



village

BY FAR EAST HOSPITALITY

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

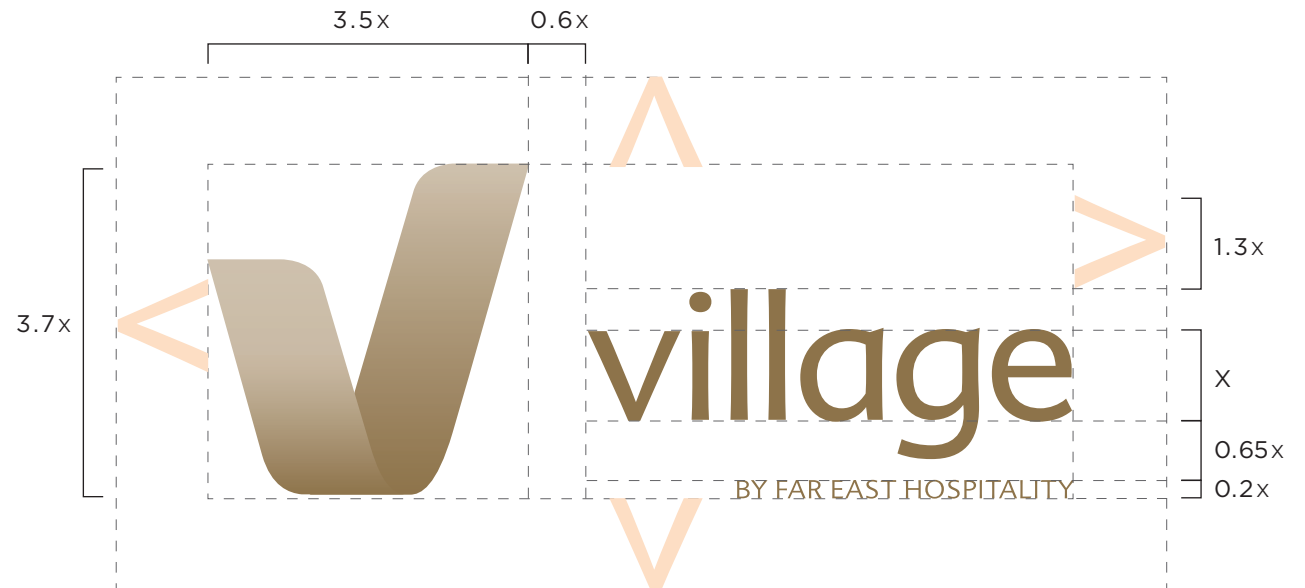
2.2: VILLAGE LOGO

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.



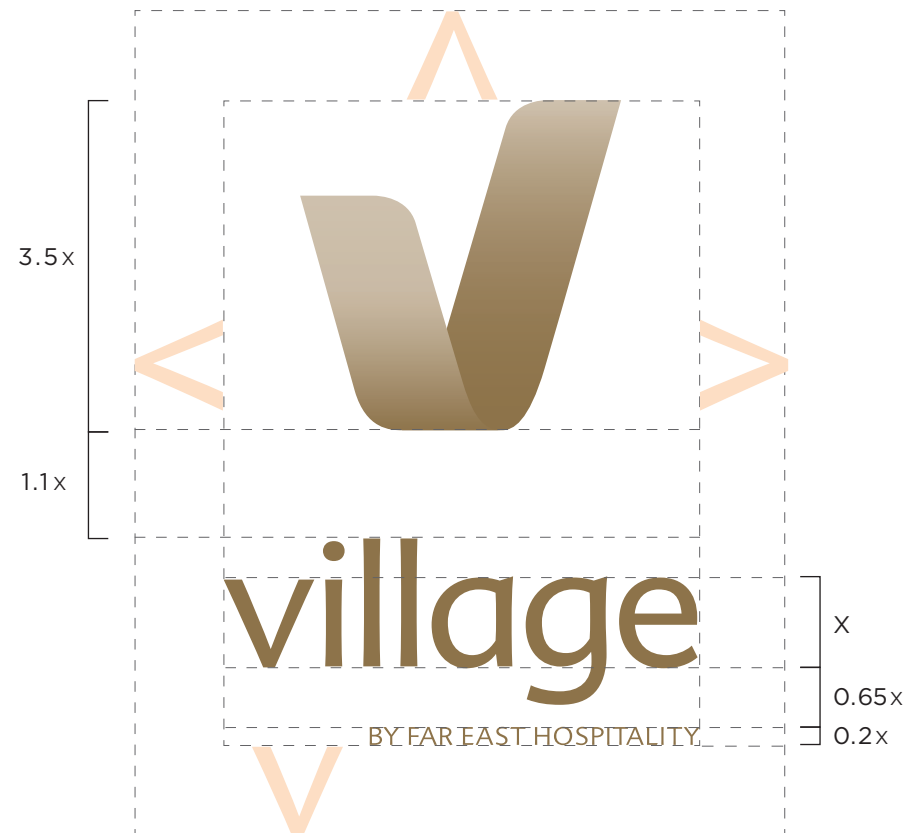
2.2: VILLAGE LOGO

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.



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.


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Please contact our sales manager for bookings


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#StayVillage @villagehg




Live Like A Local



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

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Marykh@fareast.com.sg @VillageHotels.asia
#StayVillage @villagehg



Live Like A Local

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 Y0 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

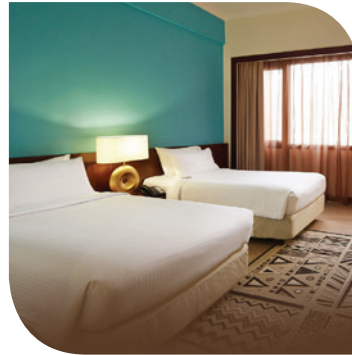
Photography is not simply as a complement to a copy-driven campaign. It must reflect the utmost quality and service that Village delivers when fulfilling its guest's needs.

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