

STYLE AND USAGE GUIDE FOR

LEGENDSM



Preferred

HOTELS & RESORTS



EXQUISITE | INTUITIVE PERSONAL SERVICE | UNFORGETTABLE IMMERSIVE EXPERIENCES

JULY 2018

PREFERRED HOTELS & RESORTS, LEGEND COLLECTION
LARGE AND SMALL LOGOS – DO'S AND DON'TS

CORRECT RELATIONSHIP OF ELEMENTS



Large logo: Width larger than 1.5 in (38.1 mm)



Note different size ratio of bottom text to logo. This is intentional to retain legibility when reduced.

Small logo: Width up to and including 1.5 in (38.1 mm)

All of the components of the logo should retain the relational properties of composition and size including the graphic symbol, logotype, and descriptor. The logo should be scaled up and down together as a unit, never separately. The logo should never be taken apart and altered.

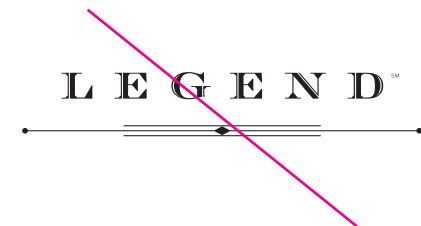
INCORRECT RELATIONSHIP OF ELEMENTS



Never scale one of the logo elements independently.

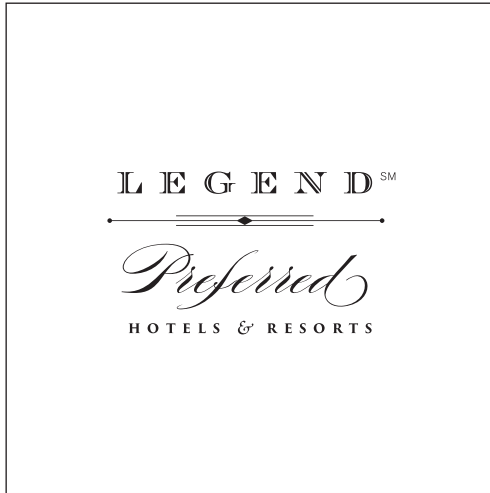


Never change the position of one of the elements.

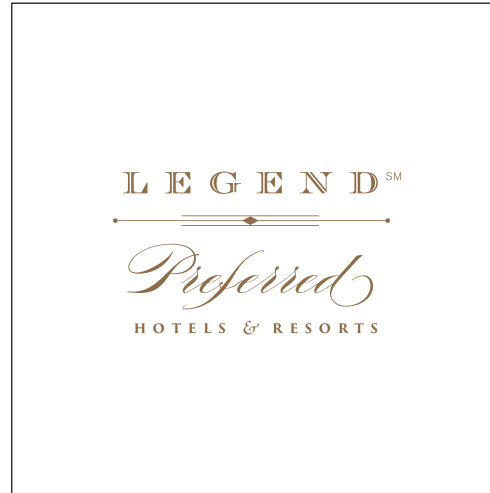


Never delete any portion of the logo. Always use all of the elements together.

PREFERRED HOTELS & RESORTS, LEGEND COLLECTION
LOGO COLORS



BLACK LOGO
ON WHITE BACKGROUND



PMS 873 GOLD LOGO
ON WHITE BACKGROUND



REVERSE K/O LOGO
(WHITE ON BLACK BACKGROUND)

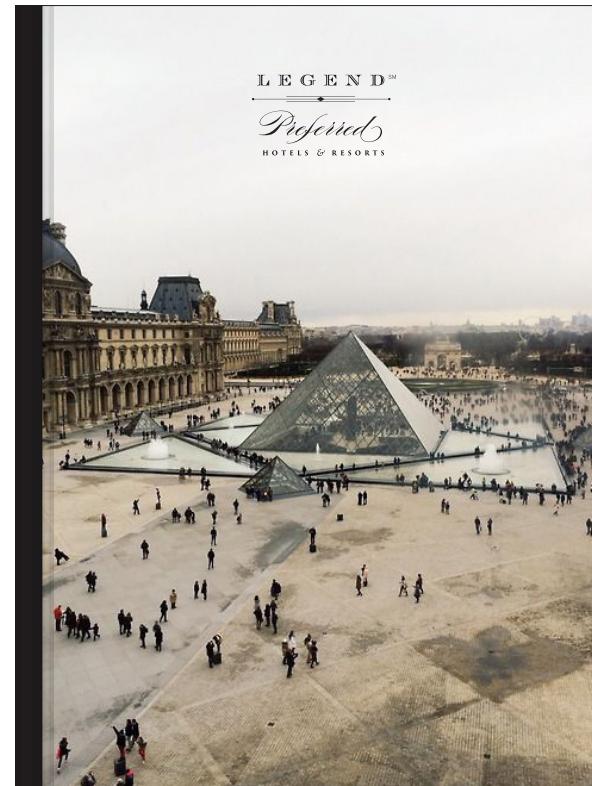
PREFERRED HOTELS & RESORTS, LEGEND COLLECTION
LOGO – CORRECT CONTRAST AND BACKGROUND



