GLOBAL SIGN FAMILY
CURRENT RELEASE AS OF APRIL 2015

Exterior Signage Implementation Guide

Purpose: The exterior signage program aims to create global awareness of the Hilton Worldwide brands. This document outlines the basic principles to achieve effective signs that attract and guide clients. All exterior signage is trademarked and must be produced by an approved signage vendor to ensure quality and consistency of materials, logos, colors and typefaces as well as insurances. Examples of all signs for your brand are given on the following pages.

High-level & Mid-level Signs

Implementation: High- & Mid-level channel letters and logos should be positioned on the building to maximize medium/long distance visibility. They should be applied to the main and/or secondary facade of the building so that at least one sign is visible from any approach and key vantage points. Their size should be maximized but suit the proportion, lines and style of the building. Ideal minimums: High-level min. 2000mm capitalized letter height to ensure 1km visibility; Mid-level min. 1000mm capitalized letter height to ensure 500m visibility. To achieve maximum impact, all signs must have high contrast against their backdrop. Dual color signs (day/night) available for all brands makes this possible. On multi-colored facades the same sign designs should be implemented across the whole building for consistency. In non-Roman script countries, these signs should be either dual language or in the script of the country.

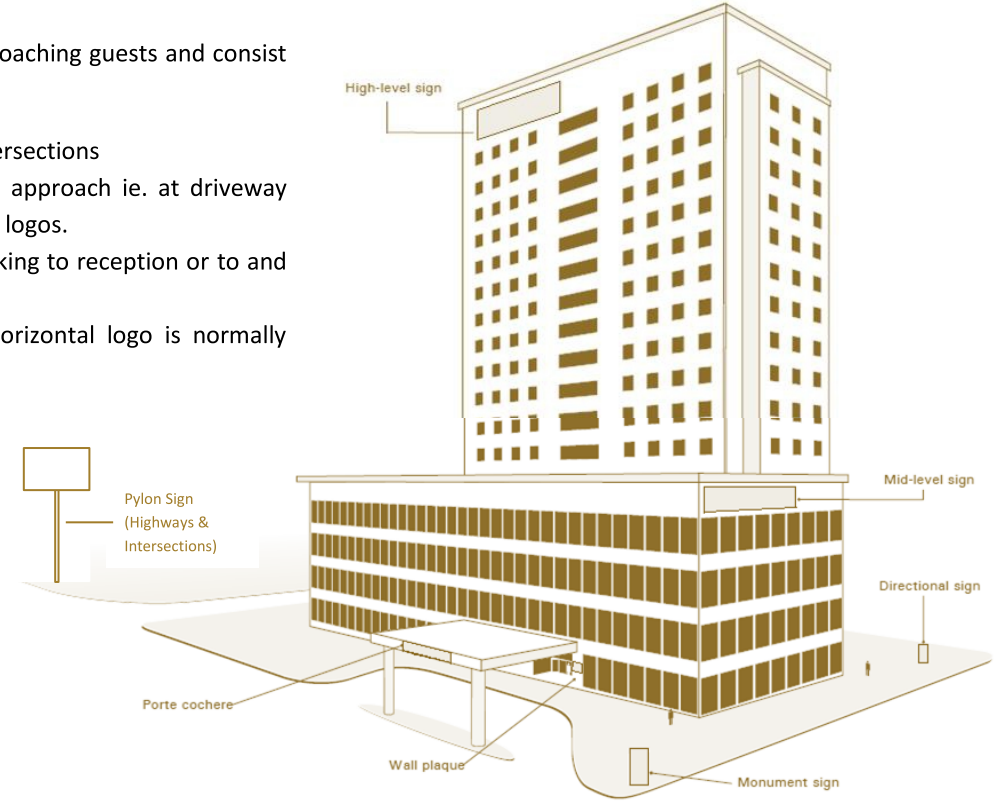
Low-level & Ground level Signs

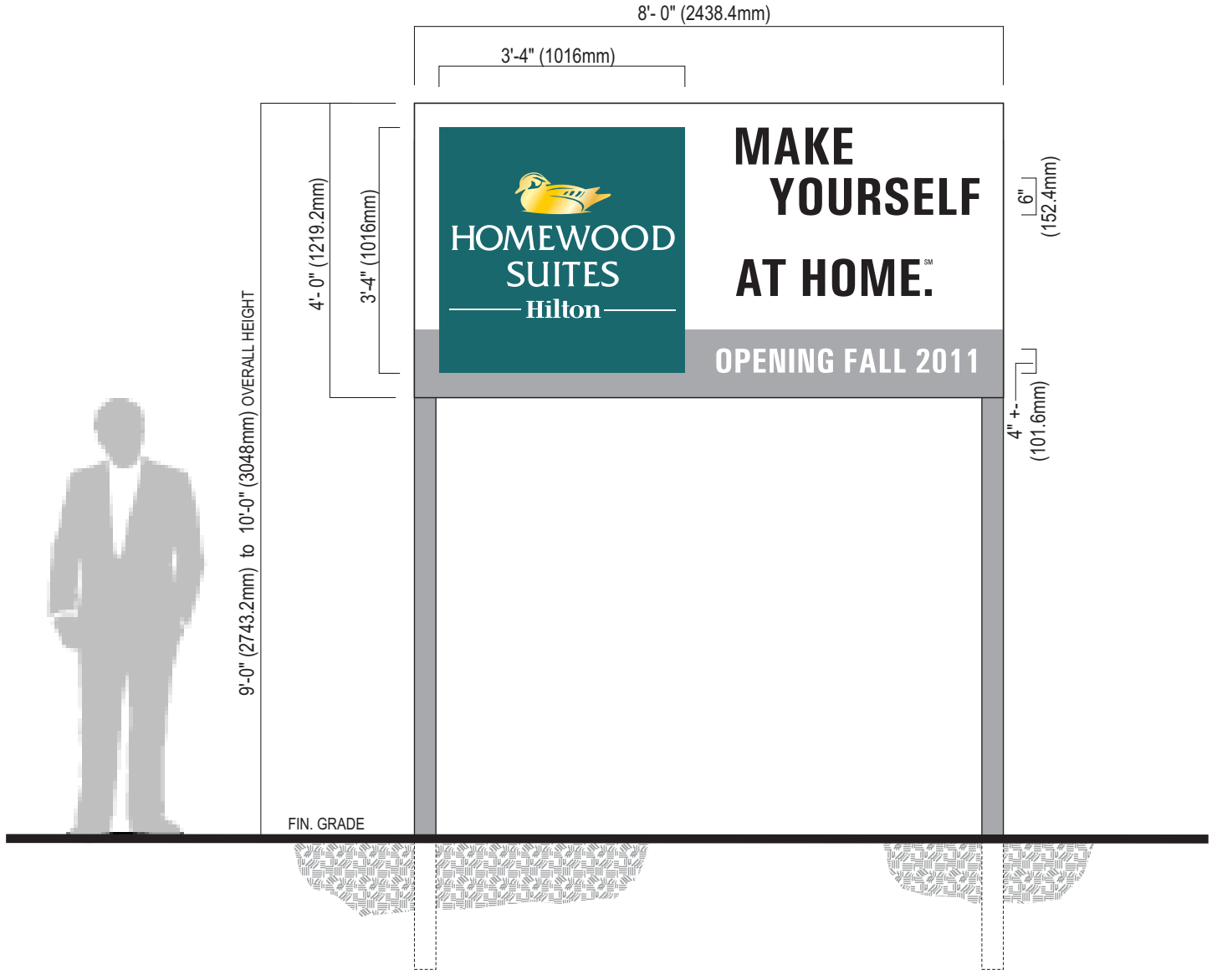
Implementation: Low- & Ground Level Signs are to be positioned for approaching guests and consist of the following:

