



PARTNER & PROGRAM
BRAND BOOK



PARTNERS & PROGRAMS

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ANDREW HARPER TRAVEL ALLIANCE BRAND STANDARDS

COLOR PALETTE

GREEN	CMYK: 70, 0, 90, 20 RGB: 61, 142, 51 HEX: #3D8E33
BLACK	CMYK: 0, 0, 0, 100 RGB: 50, 50, 50 HEX: #000000
GRAY	CMYK: 60, 50, 50, 20 RGB: 102, 102, 102 HEX: #666666

FONT

Whitman is our primary font for body copy. Chosen for its clarity and ease of reproduction, this font has numerous styles to give users a variety of options.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WHITE SPACE & MINIMUM SIZE

The Andrew Harper Travel Alliance logo should never be rendered smaller than 1.5" wide. Space should be left around the logo equal to the height of the "A".



The Andrew Harper Travel Alliance features a premier collection of ultra-luxury properties for members looking for impeccable accommodations around the world. As a member of this elite program, consumers gain access to Hideaway Report recommended properties and exclusive amenity benefits.

SELECT PROGRAMS' BRAND STANDARDS

COLOR PALETTE

BLACK	CMYK: 0, 0, 0, 100
	RGB: 0, 0, 0
	HEX: #000000

FONT

Acumin Pro SemiCondensed is our primary font for body copy. Chosen for its clarity and ease of reproduction, this font has numerous styles to give users a variety of options.

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0

PLEASE NOTE: The word SELECT should always be capitalized.

WHITE SPACE & MINIMUM SIZE

The SELECT programs' logos should never be smaller than 1.5" wide. Space should be left around the logo equal to half the height of the letter "T" in SELECT.



SELECT Experiences is Travel Leaders Group's all-encompassing luxury program offering advisors and their valued clients VIP amenities however they choose to travel. The program includes hotels and resorts, villas, destination specialists and cruises.

SELECT

HOTELS ♦ RESORTS
TRAVEL LEADERS GROUP

SELECT HOTELS & RESORTS

SELECT Hotels & Resorts is a competitive, value-added amenity program made up of more than 1,275 of the world's most distinguished luxury and premium properties. The program offers exclusive amenities creating memorable experiences for consumers who book through their trusted Travel Leaders Group advisor.

CONSUMER BENEFITS

- VIP amenity valued at 100 USD
- Complimentary breakfast for two daily
- Upgrade upon availability
- Early check-in and late check-out upon availability
- Complimentary Wi-Fi
- Best Available Rate or better

ADVISOR BENEFITS

- Guaranteed commissionable rates of up to 25%
- Additional rewards and incentives vary per booking



SELECT

IN-COUNTRY PARTNERS
TRAVEL LEADERS GROUP

SELECT IN-COUNTRY PARTNERS

SELECT In-Country Partners is a carefully vetted international portfolio of over 100 Destination Management Companies (DMCs) and Specialty Tour Operators that specialize in providing customers with the ultimate luxury travel experience.

SELECT

WELLNESS
TRAVEL LEADERS GROUP

SELECT WELLNESS

A curated collection of luxury spa and health and wellness lifestyle properties, SELECT Wellness is the ideal solution for discerning travelers. Each property within the program provides consumers with exclusive amenities when booked through Travel Leaders Group advisors as well as a special non-standard wellness amenity valued at 100 USD with certain bookings.

CONSUMER BENEFITS

- Non-standard wellness amenity valued at 100 USD
- Complimentary breakfast for two daily
- Early check-in and late check-out upon availability
- Complimentary Wi-Fi

ADVISOR BENEFITS

- Guaranteed commissionable rates up to 25%
- Properties have the option of including commission on pre-booked spa treatments over 500 USD



SELECT

VILLAS
TRAVEL LEADERS GROUP

SELECT VILLAS

SELECT Villas features more than 2,000 luxurious private villas in over 50 destinations throughout Europe, the Caribbean and the Americas for Travel Leaders Group advisors to recommend to their valued clients. Villas range from 1-20 bedrooms and offer additional living spaces such as living rooms, dining rooms, fully-equipped kitchens and outdoor areas including verandas and pools. They are typically equipped with amenities and dedicated staff to cater to client's individual needs.

CONSUMER BENEFITS

- 200 USD destination dollars amenity credit with every booking
- Dedicated staff to cater to their special and personalized needs

ADVISOR BENEFITS

- 11% commission on all bookings
- 50 USD Amazon gift card with every booking
- Additional rewards and incentives

TRAVEL LEADERS GROUP HOTELS' BRAND STANDARDS

COLOR PALETTE

RED	CMKY: 0, 100, 100, 0 RGB: 237, 28, 36 HEX: #ED1C24
BLACK	CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX: #000000

FONT

Lato is our primary font for body copy. Chosen for its clarity and ease of reproduction, this font has numerous styles to give users a variety of options.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WHITE SPACE & MINIMUM SIZE

The Travel Leaders Group Hotels' logo should never be rendered smaller than 1.5" wide. Space should be left around the logo equal to the height of the "T".



TRAVEL LEADERS GROUP

HOTELS



Travel Leaders Group Hotels support a global family of highly driven travel advisors across all business units with value-added amenity programs and offers, as well as innovative technology solutions and marketing opportunities, that benefit both advisors and their valued clients alike.

WORLDWIDE HOTEL PROGRAM BRAND STANDARDS

COLOR PALETTE

PURPLE	CMYK: 74, 92, 0, 0 RGB: 101, 60, 151 HEX: #653B97
BLACK	CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX: #000000

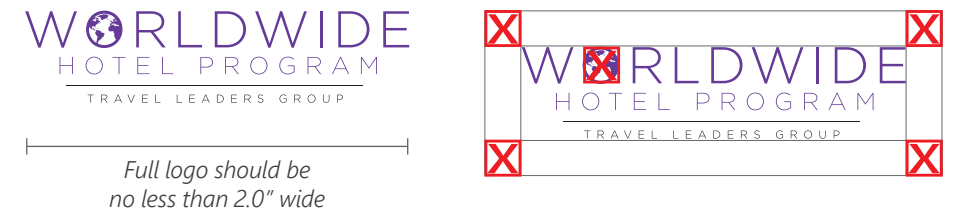
FONT

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A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0

WHITE SPACE & MINIMUM SIZE

The Worldwide Hotel Program logo should never be rendered smaller than 2.0" wide. Space should be left around the logo equal to the height of the "O".



The Worldwide Hotel Program is Travel Leaders Group's comprehensive, price-competitive hotel program that offers travel advisors and their valued clients the Best Available Rate at over 40,000 global hotel brands and independent properties.

CONSUMER BENEFITS

- Flexibility allowing consumers to guarantee their stay with a credit card instead of requiring pre-payment
- Last Room Availability (LRA) guaranteed
- Guest loyalty points at participating hotels
- Prices are up to 30% off Best Available Rate
- Amenities such as breakfast, parking or in-room Wi-Fi at many properties

ADVISOR BENEFITS

- Guaranteed commissionable rates of up to 20%
- Additional rewards and incentives vary per booking
- All of the participating three-to-five-star rated properties are bookable via GDS

