TM®

TRADEMARK
COLLECTION BY WYNDHAM

BRAND IDENTITY GUIDELINES

FEBRUARY 2019

TM®
TRADEMARK
COLLECTION BY WYNDHAM

WELCOME TO TRADEMARK COLLECTION® BY WYNDHAM

As a soft brand, Trademark Collection celebrates the individuality of each hotel. Soft-branded properties retain their logos, colors, and typography. We encourage properties to continue to express their unique personalities and uphold their distinctive experiences, while delivering a consistent look and feel when referencing their tie to Trademark Collection.

This guide details how to present the Trademark Collection brand on its own, as well as paired with individual properties. By following these guidelines, we are together putting forth a uniform identity that helps to strengthen our collective brand.

BRAND POSITIONING

How we present ourselves and communicate our story

INDEPENDENCE REDEFINED

Trademark Collection® by Wyndham is an inspired network of independent hotels offering guests the opportunity to experience the destination on their own terms. Just as no two travelers are alike, each Trademark Collection hotel reflects its individual character and provides memorable experiences that leave a lasting impression. With each stay, we invite our guests to leave their mark.

Brand voice is the distinct tone, style, and personality that helps build a strong and recognizable brand by setting it apart from its competitors and delivering a clear impression of who the brand is. These three words capture the essence of Trademark Collection.

UNIQUE

We have an authentic sense of place specific to each locale.

INDEPENDENT

We focus on individuality and forging our own path.

CHARACTER

We embrace distinctive travel experiences.

Trademark Collection's brand voice is inspiring, warm, and uncomplicated — inviting guests to experience travel on their own terms. All communications should build excitement about the distinctive and exciting experiences that await guests at each Trademark Collection hotel.

We are **ASPIRATIONAL** ——————— *We are not* **OUT OF REACH**

We are **CONFIDENT** ——————— *We are not* **ARROGANT**

We are **DYNAMIC** ——————— *We are not* **PEPPY**

We are **LIKABLE** ——————— *We are not* **CASUAL**

EXAMPLE HEADLINES

EMBRACE YOUR MOMENT

LEAVE YOUR MARK

A DISTINCTIVE JOURNEY

TRAVEL WITH CHARACTER

LEAD THE WAY

TM
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COLLECTION BY WYNDHAM

Properties that are part of Trademark Collection not only retain their independence, but also benefit from their association with this soft brand by Wyndham. Here is guidance on how to refer to the Trademark Collection brand as well as individual property brands.

Use the full name "**Trademark Collection by Wyndham**" the first time it is mentioned on a page. Thereafter, the name can be shortened to "**Trademark Collection**."

- *Do not* refer to Trademark Collection as simply "Trademark" or "the Collection."

- "The" is not part of the brand name. Only use "the" when describing another entity, such as: the Trademark Collection brand. In cases like these, use "the" in lowercase, not capitalized, unless it is at the beginning of a sentence.

Do *not* represent the brand in these ways:

- Trademark

- The/the Collection

- The/the Trademark Collection by Wyndham

The first time the property name is mentioned, use the full property name, followed by the full name of the Trademark Collection brand.

- As a headline or property image caption/callout:

    Example Resort & Spa, Trademark Collection by Wyndham

- Within body copy:

    Example Resort and Spa, part of Trademark Collection by Wyndham

    Example Resort, a Trademark Collection by Wyndham hotel

In cases like these, use "a" and "hotel" in lowercase, since they are not part of the brand name. You may capitalize "A" only if it is at the beginning of a sentence.

Do *not* represent the brand in these ways:

- A/a Trademark Collection Hotel by Wyndham

- A/a Trademark Hotel

LOGOS

*Best practices for keeping the integrity of
your logo consistent across channels to
ensure your visual identity is always clear*

TM®
TRADEMARK
COLLECTION BY WYNDHAM

The Trademark Collection® by Wyndham logo is comprised of a TM monogram, a wordmark, and an endorsement. Each of the logo components are in a fixed relationship to one another and should never be altered, modified, or repositioned.

The vertical version of the logo should be used in most applications. The horizontal versions should only be used when there are space limitations. Note that the monogram should never be used on its own.

VERTICAL (PRIMARY)

Monogram

Wordmark

Endorsement

HORIZONTAL (SECONDARY)

Use the horizontal version of the logo only when vertical space constraints make using the primary version difficult.

HORIZONTAL WITHOUT MONOGRAM (TERTIARY)

Use the horizontal without monogram version only in cases where both vertical and horizontal space is extremely limited.

Use these specifications for size, color, and clear area to ensure that the Trademark Collection logo is applied consistently and is easily recognizable.

The principles shown here should also be used for the horizontal versions shown on page 10.

PRIMARY COLOR VERSION

The primary color for the property logos is Pantone Cool Gray 9 C.

KNOCKOUT AND BLACK VERSIONS

KNOCKOUT Use this version of the logo on darker backgrounds as shown.

BLACK Use this version of the logo only for black and white printing.

CLEAR AREA

The minimum recommended clear space equals the height of the "T" in the Trademark wordmark. More clear space is preferable when possible.

MINIMUM SIZE

Primary
.85" or 135px

Secondary
1.25" or 200px

Tertiary
.85" or 135px

MINIMUM SIZE The minimum width for the primary and tertiary versions is .85" for print and 100px for digital. The minimum width for the secondary version is 1.25" or 200px.
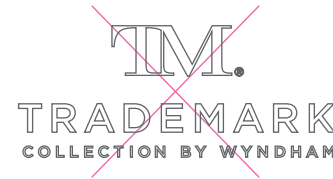
The consistent and proper use of the logo is extremely important for building and maintaining the brand image.

Please refrain from using the logo in ways that obscure, alter, or make it difficult to read.

The same guidelines to avoid misuse also apply to the horizontal versions of the logo.

