

*Though we travel the world over to find the beautiful,  
we must carry it with us or we find it not.*

—Ralph Waldo Emerson



BUILD THE BRAND. COMMUNICATE THE PROMISE.

*Guidelines for Usage of Our  
Corporate Identity  
and Our Hotel Brands*







PREFERRED HOTELS & RESORTS

SUMMIT HOTELS & RESORTS

BOUTIQUE

STERLING HOTELS

BUILD THE BRAND. COMMUNICATE THE PROMISE.

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VERSION 1.2, AUGUST 18, 2005

# A REGAL OBJECT

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## *The Pineapple as a Symbol of Royalty and Generous Hospitality*

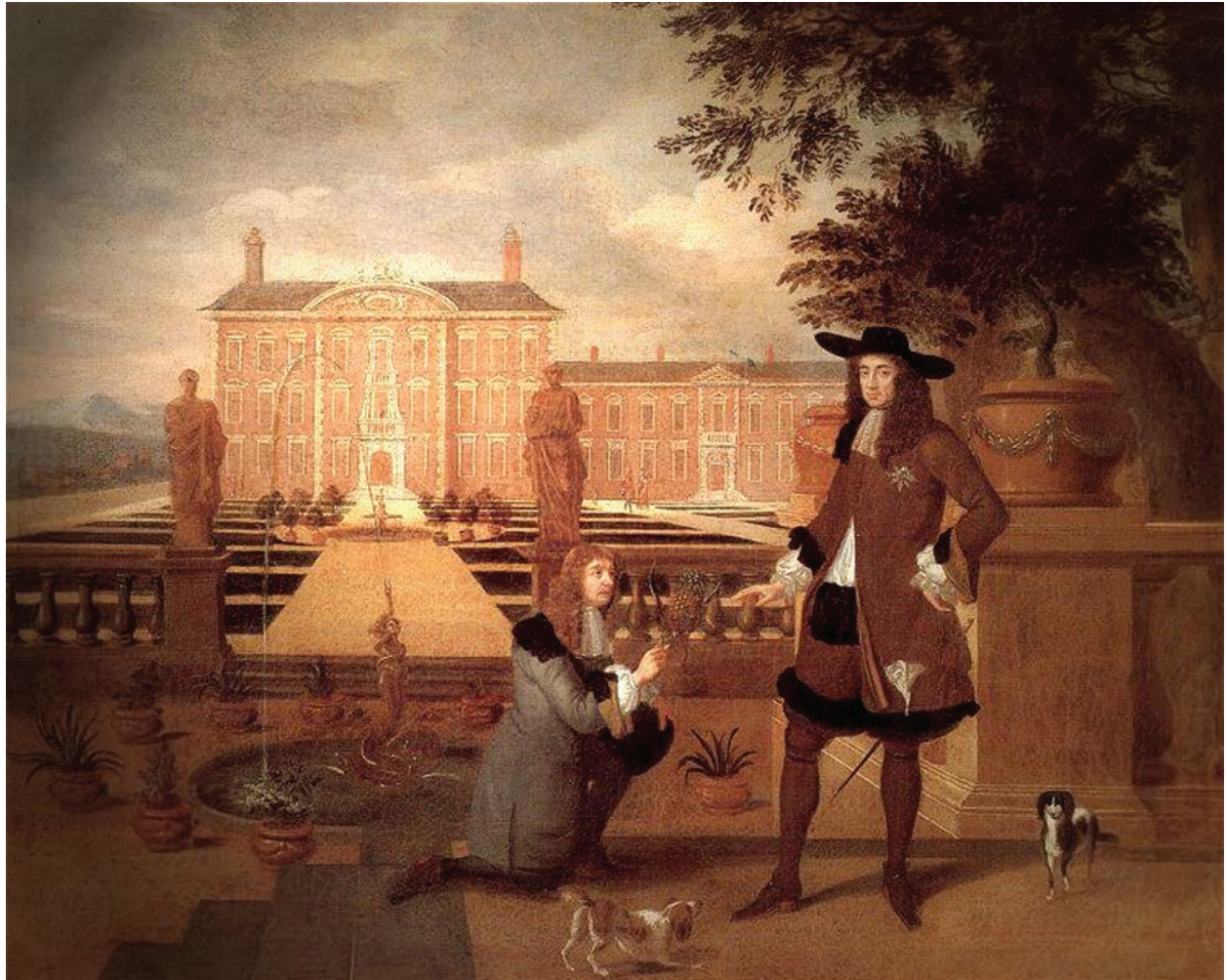
The first encounter between a European and a pineapple occurred in 1493, when Christopher Columbus went ashore on the Caribbean island of Guadeloupe where the sailors ate, enjoyed and recorded the curious new fruit. Reports and later samples of the New World's pineapple made the fruit an item of celebrity and curiosity for both gourmets and horticulturists. However, despite strenuous efforts by European gardeners, it was nearly two centuries before they were able to perfect a hothouse method for growing a pineapple plant.

The pineapple became a celebrity fruit; its rarity, expense, reputation and attractiveness making it the ultimate exotic food item. The pineapple literally crowned the most important feasts: often held aloft on special pedestals at the center of the dining table.

So sought after were the prickly fruits that they were rented to households by the day. Later, the same fruit was sold to other, more affluent clients who actually ate it. Into the 1600s, the pineapple remained so uncommon and coveted a commodity that King Charles II posed for an official portrait in which he is receiving a pineapple as a gift, an act then symbolic of royal privilege.

The pineapple as a symbol of wealth and generous hospitality led to its adaptation as a motif for architects, artisans and craftsmen. Sculpted pineapples appeared as gateposts, weather vanes, and door lintels. They were stencilled on walls, woven into tablecloths, napkins, carpets and curtains, and painted onto the backs of chairs and tops of chests.

– Excerpt from “A Scottish Pineapple” by JK Gillon



King Charles II posed for an official portrait in which he is receiving a pineapple as a gift, an act then symbolic of royal privilege.

# A HIGHER STATE

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## *The Lotus as a Symbol of Transformation and Enlightenment*

Seeded in muddy waters, the lotus rises above the mud and produces beautiful, fragrant, white flowers. In many Eastern cultures, the lotus represents purity, divine wisdom, and the individual's progress from the lowest to the highest state of consciousness.

The lotus was an important icon in ancient Egypt, the inspiration for the Phoenician architectural capitals that preceded the Ionic order of design, the sacred flower of Hindu religions and the object of the principal mantra of Tibetan Buddhism: om mani padme hum, which means "Hail, jewel in the lotus."

"My Love for the Lotus" by the Song scholar Zhou Dun-yi has exerted influence on Chinese culture down to the present. In his essay, the lotus is compared to a man of great virtue for being able to live in a troubled world without being tainted by it. Out of the mud the lotus springs forth beautiful blooms.

After the Song dynasty, folk culture embraced the lotus with gusto, giving it symbolic meaning that was no longer purely religious.

In mass-produced art works, fat babies dance while holding lotus leaves and flowers. These were displayed in the hope that people would give birth to several boys in succession (a Chinese character meaning "one after another" is a homonym for the character meaning lotus). In paintings, lotus leaves provide protection for goldfish under them, which to the Chinese symbolize abundance.

Sacred Lotus seeds, the most long-lived of all angiosperm seeds, have been known to germinate after more than 400 years. American Lotus (*Nelumbo Lutea*) can germinate after a dormancy of 200 years, and recently, lotus seeds of 1,200 years from China have been germinated.

– Random excerpts from *"The Lotus Effect  
(the lotus flower's physical properties)"*  
by Hans Christian Von Baeyer



The lotus flower has been revered for centuries as a symbol of transcendent beauty and the search for spiritual enlightenment. The Baha'i Temple in India is a direct translation of the Lotus flower's geometric proportions.



# FORMS OF ELEGANCE

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## *Exploring Meaningful Objects that Share Formal Attributes*

The essential components that make up all successful corporate identities are meaning, form, distinction, and utility. The symbol for the new Preferred Hotel Group, with its family of hotel brands, exemplifies this thoughtful approach in the most elegant fashion. Defining our company in this way ensures that each of us can take proud ownership of a symbol that will be seen for years as a standard for service excellence and timeless beauty.

The meaning behind the pineapple as a symbol of hospitality and royalty over the past several hundred years has been described. The historical and cultural relevance of another object that shares the pineapple's formal attributes of geometry and symmetry—the lotus blossom— added credence to pursuing a similar visual approach to our symbol.

Distinction is achieved by the fact that neither the pineapple nor lotus blossom have been used prominently as a symbol within the hotel industry, despite their relevant historical contexts. This uniqueness, combined with powerfully relevant meaning, led us to explore in greater depth the third important component of corporate identities: form.

Most immediately evident to the viewer, the visual form of a symbol is something to which viewers react empathically. They instinctively allow their own knowledge and experiences to create an emotional impression of whatever it is they see. With this understanding, designers explore objects and images which share both the same characteristics (luxury, royalty, exclusivity) and the same visual formality (shape, lines, symmetry).

Establishing a visual palette of existing forms allows the designer to invent new forms which not only describe a literal object, like a pineapple, but also infer a connection to other objects with similar characteristics. Objects such as gemstones, crystal, Fabergé eggs and lace, among others, fit very comfortably in our visual palette.

The successful result of this process is a symbolic form that has meaning and relevance, is distinct from anything being used in our marketplace, and has a formal connection to not only a single object, but to a variety of forms that share positive attributes.



Because of the geometry and symmetry of meaningful symbols like the pineapple, pinecone, and lotus blossom, we can make visual associations to other objects with regal connections. Some significant associations include the Fabergé egg, cut crystal, lace, and even the feathers of a peacock.





# A NEW SYMBOL

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## *of Excellence*

A new standard of excellence in hospitality can only be symbolized by the most refined and beautifully detailed form. For Preferred Hotel Group, the natural forms of the pineapple and lotus flower have been reduced to their essential geometry, as has been the case over hundreds of years when architects, weavers, masons, and jewelers applied similar motifs to their art forms. In this case, we have refined the lines into smooth, calligraphic strokes, creating contemporary styling from exotic objects. The bilateral symmetry has been emphasized to create a sense of balance and strong, centered visual impact.

While the origins of this new form are evident, the symbol also implies other objects, strengthening the connection of the symbol to the brand characteristics of Preferred Hotel Group. It simultaneously represents many objects that have become symbolic of luxury and elevated artistic expression: crystal, gemstones, stained glass, and more. The symbol, as the centerpiece of the logos that make up our family of brands, represents the very best of who we are and what we do. Applied with consistency and care, it will soon become a mark of impeccable service, taste, and elegant surroundings.

# APPLICATION OF THE IDENTITY

*Guidelines for using the Preferred Hotel Group logo in print and digital media*

Building a brand is reliant largely on our ability to communicate our promise with consistency. This means that every impression our customers have of us—from the first to the hundredth—must be of the highest quality. Our visual identity is a crucial component of the messages we send our customers and the consequent impression they have of our brand. The richness of our color palette, the tactile character of our stationery papers, the depth and warmth of our stunning hotel photography, the integrity of our logo should never be compromised. Our commitment to excellence should never diminish.

The Preferred Hotel Group logo, and graphic standards for using imagery, type, and color to visualize our brand, were designed with ease-of-use in mind. Adherence to these standards is the responsibility of everyone who takes part in communicating our promise, whether through a hand-written note or national direct mail campaign. Each of us is an equally important member of a team whose goal is achieving absolute brand consistency. If you have any questions related to these guidelines, or if you require specific files or quality assurance help, please contact the marketing department for assistance.



## ELEMENTS OF THE LOGO



### LOGOTYPE

The name Preferred is set in a slightly modified version of Kuenstler Script. Never set the name Preferred alone in this script or allow it to change in relation to the other elements of the logo.

