STERLING
DESIGN

PREFERRED HOTEL GROUP™

USAGE GUIDE FOR BRAND IDENTITY

The electronic version of the Sterling Design brand standards can be accessed at www.PreferredHotelGroup.com or your member portal: www.SterlingDesign.net.

YOU'RE ONE
COOL CUSTOMER

If you're reading this, you're among a select group chosen to steer a powerful, global brand that is personally dear to all of us at Preferred Hotel Group — Sterling Design.

The following pages have been provided to give you an understanding of the "voice" of Sterling Design and to deliver the tools you'll need to create consistent communications that achieve brand consistency.

Should you have any questions, feel free to contact Preferred Hotel Group Creative Services by email at creativeservices@preferredhotelgroup.com or call us at +1 949 719 3300.

GUIDE CONTENTS

SECTION ONE:

STERLING DESIGN INTRODUCTION

STERLING
DESIGN

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INTRODUCTION TO STERLING DESIGN

Sterling Design is a global collection of hotels that celebrate an individual point of view and cater to guests who share a taste for the technological and artistic edge.

Located in hip urban settings, these hotels offer dramatic design, distinct architecture, and bold interiors. The use of colors, textures, materials, and unique style elements sets these hotels apart.

SECTION TWO:

STERLING DESIGN IDENTITY

STERLING
DESIGN
PREFERRED HOTEL GROUP™

STERLING DESIGN IDENTITY

Sterling Design features properties that cater to guests who share a taste for the technological and artistic edge.

STERLING

DESIGN

Preferred Hotel Group™

STERLING DESIGN LOGO

STERLING DESIGN
LOGO APPLICATION

For each application, the first implementation of the Sterling Design logo must appear with the Preferred Hotel Group™ brand anchor.

This can be achieved with the brand anchor text lockup or with the simple logo in layout with the black Preferred Hotel Group logo.

Featuring the Preferred Hotel Group™ brand anchor up front establishes its presence among the Preferred Hotel Group family and simplifies co-branded uses. Once this relationship is established, the supporting "SD" icon (pg. 11) may be applied.

LOGOTYPE

STERLING
DESIGN

STERLING SMILE

PREFERRED HOTEL GROUP™

BRAND ANCHOR

STERLING DESIGN
LOGO STAGING

The minimum clearance area around each logo is derived by measurements pulled from the logo itself. By providing a clean staging area for the logo it separates the logo from other elements on the page and increases legibility of the brand.

To set the minimum Sterling Design logo staging area, take the horizontal letter spacing of "D, E" as shown below.

As a guide, take the horizontal measurement of the "D, E" letter spacing as the minimum staging clearance around your logo.

STERLING DESIGN
MINIMUM LOGO SIZE

Minimum size for the Sterling Design logo is 127 pixels wide or 0.845" wide.

STERLING
DESIGN
PREFERRED HOTEL GROUP

127 PX WIDE OR
0.845" WIDE

STERLING DESIGN ANCHOR_RGB.JPEG

STERLING DESIGN SUPPORTING ICON

As another opportunity to visually communicate the Sterling Design brand, you may use Sterling Design's supporting icon.

The supporting icon is designed as a supplemental element and may not be used in place of the main Sterling Design logo.

Use the icon within a hotel directory or similar listing or as a design element within your layout (see the Sterling Design design elements section for further reference).

The icon is best used sparingly, applied only once per spread. Minimum sizing and staging requirements found in this section still apply.

STERLING DESIGN ICON_CMYK.EPS

STERLING DESIGN TAGLINE

The Sterling Design brand connects to its market through the consistent use of a tagline. The proper tagline treatment is shown below.

THE COOLEST HOTELS
IN THE HOTTEST DESTINATIONS

STERLING DESIGN TAG2_CMYK.EPS

STERLING DESIGN
LOGO VARIATIONS

The Sterling Design logo may appear in a variety of colors. Use this
guide to learn the rules and proper usage of the Sterling Design logo.

PMS LOGO
STERLING DESIGN ANCHOR_PMS.EPS

FULL COLOR RGB LOGO
STERLING DESIGN ANCHOR_RGB.EPS

ON-SCREEN ART FILE

FULL COLOR HEX LOGO
STERLING DESIGN ANCHOR_HEX.EPS

ON-SCREEN ART FILE

1 COLOR BLACK LOGO
STERLING DESIGN ANCHOR_BLACK.EPS

REVERSED LOGO
STERLING DESIGN ANCHOR_WHITE.EPS

*When using the logo for
multimedia applications like
websites or touch-screen
kiosks, use the on-screen art
files provided. They are available
in jpeg or gif file formats.*

LOGO LEGIBILITY

The logo may be used within a photo or on a colored background as long as logo clarity is not compromised by complex backgrounds or colors similar in value.

