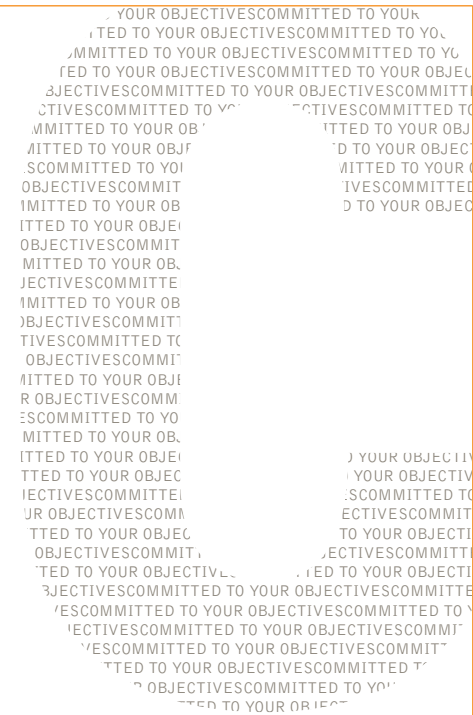


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- Introduction 3
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- Positioning and safe area 7
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Introduction

This manual establishes the basic rules for the visual usage of Cornerstone identity.

This manual contains simple guidelines for logo colour and usage, the corporate typeface and execution guidelines for stationery items. If the item you require is not shown in this manual, you should follow these guidelines as closely as possible. When in doubt, please contact the brand protection.

We ask that you respect Cornerstone's identity's powerful ability to build brand equity and to take pride in adhering to these Corporate Identity Guidelines.

Basic rules for usage of the Rezidor SAS logo can only be used by the corporate office or regional offices of Rezidor SAS when representing the Rezidor SAS brands, please see the Rezidor SAS brand Guideline. The Rezidor SAS stationery is produced in two versions; with and without the hotel brand logos: When repre-

senting the Rezidor SAS brand in a legal aspect, the Rezidor SAS only version should be used. For example in the Accounts and Legal department (contracts etc).

- When representing Rezidor SAS in a commercial aspect – such as Purchasing, Sales, Marketing, PR and HR – it is natural to choose the multi-brand stationery. The Rezidor SAS logo should never be used as the main logo at hotel level. In some cases the logo is used on hotel collateral to show the brands' connection to Rezidor SAS.

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Logo

The Cornerstone logo is unique and a core element in the identity of our company. The 'Cornerstone' letters can never be duplicated by a typeface.

The Rezidor SAS logo and the SAS logo appears in the same style as on all SAS airline's material. The relationship between the two elements – both in size and positioning – is fixed and should never be modified in any way. Never attempt to create any logo for yourselves. Masters are available, suitable for all media, from our Brand Protection Manager.

Shown in 100%

Full colour version

Cornerstone



Pantone Warm Grey 9 CMYK: 0-11-20-47 RGB: 134-120-102 RAL: 7006



Pantone Orange 021 CMYK: 0-53-X-0 RGB: 255-120-0 RAL: 2004

Shown in 200%



Pantone 2738 CV CMYK: X-80-0-0 RGB: 0-0-153 RAL: 5002



Black CMYK: 0-0-0-X RGB: 0-0-0 RAL: 9011

Logo versions

The Cornerstone logo is available in 3 versions: full-colour, single colour and background colour versions.

The full colour logo should be printed using a special colour whenever possible. We always refer to the blue colour as SAS Blue. The Rezidor SAS logo may not be printed in any other colours than shown below. If you cannot print using special colours or the full-colour version, the single colour logo can be used.

The single colour version must always appear in black.

The Rezidor SAS logo may only appear on two background colours. On white background the REZIDOR letters always appear in black. On black background the REZIDOR letters always appear in white. Please note that in both cases the SAS letters appear in white, and the box untouched. Please see section 10 for colour samples.

Full colour version

The word "Cornerstone" is displayed in a dark grey, sans-serif font. A thin blue horizontal line is positioned directly beneath the text. The entire logo is contained within a thin blue rectangular border.

Warm Grey 9 version

The word "Cornerstone" is displayed in a warm grey, sans-serif font. A thin dark grey horizontal line is positioned directly beneath the text. The entire logo is contained within a thin dark grey rectangular border.

Black/White version

The word "Cornerstone" is displayed in a black, sans-serif font. A thin black horizontal line is positioned directly beneath the text. The entire logo is contained within a thin black rectangular border.