- Pylon Signs: On- and off-premise at strategic locations i.e. highway intersections
- Monument Signs: Used on-site to clearly identify the building upon approach ie. at driveway entry These show the property location logo and may contain 3rd party logos.
- Directional Signs: Used to guide guests once on premise i.e. from parking to reception or to and from other key locations.
- Porte Cochère/Canopy Sign: as height is normally restricted, the horizontal logo is normally suitable

Welcome Signs

Implementation: Welcome signs are comprised of wall plaques, Flat Cut Out metal letters and door vinyls (also used for safety purposes). These signs give the guest a sense of arrival once he has found the main entrance to the hotel. They should be discreet, elegant and work in harmony with one another – avoid over signing the entrance. Materials used must suit the building and be durable.

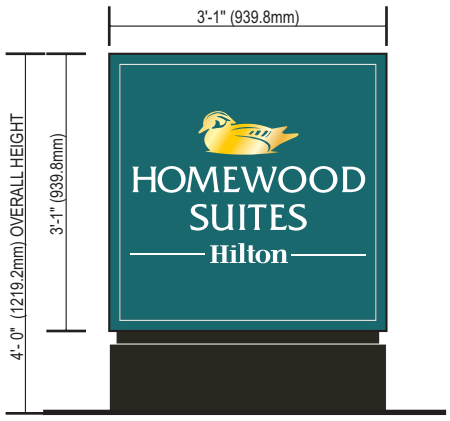




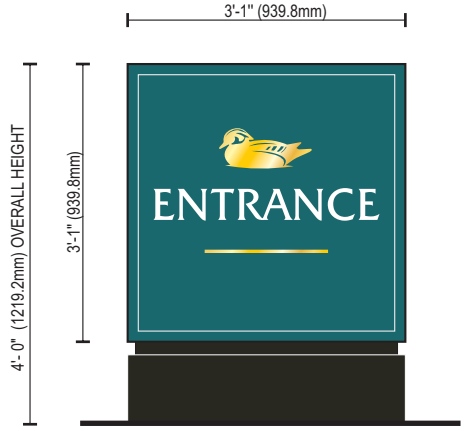
ELEVATION - HS TEMP SITE SIGN

32 square feet (2.97 sq. M.)

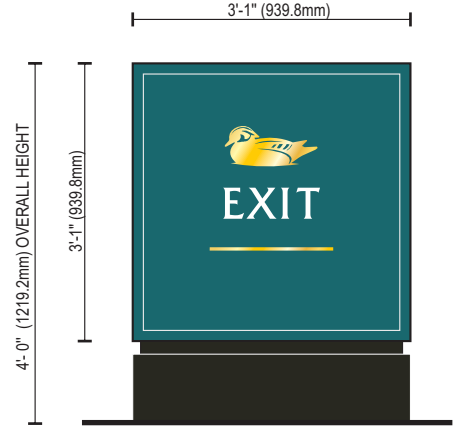
HS-CONST.



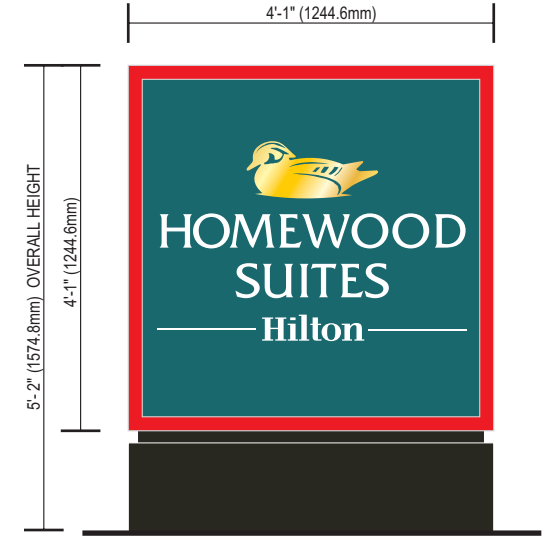
D/F MONUMENT SIGN (HS-M-9)



