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1.0  INTRODUCTION

1.1  DOCUMENT INTENT
1.2  THE HYATT MANIFESTO
1.3  THE SPIRIT OF OUR TAGLINE
1.1 DOCUMENT INTENT

THE HYATT MASTER BRAND

With the ever-increasing noise of a crowded marketplace, the importance of a dynamic brand identity, one that leaves a distinct and lasting impression, cannot be overstated.

And for Hyatt, this is especially true, as driving brand awareness and engendering brand loyalty are critical to our continuing success. Especially with the proliferation of media channels, we must look to our brand identity, one optimized for use both onscreen and in print, to reach our customers in more places than ever before.

Because consistency is the crucial ingredient in our media mix, the following guidelines have been developed. Here you will find detailed instructions for reproducing and applying our signature artwork, the foundation of our identity system, as well as for the creation of many essential communication tools, including advertising and stationery.

Designers are strongly encouraged to consult these pages frequently to ensure the Hyatt master brand identity is faithfully reproduced in every application. Its consistent display across all of our branded communications speaks of a company determined to provide an unforgettable experience, demonstrating to all of our customers that they are always more than welcome.

IF YOU HAVE QUESTIONS REGARDING THE NEW MASTER BRAND IDENTITY OR DESIGN GUIDELINES, PLEASE CONTACT:

The creative inbox at creativeservices@hyatt.com
1.2 HYATT MANIFESTO

AT HYATT, WE ARE PASSIONATE HOTELIERS SHARING THE WORLD’S MOST GENEROUS WELCOME
WITH THE PASSIONATE TRAVELERS OF THE WORLD. THAT PASSIONATE COMMITMENT TO DELIVERING
AUTHENTIC HOSPITALITY IS WHAT GUIDES US IN EVERYTHING WE DO AND SAY.

THE AUTHENTIC HOSPITALITY OF HYATT

We are in the business of hospitality, not hotels. And it’s an authentic kind of hospitality that makes a hotel a Hyatt. A hospitality that is generous, genuine and intuitive, that respects the culture of others and loves sharing its own. That can’t wait to show you your room and open the doors to all of the places where you’ll find us. The hotels of Hyatt — our rooms, our architecture, our foods and wines, the landscapes of which we are a part, all of these will raise your spirits, inspire and comfort you. And it’s the people of Hyatt, whose instinct — for travel and the travelers we love to welcome — brings this all to life. People who effortlessly move you from arriving to being. Who open up their world and make it a delight to turn a corner and explore. Who understand the magic of knowing what you need, before you know yourself. People who want you to feel more: More like a traveler should, more open, more curious, more enlightened and enlivened. People who find joy in making you feel more welcome than at any other place in the world. Hyatt. You’re More Than Welcome.
1.3 THE SPIRIT OF OUR TAGLINE

“YOU’RE MORE THAN WELCOME”

“YOU’RE MORE THAN WELCOME” is the essence of our Hyatt manifesto, distilled into one line. It is how we tell consumers that we are passionate hoteliers sharing The World’s Most Generous Welcome. It is the single most important thing we want consumers to feel about us, and should appear prominently on all of our communication and materials. Most often it should appear in conjunction with the logo, or as the last sentence in body copy, leaving the audience with a final impression of Hyatt as a generous spirit and welcoming place.
2.0 LOGOS

2.1 MASTER BRAND LOGO
2.2 CLEAR SPACE
2.3 MINIMUM SIZE
2.4 VERSIONS
2.5 BACKGROUND CONTROL
2.6 DO NOTS
2.1 MASTER BRAND LOGO

The Hyatt master brand logo has earned considerable equity over the years as it has steadily become synonymous with a first-class hospitality experience in markets around the world. Sharp, streamlined and precise, the logo is an essential brand asset that has been finely tuned for use in digital and online communications, as well as in print and other traditional media channels. And in today’s increasingly visual marketplace, its role will only gain in importance.

It is essential that the logo artwork is respected in every application and only applied as instructed in these guidelines. For no reason should the artwork be re-drawn or altered.
2.2 CLEAR SPACE

MAINTAINING PROMINENCE

The Hyatt logo must be easy to recognize in all of our branded materials. To protect the logo from any competing visuals, a significant amount of clear space must surround the artwork whenever it is used.

As demonstrated in the exhibit, the clear space minimum is equal to the height of the ‘H’ within the wordmark.

Text, images and graphics must not violate this area for any reason. To do so can compromise the visibility of the artwork.
2.3 MINIMUM SIZE

GUARANTEEING VISIBILITY

The application categories for the logo are print, web and mobile devices. Each category has its own minimum size specification.

The minimum reproduction size is critical to maintaining the proper image of the brand. Observing the required minimum sizes ensures that the logo is always easy to read.

The logo’s size is always determined by measuring the full width of the logo. These specifications apply to all logo configurations and color variations. The minimum size is only in reference to the width of the logo. The ® and ™ should not be included in this measure. However, the legal marks should be scaled along with any logo scaling.

The logo should never appear smaller than the sizes specified here.

Print

Minimum size for print is 0.5”

Web

Minimum size for web is 60 px

Mobile Devices

Minimum size for mobile devices is 24.5 px (Appropriate for a 31 px app button)
COLOR VARIATIONS

The Hyatt logo is available in three color variations to meet a range of applications.

Blue: The one-color blue logo is always preferred. To ensure its visibility, it should only be placed against light color and photographic backgrounds.

Gray: The gray logo is for color limited applications, black-and-white printing and other instances where color reproduction is unavailable.

Reverse: The full reverse logo is intended for materials that call for a black or dark background — either color or photographic — as well as instances when color reproduction is unavailable.
2.5 BACKGROUND CONTROL

MAINTAINING CONTRAST

The Hyatt logo should always establish a strong presence wherever it is applied, making background selection of great importance to its success.

A: A white background is always recommended for the blue logo because it provides the highest level of contrast.

B: A white background is always recommended for the gray logo because it provides the highest level of contrast.

C: When an application calls for a solid color background, the reverse (white) logo is always recommended as it provides the highest level of contrast.

D & E: When an application calls for a photographic background, always ensure the image provides ample visual contrast — either very light colors or very dark — for the logo artwork.

It is important to avoid heavily patterned or highly textured imagery because it can challenge the logo design and inhibit its visibility and impact.

Other than photography, the logo should only be placed against solid backgrounds. Patterned or other busy backgrounds are incompatible with the logo.
2.6 DO NOTS

PROTECTING THE LOGO

It is important that the logo is reproduced and applied consistently; this will ensure a uniform image for the brand regardless of the application.

Use the Hyatt logo artwork only as provided, and do not attempt any modifications as demonstrated in the exhibits.

- Do not use a gradient
- Do not use unapproved colors
- Do not apply a drop shadow or other visual effects
- Do not place the logo against a pattern or busy background
- Do not separate the components of the logo
- Do not distort, stretch or skew the logo
- Do not rotate the logo
- Do not crop the logo
3.0 TAGLINE

3.1 LOGO WITH TAGLINE
3.2 CLEAR SPACE
3.3 MINIMUM SIZE
3.4 VERSIONS
3.5 BACKGROUND CONTROL
3.6 DO NOTS
3.1 LOGO WITH TAGLINE

USAGE

Bringing together valuable brand assets, the logo with tagline is intended for use in various Hyatt communication materials. Featuring the tagline in a dedicated placement with the logo artwork, this lockup delivers a pronounced brand expression.

As shown, the lockup is available in a preferred vertical and horizontal configuration. Whenever possible, use one of these lockups.

The alternate lockups are intended for use when layout restrictions prevent either preferred version from being properly applied within the layout.
3.2 CLEAR SPACE

ENSURING PROMINENCE

As with the master brand logo, the logo with tagline must be protected from competing visuals by surrounding it with a significant amount of clear space.

As demonstrated in the exhibit, the clear space minimum is equal to the height ‘H’ within the wordmark.

Text, images and graphics must not violate this area for any reason. To do so can compromise the visibility of the artwork.

The clear space remains the same for all versions of the Hyatt logo.

Clear Space is equivalent to the height of the ‘H’ in the Hyatt Wordmark
3.3 MINIMUM SIZE

GUARANTEING VISIBILITY

The application categories for the logo are print and web. Each category has its own minimum size specification.

The minimum reproduction size is critical to maintaining the proper image of the brand. Observing the required minimum sizes ensures that the logo is always easy to read.

The logo’s size is always determined by measuring the full width of the logo. These specifications apply to all logo configurations and color variations.

The minimum size is only in reference to the width of the logo. The ® and ™ should not be included in this measure. However, the legal marks should be scaled along with any logo scaling.

The logo should never appear smaller than the sizes specified here.

Print

Minimum size for print is 0.5”

Web

Minimum size for web is 60 px
### COLOR VARIATIONS

The Hyatt logo is available in four color variations to meet a range of applications.

**Two-color:** This version of the lockup is always preferred. To ensure its visibility, it should only be placed against light color and photographic backgrounds.

**One-color:** Featuring both the logo and tagline in Hyatt blue, this version is intended for instances where two-color printing is unavailable.

**Gray:** The gray logo is for color-limited applications, such as faxes, black-and-white printing and other instances where color reproduction is unavailable.

**Reverse:** The full reverse logo is intended for materials that call for a black or dark background — either color or photographic — as well as instances when color reproduction is unavailable.

These color variations apply to all logo sizes and can be used across collateral and color spaces.

---

![Two-color (Blue (Pantone 646), Cool Gray 11)](image1)

![One-color Blue (Pantone 646)](image2)

![Gray (Cool Gray 11)](image3)

![Reverse](image4)
3.5 BACKGROUND CONTROL

MAINTAINING CONTRAST

The Hyatt logo should always establish a strong presence wherever it is applied, making background selection of great importance to its success.

