

I PREFERSM
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



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I PREFER HOTEL REWARDS LOGO USAGE



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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



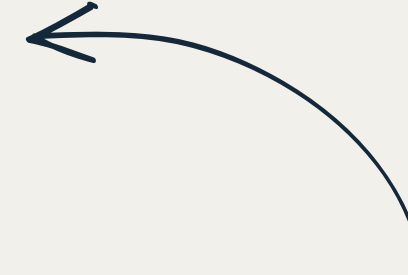
EVERYDAY
EXCEPTIONAL

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.

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.



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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.



LOGO USAGE - SIZING DO'S AND DON'TS

LOGO VARIATIONS

CORRECT SIZING OF THE SMALL LOGO

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1.5 INCHES

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

CORRECT SIZING OF THE LARGE LOGO

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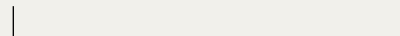


3 INCHES

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 PREFER**SM
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.



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



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



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 USAGE - BACKGROUND ——— DO'S

LOGO APPLICATION

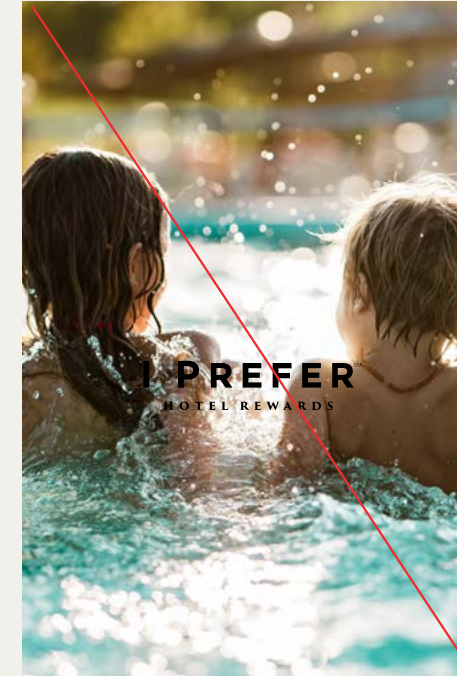
The logo may be used on a colored background as long as there is significant contrast to ensure clarity of the logo.

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



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.

LOGO USAGE - BACKGROUND ——— DON'TS



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



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

LOGO VARIATIONS — VERTICAL LOCKUP



LARGE VERTICAL USAGE

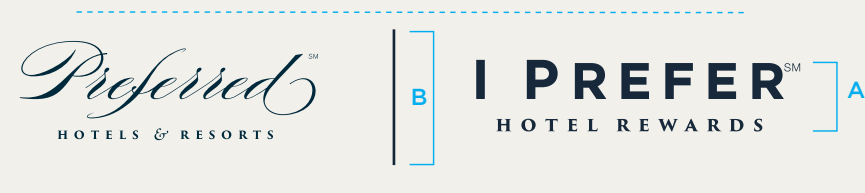
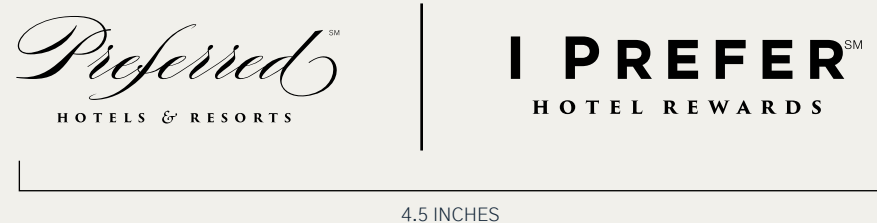
Use the large lockup for final artwork that exceeds 2 inches in width.

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.





LOGO VARIATIONS

VERTICAL LOCKUP CO-BRANDING LOGOS

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 be applied to co-branding separated horizontally.

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LOGO VARIATIONS

VERTICAL LOCKUP CO-BRANDING LOGOS

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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.

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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	Cloud	Sky	Denim	Navy
HEX: F2E5D1 RGB: 242,229,209 CMYK: 4,8,17,0 PMS: 7500	HEX: EFEFEE RGB: 239,239,238 CMYK: 5,3,4,0	HEX: 6A99AE RGB: 106,153,174 CMYK: 36,0, 0,37 PMS: 7458	HEX: 394654 RGB: 57,70,84 CMYK: 79,65,48,35 PMS: 7698	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.