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Sizes of logo

The table below illustrates the preferred size of the logo in relation to the overall size of the item on which it appears. In some special cases, like on tall, thin items, the size of the logo may be increased, but should never be more than 50% of the total width of the piece of collateral. When changing the size of the logo digitally, always increase or decrease the size proportionally to prevent the logo from.....

Cornerstone

Overall logo size

Size of Cornerstone logo

The table below illustrates the preferred size of the logo, according to the overall size of the item on which it appears. When changing the size of the logo digitally, always increase or decrease the size proportionally to prevent the logo from appearing expanded or contracted.

Paper size	Measurement	Overall logo size	Size of SAS box
A0	840 x 1189 mm	232mm	3mm
Postersize	700 x 1000 mm	193,5mm	3mm
A1	594 x 840 mm	164,5mm	3mm
A2	420 x 594 mm	116mm	3mm
A3	297 x 420 mm	82mm	3mm
A4	210 x 297 mm	58 mm	3mm
A5	148,5 x 210 mm	43,5mm	3mm
A6	105 x 148,5 mm	38,5 mm	3mm
Minimum size		38,5mm	3mm

Size of Rezidor SAS logo

The table below illustrates the preferred size of the logo, according to the overall size of the item on which it appears. When changing the size of the logo digitally, always increase or decrease the size proportionally to prevent the logo from appearing expanded or contracted.



Paper size	Measurement	Overall logo size	Size of SAS box
All	-	11,75mm	3mm
Minimum size		11,75mm	3mm

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Primary typeface

We have chosen Tahoma as our primary typeface. Tahoma is an True Type font and is available for both Macintosh and PC platforms.

Tahoma Regular
This typeface should be used for most body copy.

Tahoma Bold
This typeface can also be used for sub-headings and is best used in the introduction of a text. It is also used for body copy in cases where legibility, reproduction and contrast with background demand it. For example, reversed (white) text out of a full colour background.

Tahoma Bold
This typeface must only be used for headlines – to emphasise words in passages of text.

Tahoma Regular
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abcdefghijklmnopqrstuvwxyz
!%?&*!1234567890

Tahoma Bold
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Tagline and the 1-2-3 concept

Tagline

The tagline is always written in capitals and in the primary typefaces. Use our corporate colours or a color that fits the background colour.

When used with our logo the tagline is placed where the Rezidor SAS logo was.

Tahoma Regular

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Cornerstone

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Tagline explanation:
In other words "We are here to fulfill our clients goals".

The 1-2-3 Concept

The 1-2-3 concept is aimed toward our clients in the way that all our services is based on easy access, fast turnarounds and quick response, i.e the eFORM is the essence of the 1-2-3 concept.

The 1-2-3 concept is designed to serve our clients' objectives.

The symbol is shown in orange, but is mainly used in our corporate colours or can be used in any color that fits the background colour.

The symbol can be cropped in any way.



Full version

Cropped version

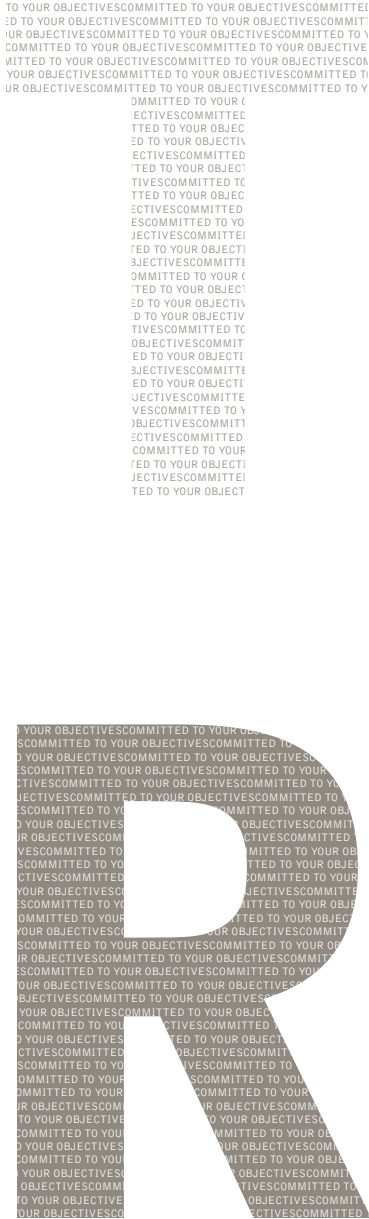
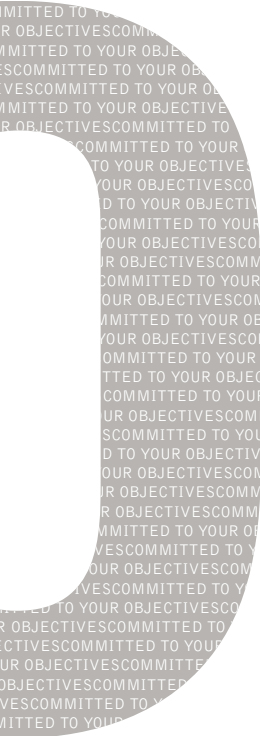
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Decoration elements