Substituting colors

Outlining logo

Rotating or rearranging

Removing logo elements

Skewing, stretching, or distorting

Scaling elements differently

Tinting the color values

Use on a busy or patterned background

Using different typefaces

TRADEMARK COLLECTION BY WYNDHAM BRAND IDENTITY GUIDELINES | FEBRUARY 2019   12

One-color property logos are simplified versions of independent property logos that use Trademark Collection typography. These adaptations are a way for properties to show their unique character while retaining their tie to Trademark Collection. For additional information on adapting property logos to the one-color format, email TrademarkCollection@wyndham.com.

ADAPTATION RATIONALE

INDEPENDENT PROPERTY LOGOS
Each hotel in the Trademark Collection retains its independence and may continue to use existing branding for its own materials.

ONE-COLOR ADAPTATION
The one-color adaptation, set in Cool Gray 9 C (refer to p. 20), helps to unify the property logo marks when paired with the Trademark Collection brand, without losing their individuality.
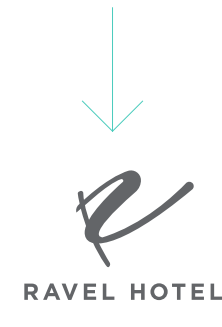
PROPERTY LOGO COMPONENTS

Simplified one-color version of hotel mark

Top-level hotel name typeset in Gotham Bold

Second-level name typeset in Gotham Book

ENDORSED VERSION

The endorsed version is used to further highlight the connection to Trademark Collection. A divider line separates the endorsement from the property logo.

TYPE-ONLY VERSION

A type-only version of the one-color property logos may be used when there are space limitations, or when properties do not have a logo mark adaptation available.

The following diagrams detail the structure of the one-color property logo.

Note that the endorsed version of the property logo is used here in order to show all components. The same proportions apply to the unendorsed (primary) version and the type-only version.

TEMPLATE 1

Use this template when the hotel has a primary name and a secondary name (ex. SAFETY HARBOR Resort & Spa).

7.7x

PROPERTY NAME

SECOND LEVEL NAME

y
$y=1.4x$
x
x
y
y

TRADEMARK COLLECTION®

BY WYNDHAM

x
x
x
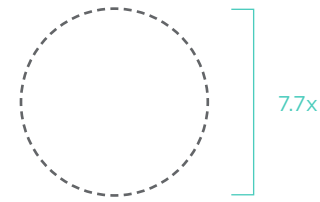
The main weight of the mark should fit within the circle as shown. The height of the circle corresponds to 7.7x.

The spacing and proportions of the type are based on the height of x, which corresponds to the height of the second-level name. All type is Gotham with tracking set to 150.

TEMPLATE 2 (NO SECONDARY)

PROPERTY NAME
ON TWO LINES

TRADEMARK COLLECTION®
BY WYNDHAM

Use this when there isn't a clear secondary title (ex. HOTEL AT THE LAFAYETTE).

TEMPLATE 3 (SHORT)

SHORT NAME

TRADEMARK COLLECTION®
BY WYNDHAM

Use this when the entire name is short and it doesn't make sense to use two lines (ex. RAVEL HOTEL).

NAME LENGTH

The property name and second level name (if applicable) should not extend beyond the line separating the logo from the Trademark Collection endorsement.

If a property's name doesn't fit within any of these templates, please contact the brand manager at TrademarkCollection@wyndham.com.

Use these specifications for size, color, and clear area to ensure that the property logos are applied consistently and are easily recognizable.

The specifications shown here should also be used for endorsed and type-only versions of the property logos.

PRIMARY COLOR VERSION

The primary color for the property logos is Pantone Cool Gray 9 C.

KNOCKOUT AND BLACK VERSIONS

KNOCKOUT Use this version of the property logo on darker backgrounds as shown above.

BLACK Use this version of the logo only for black and white printing.

CLEAR AREA

2x

2x

2x

2x

x

The minimum recommended clear space equals two times the height of the property name. More clear space is preferable when possible.

SIZING

.098"
or 13px

.069"
or 10px

SMALL VERSION The small version of the property logos uses thicker type, making it more legible at small scales and on screens. Because the height and width of property logos change due to differences in marks and name length, we measure size by the height of the title letters. Use the small version of the logo for letter height that is smaller than the equivalent of 10pt type in Gotham Black, or .098" for print and 13px for digital.

MINIMUM SIZE The minimum size should be no less than the equivalent of 7pt type in Gotham Black, or .069" for print and 10 pixels for digital.

Use the following guidelines to determine when to use the primary version of the one-color property logos and when to use the endorsed version.

PRIMARY VERSION

- Use the one-color property logo in collateral where the Trademark Collection logo also appears as shown in the example door hanger.

- Make sure that the Trademark Collection logo is smaller if both logos are used on the same page. If the Trademark Collection logo can't get smaller without compromising legibility, use the endorsed version of the property logo instead as shown in the example ad.

- Make sure both logos have space to breathe.
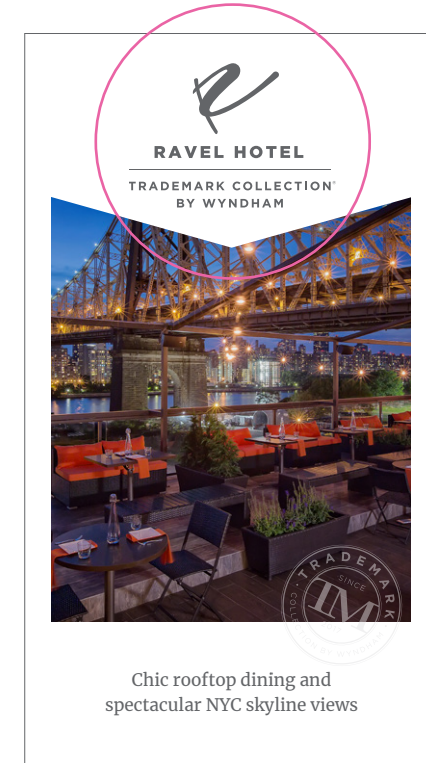
ENDORSED VERSION

- Use the endorsed version of the logos on layouts with limited space.

