

HOME

SUITES BY HILTON



Standard Sign Designs and Concepts

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.

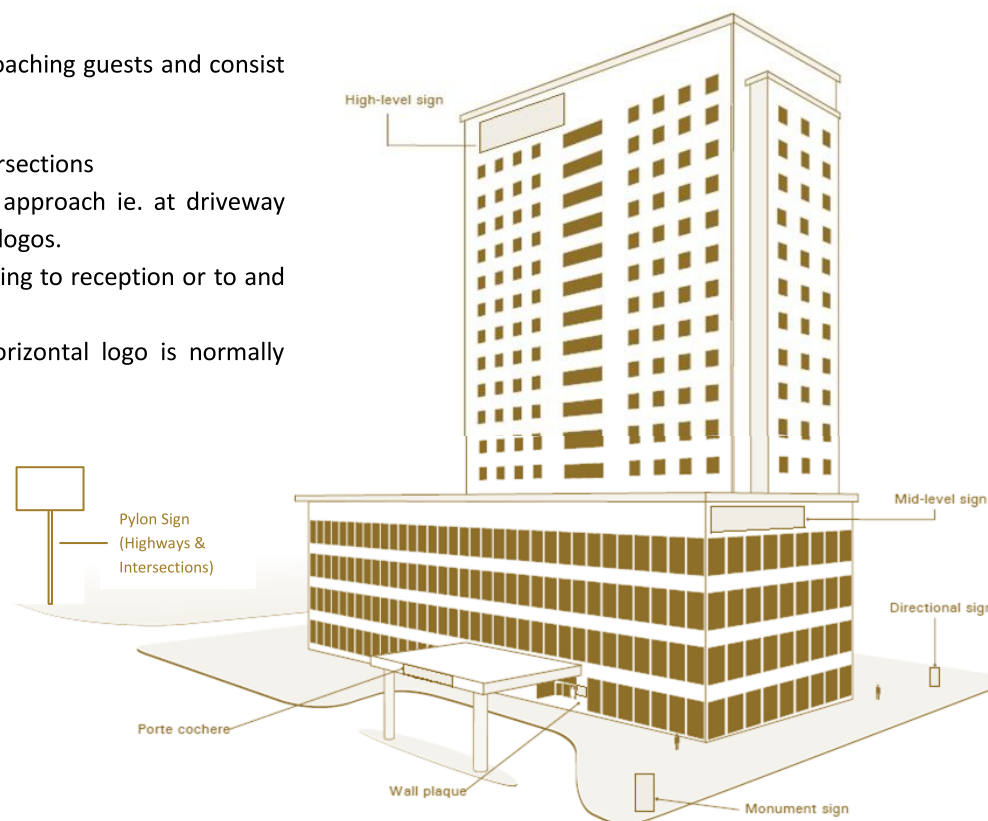
Low-level & Ground level Signs

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

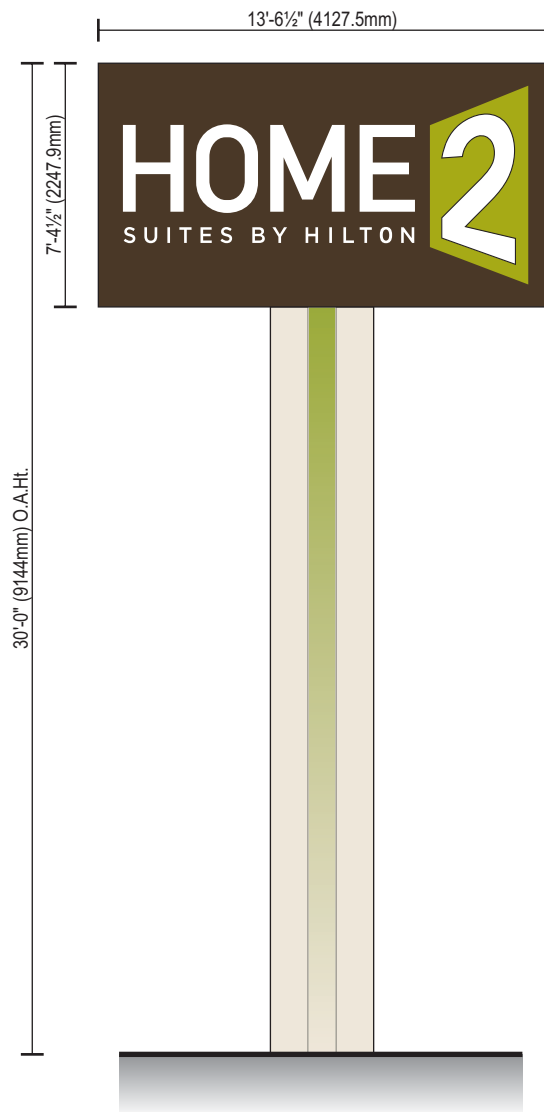
Implementation: Welcome signs are comprised of wall plaques, Flat Cut Out metal letters and door vinyls (also used for safety purposes). These signs give the guest a sense of arrival once he has found the main entrance to the hotel. They should be discreet, elegant and work in harmony with one another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



