

Correct Display of Property Name & Brand in Text Form

The list of “Optional Branded Collateral Items” (Page 26), if the Brand name and the property name appear together the following requirements must be met.

Typography Requirement – Typography outlined on pages 16 & 17 must be met.

Typestyle & Size Requirement – The font typestyle (i.e. italic, bold, etc.) and font size must be the same.

Capitalization Requirement – For Best Western, Best Western PLUS and Best Western PREMIER® hotels types capitalize the first letter of each word as well as capitalize the entire brand name (PLUS, PREMIER) before the property name on consumer-facing materials, printed and electronic, for example: “Best Western The Inn on the Hill”, “Best Western PLUS Down by the River,” or “Best Western PREMIER Executive Inn”.

Abbreviation Requirement – If “Best Western” is abbreviated as “BW” in a property’s name, the above rule also applies (for example, “BW The Inn on the Hill”, “BW PLUS Down by the River” or “BW PREMIER Executive Inn”). Approved in limited applications only.

**Best Western PLUS
Buffalo Creek Hotel**

BW PLUS Buffalo Creek Hotel