D/F MONUMENT SIGN (HS-M9-EN)



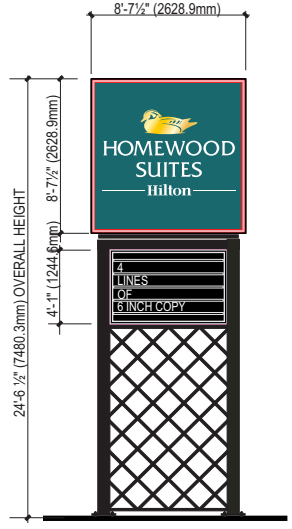
D/F MONUMENT SIGN (HS-M9-EX)



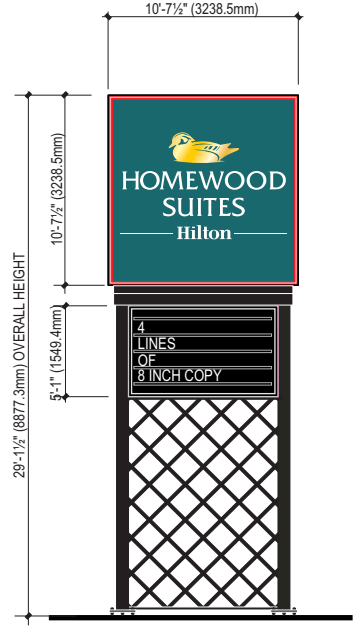
D/F MONUMENT SIGN (HS-M-16)

HS-M-9
HS-M9-EN
HS-M9-EX
HS-M-16

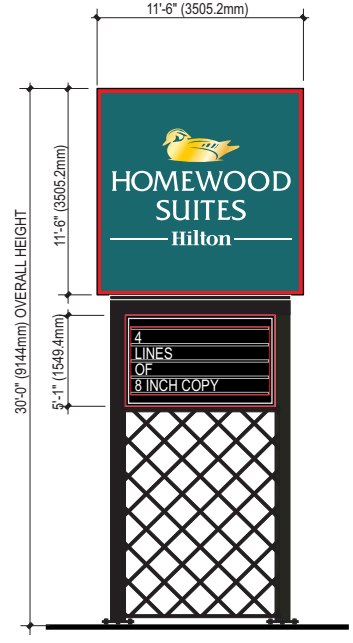
PYLON SIGN DISPLAY (HS-P-45 BT)



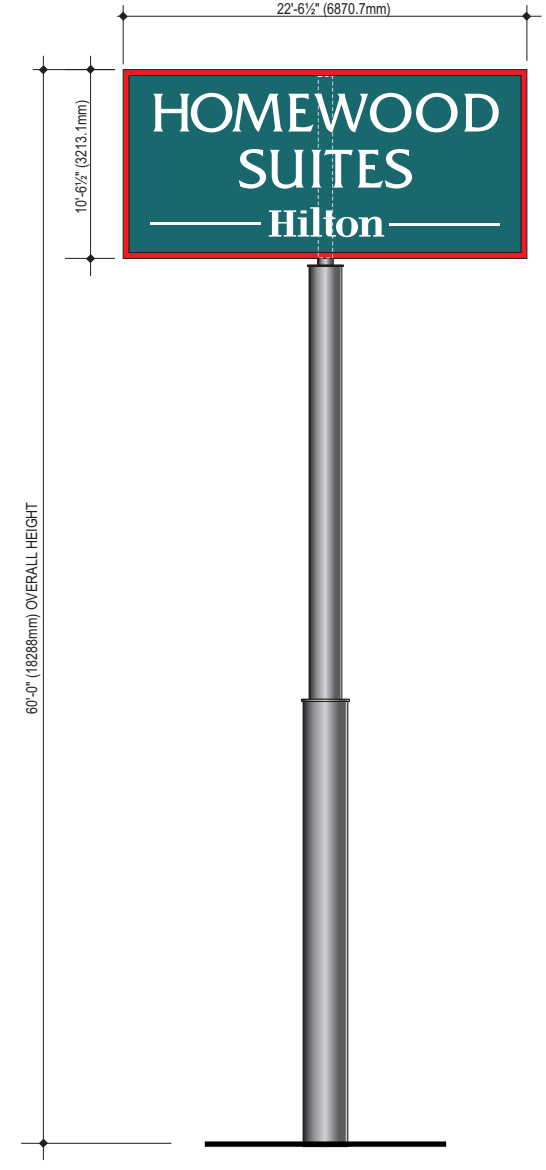
PYLON SIGN DISPLAY (HS-P-75 BT)



