I PREFER℠

HOTEL REWARDS

I Prefer Hotel Rewards Program Identity Style Guide

EXPERIENCE REWARDS
WITH DISTINCTION

THIS IS *I PREFER* HOTEL REWARDS

EVERYDAY
EXCEPTIONAL

LET'S DIVE IN

A brand is more than a logo. It is the collection of the experiences you provide and conversations about who you are as a company. In this brand book, we'll talk about who we are, what makes us unique, and why our customers love us so much. We want our whole company – and everyone we work with – to understand what makes us excited to come to work each and every day.

I PREFER HOTEL REWARDS

POSITIONING STATEMENT

I PREFER: YOUR KEY TO A WORLD OF TRAVEL

I Prefer is the loyalty program that celebrates the independent spirit of our travelers, unlocking a world of distinctive and authentic hotel experiences in destinations both familiar and yet–to–be–discovered.

AUTHENTIC

I PREFER HOTEL REWARDS

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I PREFER HOTEL REWARDS

LOGO USAGE

I PREFER ℠

HOTEL REWARDS

Primary Logo Guidelines

This is the preferred version. Unless it's not clearly visible against the background, the full logo is to be used in our branded navy blue pantone. There is one acceptable *I Prefer* logo, with large and small versions. Refer to the Do's and Don'ts for sizing and usage guidelines.

Download Logos Here

WELCOMING

Logotype

The name "*I Prefer*" is set in Helvetica font. Never set the name "*I Prefer*" alone or allow it to change in relation to the other elements of the logo.

Elements of the Logo

All of the components of the logo should retain the relational properties of composition and size lockup. They should be scaled up and down together as a unit, and never separately – nor should the logo ever be taken apart and altered. Please note there is a "small" logo version for final production of a width under 1.5 inches.
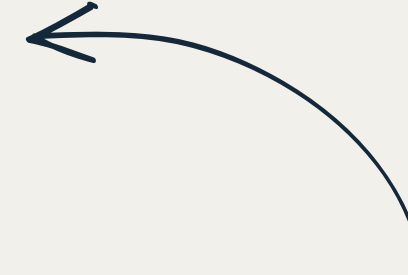
I PREFER ℠

HOTEL REWARDS

Descriptor

The words "Hotel" and "Rewards" are in Trajan font. Never set the words alone or allow them to change in relation to other elements of the logo.
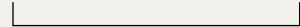
EVERYDAY
EXCEPTIONAL

LOGO USAGE - SIZING DO'S AND DON'TS

LOGO VARIATIONS

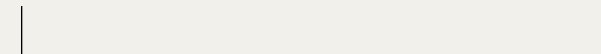CORRECT SIZING OF THE SMALL LOGO

I PREFERSM
HOTEL REWARDS

1.5 INCHES

Use the small logo for final artwork sizes up to
1.5 inches in width.

CORRECT SIZING OF THE LARGE LOGO

I PREFERSM

HOTEL REWARDS

3 INCHES

Use the large logo for final artwork that exceeds 1.5 inches
in width. Do not use the large logo if smaller than
1.5 inches in width.

INCORRECT SIZING OF THE SMALL LOGO

I PREFERSM
HOTEL REWARDS

2 INCHES

Never use the small logo larger than 1.5 inches. Always use the large logo
instead. The logotype to descriptor ratio and weight of the fonts are incorrect
at this size.

I PREFER™
HOTEL REWARDS

PMS 539 blue logo
on white or light background
(Sand or Cloud)

I PREFER™
HOTEL REWARDS

Black logo
on white or light background
(Sand or Cloud)

I PREFER™
HOTEL REWARDS

Reverse K/O logo
white logo on dark colored background

HOW TO USE   Please note the *I Prefer* logo should only be presented in one of the three color variations depicted above.
The blue version is the primary, preferred version and should be used unless it's not clearly visible. If this is the
case, the black or white versions are appropriate alternatives.

LOGO APPLICATION

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 that provides the highest level of contrast.

I PREFER™
HOTEL REWARDS

I PREFER™
HOTEL REWARDS

I PREFER℠
HOTEL REWARDS

PHOTOGRAPHY

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.

Do not use the logo over complex photos with strong patterns, competing colors, or anything that sacrifices its integrity and/or clarity.
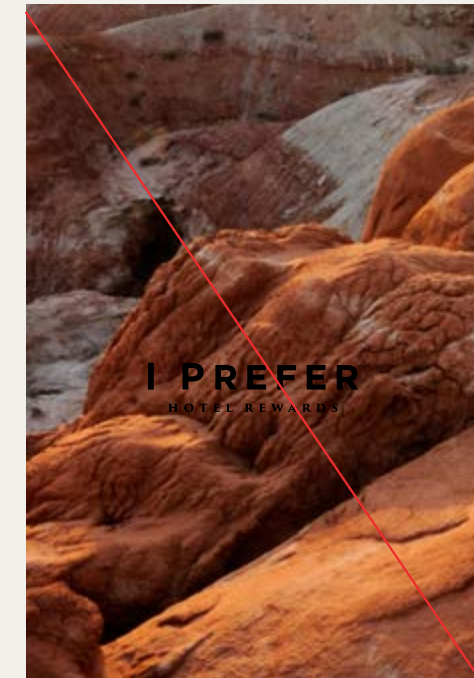
The logo may not be used on busy textures that compromise the clarity of the logo.

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

LOGO VARIATIONS — HORIZONTAL LOCKUP

LOGO VARIATIONS — VERTICAL LOCKUP
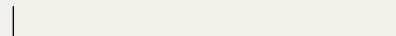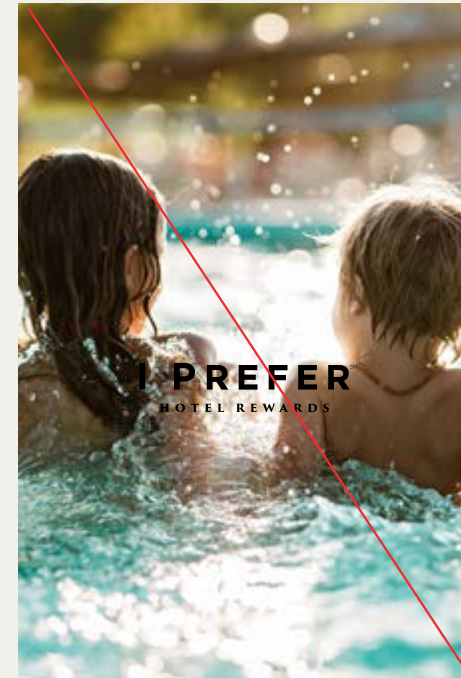
5.5 INCHES

4.5 INCHES

B   A

LARGE HORIZONTAL USAGE

Use the large lockup for final artwork that exceeds 4.5 inches in width.

Do not use the large lockup smaller than 4.5 inches in width.

SMALL HORIZONTAL USAGE

Use the small lockup for final artwork sizes up to 4.5 inches in width.

Never use the small lockup larger than 4.5 inches. Always use the large lockup instead. The logotype to descriptor ratio, weight of the fonts, and symbol will be incorrect.

HEIGHT OF (A) SHOULD BE HALF OF DIVIDING LINE (B)

Dividing lines between two, co-branded, horiztontal logos should always be double the height of *I Prefer* logo. This line should also be centered vertically and horizontally between the two.

3 INCHES

2 INCHES

LARGE VERTICAL USAGE

Use the large lockup for final artwork that exceeds 2 inches in width.

Do not use the large lockup smaller than 2 inches in width.

SMALL VERTICAL USAGE

Use the small lockup for final artwork sizes up to 2 inches in width.

Never use the small lockup larger than 2 inches. Always use the large lockup instead. The logotype to descriptor ratio, weight of the fonts, and symbol will be incorrect.

PRIMARY LOCKUP   This is the horizontal formation of the *I Prefer* logo variant with the parent brand. This is the primary, preferred lockup to be used in creative. The Preferred Hotels & Resorts logo should never feel overshadowed by the *I Prefer* logo.

