



## iPrefer BRAND GUIDELINES

### LOGOS

1) LOGO BLACK



2) LOGO 3 COLOR



3) LOGO REVERSE



1) LOGO BLACK



2) LOGO 3 COLOR



3) LOGO REVERSE



### COLORS

#### PMS



PANTONE  
BLACK



PANTONE  
871



PANTONE  
186

#### CMYK

BLACK: 100k

GOLD: 20c 25m 60y 25k

RED: 15c 100m 90y 10k

#### RGB

BLACK: 0r 0g 0b

GOLD: 163r 145g 97b

RED: 190r 30g 45b

### ENROLL NOW BUTTON (WEB USE)



Link to:

[http://www.iprefer.com/iprefer/members/enroll\\_now.aspx?hotel=XXXXXX](http://www.iprefer.com/iprefer/members/enroll_now.aspx?hotel=XXXXXX)

(Replace XXXXXX" with your 5-digit alphanumeric PHG member code (not your synXis ID))

### FONT GUIDELINES

#### • HEADLINE FONT - GOTHAM (BOLD)

• Body copy font – Sabon font family

• Online and other restrictive use – Times font family

• iPrefer is always to be written as one word with a lowercase italic "i"

#### FILE DOWNLOAD

Download iPrefer logo files here.

<http://www.preferrednet.net/iprefer/IPREFERASSETS.zip>

Please contact us with any questions. Email: [ipreferupdate@preferredhotelgroup.com](mailto:ipreferupdate@preferredhotelgroup.com)

P R E F E R R E D H O T E L G R O U P ™