

PREFERRED FAMILY

BRANDED PROGRAM LOGO USAGE GUIDELINES



LOGOS

1) Logo Black

2) Logo Black and Gold

3) Logo White

4) Logo White and Gold



LOGO COLORS

PMS



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

FONT GUIDELINES

- HEADLINE FONT – TRAJAN PRO (REGULAR)
- Body copy font – **Adobe Garamond font family**
- Online and other restrictive use – **Times font family**

FILE DOWNLOAD

Download Preferred Family logo files here.

http://www.preferredhotelgroup.com/PHG/press_center/logos.aspx

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