

# STERLING HOTELS

## BRAND LOGO USAGE GUIDELINES FOR MEMBER HOTELS



### LOGOS WITH PREFERRED HOTEL GROUP ANCHOR



1) Logo **CMYK**



2) Logo **Black**

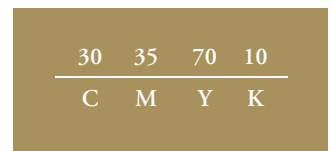
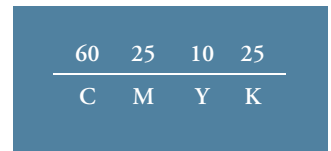


3) Logo **White**

### TYPEFACES

- **Sabon font family** — primary  
 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
- **Gill Sans font family** — secondary  
 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 — **Serif: Times font family**
- For online and other restrictive use — **Sans Serif: Ariel font family**

### LOGO COLORS



**FILE DOWNLOAD**

Download Sterling Hotels logo files here.

[http://www.preferredhotelgroup.com/PHG/press\\_center/logos.aspx](http://www.preferredhotelgroup.com/PHG/press_center/logos.aspx)

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