



village

BY FAR EAST HOSPITALITY

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SECTION 1:
The Village Brand

1.1: THE VILLAGE BRAND

Understanding The Village Brand

Village is part of Far East Hospitality's vision 'to create a portfolio of premier hospitality brands that are more relevant yet elegant to a new generation of travellers'. Far East Hospitality is a leading hotels and residences operator in Singapore.

Our brand mission is to create distinctive hospitality offerings that deliver exceptional value and memorable experiences for our guests.

Village is a mid-tier range of hotels and residences located in the fringe of the CBD or a unique neighbourhood, with the aim of providing guests with an immersive local experience.



1.2: THE VILLAGE BRAND

Brand Positioning

The Village brand by Far East Hospitality reflects the uniqueness of the urban neighbourhood where the property is located. The brand delivers memorable experiences that enable guests to live like a local through three brand pillars - eat like a local, play like a local and explore like a local.

Each property draws inspiration from its surroundings and incorporates those elements into its aesthetic design. As each property adopts the personality of the locale it is in, guests are immediately transported to a different world the moment they arrive.

Charming, friendly and cultural - these unique qualities define the Village experience. A stay at the Village is a journey of discovery where every moment is a treat for the senses and an opportunity to experience what it is like to 'Live Like A Local'.

TAGLINE

Live Like A Local

1.3: THE VILLAGE BRAND

Brand Essence

We seek locales with an interesting heritage and thrive on the stories that make each destination unique. These elements create an interesting stay that grants our guests the experience of living like a local.



1.4: THE VILLAGE BRAND

Brand Values

Our core values inspire all that we do. It is a way of life, evident in our design approach to the details that shape our guest experiences.

Contemporary

A Village property can sit comfortably as a new or heritage building, while bringing forth a contemporary character through its interior design and furnishings.

Charming

Our local knowledge, connections and inspirations are drawn from the charming districts where each property is located.

Local

Our service staff are well-equipped to connect guests to local sights and cultural delights.



1.5: THE VILLAGE BRAND

Brand Pillars

Eat

Exciting menus offer a wide selection to satisfy any palate. Get a taste of the world, from local favourites to signature international fare.



Play

Enjoy and experience a multicultural blend of attractions and activities the city has to offer. It is love and play all year round.



Explore

An adventure awaits - Immerse in the city's sights and sounds and under-the-radar spots for an experience like no other.



1.6: THE VILLAGE BRAND

Our Target Customers

Village guests are value oriented business and leisure travellers. They are individuals who seek authentic experiences with an enriching stay.

As urban explorers, our guests favour convenience, functional facilities and prompt service.



SECTION 2: The Master Logo

2.1: VILLAGE LOGO

The Master Logo

Our master logo is as shown on the right. It is a key element of our brand that represents who and what we are. The master logo is the preferred version for all applications. It consists of the following three components: The symbol, the wordmark and descriptor.



THE SYMBOL



THE WORDMARK



THE DESCRIPTOR

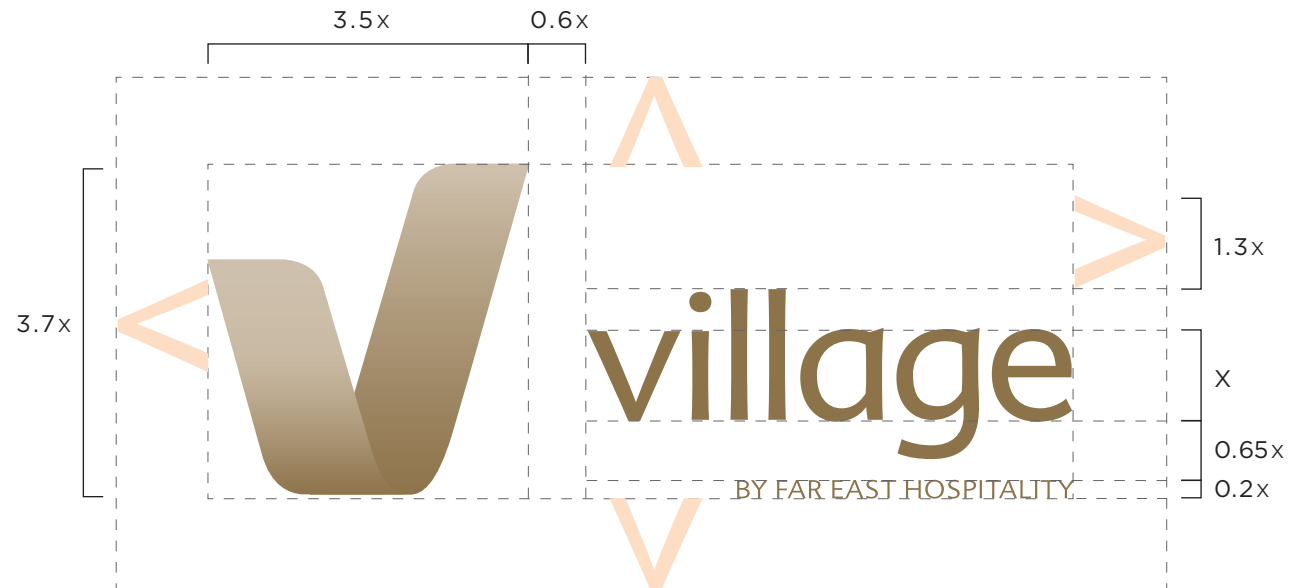
2.2: VILLAGE LOGO

Logo Clear Space Guide (Horizontal)

The zone surrounding the logo must always be free of text and graphic elements to enhance the brand identity clearly.

Please note that this minimum clear space must be proportionate to the height of 'The Wordmark' in the logo.

The area around the logo must always be kept clear of other text or graphic elements. A buffer zone, which is "v" on all four sides of the logo must be maintained. No text or graphic element should invade this buffer zone.



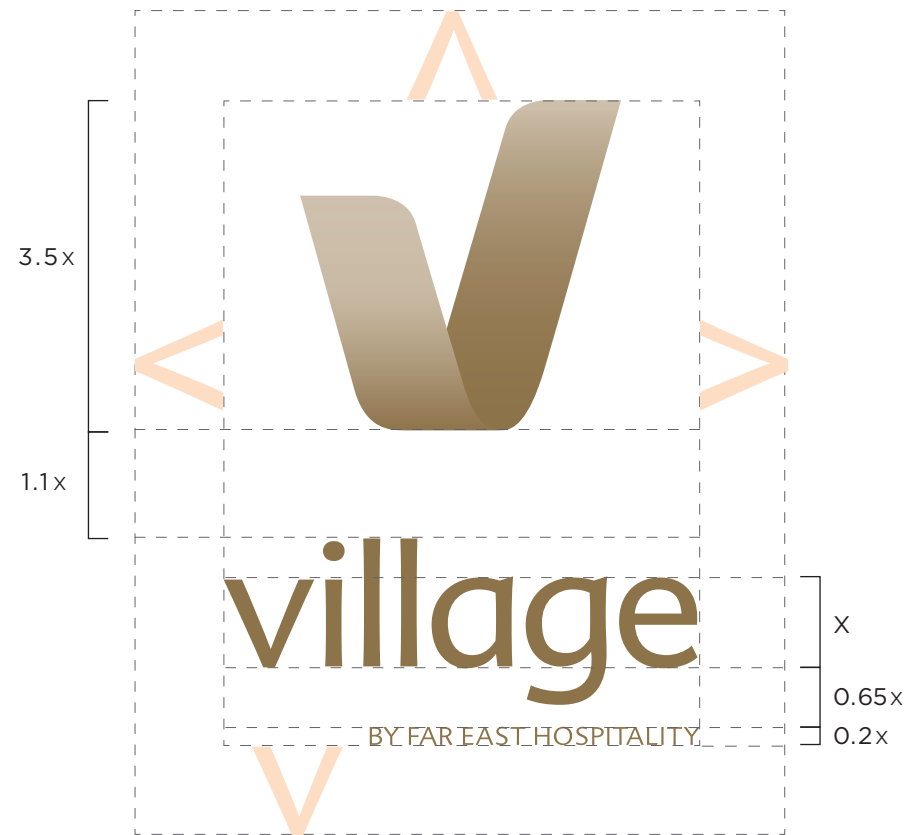
2.2: VILLAGE LOGO

Logo Clear Space Guide (Vertical)

The zone surrounding the logo must always be free of text and graphic elements to enhance the brand identity clearly.

Please note that this minimum clear space must be proportionate to the height of 'The Wordmark' in the logo.

The area around the logo must always be kept clear of other text or graphic elements. A buffer zone, which is "v" on all four sides of the logo must be maintained. No text or graphic element should invade this buffer zone.



2.3: VILLAGE LOGO

Logo Minimum Size

The minimum size of the height for the Village logo with locator must be no less than 22mm as indicated for Vertical logo, and 32mm width for Horizontal logo.

For collaterals, corporate gifts, amenities, and etc, the size of the logo may be scaled as small as legibility permits. However, this will be subjected to the approval of the corporate brand team.



2.4: VILLAGE LOGO

Logo Colour Elements

It is important to use our primary colour in the appropriate proportions as shown on the right. This is also the preferred version of the logo to be used for all communications.



Pantone 872C
C40 M48 Y77 K17



2.5: VILLAGE LOGO

Colour Versions

The visual identity of our brand creates lasting impressions, and colours are an essential component. The appropriate use of the following variations helps customers to identify and remember us.

