



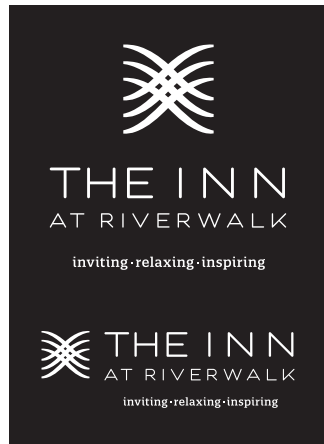
Inn at Riverwalk Logo Standards with Tagline

A tagline is the glue that holds your brand together. It expresses your company's most important benefits and/or what you want your customers to remember about you. When using this mark, the real estate of the media should be considered so that the tagline is legible.



COLOR PALETTE

 Spot Colors: PMS 371 Coated	 Spot Colors: PMS Black 4 Coated
CMYK Build: C: 50, M: 9, Y: 98, K: 61	CMYK Build: C: 41, M: 57, Y: 72, K: 90
RGB Build: R: 84, G: 98, B: 35	RGB Build: R: 49, G: 38, B: 29
HEX: #546223	HEX: #31261D



CORRECT BLACK & WHITE APPLICATION

For the purpose of newspaper ads, low-budget printing, and originals for photocopying, you may be restricted to the use of black and white or grayscale. In these conditions, the preferred treatment of the logo is black against white, because that provides for maximum contrast.



LOGO SCALING

Logo Minimum Size: 1.375 Inch (by width)



LOGO WHITE SPACE

The logo must have a "buffer" space around to maintain legibility and visual impact. No other graphic elements, such as typography, pictures, taglines, etc., should infringe on this space. The minimum freespace is given in relation to the height of the letter N in 'INN' of the logo.