RIYASAT

The Brand *Guideline*

These guidelines will help us create a consistent and impactful brand experience that reflects our core values, and expression.

Our Brand *Story*

Vision | Mission | Values

Vision

Our vision is to be the global gateway to authentic Himalayan luxury.

Be recognized as the leading Himalayan destination that seamlessly blends luxurious comfort with cultural immersion, inspiring responsible tourism and leaving a positive footprint on the region’s environment and communities.

Mission

Our mission is to create unforgettable experiences for every guest.

We want you to feel welcome, pampered, and deeply connected to the magic of the Himalayas. We go beyond just providing a place to stay; we offer a sanctuary where you can relax, reconnect, and discover the wonders of Himachal Pradesh.

Values

Excellence

Delivering the highest standards in all aspects.

Authenticity

Offering genuine experiences that reflect the culture, heritage and essence of the hotel’s location.

Supporting Community

Engaging with and giving back to local community, often through partnership, initiatives or programmes that promote local culture, artisans and traditions.

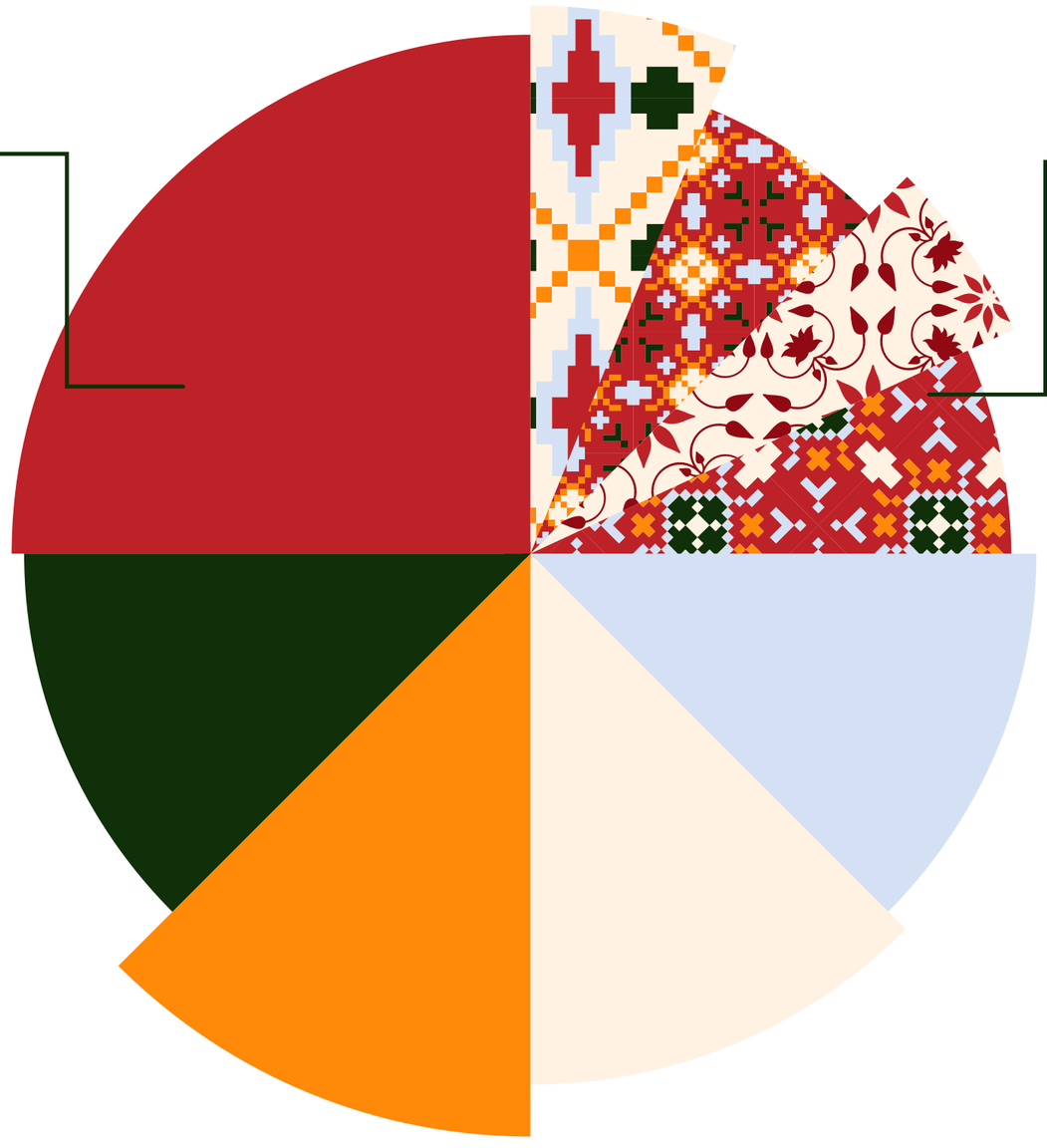
Our Brand *Expression*

Expression | Tone of Voice

Expression

Functional

75%



Expressive

25%

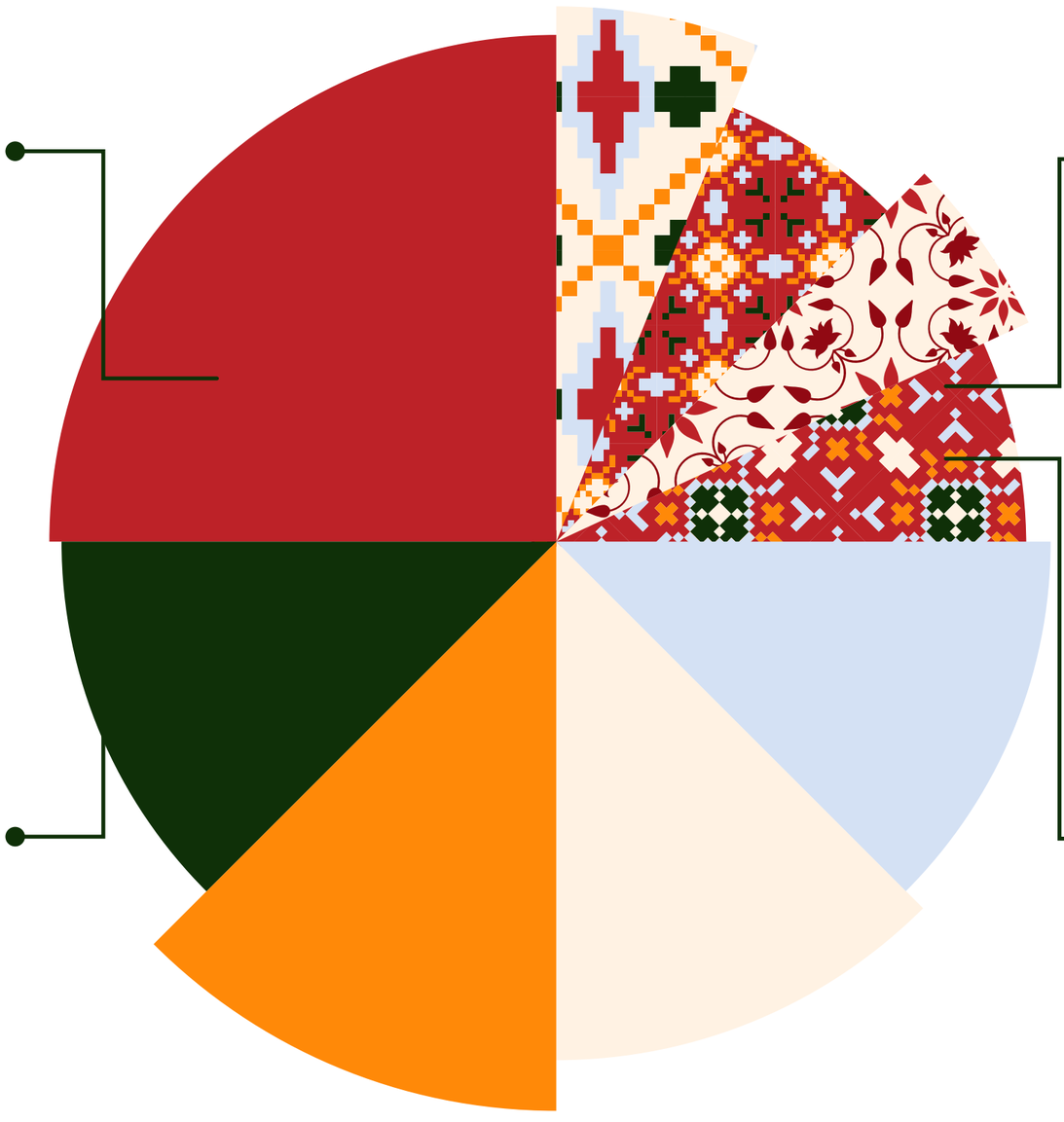
Tone of Voice

Clear and Conise

Information is presented in a straightforward and easy-to-understand manner.

Action-oriented

Language encourages guests to book, explore, and engage with the hotel's offerings.



Warm and Inviting

Creates a sense of hospitality and personal connection with the guest.

Cultural Connection

Acknowledges the richness of Himachal Pradesh and incorporates local elements in a thoughtful way.