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



Always ensure the background provides ample visual contrast, or use the reverse (white) logo as it provides the highest level of contrast.



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

PREFERRED HOTELS & RESORTS, LEGEND COLLECTION
COLOR — PRIMARY PALETTE

PMS BLACK



Color Formulations

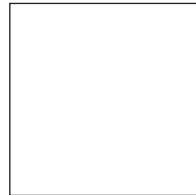
PMS Black

CMYK: **c50% m70% y50% k100%**

RGB: **r0 g0 b0**

Hex: **000000**

WHITE



PANTONE 873



Color Formulations

PMS 873

CMYK: **c0% m19% y44% k47%**

RGB: **r134 g109 b75**

Hex: **866d4b**

CO-BRANDING YOUR HOTEL WITH OUR LOGO

LOGO COLOR

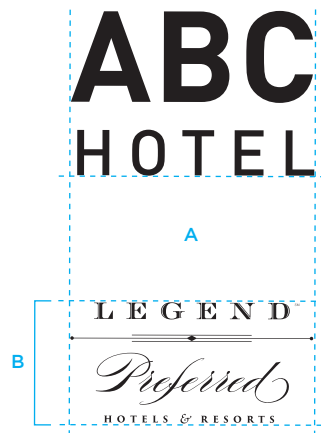
For increased flexibility, the Preferred Hotels & Resorts Collection logo should always appear in its one-color black or reversed variation. Utilizing a simplified color palette enables the brand and the existing hotel color scheme to easily complement each other without sacrificing brand consistency.

SIZE AND POSITION

With minimum sizing and staging rules in place (see the Logo Guidelines section), the Preferred Hotels & Resorts Collection logo should appear equal to, or the same height or width of your hotel logos.

Below and on the following pages are guidelines and examples of proper co-branding implementation. For examples not explicitly shown (e.g., business cards, web pages), the logo colors, brand anchor, and size and position guidelines outlined in these pages should serve as an instructional guide.

VERTICAL VERSION

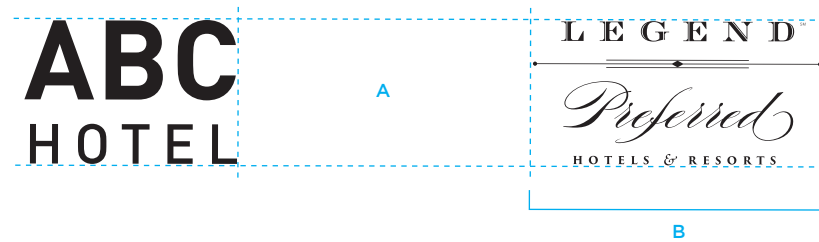


Space between logos (A) is equal to logo height (B)

If the two logos are stacked vertically, your logo should be positioned on top of the PH&R Collection logo.

Final width of the PH&R Collection Logo should be between 50% and 100% of the co-brand hotel logo's width.

HORIZONTAL VERSION



Space between the logos (A) is equal to logo width (B)

If the two logos are aligned horizontally, your logo should be positioned on the left side of the document/image/etc., and the PH&R Collection logo should be positioned on the right.

Final height should be between 50% and 100% of your logo.