STERLING DESIGN
CO-BRANDING

STERLING
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CO-BRANDING
YOUR HOTEL WITH
STERLING DESIGN

This section will lay out basic guidelines to help you create co-branded communications that stay consistent with your brand category. When creating co-branded communications, there are three aspects to take into consideration:

1) Brand logo color
2) Preferred Hotel Group brand anchor
3) Size and position

CO-BRANDING WITH STERLING DESIGN

Logo color

For increased flexibility the Sterling Design logo should always appear in its one-color black or reversed variation. Utilizing a simplified color palette enables the brand and the existing hotel color scheme to easily complement each other without sacrificing brand consistency.

Brand anchor

By using the brand anchor to establish the relationship with the parent brand, Preferred Hotel Group, you eliminate the need for additional Sterling Design and Preferred Hotel Group logos on your layout.

Size and position

With minimum sizing and staging rules in place (see the Logo Guidelines section), the Sterling Design logo should appear secondary in size and staged below the co-branded hotel logo.

STERLING DESIGN CO-BRANDING EXAMPLES

If room does not allow for the Sterling Design logo to be featured below the co-branded hotel logo, you may feature both logos separately, on the same page, while maintaining previously stated minimum sizing and staging specifications. Below are examples of proper co-branding implementation.
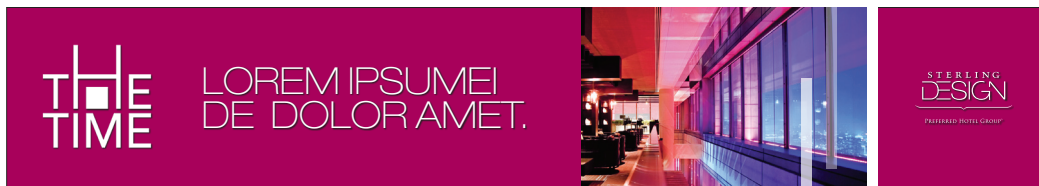

STERLING DESIGN CO-BRANDED TAKE-ONE BROCHURE

STERLING CO-BRANDED DESIGN PRINT AD

STERLING DESIGN CO-BRANDING EXAMPLES
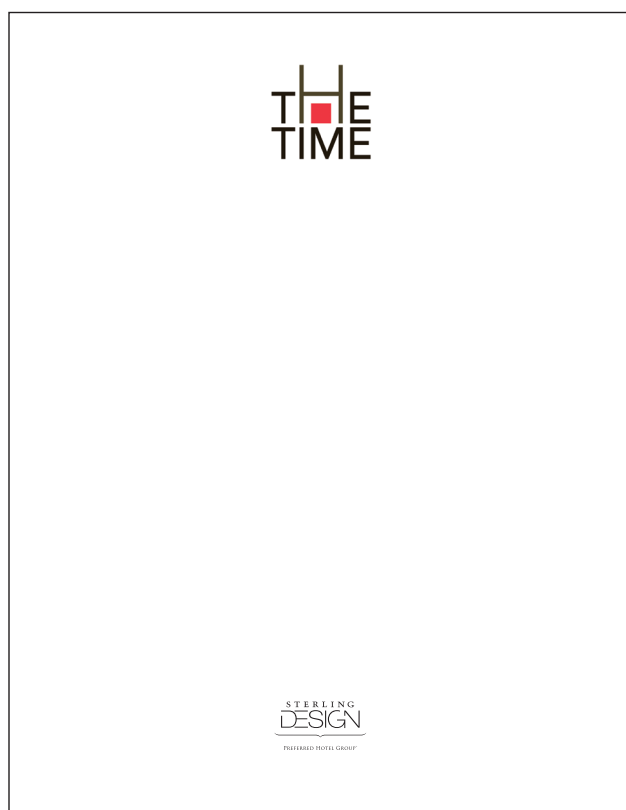
Below are examples of proper co-branding implementation.

