



BRAND GUIDELINES



POWERED BY
THE CITY

TRYP

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COLOR PALETTE

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BRANDED BY THE CITY

This brand guidelines document details all design elements that partners or surrogates should use when creating collateral for the TRYP by Wyndham brand.

The TRYP brand identity was carefully designed. The standards presented in this document are the foundations for the brand's tone, look, and feel. By adhering to these identity standards, you are helping to ensure that the brand builds a consistently strong look and feel around the world.

If you have any questions about the TRYP brand guidelines, please contact the Brand Marketing team.

BRAND PROMISE:

With urban, city center locations — and amenities that include social lobbies, bars, healthy breakfast buffets, and signature rooms variations — TRYP is the better way to stay in the city.

ESSENCE:



With a young-at-heart outlook on life, our brand thinks modern thoughts.



Our brand brings local touches into each hotel, powering our guests' stays in streetwise ways.



Through unique city-influenced design, our hotels are places to explore in and of themselves.

MANIFESTO:

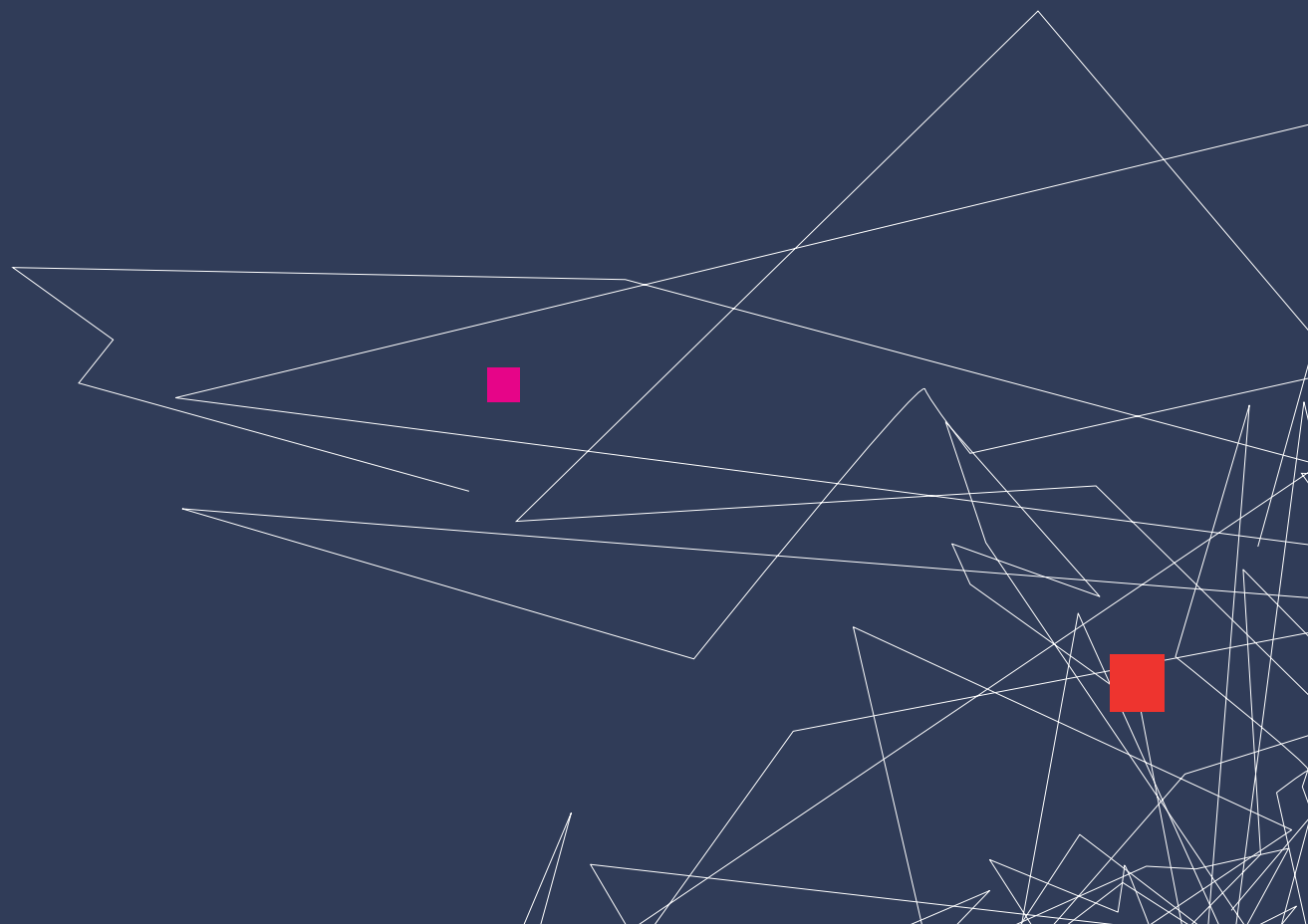
When you stay at TRYP by Wyndham, you're one of us — and we're all locals. Savvy and streetwise, we know all the best restaurants, the coolest spots, and the fastest ways to tap into the city you came to explore. To uncover your destination's unique culture, you don't have to go far, because TRYP brings the city to you. Pulsing through each hotel like an electric current is the energy that ignites city life. This is your chance to let the city flow through you. This is your chance to explore. This is your TRYP.

TAGLINE:

TRYP by Wyndham. Powered by the City.