### BASE STROKE

This calligraphic stroke ties together all of the elements of the logo and is designed to reflect the sensitivity and formality of the Preferred script. It also defines Preferred Hotel Group as the parent brand when followed by a list of hotel group names or a set of hotel brand identities.

### SYMBOL

Also referred to as our "beauty mark," the symbol serves as the cornerstone of our identity and is also the unifying element across our hotel brands. There are some instances when it is permissible to use the symbol alone as an identifier or large graphic, but it should never be used in trivial applications such as text bullets, page folios, border patterns, etc.

### DESCRIPTOR

The type that describes the company as a parent brand is set in the ancient Roman font, Trajan. We also use Trajan as a display font for main headlines and for identity taglines.

# USING THE LOGO

## *Sizes, Relationships, and Spacing*

The integrity of our corporate identity will remain intact if we are all diligent in the consistent application of the logo. Our logo is emblematic of our brand promise—the “seal of approval” of every message we communicate. When our customers and partners can count on seeing the Preferred Hotel Group logo used with consistent excellence across media and time, they know they can count on us, as well.

The instructions on this spread will help you utilize the logo in a variety of communication applications. There will always be cases in which printing methods or limitations of a particular medium will raise questions. Please contact the Preferred marketing department if you need assistance.

### **CORRECT RELATIONSHIP OF ELEMENTS**



All of the components of the logo should retain the relational properties of composition and size. That is, the graphic symbol and typography should be scaled up and down together, as a unit, and never separately. The only exception to this rule is for the very smallest applications when the symbol is slightly larger in relationship to the typographic elements of the logo. These files are designated *xs (extra small)*. Always use the appropriate file type for your specific application.

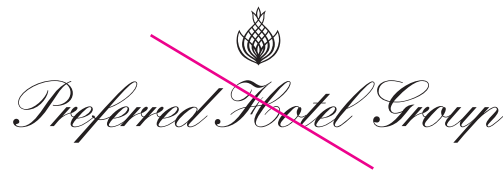
### **INCORRECT RELATIONSHIP OF ELEMENTS**



Never scale one of the logo elements independently.



Never change the position of one of the elements within the logo.



Never change the position or the typeface for any typographic element. Always use the logo art file containing all elements together.

## PRINT AND DISPLAY APPLICATIONS

When using the logo in print or for larger applications like exhibit graphics and signage, use the vector art files provided. These files are scalable without compromising image quality and are available in eps file format.

### FOR SIZES LARGER THAN 1" WIDE

(e.g. phg\_bw.eps)



### FOR SIZES 1" WIDE OR SMALLER

(e.g. phg\_bw\_xs.eps)



## ON-SCREEN APPLICATIONS

When using the logo for multimedia applications like Web sites or touch-screen kiosks, use the on-screen art files provided. These files should be used at or below the actual file size so they do not lose clarity. They are available in jpeg or gif file formats.

### FOR SIZES LARGER THAN 100 PIXELS WIDE

(e.g. phg\_bw\_lg.jpg)



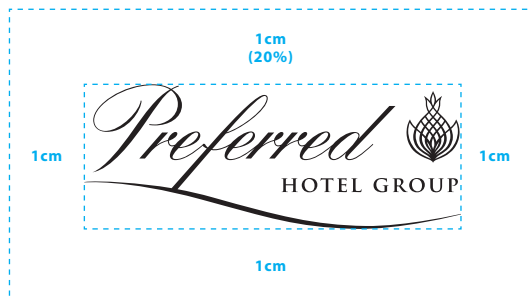
### FOR SIZES 75–100 PIXELS WIDE

(e.g. phg\_bw\_xs.jpg)



## SPACE AND CONTRAST

Make sure that in any application, the logo is presented with clarity and integrity. The logo should always be clearly separated from other elements on the page or screen, and it should never be placed on a background that compromises its legibility.



At any size, the logo should always be a minimum of 20% of the total width of the logo away from other elements on the page or screen, in all directions. As an example, the logo above, which is 5 cm wide, must have at least 1 cm of open space on all sides.



The logo may be used within a photo as long as the clarity of the logo is not compromised by complex backgrounds or contrasting colors.



The logo may be used on a colored background, as long as there is significant contrast to ensure clarity of the logo.



The logo may not be used on a background that has strong patterns, competing colors, or anything that sacrifices its integrity and clarity.

# COLOR

## *Expressing the Soul of Our Visual Brand*

Nothing expresses a company's spirit within their marketing and communication materials better than color. Our Preferred Hotel Group identity uses a primary palette of colors that reflects the richness of our hotel experiences and our passion for excellence. Our identity is made from the deep, royal blue of tropical waters and velvet drapes, crowned with the gold of sunlit hillsides and sparkling chandeliers. The blue and gold of Preferred, tastefully applied, defines us as the brand of elegance and hospitality.

When using color in print applications, make sure that the prescribed PMS inks are used and that any variations in color hue or density are avoided. Whenever possible, use PMS match inks instead of using CMYK process ink combinations to match the Preferred blue. For applications that require cmyk combinations, use the screen percentages prescribed below. When reproducing gold with a cmyk formulation, make sure the cmyk values match exactly as specified. Some applications interpret PMS 871 with different cmyk values.

### PREFERRED HOTEL GROUP COLOR PALETTE



#### PANTONE 281

PMS 281 blue is the primary color for defining the Preferred brand. It is used as the dominant color in the logo, for corporate communications, and can also be used as background, border, and accent colors in marketing communications.

#### COLOR FORMULATIONS

PRINT: **PMS 281**  
or: c100% m75% y15% k30%

VIDEO: r0 g40 b104

WEB AND E-COM: hex#002868



#### PANTONE 871

PMS 871 gold is the crowning accent color of the Preferred brand. This metallic spot ink or special process (e.g. gold foil stamp) should be used to produce the gold whenever possible.

#### COLOR FORMULATIONS

PRINT: **PMS 871**  
or: **matching foil**  
or: c30% m35% y70% k10%

VIDEO: r165 g140 b49

WEB AND E-COM: hex#a58c31



#### BLACK

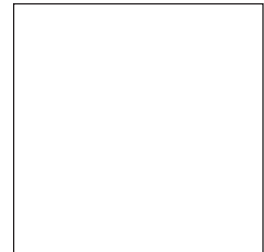
When blue or gold are not available or appropriate for some applications, black is an elegant and acceptable substitute for applying the Preferred identity. It may be used to render the logo itself or as a background color.

#### COLOR FORMULATIONS

PRINT: **PMS BLACK**  
or: c50% m70% y50% k100%

VIDEO: r0 g0 b0

WEB AND E-COM: hex#000000



#### WHITE

White may be used in all cases to render the logo on a dark background or to serve as a background for color renditions of the logo. While off white may be used selectively to add warmth to marketing applications, pure white is preferred for applications of the identity on corporate communications.

## SUPPORTING COLOR PALETTE

<b>TAN</b> c10% m10% y35% k0% r230 g218 b175 hex#E6DAAF	<b>CREAM</b> c5% m5% y20% k0% r241 g234 b207 hex#F1EACF
<b>KHAKI</b> c30% m25% y50% k0% r184 g177 b139 hex#B8B18B	<b>DARK BLUE</b> c100% m75% y15% k50% r0 g32 b84 hex#002054

This supporting palette may be used in some cases for creating textures, borders, and backgrounds. While they can add depth and interest to a composition, keep in mind that white space is also an important part of our visual brand identity.

## EXCEPTION TO THE PRIMARY COLOR PALETTE



Because the Preferred Hotel Group brand is so closely linked to its independent hotel members, it is acceptable for the logo to take on the color palette of a hotel environment in selected applications. When a hotel photo is the central visual element within a piece of communication, the logo may be expressed within the photo, in the dominant color of the hotel, as long as there is significant contrast between the logo and background to assure clarity.

## PRIMARY COLOR RENDITIONS



## ACCEPTABLE COLOR RENDITIONS



## ONE COLOR RENDITIONS



# TYPOGRAPHY

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## *The Visual Expression of Our Brand Voice*

The noted typographer and author, Bob Gordon, recently wrote that “Typography is entirely about the business of detailing.” The proper application of typography to our messages is vitally important. Our customers cannot hear the tone or inflection of our literal voice when they read our communication materials, but they can get a strong sense of our brand character and voice, empathically, from the way we express our words in type. The type families which Preferred Hotel Group has chosen to express our voice range from classically beautiful, to elegantly traditional, to warmly accessible.

Remember that when using type, the corporate logo should not be altered in any way typographically. Never set the logo in type—always use the pre-approved, formatted digital art files. Although our logo does contain a modified version of the calligraphic font “Kuenstler Script,” this type family should not be used for any purpose outside of the logo itself. You will not need to purchase or use Kuenstler Script in developing any communication materials. If you need information on purchasing or using any of the Preferred Hotel Group type families, please contact the marketing department.

## TRAJAN PRO

The inscription on the Trajan Column in Rome is a classic Roman letterform, brought to its refined state during the first century A.D. It is believed that these letterforms were first rendered with a brush before being carved into stone. Trajan Pro is based on these classic letters and is our type family of choice for setting larger display heads. Because it contains only capital letters, it is best displayed using more open letter-spacing. Trajan should never be used in bodies of text.

## Trump Mediaeval

Trump Mediäval was designed by Georg Trump for the Weber foundry and released between 1954 and 1960. Trump is more angular than most serif typefaces, with wedge-shaped serifs that demonstrate strength and clarity. Highly legible, Trump is especially useful for bodies of text and low-resolution output, such as faxed correspondence. It is also quite beautiful set in headlines. Trump italic may be used to highlight items within bodies of text or to accent a page—set within captions, subheads, and call-outs.

## Myriad Pro

Designed for Adobe in 1992, Myriad has a warmth and readability that result from what is referred to as the “humanistic” treatment of letter proportions and design detail. Myriad Pro’s clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read. Myriad should be used for large bodies of text, particularly in business-to-business communication applications and in display applications when readability is absolutely crucial. Myriad may be also used to accent a page—set within captions or notes.



# LOREM IPSUM

HEADLINES:  
TRAJAN PRO

*Fusce neque. Curabitur nec nunc. Donec nibh diam auctor.*

SUBHEADS:  
TRUMP ITALIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin faucibus posuere massa. Phasellus eget sapien. Cras accumsan, sapien consequat congue nonummy, est wisi lacinia magna, a fringilla velit ligula eget nunc. In dui. Sed pretium. Quisque diam neque, imperdiet vel, posuere sed, elementum non, magna. Nam tincidunt gravida massa. Aliquam neque est, porttitor vel, malesuada sit amet, ultrices at, sapien. Morbi semper velit tincidunt libero. Donec bibendum erat ac tortor. Nulla justo.

Cras lobortis sagittis nibh. Praesent ornare imperdiet nibh. Duis at tellus. Nullam ullamcorper. Sed eget neque. Aliquam at enim et velit eleifend hendrerit. Praesent accumsan tellus vitae est. Vivamus nec risus. Proin iaculis luctus purus. Curabitur tristique tempus urna. Sed laoreet erat id tellus. Aenean varius purus sed elit. Phasellus quis est.

BODY TEXT:  
TRUMP ROMAN

Proin enim mi, pharetra eu, mattis id, pellentesque nec, mi. Nulla facilisi. Integer mauris elit, fermentum vel, congue id, dignissim in, nisl. Suspendisse massa sapien, vehicula nec, vulputate eu, pulvinar a, nunc. Phasellus mi. Donec id sapien ac libero gravida rhoncus. Sed feugiat. Mauris lobortis tempor mauris. Vestibulum ac orci. Fusce hendrerit. Ut porttitor, risus sit amet congue fermentum.

