

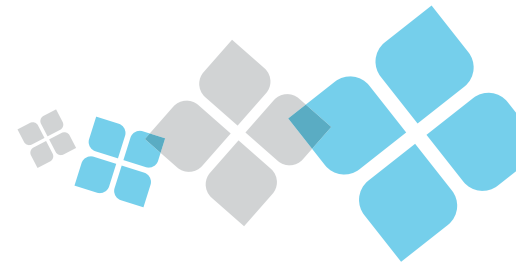


 **Hilton**  
Garden Inn™

# Hilton Garden Inn Brand Guidelines

Confidential and Proprietary  
September 2017

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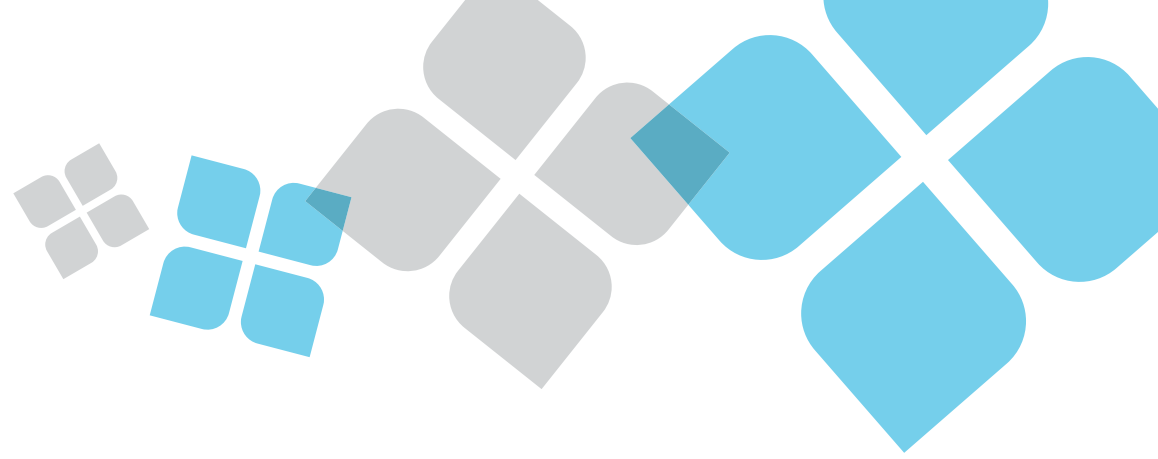
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## APPENDIX

Note: the images used in these guidelines are for demonstration purposes only. They are not to be printed, distributed or repurposed in any way. If you have questions regarding image use, please contact:

**Brand Marketing**  
[HGI\\_Brand\\_Marketing@hilton.com](mailto:HGI_Brand_Marketing@hilton.com)



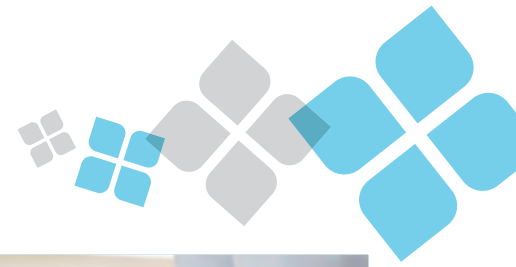
# Brand overview

# Introduction

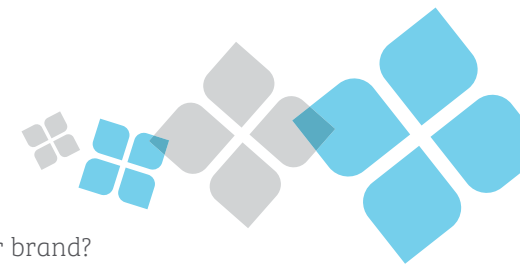
At Hilton Garden Inn, you'll find an open, inviting atmosphere with warm, sunny service—from the first hello to the next. And thoughtful touches that make your stay easier and more comfortable. With more than 700 locations worldwide, there's a place for every mood. Our goal is to make your stay better and brighter.

Launched in the 1990s, HGI has established a proven track record of guest satisfaction that continues to attract a highly loyal customer base.

We place a great deal of importance on maintaining a strong identity to drive revenue and maximize profitability. Throughout the following pages, you'll be introduced to a comprehensive brand identity system that includes every aspect of our brand.



# Brand architecture



## Purpose

Why do we exist?

We've refreshed our brand, making it both aspirational and inspirational—a place that embraces both light and bright, creating an experience that allows guests to feel sunny and satisfied. By focusing on intelligent spaces that are laid back, sophisticated and positive—while maintaining a strong tie to our brand heritage—we will entice guests looking for the brighter side of life.

## Target mindset

Who are we trying to reach?

Our target mindset is Positively Present. They are travelers who are optimists at heart; they want to let go of their stresses, escape the daily rut and see the world in a positive light.

## Brand essence

What must we stand for in the minds of people everywhere?

We are sensibly sophisticated and strive to create an exceptional experience for our guests. Bright attitudes and light and airy spaces set the stage for a brilliant level of style and care from the first hello to the next. Everything is brilliantly designed to create a positive vibe and a casual, intuitive, upbeat experience.

## Brand promise

What is the essence of our promise to our target?

Our goal is to make your stay better and brighter. If something isn't just the way you like it, simply let any hotel team member know, and we will make it right. **Guaranteed.**

## Brand personality

What's the spirit of our brand?

### Heartfelt

authentic, personable, upbeat

### Perceptive

appreciative, knowing, resourceful

### Easygoing

laid back, relaxed, balanced

## Brand pillars

Our brand pillars are the key differentiators and filters for decision-making. Everything we say and everything we do must support these pillars so that we earn the right brand reputation.

### INTUITIVE: OUR OFFERING

- Intelligent and perceptive, enabled in part by the Hilton Honors app
- Laid-back sophistication
- Comfort and care for both business and leisure travelers
- Engender loyalty with "ahhh"-inspiring moments

### LUMINOUS: OUR PLACE

- Consistently light, bright and airy
- Comfortable, intelligent spaces
- Relaxing environment enables guests to refuel for tomorrow

### BRIGHTHEARTED: OUR HOSPITALITY

- Ability to touch both hearts and minds
- Vibrant and heartfelt positivity
- Sunny, positive, contagious vibe



# Brand hospitality

## **We are Hilton. We are Hospitality.**

Hilton Garden Inn supports the Hilton Purpose Platform with its Brighthearted Team Members that are dedicated to filling the earth with the light and warmth of hospitality.

Hilton is on a mission to be the most hospitable company in the world—by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners, and positive impact in our Communities.

By educating Team Members and giving them the tools and resources they need to be Brighthearted, we are fulfilling Hilton's vision, mission and values.

## **The Hilton purpose platform**

**Vision.** To fill the earth with the light and warmth of hospitality—by delivering exceptional experiences—every hotel, every Guest, every time.

**Mission.** To be the most hospitable company in the world—by creating heartfelt experiences for Guests, meaningful opportunities for Team Members, high value for Owners and a positive impact in our Communities.

## **Values.**

**H**ospitality

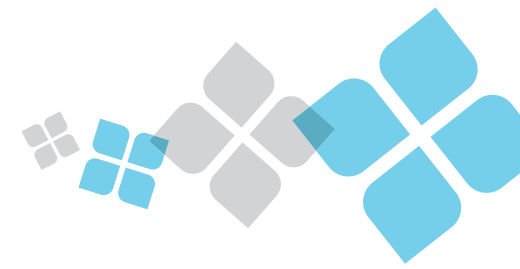
**I**ntegrity

**L**eadership

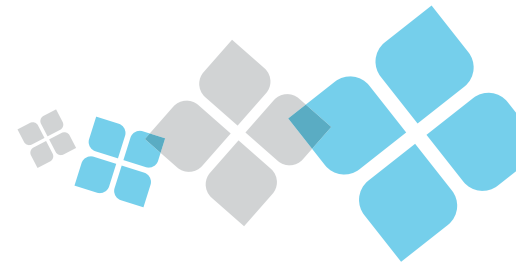
**T**eamwork

**O**wnership

**N**ow



# Introduction to Brighthearted Hospitality



To create the edge for Hilton Garden Inn, the Brand Hospitality team inspires personalities to shine so that Hilton Garden Inn is:

- Our Owners' favorite places to own
- Our Team Members' favorite places to work and
- Our Guests' favorite places to stay...so that all our stakeholders say, "HGI brings out the best me!"

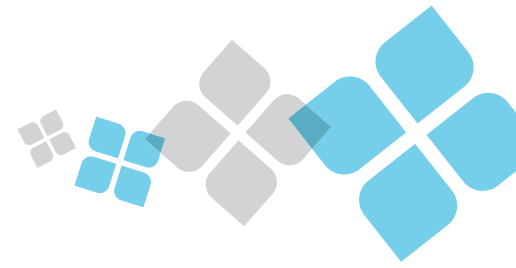
So how do we do that? Through our Brighthearted Hospitality—the foundation for all that we do.

Our HGI brand and service model is focused on our Guests. As Guests' needs change and evolve, our hospitality must change and grow to continue to meet and exceed their expectations. By doing so, we stay ahead of our competitors and differentiate our brand.

Our Brighthearted Hospitality is the foundation for all that we do. Each Hilton Garden Inn Team Member—from hotel Team Members and Owners and General Managers to Hilton Corporate and Brand Team Members—can and must be Brighthearted with our Guests and with each other. These are the attributes Guests expect when they stay at Hilton Garden Inn—and they expect these attributes to be present at every stay, at every Hilton Garden Inn around the world. Approachable, Perceptive and Bright also define the attributes hotel teams, General Managers and Owners can expect from the Hilton Garden Inn Brand Team.

Brighthearted  Hospitality

# Brighthearted Behaviors



In order to fulfill our promise of Brighthearted Hospitality, the following Brighthearted Behaviors help our Team Members create heartfelt experiences by removing the “random” in random acts of kindness and elevating moments into memories.



## **I Serve**

**I am here to serve Guests.**  
I Serve is the foundation of our brand. We are all here to serve Guests, regardless of our role.



## **I Smile**

**I greet each Guest with a bright smile and friendly hello.**  
I Smile means that every time we catch a Guest’s eye, we smile and give a friendly greeting. And, if we recognize them, we greet them with something like, “Hello again.”



## **I Learn**

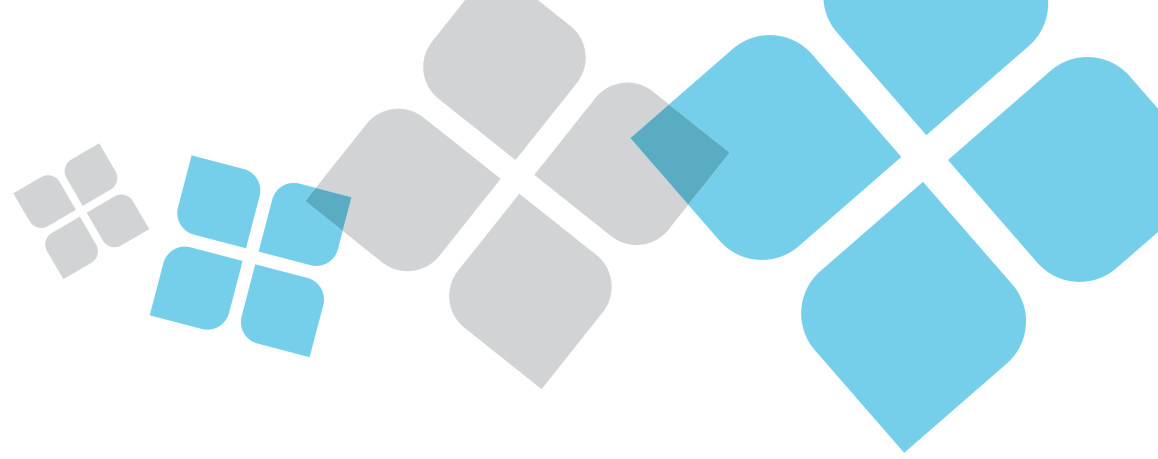
**I learn everything I can about each Guest.**  
We pride ourselves in our ability to learn all we can about each Guest, such as their name, preferences and reason for travel. This helps us find ways to brighten their stay.



## **I Brighten**

**I am empowered to make our Guests’ day and stay brighter.**  
We own the Guest experience every time we interact with a Guest. We are each empowered to answer questions, solve problems, carry out the Hilton Garden Inn Promise or brighten a Guest’s day with a personal touch. That means we are all approaching our Guests using our intuition to find ways to personalize their stay and let them know we care.





# Brand identity

## Brand logos

# Approved logos: global



## Brand logo

The HGI logo has been optimized for legibility and to modernize it alongside our refreshed brand identity. This logo should be used on all brand-level communications and advertising. Properties can use it on sales and marketing materials. Importantly, hotels are NOT required to update hard signage on property.



PMS 187  
(Coated)



Cool Gray 11



C:	0	R:	189
M:	91	G:	43
Y:	72	B:	59
K:	23		



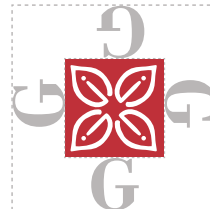
C:	65
M:	57
Y:	52
K:	29

## Property lockup

HGI property lockups should be used on self-promotional (property) communications. Please visit markIT (US/Canada) or HGICRC (LATAM, EMEA, APAC) to acquire your on property logo lockup.

## Hilton Garden Inn floret

In only a few instances, the floret may be used alone or as a decorative element within the hotel environment; however, it must be reviewed and approved by Brand Marketing before being implemented. Moving forward, the logo floret on its own should no longer be used.



**NOTE:** Always allow for plenty of clear space around the floret—use the same height of the 'G' in the word 'Garden' as your guide.

## Trademark & copyright legend

The Hilton Garden Inn name and logo are registered trademarks of Hilton Worldwide and cannot be altered in any way. In all instances the ® must appear exactly as shown for the USA. For logos used outside of the USA,™ must appear. All materials must include copyright protection by including the following: © 2017 (identifying the year published)Hilton Worldwide

## Logo lockup

Never redraw, replace or modify the lettering or rearrange the relationship between the floret symbol and the 'Hilton' and 'Garden Inn' word elements. Always use master artwork provided by Graphics & Identity. To access logos, please go to markIT HGI on The Lobby > My Applications > markIT Marketing Toolkit.

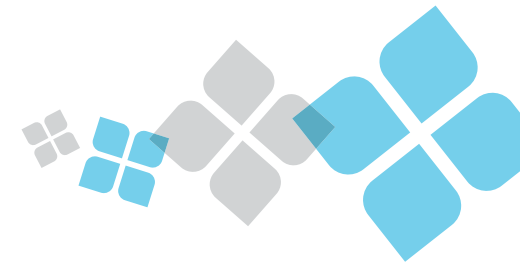
## Property lockup

Hilton Garden Inn property logos have been created for individual properties using their specific legal names. The legal name is left-justified directly under the 'G' in 'Garden.' Never redraw, replace or modify the lettering in any way or rearrange the relationship between the Garden Inn symbol, the Hilton Garden Inn name and the property name.

## HGI floret

The Hilton Garden Inn symbol, or floret, can only be used in concert with a complete Hilton Garden Inn brand or property signature on the same application. Artwork for the floret is available through Brand Marketing.

# The Shop logos



## The Shop usage guidelines

The following are basic guidelines for general usage of The Shop and its accompanying logo. F&B teams in each region need to build on specifics for their regions, and regions will be responsible for incorporating into their overall guidelines.

- Our new F&B Retail Space will be referred to as “The Shop” in all written and verbal communication
- The Shop’s floret icon should be used on-property and adjacent to “The Shop” text in visual communication, digital and in marketing/on-property collateral materials (see below and page 3)
- The name “The Shop” does not need to be on the retail space itself but can be used that way at the owner’s/region’s discretion. The icon is required to be used on the retail space itself, either by itself or accompanied by “The Shop”
- On-property signage materials are being finalized and will be communicated ASAP

### UNSTACKED LOGO

**TWO COLOR  
(RECOMMENDED)**  
PMS 179  
Cool Grey 7



**ONE COLOR**  
Cool Grey 7



**TWO COLOR  
(ALTERNATE)**  
PMS 7689  
Cool Grey 7



### STACKED LOGO



### ICON ONLY

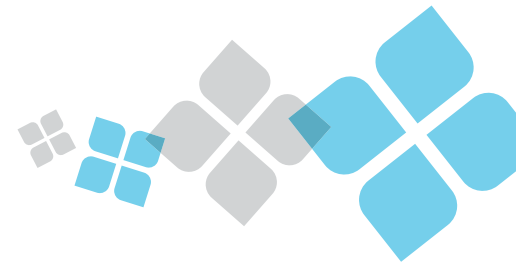
The name “The Shop” does not need to be on the retail space itself, but can be used that way at the owner’s/region’s discretion. The icon is required to be used on the retail space itself, either by itself or accompanied by “The Shop.” Below are examples of the icon-only version of The Shop logo.



### NOTE:

The Shop logo files can be downloaded at the HGI markIT Marketing Toolkit.

# The Shop internal & external communications



## **External communications**

We will continue to refer to the Pavilion Pantry in external communications and marketing, such as our website, etc., until we reach critical mass with the new F&B retail space at our HGI estate. Properties with The Shop installed should refer to it as The Shop in on-property materials.

## **Internal communications**

When communicating to hotels and Team Members, we should use language that's the most understandable and intuitive in the situation. For instance:

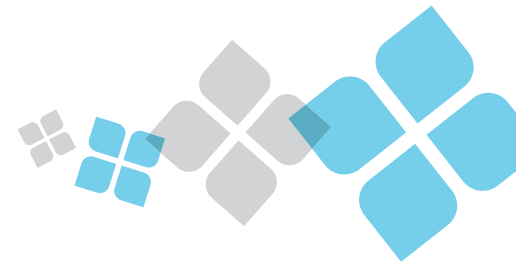
- In referring to the retail space in general, use a generic term such as Retail Space
- Properties with a Pavilion Pantry should refer to it as such
- Properties with The Shop should refer to it as such

## **Properties with new Garden Markets**

Properties that have already installed new Garden Markets are free to call them the "Garden Market," rather than needing to invest in the name change.



# The Hilton Garden Inn Promise



The Hilton Garden Inn Promise logos are available for download from marKIT page on The Lobby > My Applications > marKIT Marketing Toolkit > HGI.

For the China version of the Hilton Garden Inn Promise, remove the word “Guaranteed.”

The Hilton Garden Inn Promise is always spelled out with the first letter of every word capitalized in the initial usage. For example, “When fulfilling The Hilton Garden Inn Promise...” After the initial usage, The Promise should be used with a capital T and P.



Our goal is to make your stay better and brighter. If something isn't just the way you like it, simply let any hotel team member know, and we will make it right. **Guaranteed.**



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# Other logos

## Food & Beverage Logos–USA/Canada

The following are standards for the Hilton Garden Inn Food & Beverage outlet logos. These standards apply to all three logos: The Great American Grill, The Great North American Grill and the Pavilion Pantry®.

Food & Beverage logos are available for immediate download from marKIT page on The Lobby >My Applications > marKIT Marketing Toolkit > HGI.

