



**HotelCompass**

THE HOSPITALITY COMPASS

**BRAND STANDARDS**

# Brand Standards Manual

*Lantana Collection · Boutique Lifestyle Portfolio*

**PREPARED FOR**

Lantana Hotels Group

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## Executive Summary

This brand-standards manual codifies the Lantana Collection identity, guest-experience standards, physical-product standards, and service-delivery standards applicable to all properties operating under the Lantana flag. The manual is structured to be audit-ready: every standard is expressed as a measurable requirement against which a property can be scored in the annual brand-audit cycle.

Seven standard families are defined: (1) Visual Identity, (2) Physical-Product Baseline, (3) Service Signatures, (4) F&B Concept Standards, (5) Digital Experience, (6) People & Culture Standards, (7) Sustainability & Community Commitments. Each family contains between 14 and 42 individual standards. The combined standard library contains 186 measurable points.

## Brand Positioning Statement

What we are: Lantana is a collection of boutique lifestyle hotels where every property is rooted in the particularity of its place - its architecture, its food, its people, its stories - yet unified by a consistent guest-experience standard and design sensibility.

Who we serve: The culturally-curious leisure traveller aged 35-58 with a household income above USD 180k, travelling 4-8 leisure nights per year in properties of 60-160 keys, for whom the "hotel as destination" is the point of the trip rather than the bed for a trip focused elsewhere.

How we compete: Not on scale, not on points-programmes, not on price-parity with chain competitors. We compete on the depth of the sense-of-place, the confidence of the service team, and the quality of the F&B offer. Every property must justify its nightly rate through experience, not through comparison.

## Visual Identity Standards

The Lantana wordmark is rendered in IBM Plex Serif Medium, letterspaced at +40 units, in either ink-black (#0D1B2A) on cream or gold (#C5963A) on navy. The wordmark must never be colour-tinted, stretched, outlined, shadowed, or rotated. Minimum horizontal print dimension is 22 mm; minimum on-screen rendering is 104 pixels wide.

The supporting palette is navy (#0D1B2A), gold (#C5963A), cream (#F7F5F0), deep-olive (#3B4A2E) and terracotta (#B26043). Primary background treatment is cream. Navy is used for headlines and hero panels. Gold is reserved for hairlines, accents, and the wordmark - never as a headline colour in body copy.

Typography throughout the guest experience uses a three-family system: IBM Plex Serif for display, IBM Plex Sans for body copy and signage, and IBM Plex Mono for wayfinding reference codes and room numbers.

| Asset              | Typeface   | Weight         | Size    | Tracking |
|--------------------|------------|----------------|---------|----------|
| Wordmark           | Plex Serif | Medium         | -       | +40      |
| Hero headlines     | Plex Serif | Medium         | 42-56pt | 0        |
| Subheads           | Plex Serif | Regular Italic | 18-22pt | +10      |
| Body copy (print)  | Plex Sans  | Regular        | 10-11pt | 0        |
| Body copy (screen) | Plex Sans  | Regular        | 15-16px | 0        |
| Signage wayfinding | Plex Sans  | Medium         | 24-48pt | +20      |
| Room numbers       | Plex Mono  | Light          | 34pt    | +80      |

## Physical-Product Baseline

Every Lantana property must meet the following physical minimums to retain the flag. Non-compliance above one "amber" per standard family triggers a 90-day corrective-action notice. Non-compliance above three ambers or any "red" triggers a flag-withdrawal review.

Guestroom dimensions: 34 sq.m minimum, 38 sq.m target. Bathroom: 7 sq.m minimum, separate tub and rain-shower. Bed: King 180×200 minimum; 200×210 in suites. Linen: 320 thread-count minimum, natural fibre blends only. Bathroom amenities: locally-sourced producer partnership required (one partner per property), no branded-toiletries permitted.

## Service Signatures

Five service signatures are required in every Lantana property. Each is enforced through a monthly mystery-guest audit scored out of 100. Any signature scoring below 85 triggers a retraining requirement within 30 days.

SS-1 · The Named Welcome: every arriving guest is greeted by name within 12 seconds of crossing the lobby threshold. SS-2 · The Third-Place Conversation: within the first 24 hours of arrival, a member of staff initiates a genuine conversation with the guest beyond transactional content - asking about the trip's purpose, sharing a local recommendation, or noting a preference. SS-3 · The Unprompted Intervention: during the stay, each guest receives at least one unprompted gesture - a handwritten note, a small gift, a dietary-preference acknowledgement. SS-4 · The Remembered Preference: on any repeat stay, at least three previously-expressed preferences are honoured without being re-asked. SS-5 · The Meaningful Farewell: at departure, a member of staff references something specific about the stay rather than a generic farewell.



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