- Make sure to leave breathing space around the logo and copy.

DOOR HANGER (using primary version of the property logo with the Trademark Collection logo)
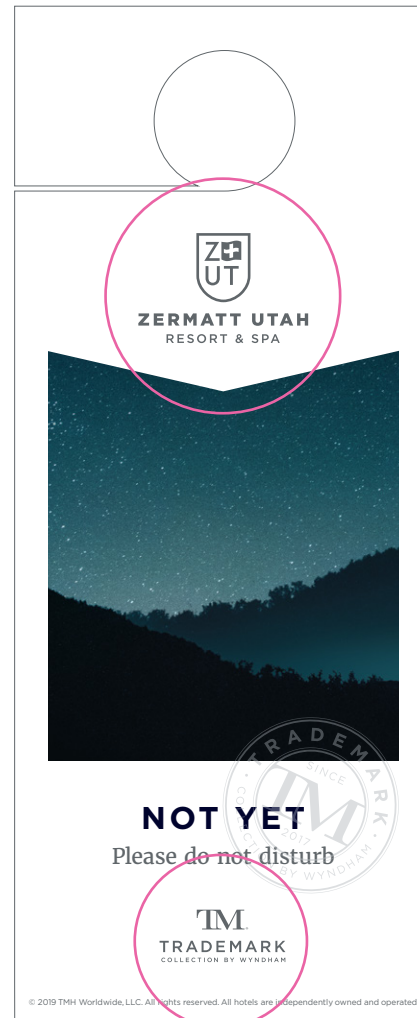
For demonstration purposes

EXAMPLE AD (using endorsed version of the property logo)

Chic rooftop dining and spectacular NYC skyline views

For demonstration purposes

Please refrain from using the one-color property logos in ways that obscure, alter, or make them difficult to read.

The same guidelines to avoid misuse also apply to the primary (unendorsed) version and the type-only version.

Substituting the colors

Outlining the logo

Rotating or rearranging

Removing logo elements

Skewing, stretching, or distorting

Scaling elements differently

Tinting the color values

Use on a busy or patterned background

Properties may choose one of these layouts for their email signatures based on how strongly they want to emphasize their original branding vs. Trademark Collection branding. Please maintain the language and spacing relationships specified here.

LOCKUP WITH ORIGINAL PROPERTY LOGO

Jane Smith
General Manager
Example Hotel
Trademark Collection by Wyndham

15 Hotel Drive, Innsville, PA, 00044
555-555-5555 | examplehotel.com

Arial Bold 8pt font (a substitute for Gotham) in #000925

Georgia Italic 8pt font (a substitute for Merriweather) in #000925

Arial Regular 8pt font in #636568

1pt line

ZⱵUT ZERMATT✚UTAH *be.inspired*

TM
TRADEMARK
COLLECTION BY WYNDHAM

2y
x
y
2y

2x 2x
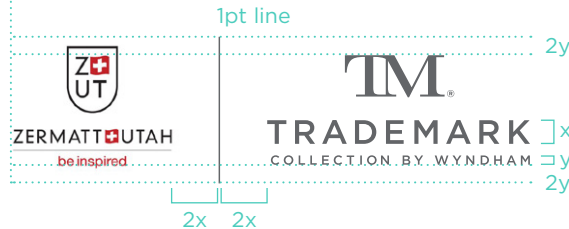
This lockup is for properties that want to emphasize their own branding while still showing their connection to Trademark Collection.

Both logos are base-aligned, and the left edge of the property logo aligns with the type. There is equal space between each logo and the dividing line. The top of the property logo may extend past the top of the Trademark Collection logo but should not extend past the divider line. We recommend formatting the logos outside of the email client and bringing them in as one image.

LOCKUP WITH ONE-COLOR ADAPTATION

Jane Smith
General Manager
Example Hotel
Trademark Collection by Wyndham

15 Hotel Drive, Innsville, PA, 00044
555-555-5555 | examplehotel.com

ZⱵUT ZERMATT UTAH
RESORT & SPA

TM
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Same height

This lockup is for properties with a one-color logo available that want to present a more cohesive look with the Trademark Collection brand.

In addition to using the same text and alignment specifications as above, size the property logos so that the small type in the property logo matches the size of the small type in the Trademark Collection logo. Use the small version of the one-color property logos for this lockup. For reference on using the one-color small logo, please see page 15.

LOCKUP WITHOUT LOGOS

Jane Smith
General Manager
Example Hotel
Trademark Collection by Wyndham

15 Hotel Drive, Innsville, PA, 00044
555-555-5555 | examplehotel.com

This lockup is for properties that want to avoid using images in their email signatures due to issues with images getting caught in spam filters and/or not displaying correctly. Use the same type styles as detailed in the first lockup above.

BRAND ASSETS

*Best practices for typography,
color usage, and design elements*

Trademark Collection's palette of neutrals allows individual properties and images to take the lead. Ample white space anchors layouts and gives a feeling of openness. The occasional pop of turquoise provides contrast and helps differentiate the Trademark Collection brand.

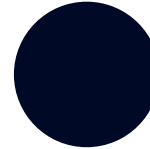*Note that it's important to maintain the color ratios detailed on this page. Properties should use turquoise sparingly to avoid overpowering the design.*

PRIMARY COLORS
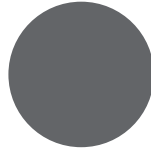
GRAY

Pantone: Cool Gray 9 C
RGB: 99, 101, 104
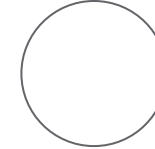CMYK: 5, 0, 0, 73
Hex: #636568

Gray is used primarily in text and logos. It is a neutral backdrop that allows each property's unique character to shine.