PYLON SIGN DISPLAY (HS P-120)

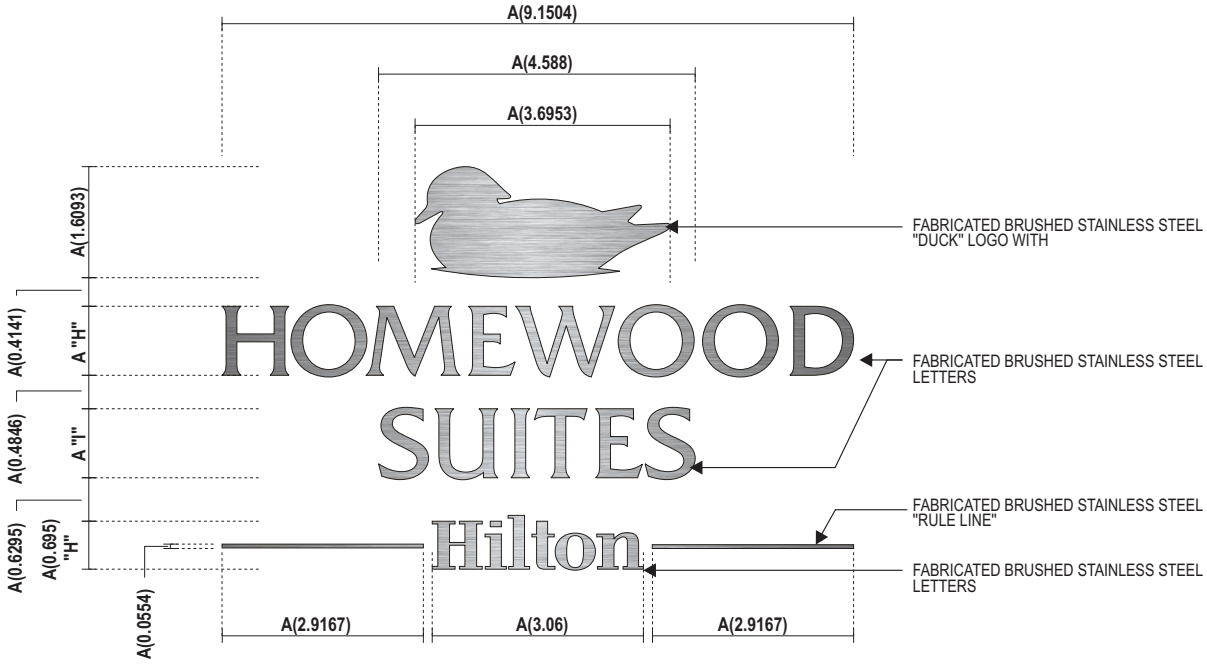


PYLON SIGN DISPLAY (HS-P-144 BT)



PYLON SIGN DISPLAY (HS P-240)

