



Q|O

AMSTERDAM

BRAND IDENTITY GUIDELINES

V3_06102017

BRAND IDENTITY GUIDELINES

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INTRODUCTION

Why we use guidelines



Our identity is the visual and verbal expression of the QO brand. Used consistently, it helps to build the understanding in people's minds about who we are and what we stand for. Care and thought has gone into creating an identity that reflects the idea at the heart of the QO - 'where luxury comes alive'. It consists of our logo, colour palette, typography, background patterns, design elements, photography style and tone of voice. Working together, these elements express a brand that is human, approachable and connected to the world around it whilst reflecting a sense of the detail and craftsmanship that has gone into creating our living building and the experience within it. These guidelines give us the direction and rules for how we should use all of these different elements to help our team and agency partners create impactful communications that consistently reinforce our brand.

OUR BRAND

Our brand idea



Our brand platform defines who we are and what we stand for. Our identity is the visual and verbal expression of our brand.

Our brand idea

WHERE LUXURY COMES ALIVE

At the QO, our commitment to making the world a better place joins beautifully with our conviction that travel should always be a pleasure, even when you're working. So we've created a place where not only is the building 'living', but the experience is too.

For us, a living building does more than just sustain itself. It also sustains the people inside it... with good energy, inspiration and a beautiful, crafted experience that gives you everything you need, in one place.

Our brand of luxury is easygoing, personal and alive. For us it's not about status symbols, chasing the latest trends, or gimmicks. It's about a sense of genuine enjoyment. Whether you're here to work or to play, or even a bit of both, we make it our business to help you feel good, inside and out. And like all living things, we change and adapt to suit the needs of the people who stay with us.

This is where both the physical space, and what happens inside it, make you feel alive. Where you feel connected -with Amsterdam, with the locals, with life. Where you leave energised. And where you will come back time after time to see what might happen next.

OUR BRAND

Our beliefs and personality



We believe in:

Giving GOOD ENERGY

Being GENEROUS of spirit

Celebrating the INDIVIDUAL

New ways and FRESH THINKING

Our personality is...

Alive

Human

Crafted

Unexpected

OUR LOGO

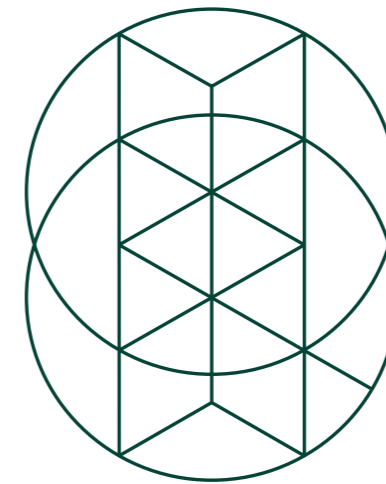
Logo elements



Our standard logo lockup is shown on this page. Our logo comprises of two elements: the brand mark (the graphic) and the word mark (Q|O Amsterdam).

Whilst also being a design feature, the pipe key between the Q and the O reinforces the fact that these letters should be pronounced separately.

Our primary colour, used in the standard logo, is linked to the original dark green paint which has been used for decades on bridges and houses in the city of Amsterdam.

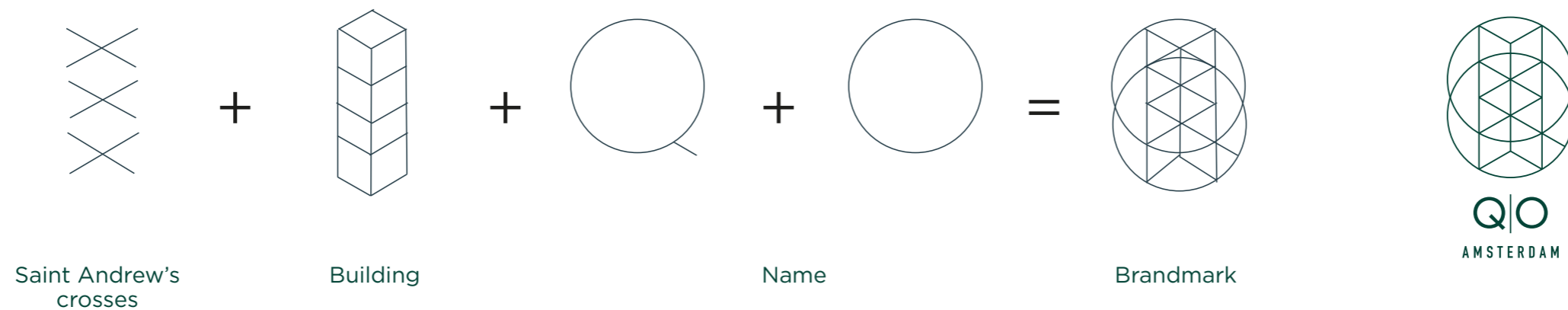


OUR LOGO

Design Story



Our brand mark is built using three parts, which all tell a piece of the QO story. At the heart of our mark are the three Saint Andrew's Crosses, derived from the official symbol and coat of arms of Amsterdam. They originate from the shield of the knight Jan Persijn, who was the lord of "Amstelledamme" from 1280 to 1282. The Persijn family owned all the land of 'Ouder Amstel' along the banks of the river Amstel, including the exact spot where the QO is now located. Overlaid on the crosses is our living building. An extraordinary structure that is central to the QO story. Finally, the Q and the O wrap around these two elements to form crafted symbol that is clean and graphic in style, but has a hidden depth behind it.



OUR LOGO

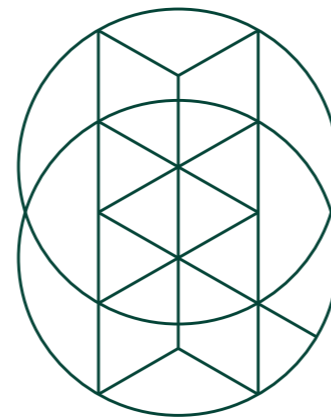
Single colour logos



Rephrase: Our primary and preferred logo is in Canal Green. This logo must only appear on a white background.

The secondary logo is white and must only appear on a dark background.

The black logo should only be used when no other colours are allowed, for example in a newspaper ad. The Canal Green logo is always the preferred option to use whenever possible.

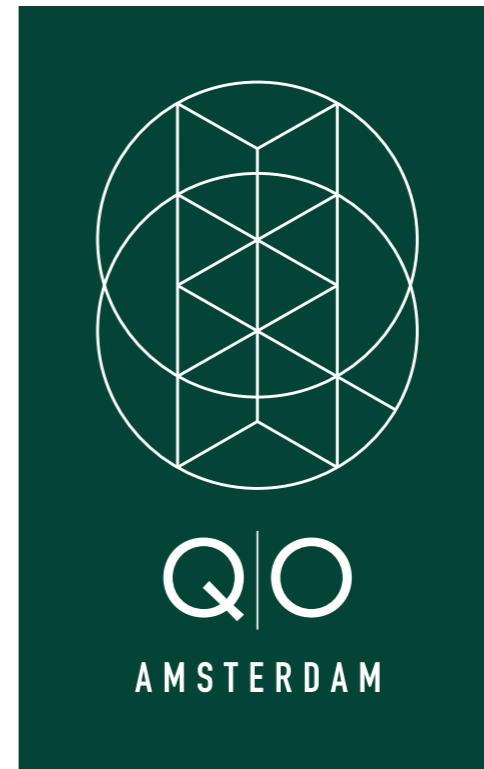


Q|O
AMSTERDAM

CANAL GREEN



RGB	CMYK	PMS
4	91	3308U
68	44	
55	72	
	54	

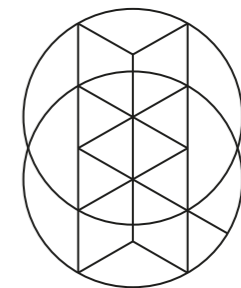


Q|O
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WHITE



RGB	CMYK
255	00
255	00
255	00
	00



Q|O
AMSTERDAM

BLACK



RGB	CMYK
00	00
00	00
00	00
	100

OUR LOGO

Clearance area



Allow a minimum clearance area around the logo on all sides. This clear space should measure 1/4 of the brand mark's width.



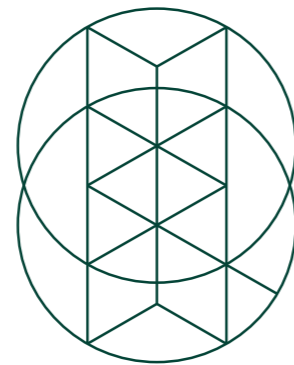
OUR LOGO

Different sizes



The QO logo can't be freely enlarged or shrunk. Protect the shape and dimensions of the logo, there are three pre-defined logo sizes. The standard size is what we use in most situations and when the logo is displayed larger than 3.5 cm in height.

When the logo has to be shrunk to between 3.5 and 2.5 cm in height, then the small size logo should be used. Only use the extra small size when the logo has to be featured under 2.5cm in height. In this case, Amsterdam is removed as it becomes unreadable at this size.



Q|O
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NATURAL
Height: >3.5cm

QO_AMS_LOGO_CMYK_NATURAL



Q|O
AMSTERDAM

SMALL
Height: 3,5 - 2,5 cm

QO_AMS_LOGO_CMYK_S

3,5 cm



Q|O

EXTRA SMALL
Height: < 2,5 cm

QO_AMS_LOGO_CMYK_XS

2,5 cm

OUR LOGO

Brandmark



The brandmark can only be used on professional designed communication items when the full logo already features on. It is not allowed to use the brandmark without the full logo.

Business Card



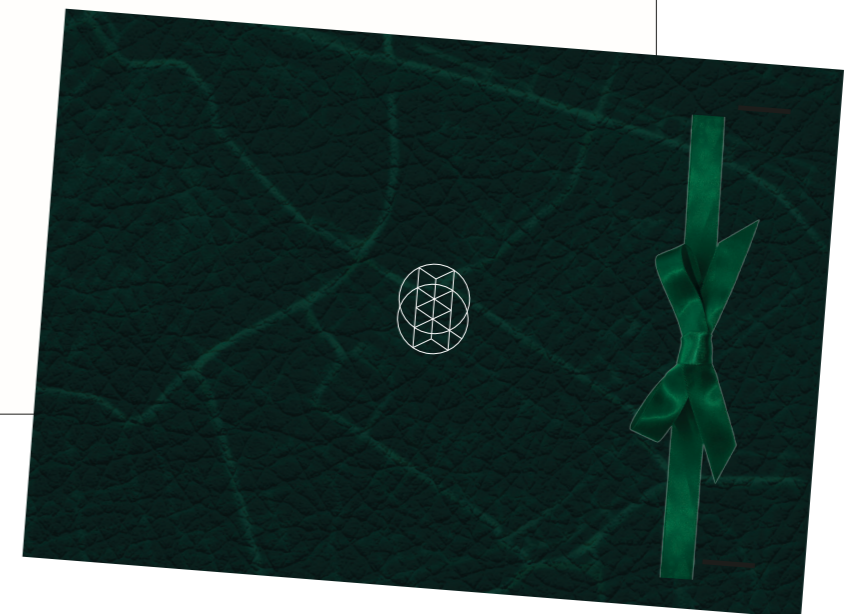
Front

Back

Gift Certificate



Inside



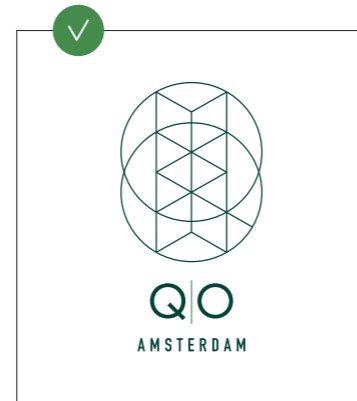
Front

OUR LOGO

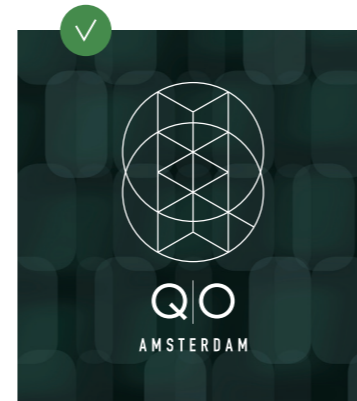
Proper use of the logo



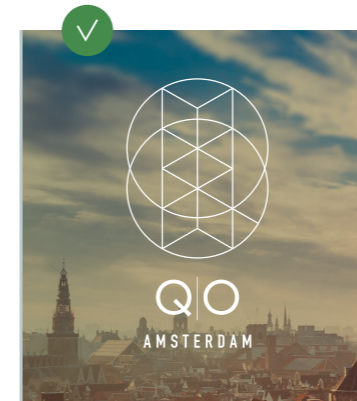
Use the correct logo for each background. Do not alter, compress or recreate the logo. Use the approved files for each logo variant for implementation.



