



HOTEL DIVISION BRAND STANDARDS

SELECT

WORLDWIDE

BONOTEL
EXCLUSIVE



Formerly known as Travel Leaders Group, Internova Travel Group is a unified collection of premium brands that empowers our international community of luxury, leisure and corporate travel advisors to create unique experiences for their clients through the world’s leading travel companies. With over 6,000 agency locations and 65,000 travel advisors worldwide, Internova Travel Group is the most powerful travel selling force in North America. Our hotel programs provide you with the ultimate connection to our entire travel advisor network, including brands like ALTOUR, Andrew Harper Travel, Colletts Travel, Nexion Travel Group, Protravel International, Travel Leaders Group and Tzell Travel Group.

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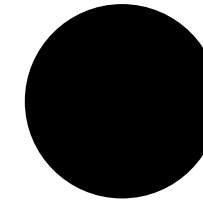
WORLDWIDE 6

BONOTEL
EXCLUSIVE 8

SELECT

SELECT is Internova Travel 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 and destination specialists.

COLOR PALETTE



HEX: #000000
Pantone Black
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

FONTS

Acumin Pro SemiCondensed is the primary font for body copy on all print and digital artwork. Calibri can be used for email marketing or standard documents when Acumin Pro is not available.

PLEASE NOTE: The word SELECT should always be capitalized.

Didot italic is the primary font for headlines on all print and digital artwork. Headlines must be in all caps. Calibri can be used for email marketing or standard documents when Didot is not available.

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

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 SELECT logo 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
Full logo should be
no less than 1.5” wide.



SELECT

HOTELS ♦ RESORTS

SELECT Hotels & Resorts is a competitive, value-added amenity program made up 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 Internova Travel Group advisor.

CONSUMER BENEFITS

- VIP amenity valued at 100 USD
- Welcome amenity*
- 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

*Optional but highly recommended.

ADVISOR BENEFITS

- Guaranteed commissionable rates
- Additional rewards and incentives vary per booking

SELECT

VILLAS

SELECT Villas features more than 2,000 luxurious private villas in over 50 destinations throughout Europe, the Caribbean and the Americas for Internova Travel 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 client's special and personalized needs

ADVISOR BENEFITS

- Guaranteed commission
- Additional rewards and incentives

SELECT

IN-COUNTRY PARTNERS

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

WORLDWIDE

Worldwide is Internova Travel 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.

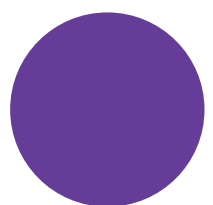
CONSUMER BENEFITS

- 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

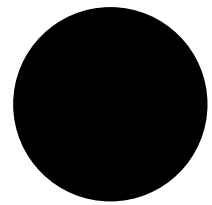
ADVISOR BENEFITS

- Guaranteed commissionable rates
- Additional rewards and incentives vary per booking

COLOR PALETTE



HEX: #653B97
Pantone: 2597
RGB: 101, 60, 151
CMYK: 74, 92, 0, 0



HEX: #000000
Pantone Black
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

FONT

Lato is the primary font for body copy and headlines on all print and digital artwork. Calibri can be used for email marketing or standard documents when Lato is not available.

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 logo should never be rendered smaller than 2.0” wide.
Space should be left around the logo equal to the height of the “O”.



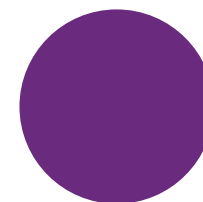
BONOTEL

EXCLUSIVE



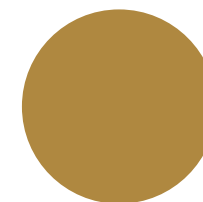
Bonotel Exclusive Travel is Internova Travel Group's inbound tour operator that specializes in luxury travel experiences and unique hotel product. Bonotel has built a reputation for its exclusive relationships with suppliers and high-level service that is offered to customers and suppliers alike.

COLOR PALETTE



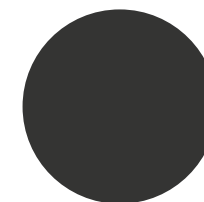
HEX: #6a207f
Pantone: 2603
RGB: 106, 132, 107
CMYK: 74, 92, 0, 0

Purple **does not** have to be the primary color, but should always be used.



HEX: #cc9933
Pantone: 7563
RGB: 204, 153, 51
CMYK: 20, 40, 96, 2

Gold should be used as accent color **only**.



HEX: #333333
RGB: 51, 51, 51
CMYK: 69, 63, 62, 58

FONT

LATO is the required font for print and digital artwork. LATO is not required for any email marketing or standard documents.

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

LOGO USAGE GUIDELINES

Logo may not be changed from Bonotel's brand colors other than white. Bonotel brandmark and wordmark may be separated, however, the wordmark must always be visible within the document or artwork.

BONOTEL
EXCLUSIVE

Wordmark



Brandmark

Internova

TRAVEL GROUP