## LORIM IPSUM DOLOR

Fusce auctor risus at pede. Donec imperdiet feugiat arcu. Proin libero risus, mollis ac, facilisis fermentum, varius in, elit. In ac magna. Nam auctor massa at quam. Aenean dui. Suspendisse convallis neque quis pede. Ut posuere lorem non neque. Nullam nec sapien nec justo egestas vulputate. Donec quis massa a tortor scelerisque sagittis. Suspendisse potenti. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nunc pede orci, vehicula in, sodales at, sagittis ac, dolor. Pellentesque est massa, semper vel, faucibus tempor, nonummy at, justo. Vestibulum commodo ullamcorper velit. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin egestas nisl aliquet libero tincidunt gravida. Nulla sed dui. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos.

- Phasellus bibendum porttitor libero. Proin a quam nec odio cursus scelerisque.
- Aenean sit amet velit sed tortor sagittis.
- Nunc varius placerat tellus.
- Donec non sem nec est adipiscing consequat amet.
- Sed adipiscing orci ac augue. Nullam scelerisque nulla non lacus.
- In non ipsum at turpis ultricies molestie. Aliquam rhoncus tristique ligula.

CAPTIONS & NOTES:  
MYRIAD PRO

TRAJAN PRO

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ&1234567890

TRUMP MEDIAEVAL

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890***

MYRIAD PRO

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890

LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890*

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890

REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz&1234567890***

### ACCEPTABLE FONT SUBSTITUTES

Preferred's primary font families should be used whenever possible; however, there will be instances when these fonts will not be available, particularly in electronic or Web applications. In those cases, specific fonts which are universally available on computer systems may be substituted. These fonts are Times Roman (print applications), Georgia (Web applications) and Arial. Times and Georgia may replace both Trajan and Trump, while Arial may be used in place of Myriad Pro.

### PRINT APPLICATIONS

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When **Trajan Pro** is not available, **Times Roman** set in all caps may be substituted:

TRAJAN PRO      —————→      TIMES ROMAN

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When **Trump Mediaeval** is not available, **Times Roman** may be substituted:

Trump Mediaeval      —————→      Times Roman

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When **Myriad Pro** is not available, **Arial** may be substituted:

Myriad Pro      —————→      Arial

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### ON-SCREEN APPLICATIONS

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When **Trajan Pro** is not available, **Times Roman** set in all caps may be substituted:

TRAJAN PRO      —————→      GEORGIA

---

When **Trump Mediaeval** is not available, **Times Roman** may be substituted:

Trump Mediaeval      —————→      Georgia

---

When **Myriad Pro** is not available, **Arial** may be substituted:

Myriad Pro      —————→      Arial

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# CORPORATE COMMUNICATION

## *Business Papers and Electronic Forms*

Business papers are often an important part of the first point of contact between Preferred Hotel Group and our customers. Whether we personally present a business card, send a letter to a prospective partner, or write a personal note to follow-up on a meeting, the printed Preferred logo and identity send an important message. Our stationery materials have been designed to exhibit the most discriminating taste in materials, printing processes, and typography. Laying the foundation for communicating our brand promise starts with these materials.

Preferred business papers and personal stationery are printed on a premium quality paper stock by Neenah Paper called Classic Crest. It is made completely from cotton fiber, so although it has a smooth surface, it has a softness and warmth that make it a pleasure to touch. The Preferred Hotel Group logo is engraved on all materials using the primary corporate colors, including metallic gold. The raised impression of the logo has a tactile feel that conveys quality and luxury.

### BUSINESS CARDS




The front of our business card is engraved in two colors, with logo printed in PMS 281 blue and PMS 871 gold, and all personal information printed in blue. The name and title lines are positioned on the far left margin, and whether the title is one or two lines, the name and title block are placed flush to the bottom margin of the card. The address and contact information block in the right hand margin is also positioned flush to the bottom margin, regardless of the number of lines in the block.



The back of our business cards is offset printed in the two primary corporate colors. The Preferred Hotel Group name is centered above a listing of our hotel brand names, Web addresses, and GDS codes.

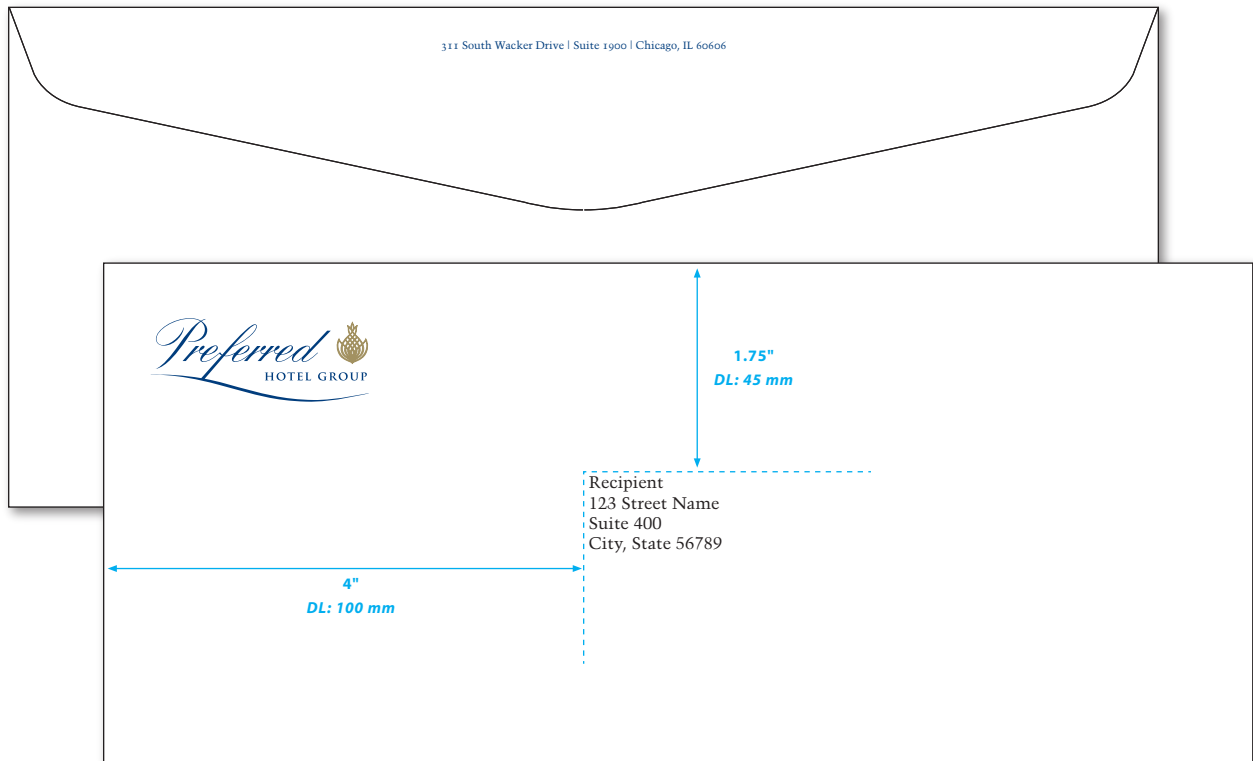
## LETTERHEAD

 <p>PREFERRED HOTELS &amp; RESORTS SUMMIT HOTELS &amp; RESORTS BOUTIQUE STERLING HOTELS</p>		2.5" A4: 63 mm
<p>Date 01, 2005</p> <p>123 Street Name Suite 400 City, State 56789</p> <p>Dear,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent tristique augue sed. Curabitur nec diam ac nisl sagittis consequat. Quisque interdum ultricies odio. Ut purus urna, condimentum sit amet, mattis sollicitudin, rutrum quis, urna. Sed diam. Etiam ultricies ornare urna. Cras quam. Sed facilisis cursus massa. Phasellus venenatis wisi ac nulla. Sed in neque a dui sodales laoreet. Cras quam magna, placerat at, tempus vel, commodo sit amet, pede. Donec laoreet sapien a sem. Fusce eu nisl sit amet velit adipiscing molestie.</p> <p>Suspendisse leo. Praesent dapibus mauris sagittis erat. Pellentesque facilisis vulputate. Praesent ante. Ut a quam in felis rutrum sagittis. Nam sodales nulla vitae nulla. Morbi ut arcu. Duis sodales laoreet tortor. Duis scelerisque lorem ac magna. Mauris massa odio, ullamcorper vel, auctor ut, malesuada et, lectus. Phasellus fringilla enim ut nibh. Nunc id turpis id velit gravida accumsan. Sed nec orci vel metus aliquet viverra. Pellentesque a wisi pellentesque dolor viverra commodo. Quisque eget pede. Nunc condimentum, velit porttitor posuere suscipit, quam felis molestie pede, a ultrices nunc wisi eget dui. Nam accumsan augue facilisis dui. Aliquam id erat sed erat tempus malesuada. Sed ut quam. Proin vel nibh vel metus egestas venenatis.</p> <p>Maecenas quis mauris. Cras tempor, mauris ut dapibus porta, orci lacus iaculis ipsum, at pretium libero turpis eget quam. Suspendisse neque. Morbi pharetra metus nec magna. Nunc posuere turpis nec magna. Morbi tristique mollis augue. Donec nulla orci, pharetra eu, placerat ac, auctor a, justo. Nulla a diam. Nam ligula nulla, placerat laoreet, condimentum et, vulputate et, pede. Phasellus ultricies magna quis lorem lobortis commodo. Nullam orci odio, facilisis a, adipiscing vel, suscipit vel, felis. Fusce non diam sit amet nunc euismod condimentum. Nunc orci urna, eleifend vitae, dignissim nonummy, porta non, magna. Nulla id ligula. Quisque sapien metus, rutrum, fermentum eget, eleifend ut, nulla. Etiam fermentum. Etiam justo erat, dapibus id, rhoncus quis.</p> <p>Sincerely,</p> <p>Employee Name</p>		
1.5" A4: 38 mm	1.5" A4: 38 mm	1" A4: 26 mm
311 South Wacker Drive   Suite 1900   Chicago, IL 60606   tel +1 312 913 0400   fax +1 312 913 0444   preferredhotelgroup.com		

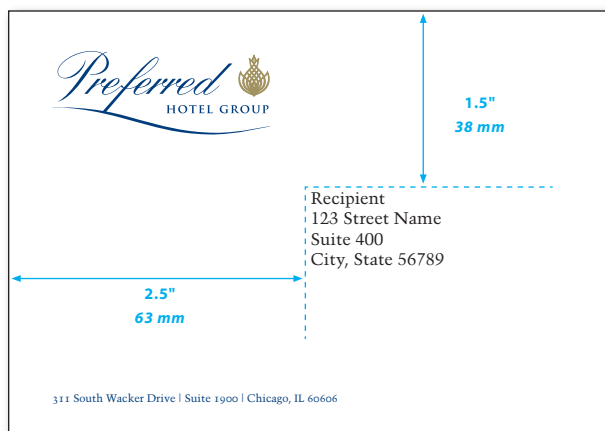
FONT: 10 POINT TRUMP MEDIEVAL REGULAR, SINGLE LINE SPACING (SUBSTITUTE TIMES ROMAN IF TRUMP IS UNAVAILABLE)

Our letterhead is also engraved in two colors, blue and gold. Please follow the guidelines on this page regarding margin measures, type styles and sizes, and line spacing. If available, use the primary corporate text font, Trump Mediaeval Regular, to set the body of the letter. If not, Times Roman may be used following the same size and spacing specifications.

