



BUILD THE BRAND. COMMUNICATE THE PROMISE.

*Guidelines for Usage of Our  
Corporate Identity*

*Preferred*  
BOUTIQUE 

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VERSION 2.0, MAY 1, 2006

# APPLICATION OF THE IDENTITY

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



As a prestigious brand of Preferred Hotel Group, Preferred Boutique is a worldwide collection of independently-owned luxury hotels, delivering exceptional service and exhilarating style with a passion unmatched anywhere in our industry. Preferred Boutique celebrates the distinctive travel experience by offering customers one uniquely luxurious property at a time, all over the world. Continuously exceeding the service expectations of their guests, our members are among 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 Boutique 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 Boutique 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 Boutique" 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 Boutique 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 Boutique is set in slightly modified versions of Trajan Pro (Boutique) and Kuenstler Script (Preferred). 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.

# USING THE LOGO

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## *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 Boutique 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 marketing department if you need assistance.

### **CORRECT RELATIONSHIP OF ELEMENTS**

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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**

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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 SIZES LARGER THAN 1" WIDE

(e.g. *pre\_bou\_bw.eps*)



#### FOR SIZES 1" WIDE OR SMALLER

(e.g. *pre\_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. *pre\_bou\_bw\_lg.jpg*)



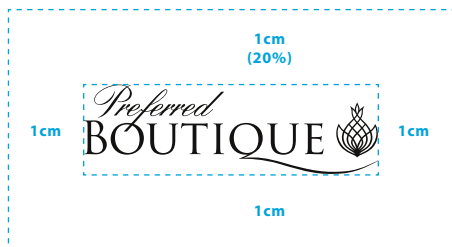
#### FOR SIZES 75-100 PIXELS WIDE

(e.g. *pre\_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 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*

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 Preferred 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.

### PREFERRED BOUTIQUE COLOR PALETTE



#### PANTONE 202

PMS 202 red is the primary color for defining the Preferred 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 Preferred 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**

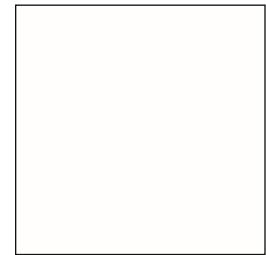


#### BLACK

When red or rose are not available or appropriate for some applications, black is an elegant and acceptable substitute for applying the Preferred 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.

