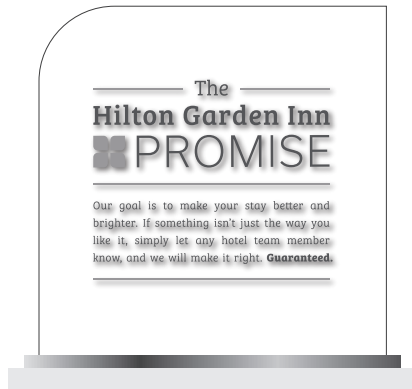


 HGI Promise Graphics
Installation Guidelines

NORTH AMERICA GRAPHICS
2017

Promise Graphics Collection



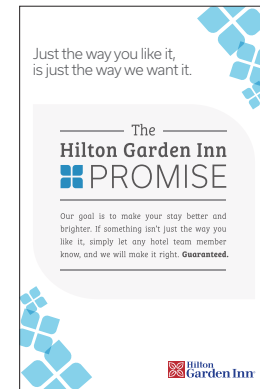
COUNTERTOP SIGN
- dual language available



WALL MOUNTED SIGN
- dual language available



ELEVATOR POSTERS
- this graphic is currently only available in English



BACK-OF-HOUSE TEAM POSTER (2 COPIES TOTAL)
- dual language and English only versions available



GUESTROOM CADDY COVERS (2 COVERS TOTAL, FRONT & BACK)
- this graphic does not apply to Canada or Latin America

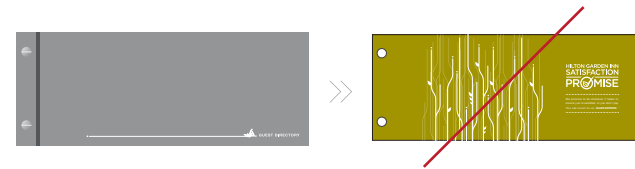
Remove existing Promise graphics

To implement your new Promise graphics, any existing (old) Promise graphics that exist in your property must be removed.

- 1 | Remove existing green Promise Countertop Sign at your front desk (if applicable).



- 2 | Cleanly remove existing Promise page within the Guestroom Directory in each guestroom and any backup inventory (if applicable).

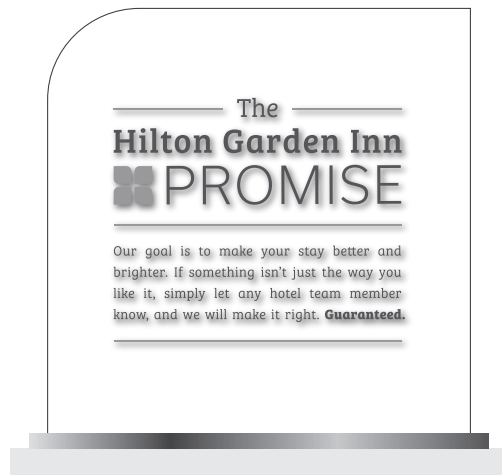


- 3 | Remove any existing green Promise poster from the elevators (if applicable).

