



PRESIDENTE
INTERCONTINENTAL®
GUADALAJARA

BRANDING GUIDELINES FOR COMPANIES IN PUBLIC SPACES
PRESIDENTE INTERCONTINENTAL® GUADALAJARA

PUBLIC SPACES FOR BRANDS

BRANDING GUIDELINES IN EVENT AREAS

- The client may place branding **outside the rented meeting room**, provided it **does not exceed its perimeter** and complies with the approved elements and current formats.
- The **registration area by the escalators** may be used for branding with **prior reservation**.
- Branding may be placed on the **lobby registration table**, provided it does **not exceed the size of a standard banner**.

GENERAL CONSIDERATIONS

- It is not permitted to **nail, drill, or adhere materials to walls**.
- All structures (banners, press walls, screens, furniture, etc.) must be placed at a minimum distance **of 15 cm from the wall**.
- Branding materials must **maintain appropriate quality, size, and design** in accordance with the hotel's public areas.
- For large-format **productions, a layout** must be **submitted for prior approval**.

PUBLIC SPACES FOR BRANDS

MAIN ENTRANCE



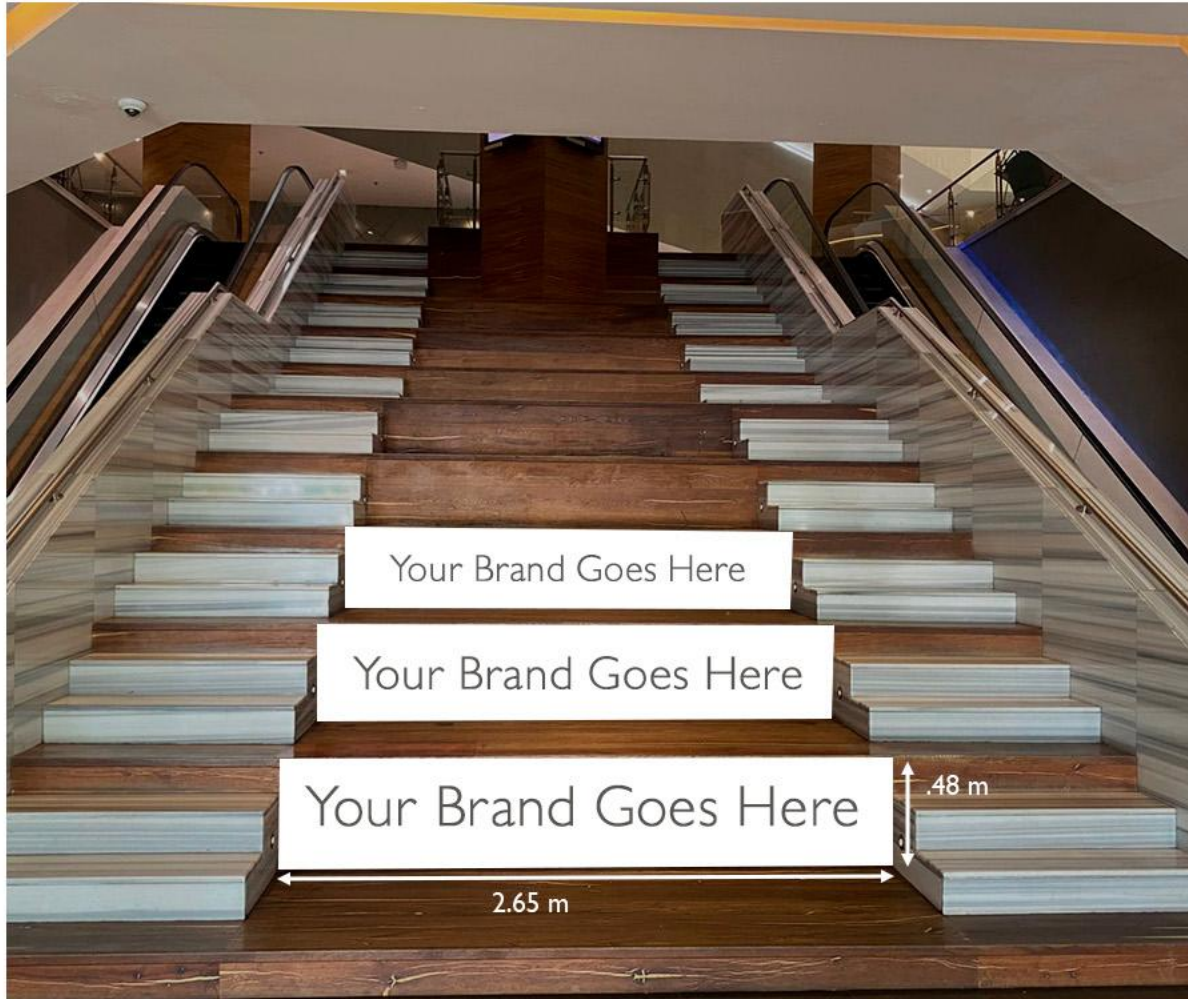
Your Brand Goes Here

9.15 m

.70 m

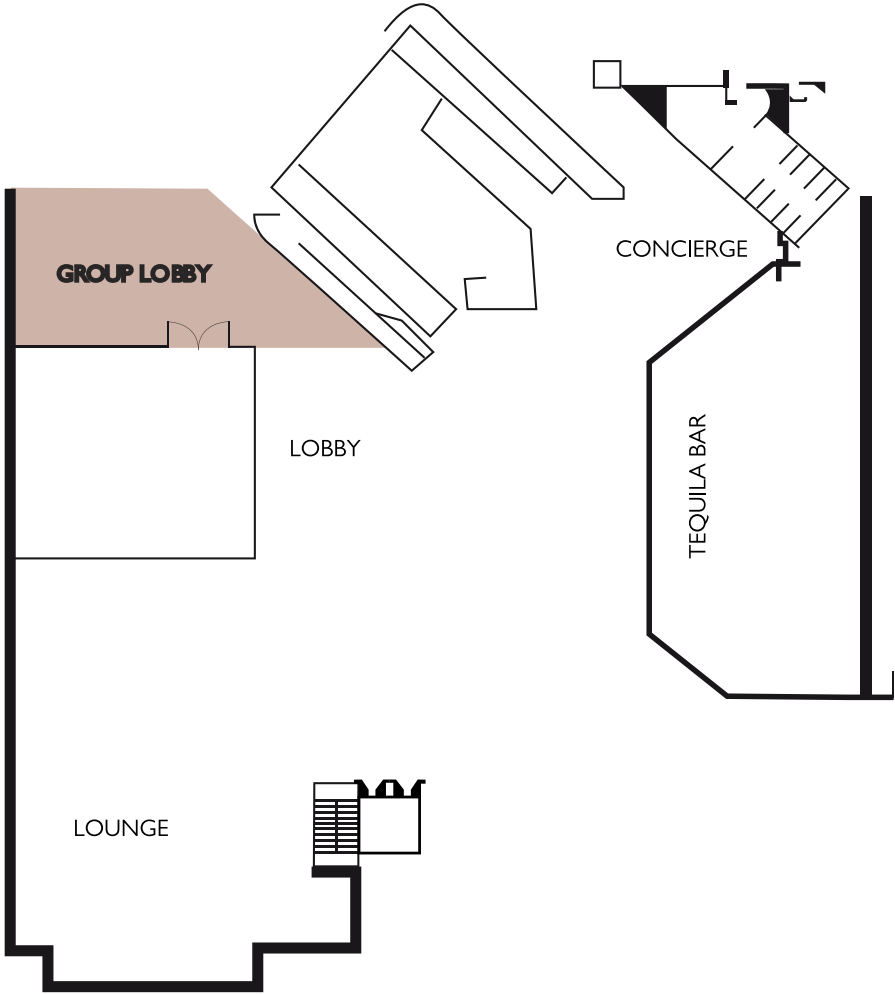
PUBLIC SPACES FOR BRANDS

MAIN ENTRANCE



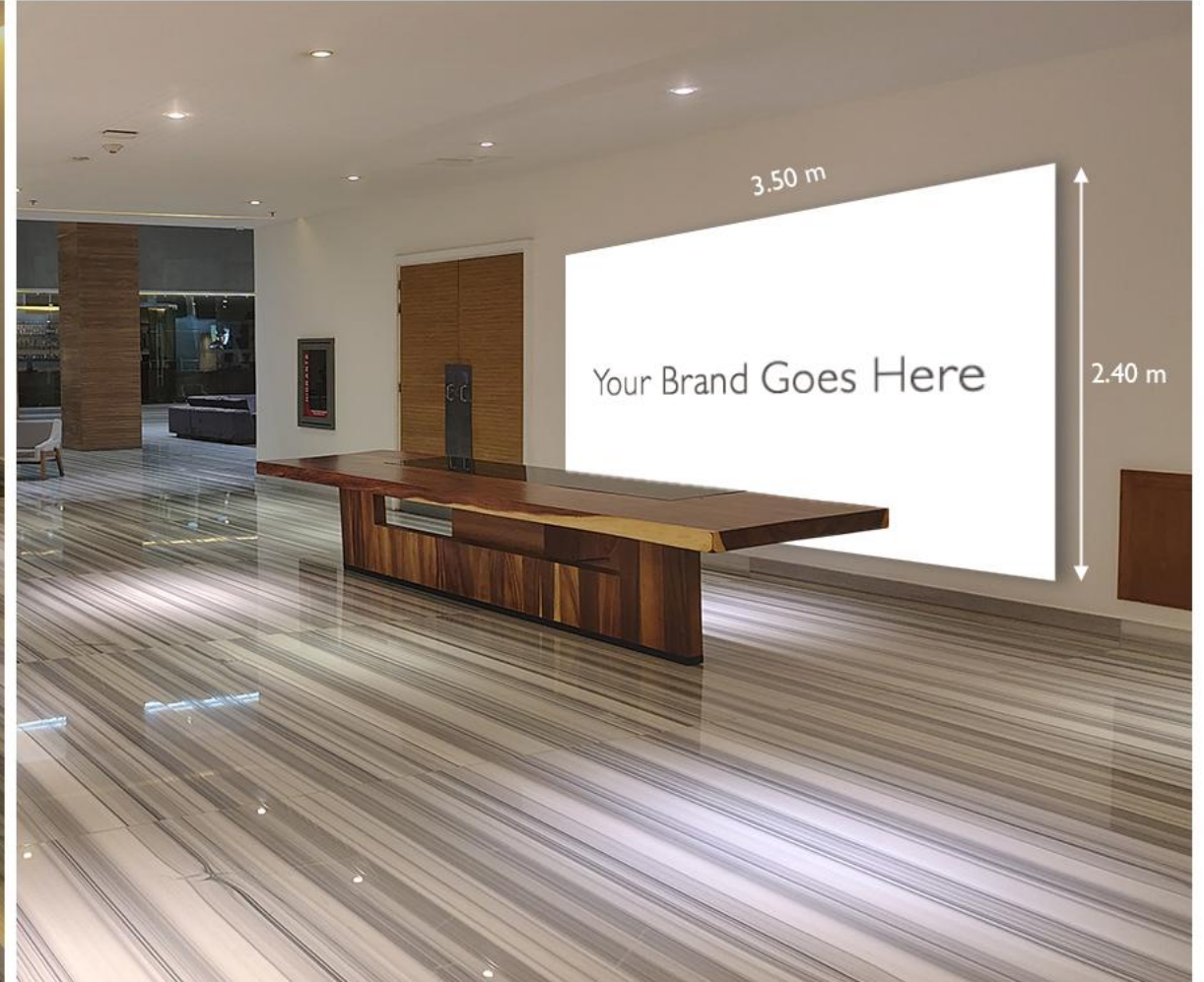
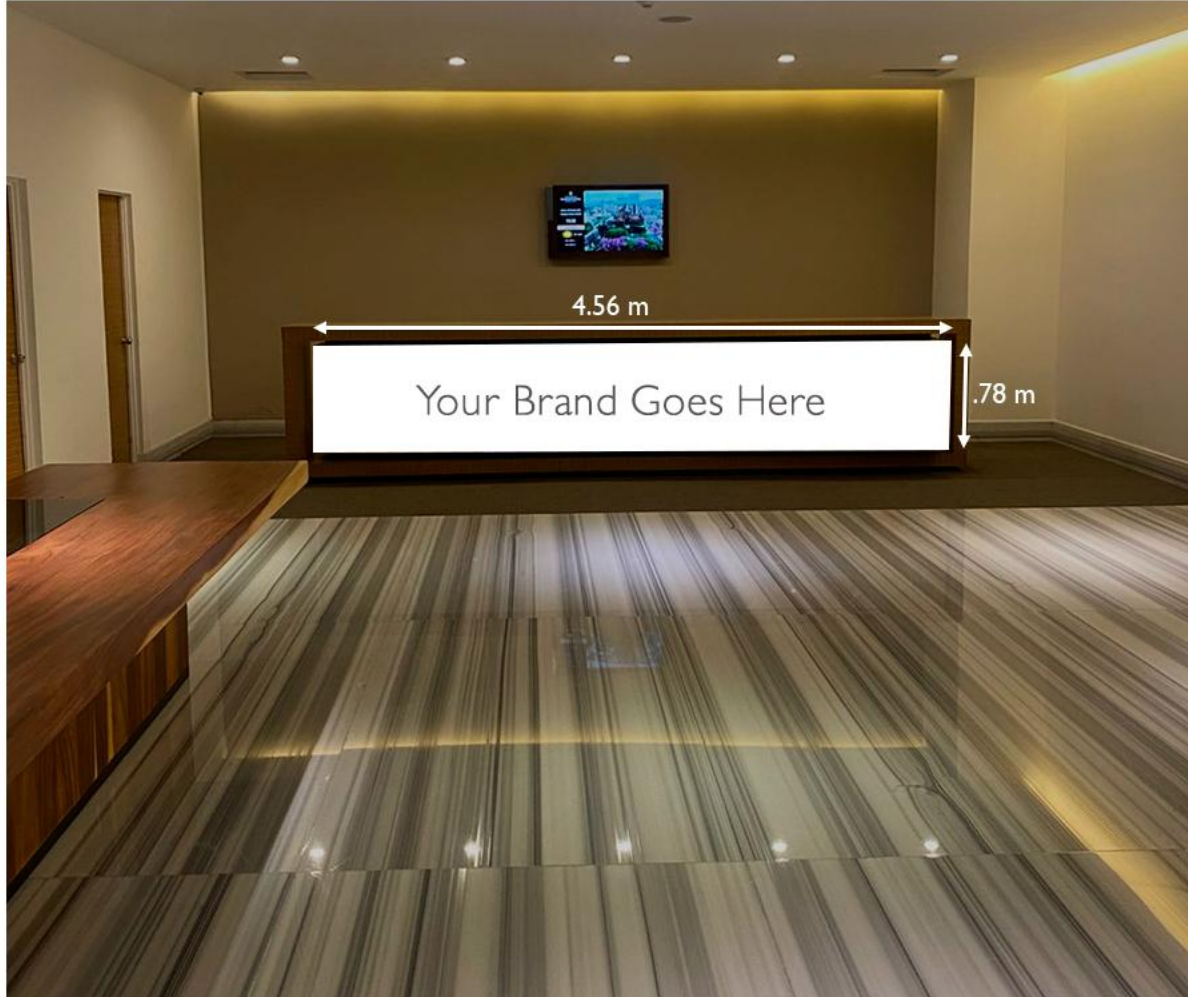
PUBLIC SPACES FOR BRANDS

