

I Prefer™ BRAND GUIDELINES



LOGOS

1) Logo Black



2) Logo Black and Gold



3) Logo White



4) Logo White and Gold



COLORS

PMS



PANTONE
871



PANTONE
BLACK

CMYK

BLACK
100% Black

CMYK GOLD

20% Cyan
25% Magenta
60% Yellow
25% Black

RGB

BLACK
0 Red/0Green/
0Blue

RGB GOLD

163 Red
145 Green
97 Blue

ENROLL NOW BUTTON (WEB USE)



Link to:

http://www.iprefer.com/iprefer/members/enroll_now.aspx?hotel=XXXXX

(Replace "XXXXX" with your 5-digit PHG member code.)

FONT GUIDELINES

- HEADLINE FONT – TRAJAN PRO (REGULAR)
- Body copy font – Adobe Garamond font family
- Online and other restrictive use – Times font family
- *I Prefer* type should be set in boldface italic.

FILE DOWNLOAD

Download *I Prefer* logo files here.

<http://www.preferrednet.net/iprefer/IPREFERASSETS.zip>

Questions? Please contact John Crane: +1 949 719 3317 | jcrane@preferredhotelgroup.com