### CANADA



### USA/CANADA



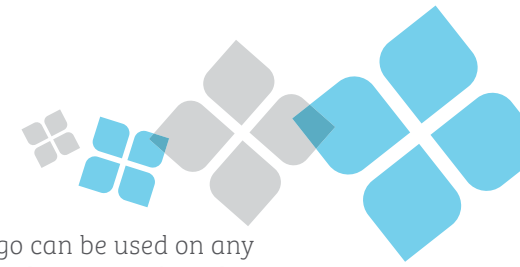
### USA



### USA/CANADA/EMEA/APAC/LATAM



### USA



## Brighthearted Hospitality logo

The Brighthearted Hospitality logo can be used on any Team Member-facing materials. When using the color logo, it should always appear in PMS 179 and PMS Cool Gray 11. When using the reversed logo, it can be placed on any color from the approved color palette on page 22.

**Important note:** When using Brighthearted Hospitality, the initial letter of each word should always be capitalized.

*Example: Hilton Garden Inn is known for its Brighthearted Hospitality.*



### COLOR

For best legibility, use color logo on white background. NEVER lock our logo up with other elements unless otherwise directed.



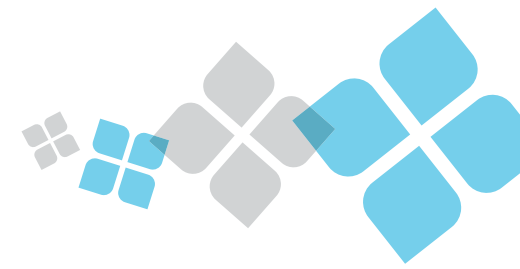
### REVERSED

Reversed in white on colors from our color palette. We chose black as the simplest way to show the logo reversed out of a color.

**NOTE:** This is only to be used for Team Member-facing materials.



# Legal marks/trademark usage



LOGOS & PHRASES	USA	OUTSIDE THE USA
"HILTON GARDEN INN"	HILTON GARDEN INN®	HILTON GARDEN INN™
"GARDEN INN"	GARDEN INN®	GARDEN INN™
FLORET DESIGN	®	™
"PAVILION PANTRY"	PAVILION PANTRY®	PAVILION PANTRY™
"GREAT AMERICAN GRILL"	GREAT AMERICAN GRILL®	
"THE GARDEN GRILLE AND BAR"	THE GARDEN GRILLE AND BAR®	THE GARDEN GRILLE AND BAR™ (Canada/EMEA/APAC/LATAM)
"GREAT NORTH AMERICAN GRILL"		GREAT NORTH AMERICAN GRILL™ (Canada)

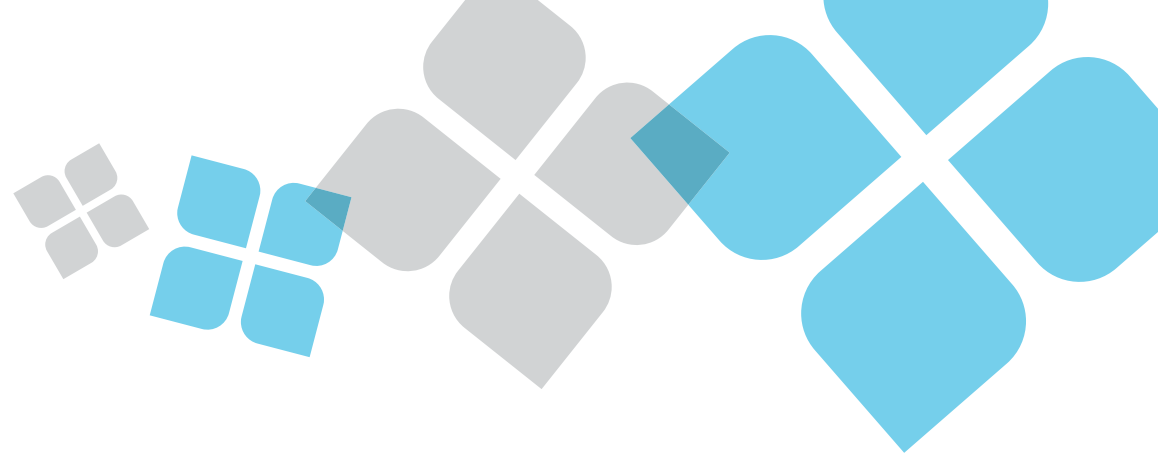
## Protecting our brand name & identity

The Hilton Garden Inn name and logo are protected trademarks. It is imperative that we clearly monitor the way in which our brand identity is displayed in any medium. In the United States, trademark notice is required and must be given at least once, preferably in the heading or first mention in text. The notice should always appear with logos and taglines. Interior and exterior signage, flags and stationery are the only exceptions not requiring a trademark notice.

## Trademark use

Trademark notices inform others of our claim of rights in our marks and may discourage others from adopting infringing marks. The various trademark notices are:

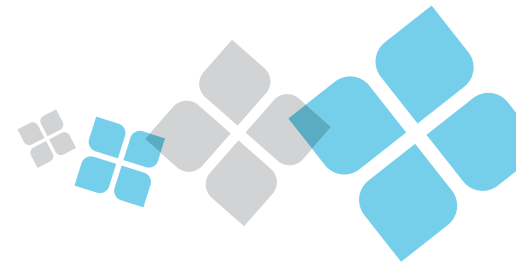
- ® This form of notice is used only for trademarks and service marks that have been registered in the USA Patent and Trademark Office.
- ™ All of the trademarks use the ™ symbol when used outside the U.S. setting. This form of notice is also used for trademarks and service marks that are either: not yet registered and pending in the USA Patent and Trademark Office or we are not seeking registration but claim common law rights to the mark.



# Brand identity

## Enterprise logos

# Hilton brand logo



**Every element of our brand system is critical to our success. But our logo is, if anything, the most critical.**

We express ourselves boldly with a timeless and powerful logo that frames our iconic name. Our logo is our brand's signature: it should be as clear as possible, to guarantee a recognizable and distinctive brand. This evolution of our logo is a clean, classic, uncomplicated design—one logo for our one name.

To preserve the integrity of our brand and to keep it consistent across all applications, these guidelines will help us use it as clearly and consistently as possible. So we present the Hilton brand with confidence, authority, clarity and simplicity.

## How to use it

Our straightforward guidelines make sure the logo is always legible and impactful. The Hilton brand logo should always be shown in black or in white reversed out of an approved color or image. Please note that we NEVER lock up the Hilton brand logo with another word, branding element or logo, unless approved by the Hilton Portfolio Marketing Team. We've provided specific rules for each version.

## Where to use it

Use the Hilton brand logo in all Hilton-led communications. Assets in the following section will be provided to ensure consistent application of our logo.



### BLACK

For best legibility, use only in black or white on a color. NEVER lock our logo up with other elements unless otherwise directed.



### REVERSED, WHITE

Reversed in white on colors from our color palette. We chose black as the simplest way to show the logo reversed out of a color.



### BLACK OVER IMAGE

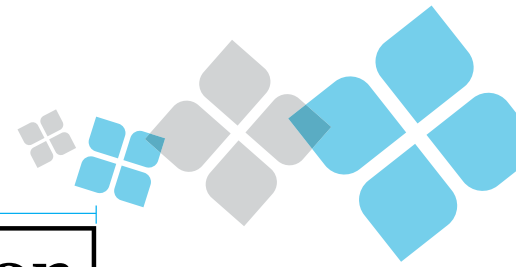
Where appropriate, OK to use on an image. Best on clear space. Color and content should not interfere with readability.



### REVERSED, WHITE OVER IMAGE

Reversed in white on images too dark for black. Best on clear space. Color and content should not interfere with readability.

# Hilton brand logo dos and don'ts



Guidelines for clear space and minimum size help us keep our logo from appearing crowded or too small.

## How to use it

Clear space: X is ALWAYS the minimum space around the frame. Minimum size: The size of our logo changes, depending on its use. However, our logo must be large enough to be legible. We've provided more specific rules.



**CLEAR SPACE**  
Minimum clear space is ALWAYS X on all four sides of frame.



**MINIMUM SIZE, PRINT**  
ALWAYS be at least 1.5" wide for print.



**MINIMUM SIZE, DIGITAL**  
ALWAYS be at least 75 pixels wide for digital applications only.

Consistent presentation of our logo is essential to building and preserving our brand. Altering it in any way undermines our image.

## How not to use our logo

Here are a few examples of how to NEVER use our Hilton brand logo.



NEVER stretch or distort the logo.



NEVER scale the Hilton word mark or frame.



NEVER use the old Hilton Worldwide logo.



NEVER put the frame or word mark in any color other than black or white.



NEVER re-create the Hilton word mark.



NEVER rotate, tilt or add shadows or other effects to the logo.



NEVER put the logo in black over a dark image.



NEVER fill in the frame of the logo.



NEVER use the logo reversed out of unapproved colors or that relate to our competitors'.

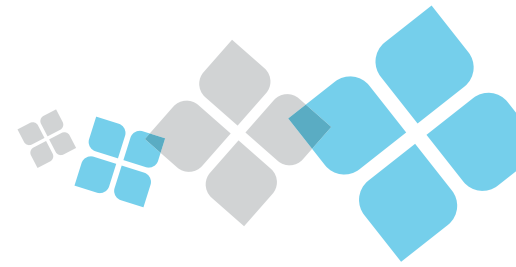
# Hilton Honors logo

## Versions

This logo—the type and the frame around it—is the brand signature of Hilton Honors. Like a signature, it should always look the same. We have limited ways to vary the logo on purpose, to keep this logo strong and consistent across all applications. These guidelines will help us use it as clearly and consistently as possible. This helps us present Hilton Honors with confidence, authority, clarity and simplicity.

## How to use it

Our straightforward guidelines make sure the logo is always legible and impactful. The Hilton Honors logo should always be shown in black or in white reversed out of a color or image. Please note that we NEVER lock up the Hilton Honors logo with another word, branding element or logo, unless provided by the Hilton Portfolio Marketing Team. Creating additional lockups is restricted, and all lockups must be approved. Only certain ones will be approved. Specific rules for each version are provided.



### BLACK

For best legibility, use only in black or in white on a color. NEVER lock it up with other elements unless otherwise directed.



### REVERSED, WHITE

Reversed in white on colors from our color palette. We chose black as the simplest way to show the logo reversed out of a color.



### BLACK OVER IMAGE

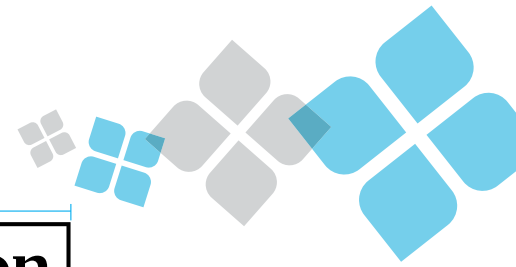
Where appropriate, OK to use on a photograph. Best on clear space. Color and subject should not interfere with readability.



### REVERSED, WHITE OVER IMAGE

Reversed in white on photographs too dark for black. Best on clear space. Color and subject should not interfere with readability.

# Hilton Honors brand logo dos and don'ts



Guidelines for clear space and minimum size help us keep our logo from appearing crowded or too small.

## How to use it

Clear space: X is ALWAYS the minimum space around the frame. Minimum size: The size of our logo changes, depending on its use. However, our logo must be large enough to be legible. We've provided more specific rules.



**CLEAR SPACE**  
Minimum clear space is ALWAYS X on all four sides of frame.



**MINIMUM SIZE, PRINT**  
ALWAYS be at least 1.5" wide for print.



**MINIMUM SIZE, DIGITAL**  
ALWAYS be at least 75 pixels wide for digital applications only.

Consistent presentation of our logo is essential to building and preserving our brand. Altering it in any way undermines our image.

## How not to use our logo

Here are a few examples of how to NEVER use our Hilton Honors brand logo.



NEVER stretch or distort the logo.



NEVER scale the Hilton word mark or frame.



NEVER use the old Hilton Honors logo.



NEVER put the frame or word mark in any color other than black or white.



NEVER re-create the Hilton or Honors word mark.



NEVER rotate, tilt or add shadows or other effects to the logo.



NEVER put the logo in black over a dark image.

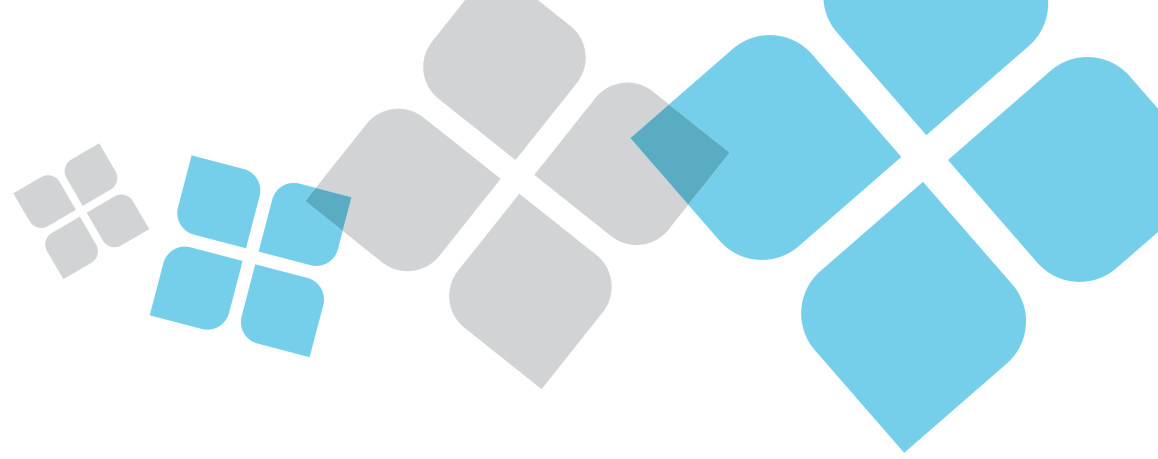


NEVER fill in the frame of the logo.



NEVER use the logo reversed out of unapproved colors or that relate to our competitors'.

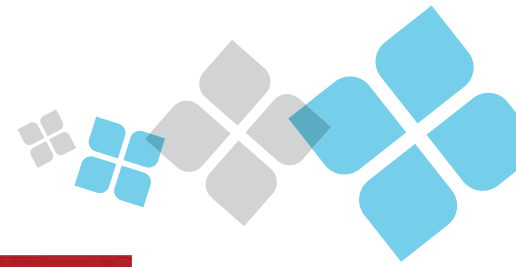




# Brand identity

Color palette, typography & iconography

# Color palette



Please refer to these color specifications for all communications.

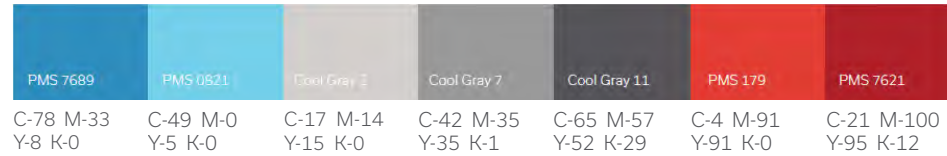
When designing for premium offset printing, please use the listed PANTONE® colors.

Use the listed RGB values for digital applications.

Use the listed CMYK values for 4-color process printing.

Colors shown on a computer screen, tablet or phone are not equivalent to the color reproduced in swatch books, color printers or the commercial printing process.

## PRIMARY COLOR PALETTE



## BLUE GRADIENT



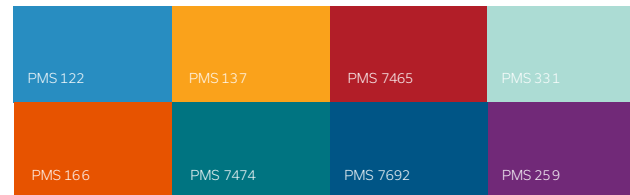
## RED GRADIENT



## GRAY GRADIENT



## SECONDARY COLOR PALETTE

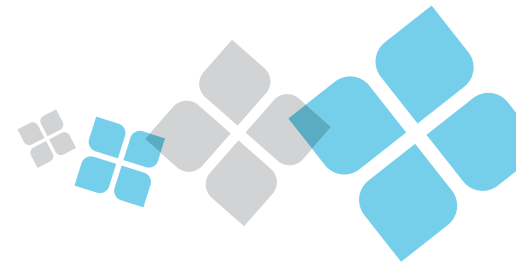


**NOTE:** The secondary color palette is only to be used when we've exhausted our primary color palette and gradient options.

**NOTE:** See current examples of the primary color palette in use for various collateral:

- Digital Banners - page 76
- TV End-frame - page 68
- Print - page 29
- Billboard - page 65

# Typography: typeface families



Simple typography design is an important aspect of maintaining a clear, well-defined and consistent brand. We use two typefaces: Usual and Bree Serif.

A family of styles and weights are available for Usual and Bree Serif (e.g., bold, italic, etc.) to be used only as outlined on the following pages.

Type can overlap a photograph by using solid white text only. See next page for weight guidelines.

Type can overlap a pattern by using a transparency effect.

## **Both fonts are available on Typekit:**

<https://typekit.com/fonts/bree-serif>

<https://typekit.com/fonts/usual>

In situations where other alphabets are used, replace Usual with Arial and Bree Serif with Courier.

## **Exceptions for digital applications**

Web fonts for each typeface should be used whenever possible on websites, newsletter emails and PowerPoint presentations. Team Members should use the Usual font for emails. If web fonts are not available, alternative “web-safe” fonts may be used. In these limited cases, it is acceptable to replace Usual with Arial and Bree Serif with Courier.

## **USUAL**

---

# Hello, bright.

Usual Light

*Usual Light Italic*

Usual Regular

*Usual Regular Italic*

**Usual Bold**

**Usual Extra Bold**

## **BREE SERIF**

---

# Hello, bright.

Bree Serif Thin

*Bree Serif Thin Italic*

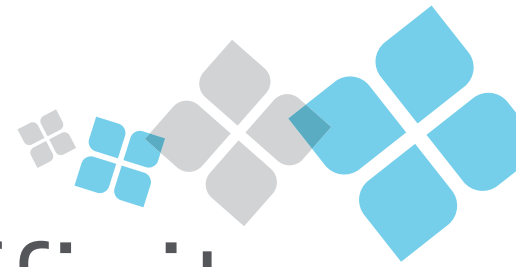
**Bree Serif Regular**

*Bree Serif Regular Italic*

**Bree Serif Bold**

***Bree Serif Bold Italic***

# Typography: general text layout



## A. Headlines and subheads

- Usual Light
- Set tracking to -25 pt
- Add punctuation at the end of sentences, exclamations and single-word actions and adjectives
- Usual Regular for text over an image

## B. Intro/callout copy

- Bree Serif Light/Thin
- Set tracking to -30 pt

## C. Subhead, body text

- Bree Serif Semi Bold/Light/Thin
- Set tracking to 0 pt

## D. Bulleted list

- Bree Serif Thin; italic when needed
- Set tracking to 0 pt
- Add additional leading between entries
- Bullet style; use circle bullets
- No punctuation at the end of each line

## E. Caption

- Usual Bold/Light; italic when needed

## General notes:

- Set all type instances using sentence case
- Set all type using automatic leading

A. Nem aut officit  
pos sus resqu.

B. Fugaam utem latio et expliatate par uptum molorru  
ntiostibus nihicte caborro rerspiti ionsed ut offic tec  
tusc imossum facerio beat emp ostesciunt.