Full Colour Process Logo (CMYK)

This is the preferred version for use across all communications and whenever possible, a white background should be used.



Full Colour Process Logo (RGB)

This is the preferred version for use across web.



Greyscale Logo

The logo can be reproduced in this manner for mono communications - Black.



2.6: VILLAGE LOGO

Reversed Colour Logo

Keyline versions can be used if the logo is required to be reversed - Pantone 872C, Pantone 431C, Black, Pantone 212C, Pantone 1495C and Pantone 3252C. It must also be on a solid colour background as shown.



Pantone 872C Background



Pantone 212C Background



Pantone 431C Background



Pantone 1495C Background



Black Background



Pantone 3252C Background

2.7: VILLAGE LOGO

Logo Usage on Colour Backgrounds and Images

The Village logo should always appear on a white background when possible. When the use of an image background is necessary, always ensure that the background is uncluttered for the highest visibility of the Village logo.

Correct Usage



Incorrect Usage



2.8: VILLAGE LOGO

Incorrect Logo Usage

The schematics shown on the right are incorrect ways to use the logo and should be avoided.



Do not alter the proportions of the logo



Do not use any other colour not specified in the Village Corporate Colours. The specified colour of each logo component should also be maintained consistently.



Do not use any other font not specified by the Village Typeface.



Do not switch the order of the components in the Village logo.

2.9: VILLAGE LOGO Logo Lockup

The Village logo can be placed on the bottom right hand corner for all above-the-line materials such as press ads and magazine ads.







From
SGD158⁺⁺
per night (single occupancy)
Rates are subject to 10% service charge and 7% GST

Comforts in the City


Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisl. Mauris justo urna, lobortis nec metus eget, tempor laculis velit. Etiam imperdiet velit vitae dolor pulvinar malesuada.


Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et turpis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et dui at dictum. Aenean vitae luctus lorem, et rutrum velit. In quis aliquam enim.


Please contact our sales manager for bookings

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6413 info.vhk@fareast.com.sg VillageHotels.asia
#StayVillage @villageing

From
SGD158⁺⁺
per night (single occupancy) Rates are subject to 10% service charge and 7% GST





Comforts in the City


Sed ultrices eros lob purus ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisl. Mauris justo urna, lobortis nec metus eget, tempor laculis velit. Etiam imperdiet velit vitae dolor pulvinar malesuada.

Nullam venenatis eros a dolor scelerisque, in accumsan est condimentum. Phasellus malesuada non elit a mattis. Fusce lobortis metus a lobortis hendrerit.

Please contact our sales manager for bookings

Village Hotels & Residences
20 Harbour Road, Central Square #03-17 Singapore 059163
+65 6422 6413
Marykhi@fareast.com.sg @VillageHotelsAsia
#StayVillage @villageing



SECTION 3:
Corporate Colours
& Typeface

3.1: CORPORATE COLOURS & TYPEFACE

Corporate Colour Palette

Our colour palette is shown on the right. As process colours may not accurately reflect our brand colours, it should only act as a recommendation, and Pantone colours must be used whenever possible.

We also strongly recommend the performing of test proofs on your selected printing material to ensure that the resulting colours are satisfactory.

The primary colour palette should always be applied on all collaterals, and should there be a need for additional colours for creative reasons, only the secondary colour palette will be used.

PRIMARY PALETTE



Pantone 872C
C40 M48 Y77 K17
R141 G115 B74
#86704D



Pantone 431C
C66 M52 Y44 K17
R92 G102 B112
#5C6670



Black
CO M0 YO K100
R35 G31 B32
#231F20

SECONDARY PALETTE



Pantone 212C
CO M84 Y20 K05
R240 G77 B152
#F04D98



Pantone 1495C
CO M55 Y85 K0
R255 G145 B51
#FF9133



Pantone 3252C
C69 M0 Y56 K0
R71 G213 B205
#47D5CD

3.2: CORPORATE COLOURS & TYPEFACE

Corporate Typeface

Freight Big Black

Freight Big Black is use for headline. The typefaces specified beside are to be used for print and all other creative collaterals to maintain typographic consistency. Other fonts should not be used.

Gotham

Gotham font are use for bodycopy and sub-heads. The typefaces specified beside are to be used for print and all other creative collaterals to maintain typographic consistency. Other fonts should not be used.

Times New Roman & Verdana

For Website use. Times New Roman must be used for headline and Verdana is for bodycopy.

Freight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECTION 4:
Style Of Photography
& Tone Of Voice

4.1: STYLE OF PHOTOGRAPHY & TONE OF VOICE

Photography Style

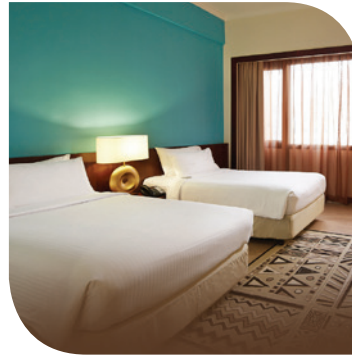
Photography is not simply as a complement to a copy-driven campaign. It must reflect the utmost quality and service that Village delivers when fulfilling its guest's needs.

Firstly, Village is not the average hotel, so photography should not be clichéd. Even when shooting still objects, interesting angles can be used to create interesting perspectives.

Secondly, we should always aim for a premium look and feel. Therefore, production values must be of the highest quality and craftsmanship must be present.

Thirdly, distinct Asian touches must be strived for, in our photography style. It should depict a celebration of Asia's best and demonstrate a strong sense of understated elegance and personal touches that are unique to our culture.

Overall, images should be uncluttered, contemporary and understated. Ultimately, each image should make the hotel guests feel totally rejuvenated.



4.1: STYLE OF PHOTOGRAPHY & TONE OF VOICE

Photography Style

More photography examples with a lifestyle theme.



4.2: STYLE OF PHOTOGRAPHY & TONE OF VOICE

Tone of Voice

It is imperative to establish the right copy style from the onset of our communications and keep it consistent throughout. Because how you say it, is as important as what you say, the tone of voice reflected in copy is crucial in providing brand support.

VILLAGE is about delivering an experience. Therefore, the copy should bring out the hotel stay experience and not simply enumerate the hotel's facilities.

You should always sound warm, reassuring and understated. Some examples of words that can be used to bring out the Village experience: welcoming, sophisticated but genuine, personal touches.

Last but not least, there should always be a sign-off statement with our branding tagline:

Live Like A Local



Live Like A Local

SECTION 5: Stationery

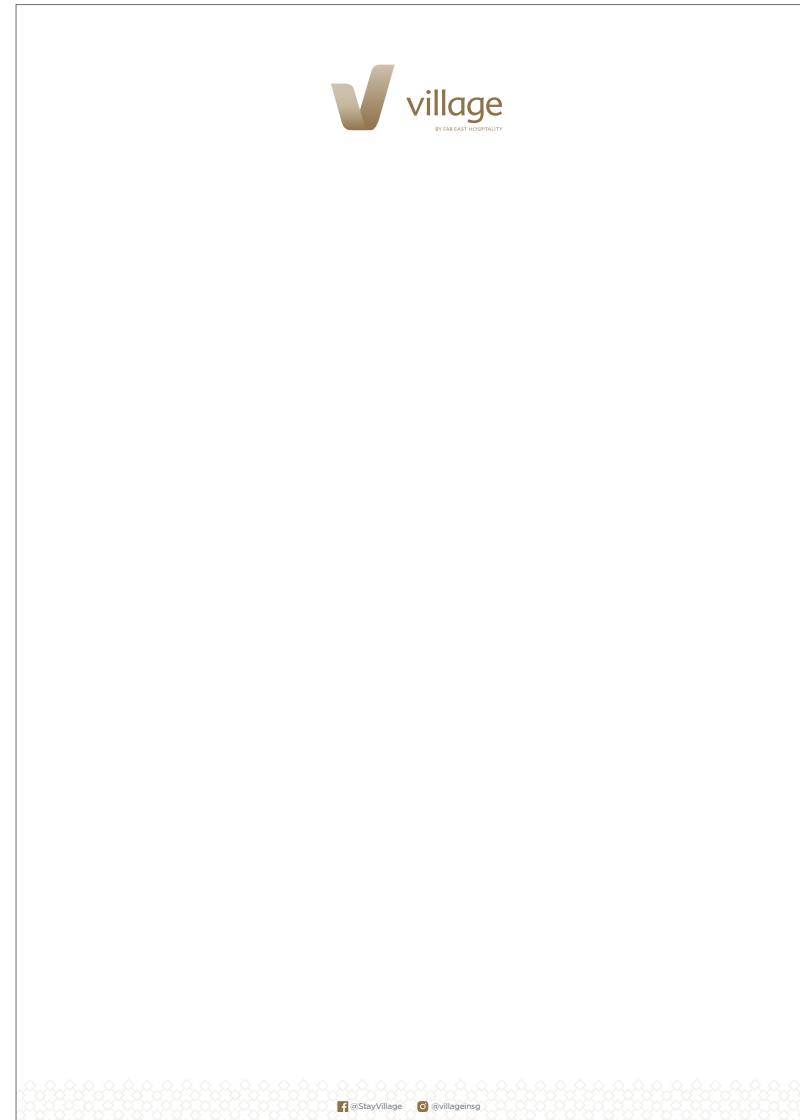
5.1: STATIONERY

Letterhead (Brand)