SECONDARY LOCKUP   This is the vertical formation of the *I Prefer* logo variant with the parent brand. This is the alternative lockup to be used in creative. The Preferred Hotels & Resorts logo should never feel overshadowed by the *I Prefer* logo.

When to Use Lockup

Use the lockup on acquisition and sales pieces when the audience is not a current member and would not be familiar with the *I Prefer* Program or Preferred Hotels & Resorts.

If there is only one page of content/creative, do not use lockup if the primary message is *I Prefer*. Instead, use the *I Prefer* logo at the top and include the Preferred Hotels & Resorts logo in the footer.

The primary *I Prefer* logo and lockup require ample breathing room as shown above. No text or other visual elements should encroach upon the perimeter defined here.
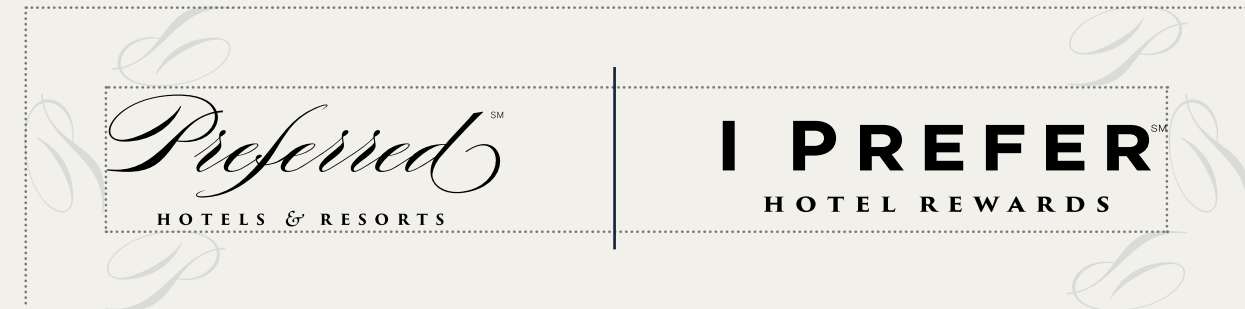
Full Co-Branding Logo Lockup

When speaking about *I Prefer* and all co-brands, please adhere to the lockup presented here.

The dividing line should only only be applied to co-branding separated horizontally.

I PREFER
HOTEL REWARDS

Preferred HOTELS & RESORTS · BEYOND GREEN · HISTORIC HOTELS of AMERICA · Historic HOTELS WORLDWIDE

I PREFER
HOTEL REWARDS
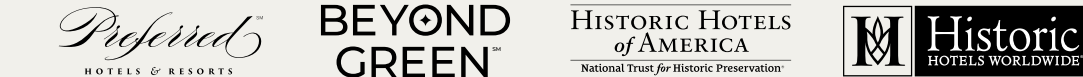
5.5 INCHES

LARGE PARTNER LOCKUP USAGE

Use the large lockup for final artwork that exceeds 4.5 inches in width.

Do not use the large lockup smaller than 4.5 inches in width.

I PREFER
HOTEL REWARDS

4.5 INCHES

SMALL PARTNER LOCKUP USAGE

Use the small lockup for final artwork sizes up to 4.5 inches in width.

Never use the small lockup larger than 4.5 inches. Always use the large lockup instead. The logotype to descriptor ratio, weight of the fonts, and symbol will be incorrect.

I PREFER HOTEL REWARDS

COLOR GUIDE
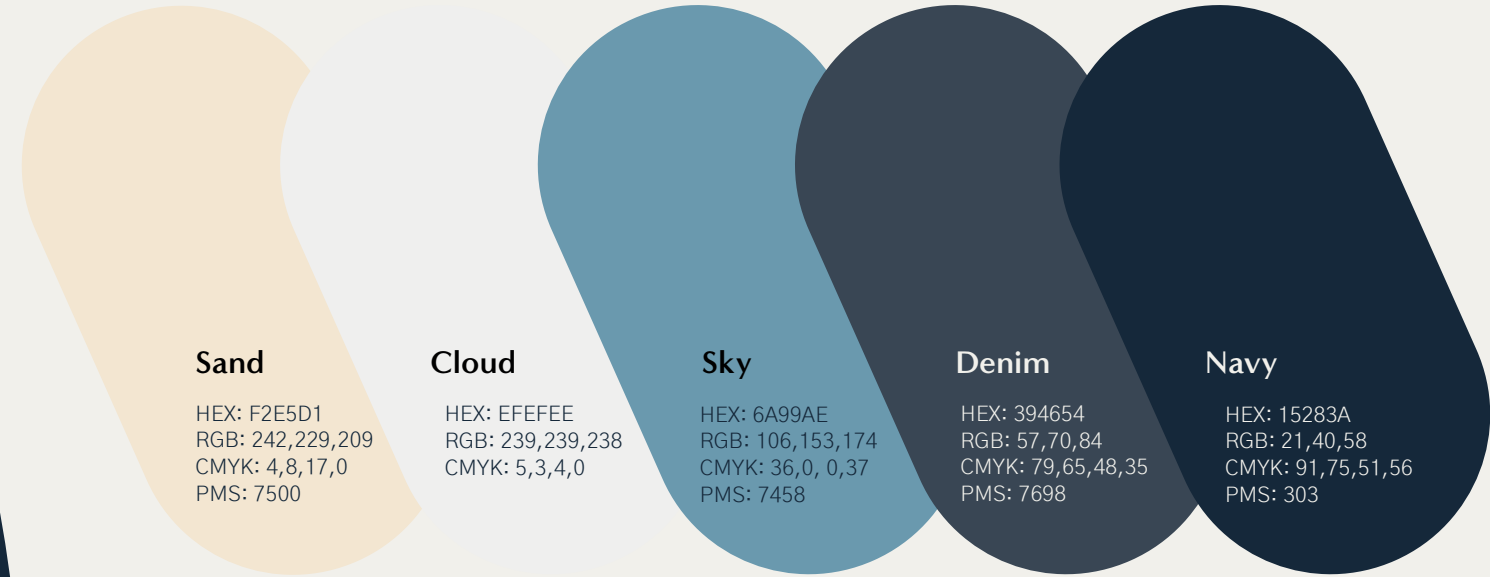
Sand

HEX: F2E5D1
RGB: 242,229,209
CMYK: 4,8,17,0
PMS: 7500

Cloud

HEX: EFEFEE
RGB: 239,239,238
CMYK: 5,3,4,0

Sky

HEX: 6A99AE
RGB: 106,153,174
CMYK: 36,0, 0,37
PMS: 7458

Denim

HEX: 394654
RGB: 57,70,84
CMYK: 79,65,48,35
PMS: 7698

Navy

HEX: 15283A
RGB: 21,40,58
CMYK: 91,75,51,56
PMS: 303

Primary Palette

These colors together make up the *I Prefer* color palette and should be used in all *I Prefer* branding and marketing. Navy is the most prominent primary color and should be included in all program materials.

REFINED

THE WORLD
ON YOUR TERMS

Complementary

This secondary color spectrum allows for additional color combinations and vibrant brand representation. These colors should primarily be used as accent colors and only in documents where additional primary colors are represented. Please adhere to usage examples and ensure all typography is legible.

Salmon

HEX: F19468
RGB: 241,148,104
CMYK: 2,50,62,0
PMS: 1635

Teal

HEX: 00B8B4
RGB: 0,184,180
CMYK: 77,0,36,0
PMS: 320

Canary

HEX: E2A325
RGB: 226,163,37
CMYK: 11,38,100,0
PMS: 109

Slate

HEX: 686B6E
RGB: 104,107,110
CMYK: 52,42,40,28
PMS: 444

Tier Colors

These tier–adherent colors of silver, gold, and titanium allow the brand to easily differentiate their corresponding Member Tiers. These Tier Colors are only to be employed in conjunction with their respective Tier levels and used in documents or deliverables where Member Tiers or related benefits or other aspects are directly mentioned. Please adhere to usage examples and ensure all typography is legible.