INK

Pantone: 282 C
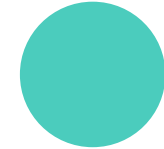RGB: 0, 9, 37
CMYK: 88, 55, 0, 90
Hex: #000925

Ink is used for primary headlines and some backgrounds. It provides contrast and a premium feel.

WHITE

Process White
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Hex: #ffffff

White is an important part of the Trademark Collection brand. It is used to frame images and give content space to breathe.

TURQUOISE

Pantone: 3252 C
RGB: 75, 204, 189
CMYK: 59, 0, 30, 0
Hex: #4bccbd

Turquoise appears as an accent color. It can also be used for some subheads and backgrounds.

Pantone (PMS) colors are provided to ensure consistency across printed collateral. They are used for certain kinds of printing processes and for matching CMYK colors.

CMYK breakdowns are intended to be a starting point as appearances can vary depending on the printer and paper. Reference Pantone colors and adjust as necessary.

RGB values and Hex codes are for digital use.

SECONDARY COLORS

LIGHT GRAY

Pantone: Cool Gray 3 C
RGB: 200, 201, 199
CMYK: 8, 5, 7, 16
Hex: #c8c8c7

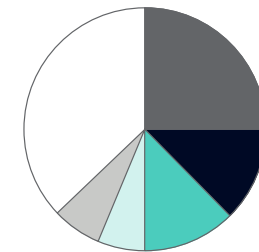Light gray can be used to soften a background, map, or line.

LIGHT TURQUOISE

Pantone: 3252 C 25% tint
RGB: 210, 236, 236
CMYK: 16, 0, 8, 0
Hex: #d2ecec

Light turquoise is primarily used to highlight text in a layout or chart.

COLOR RATIOS

This color ratio diagram is a way of visualizing how much each color is used in the brand overall. Use of color on individual pieces may vary according to specific needs, and individual pieces need not use every color.

The headline font, Gotham, is bold, modern, and versatile. The secondary font, Merriweather, has a more classic look and is highly legible. The serif letterforms provide a complementary contrast to Gotham type.

Note that Merriweather is not used for digital applications. This is to improve compatibility with current web platforms and because sans-serif type (like Gotham) is considered more legible on screens at small sizes.

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER REGULAR*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MERRIWEATHER ITALIC*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Not for digital use

Use this page as a reference for print typography. Gotham is primarily used for headlines and small type such as captions or legal type, while Merriweather is used for body copy and short descriptive text.

PROPERTY FACT SHEET

ZE UT

ZERMATT UTAH
RESORT & SPA

AT A GLANCE

95
Rooms

3,000
Square feet meeting space

270
Max. group size

LOCATION

Voluptae comnis soluptat hil ipiendame latusae impore sitiisse num laccatum ne suntionseque volupta temporrum dolescim quame ex entorem quatur sam fuga. Nam rem ilibus elictibus aut es nullor aut fuga. Tust, explit volupient acit omnim undamus dolum ut restore voloresenit harci seque.

FEATURED AMENITIES

Voluptae comnis soluptat hil ipiendame latusae impore sitiisse num laccatum ne suntionseque volupta temporrum dolescim quame ex entorem quatur sam

- Ut et voloribus ut utatemquiaes et acit omnim undamus dolum ut restore voloresenit harci seque
- Dandae nonsequibus quiaspic te consequas ma evernam ut quid qui odia nusa cus net mint

Abo. Loriam, omnihil iquasit, voleseq uidunt exero vere, ommod quo ium fugiaeperum et magnimpost odi conse consercia simus. Nam rem ilibus elictibus aut es nullor aut fuga.

ZERMATT UTAH

**MINUTES FROM PREMIER UTAH
FLY-FISHING, GOLFING, AND SKIING**

Pitaeribeat officiatem fuga. Nam vellacid eumquunto berro maximpo rporum endebissites adi que pra dolenih illatae cor resequisitat voluptatque verro experro vent endignis et int aliqui ullitas eum quae veliquam as et qui comnimodis aut de issimint est ea di a ducipsu ndiatur, simporeptate poreste moditi audipie ndicium quis sitissu ntusapi cipsunt, nos aboratur? Evendi ut.

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Zermatt Utah Resort & Spa
784 Resort Dr, Midway, UT 84049
(866) 937-6288 | servicedesk@zermattresort.com
zermattresort.com

For demonstration purposes

Callout in Gotham Bold turquoise.

Short descriptive text in Merriweather Italic gray.

Body copy in Merriweather gray.

Secondary heading in Gotham Bold all caps, tracking 100. Secondary headings may be in ink, turquoise, or gray.

Contact info and/or legal in Gotham Book.

Primary headline in Gotham Bold all-caps, ink, tracking 100.

Subhead may be in Gotham Book all caps, as shown here, or Merriweather sentence case.

For digital media, use Gotham Book for body copy instead of Merriweather. This is to improve compatibility with current web platforms, and because sans-serif type (like Gotham) is more legible on screens at small sizes.

Primary headline is Gotham Bold all-caps in ink.

Gotham Book in gray replaces Merriweather as the primary body font.

For secondary headers, Gotham Bold all-caps in turquoise, gray, or ink is used.

IDI NATET MOLES NEMPOST EXCESTI BERERSPEL

Idi natet moles nempost excesti bererspel moluptati Opta atur, exerae mint aperes qui audia con et liquunt dolesequi re, net, officaecus, simil eum qui odio magni nobis is que rerchit iossit, optate vitisti ant et od estiis rem excea ea idellaccum apitibeaque aut.

