Hilton Garden Inn
Brand Guidelines
Confidential and Proprietary
September 2017
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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
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.
Hospitality
Integrity
Leadership
Teamwork
Ownership
Now
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 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 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 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 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 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.

Property lockup
HGI property lockups should be used on self-promotional (property) communications. Please visit marKIT (US/Canada) or HGCRC (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.

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.
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.

<table>
<thead>
<tr>
<th>TWO COLOR (RECOMMENDED)</th>
<th>UNSTACKED LOGO</th>
<th>STACKED LOGO</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 179</td>
<td>🛍️ The Shop 🛍️</td>
<td>🛍️ The Shop 🛍️</td>
</tr>
<tr>
<td>Cool Grey 7</td>
<td>🛍️ The Shop 🛍️</td>
<td>🛍️ The Shop 🛍️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ONE COLOR</th>
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</thead>
<tbody>
<tr>
<td>Cool Grey 7</td>
<td>🛍️ The Shop 🛍️</td>
<td>🛍️ The Shop 🛍️</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TWO COLOR (ALTERNATE)</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7689</td>
<td>🛍️ The Shop 🛍️</td>
<td>🛍️ The Shop 🛍️</td>
</tr>
<tr>
<td>Cool Grey 7</td>
<td>🛍️ The Shop 🛍️</td>
<td>🛍️ The Shop 🛍️</td>
</tr>
</tbody>
</table>

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.
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.
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.

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

<table>
<thead>
<tr>
<th>LOGOS &amp; PHRASES</th>
<th>USA</th>
<th>OUTSIDE THE USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>“HILTON GARDEN INN”</td>
<td>HILTON GARDEN INN®</td>
<td>HILTON GARDEN INN™</td>
</tr>
<tr>
<td>“GARDEN INN”</td>
<td>GARDEN INN®</td>
<td>GARDEN INN™</td>
</tr>
<tr>
<td>FLORET DESIGN</td>
<td>®</td>
<td>™</td>
</tr>
<tr>
<td>“PAVILION PANTRY”</td>
<td>PAVILION PANTRY®</td>
<td>PAVILION PANTRY™</td>
</tr>
<tr>
<td>“GREAT AMERICAN GRILL”</td>
<td>GREAT AMERICAN GRILL®</td>
<td></td>
</tr>
<tr>
<td>“THE GARDEN GRILLE AND BAR”</td>
<td>THE GARDEN GRILLE AND BAR®</td>
<td>THE GARDEN GRILLE AND BAR™ (Canada/EMEA/APAC/LATAM)</td>
</tr>
<tr>
<td>“GREAT NORTH AMERICAN GRILL”</td>
<td>GREAT NORTH AMERICAN GRILL®</td>
<td>GREAT NORTH AMERICAN GRILL™ (Canada)</td>
</tr>
</tbody>
</table>

### 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.
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.

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 re-create the Hilton word mark.
- NEVER rotate, tilt or add shadows or other effects to the logo.
- NEVER use the logo reversed out of unapproved colors or that relate to our competitors.
- NEVER put the logo in black over a dark image.
- NEVER fill in the frame of the logo.

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.
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.

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
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.

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
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.
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

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

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

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

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

E. Sado lori con cuptatiasita
  Temqua meiumque nu mquid eos nonectore volupta quiaeca esserumqium nonsequi commodit quodi ut lam, cumet occuptas ut magnimodiae sado.
Typography: global fonts

**AKTIV GROTESK (ARABIC)**
Aktiv Grotesk Light
Aktiv Grotesk Regular
Aktiv Grotesk Bold

**29LT BASEET (ARABIC)**
29LT Baseet Light
29LT Baseet Regular
29LT Baseet Extra Bold

**PINGFANG SC (CHINESE)**
PingFang SC Thin
PingFang SC Regular

**SOURCE HAN SERIF (CHINESE)**
Source Han Serif Light
Source Han Serif Semi-Bold
Source Han Serif Heavy

**AKTIV GROTESK (CYRILLIC)**
Aktiv Grotesk Light
Aktiv Grotesk Regular
Aktiv Grotesk Bold

**OPEN SERIF (CYRILLIC)**
Open Serif Book
Open Serif Semibold
Open Serif Black

**USUAL (TURKISH)**
Usual Light
Usual Regular
Usual Bold

**BREE SERIF (TURKISH)**
Bree Serif Light
Bree Serif Regular
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)**
- Aktiv Grotesk Light
- Aktiv Grotesk Regular
- Aktiv Grotesk Bold