## C. Sado lori con cuptatiasita

Temqua meiumque nu mquid eos nonectore volupta quiaeca esserumquium nonsequi  
commodit quodi ut lam, cumet occuptas ut magnimodiae sado lori con cuptatiasita volup  
tataque quaturis arum volorerum.

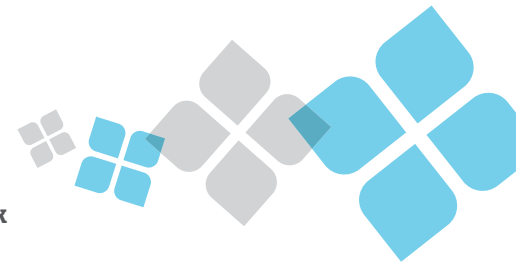
Temqua meiumque nu mquid eos nonectore volupta quiaeca esserumquium nonsequi  
commodit quodi ut lam, cumet occuptas ut magnimodiae sado lori con cuptatiasita volup  
tataque quaturis arum volorerum.

- D.
- Temqua meiumque nu mquid eos nonectore volupta quiaeca
  - Serumquium nonsequi comodit quodi ut lam, cumet occuptasmagni
  - Modiae sado lori con cuptatiasita volup tataque quaturis arum

## E. Sado lori con cuptatiasita

Temqua meiumque nu mquid eos nonectore volupta  
quiaeca esserumquium nonsequi comodit quodi ut lam,  
cumet occuptas ut magnimodiae sado.

# Typography: global fonts



## AKTIV GROTESK (ARABIC)

يرسمون الخطوط الطباعية  
Aktiv Grotesk Light  
يرسمون الخطوط الطباعية  
Aktiv Grotesk Regular  
يرسمون الخطوط الطباعية  
**Aktiv Grotesk Bold**

## 29LT BASEET 29LT (ARABIC)

يرسمون الخطوط الطباعية  
29LT Baseet Light  
يرسمون الخطوط الطباعية  
29LT Baseet Regular  
يرسمون الخطوط الطباعية  
**29LT Baseet Extra Bold**

**Usual** to be substituted with **Aktiv Grotesk** by Dalton Maag ([www.daltonmaag.com](http://www.daltonmaag.com))

**Bree Serif** to be substituted with **29LT Baseet** by 29Letters ([www.29lt.com](http://www.29lt.com))

## PINGFANG SC (CHINESE)

者多回知夜福大  
PingFang SC Thin  
者多回知夜福大  
PingFang SC Regular  
者多回知夜福大  
**PingFang SC Bold**

## SOURCE HAN SERIF (CHINESE)

者多回知夜福大  
Source Han Serif Light  
者多回知夜福大  
Source Han Serif Semi-Bold  
者多回知夜福大  
**Source Han Serif Heavy**

**Usual** to be substituted with **PingFang SC** available on Apple OS. (<https://support.apple.com/en-gb/HT206872>)

**Bree Serif** to be substituted with **Source Han Serif** available via Typekit-in Traditional and simplified Chinese. (<https://typekit.com/fonts/source-han-serif-traditional-chinese>)

## AKTIV GROTESK (CYRILLIC)

Те ребум аеяе яуо  
Aktiv Grotesk Light  
Те ребум аеяе яуо  
Aktiv Grotesk Regular  
Те ребум аеяе яуо  
**Aktiv Grotesk Bold**

## OPEN SERIF (CYRILLIC)

Те ребум аеяе яуо  
Open Serif Book  
Те ребум аеяе яуо  
Open Serif Semibold  
Те ребум аеяе яуо  
**Open Serif Black**

**Usual** to be substituted with **Aktiv Grotesk** by Dalton Maag ([www.daltonmaag.com](http://www.daltonmaag.com))

**Bree Serif** to be substituted with **Open Serif** by Monotype ([www.fonts.com](http://www.fonts.com))

## USUAL (TURKISH)

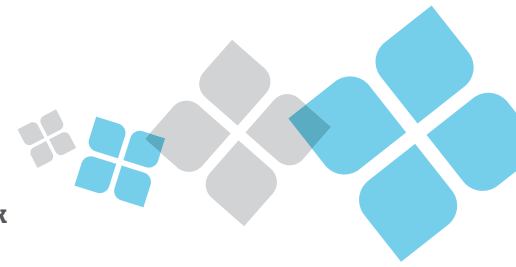
ÇĞİÖŞÜçğiöşü  
Usual Light  
ÇĞİÖŞÜçğiöşü  
Usual Regular  
ÇĞİÖŞÜçğiöşü  
**Usual Bold**

## BREE SERIF (TURKISH)

ÇĞİÖŞÜçğiöşü  
Bree Serif Light  
ÇĞİÖŞÜçğiöşü  
Bree Serif Regular  
ÇĞİÖŞÜçğiöşü  
**Bree Serif Bold**

Both **Usual** and **Bree Serif** contain characters for setting text in Turkish, so no substitution is necessary.

# Typography: global fonts



## AKTIV GROTESK (HINDI)

---

बनिदुओमे वशिंव्याप किरके  
Aktiv Grotesk Light  
बनिदुओमे वशिंव्याप किरके  
Aktiv Grotesk Regular  
**बनिदुओमे वशिंव्याप किरके**  
**Aktiv Grotesk Bold**

## RAJDHANI (HINDI)

---

बनिदुओमे गई। वशिंव्याप किरके  
Rajdhani Regular  
बनिदुओमे गई। वशिंव्याप किरके  
Rajdhani Medium  
**बनिदुओमे गई। वशिंव्याप किरके**  
**Rajdhani Bold**

**Usual** to be substituted with **Aktiv Grotesk**  
by Dalton Maag ([www.daltonmaag.com](http://www.daltonmaag.com))

**Bree Serif** to be substituted with **Rajdhani**  
by Google Fonts ([www.fonts.google.com](http://www.fonts.google.com))

## AKTIV GROTESK (VIETNAMESE)

---

Việt vào Khung dưới đây  
Aktiv Grotesk Light  
Việt vào Khung dưới đây  
Aktiv Grotesk Regular  
**Việt vào Khung dưới đây**  
**Aktiv Grotesk Bold**

## OPEN SERIF (VIETNAMESE)

---

Việt vào Khung dưới đây  
Open Serif Book  
**Việt vào Khung dưới đây**  
Open Serif Semibold  
**Việt vào Khung dưới đây**  
**Open Serif Black**

**Usual** to be substituted with **Aktiv Grotesk**  
by Dalton Maag ([www.daltonmaag.com](http://www.daltonmaag.com))

**Bree Serif** to be substituted with **Open Serif**  
by Monotype ([www.fonts.com](http://www.fonts.com))

## AKTIV GROTESK (MALAY)

---

يرسمون الخطوط الطباعية  
Aktiv Grotesk Light  
يرسمون الخطوط الطباعية  
Aktiv Grotesk Regular  
**يرسمون الخطوط الطباعية**  
**Aktiv Grotesk Bold**

## 29LT BASEET 29LT (MALAY)

---

يرسمون الخطوط الطباعية  
29LT Baseet Light  
يرسمون الخطوط الطباعية  
29LT Baseet Regular  
**يرسمون الخطوط الطباعية**  
**29LT Baseet Extra Bold**

**Usual** to be substituted with **Aktiv Grotesk**  
by Dalton Maag ([www.daltonmaag.com](http://www.daltonmaag.com))

**Bree Serif** to be substituted with **29LT Baseet**  
by 29Letters ([www.29lt.com](http://www.29lt.com))



# Iconography

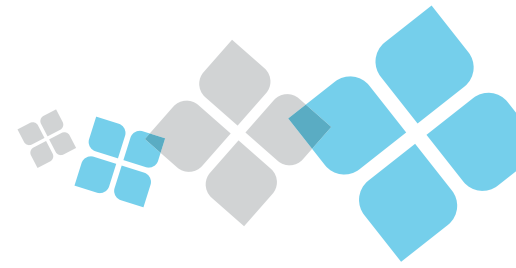
In keeping with the attributes of light, bright and airy, our iconography is very minimal with a continuous line style. This means the line has visible beginning and end points in the design.

Icons may appear in any color from our palette. There are many online resources that offer access to icon designs:

The Noun Project (Subscription Based)  
[thenounproject.com](http://thenounproject.com)

Graphic Burger (Free/Pay to Download)  
[graphicburger.com](http://graphicburger.com)

Iconmonstr (Free)  
[iconmonstr.com](http://iconmonstr.com)



## Correct use

Brighthearted  Hospitality



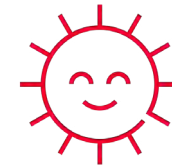
I Serve



I Smile



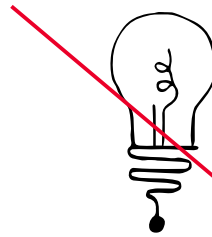
I Learn



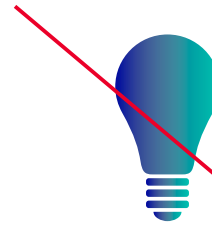
I Brighten

## Incorrect use

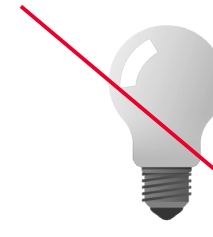
Please keep these tips in mind when using iconography.



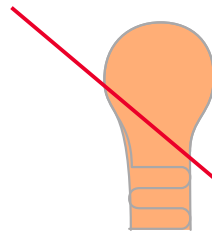
Do not use hand-drawn style



Do not use gradients



Do not use 3-d rendering



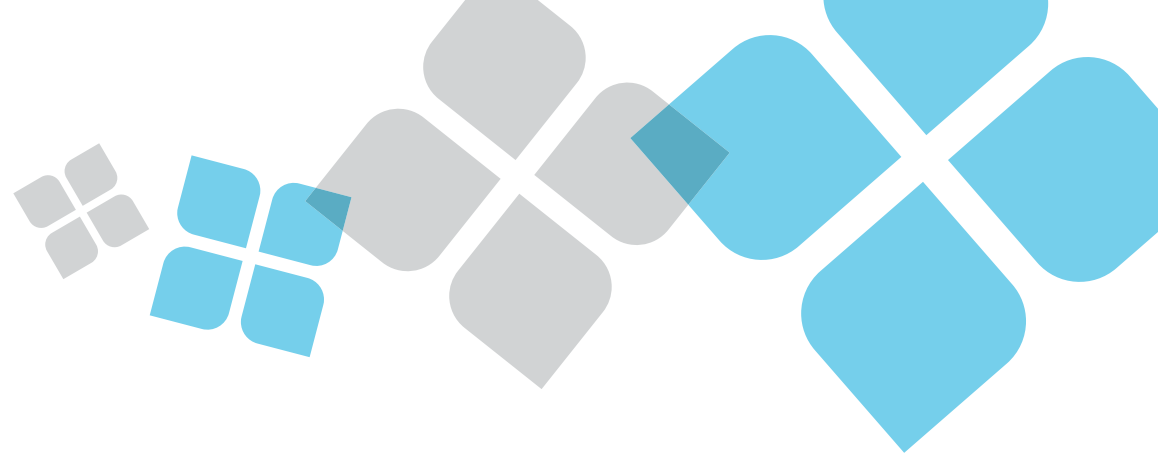
Do not fill in with color



Do not use varying weights in the same application

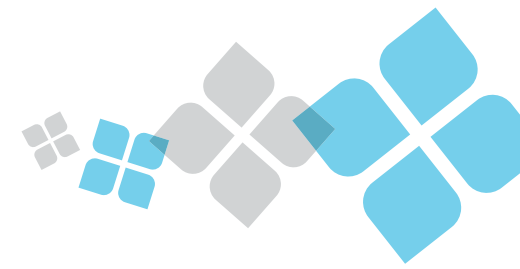


Do not use varying sizes in the same application



Pattern use

# Brand identity pattern design



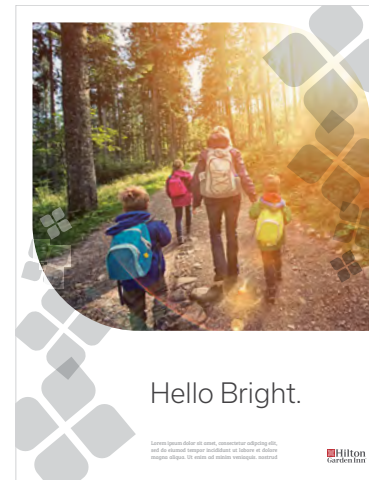
The new florete is a reflection of the evolution of our logo. By incorporating the florete as an accent across our communications, it will subtly lead us toward a more modern, ownable and less feminine presentation of our brand.

The florete should be used throughout print and digital communications. Photography should be used with the florete where possible, allowing the florete to be an accent. In materials where photography is not applicable the cascading floretes can be used as a design element along with the brand logo and copy. It is critical to make use of white space in order to keep with the modern style of our new design and to ensure our communications are airy, uncluttered and, most of all, bright. Blue, red and gray colors should also be leveraged to bridge the heritage of the brand with the modern direction of the florete. These colors should be an accent to bring focus to the photography.

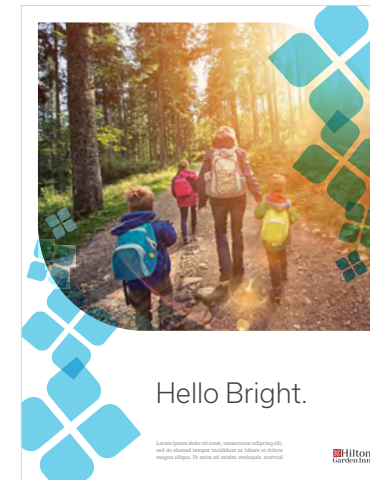
## Recommended usage

The monochromatic color combination works best alongside of photography (e.g., using the gray color combinations only). This prevents the floretes from competing with the subject matter of the photo. Multicolored options are best used for on-property scenarios, such as against a white background or in areas where color would be a complement to the design and not a distraction.

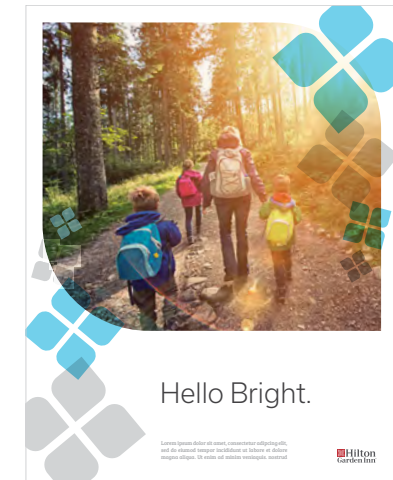
**GRAY/GRAY (RECO)**



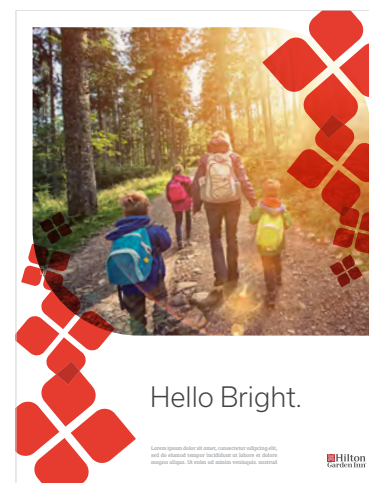
**BLUE/BLUE**



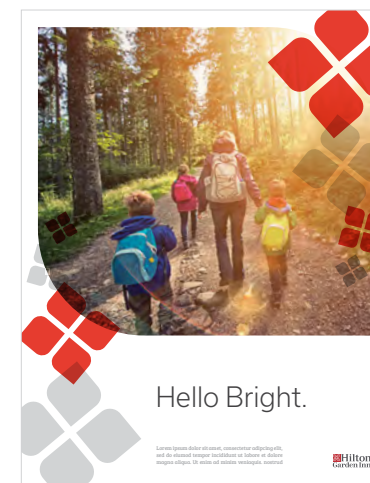
**BLUE/GRAY**



**RED/RED**

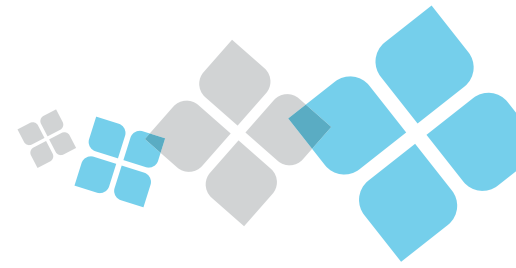


**RED/GRAY**



# Petal design

The petal version of the floret is a simple alternative when the floret can't integrate without disrupting our modern, uncluttered style. In particular, when no photography is present to be accented by the floret.



**GRAY/GRAY (RECO)**

Hello Bright.

Lernen beginnt dabei ein neues, unentdecktes Aufregungsfeld, und die darauf folgende Fortschritt ist immer ein kleiner Schritt weiter. Ein neues und neues Abenteuer beginnt.

**RED/GRAY**

Hello Bright.

Lernen beginnt dabei ein neues, unentdecktes Aufregungsfeld, und die darauf folgende Fortschritt ist immer ein kleiner Schritt weiter. Ein neues und neues Abenteuer beginnt.

**BLUE/GRAY**

Hello Bright.

Lernen beginnt dabei ein neues, unentdecktes Aufregungsfeld, und die darauf folgende Fortschritt ist immer ein kleiner Schritt weiter. Ein neues und neues Abenteuer beginnt.

**BLUE/BLUE**

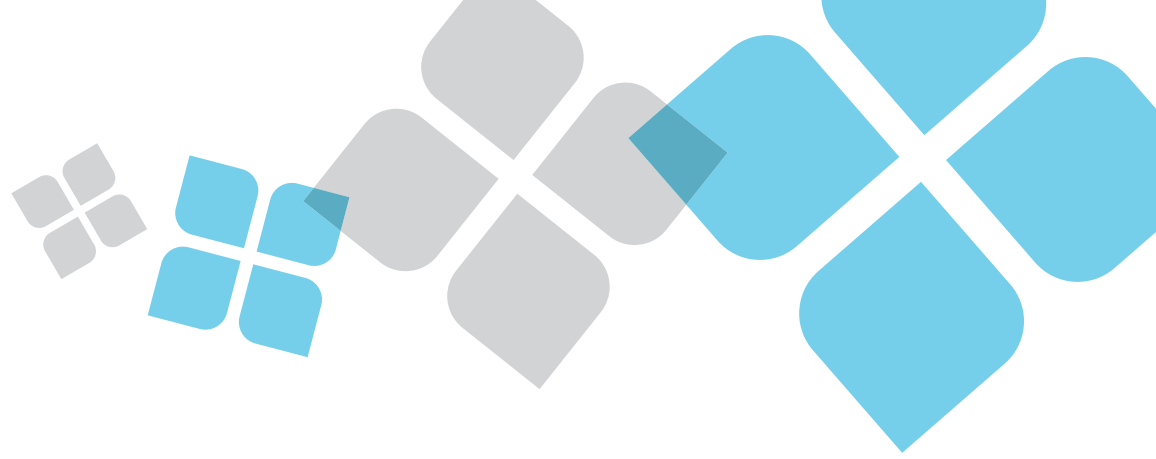
Hello Bright.

