



hotel nikko
san francisco



At Hotel Nikko San Francisco, our team creates fantastic memories (**subarashii omoide**) for our guests and provides compassionate support to our local community. Together, we work effectively to provide a harmonious work environment for our hoteliers and our Management Company, producing positive results for our owners.

BRAND STYLE GUIDE

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BRAND



To create fantastic memories through purposeful service and curated experiences.



ENHANCE THE MOMENT

We maintain a ‘Yes, and...’ attitude, going the extra mile to enhance the time our guests’ spend with us, whether that’s through personal interaction or enjoying the many hotel features.

LEAD WITH HEART

We respect and appreciate those who choose to spend time with us. We treat our guests the same way we would those most precious to us.

TREASURE THE DETAILS

At Hotel Nikko, we believe there is magic in the details. By being detail-oriented in our work, we elevate our guests’ experience and deliver understated elegance.



Empathy – mutual respect and consideration

Grace – simple elegance and courteous goodwill

Excellence – mastering consistency in quality

BRAND STYLE GUIDE

Logo

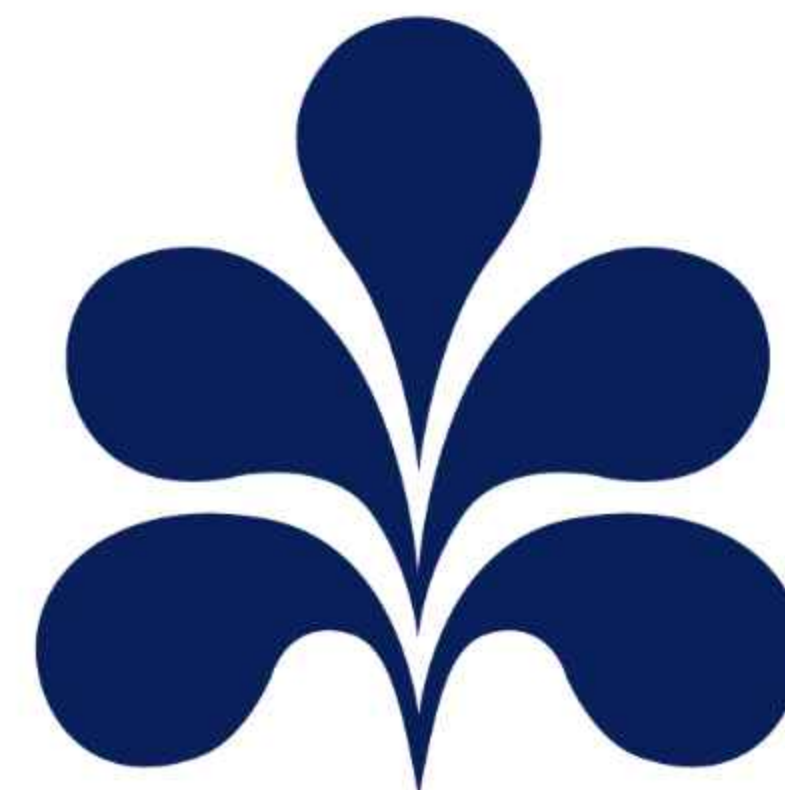
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LOGO

Logo Variations

The logo comes in one stacked format. A secondary linear variation is available but should only be used in minimal situations. The icon is used in situations where type is not needed.

The logo elements should never be changed. Position, size, and color, along with the spatial and proportional relationships are predetermined and shouldn't be altered.



hotel nikko
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Primary Stacked Version

hotel nikko | san francisco

Secondary Linear Version

Logo Variations

If the situation arises where you need to do a reversed out logo, please only use the stacked version



Logo Usage

In our effort to drive image continuity we recommend utilizing the reversed out stacked logo wherever possible. This can be used in digital, social and printed material. Whether that is the full logo or just the icon (see body wash packaging on the next page)



Start your adventure the right way.

Special Offer!
Get our best available rate with breakfast included!

BOOK NOW

Start your morning with a delicious breakfast buffet in Anzu Restaurant. Whether you're here on business or pleasure, take advantage of this amazing offer. (valued at \$42.00 per person).

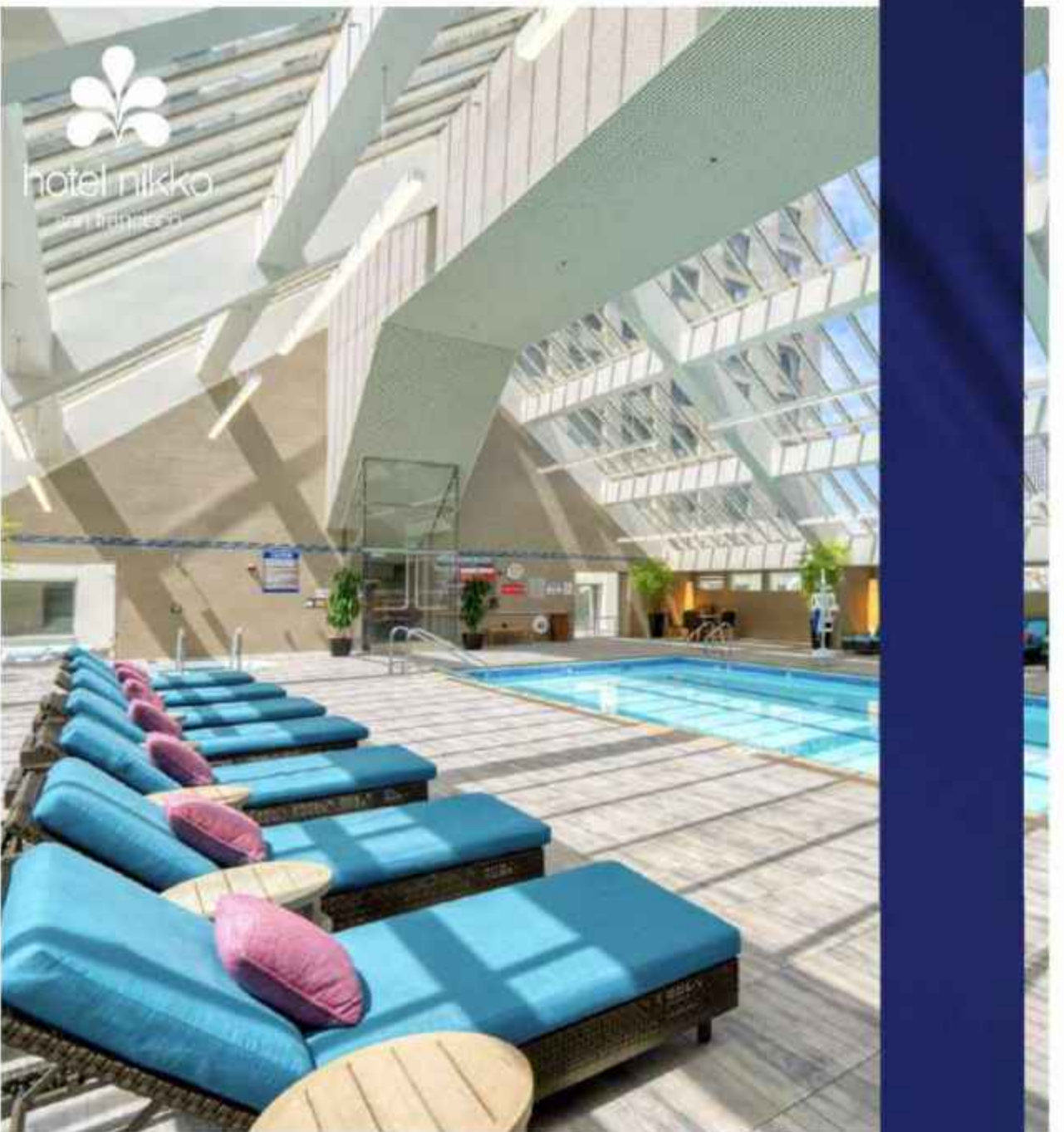
Make Your Reservation Today.