**Aktiv Grotesk (Malay)**
- Aktiv Grotesk Light
- Aktiv Grotesk Regular
- Aktiv Grotesk Bold

**Aktiv Grotesk (Vietnamese)**
- Việt vào Khung dưới đây
- Việt vào Khung dưới đây
- Việt vào Khung dưới đây
- Việt vào Khung dưới đây
- Việt vào Khung dưới đây
- Việt vào Khung dưới đây

**Bree Serif**
- to be substituted with **Aktiv Grotesk** by Dalton Maag (www.daltonmaag.com)
- to be substituted with **Rajdhani** by Google Fonts (www.fonts.google.com)

**Open Serif**
- to be substituted with **Open Serif** by Monotype (www.fonts.com)

**Rajdhani (Hindi)**
- Rajdhani Regular
- Rajdhani Medium
- Rajdhani Bold

**29LT Baseet (Malay)**
- 29LT Baseet Light
- 29LT Baseet Regular
- 29LT Baseet Extra Bold

**29LT Baseet (Vietnamese)**
- 29LT Baseet Light
- 29LT Baseet Regular
- 29LT Baseet Extra Bold
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

Graphic Burger (Free/Pay to Download) graphicburger.com

Iconmonstr (Free) iconmonstr.com

Correct use

<table>
<thead>
<tr>
<th>Serve</th>
<th>Smile</th>
<th>Learn</th>
<th>Brighten</th>
</tr>
</thead>
</table>

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

The floret should be used throughout print and digital communications. Photography should be used with the floret where possible, allowing the floret to be an accent. In materials where photography is not applicable the cascading florets 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 floret. 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 florets 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.
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.
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: 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 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

**Vrx Studios**
(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 / à 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@vrxstudios.com

**Photoweb**
(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.
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 angel 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
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.

**Brand voice overview and strategy**

**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.

**Don't**
Use jargon.

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

**Don't**
Use unnecessary formalities.

**Do**
Use fresh language and ideas.

**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.

**Don't**
Use passive verbs.

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

**Don't**
Use unnecessary rhyming.

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

**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.

**Don't**
Be pessimistic.

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

**Don't**
Be overly cheerful.

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

**Don't**
Be sarcastic.
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

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.

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 ahhh-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.
**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.

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**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).

• 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 The Lobby > HGICRC > EMEA > On Property Graphics > Artwork Production Files
• Go to The Lobby > HGICRC > LATAM > On Property Graphics > Artwork Production Files
• Go to The Lobby > 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
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**

**Hilton Garden Inn®**

**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
USA TV storyboard
Online video storyboard
Online video storyboard
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.
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.
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.
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 to TheLobby > 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

- **1990**: Our first hotel opened in Lancaster, Pennsylvania, in the U.S.
- **1999**: All hotels introduced complimentary highspeed internet access, and Guests could print remotely using PrinterOn®.
- **2004**: We opened our first hotel outside of the U.S. opened in Monterrey, Mexico.
- **2005**: We introduced a custom night’s sleep with our adjustable mattress and the Garden Sleep System™.
- **2006**: Opened first hotel in the UK.
- **2007**: We opened our first hotel outside of North America in Stuttgart, Germany.
- **2010**: Our 500th hotel opened in Charlotte, North Carolina.
- **2011**: We launched our Hilton Garden Inn Satisfaction Promise that guarantees “You Can Count on Us.”
- **2012**: In North America, we launched Project Grow—an update of our hotel Pavilions across the brand.
- **2013**: Opened first hotel in China.
- **2015**: We welcome guests to our first UAE properties with new locations open in Dubai.
- **2016**: Hilton Garden Inn once again ranked highest in the Upscale Segment of the J.D. Power and Associates 2017 North America Hotel Guest Satisfaction Index Study™. This is the brand’s 12th J.D. Power award.
- **2017**: Launch of our brand amplification efforts, refreshing all aspects of the brand.
- **2017**: Opened 700th property in Downtown Asheville.
- **2017**: Open first property in Hawaii and establishes presence in all 50 states.
- **2017**:Opened 700th property in Downtown Asheville.
- **2017**: Opens first property in Hawaii and establishes presence in all 50 states.
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.