Lernen beginnt dabei ein neues, unentdecktes Aufregungsfeld, und die darauf folgende Fortschritt ist immer ein kleiner Schritt weiter. Ein neues und neues Abenteuer beginnt.

**RED/RED**

Hello Bright.

Lernen beginnt dabei ein neues, unentdecktes Aufregungsfeld, und die darauf folgende Fortschritt ist immer ein kleiner Schritt weiter. Ein neues und neues Abenteuer beginnt.



# Photography

# Photography

The primary goal of imagery is to visually communicate the overall brand idea using a specific style and tone. By using a particular style of imagery to reinforce the brand idea, we maintain relevance to core audiences, differentiate from competitors and build brand recognition.

## Resources

If you need to use stock photography, please use these approved vendors:  
gettyimages.com  
istockphoto.com

These images are not free. Royalty-free images are less expensive than rights-managed images; always begin your search with royalty-free. You may download free low-resolution images from these sites for layout purposes only.

Do not purchase any image without final approval of layout. Never download images from the internet for your materials. They may be subject to copyright or have other restrictions for their use; improper use could cause legal issues. Downloaded images may also not be high enough in resolution to reproduce properly.

## Guiding principles

Our photography has a strong immersive quality. We put the viewer in the heart of the action—to feel what it's like to be a guest. This is done by using compelling points of view, as if the camera is the eyes of the guest. Capturing simple solo experiences (e.g., that great cup of coffee) or moments as part of a bigger storyline (e.g., gathering with friends).

Along with this immersive quality is a set of guiding principles that helps us establish our distinctive style.

- Laid-back sophistication (the feeling)
- Candid and real (the action)
- Dramatic perspectives (the angle)
- Graphic compositions (the design)

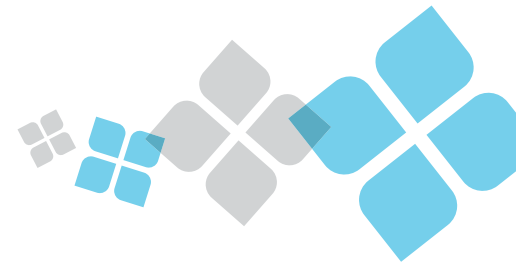




# Photography



# Photography: art direction



**Please adhere to the following guidelines if you're setting up a photo shoot or selecting stock photography outside of what's available in our brand image library.**

## **Art direction**

- Convey a candid first-person POV wherever appropriate
- Convey a positive, laid-back, friendly and genuine outlook
- Capture moments of joy and engagement as well as calm and repose
- Balance facial expressions with action and movement
- Compositions should be simple, with minimal propping and focusing on one idea depicting the guest experience
- Compositions should accentuate space and light
- Props should reflect the guest experience, whether business-related or leisure
- Make sure all areas are clean and organized
- Overall color palette should be simple, minimal, warm and natural
- Lighting should be natural
- Backgrounds should be minimal, both in shape and color
- Day images should use natural bright sunlight
- Capture image on non-cloudy day
- Night image requires all available light sources to be on

## **Talent**

- Represent a mix of business and leisure travelers
- Capture a wide range of ethnicities and ages
- Cast models and actors with outgoing personalities
- Capture a diverse mix of guests when showcasing



# Photography: incorrect use

Please keep these tips in mind when creating or purchasing photography.



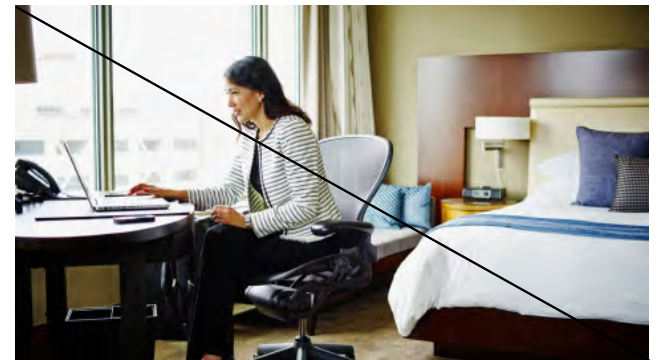
Do not use black & white



Do not use duotones



Do not use artificial scenarios



Do not use complicated sets



Do not use out-of-focus images

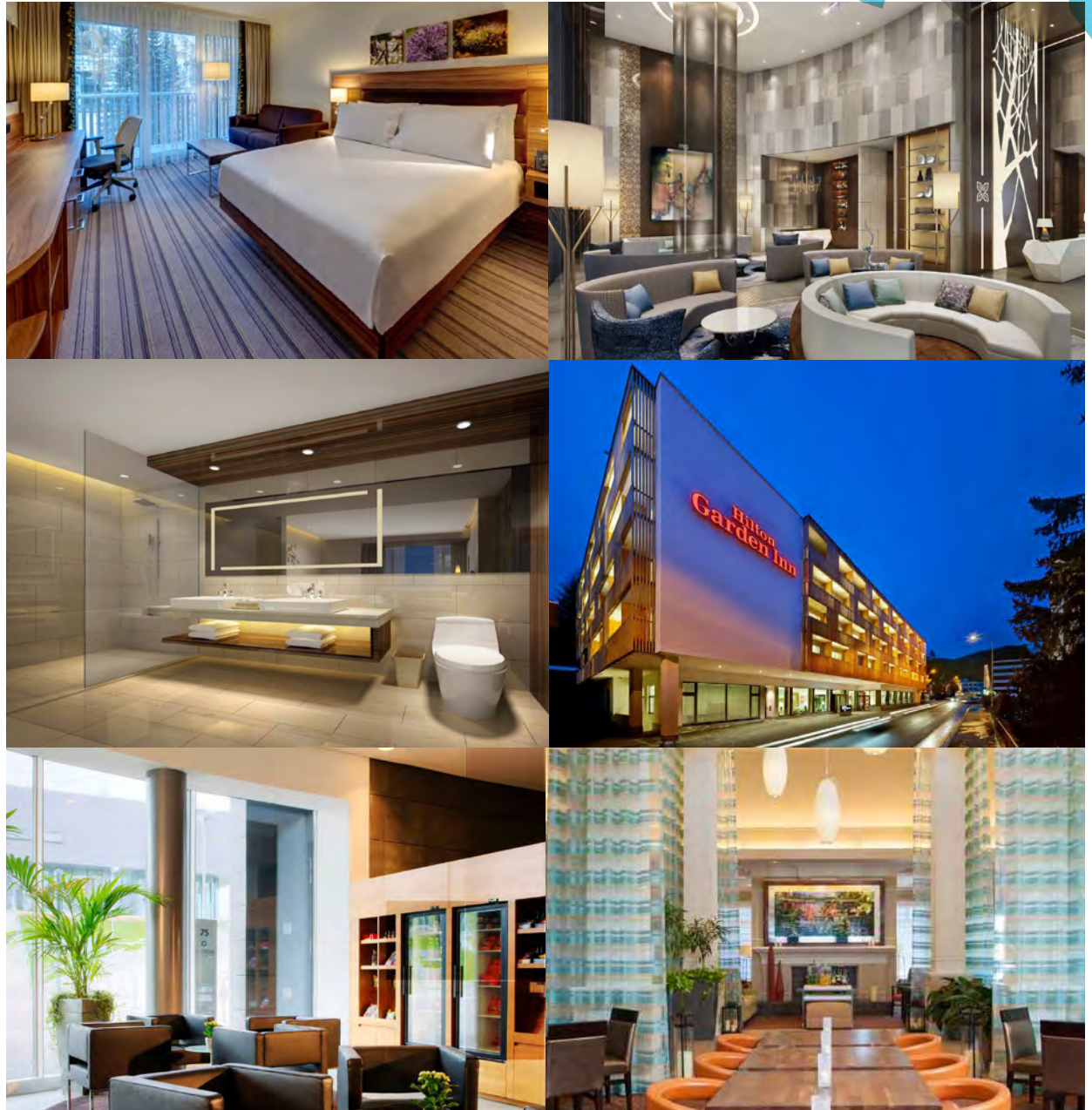


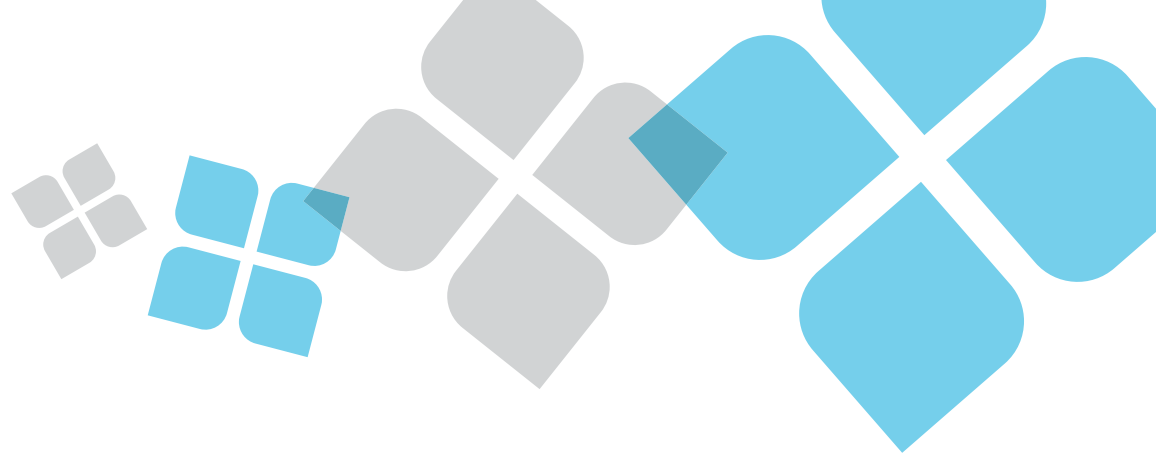
Do not use low-resolution images

# Photography: property



Photography documenting a Hilton Garden Inn property should emphasize the attributes of light, bright and airy. Simple, modern elegance, sweeping horizontal and vertical spaces. Warm, bright interior lights and generous amounts of natural sunlight. Exterior evening shots should capture a hotel that glows with light and life.





# Hotel photography guidelines



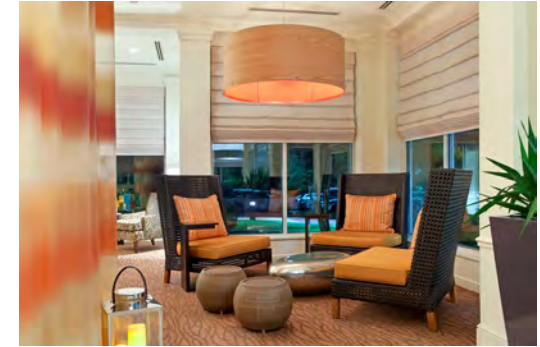
# Purpose: global

## Guidelines purpose

The Hilton Garden Inn Photography Guidelines were created with the purpose of maintaining quality and consistency for all the images taken in our hotels. Everything communicates and photography speaks volumes. The guidelines are precise, easy to follow and communicate clear and concise direction. This ensures that all content is aligned with OUR brand's position and messaging.

Please refer to the general photography guidelines in this document for additional details, recommended photographers, required and recommended locations to be photographed and best practices.

## Locations to be photographed



### Required

- Exterior (2 images)
- Lobby/front desk (3 images)
- Guestroom (4 images of each room type)
- On-site dining, restaurant/lounge (2 images)

Local attraction images will not be permitted within the Property's Brand.com homepage carousel.

Minimum of six images including any combination of the following but no more than two images from any one category:

- Swimming pool/whirlpool
- Fitness center
- Business center
- Meeting/event/banquet facilities
- Pavilion Pantry
- Outdoor seating area (where applicable)

### Recommended

- Guest laundry room
- Accessible bathroom
- Boardroom (if available)
- Social spaces

Newly renovated hotels must load new photos to property's Brand.com page within 90 days of renovation completion.

**NOTE:** All images should be sized to a minimum of 3,000 pixels on each side. Existing photography will continue to be available until they are eventually phased out with new photography shots.

Website images must be greater than 3,000 pixels on each side, .jpg format, landscape (i.e., horizontal) orientation and less than five years old.

# Suggested vendors

## VRXstudios

(vrxstudios.com)

### PREFERRED PHOTOGRAPHY VENDOR

#### **\$2,600 USD: Basic Package (inclusive of travel)**

15 High Definition Stills (delivered to spec in two formats: Web—72 dpi and print 300 dpi)

A high definition virtual tour may be substituted for two stills (delivered to spec in two formats: Web and flattened jpg for print)

Complete post production to brand standards for all images complete with review and approval process.

Secure FTP delivery to Hilton content teams and property.

Property to provide complimentary accommodation and high speed Internet access to photographer.

All final images are guaranteed to Hilton Garden Inn Brand standards.

The property has full buyout for the final selected images.

#### **\$3,450 USD: Comprehensive Package (inclusive of travel)**

24 High Definition Stills (delivered to spec in two formats: Web—72 dpi and print 300 dpi)

A High Definition Virtual Tour may be substituted for two stills (delivered to spec in two formats: Web and flattened jpg for print)

Complete post production to brand standards for all images complete with review and approval process.

Secure FTP delivery to Hilton content teams and property Property to provide complimentary accommodation and high speed Internet access to photographer.

All final images are guaranteed to Hilton Garden Inn Brand standards.

The property has full buyout for the final selected images.

#### **Additional Services / a la carte (can be added to a package; if purchased separately travel fee may apply)**

\$250 USD: interactive map (any style illustration—city, resort, overview)

\$150 USD: High definition still image (delivered to spec in two formats: Web and print)

\$300 USD: High definition virtual tour

\$1,000 USD: Video slideshow (motion graphics using still images combined)

Sunil Menon  
VRX Studios

Tel: (604) 630-1173

Email: sunil.menon@vrstudios.com

The logo for PHOTOWEB features a stylized camera lens icon on the left, composed of several overlapping squares in shades of blue and grey. To the right of the icon, the word "PHOTOWEB" is written in a clean, sans-serif font, with "PHOTO" in grey and "WEB" in blue.

(photowebusa.com)

### OTHER VENDOR

#### **Hilton Garden Inn Discounted Photo Packages**

##### **\$2,395 USD**

15 still photos, plus free PhotoVideo created from your new photography (Hilton Garden Inn's minimum to meet the new photography guidelines)

##### **\$2,995 USD**

15 still photos, four virtual tour panoramic images, plus free PhotoVideo created from your new photography (Hilton Garden Inn's minimum to meet the new photography guidelines)

##### **\$3,495 USD**

25 still photos, eight virtual tour panoramic images, plus free PhotoVideo created from your new photography

#### **Add-on options for the above packages:**

\$125 USD each: additional photos

\$150 USD each: virtual tour panoramic images only

\$350 USD: add a custom voiceover to your PhotoVideo

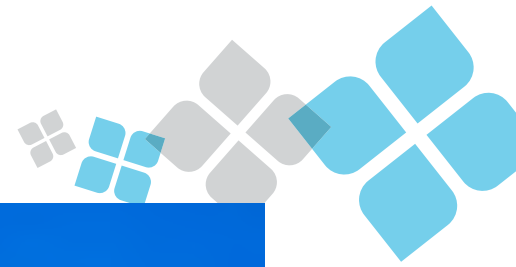
\$1,000 USD: video slideshow (motion graphics using still images combined)

David Firestone  
PhotoWeb

Tel: (719) 332-1366

Email: dfire@photowebusa.com

# Exterior requirements



Photograph the exterior during daytime and dusk.

Photograph from midrange to capture the front of the building.

Photograph from a distance to include the entire building.

The Hilton Garden Inn signage must be visible in the shot.

The curtains in the lobby must be open for the exterior shots.

Cars to be removed from the front-of-the-building images.

## KEY ELEMENTS IN CREATING STRONG EXTERIOR IMAGES

Architectural elements.

All exterior images should capture the unique elements of the Hilton Garden Inn architecture.

Images showing the entire building as well as midrange images with the front of the building are highly recommended.

Taking multiple angles from the left and right side of the building, capturing the surrounding environment and including the Hilton Garden Inn signage are all important for creating strong images.





# Exterior lighting

Exterior images must be photographed in perfect lighting conditions.

Shooting during early morning and late afternoon, when the light is softer with longer shadows, will enhance the architectural elements.

The Hilton Garden Inn buildings can also be photographed midday or in stronger lighting because of the light building color. The key is to have the light at the front of the building.

Dusk is one of the best times to photograph the exterior. The Hilton Garden Inn properties are well lit during the night, which in combination with the blue dusk sky can create visually strong images.



# Lobby requirements



The lobby must be photographed to include the atrium, sitting area with fireplace and front desk.

The lobby should not have people in the shot. It is recommended to shoot during a time of day when there is less traffic in the lobby area.

The lobby must be tidy and fully prepared prior to the photo shoot. Fresh flowers are preferred.

Remove any collateral from the front desk counter. There should not be any magazines, newspapers, brochures, Choose-Your-Snooze signs, etc. for photo purposes.

The fireplace should be lit.

If there is a TV above the fireplace, it should be turned off.

## KEY ELEMENTS IN CREATING STRONG LOBBY IMAGES

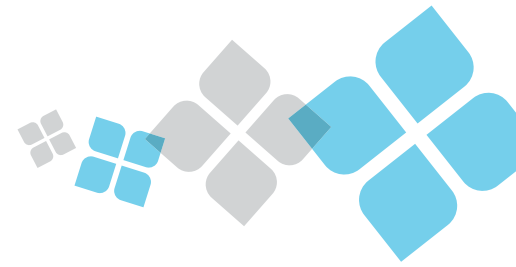
For Hilton Garden Inn, one of the key elements is presenting the spaciousness and atmosphere of the lobby and atrium with the new crown fixtures and decor.

The photographs should display the area as light, bright and airy.





# Lobby requirements (cont.)



## Interior elements

It is important to display the main interior design elements (height of the atrium, columns with curtains, artwork, refreshment table, etc.).

Creating a wide shot that displays the spaciousness of the lobby is key.

Horizontal images are preferred, but for the atrium area, a vertical shot should be taken as well to show the height.

## Lighting

The lobby must be photographed in perfect lighting conditions.

The preferred time of the day is either dusk or dawn for photographing the well-lit lobby.

Streaming sunlight should be avoided.

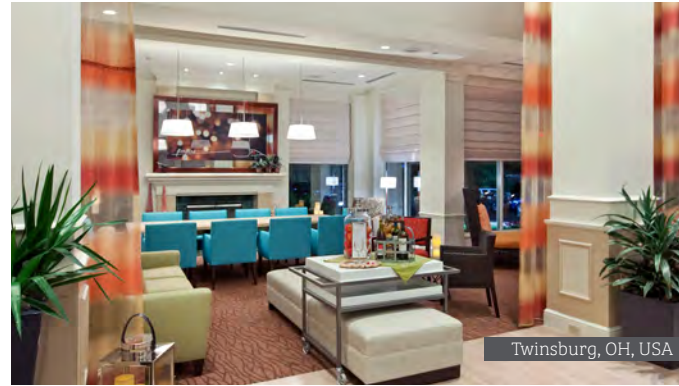
## Composition

A variety of shots are required (wide angle, medium range and detailed).