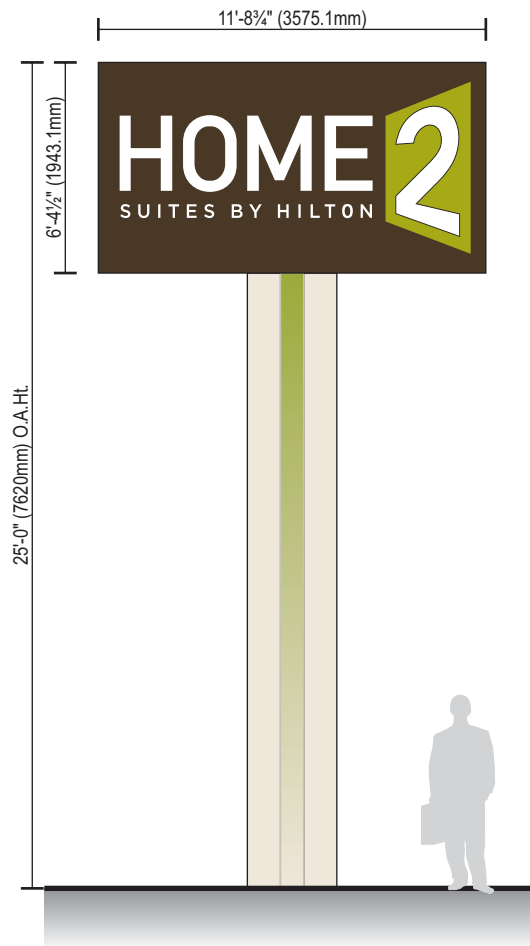


TEMP SITE SIGN

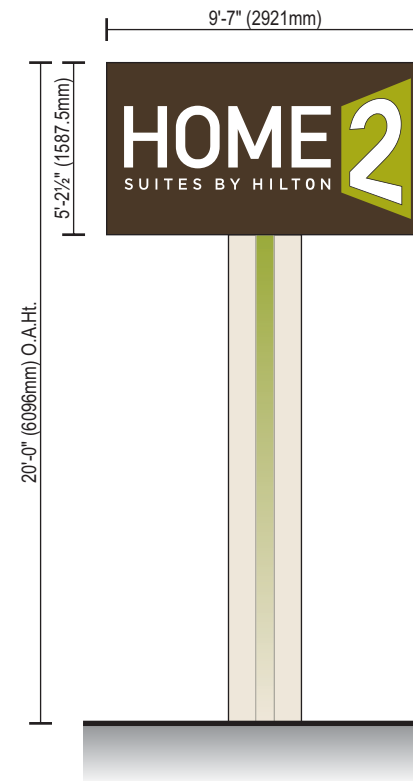
32 square feet (2.97 sq. M.)