A: A white background is always recommended for the blue logo because it provides the highest level of contrast.

B: A white background is always recommended for the gray logo because it provides the highest level of contrast.

C: When an application calls for a solid color background, the reverse (white) logo is always recommended as it provided the highest level of contrast.

D & E: When an application calls for a photographic background, always ensure the image provides ample visual contrast — either very light colors or very dark — for the logo artwork.

It is important to avoid heavily patterned or highly textured imagery because it can challenge the logo design and inhibit its visibility and impact.

Other than photography, the logo should only be placed against solid backgrounds. Patterned or other busy backgrounds are incompatible with the logo.
3.6 DO NOTS

PROTECTING THE LOGO

It is important that the logo is reproduced and applied consistently; this will ensure a uniform image for the brand regardless of the application.

Use the Hyatt logo artwork only as provided, and do not attempt any modifications as demonstrated in the exhibits.

- Do not use unapproved colors in the lockup
- Do not use a gradient
- Do not use a drop shadow
- Do not alter the lockup configuration
- Do not distort, stretch or skew the lockup
- Do not use complex photographic and/or graphic backgrounds
4.0 COLOR

4.1 PALETTE & SPECIFICATIONS
DESIGNED FOR SIMPLICITY

The Hyatt master brand should be primarily represented by the blue hue shown on the right. This color is represented in the Hyatt logo itself and should be carried into communication as the preferred color where possible. Great care should be taken to ensure accurate color reproduction is applied to all types of paper and materials, as well as web and other channels.

When printing match the uncoated pantone chip.

Gray, Orange and Purple may also be used for collateral or audiences that relate to specific content.

Only these colors are approved for Hyatt master brand or coordinated multi-brand communication. Do not use any color that is not specifically shown here.

COLOR BREAKDOWN & USES

CMYK – Four-color print process

RGB – On-screen

PMS – Standardized color reproduction system for printing (Pantone Color Matching System)

HEX – Web page creation

BLUE – Used for all internal and external communications

GRAY – Used in black & white communications

ORANGE – Specific to resort communications

PURPLE – Specific to resort communications

Advertisement Guidelines

An advertisement should feature the same color for the window, text and logo unless text or logo are not legible. If text or logo are not legible, both can appear as reversed (white) or black.

Additional Notes

• Only one color should be used for each ad
• Only colors featured on this page should be used
• Blue is the hero color for all internal and external communications
5.0 TYPOGRAPHY

5.1 TYPEFACES
## 5.1 Typefaces

### Approved Typefaces

The following fonts should be used in all of our communications. They were selected to present our messages in a tone that feels conversational, genuine and inviting.

**Instructions:**
To purchase fonts please visit fonts.com and select the OpenType versions of Scala Regular, Italic and Bold.

Times New Roman is a system font available on most computers.

<table>
<thead>
<tr>
<th>Typeface</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Scala Caps</strong></td>
<td>Use all lowercase. Use for headlines, subheads and promotional time/price copy. Kerning set to “Optical.”</td>
</tr>
<tr>
<td><strong>Scala Italic</strong></td>
<td>Use all lowercase. Use for emphasized words in headlines. (Note: For local promotions, italic is used for subhead instead.)</td>
</tr>
<tr>
<td><strong>Scala Regular</strong></td>
<td>Use sentence case. Use for body copy.</td>
</tr>
<tr>
<td><strong>Scala Bold</strong></td>
<td>Use bold for Call to Action call outs in body copy.</td>
</tr>
<tr>
<td><strong>Times New Roman</strong></td>
<td>Use for body copy in PowerPoint presentations.</td>
</tr>
</tbody>
</table>
6.0 PHOTOGRAPHY

6.1 PHOTOGRAPHIC TONE
6.1 PHOTOGRAPHIC TONE

PHOTOGRAPHIC TONE

elegant, simple, aspirational, contemporary

Beautiful photography is a very important part of Hyatt advertising and communications. It will likely be the first thing that attracts a viewer’s attention and is as important as the headline or body copy. Photos should always be elegant, simple and true to the Hyatt master brand; they should display authentic experiences at Hyatt.

Photos should be aspirational and contemporary - they should create a strong composition on the page and command the eye with simple elegance. The photo selected should always relate to the idea or concept being communicated in the materials.

When people are shown in the photograph, make sure they appear natural, authentic and relatable to the audience. They should never feel stiff or posed. Their inclusion must always enhance the idea of the communication rather than detract from it.

Do not use other shapes, vignette the edges, or use photos without backgrounds (silhouettes). Avoid photographs that are overly cluttered.

Photography should be four-color whenever possible. However, even when an execution is in black and white, the photo should be dramatic and appealing.
7.0 WINDOW

7.1 ABOUT THE WINDOW
7.1 ABOUT THE WINDOW

IN OUR COMMUNICATION TOOLS

The colored frame used in Hyatt communications is representative of a window. Through this design element we aim to create a window into the Hyatt brand experience, looking through at our hotels, our passionate hoteliers, and our welcome guests.

The window should be used to highlight and frame interesting moments or compelling elements within a photo that give the audience a glimpse into the authentic experiences of Hyatt.

The orientation of the window is contingent upon several factors. Most important is the legibility of the copy contained within the window. The window must be placed in a fashion where it captures the key element in a chosen photograph, but it must also allow enough positive space for the copy to be comfortably received by the viewer. For more detailed specifications, please refer to the Advertising Guidelines. Please refer to Hyatt Brand Manager (www.hyattbrandmanager.com) for the latest Global Advertising Standards guide.
## 8.0 STATIONERY

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.1</td>
<td>BUSINESS CARDS</td>
</tr>
<tr>
<td>8.2</td>
<td>LETTERHEAD</td>
</tr>
<tr>
<td>8.3</td>
<td>NOTEPAD</td>
</tr>
<tr>
<td>8.4</td>
<td>NOTE CARDS</td>
</tr>
<tr>
<td>8.5</td>
<td>MAILING LABEL</td>
</tr>
<tr>
<td>8.6</td>
<td>ENVELOPES</td>
</tr>
<tr>
<td>8.7</td>
<td>E-MAIL SIGNATURE</td>
</tr>
<tr>
<td>8.8</td>
<td>POCKET FOLDER</td>
</tr>
</tbody>
</table>
Stationery is approved for use by corporate office, regional offices, shared service centers, reservations centers worldwide, worldwide sales force, national sales force, and individuals who represent more than one hotel.

U.S., Canada and Caribbean

Updated stationery materials are available to order via the website Onlineprintstore.com/Hyatt.

EAME, SWA, ASPAC, and Latin America

To download templates files for printing please visit:

Hyatt Brand Manager >> Standards >> Hyatt Master Brand >> Corporate Stationery

(www.hyattbrandmanager.com)
8.0 STATIONERY

APPROVED ENTITY NAMES

Please consult with your regional Human Resources department to confirm the legal entity name that applies to you. Examples of approved entities include but are not limited to:

Hyatt International (Europe Africa Middle East) LLC.; used by associates in the Zurich Regional Office.
Hyatt International – Asia Pacific, Limited, etc.; used by associates in the Hong Kong Regional Office.

Please note:

US-based associates: If the associate works on behalf of more than one entity/functional group or one that is global in scope, e.g. corporate Marketing, Legal, etc., then NO entity / functional group is to be listed on business cards, stationery, or email signatures. Confirm with your department head if you are unsure what to use.

Hyatt Hotel Corporation (HHC): This is only to be used by the Leadership Team (CEO & Direct Reports).

Hyatt Hotel & Resorts: This is not a legal entity name and therefore should not be used in any business cards, stationery, or email signatures.
ALIGNMENT / STYLING DETAILS

Correct Name and Title order is noted below. Not all fields will be applicable to each associates position.

INSTRUCTIONS:

(1) - Top Copy block
- Anchor top copy block to top 5 mm margin on business cards
- Copy block (1) can be maximum five lines in length including name
- Region is to be italicized

Firstname Last Name
Regional Vice President (title/your job)
Franchise Operations (title/your job)
Park Hyatt (brand, department or team)
Americas (region)

(2) - Middle Copy block
Align middle copy block to top of Hyatt logo
- Copy block (2) can be a maximum of four lines
- Entity name can be a maximum of two lines

Approved entity name if applicable
Address Line 1
Address Line 2

(3) - Bottom Copy block
Anchor bottom copy block to 5 mm margin
- Fax number is optional and can be removed if copy block (2) requires more than three lines
- Required 2.5 mm margin separates top of copy block (2) and bottom of copy block (3) on business cards

T: +1 312.780.1234 (telephone number)
F: +1 312.780.1234 (fax number)
M: +1 312.780.1234 (mobile number)
first.lastname@hyatt.com (e-mail address)
hyatt.com (url)

INSTRUCTIONS:

(1) - Top Copy block
• Anchor top copy block to top 5 mm margin on business cards
• Copy block (1) can be maximum five lines in length including name
• Region is to be italicized

First Name Last Name
Regional Vice President (title/your job)
Franchise Operations (title/your job)
Park Hyatt (brand, department or team)
Americas (region)

(2) - Middle Copy block
Align middle copy block to top of Hyatt logo
• Copy block (2) can be a maximum of four lines
• Entity name can be a maximum of two lines

Approved entity name if applicable
Address Line 1
Address Line 2

(3) - Bottom Copy block
Anchor bottom copy block to 5 mm margin
• Fax number is optional and can be removed if copy block (2) requires more than three lines
• Required 2.5 mm margin separates top of copy block (2) and bottom of copy block (3) on business cards

T: +1 312.780.1234 (telephone number)
F: +1 312.780.1234 (fax number)
M: +1 312.780.1234 (mobile number)
first.lastname@hyatt.com (e-mail address)
hyatt.com (url)
### 8.1 BUSINESS CARDS

**STANDARD – FRONT**

This template is **ONLY** approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

**INSTRUCTIONS:**
- Only use an Entity Name or Functional Group when applicable. See page 31 for approved entity list.
- Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items.
- Address: No abbreviations with the exception of the state.
- Telephone (T) & E-mail: Mandatory.
- Fax (F): Optional and always appearing after telephone number.
- Mobile (M): Optional and always appearing after telephone and fax number.
- Web: Mandatory.
- Back Print: If your business card does not require additional information on the back side refer to page 34 for mandatory back print.