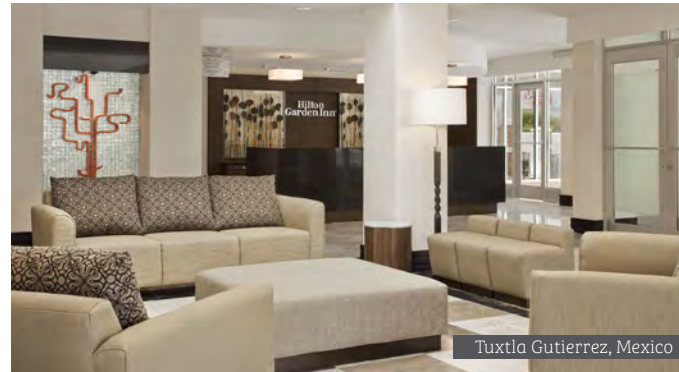
Wide angle shots are taken to show the spaciousness of the lobby.

Midrange shots help create a layered image in which the composition leads the eye to the most interesting areas of the interior.

Whenever possible, the photographer should be photographing the lobby from a higher perspective (ladder, table, etc.) to capture the overall view of the lobby.



Twinsburg, OH, USA

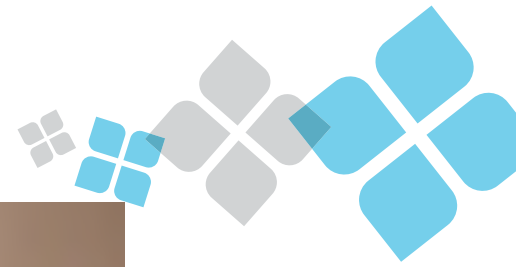


Tuxtla Gutierrez, Mexico



Konya, Turkey

# Guest room requirements



Guest rooms must be fully prepared prior to the shoot. Beds, bedskirts, bedspreads and pillows must be ironed or steamed and wrinkle-free. Be cognizant of sheets hanging below spread.

All cables must be hidden or removed so they are not visible in the shot. The TV should be turned off.

All collateral, brochures and remote controls must be removed for the photo. Props (flowers, magazines, fruit bowls, etc.) should not be in the rooms so that the room they see in the photo is the same as the room they get.

All lights must be turned on.

Pillows often look best double-stuffed (two pillows in one starched and pressed pillowcase). An example of pillows treated this way is to the right. Lumbar pillows should be removed.

## KEY ELEMENTS IN CREATING STRONG GUEST ROOM IMAGES

The most important element to consider when photographing the guest rooms is the bed. It should be gleaming white, bump- and lump-free. Linens, such as pillowcases, should be pressed.

### Interior elements

The images must clearly display all of the amenities of the guest rooms—bed(s), TV, desk, etc.

### Lighting

The images must be taken during daytime or dusk. When the images are photographed during daytime, there should not be any streaming sunlight coming directly through the window.

### Composition

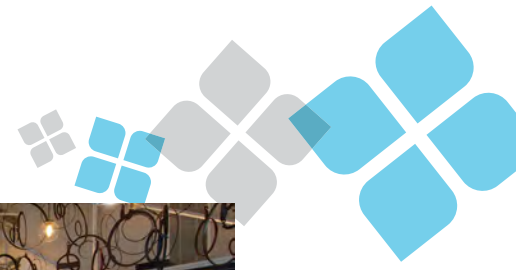
The key is to show the atmosphere of the room. If the composition is too wide (displaying all amenities and showing too much of the bed/beds and carpet) the image will look informational.

Midrange shots are required to achieve the ultimate result. Please use these images in the guidelines as a reference.





# Restaurant requirements



The restaurant must be fully prepared.

All the tables must be set.

All tables and chairs must be lined up.

The restaurant must be photographed without any people in the area.

It is recommended that if the buffet is in the shot, it should be fully set.

Curtains/blinds may be opened or closed.



## KEY ELEMENTS IN CREATING STRONG RESTAURANT IMAGES

### Interior elements

It is very important that the photographer captures the main interior design elements of the space and creates a feeling of spaciousness.

The atmosphere of the space must be presented well by using proper times of the day for lighting and setup.



# Restaurant requirements (cont.)



## Lighting

If the restaurant is set for dinner, the best time of the day to photograph will be dusk and/or dawn.

If it is a breakfast setting, the area can be photographed at dawn or daytime.

If daytime shots are taken, there should not be any direct light coming into the restaurant.

## Composition

A full range of images are required.

Wide angle shots showing the entire area will create a feeling of spaciousness and will present the space at its best.

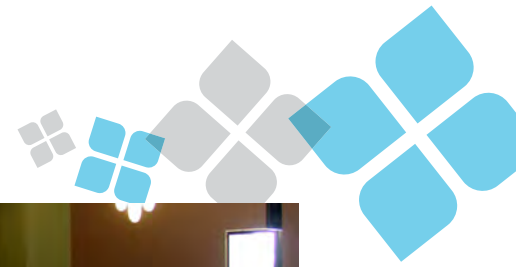
Layering and using all elements of the room to create a sense of perspective is very important for both wide angle and midrange images.

Incorporate the interesting interior design elements, lighting fixtures and table arrangements.





# Social space requirements



Photography should highlight the inviting aspect of the hotel as a place to socialize and connect.

The tables must be clean and cleared of any collateral, menus, etc.

The shots should feel light, bright and airy, like our brand.

If possible, please show nature-inspired aspect of shared spaces.



# Pool requirements



Pools must be tidy and organized.

All chairs and tables must be set and aligned.

All towels must be neatly arranged.

There should not be any people in the pool area during the shoot.

Outdoor pools should be photographed at dusk or dawn when shadows are less hard and the sky isn't blown out.

For interior pools, they can be photographed at daytime, dusk or dawn.

No props in the pool

No used towels, drinks or food by the pool

The whirlpool/hot tub must be on.

## KEY ELEMENTS IN CREATING STRONG POOL IMAGES

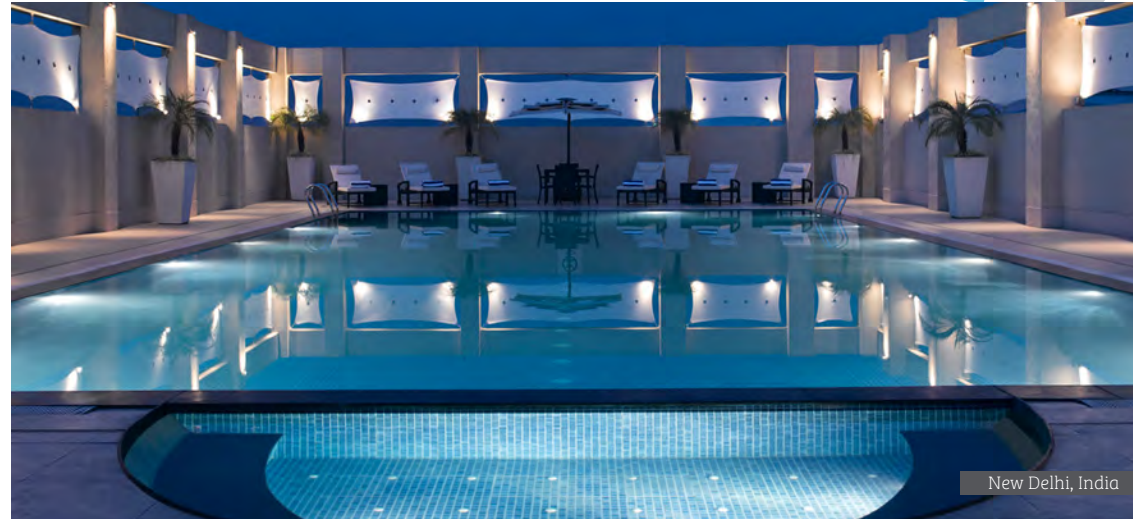
### Composition

The key is to show the size of the pool. This can be achieved with midrange or wide angle images.

Avoid positioning the furniture right in front of the pool.

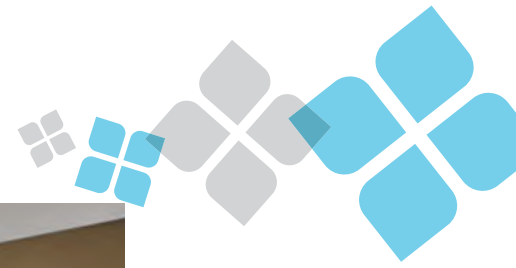
If the pool area has a whirlpool/hot tub, shoot with the pool in the foreground and the whirlpool/hot tub in the background to avoid creating a shot that makes the pool look smaller.

It is highly recommended to photograph the pool and the whirlpool/hot tub separately.





# Fitness center requirements



Fitness centers must be photographed without any people.

All cables should be hidden.

All towels must be well organized and aligned properly.

All equipment must be perfectly arranged for the shoot.

All TVs should be turned off.

Magazines, newspapers and collateral must be removed.

If there are blinds toward the pool, they must be closed. All lights should be turned on.

## KEY ELEMENTS IN CREATING STRONG FITNESS CENTER IMAGES

### Composition

The most important requirement when photographing the fitness center is to create a feeling of spaciousness.

Using the perspective created by the line of the machines and their reflections in the mirror will work well to create a sense of space.

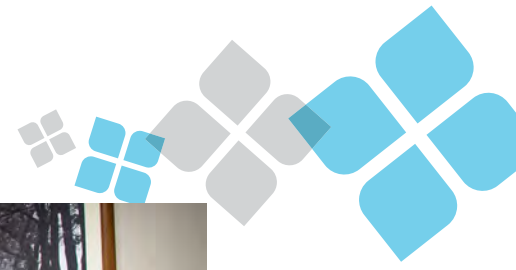
Wide angle shots are required to create this spaciousness.

### Lighting

The fitness center can be photographed any time of the day.



# Business center requirements



Business centers must be tidy and organized.

There should not be any people in the area during the shoot.

All cables must be hidden.

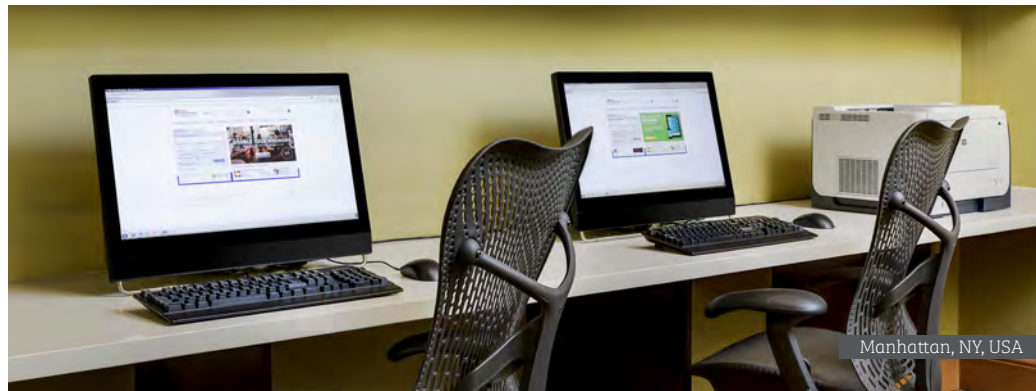
Monitors should be turned on and showing the Hilton Garden Inn website.

All lights should be turned on.

## Composition

A full range of images are required.

A wide angle shot will easily display the entire area and its amenities. A midrange shot will show more details, such as the ergonomic chair and desk.





# Meeting & banquet facilities requirements



Rooms must be fully set.

All lights should be turned on.

All tables and chairs should be aligned.

## Composition

Each property can select the type of setting to display the rooms depending on how each space is most commonly used.

For meeting rooms and boardrooms that have one meeting table, photograph the table diagonally or straight on (please see example).

A full range of compositions are required. For meeting spaces that have multiple tables, try to use the line of tables to create a perspective leading the eye to the front of the room.

## Lighting

The meeting and banquet facilities can be photographed any time of the day. Avoid shooting when the sun is streaming into the room.



# Bar area requirements



The bar must be fully set.

All bottles should be out and aligned.

Bar chairs must be properly spaced and aligned.

Flowers and candles can be included if they enhance the composition.

If tables are included in the shot, they must be tidy and set.

There should not be any people in the area during the shoot.

If there is a TV, it should be turned off.

## Composition

A full range of images are required for the bar shot, but the most important are taken using wide angle and midrange lenses.

The main composition should display the bar area well while using the chairs to create perspective.

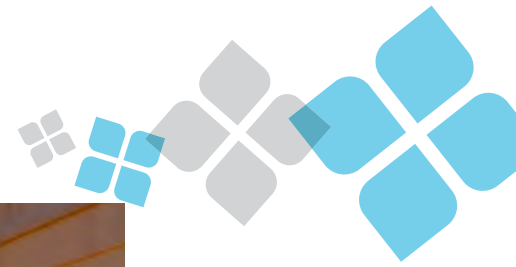
## Lighting

Photographing the bar area at dusk or night is recommended.





# Outdoor seating area requirements



Outdoor sitting areas should be photographed when fully set.

The area must be clean and tidy.

There should not be any people in the shot.

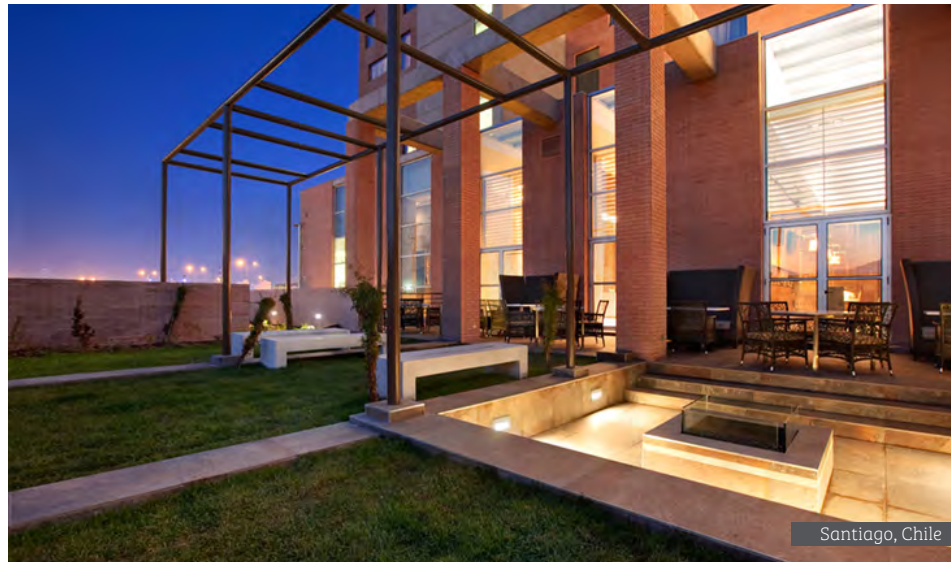
Shoot without cars in the background.

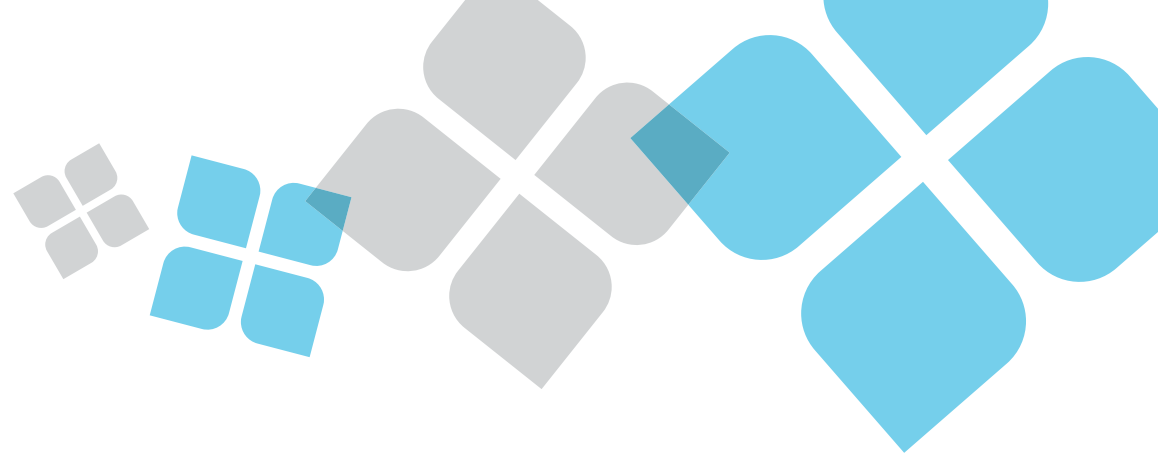
## Composition

Displaying the spaciousness of the area as well as the surrounding environment are key for creating strong images.

## Lighting

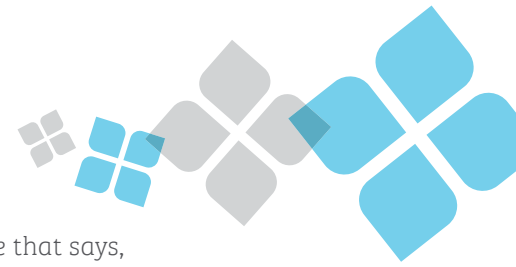
The area should be photographed midday or when the sun is directly illuminating the area. If there is good lighting at night, a dusk shot is also recommended.





Brand voice

# Brand voice overview and strategy



Our essence is bright. Just like us.

If a smile can be bright, then why not a voice? Our voice reflects who we are: so brilliant and brighthearted that it speaks in a tone that says, "Here, it's always a perfect sunny day. Won't you come in?"

Sensibly Sophisticated means we're smart and approachable. We are down to earth and stylish at the same time. We are friendly with our doors always open and a smile always on our face. With an intelligent and conversational tone, we set ourselves apart by inviting smiles and awakening the senses with our optimistic outlook, creating a comfortable place with a level of style and care that's always sunny inside, no matter what the weather's doing outside.

## What is our brand voice?

Our brand voice communicates our personality. When we keep our voice consistent; we allow the world to understand what we stand for and who we are and can tell stories in a compelling way.

## What role does it play?

A voice reflects our attitude as well as our heart and mind. It allows people to get to know us, like us and want to connect with us.

## How do we use it?

Our voice likes to tell stories in any medium and in any place we have a presence. Both written and spoken, our voice includes everything from words in an email to words in an ad. And it also includes social media musings and conversations at our hotels.

The voice of our brand is Sensibly Sophisticated. The brand pillars below help our personality come to life with a tone that is intuitive, luminous and brighthearted.

## To be intuitive...

we use language that is conversational yet intelligent.

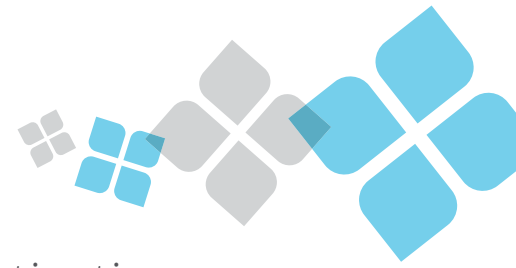
## To be luminous...

we use language that appeals to the senses and creates a feeling of atmosphere.

## To be brighthearted...

we use optimistic language that warms both hearts and minds when delivering on our hospitality.

# Brand voice: principles and writing tactics



## **Voice principle 1: Be conversational yet intelligent.**

Keep things casual, down-to-earth and savvy to ensure a simple sophistication.