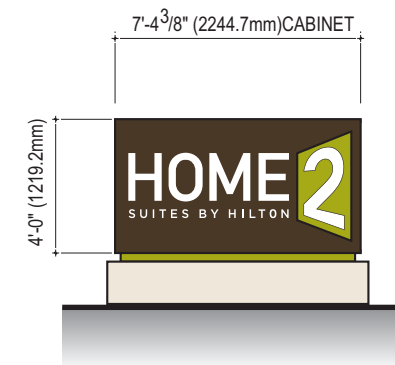
D/F PYLON SIGN P-100



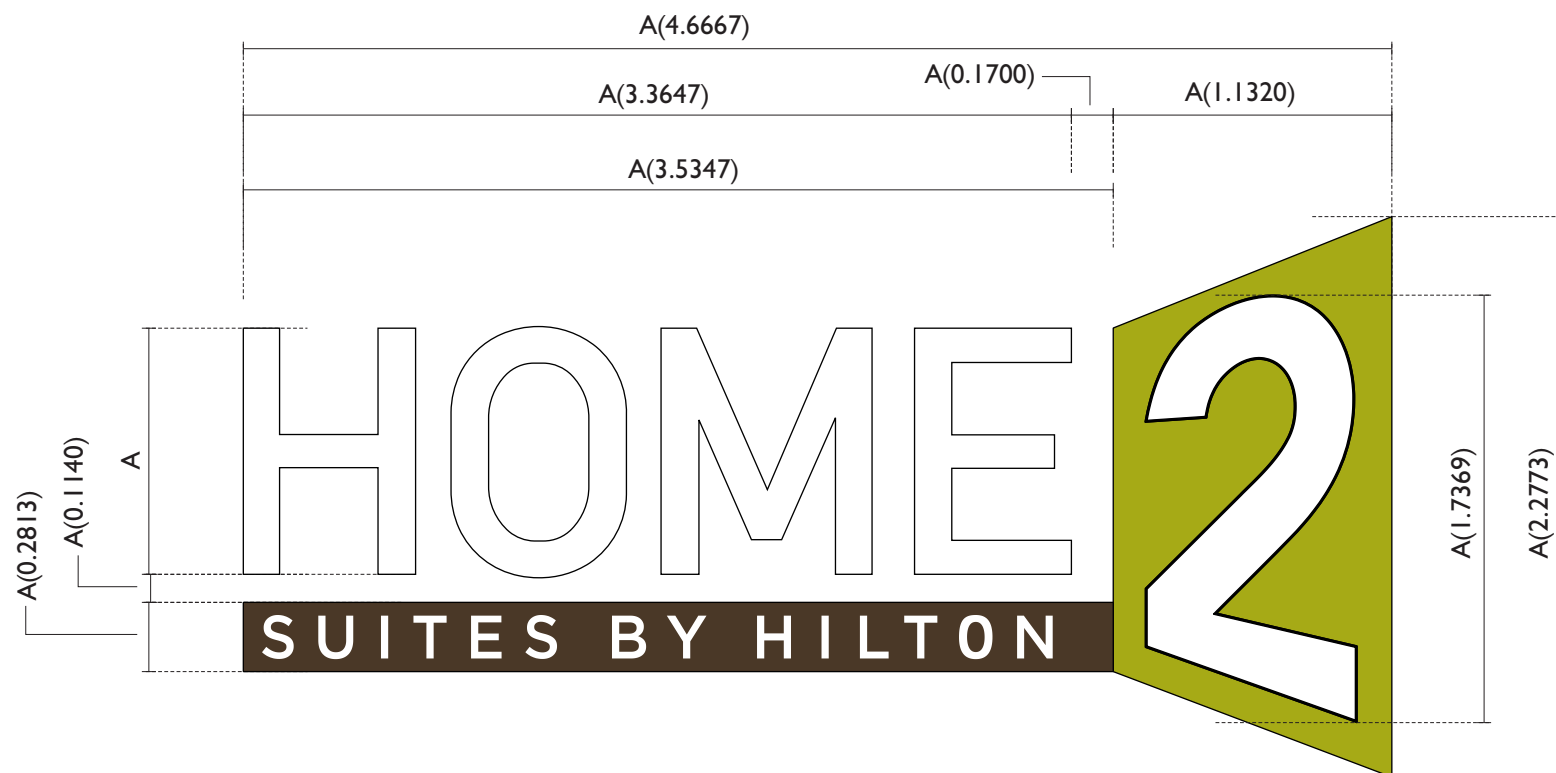