Silver

HEX: A2A2A7
RGB:162,163,168
CMYK: 36,29,26,3

Gold

HEX: 977A48
RGB: 151,122,73
CMYK: 48,54,87,0

Titanium

HEX: 33373A
RGB: 51,55,59
CMYK:39,29,26,80

PALETTE HIERARCHY

COLOR USAGE EXAMPLES

Color Hierarchy

Please reference the color hierarchy chart for appropriate color usage. Primary Navy should be most prominent program color followed by Denim. When applying the secondary colors, Canary Yellow should be treated as most prominent secondary color.

GRAPHIC DEVICES

The primary blue colors of the program identity can be applied as background treatments and most prominently in the use of graphic devices. This includes archway and keyhole.
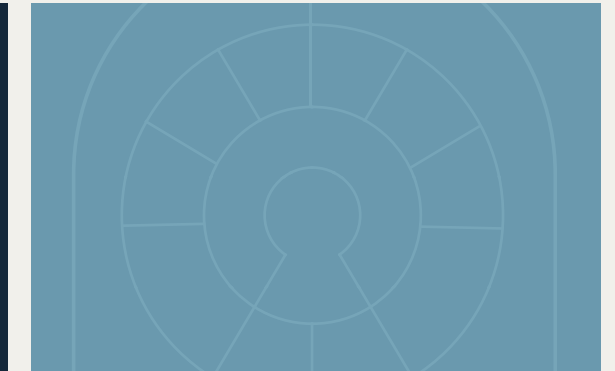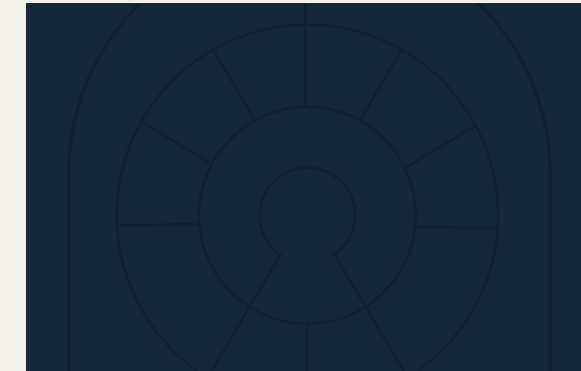
PHOTOGRAPHY

The use of the color palette may also be represented through photography. Color tones within images should pick up blue tones with contrasting colors like Salmon, Canary and Teal.

WEB COLOR MODIFICATIONS

#427589

#F7F3EC

#F6F6F6

#FFC342

#009A94

#ED7339
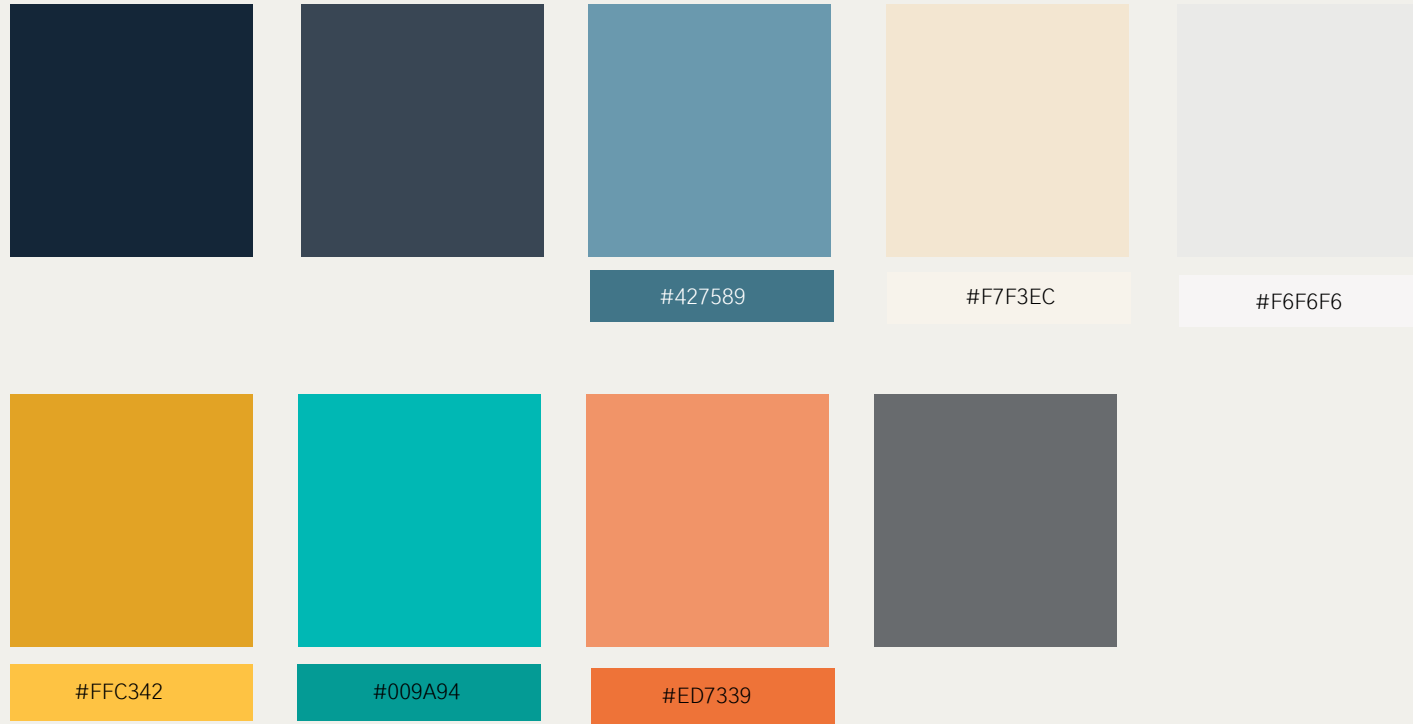
Please adhere to the UI/UX kit for full guidelines for web usage. For digital materials slight color modifications are recommended in order to ensure ADA compliance and legibility. Non compliant colors above are referenced with their web compliant HEX code.

COLOR USAGE EXAMPLES ———— WEB

Web Color Hierarchy

The program homepage exemplifies a good representation of color usage. The primary palette is used for 75% of content backgrounds, type color, and iconography, while secondary colors make up CTAs, smaller panels of information and imagery.

Canary should be used as an accent color.

Examples of this include: Brand Icons, CTA buttons and highlighted text. This color is used to call attention and show rewards.

SECONDARY COLOR EXAMPLES

Salmon, Teal, Canary and Slate should be used as complementary colors.

These colors may also be applied in Iconography, brand photography and secondary content area backgrounds.

TERTIARY COLOR EXAMPLES

Silver, Gold, and Titanium should be used to distinguish Membership Tiers.

SILVER

GOLD

TITANIUM

Aaron Dodson
TITANIUM
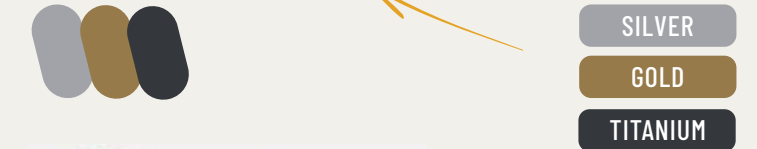
I PREFER HOTEL REWARDS

TYPOGRAPHY

HEADLINE ——————— MINERVA MODERN

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Black
Bold
Regular
Italic

HEADLINE FONT

Minerva Modern will be used for all headlines. Headlines are any text before the body copy or main content. Its purpose is to draw the audience in. It also sets the tone for the rest of the piece.

As a treatment guideline, please follow standard leading and tracking to instances of multiple lines of copy.

WEB HEADLINE ——————— MARCELLUS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

WEB FONT

Marcellus is to be used for any digital asset that does not allow for the proper rendering of the Minerva Modern font, including, but not limited to emails.

BODY COPY ——————— GOTHIC A1

Black
Semi Bold
Regular
Light

Be rewarded with **premium stay** experiences and exceptional service across our global suite of lifestyle and luxury brands.

ACCENT ——————— BARLOW CONDENSED

Outlined
SEMI BOLD
MEDIUM

EVERYDAY
EXCEPTIONAL

Filled
SEMI BOLD
MEDIUM
ITALIC

EVERYDAY
EXCEPTIONAL

BODY COPY

Gothic A1 should be used for the body copy; i.e. the text forming the main content of a brand book, magazine, web page or any other printed or digital work. Use semi–bold or black as a way to add emphasis to any important words. (Example shown above: must be used sparingly if at all.)

