



PRESIDENTE
INTERCONTINENTAL®
MONTERREY

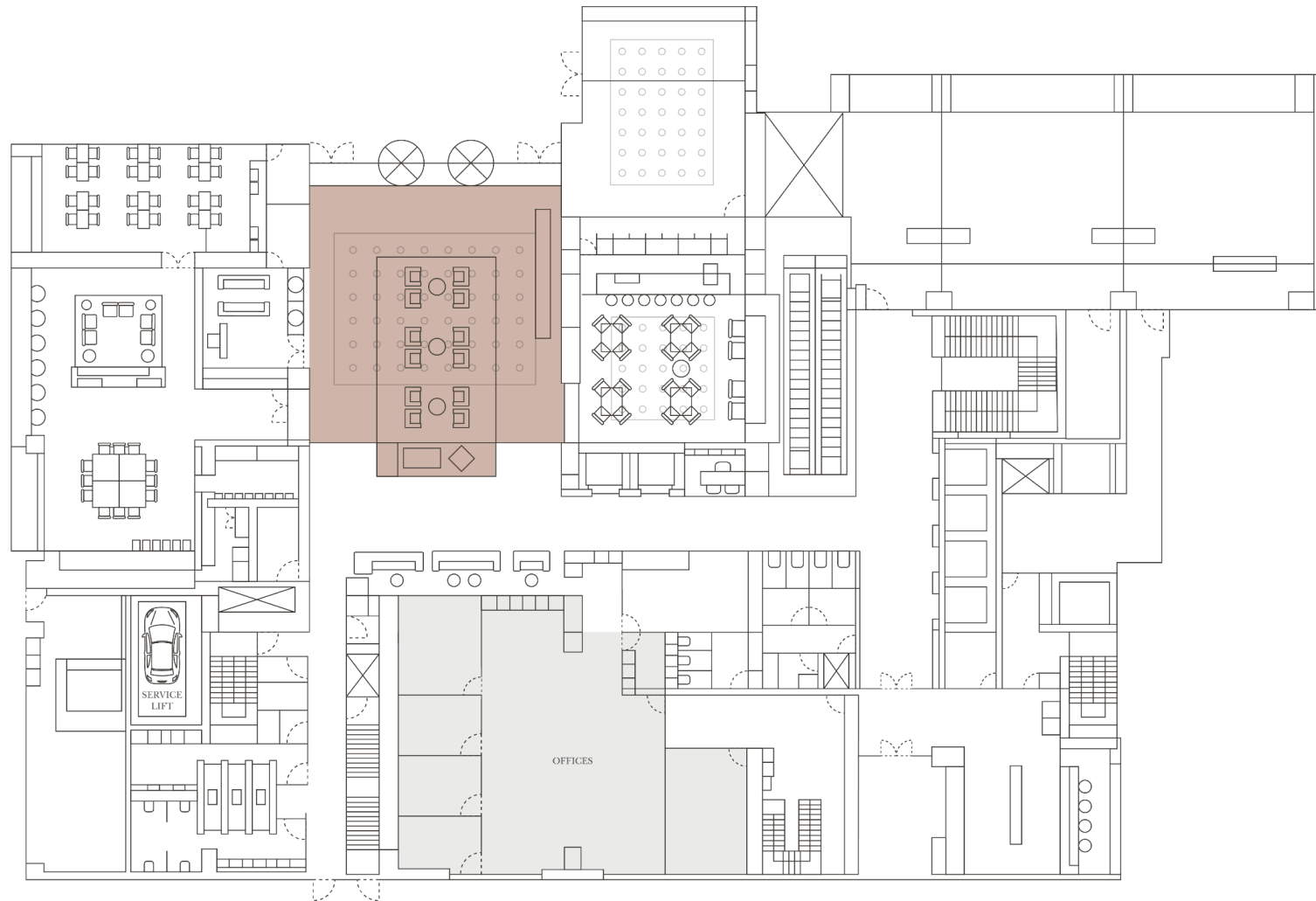


PRESIDENTE
INTERCONTINENTAL®

BRANDING MANUAL FOR COMPANIES IN PUBLIC SPACES
PRESIDENTE INTERCONTINENTAL® MONTERREY

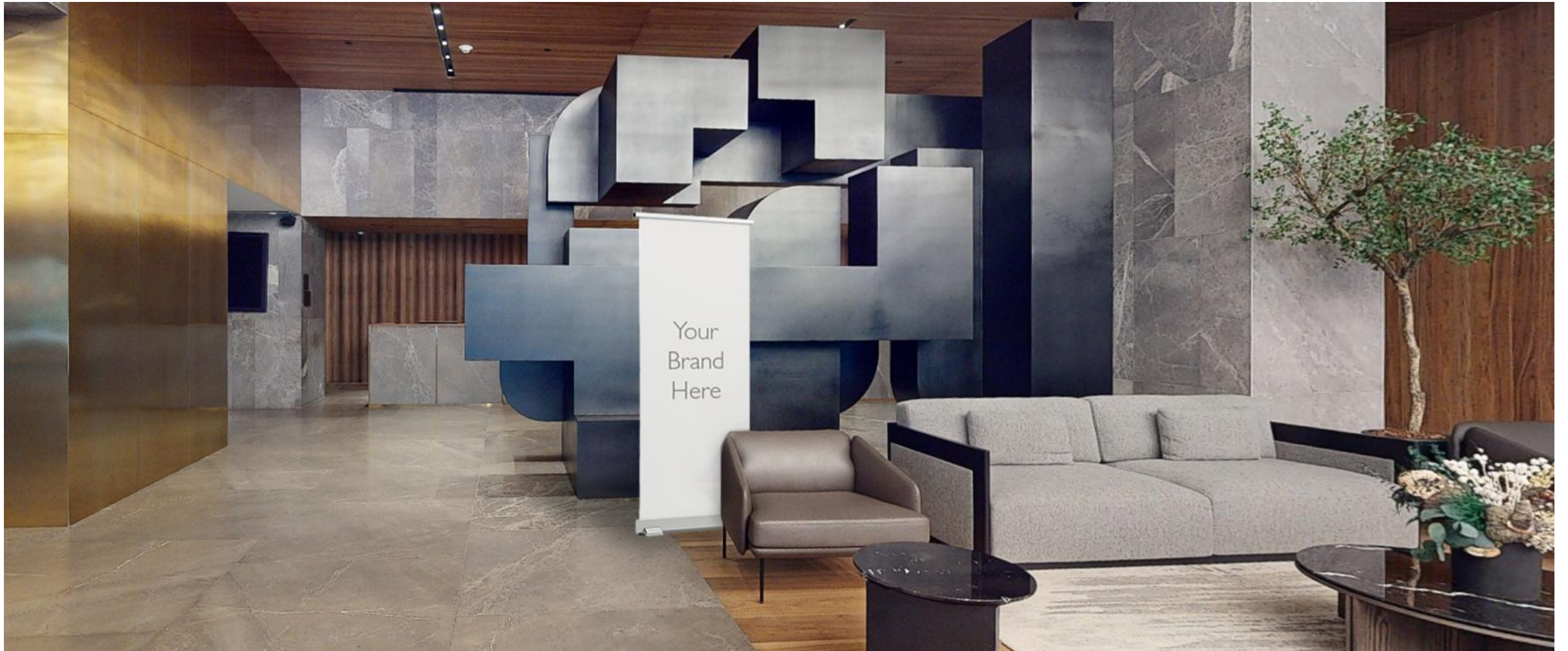
PUBLIC SPACES FOR BRANDS

LOBBY - GROUND FLOOR



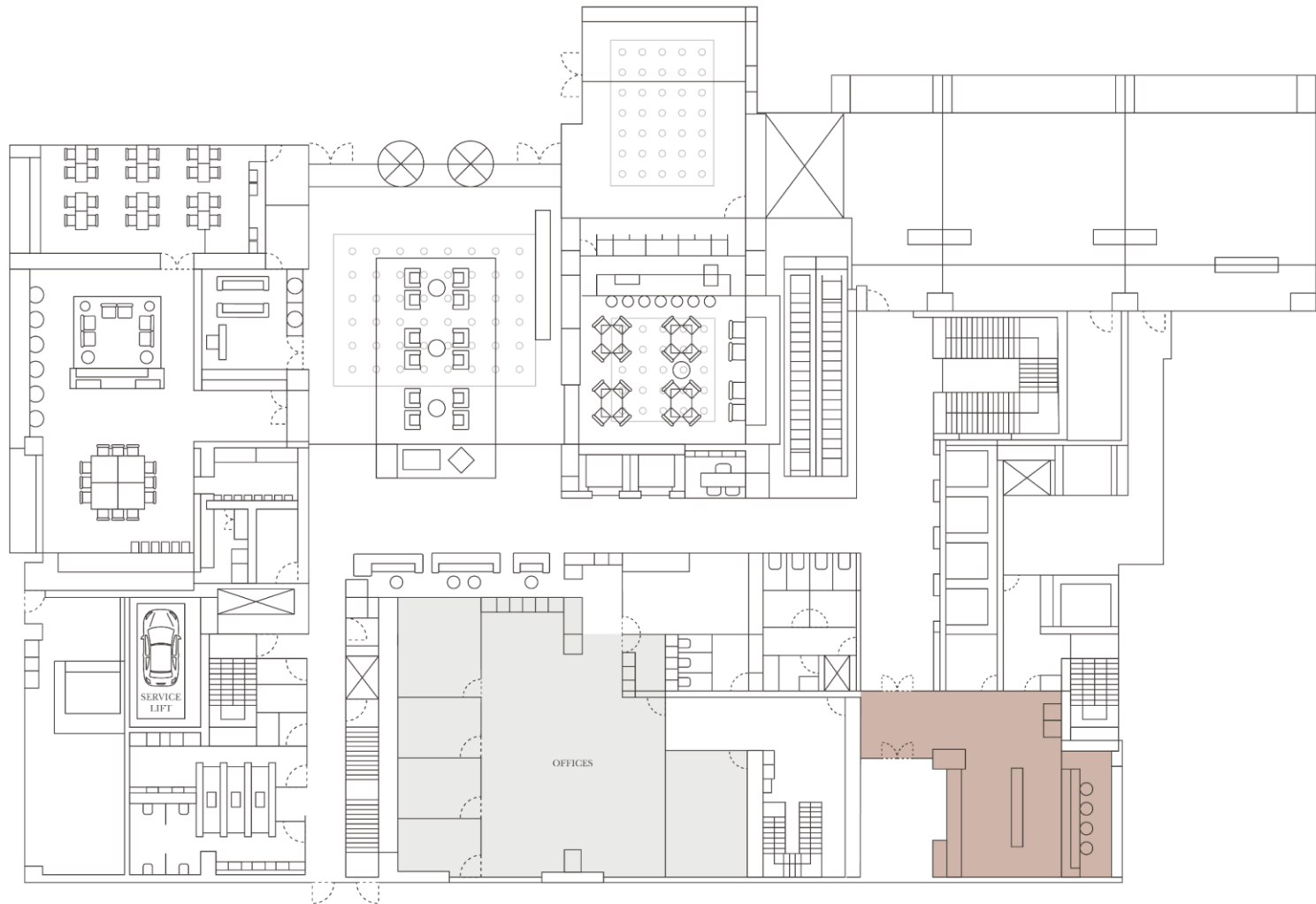