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
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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 Hierarchy

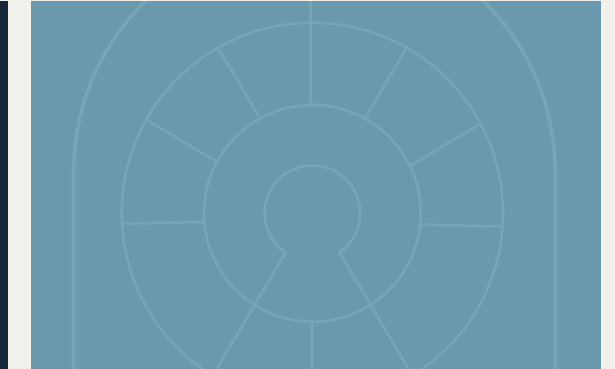
Please reference the color hierarchy chart for appropriate color usage. Primary Navy should be most prominent program color followed by Denim. When applying the secondary colors, Canary Yellow should be treated as most prominent secondary color.

COLOR USAGE EXAMPLES



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.



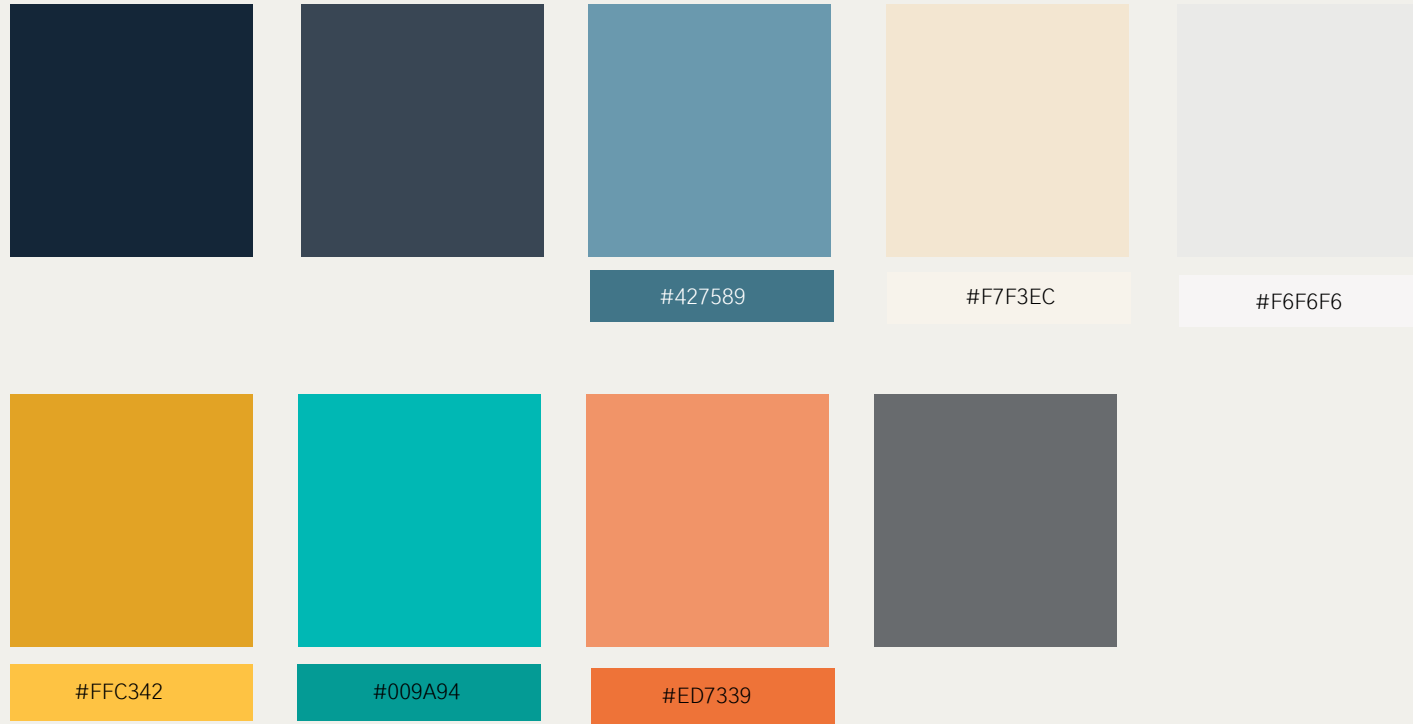
PHOTOGRAPHY

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



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.