After a day of discovery why not return to ANZU and enjoy sushi, sashimi and San Francisco inspired dishes like misoyaki black cod and Niman Ranch pork chops.



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322 MASON STREET, SAN FRANCISCO, CALIFORNIA 94102 | HOTELNIKKOSF.COM | 415-394-1111



hotel nikko
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Take your place at the oasis.

Relax in the whirlpool spa or lounge on the sunny indoor deck. Our Pool and Health Club are open daily from 6am to 10pm.

hotel nikko
san francisco

Where fantastic memories await



BATH TISSUE

"It's nice finding the place where you can just go and relax."

Extend your journey with us.

ZEN
APOTHECARY
BAMBOO & LAVENDER
Shampoo
3.38 FL. OZ. (100 ml)

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Apologies For Our Construction

Thank you for your patience as we continue to bring you the best possible experience.





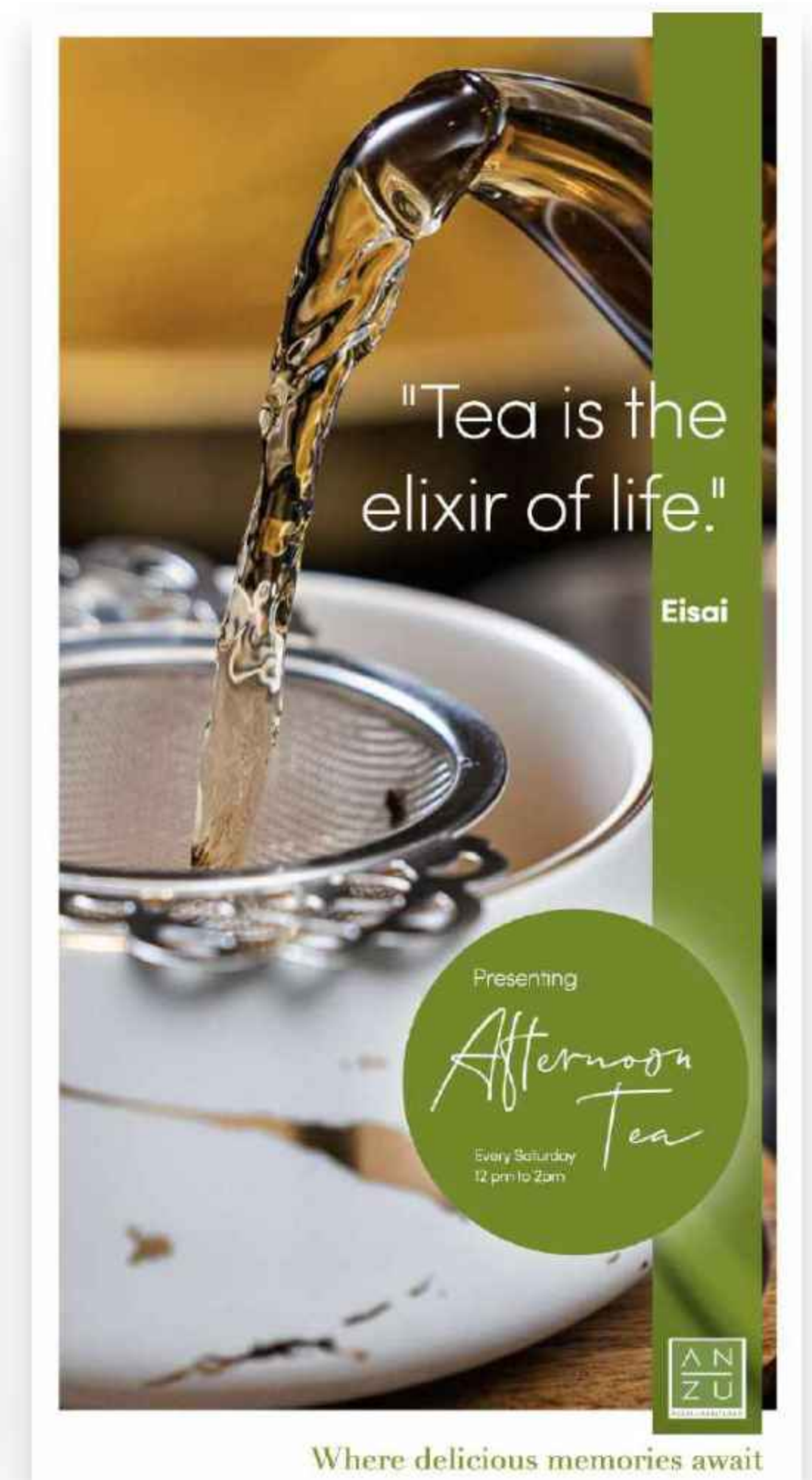
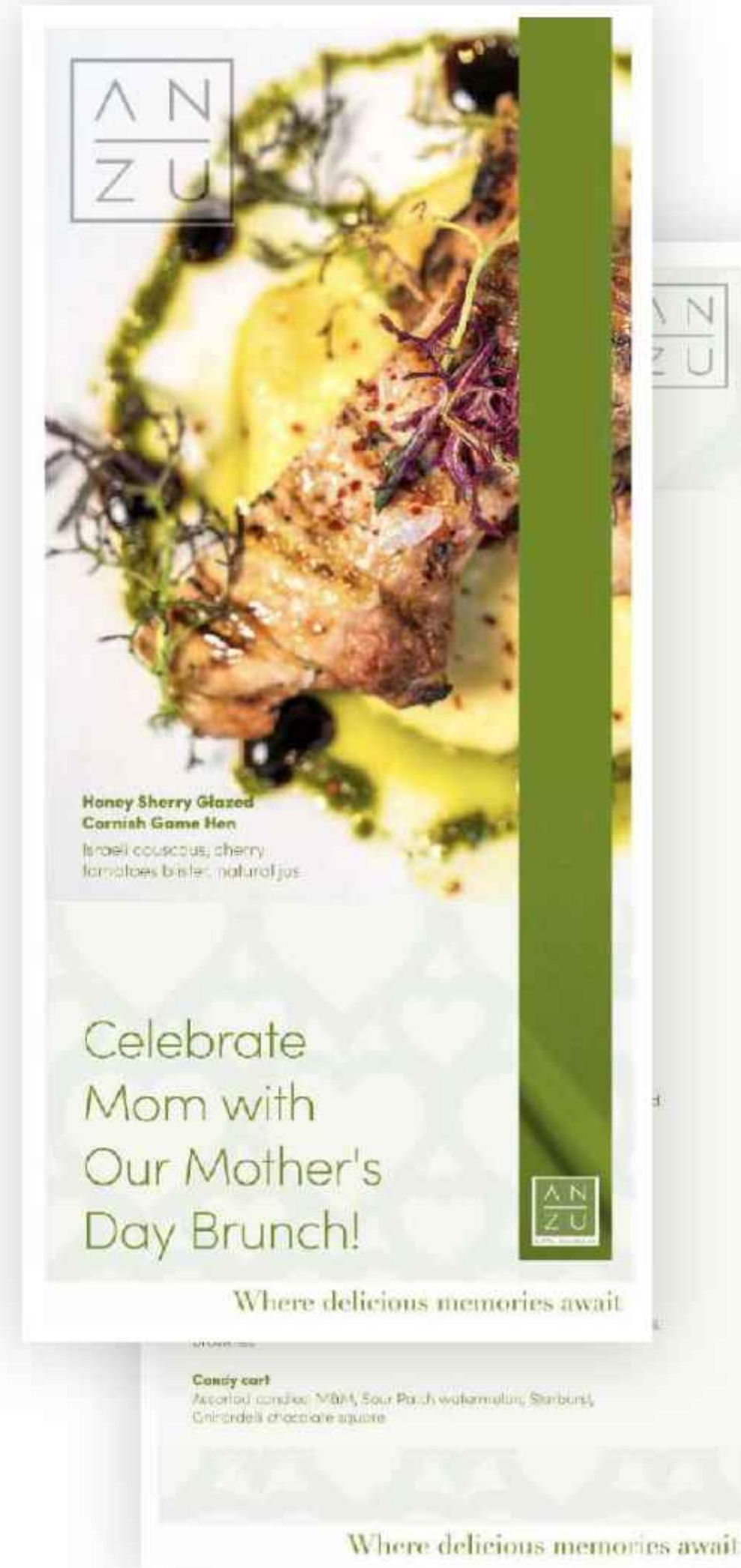
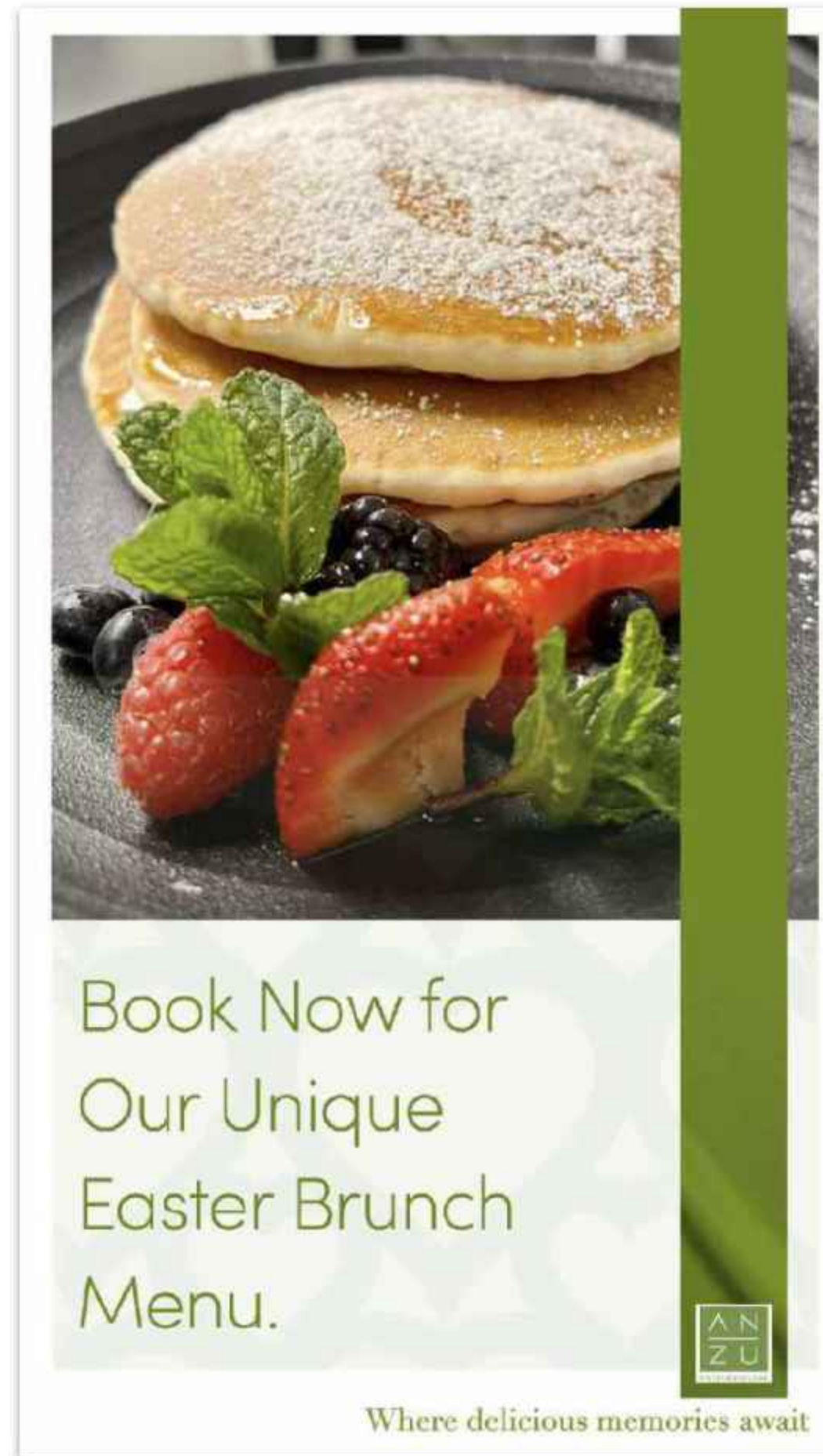
RESTAURANT&BAR

Primary Version



RESTAURANT&BAR

Secondary Version





Personality

Warm

Enriching

Helpful

Thoughtful

Delightful




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“Since ancient times, the Japanese have heralded the arrival of the cherry blossoms because they symbolize the ephemeral beauty of life.”