PUBLIC SPACES FOR BRANDS

LOBBY – GROUND FLOOR



PUBLIC SPACES FOR BRANDS

RECEPTION & GROUP CHECK-IN - GROUND FLOOR



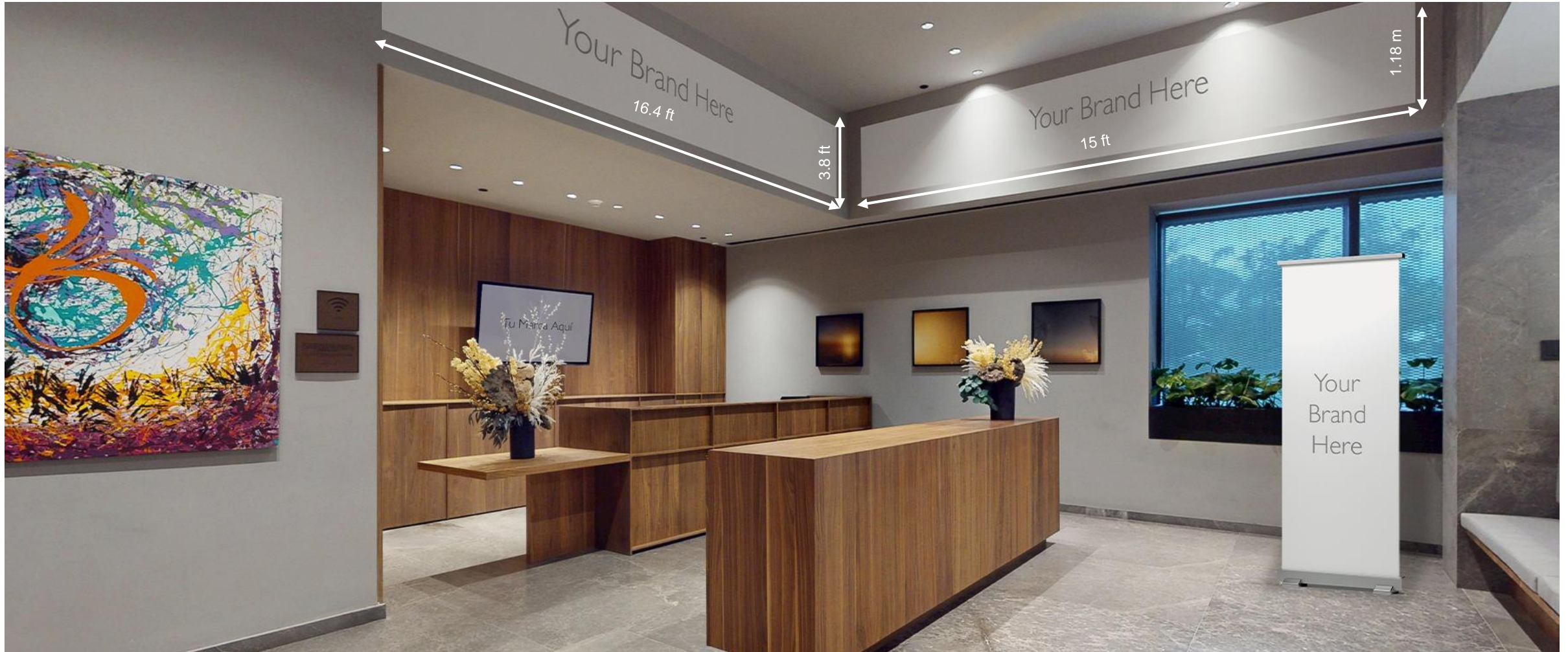
PUBLIC SPACES FOR BRANDS

RECEPTION & GROUP CHECK-IN – GROUND FLOOR



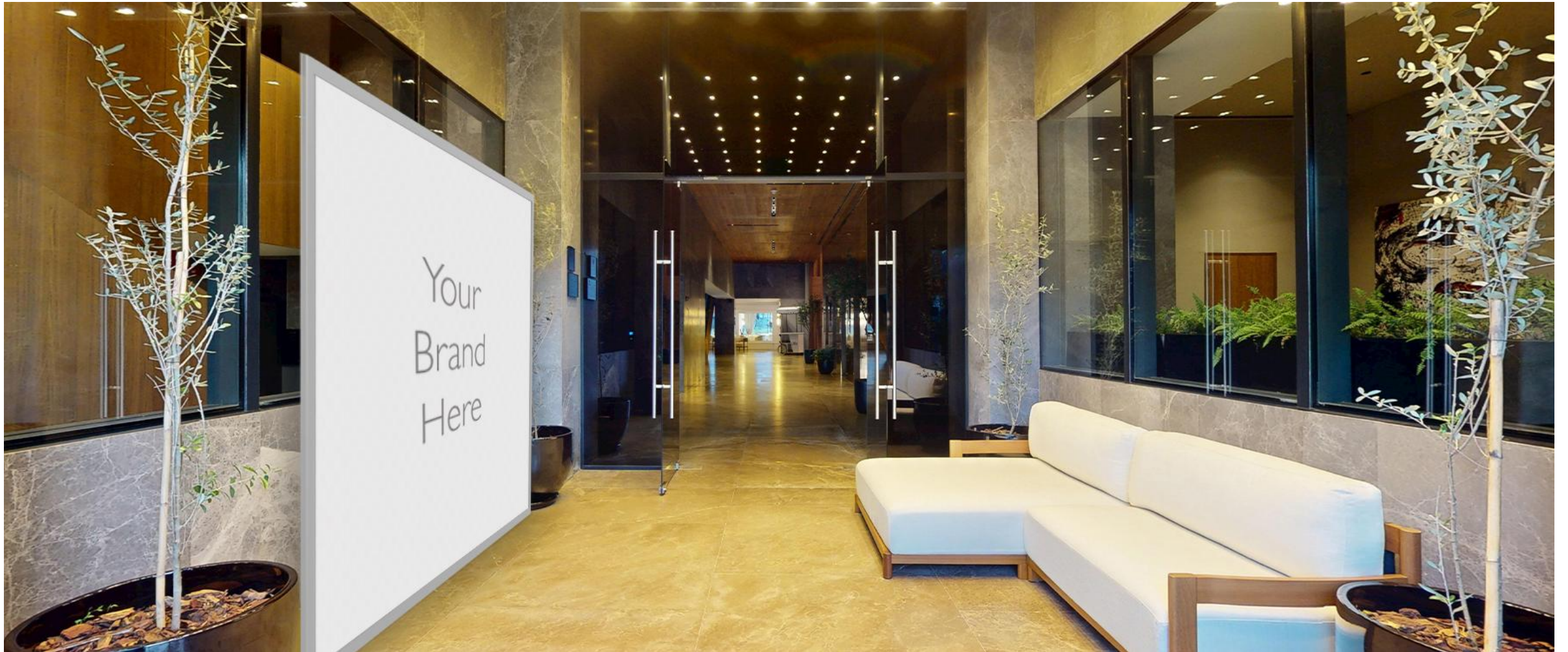
PUBLIC SPACES FOR BRANDS