GROUP RECEPTION



PUBLIC SPACES FOR BRANDS

GROUP RECEPTION



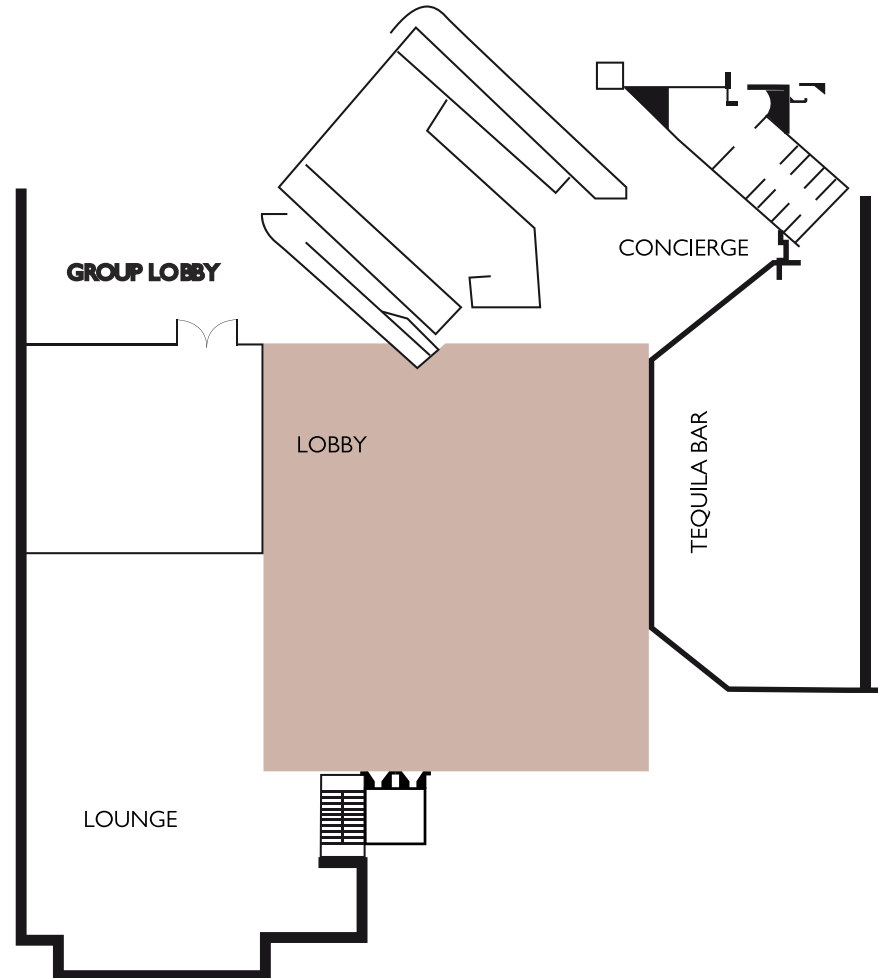
PUBLIC SPACES FOR BRANDS

GROUP RECEPTION