Victoria Abbott Riccardi




Where fantastic memories await




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In Japan, broken objects are often repaired with gold. The flaw is seen as a unique part of the objects story, which adds to it's beauty.

The art of Kintsugi




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“To capture nature’s force and create a living symbol of the soul of the person who has taken care of it.”

The art of Bonsai



Where fantastic memories await

Illustration

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Chrysanthemums

When chrysanthemums first appeared in Japan, people noted that the flower's petals opened in perfect order. Therefore, the Japanese began to associate mums with perfection. Chrysanthemums also symbolize the sun. In the United States, chrysanthemums symbolize friendship, happiness, and well-being.

They are often tied to the arrival of autumn since they are one of the most popular fall flowers. We use the Chrysanthemum to provide a moment of continuity in the various messages and communications we create around the hotel.











4.1

Primary Colors

Page 25

4.2

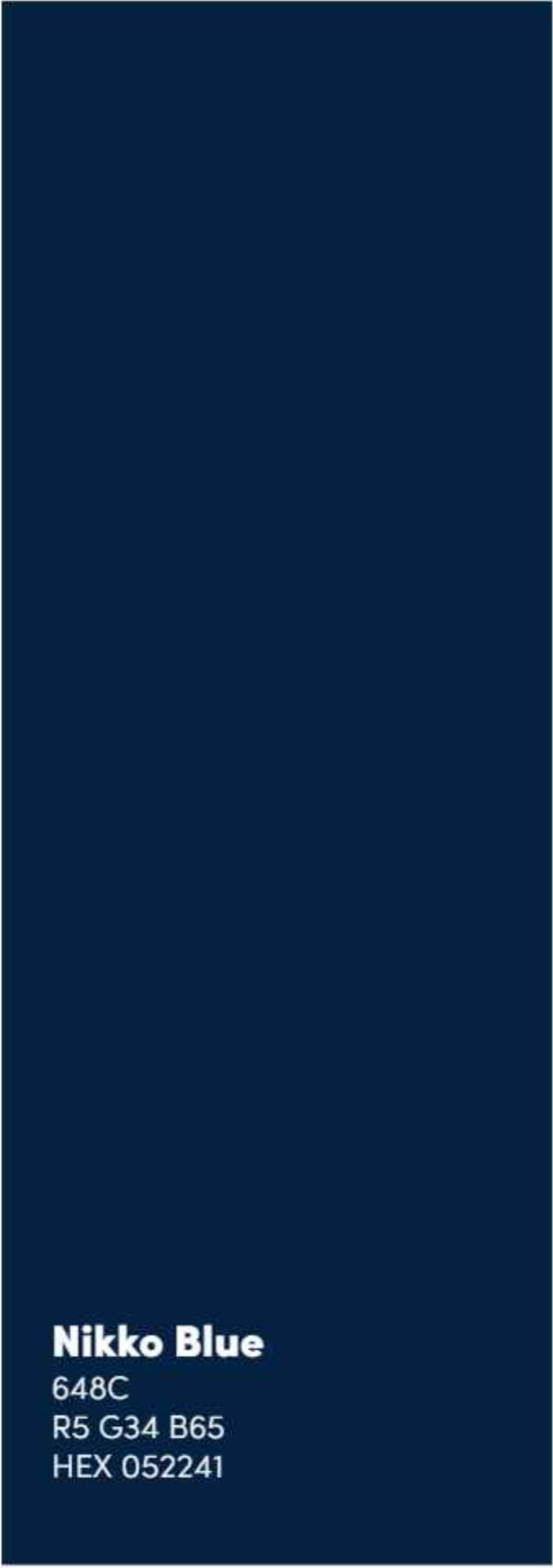
Secondary Colors

Page 26

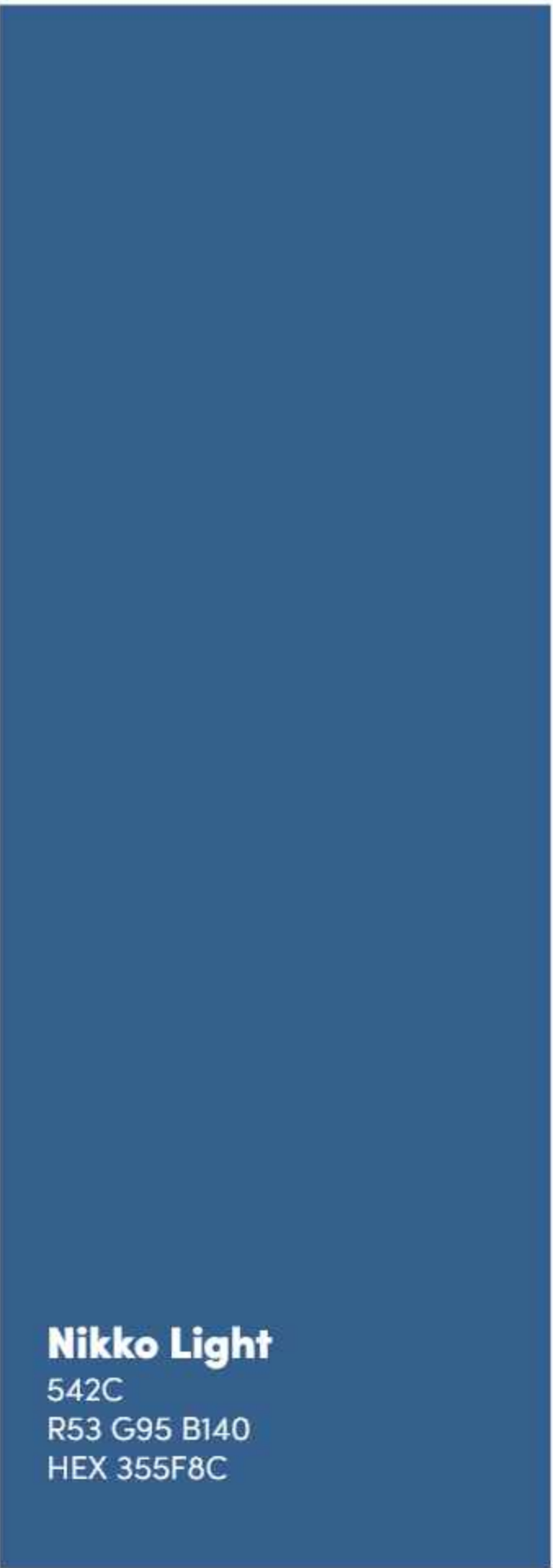
COLOR PALETTE



Imperial Blue
2757C
R0 G30 B96
HEX 001E60



Nikko Blue
648C
R5 G34 B65
HEX 052241




Nikko Light
542C
R53 G95 B140
HEX 355F8C



**Imperial Blue
Nikko Blue**
Vignette



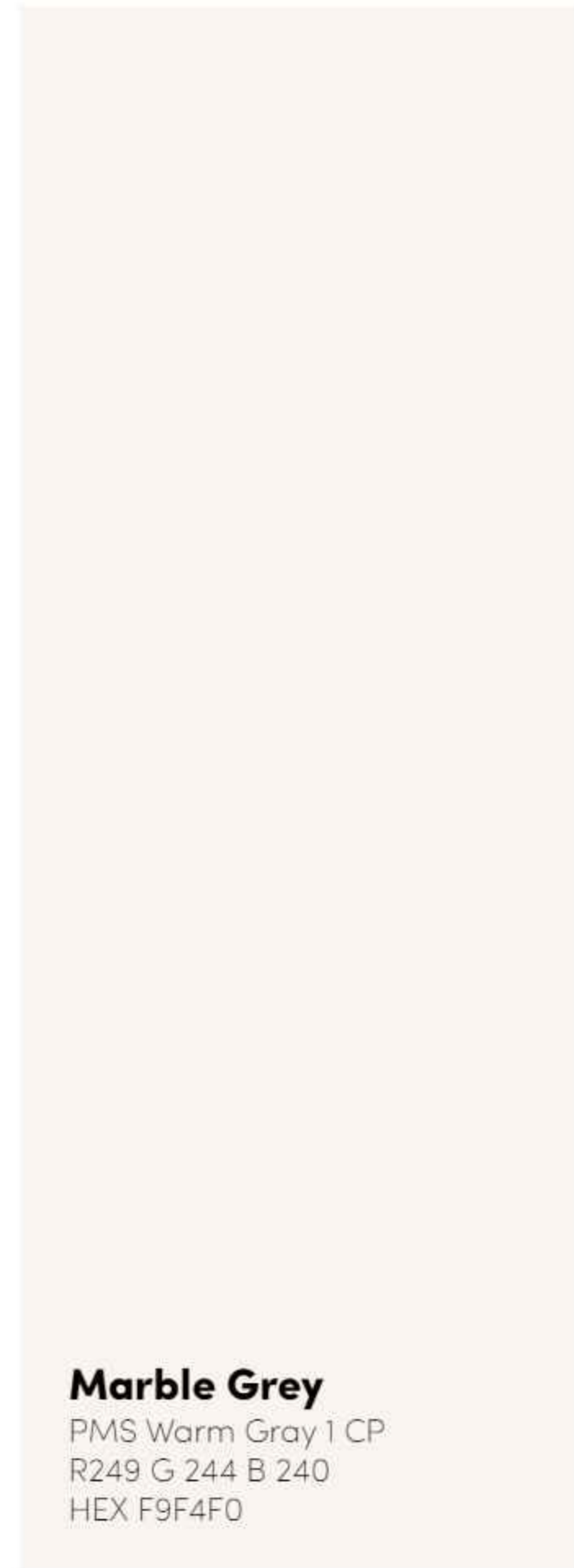
Powder Blue
658C
R167 G198 B237
HEX A7C5ED



Cloud White
R255 G255 B255
HEX FFFFFFFF



Smoke Grey
428C
R231 G227 B233
HEX E7E3E9



Typography

5.1

Primary Font

Page 27

5.2

Secondary Font

Page 28

TYPOGRAPHY

Sofia Pro

“With age, comes wisdom. With travel, comes understanding.”

Sandra Lake

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Blancha

“ With age, comes wisdom.
With travel, comes understanding. ”

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Blancha

BRAND STYLE GUIDE

Photography

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PHOTOGRAPHY















Brand in Use

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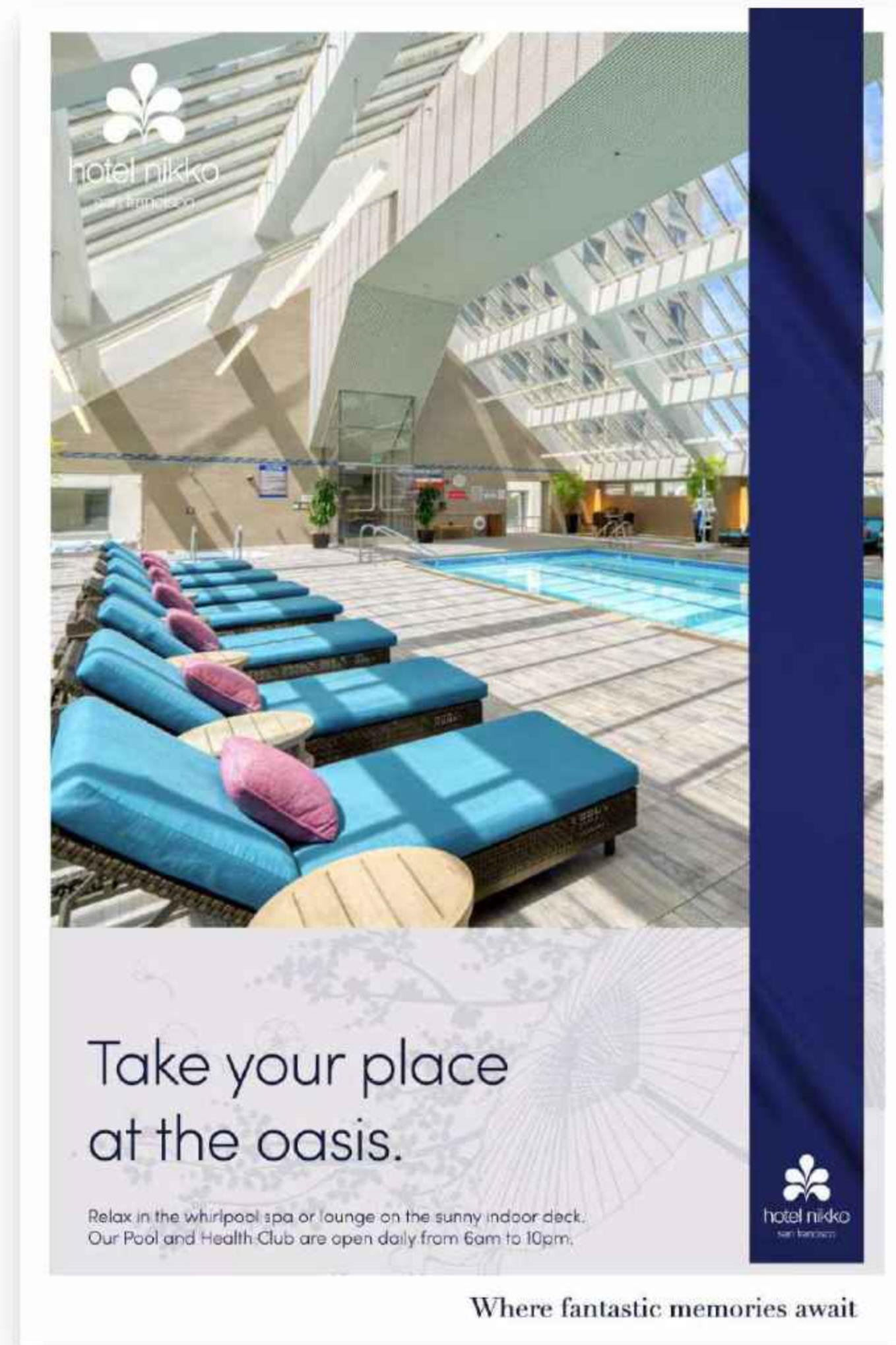
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Wake up in
a different world.