## MAILING ENVELOPE



## MAILING LABEL



FONT: 10 POINT TRUMP MEDIEVAL REGULAR, SINGLE LINE SPACING  
(SUBSTITUTE TIMES ROMAN IF TRUMP IS UNAVAILABLE)

## FAX & MEMO



### Preferred Hotel Group

311 South Wacker Drive  
Suite 1900  
Chicago, Illinois 60606  
USA

+1 312 913 0400 tel  
+1 312 913 0444 fax  
preferredhotelgroup.com

### FACSIMILE

DATE:

TO:

CC:

FROM:

SUBJECT:



### Preferred Hotel Group

Address1  
Address2  
City, State Postal Code  
Country

+1 111 555 1111 tel  
+1 111 555 2222 fax  
your\_email@preferredhotelgroup.com

2.75"  
70 mm

### MEMORANDUM

DATE: M/D/Y

TO: Name

CC: Name

FROM: Name

SUBJECT: Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent tristique augue sed. Curabitur nec diam ac nisl sagittis consequat. Quisque interdum ultricies odio. Ut purus urna, condimentum sit amet, mattis sollicitudin, rutrum quis, urna. Sed diam. Etiam ultricies ornare urna. Cras quam. Sed facilisis cursus massa. Phasellus venenatis wisi ac nulla. Sed in neque a dui sodales laoreet. Cras quam magna, placerat at, tempus vel, commodo sit amet, pede. Donec laoreet sapien a sem. Fusce eu nisl sit amet velit adipiscing molestie.

1.25"  
32 mm

1.25"  
32 mm

1.25"  
32 mm

PREFERRED HOTEL

PREFERRED HOTELS & RESORTS • SUMMIT HOTELS & RESORTS • BOUTIQUE • STERLING HOTELS

FONT: 11 POINT ARIAL, SINGLE-AND-A-HALF (1.5) LINE SPACING

# FAMILY OF BRANDS

## *Displaying Our Hotel Brand Names and Logos as a Group*

The strength of Preferred Hotel Group as a company comes from its superior independent hotel brands. Each brand individually communicates a commitment to excellence and the desire to provide the best possible hotel experience within their category. As a group, our brands can gain strength from each other, elevating one another to greater levels of respect and notoriety through their association with each other. It is very important, therefore, that each brand is aware of its responsibility to uphold the brand integrity of the family. This integrity also relies on the consistent use of the brand names and logos when displayed as a family. The following guidelines provide enough compositional flexibility for using the brand family in a variety of formats, while retaining a consistent look and feel in all cases.

### PRIMARY APPLICATION OF FAMILY OF BRAND NAMES

(e.g. *fam\_ctr\_stack\_black.eps*)



PREFERRED HOTELS & RESORTS  
SUMMIT HOTELS & RESORTS  
BOUTIQUE  
STERLING HOTELS

### ACCEPTABLE ALTERNATIVE CONFIGURATIONS

(e.g. *fam\_ctr\_across\_black.eps*)



PREFERRED HOTELS & RESORTS | SUMMIT HOTELS & RESORTS | BOUTIQUE | STERLING HOTELS

(e.g. *fam\_rt\_stack\_black.eps*)



PREFERRED HOTELS & RESORTS  
SUMMIT HOTELS & RESORTS  
BOUTIQUE  
STERLING HOTELS

(e.g. *fam\_type\_stack\_black.eps*)

PREFERRED HOTEL GROUP  
PREFERRED HOTELS & RESORTS  
SUMMIT HOTELS & RESORTS  
BOUTIQUE  
STERLING HOTELS

When space does not allow for the reproduction of the family of brands with the parent logo, Preferred Hotel Group may be used as a single line of type, as shown above. Always use the eps file to avoid variations in the size and spacing relationships of the lines.



## LOGO FAMILY CONFIGURATIONS

Always use the eps file to reproduce the family of brand logos. This will prevent variation in size and spacing relationships. Never rearrange the order of the brand logos or names in the family.

## HORIZONTAL CONFIGURATIONS

(e.g. fam\_logos\_horiz\_black.eps)



## VERTICAL CONFIGURATIONS

(e.g. fam\_logos\_vert\_black.eps)



# MARKETING

## *Application of the Identity to Marketing Materials*

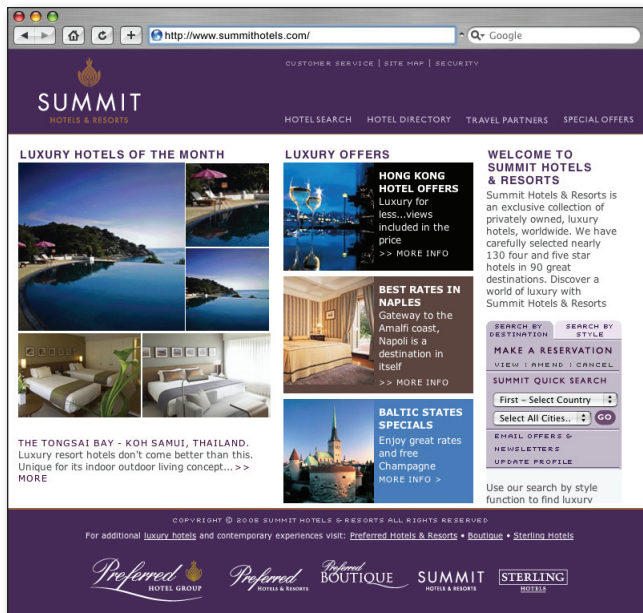
Through our various electronic and print marketing communications we are able to give physical expression to the essence of what it means to be the premier organization of independent luxury hotels in the world. Through a consistent and unified presence in our channels we achieve the power and influence of a global brand. Your support and constant vigilance is

vital to ensure that this goal continues to be met. The materials included provide you and your vendors with the tools and flexibility to use the Preferred Hotel Group brand logo in all cases necessary. As always, if you have any questions, please contact the Preferred Hotel Group marketing team.

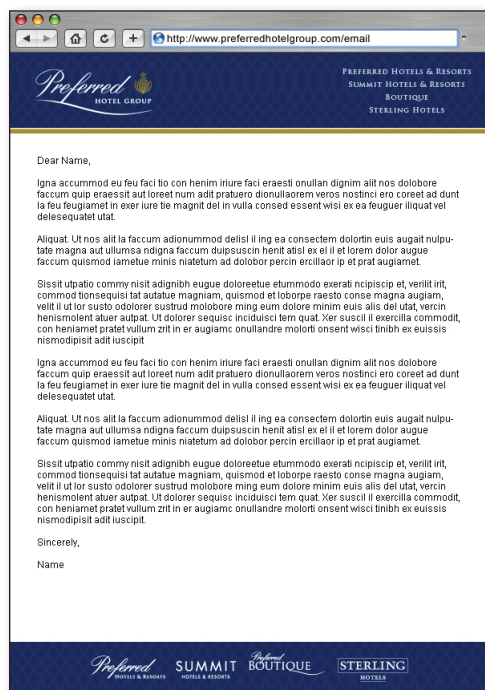


*Preferred Hotel Group home page*

When the family of brands is displayed together, whether in print or on the Web, the Preferred Hotel Group logo should take the prominent position. When the hotel brand logos are displayed within their own visual space—separated by borders or in a photo—the full logo may be used for each, including the symbol.



Summit home page



Preferred Hotel Group email template

When the hotel brand logos are displayed as a group within the same visual space, the Preferred Hotel Group logo takes visual priority and each of the brand logos is displayed without the graphic symbol. Configurations for this treatment may vary, with hotel brand logos to the right or centered, in a row, under the Preferred Hotel Group logo.



Preferred Hotel Group banner



# OUR HOTEL BRANDS

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## *A Guidelines Overview for Each of Our Brands*

Each of our hotel brands represents the highest level of hospitality and service excellence within their respective categories. Because this is true, the Preferred Hotel Group identity and those of its family of brands have been designed to share key visual attributes. While each expresses its own distinctive character through a unique logo and color palette, it also is strengthened and elevated by its association with a recognized and respected family. In a very real way, the visualization of our brands is much like the addition of jewels to a crown. While each gem is precious, the crown's overall beauty is derived from the full presentation.

The following guidelines are an overview of how each of our hotel brand logos and color palettes should be applied in communication materials created by our hotel brands. A more detailed guide specific to each brand and its members is also available from the Preferred Hotel Group marketing department. If you have questions or would like to request a hotel brand guide, please contact the marketing department.

# HOTEL BRAND APPLICATION

*Using the Preferred Hotels & Resorts Logo: Sizes, Relationships, and Spacing*



## LOGOTYPE

The name Preferred is set in a slightly modified version of Kuenstler Script. Never set the name Preferred alone in this script or allow it to change in relation to the other elements of the logo.

## SYMBOL

Also referred to as our "beauty mark," the symbol serves as the cornerstone of our identity and is also the unifying element across our hotel brands. There are some instances when it is permissible to use the symbol alone as an identifier or large graphic, but it should never be used in trivial applications such as text bullets, page folios, border patterns, etc.

## DESCRIPTOR

The type that describes the company is set in the ancient Roman font, Trajan.

## TAGLINE

When producing communication materials for the Preferred Hotels & Resorts brand, the tagline, "A Preferred Hotel Group Partner" must be used. The tagline does not have to appear in close proximity to every use of the brand logo, but it should appear at least once in each communication, and at the first opportunity (e.g. a brochure cover).

## PRINT AND DISPLAY APPLICATIONS

When using the logo in print or for larger applications like exhibit graphics and signage, use the vector art files provided. These files are scalable without compromising image quality and are available in eps file format. For extremely small uses, in rare cases, the logo may be used without the words "Hotels & Resorts."

### FOR SIZES LARGER THAN 1" WIDE

(e.g. *phr\_bw.eps*)



### FOR SIZES 1" WIDE OR SMALLER

(e.g. *phr\_bw\_xs.eps*)

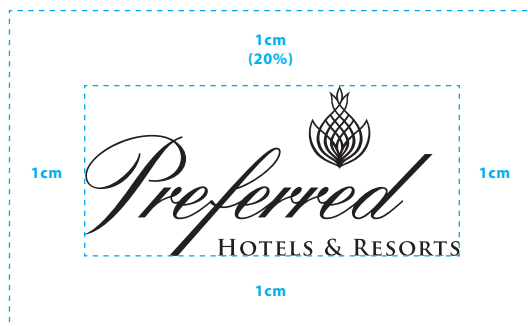


### FOR SIZES .45" WIDE OR SMALLER



## SPACE AND RELATIONSHIPS OF ELEMENTS

Make sure that in any application, the logo is presented with clarity and integrity. The logo should always be clearly separated from other elements on the page or screen, and it should never be placed on a background that compromises its legibility.



At any size, the logo should always be a minimum of 20% of the total width of the logo away from other elements on the page or screen, in all directions. As an example, the logo above, which is 5 cm wide, must have at least 1 cm of open space on all sides.

## ON-SCREEN APPLICATIONS

When using the logo for multimedia applications like Web sites or touch-screen kiosks, use the on-screen art files provided. These files should be used at or below the actual file size so they do not lose clarity. They are available in jpeg or gif file formats.

### FOR SIZES LARGER THAN 100 PIXELS WIDE

(e.g. *phg\_bw\_lg.jpg*)



### FOR SIZES 75–100 PIXELS WIDE

(e.g. *phr\_bw\_xs.jpg*)



All of the components of the logo should retain the relational properties of composition and size. That is, the graphic symbol and typography should be scaled up and down together, as a unit, and never separately. The only exception to this rule is for the very smallest applications when the symbol is slightly larger in relationship to the typographic elements of the logo. These files are designated *xs* (*extra small*). Always use the appropriate file type for your specific application.

Never scale one of the logo elements independently.

Never change the position of one of the elements within the logo.

Never change the position or the typeface for any typographic element. Always use the logo file containing all elements together.



# COLOR

## *Expressing the Soul of Our Visual Brand*

Because Preferred Hotels & Resorts brand shares the name of our parent company, it also shares many of the same visual attributes of the Preferred Hotel Group identity, including the color palette. PMS 281 and 871 are the primary colors for Preferred Hotels & Resorts.

