

General Artwork Direction

Home2 Artwork should be eclectic collection of varying subject matter, mediums, and styles. Subject matter should exhibit a playful local relevance specifically tied to the hotel location where possible. Variety and the inclusion of bright, saturated color is a brand requirement.

Always avoid political, racial, or religious imagery. Subject matter must be globally sensitive, so as to not offend or alienate anyone or any culture.

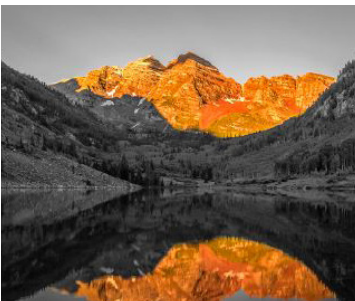




DESIGN GUIDE

spot color | handcrafted illustrations | landscapes | example

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Home2 Suites by Hilton.



A. Be Specific

- Reference key architecture, local points of interest, bridges, parks and icons the city is known for.

B. Curate Variety

- Create an eclectic collection of mediums, styles, materials, sizes and formats to exude a playful, never formal motif.

C. Source Locally

- Use an art consultant to assist you in sourcing locally relevant photography with subject matter aligned with brand persona and specified location (avoid generic content).

D. Tell A Story

- Images are to be black and white photographs with a colored tone or tones added to a key element. Subject matter should be whimsical and aligned with the brand personality and hotel location (avoid sepia and full color photography).

All artwork packages must be submitted to the Hilton Design team for review and approval prior to purchase. The following pages exemplify acceptable subject, style and mediums appropriate to the Home2 Brand.

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A. Be Specific

- Reference key architecture, local points of interest, bridges, parks and icons the city is known for.

B. Curate Variety

- Create an eclectic collection of mediums, styles, materials, sizes and formats to exude a playful, never formal motif.

C. Source Locally

- Use an art consultant to assist you in sourcing multi-colored pieces that give the illusion of hand crafted or vintage, found artwork.

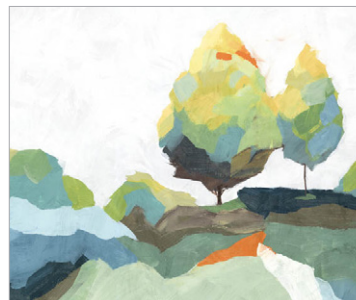
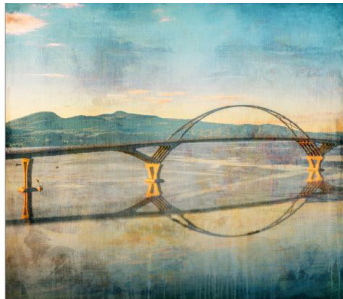
D. Tell A Story

- Select unique pieces with a handcrafted aesthetic that reference the locale in a recognizable way. These images should give the illusion of a find from a local vintage shop or flea market, or emulate a handcrafted piece by a local artisan (avoid styles that are too photo realistic or lack color).

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A. Be Specific

- Reference key architecture, local points of interest, bridges, parks and icons the city is known for.

B. Curate Variety

- Create an eclectic collection of mediums, styles, materials, sizes and formats to exude a playful, never formal motif.

C. Source Locally

- Use an art consultant to assist you in sourcing multi-colored, localized landscape rendered in a painterly or graphic style.

D. Tell A Story

- Select pieces with a painterly or graphic style that echo the property location. Ensure style is abstract and inspires a fresh perspective. Colors should exude a bright, happy feeling (avoid dark and moody styles).

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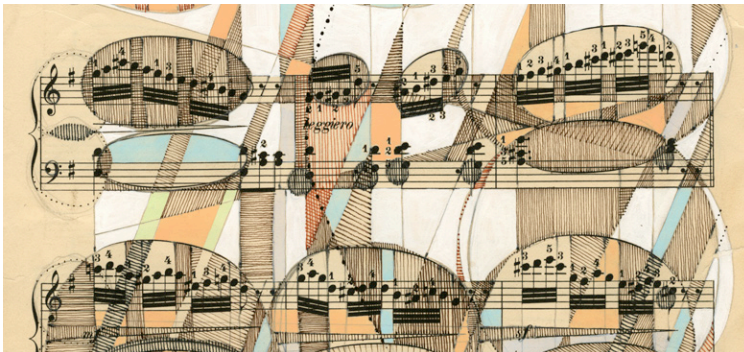
spot color | handcrafted illustrations | landscapes | example

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Home2 Suites by Hilton in Memphis, TN.



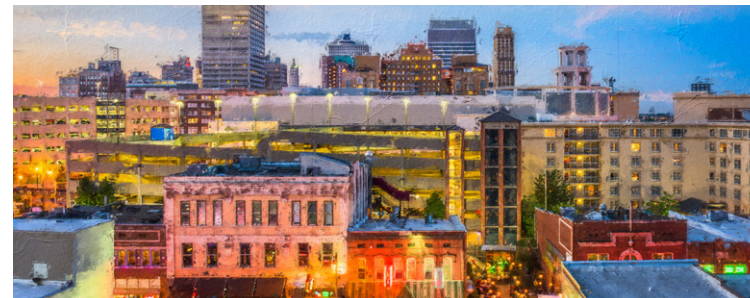
Spot Color

- Black and white photographs with a colored tone or tones added to a key element.
- Whimsical subject matter aligned with the brand personality and hotel location.



Handcrafted Illustrations

- Unique pieces with a handcrafted aesthetic that reference the locale in a recognizable way.
- Gives the illusion of a find from a local vintage shop or flea market, or emulate a handcrafted piece by a local artisan.



Landscapes

- Painterly or graphic style that echo the property location. abstract and inspires a fresh perspective.
- Colors should exude a bright, happy feeling.

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