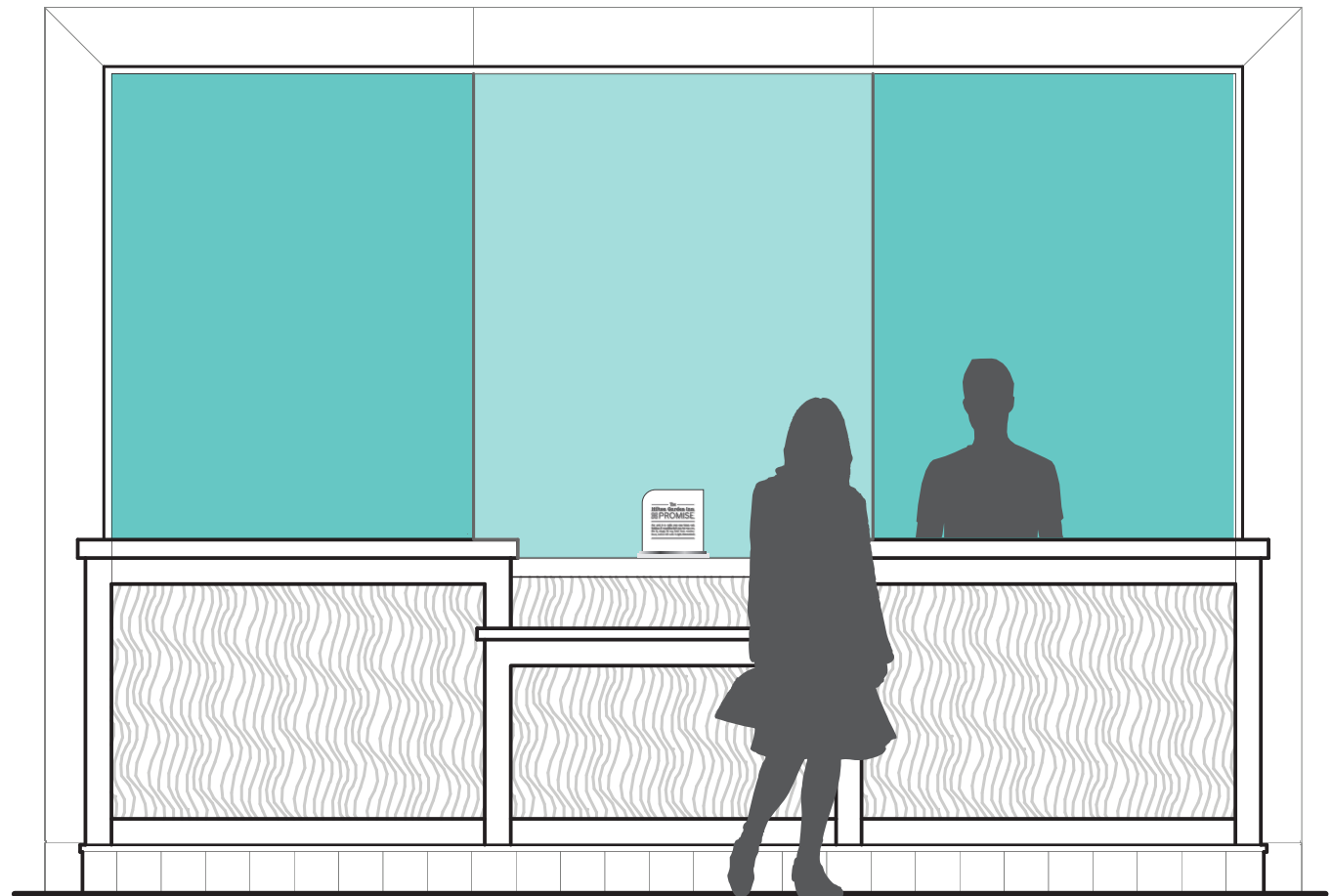


Promise Countertop Sign

After the old green Promise sign is removed, this sign must be placed at the front desk in a position that is highly visible to guests.



SIGN DETAIL



FRONT DESK (8.0 PROTOTYPE SHOWN)

Promise Elevator Posters

After the old green Promise Poster(s) has been removed from all elevators, place a new poster in existing frame within the elevators (if applicable). NOTE: If your property currently only displays one (1) Promise Poster in each elevator, only one (1) new Promise Poster is required for each elevator.

When placing your order, be sure to account for every elevator at your property currently displaying Promise Posters.



