

BUILD THE BRAND. COMMUNICATE THE PROMISE.

*Guidelines for Usage of Our
Corporate Identity*



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APPLICATION OF THE IDENTITY

Guidelines for using the Preferred Hotels & Resorts logo in print and digital media



As the crown jewel of the Preferred Hotel Group, Preferred Hotels & Resorts sets the industry standard for impeccable service and elegant surroundings at the world's finest luxury properties. Our member hotels commit themselves to maintaining a benchmark level of service that is unparalleled in the hospitality industry, undergoing an annual, exhaustive inspection as part of our Standards of Excellence™ program. Continuously exceeding the expectations of their guests, our members are—not only by name—the world's most preferred luxury destinations.

Building a brand which elevates all of our hotel members is reliant largely on our collective 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. The Preferred Hotels & Resorts visual identity is a crucial component of the messages each of us send our customers and the consequent impression they have of our individual hotel brands. The commitment we demonstrate to excellence through our communication should never diminish.

The Preferred Hotels & Resorts logo, and graphic standards for its use, were designed with ease-of-use and a respect for your individual hotel identity in mind. "A Member of Preferred Hotels & Resorts" is a signature of quality that adds value to your marketing efforts by association. As such, it should support your visual identity by taking on key attributes. Within the marketing guidelines, we demonstrate how individual hotels may use their own color palette in rendering the Preferred Hotels & Resorts logo. We also make the guidelines flexible enough to accommodate your production constraints of space and printing budget.

Adherence to these simple standards is the responsibility of everyone who takes part in communicating our promise, whether through a local black and white ad placement or national direct mail campaign. Each of us is an equally important member of a worldwide 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.

DESCRIPTOR

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

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.

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 Hotels & Resorts 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 or the typeface for any typographic element. Always use the logo art file containing all elements together.



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

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*)



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

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

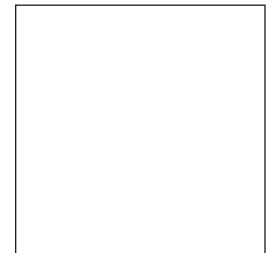
When blue or gold are not available or appropriate for some applications, black is an elegant and acceptable substitute for applying the Preferred identity. It may be used to render the logo itself or as a background color.

COLOR FORMULATIONS

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

VIDEO: r0 g0 b0

WEB AND E-COM: hex#000000



WHITE

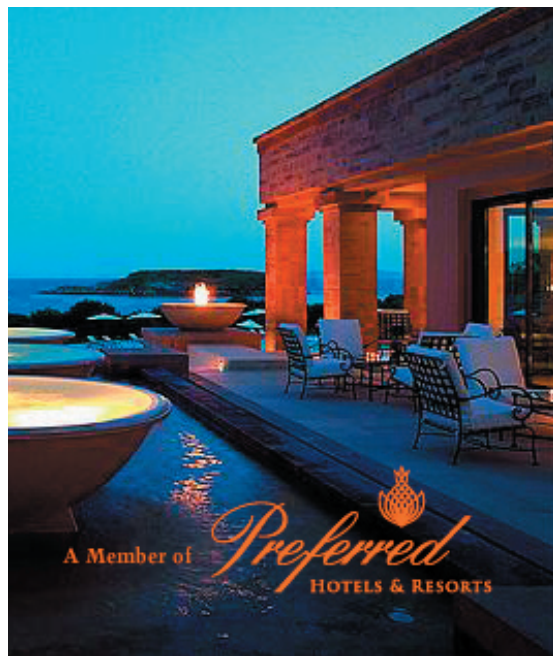
White may be used in all cases to render the logo on a dark background or to serve as a background for color renditions of the logo. While off white may be used selectively to add warmth to marketing applications, pure white is preferred for applications of the identity on corporate communications.

SUPPORTING COLOR PALETTE

TAN c10% m10% y35% k0% r230 g218 b175 hex#E6DAAF	CREAM c5% m5% y20% k0% r241 g234 b207 hex#F1EACF
KHAKI c30% m25% y50% k0% r184 g177 b139 hex#B8B18B	DARK BLUE 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