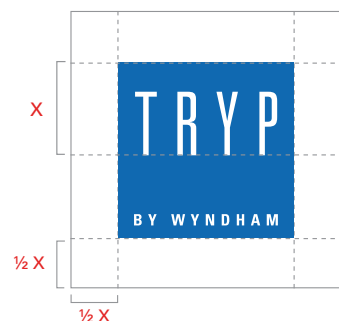
LOGO USAGE



CLEAR SPACE:

The TRYP logo should always remain a minimum distance of $\frac{1}{2}$ the size of x away from other text and graphic elements. (Photography and background elements are exclusions to the rule.)

NOTE: In some instances, the top of the logo may be flush with the top of the page.

**MINIMUM SIZE:**

The overall logo should never appear smaller than .5 inch measured horizontally.

**PRIMARY:**

Wherever possible, the full-color logo should be used. The full-color logo is rendered in TRYP Dark Blue and TRYP Dark Grey. This is the preferred usage.



TRYP DARK BLUE
PANTONE® 293 C
CMYK: 100/57/0/2
RGB: 0/103/177



TRYP DARK GREY
PANTONE® 425 C
CMYK: 0/0/0/77
RGB: 102/102/ 102

SECONDARY: For simple 1-color applications, please use the approved Black. In instances where color printing is not available, use the black signature. When the full-color logo isn't clearly visible, the white signature should be used.



LOGO MISUSE:

The consistent and proper use of the TRYP logo is extremely important for building and maintaining the brand image. Please avoid using the logo in any way that obscures it, makes it difficult to read, or alters it.



Do not introduce new background colors.



Do not modify the TRYP by Wyndham logo box.



Do not alter the location of either the logotype or endorsement.



Do not stretch the TRYP logotype.



Do not stretch the Wyndham endorsement.



Do not alter the location of either the logotype or endorsement.



Black and White Reversed
(shown on black background)



Pantone 293C Logo Reversed
(shown on black background)

CLEAR SPACE:

The TRYP logo with tagline should always remain a minimum distance of $\frac{1}{2}$ the size of x away from other text and graphic elements. (Photography and background elements are exclusions to the rule.)

NOTE: In some instances, the top of the logo with tagline may be flush with the top of the page.



MINIMUM SIZE:

The overall logo with tagline should never appear smaller than .5 inch measured horizontally.



PRIMARY: Wherever possible, the full-color logo should be used. The full-color logo is rendered in TRYP Dark Blue and TRYP Dark Grey. This is the preferred usage.



TRYP DARK BLUE
PANTONE® 293 C
CMYK: 100/570/0/2
RGB: 0/103/177



TRYP DARK GREY
PANTONE® 425 C
CMYK: 0/0/0/77
RGB: 102/102/ 102

SECONDARY: For simple 1-color applications, please use the approved Black. In instances where color printing is not available, use the black signature. When the full-color logo isn't clearly visible, the white signature should be used.



BRANDED

The “hotel name” should never be more than 2 lines.

The “hotel name” should always be centered.

The “hotel name” replaces the “Powered by the City” tagline when used under the logo.



BRANDED

The "hotel name" should never be more than 3 lines.

The "hotel name" should always be left-justified in relation to the logo.

The "hotel name" and the tagline cannot appear together in the branded horizontal logo.



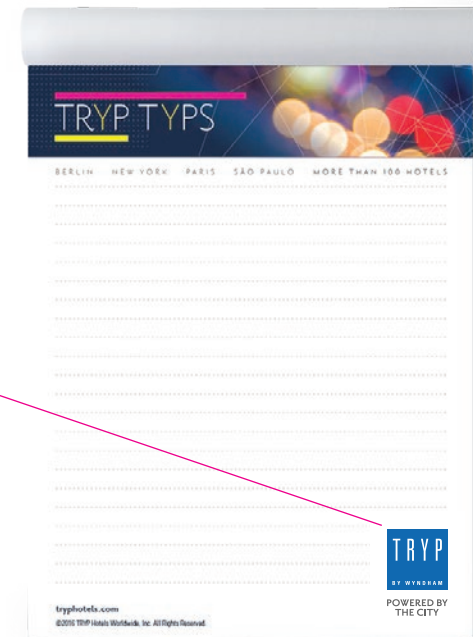
RULES

The TRYP logo should always be placed prominently and legibly on all ad executions and collateral, whether folio or property.

When the logo is placed on top of both a graphic background and white space simultaneously, the logo should be positioned so that the bottom of the letters in TRYP appear on the same line that divides the graphic background and white space.

When the logo is placed on either all white space or all graphic background, clear-space guidelines should be used.

If the logo is placed near the top of the piece, the top of the logo should be flush with the top of the piece.





TRYPO-
GRAPHY

CITIES

PRIORI SANS Regular

HEADLINE/CTA

PRIORI SANS Regular

BODY COPY

UNIVERS LT 57 Condensed

URL

PRIORI SANS Bold

LEGAL

UNIVERS LT 47 Light Condensed

BARCELONA BERLIN MADRID NEW YORK PARIS SÃO PAULO MORE THAN 100 HOTELS

TRYP
BY WYNDHAM

**THE CENTER
OF YOUR TRYP**

Sboris venest, tem aut ipis mi, videlitatius voluptatum reicietus. Mint. Emped quateceat aut eum faccab idel ius adforest prerat pratum quis doloresecae nia aliquost, quasperm hii ipictisto cumque est, coreser epudae vitaquassita dolesti nonsequ iation reptatenia.

tryphotels.com

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MEMBER OF
WYNDHAM
REWARDS

PRINT TYPOGRAPHY

Headlines are to be set in Priori San Regular, all uppercase, and scaled according to layout, usage, and length of the headline.

