

ALTITUDE



E

ROOFTOP & POOL

AT MARRIOTT MARQUIS HOUSTON

Brand Guidelines

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BRAND STRATEGY

Mission Statement

The mission of Altitude Rooftop & Pool is to provide bold, year-round seasonal events through creative and leading-edge programming. We seek to provide memorable and 'Insta-worthy' experiences to our guest and energize the downtown Houston area.

Positioning Statement

Altitude Rooftop & Pool is the catalyst of entertainment and the epicenter of downtown Houston events.



Audiences



YOUNG PROFESSIONALS:

Up and coming in their career, seek networking opportunities and live a "work hard, play hard" lifestyle.



CULTURED URBANITES:

Live in the city and seek to experience trendy art, music, restaurants.



THE DAYCATIONER:

Only seeks to spend the day with us for pool access or to attend a signature event. Daycationers do not book rooms. This audience is for need time targeting and can come to us from third-party sites (ie: Resort Pass).



SPECIAL OCCASIONERS:

Those who travel for special occasions such as bachelor(ettes) parties, birthdays, anniversaries, etc. This audience likes to celebrate with friends, typically with no children.



BUCKET LISTERS & EXPERIENCE SEEKERS:

Will travel for sought after experiences and will consistently "do it for the gram."



THE EVENT ATTENDEE:

A mixture of business and bleisure travelers. They look to explore the city, network with others and will seek entertainment after the conclusion of the day's events.

Overall, our target audience averages age 25 - 45, double income, no children.



Personality

WE ARE:

- A Trendsetter
- Cool, yet classy
- Innovative
- A Downtown Disrupter
- Urban Oasis
- Diverse, like Houston
- Experiential
- Aspirational
- Sought- After
- Instagram Worthy
- Resort-Like

WE ARE NOT:

Family-focused, uptight,
cheap or tacky.

A photograph of a rooftop pool deck. In the foreground, there's a curved pool with blue mosaic tiles. To the left, several lounge chairs are set up on a deck area with some plants. In the background, a dense city skyline is visible under a clear sky. A tall brick building is prominent on the right side of the frame.

Unique Selling Points

- 60,000 Sq. ft. pool deck that sits 110 feet above street level with skyline views of downtown Houston and Discovery Green Park.
- The key element of the Urban Resort experience.
- One of the most iconic pools in Texas and America with the Infinity Pool and Texas-Shaped Lazy River.
- Two bars to support a high volume of guests at High Dive & SkyBar.
- Insta-worthy cocktails and selfie locations throughout the entire Terrace.
- Chair Service & Cabana rentals available.
- Day use access via Resort Pass, Altitude Rooftop & Pool Signature Events and Pure Spa Treatments.
- Part of a Total 6th Floor Experience with proximity to Spa, fitness center and MClub
- Ability to host poolside group events and functions
- Versatile spaces for unique programming and seasonal events (ie: morning yoga, Texas Winter Lights, etc.)
- Offer seasonal programming with unique and innovative offerings.

Seasonality

ALTITUDE WILL HAVE 3 SEASONS:
HOT, MILD AND COOL

1. Hot: Memorial Day - Labor Day (peak)
2. Mild: September - October; March - May (shoulder)
3. Cool: November - February (off-peak)

CREATIVE DIRECTION

Full logo in dark grey:



Small-scale logo:



Full logo in white over photo:



Logo

Logo can be white, dark grey, or black (if needed) and can be placed over photography when legible. Allow for ample spacing around the logo. In cases where the logo is very small, crop logo to remove the last line of text.

DO NOT:

Rotate, shift, alter ratio, stretch, compress, or use colors not shown in Guidelines.



Approved Taglines

AN URBAN PARTY PLAYGROUND

AN URBAN SUNKISSED PARADISE

BOLD POOLSIDE ENCOUNTERS

GET ELEVATED POOLSIDE

Base Colors

Turquoise Blue

Pantone: 3125 U / 3125 C
CMYK: 72, 13, 20, 0
RGB: 47, 170, 194
Hex: #2faac2

Dark Grey

Pantone: 426 U / 4195 C
CMYK: 60, 51, 51, 20
RGB: 102, 102, 102
Hex: #666666

Light Grey

Pantone: Cool Gray 1 U / Cool Gray 1 C
CMYK: 14, 10, 11, 0
RGB: 217, 217, 217
Hex: #d9d9d9

White

Pantone: Paper or Opaque White
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #ffffff