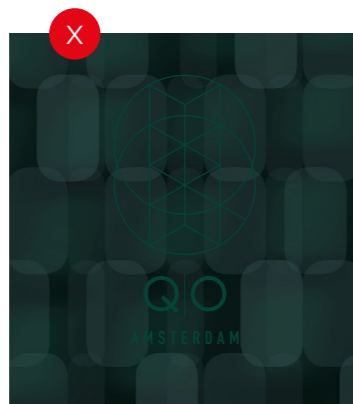
Place the green logo on a light background



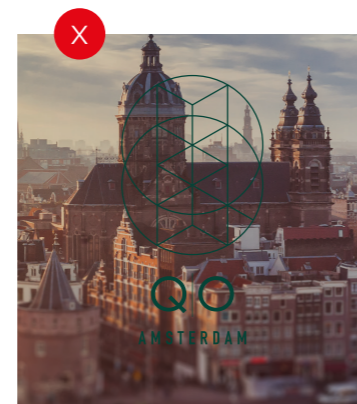
Make sure there is enough contrast between the logo and the background.



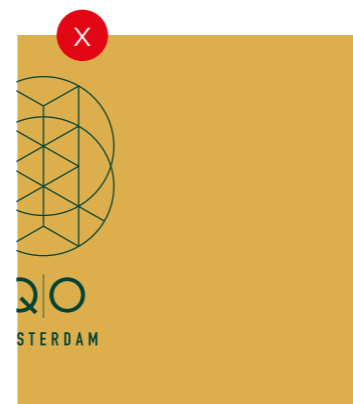
Use the white logo over imagery and make sure there is enough contrast between the logo and the background.



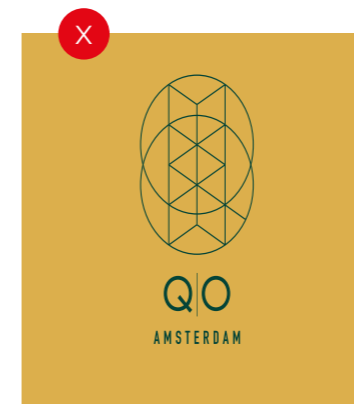
Make sure there is enough contrast between the logo and the background.



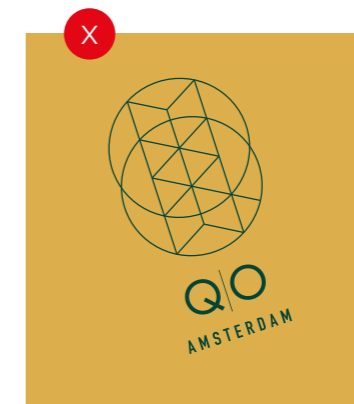
Do not place the green logo on a over imagery.



Do not cut off part of the logo



Do not squeeze or compress the logo



Do not tilt the logo

OUR LOGO

How to use our logo over imagery



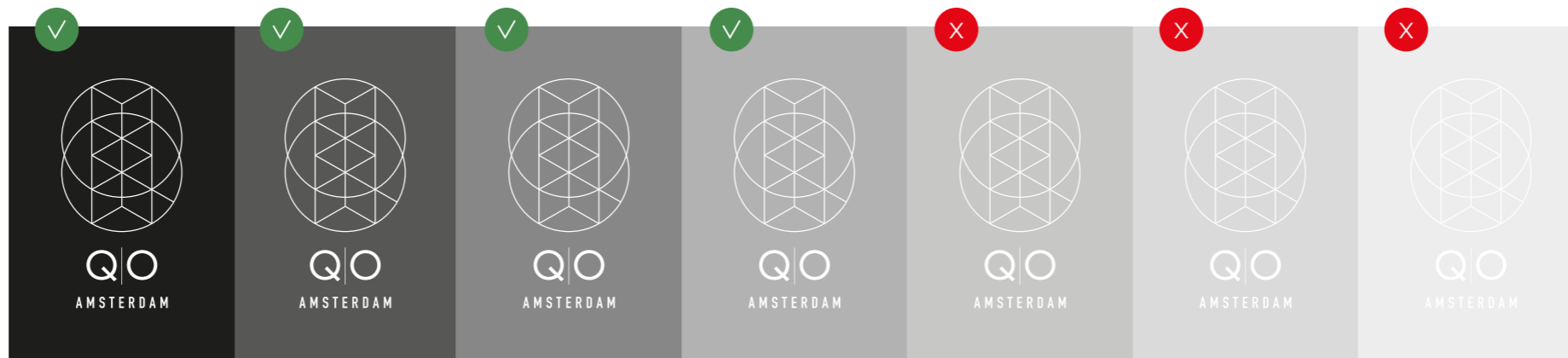
Always use a white logo on a image and make sure there is enough contrast between the image and the logo.



Here is enough contrast between the logo and image.



The image is too crowded, there isn't enough contrast between the logo and image.



These samples show which contrast options are and aren't allowed.

OUR COLOURS

Colour palette



Our colour palette contains seven colours. Canal green is our primary colour for our general communication. Royal Blue should only be used for items in the bedrooms. It is not permitted to use Royal Blue for items outside the bedrooms. Use the secondary colour palette to highlight important information and graphic elements. Do not use a colour as a tint or as a colour block.

The balance of colour has been developed to support our visual image and this should not be disrupted. Emphasis should always be given to the primary colour palette and the secondary colour palette should be used sparingly.

PRIMARY PALETTE



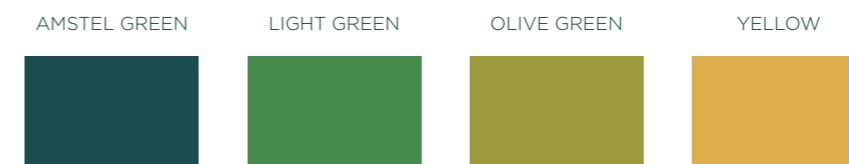
CANAL GREEN	WHITE
RGB	RGB
04	255
68	255
55	255
CMYK	CMYK
91	00
44	00
72	00
54	00
PMS	
3308C	

BEDROOM COLOUR



ROYAL BLUE
RGB
00
31
70
CMYK
100
70
00
70
PMS
282C

SECONDARY PALETTE



AMSTEL GREEN	LIGHT GREEN	OLIVE GREEN	YELLOW
RGB	RGB	RGB	RGB
27	68	157	219
76	138	153	174
78	75	59	76
CMYK	CMYK	CMYK	CMYK
100	76	41	14
74	24	27	31
75	85	87	77
00	07	11	03
PMS	PMS not specified		

OUR COLOURS

Primary colour palette examples




QO
 AMSTERDAM


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 W www.qo-amsterdam.com





Our paper is responsibly sourced and sustainable. It looks good, feels good and does good. Just like us.



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 AMSTERDAM



 INGE VAN WEERT
 General Manager

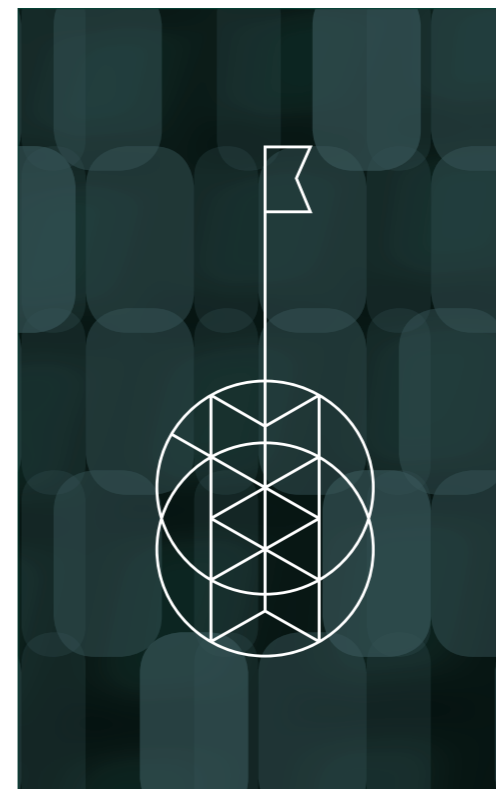
H | +31 203 456 78 | E | inge.vanweert@ihg.com | W | www.qo-amsterdam.com

www.qo-amsterdam.com

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1096 GG Amsterdam
The Netherlands


 We're constantly evolving and would like to keep you in the loop with the new and inspiring at the QO. Sign up here to become part of our community.