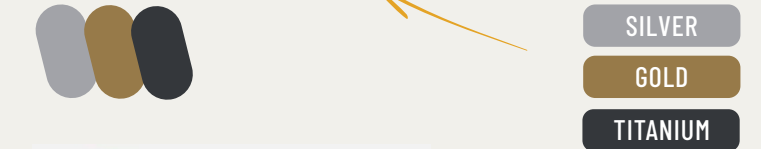


These colors may also be applied in Iconography, brand photography and secondary content area backgrounds.



TERTIARY COLOR EXAMPLES

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





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.



FONT USAGE

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.



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

ACCENT FONT BARLOW CONDENSED ——— DON'TS

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.



PRINT ONLY

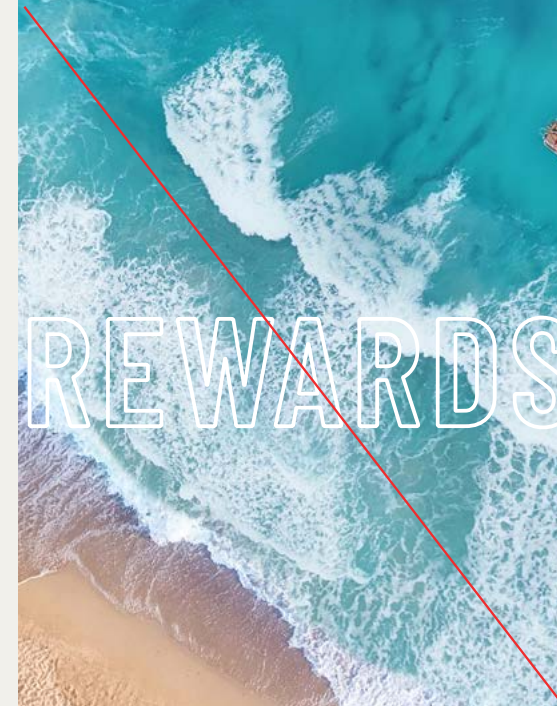


PRINT ONLY

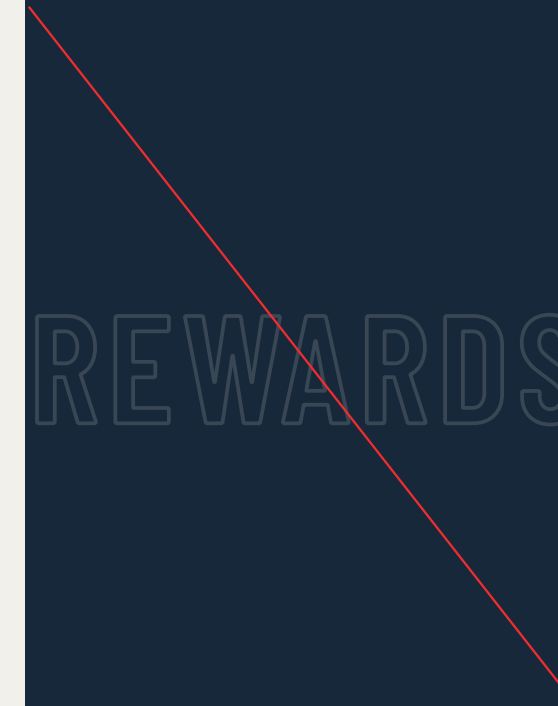


BENEFITS & REWARDS

SEE ALL BENEFITS AND REWARDS →



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 interspersed with Chinese characters, please use “Minerva Modern” 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 interspersed with Chinese characters, please use “Minerva Modern” 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

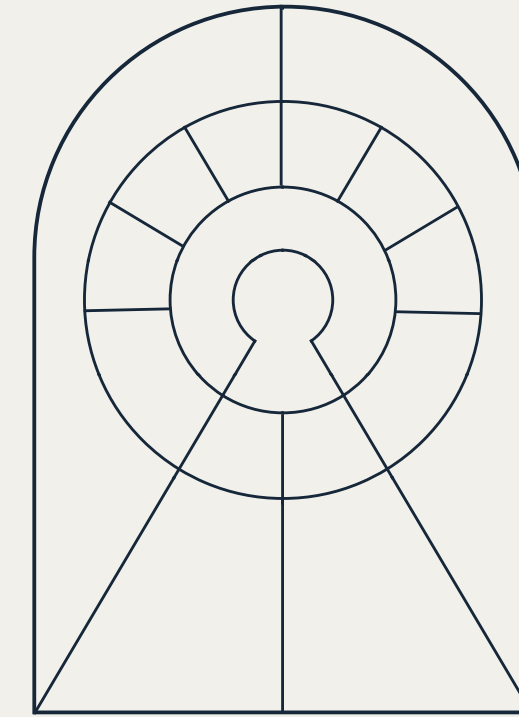
Inspired by the feelings that travel evokes. Lifestyle photography should not only feature people enjoying their surroundings but seeing the beautiful locations as a focal background is key.