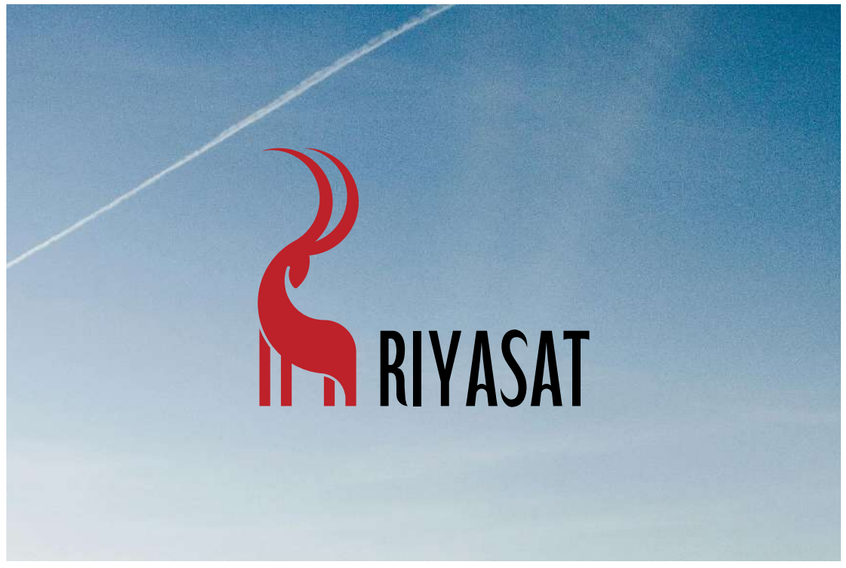
Our Brand *Logo*

Flag ship Logo | Logomark | Wordmark | Social Mark

1.1 Flagship Logo

1.2 Flagship Logo on Background

01. Positive Logo



02. Positive Logo on Image

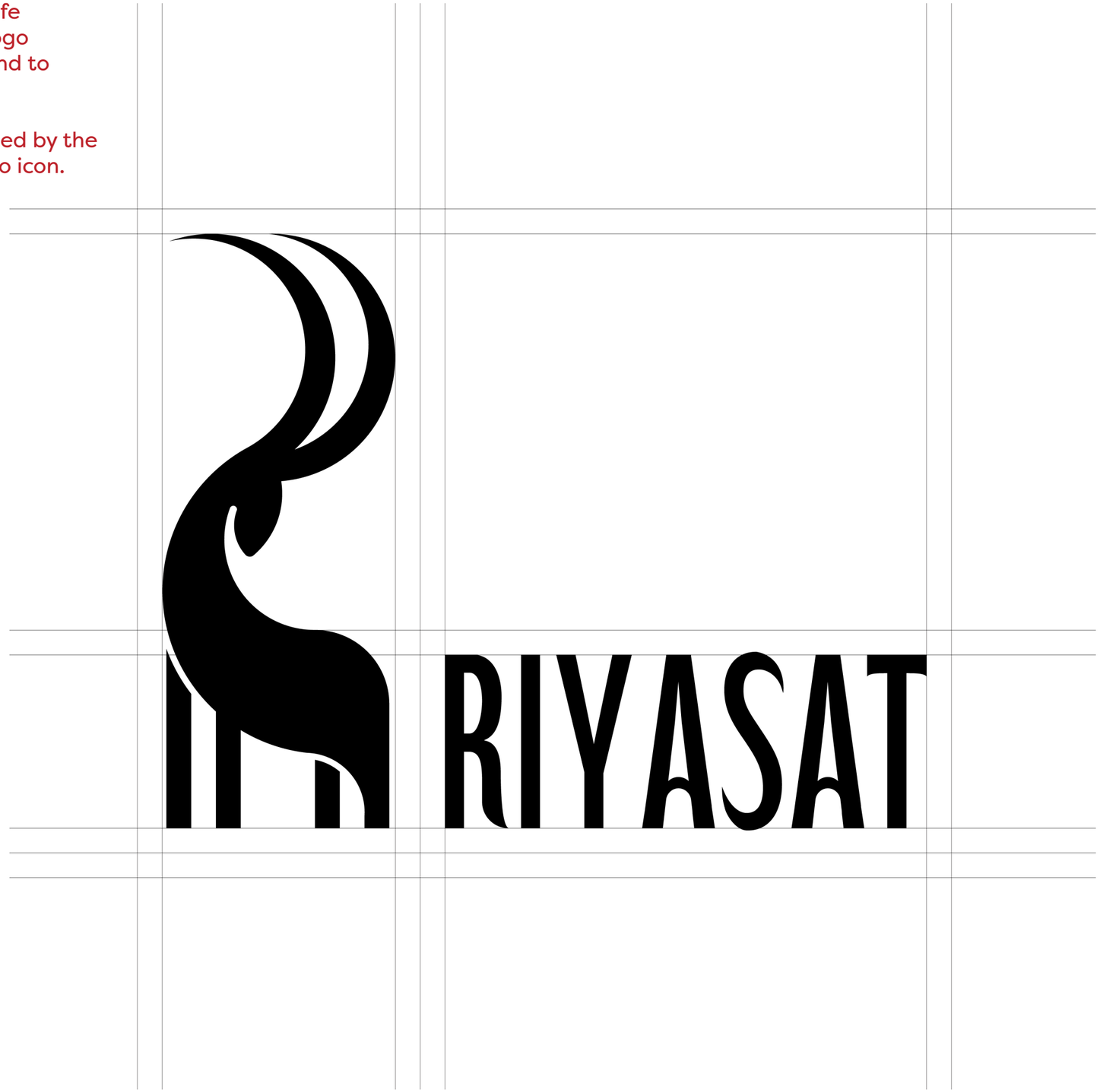
03. Positive Logo on Colour Background

04. Monochromatic / Black version

1.3 Clearance

Always keep a minimum safe area around the flagship logo to maintain visual clarity and to provide maximum impact.

The clearance area is defined by the width of logo leg of the logo icon.



1.4 Scale

Ensure readability and legibility of the flagship logo at all sizes.

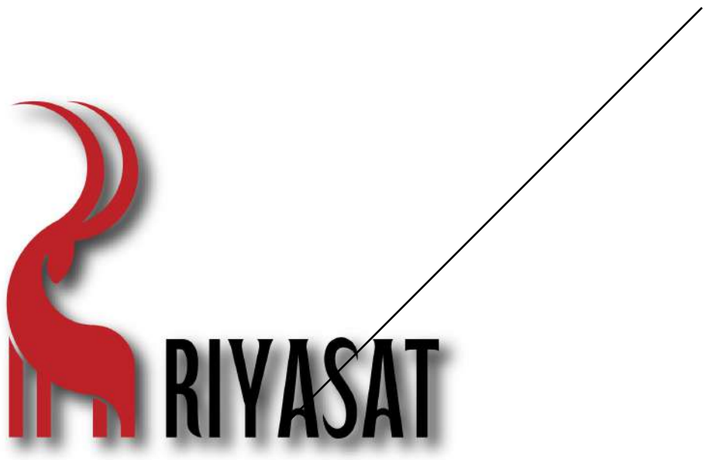
Minimum width for print: 1 inch
Minimum width for digital: 180 px