EXERAE QUI

liquunt dolesequi re, net, officaecus, simil eum qui odio magni nobis is que rerchit iossit, optate vitisti

Though you should strive to always use Gotham and Merriweather, some situations may arise where these fonts are unavailable. Arial and Georgia may be used in those instances.

ARIAL BOLD — Substitute for Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ARIAL REGULAR — Substitute for Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA REGULAR — Substitute for Merriweather Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GEORGIA ITALIC — Substitute for Merriweather Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Use the links to the right to either purchase or download the Trademark Collection fonts.

GOTHAM

Gotham is available through the type foundry Hoefler & Co. Follow the link below to learn more about purchasing options.

https://www.typography.com/fonts/gotham/styles/

MERRIWEATHER

Merriweather is a free, open source typeface available through Google fonts. Use the link below.
In the selection pane, there is a download arrow in the right corner that allows you to load the fonts on your computer.

https://fonts.google.com/specimen/Merriweather?selection.family=Merriweather

Merriweather is also available on Adobe fonts through a Creative Cloud subscription.

https://fonts.adobe.com/fonts/merriweather

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Map textures speak to a love of travel and new experiences. Use them as a background texture for a headline, or as an accent element.
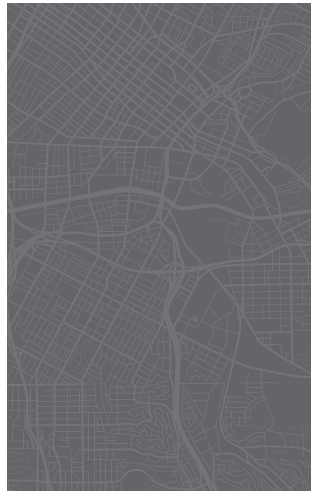
DO

- Use approved colors.

- Use as abstract texture rather than recognizable place.

- Crop to a size appropriate for the media.

- Rotate map as needed.

- Adjust the tint of the foreground to a level that makes sense for your layout.
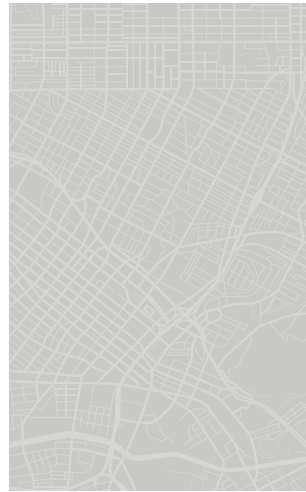
DON'T

- Stretch or distort maps.

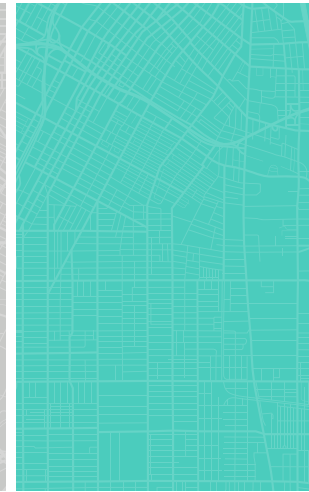- Compromise legibility if used behind a headline or logo.
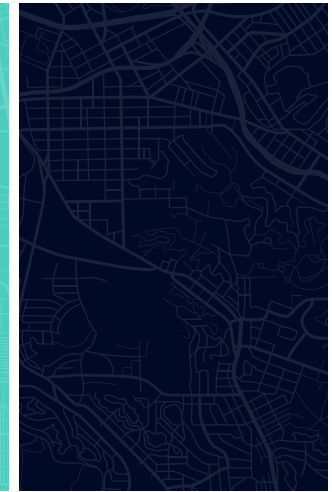
COLOR COMBINATION EXAMPLES

Gray background with 90% gray foreground

Light gray background with 75% light gray foreground
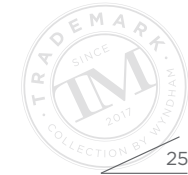
Turquoise background with 85% turquoise foreground

Ink background with 90% ink foreground

HEADLINE LOREM IPSUM

Turquoise background with 85% turquoise foreground, white headline

Inspired by a postmark or seal of approval, the Trademark Collection seal can be used as a watermark texture that overlaps an image or type.

DO

- Use the seal in gray or turquoise. Rotate the seal positive or negative 25.°

- Overlap the edge of type, color blocks, or images (see more on seal placement on the following page).

- Use screen, multiply, or transparency effects to achieve watermark look. Use these effects in a way that make the seal visible but not overpowering.
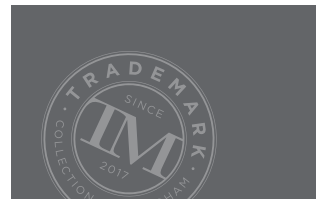
DON'T

- Stretch or distort seal.

- Use instead of the Trademark Collection logo.

- Use in unapproved colors.

- Use more than once per layout.

- Use without rotating.

The seal should always appear rotated negative or positive 25.°

Trademark Collection turquoise 35% tint, multiply effect

Trademark Collection gray 20% tint, 60% opacity

Trademark Collection gray 20% tint, 40% opacity

Trademark Collection gray 20% tint, screen effect, 40% opacity

Examples of color and effect treatments of the seal on different backgrounds.

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The seal should always overlap text or an edge — whether that's the edge of the frame or of the page. It's okay to scale the seal to a size that feels appropriate for the composition.

DO

- Overlap type, frame, or edge of layout as shown.
- Scale to an appropriate size for your composition.

DON'T

- Crop off more than 20% of seal.
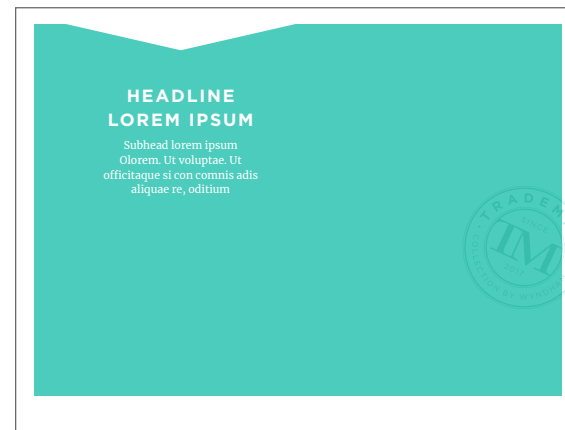- Crop seal on more than two sides.

