PURPOSE
Why do we exist?

We believe that business travel can and should be a positive experience. We exist to provide the Always-on-the-Go traveler a better hotel experience, every time.

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

Ensuring every stay is a great one by providing an environment that allows guests to discover and connect while on the road.

 BRAND PROMISE
What is the essence of our promise to our target?

Hilton Garden Inn is focused on ensuring business and leisure travel is a positive experience. We promise to do whatever it takes to ensure you’re satisfied, or you don’t pay. You can count on us. GUARANTEED™.

 BRAND CAMPAIGN
Consumer Takeaway Statement

We understand that business travel affords you the opportunity to discover and connect while on the road, and we are here to help you make the most of every stay. It’s better at the Garden.

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

Ensuring every stay is a great one by providing an environment that allows guests to discover and connect while on the road.

 BRAND PILLARS
How do we support, protect, and activate our brand?

Pillars are the attributes guests expect when they stay at a Hilton Garden Inn—at every stay, at every Hilton Garden Inn around the world. Our pillars also help define the attributes hotel teams and owners can expect from the Hilton Garden Inn brand team.

 OUR PROMISE
We promise to do whatever it takes to ensure you’re satisfied, or you don’t pay. You can count on us. GUARANTEED™.

 APPRECIATIVE
The feeling you get from a friend who shows respect for you and acknowledges your loyalty.

 WELCOMING
A true sense of familiarity and comfort that comes from being recognized and valued.

 DEPENDABLE
A trusted, consistent experience that leads to a successful relationship.

 APPROACHABLE
A down-to-earth yet professional experience every time.

 BRAND PRINCIPLES
How do we act?

• Consistently
• Business casual
• Always hospitable and with integrity
• Service-focused

 BRAND VOICE
How do we speak?

• We are personable, yet purposeful
• We instill confidence
• We are down-to-earth
ABOUT HILTON GARDEN INN

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 the Hilton Garden Inn Creative and Collateral Resource Center (HGICRC) on OnQ Insider > My Applications for the complete document of brand approved copy for USA/Canada and Outside the USA/Canada copy.

Hilton Garden Inn® is focused on making each visit a rewarding one, providing an environment that allows you to discover and connect while on the road. We deliver award-winning service, inviting social spaces, and high-end amenities ensuring a great stay at an even greater value. Hilton Garden Inn has a full-service restaurant and bar, offering cooked-to-order breakfast, dinner room service, and a full bar to unwind at the end of a busy day. With state-of-the-art fitness centers for stress-busting workouts, 24/7 business centers featuring complimentary printing and Wi-Fi, everything we do, we do for you. Visit HGI.com to learn how Hilton Garden Inn can help make your next stay a great one.

STANDARDIZED COPY EXAMPLES

Two Sentences
At the Garden, we believe travel can and should be a positive experience. We provide an environment for the always-on-the-go guest to discover and connect while on the road, ensuring each trip is a great one.

Short Version
From a good night’s sleep, cooked-to-order breakfast, award-winning service, and inviting new social spaces, Hilton Garden Inn® is focused on making each visit a rewarding one. We provide an environment that allows you to discover and connect while on the road. To find out what Hilton Garden Inn can do for you, visit HGI.com.

Please go to the HGICRC for more versions of copy.
MAIN LOGO
The main HGI logo should be used for all general use and communications. The logo font is Bodoni.

PROPERTY LOCKUP
HGI property lockups should be used on self-promotional (property) communications. Please visit the HGICRC on OnQ Insider to retrieve your 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.

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.

NON-APPROVED LOGO TREATMENT
This logo was intended for website use only and is not to be used for any other communication.

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 Creative and Collateral Resource Center (HGICRC) on OnQ Insider > My Applications.

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:

© 2013 (identifying the year published) Hilton Worldwide

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.