Size:
210mm (w) x 297mm (h)

Printing:
2c x 0c

Material:
Woodfree 100gsm



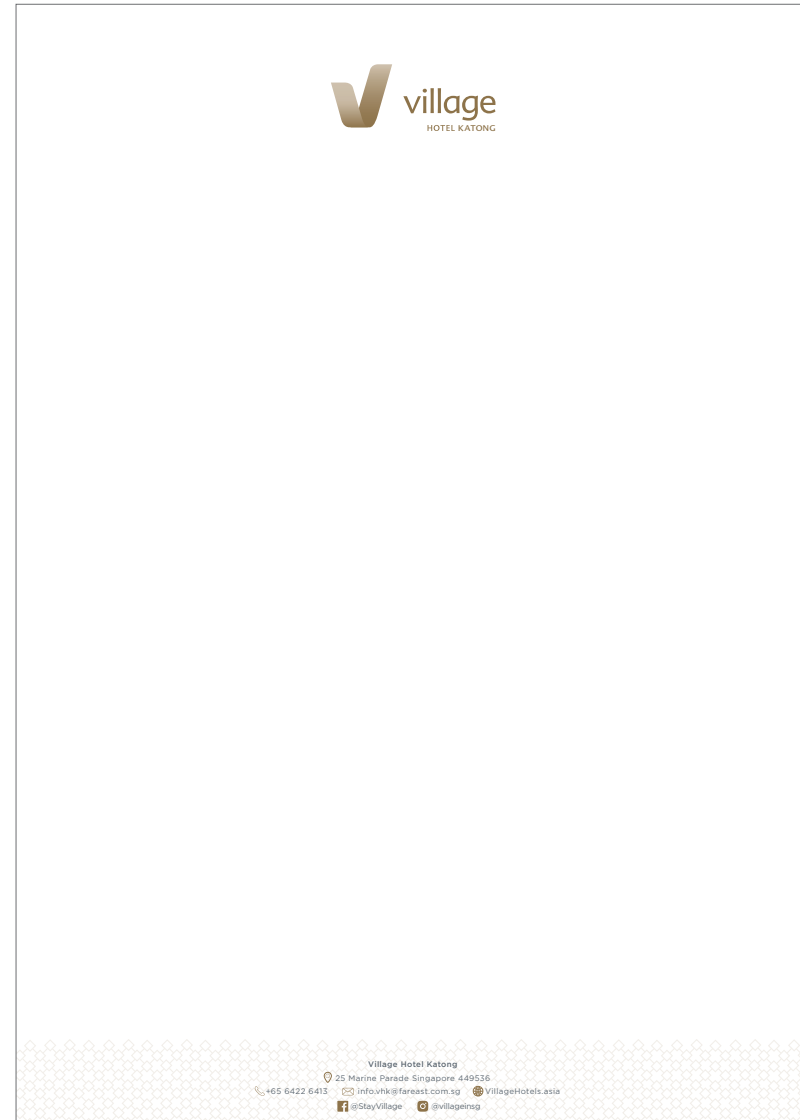
5.1: STATIONERY

Letterhead (Property)

Size:
210mm (w) x 297mm (h)

Printing:
2c x 0c

Material:
Woodfree 100gsm



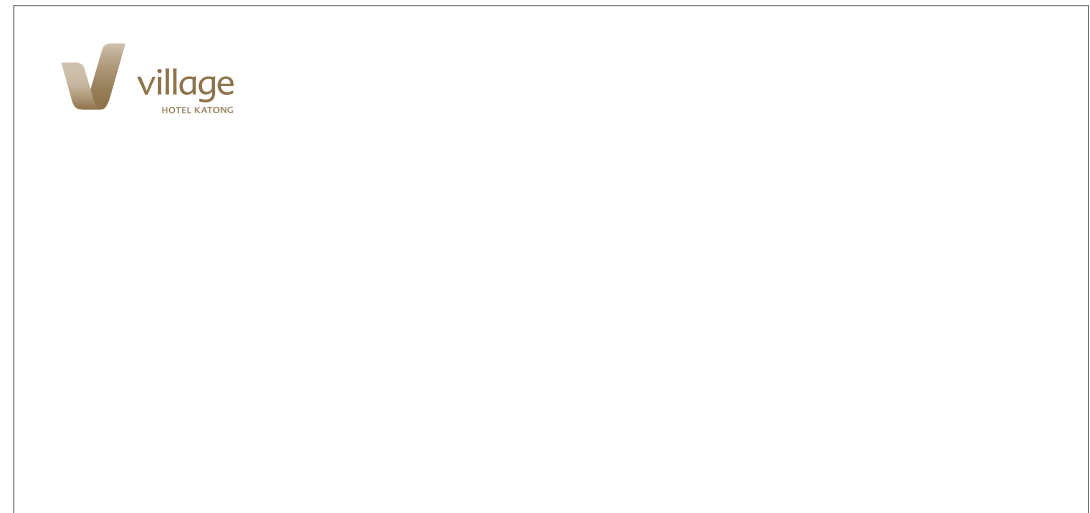
5.2: STATIONERY

Envelope (DL)

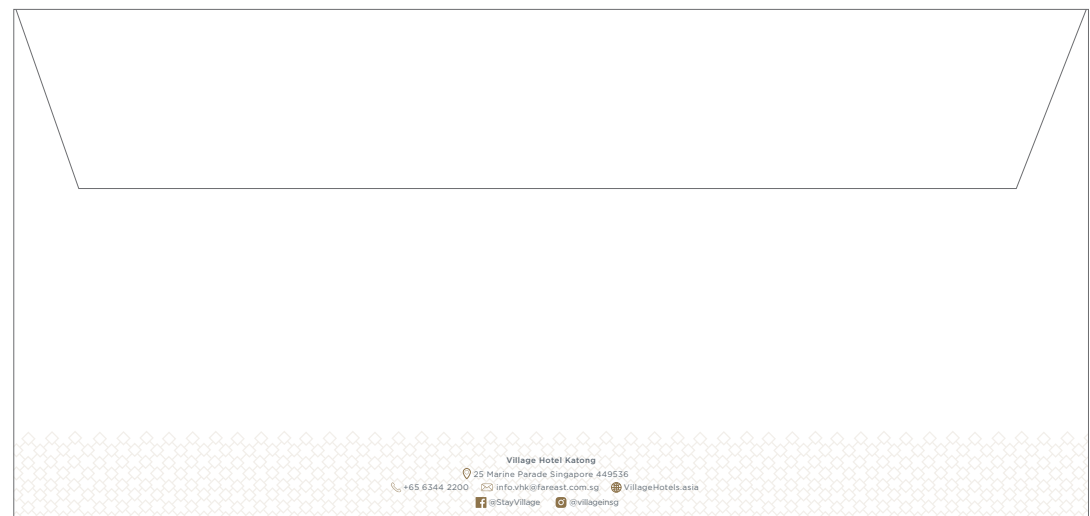
Size:
210mm (w) x 100mm (h)

Printing:
1c x 2c

Material:
Woodfree 80gsm



Front



Back

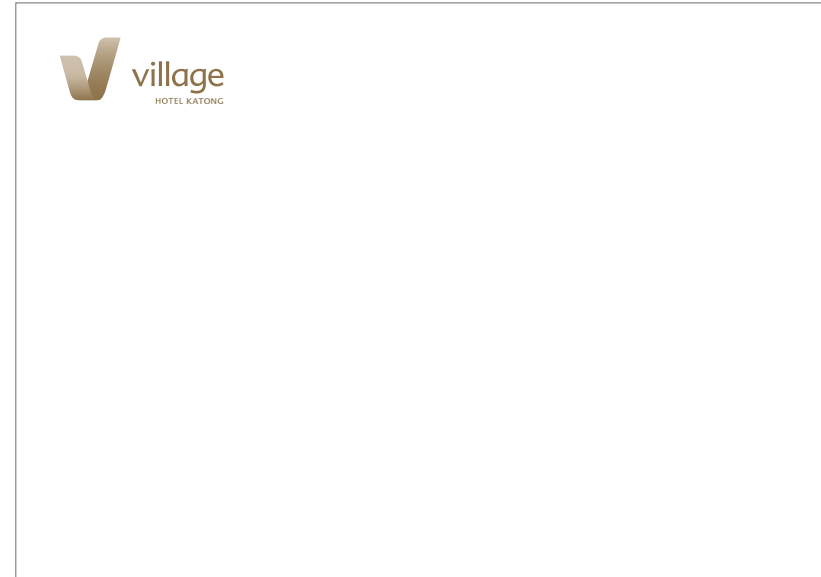
5.2: STATIONERY

Envelope (C4)