When using color in print applications, make sure that the prescribed PMS inks are used and that any variations in color hue or density are avoided. Whenever possible, use PMS match inks instead of using CMYK process ink combinations. When reproducing the metallic color, the spot ink or a special process (e.g. metallic foil stamp) should be used whenever possible. When reproducing the metallic with a cmyk

formulation, make sure the cmyk values match exactly as specified. Different applications interpret PMS metallic colors with different cmyk values.

When the Preferred Hotels & Resorts logo is being used in communication created by the hotel, it is also permissible for the logo to be used in the color of the hotel identity or the dominant color within a hotel photograph. In either case, it must be provided that there is enough contrast between the logo and background to ensure clarity and readability, and the logo should not be used in multiple colors. A preferable application would be reversing the logo in white from a dark-colored background or photograph.

### PREFERRED HOTELS & RESORTS COLOR PALETTE



#### PANTONE 281

PMS 281 blue is the primary color for defining the Preferred brand. It is used as the dominant color in the logo, for corporate communications, and can also be used as background, border, and accent colors in marketing communications.

#### COLOR FORMULATIONS

PRINT: **PMS 281**  
or: c 100% m75% y15% k30%

VIDEO: r0 g40 b104

WEB AND E-COM: hex#002868



#### PANTONE 871

PMS 871 gold is the crowning accent color of the Preferred brand. This metallic spot ink or special process (e.g. gold foil stamp) should be used to produce the gold whenever possible.

#### COLOR FORMULATIONS

PRINT: **PMS 871**  
or: **matching foil**  
or: c30% m35% y70% k10%

VIDEO: r165 g140 b49

WEB AND E-COM: hex#a58c31



#### BLACK

When blue or gold are not available or appropriate for some applications, black is an elegant and acceptable substitute for applying the Preferred identity. It may be used to render the logo itself or as a background color.

#### COLOR FORMULATIONS

PRINT: **PMS BLACK**  
or: c50% m70% y50% k100%

VIDEO: r0 g0 b0

WEB AND E-COM: hex#000000



#### WHITE

White may be used in all cases to render the logo on a dark background or to serve as a background for color renditions of the logo. While off white may be used selectively to add warmth to marketing applications, pure white is preferred for applications of the identity on corporate communications.



## SUPPORTING COLOR PALETTE

<b>TAN</b> c10% m10% y35% k0% r230 g218 b175 hex#E6DAAF	<b>CREAM</b> c5% m5% y20% k0% r241 g234 b207 hex#F1EACF
<b>KHAKI</b> c30% m25% y50% k0% r184 g177 b139 hex#B8B18B	<b>DARK BLUE</b> c100% m75% y15% k50% r0 g32 b84 hex#002054

This supporting palette may be used in some cases for creating textures, borders, and backgrounds. While they can add depth and interest to a composition, keep in mind that white space is also an important part of our visual brand identity.

## EXCEPTION TO THE PRIMARY COLOR PALETTE



Because the Preferred Hotels & Resorts brand is so closely linked to its independent hotel members, it is acceptable for the logo to take on the color palette of a hotel environment in selected applications. When a hotel photo is the central visual element within a piece of communication, the logo may be expressed within the photo, in the dominant color of the hotel, as long as there is significant contrast between the logo and background to assure clarity.

## PRIMARY COLOR RENDITIONS



## ACCEPTABLE COLOR RENDITIONS



## ONE COLOR RENDITIONS

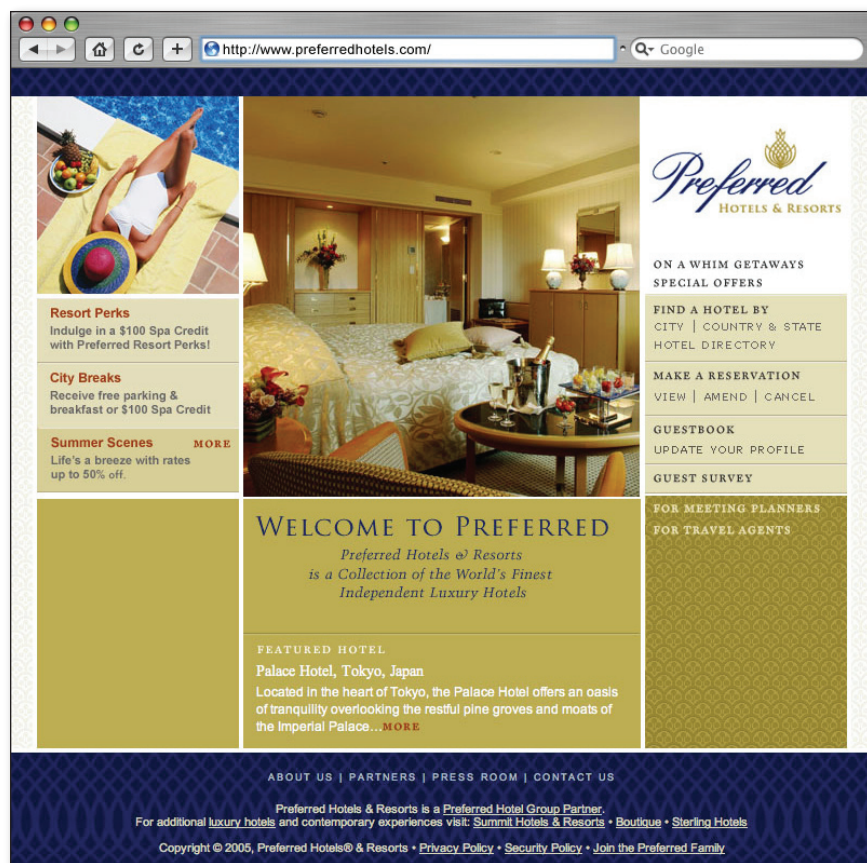


# MARKETING

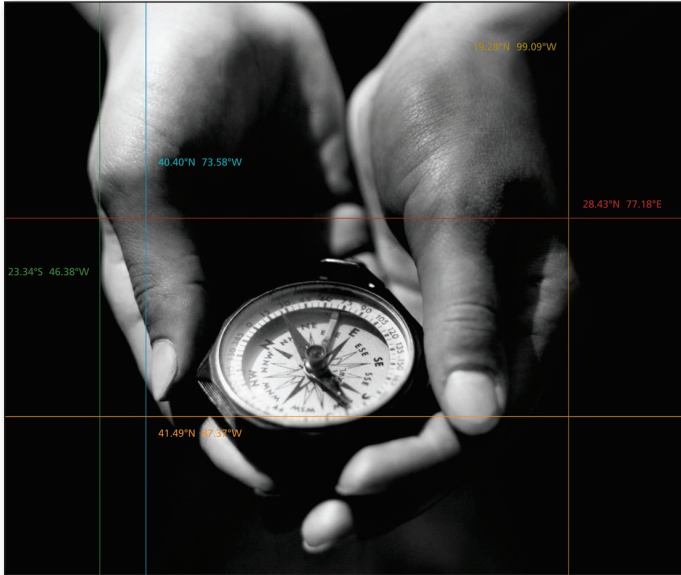
## *Application of the Identity to Marketing Materials*

The strength of Preferred Hotels & Resorts as a company comes from its superior independent hotels. Each hotel individually communicates a commitment to excellence and the desire to provide the best possible hotel experience in their individual style. As a group, our hotels can gain strength from each other, elevating one another to greater levels of respect and notoriety through their association with each other. It is very important, therefore, that each

hotel is aware of its responsibility to uphold the brand integrity of the group. This integrity also relies on the consistent use of the Preferred name and logo when creating and producing marketing materials. The following guidelines provide compositional flexibility for using the Preferred name and logo in a variety of formats. As always, if you have any questions, please contact the Preferred Hotel Group marketing team.



*Preferred Hotels & Resorts home page*



discover new latitudes



*Preferred Hotels & Resorts*  
*Hotel Directory*



38.26°N LATITUDE 122.17° W LONGITUDE NAPA, CALIFORNIA

a latitude for laughter.



20.00°N LATITUDE 157.40° W LONGITUDE HAWAII, USA



a latitude for life.

# HOTEL BRAND APPLICATION

*Using the Summit Hotels & Resorts Logo: Sizes, Relationships, and Spacing*



## LOGOTYPE

The name Summit is set in Futura. Never set the name Summit alone or allow it to change in relation to the other elements of the logo.

## SYMBOL

Also referred to as our “beauty mark,” the symbol serves as the cornerstone of our identity and is also the unifying element across our hotel brands. There are some instances when it is permissible to use the symbol alone as an identifier or large graphic, but it should never be used in trivial applications such as text bullets, page folios, border patterns, etc.

## DESCRIPTOR

The type that describes the company is also set in Futura.

## TAGLINE

When producing communication materials for the Summit Hotels & Resorts brand, the tagline, “A Preferred Hotel Group Partner” must be used. The tagline does not have to appear in close proximity to every use of the brand logo, but it should appear at least once in each communication, and at the first opportunity (e.g. a brochure cover).

## PRINT AND DISPLAY APPLICATIONS

When using the logo in print or for larger applications like exhibit graphics and signage, use the vector art files provided. These files are scalable without compromising image quality and are available in eps file format. For extremely small uses, in rare cases, the logo may be used without the words "Hotels & Resorts."

### FOR SIZES LARGER THAN .75" WIDE

(e.g. *sum\_bw.eps*)



### FOR SIZES .75" WIDE OR SMALLER

(e.g. *sum\_bw\_xs.eps*)



### FOR SIZES .4" WIDE OR SMALLER



## ON-SCREEN APPLICATIONS

When using the logo for multimedia applications like Web sites or touch-screen kiosks, use the on-screen art files provided. These files should be used at or below the actual file size so they do not lose clarity. They are available in jpeg or gif file formats.

### FOR SIZES LARGER THAN 100 PIXELS WIDE

(e.g. *sum\_bw\_lg.jpg*)



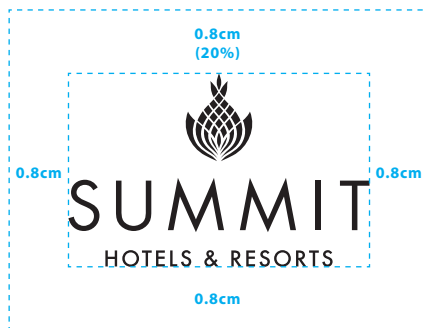
### FOR SIZES 60–75 PIXELS WIDE

(e.g. *sum\_bw\_xs.jpg*)



## SPACE AND RELATIONSHIPS OF ELEMENTS

Make sure that in any application, the logo is presented with clarity and integrity. The logo should always be clearly separated from other elements on the page or screen, and it should never be placed on a background that compromises its legibility.



At any size, the logo should always be a minimum of 20% of the total width of the logo away from other elements on the page or screen, in all directions. As an example, the logo above, which is 4 cm wide, must have at least 0.8 cm of open space on all sides.



All of the components of the logo should retain the relational properties of composition and size. That is, the graphic symbol and typography should be scaled up and down together, as a unit, and never separately. The only exception to this rule is for the very smallest applications when the symbol is slightly larger in relationship to the typographic elements of the logo. These files are designated *xs* (*extra small*). Always use the appropriate file type for your specific application.

Never scale one of the logo elements independently.

Never change the position of one of the elements within the logo.

Never change the position or the typeface for any typographic element. Always use the logo file containing all elements together.



# COLOR

## *Expressing the Soul of Our Visual Brand*

Each of the hotel brands of Preferred Hotel Group relies on two primary colors for most applications. The dominant color of the palette is a dark PMS spot color, and the second color is a metallic ink which compliments the first. PMS 669 and 876 are the primary colors for Summit Hotels & Resorts.

