

# PREFERRED HOTELS & RESORTS

## BRAND LOGO USAGE GUIDELINES FOR MEMBER HOTELS



### LOGOS



1) Logo *CMYK*



3) Logo *Black*



3) Logo *White*

### TYPEFACES

- **TRAJAN PRO (REGULAR)** — HEADLINE FONT

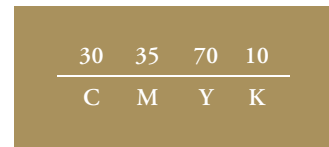
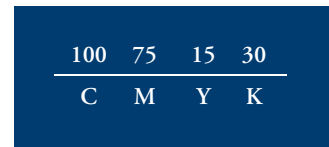
A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 A B C D E F G H I J K L M  
 N O P Q R S T U V W X Y Z  
 1 2 3 4 5 6 7 8 9

- **Adobe Garamond 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 — **Times font family**

### LOGO COLORS



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