For smaller scale print materials or digital headlines, the font size can vary depending on the layout, but headline size should appear approximately 3x the size of the body copy.

Body copy should be set in Univers LT 57 Condensed and the URL in Priori San Bold.

HEADLINES/CITIES/CTA/SUBHEADS/LEGAL:

PRIORI SAN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY:

UNIVERS LT 57 Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

URL:

PRIORI SAN Bold
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

WEB TYPOGRAPHY

For the web, headlines, subheads and CTA should be in all lowercase Priori San Regular. When possible, save them as a png or jpeg to maintain consistency across the web (a comparable web font does not exist). As with print typography, the headline size should be approximately 3x the size of the body copy.

HEADLINES/CITIES/CTA/SUBHEADS/LEGAL:

PRIORI SAN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY COPY:

UNIVERS LT 57 Condensed
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvXxYyZz

FONT LICENSES

Use of each TRYP font requires adherence to licensing policies. As the brand uses a combination of fonts, various licenses must be held. Please reference the links listed for each font on this page.

Client to confirm existing licenses.

PRIORI SAN

Font can be downloaded here: [https://www.behance.net/gallery/30300095/Debby-\(Free-Font\)](https://www.behance.net/gallery/30300095/Debby-(Free-Font))

Free for personal and commercial use.

UNIVERS LT

If font is being synced from Adobe Typekit:

Typekit Services Agreement: http://www.adobe.com/content/dam/acom/en/legal/servicetou/Typekit-Services-Agreement-en_US-20160616.pdf

If not, font can be purchased here: <https://www.fontspring.com/fonts/adobe/adobe-garamond-pro>

Adobe Desktop Font License: <https://www.fontspring.com/lic/adobe/desktop>



COLOR PALETTE

PRIMARY BRAND COLORS

Deep Blue is the primary TRYP color on almost all collateral and advertising. Dynamic and contrasting, the Dark Blue color is used on its own as the main background color when photography is not present. It is also the color for headline text when headlines appear on a white background.

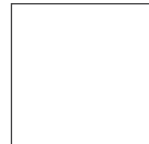


DARK BLUE

PANTONE® 2380 C
CMYK: 92/80/43/40
RGB: 34/49/77
HEX: 21304d

SECONDARY BRAND COLORS

The secondary TRYP colors are primary color swatches and white. These swatches represent the big bold splashes of light that appear in the urban night skyline of the cities that power us. Bold, bright and pure.



WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff



GREEN

PANTONE® 2257 C
CMYK: 75/5/100/0
RGB: 65/173/73
HEX: 40ad48



YELLOW

PANTONE® Process Yellow C
CMYK: 0/0/100/0
RGB: 255/225/0
HEX: fae100



RED

PANTONE® 7626 C
CMYK: 0/93/89/0
RGB: 239/56/49
HEX: ee3730



MAGENTA

PANTONE® Process Magenta C
CMYK: 3/100/3/0
RGB: 229/4/136
HEX: e40387



LIGHT BLUE

PANTONE® 292 C
CMYK: 69/14/0/0
RGB: 44/172/227
HEX: 2cabe2



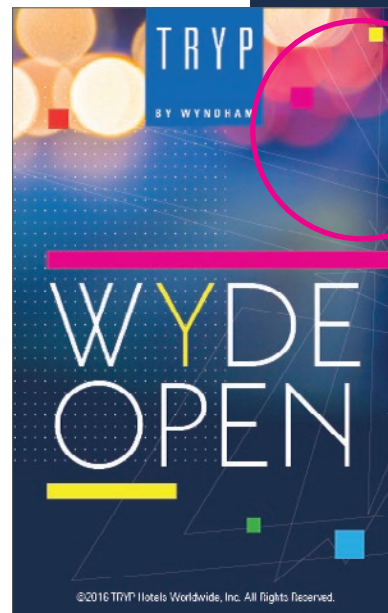
GRAPHIC ELEMENTS

RATIONALE

These lines are an abstract representation of frenetic, dynamic movement. They mirror city streets and the movement of travel through them, specifically the winding paths travelers take as they explore a new city.

USAGE

The lines should always appear over the background image. They should always remain cropped on at least two sides, i.e., the top or bottom and the left or right border. The lines are always white and line thickness should remain proportional to the size of the document. The line weight should remain consistent to the two grid patterns, if both the grid and lines are used.



MISUSE

Using the TRYP graphic elements in a consistent way is crucial for building and maintaining the brand's image. Please ensure that, with every usage, these elements aren't altered or obscured.

They should not create visual clutter or break from the established guidelines.



The abstract lines may not be used in colors other than white.



The abstract lines cannot increase in line weight.



The abstract lines must remain behind all other graphic and text elements.



The abstract lines must be cropped by at least 2 sides of the visual.

RATIONALE

The dot-grid pattern is reminiscent of the grid-like shape and construction of cities. It is used to add a dynamic and ownable graphic overlay to photos.

USAGE

The dot-grid pattern should always be layered directly above the background image. It should not sit above any text or other graphic elements. The dot-grid should offset anything it interacts with, never lining up directly with a vertical or horizontal element. The weight of the two patterns should always remain in proportion with each other as well as with the abstract lines.



MISUSE

Using the TRYP graphic elements in a consistent way is crucial for building and maintaining the brand's image. Please ensure that, with every usage, these elements aren't altered or obscured.

They should not create visual clutter or break from the established guidelines.



The dot-grid must be scaled together and must remain perfectly vertical and horizontal.



Dot-grid must touch at least one edge of the visual.



If using two grids, they cannot overlap.