**SPECIFICATIONS**

**SIZE:** 3.5” x 2” (88.9 mm x 50.8 mm)

**PAPER:**
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

**LOGO:**
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

**COLOR (2):** PMS 646U (blue), Cool Gray 11

**TYPESETTING:**
- Formatting: All copy flush left
- Name: Scala Regular 9pt/10pt leading
- Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
- All Contact Information: Scala Regular 7.5pt/9.4pt leading
- “A Member of...”: Scala Regular 6pt/7pt leading

---

**Front – Option 1 (without Entity Name)**
May only be used in non-hotel locations within the U.S.

**Front – Option 2 (with approved Entity Name)**
Must be used in non-hotel locations outside the U.S.
Please refer to page 31 for entity list.
8.1 BUSINESS CARDS

STANDARD — BACK
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• If your business card does not require additional information on the back side, please use this layout.

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Individual Brand Logos
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (4): CMYK

Collection of Approved Image/Brand Logo Combinations
8.1 BUSINESS CARDS

STANDARD – FRONT DUAL LANGUAGE, SINGLE-SIDED PRINTING
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Only use an Entity Name or Functional Group when applicable.
  See page 31 for approved entity list
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory
• Back Print: If your business card does not require additional information
  on the back side refer to page 34 for mandatory back print.

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPOSETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading

INSTRUCTIONS:
• Only use an Entity Name or Functional Group when applicable.
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory
• Back Print: If your business card does not require additional information
  on the back side refer to page 34 for mandatory back print.

FRONT – Option 1
May only be used in non-hotel locations within the U.S.

FRONT – Option 2
Entity Name must be used in non-hotel locations outside the U.S.
Please refer to page 31 for entity list

John Smith

71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

John Smith

71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

5 mm margin (all sides)
2.5 mm
Align address text to logo
2.5 mm
Logo: 25 mm width

Approved Entity Name if applicable

A Member of
Hyatt Hotels Corporation

Back Print:
If your business card does not require additional information
on the back side refer to page 34 for mandatory back print.
8.1 BUSINESS CARDS

STANDARD – FRONT DUAL LANGUAGE, DOUBLE-SIDED PRINTING
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
- Only use an Entity Name or Functional Group when applicable. See page 31 for approved entity list
- Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
- This card includes translation of full business card.
- Address: No abbreviations with the exception of the state
- Telephone (T) & E-mail: Mandatory
- Fax (F): Optional and always appearing after telephone number
- Mobile (M): Optional and always appearing after telephone and fax number
- Web: Mandatory

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)
PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
- Formatting: All copy flush left
- Name: Scala Regular 9pt/10pt leading
- Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
- All Contact Information: Scala Regular 7.5pt/9.4pt leading
- "A Member of...": Scala Regular 6pt/7pt leading

Back – Option 1 (without Entity Name)
May only be used in non-hotel locations within the U.S.

John Smith
Title 1
Title 2 if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

John Smith
Title 1
Title 2 if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

Back – Option 2 (with approved Entity Name)
Entity Name must be used in non-hotel locations outside the U.S.
Please refer to page 31 for entity list

John Smith
Entity Name
Title /one.tf
Title /two.tf if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

John Smith
Entity Name
Title /one.tf
Title /two.tf if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

Front – Option 1 (without Entity Name)
May only be used in non-hotel locations within the U.S.

John Smith
Title 1
Title 2 if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

John Smith
Title 1
Title 2 if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

Front – Option 2 (with approved Entity Name)
Entity Name must be used in non-hotel locations outside the U.S.
Please refer to page 31 for entity list

John Smith
Entity Name
Title /one.tf
Title /two.tf if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation

John Smith
Entity Name
Title /one.tf
Title /two.tf if applicable
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

A Member of
Hyatt Hotels Corporation
SALES TEAM — DUAL PROPERTY, MIRROR IMAGE, DOUBLE-SIDED PRINTING
This standard is ONLY approved for individuals who represent two properties.

INSTRUCTIONS:
- Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
- Do not list “A Member of Hyatt Hotels Corporation”
- Address: No abbreviations with the exception of the state
- Telephone (T) & E-mail: Mandatory
- Fax (F): Optional and always appearing after telephone number
- Mobile (M): Optional and always appearing after telephone and fax number
- Web: Mandatory

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
- Formatting: All copy flush left
- Name: Scala Regular 9pt/10pt leading
- Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
- All Contact Information: Scala Regular 7.5pt/9.4pt leading

John Smith
Title 1
Title 2 (if applicable)
Property Name 1
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

John Smith
Title 1
Title 2 (if applicable)
Property Name 2
71 South Wacker Drive
Chicago, IL 60606 USA
T: +1 312.780.1234
F: +1 312.780.1234
john.smith@hyatt.com
hyatt.com

Front (Property 1)

Back (Property 2)
SALES TEAM – MULTI-PROPERTY (U.S. ONLY)
Associates outside of the U.S. cannot use due to legal liability.

This standard is **ONLY** approved for individuals who represent more than one property.

**INSTRUCTIONS:**
- No Entity Name or Functional Group is used in this card.
- Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
- Do not list “A Member of Hyatt Hotels Corporation”
- Address: No abbreviations with the exception of the state
- Telephone (T) & E-mail: Mandatory
- Fax (F): Optional and always appearing after telephone number
- Mobile (M): Optional and always appearing after telephone and fax number
- Web: Mandatory

**SPECIFICATIONS**

**SIZE:** 3.5” x 2” (88.9 mm x 50.8 mm)

**PAPER:**
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

**LOGO:**
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

**COLOR (2):** PMS 646U (blue), Cool Gray 11

**TYPESETTING:**
- Formatting: All copy flush left
- Name: Scala Regular 9pt/10pt leading
- Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
- All Contact Information: Scala Regular 7.5pt/9.4pt leading
- Back Headline: Scala Regular 9pt/10pt leading
- Back Property Names: Scala Regular 7.5pt/9.4pt leading

---

**Front**

John Smith  
Title 1  
Title 2 (if applicable)  
71 South Wacker Drive  
Chicago, IL USA  
T: +1 312.780.1234  
F: +1 312.780.1234  
john.smith@hyatt.com  
hyatt.com

**Back – Option 1**

Representing  
12.5 mm  
PROPERTY NAME 1  
property url 1  
PROPERTY NAME 2  
property url 2  
PROPERTY NAME 3  
property url 3  
PROPERTY NAME 4  
property url 4  

Back Property Names: Scala Regular 7.5pt/9.4pt leading

**Back – Option 2**

Representing  
12.5 mm  
PROPERTY NAME 1  
Property Address  
property url 1  
PROPERTY NAME 2  
Property Address  
property url 2  

Back Property Names: Scala Regular 7.5pt/9.4pt leading

International legal liability issues prohibit grouping multiple hotels on stationery and in e-mail signatures.
8.1 BUSINESS CARDS

SALES TEAMS — DUAL PROPERTY (U.S. ONLY)
Associates outside of the U.S. cannot use due to legal liability.

This standard is ONLY approved for individuals who represent more than one property.

INSTRUCTIONS:
• Property Names on the front of card can only be listed with prior approval from the Corporate Office.
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Do not list “A Member of Hyatt Hotels Corporation”
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory
• Back Print: If your business card does not require additional information on the back side refer to page 34 and page 41.

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• Back Headline: Scala Regular 9pt/10pt leading
• GDS Codes (Headline & Codes): Scala Regular 7.5pt/9.4pt leading

International legal liability issues prohibit grouping multiple hotels on stationery and in e-mail signatures.
8.1 BUSINESS CARDS

SALES & CATERING TEAMS – RECOGNITION LOGOS

INSTRUCTIONS:
• Only use an Entity Name or Functional Group when applicable. See page 31 for approved entity list.
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items.
• Recognition Logo only to be used with approval by your supervisor.
• Masters Logo is only to be used for hotels outside of North America.
• Do not list “A Member of Hyatt Hotels Corporation”.
• Address: No abbreviations with the exception of the state.
• Telephone (T) & E-mail: Mandatory.
• Fax (F): Optional and always appearing after telephone number.
• Mobile (M): Optional and always appearing after telephone and fax number.
• Web: Mandatory.
• Back Print: If your business card does not require additional information on the back side refer to page 34 for mandatory back print. For GDS back, please refer to page 41.

SPECIFICATIONS

SIZE: 3.5" x 2" (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo with Outlined Masters Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading

INSTRUCTIONS:
• Only use an Entity Name or Functional Group when applicable. See page 31 for approved entity list.
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items.
• Recognition Logo only to be used with approval by your supervisor.
• Masters Logo is only to be used for hotels outside of North America.
• Do not list “A Member of Hyatt Hotels Corporation”.
• Address: No abbreviations with the exception of the state.
• Telephone (T) & E-mail: Mandatory.
• Fax (F): Optional and always appearing after telephone number.
• Mobile (M): Optional and always appearing after telephone and fax number.
• Web: Mandatory.
• Back Print: If your business card does not require additional information on the back side refer to page 34 for mandatory back print. For GDS back, please refer to page 41.