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

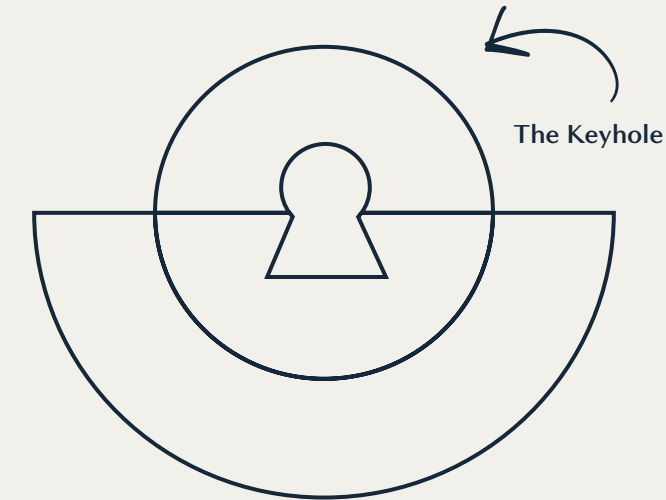
*Lifestyle images must feature a diverse (age, race, sexuality, family type) range of models



I PREFER HOTEL REWARDS
GRAPHIC DEVICES



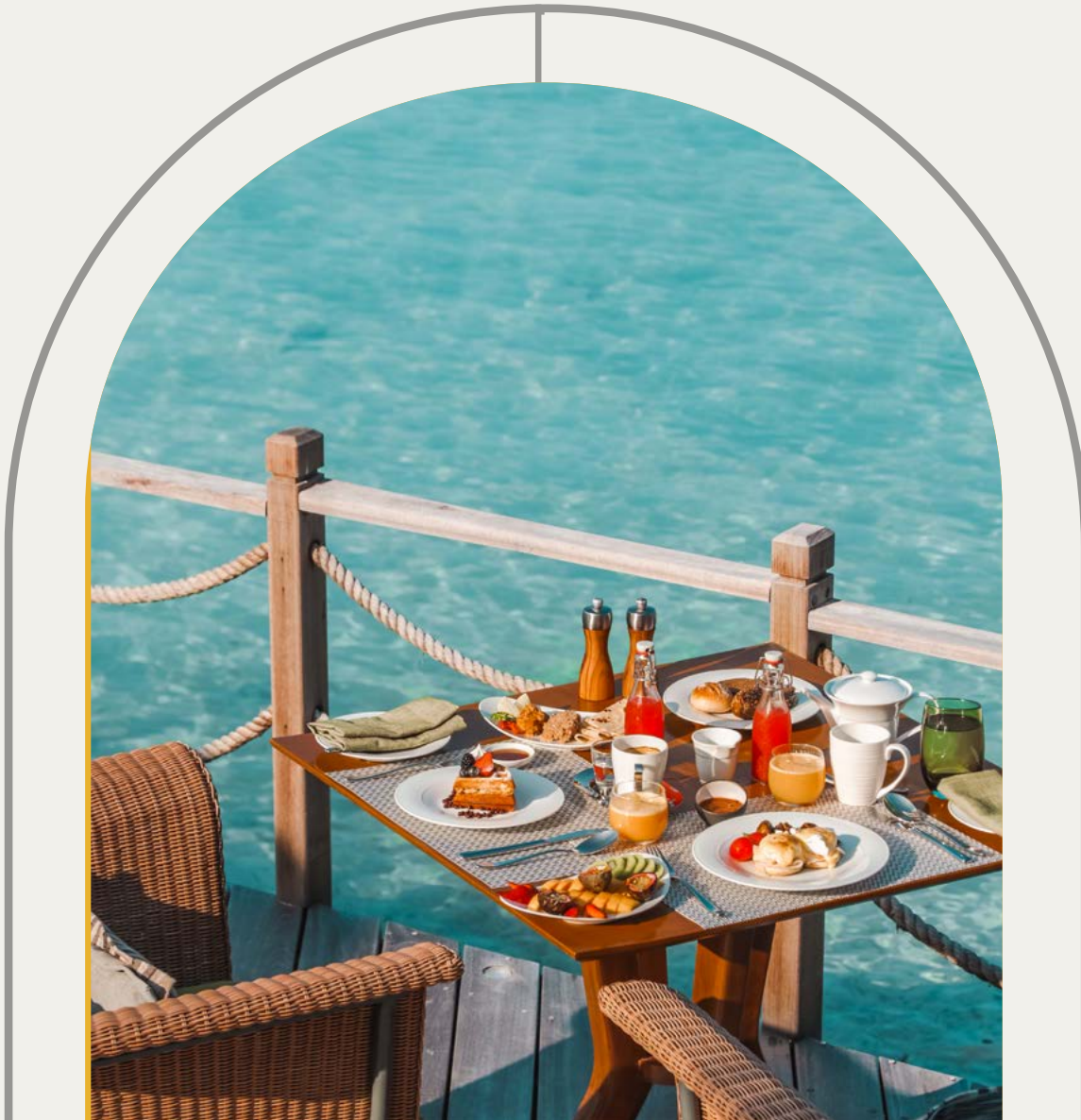
The Archway



The Keyhole

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.



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

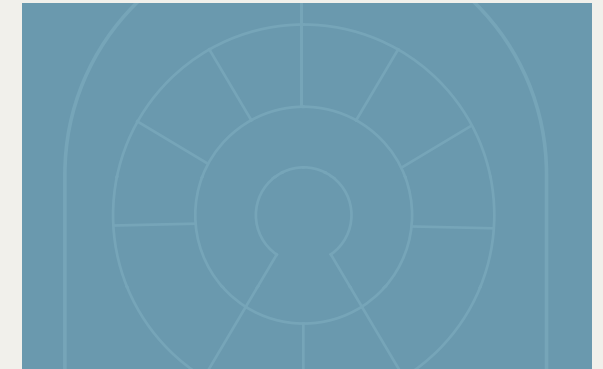
The Archway motif is best used as a border for our photography as shown to the right. When on *I Prefer* branded navy blue, the border will need to be #CBCBC9 at 21% opacity. Photography border will be tone on tone when used on top of a color however when used on white, will be #6A99AE.



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





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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