NOTE: For more details on the approved logos, go to On-Property Communications section on page 17 in this document.
2-COLOR LOGOS

USA

Global

Hilton Garden Inn

Red Floret, Blue Type

Red Floret, Black Type

Signature reversed out white from blue
(may also be reversed out white from any color in the color palette except red)

1-COLOR LOGOS

USA

Global

Hilton Garden Inn

Blue Floret, Blue Type

Black Floret, Black Type

Signature reversed out white from blue
(may also be reversed out white from any color in the color palette except red)

COLOR SPECIFICATIONS

<table>
<thead>
<tr>
<th>USA</th>
<th>Global</th>
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<tbody>
<tr>
<td>PMS 187 (Coated)</td>
<td>PMS 193 (Uncoated)</td>
</tr>
<tr>
<td>PMS 2736 (Coated)</td>
<td>PMS 072 (Uncoated)</td>
</tr>
</tbody>
</table>

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<td>PMS 072 (Uncoated)</td>
</tr>
</tbody>
</table>

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

C: 100  M: 85  Y: 0  K: 0
R: 35  G: 69  B: 154

Web-Safe Color: 990033
Web-Safe Color: 000066

The colors in this book should not be used for color matching. Please use corresponding PMS chips from a Pantone® book for accurate color matching.

NOTE: For more details on the approved logos, go to On-Property Communications section on page 17 in this document.

CLEAR SPACE REQUIREMENTS

In every signature application, there is a required minimum clear space around the signature. The clear space is equal to the height of the ‘G’ in the word “Garden” as indicated in the diagram. Do not violate this area.

USA

Global
You Can Count on Us

This logo is for Corporate Social Responsibilities Programs and was created for use online only, not as a tagline in mass media.

USA/CANADA AND OUTSIDE USA

Promise Logo

The Promise Logo is for global use. Note ™ is on logo and line.

Must include the following statement:

We promise to do whatever it takes to ensure you’re satisfied, or you don’t pay. You can count on us. GUARANTEED. ™

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 the Creative Resource Center (HGICRC) on OnQ Insider > My Applications.

NOTE: For more details on global, on-property usage of The Garden Grille & Bar logo, go to On-Property Communications section on page 17 in this document.
HILTON HHONORS LOGOS

HILTON HHONORS LOGO USAGE

The Hilton HHonors logo is required on all customer/guest-facing, brand-specific applications that include a Hilton HHonors element in the copy or offer. It’s also required on brand materials to signify a great portfolio of options.

Placement should be remote from the primary brand logo. The Hilton HHonors logo should act only as an endorsement, appearing smaller in relation to the size of the Hilton Garden Inn logo.

COLOR VERSIONS

The Hilton HHonors logo can be expressed with either a beveled H symbol in color, or with a flat H symbol in color or black and white, combined with the wordmark either positive or reversed.

The Hilton HHonors logo must always be reproduced from master artwork. Never redraw, replace or modify the logo in any way. The logo must stand alone and cannot be locked up with any other logo, except as indicated within these guidelines.

The preferred color version of the Hilton HHonors logo features a dimensional bevel, which can only be reproduced in a 4-color process; it is not possible to print this version using spot colors. The Hilton HHonors and Hilton Worldwide logos should never be changed to match the brand specific color schemes.

The alternate, flat version of the symbol is used when the reproduction technique or logo size cannot successfully render the bevel effect.

HHonors logos are available for immediate download from the Creative Resource Center (HGICRC) on OnQ Insider > My Applications > HHonors Creative Toolkit.
### LOGOS & PHRASES

<table>
<thead>
<tr>
<th></th>
<th>USA</th>
<th>OUTSIDE THE USA</th>
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</thead>
<tbody>
<tr>
<td>“GARDEN INN”</td>
<td>GARDEN INN®</td>
<td>GARDEN INN™</td>
</tr>
<tr>
<td>“HILTON GARDEN INN”</td>
<td>HILTON GARDEN INN®</td>
<td>HILTON 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>“EVERY STAY VALUE”</td>
<td>EVERY STAY VALUE®</td>
<td>EVERY STAY VALUE™</td>
</tr>
<tr>
<td>“YOU CAN COUNT ON US”</td>
<td>YOU CAN COUNT ON US®</td>
<td></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® (Canada/EMEA/APAC/LATAM)</td>
<td></td>
</tr>
<tr>
<td>“GREAT NORTH AMERICAN GRILL”</td>
<td>GREAT NORTH AMERICAN GRILL™ (Canada)</td>
<td></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 tag lines. 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 in the Outside the US 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.
DIGITAL GUIDELINES – 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 Flash or 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.

SPECS
File size 40k max

Animation length 30 sec. max
(15 sec. recommended)

Logo and CTA recommended on all frames