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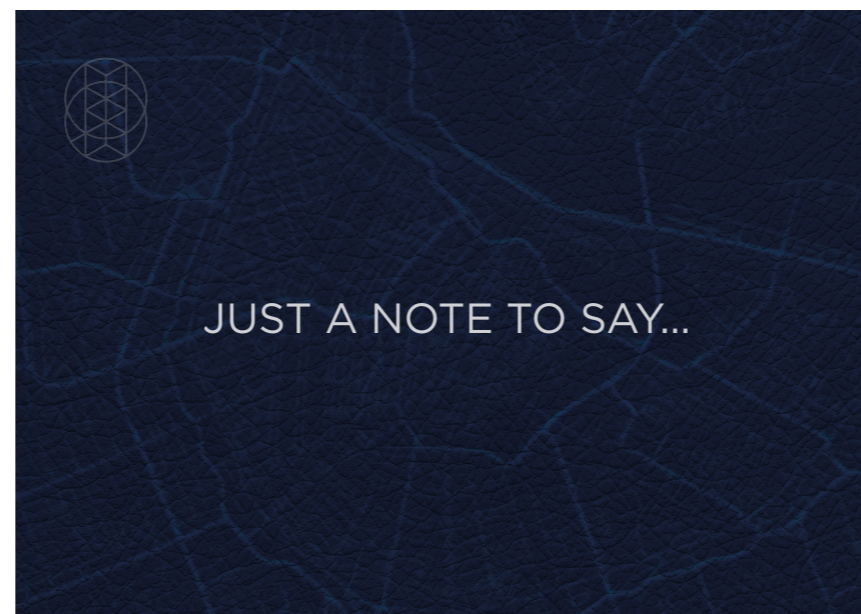
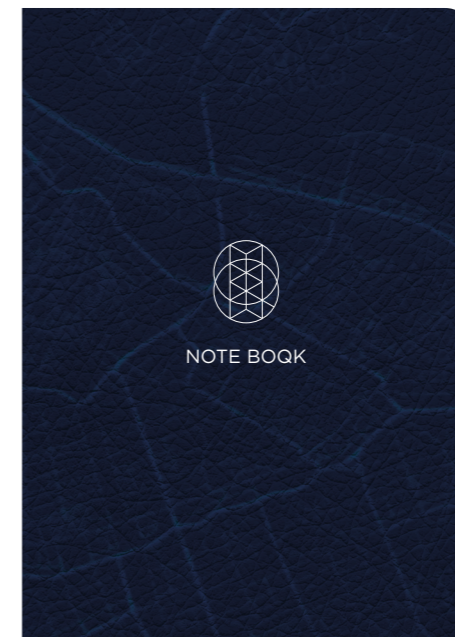
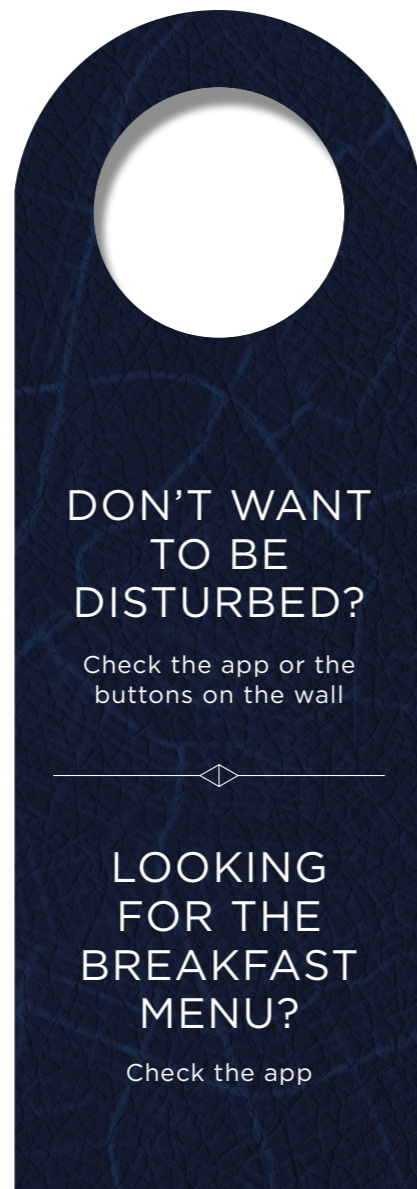



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 +31 (0) 12 345 6789

OUR COLOURS

Bedroom colour examples



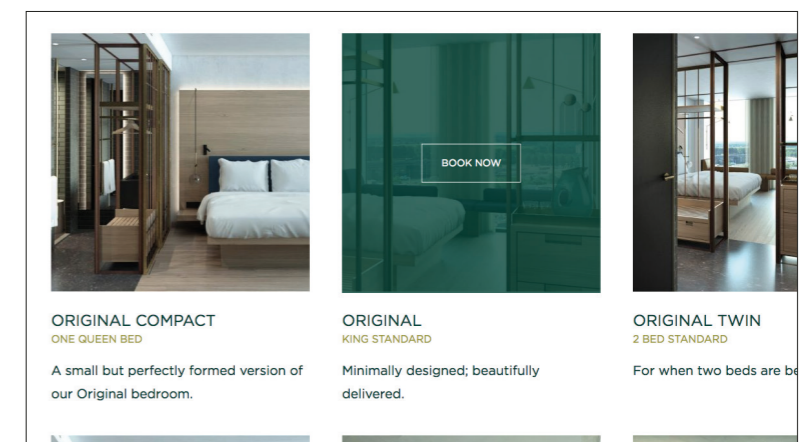
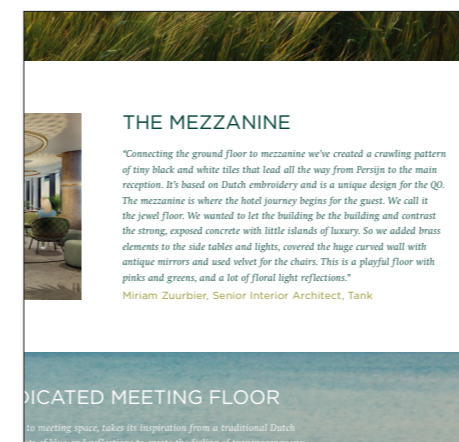
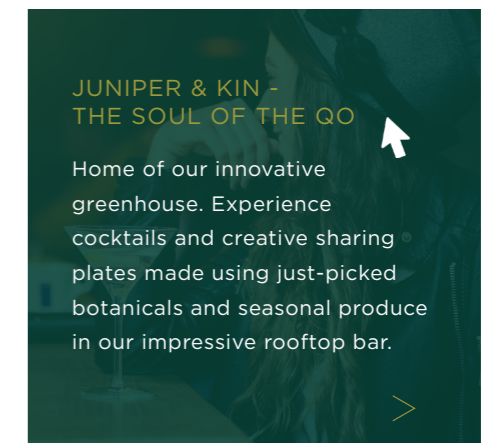
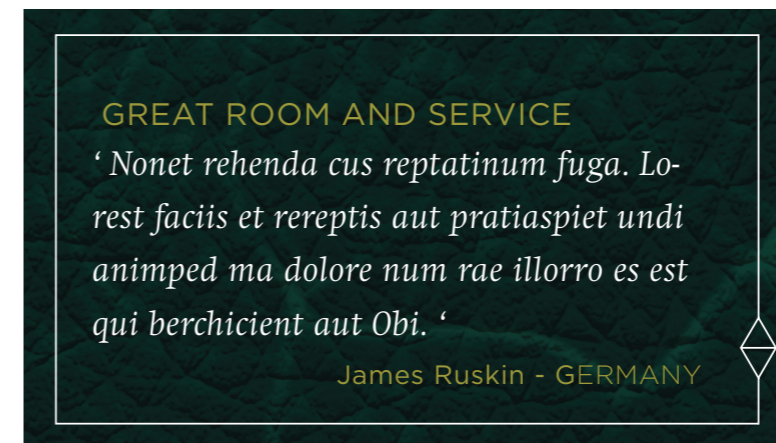
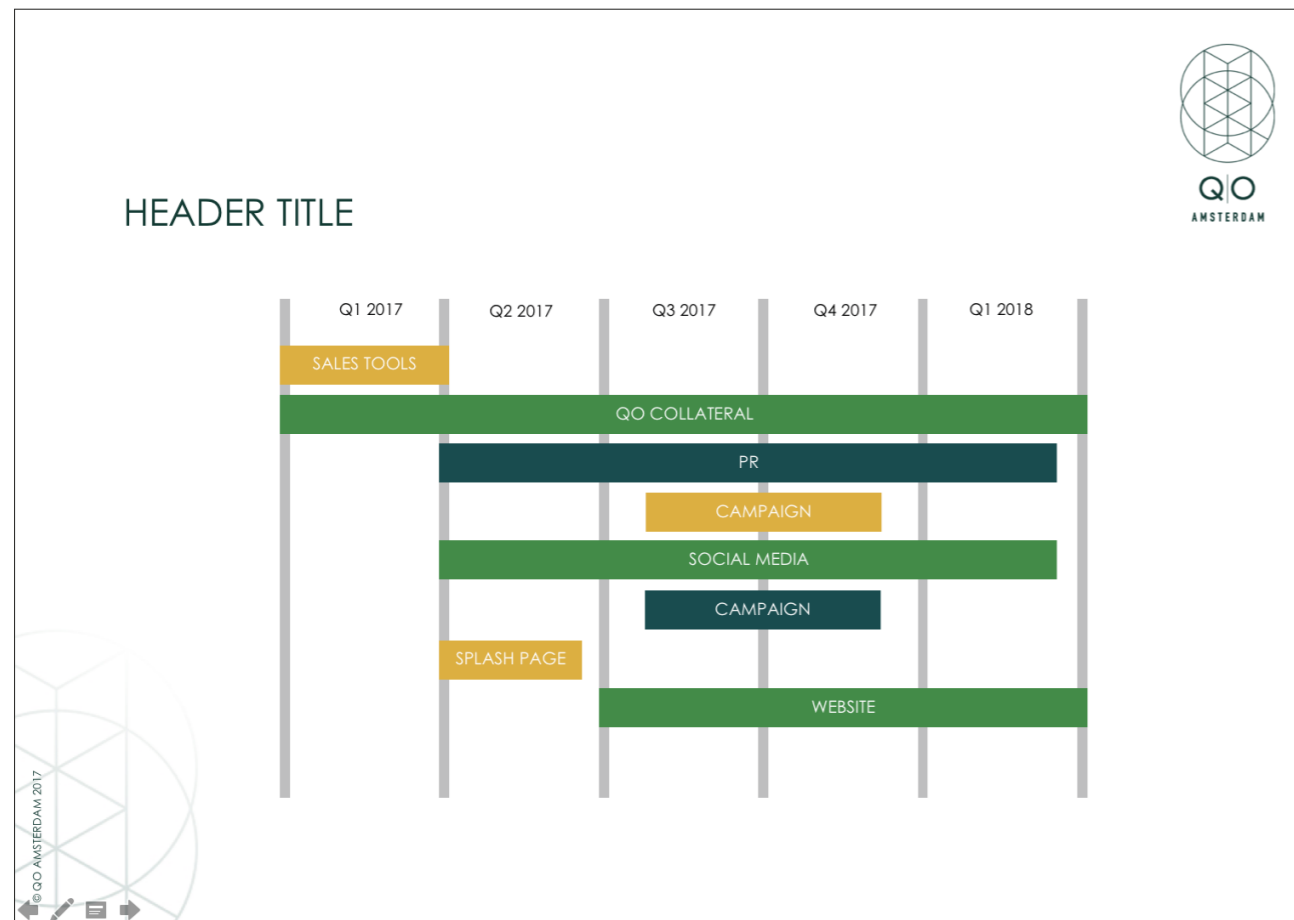
OUR COLOURS

Secondary colour palette examples



POWERPOINT

WEBSITE



OUR TYPOGRAPHY

Fonts



Typography is another important element of our brand identity. Our primary typeface is Gotham Book, a friendly, open font that reflects the approachable nature of our brand. Supporting this, we use Swift Light in specific situations, such as calling out our address on our letterhead or when we want to highlight some text. The contrast between the two font styles creates a striking effect, which perfectly captures our tendency for the unexpected! For all digital communications and when we're producing items in-house we use Century Gothic. To ensure a consistent look and feel, please only use these standard typefaces.

PRIMARY FONT

Gotham Book

Use Gotham Book for headlines, sub-headlines and large amounts of body copy in professionally designed communication items.

Write headlines and sub-headlines in uppercase where possible.

Always write body copy in sentence case.

Gotham Book

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 !@#\$%^&*()_+€

SUPPORTING FONT

Swift Light

Use Swift Light to call out or highlight text in professionally-designed communication items (for example the address on business cards and quotes on the website).

Sentence case is required at all times.

Swift Light

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 !@#\$%^&*()_+

Swift Light Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 !@#\$%^&*()_+*

SYSTEM FONT

Century Gothic

Use Century Gothic in digital applications and communication created in-house by colleagues (for example, when using Word, PowerPoint or writing emails).

