

# PREFERRED BOUTIQUE

## BRAND LOGO USAGE GUIDELINES FOR MEMBER HOTELS



### LOGOS



1) Logo *CMYK*



2) Logo *Black*



3) Logo *White*

### TYPEFACES

- **TRAJAN PRO (REGULAR) — HEADLINE FONT**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9

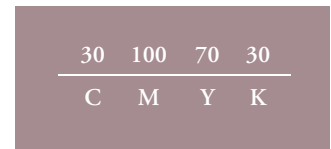
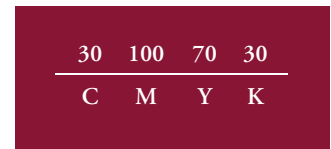
- **Sabon font family — Body Copy**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9

- **Interstate font family – Body Copy**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9

- For online and other restrictive use — **Serif: Times font family**

- For online and other restrictive use — **Sans Serif: Arial font family**

### LOGO COLORS



**FILE DOWNLOAD**

Download Preferred Boutique logo files here.

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