SPECIFICATIONS

SIZE: 3.5" x 2" (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo with Outlined Masters Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
8.1 BUSINESS CARDS

SALES & CATERING TEAMS — DUAL PROPERTY, GDS CODES
(U.S. ONLY)

INSTRUCTIONS:
• No Entity Name or Functional Group is used in this card.
• Do not list “A Member of Hyatt Hotels Corporation”
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory
• Front Print: Refer to page 33 for example.

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo with Outlined Masters Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• Back Headline: Scala Regular 9pt/10pt leading
• GDS Codes (Headline & Codes): Scala Regular 7.5pt/9.4pt leading

Text placement: 44 mm

Representing
Property Name Line One
Property Name Line Two
GDS Codes
Apollo: xxxx x
Sabre: xxxx x
Amadeus: xxxx x
Worldspan: xxxx x
Galileo: xxxx x
System One: xxxx x

Property Name Line One
Property Name Line Two
GDS Codes
Apollo: xxxx x
Sabre: xxxx x
Amadeus: xxxx x
Worldspan: xxxx x
Galileo: xxxx x
System One: xxxx x

Center 1 or 2 lines of property name vertically within space between Representing and GDS Codes allowing a 2.5 mm minimum margin top and bottom

Back – Option 1
International legal liability issues prohibit grouping multiple hotels on stationery and in e-mail signatures.

Text placement: 44 mm

Representing
Property Name Line One
Property Name Line Two
GDS Codes
Apollo: xxxx x
Sabre: xxxx x
Amadeus: xxxx x
Worldspan: xxxx x
Galileo: xxxx x
System One: xxxx x

Property Name Line One
Property Name Line Two
GDS Codes
Apollo: xxxx x
Sabre: xxxx x
Amadeus: xxxx x
Worldspan: xxxx x
Galileo: xxxx x
System One: xxxx x

5 mm margin (all sides)

Back – Option 2
International legal liability issues prohibit grouping multiple hotels on stationery and in e-mail signatures.
8.1 BUSINESS CARDS

A MEMBER OF THE COUNCIL OF EXPERTS
(OUTSIDE OF NORTH AMERICA ONLY)
This template is ONLY approved for: Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

NOTES:
• Only use an Entity Name or Functional Group when applicable.
  See page 31 for approved entity list
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory
• Back Print: If your business card does not require additional information
  on the back side refer to page 34 for mandatory back print.

SPECIFICATIONS
SIZE:
3.5” x 2” (88.9 mm x 50.8 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading

---

Front (with approved Entity Name)
Entity Name must be used in non-hotel locations outside the U.S.
Please refer to page 31 for entity list
8.1 BUSINESS CARDS

RECRUITING – STANDARD (U.S. ONLY)
This template is ONLY approved for: Corporate and Regional Recruiting Associates.

NOTES:
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• E-mail: Mandatory

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)
PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading
• “Exploring a ...”: Scala Regular 14pt/14pt leading
• “Internships...”: Scala Regular 7.5pt/9.4pt leading
• “High Expectations...”: Scala Regular 5.5pt/9.4pt leading
• Website: Scala Regular 5.5pt/9.4pt leading

8.1 BUSINESS CARDS

RECRUITING – STANDARD (U.S. ONLY)
This template is ONLY approved for: Corporate and Regional Recruiting Associates.

NOTES:
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• E-mail: Mandatory

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)
PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading
• “Exploring a ...”: Scala Regular 14pt/14pt leading
• “Internships...”: Scala Regular 7.5pt/9.4pt leading
• “High Expectations...”: Scala Regular 5.5pt/9.4pt leading
• Website: Scala Regular 5.5pt/9.4pt leading

8.1 BUSINESS CARDS

RECRUITING – STANDARD (U.S. ONLY)
This template is ONLY approved for: Corporate and Regional Recruiting Associates.

NOTES:
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• E-mail: Mandatory

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)
PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading
• “Exploring a ...”: Scala Regular 14pt/14pt leading
• “Internships...”: Scala Regular 7.5pt/9.4pt leading
• “High Expectations...”: Scala Regular 5.5pt/9.4pt leading
• Website: Scala Regular 5.5pt/9.4pt leading

8.1 BUSINESS CARDS

RECRUITING – STANDARD (U.S. ONLY)
This template is ONLY approved for: Corporate and Regional Recruiting Associates.

NOTES:
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional and always appearing after telephone number
• Mobile (M): Optional and always appearing after telephone and fax number
• E-mail: Mandatory

SPECIFICATIONS
SIZE: 3.5” x 2” (88.9 mm x 50.8 mm)
PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading
• “Exploring a ...”: Scala Regular 14pt/14pt leading
• “Internships...”: Scala Regular 7.5pt/9.4pt leading
• “High Expectations...”: Scala Regular 5.5pt/9.4pt leading
• Website: Scala Regular 5.5pt/9.4pt leading
**8.2 LETTERHEAD**

**STANDARD**
Non-personalized letterhead is **ONLY** approved for:
Corporate, Regional, Shared Service Center, Reservation Centers Worldwide,
and all non-hotel based sales associates.

**INSTRUCTIONS:**
- Only use an Entity Name or Functional Group when applicable.
- See page 31 for approved entity list
- Entity Name must be used in non-hotel locations outside the U.S.
- Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
- Address: No abbreviations with the exception of the state
- Web: Mandatory

**SPECIFICATIONS**

**SIZE:**
- NORTH AMERICA: Letter – 8.5” x 11” (216 mm x 280 mm)
- INTERNATIONAL: A4 – 210 mm x 297 mm (8.27” x 11.69”)

**PAPER:**
80# Mohawk Superfine, Smooth Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

**LOGO:**
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

**COLOR (2):** PMS 646U (blue), Cool Gray 11

**TYPESetting:**
- Formatting: All copy flush left
- All Contact Information: Scala Regular 7.5pt/9.4pt leading
- “A Member of...”: Scala Regular 6pt/7pt leading

**Alignment:**
- Logo: 40 mm width
- Top-align and left-align with margins
- Text placement: 155 mm

**Margins:**
- Top margin: 20 mm
- Left margin: 20 mm
- Bottom margin: 15 mm
- Right margin: 5 mm

**Entity Name:**
- Use in non-hotel locations outside the U.S.
- Refer to page 32 for styling and order of copy blocks (1) (2) and (3) items

**Web:**
- Mandatory

**Styling and Order of Copy Blocks:**
1. Entity Name (if applicable)
2. Contact Information
3. “A Member of...”
8.2 LETTERHEAD

STANDARD – PERSONALIZED

Personalized letterhead is ONLY approved for VPs and above in the following offices: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Only use an Entity Name or Functional Group when applicable.
  See page 31 for approved entity list
• Entity Name must be used in non-hotel locations outside the U.S.
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional for employees using mobile number
• Fax (F): Mandatory for employees NOT using mobile number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory

SPECIFICATIONS
SIZE:
• NORTH AMERICA: Letter – 8.5” x 11” (216 mm x 280 mm)
• INTERNATIONAL: A4 – 210 mm x 297 mm (8.27” x 11.69”)

PAPER:
80# Mohawk Superfine, Smooth Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading

Text placement: 155 mm
20 mm (top margin)
20 mm (left margin)
15 mm (bottom margin)

Front (without Entity Name)

Align contact information with “A Member...”

Logo:
40 mm width
Top-align and left-align with margins
8.2 LETTERHEAD

MONARCH
Standard letterhead is ONLY approved for VPs and above for:
Corporate, Regional, Shared Service Center, Reservation Centers Worldwide,
and all non-hotel based sales associates.

INSTRUCTIONS:
• Only use an Entity Name or Functional Group when applicable.
  See page 31 for approved entity list
• Entity Name must be used in non-hotel locations outside the U.S.
• Please refer to page 32 for styling and order of copy blocks (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional for employees using mobile number
• Fax (F): Mandatory for employees NOT using mobile number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory

SPECIFICATIONS
SIZE: Monarch (Executive) – 7.25” x 10.5” (184 mm x 267 mm)

PAPER:
80# Mohawk Superfine, Smooth Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another
premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading

Align contact information with “A Member...”
8.2 LETTERHEAD

MONARCH — PERSONALIZE
Personalized letterhead is ONLY approved for VPs and above for:
Corporate, Regional, Shared Service Center, Reservation Centers Worldwide,
and all non-hotel based sales associates.

INSTRUCTIONS:
• Only use an Entity Name or Functional Group when applicable.
  See page 31 for approved entity list
• Entity Name must be used in non-hotel locations outside the U.S.
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional for employees using mobile number
• Fax (F): Mandatory for employees NOT using mobile number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory

SPECIFICATIONS
SIZE: Monarch (Executive) – 7.25” x 10.5” (184 mm x 267 mm)

PAPER:
80# Mohawk Superfine, Smooth Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another
premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• All Contact Information: Scala Regular 7.5pt/9.4pt leading
• Tagline: Scala Regular 6pt/7pt leading

Align contact information with “A Member...”