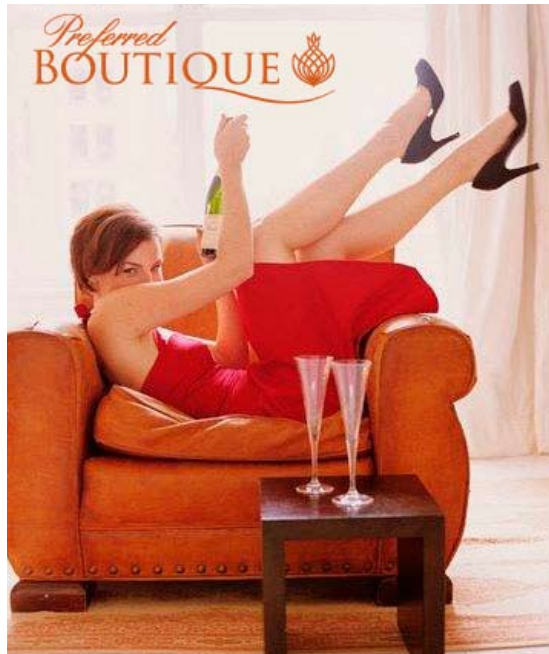


**SUPPORTING COLOR PALETTE**

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

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**

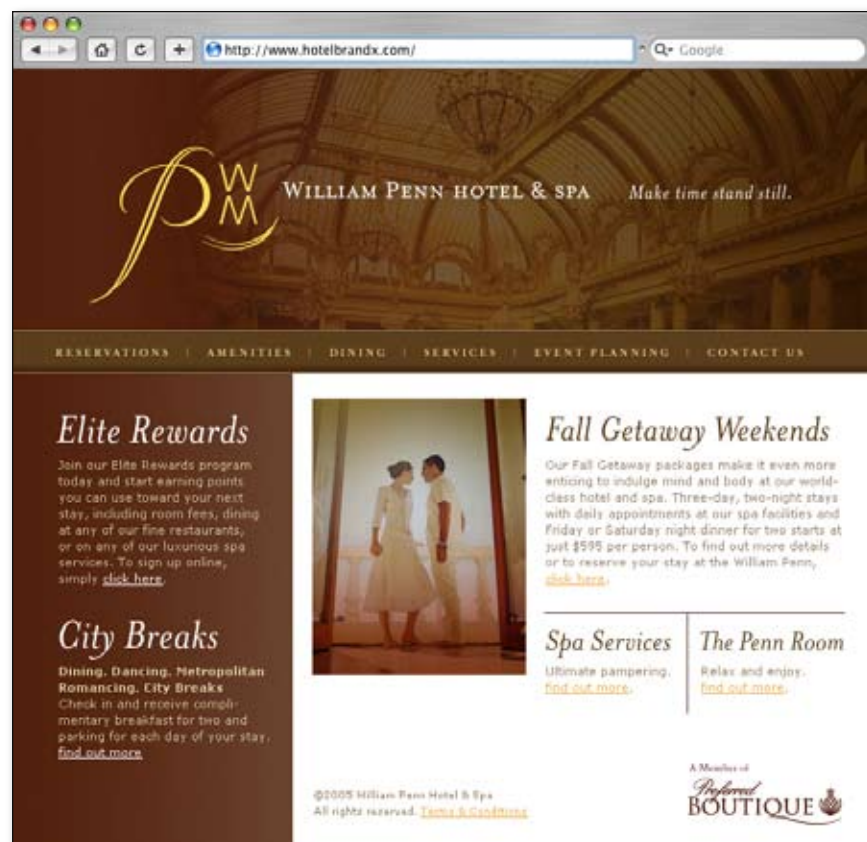


# MARKETING

## *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 Preferred Boutique 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 team.



Website home page

A Member of Preferred BOUTIQUE 

A Member of Preferred BOUTIQUE 

A Member of Preferred Boutique

**APPLYING THE LOGO AND SUPPORT TEXT**

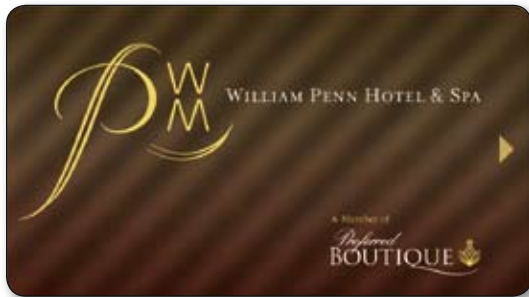
The Preferred Boutique logo and text which supports the individual hotel brand may be configured and visualized in a variety of acceptable ways.

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 Boutique" 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 Boutique logo and support text. The logo may also be printed using the color palette specific to the Preferred Boutique brand (page 8).

When applying hotel identity colors to the Preferred Boutique 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 Boutique" in the visually dominant color and the symbol 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



Key card

WILLIAM PENN  HOTEL & SPA

WILLIAM

**Fall**

Our Fall Getaway packages make it even more enticing to indulge mind and body at our world-class hotel and spa. Three-day, two-night stays with daily appointments at our spa facilities and Friday or Saturday night dinner for two starts at just \$595 per person. To find out more details or to reserve your stay at the William Penn, call 1-888-WILLIAM.

A Member of Preferred BOUTIQUE 

A Member of Preferred Boutique

Black & white ads



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. *pre\_bou\_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. *pre\_bou\_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. *pre\_bou\_color\_lg.jpg*) or gif (e.g. *pre\_bou\_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

*pre\_bou<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 Boutique)
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.

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

Hotel agrees that the applicable "Preferred Boutique" 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 Boutique airline vendor code "BC" on all promotional literature that is intended for use by the travel trade.

The name Preferred Boutique and all associated legends, logos, service marks and trademarks whether registered or unregistered are the property of Preferred Boutique. Hotel is to take all reasonable measures to protect and enhance the Preferred Boutique 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 Boutique's Brand Usage Guidelines, as amended from time to time.



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