RECEPTION & GROUP CHECK-IN – GROUND FLOOR



PUBLIC SPACES FOR BRANDS

RECEPTION & GROUP CHECK-IN – GROUND FLOOR

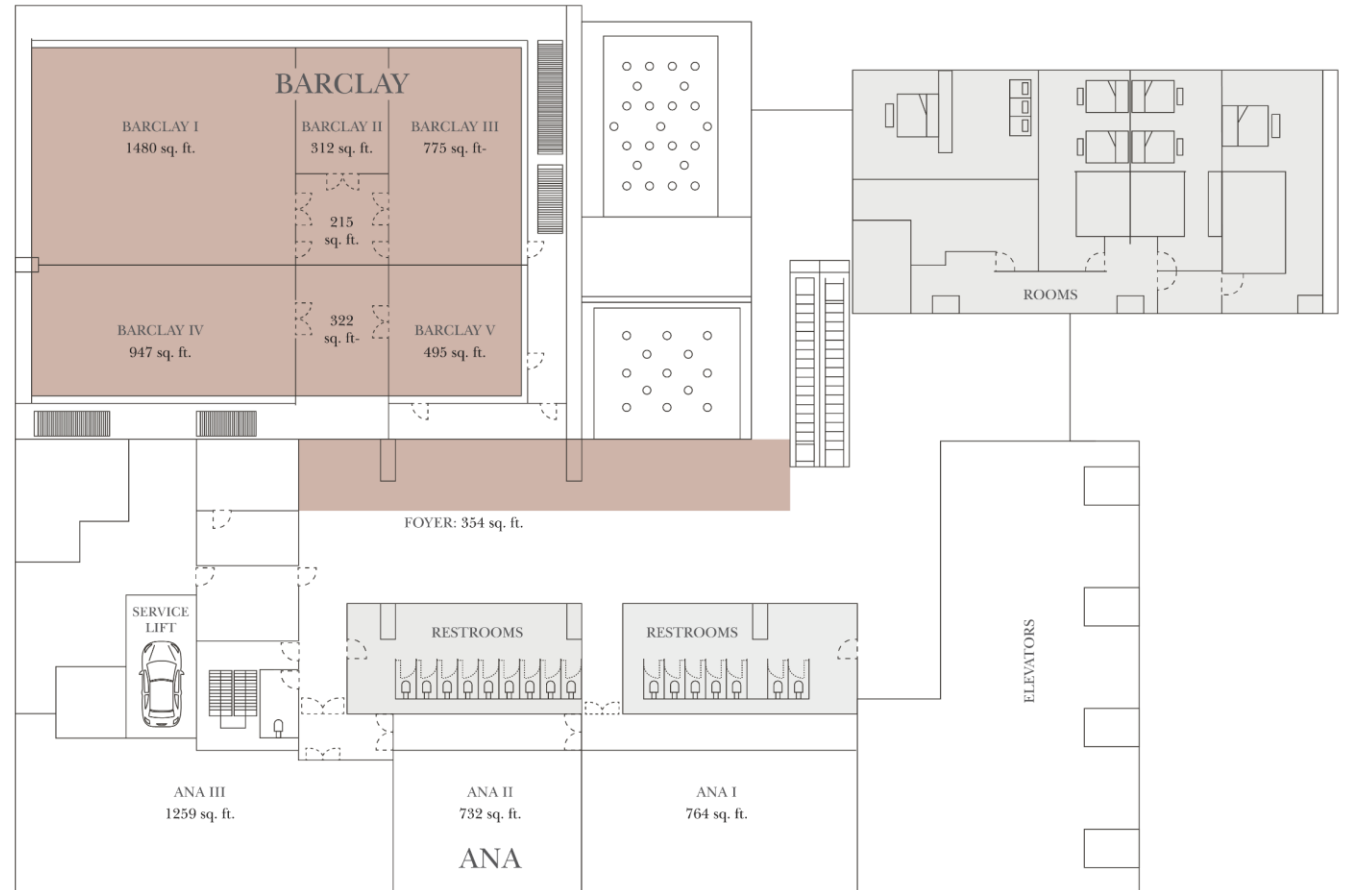


PUBLIC SPACES FOR BRANDS

BARCLAY - SECOND FLOOR

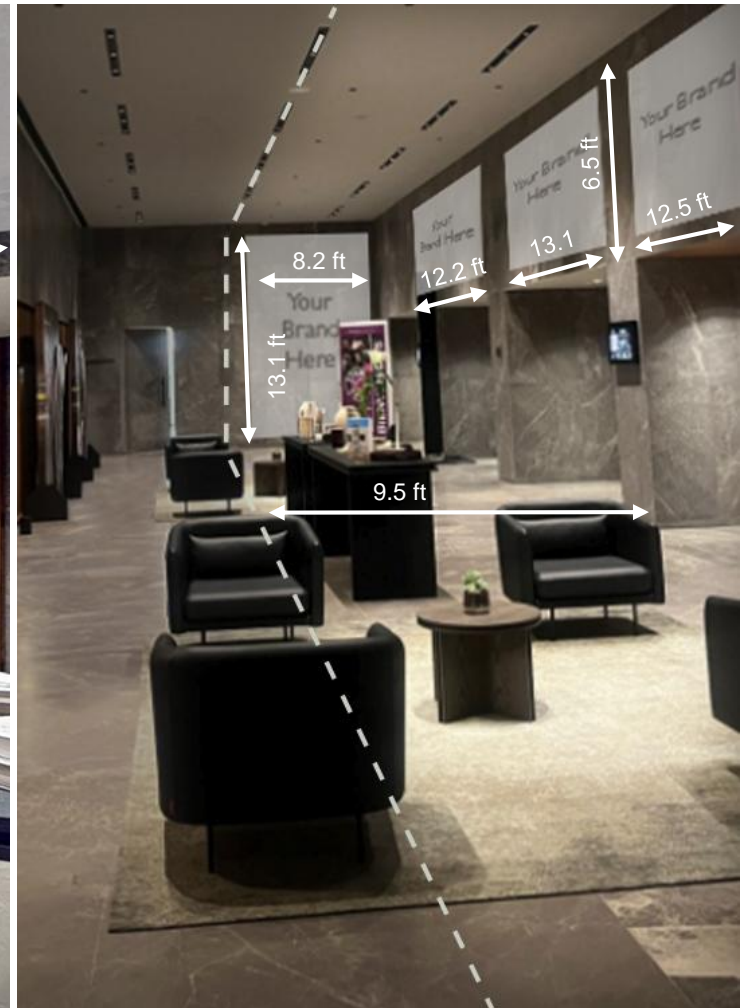
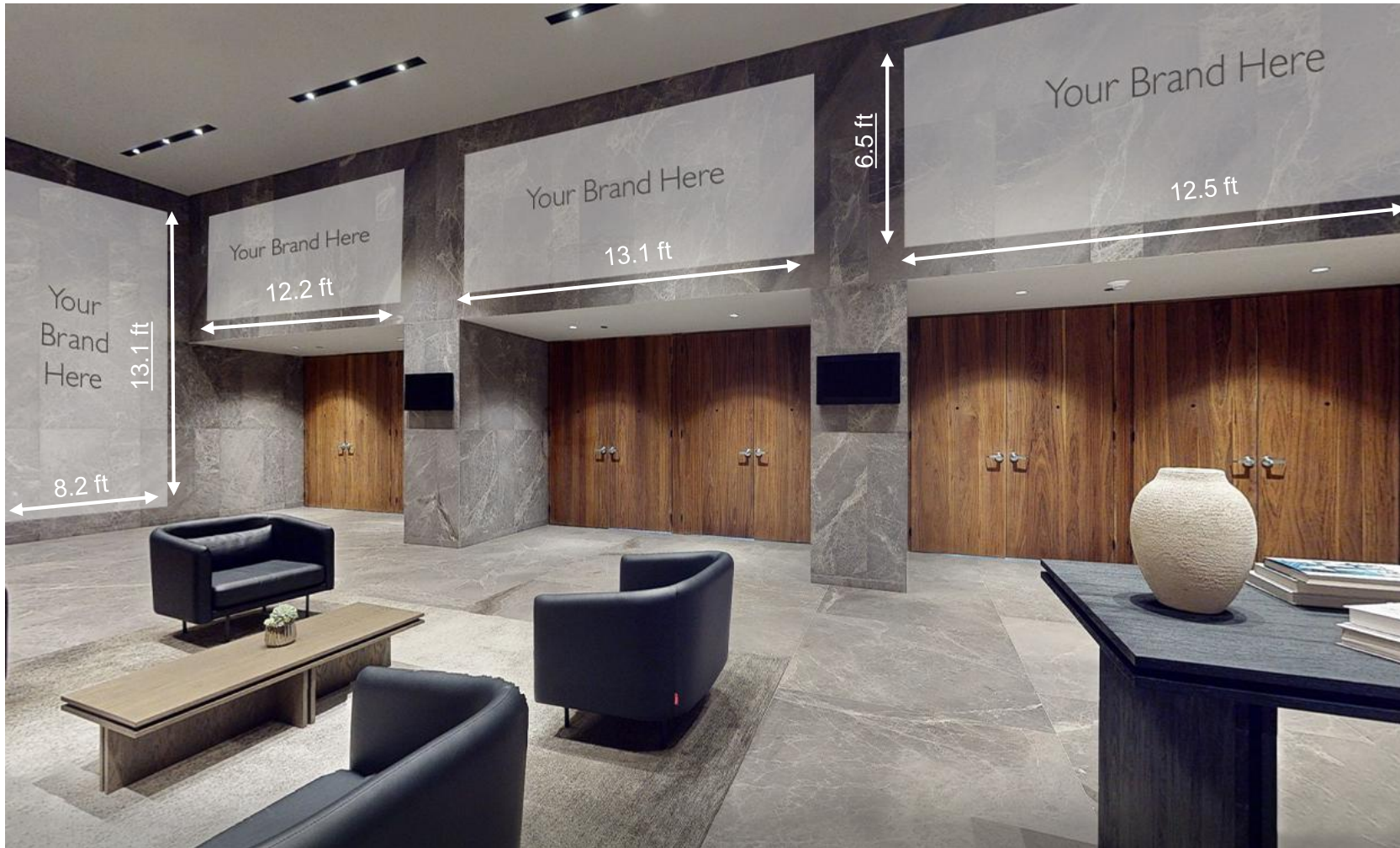
When renting the Barclay ballroom, your brand may be placed:

- On marble surfaces (as long as the material can be easily removed from the surface)
- On the registration table outside the ballroom
- In the foyer (only the half corresponding to your event)
- On lights (only the half corresponding to your event)
- On electronic banners (only the half corresponding to your event)



EXTERIOR BRANDING

BARCLAY – SECOND FLOOR



EXTERIOR BRANDING
BARCLAY – SECOND FLOOR

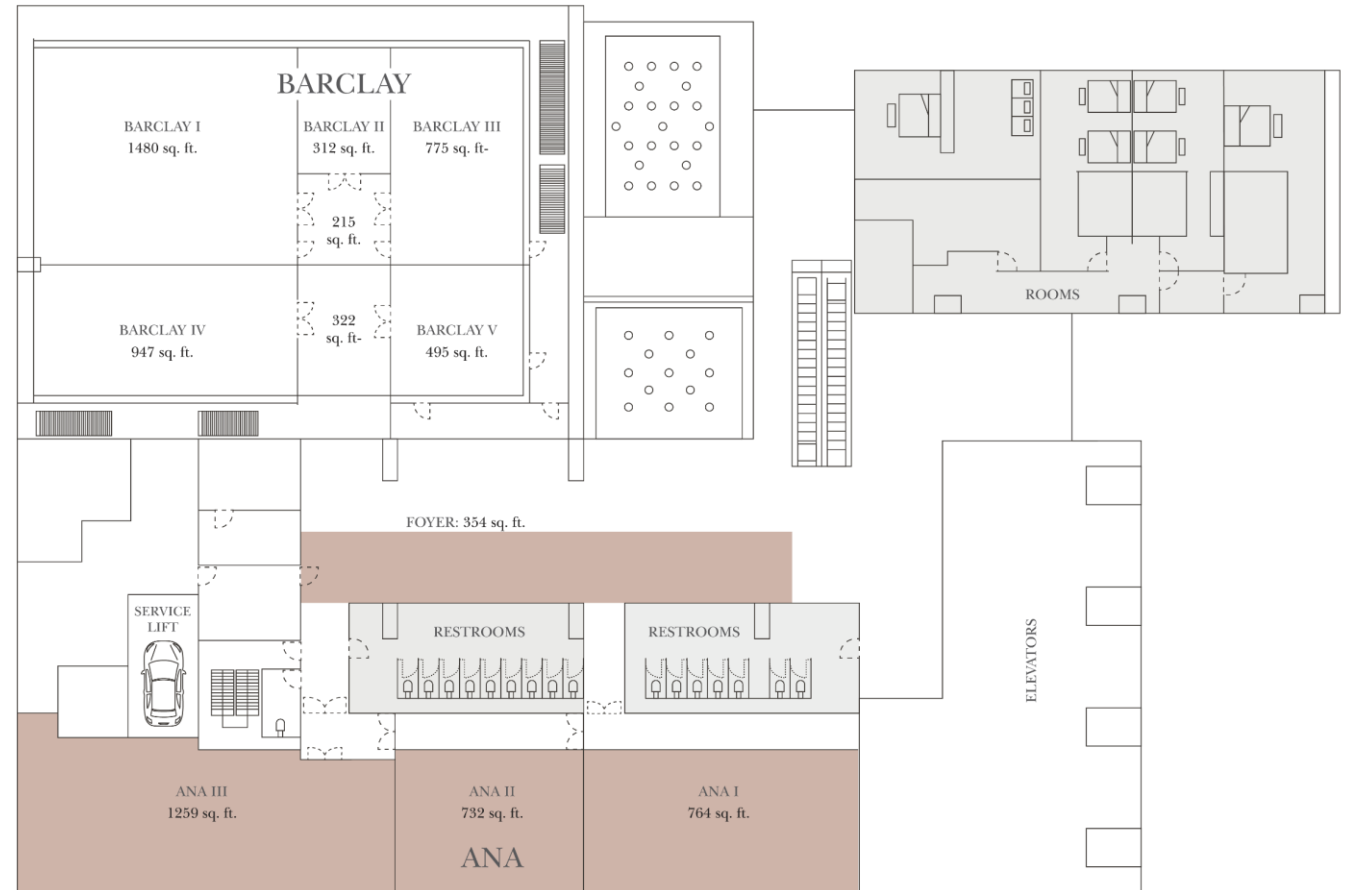


PUBLIC SPACES FOR BRANDS

ANA – SECOND FLOOR

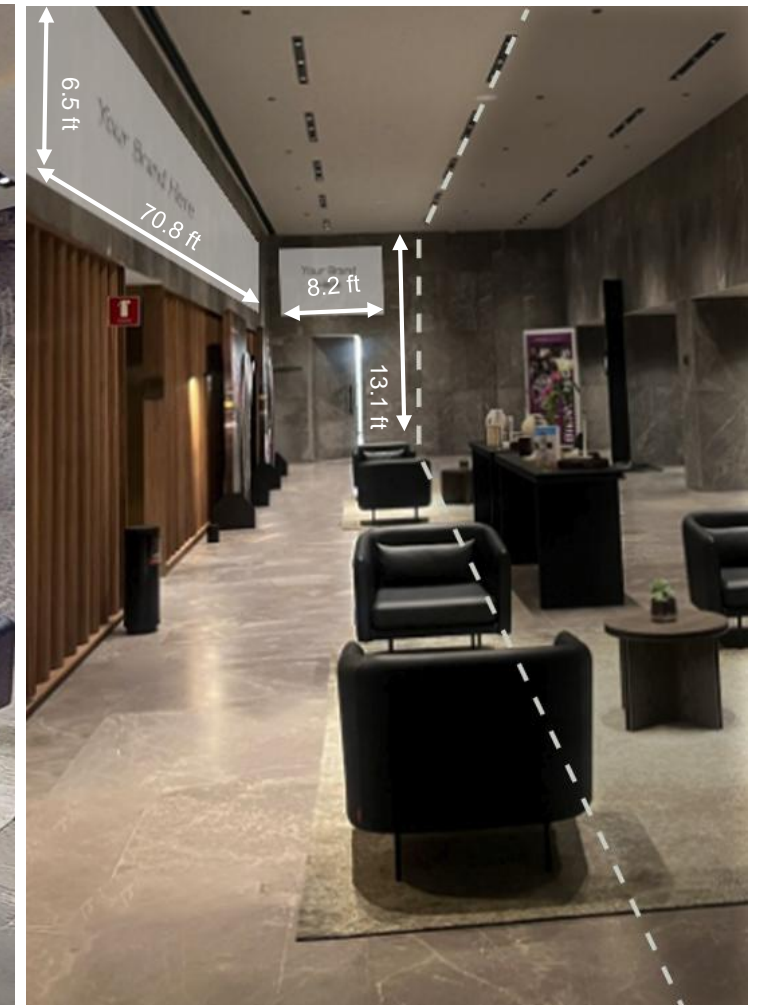
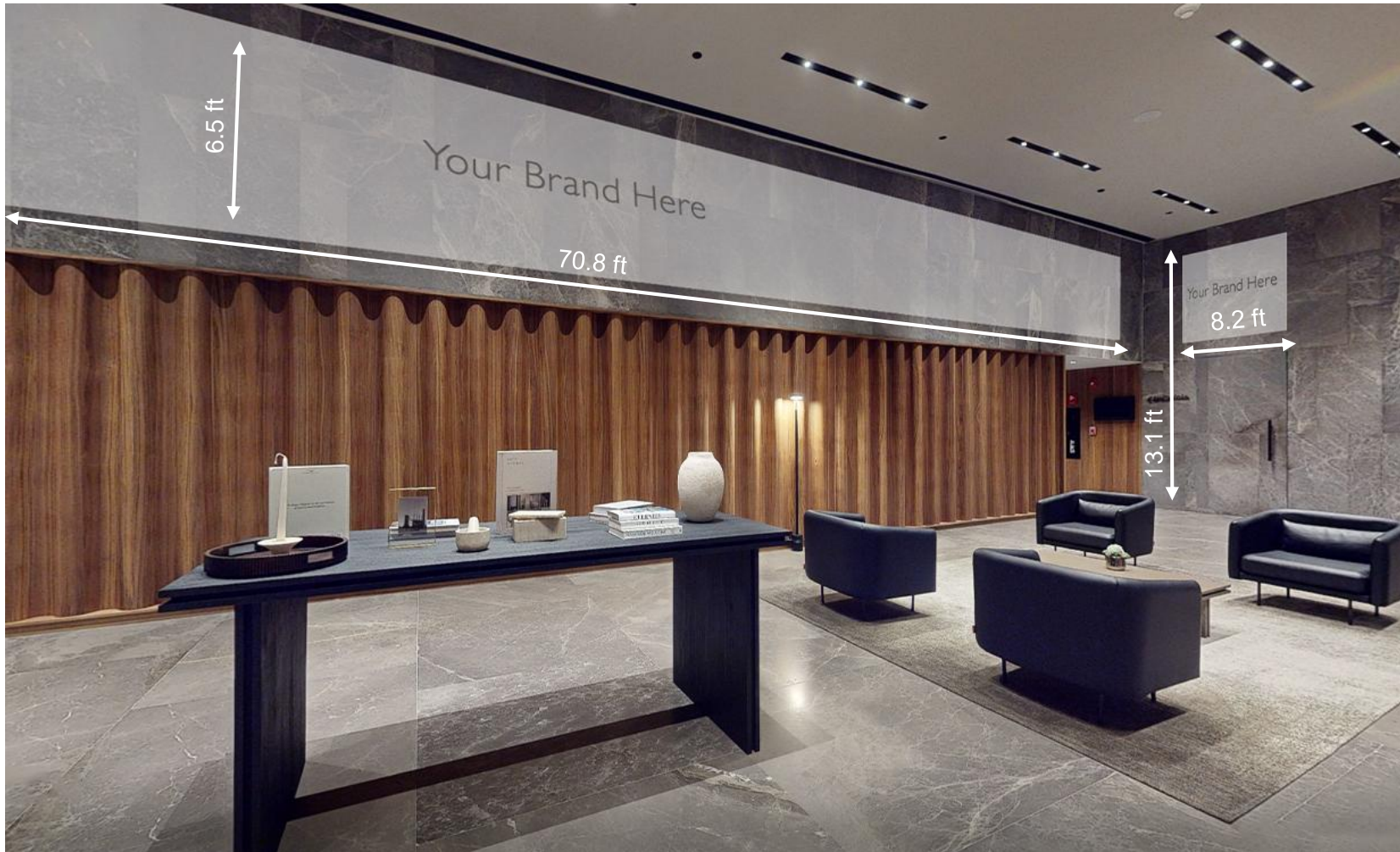
When renting the Ana ballroom, your brand may be placed:

- On marble surfaces (as long as the material can be easily removed from the surface)
- On the registration table outside the ballroom
- In the foyer (only the half corresponding to your event)
- On lights (only the half corresponding to your event)
- On electronic banners (only the half corresponding to your event)



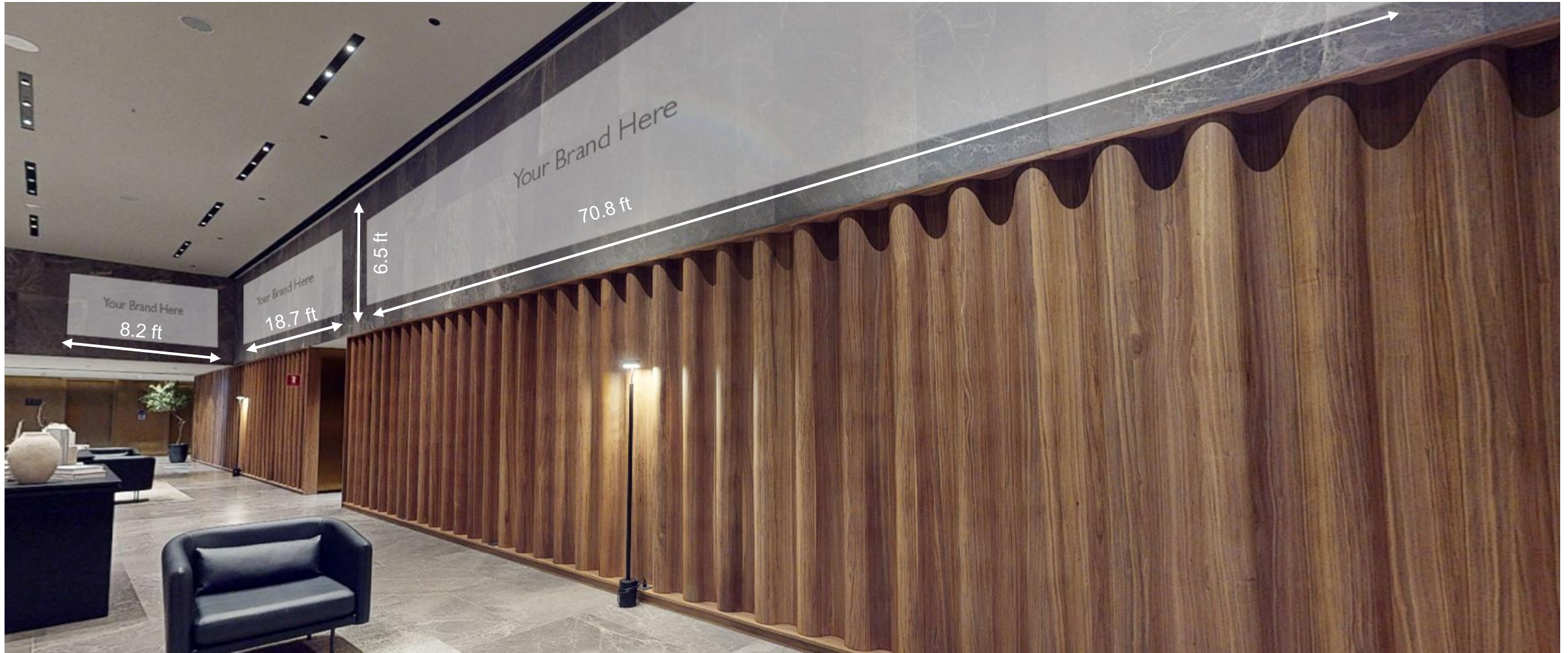
PUBLIC SPACES FOR BRANDS

ANA - SECOND FLOOR



PUBLIC SPACES FOR BRANDS

ANA - SECOND FLOOR



PUBLIC SPACES FOR BRANDS

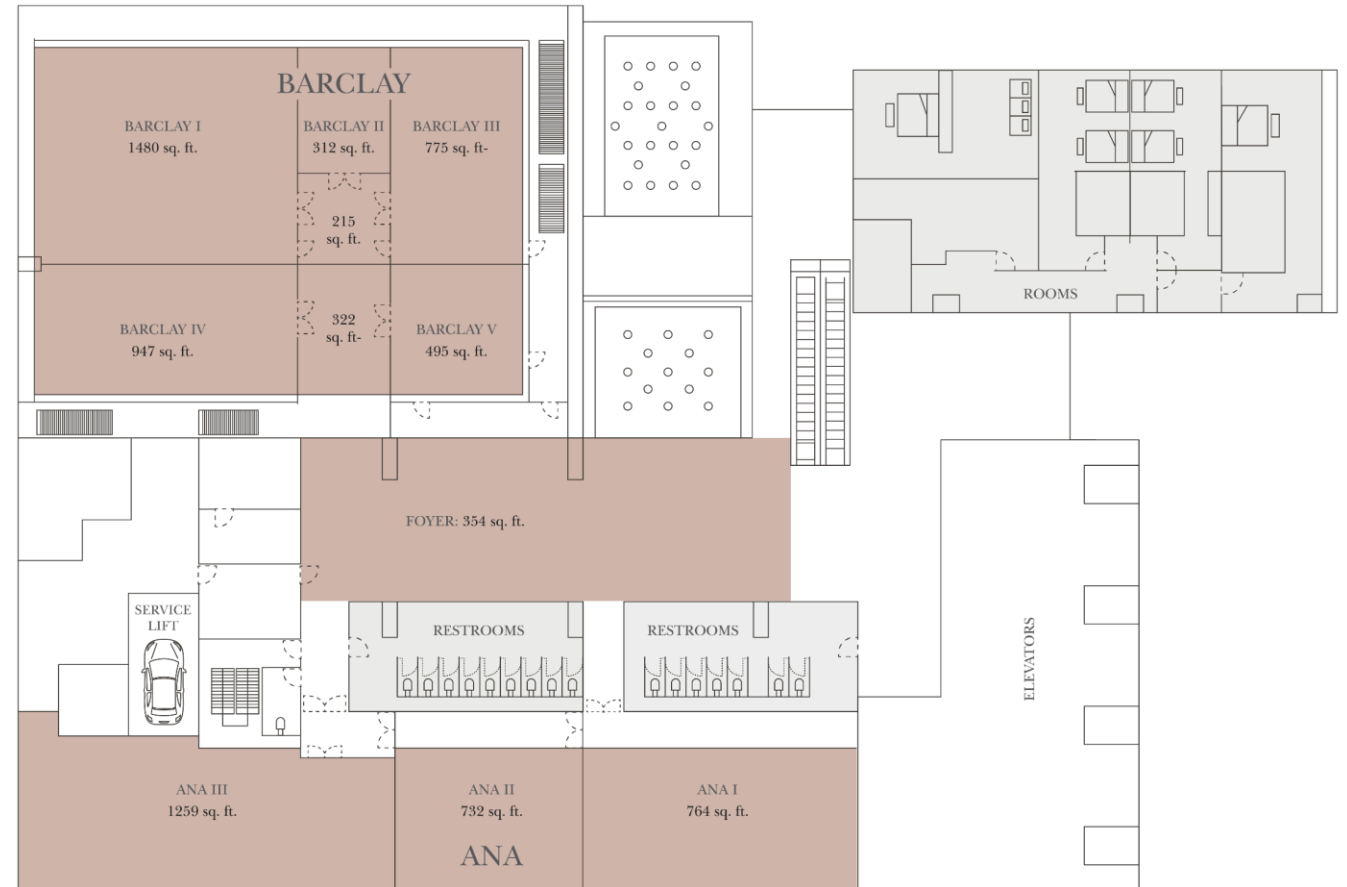
ANA & BARCLAY - SECOND FLOOR

When renting Barclay and Ana (during the contracted times), your brand may be placed on:

- Marble
- Registration table outside the ballroom
- Foyer, without obstructing emergency exits
- Lights
- Electronic banners

NOT PERMITTED:

- Structures weighing more than 441 lb



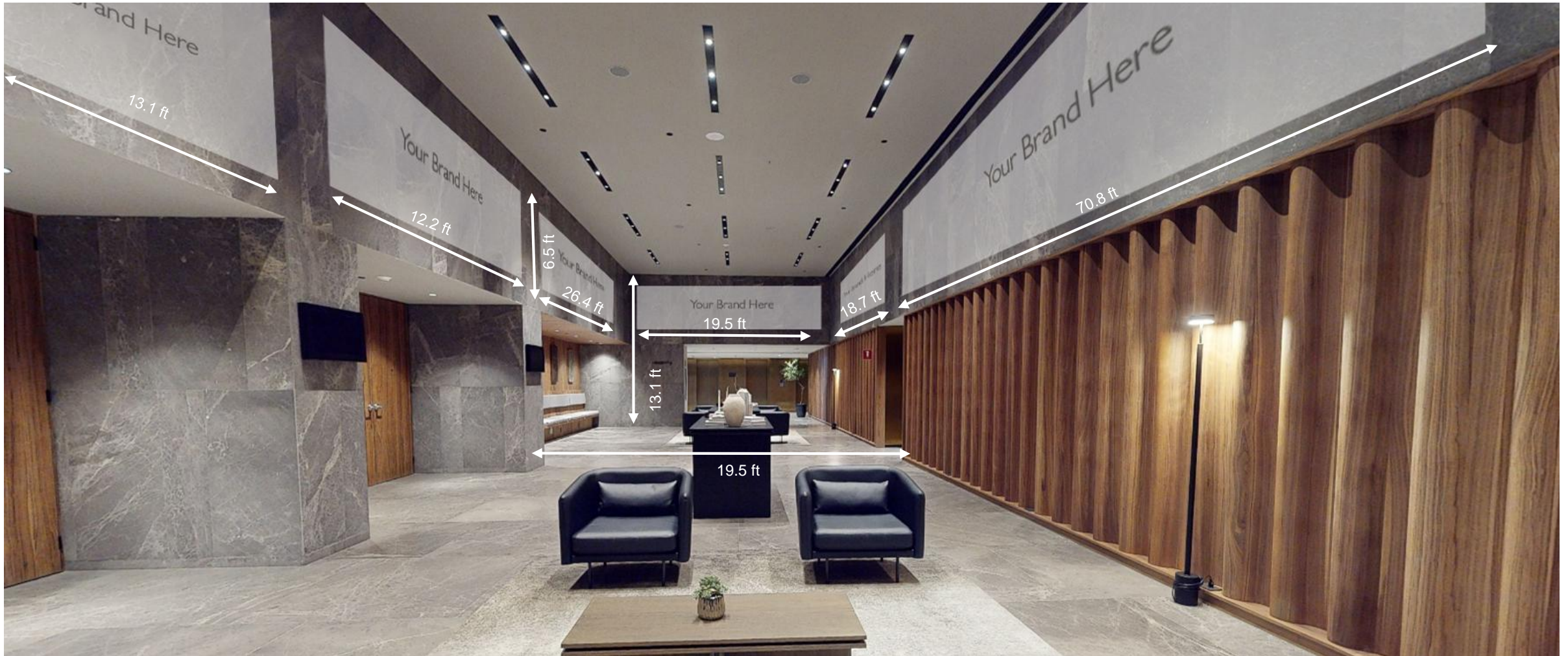
EXTERIOR BRANDING

ANA & BARCLAY - SECOND FLOOR



EXTERIOR BRANDING

ANA & BARCLAY - SECOND FLOOR

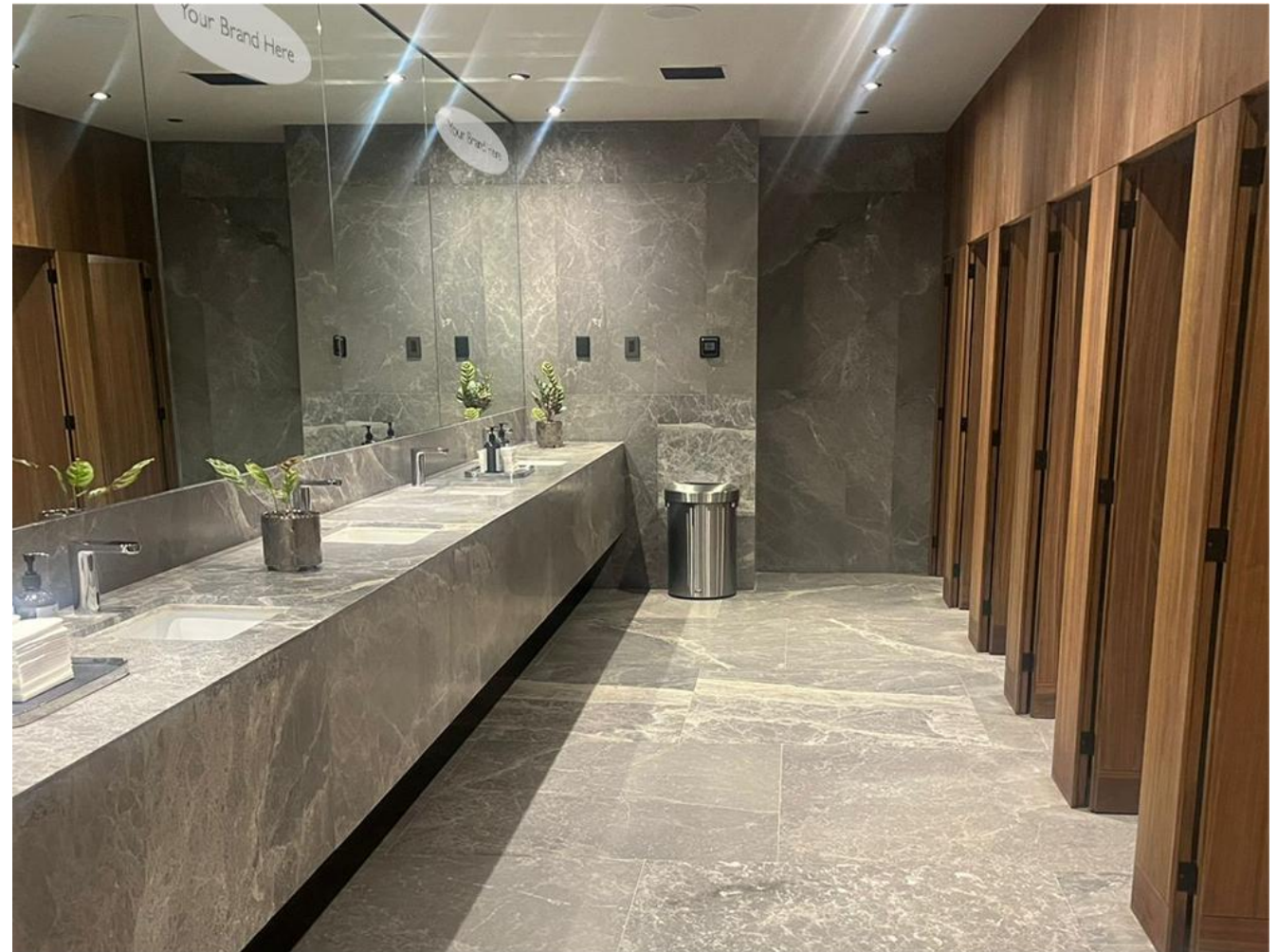


EXTERIOR BRANDING

ANA & BARCLAY - SECOND FLOOR

When renting Barclay and Ana (during the contracted times), your brand may be placed on the bathroom mirrors