**Do**  
Use conversational language.

**Do**  
Address the audience using “you” when appropriate.

**Do**  
Use fresh language and ideas.

**Don't**  
Use jargon.

**Don't**  
Use unnecessary formalities.

**Don't**  
Use clichés and puns.

## **Voice principle 2: Appeal to the senses and create a sense of atmosphere.**

Bring a little luminosity to your language.

**Do**  
Use active verbs.

**Do**  
Use alliteration or consonance where appropriate.

**Do**  
Invoke the five senses with concrete examples of sights, sounds, tastes, touch and smells.

**Don't**  
Use passive verbs.

**Don't**  
Use unnecessary rhyming.

**Don't**  
Be vague.

## **Voice principle 3: Be optimistic and warm.**

Define brightheartedness as something that invites a smile and evokes an emotion.

**Do**  
Be optimistic.

**Do**  
Be sophisticated yet down-to-earth.

**Do**  
Use a fun-loving, perceptive humor in a light-handed way.

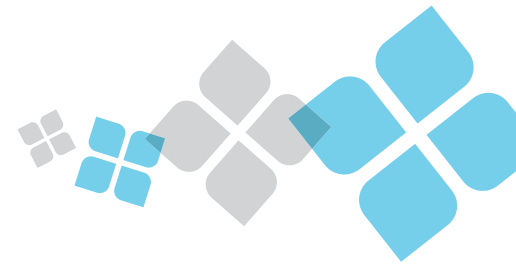
**Don't**  
Be pessimistic.

**Don't**  
Be overly cheerful.

**Don't**  
Be sarcastic.



# Standardized copy



So you can always find the perfect words or phrases when writing about Hilton Garden Inn, we've created Standardized Copy for all of our amenities and attributes. This copy explains who we are and what we stand for. Both formal and casual versions, long and short, have been created to fit different applications.

NOTE: Please refer to marKIT HGI on The Lobby -->marKIT Marketing Toolkit -->HGI for the complete document of brand approved copy for USA/Canada and updates for regional use coming soon.

## Standardized copy examples

### Short version

At Hilton Garden Inn, you'll find an open, inviting atmosphere with warm, glowing service—from the first hello to the next. And thoughtful touches that make your stay easier and more comfortable.

### Medium version

At Hilton Garden Inn, you'll find an open, inviting atmosphere with warm, glowing service—from the first hello to the next. And thoughtful touches that make your stay easier and more comfortable.

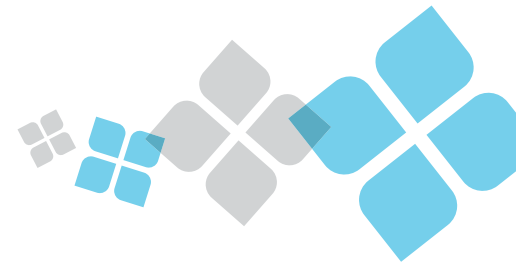
Get the day started right with cooked-to-order breakfast, just the way you like it. Then, wind down in the evening with shareable, sophisticated bites and a handcrafted cocktail\* or a full meal. Or swing by The Shop to pick up a freshly made salad or sandwich anytime.

The lobby is the perfect place to decompress with plenty of quiet, out-of-the way spots to relax and social spaces to gather and catch up on the day.

Your room is your retreat with an *ahhhh*-inspiring bed and fresh, fragrant Keurig® coffee by the cup. Downstairs, the fitness center and wireless printing keep you polished and productive, and the Wi-Fi is always free.

*\*Service of alcohol subject to state and local laws. Must be of legal drinking age.*

# Brand voice: principles in action



## Writing Tactics

**Commas:** We use the Oxford comma. That means that in lists of three or more items, we place a comma before the conjunction. (Example: “Our Brighthearted DNA words are approachable, perceptive, and bright.”)

**Capitalization:** Below is a list of words we always capitalize and treat as proper nouns within the text of our Brighthearted communications:

- Guest(s)
- Team Member(s)
- Owner(s)
- General Manager(s)

Common spaces within hotels are NOT capitalized within text. These include things like front desk, guest rooms or pool area. If the attribute is unique to the Hilton Garden Inn brand, like Pavilion Lobby, please capitalize those and treat as a proper noun.

**Contractions:** Because we are a global brand that often requires translations, please refrain from using contractions within text. For example, “We do not (versus don’t) use contractions within text.”

**Words to Avoid:** Please refrain from using the word, “but” within your communications.

## Email Examples

### Email confirmation of a reservation

Hello Name Here,

Consider your downtime uplifted.

Consider your reservation at HGI confirmed.

We look forward to seeing you from

XX Month XX to XX Month XX.

Until our next hello,

Name Here

### Reminder email of confirmation (U.S. example):

Hello again Name Here,

Simply come in, check in and breathe out.

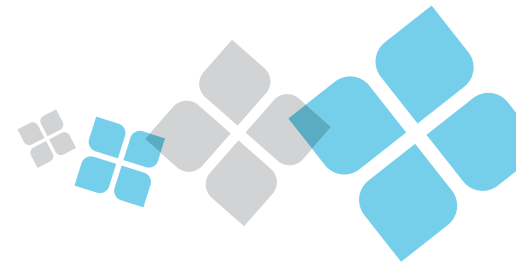
Tomorrow’s forecast for XXX is 53 and cloudy,

but as usual it’s 72 and sunny inside.

Until our next hello,

Name Here

# Email signature templates



The following guidelines provide information and resources for setting up your email signature.

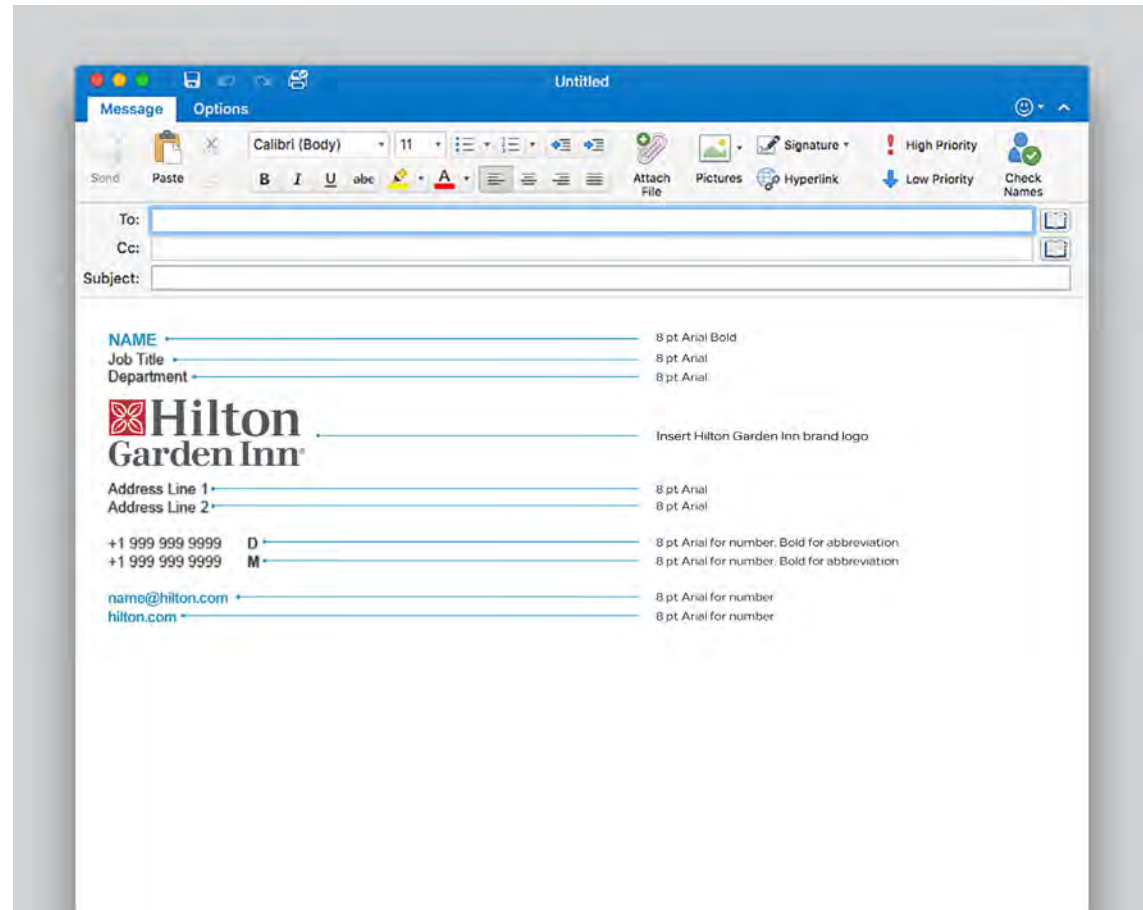
## Content

**Logos:** Use the main brand logo or the property lock up logo. Review the brand logo section to ensure you are using the correct logo in your email signature. Logos are available for download on marKIT HGI.

## Social media links

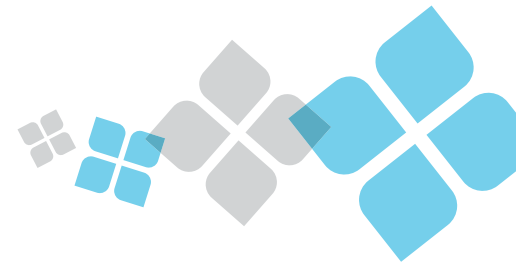
The brand advises hotels not to include social media links in signature lines; however, if you decide to include them, please consult with your eCommerce manager for guidance.

- **URLs:** Do not include third party URLs in your email signature. Review instructions on requesting a brand approved, property specific URL through the Global Content Gateway. Mask a brand.com URL with text and hyperlinking. To do this, highlight the text you want to link to your property homepage, click the control key and the letter K at the same time, paste the URL into the “Link to:” field, then click ok. Your text should now link to your brand.com site.
- **Third Party Logos:** Exclude 3rd party logos in your email signature.
- **Marketing Messaging:** eEvents, specials, Meetings Simplified and other marketing messaging are typically not included.
- **Regional Requirements:** There are regional requirements that may affect signature lines. Include any regionally required information at the bottom of the email signature. For example, in the U.K. hotels are legally obligated to disclose information about the company that owns and operates the business.



**NOTE:**  
Name and email in signature should be PMS 7689

# Dual brand guidelines



## Dual brand signatures

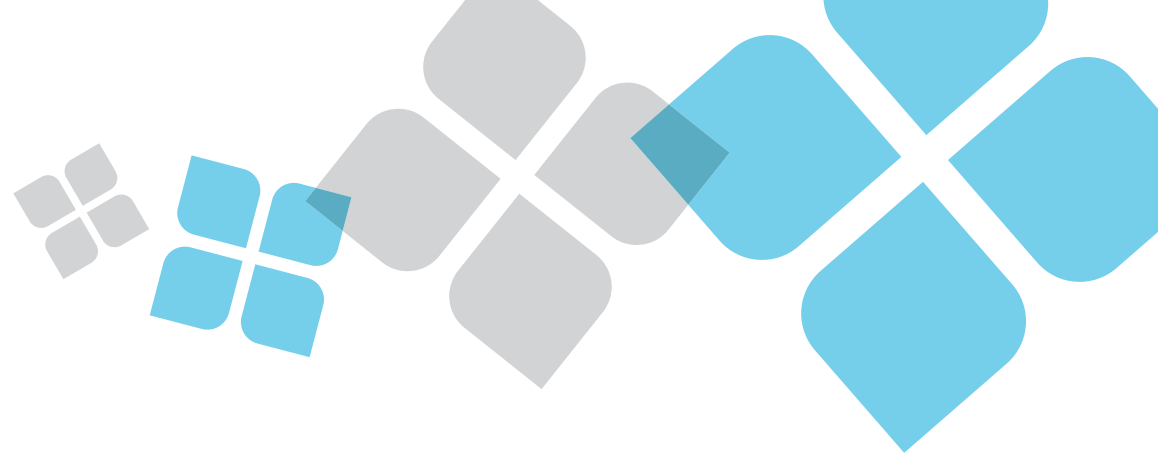
If you are a dual-branded property, follow the guidelines below (example provided).

**ELEAZAR LOUSTALOT LACLETTE** | General Manager

**DOUBLETREE BY HILTON QUERETARO** | **HILTON GARDEN INN QUERETARO**  
Av. Luis Vega y Monroy 410 | Prolongacion I. Zaragoza 99| Queretaro| Queretaro | 76030 | 76180| Mexico  
office: +52 442 368 3000 | office: +52 442 256 3636 | [eleazar.loustalot@hilton.com](mailto:eleazar.loustalot@hilton.com)  
[queretaro.doubletree.com](http://queretaro.doubletree.com) | [queretaro.hgi.com](http://queretaro.hgi.com)

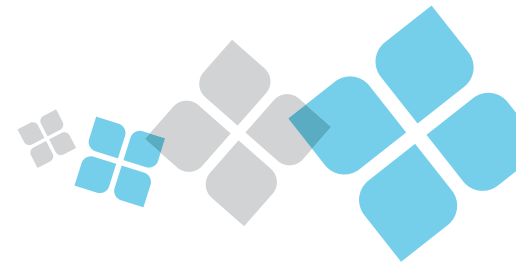
 [doubletree.com](http://doubletree.com) |  [hiltongardeninn.com](http://hiltongardeninn.com)

- Font: Arial (standard on both PC and Mac platforms)
- Color: PMS 7689
- Brand dividers: items are separated by a vertical divider line (|) instead of commas
- Name: all capital letters, bold, 10-pt. font
- Job title: first letter is capitalized, not bolded, 8-pt. font
- Hotel names: all capitalized letters, bold 10-pt. font with vertical divider between hotel names
- Phone numbers: begin with the plus sign (+) then country code. Phone number sections are separated by spaces, no dots or dashes
- Email addresses: all lowercase letters
- URLs: omit the preceding 'www' and use all lowercase letters. The anchoring bar at the bottom always houses the brand URLs. On-Property Team Members may add their property URLs between the address line and the anchoring bar.



# On-property graphics

# On-property graphics



## Introduction

This section contains information on where to find the artwork, graphics and on-property communications for all Hilton Garden Inn properties.

Graphics are a rolling change, except customized items which must all be updated by YE 2018. Stay tuned to NOW for more details.

## US/CANADA

- Go to The Lobby > Hilton Garden Inn > Ordering

## OUTSIDE USA/CANADA

### Artwork production files

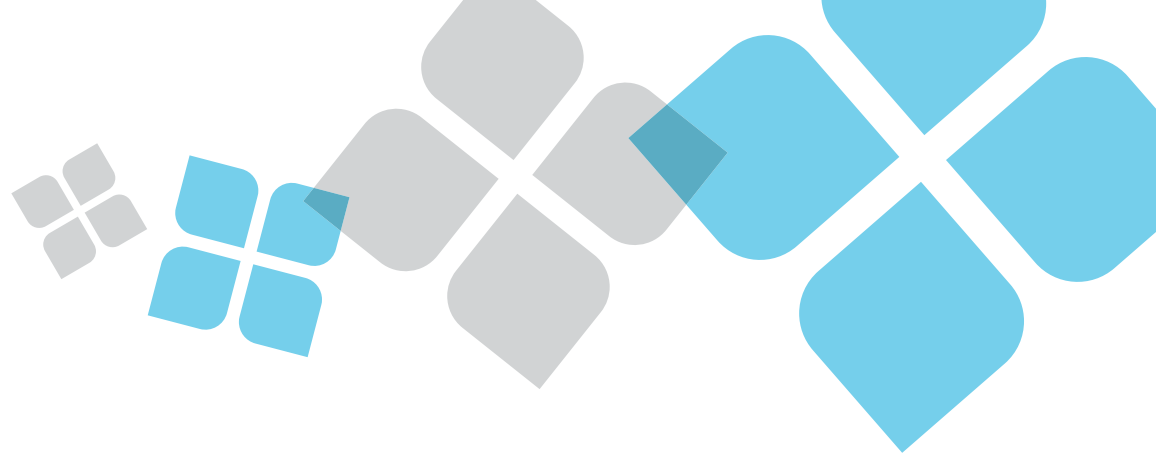
- Go to TheLobby > HGICRC > EMEA > On Property Graphics > Artwork Production Files
- Go to TheLobby > HGICRC > LATAM > On Property Graphics > Artwork Production Files
- Go to TheLobby > HGICRC > APAC > On Property Graphics > Artwork Production Files

### Dual-language collateral production files

- Go to The Lobby > HGICRC > **EMEA** > On Property Graphics > Dual Language Collateral Production Files
- Go to The Lobby > HGICRC > **LATAM** > On Property Graphics > Dual Language Collateral Production Files
- Go to The Lobby > HGICRC > **APAC** > On Property Graphics > Dual Language Collateral Production Files

### Environmental graphics signage

- Go to The Lobby > HGICRC > **EMEA** > On Property Graphics > Environmental Graphics Signage
- Go to The Lobby > HGICRC > **LATAM** > On Property Graphics > Environmental Graphics Signage
- Go to The Lobby > HGICRC > **APAC** > On Property Graphics > Environmental Graphics Signage

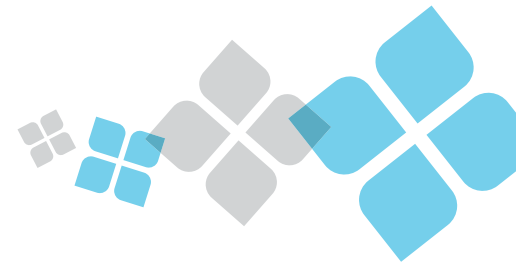


# Off-property communications



# DOT signage

These are general guidelines provided to maintain a consistent and uniform identity application for all Hilton Garden Inn® Department of Transportation (highway directional) signs. The approved format consists of white letters on a red background reading Hilton Garden Inn. (“Hilton” should be sized at 70% of “Garden Inn.”) The floret symbol was omitted in order to utilize the available area for the brand name and provide maximum visibility. The adaptation of the Hilton Garden Inn signature is permitted exclusively for use on approved Department of Transportation (DOT) road signs and is not to be altered or modified in any fashion. All hotels should work with the Department of Transportation for sign creation.