When using color in print applications, make sure that the prescribed PMS inks are used and that any variations in color hue or density are avoided. Whenever possible, use PMS match inks instead of using CMYK process ink combinations. When reproducing the metallic color, the spot ink or a special process (e.g. metallic foil stamp) should be used whenever

possible. When reproducing the metallic with a cmyk formulation, make sure the cmyk values match exactly as specified. Different applications interpret PMS metallic colors with different cmyk values.

When the Summit Hotels & Resorts logo is being used in communication created by the hotel, it is also permissible for the logo to be used in the color of the hotel identity or the dominant color within a hotel photograph. In either case, it must be provided that there is enough contrast between the logo and background to ensure clarity and readability, and the logo should not be used in multiple colors. A preferable application would be reversing the logo in white from a dark-colored background or photograph.

### SUMMIT HOTELS & RESORTS COLOR PALETTE



#### PANTONE 669

PMS 669 blue is the primary color for defining the Summit brand. It is used as the dominant color in the logo, for corporate communications, and can also be used as background, border, and accent colors in marketing communications.

#### COLOR FORMULATIONS

PRINT: **PMS 669**  
or: c 75% m80% y0% k35%

VIDEO: r71 g43 b89

WEB AND E-COM: hex#472B59



#### PANTONE 876

PMS 876 copper is the crowning accent color of the Summit brand. This metallic spot ink or special process (e.g. copper foil stamp) should be used to produce the copper whenever possible.

#### COLOR FORMULATIONS

PRINT: **PMS 871**  
or: **matching foil**  
or: c 20% m50% y70% k15%

VIDEO: r153 g102 b64

WEB AND E-COM: hex#996640



#### BLACK

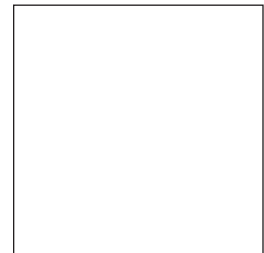
When purple or copper are not available or appropriate for some applications, black is an elegant and acceptable substitute for applying the Summit identity. It may be used to render the logo itself or as a background color.

#### COLOR FORMULATIONS

PRINT: **PMS BLACK**  
or: c50% m70% y50% k100%

VIDEO: r0 g0 b0

WEB AND E-COM: hex#000000



#### WHITE

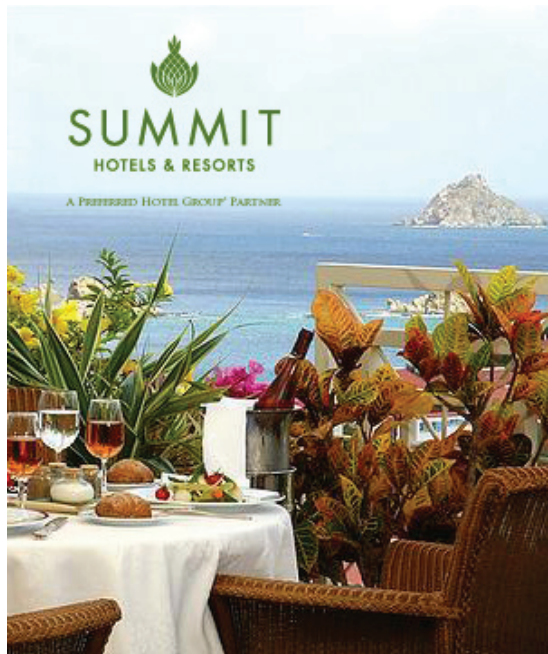
White may be used in all cases to render the logo on a dark background or to serve as a background for color renditions of the logo. While off white may be used selectively to add warmth to marketing applications, pure white is preferred for applications of the identity on corporate communications.

## SUPPORTING COLOR PALETTE

<b>LIGHT APRICOT</b> c0% m10% y35% k3% r247 g220 b169 hex#F7DCA9	<b>CREAM</b> c5% m5% y20% k0% r241 g234 b207 hex#F1EACF
<b>CORAL</b> c10% m35% y50% k10% r206 g157 b120 hex#CE9D78	<b>DARK PURPLE</b> c75% m80% y0% k65% r48 g33 b90 hex#30215A

This supporting palette may be used in some cases for creating textures, borders, and backgrounds. While they can add depth and interest to a composition, keep in mind that white space is also an important part of our visual brand identity.

## EXCEPTION TO THE PRIMARY COLOR PALETTE



Because the Summit Hotels & Resorts brand is so closely linked to its independent hotel members, it is acceptable for the logo to take on the color palette of a hotel environment in selected applications. When a hotel photo is the central visual element within a piece of communication, the logo may be expressed within the photo, in the dominant color of the hotel, as long as there is significant contrast between the logo and background to assure clarity.

## PRIMARY COLOR RENDITIONS



## ACCEPTABLE COLOR RENDITIONS



## ONE COLOR RENDITIONS

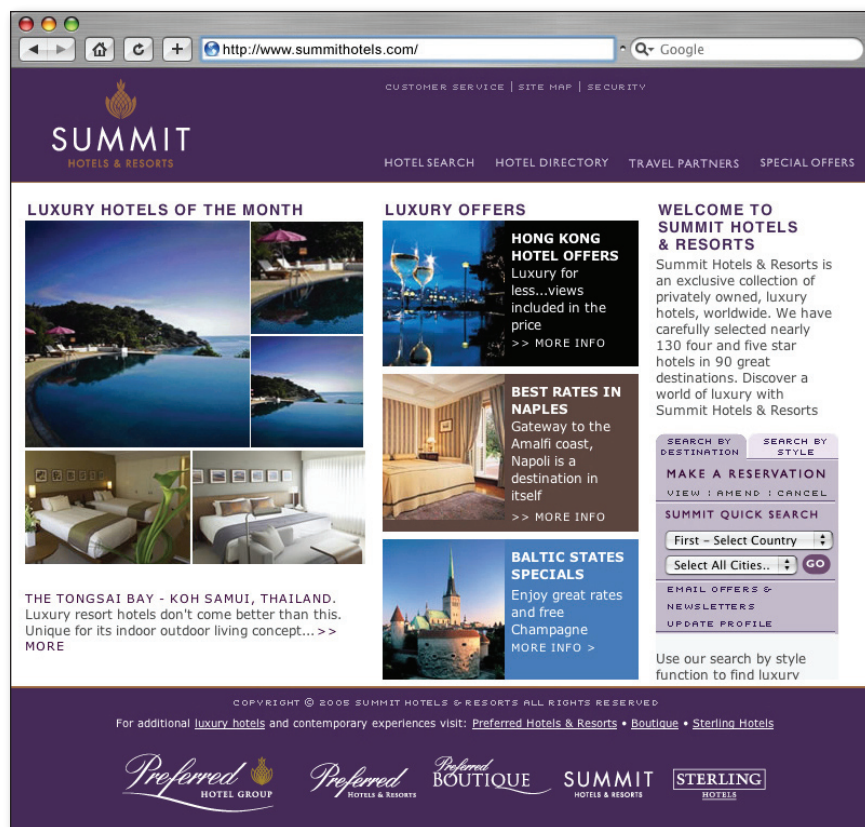


# MARKETING

## *Application of the Identity to Marketing Materials*

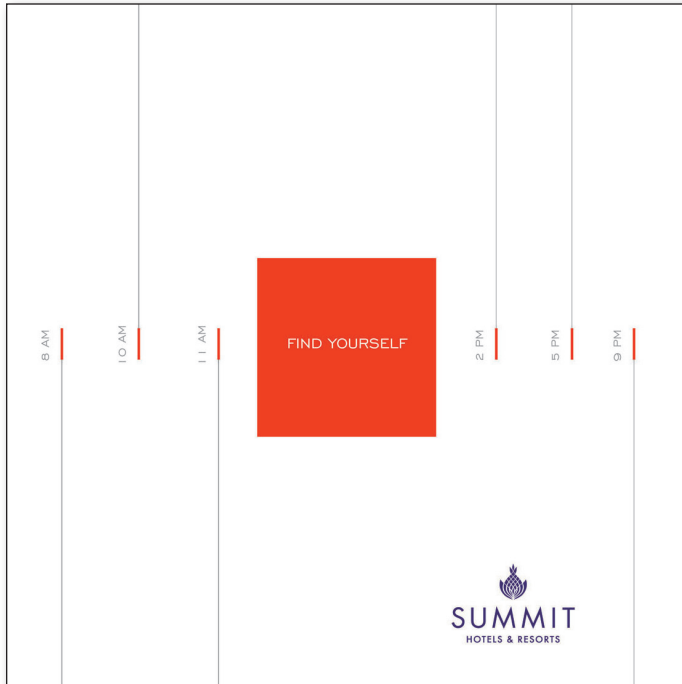
The strength of Summit Hotels & Resorts as a company comes from its superior independent hotels. Each hotel individually communicates a commitment to excellence and the desire to provide the best possible hotel experience in their individual style. As a group, our hotels can gain strength from each other, elevating one another to greater levels of respect and notoriety through their association with each other. It is very important, therefore, that each hotel is

aware of its responsibility to uphold the brand integrity of the group. This integrity also relies on the consistent use of the Summit name and logo when creating and producing marketing materials. The following guidelines provide compositional flexibility for using the Summit name and logo in a variety of formats. As always, if you have any questions, please contact the Preferred Hotel Group marketing team.

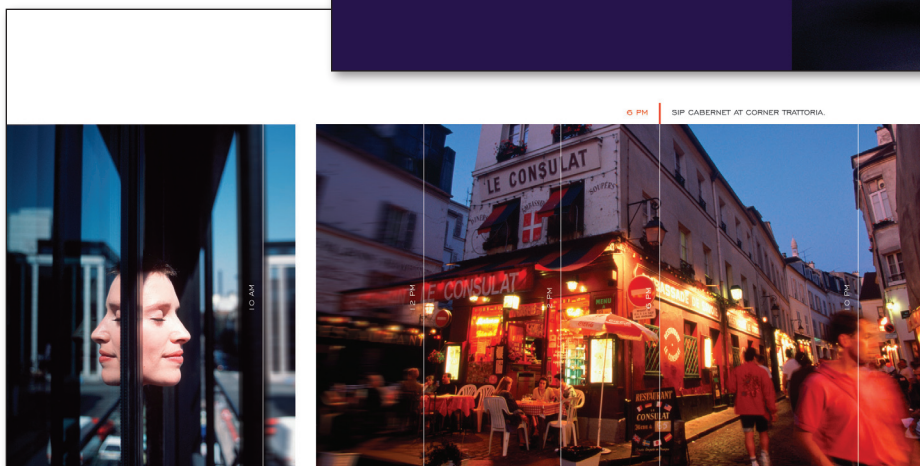
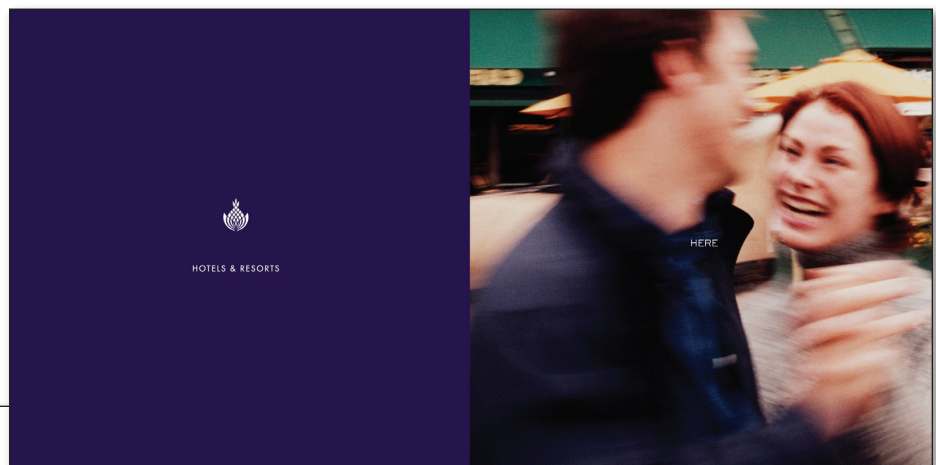


Summit Hotels & Resorts home page





Summit Hotels & Resorts  
Hotel Directory



# HOTEL BRAND APPLICATION

*Using the Boutique Logo: Sizes, Relationships, and Spacing*



A PREFERRED HOTEL GROUP® PARTNER

TAGLINE

## LOGOTYPE

The name Preferred Boutique is set in a slightly modified version of Trajan Pro. Never set the name Boutique alone or allow it to change in relation to the other elements of the logo.

