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Scandic is the opposite of fake posing. Our images are therefore real and natural, filled with a warm, natural light and energy. Brand images should primarily create an emotional effect, rather than to rationally inform or describe, but also show our product, because the perception of the hotels might not always correspond to what we actually offer.

SWISS INTERNATIONAL HOTELS & RESORTS Operating Manual

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Heritage Hotels

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Manual Resorts Brand

Swiss International Hotels & Resorts Operating Manual Page 8 3. THE BRAND The brand of the upscale to upper upscale hotel collection of Swiss Hospitality Commons is Swiss International Hotels & Suites. The individual hotel is branded e.g. Swiss International Abu Dabi.

Brand Standard - Login

This Brand Identity Manual is designed to clearly and concisely define The Open Group Brand Identity so that it can be used consistently by its board, staff, and members to market and publicize The Open Group, and its standards, certifications, products, brands, forums, events, etc.

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The brand manual also presents a new logo, at once more modern yet more friendly and inviting than past versions. The type still holds a bookishness to it, but with the swoop of a whimsical R and the pronounced ampersand (I love the ampersand!).