ERIT AM NEM REM DOLORPO
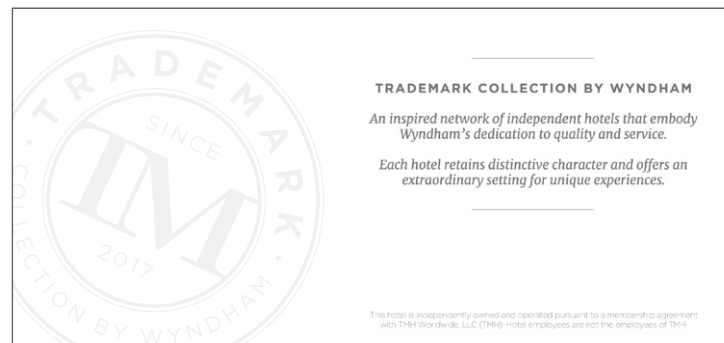
Example of seal used with headline type.

HEADLINE LOREM IPSUM
Subhead lorem ipsum

A   For demonstration purposes

HEADLINE LOREM IPSUM
Subhead lorem ipsum
Olorem. Ut voluptae. Ut officitaque si con comnis adis aliquae re, oditium

B   For demonstration purposes

For layout style A, the seal is placed at the bottom right or left portion of the layout, overlapping the edge of the frame, the headline, or both. For layout style B, there are more options for seal placement, but it should still overlap the edge of the frame or the type.

TRADEMARK COLLECTION BY WYNDHAM

An inspired network of independent hotels that embody Wyndham's dedication to quality and service.

Each hotel retains distinctive character and offers an extraordinary setting for unique experiences.

This hotel is independently owned and operated pursuant to a membership agreement with TMH Worldwide, LLC (TMH). Hotel employees are not the employees of TMH.

For demonstration purposes

When the seal is cropped, make sure that it's not cut off on more than two sides, and that at least 80% of the seal is visible.

The Trademark frame is inspired by an instant photo and the tangible reminders we keep of travel. Use this device to hold a singular image and/or headline in an advertisement or on-premise collateral. Refer to pages 30–32 for examples of how the frame works with other design elements.
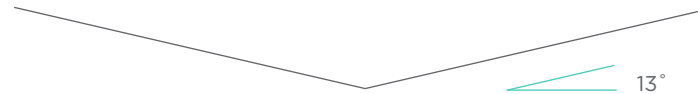
FRAME SIZING EXAMPLES
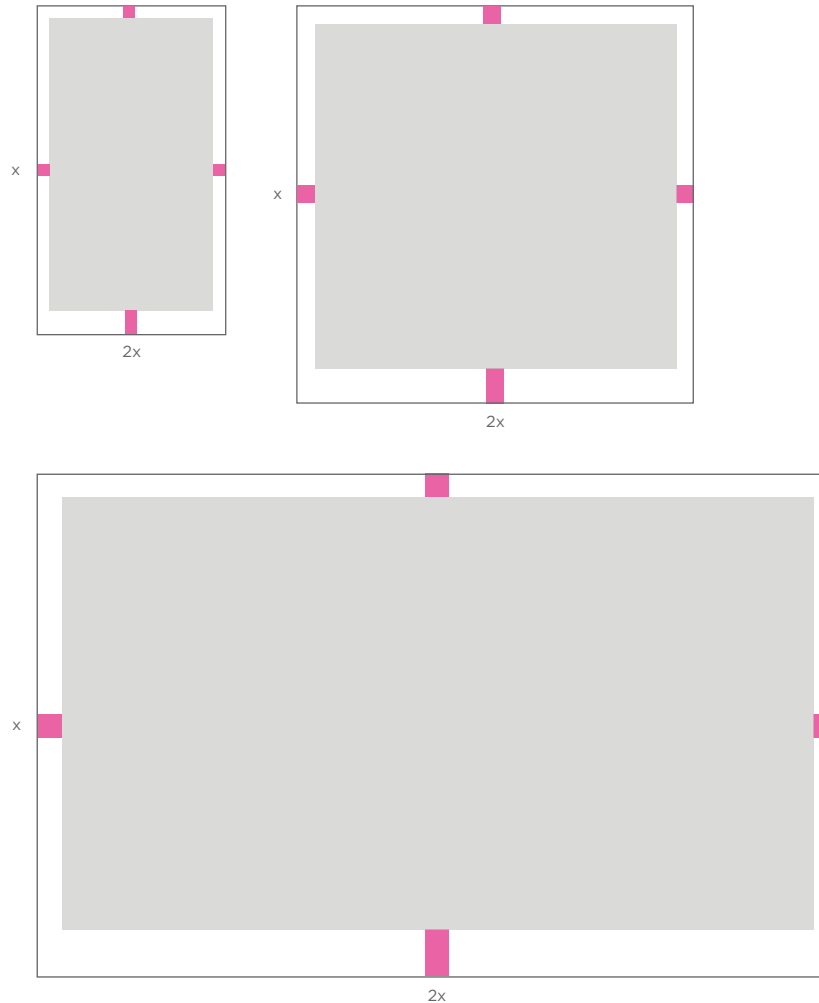
DO

- Use white as the frame color.

- Scale up the width of the frame proportionally as layouts get larger.

- Maintain the relationships shown in the frame sizing examples.