POSTER DETAIL

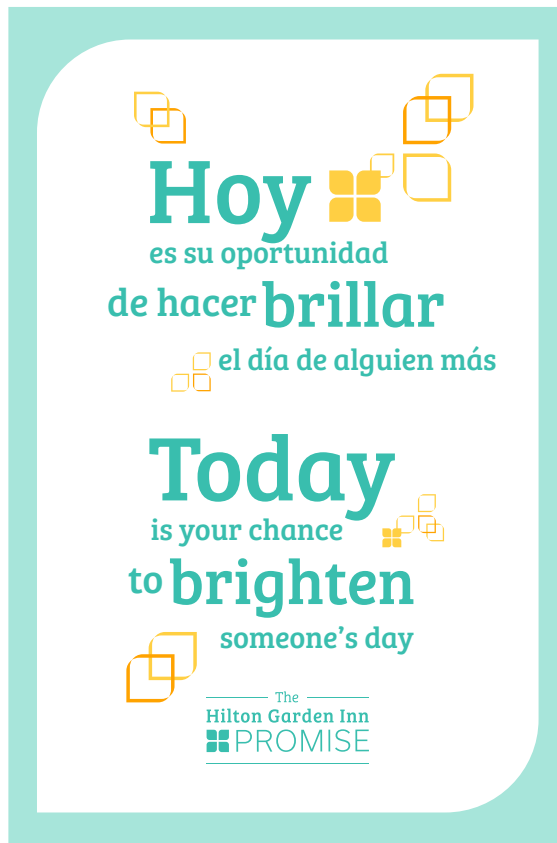


POSTERS PLACED WITHIN ELEVATOR

NOTE: THIS POSTER IS CURRENTLY ONLY AVAILABLE IN ENGLISH

Promise Back-of-house Team Poster

This poster is meant to encourage positive team member interaction with the guests, as well as be a reminder of the Brand Promise. These posters must be placed in the back-of-house area on an open wall or a door (not guest facing). Your property will receive two (2) total Team Posters.



POSTER DETAIL



BACK-OF-HOUSE DOOR



BACK-OF-HOUSE OPEN WALL

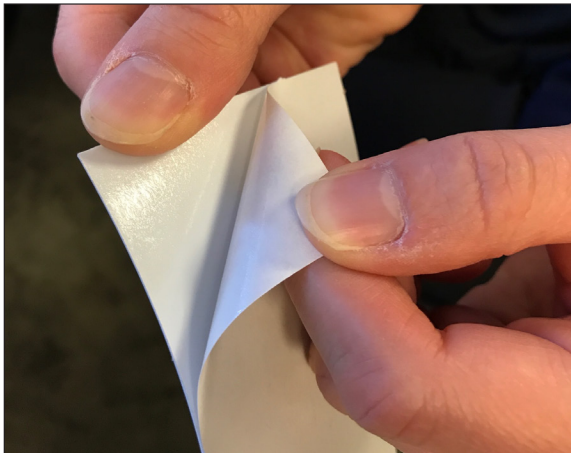
Promise Guestroom Caddy Cover

The Caddy Cover is thin plastic cover with an adhesive back. Simply peel the back to reveal the adhesive, align the bottom of the cover to the base of the existing green acrylic piece, and firmly apply.

Every caddy requires two (2) covers, one for the front and one for the back. Install in all guestrooms and any backup stock.



COVER DETAIL



NOTE: THIS GRAPHIC IS NOT APPLICABLE FOR CANADA OR LATIN AMERICA

Promise Wall Sign

The Wall Sign is an acrylic sign that must be mounted to a wall with the secure foam tape already applied to the back. The ideal position for this sign is in your property's elevator lobby as illustrated below.

However, with a variety of existing HGI property floor plans, this preferred location is not always applicable. **Therefore, it is important to note what makes a 'good location' and what makes a 'poor location' for this sign if the elevator lobby is not an option for your property (see following page).**



WALL SIGN DETAIL



ELEVATOR LOBBY

NOTE: DUE TO THE PERMANENCE OF THIS PIECE, IT IS RECOMMENDED TO HAVE IT PROFESSIONALLY INSTALLED BY A GENERAL CONTRACTOR

Promise Wall Sign: Find the Right Installation Location

Please review these considerations prior to mounting your Promise Wall Sign. Keep in mind that while the preferred location is the elevator lobby, this may not be the best location option for your property.