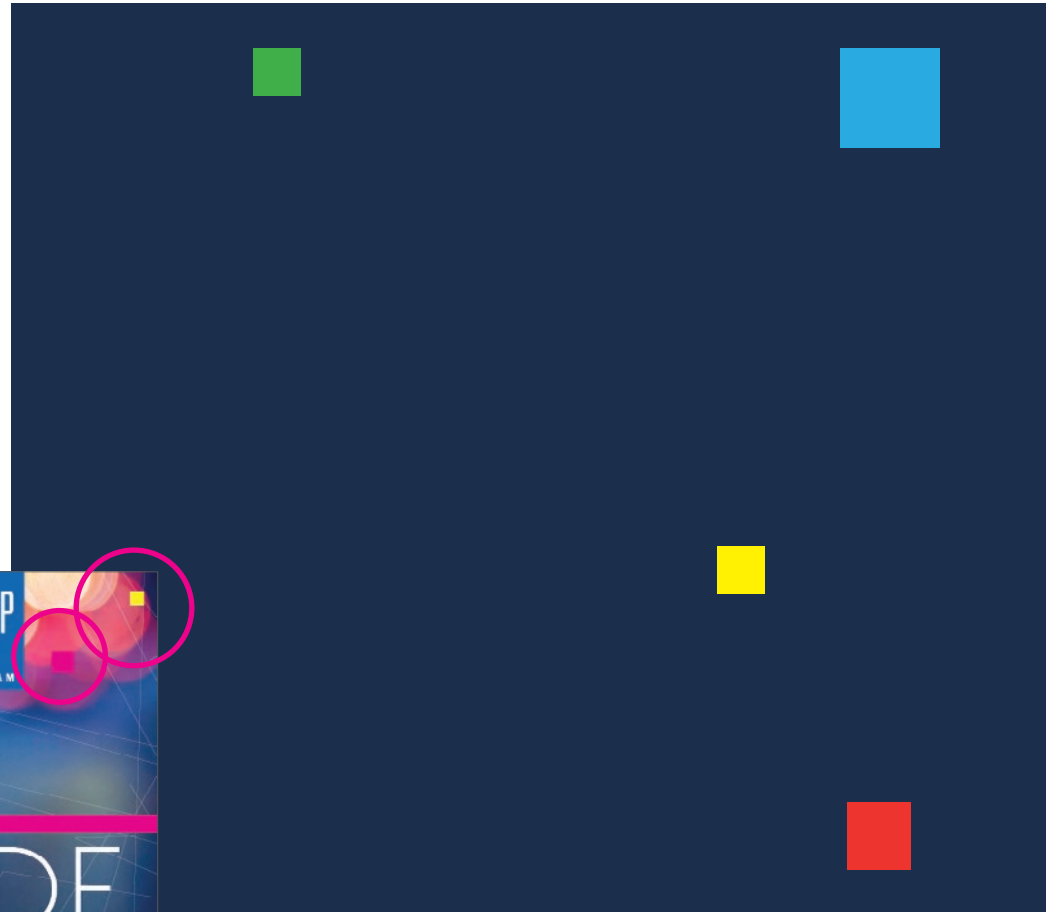
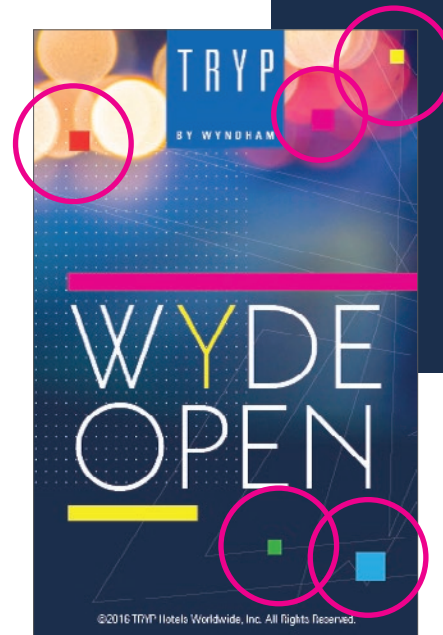
Dot-grids must remain white.

RATIONALE

These color swatches are the graphic representations of the bokeh photo style. Their seemingly random appearance invokes the dynamic and frenetic nature of cities and the lights that fill them.

LIMITED USAGE

These color swatches should always sit above the lines, the grid, and the background image. The swatches should always appear in all 5 colors shown here and can repeat only if all 5 colors are already used. They are to appear random in size and placement, but should never touch or get too close to each other. The swatches at their largest size are never bigger than 1/2 the logo size and never smaller than the weight of the header text. Color swatches should be used sparingly.



MISUSE

Using the TRYP graphic elements in a consistent way is crucial for building and maintaining the brand's image. Please ensure that, with every usage, these elements aren't altered or obscured.

They should not create visual clutter or break from the established guidelines.



Color swatches cannot interfere with the headline and cannot exceed 1/2 the logo size nor smaller than the text weight.



Dot-grid must touch at least one edge of the visual.



Swatches must appear random in placement and size.



Swatches must remain in the 5 approved colors.

RATIONALE

The color bars are graphic representations of bokeh lights as seen in motion.

USAGE

The bars should always line up with the left edge of the header text. The top bar can finish at the last letter of the farthest most extending text (either top or bottom) or progress beyond to the edge of the piece. The bottom yellow line is always shorter than the top. It finishes after at least two letters or at the end of the shortest word in the bottom text.



MISUSE

Using the TRYP graphic elements in a consistent way is crucial for building and maintaining the brand's image. Please ensure that, with every usage, these elements aren't altered or obscured.

