

# HISTORIC HOTELS WORLDWIDE

## BRANDED PROGRAM LOGO USAGE GUIDELINES



### LOGOS

1) *Black and White*

2) *Logo Green, Gold and Beige*



### COLORS

#### PMS



PANTONE  
BLACK



PANTONE  
5483



PANTONE  
871



PANTONE  
9060

#### CMYK

**BLACK**  
100% Black

**CMYK GOLD**  
30% Cyan  
35% Magenta  
70% Yellow  
10% Black

#### CMYK GREEN

43% Cyan  
0% Magenta  
14% Yellow  
41% Black

#### CMYK BEIGE

0% Cyan  
0% Magenta  
7% Yellow  
5% Black

#### RGB

**RGB BLACK**  
0 Red  
0 Green  
0 Blue

**RGB GOLD**  
169 Red  
145 Green  
93 Blue

#### RGB GREEN

91 Red  
141 Green  
148 Blue

#### RGB BEIGE

242 Red  
240 Green  
227 Blue

### FONT GUIDELINES

- HEADLINE FONT – Adobe Caslon Pro (Regular)
- Alternate subhead font - *Mrs. Eaves font family*
- Body copy font – **Adobe Caslon Pro font family**
- Online and other restrictive use – *Times font family*

#### FILE DOWNLOAD

*Download Historic Hotels Worldwide logo files here.*

[http://www.preferredhotelgroup.com/PHG/press\\_center/logos.aspx](http://www.preferredhotelgroup.com/PHG/press_center/logos.aspx)

Questions? Please contact John Crane: +1 949 719 3317 | [jcrane@preferredhotelgroup.com](mailto:jcrane@preferredhotelgroup.com)