NOTE

I Prefer should always be in italics. Use **CTRL + i** as a shortcut for Windows systems.

ACCENT

Barlow Condensed is a great font that can either be used filled or outlined. Please note that while this brand font allows for playful execution, it is a tertiary font that is used sparingly and only for accent text.

Barlow Condensed Outlined is never to be used digitally. All usage is restricted to print publication only.

Type Pairing

All three brand fonts pair together in application. Minerva modern should always be applied in all caps when used as a main heading. Gothic A1 applied in long form text and Barlow Condensed Regular for CTA copy.

Web Restrictions

Barlow Condensed Outlined should only be applied on solid color backgrounds for print only. The use of Barlow Condensed Outlined does not meet ADA compliance on images and should not be applied to web materials. To further preserve legibility and follow ADA compliance, the typography must be clearly legible and unobstructed. Please use a stroke weight of 1pt+ on applications.

BENEFITS OF TRAVEL

With opportunities to earn and redeem points on stays and experiences in our global portfolio of properties, and distinctive benefits like suite upgrades and tailored welcome amenities, it's no wonder *I Prefer* members believe in the benefits of travel.

JOIN FOR FREE

REWARDING

ACCENT FONT - BARLOW CONDENSED ——————— DO´S

BARLOW CONDENSED

Outlined

The approved use cases for Barlow Condensed Outlined include usage on solid color backgrounds and high contrast images in print publications only.

Regular

The approved use cases for Barlow Condensed Regular include headline treatments, and CTA buttons.

REWARDING

PRINT ONLY

REWARDING

PRINT ONLY

BENEFITS & REWARDS

SEE ALL BENEFITS AND REWARDS →

JOIN FOR FREE
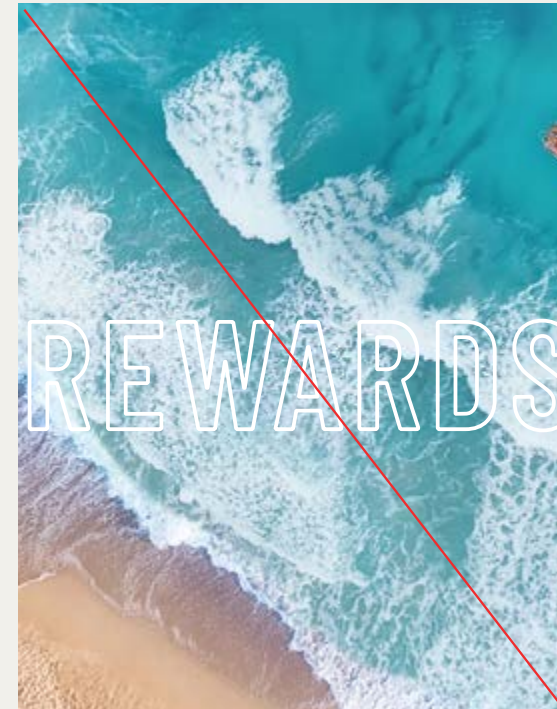
Do not overlay Barlow Outlined on images for web applications. For Print applications choose high contrast images only.

The Outlined font must only be used with high contrast colors to background.
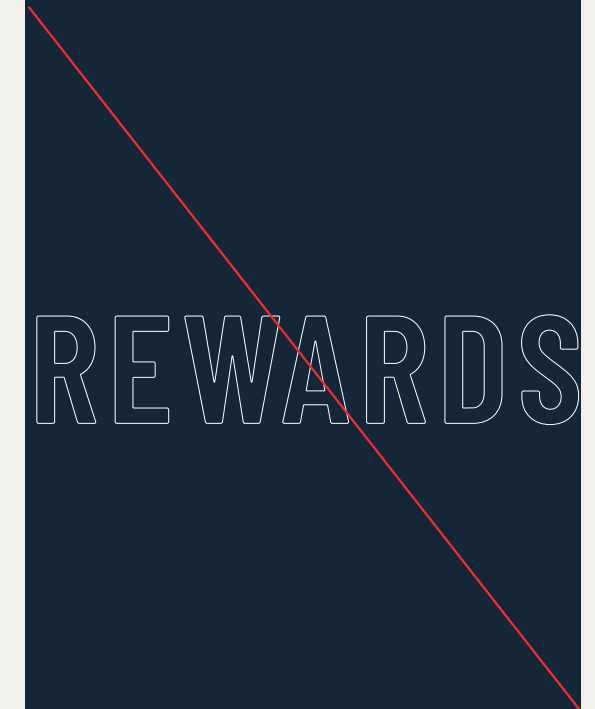
All usage of Barlow Outlined must have a weight of 1pt stroke in all applications.

CHINESE TRANSLATION ———————— DFP MING LIGHT B5 華康細明體 TRADITIONAL

投我以木桃，報之以瓊瑤。匪報也，永以為好也！
！％？￥、，。；：…《》（）【】｛｝—「」『』""''
一二三四五六七八九十壹貳參肆伍陸柒捌玖拾

If the English alphabet is intersperced with Chinese characters, please use "Aldus"
for English alphabet/numerals.

Example:
香港灣仔港灣道18號
中環廣場20樓2004室

CHINESE TRANSLATION ———————— PMINGLIU 華康細明體 SIMPLIFIED

投我以木桃，報之以瓊瑤。匪報也，永以為好也！
！％？￥、，。；：…《》（）【】｛｝—「」『』""''
一二三四五六七八九十壹貳參肆伍陸柒捌玖拾

If the English alphabet is intersperced with Chinese characters, please use "Aldus"
for English alphabet/numerals.

Example:
香港灣仔港灣道18號
中環廣場20樓2004室

I PREFER HOTEL REWARDS

PHOTOGRAPHY

Our portfolio of hotels, resorts, and residences is what defines and differentiates us from other loyalty programs. We showcase these crowning assets to elicit recognition and arouse desire to be part of this club of travelers who crave authenticity, local flavor, and personal connection – with *I Prefer* Hotel Rewards as the key to unlocking these hotels for our members.

- The hotels ARE the proof points for the brand.
- Photography is crucial to telling the story.

I PREFER HOTEL REWARDS

PROPERTY PHOTOGRAPHY

Photography Best Practices

PROPERTY IMAGES

Whenever possible – and across all regions – property images should match the deliverable's color palette and should utilize Legend Collection properties as the primary subject. If a Legend property is not available, then utilize imagery from other collections in the following order: L.V.X., Lifestyle, and Connect.

In general, the following usage priority hierarchy shall apply:

Hierarchy of Usage by Subject
1. Properties
2. Destinations
3. Lifestyle*

*Lifestyle images must feature a diverse (age, race, sexuality, family type) range of models

CAPTIONS

All property images should feature their property's name and location according to standard brand formatting. Use the complete, contracted hotel name followed by marketing location. Include the state or province in U.S., Canada, and Mexico (where space allows), followed by the country within parentheses (after) or italics.

CAPTION EXAMPLES

The Jefferson Hotel (*Richmond, Virginia, USA*)

Royal Lancaster London (*London, England, UK*)

The Leela Palace Jaipur
Jaipur, India

DESCRIPTIVE CAPTIONS

Use descriptive photo captions to educate audiences on our distinctive destinations and locations.

Half Moon, *Montego Bay, Jamaica*

I PREFER HOTEL REWARDS

DESTINATION PHOTOGRAPHY

Unlocking a World of Travel

Inspired by the beauty of travel and the gorgeous locations that our members can enjoy. These can include landscape, architecture, etc.

All photos should feel consistent in color tone and should reflect the brand color palette.

I PREFER HOTEL REWARDS

LIFESTYLE PHOTOGRAPHY

An Inspiring Lifestyle

Inspired by the feelings that travel evokes. Lifestyle photography should not only feature people enjoying their surroundings but seeing the beautiful locations as a focal background is key.

All photos should feel consistent in color tone and should reflect the brand color palette.