20 mm (top margin)

30 mm (left margin)

Logo: 40 mm width
Top-align and left-align with margins

Text placement: 130 mm

15 mm (bottom and margin)

Front (without Entity Name)
8.3 NOTEPAD

STANDARD — PERSONALIZED NOTEPAD

This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

NOTES:
• Only use an Entity Name or Functional Group when applicable.
  See page 31 for approved entity list
• Entity Name must be used in non-hotel locations outside the U.S.
• Please refer to page 32 for styling and order of copy blocks (1) (2) and (3) items
• Address: No abbreviations with the exception of the state
• Telephone (T) & E-mail: Mandatory
• Fax (F): Optional for employees using mobile number
• Fax (F): Mandatory for employees NOT using mobile number
• Mobile (M): Optional and always appearing after telephone and fax number
• Web: Mandatory

SPECIFICATIONS

SIZE: 8.5” x 5.5” (139.7 mm x 215.9 mm)

PAPER:
80# Mohawk Superfine, Smooth Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading

Front (without Entity Name)
8.4 NOTE CARDS

OPTION 1 — FLAT NOTE CARD (PREFERRED)
This one sided flat note card standard is ONLY approved for:
Corporate, Regional, Shared Service Center, Reservation Centers Worldwide,
and all non-hotel based sales associates.

INSTRUCTIONS:
• Do not list “A Member of Hyatt Hotels Corporation”
• Please refer to page 32 for styling and order of copy block (1) items
• Back Print: Blank

SPECIFICATIONS
SIZE: 5.25” x 4” (133.35 mm x 101.6 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another
premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading

Front Option 1 (For VPs and above)
Front Option 2 (General Note Card)
8.4 NOTE CARDS

OPTION 2 — FOLDED NOTE CARD (OUTSIDE)
This folded note card standard is ONLY approved for:
Corporate, Regional, Shared Service Center, Reservation Centers Worldwide,
and all non-hotel based sales associates.

INSTRUCTIONS:
• Legal Copy: Please visit the Trademark Administration Manual
  for the latest legal copy.

SPECIFICATIONS
SIZE: 4" x 3.33" (102 mm x 85 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another
premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
Legal Copy: Scala Regular 5.5pt/centered
8.4 NOTE CARDS

OPTION 2 — FOLDED NOTE CARD (INSIDE)
This folded note card standard is ONLY approved for:
Corporate, Regional, Shared Service Center, Reservation Centers Worldwide,
and all non-hotel based sales associates.

Personalized Note Cards are only for VPs and above.

INSTRUCTIONS:
• Do not list “A Member of Hyatt Hotels Corporation”
• Please refer to page 35 for text styling and order of copy block (1) items
• Legal Copy: Please visit the Trademark Administration Manual
  for the latest legal copy.

SPECIFICATIONS
SIZE: 4” x 3.33” (102 mm x 85 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another
premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
8.5 MAILING LABEL

MAILING LABEL
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Address: No abbreviations with the exception of the state
• Layout: In the U.S., print 6-up on a page

SPECIFICATIONS
SIZE: 4” x 3.33” (101.6 mm x 84.58 mm)

PAPER:
80# Mohawk Superfine, Label Stock
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left, optical kerning
• Address: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading

This template is ONLY approved for:
Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Address: No abbreviations with the exception of the state
• Layout: In the U.S., print 6-up on a page

SPECIFICATIONS
SIZE: 4” x 3.33” (101.6 mm x 84.58 mm)

PAPER:
80# Mohawk Superfine, Label Stock
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left, optical kerning
• Address: Scala Regular 7.5pt/9.4pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading

Printed Six up on page
8.6 ENVELOPES

STANDARD NO. 10 ENVELOPE
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Address: No abbreviations with the exception of the state

SPECIFICATIONS
SIZE:
• NORTH AMERICA: No. 10 – 9.5” x 4.125” (216 mm x 280 mm)
• INTERNATIONAL: DL – 4.9.375” x 8.625” (110mm x 220mm)
• Flap: Standard Square Flap

PAPER:
70# Mohawk Superfine Smooth, Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

COLOR (2): PMS 646U (blue), Cool Gray 11

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Address: Scala Regular 9pt/11pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading
• Hyatt.Com: Scala Regular 12pt

This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.
8.6 ENVELOPES

STANDARD NO. 10 WINDOW ENVELOPE
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Address: No abbreviations with the exception of the state

SPECIFICATIONS
SIZE:
• NORTH AMERICA: No. 10 – 9.5” x 4.125” (216 mm x 280 mm)
• INTERNATIONAL: DL – 4.9375” x 8.625” (110mm x 220mm)
• Window: Standard Window Die-Cut

PAPER:
70# Mohawk Superfine Smooth, Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

COLOR (2): PMS 646U (blue), Cool Gray 11

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Address: Scala Regular 9pt/11pt leading
• “A Member of...”: Scala Regular 6pt/7pt leading
• Hyatt.Com: Scala Regular 12pt
8.6 ENVELOPES

NOTECARD ENVELOPE
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Address: No abbreviations with the exception of the state

SPECIFICATIONS
SIZE:
A-2, 5.75” x 4.375” (140 mm x 108 mm)
• Flap: Standard Square Flap

PAPER:
70# Mohawk Superfine Smooth, Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Address: Scala Regular 9pt/11pt leading
• "A Member of...": Scala Regular 6pt/7pt leading
• Hyatt.Com: Scala Regular 12pt

This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Address: No abbreviations with the exception of the state

SPECIFICATIONS
SIZE:
A-2, 5.75” x 4.375” (140 mm x 108 mm)
• Flap: Standard Square Flap

PAPER:
70# Mohawk Superfine Smooth, Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Address: Scala Regular 9pt/11pt leading
• "A Member of...": Scala Regular 6pt/7pt leading
• Hyatt.Com: Scala Regular 12pt
8.6 ENVELOPES

STANDARD SHIPPING ENVELOPE
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Address: No abbreviations with the exception of the state

SPECIFICATIONS
SIZE:
• 12” x 9” (304.8 mm x 228.6 mm)
Flap: Standard Square Flap

PAPER:
70# Mohawk Superfine Smooth, Text
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): PMS 646U (blue), Cool Gray 11

TYPESETTING:
• Formatting: All copy flush left
• Address: Scala Regular 9pt/11pt leading
• "A Member of...": Scala Regular 6pt/7pt leading
• Hyatt.Com: Scala Regular 12pt

12 mm
12 mm

Text placement: 32 mm

12 mm

Logo: 33.5 mm width

12 mm

12 mm
8.6 **ENVELOPES**

**STANDARD SHIPPING ENVELOPE**

This template is **ONLY** approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

**INSTRUCTIONS:**
- Address: No abbreviations with the exception of the state
- This envelope will hold the Sales Folder

**SPECIFICATIONS**

**SIZE:**
- 13" x 10" (330.2 mm x 254 mm)
- Flap: Standard Square Flap

**PAPER:**
- 70# Mohawk Superfine Smooth, Text
  
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

**LOGO:**
- Brand Logo
  
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

**COLOR (2):** PMS 646U (blue), Cool Gray 11

**TYPESETTING:**
- Formatting: All copy flush left
- Address: Scala Regular 9pt/11pt leading
- "A Member of...": Scala Regular 6pt/7pt leading
- Hyatt.Com: Scala Regular 12pt
8.7 E-MAIL SIGNATURE

STANDARD E-MAIL SIGNATURE

This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

INSTRUCTIONS:
• Social Icons: Optional
• Only use an Entity Name or Functional Group when applicable.
  See page 31 for approved entity list
• Entity Name must be used in non-hotel locations outside the U.S.
• Inclusion of additional links, images, or badges is not allowed with the exception of Corporate Communications and Recruiting associates.
• Signatures for phones & iPads: E-mail signature can be copy/pasted from an e-mail (to maintain styling) or can simply be retyped in Arial.
• Multi-property Signatures: If you are representing more than one hotel within the same brand, please refer to the appropriate Visual Identity Guidelines for that brand.
• Multi-brand Signatures: If you are representing more than one brand, please use masterbrand signature.
• Please visit hyattbrandmanager.com >> Standards >> Masterbrand >> Corporate Stationery to download instructions.

SPECIFICATIONS

LOGO with TAGLINE:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (2): RGB

TYPESETTING:
All copy flush left
Point size ranges to accommodate individual computer settings.
Name: Times New Roman, Bold 10–13pt
Title: Times New Roman 10–13pt
Brand, Department or Team: Times New Roman, Italic 10–13pt
Region: Times New Roman, Italic
Entity Name (Only if Applicable): Times New Roman, Bold 10–13pt
Address: Times New Roman, Regular 10–13pt
Footer: Times New Roman, Regular 8–10pt

Option 1 – (without Entity Name)

Option 2 – (with approved Entity Name)
See page 31 for approved entity list
8.7 E-MAIL SIGNATURE

Option 3 – Dual Language (with approved Entity Name)
See page 31 for approved entity list. Alternatively, associates can simply create a second, local language, e-mail signature for specific communications.

Option 4 – Multi-property For use by associates in the U.S. ONLY. International legal liability issues prohibit grouping multiple hotels on stationery and in e-mail signatures.

Option 5 – iPad & Mobile (plain text email signature)
John Smith
Regional Vice President
Franchise Operations
Hyatt Place
71 South Wacker Drive Chicago, IL 60606
T: 312.780.5813  F: 312.780.5282  E: name.lastname@hyatt.com
hyatt.com

Option 6 – iPad & Mobile (plain text email signature) Dual Language (with approved Entity Name)
See page 31 for approved entity list.

John Smith 当地语言
Regional Vice President 当地语言
Franchise Operations 当地语言
Hyatt Place 当地语言
Approved Entity Name (if applicable) 当地语言
71 South Wacker Drive Chicago, IL 60606
T: 312.780.5813  F: 312.780.5282  E: name.lastname@hyatt.com
hyatt.com
8.8 POCKET FOLDER

BLUE
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

NOTES:
• Legal Copy: Please visit the Trademark Administration Manual for the latest legal copy.