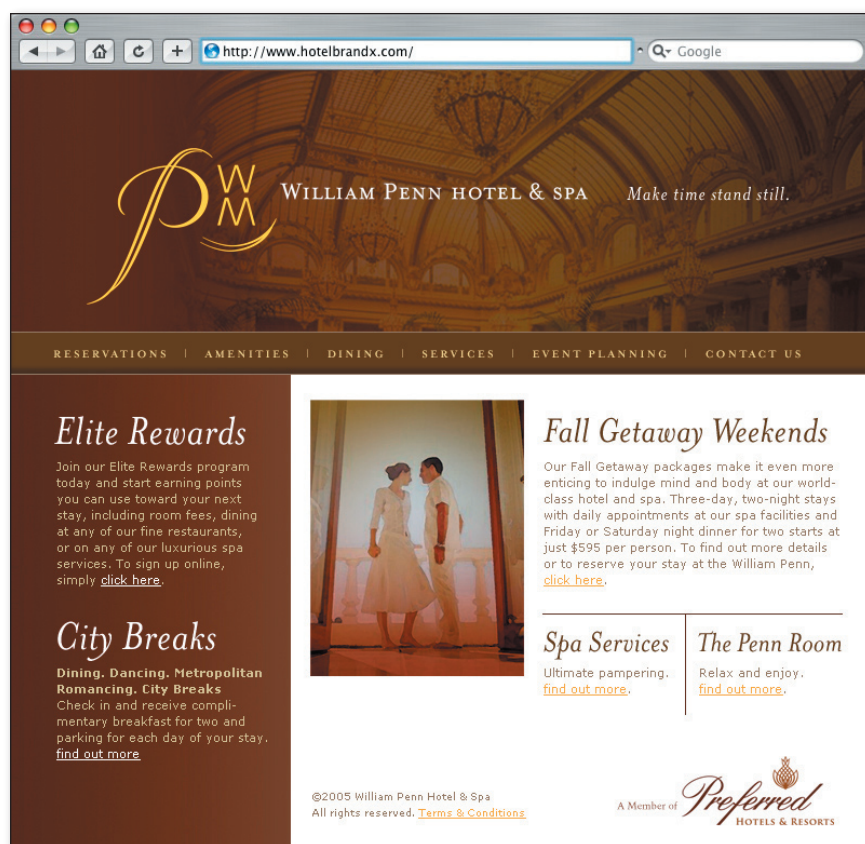


MARKETING

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. For your convenience we have included the excerpt from your contract that defines the terms and conditions for usage (see appendix). As always, if you have any questions, please contact the Preferred Hotel Group marketing department.



Website home page



A Member of Preferred Hotels & Resorts



Key card



Black & white ads

APPLYING THE LOGO AND SUPPORT TEXT

The Preferred Hotels & Resorts logo and text which supports the individual hotel brand may be configured and visualized in a variety of acceptable ways.

In most cases, "A Member of" precedes the logo and may be configured in any one of the ways demonstrated here. The font Trump Mediaeval should be used whenever possible. When this font is not available, the hotel's primary corporate font may be substituted. In rare instances when space does not permit the presentation of the logo, the text line "A Member of Preferred Hotels & Resorts" may be used alone.

When the logo can be used in color, a strong brand connection may be demonstrated by applying the hotel identity color palette to the Preferred Hotels & Resorts logo and support text. The logo may also be printed using the color palette specific to the Preferred Hotels & Resorts brand (page 8).

When applying hotel identity colors to the Preferred Hotels & Resorts logo, any one of the following methods is acceptable, as long as sufficient contrast between foreground and background is present to ensure good readability:

- logo in white reversed out of a dark colored background
- logo printed in one light color on a dark colored background
- logo printed in two light colors on a dark colored background (the two colors must be separated as demonstrated, with "Preferred" in the visually dominant color and the symbol and "Hotels & Resorts" in the secondary color)
- logo printed in one dark color on a white or light colored background
- logo in white on black or black on white



Full color ad

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. *phr_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. *phr_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. *phr_color_lg.jpg*) or gif (e.g. *phr_color_lg.gif*) file format.

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.

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.

LOGO FILE NAMING CONVENTION

phr¹_color²_lg³_rev⁴.jpg⁵

1. brand name (e.g. Preferred Hotels & Resorts)
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)

Logo files can be found in the Brand and Logo Resources section of the Member Portal.

EXCERPT FROM SECTION A7 OF PREFERRED CONTRACT "DISPLAY OF AFFILIATIONS"

Hotel agrees that the applicable "Preferred" trademark will be clearly displayed on all Hotel related brochures, letterheads, business cards, in-room stationery, promotional literature, advertising, press releases, web sites and other significant promotional items, that may be viewed by existing and potential clients.

Hotel agrees to display Preferred airline vendor code "PH" on all promotional literature that is intended for use by the travel trade.

The name Preferred and all associated legends, logos, service marks and trademarks whether registered or unregistered are the property of Preferred. Hotel is to take all reasonable measures to protect and enhance the Preferred mark, and not to act in any way which could dilute or damage the integrity of the mark. Hotel shall not continue to use any such item or suggest any affiliation after this Contract has terminated. Hotel agrees to comply with Preferred's Brand Usage Guidelines, as amended from time to time.