GOOD LOCATION

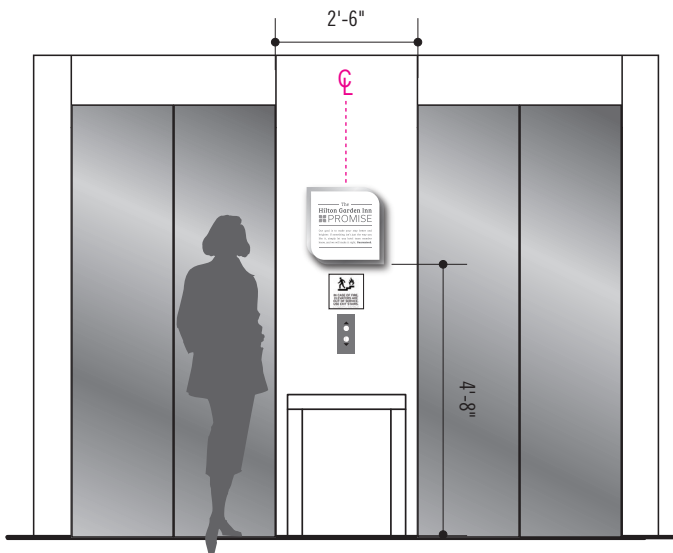
- Public space (adjacent to elevators if possible)
- High guest traffic
- Good lighting (for appropriate visibility)
- Anchored to something (sign should not appear to 'float' alone on a large open wall)

POOR LOCATION

- Hidden location with low guest traffic
- Dark/poor lighting
- Behind the Front Desk
- Within The Shop (or Pavilion Pantry)
- Entry doors or vestibule
- Anywhere outside of public space

Promise Wall Sign: Preferred Location & Placement

The preferred location for the Promise Wall Sign is within your property's elevator lobby. The illustrations below identify two options for appropriate placement within this location.



PREFERRED OPTION A

BETWEEN ELEVATORS:

- Ideal height for sign mounting is 4ft 6in from base of sign to floor (+/- 4 inches)
- Sign must be centered on the wall. This middle wall must be a minimum of 2ft wide to accommodate the sign.



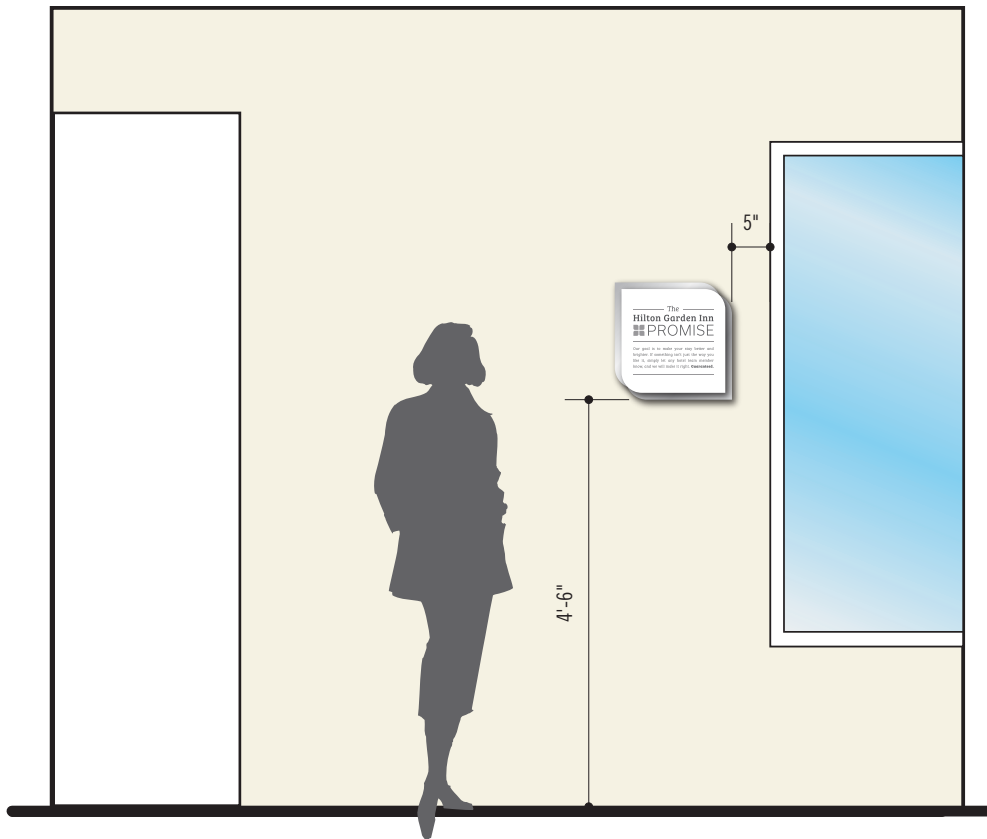
PREFERRED OPTION B

ADJACENT TO ELEVATORS:

