

TM.
TRADEMARK
COLLECTION BY WYNDHAM

**WELCOME TO
TRADEMARK COLLECTION**

Launched in 2017 as Trademark Hotel Collection, this soft brand needed a revised positioning that more accurately reflected its diverse, quickly expanding portfolio of independent hotels. Also, just one year later, Wyndham implemented an endorsement strategy, so we had a new brand name with “by Wyndham”, and the additional need to clarify for consumers the architecture of our brand.

As a soft brand, Trademark Collection by Wyndham celebrates the individuality of each hotel. Properties are encouraged to express their authentic personalities and experiences.

The following demonstrates the refreshed brand positioning, brand identity, and design solutions for co-branding with individual properties to create a signature look and feel.

ENHANCED POSITIONING TO BETTER REFLECT WHO WE ARE

ORIGINAL POSITIONING

Define Your Independence.

Trademark Hotel Collection is a soft-branded collection of midscale/upper-midscale and above hotels with fierce independent spirit and individuality. The Trademark Hotel Collection is made up of independent entrepreneurs who have built an iconic hotel in their communities. The brand invites hoteliers who operate landmark, historic, 3-4 star hotels to maintain their individual spirit while taking advantage of Wyndham's scale, distribution, services and loyalty program.

Brand Values: Independent, Landmark, Original

REFINED POSITIONING

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 Values: Unique, Independent, Character

AN INVITING TONE OF VOICE COMPLEMENTING A RANGE OF PROPERTIES

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

FLEXIBLE SOLUTIONS FOR CO-BRANDED DESIGNS

- We offer the opportunity to adapt property logos on their behalf at no cost to them. Adapted logos don't replace their primary logos. Instead, they are options to use when co-branding with Trademark Collection.
- For properties that choose not to adapt logos, we offer a solution for type-only lock-ups, showing their name without their marks, as well as guidance for pairing with their primary logos.



PROPERTY LOGOS: ONE-COLOR ADAPTATION

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.

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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.

NEUTRAL SHADES ALLOW FOR A COHESIVE LOOK AND FEEL

ORIGINAL COLOR PALETTE

PRIMARY COLOR
HEX: 0065AB

SECONDARY COLOR 1
HEX: 005088
*For button rollover

SECONDARY COLOR 2
HEX: 003F63
*For dark background color on modules

SECONDARY COLOR 3
HEX: DFD9DF
*For light background color on modules

SECONDARY COLOR 4
HEX: A4D9FC
*For secondary link over darker background this link style is recommended.

SECONDARY COLOR 5
HEX: F07D00
*For section title icons and accent divider lines on Special Promo Carousel

HEADER
ADDITIONAL COLOR
HEX: 333333

BODY TEXT
ADDITIONAL COLOR
HEX: 555555

LINES
ADDITIONAL COLOR
HEX: AF9999

BACKGROUNDS AND FRAMES
ADDITIONAL COLOR
HEX: F8F8F8

NEW COLOR PALETTE

PRIMARY COLORS

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

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

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

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

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

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

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

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

SECONDARY COLORS

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

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

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

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.

GRAPHIC ELEMENTS TAKE A MORE THOUGHTFUL ROLE

ORIGINAL DESIGNS

Previous graphic elements were designed purely for background texture.



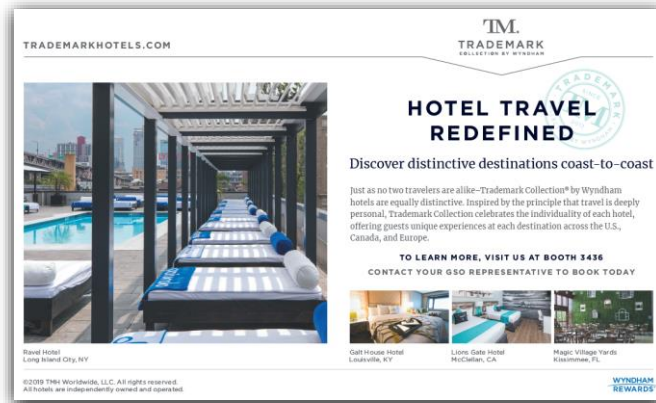
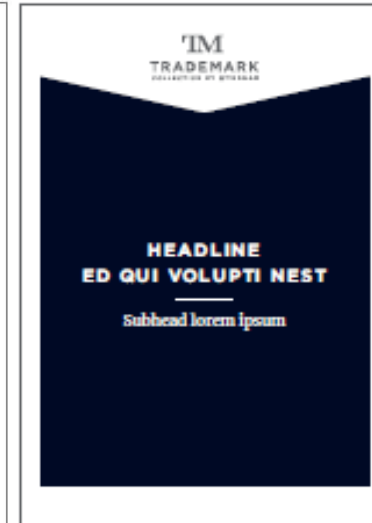
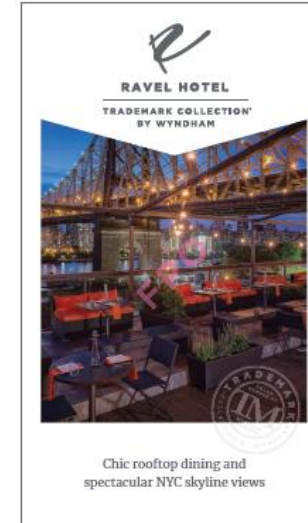
NEW DESIGNS

Maps that act as textured backgrounds for headlines and accents speak to travel and exploration.