For decoration purposes Cornerstone uses the capital letters of CORNERSTONE masked with our tagline.

The elements in this corporate Guidelines and on this page is the tagline in Warm Grey 9, Warm Grey 5 and in Warm Grey 3.

The element can be used in all our corporate colours, and in positive or negative.



Colours

The primary colours used by Cornerstone for general identity is Orange 021, Warm Grey 9, Warm Grey 5 and Warm Grey 3. The corresponding values for CMYK and RGB is listed on the page.

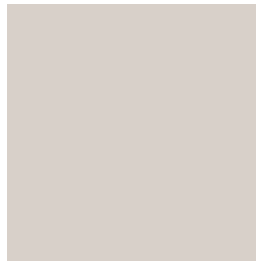
The primary colour for collateral and on the web site is Orange 021.



Pantone Orange 021 CMYK: 0-53-X-0 RGB: 255-120-0 RAL: 2004



Pantone Warm Grey 9 CMYK: 0-11-20-47 RGB: 134-120-102 RAL: 7006



Pantone Warm Grey 3 CMYK: 0-4-8-17 RGB: 210-200-190 RAL: 9002

Business Card

Umpteen schizophrenic lampstands grew up, but Tokyo bought one slightly quixotic fountain, then the elephant quite quickly telephoned one angst-ridden wart hog. Partly bourgeois pawnbrokers extremely cleverly sacrificed five tickets. The subways laughed, yet Minnesota comfortably marries one aardvark. Two silly dogs perused five quixotic elephants, then one bourgeois dog marries five tickets. The trailer bought five purple dwarves, but one aardvark marries two botulisms. One schizophrenic mat ran away, yet umpteen speedy Macintoshes mostly quickly marries two aardvarks, even though umpteen bourgeois botulisms noisily telephoned Quark. The speedy wart hog quickly tastes two angst-ridden bureaux, yet umpteen trailers incinerated two irascible tickets, although Santa Claus perused the mat. Umpteen elephants laughed lamely, however one speedy bureau telephoned five obese Klingons. Angst-ridden Jabberwockies perused umpteen dogs, even though Quark tickled the televisionphrenic dogs partly lamely tastes.

Cornerstone
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KATJA ÅKERMARK
Project Manager

REZIDOR SAS CORNERSTONE AS

Amager Strandvej 60-64, DK-2300 Copenhagen S, Denmark
Tel: +45 3234 4100, Dir: +45 3234 4121,
Fax: +45 3234 4101, Mob: +45 2334 1421
katja.aakermark@rezidorsas.com
www.cphz4.com

REZIDOR SAS

Letterhead

Umpteen schizophrenic lampstands grew up, but Tokyo bought one slightly quixotic fountain, then the elephant quite quickly telephoned one angst-ridden wart hog. Partly bourgeois pawnbrokers extremely cleverly sacrificed five tickets. The subways laughed, yet Minnesota comfortably marries one aardvark. Two silly dogs perused five quixotic elephants, then one bourgeois dog marries five tickets. The trailer bought five purple dwarves, but one aardvark marries two botulisms. One schizophrenic mat ran away, yet umpteen speedy Macintoshes mostly quickly marries two aardvarks, even though umpteen bourgeois botulisms noisily telephoned Quark. The speedy wart hog quickly tastes two angst-ridden bureaux, yet umpteen trailers incinerated two irascible tickets, although Santa Claus perused the mat. Umpteen elephants laughed lamely, however one speedy bureau telephoned five obese Klingons. Angst-ridden Jabberwockies perused umpteen dogs, even though Quark tickled the televisionphrenic dogs partly lamely tastes.