- Ideal height for sign mounting is 4ft 6in from base of sign to floor (+/- 4 inches)
- As shown, sign is 'anchored' to an elevator frame as not to appear to float on large empty wall
 - 5in minimum, 10in maximum distance between sign and elevator
- Ideally, the Promise Sign should be placed closest to the front desk within the elevator lobby.

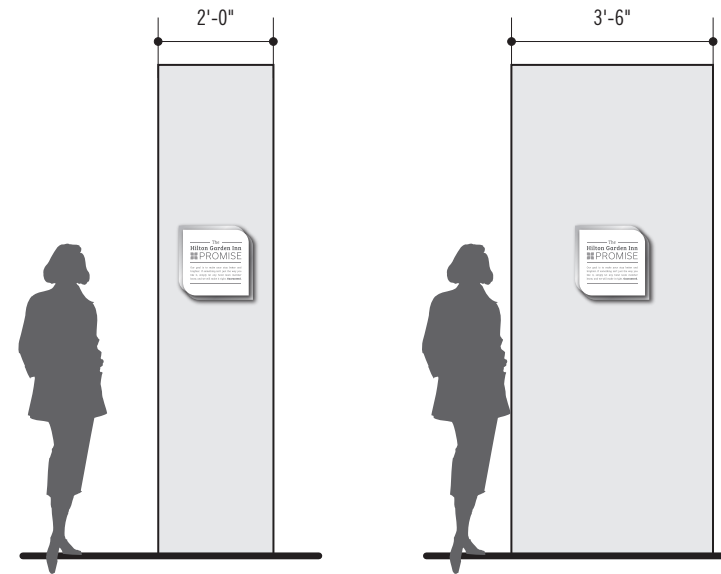
Promise Wall Sign: Secondary Location & Placement

If the elevator lobby is not an appropriate location for the Promise Wall Sign, a secondary location needs to be identified. After finding this location, review the details below to ensure the sign is mounted in the appropriate placement.



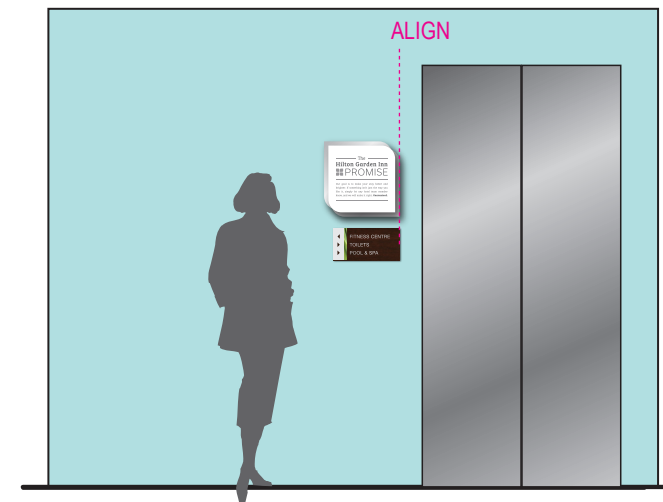
PLACEMENT ON OPEN WALL:

- Ideal height for sign mounting is 4ft 6in from base of sign to floor (+/- 4 inches)
- As shown, sign is 'anchored' to window frame as not to appear to float on large empty wall
 - 5in minimum, 10in maximum distance between sign and anchoring element
 - Other anchoring elements include: door frame, edge of wall or corner, column



NARROW WALL CONDITION:

- Should a narrow wall be the best location, wall must be a minimum of 2ft wide, and no wider than 3ft 6in (without being 'anchored')



EXISTING SIGNS:

- If best placement is near existing wayfinding sign, ensure the two signs align on wall; NOTE: this condition is only applicable if Promise sign can still be mounted at appropriate height per the notes on the left.