

## RAFFLES JAKARTA

### 1. FONTS TO BE USED FOR TEXT

- Primary Use:
  - Main Headings: Bauer Bodoni BT
  - Body Copy: Futura (URW)
  - Script: Windsong Script
- Screen Substitutes:
  - Main Headings: Georgia
  - Body Copy: Arial

### 2. FONTS TO BE USED FOR H1 AND H2

- Could you explain what is H1 and H2 as well as Butter Light?

### 3. FONTS TO BE USED ON BUTTONS

- Primary Use:
  - Main Headings: Bauer Bodoni BT
  - Body Copy: Futura (URW)

- 4. **COLOUR TO BE USED FOR BUTTONS** - Depends on the overall theme of the microsite, below is the colour palette for Raffles Jakarta

## Raffles Jakarta

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BASE

Pantone: 144

CMYK: 0/58/100/0

RGB: 243/138/0

Hex: F38A00



ORGANIC

Pantone: 7417

CMYK: 0/89/84/0

RGB: 232/74/55

Hex: E84A37

**5. MENTION THE COLOURS FOR THE BUTTONS** - Depends on the overall theme of the microsite, below is the colour palette for Raffles Jakarta

1. **DEFAULT**
2. **HOVER**
3. **ACTIVE**

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### BASE

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### ORGANIC

Pantone: 7417

CMYK: 0/89/84/0

RGB: 232/74/55

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## 6. PATTERNS TO BE USED

### 1.4 Core Elements

#### Secondary Device

*Raffles Jakarta,  
Indonesia – Overview*

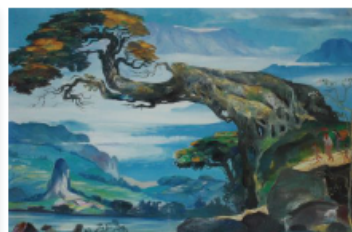
- 1.1 Introduction to Our Brand
- 1.2 Brand Expression
- 1.3 Brand Architecture
- 1.4 Core Elements

All textures are made up of three elements: a geometric pattern, an organic pattern and a base colour.

Shown here is the Secondary Device specifically created for, and solely to be used by Raffles Jakarta, Indonesia.



Raffles Jakarta, Indonesia Secondary Device



Jakarta so low nica



Geometric pattern detail



Organic pattern detail



Base colour