1.5 Misuse

01. Do not distort the logo.

02. Do not change the colour

03. Do not use gradients



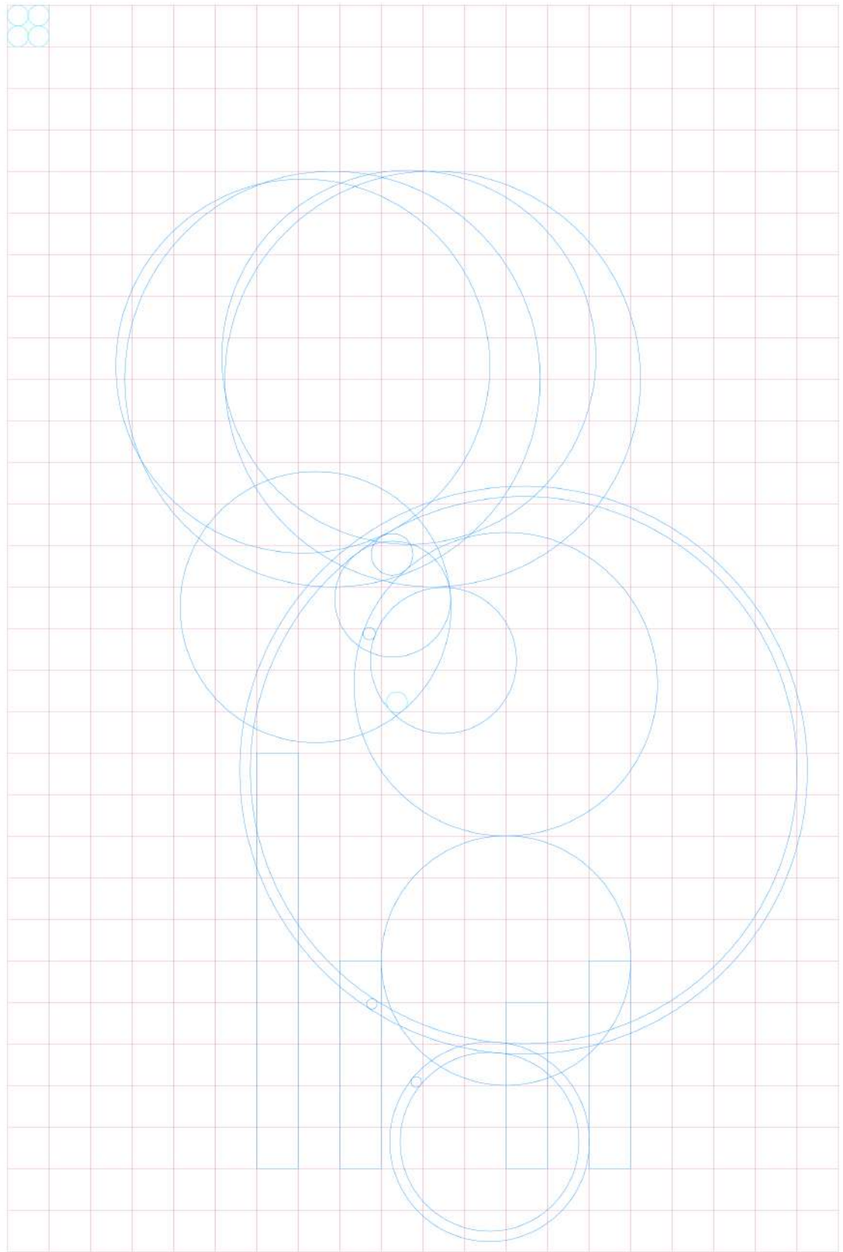
04. Do not apply any effects

05. Do not cut the logo

06. Do not the change proportions

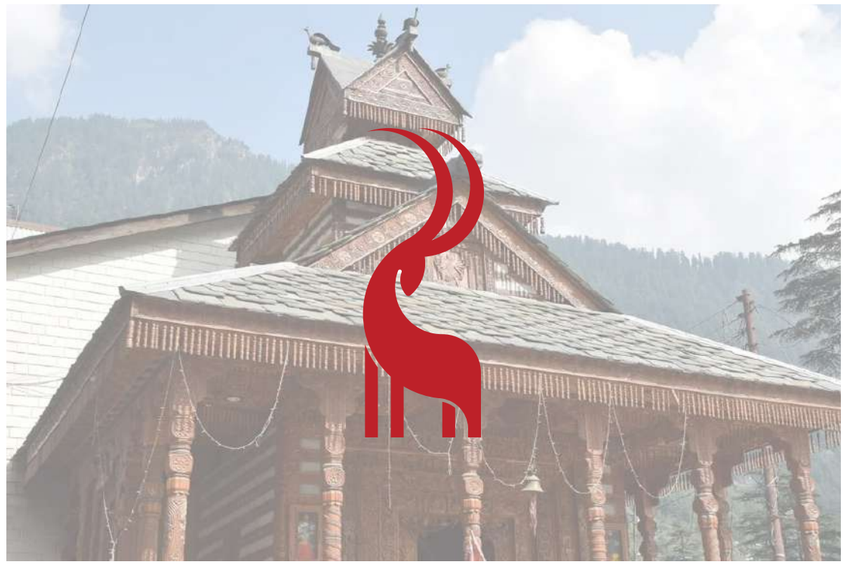
2.1 Logomark

2.2 Logomark Construction



2.3 Logomark on Background

01. Positive Logo



02. Positive Logo on Image

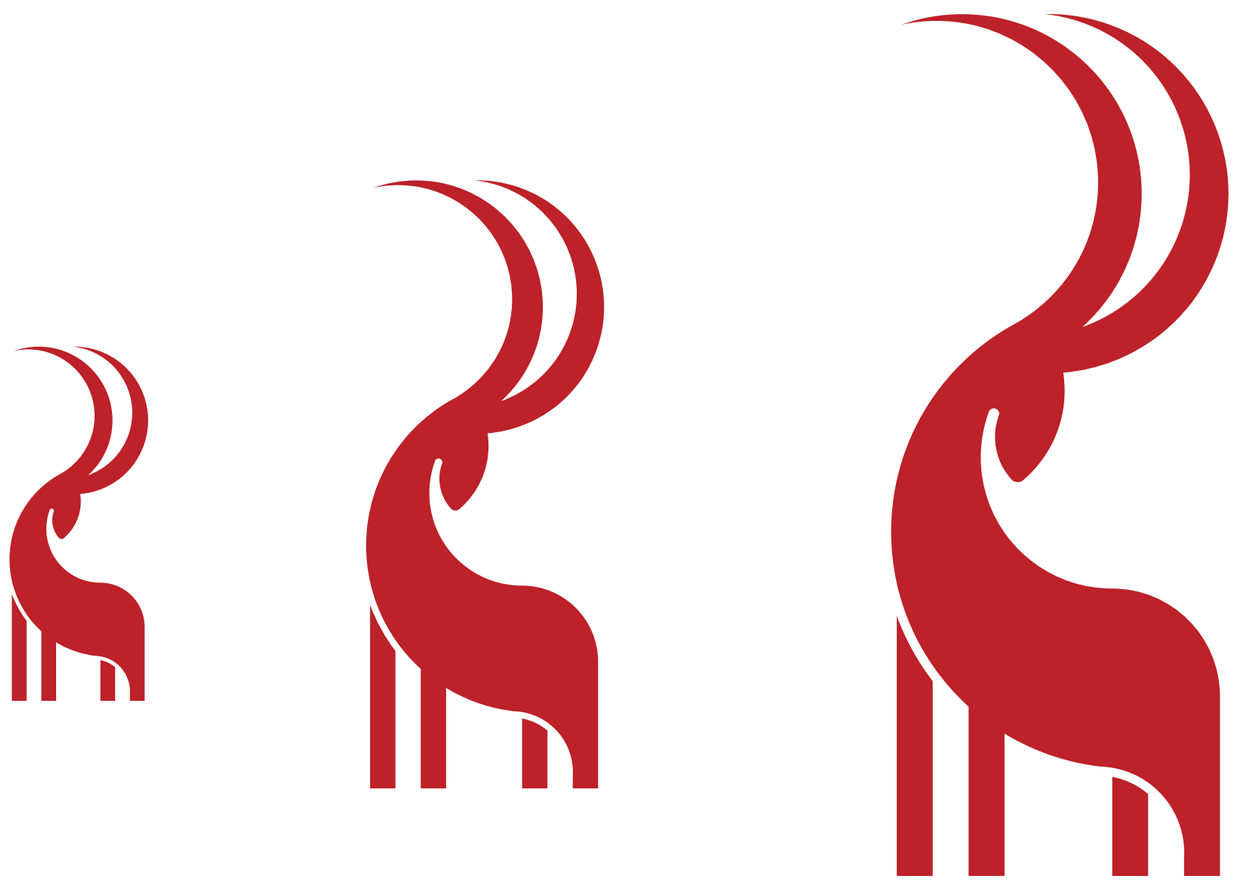