*Lifestyle images must feature a diverse (age, race, sexuality, family type) range of models

I PREFER HOTEL REWARDS

GRAPHIC DEVICES
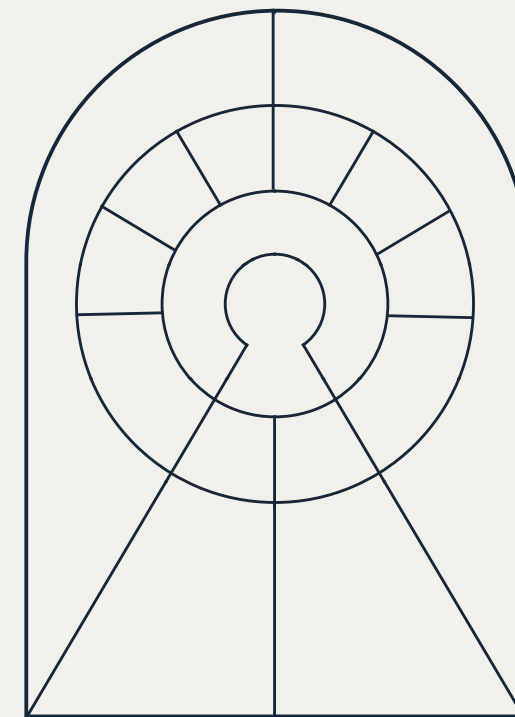
The Keyhole
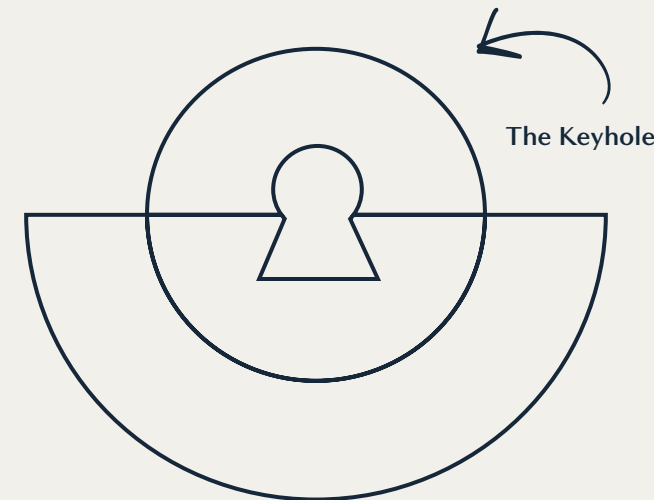
The Archway

Elements of Graphic Devices

The use of graphic devices tie to the idea of discovering a world of rewards. The archway motif represents both a window to opportunity and destinations, while the hidden keyhole within symbolizes the benefits of unlocking unique rewards within the program.

PURPOSEFUL
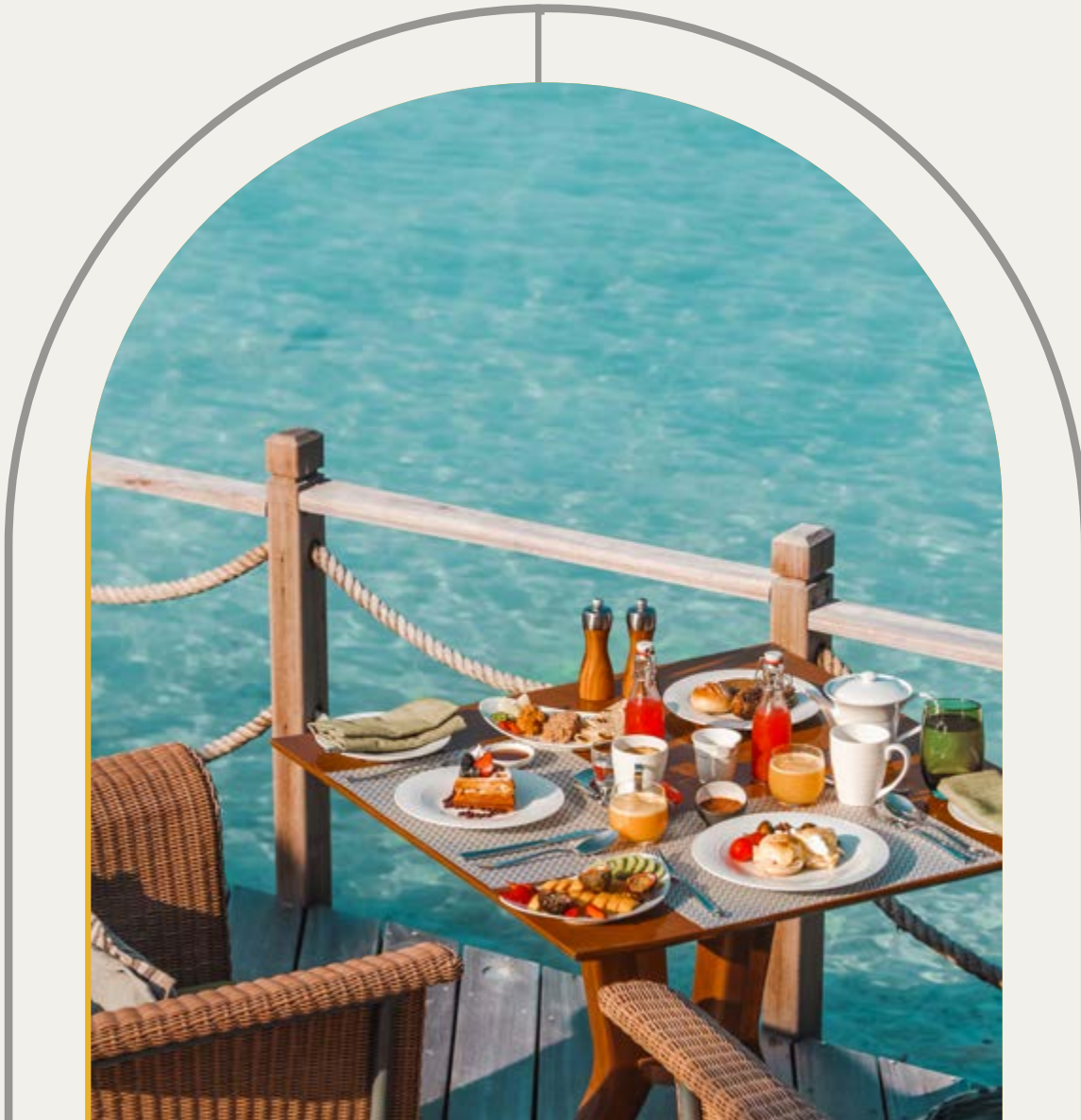
Graphic Device Usage

We use graphic devices to strengthen our identity and create striking communications. We demonstrate how you can tailor these devices to create visuals that vary in style but remain in line with our brand.

Photography Border

The Archway motif is best used as a border for our photography as shown to the right. When on *I Prefer* branded navy blue, the border will need to be #CBCBC9 at 21% opacity. Photography border will be tone on tone when used on top of a color however when used on white, will be #6A99AE.

Graphic Overlays

The Archway motif can also be used as an overlay. This should be used to draw attention to the eye without distracting from the contents. Please always apply the overlay using these guidelines.

On Navy or Denim: 20% Multiply
On Sky: 20% Screen
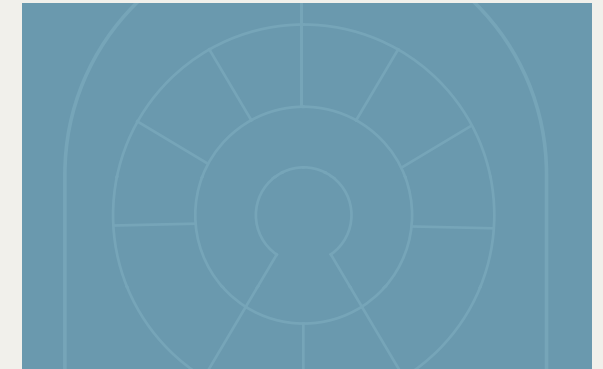
Icon Style

Our icon style helps communicate complex concepts simply. This style of iconography may be used on any communication materials when explaining our offerings and the benefits they provide our clients. Icon style should always be modern, geometric, and utilize thin lines.