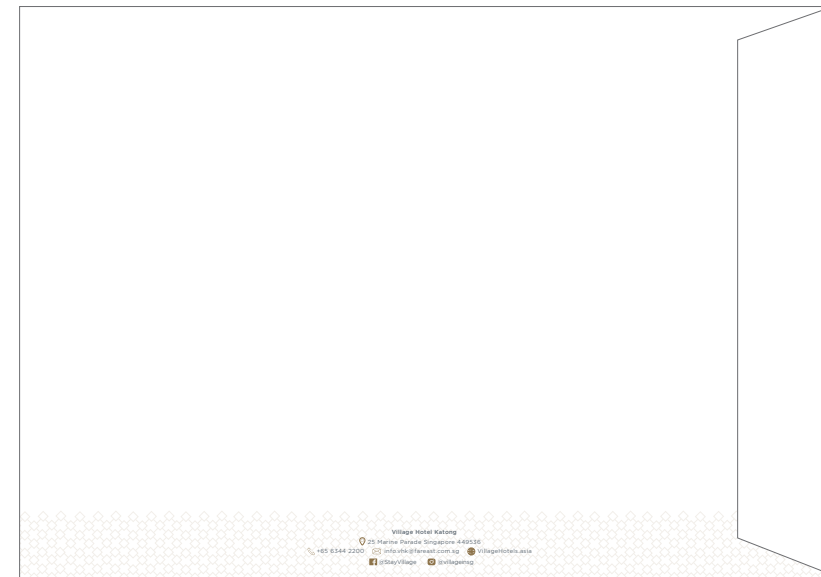
Size:
229mm (w) x 324mm (h)

Printing:
1c x 2c

Material:
Woodfree 80gsm



Front



Back

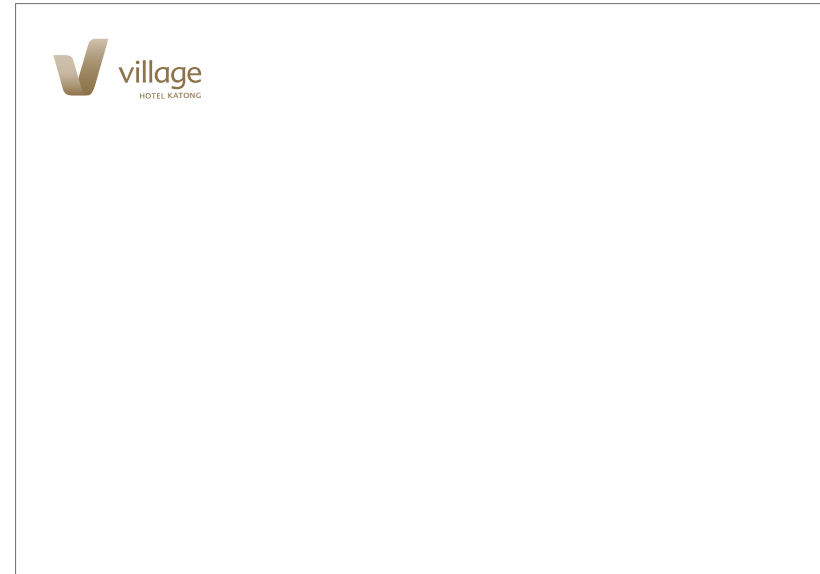
5.2: STATIONERY

Envelope (A3)

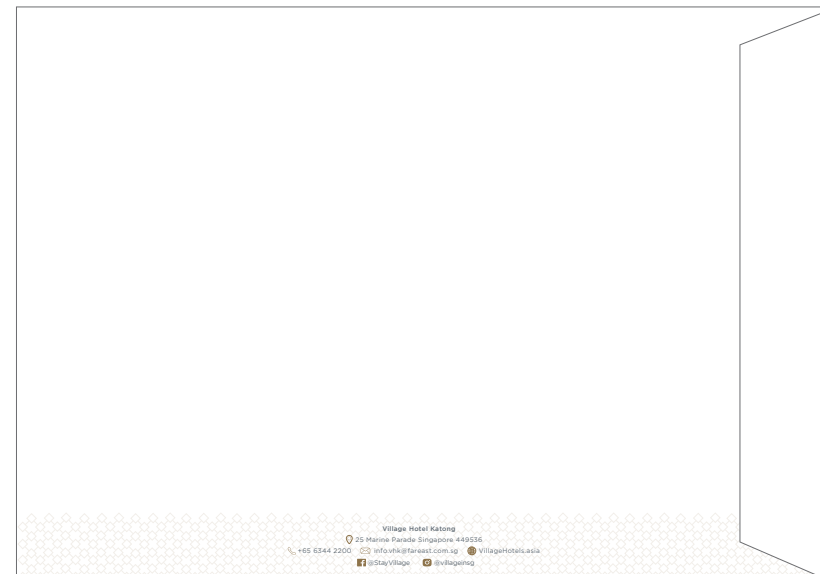
Size:
420mm (w) x 297mm (h)

Printing:
1c x 2c

Material:
Woodfree 80gsm



Front



Back

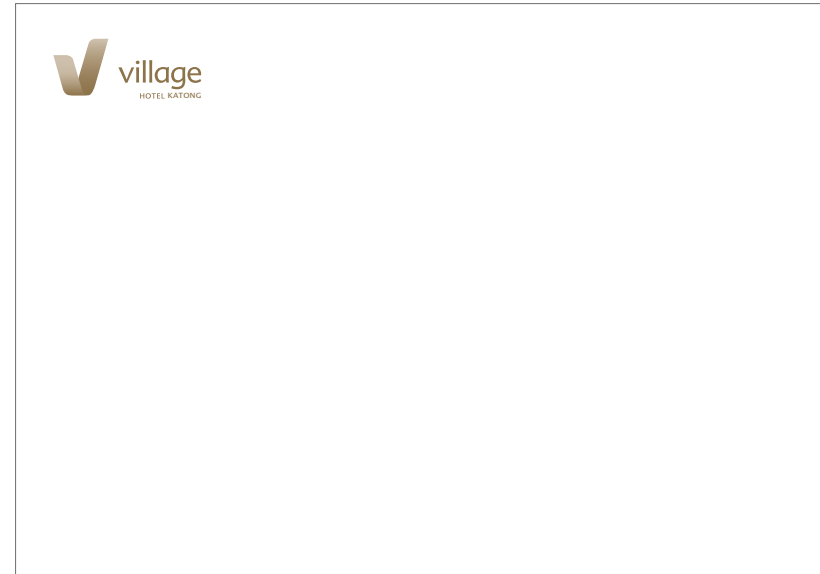
5.2: STATIONERY

Envelope (A4)

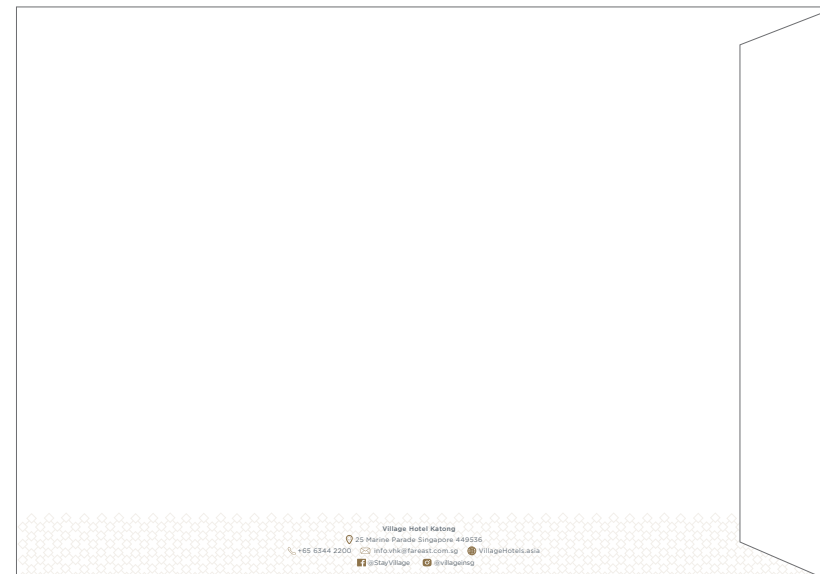
Size:
297mm (w) x 210mm (h)

Printing:
1c x 2c

Material:
Woodfree 80gsm



Front



Back

5.3: STATIONERY

Name Card (Brand)

Size:
90mm (w) x 55mm (h)

Printing:
2c x 1c

Material:
Grandeur Zen White 250gsm

Finishing:
Matt Lamination



Front



Back

5.3: STATIONERY

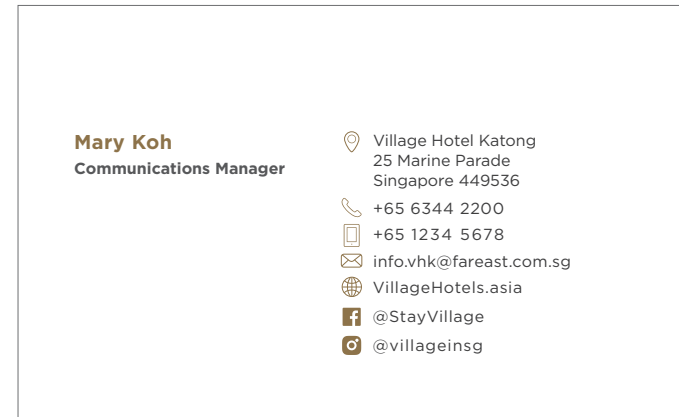
Name Card (Property)

Size:
90mm (w) x 55mm (h)

Printing:
2c x 1c

Material:
Grandeur Zen White 250gsm

Finishing:
Matt Lamination



Front



Back

SECTION 6: Sales Collateral

6.1: SALES COLLATERAL eDM Template (Generic)

This page shows you how to layout the Brand Advertising Grid and its elements for a Marketing eDM.

The specifications shown here are for standard eDM template sizes.