## U.S. DEPARTMENT OF TRANSPORTATION (DOT) SIGNAGE ADVERTISEMENTS



### DOT SIGNAGE SPECIFICATIONS

Font: Bodoni Antiqua  
Text color: white  
Background color\*: Red—PMS 187  
Size/dimensions: as approved by DOT

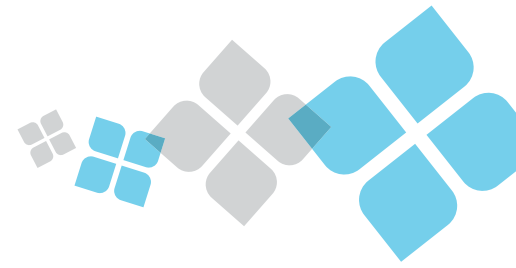
\*Background color may need to be adjusted based on state specifications

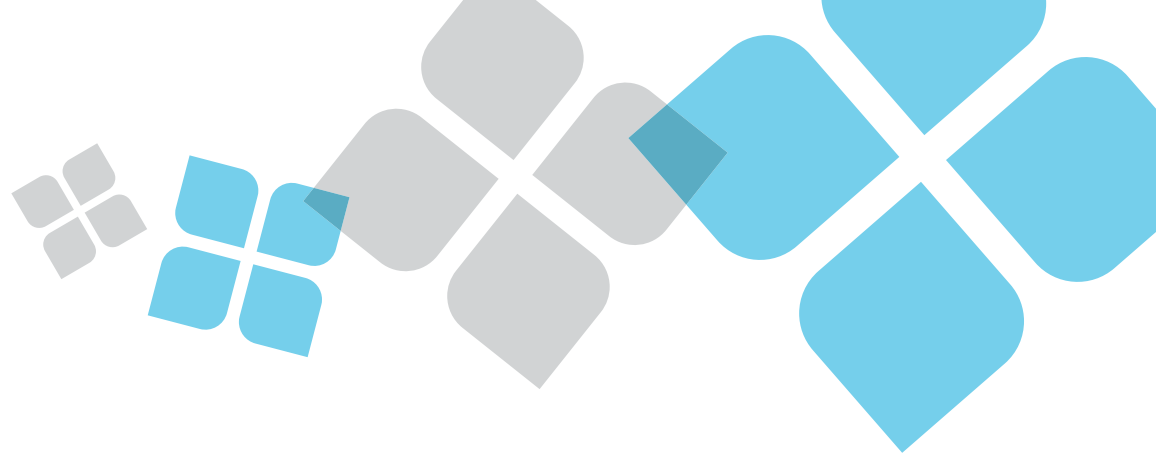
# Billboards

## Outdoor billboard advertisements

Billboard available on HGI marKIT.

The Lobby --> marKIT Marketing Toolkit --> HGI





# Brand advertising

Download our campaign playbook at: [TheLobby](#) > [HGI](#) > [Sale & Marketing](#)

For property-level sales and marketing assets and ideas, visit the [HGI marKIT Marketing Toolkit](#).

# Our target and mindset



Through extensive research, we developed two distinct, high-value customer segments that will be used to optimize our media targeting and create efficiency across all of our marketing touchpoints. We've identified them as the On-the-Go Optimists and Travel Maximizers. We then united them in a Target Mindset shared by both of the segments: **Positively Present**.

- They're optimists at heart, and HGI enables them to let go and see the world in a positive light.
- Travel gives them the chance to mentally escape the stress of daily life and enjoy the moment they're in.
- They're risk-averse. Staying in a safe, clean, comfortable hotel with flexible amenities (HGI) enables them to stop worrying and relax.



## **On-the-Go Optimists demographics:**

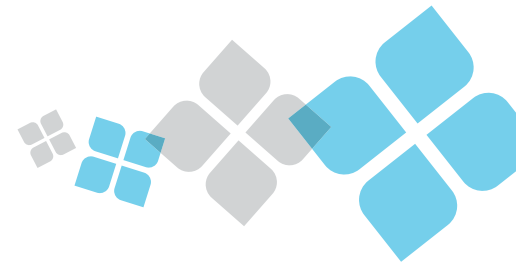
Female 53%/Male 47%  
Median Age 45  
61% Married  
46% College Graduate  
Median HHI – \$101K  
41% Children in HH



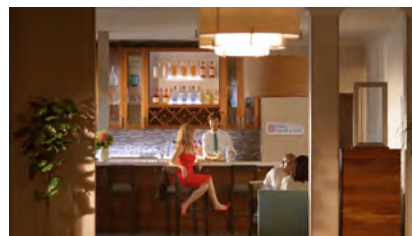
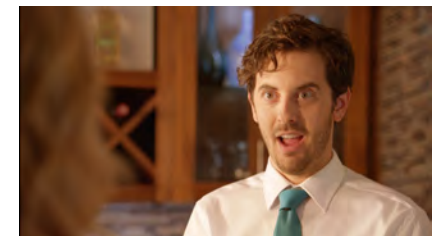
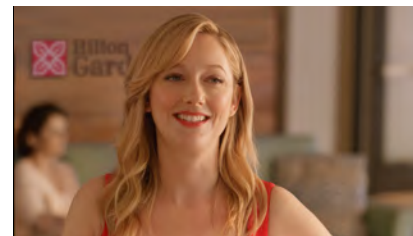
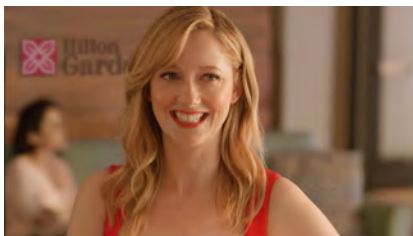
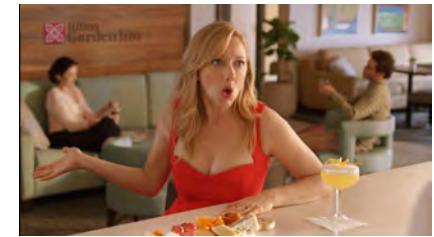
## **Travel Maximizers demographics:**

Female 50%/Male 50%  
Median Age 48  
67% Married  
40% College Graduate  
Median HHI – \$103K  
41% Children in HH

# USA TV storyboard

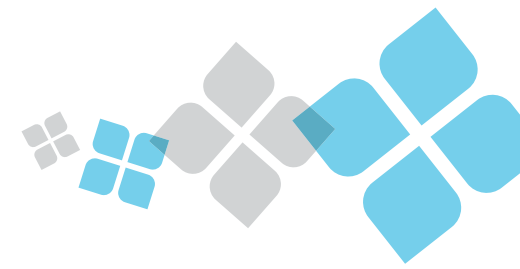


STORY :30

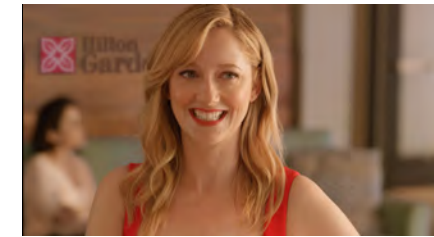




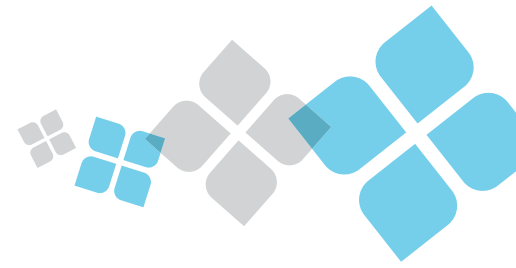
# USA TV storyboard



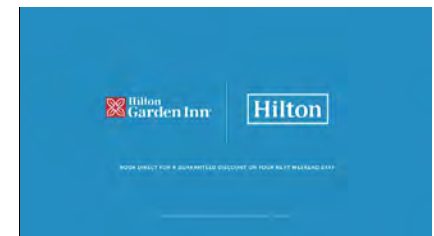
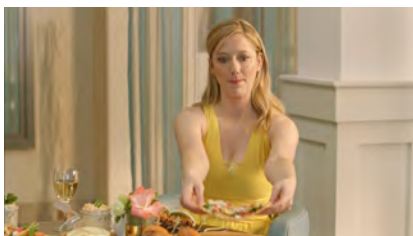
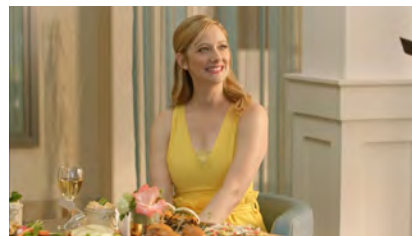
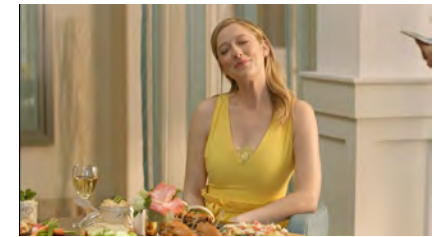
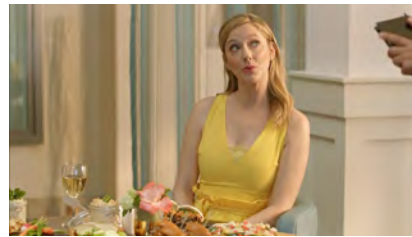
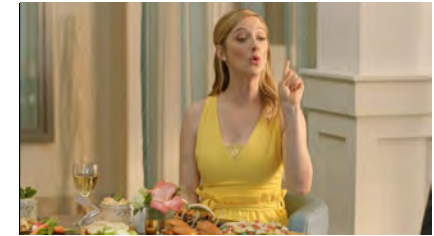
STORY :15



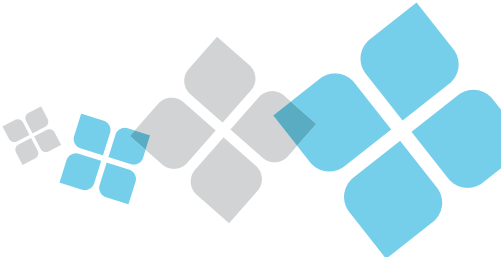
# Online video storyboard



APPS :30



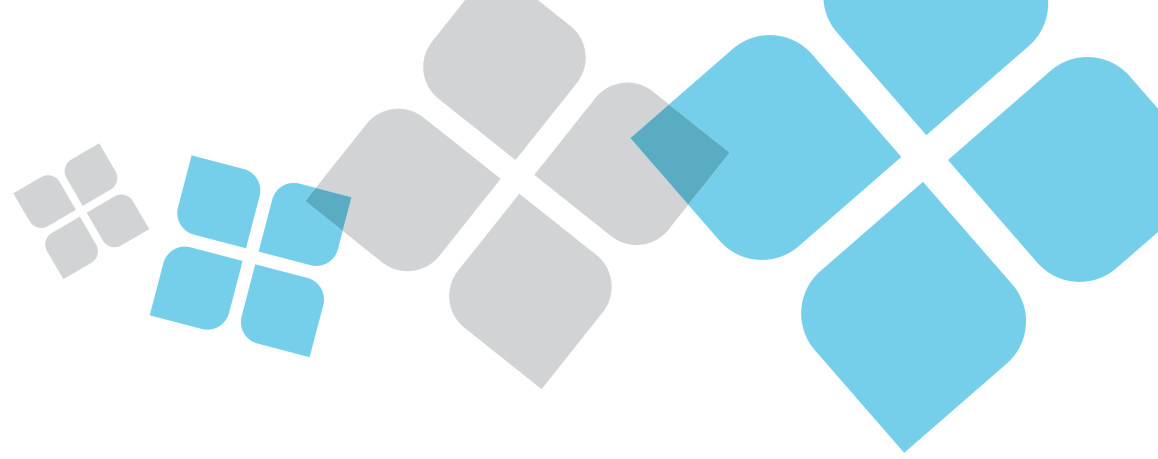
# Online video storyboard



COCKTAIL :15

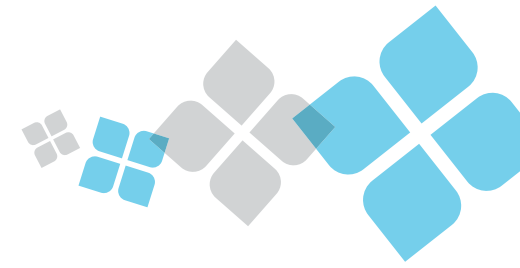






# Brand digital guidelines

# Overview



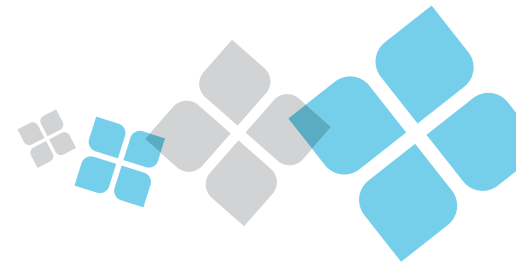
## Building online connections

As more and more people use online vehicles to find information, establish connections and perform travel-related tasks, it's more important than ever for Hilton Garden Inn to use digital marketing to reach them. Because our most loyal guests are our most lucrative guests, maintaining our connection with them is a top priority, and effective online experiences are our best tools for this task.

By using the “sensibly sophisticated” brand voice, the positivity of our brand pillars and the visual look of our hotel and brand, our digital marketing efforts work hand-in-hand with traditional media tactics.



# HGI.com homepage



## Purpose

The HGI.com homepage is updated frequently to communicate the latest news, offers/packages and hotel-related information. These updates keep the site “fresh” and demonstrate the brand’s commitment to staying current.

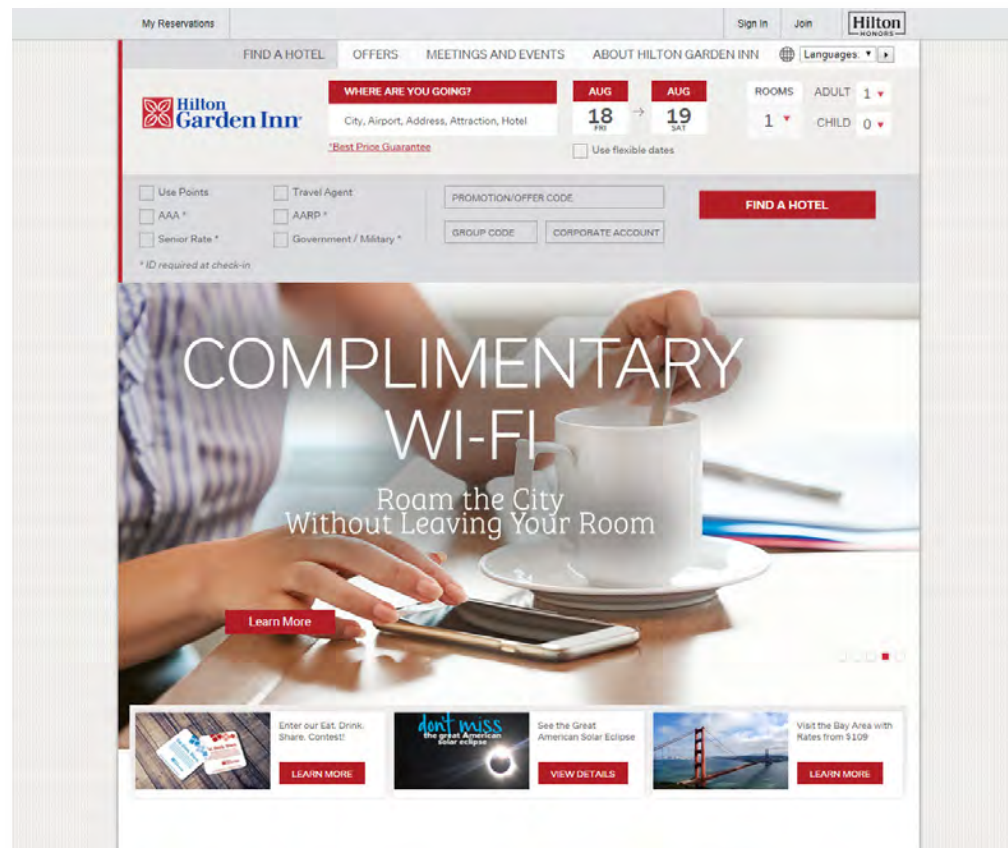
Site visitors will find content that answers their questions, provides information about HGI and enables them to book a stay quickly.

## Details

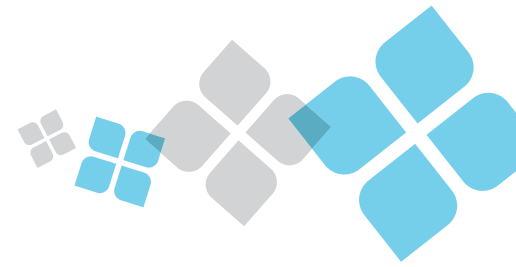
The Image Carousel features a rotation of current offers and packages as well as the brand essence and values. This content reflects the creative used in both online and off-line communications.

In the promo bar, there are three distinct promotional areas. Each area has a small image and very brief headline to direct users to the destination page for each offer or informational page.

New Hilton.com brand pages will go live early 2018.



# Offers pages



## Purpose

For each major offer and package, a landing page is developed to provide complete promotional information and details, including mandatory terms and conditions.

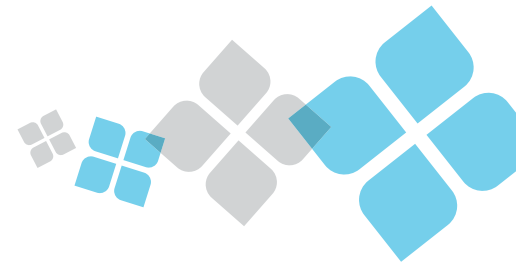
## Details

A promotional image is the primary focus of the landing page. It is used consistently in off-line and online channels to promote the specific offer. Directly beneath the image is a headline and subhead to spark interest in the offer.

The body copy includes complete offer details, including a drop-down for Terms and Conditions that remains hidden unless clicked.

The screenshot shows a web page for a Hilton Garden Inn offer. At the top, there are navigation links: "My Reservations", "Sign In", "Join", and the "Hilton HONORS" logo. Below this is a secondary navigation bar with "FIND A HOTEL", "OFFERS" (highlighted), "MEETINGS AND EVENTS", and "ABOUT HILTON GARDEN INN". The main content area features a large image of a breakfast spread on a wooden table, including a plate of omelette, bacon, and vegetables, a bowl of fruit, a cup of coffee, and a glass of orange juice. Below the image is the headline "Bed N' Breakfast Offer" and the subhead "Enjoy a great room and a great breakfast!". The body text describes the offer: "Let us take care of breakfast. At Hilton Garden Inn, we know breakfast is the most important meal of the day. With our Bed N Breakfast offer you get a great room plus cooked-to-order breakfast for up to 2 adults and 2 children." It also mentions "Staying with us this weekend? Sleep in with our Lazy Breakfast service until 11:00 a.m." and "Join Hilton Honors and start earning Points for your stay!". A "TERMS AND CONDITIONS" link is provided. On the left side, there is a "Find a Participating Hotel" search form with fields for "By Location", "Arrival" (02 Aug 2017), "Departure" (03 Aug 2017), and "Rooms" (1 room, 1 adult, 0 children). Below the search form is a "Find It" button and a section titled "OTHER OFFERS" with links to "Premium Wi-Fi", "Family Fun Package", and "Park, Stay & Go".

# Display advertising



## Purpose

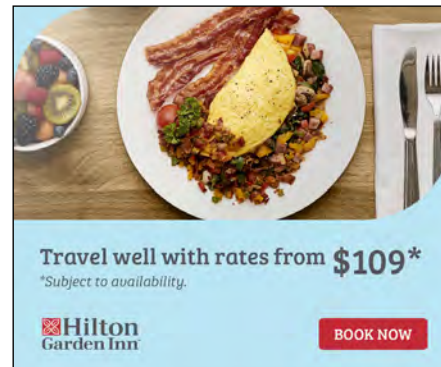
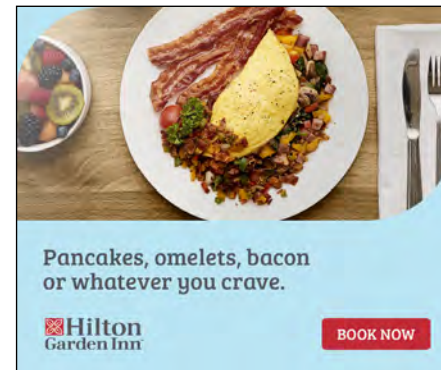
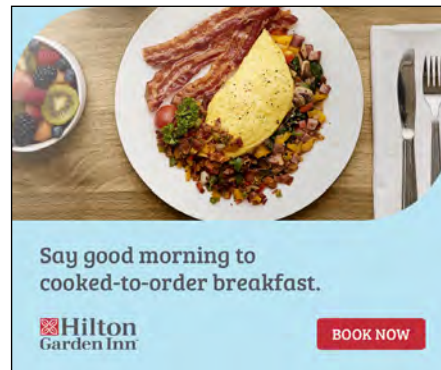
To entice prospective guests to seek more information on our offers and book a stay at HGI, banner ads are created and run on select websites to reach targeted audiences.