They should not create visual clutter or break from the established guidelines.



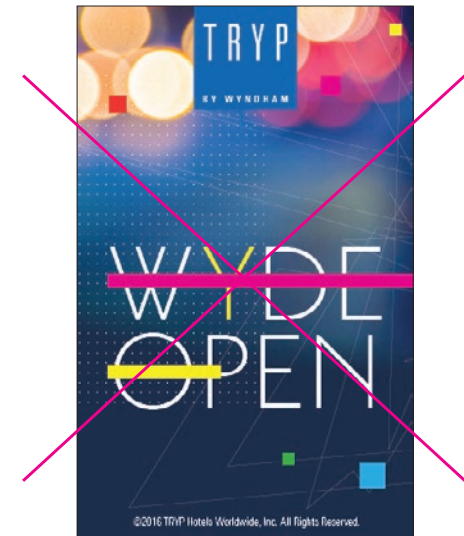
Color bars must remain in proportion with the headline text.



Color bars are to only appear in magenta (top) and yellow (bottom).



The top color bar must go from the beginning to the ending of the text and the bottom yellow line is always shorter than the top.



Swatches must remain in the color portion of the visual when applicable.

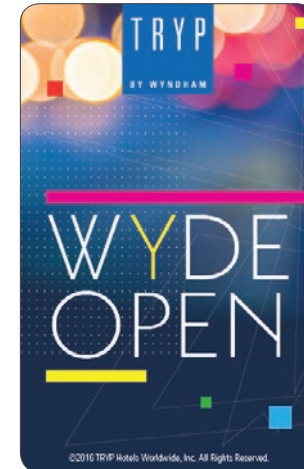
EXAMPLES

Shown are multiple examples of how the graphic elements can be used together.

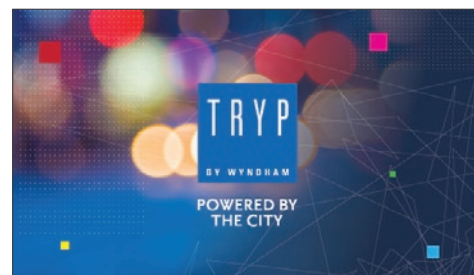
Some portions of the white dot-grid and abstract lines always appear beneath the color swatches and headline. In addition, the color swatches always remain in the boundary of the photograph they appear over.



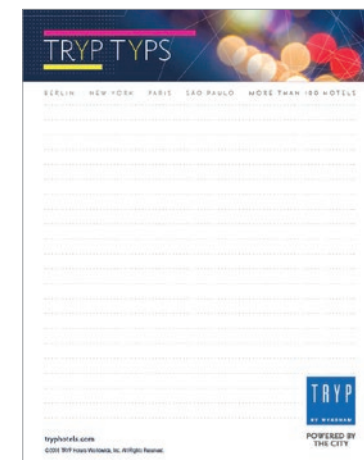
In examples such as the print ad, all graphic elements appear without conflicting with each other. The headline remains legible and does not sit over a critical part of the image.



The dot-grid can overlap the abstract lines. Both sit below the headline and graphic bars.



The elements can appear together over property images and abstract photography.



This example shows how to use the graphic elements as a header image.



BRAND VOICE

PERSONALITY

To talk to the TRYP audience, we take a “peer-to-peer” approach. We avoid the “marketing speak” our audience is jaded by, and instead, we talk the way our guests talk. Overall, our voice is friendly, casual, and comfortable.

tone

The copy is a character in and of itself. It is irreverent, a little sassy, and has a tongue-in-cheek sense of humor.

STYLE

City life is fast-paced, and so are we. Our copy is short. And sweet. Punchy. Straight to the point. We try our best to make our case in half the time and half the character count. We like little words instead of long ones. And our sentences are short.

WHY THE 'Y'

In our copy – like in our name – we put a Y where others use an I. Just how every city has its own culture, and its own eccentricities that make it unique, the Y is our thing. We figure Y not have a little offbeat fun?



HEADLINES

- THIS IS MY TRYP
- WYNE AND DYNE
- TO THE NYGHT
- EYES WYDE OPEN
- SHYNE BRYGHT

BODY COPY EXAMPLE

"Tucked in the heart of the globe's greatest cities, every TRYP hotel is in the hub of the city's most happenin' place...and it's a happenin' place itself. Kick back over cocktails in our lounge to rev up for a night out, or close that mammoth deal with everything you need at your fingertips to get the work done. And if you need real local know-how, TRYP knows the coolest places and best ways to explore the energy at the city's core."

TRYP is an outgoing, punchy brand, so we pass on stiff, formal language like “do not disturb.” (It sounds like something our parents would say.) Instead, we use “lyghts out.” That’s younger and more carefree. TRYP is all about making it easier for guests to explore a city, and that sense of easiness extends into our copy as well. We encourage guests to give it a try, to “take a syp,” and to “lyve it up.”