AMMENITIES 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



SPA



WIFI



PETS



FITNESS CENTER



ACCESS TO REWARD OPTIONS



BEYOND GREEN ENRICHMENT ACTIVITY



DIGITAL PREFERRED TRAVEL MAGAZINE



WELCOME AMENITY



DEDICATED RESERVATION LINE



GET ELITE STATUS FOR UP TO THREE FRIENDS PER CALENDAR YEAR



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](https://www.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](https://www.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](https://www.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	

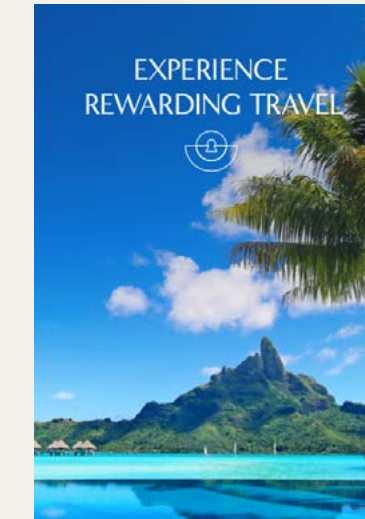


SAMPLE HEADLINES

- 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

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



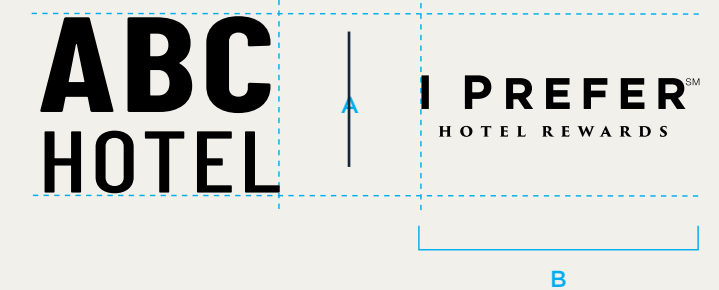
Co-Branding Your Name with Our Logo

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.