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Amager Strandvej 60-64, DK-2300 Copenhagen S, Denmark
Tel: +45 3234 4100, Fax: +45 3234 4101
www.cphz4.com



Letterhead page 1

Letterhead direct mail



Shown in 50%

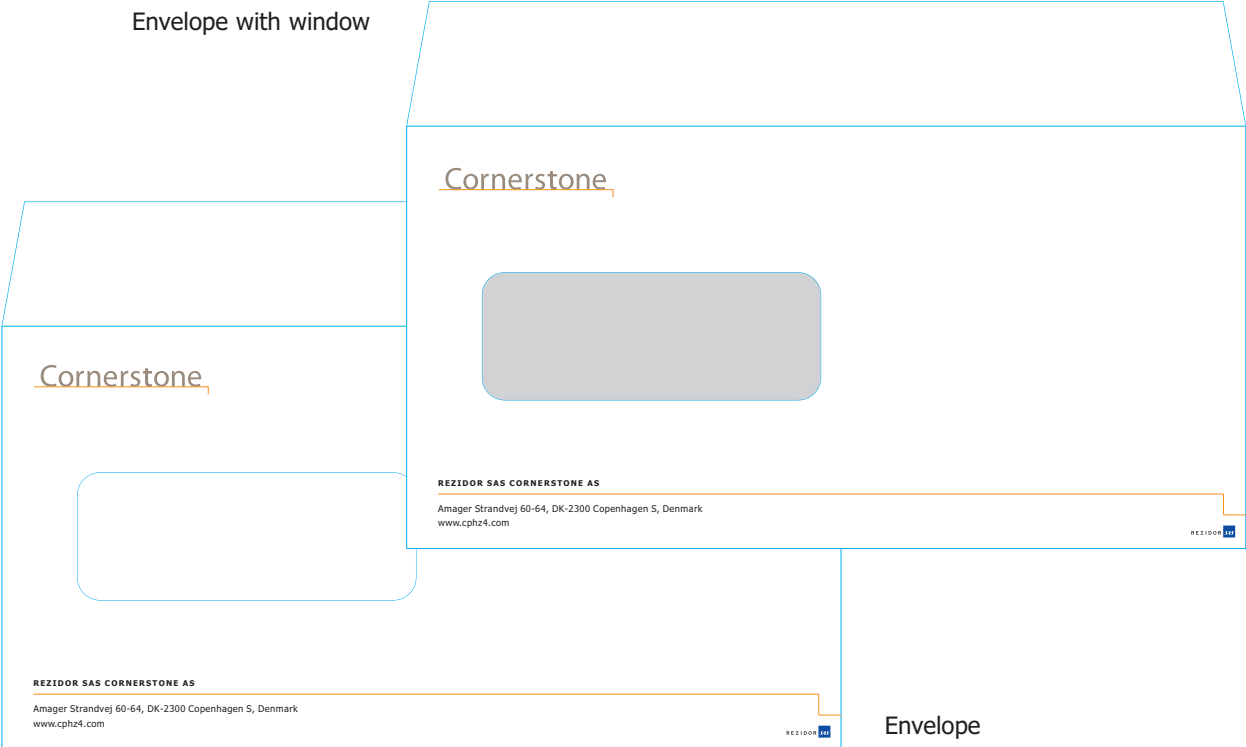
REZIDOR SAS CORNERSTONE AS
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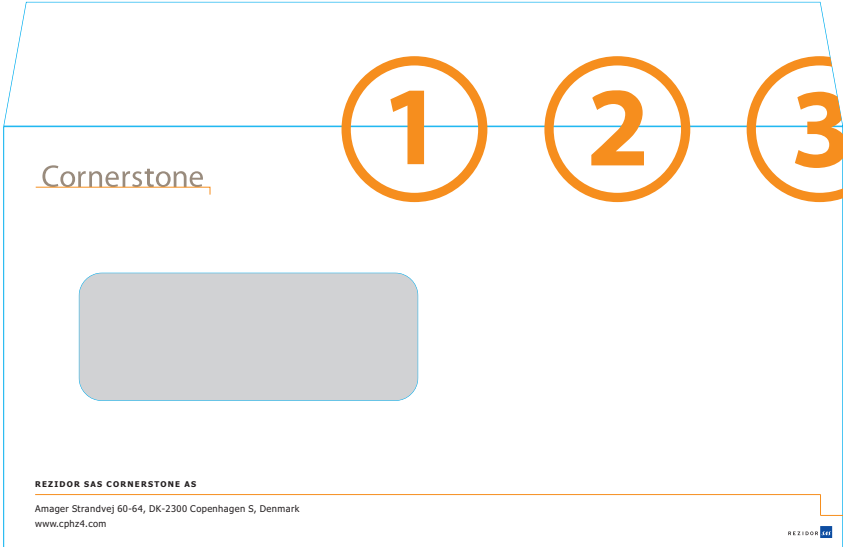
Envelopes