Black

Pantone: Black 6 U / Black 6 C
CMYK: 60, 40, 40, 100
RGB: 0, 0, 0
Hex: #000000

Accent Colors

Plumeria Purple

Pantone: 240 U / 674 C
CMYK: 0, 54, 22, 24
RGB: 195, 89, 152
Hex: #c35998

Flamingo Pink

Pantone: 185 U / 2346 C
CMYK: 0, 85, 44, 0
RGB: 255, 77, 105
Hex: #ff4d69

Sunkissed Orange

Pantone: 172 U / 171 C
CMYK: 0, 81, 80, 0
RGB: 253, 86, 59
Hex: #fd563b

Pineapple Yellow

Pantone: 128 U / 120 C
CMYK: 2, 17, 73, 0
RGB: 250, 209, 97
Hex: #fad161

Aqua Blue

Pantone: 319 U / 319 C
CMYK: 62, 0, 22, 0
RGB: 1, 221, 221
Hex: #01dddd

Turquoise Blue

Pantone: 3125 U / 3125 C
CMYK: 72, 13, 20, 0
RGB: 47, 170, 194
Hex: #2faac2

Typography

EXAMPLE:

Resort

IN THE SKY

We provide an elevated urban
resort experience.

HEADLINES:

Font: Just Lovely

Casing: Capitalize First Letter in Each Word Only

Color: Accent Color, White or Black (when necessary)

Letter Spacing: 0

SUB-HEADLINES:

Font: Bebas Neue Bold

Size: 1/2 the height of the headline's lowercase letters (like "e")

Casing: All Caps

Color: Dark Grey, White or Black (when necessary)

Letter Spacing: 100-200

BODY TYPE:

Font: Avenir

Casing: Sentence Case

Color: Dark Grey, White or Black (when necessary)

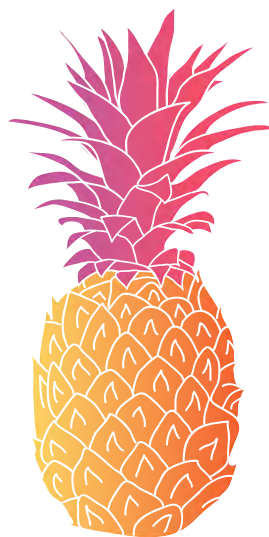
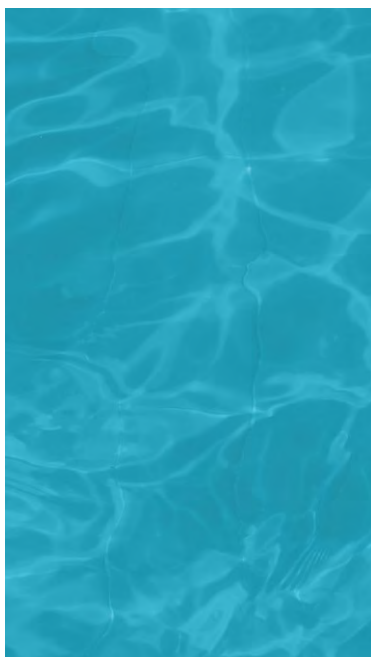
Letter Spacing: 0

SEASONAL ACCENT COLORS:

Plumeria Purple

Flamingo Pink

APPROVED TEXTURES FOR SOCIAL MEDIA ONLY:



Hot

**USE FROM
MEMORIAL DAY – LABOR DAY**

For Headline Accent Color Use:
Purple or Pink

SEASONAL BANNERS - HOT:

728x90



ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

Summer Elevated
Summer pool parties on repeat

JOIN THE PARTY. BOOK YOUR STAY.

640x90



ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

Summer Elevated
Summer pool parties on repeat

JOIN THE PARTY. BOOK YOUR STAY.

300x250



ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

— PRESENTS —

Summer Elevated
Summer pool parties on repeat

JOIN THE PARTY. BOOK YOUR STAY.

320x100



Summer Elevated
Summer pool parties on repeat

ALTITU+E
ROOFTOP & POOL

JOIN THE PARTY. BOOK YOUR STAY.

320x50

ALTITU+E
ROOFTOP & POOL

Summer Elevated
Summer pool parties on repeat

300x600



ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

— PRESENTS —

Summer Elevated
Summer pool parties on repeat

JOIN THE PARTY. BOOK YOUR STAY.