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.



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

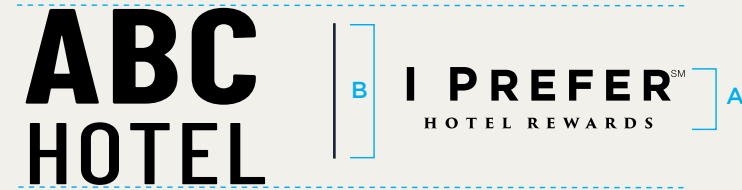
For increased flexibility, the *I Prefer* logo should always appear in its one-color black or reversed variation. Utilizing a simplified color palette enables the brand and the existing hotel color scheme to easily complement each other without sacrificing brand consistency. The *I Prefer* logo should appear equal to, or the same height or width of your hotel logos.

CO-BRANDING — HORIZONTAL GUIDELINES

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 be applied to co-branding in horizontal formats.



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

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

CO-BRANDING — BUSINESS CARD



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.

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.



LOGO VARIATIONS — HORIZONTAL LOCKUP

BEYOND
GREENSM

I PREFERSM
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
GREENSM

I PREFERSM
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.

LOGO VARIATIONS — VERTICAL LOCKUP

BEYOND
GREENSM

I PREFERSM
HOTEL REWARDS

3 INCHES

BEYOND
GREENSM

I PREFERSM
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.