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910 !@#\$%^&*()_+€

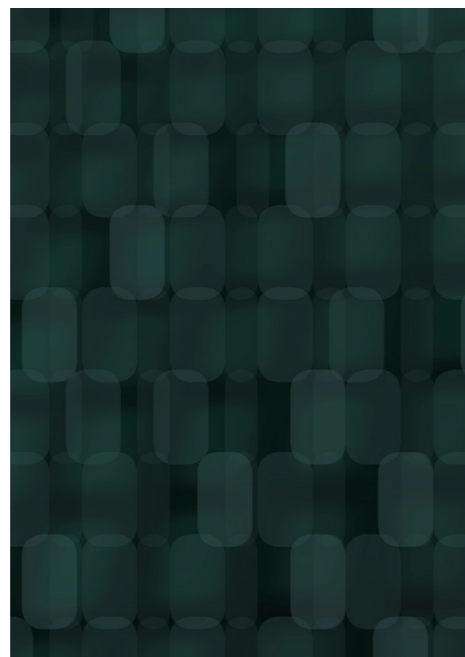
OUR BACKGROUNDS



We have two different backgrounds, the window pattern background and the leather background. The window pattern background is an abstract representation of the QO's ever-changing window façade. The dark background pattern is the preferred option for our stationery and back office collateral. However, it should only be used digitally or when printed onto heavy paper stock (above 300 gsm). It should never be used on thinner stock as it will show through. The lighter background can be used in all situations when the darker background is unsuitable.

The leather background shows a hidden map of Amsterdam. It can be used for all front of house collateral items (not back of house items). The green leather background is the preferred options. The blue leather background can only be used for communication inside the bedrooms.

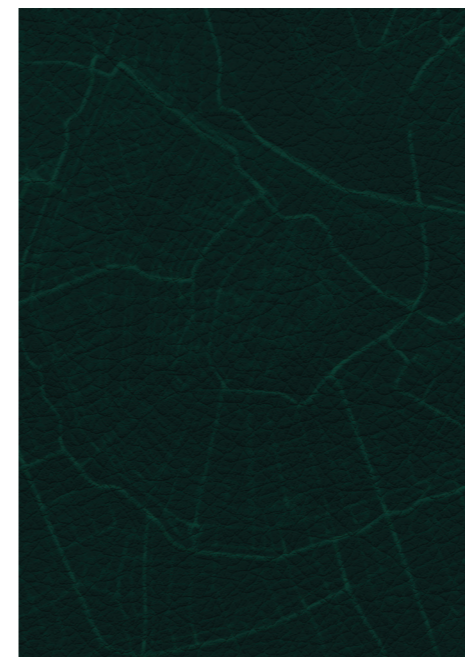
All backgrounds can be downloaded from the QO brand identity hub.



Dark window pattern background



Light window pattern background



Green leather background



Blue leather background
(bedroom items only)

OUR BACKGROUNDS

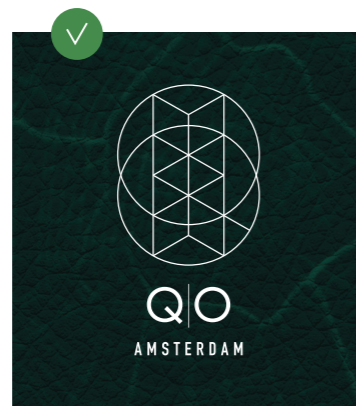
General rules of how to use our backgrounds



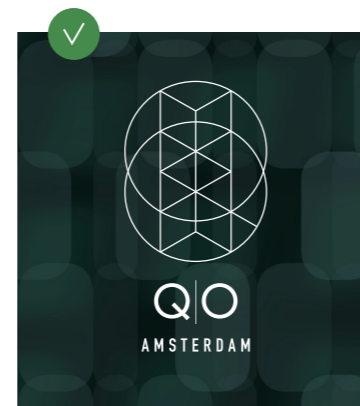
When using the logo or text over our backgrounds, always make sure that there is enough contrast in the colours.

Do not turn, compress or squeeze the backgrounds. Use the right proportion of the backgrounds.

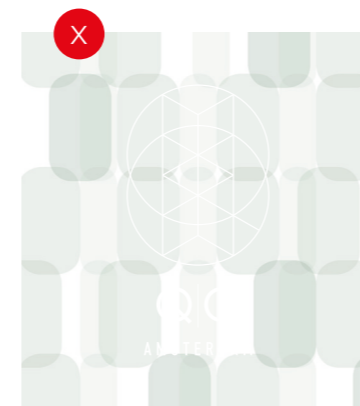
The pattern artwork can be downloaded from the QO brand identity hub.



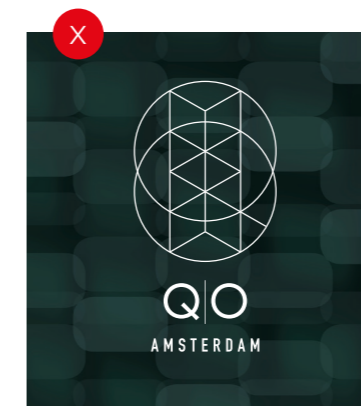
Make sure there is enough contrast between the logo or text and the backgrounds.



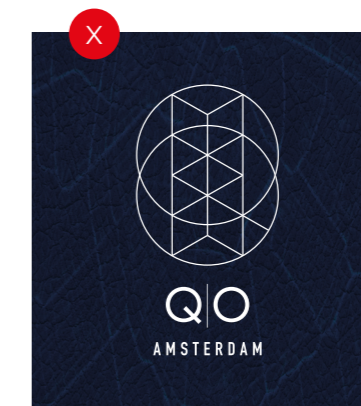
Use the right proportion of the window pattern. See next page.



Make sure there is enough contrast between the logo or text and the backgrounds.



Do not tilt or turn the backgrounds.



Do not squeeze or compress the backgrounds.

OUR BACKGROUNDS

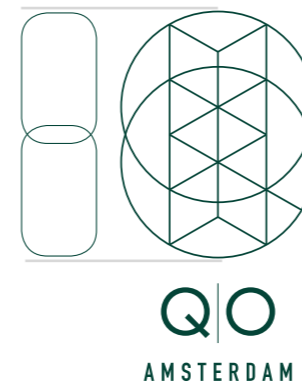
How to use our window pattern background



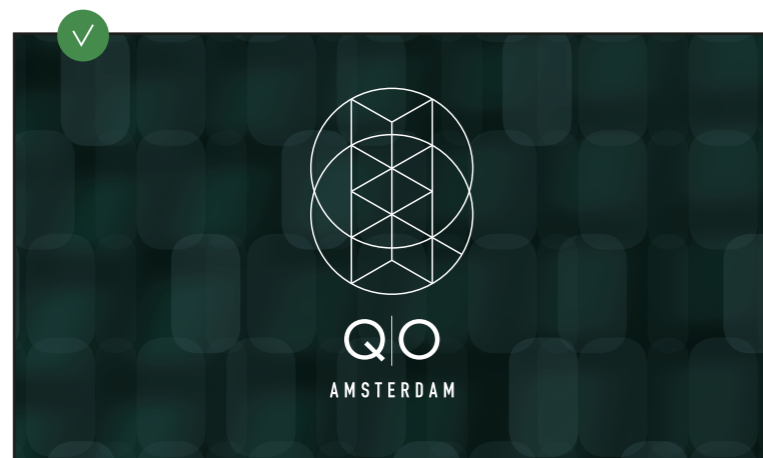
When using the logo or text over our window pattern backgrounds, always make sure that the patterns is in the right proportion. The pattern can't be bigger then the maximum pattern size or smaller then the minimum pattern size. The pattern artwork can be downloaded from the QO brand identity hub.



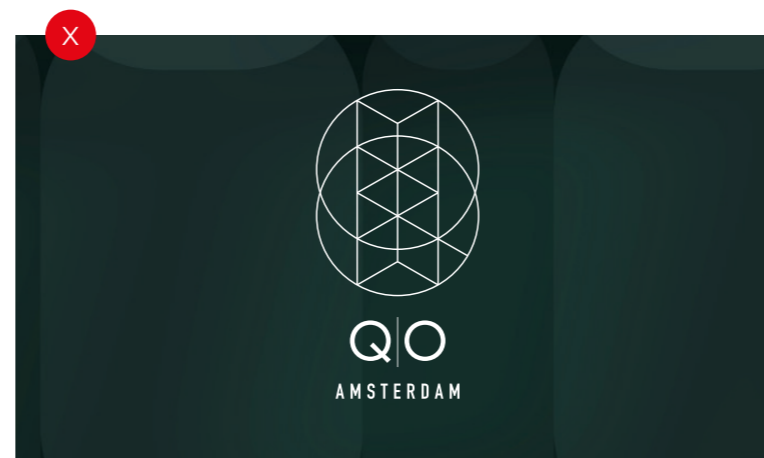
Maximum pattern size



Minimum pattern size



Window pattern in the right size.



Window pattern too big



Window pattern too small

OUR BACKGROUNDS

The right proportion of our leather backgrounds

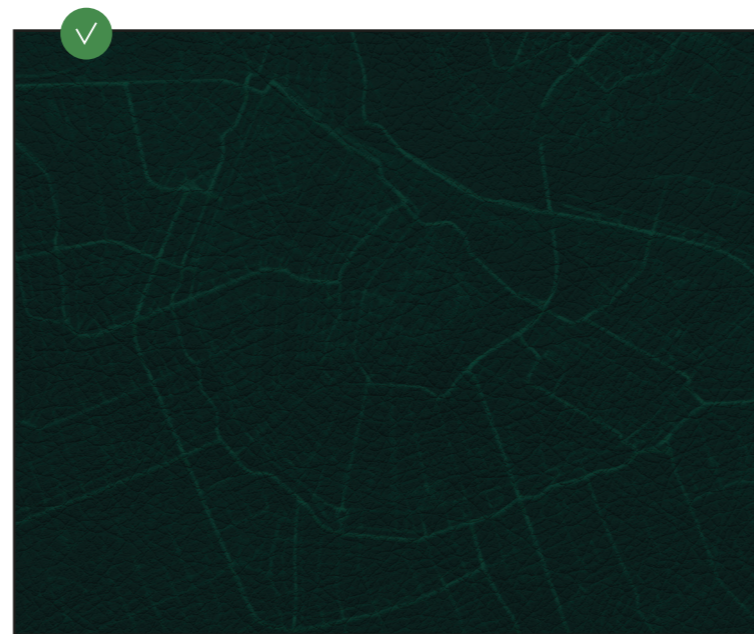


We have the leather background in two colours - green and blue. Green is the preferred one. The blue leather background can only be used for communication inside the bedrooms. When using the leather backgrounds, always make sure that the map of Amsterdam is recognisable and the heart of Amsterdam is visible. Do not zoom in too much, otherwise the map isn't recognisable.