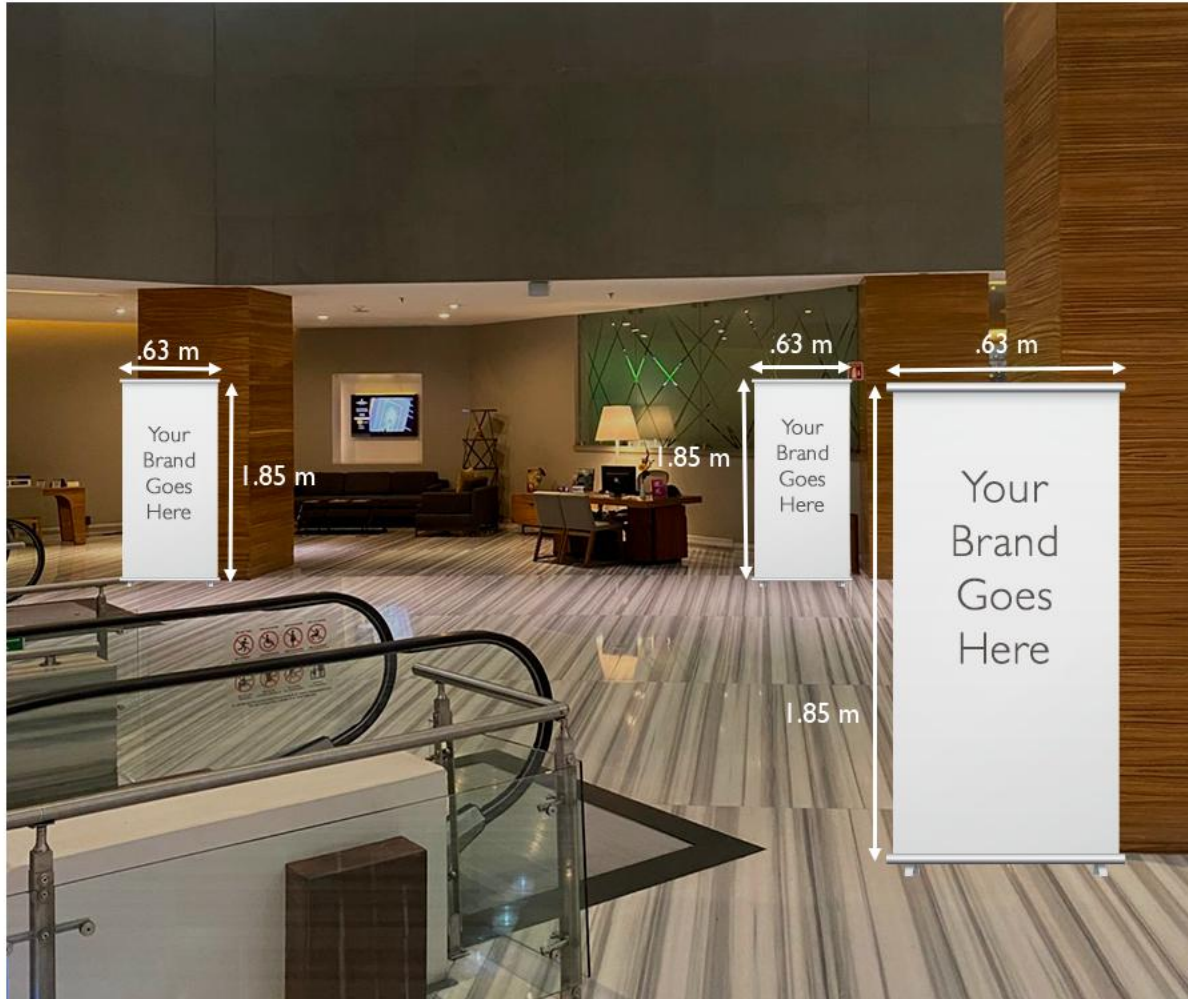
PUBLIC SPACES FOR BRANDS

LOBBY



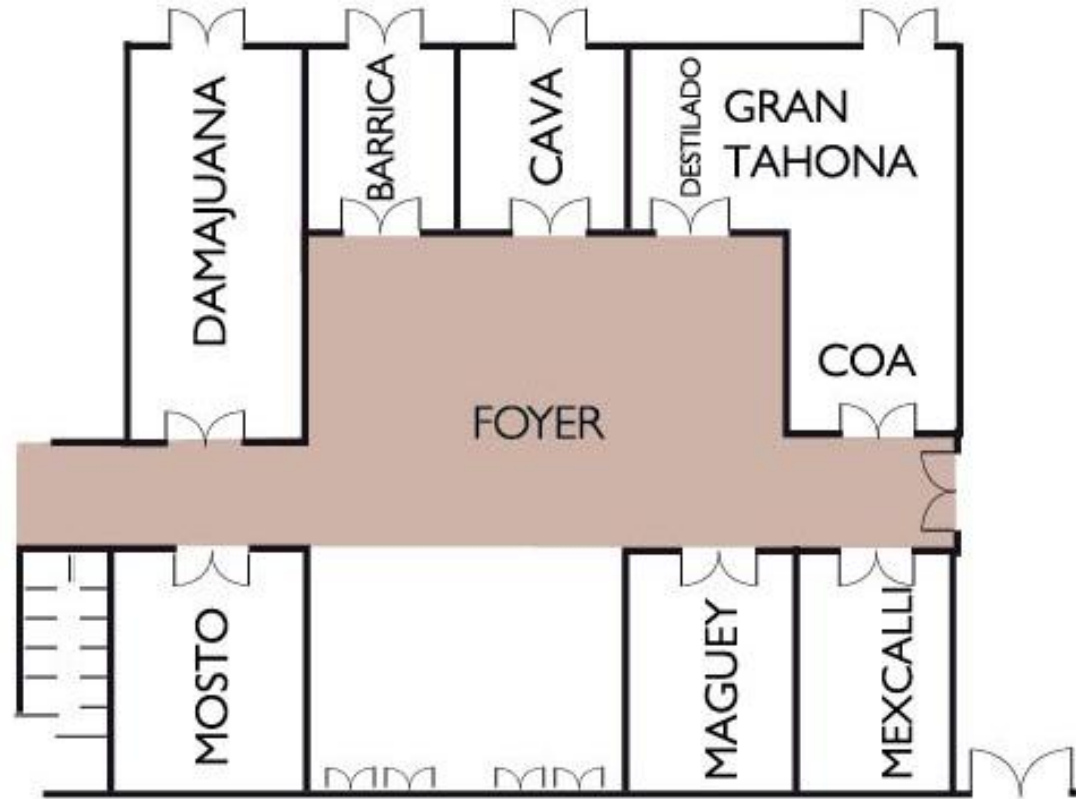
PUBLIC SPACES FOR BRANDS