SPECIFICATIONS
SIZE: 9” x 12” (229 mm x 305 mm)

PAPER:
130# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (1): PMS 646U (blue)

TYPESETTING:
• YMTW Headline: Outlined Artwork
• Legal Copy: Scala Regular 7pt/8.4pt leading
• hyatt.com: Scala Regular 7pt/8.4pt leading

This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

NOTES:
• Legal Copy: Please visit the Trademark Administration Manual for the latest legal copy.

SPECIFICATIONS
SIZE: 9” x 12” (229 mm x 305 mm)

PAPER:
130# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR (1): PMS 646U (blue)

TYPESETTING:
• YMTW Headline: Outlined Artwork
• Legal Copy: Scala Regular 7pt/8.4pt leading
• hyatt.com: Scala Regular 7pt/8.4pt leading

This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

NOTES:
• Legal Copy: Please visit the Trademark Administration Manual for the latest legal copy.
INSIDE POCKETS
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, and all non-hotel based sales associates.

NOTES:
• Legal Copy: Please visit the Trademark Administration Manual for the latest legal copy.

SPECIFICATIONS
SIZE: 9" x 12" (229 mm x 305 mm)

PAPER:
130# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

COLOR (1): PMS 646U (blue)

FINISH:
• Pocket: Two standard square pockets
• Die-cut: Two horizontal business card slits on the right pocket.
9.0 COMMUNICATION TOOLS

9.1 POWERPOINT TEMPLATES
9.2 E-MAIL TEMPLATES
9.3 MEMO & ANNOUNCEMENTS
9.4 ONLINE NEWSLETTERS
9.5 TRAINING MANUALS & POLICIES
9.6 FORMS
9.7 LCD SCREEN TEMPLATES
9.8 HEART OF HOUSE POSTER
9.9 EMPLOYEE JOURNEY POSTERS
9.10 EMPLOYEE JOURNEY NOTE CARDS & ENVELOPE
9.11 AWARD CERTIFICATES
As you begin each new communication project, keep in mind your overall goal and your audience. It is important to remember to always develop clean, simple and focused presentations and/or collateral materials.

All templates are posted on HyattConnect > Collaborate > Marketing & Brand Strategy > Brands > Documents > Hyatt Master Brand > Hyatt Master Brand Guidelines And Templates to download. If you have questions regarding these new materials, please contact the creative inbox at creative.services@hyatt.com.

Please download the appropriate template, as we have created three versions with the appropriate legal mark based on your location.

1. Hyatt Floating Logo as ® / Registered: U.S., Canada, Caribbean, Mexico, Chile, Costa Rica, Guatemala and Nicaragua

2. Hyatt Floating Logo as ™ / Trademarked: Hong Kong and outside of the U.S., Canada, Caribbean, Mexico, Chile, Costa Rica, Guatemala, People’s Republic of China and Greater China (Macau, Taiwan)

3. Hyatt Floating Logo as No trademark symbol / No Mark: People’s Republic of China and Greater China (Macau, Taiwan), excluding Hong Kong
9.1 PowerPoint Templates

Cover Page – Internal People Template

How to Use:
This template should be used for internal communications. The collection of images feature Hyatt associates and authentic hospitality.

Instructions & Notes:
• Within each template, there are four photo cover options and one white cover option. Users may select a cover page and delete the extra pages when preparing a presentation. All cover options will always remain in the master slides for easy use and selection on future presentations.
• Photography cover templates are preferred for on-screen presentations or electronic delivery.
• Please select the white, low ink, cover option when printing presentations.
• Please do not edit or replace photos or colors of these templates.
• All text should remain black in Times New Roman.

Specifications
Size: 10”w x 7.5”h (254 mm x 190.5 mm)

Logo:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

Typsetting (Cover):
All copy flush left, aligned with margins
• Title: Times New Roman, Regular 28pt
• Date: Times New Roman, Italic 16pt

Please use for on-screen presentations or electronic delivery ONLY.

Please use for printed presentations.
9.1 POWERPOINT TEMPLATES

COVER PAGE – EXTERNAL MASTER BRAND TEMPLATE

HOW TO USE:
This template is ONLY approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, Worldwide Sales Force and National Sales Force.

This template may be used for external or internal presentations regarding the Hyatt master brand or entities that are associated with multiple sub brands within the Hyatt portfolio. The collection of images feature Hyatt experiences around the world.

INSTRUCTIONS & NOTES:
• Within each template, there are six photo cover options and one white cover option. Users may select a cover page and delete the extra pages when preparing a presentation. All cover options will always remain in the master slides for easy use and selection on future presentations.
• Photography cover templates are preferred for on screen presentations or electronic delivery.
• Please select the white, low ink, cover option when printing presentations.
• Please do not edit or replace photos or colors of these templates.
• All text should remain black in Times New Roman.

SPECIFICATIONS
SIZE: 10”w x 7.5”h (254 mm x 190.5 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (COVER):
All copy flush left, aligned with margins
• Title: Times New Roman, Regular 28pt
• Date: Times New Roman, Italic 16pt

Please use for screen presentations or electronic delivery ONLY.

Please use for printed presentations.

Cover Samples
9.1 POWERPOINT TEMPLATES

INSIDE PAGES

HOW TO USE:
These internal pages can be found in the PowerPoint templates outlined on the previous pages.

SPECIFICATIONS

SIZE: 10"w x 7.5"h (254 mm x 190.5 mm)

LOGO TAGLINE:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (INSIDE PAGES):
All copy flush left, and in black.
• Slide Title: Times New Roman, Regular 28pt.
• First Bullet: Times New Roman, Regular 24pt.
• Second & Third Bullet: Times New Roman, Regular 20pt.
• Fourth Bullet: Times New Roman, Regular 18pt.
• Fifth Bullet: Times New Roman, Regular 16pt.
• Page Number & Footer: Times New Roman, Regular 10pt.
9.2 E-MAIL TEMPLATES

HOW TO USE:
The new e-mail template includes a header image which can be used for e-mail announcements/communications.

The user will insert the image into the top of an e-mail and then type in the communication below. The text can be formatted with bullet points and hyperlinks. The text will flow based on the user’s window size. Some users will experience text flowing past the image header if their window size is set larger.

It is strongly recommended to test your e-mail with a limited distribution before deploying to full distribution list.

NOTES:
• Approved photography has been selected for this use.
• The use of other photography within the templates is not allowed.
• Please do not edit photos or colors of these templates

INSTRUCTIONS:
Lotus Notes For MAC & PC
• Please visit Hyattconnect >> Collaborate >> Communication Resources to download instructions and jpg headers.
• Create new e-mail message
• Click File > Import
• Select the saved JPG file
• Right click on embedded JPG file > Select Picture Properties
• Select Paragraph Alignment (third tab)
• Center text by clicking second button next to Alignment
• Send E-mail

Outlook For MAC & PC
• Please visit Hyattconnect >> People Page >> Communication Resources to download instructions and jpg headers.
• Create new e-mail message
• Click Insert tab in top navigation bar
• Select “Picture” from drop down menu
• Choose file you wish to insert
• Click “Insert”
• Send E-mail

SPECIFICATIONS
TYPESETTING: All text is black and flush left.
ELECTRONIC TEMPLATE

HOW TO USE:
Memos and announcements are to be sent out in pdf format as an attachment.

INSTRUCTIONS:
• Four approved photos have been selected for this use.
• The use of other photography within the templates is not allowed.
• Please do not edit photos or colors of these templates.
• All text should remain black in Times New Roman.

SPECIFICATIONS

SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5” x 11” (216 mm x 280 mm)
  8.25” x 11.25” (210 mm x 297 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESetting (FIRST & SECOND PAGE):
All copy flush left, aligned with margins
• Titles / Body Copy: Times New Roman, Regular 10pt
• Date / Footer: Times New Roman, 9pt / Centered vertically in color bar.

Date: April 13, 2011
To: Corporate/Regional Vice President and Director
    Hotel General Managers
    Marketing Communications
    Corporate Sales Office

From: Name, Position

Subject: Potential Announcement
9.3 MEMO & ANNOUNCEMENTS

PRINTED TEMPLATE

HOW TO USE:
Memos and announcements are to be sent out in pdf format as an attachment or printed.

INSTRUCTIONS:
• All text should remain black in Times New Roman.
• Address: No abbreviations with the exception of the state
• Web: Mandatory please include “www”

SPECIFICATIONS

SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5” x 11” (216 mm x 280 mm)
• Outside the U.S. A4:
  8.25” x 11.25” (210 mm x 297 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (FIRST & SECOND PAGE):
All copy flush left, aligned with margins
• Titles / Body Copy: Times New Roman, Regular 10pt
• Date / Footer: Times New Roman, 9pt / Centered vertically in color bar.
9.4 ONLINE NEWSLETTERS

COVERS
HOW TO USE:
Online newsletters are to be sent out in PDF format and as an attachment.

INSTRUCTIONS:
• Six approved photos have been selected for this use within each color template.
• Please do not edit or replace photos or colors of these templates.
• All text should remain black in Times New Roman.

SPECIFICATIONS
SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5" x 11" (216 mm x 280 mm)
  A4: 8.25" x 11.25" (210 mm x 297 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (FIRST & SECOND PAGE):
• All copy flush left, aligned with margins
• Cover Headline: Times New Roman, Regular 25pt
• Sub-Headlines: Times New Roman, Regular 12pt
• Body Copy: Times New Roman, 10pt
9.4 ONLINE NEWSLETTERS

INSIDE PAGES

HOW TO USE:
Online newsletters are to be sent out in pdf format and as an attachment.

INSTRUCTIONS:
• Six approved photos have been selected for this use.
• Please do not edit or replace photos or colors of these templates.
• All text should remain black in Times New Roman.

