

# Brand mark – colour breakdown



The colors specified throughout these guidelines have been selected from the primary edition of the Pantone Colour Matching Guide.

The IHG brand mark should be reproduced in full colour wherever possible and preferably on a white background. The IHG brand mark printed in 4 colour actually only uses 3 of the process colours. Cyan is not used.

## Colour swatches

Colour swatches must always be used for matching when reproducing colours. The coated Pantone colours act as the master colour references to which all other colour specifications should be matched.

## Colour breakdowns

The recommended spot colours with process colour breakdowns are detailed below the swatches. The process colour breakdowns are provided as starting points and can be adjusted to compensate for different paper stocks and printing processes etc, in order to match the Pantone coated colour swatches more accurately.

## Brand mark web and screen colours

The RGB and Hex values give the same result on screen. RGB values are provided for web designers, whereas the Hex values are provided for web programmers.

# Ihg Holiday Inn Express Brand Standards Manual

**Jianjun Gao**



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