



INARI  
HOSPITALITY

BRAND GUIDELINES

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INARI HOSPITALITY

BRAND  
STORY

01

# INARI

## HOSPITALITY

We aimed to achieve this design by the thought of the 2 founders coming together to create balance through Inari Hospitality. The diagonal line of the "A" when separated represents a bird figure. A bird figure signifies freedom and agility, so we wanted to put the idea into perspective by drawing a line between the 2 birds showing balance. The idea of freedom and agility creating balance in the most contemporary style with sharp edges and beautiful curves in a space

# INARI

HOSPITALITY



FONT

0 2

# VONIQUE 64

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z



# G O T H A M

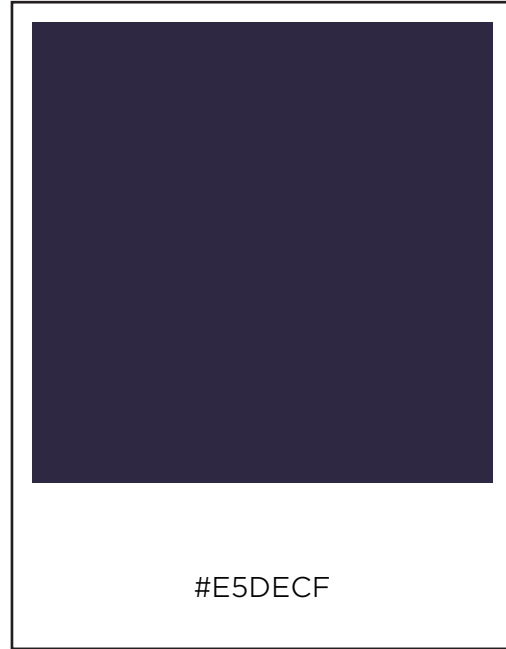
A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

a b c d e f g h i  
j k l m n o p q r  
s t u v w x y z

A a

# COLOURS

03



PRIMARY  
COMBINATION  
LOGO

04



A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side by side, stacked on top of each other, or integrated together to create an image.

# CLEARANCE SPACE

05



This page illustrates the minimum clearance space for the word mark. Use the cap height of the word mark to create a square box. Use this as a guide around the word mark to ensure nothing else on the page is intruding.

# SECONDARY LOGO





The secondary logo is a simplified version of the primary logo. This design may eliminate some text or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.



# VISUALS

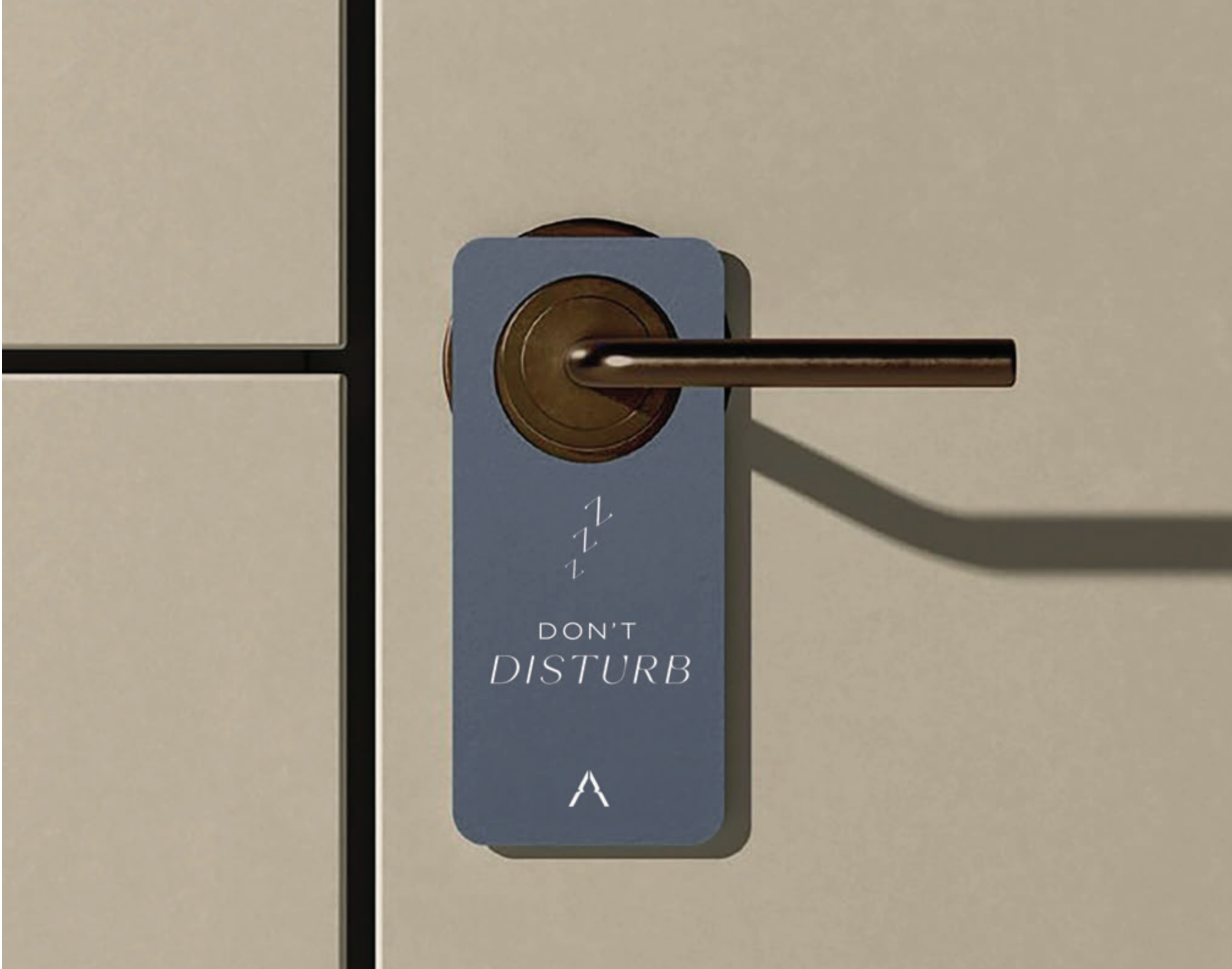






INARI HOSPITALITY





zzzz  
DON'T  
*DISTURB*







INARI HOSPITALITY



THANK  
YOU