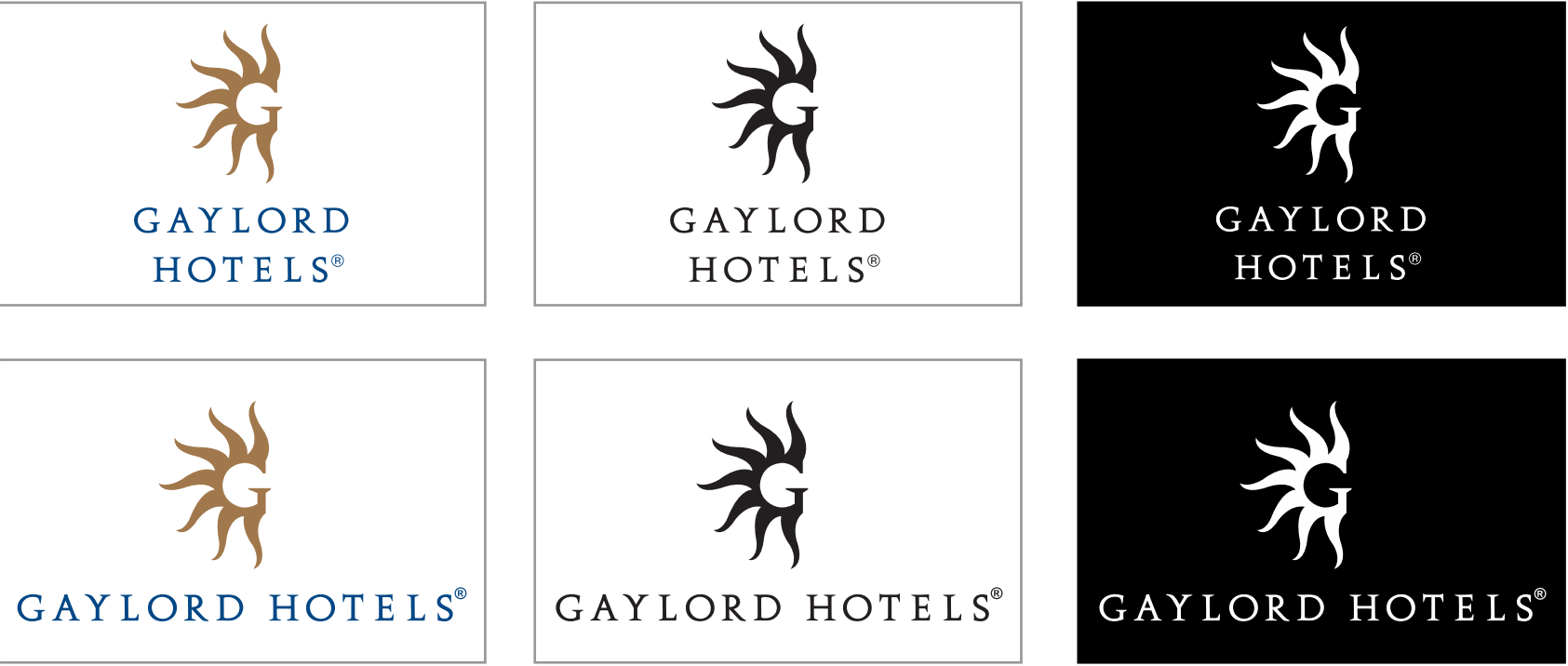


Gaylord Hotels

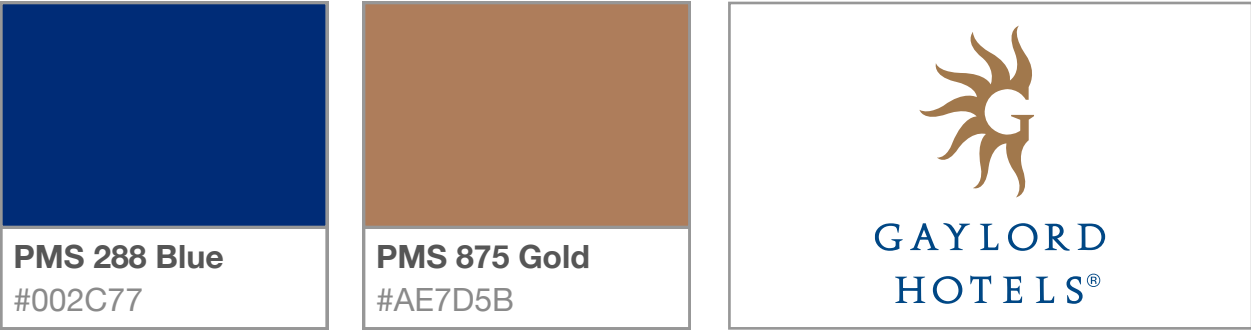
Logo



Hotel Brand Colors (Logo, Accent & Graphical Elements Only)

These colors are only to be used in logos, Accents & Graphical Elements

EXAMPLE:

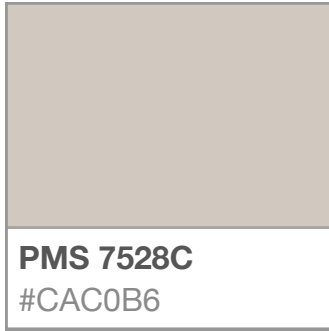
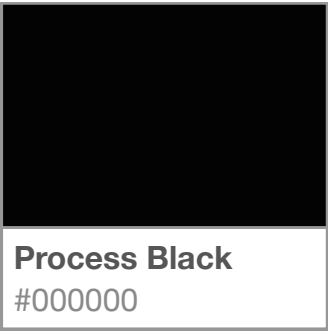


ACCENT & GRAPHIC ELEMENTS COLOR PALETTE:

PRIMARY



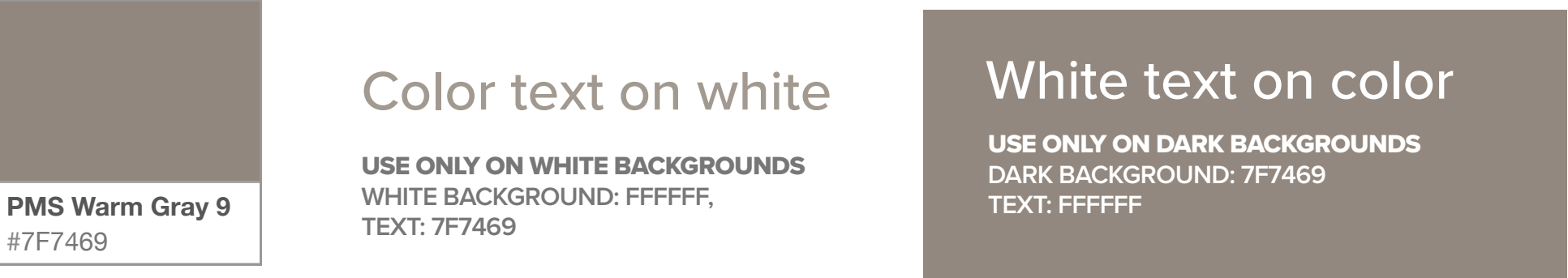
SECONDARY



Digital Brand Text/Background Colors (WCAG2.0 - 4.5:1 PASS)

These colors are only to be used to represent a foreground or background of text

EXAMPLE:



TEXT & BACKGROUND COLOR PALETTE