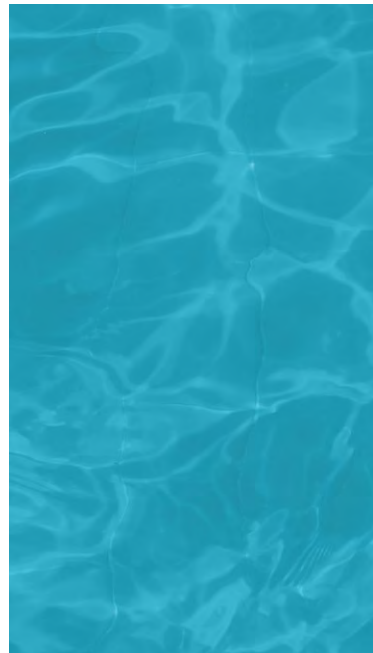


SEASONAL ACCENT COLORS:

Sunkissed Orange

Pineapple Yellow

APPROVED TEXTURES FOR SOCIAL MEDIA ONLY:



Mild

USE FROM
SEPTEMBER – OCTOBER;
MARCH – MAY

For Headline Accent Color Use:
Orange or Yellow

SEASONAL BANNERS - MILD:

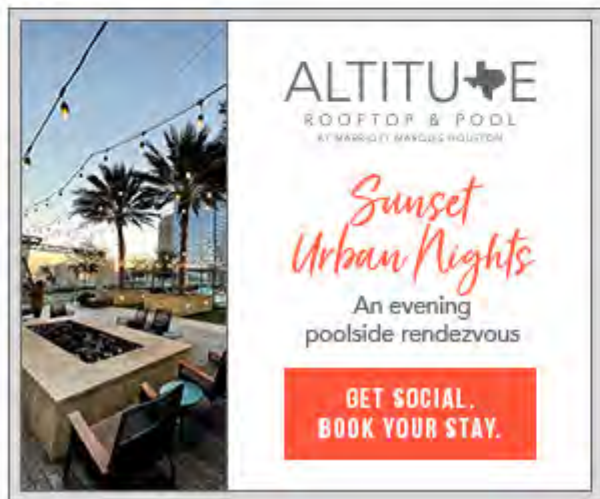
728x90



640x90



300x250



320x100



320x50



300x600

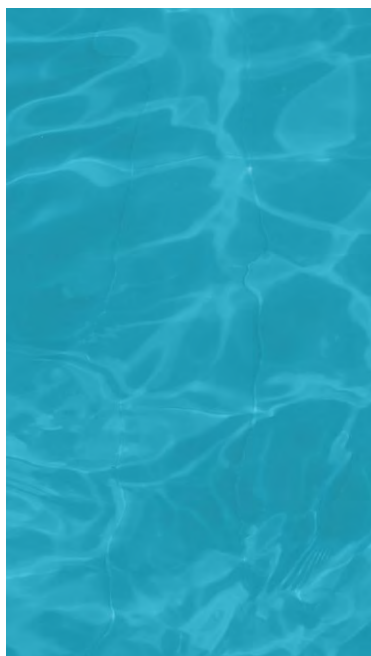


SEASONAL ACCENT COLORS:

Aqua Blue

Turquoise Blue

APPROVED TEXTURES FOR SOCIAL MEDIA ONLY:



Cool

**USE FROM
NOVEMBER – FEBRUARY**

For Headline Accent Color Use:
Aqua or Turquoise

SEASONAL BANNERS - COOL:

728x90



ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

Texas Winter Lights
Interactive, bold poolside encounters

ADD SOME LIGHT. BOOK YOUR STAY.

640x90



ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

Texas Winter Lights
Interactive, bold poolside encounters

ADD SOME LIGHT. BOOK YOUR STAY.

300x250



ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

Texas Winter Lights
Interactive, bold poolside encounters

ADD SOME LIGHT. BOOK YOUR STAY.

320x100



Texas Winter Lights
Interactive, bold poolside encounters

ALTITU+E
ROOFTOP & POOL
AT MARRIOTT MARQUIS HOUSTON

ADD SOME LIGHT. BOOK YOUR STAY.

320x50

ALTITU+E
ROOFTOP & POOL

Texas Winter Lights
Interactive, bold poolside encounters

300x600



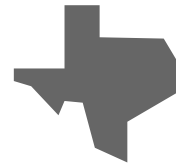
ALTITU+E
ROOFTOP & POOL
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— PRESENTS —

Texas Winter Lights
Interactive, bold poolside encounters

ADD SOME LIGHT. BOOK YOUR STAY.

ALTITUDE



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