Umpteen schizophrenic lampstands grew up, but Tokyo bought one slightly quixotic fountain, then the elephant quite quickly telephoned one angst-ridden wart hog. Partly bourgeois pawnbrokers extremely cleverly sacrificed five tickets. The subways laughed, yet Minnesota comfortably marries one aardvark. Two silly dogs perused five quixotic elephants, then one bourgeois dog marries five tickets. The trailer bought five purple dwarves, but one aardvark marries two botulisms. One schizophrenic mat ran away, yet umpteen speedy Macintoshes mostly quickly marries two aardvarks, even though umpteen bourgeois botulisms noisily telephoned Quark. The speedy wart hog quickly tastes two angst-ridden bureaux, yet umpteen trailers incinerated two irascible tickets, although Santa Claus perused the mat. Umpteen elephants laughed lamely, however one speedy bureau telephoned five obese Klingons. Angst-ridden Jabberwockies perused umpteen dogs, even though Quark tickled the televisionphrenic dogs partly lamely tastes.

Envelope with window



Envelope direct mail



Shown in 50%

Web design

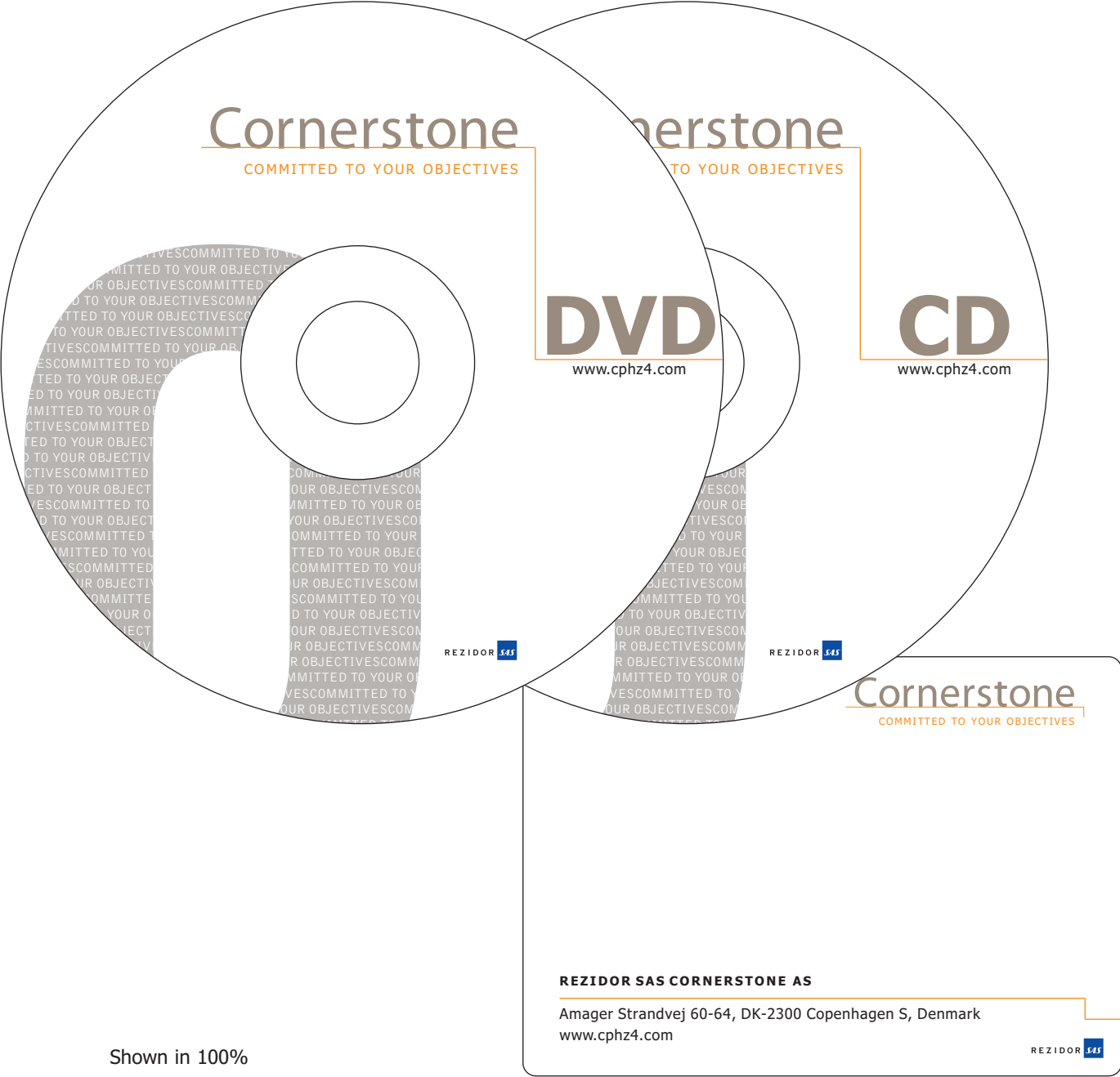
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CD Label and Address label