HS-PYLONS



LETTER DETAIL

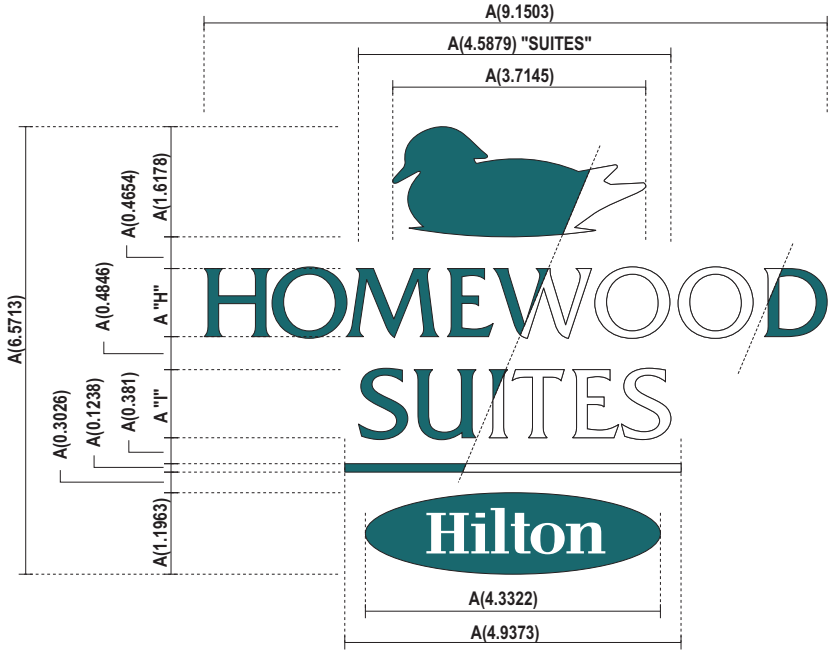
3/8" (9.5mm) DEEP FABRICATED BRUSHED STAINLESS STEEL GRAPHICS.
MOUNT TO WALL WITH ALL-THREAD STUDS & SILICONE ADHESIVE.

HOMEWOOD
SUITES
Hilton

MATERIAL OPTION

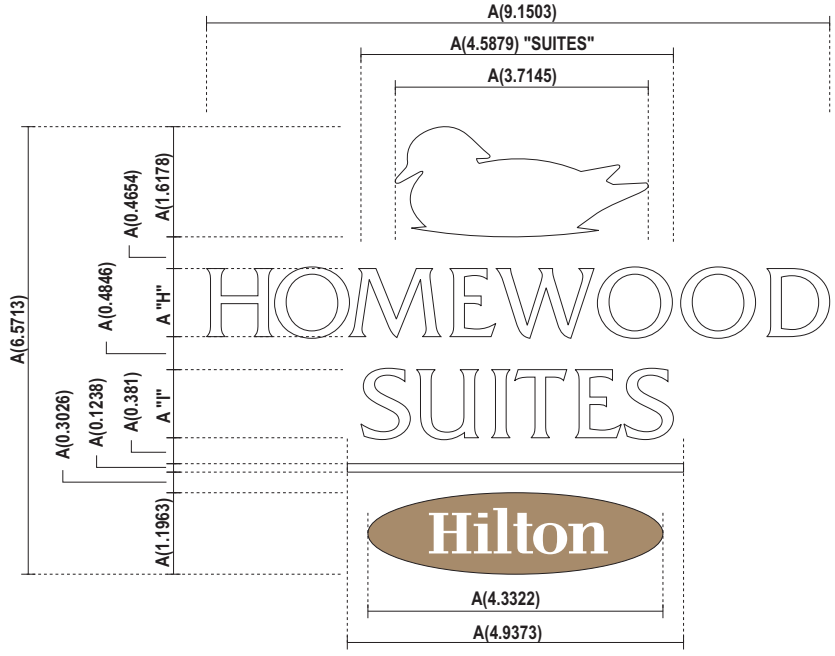
3/8" (9.5mm) DEEP FABRICATED DARK OXIDIZED BRONZE GRAPHICS.
MOUNT TO WALL WITH ALL-THREAD STUDS & SILICONE ADHESIVE.