- In electrostatic vinyl or static adhesive film

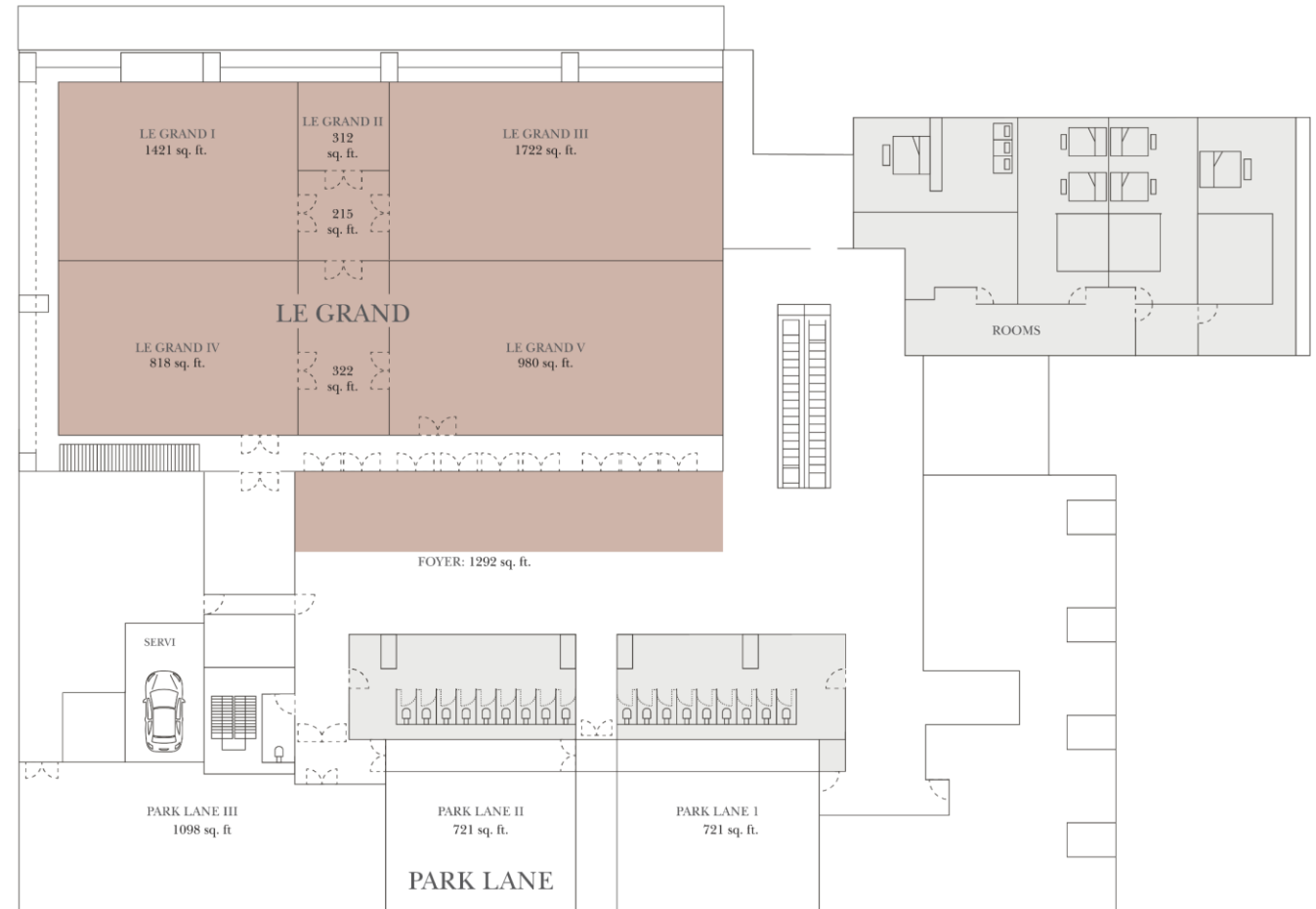


PUBLIC SPACES FOR BRANDS

LE GRAND - FOURTH FLOOR

When renting the Le Grand ballroom, your brand may be placed:

- On marble surfaces (as long as the material can be easily removed from the surface)
- On the registration table outside the ballroom
- In the foyer (only the half corresponding to your event)
- On lights (only the half corresponding to your event)
- On electronic banners (only the half corresponding to your event)



