hizmetlerimiz ücretsizdir. Hizmetlerimizden önce lütfen şartları okuyunuz.  
 Bitte lesen Sie die Konditionen der Leistung. (Please read the conditions of service.) In case of discrepancy the cost we will try to correct you, and if you are not available, the hotel count must be as correct.  
 In every matter please understand the conditions. If there is a discrepancy in the conditions, please contact us before. If you are not available, please contact us before.  
 Bei einem Streit oder bei einer Beschädigung, kann die von Ihnen verlangte Betrag nicht höher als die Reinigungsgebühr sein.  
 In every matter please understand the conditions. If there is a discrepancy in the conditions, please contact us before. If you are not available, please contact us before.  
 In every matter please understand the conditions. If there is a discrepancy in the conditions, please contact us before. If you are not available, please contact us before.

## B 2.9 Laundry bag

Dimensions:  
550mm x 350mm or variable

Print Specs:  
offset print



B 3. STATIONARY

B COLLATERAL





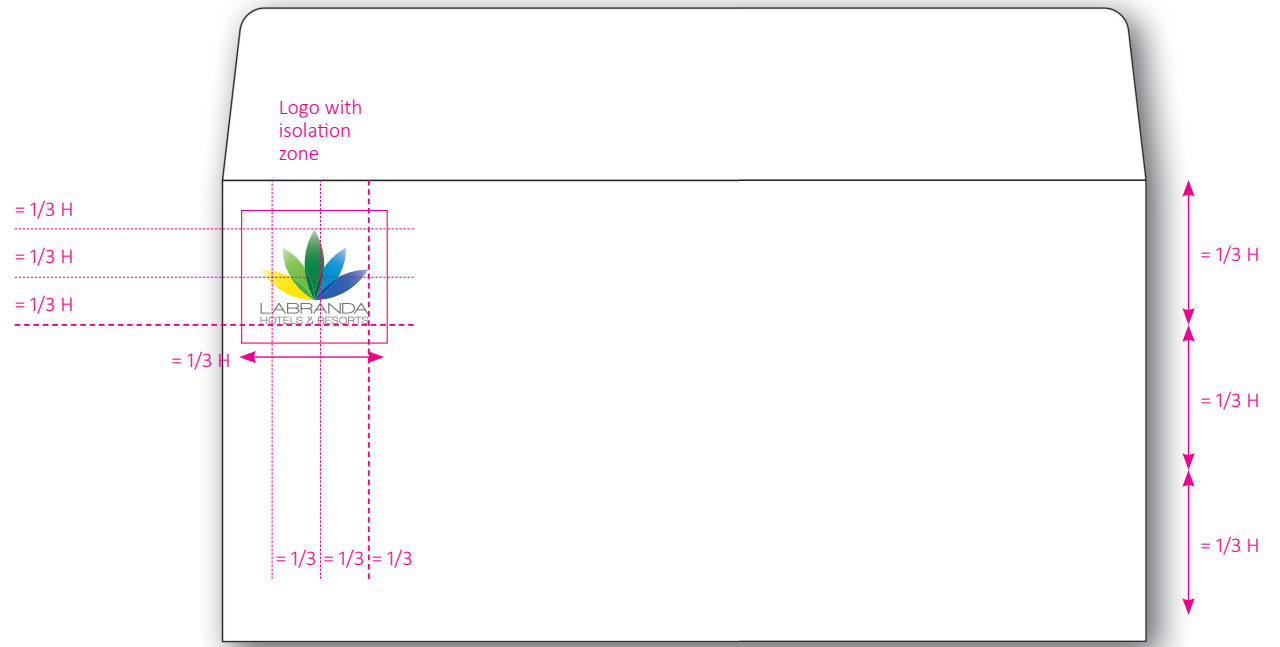


# B 3.3 DL Envelopes

Dimensions:  
99mm x 210mm

Print Specs:  
CMYK offset print

Paper Stocks:  
100 gsm bright white uncoated

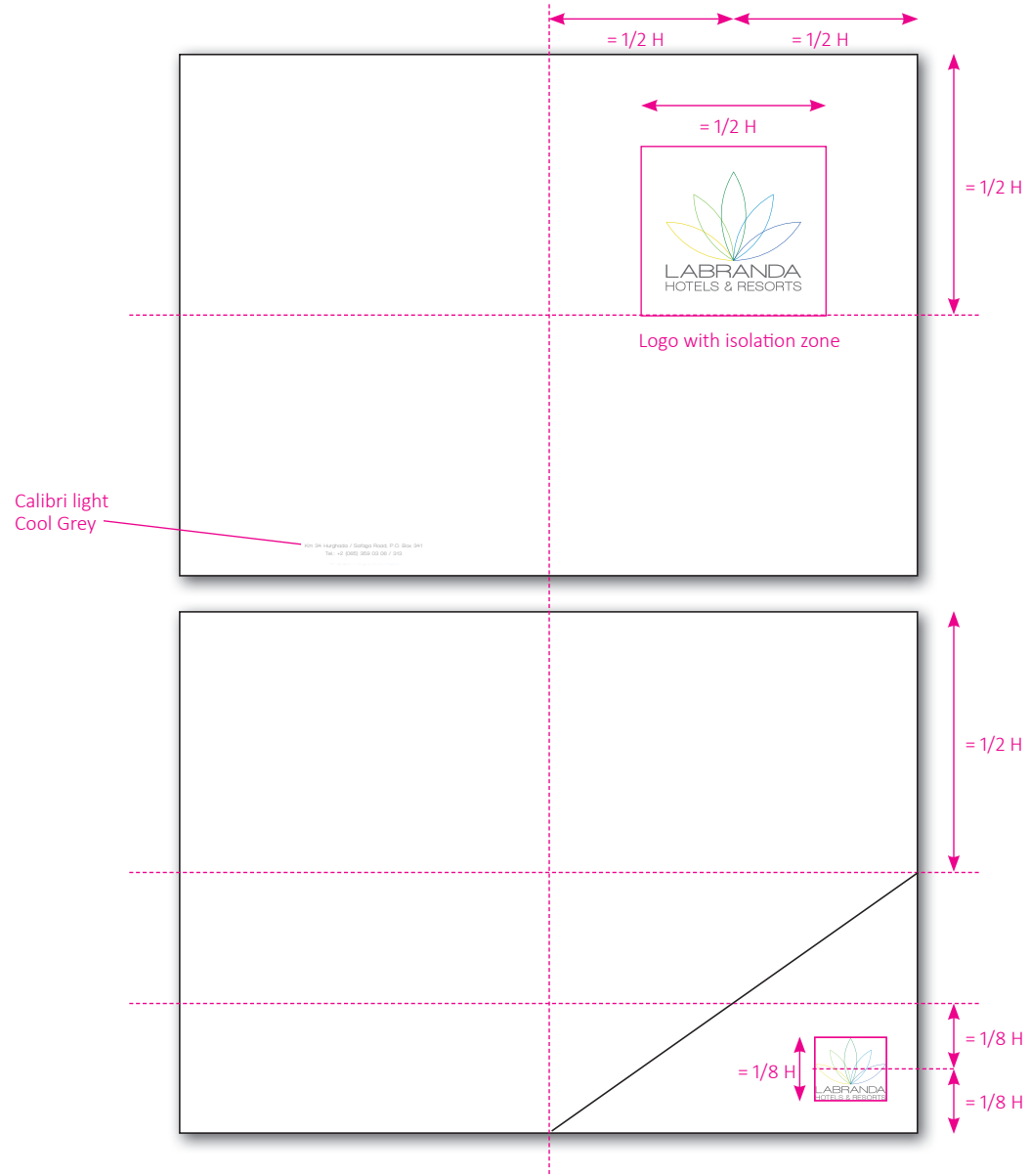


# B 3.4 Amenities Folder

Dimensions:  
A4, 210mm x 297mm

Print Specs:  
CMYK offset print

Paper Stocks:  
300 gsm bright white uncoated



# B 3.5 E-Mail Signature

In the e-mail communication, please make use of the official LABRANDA e-mail signature.

Contact [it-helpdesk@fti.de](mailto:it-helpdesk@fti.de) for setup.