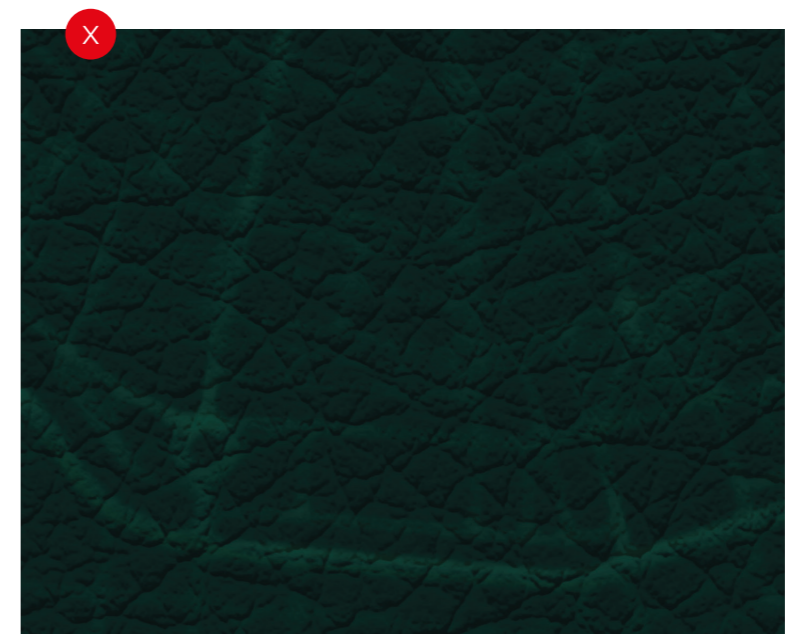
The leather background can be downloaded from the QO brand identity hub.



The heart of Amsterdam



Leather background in the right proportion. The map of Amsterdam is recognisable and the heart is visible.



The map of Amsterdam isn't recognisable and the centre isn't visible.

OUR DESIGN ELEMENTS

Diamond



The diamond is an element from the the logo. The diamond can only be used on professionally-designed communication items (for example, the website). There are three ways to use the diamond: as a bullet, on a square and on a line. Please do not reduce the thickness of the line beyond 0.4 pt.

DIAMOND BULLET

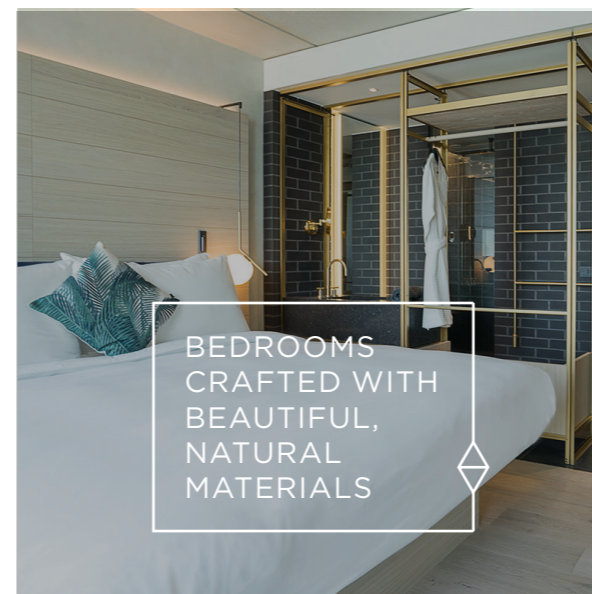
The diamond bullet is used as a feature to list information. Please make sure there is enough space between the lines, diamond and text.

Features

- ◊ Choice of Zenology toiletries
- ◊ Unlimited still and sparkling water
- ◊ Locally roasted coffee and fresh tea
- ◊ Miniature greenhouse
- ◊ iPad
- ◊ Philips flat screen television with AirPlay
- ◊ Super fast Wi-Fi

DIAMOND SQUARE

The diamond square can only be used in white on our backgrounds, our colours or on a image. Please make sure that the copy is readable and there is enough space between the square and text.



DIAMOND LINE

The diamond line can only be used to create a break between different sections, for example, on the website. Alternatively the diamond line can be used to highlight headlines and sub-headlines. The diamond should always be centred on the line.

HEADLINE

sub-line



OUR DESIGN ELEMENTS

QO gradient



The QO gradient is inspired by the Amstel water. It should only be used for professionally designed stationery and back office items, for example the business card, letterhead and GM note card. The colour of the gradient is Light Blue and is always used vertically. The QO gradient is transparent on top and gradually blends into light blue at the bottom. The height of the gradient should not be higher than the halfway point of the design. The gradient is shown 100% on business cards and 50% transparency on other back office items.



Business cards gradient:
0% transparency



LIGHT
BLUE

CMYK
27
11
2
00



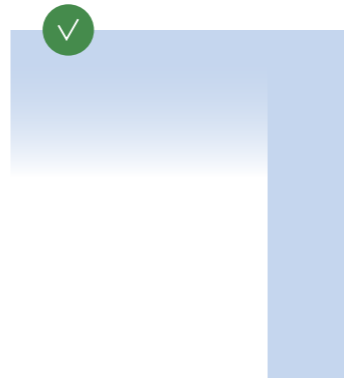
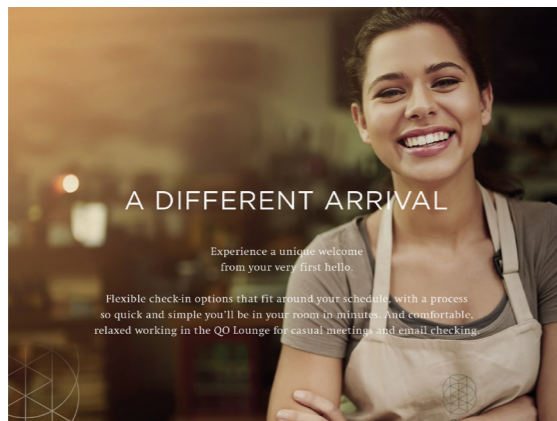
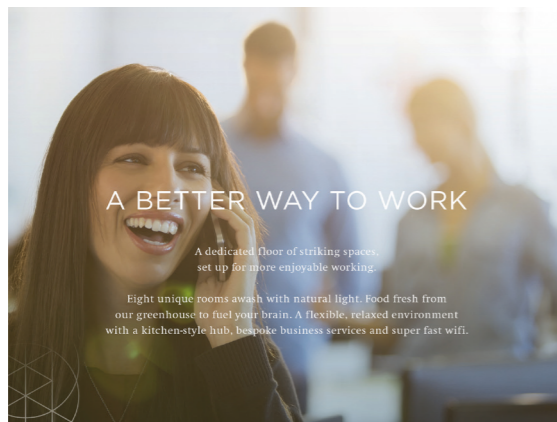
Letterhead gradient:
50% transparency

OUR DESIGN ELEMENTS

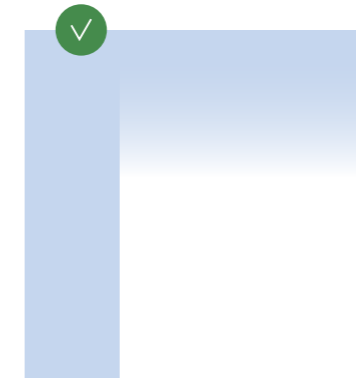
QO Watermark



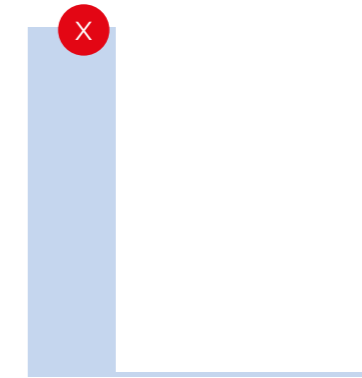
The QO watermark can only be used for professionally-designed stationery, back office items and imagery, for example the letterhead and Sales Deck. The colour of the watermark should always be white. The height of the watermark should never be higher than the halfway point on the item. The top of the watermark is fading out. The fading out should be starting at 2/5 of the brandmark. Below are examples for how the watermark should and shouldn't be applied. There are two watermark files: one for Stationery and back office called: QO_WATERMARK_WHITE_THIN and one for imagery called: QO_WATERMARK_WHITE_IMAGERY.



It's alloud to cut out a piece from the bottum and the left side.



It's alloud to cut out a piece from the bottum and the right side.



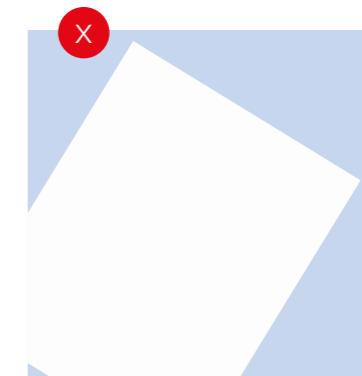
Do not cut out a piece from the top and left or right side.



Do not cut out a piece from the top and bottum.



Do not cut out a piece from all sides.



Do not tilt the watermark.

OUR APPLICATIONS

Letterhead

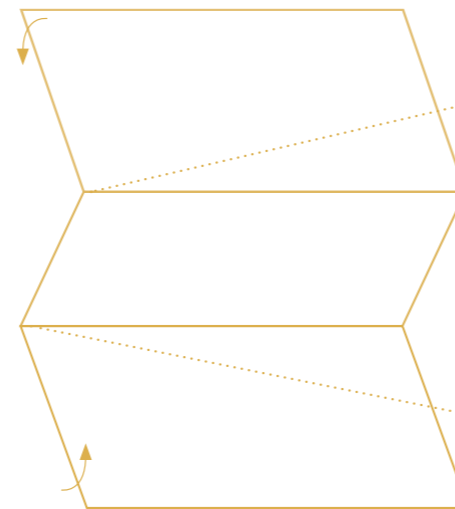


Please use the approved artwork files when producing the letterhead. Use the specially developed templates for writing letters and, if possible, our preprinted letterhead stationery.

Corporate letterhead should be printed on 100grms Gmund COLORS MATT 07.

Please use the marks on the letterhead to guide you when folding.

If you need more information on the templates or need to access the letterhead artwork, please contact Marlon Roosblad.



CANAL GREEN



PMS 3308U

LIGHT BLUE



PMS 2707U



T | +312345678
@QOAmsterdam
E | welkom@qo-amsterdam.com
W | www.qo-amsterdam.com
Amsterdam 2
1016 CA Amsterdam
The Netherlands

Our paper is responsibly sourced and sustainable. It looks good, feels good and does good, just like us.