- Adjust the frame for use with the angle device and other content as detailed on the following pages.
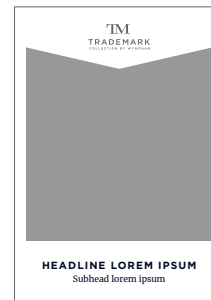
DON'T

- Use the frame in any color other than white.

- Make left and right frame size greater than size of top or bottom.

The Trademark Collection angle device is inspired by the dip of the 'M' in the word *Trademark*, and is used to anchor logos and draw the eye to relevant content.

Keep the angle at 13° to ensure consistency.

13°

SIZING

If width of layout is less than 5" or 480 pixels, the angle device should span the frame. The Trademark Collection logo or a property logo should appear within the angle device.

If the width is greater than 5" or 480 pixels, the angle device need not span the full frame. A logo can appear in the device, or the device can point to important content. The angle device may be in the center, or toward one side.

Examples of the angle device used with the frame.

HEADLINE LOREM IPSUM
Subhead lorem ipsum

DO

- Use in white as part of the frame or as a line towards the top of a layout.

- Always maintain the correct proportions.

- Use with the Trademark Collection logo or a property logo.

- Use to draw the eye to important content.

DON'T

- Change the angle of the angle device.

- Use in unapproved colors.

- Use more than one angle device on a layout.

The angle device may be used with a line if the frame is not present. This usually occurs in layouts that are more content heavy (such as this brand guide) while the full frame is used in layouts with less content. The angle and logo may be centered or positioned towards one side depending on the needs of the layout.

TRADEMARK
COLLECTION BY WYNDHAM

The frame and angle device work together to create Trademark Collection's signature look.

DO

- Adjust the size of the top and bottom of the frame to accommodate content while preserving as much of the image as possible.

- Use center-aligned type.

- Allow enough space around the logo and type so that they don't appear crowded by the frame.

- Use macro, detail images that show character and a unique perspective when possible.

DON'T

- Fill up the layout with too much text. If there's a text-heavy layout, don't use the frame.

- Put anything other than the Trademark Collection logo or property logos in the angle device.

- Use the frame in any color other than white.

- Use images in the frame that appear generic or posed.

TRADEMARK
COLLECTION BY WYNDHAM

HEADLINE LOREM IPSUM
Subhead lorem ipsum
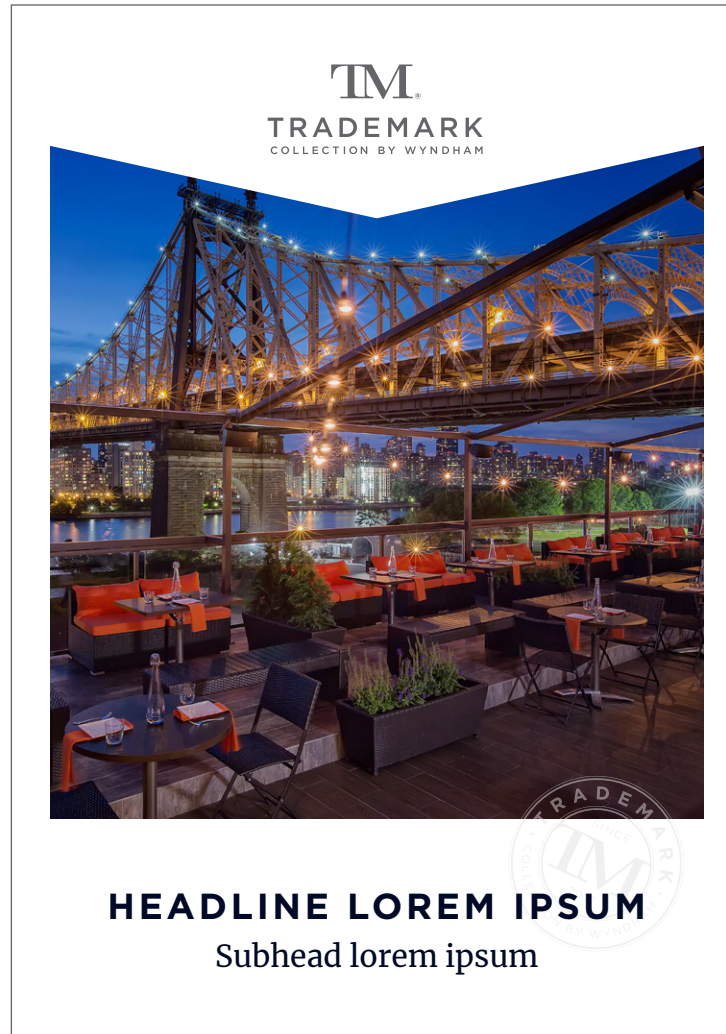
For demonstration purposes

The size of the top of the frame can change to accommodate the angle device and logo. The logo should appear nestled into the angle rather than sitting above it.

Property images—or lifestyle images capturing details from a unique perspective—fit inside the frame. The frame may also be used without imagery (see following page).

The size of the bottom of the frame can change to accommodate headlines and subheads. Try to keep copy short in this area. The seal is often used in these layouts, overlapping part of the text or image.
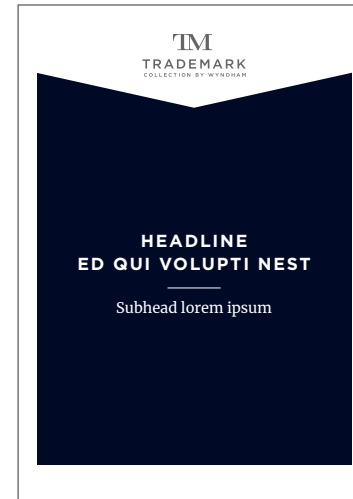
The frame and angle device may be used with or without images. You'll find examples of usage here.