SERGIO DE LA SERNA | Manager  
T: +34 (928) 867 143 | F: +34 (928) 886 884 | E: [manegar.behladelobos@labranda.com](mailto:manegar.behladelobos@labranda.com)

LABRANDA HOTEL BAHIA DE LOBOS  
Avenida de Gran Canaria, nº 2 | 35560 Corralejo | Fuerteventura

 LABRANDA Hotels & Resorts  
Meeting Point Hotelmanagement Canarias S.L.  
Calle Einstein S/N | Planta 2 | Local 217  
CP 35100 Maspalomas | Gran Canaria | Spain  
[www.LABRANDA.com](http://www.LABRANDA.com)

Managing Director: Juan José Vera Díaz  
Domicile: Gran Canaria | Register Court: Las Palmas | Tax nº: B-76152040

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B 4. RESTAURANT AND BARS

B COLLATERAL

# B 4.1 MAIN RESTAURANT MENU

Proposal:

The main restaurant menu must be made in the likes of the overall LABRANDA branding package. Here are the specifications for this menu. Unlike the room dining menu, the LABRANDA Logo should not be present.

Format: A5



# B 4.2 KIDS MENU

Cover paper:  
300 g

Dimensions:  
Variable or A5

Print Specs:  
1C or CMYK offset print



# B 4.3 FINE LEBANESE MENU

Cover paper:  
300 g

Dimensions:  
Variable or A5

Print Specs:  
1C or CMYK offset print





# B 4.4 FINE ITALIAN MENU

Cover paper:  
300 g

Dimensions:  
Variable or A5

Print Specs:  
1C or CMYK offset print





# B 4.5 DRINKS MENU

Cover paper:  
300 g

Dimensions:  
130 mm x 300 mm

Print Specs:  
1C or CMYK offset print



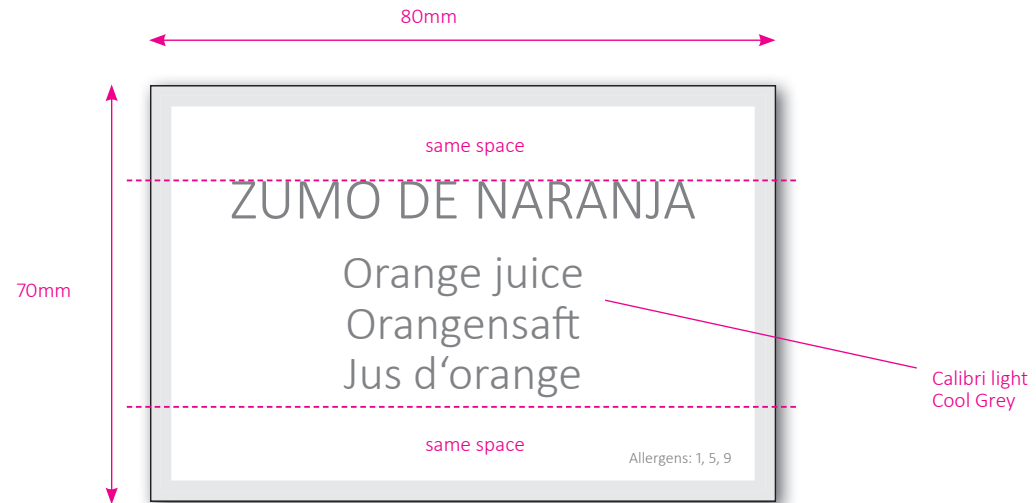
# B 4.8 Food / Beverage Label

Dimensions:  
80mm x 70mm

Print Specs:  
CMYK offset print

Paper Stocks:  
300 gsm matt uncoated

Note:  
Allergens list must be  
available with numbers  
system in various visible  
places in the restaurant



B 5. OTHER

B COLLATERAL

# B 5.1 Lost Property

Dimensions:  
180mm x 60mm, perforated at 90mm  
width

Print Specs:  
1C offset print,

Paper Stocks:  
80 gsm art matt

The diagram illustrates a lost property tag layout, 180mm wide and 60mm high. It features two identical columns side-by-side. Each column contains the following elements from top to bottom:

- A horizontal line with the number "123456" centered above it.
- The text "LOST PROPERTY" centered below the line.
- A horizontal line with the text "Fecha / Date" centered below it.
- A horizontal line with the text "Encontrado por / Found by" centered below it.
- A horizontal line with the text "Recibido por / Recieved by" centered below it.
- A horizontal line with the text "Lugar / Place" centered below it.
- The Labranda Hotels & Resorts logo, consisting of a stylized leaf emblem above the text "LABRANDA HOTELS & RESORTS".

Dimension lines indicate a total width of 180mm and a total height of 60mm. Dashed lines represent the perforated edges of the tag.