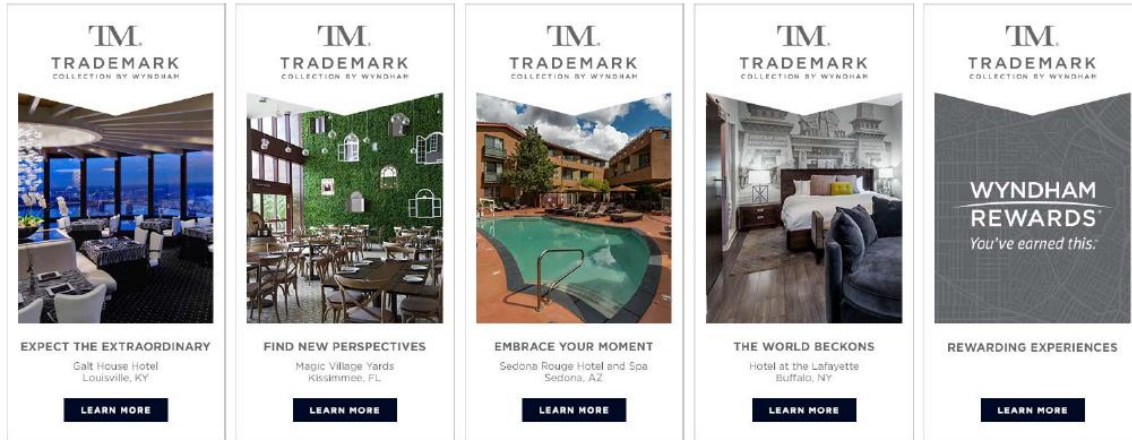
NEW DESIGN ACCENTS BRING ITS PERSONALITY TO LIFE

- The frame is inspired by an instant photo and the tangible reminders we keep of travel.
- The angle device mirrors the dip of the “M” in “Trademark”, anchoring logos and drawing attention to relevant content.
- Inspired by a postmark, the seal acts as a watermark texture overlapping an image or type.



ADDITIONAL MARKETING & OPTIONAL COLLATERAL EXAMPLES

ANIMATED DIGITAL DISPLAY ADS FOR THE BRAND



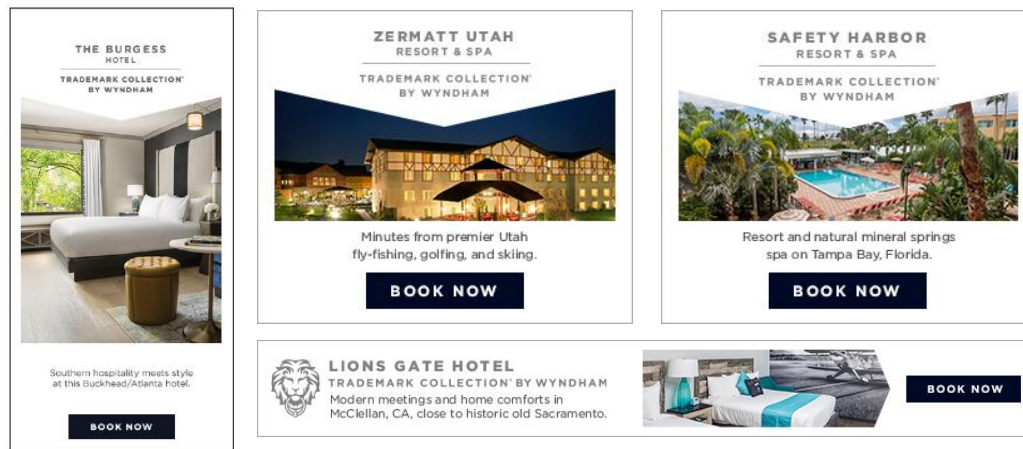
KEY CARDS & HOLDERS



DOOR HANGERS



PROPERTY-SPECIFIC DIGITAL DISPLAY ADS (STATIC)



WIFI TENT CARD



INDEPENDENCE REDEFINED



*Unique
Independent
Character*

TM.
TRADEMARK
COLLECTION BY WYNDHAM

Thank you