When sourcing icons look for options with editable strokes and geometric style. Nucleo App and Getty Images are good sources for this type of iconography.
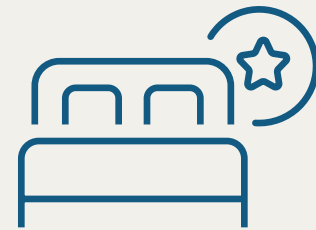
Branded Key Icon

Our custom branded icon features a stylized key that ties back to the larger graphic devices. This should be used to call out key offerings and benefits and should be applied in yellow secondary color.

MEMBERSHIP ICONOGRAPHY

POINTS EARNED ON
ELIGIBLE STAYS

ACCESS TO EXCLUSIVE
MEMBER RATES

COMPLIMENTARY
WI-FI

EARLY CHECK-IN,
LATE CHECK-OUT

ENHANCED ROOM
UPGRADES

ACCESS TO SPECIAL
OFFERS AND EXPERIENCES

POINTS BONUS

ACCESS TO *I PREFER*
LOVES PARTNER
OFFERS

DINING
BONUS

DIGITAL
ANNIVERSARY GIFT

COMPLIMENTARY
DAILY BREAKFAST
FOR TWO

CONCIERGE
LOUNGE ACCESS

ACCESS TO
REWARD OPTIONS

BEYOND GREEN
ENRICHMENT
ACTIVTY

DIGITAL PREFERRED
TRAVEL MAGAZINE

WELCOME
AMENITY

DEDICATED
RESERVATION LINE

GET ELITE STATUS
FOR UP TO THREE
FRIENDS PER CALENDAR
YEAR

AMMENITIES ICONOGRAPHY

SPA

WIFI

PETS

FITNESS
CENTER

ACCESSIBLE

FAMILIES

PARKING

POOL

I PREFER HOTEL REWARDS

BRAND COPY

Formatting the Brand Name in Text

With only two preferred ways of incorporating the logo in text, the logo can effortlessly be added to any form of text. Please refer to the rules and formatting in this section to help answer any questions.

Primary Format

The following is the proper format for all print, web, email and digital copy in which an italicized font is supported:

I PREFER HOTEL REWARDS

"*I Prefer*" is to be italicized.

"Hotel Rewards" is not required, but should be used in executions where "Hotel Rewards" has not been used or shown at least once. *I Prefer* must precede a noun or directly describe a noun and never stand on it's own.

The service mark (SM) only needs to be included in copy upon the first mention of *I Prefer*. Capitalizations following *I Prefer* will be limited to people or the product: CAPITALIZED – *I Prefer* Program, *I Prefer* Planner, *I Prefer* Member, *I Prefer* Ambassador, *I Prefer* App AND NOT CAPITALIZED – *I Prefer* points, *I Prefer* membership, *I Prefer* account, *I Prefer* member number.

Secondary Format

Following is the proper format for applications in which an italicized font is NOT supported:

I PREFER REWARDS

"*I Prefer*" is to be all caps and one of the fonts in the creative should be a serif style.

Non-English Translations

When translated in languages other than English, *I Prefer* Hotel Rewards must contain the entire program name. Capitalization rules would not apply to non–English languages.

URL Format

The URL format should be written as follows in a lowercase type treatment. iprefer.com

REWARDING

BOILERPLATE COPY ———————— SHORT

I Prefer Hotel Rewards inspires travelers to create authentic, elevated experiences by providing access to a global portfolio of distinctive hotels, resorts, and residences and opportunities to earn and redeem points. Experience more rewarding travel when you enroll at iprefer.com.

BOILERPLATE COPY ———————— MEDIUM

I Prefer Hotel Rewards is your gateway to more rewarding travel experiences around the globe. Enjoy authentic, elevated experiences across a wide range of distinctive hotels, resorts, and residences. Members receive exclusive rates and benefits on eligible stays, including upgrades and other extras, and earn points that can be redeemed for future stays. Experience more rewarding travel when you enroll at iprefer.com.

BOILERPLATE COPY ———————— LONG

I Prefer Hotel inspires travelers to create authentic, elevated experiences. With exclusive access to special Member rates and benefits across a global portfolio of distinctive hotels, resorts, and residences, authentic local amenities and experiences, and opportunities to quickly earn and redeem points, you will find your travel has never been more rewarding. *I Prefer* Hotel Rewards Members enjoy exclusive benefits, including suite upgrades, early check-in and late check-out, and a unique welcome amenity, plus points that can be redeemed for future stays, and access to *I Prefer* auctions To enroll or learn more about how *I Prefer* Hotel Rewards will elevate your global adventures, visit iprefer.com.

MAIN MEMBER BENEFITS LANGUAGE

- Points Earned on Eligible Stays
- Early Check-in & Late Check-out
- Exclusive Rates & Offers
- Complimentary Wi-Fi
- Enhanced Room Upgrades

PROGRAM LANGUAGE

- Benefits or Rewards (Avoid use of "perks")
- Complimentary (not "free")
- Distinctive
- Members Only
- Exclusive Rate
- Exclusive Offer
- Join
- Reserve
- Book Now
- Explore
- *I Prefer* should be italicized

VOCABULARY & DESCRIPTORS

Access	Exclusive	Members	Style
Authentic	Experience	Memorable	Trust
Benefits	Exploration	Notable	Unforgettable
Captivating	Inspired	Personal	Unlock
Coveted	Independent	Privileges	Unknown
Culture	Insatiable	Rare	Unique
Curate	Insider	Refined	Value
Curious	Instant	Rewarding	Whereabouts
Discover	Inviting	Romantic	Worldwide
Distinctive	Loyalty	Savor	
Ensemble	Luxury	Storied	

YOUR KEY TO A
WORLD OF TRAVEL

ENROLL TODAY TO ENJOY INSTANT BENEFITS WITH EVERY STAY

POINTS EARNED ON ELIGIBLE STAYS   EARLY CHECK-IN & LATE CHECK-OUT   EXCLUSIVE RATES & OFFERS   COMPLIMENTARY WI-FI   ENHANCED ROOM UPGRADES

We invite you to enroll in *I Prefer* Hotel Rewards, our global loyalty program, and start experiencing rewarding travel here and at hundreds of other destinations around the world.

ENROLL NOW

Preferred
HOTELS & RESORTS | I PREFER®
HOTEL REWARDS

SAMPLE HEADLINES

- Your Key To Instant Rewards That Elevate Your Stay
- Unlock Instant Privileges Across The Largest Collection Of Independent Hotels And Resorts Worldwide
- Be Rewarded With Luxury
- Receive Insider Privileges And Exclusive Rates, Instantly
- Elevate Your Stay
- Rewarding Travel For Every Lifestyle And Mood
- Simply Rewarding
- Connecting Travelers To A World Beyond Their Own
- Experience Rewarding Travel
- Your Key To A World Of Travel

EXPERIENCE
REWARDING TRAVEL

YOUR KEY TO A
WORLD OF TRAVEL

TONE OF VOICE:

REFINED — We are refined and respectful of our guests and our hotels and not pretentious or all-knowing. We do not use slang and tread lightly on the use of exclamation points. Our headlines are clever, not cute.

ALLURING — We are storytellers by nature and use inspiring and descriptive language to attract the most discerning and curious travelers. Our voice is thought-provoking and inspiring and spotlights our distinctive hotels.

INVITING — Our words are familiar and genuine. We are conversational, but not casual. We invite our members to travel along with us and do not command or dictate. We are a guide for travelers seeking something out of the ordinary.
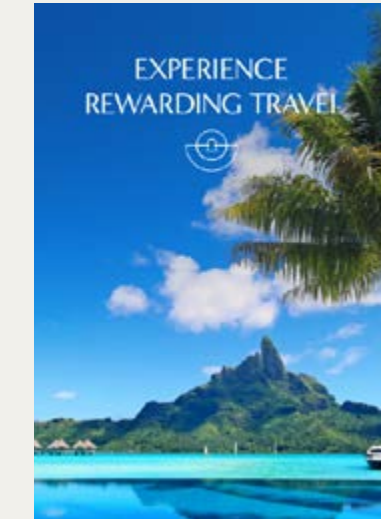
I PREFER HOTEL REWARDS
CO-BRANDING

Co-Branding Your Name with Our Logo

To the right 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.