STERLING DESIGN CO-BRANDED EMAIL TEMPLATE

STERLING DESIGN CO-BRANDED ONLINE BANNERS
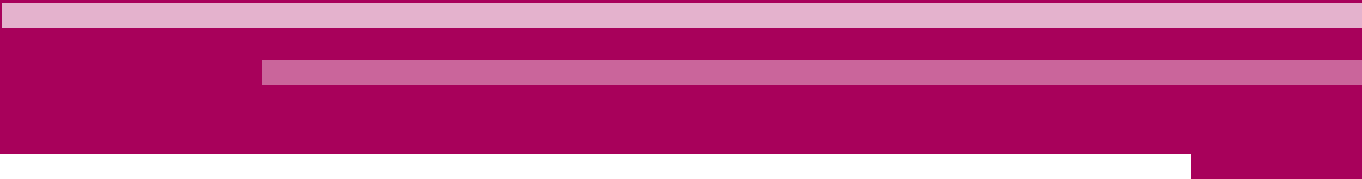
STERLING DESIGN CO-BRANDING EXAMPLES

Below are examples of proper co-branding implementation.

*STERLING DESIGN CO-BRANDED
LETTERHEAD*

SECTION FOUR:

STERLING DESIGN BRAND ELEMENTS

STERLING
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STERLING DESIGN
PRIMARY COLOR PALETTE

"Platinum" and "Pomegranate" are the core colors for Sterling Design. Use "Platinum" as the base and "Pomegranate" as a complementary accent.

In order to maintain brand consistency throughout our print- and web-distributed content, color codes for PMS, CMYK, RGB, and HEX# have been provided for your reference.

PLATINUM

C0 M4 Y9 K24   PMS WARM GREY 4
HEX CAC2B8   R201 G193 B184

POMEGRANATE

C0 M100 Y10 K35   PMS 7435
HEX A8005B   R168 G0 B91

STERLING DESIGN SECONDARY COLORS

This secondary color palette may be used to create additional accents in your expanded designs. Use them sparingly to apply brandconsistent textures, borders, and backgrounds.

PLATINUM

C0 M4 Y9 K24   PMS WARM GREY 4
HEX CAC2B8   R201 G193 B184

POMEGRANATE

C0 M100 Y10 K35   PMS 7435
HEX A8005B   R168 G0 B91

BLUE RASPBERRY

C100 M0 Y9 K40   PMS 634
HEX 007698   R0 G118 B151

GOLDEN PEAR

C0 M15 Y78 K36   PMS 4505
HEX B1953A   R177 G149 B58

BLUEBERRY

C100 M11 Y0 K74   PMS 303
HEX 003F5F   R0 G64 B95

STERLING DESIGN WRITING GUIDELINES

When writing copy for Sterling Design, your copy personality should take on the following tone:

1) Positive and upbeat
2) A focus on aesthetic qualities and design
3) In-the-know, current, and hip
4) Friendly and informal, spoken like a friend

STERLING DESIGN PHOTOGRAPHY SELECTION

LIFESTYLE IMAGERY:

Your lifestyle photography should show 1) professionals "after the meeting" (making dinner plans, looking forward to an evening with friends, etc.), 2) fashionable attire, 3) a business element where possible (briefcase, laptops, etc.), 4) tight cropping, 5) candid professionals caught-in-the-act and less posed.

HOTEL TEXTURES:

Depict textures created from fine hotel elements or from the destination of our "off-the-clock" professionals *(blurred city lights, chandelier crystals etc.).*

STERLING DESIGN PHOTOGRAPHY USE

Different sizing and image themes are employed to help visually communicate the brand: 1) a primary Sterling Design property image, 2) a secondary lifestyle image, and 3) a tertiary hotel texture image.

All brand imagery shown in your communications may be featured in a border-free image area. When a border color is employed, use white.
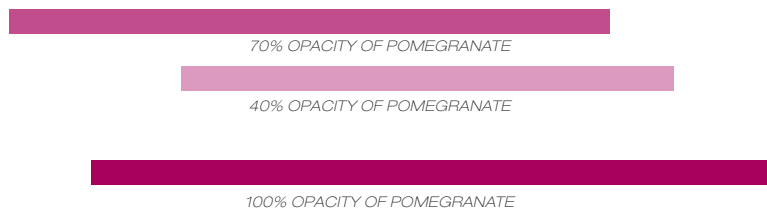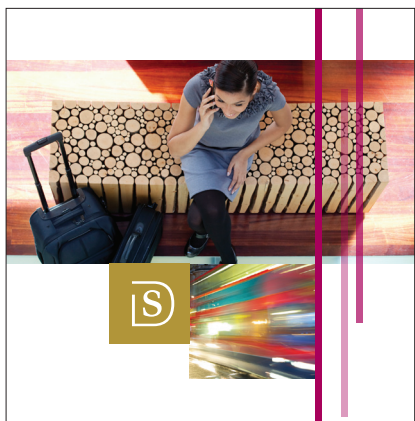
STERLING DESIGN DESIGN ELEMENTS

Where appropriate, you may employ the following Sterling Design elements to further communicate the brand: 1) the staggered triple stripe, and 2) the shorthand logo.