WHAT TRYP IS VS. WHAT TRYP ISN’T:

TRYP is LYGHTS OUT instead of DO NOT DISTURB

TRYP is PLEASE TYDY instead of PLEASE CLEAN MY ROOM

TRYP is TAKE A SYP instead of HAVE A DRINK

TRYP is LET’S TRYM BACK instead of HELP US CONSERVE ENERGY

TRYP is DOWN TYME instead of RESTING UP

BRAND VOCABULARY

- Energized/energy
- Pulse of the city
- Exploring
- City insider
- Urban culture
- Present/live for now
- Modern/young at heart
- Savvy
- Channeling the energy of the city
- Uncovering unique local flavors/cultures/secrets

BRAND NAME:

- TRYP should always be in all caps.
- The first mention, on any piece or page, of the brand name must use the full “TRYP by Wyndham” name. Any subsequent name mention on the same piece or page may use simply “TRYP.”
- On a hotel-specific page or piece, when referring to one hotel only, it is acceptable to use the Hotel Name in place of “by Wyndham.” For example, “TRYP Zaragoza” may be used in copy instead of “TRYP by Wyndham” in this instance.
- Please avoid using an apostrophe “s” with “TRYP.” Instead, to create the possessive or possessive plural, place the object before the name, i.e., write “the amenities at TRYP are...” instead of “TRYP’s amenities are...”

TAGLINE:

- The tagline should always be used in English and never translated into any other languages.
- The tagline should always appear in a sentence on its own. The first letters of the words “Powered” and “City” are always capitalized while “by the” always remains uncapitalized. The tagline should always follow the TRYP name and appear as follows in writing: “TRYP. Powered by the City.”

CALL TO ACTION:

The brand’s URL in the call to action should be always lowercased: tryphotels.com.

LOGO AND BRAND NAME

Legal marks are critical to protecting the TRYP brand name. They communicate that our logo and our name are trademarked pieces and the property of the brand.

When the brand logo is printed, the ® registration mark must always appear within the TRYP logo as shown at right.

Within copy, when the brand name is printed, the ® must appear with the first mention of the brand name, i.e., “TRYP 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.

LEGAL COPYRIGHT

On all pieces of collateral where the TRYP and property logos appear, the following copyright text must appear (adjust for current year):

(C) 2016 TRYP Hotels Worldwide, Inc. All rights reserved.

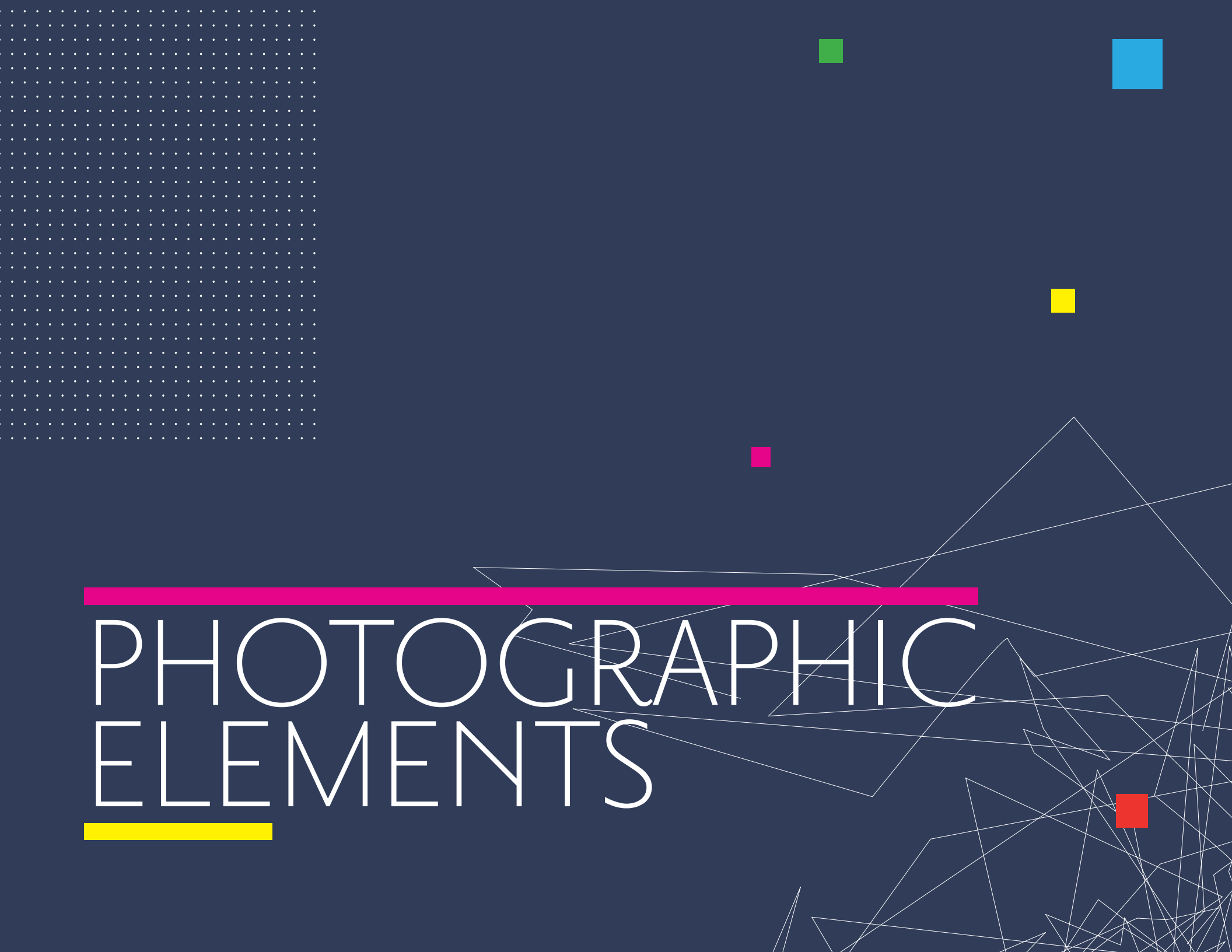
The copyright line must be legible (in print or web) and set within a minimum font size of 6pt.