03. Positive Logo on Colour Background

04. Monochromatic / Black version

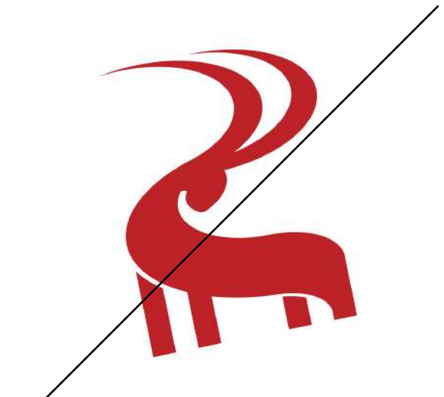
2.4 Logomark Scale

Ensure readability and legibility of the ibex icon
when used as stand alone symbol.

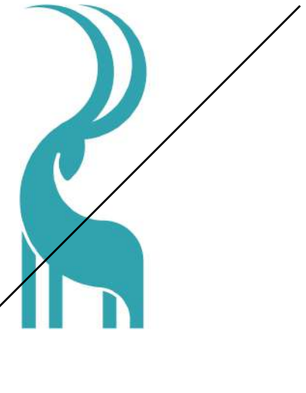
Minimum width for print: 0.3 inch
Minimum width for digital: 180 px



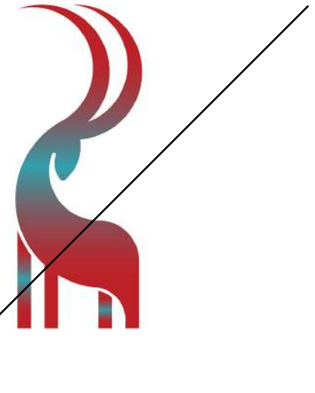
2.5 Misuse



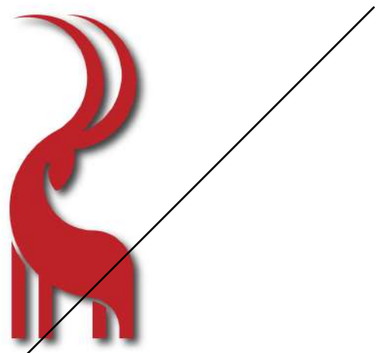
01. Do not distort the logo.



