

The logo for Lancaster London is a dark red square with the words "LANCASTER" and "LONDON" in white, serif, all-caps font. "LANCASTER" is positioned above "LONDON".

LANCASTER  
LONDON

## Hotel Vision Statement

# WE ALWAYS CARE

## Hotel Values

- We care to be true to ourselves and others
- We care about the facts and facing situations
- We care about being engaged in heart and mind
- We care to provide an exceptional hospitality experience at every touch point
- We care about performance and solutions
- We care to praise and acknowledge success
- We care about our environment and our future