

# SUMMIT HOTELS & RESORTS

## BRAND LOGO USAGE GUIDELINES FOR MEMBER HOTELS



### LOGOS WITH PREFERRED HOTEL GROUP ANCHOR



1) Logo **CMYK**



2) Logo **Black**

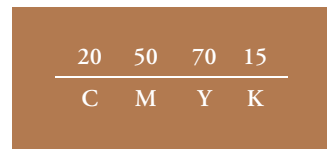
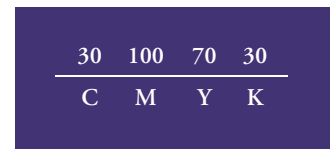


3) Logo **White**

### TYPEFACES

- TRADE GOTHIC EXTENDED
  - **Primary Typeface**
  - 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
- HELVETICA
  - **Secondary Typeface**
  - 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 — Sans Serif: **Arial font family**

### LOGO COLORS



**FILE DOWNLOAD**

Download Summit Hotels & Resorts logo files here.

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

Questions? Please contact John Crane: +1 949 719 3317 | [jcrane@preferredhotelgroup.com](mailto:jcrane@preferredhotelgroup.com)