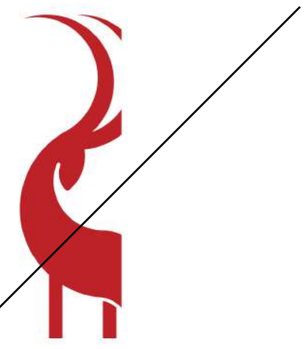
02. Do not change the colour



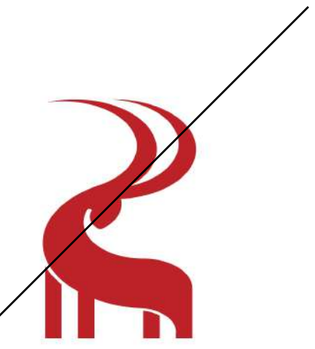
03. Do not use gradients



04. Do not apply any effects



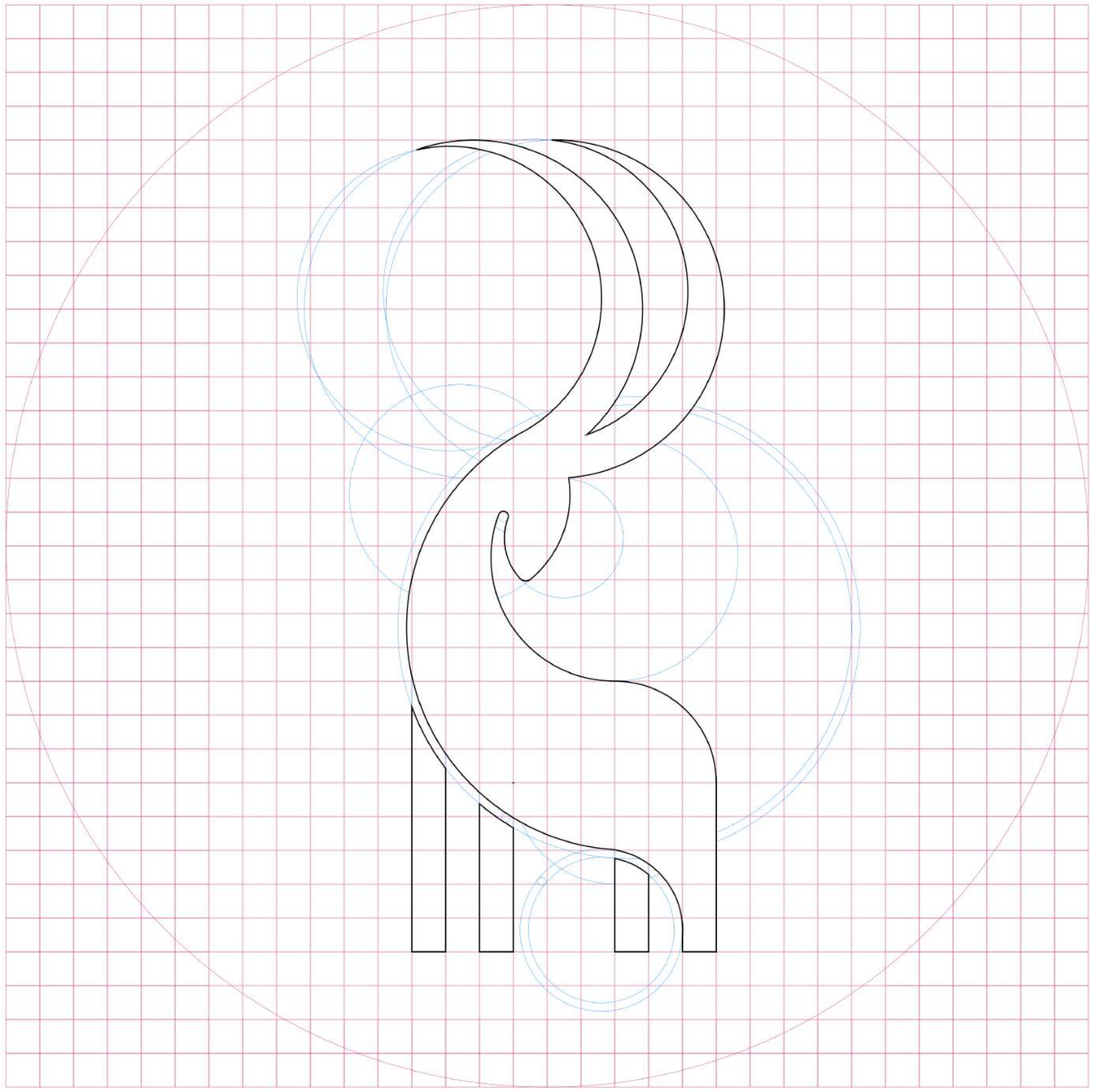
05. Do not cut the logo



06. Do not the change proportions

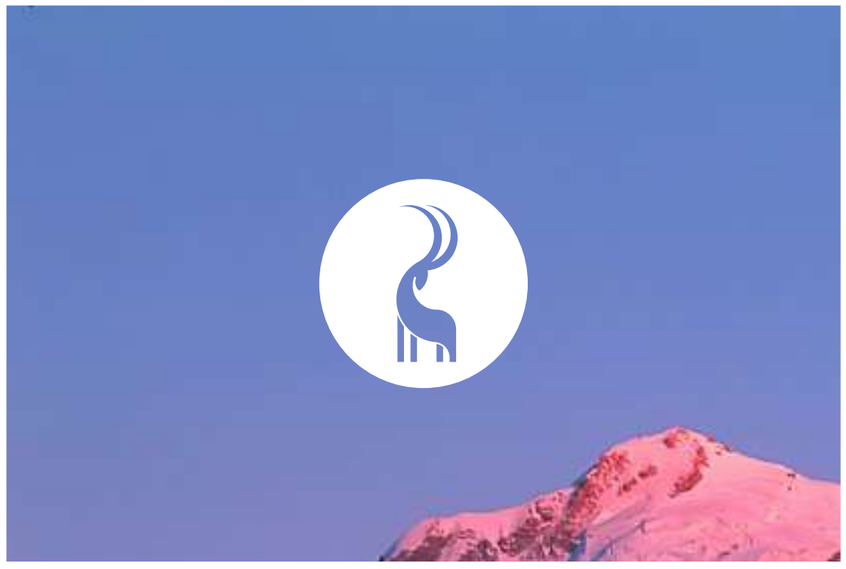
3.1 Social Logo

3.2 Social Logo Construction



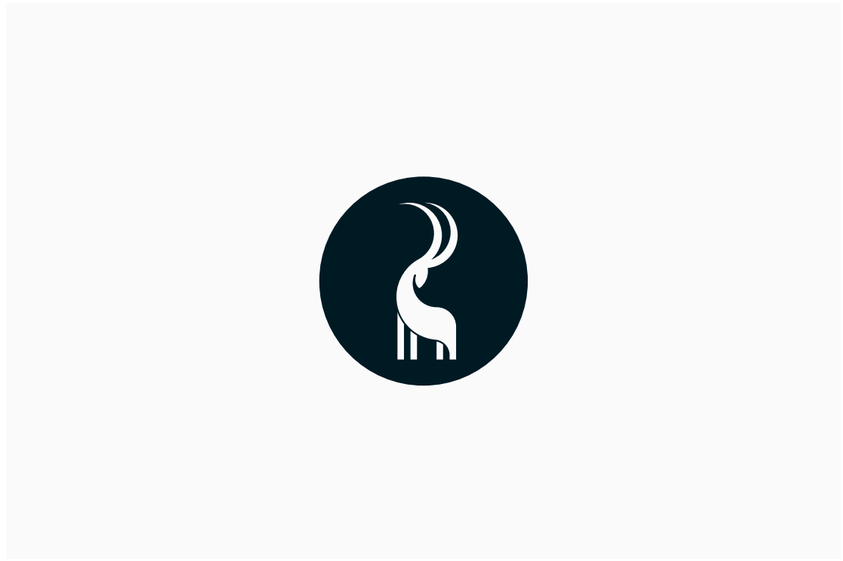
3.3 Socialmark on Background

01. Positive Logo



02. Positive Logo on Image