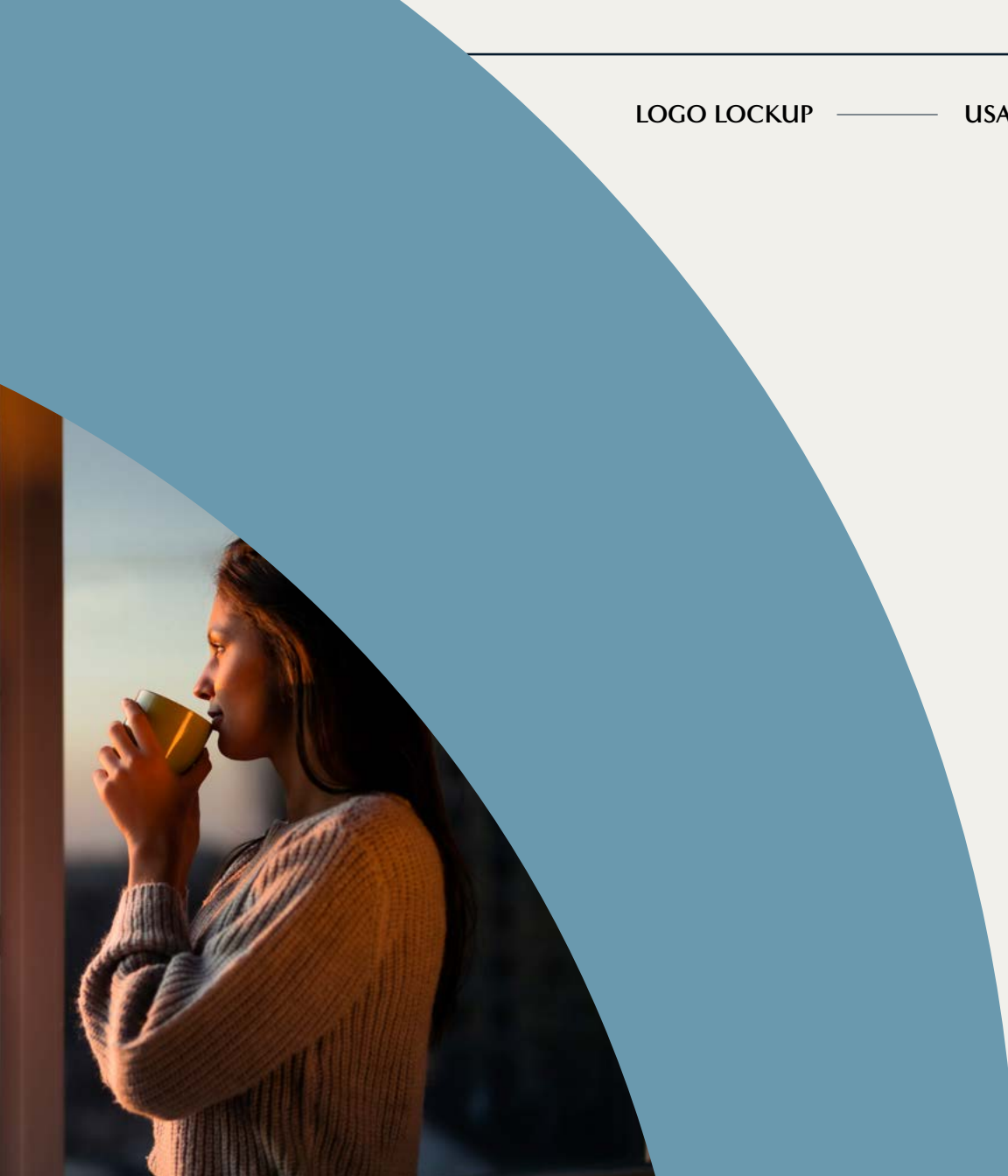
SMALL VERTICAL USAGE

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.





LOGO VARIATIONS — HORIZONTAL LOCKUP

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

I PREFERSM
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.

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

I PREFERSM
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 Historic Hotels of America logo should never feel overshadowed by the *I Prefer* logo.

LOGO VARIATIONS — VERTICAL LOCKUP

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

I PREFERSM
HOTEL REWARDS

3 INCHES

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

I PREFERSM
HOTEL REWARDS

2 INCHES

LARGE VERTICAL USAGE

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

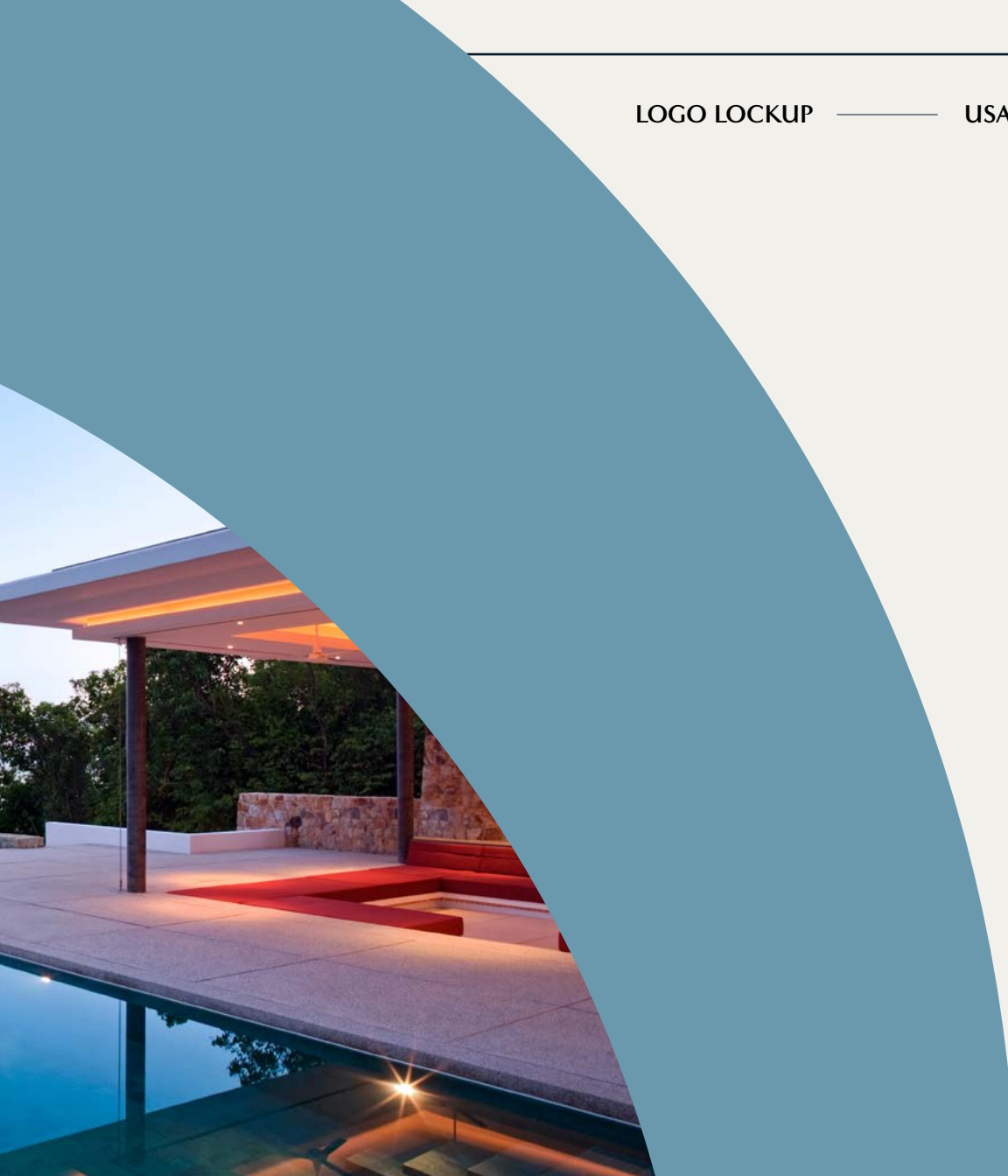
Do not use the large lockup smaller than 2 inches in width.