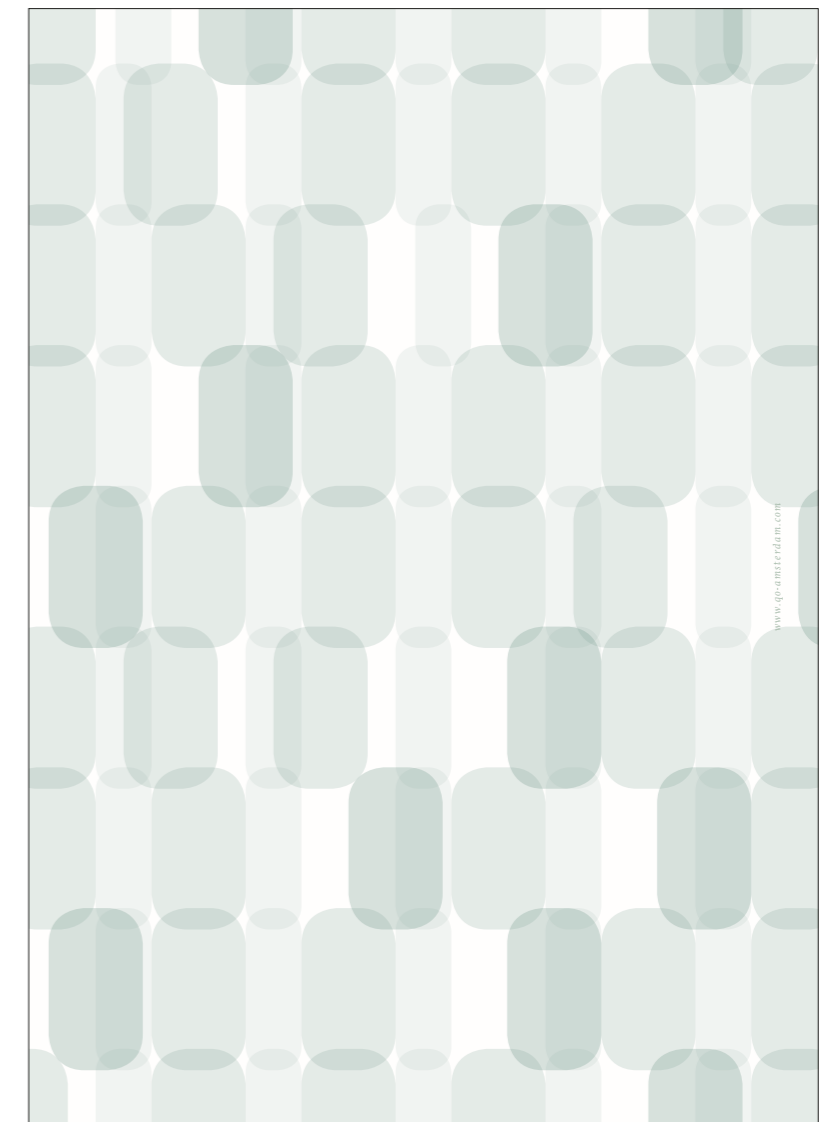
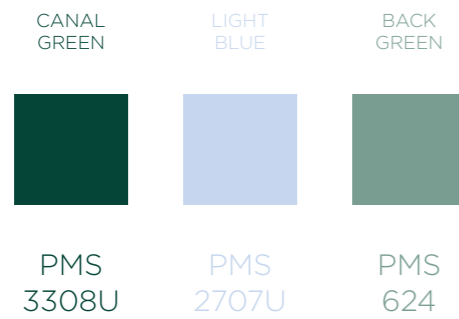
OUR APPLICATIONS

2nd sheet & background



Corporate letterhead should be printed on 100grms Gmund COLORS MATT 07.

On the back of the letterhead, the light window pattern background is used.



OUR APPLICATIONS

Invoice paper



Invoice paper should be printed on 100grms
Gmund COLORS MATT 07.

No background is used on the back side.

CANAL
GREEN



PMS
3308U

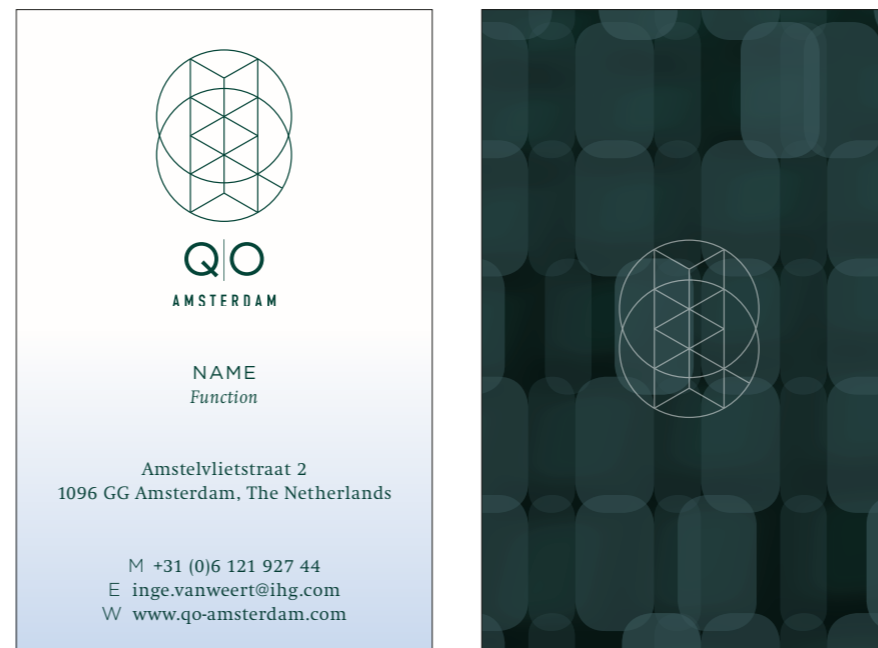


OUR APPLICATIONS

Business card



Please use the approved artwork files for producing the business cards. The background we use is the dark window pattern. The size and preferred paper stock for business cards are 55mm x 85mm and printed on 300grms Gmund COLORS MATT 07.

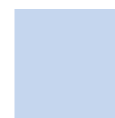


CANAL
GREEN



CMYK
91
44
72
54

LIGHT
BLUE



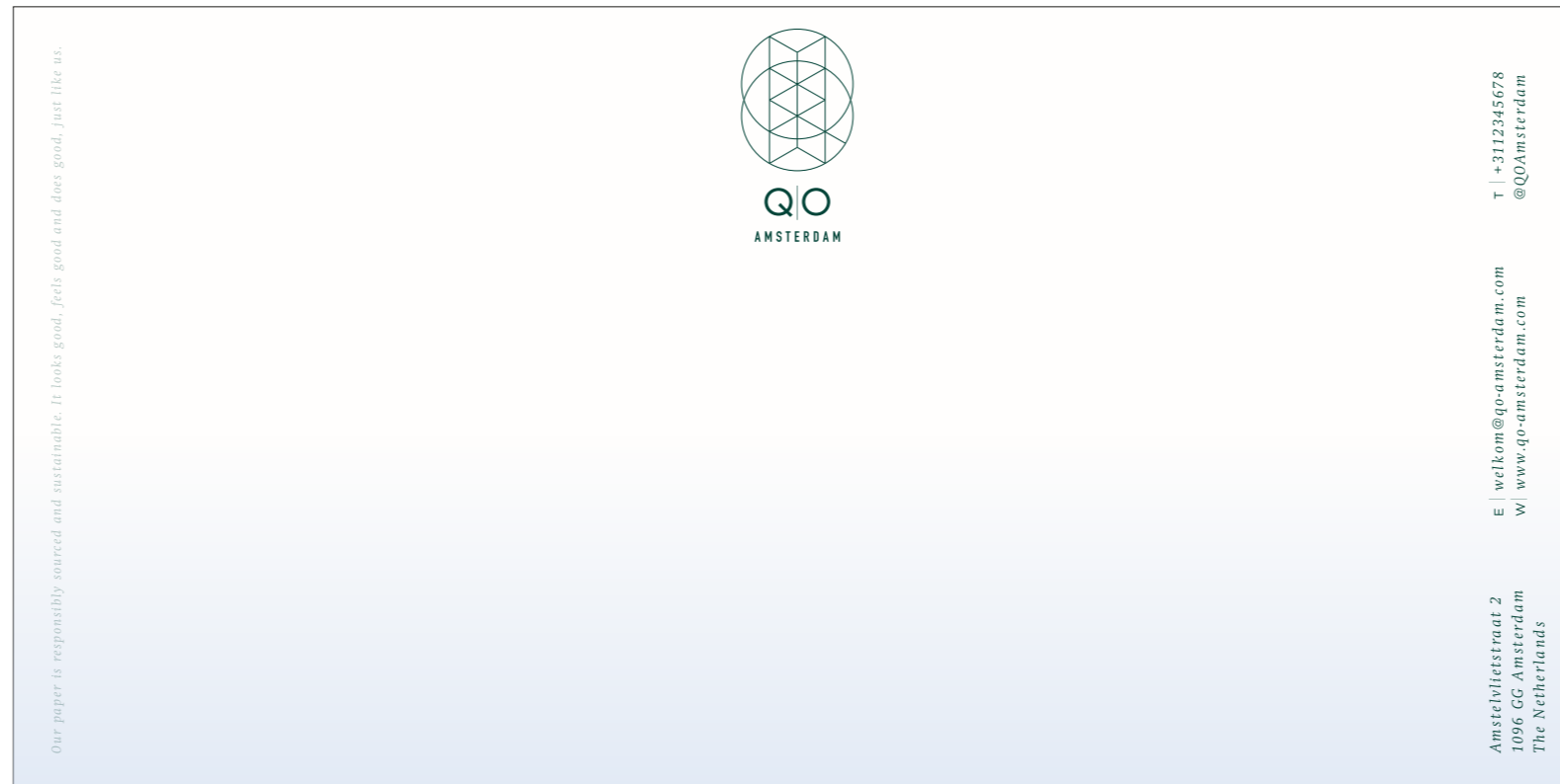
CMYK
27
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2
00

OUR APPLICATIONS

Compliments slip



The paper we use is 100grms Gmund COLORS MATT 07. No background is used on the back side.

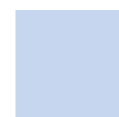


CANAL
GREEN



PMS
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LIGHT
BLUE



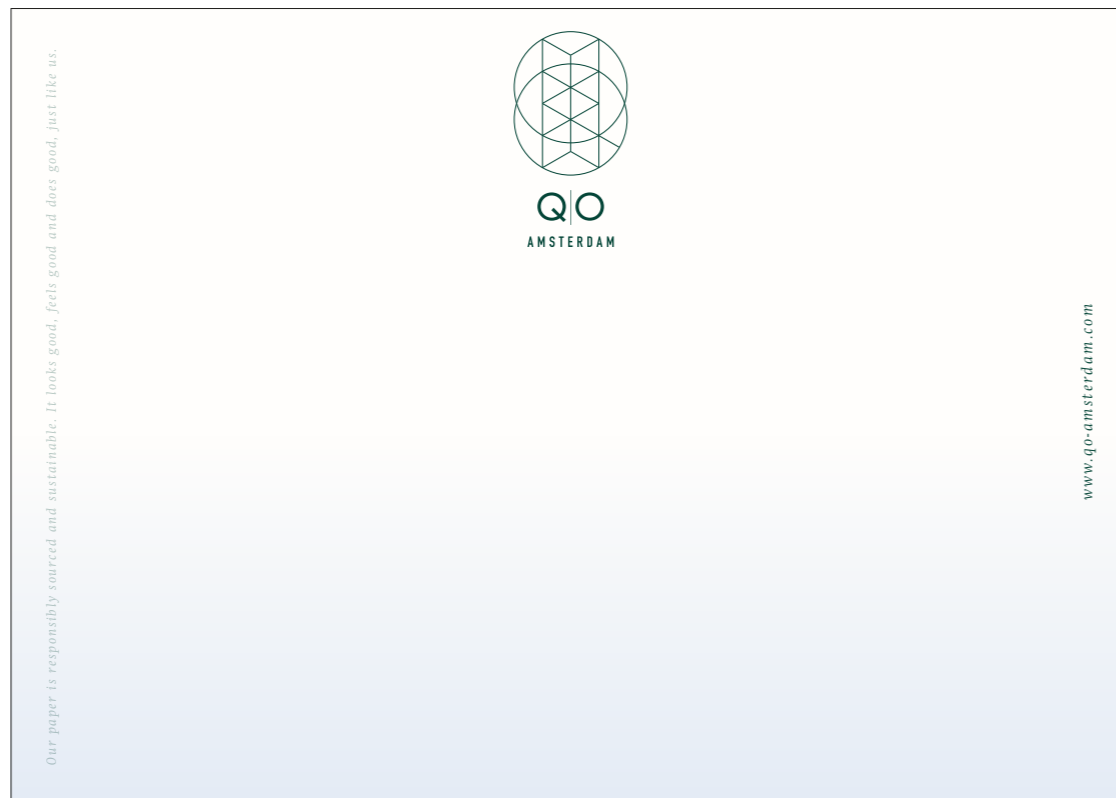
PMS
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OUR APPLICATIONS

A6 Notecard



The paper we use is 300grms Gmund COLORS MATT 07. The background we use is the dark window pattern.