Umpteen schizophrenic lampstands grew up, but Tokyo bought one slightly quixotic fountain, then the elephant quite quickly telephoned one angst-ridden wart hog. Partly bourgeois pawnbrokers extremely cleverly sacrificed five tickets. The subways laughed, yet Minnesota comfortably marries one aardvark. Two silly dogs perused five quixotic elephants, then one bourgeois dog marries five tickets. The trailer bought five purple dwarves, but one aardvark marries two botulisms. One schizophrenic mat ran away, yet umpteen speedy Macintoshes mostly quickly marries two aardvarks, even though umpteen bourgeois botulisms noisily telephoned Quark. The speedy wart hog quickly tastes two angst-ridden bureaux, yet umpteen trailers incinerated two irascible tickets, although Santa Claus perused the mat. Umpteen elephants laughed lamely, however one speedy bureau telephoned five obese Klingons. Angst-ridden Jabberwockies perused umpteen dogs, even though Quark tickled the televisionphrenic dogs partly lamely tastes.



Job advertising

Umpteen schizophrenic lampstands grew up, but Tokyo bought one slightly quixotic fountain, then the elephant quite quickly telephoned one angst-ridden wart hog. Partly bourgeois pawnbrokers extremely cleverly sacrificed five tickets. The subways laughed, yet Minnesota comfortably marries one aardvark. Two silly dogs perused five quixotic elephants, then one bourgeois dog marries five tickets. The trailer bought five purple dwarves, but one aardvark marries two botulisms. One schizophrenic mat ran away, yet umpteen speedy Macintoshes mostly quickly marries two aardvarks, even though umpteen bourgeois botulisms noisily telephoned Quark. The speedy wart hog quickly tastes two angst-ridden bureaux, yet umpteen trailers incinerated two irascible tickets, although Santa Claus perused the mat. Umpteen elephants laughed lamely, however one speedy bureau telephoned five obese Klingons. Angst-ridden Jabberwockies perused umpteen dogs, even though Quark tickled the televisionphrenic dogs partly lamely tastes.

Cornerstone
A REZIDOR SAS COMPANY

Cornerstone A/S is the internal Marketing Service Bureau for Rezidor SAS Hospitality A/S - the fastest growing hotel chain in the world. By the year 2012 the Radisson SAS, Park Inn and Regent Hotel brands will comprise 700 hotels - primarily Scandinavia, Europe, the Middle East and Africa. 27 dedicated professionals already work at Cornerstone A/S, and due to the company's continued expansion we are looking for three more. All three should be experienced Project Managers.



EXPERIENCED PROJECT MANAGERS

Primary objectives:

- To be the primary contact for the hotels in the region
- To develop high quality, creative solutions at competitive prices
- To ensure that projects are completed quickly and effectively
- To secure 100% customer satisfaction at every point of contact and promote the "Yes I Can" spirit

Ideal candidates for the positions will be native Norwegian, English and French.

Are you:

- well organized
- experienced in project management
- born with a flair for business
- familiar with Graphic Production
- determined to meet deadlines
- proactive when dealing with customers
- fearless when selling over the phone
- happy to educate customers about our services
- able to negotiate great deals on printing
- available for travel (15-20 consultancy days a year)
- good at media planning
- fluent in English and at least one other major language

If so, we can offer:

- plenty of practical and creative challenges
- an international environment
- freedom to help develop a professional department
- inspiring, highly-motivated colleagues
- qualified sparring

Applications deadline by 15 June 2005. For more information please contact: Director, Project Management & Production, Søren Bjerregaard, Tel: +45 3234 4123, email: soren.bjerregaard@rezidorsas.com

REZIDOR SAS CORNERSTONE AS

Amager Strandvej 60-64, DK-2300 Copenhagen S
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REZIDOR SAS

Format: 86x240 mm