ABC HOTEL
I PREFER
HOTEL REWARDS

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 *I Prefer* logo. Final width of the *I Prefer* logo should be between 50% and 100% of the co-brand hotel logo's width.

ABC HOTEL | **I PREFER** HOTEL REWARDS
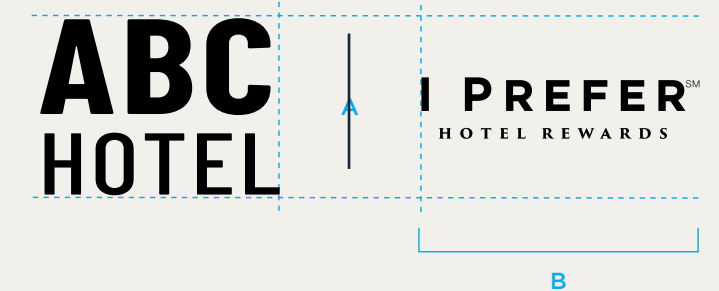
SPACE BETWEEN THE LOGOS (A) IS EQUAL TO HALF OF LOGO WIDTH (B)

If the two logos are aligned horizontally, your logo should be positioned on the left side of the document/image/etc., and the *I Prefer* logo should be positioned on the right. Final width of the *I Prefer* logo should be between 50% and 100% of the co-brand hotel logo's width.

Treatment

For increased flexibility, the *I Prefer* 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. The *I Prefer* logo should appear equal to, or the same height or width of your hotel logos.

Horizontal Guides

When applying co-branding in a horizontal format, please adhere to the following for guidelines around dividing line.

The dividing line should only only be applied to co-branding in horizontal formats.

ABC HOTEL | B | **I PREFER** SM | A
HOTEL REWARDS

HEIGHT OF (A) SHOULD BE HALF OF DIVIDING LINE (B)

Dividing lines between two horiztontal logos should always be double the height of *I Prefer* logo. This line should also be centered vertically and horizontally between the two.

ABC HOTEL
A
B **I PREFER** TM
HOTEL REWARDS

SPACE BETWEEN LOGOS (A) IS EQUAL TO LOGO HEIGHT (B)

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ABC HOTEL
I PREFER TM
HOTEL REWARDS

GENERAL MANAGER
John Smith

1.888.888.8888
jsmith@preferredhotels.com

26 Corporate Plaza Drive
Newport Beach, California

PreferredHotels.com

Treatment

For increased flexibility, the *I Prefer* 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. The *I Prefer* logo should appear equal to, or the same height or width of your hotel logos.
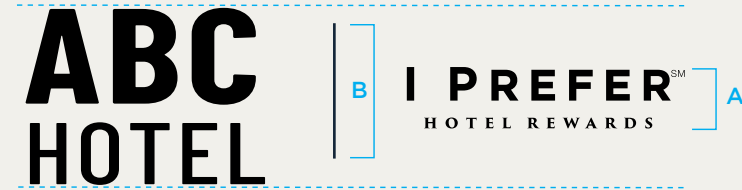
BEYOND GREEN^{SM}

I PREFER^{SM}
HOTEL REWARDS

5.5 INCHES

LARGE HORIZONTAL USAGE

Use the large lockup for final artwork that exceeds 4.5 inches in width.

Do not use the large lockup smaller than 4.5 inches in width.

BEYOND GREEN^{SM}

I PREFER^{SM}
HOTEL REWARDS

4.5 INCHES

SMALL HORIZONTAL USAGE

Use the small lockup for final artwork sizes up to 4.5 inches in width.

Never use the small lockup larger than 4.5 inches. Always use the large lockup instead. The logotype to descriptor ratio, weight of the fonts, and symbol will be incorrect.

PRIMARY LOCKUP This is the horizontal formation of the *I Prefer* logo variant with the parent brand. This is the primary, preferred lockup to be used in creative. The Beyond Green logo should never feel overshadowed by the *I Prefer* logo.

BEYOND GREEN^{SM}

I PREFER^{SM}
HOTEL REWARDS

3 INCHES

BEYOND GREEN^{SM}

I PREFER^{SM}
HOTEL REWARDS

2 INCHES

LARGE VERTICAL USAGE

Use the large lockup for final artwork that exceeds 2 inches in width.

Do not use the large lockup smaller than 2 inches in width.

SMALL VERTICAL USAGE

Use the small lockup for final artwork sizes up to 2 inches in width.

Never use the small lockup larger than 2 inches. Always use the large lockup instead. The logotype to descriptor ratio, weight of the fonts, and symbol will be incorrect.

SECONDARY LOCKUP This is the vertical formation of the *I Prefer* logo variant with the parent brand. This is the alternative lockup to be used in creative. The Beyond Green logo should never feel overshadowed by the *I Prefer* logo.
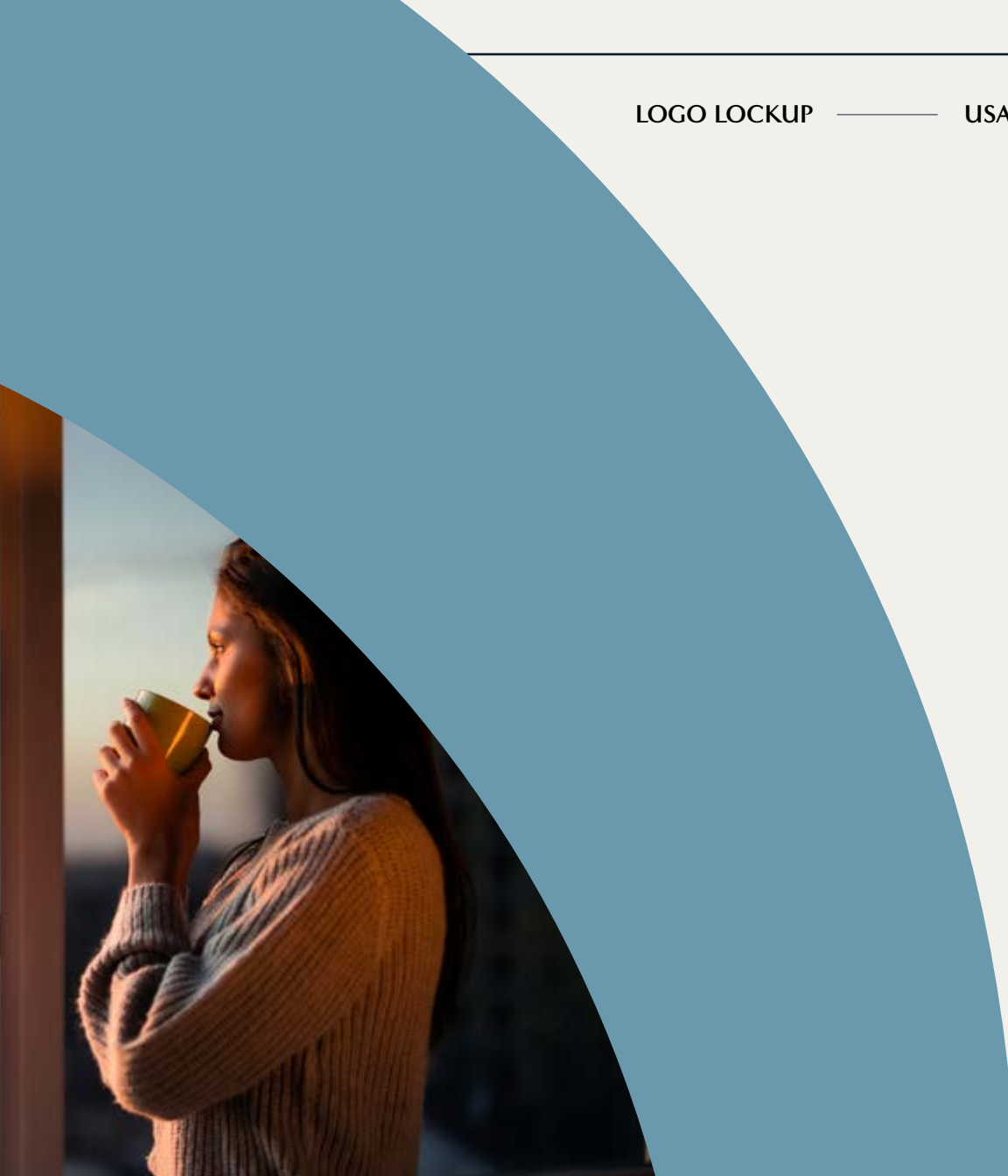
When to use Lockup

Use the lockup on acquisition and sales pieces when the audience is not a current member and would not be familiar with the *I Prefer* Program or Beyond Green.