SPECIFICATIONS

SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5” x 11” (216 mm x 280 mm)
• Outside the U.S.
  A4: 8.25” x 11.25” (210 mm x 297 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESetting (FIRST & SECOND PAGE):
• All copy flush left, aligned with margins
• Cover Headline: Times New Roman, Regular 25pt
• Sub-Headlines: Times New Roman, Regular 12pt
• Body Copy: Times New Roman, 10pt
9.5 TRAINING MANUALS & POLICIES

COVERS
H.Q TO USE:
Training manuals are to be sent out in pdf format as an attachment and printed as needed.

INSTRUCTIONS:
• Four approved covers have been created for this use.
• Please do not edit colors of these templates.
• All text should remain in Times New Roman.

SPECIFICATIONS
SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5” x 11” (216 mm x 280 mm)
• Outside the U.S.
  A4: 8.25” x 11.25” (210 mm x 297 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (FIRST):
• All copy flush left, aligned with margins
• Cover Headline: Times New Roman, Regular 20pt
9.5 TRAINING MANUALS & POLICIES

INSIDE PAGES

HOW TO USE:
Training manuals are to be sent out in PDF format as an attachment and printed as needed.

INSTRUCTIONS:
• One approved image has been created for this use.
• Please do not edit photo or colors of these templates.
• All text should remain in Times New Roman.

SPECIFICATIONS

SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5” x 11” (216 mm x 280 mm)
• Outside the U.S.
  A4: 8.25” x 11.25” (210 mm x 297 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

(FIRST):
• All copy flush left, aligned with margins
• Cover Headline: Times New Roman, Regular 20pt
• Sub-Headlines: Times New Roman, Regular 24pt
• Body Copy & Footer: Times New Roman, 10pt

COMMUNICATION TOOLS
training manuals & policies

Insert Headline Here
Second Line if applicable

Lorem ipsum dolor sit amet

• Convoluta adipiscing elit, sed diam tempor id est.
• Lorem is dolor magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet

• Convoluta adipiscing elit, sed diam tempor id est.
• Lorem is dolor magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
9.6 FORMS

HOW TO USE:
Forms are to be sent out in PDF format as an attachment and printed as needed.

NOTES:
• Approved photography has been selected for this use.
• The use of other photography within the templates is not allowed. Please do not edit photos or colors of these templates.

SPECIFICATIONS

SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5" x 11" (216 mm x 280 mm)
• Outside the U.S.
  A4: 8.25" x 11.25" (210 mm x 297 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING:
• All copy flush left, aligned with margins
• Titles / Body Copy: Times New Roman, Regular 10pt
9.7 LCD SCREEN TEMPLATES

HOW TO USE:
These templates may be used for internal hotel communications on screen within Heart of House spaces at hotels.

NOTES:
• Approved photography has been selected for this use
• Please do not edit photos or colors of these templates.

SPECIFICATIONS
SIZE:
• Standard: 10”w x 7.5”h (254 mm x 190.5 mm)
• Wide: 10”w x 5.63”h (254 mm x 143.02 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (FIRST & SECOND PAGE):
• All copy flush left, Times New Roman
9.8 HEART OF HOUSE POSTER

HOW TO USE:
These templates may be used for printed internal hotel communications on screen within Heart of House spaces at hotels.

NOTES:
• Approved photography has been selected for this use
• Please do not edit photos or colors of these templates.

SPECIFICATIONS
SIZE: 11” x 17” (Tabloid)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (FIRST & SECOND PAGE):
All copy flush left, aligned with margins
• Cover Headline: Times New Roman, Regular 32pt
• Sub-Headlines: Times New Roman, Regular 32pt
• Body Copy: Times New Roman, 24pt

Click to edit Master title style

Click to edit Master text styles
  • Second level
    • Third level
      • Fourth level
        • Fifth level
  • Second level
    • Third level
      • Fourth level
        • Fifth level

12/2/11
SIX STAGES OF THE HYATT EMPLOYEE JOURNEY

We have developed six posters that reflect each stage of the employee journey at Hyatt. These posters are meant to be a reminder of the commitment to deliver authentic hospitality to all employees, at every location, every day.

INSTRUCTIONS:
- Approved photography has been selected for this use

Ordering Instructions
- U.S., Canada & Caribbean: Posters are available for order by visiting the Mimeo marketplace. Please contact Randy Goldberg at randy.goldberg@hyatt.com should you have any questions.
- International: PDF ready files are ready to be downloaded on Hyatt Brand Manager (Standards >> International >> People Brand Materials >> Campus & BOH Posters)

SPECIFICATIONS
SIZE: 22” wide x 28” high

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR: CMYK

TYPESETTING:
All copy is set and cannot be altered.

Sample Poster
9.10 EMPLOYEE JOURNEY NOTE CARDS & ENVELOPE

COLLECTION OF NOTE CARDS

HOW TO USE:
The note cards are intended for internal recognition among colleagues.

ORDERING INSTRUCTIONS:
• U.S., Canada & Caribbean: Notecards & Envelopes are available for order by visiting the Mimeo marketplace.
• International: Please use these specifications when using local vendor.
  PDF ready files can be found on Hyatt Brand Manager (www.hyattbrandmanager.com)
  >> Standards >> International >> People Brand Materials >> Notecards
• Envelopes: Please refer back to Pg. 78 for standard.

SPECIFICATIONS
SIZE: 5.25" x 4" (133.35 mm x 101.6 mm)

PAPER:
120# Mohawk Superfine, Smooth Cover
In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

COLOR: CMYK

TYPESETTING:
• Formatting: All copy flush left
• Name: Scala Regular 9pt/10pt leading
• Title 1 & 2: Scala Regular 7.5pt/9.4pt leading
9.10 EMPLOYEE JOURNEY NOTE CARDS & ENVELOPE

ORDERING INSTRUCTIONS:
- **U.S., Canada & Caribbean**: Notecards & Envelopes are available for order by visiting the Mimeo marketplace.
- **International**: Please use these specifications when using local vendor. PDF ready files can be found on Hyatt Brand Manager (www.hyattbrandmanager.com) >> Standards >> International >> People Brand Materials >> Note cards
- **Envelopes**: Please refer back to Pg. 78 for standard.

SPECIFICATIONS

- **SIZE**: A-2, 5.75” x 4.375” (140 mm x 108 mm)
- **Flap**: Standard Square Flap
- **PAPER**: 70# Mohawk Superfine Smooth, Cover, Ultrawhite
  In cases where Mohawk Superfine Smooth is not available, please substitute with another premium paper that matches the stock weight and color to the Mohawk specifications.
- **LOGO**: Brand Logo
  Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.
- **COLOR (2)**: PMS 646U (blue), Cool Gray 11
- **TYPESETTING**:
  - Formatting: All copy flush left
  - Address: Scala Regular 9pt/11pt leading
  - Corporate Tag: Scala Regular 6pt/7pt leading
  - Hyatt.Com: Scala Regular 12pt

ORDERING INSTRUCTIONS:
- **U.S., Canada & Caribbean**: Notecards & Envelopes are available for order by visiting the Mimeo marketplace.
- **International**: Please use these specifications when using local vendor. PDF ready files can be found on Hyatt Brand Manager (www.hyattbrandmanager.com) >> Standards >> International >> People Brand Materials >> Note cards
- **Envelopes**: Please refer back to Pg. 78 for standard.
9.11 AWARD CERTIFICATES

HOW TO USE:
This award certificate is an editable PDF.

There are two options available; one with room for a single signature and one with room for two signatures.

SPECIFICATIONS
SIZE: Letter, 8.5” x 11” (216 mm x 280 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING:
• Name of Award: Times New Roman, Bold, 16pt
• Recipient Name: Times New Roman, Italic, 18pt
• Description of Award Text: Times New Roman, Regular, 10pt
• Signature Name: Times New Roman, Regular, 12pt
• Professional Title: Times New Roman, Regular, 12pt

NOTES:
• Download the PDF and fill in the appropriate information as indicated below.
• This certificate is intended to be printed in-house as needed.
• If professionally printing use hard stock and register emboss the frame.

COMMUNICATION TOOLS
award certificates

HOW TO USE:
This award certificate is an editable PDF.

There are two options available; one with room for a single signature and one with room for two signatures.

SPECIFICATIONS
SIZE: Letter, 8.5” x 11” (216 mm x 280 mm)

LOGO:
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING:
• Name of Award: Times New Roman, Bold, 16pt
• Recipient Name: Times New Roman, Italic, 18pt
• Description of Award Text: Times New Roman, Regular, 10pt
• Signature Name: Times New Roman, Regular, 12pt
• Professional Title: Times New Roman, Regular, 12pt

NOTES:
• Download the PDF and fill in the appropriate information as indicated below.
• This certificate is intended to be printed in-house as needed.
• If professionally printing use hard stock and register emboss the frame.
10.0 GOLD PASSPORT

10.1 GOLD PASSPORT LOGO
10.2 LOGO CLEAR SPACE
10.3 LOGO MINIMUM SIZE
10.4 LOGO VERSIONS
10.5 BACKGROUND CONTROL
10.6 COLOR PALETTE & SPECIFICATIONS
10.7 PHOTOGRAPHY
10.8 MEMOS & ANNOUNCEMENTS
10.9 E-MAIL TEMPLATE
10.10 POWERPOINT TEMPLATE
10.1 GOLD PASSPORT LOGO

Hyatt Gold Passport is designed to reward and benefit our most loyal guests through the world’s most generous welcome.

The Hyatt Gold Passport logo is updated to reflect a more prominent visual connection to Hyatt and a more modern design.

It is essential that the logo artwork is respected in every application and only applied as instructed in these guidelines.

For no reason should the artwork be re-drawn or altered.