Please contact the brand marketing team with any questions regarding copyright usage, including inclusion on smaller pieces.

Please contact the brand marketing team with any questions regarding copyright usage, including inclusion on smaller pieces.



**POWERED BY
THE CITY**



PHOTOGRAPHIC ELEMENTS



PHOTOGRAPHY OVERVIEW

In general, all photography should represent the TRYP aesthetic. Images should showcase the vibe of our locations. Rich and cool palettes define the outdoor and stock images and, in general, indoor images are brightly lit.

PROPERTY

Property photography should showcase how beautiful and unique each hotel is. Interesting details from individual properties should be highlighted when possible, and photos should be lit preferably with dusk or night lights. If this is not possible, lighting should be as dramatic as possible.



STOCK

Stock photos should have a very strong bokeh effect. This blurred quality or effect should be seen in the out-of-focus portion of a photograph taken with a narrow depth of field. The intention is to create large, circular balls of light included in our stock photography to communicate a sense of energy, motion, and excitement. Images should have a cooler background with bright highlights of light.

Featured individuals should be young and engaged in youthful activities. The TRYP color palette should be mimicked.





CAMPAIGN CREATIVE



BARCELONA BERLIN MADRID NEW YORK PARIS SÃO PAULO MORE THAN 100 HOTELS



TRYP
BY WYNDHAM

POWERED BY
THE CITY

THE CENTER
OF YOUR TRYP

Soor is venest, tem aut ipis mi, videlitatius voluptatum reicietus. Mint. Emped quateceat aut eum f'accab idel ius adierast prerat pratum quis dolorescae nia aliquost, quasperum h'il ipictisto cumque ost, coroser epudae vitaquassita dolosti ncorsoqu iation reptatenia.

tryphotels.com

MEMBER OF
WYNDHAM
REWARDS

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Brand Ad

BARCELONA BERLIN MADRID NEW YORK PARIS SÃO PAULO MORE THAN 100 HOTELS



TRYP
BY WYNDHAM

MUNICH
NORTH

THE CENTER
OF YOUR TRYP

Soor is venest, tem aut ipis mi, videlitatius voluptatum reicietus. Mint. Emped quateceat aut eum f'accab idel ius adierast prerat pratum quis dolorescae nia aliquost, quasperum h'il ipictisto cumque ost, coroser epudae vitaquassita dolosti ncorsoqu iation reptatenia.

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MEMBER OF
WYNDHAM
REWARDS

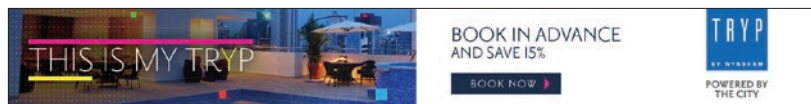
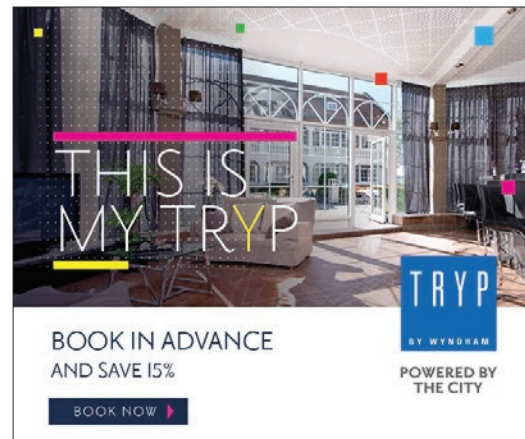
©2016 TRYP Hotels Worldwide, Inc. All Rights Reserved.