LOBBY



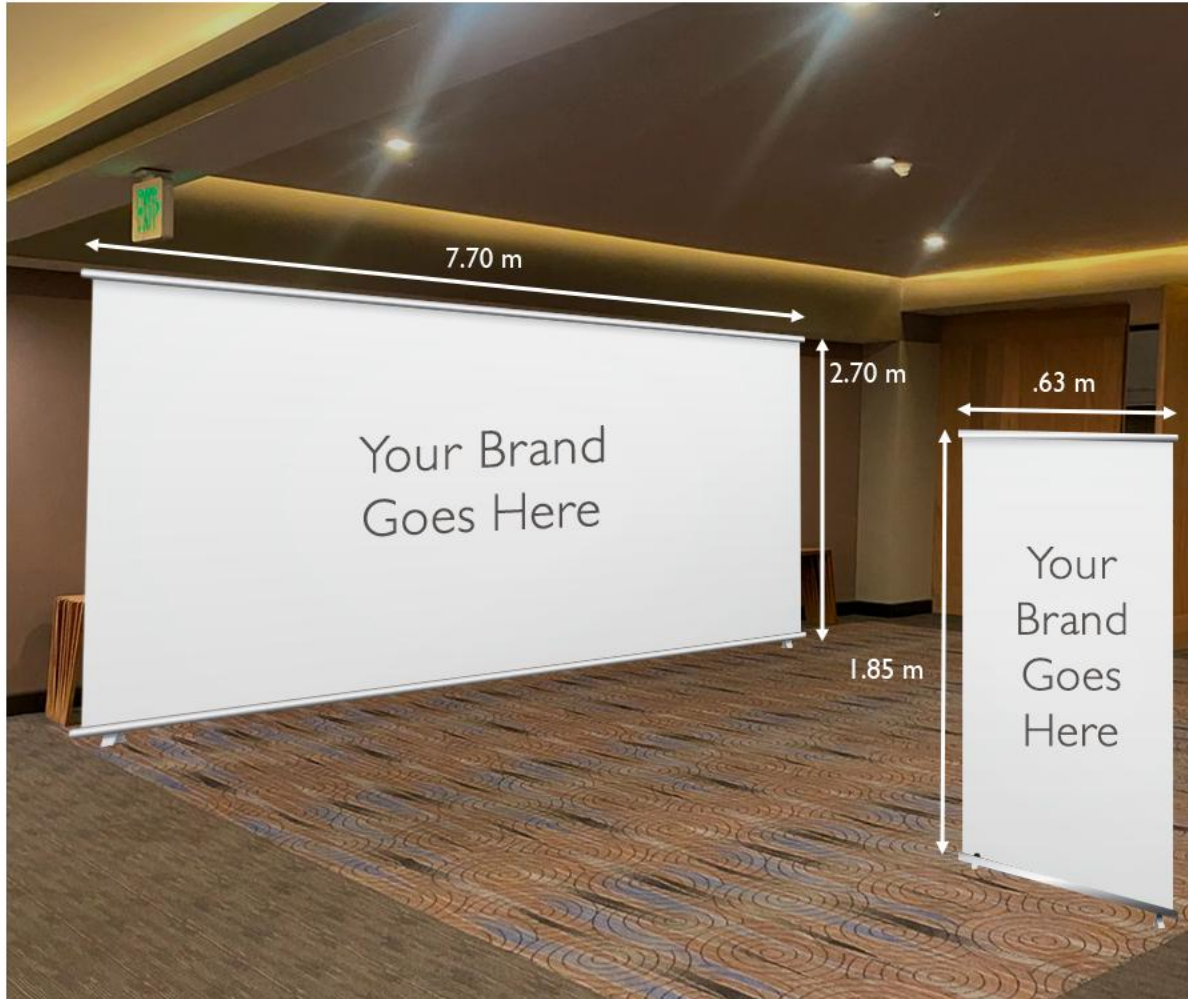
PUBLIC SPACES FOR BRANDS

FOYER



PUBLIC SPACES FOR BRANDS

FOYER



PUBLIC SPACES FOR BRANDS

FOYER