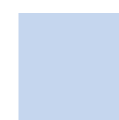


CANAL
GREEN



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LIGHT
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PMS
2707U

OUR APPLICATIONS

GM notecard



The paper we use is 300grms Gmund COLORS MATT 07. The background we use is the dark window pattern.

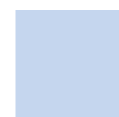


CANAL
GREEN



PMS
3308U

LIGHT
BLUE



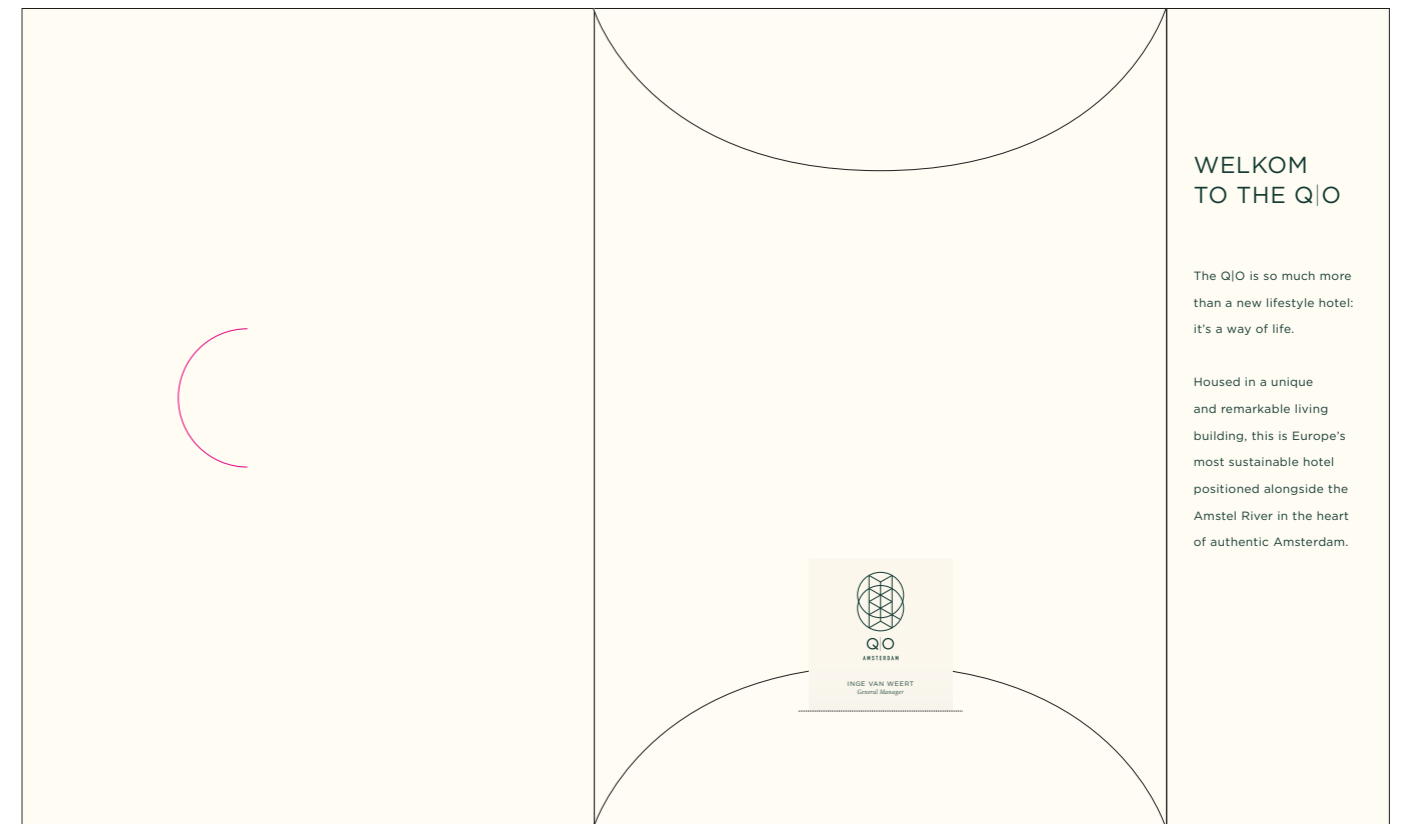
PMS
2707U

OUR APPLICATIONS

Press/Sales Folder



The paper we use is 300grms Gmund COLORS MATT 07.



OUR PHOTOGRAPHY



Our imagery is crucial to our identity as it helps tell our story and connect with the audience in ways that words sometimes cannot.

- ◇ Our photography style is honest, optimistic and, wherever possible, full of life.
- ◇ We use a light colour filter wherever possible as an active element in our photography.
- ◇ People play a key role in our imagery - whether it is of our guests, team or wider community. They always look confident, but approachable.
- ◇ Shots of the hotel and our neighbourhood should be used as well, albeit in a supporting role.



OUR PHOTOGRAPHY

Our filter



To make sure all stock photography fit together we use a filter. The transparency of the filter is depending on the image.

The transparency of the filter must be between 20-60%. You can download this filter from the QO brand identity hub.

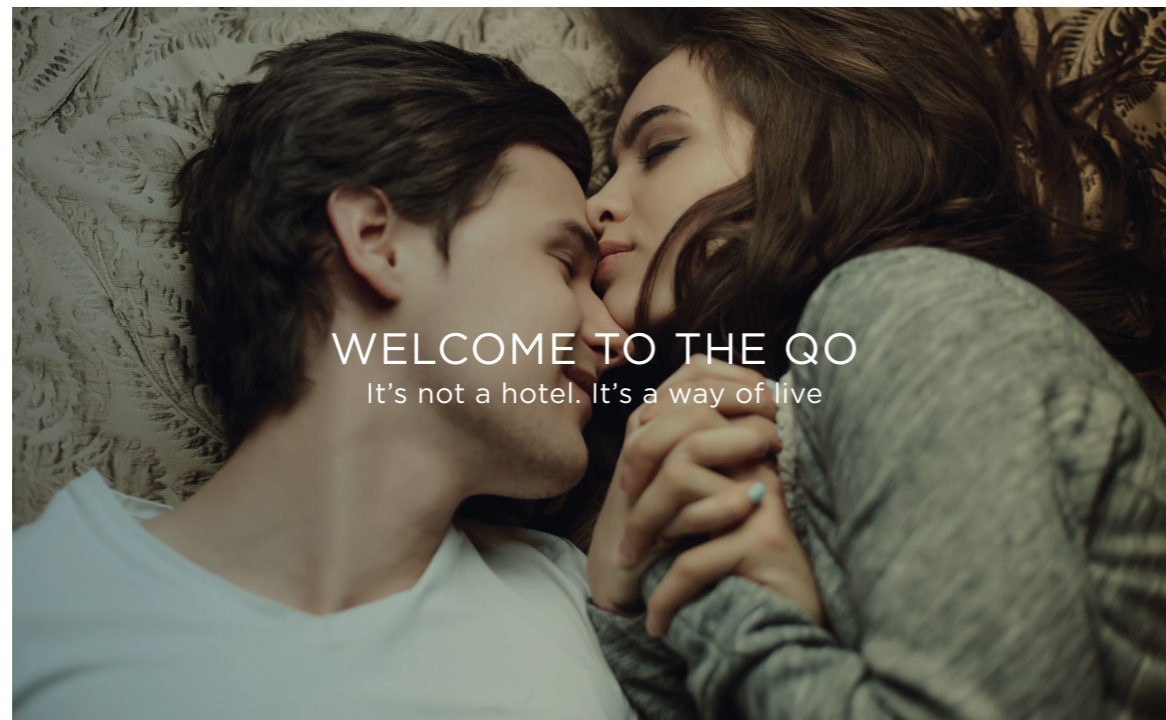


OUR PHOTOGRAPHY

Text over imagery



Text over imagery can only be used on professional designed communication items. The text needs to be white and readable. When the text isn't readable try to crop or change the composition of the image to make it readable. If this isn't working the image is unsuitable.



OUR TONE OF VOICE

OUR TONE OF VOICE

Introduction



OUR WAY WITH WORDS

Words are an important part of the QO brand. Used well, they can shape how people think of us, and set us apart from other hotels. So we should always aim to write and speak in a way that reflects our brand and who we are. We call this our 'tone of voice'.

CLEAR AND CONSISTENT

Our tone of voice is essentially our brand personality reflected through language, so it's important that all our communications sound like they're coming from the same place. These guidelines are here to help us write and speak in a way that's right for the QO. It's not about slavishly following rules, but understanding what and how we want to communicate.

WHO SHOULD READ THESE GUIDELINES?

Anyone who writes or commissions writing for the QO. We should all have a clear idea of what the QO stands for. These guidelines explore our tone of voice and how our personality comes through in the way we write and speak.

OUR TONE OF VOICE

Our tone of voice principles



PRINCIPLE 1. WRITE WITH A 'HUMAN' VOICE

The QO is all about making people feel relaxed, welcome and able to be themselves. We treat everyone in the same way, with respect, but not the buttoned-up formality of traditional luxury hotels. So our writing is friendly and approachable - imagine you're speaking to someone with whom you have a natural rapport and connection.

HERE'S HOW:

- ◊ We're relaxed and warm in our tone; fairly easy-going, but not too familiar.
- ◊ We use regular, everyday language but not slang. We avoid jargon, grand claims, and overly formal language.
- ◊ We communicate in a natural, intelligent way, appealing to a discerning, switched-on crowd. We never talk down, lecture or hector, but assume that everyone's operating at the same intellectual level.
- ◊ Our communications should always feel warm and personal, as if you're having a one-to-one conversation.
- ◊ Our writing doesn't try too hard to be clever or punny, which can often end up feeling contrived or dumbed down.
- ◊ It's fine to use contractions (don't, we've, she's), as this helps the flow of the sentence and sounds as if we're speaking naturally. Write in the first person, using 'we' and 'you', as it's friendlier and less formal than third person.
- ◊ In written and verbal communications, we call our hotel "the QO" rather than "QO". This reinforces the QO as a destination brand. It also sounds more natural and doesn't break the visual flow of a sentence. We always use a lower-case 't' for 'the', and never add the word 'Hotel' afterwards.

OUR TONE OF VOICE

Principle 1 - Do examples



EXAMPLE 1: WELCOME LETTER

WELKOM

Dear Mr. Smith,

It's great to have you staying with us at the QO.

We've done all we can to make your room as comfortable, clever and connected as possible. So please get settled in, and help yourself to our hand-picked drinks and home-made snacks. If you need anything else — from an umbrella to a water taxi — just give us a call, and we'll sort it out for you right away.

We can give you the inside track on how to get around Amsterdam like a local, and pointers on the best things to see and do. Otherwise, why not join us downstairs for some fine food, fresh sounds and good company?

Tot ziens,
Team QO

EXAMPLE 2: WORK SERVICES MENU

WORK

We're set up so that you can get work done when and where you feel like it in the hotel. So get comfortable, and get to it...