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 Historic Hotels of America logo should never feel overshadowed by the *I Prefer* logo.



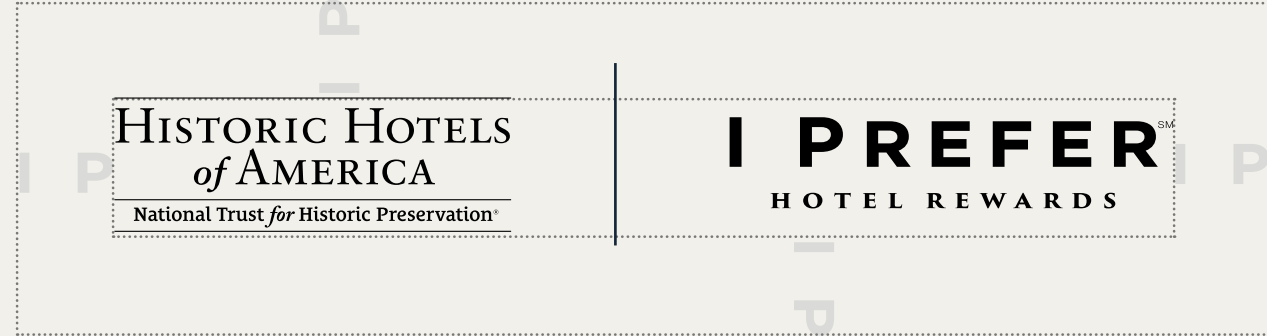
When to use Lockup

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 encroach upon the perimeter defined here.





LOGO VARIATIONS — HORIZONTAL LOCKUP



5.5 INCHES

I PREFERSM
HOTEL REWARDS

LARGE HORIZONTAL USAGE

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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.



4.5 INCHES

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 Worldwide logo should never feel overshadowed by the *I Prefer* logo.

LOGO VARIATIONS — VERTICAL LOCKUP



3 INCHES

I PREFERSM
HOTEL REWARDS



2 INCHES

I PREFERSM
HOTEL REWARDS

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 Historic Hotels Worldwide logo should never feel overshadowed by the *I Prefer* logo.



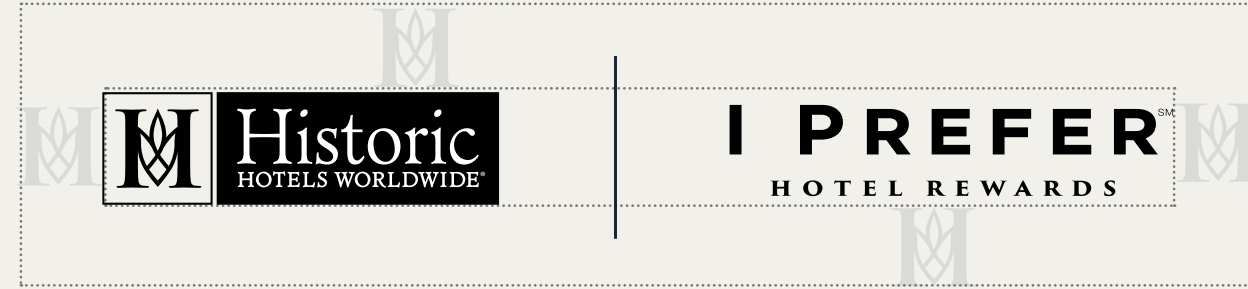
When to use Lockup

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 Worldwide.

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 Worldwide logo in the footer.



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I PREFERSM

HOTEL REWARDS

