

PREFERRED PRIDE

BRANDED PROGRAM LOGO USAGE GUIDELINES



LOGOS

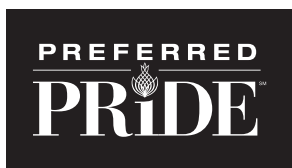
1) Logo Black



2) Logo Black and Gold



3) Logo White



4) Logo White and Gold



5) Logo Alternate



6) Logo Black and Red



COLORS

PMS



CMYK

BLACK
100% Black

CMYK GRAY
0% Cyan
0% Magenta
0% Yellow
67% Black

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

CMYK RED
0% Cyan
100% Magenta
60% Yellow
40% Black

RGB

BLACK
0 Red/0Green
0Blue

RGB GRAY
115 Red
117 Green
119 Blue

RGB GOLD
163 Red
145 Green
97 Blue

RGB RED
158 Red
0 Green
50 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 Pride logo files here.
http://www.preferredhotelgroup.com/PHG/press_center/logos.aspx

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