

# Best Western Plus® Logo

The Best Western Plus logo serves as the signature of the Best Western Plus brand and should be used in all communications. Consistent and correct usage of the Best Western Plus logo is critical in building and maintaining brand equity, encouraging brand recognition and protecting the Best Western identity across all marketing communications.



# Best Western Plus® Logo Configurations

Today's diverse marketing environment requires a flexible system, which includes horizontal and vertical solutions. Please use the configuration of the logo best suited for the available space. The logo must always be reproduced in its entirety, with no elements used separately or removed unless otherwise stated in this guideline. For vector versions of the Best Western Plus logo configurations, visit [mybestwestern.com](http://mybestwestern.com).

Horizontal Logo 3-line



Vertical Logo\*



Horizontal Logo 1-line



# Logo Specifications: Clear Space

Clear space refers to the space around the logo that separates it from other elements such as text and the outside edges of printed materials. Follow these logo specifications to ensure maximum visibility and legibility in all communications. The Best Western Plus® logo should include a minimum clear space equal to the height of the “B” in the Best Western logotype. The Best Western Plus® logo should include a minimum clear space equal to the height of the “B” in the Best Western logotype.

## Horizontal Logo 3-line



**Note:** When there are significant space constraints (e.g., web banners, promotional items) the clear space requirement for the logo may be modified subject to approval by BWI/BWO.

# Logo Specifications: Clear Space

## Horizontal Logo 1-line



# Logo Specifications: Clear Space

## Vertical Logo



**Note:** When there are significant space constraints (e.g., web banners, promotional items) the clear space requirement for the logo may be modified subject to approval by BWI/BWO.

# Logo Specifications: Minimum Size

Follow these specifications for minimum size when scaling all versions of the logo. Do not reduce the logo any smaller than the measurements indicated in the diagrams.

## Horizontal Logo 3-line



## Horizontal Logo 1-line



## Vertical Logo



**Note:** When there are significant space constraints (e.g., web banners, promotional items) the clear space requirement for the logo may be modified subject to approval by BWI/BWO.

# Logo Specifications: Color Usage on White

The Best Western Plus® horizontal and vertical logos are available in four different color formats: CMYK, RGB, PMS, Grayscale and Black and White. Always use the electronic artwork appropriate for your application as indicated below. These should always be presented against a white background. For complete versions of the Best Western Plus logo, visit [mybestwestern.com](http://mybestwestern.com).

## CMYK

Use this logo for all full-color print applications.



## 2-Color PMS Gradient

Use this logo for all 2-color applications.



## 1-Color PMS Gradient

Use this logo for all 1-color applications.



## RGB

Use this logo for all screen-based communications.



## 2-Color PMS Solid

Use this logo for all 2-color applications where the reproduction of the gradient is not feasible (e.g., non-print applications such as embroidery).



## 1-Color PMS Solid

Use this logo for all 1-color applications where the reproduction of the gradient is not feasible (e.g., non-print applications such as embroidery).



# Logo Specifications: Color Usage on White (continued)

The Best Western Plus® horizontal and vertical logos are available in four different color formats: CMYK, RGB, PMS, Grayscale and Black and White. Always use the electronic artwork appropriate for your application as indicated below. These should always be presented against a white background. For complete versions of the Best Western Plus logo, visit [mybestwestern.com](http://mybestwestern.com).

## Grayscale

Use this logo for all Black and White print applications.



## Black and White

Use this logo for all Black and White applications where the reproduction of the gradient is not feasible (e.g., debossing).





# Logo Specifications: Reversed Usage

The Best Western Plus® horizontal and vertical reversed logos are available in five different color formats: CMYK, RGB, PMS, Grayscale and Black and White. Always use the electronic artwork appropriate for your application as indicated below. These should always be presented against solid cranberry, cranberry gradient or black (see pages 13 & 15 for color and gradient specifications). For complete versions of the Best Western Plus logo, visit [mybestwestern.com](http://mybestwestern.com).

## CMYK

Use this logo for all full-color print applications.



## RGB

Use this logo for all screen-based communications.



## CMYK

Use this logo on a solid BWP Cranberry background only on these items: apparel-embroidery and screen print promotional items listed on pages 53 and 55. (This combination is not for any other item listed in these guidelines).



## PMS

Use this logo for all 1-color application when gradient is not available. Only on these items: guest directories-deboss, apparel-embroidery listed on pages 49 and 54. (This combination is not for any other item listed in these guidelines).



## Grayscale

Use this logo for all Black and White print applications when full color is not allowed. (i.e. newspaper and other publications, not for any other item listed in these guidelines).



## Black and White

Use this logo for all Black and White print applications where the reproduction of the gray scale is not feasible. (i.e. newspaper and other publications, deboss guest directory, not for any other item listed in these guidelines).



# Logo Specifications: Incorrect Usage

The Best Western Plus® logo should be reproduced according to the specifications set in these guidelines. Incorrect usage can confuse our audiences, and makes brand recognition difficult. Do not recreate any artwork; always use the approved electronic artwork files supplied by Best Western at [mybestwestern.com](http://mybestwestern.com). Some common examples of incorrect usage are shown below.



**Do not** alter the size relationship, or rearrange the positions of the logo components.



**Do not** change the typeface or colors of the icon or logotype.



**Do not** distort the icon or logotype.



**Do not** use the BW Plus ligature without the holding shape.



**Do Not** isolate any element of the Best Western Plus logo.



**Do not** combine the Best Western Plus logo with a property logo or third party logo.



**Do not** use the Best Western Plus logo on a photographic background.



**Do not** use the Best Western Plus logo on any colored background that is not approved for use.