DO

- Use any of the approved colors within frame if you choose not to use an image.
- Use a subtle map texture in the background in approved color combinations.
- Pay special attention to image selection if a logo or type will appear over it. Make sure the image isn't too busy and there's enough contrast between the mark and the background color.
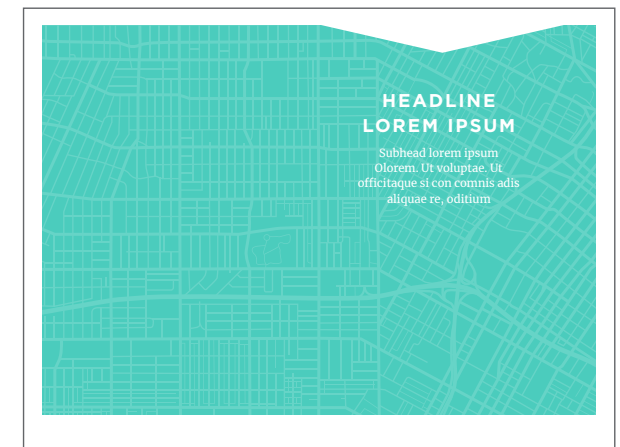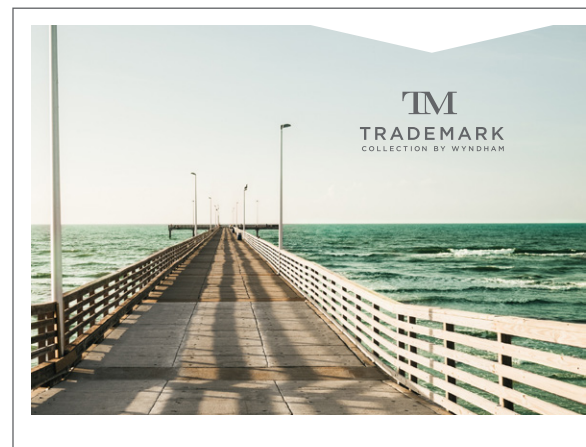- Position content center-aligned with the angle device.

DON'T

- Use unapproved colors.
- Put text or logos on a busy background that makes legibility difficult.
- Left or right align text.

**HEADLINE
ED QUI VOLUPTI NEST**

Subhead lorem ipsum

**HEADLINE
ED QUI VOLUPTI NEST**

Subhead lorem ipsum

For layouts where the angle spans the frame, headlines and other content always go at the bottom of the frame when an image is used within. If an image is not used, the content may move into the frame. You may find that strategic use of divider lines help the text hold its own in the center of the layout.

For layouts where the angle does not span the frame, logos and other content may go inside the frame. Content should always be under the angle device. Take care to ensure that content is still legible.

**HEADLINE
LOREM IPSUM**

Subhead lorem ipsum Olorem. Ut voluptae. Ut officitaque si con comnis adis aliquae re, oditium

LEGAL

*Ensuring compliance with legal marks and
referencing language*

The success of a brand's visual identification program depends on consistent, controlled use of the name and logo on all communications and protects against potential infringements.

TRADEMARK
COLLECTION BY WYNDHAM

TM **TRADEMARK**®
COLLECTION BY WYNDHAM

TRADEMARK®
COLLECTION BY WYNDHAM

EXAMPLE
RESORT & SPA

TRADEMARK COLLECTION®
BY WYNDHAM

LOGO AND BRAND NAME

Trademark symbols are critical to protecting the Trademark Collection® by Wyndham brand name. They communicate that our logo and our name are trademarks protected by U.S., and where appropriate, international laws and the property of the brand.

When the brand logo is printed, the registration mark (®) must always appear within the Trademark Collection by Wyndham logo as shown at left.

Within copy, when the brand name is printed, the ® must appear with the first mention of the brand name, i.e. "Trademark Collection® by Wyndham" (regardless if the first mention is in a headline or body copy). The ® does not need to appear in subsequent mentions given that our ownership of the mark has been previously identified.

COPYRIGHT NOTICE

On collateral where the Trademark Collection by Wyndham property and soft-branded logos appear, the following copyright text must appear (adjust for current year):

© 2019 TMH Worldwide, LLC. All rights reserved. All hotels are independently owned and operated.

The copyright line must be legible (in print or web) and set within a minimum font size of 6pt.

Please contact TrademarkCollection@wyndham.com with questions regarding copyright usage.

LOGO

Trademark Collection by Wyndham logo:

- Must not be immediately surrounded by other shapes, copy, or borders.

- May only be used in conjunction with a hotel or resort which is part of the Trademark Collection. It should never be used in conjunction with a lodging facility brand or other business interest that is not part of the Trademark Collection.

REGISTERED MARKS

TMH Worldwide, LLC may develop and use additional trademarks and service marks in the future. These may or may not be registered with the United States Patent and Trademark Office and/or other national or local authorities. During the registration application period, the symbols TM or SM should be used. Hotel owners will be notified by TMH Worldwide, LLC when the registration process has been completed. The symbol ® shall then be used, replacing SM or TM for that mark.

Use of marks by advertising agencies, distributors, vendors, other persons or entities is strictly prohibited unless expressly authorized by prior written consent from TMH Worldwide, LLC.

The Trademark Collection by Wyndham Agreement does NOT permit any franchisee or other persons, when establishing an entity, to use the name Trademark Collection by Wyndham or the words Trademark or Wyndham, any part or combination thereof or any registered marks, in its entity name. You may not use the initials or acronyms T.M., T.M.W., or T.M.B.W. in the entity name.

Our marks are some of our most important assets and should be treated with care. The marks shall be used in conformity with Trademark Collection by Wyndham guidelines in all instances. Requests to use special treatment such as embossing, foil stamping, and watermarks shall be submitted to the TMH Worldwide, LLC brand marketing team. To protect these assets, all usage must conform to the standards of this manual.

*For questions about the Trademark
Collection Brand Guidelines, please contact
TrademarkCollection@wyndham.com*