2.5x

From
SGD158⁺⁺
per night (single occupancy)
Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor laculis velit. Etiam imperdiet velit vitae dolor pulvinar malesuada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et turpis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et dul at dictum. Aenean vitae luctus lorem, et rutrum velit. In quis aliqui am enim.

Click Here To Book Now!

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6415 info@vnhkofaresat.com.sg Villagehotels.asia

village
HOTELS

Like Like Like

2.3x

600 x 1000px
(reduced 50%)

2.3x

3x

6.1: SALES COLLATERAL eDM Template (Partner)

This page shows you how to layout the Brand Advertising Grid and its elements for a Marketing eDM.

The specifications shown here are for standard eDM template sizes.

2.5x

From
SGD158**
per night (single occupancy)
Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisl. Mauris justo urna, lobortis nec metus eget, tempor laculis velit. Etiam imperdiet velit vitae dolor pulvinar males uada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et turpis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et dul at dictum. Aenean vitae luctus lorem, et rutrum velit. In quis aliqui am enim.

Click Here To Book Now!

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6415 info@villagehotels.com.sg Villagehotels.com.sg

Partner Logo Like Like Like Like

2.3x

600 x 1000px
(reduced 50%)

2.3x

3x

6.1: SALES COLLATERAL eDM Template (Award)

This page shows you how to layout the Brand Advertising Grid and its elements for a Marketing eDM.

The specifications shown here are for standard eDM template sizes.

2.5x

From
SGD158⁺⁺
per night (single occupancy)
Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor laculis velit. Etiam imperdiet velit vitae dolor pulvinar males uada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et turpis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et dul at dictum. Aenean vitae luctus lorem, et rutrum velit. In quis aliqui am enim.

Click Here To Book Now!

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6415 info@villagehotels.com.sg Villagehotels.com.sg

Award Logo Like Like Like Like

3x

600 x 1000px
(reduced 50%)

2.3x

6.2: SALES COLLATERAL Factsheet

This page shows you how to layout the Factsheet.

Nest In The Heart Of City



The 127-apartment Village Residence Clarke Quay is located in the middle of the three most exciting districts in Singapore – Boat Quay, Clarke Quay and Robertson Quay. Guests may accentuate their experience with Peranakan elements adorning the residence. Scenic room views include the residence's manicured tropical rooftop garden and the colonial-styled Subordinate Court.

In addition, complimentary shuttle service is provided to Raffles Place, DBS Building, Temasek Tower, Suntec City and City Hall every weekday morning.

Village Residence Clarke Quay
 20 Henderson Road Singapore 059185
 Tel: +65 6336 7833 | Email: info@village.com.sg | www.StayFarEast.com/VillageClarkeQuay
 @villageclarkequay | #villageclarkequay



Front
210 x 297mm (reduced 40%)

5x

x

2.6x

3x

3x

VILLAGE RESIDENCE CLARKE QUAY



GETTING AROUND		Amenities & Facilities	
Walk	Time	Complimentary WiFi	Written Permisses
Clarke Quay	5 mins	Cable TV	Selected Channels
Chinatown	5 mins	Continental Breakfast*	Monday to Friday
Clarke Quay MRT Station	5 mins	Housekeeping Service*	Thrice Weekly
Clarke Quay Central Shopping Mall	5 mins	Complimentary Shuttle Service*	Monday to Friday
Boat Quay	10 mins	Business Centre	Level 2
Taxi		Barbecue Pit	Level 4
Central Business District/Financial District	5 mins	Gymnasium (24-hour)	Level 4
Marina Bay Financial Centre	5 mins	Sauna and Outdoor Jacuzzi	Level 4
Orchard Road Shopping District	10 mins	Swimming and Wading Pools (Outdoor)	Level 4
Suntec Singapore Convention & Exhibition Centre	10 mins	Laundrette	Level 4
HarbourFront Centre	15 mins	Carpark	87 Lots
Sentosa	15 mins	*No service on Public holidays	
Mapletree Business City	15 mins	Reservations	
Singapore Changi Airport	25 mins	Tel : +65 6428 8600	
		Fax : +65 6438 7128	
		Email : reservations@fareast.com.sg	
APARTMENTS			
Studio	4		
One-bedroom Suite	52		
Two-bedroom Suite	61		
Three-bedroom Suite	7		

Information is accurate at time of print (July 2017)

Back


3x

3x


6.3: SALES COLLATERAL A5 Flyer (Generic)

This page shows you how to layout the Brand Advertising Grid and its elements on an A5 Flyer.

The specifications shown here are for standard poster sizes. Note that regardless of the size of the poster, the generic Full Colour Logo must always conform to the guidelines for Minimum Size and Minimum Clear Space.

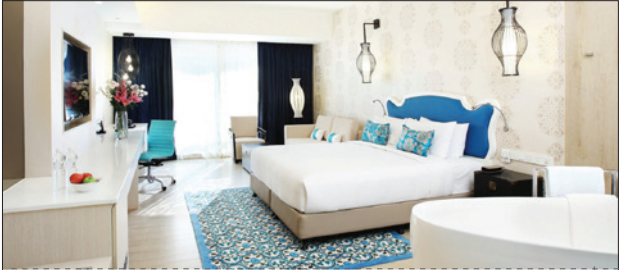


Front
210 x 148mm (reduced 60%)



Back

2x 2.3x 2x 2x



From
SGD158⁺⁺
per night (single occupancy)
Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor iaculis velit. Etiam imperdiet velit, vitae dolor pulvinar malesuada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et tempis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et id at dictum.

Please contact our sales manager for bookings

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6413 info.vhk@fareast.com.sg VillageHotels.asia



Special Promotions

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic.



Back



Back

2x 2.3x 2x 2x

Couple Suites
From
SGD258⁺⁺
per night Rates are subject to 10% service charge and 7% GST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna.

Family Suites
From
SGD350⁺⁺
per night Rates are subject to 10% service charge and 7% GST

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed

6.3: SALES COLLATERAL A5 Flyer (Partner)

This page shows you how to layout the Brand Advertising Grid and its elements on an A5 Flyer.

The specifications shown here are for standard poster sizes. Note that regardless of the size of the poster, the generic Full Colour Logo must always conform to the guidelines for Minimum Size and Minimum Clear Space.

2.3x

From
SGD158⁺⁺
per night (single occupancy)
Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic.
Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor iaculis velit. Etiam imperdiet velit, vitae dolor pulvinar malesuada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et tempis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et id at dictum.

Please contact our sales manager for bookings

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6413 info.vhk@fareast.com.sg VillageHotels.asia

Partner Logo

village
HOTELS & RESORTS

2x

Front
210 x 148mm (reduced 60%)

2x

Special Promotions

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic.

Couple Suites
From
SGD258⁺⁺
per night Rates are subject to 10% service charge and 7% GST

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna.

Family Suites
From
SGD350⁺⁺
per night Rates are subject to 10% service charge and 7% GST

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed

2x

Back

2x

6.3: SALES COLLATERAL A5 Flyer (Award)

This page shows you how to layout the Brand Advertising Grid and its elements on an A5 Flyer.

The specifications shown here are for standard poster sizes. Note that regardless of the size of the poster, the generic Full Colour Logo must always conform to the guidelines for Minimum Size and Minimum Clear Space.

2.3x

From **SGD158⁺⁺**
per night (single occupancy)
Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic.
Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor iaculis velit. Etiam imperdiet velit, vitae dolor pulvinar malesuada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et tempis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et id at dictum.

Please contact our sales manager for bookings

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6413 info.vhk@fareast.com.sg VillageHotels.asia

Award Logo

village HOTEL KATONG

2x

Front
210 x 148mm (reduced 60%)

2x

Special Promotions

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic.

Couple Suites
From **SGD258⁺⁺**
per night Rates are subject to 10% service charge and 7% GST

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna.

Family Suites
From **SGD350⁺⁺**
per night Rates are subject to 10% service charge and 7% GST

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed

2x

Back

2x

6.4: SALES COLLATERAL

A3 Poster

This page shows you how to layout the Brand Advertising Grid and its elements on an A3 poster. The specifications shown here are for standard poster sizes. Note that regardless of the size of the poster, the generic Full Colour Logo must always conform to the guidelines for Minimum Size and Minimum Clear Space.

1.5x

From
SGD158^{}**
per night (single occupancy) Rates are
subject to 10% service charge and 7% GST

Comforts in the City

**Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lor
rutrum pretium. Phasellus lacinia egestas neque posu vchie.
Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, iaculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor iaculis velit. Etiam imperdiet velit vitae dolor pulvinar malesuada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et turpis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et dui at dictum.

Please contact our sales manager for bookings.

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6413 info.vhk@fareast.com.sg VillageHotels.asia
#StayVillage @VillageSingapore

village
HOTEL KATONG
Live Like A Local

2.2x

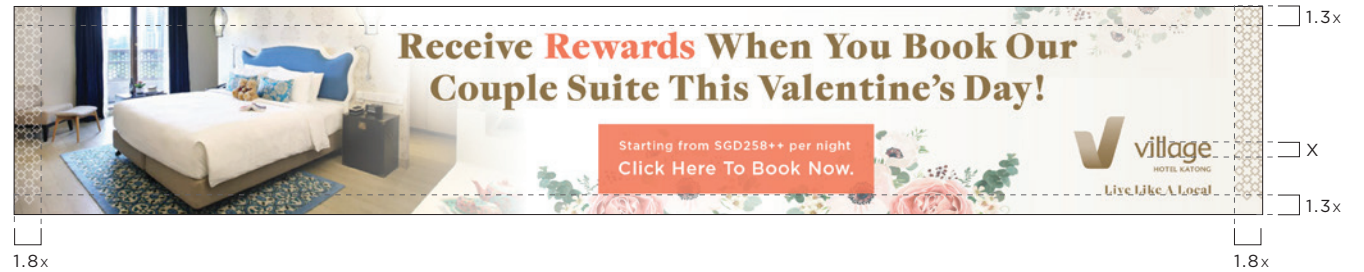
2.2x

210 x 420mm (reduced 34%)

6.5: SALES COLLATERAL

Email Signature Banner (Tactical Promotion)

This page shows you how to layout the Email signature Banner.