D/F PYLON SIGN P-75



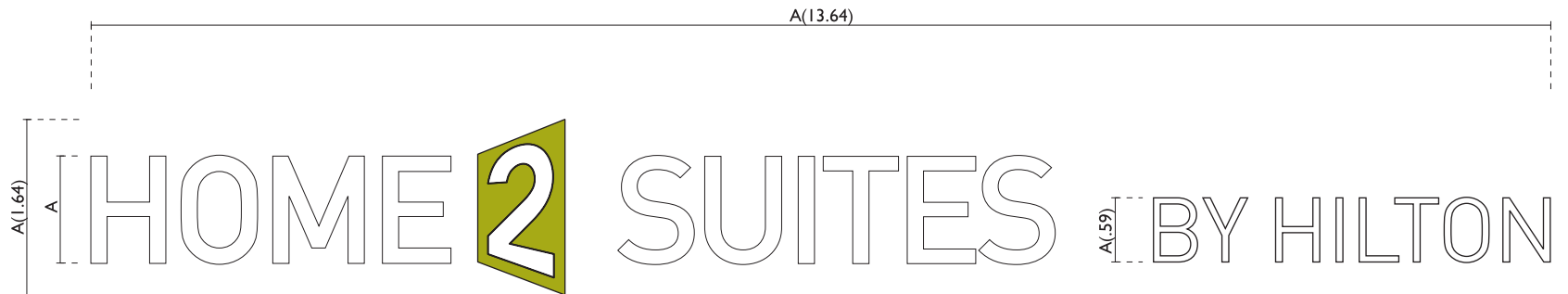
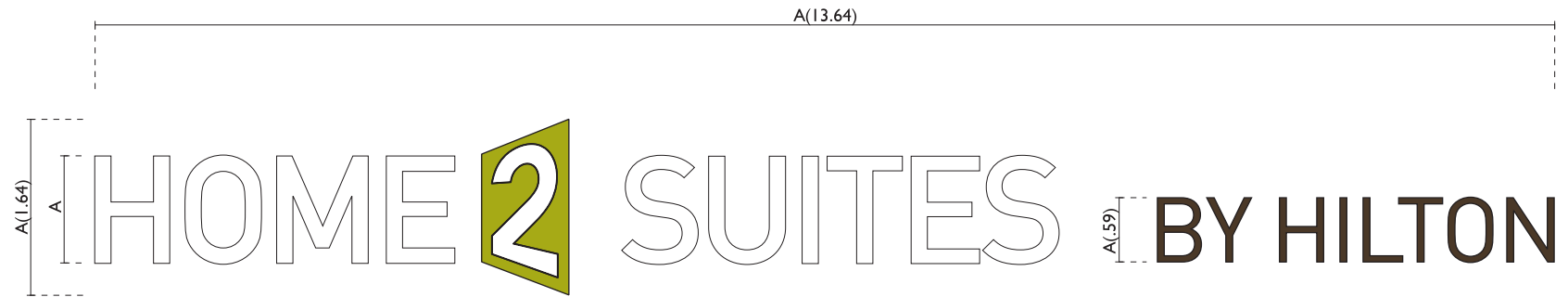
D/F PYLON SIGN P-50