HS-BL X



LIGHT COLOR BUILDING LETTERS

LIGHT COLORED BUILDING TEAL DAY / WHITE NIGHT



DARK COLOR BUILDING LETTERS

DARK COLORED BUILDING WHITE DAY / WHITE NIGHT

HS-CL

2519.02.N.4 The back of the guestroom door must include a sign containing fire evacuation information. This sign must be centered on the door below the door viewer. The following must be included:

- 2519.02.N.4.a Emergency exit plan
- 2519.02.N.4.b Pull station and fire extinguisher locations
- 2519.02.N.4.c Maximum room rate (where required by law)
- 2519.02.N.4.d Check-in and check-out times (where required by law)
- 2519.02.N.4.e Safety deposit box availability
- 2519.02.N.4.f Local laws/standards
- 2519.02.N.4.g For your privacy and security, always use your deadbolt to double lock your room from inside. The safety latch and door viewer must be used to visually identify anyone outside your door. Follow these general guidelines at all applicable passage doors.

2519.02.N.5 When local codes require separate from the evacuation sign, room rate cards and local law cards must be professionally printed and displayed conspicuously within each room. Codes permitting, cards may be placed in the closet.

2519.03 Not Applicable to this Brand

2519.04 Exterior Signage

2519.04.A Property Identification Signage Reference

Refer to https://designinformation.hilton.com for property identification signs in the Exterior Signage Specifications.

2519.04.B Main Entry Door Property Identification Sign

An approved sign manufacturer, licensed by Hilton, must fabricate and install all property identification signs. Contact information may be found online at https://designinformation.hilton.com.

2519.04.C Property Identification Signs

- 2519.04.C.1 A minimum of one internally illuminated ground monument sign and one internally illuminated building mounted sign is required for all properties. Additional signage may be required by Hilton dependent upon building orientation and visibility.
- 2519.04.C.2 A wall-mounted sign must be provided at the Lodge building. The sign must be illuminated by a ground mounted floodlight.
- 2519.04.C.3 The ground sign pedestal or base must be protected from damage by planter box, landscaping or other means.
- 2519.04.C.4 Blade signs are allowed at urban locations when a mount location is not available for ground signs. Blade signs must be internally lit and comply with brand standards. Neon is not allowed.
- 2519.04.C.5 Illuminated signs must be time switched and photo-cell controlled.
- 2519.04.C.6 Exposed conduit and/or raceways are prohibited at building face signs.
- 2519.04.C.7 No marquees or electronic rate signs of any type are permitted. "No vacancy" signs are not allowed.
- 2519.04.C.8 At time of replacement, materials including the light source must match any remaining/existing materials. Full signage replacement must comply with current specification standards.

2519.04.C.9 Exterior signage must be installed prior to opening, including conversion properties.

2519.04.D Exterior Miscellaneous Signs

2519.04.D.1 External way finding signage must be provided for properties where travel path decision points occur forcing a guest to turn left, right or continue straight ahead.

2519.04.D.2 Not Applicable to this Brand

2519.04.D.3 Not Applicable to this Brand

2519.04.D.4 Not Applicable to this Brand

2519.04.D.5 Porte cochere clearance signage must be provided for clearances less than 15'-0"/4.5 m. Letter height must be 6"/15 cm minimum and the color must contrast the adjacent building color.

2519.04.D.6 Not Applicable to this Brand

2519.04.D.7 Temporary exterior signage and/or banners must be approved by the Brand before being posted. No additional advertising (billboards or reader boards) are permitted.

2519.04.E Parking Signage

2519.04.E.1 Directional signage to the parking area must be clearly visible when not obvious.

2519.04.E.2 Floor level and area signs must be provided in parking garages for ease of locating vehicles.

2519.04.E.3 A disclaimer must be posted in all guest parking areas on the site that user assumes all risks. Signs must be located along parking lanes and be mounted to light poles or independent poles with spacing not to exceed 100'-0"/30 m.

2519.04.E.4 Not Applicable to this Brand

2519.04.E.5 Signage identifying designated accessible parking spaces must be provided at guest parking areas.

2519.04.E.6 Signage must be provided designating parking space(s) reserved for electric vehicle charging stations.