# B 5.2 Guest Questionnaire

Dimensions:  
A4, 210mm x 297mm

Print Specs:  
CMYK offset print

Paper Stocks:  
180 gsm white



Nome/Name/Name/Nom \_\_\_\_\_ Camera/Zimmer/Room/Chambre \_\_\_\_\_  
 E-mail \_\_\_\_\_ Data/Datum/Date/Date \_\_\_\_\_

**GENTILI OSPITI, LIEBE GÄSTE, DEAR GUESTS, CHERS CLIENTS!**

Sperando di averLe offerto una piacevole vacanza. Le saremo grati se volesse valutare i nostri servizi compilando il seguente questionario; le Sue note saranno preziose al fine di poter migliorare continuamente la qualità delle Sue vacanze.

Um uns in Zukunft noch besser an Ihren Wünschen orientieren und unsere Service-Standards kontinuierlich verbessern zu können, bitten wir Sie, uns Ihre Beurteilung und Anregungen in diesem Fragebogen mitzuteilen.

As part of our quality control programme, and to constantly strive to improve our service standards, we kindly ask you to help us by filling in this questionnaire. Please rate our performance in the following departments:

Soucieux de l'amélioration continue de nos prestations, et afin de répondre au mieux à vos attentes, nous avons mis en place une enquête de satisfaction. Nous vous serions reconnaissants de bien vouloir prendre le temps de remplir le questionnaire suivant.

**GRAZIE, DANKE, THANK YOU, MERCI!**

**THE TEAM OF LABRANDA ROCCA NETTUNO HOTELS & RESORTS\*\*\***



Ottimo  
Sehr Gut  
Excellent  
Excellent



Buono  
Gut  
Very good  
Bien



Sufficiente  
Zufriedenstellend  
Average  
Satisfaisant



Scarso  
Schlecht  
Not satisfying  
Mauvais

	😊	😐	😞	😡
<b>RICEVIMENTO / REZEPTION / RECEPTION / RÉCEPTION</b>				
Arrivo / Ablauf Ankunft / Check-in / Accueil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cortesia / Freundlichkeit / Friendliness / Amabilité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servizio ed Efficacia / Service und Effizienz / Service and Efficiency / Service et Efficacité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>ASSISTENZA CLIENTI - HOTEL MANAGEMENT / GÄSTEBETREUUNG - HOTELLEITUNG GUEST RELATION - HOTEL MANAGEMENT / ASSISTANCE AUX CLIENTS - HOTEL</b>				
Cortesia / Freundlichkeit / Friendliness / Amabilité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servizio ed Efficacia / Service und Effizienz / Service and Efficiency / Service et Efficacité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Le informazioni sono chiare ed affidabili? / Sind die Informationen klar und verlässlich? Is Information clear and reliable? / Informations correctes et fiables?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>CAMERE / ZIMMER / ROOMS / CHAMBRES</b>				
Pulizia / Sauberkeit / Cleanliness / Propreté	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arredamento & confort / Ausstattung & Confort / Equipment & confort / Equipement & confort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servizio e cortesia / Service und Freundlichkeit / Service and friendliness / Service et amabilité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RISTORANTE PRINCIPALE / HAUPTRESTAURANT / MAIN RESTAURANT / RESTAURANT PRINCIPAL</b>				
Qualità dei cibi / Qualität der Speisen / Food quality / Qualité de la nourriture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scelta / Auswahl der Speisen / Food choice / Variété de la nourriture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cortesia / Freundlichkeit / Friendliness / Amabilité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servizio / Bedienung / Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambiente / Atmosphere / Atmosphere / Ambiance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RISTORANTE SPIAGGIA / STRÄNDRESTAURANT / BEACH RESTAURANT / RESTAURANT A LA PLAGE</b>				
Qualità dei cibi / Qualität der Speisen / Food quality / Qualité de la nourriture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scelta / Auswahl der Speisen / Food choice / Variété de la nourriture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cortesia / Freundlichkeit / Friendliness / Amabilité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servizio / Bedienung / Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambiente / Atmosphere / Atmosphere / Ambiance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>RISTORANTE À LA CARTE / RESTAURANT À LA CARTE</b>				
Qualità dei cibi / Qualität der Speisen / Food quality / Qualité de la nourriture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scelta / Auswahl der Speisen / Food choice / Variété de la nourriture	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cortesia / Freundlichkeit / Friendliness / Amabilité	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Servizio / Bedienung / Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ambiente / Atmosphere / Atmosphere / Ambiance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# B 5.3 Maintenance Card

## Specifications:

Tent card in two languages (f.e. German - English)