Welcome to luxury that is out of this world.

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Where fantastic memories await



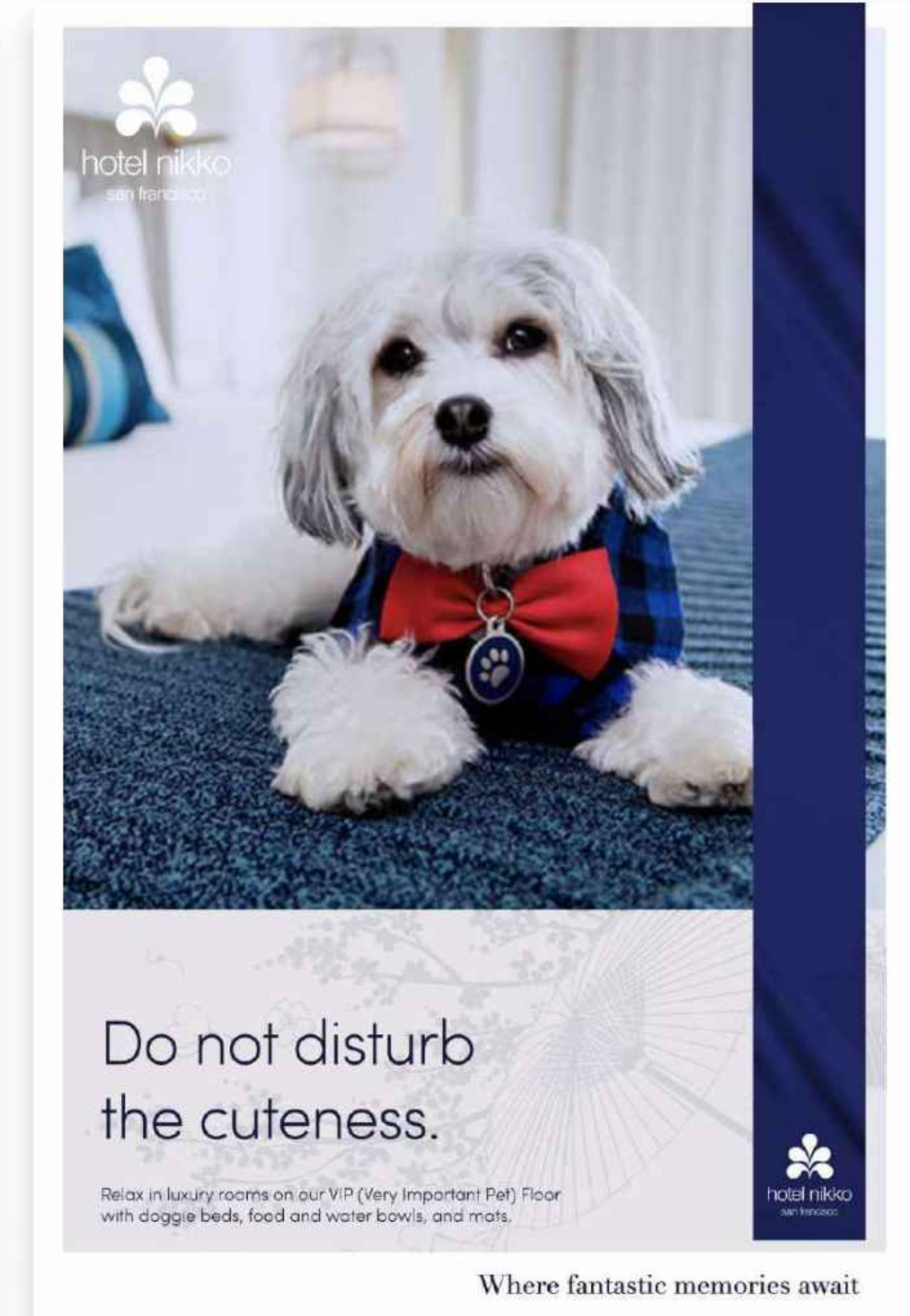
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Take your place
at the oasis.

Relax in the whirlpool spa or lounge on the sunny indoor deck.
Our Pool and Health Club are open daily from 6am to 10pm.

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Where fantastic memories await



hotel nikko
san francisco

Do not disturb
the cuteness.

Relax in luxury rooms on our VIP (Very Important Pet) Floor
with doggie beds, food and water bowls, and mats.

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san francisco

Where fantastic memories await



AN ZU

Presenting
Afternoon Tea
Every Saturday
12 pm to 2pm

“Teatime is a chance to slow down, pull back and appreciate our surroundings.”

Letitia Baldrige

Call Reception to make a reservation or call the restaurant directly on **415-394-1111**



Where delicious memories await



AN ZU

“We want you to see the world from a different place.”