03. Positive Logo on Colour Background

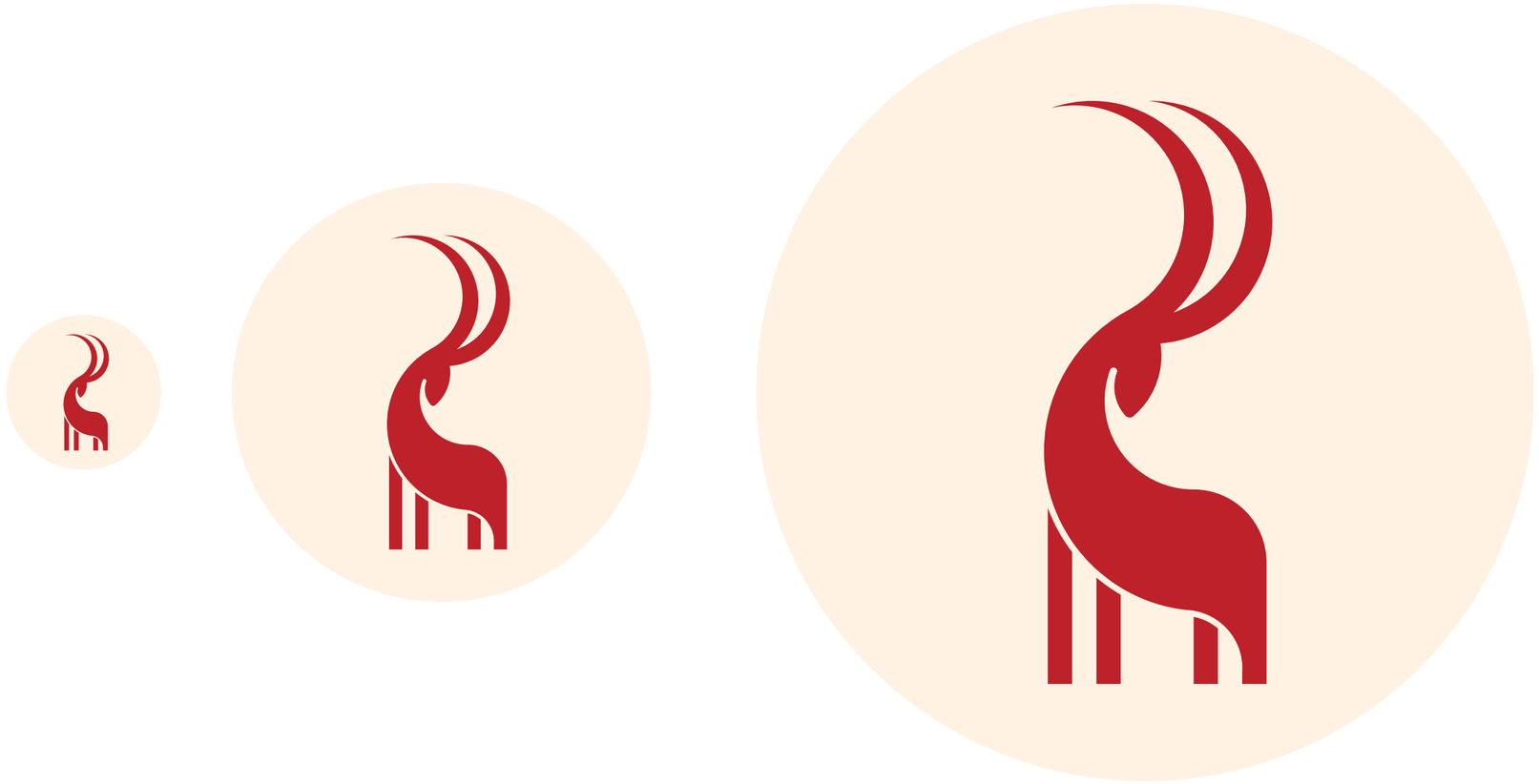


04. Monochromatic / Black version

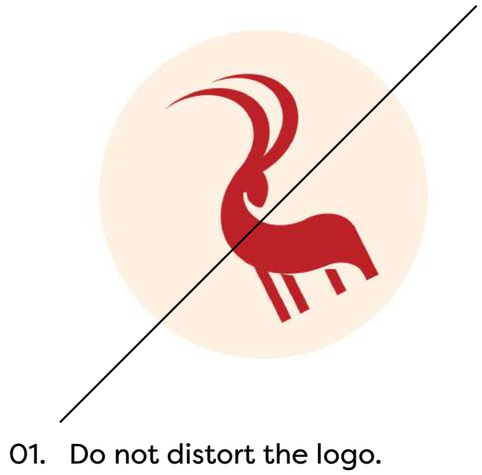
3.4 Socialmark Scale

Ensure readability and legibility of the social mark
when used as stand alone symbol.

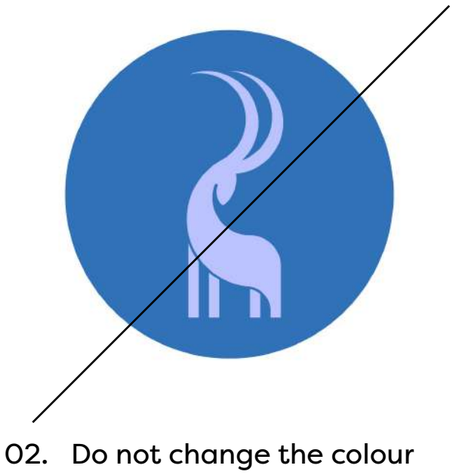
Minimum width for print: 0.3 inch
Minimum width for digital: 20 px



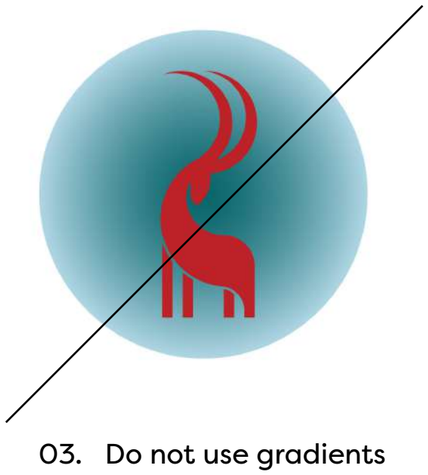
3.5 Misuse



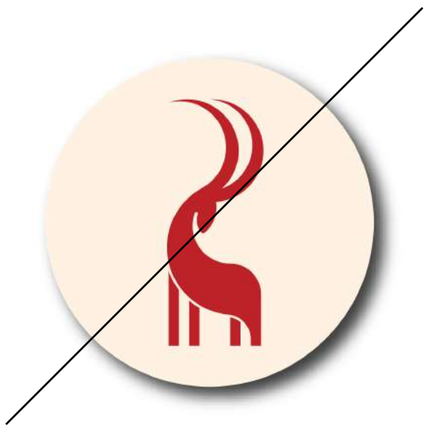
01. Do not distort the logo.