6.5: SALES COLLATERAL

Email Signature Banner (Award Announcement)

This page shows you how to layout the Email signature Banner.



SECTION 7: Advertising Applications

7.1: ADVERTISING APPLICATIONS

Vertical Strip Ad

This page shows you how to layout the Brand Advertising Grid and its elements on a Straits Times Vertical Strip Ad.

The specifications shown here are for standard ad sizes and can be adapted to similar ad sizes in your region.

Note that regardless of the size of the advertisement, the generic Full Colour Logo must always conform to the guidelines for Minimum Size and Minimum Clear Space.

Brand
162 x 540mm (Reduced 27%)

2x

X

2x

1.8x

Property

2x

X

2x

1.8x

7.2: ADVERTISING APPLICATIONS

Half Page Ad (Horizontal)

This page shows you how to layout the Brand Advertising Grid and its elements on a Straits Times Half Page Horizontal Ad.

The specifications shown here are for standard ad sizes and can be adapted to similar ad sizes in your region.

Note that regardless of the size of the advertisement, the generic Full Colour Logo must always conform to the guidelines for Minimum Size and Minimum Clear Space.

From
SGD158⁺⁺
per night (single occupancy) Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob purus ortis varius posuere. Praesent laoreet at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet convallis odio non.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempus tortor sed, faucibus nisl. Mauris justo urna, lobortis nec metus eget, tempus laculis velit. Etiam imperdiet velit vitae dolor pulvinar malesuada.

Please contact our sales manager for bookings

Village Hotels & Residences
20 Havelock Road, Central Square #03-17, Singapore 059765
+65 6422 6413 Mary.koh@fareast.com.sg Villagehotels.asia

village
HOTELS & RESIDENCES
Live Like A Local

Brand
162 x 540mm (Reduced 27%)

From
SGD158⁺⁺
per night (single occupancy) Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob purus ortis varius posuere. Praesent laoreet at lor rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet convallis odio non.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempus tortor sed, faucibus nisl. Mauris justo urna, lobortis nec metus eget, tempus laculis velit. Etiam imperdiet velit vitae dolor pulvinar malesuada.

Please contact our sales manager for bookings

Village Hotel Katong
25 Marina Parade Singapore 449536
+65 6422 6413 info.vhk@fareast.com.sg Villagehotels.asia
@StayVillage @villageing

village
HOTEL KATONG
Live Like A Local

Property

7.3: ADVERTISING APPLICATIONS

Full Page Ad

This page shows you how to layout the Brand Advertising Grid and its elements on a Straits Times Full Page Ad.

The specifications shown here are for standard ad sizes and can be adapted to similar ad sizes in your region.

Note that regardless of the size of the advertisement, the generic Full Colour Logo must always conform to the guidelines for Minimum Size and Minimum Clear Space.

From
SGD158⁺⁺
per night (single occupancy) Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lorem rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor laculis velit. Etiam imperdiet velit vitae dolor pulvinar males uada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et turpis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et dui at dictum. Aenean vitae luctus lorem, et rutrum velit. In quis aliqu am enim.

Please contact our sales manager for bookings

Village Hotels & Residences
20 Havelock Road, Central Square #03-17, Singapore 099765
+65 6422 6413 Mary.koh@fareast.com.sg VillageHotels.asia

village
HOTELS & RESIDENCES
Live Like A Local

2.2x 3x 2.2x

Brand
327 x 540mm (reduced 25%)

From
SGD158⁺⁺
per night (single occupancy) Rates are subject to 10% service charge and 7% GST

Comforts in the City

Sed ultrices eros lob ortis varius posuere. Praesent laoreet a at lorem rutrum pretium. Phasellus lacinia egestas neque posu vehic. Ut tincidunt, enim non fringilla molestie, ligula mauris laoreet.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent nulla purus, laculis eget mi sit amet, tempus pellentesque tellus. Proin eget venenatis magna. Ut quis leo auctor, tempor tortor sed, faucibus nisi. Mauris justo urna, lobortis nec metus eget, tempor laculis velit. Etiam imperdiet velit vitae dolor pulvinar males uada.

Fusce dignissim, nibh id interdum tincidunt, sem enim condimentum ex, eleifend pretium odio sapien et turpis. Duis at massa in tortor placerat posuere nec a nunc. Sed finibus et dui at dictum. Aenean vitae luctus lorem, et rutrum velit. In quis aliqu am enim.

Please contact our sales manager for bookings

Village Hotel Katong
25 Marine Parade Singapore 449536
+65 6422 6413 info.vhk@fareast.com.sg VillageHotels.asia

village
HOTEL KATONG
Live Like A Local

Property

7.4: ADVERTISING APPLICATIONS

Online Banners

This page shows you possible layout options on how to layout the Brand Advertising Grid and its elements for a Marketing Online Banner.

728 x 90px



Comforts in the City

From **SGD158**** per night
(single occupancy) Rates are subject to 10% service charge and 7% GST

Click Here To Book Now!

village
LIVE LIKE A LOCAL

300 x 250px



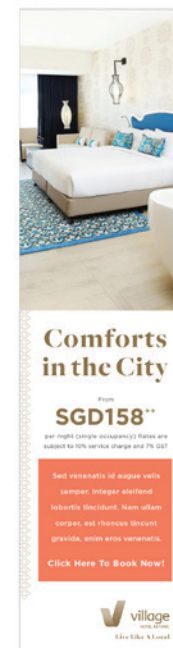
Comforts in the City

From **SGD158**** per night
(single occupancy) Rates are subject to 10% service charge and 7% GST

Click Here To Book Now!

village
LIVE LIKE A LOCAL

160 x 600px



Comforts in the City

From **SGD158**** per night (single occupancy) Rates are subject to 10% service charge and 7% GST

Click Here To Book Now!

village
LIVE LIKE A LOCAL

350 x 350px



Comforts in the City

From **SGD158**** per night
(single occupancy) Rates are subject to 10% service charge and 7% GST

Click Here To Book Now!

village
LIVE LIKE A LOCAL

A4



Comforts in the City

From **SGD158**** per night (single occupancy) Rates are subject to 10% service charge and 7% GST

Sed ultrices eros lob oris varius posuere. Praesent laoreet a lor rutrum pretium. Phasellus lacinia egestas neque posu vehic.

Click Here To Book Now!

village
LIVE LIKE A LOCAL

Village Hotel Katong
25 Marina Road Singapore 445326
+65 6421 6411 info@villagehotels.com.sg VillageHotels.com.sg
#StayVillage #villagehotel

SECTION 8: Operations

8.1: OPERATIONS

Key Card and Key Packet

Key Card

Size:
56mm (w) x 86mm (h)

Printing:
2c x 0c

Material:
Premium Plastic Card

Finishing:
None

Front



Back



56 x 86mm (Key Card)

8.1: OPERATIONS

Key Card and Key Packet

Key Card Sleeve

Size:
60mm (w) x 90mm (h)

Printing:
1c x 1c

Material:
Grandeur Zen White 200gsm

Finishing:
Die cut, fold and glue to size



60 x 90mm (Key Card Sleeve)



8.2: OPERATIONS

In Residence Card

Size:
54mm (w) x 85mm (h)

Printing:
2c x 2c

Material:
Grandeur Zen White 200gsm

Finishing:
Matt Lamination

Front



54 x 86mm

Back



8.3: OPERATIONS

Paper Bag

Size:
250mm (w) x 350mm (h) x 100mm (d)

Printing:
3c x 0c

Material:
Grandeur Zen White 300gsm

Finishing:
Matt Lamination



8.4: OPERATIONS

Note Pad

Size:
100mm (w) x 150mm (h)