## Details

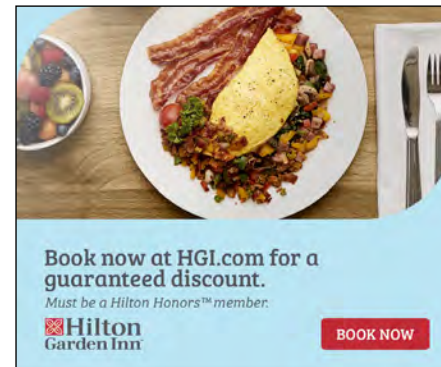
Depending on the website capabilities and creative concepts, display ads may be “static” (one frame, no motion) or ‘animated’ (multiple frames animated with HTML5).

The copy in each frame should be as concise as possible to accommodate variable banner sizes, and must include a prominent and clickable call-to-action.

For different creative executions, background and text colors can be alternated using the HGI brand palette. Each campaign or offer should have a consistent color theme. Fonts and graphics should be consistent with overall brand guidelines.

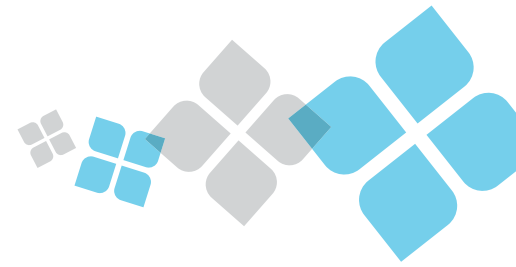


## Alt. End Frame





# Brand monthly newsletter (BDS)



## Purpose

Every month, HGI sends an e-newsletter with multiple offers, specials and packages to previously opt-in subscribers to incite them to book a stay at HGI.

## Details

Each e-newsletter uses the current HGI brand voice and visual/design elements to communicate the various offers. In addition, each offer has a prominent and impactful call-to-action (CTA) that directs the reader to the appropriate landing page for more information.

The subject line should appear in the following format: **HGI Garden InnSights: [Brief headline about main article]**. Both the subject line and body copy should be enticing and brief.

For different creative executions, background and text colors can be alternated using the HGI brand palette. Each campaign or offer should have a consistent color theme. Fonts and graphics should be consistent with overall brand guidelines.

Any hotel interested in submitting an offer to be featured in the e-newsletter should reach out to the e-commerce team.

Hilton Garden Inn

VIEW OFFERS

SEE WHAT'S **new** FROM HILTON GARDEN INN

Spoil yourself for a week in Salento this summer

Rekindle your romance in San Antonio

Get more beach time with a free night in Honolulu

Dream in Hollywood with breakfast, parking & Wi-Fi

Hilton

W CONRAD Canopy Hilton CURIO TAPESTRY TRU HOME2 SUITES HOME2 SUITES BY HILTON Hilton Grand Vacations

explore | earn & use points | contact us

f t i p

Please see individual offer pages for unique Terms and Conditions applicable to each offer. All offers may not be available in all areas. Except as otherwise indicated, rates are listed in U.S. dollars, per room/per night based on single/double occupancy.

Hilton Honors™ membership, earning of Points & Miles™ when booking direct and redemption of Points are subject to [Hilton Honors Terms and Conditions](#). Excludes Hampton by Hilton Hotels in Mainland China.

This email was delivered to meindah.alexander@hilton.com. Click here to [unsubscribe](#). Unsubscribing from all marketing email will prevent you from receiving your Hilton Honors Monthly Statement. Outside the United States and Canada, please dial + 800 44 45 99 87 for assistance.

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2017.07.18|GLBL|GIMMKT|RECIBDS|CORE5872|GardenInnBDS|HN|EN



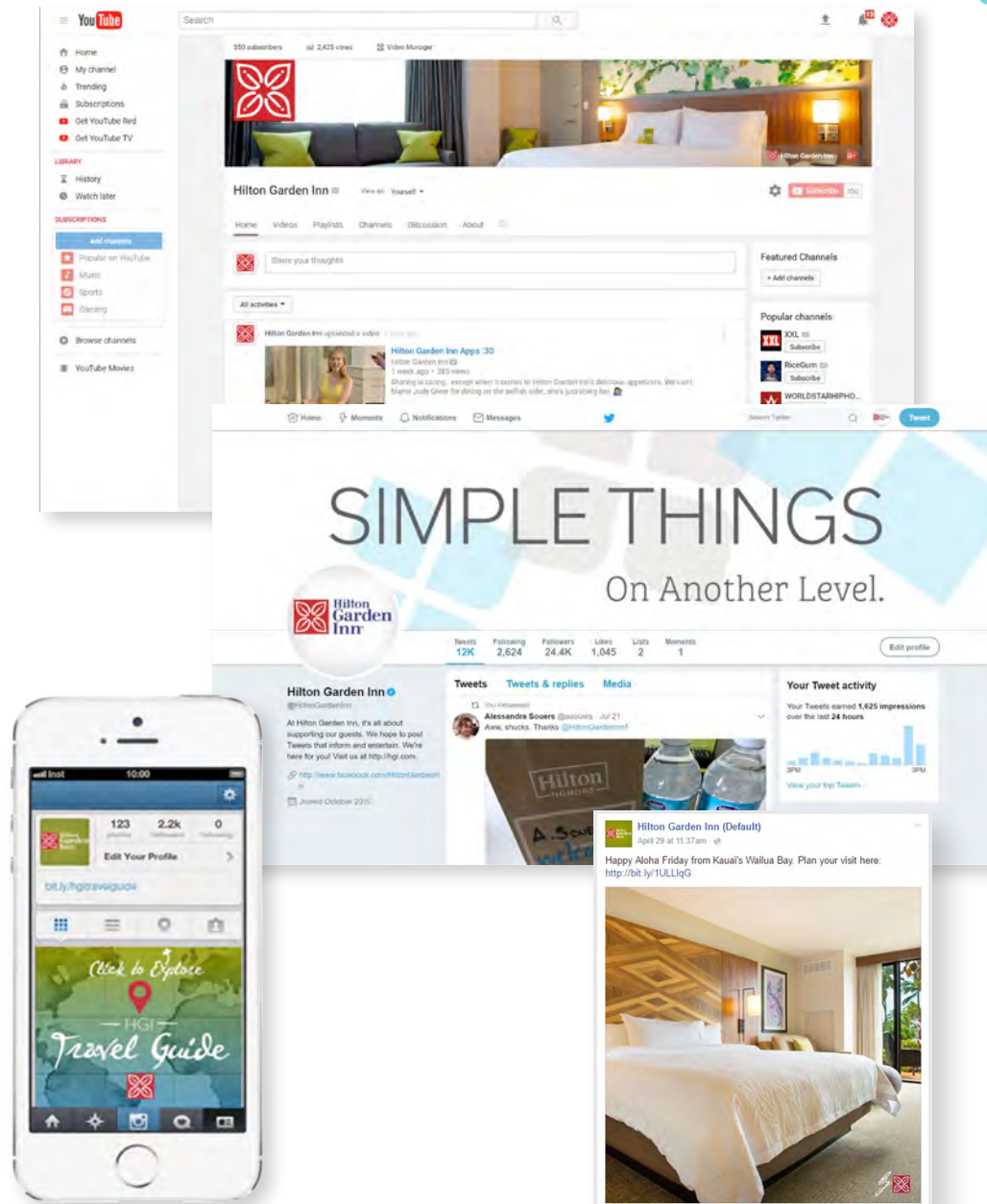
# Social media

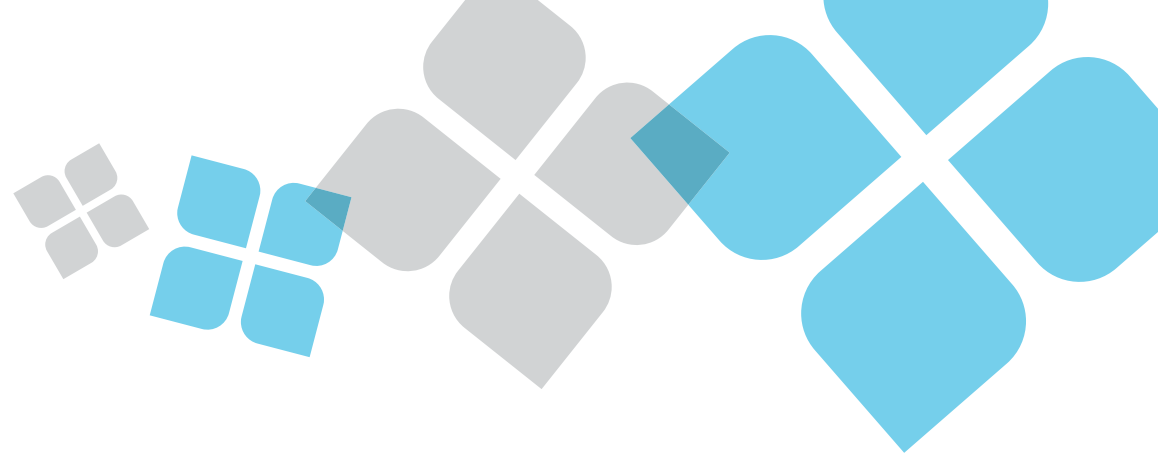
## Purpose

Every day, HGI posts comments on target social media to engage with guests and ultimately, increase brand awareness, preference and consumer bookings.

## Details

Go toTheLobby > HGI > Sale & Marketing > Social Media > Quick Links to access information about social media and obtain tips on Hilton Worldwide and HGI's social media standards, Facebook property booking widget information, how to use TripAdvisor and other social media, how to leverage social media and more.





# Appendix

# Amenities: global

## USA

### **The Hilton Garden Inn Promise**

Our goal is to make your stay better and brighter. If something isn't just the way you like it, simply let any hotel team member know, and we will make it right. **Guaranteed.**

### **Full-service restaurant and bar**

Cooked-to-order breakfast, lunch and dinner, evening room service and drinks available seven days a week

### **Complimentary Wi-Fi**

Complimentary Wi-Fi in room and throughout the hotel with options to upgrade

### **Complimentary business center**

Available 24/7 for printing and computer use

### **Complimentary fitness center**

State-of-the-art equipment for a complete workout

### **Pool and whirlpool**

At most locations in the USA

### **The Shop and Pavilion Pantry**

For grab-and-go items 24/7

### **Refrigerator and microwave**

In all guest rooms in the USA

### **Self-service laundry facility**

Open 24/7, coin operated

### **High-end bed and bedding**

High-end bed with crisp, white bedding and choice of pillows

### **Well-equipped, spacious rooms**

LCD flat-panel HDTV, oversized desk and ergonomic chair

### **Meeting and banquet facilities**

On-site catering and support staff available

### **Keurig (U.S. and Canada)**

In all guest rooms

### **Digital key\* and check-in**

Guests can easily check in and gain access to their room and other areas of the hotel by using the digital key through the Hilton Honors™ app on their phone.

*\*Digital key is a rolling change and not yet available at all HGI locations.*

## INTERNATIONAL

### **The Hilton Garden Inn Promise**

Our goal is to make your stay better and brighter. If something isn't just the way you like it, simply let any hotel team member know, and we will make it right. **Guaranteed.**

### **Full-service restaurant and bar**

Cooked-to-order breakfast, lunch and dinner, evening room service and drinks available seven days a week

### **Complimentary Wi-Fi**

Complimentary Wi-Fi in room and throughout the hotel with options to upgrade

### **Complimentary business center**

Available 24/7 for printing and computer use

### **Complimentary fitness center**

State-of-the-art equipment for a complete workout

### **Pool and whirlpool**

At select locations

### **The Shop and Pavilion Pantry**

For grab-and-go items 24/7

### **Microwave**

Available on property

### **Self-service laundry facility**

Open 24/7, coin operated

### **High-end bed and bedding**

High-end bed with crisp, white bedding and choice of pillows

### **Well-equipped, spacious rooms**

LCD flat-panel HDTV, oversized desk and ergonomic chair

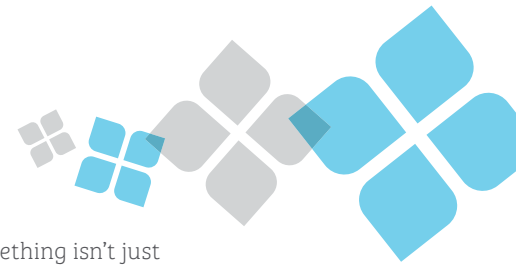
### **Meeting and banquet facilities**

On-site catering and support staff available

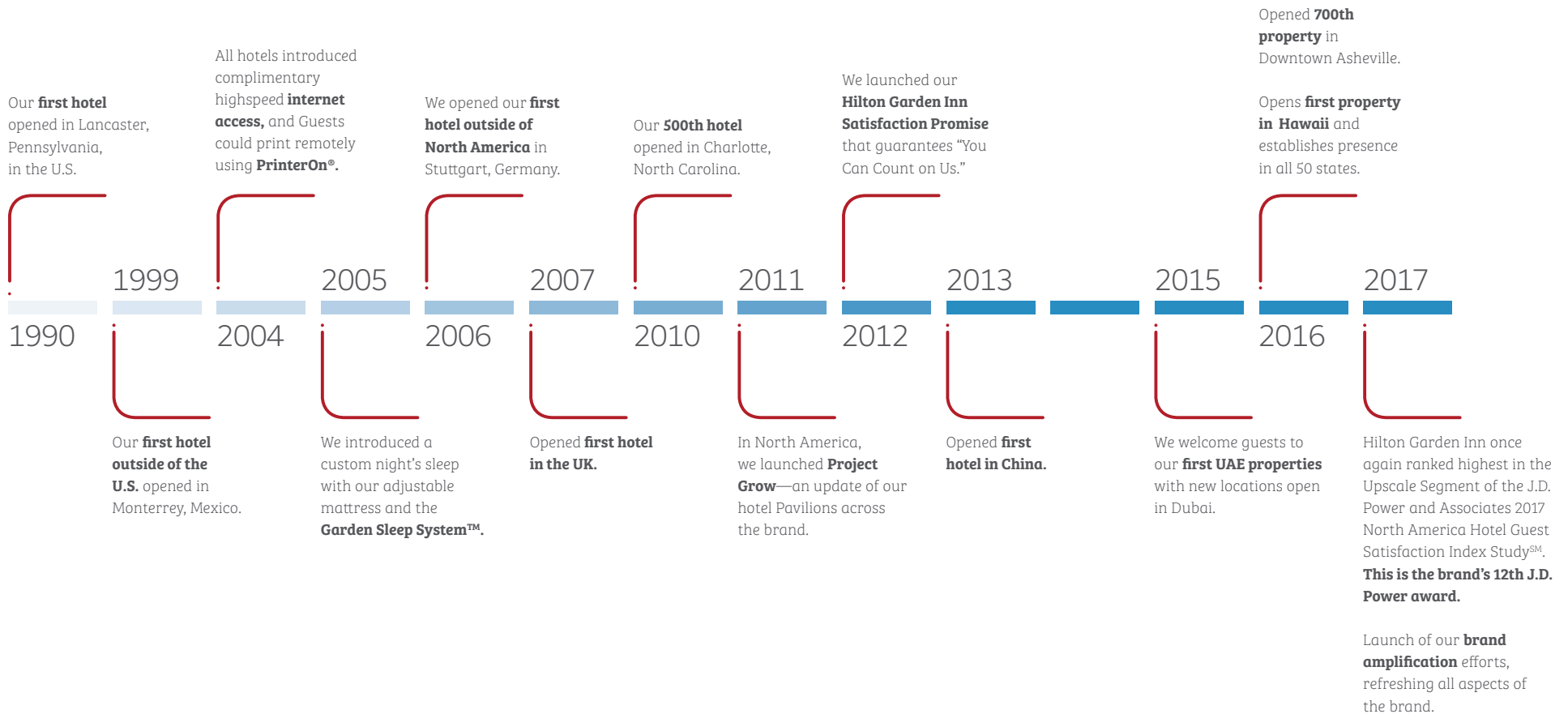
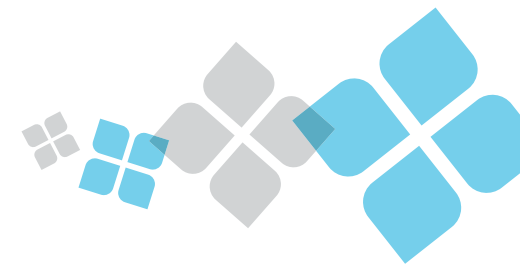
### **Digital key and check-in**

Guests can easily check in and gain access to their room and other areas of the hotel by using the digital key through the Hilton Honors™ app on their phone.

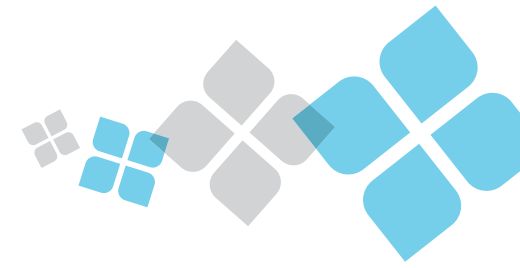
*\*Digital key is a rolling change and not yet available at all HGI locations.*



# Brand timeline



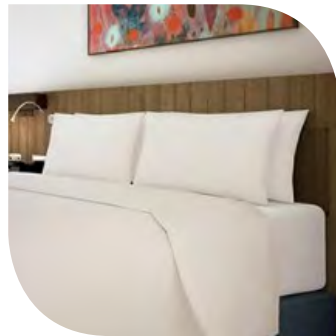
# The Hilton Garden Inn Brighthearted product offering



Everything is brilliantly designed to create a positive vibe and a casual, upbeat atmosphere which helps our Guests feel comfortable asking for anything that could make their stay even better and brighter.



Spacious work areas and complimentary Wi-Fi make it possible to work and keep in touch. And electrical outlets are right where they are needed.



Cozy mattresses, hypoallergenic pillows and high-quality linens help Guests get a good night's rest and feel brighter and ready for a new day!



A variety of dining options keeps Guests satisfied. They can enjoy a leisurely sit-down meal in the restaurant, an appetizer in the bar or one of our cooked-to-order breakfasts.



Pick up a to-go order or grab something from our retail space. In-room amenities make it easy to store leftovers and start the day with a fresh cup of coffee or tea.



To maintain their healthy lifestyle, Guests can take advantage of our premium cardio and weight training equipment in our fitness center.