Chef Adam Mali

Call Reception to make a reservation
Or call the restaurant directly on 415 394-1111



Where delicious memories await



AN ZU

Experience an unforgettable *Omakase* journey

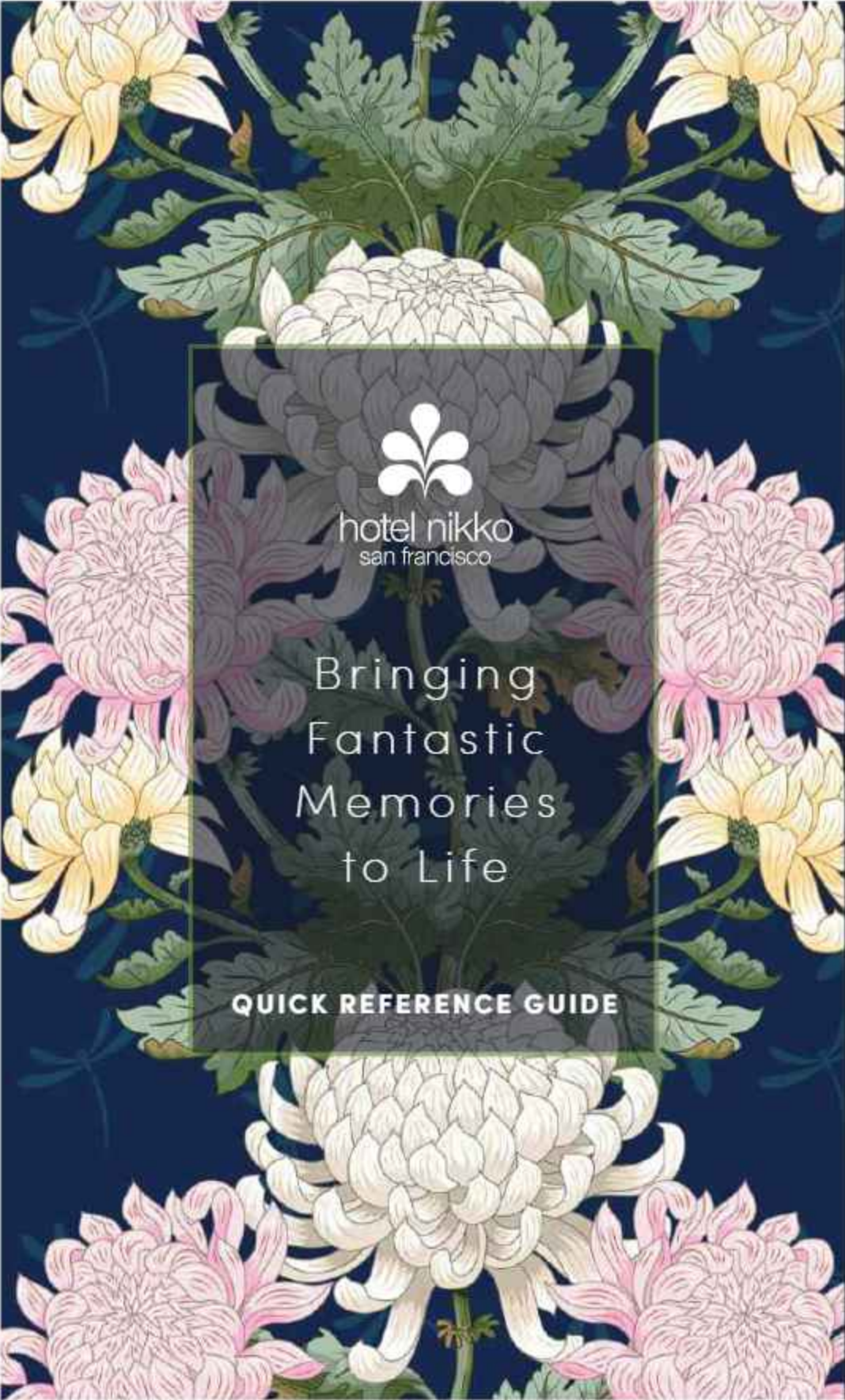
“Expertly hand-crafted sushi involves assembling the freshest ingredients in an artful manner.”

Master Sushi Chef Kazuhito Takahashi

Call Reception to make a reservation or call the restaurant directly on **415-394-1111**



Where delicious memories await



ANZU and Kanpai Hours:
 Restaurant ANZU and Bar are located on the 2nd floor.
 Kanpai Bar is located on the 1st floor.
 Breakfast: 7am - 10:30 am Everyday
 Sunday Brunch:
 7am - 1pm Buffet and a la carte
 ANZU Afternoon Tea: 12pm - 2pm Sa
 Dinner and Sushi Bar: 2pm - 10pm T

Front Door Hours:
 7am - 6pm Unlocked 6pm - 7am Locked

Check In and Check Out Time:
 Check-In: 3:00pm Check-Out: 11:00am

ANZU Bar: 5pm - 10pm Everyday
Kanpai Bar: 2pm - 11:30pm Thur to S
 (Food 5pm to 10pm ONLY)
In-Room Dining: 6:30am - 10:30pm l

Fitness Facilities:
 The health club including the dog ru
 steam room and outside terrace is l
 Fitness Hours: 6am-10pm
 Adult Swimming Hours: 7:00am - 9:
 Dog Run: Access with paid reservatic

Imperial Lounge:
 Imperial Lounge is located on the 23
 For guest with access only
 Breakfast 7am - 10am and Receptio