THE STAGGERED TRIPLE STRIPE:

The stripe should always be composed of three different opacities consistent in color, line weight, and spacing throughout your layout. Movement within the staggered triple stripe may be created by using different line lengths. All three lines of the stripe must be present on your layout.

The stripe should be shown once per spread and can be displayed either horizontally or vertically.

Acceptable colors for the staggered triple stripe can be found within the Sterling Design brand color section.

70% OPACITY OF POMEGRANATE

40% OPACITY OF POMEGRANATE

100% OPACITY OF POMEGRANATE

STERLING DESIGN
# DESIGN ELEMENTS

THE STERLING DESIGN ICON:

The Sterling Design icon can be employed as a small design bug that can 1) reinforce the Sterling Design identity and 2) emphasize the collection's energy through the use of color.

The Sterling Design icon may be placed on top of an image as a one-color option (ideal for smaller applications where the legibility of the tagline is compromised) or enclosed in a box filled with a Sterling Design approved color that complements your layout.

STERLING DESIGN ICON_CMYK.EPS
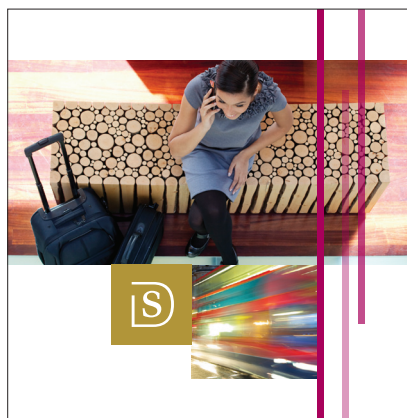
STERLING DESIGN PRIMARY BRAND TYPOGRAPHY

The Helvetica Neue Extended family typeface has been selected to represent the modern essence found within Sterling Design. Below is a list of approved weights and styles to use throughout your communications.

HELVETICA NEUE

33 THIN EXTENDED —
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
01234567890

35 THIN —
abcdefghijklmnopqrstuvwxyz
01234567890

STERLING DESIGN SECONDARY BRAND TYPOGRAPHY

When designing for online or restrictive applications, use the Helvetica family typeface as the approved font replacement. Below is a list of approved weights and styles to use throughout your communications.

Helvetica

REGULAR

abcdefghijklmnopqrstuvwxyz
01234567890

BOLD

**abcdefghijklmnopqrstuvwxyz
01234567890**

OBLIQUE

*abcdefghijklmnopqrstuvwxyz
01234567890*

BOLD OBLIQUE

***abcdefghijklmnopqrstuvwxyz
01234567890***

STERLING DESIGN TYPESETTING

There are three levels of distinction for Sterling Design typesetting: 1) headlines, 2) subheads, and 3) body copy. Use these guidelines to understand the differing relationships between font size and color among the headline, subhead, and body copy.

HEADLINES   HELVETICA NEUE THIN EXTENDED

Headlines are short, non-punctuated phrases set in large uppercase type. When placing headlines on a white background, any of the approved Sterling Design colors may be used. When featured on a Sterling Design approved color background, reverse headlines to white.

SUBHEADS   HELVETICA NEUE THIN EXTENDED

Subheads are short, non-punctuated sentences, set in uppercase type and assume the same color as the headline. The subhead is further separated from the headline and body copy by point size.

Body Copy   HELVETICA NEUE THIN

Body copy should be set in sentence case and separated from the headline and subhead by point size. When placing body copy on a white background, any of the approved Sterling Design colors, including black, may be used. When featured on an approved color background, body copy may be reversed to white.

STERLING DESIGN
LIST OF ELECTRONIC
ASSETS

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STERLING
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STERLING DESIGN LIST OF ELECTRONIC ASSETS

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Logo variations:

Sterling Design Anchor	*Sterling Design Icon*	*Sterling Design Tag*
PMS Logo	*PMS Logo*	*PMS Logo*
CMYK Logo	*CMYK Logo*	*CMYK Logo*
RGB Logo	*RGB Logo*	*RGB Logo*
HEX Logo	*HEX Logo*	*HEX Logo*
One-Color Black Logo	*One-Color Black Logo*	*One-Color Black Logo*
Reversed Logo	*Reversed Logo*	*Reversed Logo*

List of supporting elements:

Sterling Design staggered triple stripe
Helvetica Neue Extended family typeface PDF

THE FINE PRINT

The images found on the pages of this document are used for illustrating a conceptual approach only and should not be used for any commercial purpose or reproduced in any way.

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