## Dimensions:

120mm x 140mm, folded into 120mm x 70mm

## Print Specs:

CMYK offset print

## Paper Stocks:

300 gsm cardboard no lamination



# B 5.4 Housekeeping Card

## Specifications:

Double sided in two languages (f.e.  
German - English)

## Dimensions:

100mm x 120mm

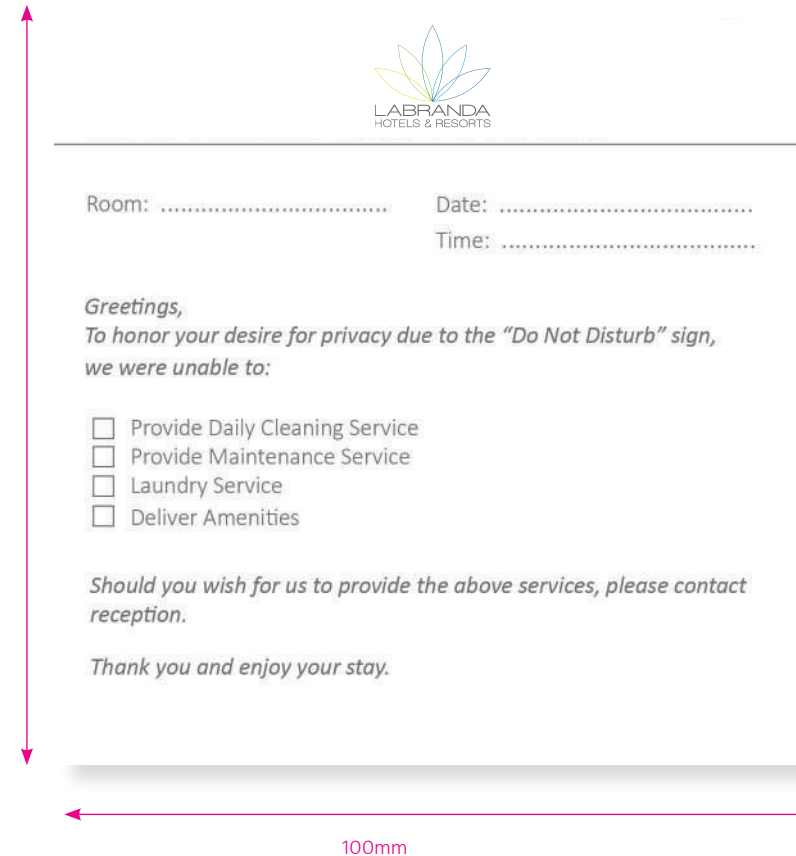
## Print Specs:

CMYK offset print

## Paper Stocks:

300 gsm cardboard no lamination

120mm



The image shows a housekeeping card template for Labranda Hotels & Resorts. The card is rectangular with a white background and a thin black border. At the top center is the Labranda logo, which consists of a stylized leaf design in green and blue, with the text "LABRANDA HOTELS & RESORTS" below it. Below the logo, there are two rows of dotted lines for "Room:" and "Date:", and a single row of dotted lines for "Time:". Below these fields, the text reads: "Greetings, To honor your desire for privacy due to the 'Do Not Disturb' sign, we were unable to:". This is followed by a list of four services, each with a checkbox: "Provide Daily Cleaning Service", "Provide Maintenance Service", "Laundry Service", and "Deliver Amenities". Below the list, the text says: "Should you wish for us to provide the above services, please contact reception." and "Thank you and enjoy your stay." The card is shown with a vertical dimension line on the left side indicating a height of 120mm and a horizontal dimension line at the bottom indicating a width of 100mm.

Room: ..... Date: .....  
Time: .....

*Greetings,  
To honor your desire for privacy due to the "Do Not Disturb" sign,  
we were unable to:*

Provide Daily Cleaning Service  
 Provide Maintenance Service  
 Laundry Service  
 Deliver Amenities

*Should you wish for us to provide the above services, please contact  
reception.*

*Thank you and enjoy your stay.*

100mm

# B 5.5 Gift Voucher

Dimensions:  
A4, 210mm x 297mm

Print Specs:  
CMYK offset print

Paper Stocks:  
120 gsm white paper



## GIFT VOUCHER



HOTEL NAME: \_\_\_\_\_ VOUCHER NUMBER: \_\_\_\_\_

This gift voucher is presented to:

NAME: \_\_\_\_\_

Includes the following services:

NIGHTS: \_\_\_\_\_ ROOM TYPE: \_\_\_\_\_ BOARD: \_\_\_\_\_

VALID FROM: \_\_\_\_\_ TO: \_\_\_\_\_ FOR: \_\_\_\_\_ PERSONS

RESERVATION EMAIL: \_\_\_\_\_

### TERMS AND CONDITIONS

This gift voucher is issued by LABRANDA Hotels and Resorts, and is redeemable only at participating LABRANDA properties listed on the certificate and is nontransferable, not replaceable and valid for the afore period mentioned. Prior reservation required. Subject to room availability, excluding high season periods and bank holidays, and is not valid in conjunction with any offer or promotion and may not be combined with other certificates.

LABRANDA.COM




# B 5.6 TV Template


## Specifications:

Power Point TV template to be adapted for your hotel and presented on the inhouse screens.

Download Template:  
[Blue Buzz DocuWiki](#)

XYZ RESTAURANT


BAND: NAME OF THE BAND




SHORT TEXT ABOUT THE PERFORMANCE OR THE BAND. ALWAYS THE MUSIC PROGRAM MANAGER SHOULD MAKE A REQUEST OF AN 4 IMAGES TO THE PERFORMER AND A SHORT DESCRIPTION ABOUT THE PERFORMANCE!

LOCATION: Name of the Hotel, floor, etc..

DATE: 20.12.2017

TIME: 20.00h

---

ANIMATION PROGRAM


HOURS	MON	TUE	WEDNESDAY	THUR	FRI	SAT	SUN
9.00h-10.00h	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program
10.00h-11.00h	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program
11.00h-15.00h	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program
16.00h-17.00h	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program
20.00h-22.00h	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program
22.00h-24.00h	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program	Write your program

LOCATION: floor, etc..

DATE: 20.12.2017

TIME: 20.00h

# B 5.7 Team Name Tags

Material:  
Nicked with brushed silver edge

Order from central planning in Istanbul.



7 x 2 cm

# B 5.8 Vehicle Graphics

Material:  
Main brand logo on foil

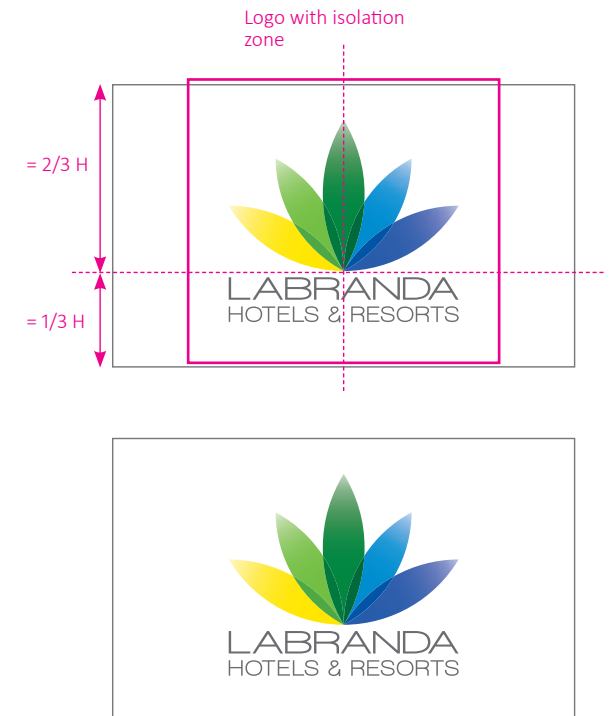
Print Specs:  
CMYK offset print



# B 5.9 Hotel Branding Flags

## Specifications:

An often used and easy to produce hotel branding solution is the basic brand flag. Center placement of the main brand logo. Adaptable on all horizontal, vertical and square formats



# B 5.10 Hotel Branding Entrance

## Specifications:

If technical/constructional circumstances allow it, you can achieve a significant first LABRANDA experience by placing the brand logo in transparent matt finish adhesive foil on a well visible area of the entrance doors.



# B 5.11 Hotel Guiding System

## Specifications:

As you will probably already have existing guiding systems in your hotel, shown on the right are examples for light adaptations.





# B 5.12 Glass Sticker

## Specifications:

The reception is the main contact point and interaction area between your guests and the hotel. Ergo, at this point it's very important to transport and communicate the LABRANDA feeling in your hotel. You have various options to brand the reception.

Reception branding via transparent matt finish adhesive foil