PORC
“Critical Eye”
 Present
 Observe
 Review
 Correct

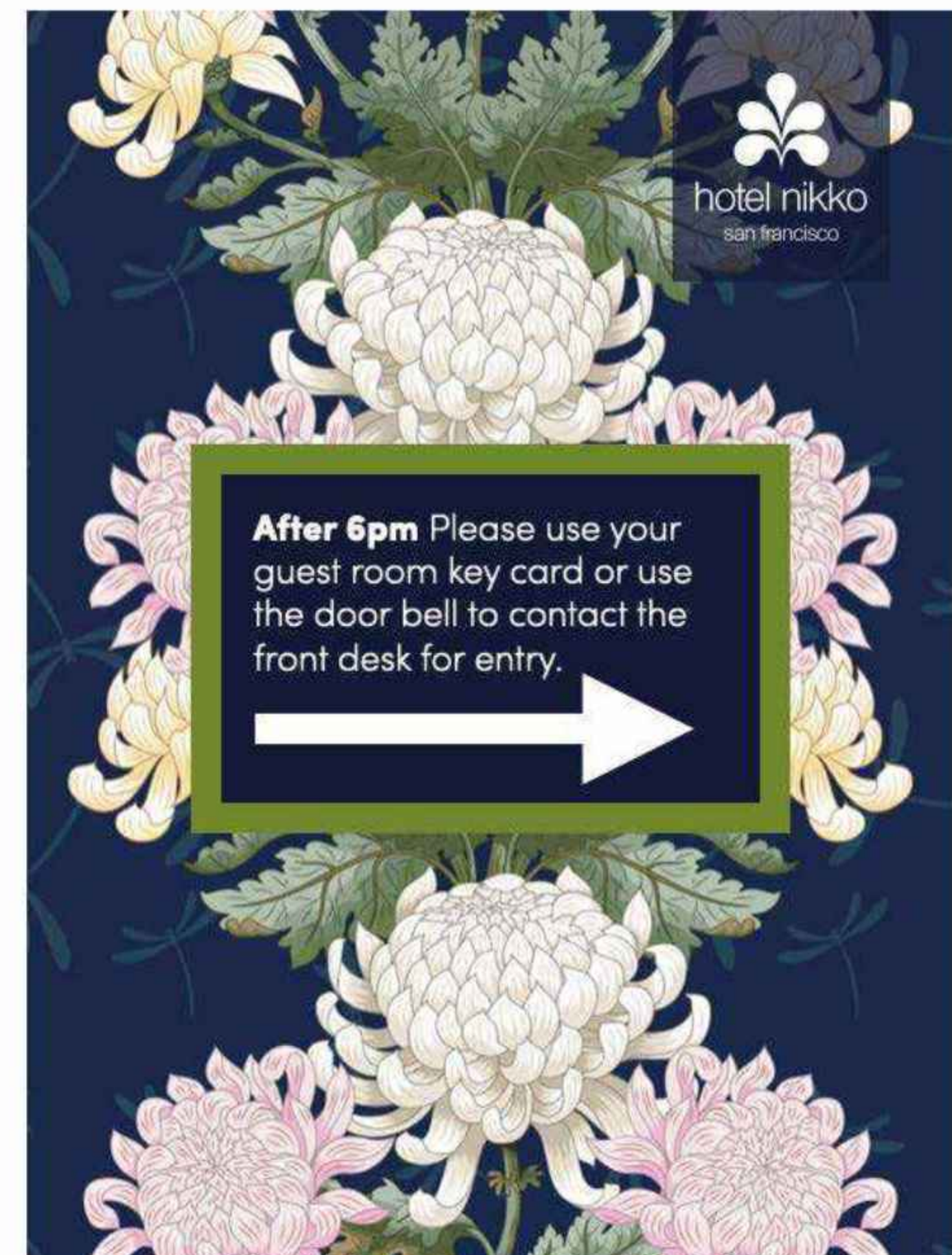
AGA
“Guest Discovery Process”
 Ask Genuine Interest Question
 Gain Knowledge “Golden Nuggets”
 Acknowledge “Acknowledge you heard the guest”
 ***Then apply Plus 1 anticipatory service
Ask - Good afternoon Mrs. Dill welcome to the Hotel Nikko. May I ask what brings you to San Francisco?
Gain Knowledge - Thank you for asking I am here for a Conference and sight seeing.
Acknowledge - That is Wonderful Mrs. Dill we are pleased you chose the Hotel Nikko for your travels to the city.
Plus 1 anticipatory service - May I provide you with a map or transportation options to your conference and/or sight seeing landmarks?

4 S's
“Beat the Greet, 5-10 Rule”
Stop - Stop when a guest is approaching
Stand - Stand while you acknowledge them
Smile - Be happy
Speak - Only use Good morning, Good afternoon, and Good evening

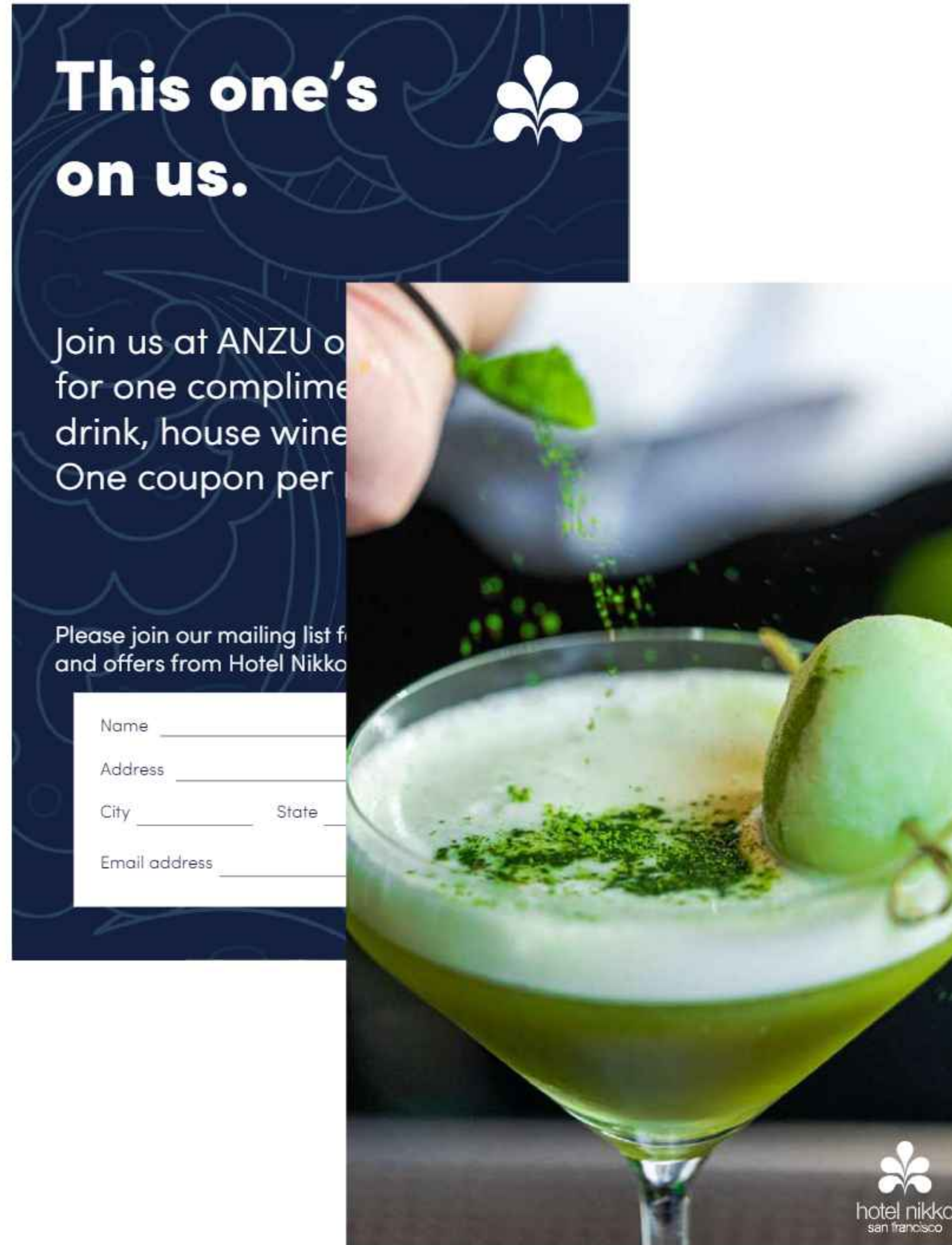
Be **PRESENT** with full attention, **OBSERVE** the area from top to bottom, **REVIEW** if anything needs attention, and **CORRECT** any problems.

QUICK REFERENCE GUIDE











BATH TISSUE

THANK YOU