## SYMBOL

Also referred to as our "beauty mark," the symbol serves as the cornerstone of our identity and is also the unifying element across our hotel brands. There are some instances when it is permissible to use the symbol alone as an identifier or large graphic, but it should never be used in trivial applications such as text bullets, page folios, border patterns, etc.

## TAGLINE

When producing communication materials for the Preferred Boutique brand, the tagline, "A Preferred Hotel Group Partner" must be used. The tagline does not have to appear in close proximity to every use of the brand logo, but it should appear at least once in each communication, and at the first opportunity (e.g. a brochure cover).

## PRINT AND DISPLAY APPLICATIONS

When using the logo in print or for larger applications like exhibit graphics and signage, use the vector art files provided. These files are scalable without compromising image quality and are available in eps file format.

### FOR SIZES LARGER THAN 1" WIDE

(e.g. *bou\_bw.eps*)



### FOR SIZES 1" WIDE OR SMALLER

(e.g. *bou\_bw\_xs.eps*)



## ON-SCREEN APPLICATIONS

When using the logo for multimedia applications like Web sites or touch-screen kiosks, use the on-screen art files provided. These files should be used at or below the actual file size so they do not lose clarity. They are available in jpeg or gif file formats.

### FOR SIZES LARGER THAN 100 PIXELS WIDE

(e.g. *bou\_bw\_lg.jpg*)



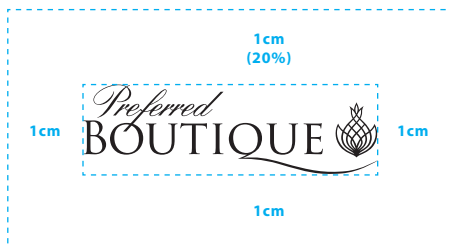
### FOR SIZES 75–100 PIXELS WIDE

(e.g. *bou\_bw\_xs.jpg*)



## SPACE AND RELATIONSHIPS OF ELEMENTS

Make sure that in any application, the logo is presented with clarity and integrity. The logo should always be be clearly separated from other elements on the page or screen, and it should never be placed on a background that compromises its legibility.



At any size, the logo should always be a minimum of 20% of the total width of the logo away from other elements on the page or screen, in all directions. As an example, the logo above, which is 5 cm wide, must have at least 1 cm of open space on all sides.



All of the components of the logo should retain the relational properties of composition and size. That is, the graphic symbol and typography should be scaled up and down together, as a unit, and never separately. The only exception to this rule is for the very smallest applications when the symbol is slightly larger in relationship to the typographic elements of the logo. These files are designated *xs* (*extra small*). Always use the appropriate file type for your specific application.

Never scale one of the logo elements independently.

Never change the position of one of the elements within the logo.

Never change the position or the typeface for any typographic element. Always use the logo file containing all elements together.

# COLOR

## *Expressing the Soul of Our Visual Brand*

Each of the hotel brands of Preferred Hotel Group relies on two primary colors for most applications. The dominant color of the palette is a dark PMS spot color, and the second color is a metallic ink which compliments the first. PMS 202 and 8042 are the primary colors for Boutique.

When using color in print applications, make sure that the prescribed PMS inks are used and that any variations in color hue or density are avoided. Whenever possible, use PMS match inks instead of using CMYK process ink combinations. When reproducing the metallic color, the spot ink or a special process (e.g. metallic foil stamp) should be used whenever

possible. When reproducing the metallic with a cmyk formulation, make sure the cmyk values match exactly as specified. Different applications interpret PMS metallic colors with different cmyk values.

When the Preferred Boutique logo is being used in communication created by the hotel, it is also permissible for the logo to be used in the color of the hotel identity or the dominant color within a hotel photograph. In either case, it must be provided that there is enough contrast between the logo and background to ensure clarity and readability, and the logo should not be used in multiple colors. A preferable application would be reversing the logo in white from a dark-colored background or photograph.

### BOUTIQUE COLOR PALETTE



#### PANTONE 202

PMS 202 red is the primary color for defining the Boutique brand. It is used as the dominant color in the logo, for corporate communications, and can also be used as background, border, and accent colors in marketing communications.

#### COLOR FORMULATIONS

PRINT: **PMS 202**  
or: c 30% m100% y70% k30%  
VIDEO: r140 g38 b51  
WEB AND E-COM: hex#8C2633



#### PANTONE 8042

PMS 8042 rose is the crowning accent color of Boutique brand. This metallic spot ink or special process (e.g. rose foil stamp) should be used to produce the rose whenever possible.

#### COLOR FORMULATIONS

PRINT: **PMS 8042**  
or: **matching foil**  
or: c30% m40% y30% k10%  
VIDEO: r167 g123 b111  
WEB AND E-COM: hex#A77B6F



#### BLACK

When red or rose are not available or appropriate for some applications, black is an elegant and acceptable substitute for applying the Boutique identity. It may be used to render the logo itself or as a background color.

#### COLOR FORMULATIONS

PRINT: **PMS BLACK**  
or: c50% m70% y50% k100%  
VIDEO: r0 g0 b0  
WEB AND E-COM: hex#000000



#### WHITE

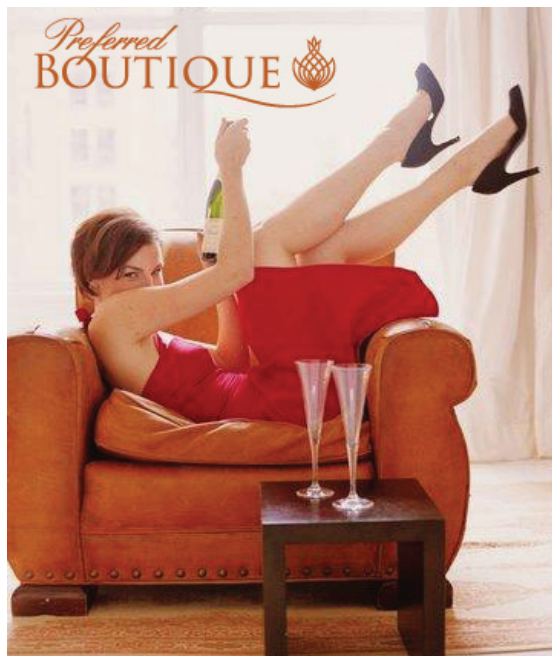
White may be used in all cases to render the logo on a dark background or to serve as a background for color renditions of the logo. While off white may be used selectively to add warmth to marketing applications, pure white is preferred for applications of the identity on corporate communications.

## SUPPORTING COLOR PALETTE

<b>BLUSH</b> c0% m15% y10% k20% r208 g184 b180 hex#D0B8B4	<b>LIGHT BLUSH</b> c8% m11% y6% k0% r231 g221 b225 hex#E7DDE1
<b>DARK RED</b> c30% m100% y75% k45% r114 g9 b36 hex#720924	<b>SAGE</b> c20% m0% y40% k15% r179 g199 b152 hex#B3C798

This supporting palette may be used in some cases for creating textures, borders, and backgrounds. While they can add depth and interest to a composition, keep in mind that white space is also an important part of our visual brand identity.

## EXCEPTION TO THE PRIMARY COLOR PALETTE



Because the Preferred Boutique brand is so closely linked to its independent hotel members, it is acceptable for the logo to take on the color palette of a hotel environment in selected applications. When a hotel photo is the central visual element within a piece of communication, the logo may be expressed within the photo, in the dominant color of the hotel, as long as there is significant contrast between the logo and background to assure clarity.

## PRIMARY COLOR RENDITIONS



## ACCEPTABLE COLOR RENDITIONS



## ONE COLOR RENDITIONS

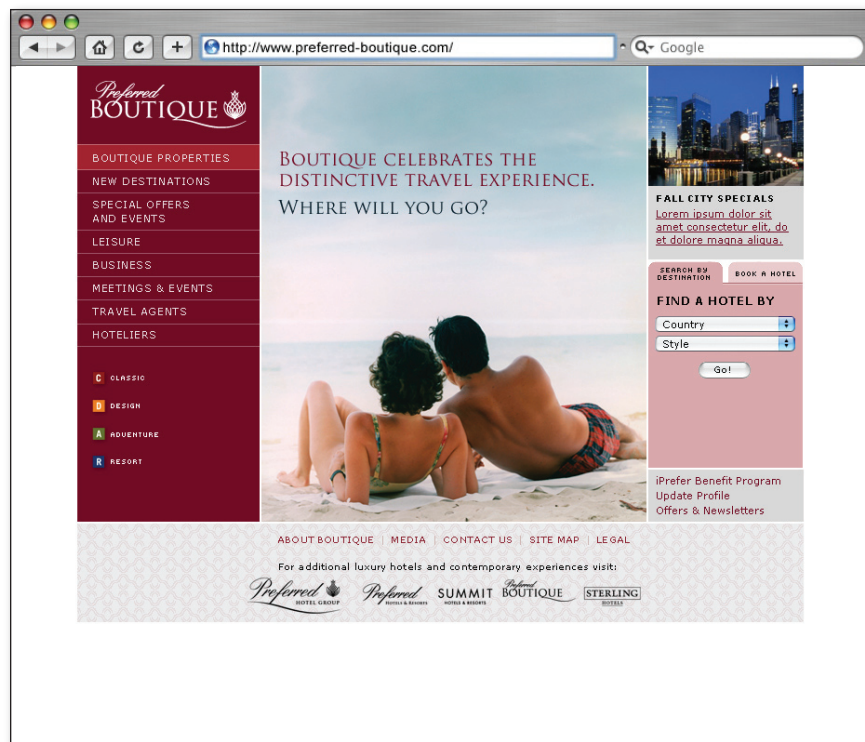


# MARKETING

## *Application of the Identity to Marketing Materials*

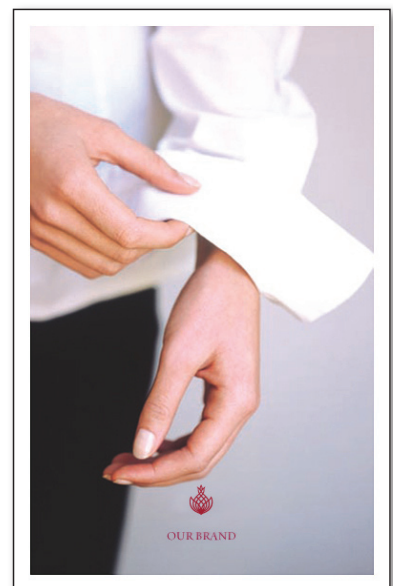
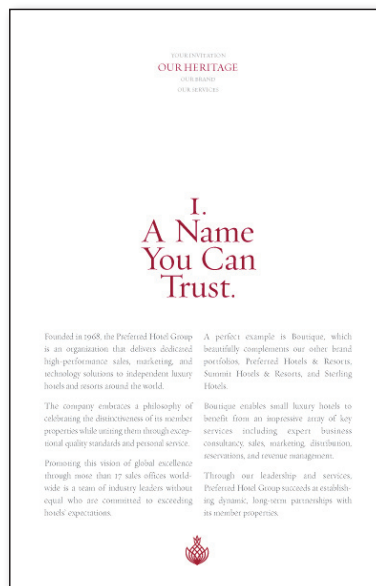
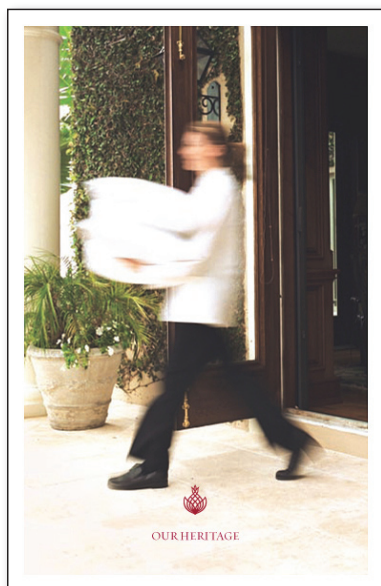
The strength of Preferred Boutique as a company comes from its superior independent hotels. Each hotel individually communicates a commitment to excellence and the desire to provide the best possible hotel experience in their individual style. As a group, our hotels can gain strength from each other, elevating one another to greater levels of respect and notoriety through their association with each other. It is very important, therefore, that each hotel is aware of

its responsibility to uphold the brand integrity of the group. This integrity also relies on the consistent use of the Preferred Boutique name and logo when creating and producing marketing materials. The following guidelines provide compositional flexibility for using the Boutique name and logo in a variety of formats. As always, if you have any questions, please contact the Preferred Hotel Group marketing team.