Printing:
1c x 0c

Material:
Woodfree 100gsm

Finishing:
Compound Padding



8.5: OPERATIONS

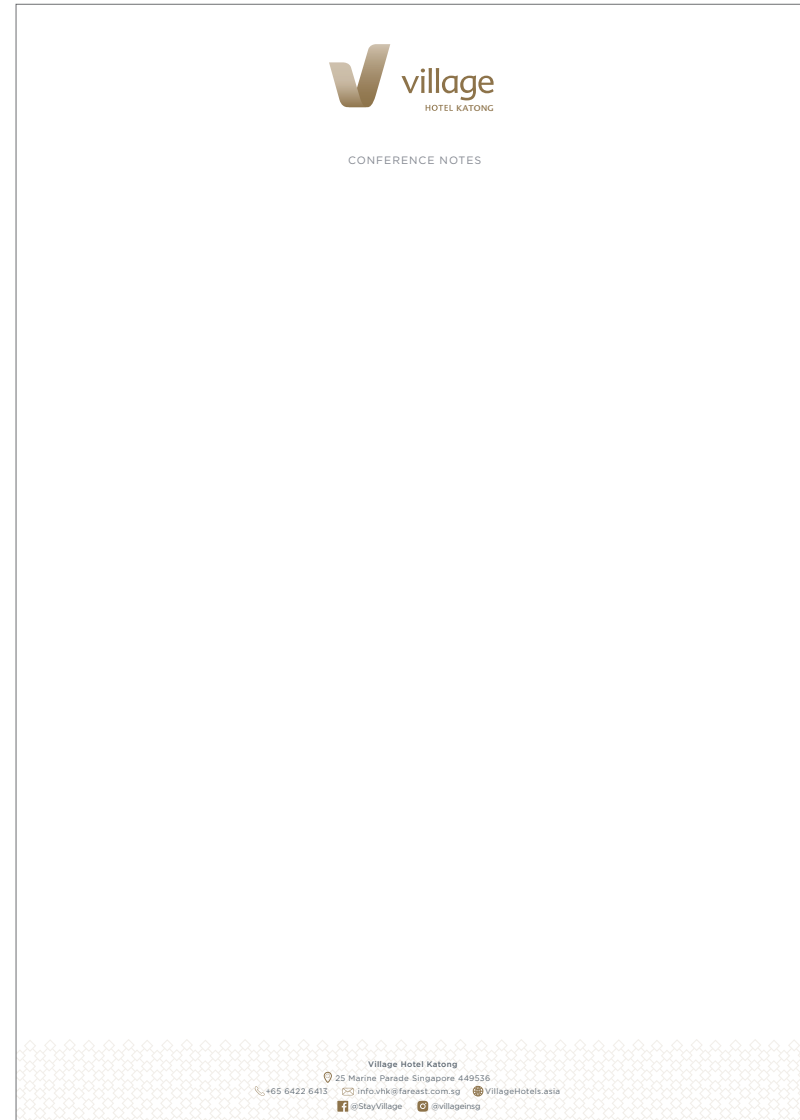
Conference Letterhead

Size:
210mm (w) x 297mm (h)

Printing:
2c x 0c

Material:
Woodfree 100gsm

Finishing:
None



8.6: OPERATIONS

Welcome Card

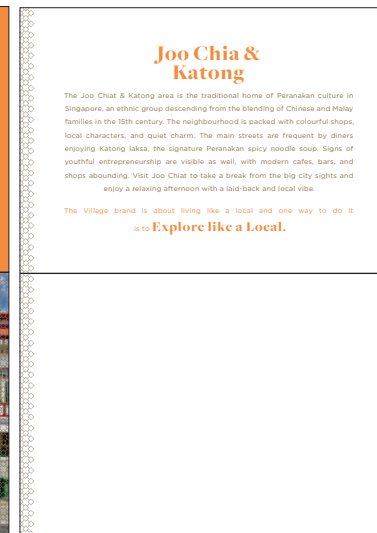
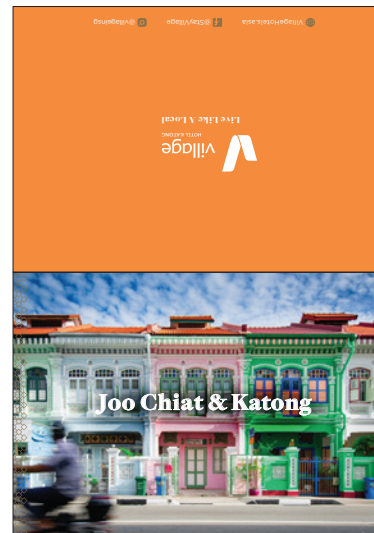
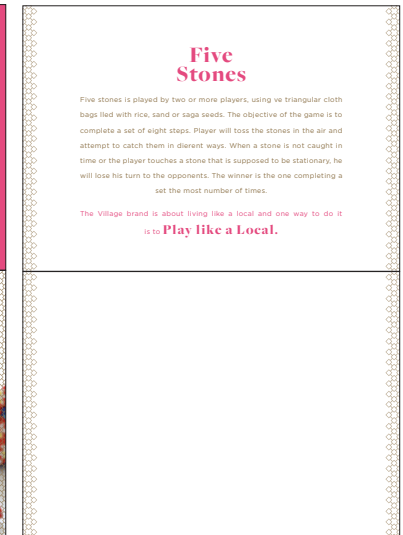
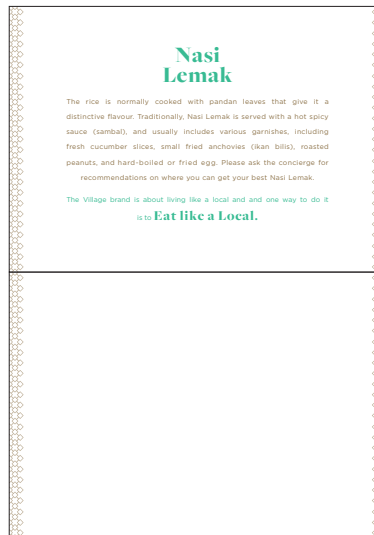
Open Size:
210mm (w) x 297mm (h)

Closed Size:
210mm (w) x 148.5mm (h)

Printing:
4c x 2c

Material:
Grandeur Zen White 200gsm

Finishing:
Matt Lamination



8.7: OPERATIONS

Taxi Information Card

Size:
54mm (w) x 86mm (h)

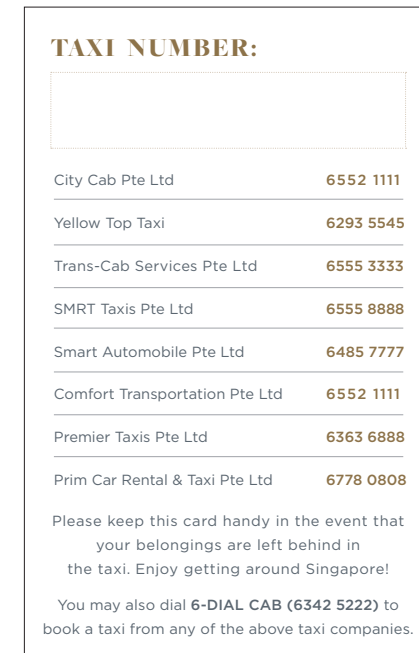
Printing:
2c x 2c

Material:
Grandeur Zen White 200gsm

Finishing:
Matt Lamination



54 x 86mm



8.8: OPERATIONS

Luggage Tag

Size:
78mm (w) x 177.5mm (h)

Printing:
2c x 2c

Material:
Artpaper 200gsm

Finishing:
Hole punch and fold to size

The image displays four versions of a luggage tag form, arranged in a row. Each form is designed for a different color scheme: teal, orange, orange, and pink. The forms are oriented vertically and feature a hole punch at the top. The layout of each form is as follows:

- Teal Form (Leftmost):** Features a hole punch at the top. Below it, the text "ARRIVAL / DEPARTURE BAGGAGE STORAGE CLAIM" is partially visible. The main body contains the "CONDITIONS OF STORAGE" section with four numbered points. At the bottom, there are fields for "Room:", "Date:", and "Received By:".
- Orange Form (Second from Left):** Features a hole punch at the top. Below it, the text "ARRIVAL / DEPARTURE BAGGAGE STORAGE CLAIM" is partially visible. The main body contains the "CONDITIONS OF STORAGE" section with four numbered points. At the bottom, there are fields for "Room:", "Date:", and "Received By:".
- Orange Form (Third from Left):** Features a hole punch at the top. Below it, the "village" logo is visible. The form includes fields for "No.:", "Room:", "Guest:", and "Date:". Below these fields, the text "ARRIVAL / DEPARTURE BAGGAGE STORAGE CLAIM" is printed. At the bottom, there is a "Received By:" field.
- Pink Form (Rightmost):** Features a hole punch at the top. Below it, the "village" logo is visible. The form includes fields for "No.:", "Room:", "Guest:", and "Date:". Below these fields, the text "ARRIVAL / DEPARTURE BAGGAGE STORAGE CLAIM" is printed. At the bottom, there is a "Received By:" field.

The "CONDITIONS OF STORAGE" section on the teal and orange forms contains the following text:

CONDITIONS OF STORAGE

1. The owner of the baggage or package assumes all risks of damage by fire, water, theft or from other causes.
2. The baggage or package is received with contents unknown to the Management.
3. The Management only undertakes to exercise due diligence in caring for the owner's property.
4. The above article will be delivered only upon the presentation of this receipt.