Click & connect

There's free super-fast wifi everywhere the hotel. No password required, just log in and connect.

Print & collect

Print wirelessly, and pick up your copies from reception when you're ready.

Peace & quiet

Just ask, and we can find you a quiet corner to make phone calls and focus your mind.

Pens & paper

We have notebooks, pencils and pens available to jot down your ideas and to-do lists.

Coffee & cake

The freshest barista-made coffee this side of the Amstel to keep you going.

OUR TONE OF VOICE

Principle 1 - Don't examples



EXAMPLE 3: DO NOT

And this is an example of how not to do it:

CONVENIENT BUSINESS SERVICES

A sincere and extremely warm welcome from The QO Hotel, Amsterdam. The QO Hotel is dedicated to providing a wide range of luxury services guaranteed to satisfy the needs of the most discerning guests. This is combined with traditional values of courtesy, care and discretion, and all the comforts that one would expect of a truly world-class hotel.

OUR TONE OF VOICE

Our tone of voice principles



PRINCIPLE 2. CREATE ‘GOOD ENERGY’ IN YOUR WRITING

We have a great story to tell and a great love and enthusiasm for what we do. This should be reflected in our communications and the way we write – interesting, upbeat, fun and positive (without being too gushing or breathless).

HERE’S HOW:

- ◊ Being ‘enthusiastic’ doesn’t mean being loud or shouty in our communication. Our kind of energy is a gentle, understated one.
- ◊ Use fewer words, and choose the ones you do use carefully. Try to avoid the obvious phrase or story – that way, you can inject an element of surprise that adds spark and energy.
- ◊ Avoid word combinations that have become tired through overuse. ‘Home from home’ and ‘best-kept secret’ are examples. Think of a different, more distinctive way of saying the same thing.
Keep sentences short and snappy. This avoids potential confusion, but also makes you sound more direct and lively. However, try to vary the length of your sentences. Like this. It keeps things interesting and holds the reader’s attention. See?
- ◊ In the right context, it’s okay to share a small quip or joke with our audience. But don’t overdo it, and choose your moment carefully. Raising a smile lifts our copy out of the ordinary and adds some sparkle. You can also do this in a subtle way with an unexpected word choice, or perhaps by pointing out something quirky about the QO or Amsterdam.

OUR TONE OF VOICE

Principle 2 - Do examples



EXAMPLE 1: BREAKFAST DOOR HANGER

EAT

Fuel up for the day with our energy-boosting breakfast menu. From our rooftop greenhouse direct to your room.
Goede morgen.

EXAMPLE 2: MEETINGS/EVENTS PROPOSAL INTRO

MEET

Why shouldn't business be a pleasure?

Our meetings hub is set over an entire floor of the hotel, featuring a series of striking work spaces designed to keep minds fresh and on the ball. You can book out the entire floor, or pick and choose the perfect combination of spaces. Either way, you can be sure of a productive, seamless experience, separated from the comings and goings of the hotel and fully focused on the task at hand.

Natural light floods in from dramatic floor-to-ceiling windows, bringing the outside in, and creating an invigorating ambience. The views over Amsterdam and beyond are truly inspiring and freeing - feeding your team's thoughts and ideas. A dedicated manager will look after you from start to finish, making sure everything runs like clockwork.

Our refreshments are fresh, different, and guaranteed to pep you up. Many of them feature home-grown produce from our rooftop greenhouse - choose from cold-pressed juices, blended smoothies and delicious, wholesome snacks. They're healthy, energy boosting, and will keep your minds pin sharp.

You can bring our excellent rooftop restaurant into the mix too. Right up in the gods, it has truly spectacular cityscape views, and the best food that nature has to offer. Reserve a private room for a dinner after your meeting's done, or book the whole restaurant to host your own tailored event during the day.

The QO is good for business.

OUR TONE OF VOICE

Principle 2 - Don't examples



EXAMPLE 3: DO NOT

And this is an example of how not to do it:

CONVENIENT BUSINESS SERVICES

Ideal for corporate travellers, the QO provides business services in its well-equipped business centre. Stay connected to the office or prepare for a meeting without having to leave the hotel.

The hotel's business centre includes:

Free Wi-Fi

Computer

Binding

Photocopying

Printer/printing services (colour)

Scanning

OUR TONE OF VOICE

Our tone of voice principles



PRINCIPLE 3. TALK ABOUT SUSTAINABILITY IN OUR OWN WAY

We're one of Europe's most sustainable hotels, but that's only a part of who we are, so we don't talk about it endlessly. However, some of the things we've achieved here are remarkable and really worth sharing.

HERE'S HOW:

- ◊ The trick is to get our story across in an engaging way — even have some fun with it. Tell people things they don't know; find a different angle; tell our story in small, interesting snippets that build towards a bigger picture; amuse and amaze in equal measure.
- ◊ When finding these stories, remember that sustainability isn't just about being green, but how we're part of the community, using local suppliers wherever possible, and thinking about the wider consequences of our actions. It's so much a part of our thinking that it's almost become second nature to us.
- ◊ Use a light, intelligent touch wherever possible... people don't appreciate being told off or made to feel guilty. Besides, we're all far more clued up on sustainability than we were even a few years ago — so we should assume our guests don't need educating, just some inspiration and engagement.
- ◊ Prove it. Our success stories give us every reason to be confident. Use selective examples, facts and figures to build credibility... but don't go overboard or blind people with science.
- ◊ Don't go over the top. Not everything has to be 'world beating', 'award winning' or 'state of the art' to make it interesting or valuable. We can be self-deprecating and still show our best side.

OUR TONE OF VOICE

Principle 3 - Do examples



EXAMPLE 1: WINDOWS THAT SELF-CONTROL THE BUILDING'S TEMPERATURE (BRINGING THE STORY OF OUR UNIQUE BUILDING TO LIFE)

LIGHT

Feel free to adjust the shutters to let in just the amount of sunlight you want. When you're not around, they can handle themselves; these intelligent blinds automatically react to the seasons, weather conditions and how many people are in the building, saving us 65% in energy without ever leaving you in the dark.

EXAMPLE 2: DO NOT

SAVE OUR PLANET

Dear Guest,

Every day millions of gallons of water are used to wash towels that have only been used once.

You Make The Difference.

- ◊ A towel hanging up means "I will use again".
- ◊ A towel on the floor means "Please Exchange".

Thank You For Helping Us Preserve The Earth's Vital Resources.

OUR TONE OF VOICE

Principle 3 - Don't examples



EXAMPLE 3: DO NOT

And this is an example of how not to do it:

OUR MISSION

We vow to be noble stewards of nature and proactively seek ways to conduct our business in a manner that keeps environmental responsibility and sustainability at the forefront of our objectives.

OUR TONE OF VOICE

Our tone of voice principles



PRINCIPLE 4. AVOID PREDICTABLE ‘LUXURY HOTEL’ LANGUAGE

“To say the Grand Hotel was a feast for the senses would be an understatement. This magical place is a treasure trove of luxury where time stands still.”

People have heard it all before. So much so, that when they hear it again, it tends to just wash over them. Our offer is original and exciting, so our writing needs to reflect that.

HERE’S HOW:

- ◊ Writing for many luxury hotels tends to be overblown, grandiose and flowery (which isn’t very Dutch). We prefer a more crafted, less-is-more tone, which can communicate luxury in a more relaxed and understated way.
- ◊ We describe things truthfully, with an eye for detail, and a natural, infectious curiosity. This incisive, expert way of providing rich descriptions of our environment, products and services helps us convey a luxe, crafted and authentic experience and also helps to balance our relaxed tone.
- ◊ In printed materials and sometimes signage, we can use elegant single-word headlines where appropriate, making sure they’re aspirational, evocative or have a touch of wit about them. But don’t overuse the device ... if they feel flat or don’t add anything to the piece, leave them out.
- ◊ We pepper our communications with Dutch phrases — these should be easy to understand through their context or similarity to the equivalent English phrase. This gives us some local colour and authenticity. This is another device to use with a light touch, i.e., it shouldn’t appear on everything.
- ◊ Keep it contemporary. For example, people don’t tend to say ‘whilst’, ‘amongst’ or ‘furthermore’, any more. Try not to use too many over-the-top adjectives or adverbs either, as they interfere with the flow of your words and often don’t add anything.
- ◊ Finally, we are a European hotel, that’s why we always use British English.

OUR TONE OF VOICE

Principle 4 - Do examples



EXAMPLE 1: AMENITIES - PILLOW SPRAY

SLEEP

There's a bit of the hotel in this relaxing lavender pillow mist; it's made by our favourite artisan fragrance house using some of the organic bee lavender grown upstairs in our rooftop garden. All to help you get the sleep you deserve and keep our bees happy.

Goede nacht.

EXAMPLE 2: ROOM DESCRIPTION (DEMONSTRATING A CRAFTED, LESS-IS-MORE YET RICH DESCRIPTION)

Our guest rooms are calm, simple and serene. We've handpicked beautiful, natural materials that are made to last, and added plenty of comfort, texture and contrast to your surroundings. And we've curated inspired original fixtures and fittings by local designers and artisans.

OUR TONE OF VOICE

Principle 4 - Don't examples



EXAMPLE 3: DO NOT

And this is an example of how not to do it:

Home-from-home comfort and green, eco-conscious living combine with everything today's traveller could desire in this modern, iconic building. Experience luxury, opulence and scintillating style with us morning, noon and night.

OUR TONE OF VOICE

Modulating our tone of voice



In our everyday lives, we tend to slightly modify the way we speak, depending on the context and who we are talking to.

As the QO, we also need to be aware of our audience and write accordingly.

MORE FUNCTIONAL MESSAGING

In day-to-day writing, such as emails or correspondence with suppliers, stay warm and friendly, but get to the point. This isn't particularly the place for light-heartedness, you just want to get the message across and the job done.

PUBLIC-FACING WRITING

In marketing materials and communications to guests around the hotel, you can afford to have a bit more fun with language.

We want to tell our story in an evocative way, and get specific messages across with a light peppering of charm and personality.

SPEAKING VS. WRITING

There shouldn't be much difference between the way we speak and write. Both should flow easily and sound natural. However, you can be a bit more descriptive and poetic in your writing.

OUR TONE OF VOICE

Summary & checklist



SUMMARY

Before you start tapping away at your keyboard, please take a small step back and think about the QO way. Just to recap, there are four main tone of voice principles, which are outlined below. Make sure they're woven into the way you write, and the QO tone of voice will come through loud and clear.

- ◊ Write with a 'human' voice
- ◊ Create 'good energy' in our writing
- ◊ Talk about sustainability in our own way
- ◊ Avoid predictable 'luxury hotel' language

COPY CHECKLIST

After you've finished writing, read it back and ask yourself these ten questions:

- Does it sound like someone speaking naturally in everyday language?
- Can it be pared back at all? Is there any repetition or unnecessary waffle?
- Does it have pace, rhythm and interest?
- Is it trying too hard to be clever, punny or funny?
- Is the sustainability message handled with a light enough touch?
- Does it avoid over-used phrases or clichés?
- Does it feel crafted and refined without using typical luxury hotel language or gushing, overly embellished language?
- If you've used a Dutch word or phrase, does it add something to the messaging, and have you double-checked that it can be easily understood by a non-Dutch speaker?
- Does it raise a smile?
- Does it get our unique story across?
- Have we used British English?