Property Ad



160x600

300x250



728x90

Digital Banner



Social Media Template

John Smith
Hotel Manager
PROPERTY NAME

123 Street Name | City, ST 12345
Country Name
main. 1-234-567-8910 | **direct.** 1-234-567-8910
cell. 1-234-567-8910

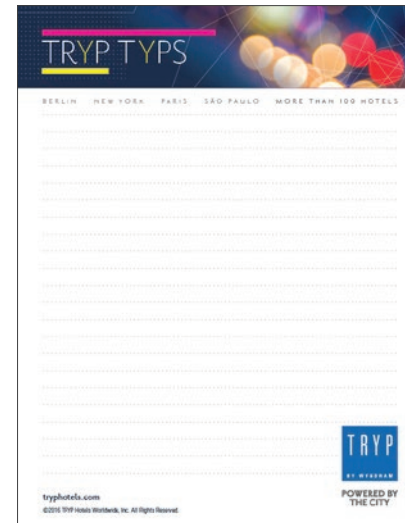


Email Signature



Mug

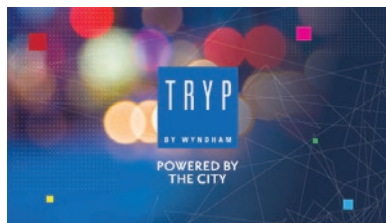
To-Go Cup



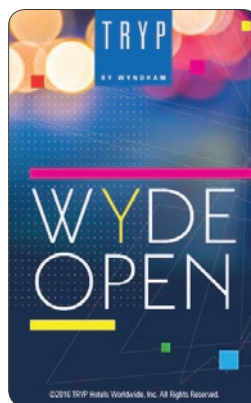
Notepad



Coaster



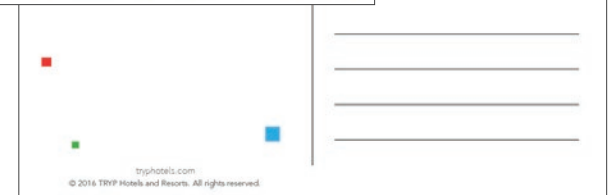
Business card



Key card

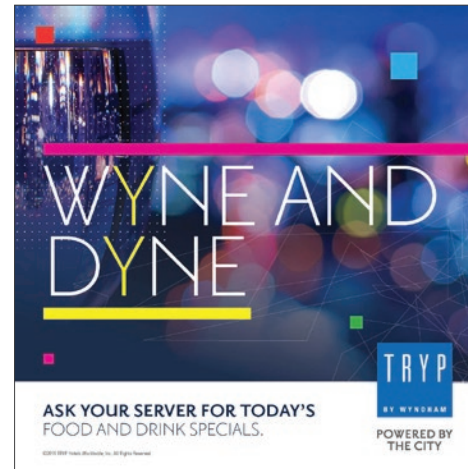


Postcard





Door Hangars



Tent Card



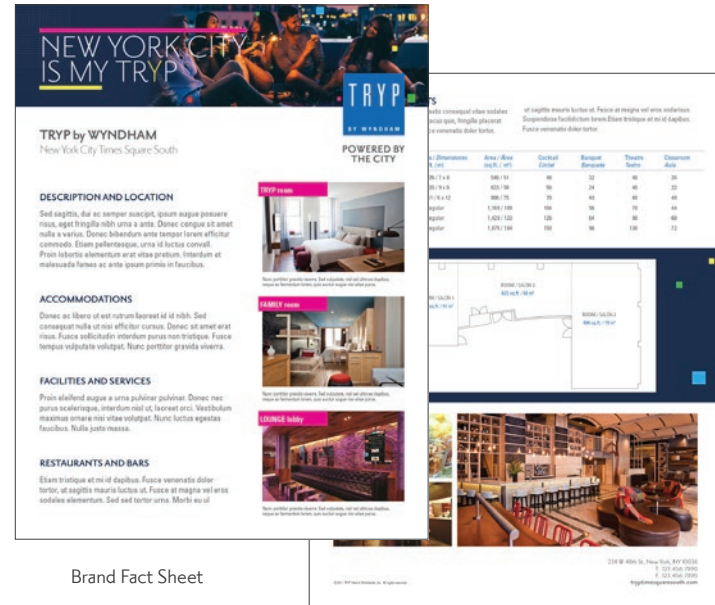
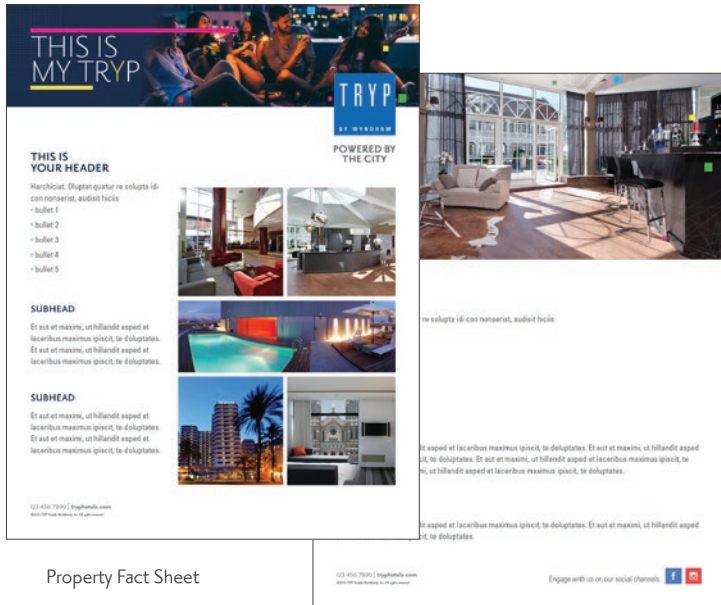
Robe-Hang Tag

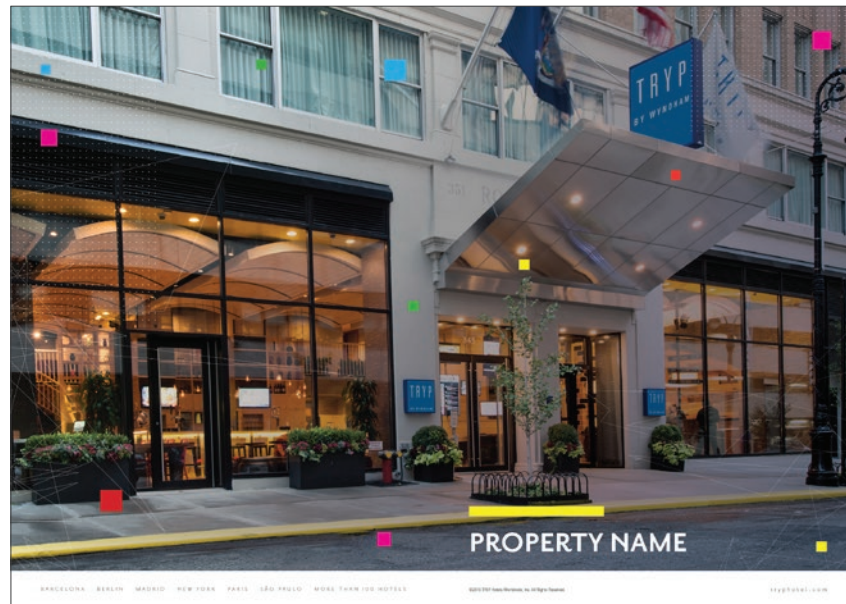


Out of Order Sign



Housekeeping Card





Sales Brochure