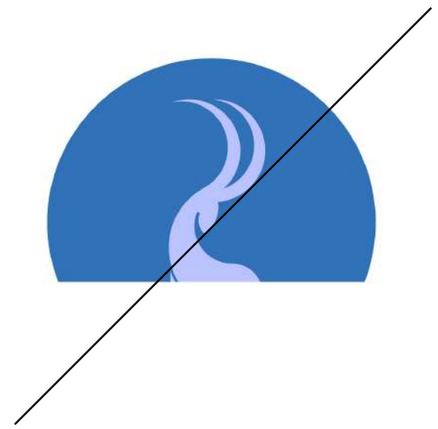
02. Do not change the colour



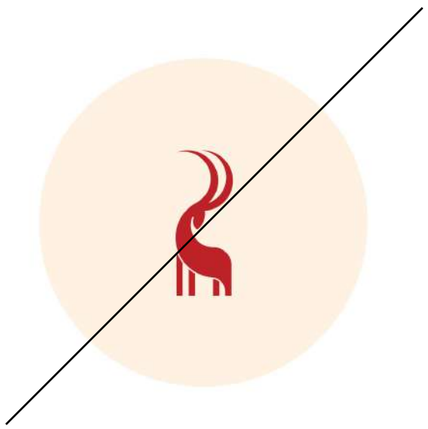
03. Do not use gradients



04. Do not apply any effects



05. Do not cut the logo



06. Do not the change proportions

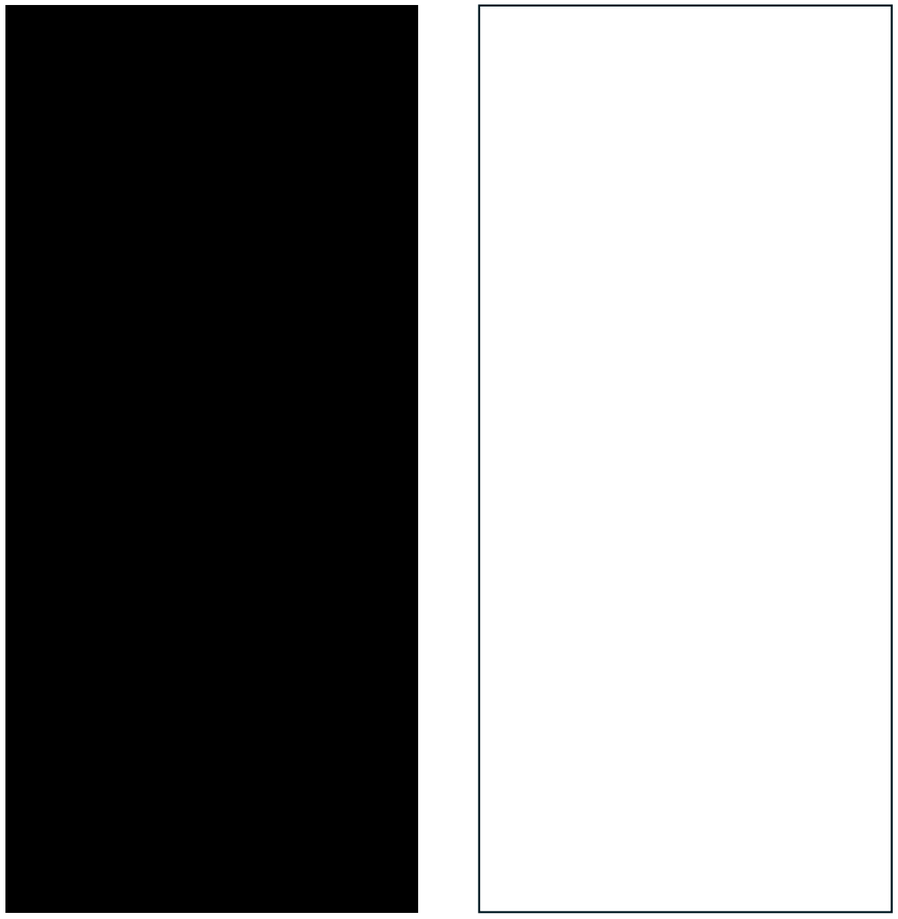
Our Brand *Identity*

Colours | Typography | Iconography

1.1 Primary Colours

1.2 Secondary Colours

1.3 Neutral Colours



2.1 Logo Typefaces

LOGO TYPEFACE

FABIOLA CAPITALS

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
/.!@#&;

2.2 Brand Typefaces

Primary Typeface

Cormorant Garamond

Aa

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z
1 2 3 4 5 6 7 8 9 0
/ . ! @ # & ;

2.4 Brand Typefaces

Secondary Typeface

Filson Pro

Aa

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r
s t u v w x y z
1 2 3 4 5 6 7 8 9 0
/ . ! @ # & ;

2.3 Brand Typefaces

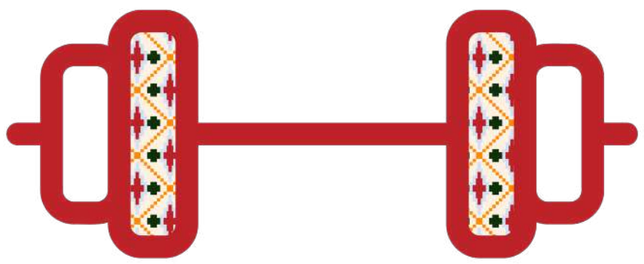
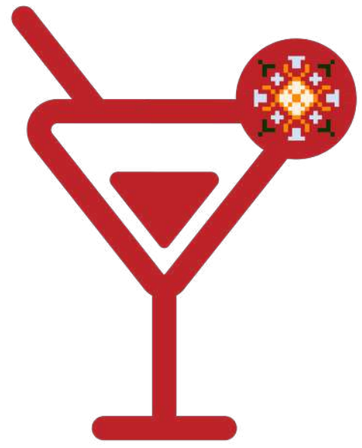
Accent Typeface

Cormorant Garamond Italic

Aa

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t
u v w x y z
1 2 3 4 5 6 7 8 9 0
/ . ! @ # & ;

3.1 Iconography

Functional:
Universally Understood Symbols: We primarily use icons that are recognized worldwide, ensuring guests from all backgrounds can easily understand their meaning.

Expressive:
The aim is to create a sense of discovery and connection for guests without compromising clarity. These expressive elements should complement the primary function of the icon and not overshadow it.