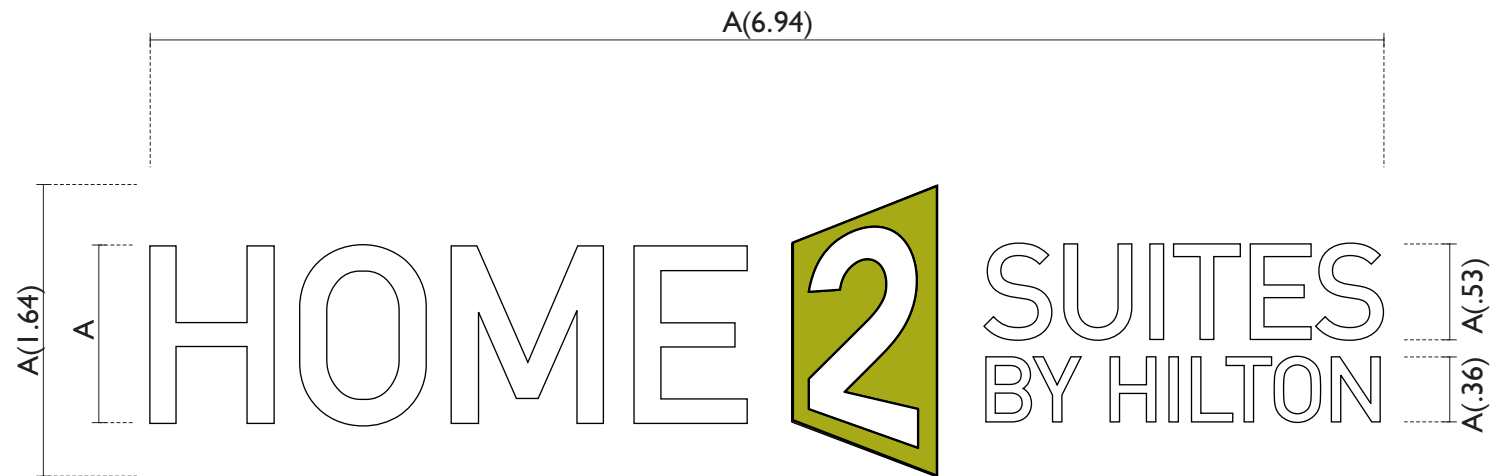
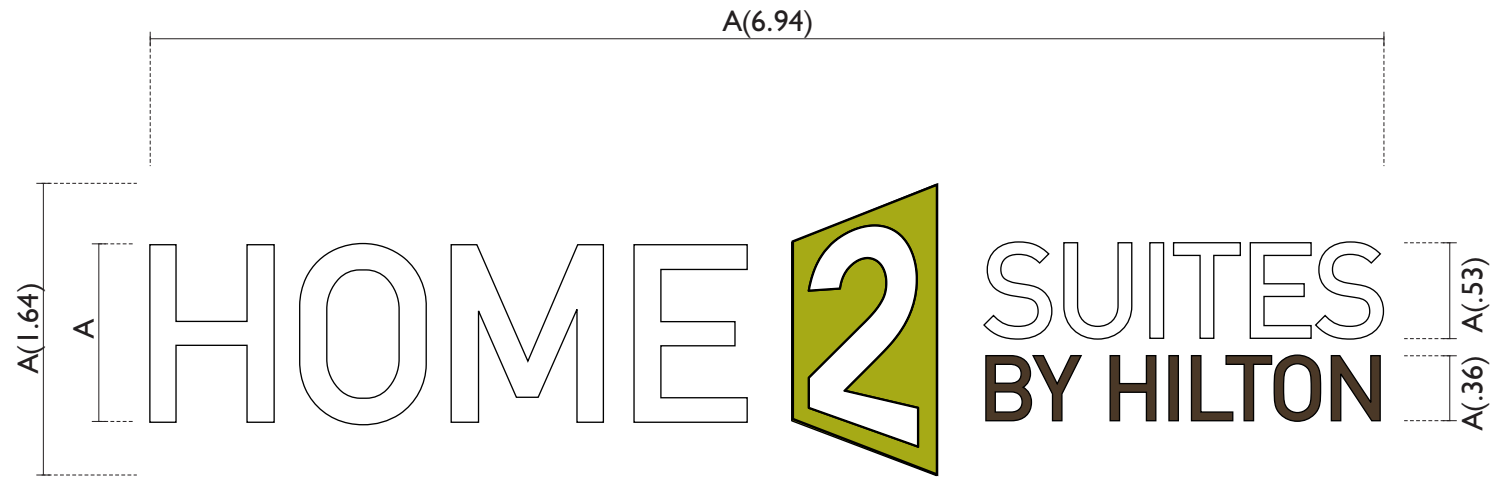
D/F MONUMENT SIGN