8.9: OPERATIONS

Green Card

Size:
95mm (w) x 95mm (h)

Printing:
2c x 2c

Material:
Grandeur Zen White 350gsm

Finishing:
Matt Lamination, Die-Cut to size



8.10: OPERATIONS

F&B Food Tag

Size:
105mm (w) x 148mm (h) Open
105mm (w) x 74mm (h) Folded

Printing:
1c x 1c

Material:
Grandeur Zen White 250gsm

Finishing:
Matt Lamination



Folded



Open

8.11: OPERATIONS

Events Place Card

Size:
105mm (w) x 148mm (h) Open
105mm (w) x 74mm (h) Folded

Printing:
1c x 1c

Material:
Grandeur Zen White 250gsm

Finishing:
Matt Lamination



Folded



Open

8.12: OPERATIONS

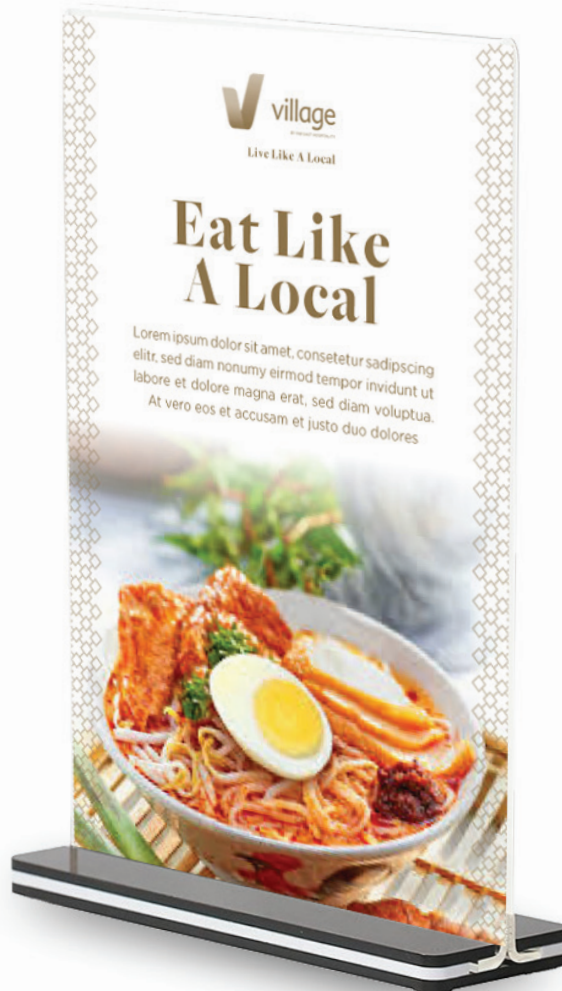
Events Menu Card

Size:
210mm (w) x 100mm (h)

Printing:
4c x 2c

Material:
Woodfree 100gsm

Finishing:
None



8.13: OPERATIONS

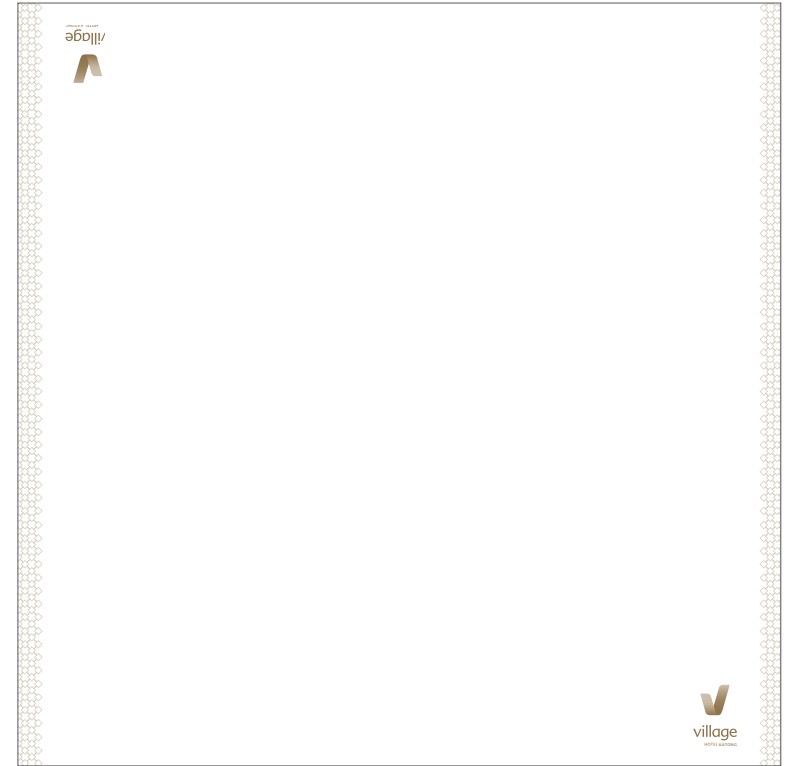
Napkin

Size:
450mm (w) x 450mm (h)

Printing:
1c x 0c

Material:
Serviette

Finishing:
None



8.14: OPERATIONS

Drink Coaster

Size:
95mm diameter

Printing:
2c x 0c

Material:
Laminated Paper (surface),
EVA Foam (base)

Finishing:
None



SECTION 9: Signage

9.1: SIGNAGE

Event Notice

This page shows you the event notice on the right.

Size:
1920px x 1080px



9.2: SIGNAGE Lobby TV

This page shows you the TV Powerpoint design on the right.

Size:
1920px x 1080px



9.3: SIGNAGE

Welcome Guest Signage

This page shows you the Welcome Guest Signage.

Size:

1920px x 1080px



9.4: SIGNAGE

Facade Logo - Above Ground Level (Horizontal)

Above Ground Level

The zone surrounding the logo must always be free of text and graphic elements to enhance the brand's identity in a clear way.

Please note the surrounding clear space should be no less than the width of the 2X within the logotype. No text or graphic should invade into this buffer zone.



9.4: SIGNAGE

Facade Logo - Above Ground Level (Vertical)

Above Ground Level

The zone surrounding the logo must always be free of text and graphic elements to enhance the brand's identity in a clear way.

Please note the surrounding clear space should be no less than the width of the 2X within the logotype. No text or graphic should invade into this buffer zone.



9.4: SIGNAGE

Facade Logo - Eye Level (Horizontal)

Eye Level

When the 'By Far East Hospitality' Tag is used, it should also have a clear space of 2X within the logotype. No text or graphic should invade into this buffer zone.



9.4: SIGNAGE

Facade Logo - Eye Level (Vertical)

Eye Level

When the 'By Far East Hospitality' Tag is used, it should also have a clear space of 2X within the logotype. No text or graphic should invade into this buffer zone.



SECTION 10: Others

10.1: OTHERS
Ribbon

The Village Ribbon is shown on the right.



10.2: OTHERS Pen

The Village Pen is shown on the right.



10.3: OTHERS

Umbrella

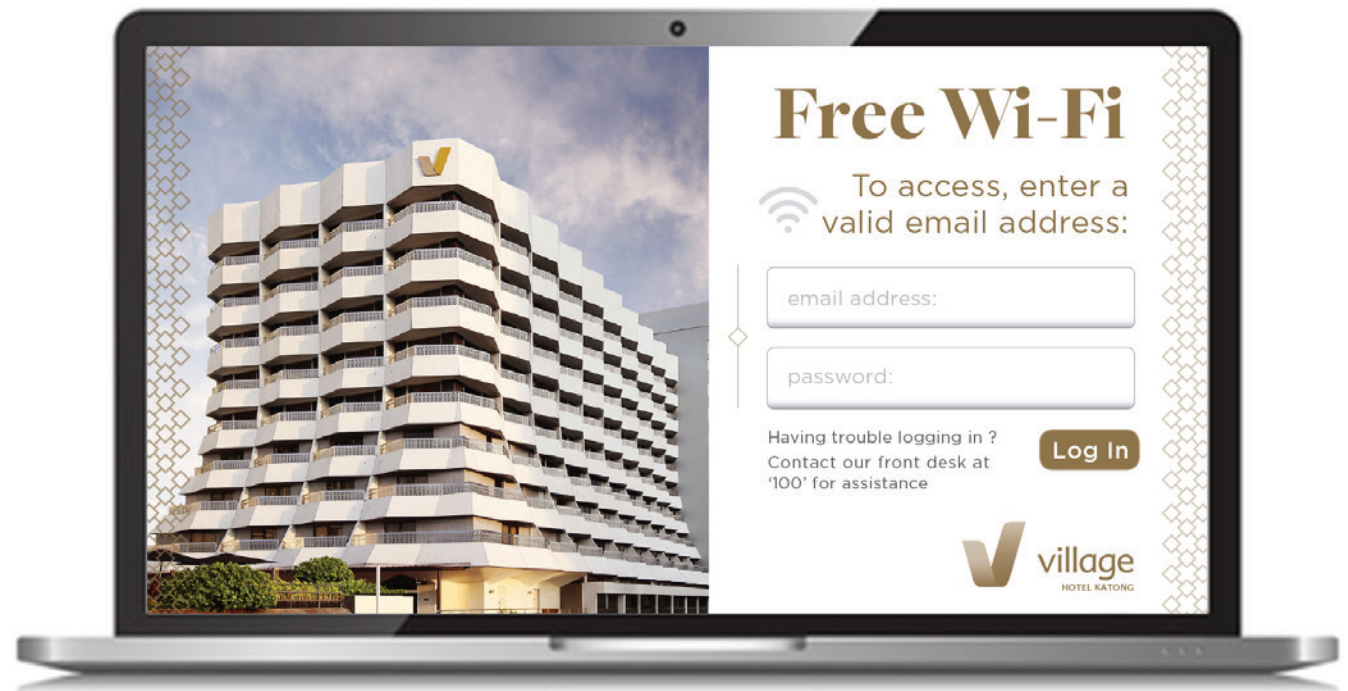
This page shows you the Umbrella design on the right.



10.4: OTHERS

Wi-Fi Landing Page

This page shows you the Wi-Fi Landing Page.



10.5: OTHERS

Appendix of Property Logos

This page shows you the appendix of property logos.

