



PARTNER & PROGRAM  
BRAND BOOK



## PARTNERS & PROGRAMS

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# ANDREW HARPER TRAVEL BRAND STANDARDS

## COLOR PALETTE

<b>GREEN</b>	CMYK: 70, 0, 90, 20 RGB: 61, 142, 51 HEX: #3D8E33
<b>BLACK</b>	CMYK: 0, 0, 0, 100 RGB: 50, 50, 50 HEX: #000000
<b>GRAY</b>	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 logo should never be rendered smaller than 1.5" wide. Space should be left around the logo equal to the height of the "A". Avoid using drop shadows around the logo. Horizontal version may be used when needed.



Andrew Harper Travel is a luxury travel agency providing full-service trip planning and customized itineraries that include everything from exclusive hotel amenities, private jets and custom tours to villa rentals and luxury cruises.

## SELECT PROGRAMS' BRAND STANDARDS

### COLOR PALETTE

<b>BLACK</b>	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 1,600 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

- 12% commission on all bookings
- 50 USD Amazon gift card with every booking
- Additional rewards and incentives

# TRAVEL LEADERS GROUP HOTELS' BRAND STANDARDS

## COLOR PALETTE

<b>RED</b>	CMYK: 0, 100, 100, 0 RGB: 237, 28, 36 HEX: #ED1C24
<b>BLACK</b>	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 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

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

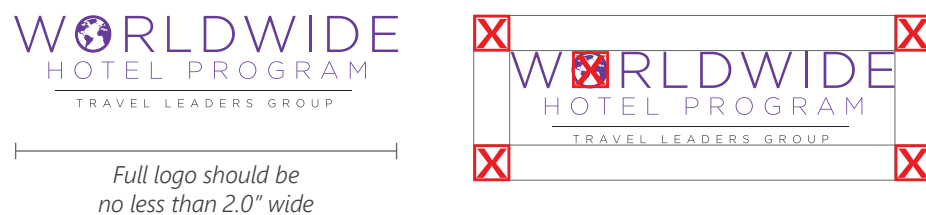
## FONT

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 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