EXTERIOR BRANDING

LE GRAND - FOURTH FLOOR



PUBLIC SPACES FOR BRANDS

LE GRAND - FOURTH FLOOR

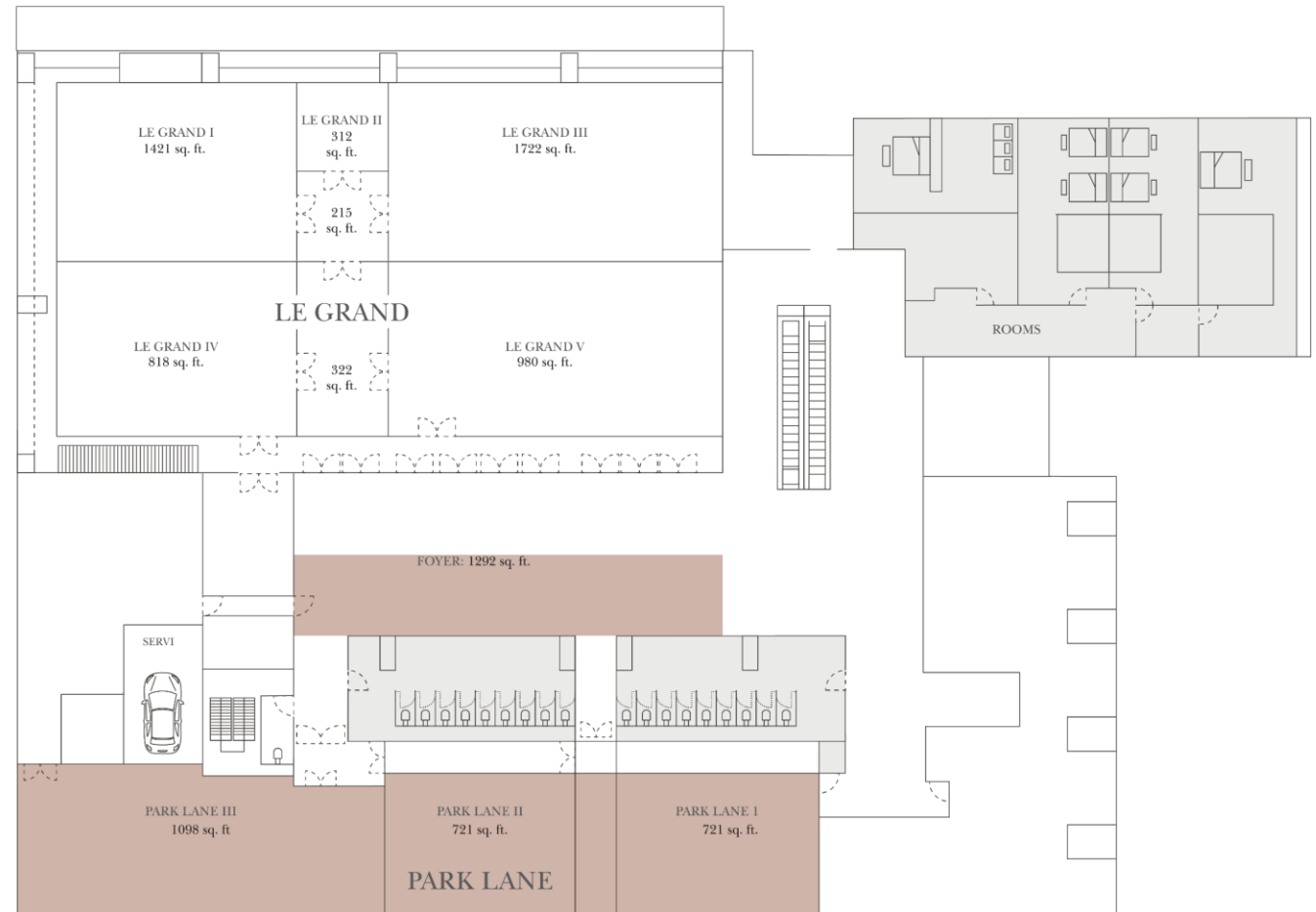


PUBLIC SPACES FOR BRANDS

PARK LANE – FOURTH FLOOR

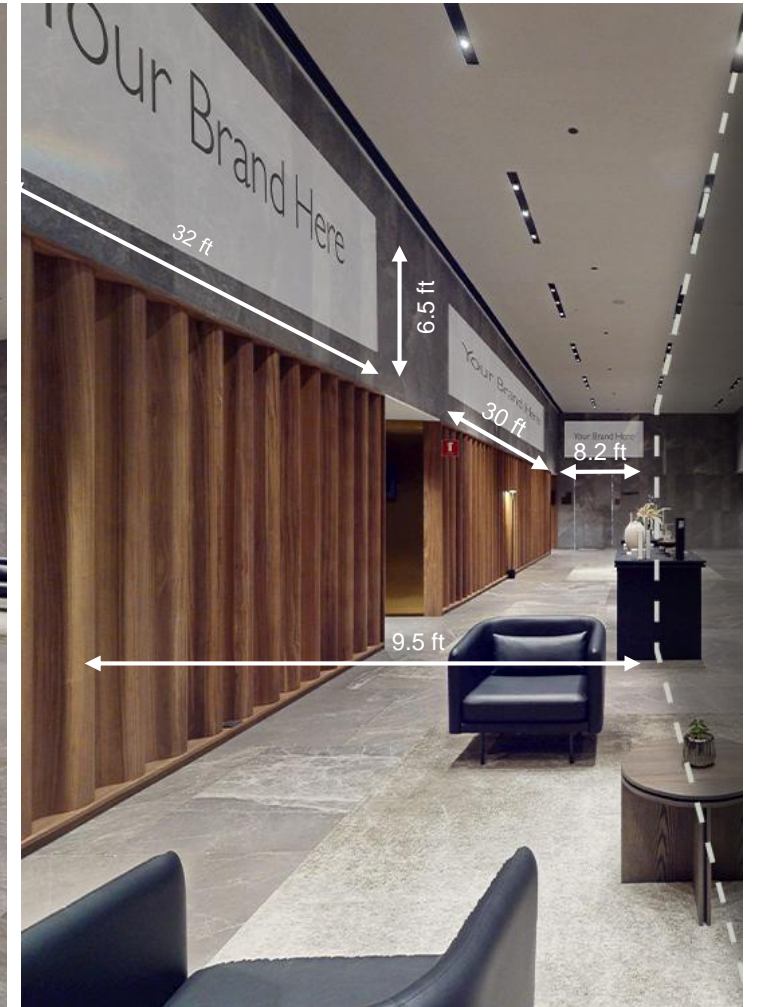
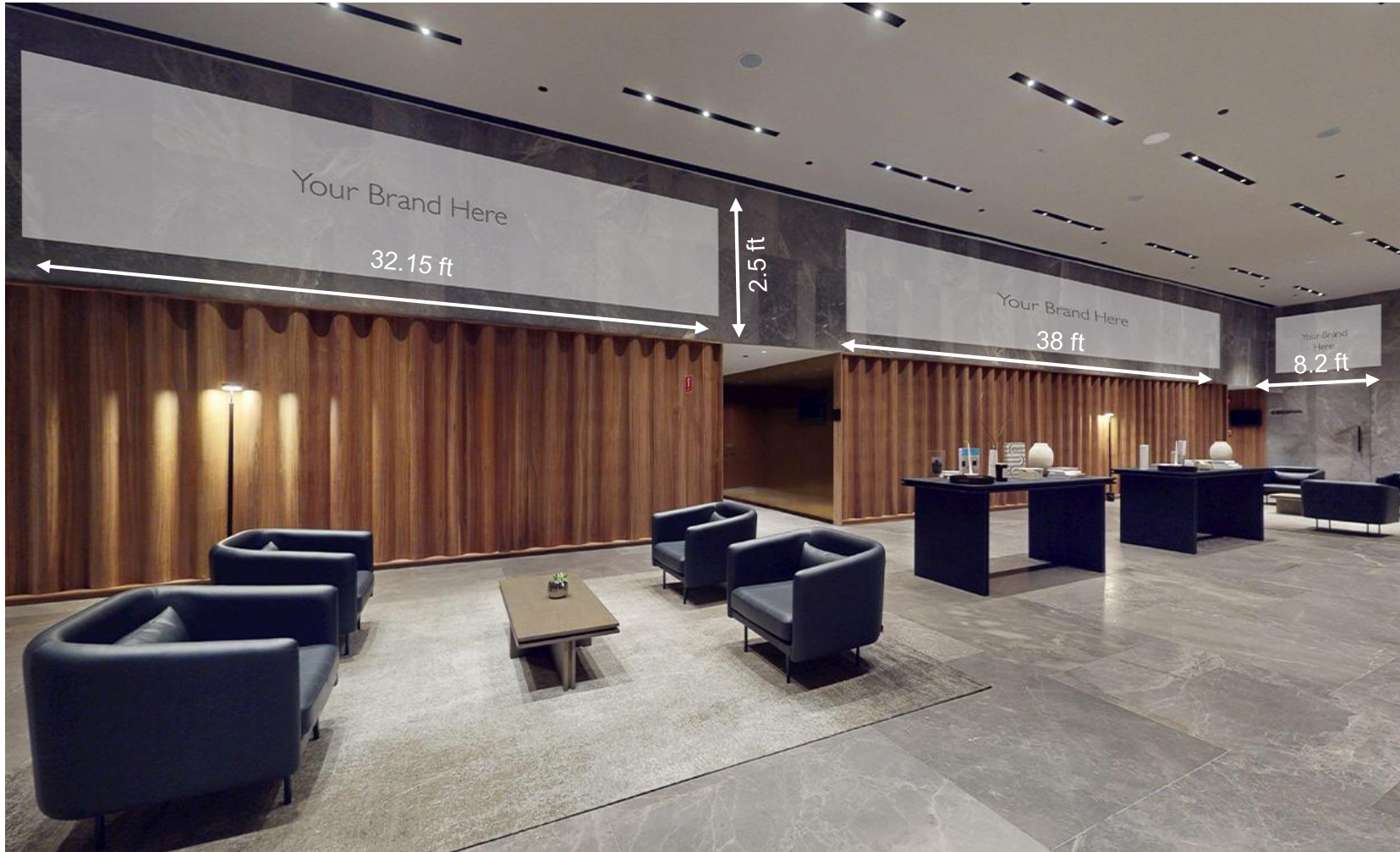
When renting the Park Lane ballroom, your brand may be placed:

- On marble surfaces (as long as the material can be easily removed from the surface)
- On the registration table outside the ballroom
- In the foyer (only the half corresponding to your event)
- On lights (only the half corresponding to your event)
- On electronic banners (only the half corresponding to your event)



EXTERIOR BRANDING

PARK LANE – FOURTH FLOOR



PUBLIC SPACES FOR BRANDS

PARK LANE – FOURTH FLOOR



PUBLIC SPACES FOR BRANDS

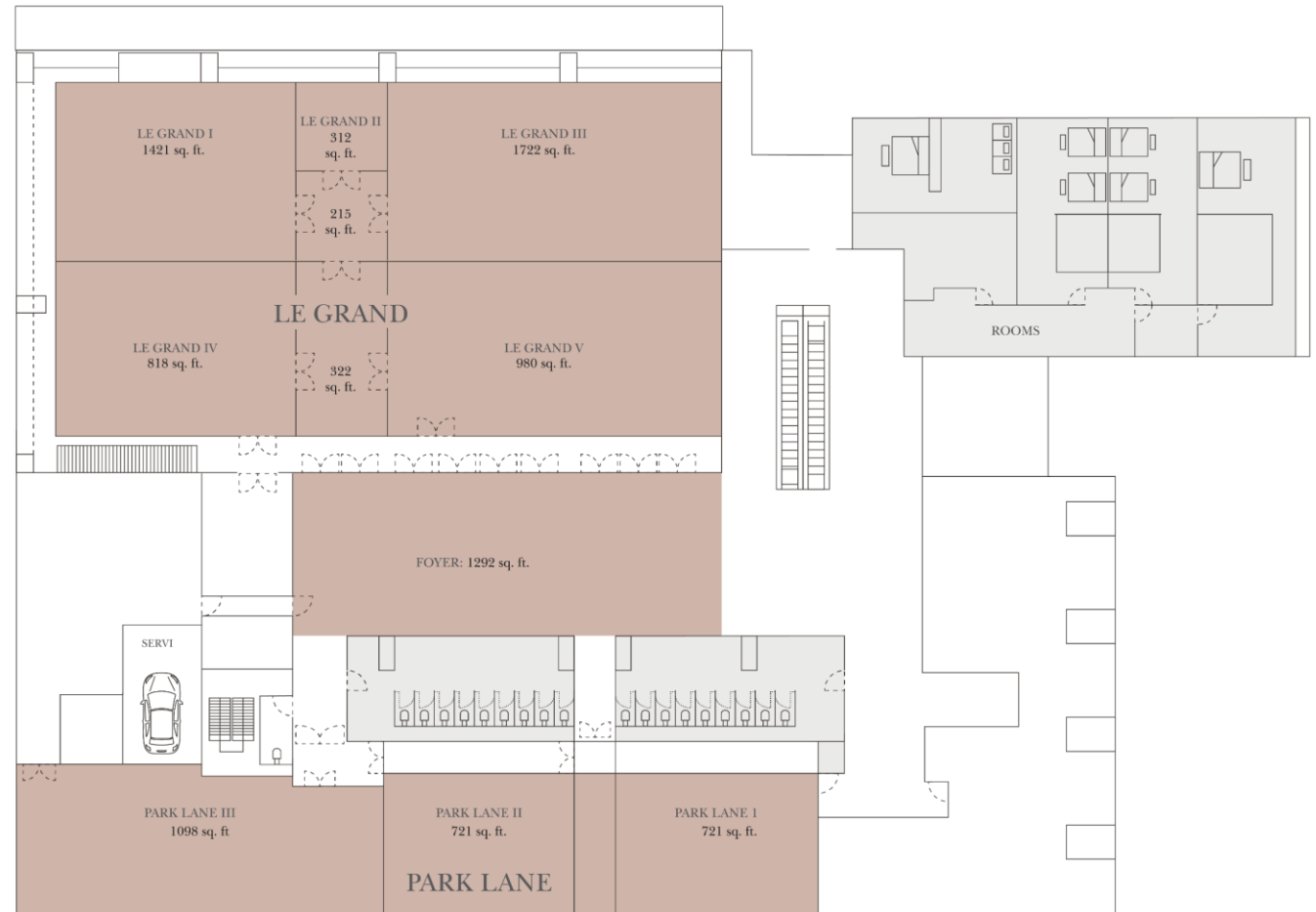
LE GRAND & PARK LANE – FOURTH FLOOR

When renting Le Grand and Park Lane (during the contracted times), your brand may be placed on:

- Marble
- Registration table outside the ballroom
- Foyer, without obstructing emergency exits
- Lights
- Electronic banners

NOT PERMITTED:

- Structures weighing more than 441 lb



PUBLIC SPACES FOR BRANDS
LE GRAND & PARK LANE – FOURTH FLOOR



PUBLIC SPACES FOR BRANDS
LE GRAND & PARK LANE – FOURTH FLOOR



PUBLIC SPACES FOR BRANDS

LE GRAND & PARK LANE – FOURTH FLOOR

When renting Le Grand and Park Lane (during the contracted times), your brand may be placed on the bathroom mirrors

- In electrostatic vinyl or static adhesive film