*Boutique home page*





Boutique brochure

# HOTEL BRAND APPLICATION

*Using the Sterling Hotels Logo: Sizes, Relationships, and Spacing*



## LOGOTYPE

The name Sterling is set in Trump Mediaeval. Never set the name Sterling alone or allow it to change in relation to the other elements of the logo.

## SYMBOL

Also referred to as our “beauty mark,” the symbol serves as the cornerstone of our identity and is also the unifying element across our hotel brands. There are some instances when it is permissible to use the symbol alone as an identifier or large graphic, but it should never be used in trivial applications such as text bullets, page folios, border patterns, etc.

## DESCRIPTOR

The type that describes the company is also set in Trump Mediaeval.

## TAGLINE

When producing communication materials for the Sterling Hotels brand, the tagline, “A Preferred Hotel Group Partner” must be used. The tagline does not have to appear in close proximity to every use of the brand logo, but it should appear at least once in each communication, and at the first opportunity (e.g. a brochure cover).



## PRINT AND DISPLAY APPLICATIONS

When using the logo in print or for larger applications like exhibit graphics and signage, use the vector art files provided. These files are scalable without compromising image quality and are available in eps file format. For extremely small uses, in rare cases, the logo may be used without the word "Hotels."

### FOR SIZES LARGER THAN .875" WIDE

(e.g. *ste\_bw.eps*)



### FOR SIZES .875" WIDE OR SMALLER

(e.g. *ste\_bw\_xs.eps*)



### FOR SIZES .45" WIDE OR SMALLER



## SPACE AND RELATIONSHIPS OF ELEMENTS

Make sure that in any application, the logo is presented with clarity and integrity. The logo should always be be clearly separated from other elements on the page or screen, and it should never be placed on a background that compromises its legibility.



At any size, the logo should always be a minimum of 20% of the total width of the logo away from other elements on the page or screen, in all directions. As an example, the logo above, which is 4 cm wide, must have at least 0.8 cm of open space on all sides.

## ON-SCREEN APPLICATIONS

When using the logo for multimedia applications like Web sites or touch-screen kiosks, use the on-screen art files provided. These files should be used at or below the actual file size so they do not lose clarity. They are available in jpeg and gif file formats.

### FOR SIZES LARGER THAN 88 PIXELS WIDE

(e.g. *ste\_bw\_lg.jpg*)



### FOR SIZES 60–88 PIXELS WIDE

(e.g. *ste\_bw\_xs.jpg*)



All of the components of the logo should retain the relational properties of composition and size. That is, the graphic symbol and typography should be scaled up and down together, as a unit, and never separately. The only exception to this rule is for the very smallest applications when the symbol is slightly larger in relationship to the typographic elements of the logo. These files are designated *xs* (*extra small*). Always use the appropriate file type for your specific application.

Never scale one of the logo elements independently.

Never change the position of one of the elements within the logo.

Never change the position or the typeface for any typographic element. Always use the logo file containing all elements together.

# COLOR

## *Expressing the Soul of Our Visual Brand*

Each of the hotel brands of Preferred Hotel Group relies on two primary colors for most applications. The dominant color of the palette is a dark PMS spot color, and the second color is a metallic ink which compliments the first. PMS 5405 and 8240 are the primary colors for Sterling Hotels.

When using color in print applications, make sure that the prescribed PMS inks are used and that any variations in color hue or density are avoided. Whenever possible, use PMS match inks instead of using CMYK process ink combinations. When reproducing the metallic color, the spot ink or a special process (e.g. metallic foil stamp) should be used whenever

possible. When reproducing the metallic with a cmyk formulation, make sure the cmyk values match exactly as specified. Different applications interpret PMS metallic colors with different cmyk values.

When the Sterling Hotels logo is being used in communication created by the hotel, it is also permissible for the logo to be used in the color of the hotel identity or the dominant color within a hotel photograph. In either case, it must be provided that there is enough contrast between the logo and background to ensure clarity and readability, and the logo should not be used in multiple colors. A preferable application would be reversing the logo in white from a dark-colored background or photograph.

### STERLING HOTELS COLOR PALETTE



#### PANTONE 5405

PMS 5405 blue is the primary color for defining the Sterling brand. It is used as the dominant color in the logo, for corporate communications, and can also be used as background, border, and accent colors in marketing communications.

#### COLOR FORMULATIONS

PRINT: **PMS 5405**  
or: c 60% m25% y10% k25%

VIDEO: r59 g90 b111

WEB AND E-COM: hex#3B5A6F



#### PANTONE 8240

PMS 8240 silver is the crowning accent color of the Sterling brand. This metallic spot ink or special process (e.g. silver foil stamp) should be used to produce the silver whenever possible.

#### COLOR FORMULATIONS

PRINT: **PMS 8240**  
or: **matching foil**  
or: c10% m0% y0% k40%

VIDEO: r130 g138 b135

WEB AND E-COM: hex#828A87



#### BLACK

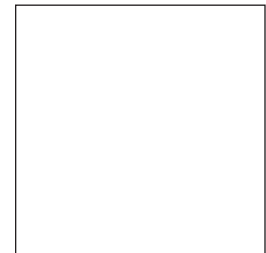
When blue or silver are not available or appropriate for some applications, black is an elegant and acceptable substitute for applying the Sterling identity. It may be used to render the logo itself or as a background color.

#### COLOR FORMULATIONS

PRINT: **PMS BLACK**  
or: c50% m70% y50% k100%

VIDEO: r0 g0 b0

WEB AND E-COM: hex#000000



#### WHITE

White may be used in all cases to render the logo on a dark background or to serve as a background for color renditions of the logo. While off white may be used selectively to add warmth to marketing applications, pure white is preferred for applications of the identity on corporate communications.

## SUPPORTING COLOR PALETTE

<b>COOL GREY</b> c18% m0% y0% k27% r157 g183 b196 hex#9DB7C4	<b>LIGHT GREY</b> c6% m0% y0% k15% r204 g215 b221 hex#CCD7DD
<b>STONE</b> c10% m0% y0% k50% r131 g143 b151 hex#838F97	<b>BLUE SLATE</b> c65% m25% y10% k50% r0 g32 b84 hex#002054

This supporting palette may be used in some cases for creating textures, borders, and backgrounds. While they can add depth and interest to a composition, keep in mind that white space is also an important part of our visual brand identity.

## EXCEPTION TO THE PRIMARY COLOR PALETTE



Because the Sterling Hotels brand is so closely linked to its independent hotel members, it is acceptable for the logo to take on the color palette of a hotel environment in selected applications. When a hotel photo is the central visual element within a piece of communication, the logo may be expressed within the photo, in the dominant color of the hotel, as long as there is significant contrast between the logo and background to assure clarity.

## PRIMARY COLOR RENDITIONS



## ACCEPTABLE COLOR RENDITIONS



## ONE COLOR RENDITIONS



## APPENDIX

### LOGO USAGE

#### PRINT AND DISPLAY APPLICATIONS

When using the logo in print or for larger applications like exhibit graphics and signage, use the vector art files provided. These files are scalable without compromising image quality and are available in eps file format (e.g. *phg\_pms.eps*).

Also acceptable for print application are high-resolution pixel-based images. These files should be used at or below the actual file size so they do not lose clarity. They are available in tiff file format (e.g. *phg\_pms.tif*).

#### ON-SCREEN APPLICATIONS

When using the logo for multimedia applications like Web sites or touch-screen kiosks, use the on-screen art files provided. These files should be used at or below the actual file size so they do not lose clarity. They are available in jpeg (e.g. *phg\_color\_lg.jpg*) or gif (e.g. *phg\_color\_lg.gif*) file format.

### AVAILABLE LOGO FILE TYPES

**EPS:** encapsulated postscript

Filename extension: *.eps*

Vector file format, ideal for high-resolution print applications.

**TIFF:** tagged image file format

Filename extension: *.tif*

Pixel file format, acceptable for high-resolution print applications.

**JPEG:** joint photographic experts group

Filename extension: *.jpg*

Pixel file format, used for low-resolution applications such as web and e-com.

**GIF:** graphics interchange format

Filename extension: *.gif*

Pixel file format, used for low-resolution applications such as web and e-com.

### SOFTWARE PROGRAMS AND LOGO USAGE

**EPS:** Adobe Illustrator, InDesign, and Photoshop.

Macromedia FreeHand and Flash.

**TIFF:** Adobe Photoshop

**JPEG:** Microsoft Word, Power Point, and Excel.

Adobe Photoshop. Macromedia Dreamweaver and Fireworks.

**GIF:** Microsoft Word, Power Point, and Excel.

Adobe Photoshop. Macromedia Dreamweaver and Fireworks.

### LOGO FILE NAMING CONVENTION

phg<sup>1</sup>\_color<sup>2</sup>\_lg<sup>3</sup>\_rev<sup>4</sup>.jpg<sup>5</sup>

1. brand name (e.g. Preferred Hotel Group)
2. designates color or black and white
3. size (large, small, or extra small)
4. indicates logo in positive or negative form  
(e.g. rev = reversed out of color)
5. file type (eps, tiff, jpeg, gif)

### AVAILABLE STATIONERY SYSTEM ITEMS

**BUSINESS CARDS**

Standard and Executive cards

**LETTERHEAD**

8.5" x 11" and A4

**MAILING ENVELOPES**

Standard #10 and DL

**NOTECARD**

5" x 7"

**NOTECARD ENVELOPES**

A7

**FOLDER**

9" x 12" to fit 8.5" x 11" papers

8.65" x 12.25" to fit A4 papers

### AVAILABLE ELECTRONIC FILES

**E-LETTERHEAD**

(available with customizable return address block)

8.5" x 11" and A4

**FAX SHEET**

**MEMO SHEET**

**E-ENVELOPES**

(for printing in-house when engraved envelopes are unavailable)  
#10

**EMAIL TEMPLATE**

**POWER POINT TEMPLATE**

The images found on pages 3, 5, and 7 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.

Logo files can be found in the Branding Resource Center through the Front Desk.

Contact the Preferred Hotel Group marketing department with questions.