CO-BRANDING YOUR HOTEL WITH OUR LOGO

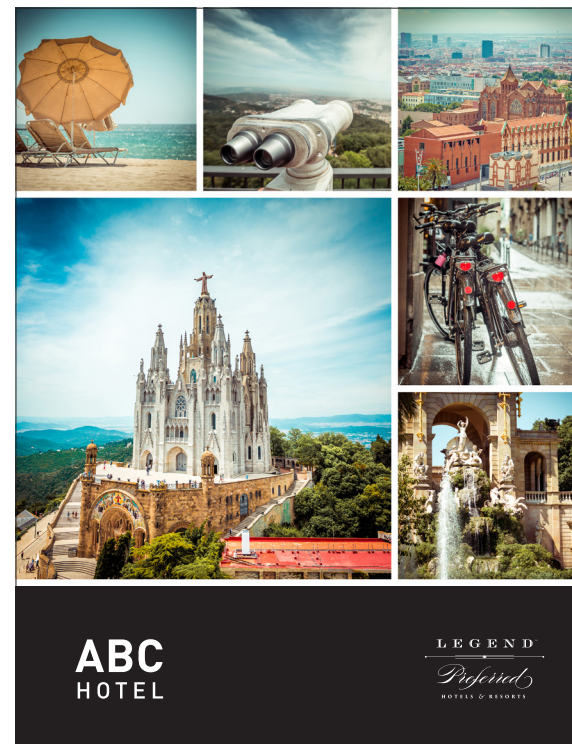
EXAMPLES OF PROPER CO-BRANDING IMPLEMENTATION

If room does not allow for the Preferred Hotels & Resorts Collection logo to be featured below the co-brand hotel logo, you may feature both logos separately, on the same page, while maintaining previously stated minimum sizing and staging specifications.

An example for writing copy: [ABC Hotel] is a new member of the Preferred Hotels & Resorts, Legend Collection.



Example A
CO-BRANDING BROCHURE
(Logos separated by imagery and/or text)



Example B
CO-BRANDING DESIGN PRINT AD
(Logos separated by significant space when horizontally aligned)

CO-BRANDING YOUR HOTEL WITH OUR LOGO

EXAMPLES OF PROPER CO-BRANDING IMPLEMENTATION (CONTINUED)



Example C
WEB LANDING PAGE
Logos separated by imagery and/or text

CO-BRANDING YOUR HOTEL WITH OUR LOGO

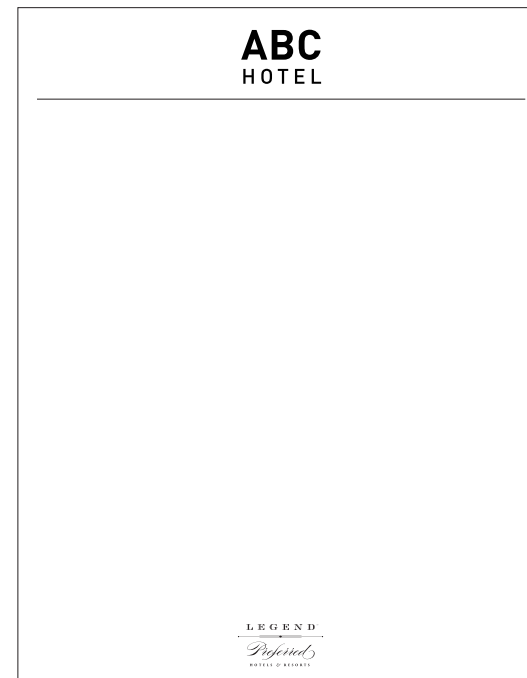
EXAMPLES OF PROPER CO-BRANDING IMPLEMENTATION (CONTINUED)



Example D
CO-BRANDING WEB BANNER
(Logos separated by imagery and/or text)



Example E
CO-BRANDING EMAIL TEMPLATE/SOCIAL MEDIA BANNERS
(Logos separated by significant space when vertically aligned)



Example F
CO-BRANDING LETTERHEAD/INVOICE
(Logos separated by significant space when vertically aligned)

CO-BRANDING YOUR HOTEL WITH OUR LOGO

LINKING YOUR COLLECTION LOGO

Linking your Collection logo to the appropriate URL is crucial to both comply with Preferred Hotels & Resorts' *Standards of Excellence*SM, and to maximize brand positioning.

LEGENDSM



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HOTELS & RESORTS

LINK TO THE FOLLOWING URL:

<https://preferredhotels.com/destinations?collection=LEG&search=top-nav>