If there is only one page of content/creative, do not use lockup if the primary message is *I Prefer*. Instead, use the *I Prefer* logo at the top and include the Beyond Green logo in the footer.

The primary *I Prefer* logo and lockup require ample breathing room as shown above. No text or other visual elements should encroach upon the perimeter defined here.

HISTORIC HOTELS
of **AMERICA**
National Trust *for* Historic Preservation®

I PREFER℠
HOTEL REWARDS

5.5 INCHES

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HISTORIC HOTELS
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National Trust *for* Historic Preservation®

I PREFER℠
HOTEL REWARDS

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HISTORIC HOTELS
of **AMERICA**
National Trust *for* Historic Preservation®

I PREFER℠
HOTEL REWARDS

3 INCHES

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HOTEL REWARDS

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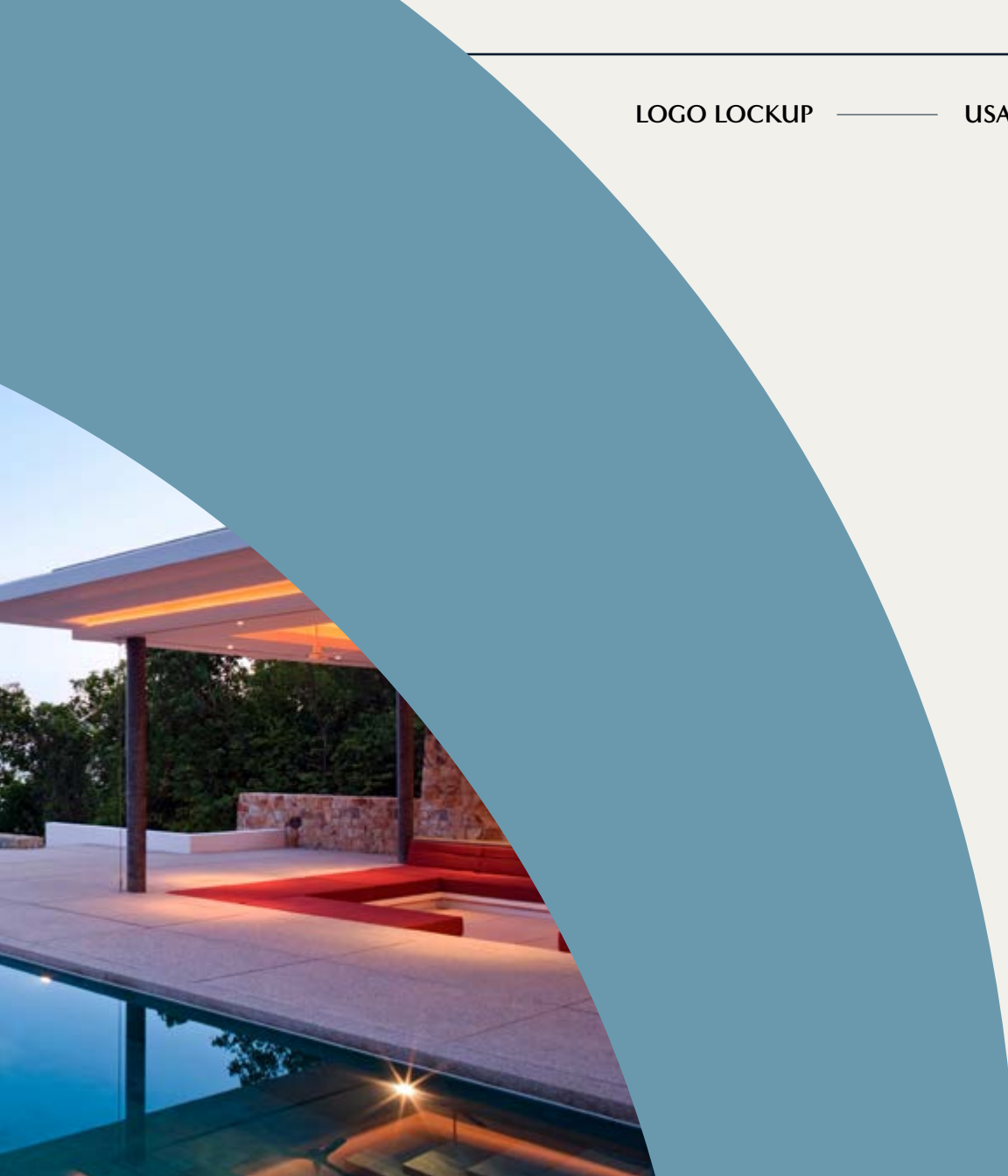
SMALL VERTICAL USAGE

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PRIMARY LOCKUP This is the horizontal formation of the *I Prefer* logo variant with the parent brand. This is the primary, preferred lockup to be used in creative. The Historic Hotels of America logo should never feel overshadowed by the *I Prefer* logo.

SECONDARY LOCKUP This is the vertical formation of the *I Prefer* logo variant with the parent brand. This is the alternative lockup to be used in creative. The Historic Hotels of America logo should never feel overshadowed by the *I Prefer* logo.
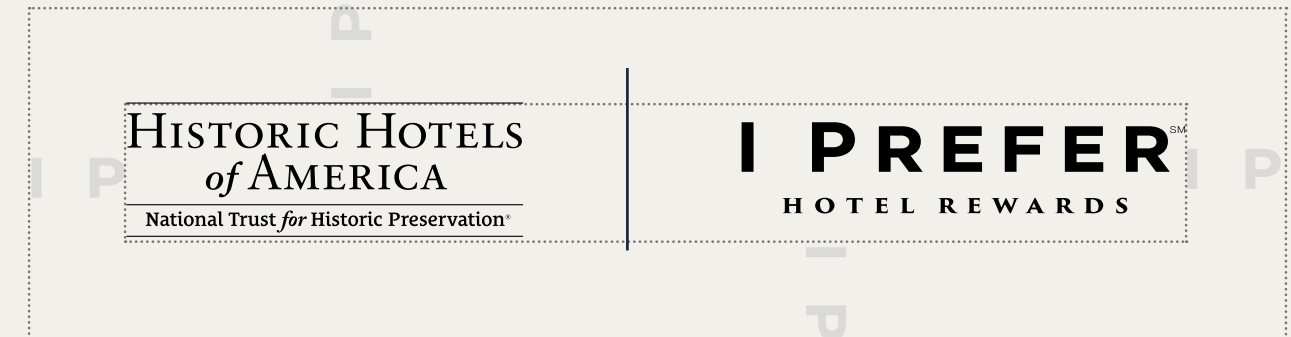
When to use Lockup

Use the lockup on acquisition and sales pieces when the audience is not a current member and would not be familiar with the *I Prefer* Program or Historic Hotels of America.

If there is only one page of content/creative, do not use lockup if the primary message is *I Prefer*. Instead, use the *I Prefer* logo at the top and include the Historic Hotels of America logo in the footer.

The primary *I Prefer* logo and lockup require ample breathing room as shown above. No text or other visual elements should enroach upon the perimeter defined here.

LOGO VARIATIONS ——— HORIZONTAL LOCKUP

LOGO VARIATIONS ——— VERTICAL LOCKUP

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I PREFER℠

HOTEL REWARDS