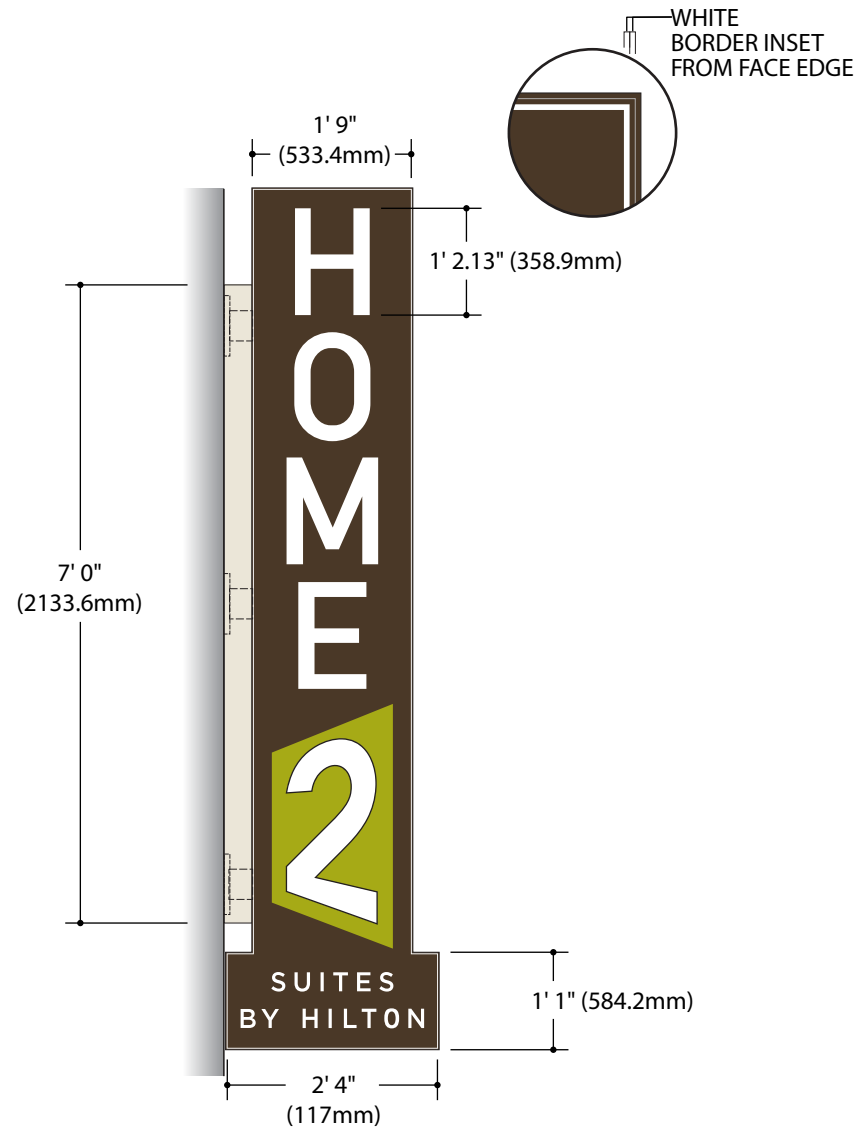
CHANNEL LETTER DISPLAY



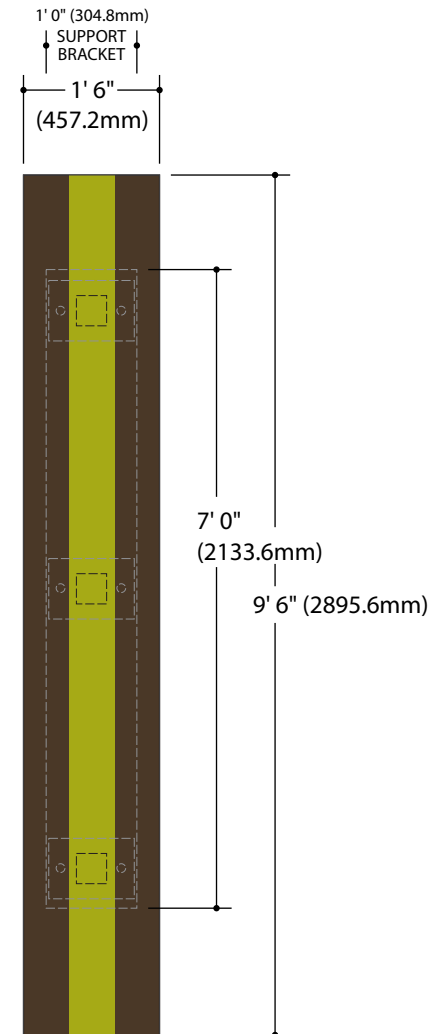
CHANNEL LETTER DISPLAYS



CHANNEL LETTER DISPLAYS



D/F BLADE SIGN

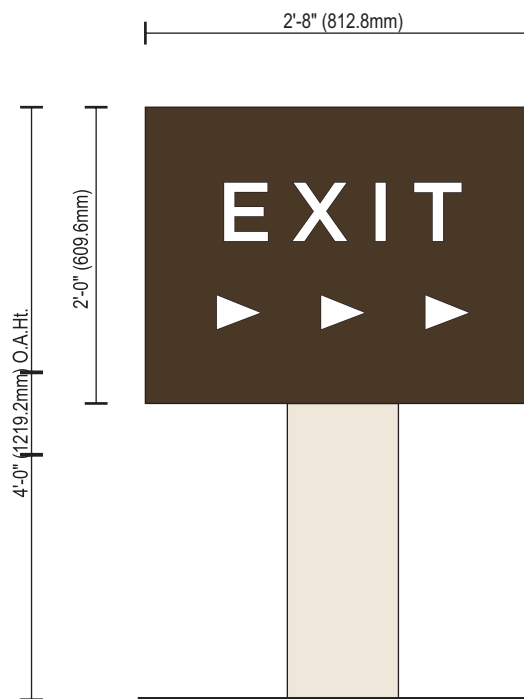


END VIEW



D/F NON-ILLUMINATED DIRECTIONAL

5.33 Sq.Ft. (0.50 Sq. M.)



D/F NON-ILLUMINATED DIRECTIONAL

5.33 Sq.Ft. (0.50 Sq. M.)