™ / Trademarked Brand Logo
Hong Kong and outside of the U.S., Canada, Caribbean, Mexico, Chile, Costa Rica, Guatemala, People’s Republic of China and Greater China (Macau, Taiwan)

® / Registered Brand Logo
U.S., Canada, Caribbean, Mexico, Chile, Costa Rica, Guatemala and Nicaragua

No trademark symbol / No Mark Brand Logo
People’s Republic of China and Greater China (Macau, Taiwan), excluding Hong Kong
10.2 LOGO CLEAR SPACE

MAINTAINING PROMINENCE

The Hyatt Gold Passport logo must be easy to recognize in all of our branded materials. To protect the logo from any competing visuals, a significant amount of clear space must surround the artwork whenever it is used.

As demonstrated in the exhibit, the clear space minimum is equal to the height of the ‘H’ within the wordmark.

Text, images and graphics must not violate this area for any reason. To do so can compromise the visibility of the artwork.

Clear space is equivalent to the height of the ‘H’ in the Hyatt wordmark. The registered or trademark symbol will always fall outside of the clear space.
10.3 LOGO MINIMUM SIZE

GUARANTEEING VISIBILITY

The application categories for the logo are print, web and mobile devices. Each category has its own minimum size specification.

The minimum reproduction size is critical to maintaining the proper image of the brand. Observing the required minimum sizes ensures that the logo is always easy to read.

The logo’s size is always determined by measuring the full width of the logo. These specifications apply to all logo configurations and color variations. The minimum size is only in reference to the width of the logo. The ® and ™ should not be included in this measure. However, the legal marks should be scaled along with any logo scaling.

The logo should never appear smaller than the sizes specified here.

Print

Minimum size for print is 0.5”

Web

Minimum size for web is 60 px

Mobile Device

Minimum size for mobile devices is 24.5 px (Appropriate for a 31 px app button)
10.4 LOGO VERSIONS

COLOR VARIATIONS

The Hyatt Gold Passport logo is available in three color variations to meet a range of applications.

Gray: The one-color gray logo is always preferred. To ensure its visibility, it should only be placed against light color and photographic backgrounds.

Gold: The gold logo is for color limited applications, as approved by Corporate Hyatt Gold Passport and the Corporate Marketing Communication Team.

Black: The black logo is for color limited applications, black-and-white printing and other instances where color reproduction is unavailable.

Reverse: The full reverse logo is intended for materials that call for a black or dark background — either color or photographic — as well as instances when color reproduction is unavailable.
10.5 BACKGROUND CONTROL

MAINTAINING CONTRAST

The Hyatt Gold Passport logo should always establish a strong presence wherever it is applied, making background selection of great importance to its success.

A: A white background is always recommended for the gray logo because it provides the highest level of contrast.

B: When an application calls for a photographic background, always ensure the image provides ample visual contrast — either very light colors or very dark — for the logo artwork.

C: When an application calls for a light solid color background, the gray logo is always recommended as it provides the highest level of contrast.

D: When an application calls for a dark solid color background, the reverse (white) logo is always recommended as it provides the highest level of contrast.

It is important to avoid heavily patterned or highly textured imagery because it can challenge the logo design and inhibit its visibility and impact.

Other than photography, the logo should only be placed against solid backgrounds. Patterned or other busy backgrounds are incompatible with the logo.
10.6 COLOR PALETTE & SPECIFICATIONS

DESIGNED FOR SIMPLICITY

Hyatt Gold Passport should be primarily represented by the color palette shown on the right. These colors are represented in the Hyatt Gold Passport logo itself and should be carried into communications where possible. Great care should be taken to ensure accurate color reproduction is applied to all types of paper and materials, as well as web and other channels.

When printing match the uncoated pantone chip.

Hyatt Gold Passport communications, marketing and advertising should be approved by the Corporate Hyatt Gold Passport team and Marketing Communications.

Only these colors are approved for Hyatt Gold Passport. Do not use any color that is not specifically shown here.

COLOR BREAKDOWN & USES

CMYK – Four-color print process
RGB – On-screen
PMS – Standardized color reproduction system for printing (Pantone Color Matching System)
HEX – Web page creation
YELLOW – Hero color for all internal and external communications
GRAY – Accent color for internal and external communications
GOLD – Accent color for limited applications

Advertising Palette

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 7403 C</td>
<td>255/226/147</td>
<td>#fee292</td>
</tr>
<tr>
<td>0/100/50/0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

COOL GRAY 11

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Cool Gray 11U</td>
<td>113/112/115</td>
<td>#484343</td>
</tr>
<tr>
<td>0/0/69</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Limited Application Palette

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 871U</td>
<td>169/144/97</td>
<td>#a29061</td>
</tr>
<tr>
<td>20/25/60/25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
10.7 PHOTOGRAPHY

PHOTOGRAPHIC TONE

elegant, simple, aspirational, contemporary

Beautiful photography is a very important part of Hyatt advertising and communications. It will likely be the first thing that attracts a viewer’s attention and is as important as the headline or body copy. Photos should always be elegant, simple and true to the Hyatt master brand; they should display authentic experiences at Hyatt.

Photos should be aspirational and contemporary — they should create a strong composition on the page and command the eye with simple elegance. The photo selected should always relate to the idea or concept being communicated in the materials.

When people are shown in the photograph, make sure they appear natural, authentic and relatable to the audience. They should never feel stiff or posed. Their inclusion must always enhance the idea of the communication rather than detract from it.

Do not use other shapes, vignette the edges, or use photos without backgrounds (silhouettes). Avoid photographs that are overly cluttered.

Photography should be sepia when possible. In collateral, sepia should be the hero treatment for photography. Four color images can be used for secondary photos in communications.

Please note: Sepia is the style for Gold Passport ONLY.
10.8 MEMOS & ANNOUNCEMENTS

ELECTRONIC TEMPLATE
HOW TO USE:
This template may be used for internal or external communications from the Corporate office ONLY.

Memos and announcements are to be sent out in pdf format as an attachment.

INSTRUCTIONS:
• Hero photo has been selected for this use.
• Please do not edit photos or colors of these templates.
• All text should remain black in Times New Roman.

SPECIFICATIONS
SIZE: Letter: 8.5” x 11” (216 mm x 280 mm)

LOGO:
Gold Passport Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESetting (FIRST & SECOND PAGE):
• All copy flush left, aligned with margins
• Titles / Body Copy: Times New Roman, Regular 10pt
• Date / Footer: Times New Roman, 9pt / Centered vertically in color bar.

April 13, 2011

To: Corporate/Regional Vice Presidents and Directors

Hotel General Manager
Marketing, Creative/Reservations Centres/Franchise Offices

From: Name, Position

Subject: Promotional Announcement

[Content of the template, including placeholders for dates and names]
10.8 MEMOS & ANNOUNCEMENTS

PRINTED TEMPLATE

HOW TO USE:
This template may be used for internal or external communications from the Corporate office ONLY.

Memos and announcements are to be sent out in pdf format as an attachment.

INSTRUCTIONS:
• All text should remain black in Times New Roman.

SPECIFICATIONS
SIZE: Letter: 8.5” x 11” (216 mm x 280 mm)

LOGO:
Gold Passport Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESetting (FIRST & SECOND PAGE):
• All copy flush left, aligned with margins
• Titles / Body Copy: Times New Roman, Regular 10pt
• Date / Footer: Times New Roman, 9pt / Centered vertically in color bar.
10.9 E-MAIL TEMPLATE

HOW TO USE:
The new e-mail template includes a header image which can be used for e-mail announcements/communications.

The user will insert the image into the top of an e-mail and then type in the communication below. The text can be formatted with bullet points and hyperlinks. The text will flow based on the user’s window size. Some users will experience text flowing past the image header if their window size is set larger.

It is strongly recommended to test your e-mail with a limited distribution before deploying to full distribution list.

NOTES:
• Approved photography has been selected for this use.
• The use of other photography within the templates is not allowed.
• Please do not edit photos or colors of these templates

INSTRUCTIONS:
Lotus Notes For MAC & PC
• Please visit Hyattconnect.com to download instructions and jpg headers.
• Create new e-mail message
• Click File > Import
• Select the saved JPEG file
• Right click on embedded JPEG file > Select Picture Properties
• Select Paragraph Alignment (third tab)
• Center text by clicking second button next to Alignment
• Send E-mail

Outlook For MAC & PC
• Please visit Hyattconnect.com to download instructions and jpg headers.
• Create new e-mail message
• Click Insert tab in top navigation bar
• Select “Picture” from drop down menu
• Choose file you wish to insert
• Click “Insert”
• Send e-mail

SPECIFICATIONS
TYPESETTING: All text is black and flush left.
**10.10 POWERPOINT TEMPLATE**

**COVER & TITLE PAGE - HYATT GOLD PASSPORT TEMPLATE**

**HOW TO USE:**
This template is **ONLY** approved for: Corporate, Regional, Shared Service Center, Reservation Centers Worldwide, Worldwide Sales Force and National Sales Force.

This template may be used for external or internal presentations regarding the Hyatt Gold Passport. The collection of images feature Hyatt experiences around the world.

**INSTRUCTIONS & NOTES:**
- Within each template, there are 4 photo cover option and 1 white cover option. Users may select a cover page and delete the extra pages when preparing a presentation. All cover options will always remain in the master slides for easy use and selection on future presentations.
- Photography cover templates are preferred for on screen presentations or electronic delivery.
- Please select the white, low ink, cover option when printing presentations.
- Please do not edit or replace photos or colors of these templates.
- All text should remain in Times New Roman.

**SPECIFICATIONS**

**SIZE:** 10”w x 7.5”h (254 mm x 190.5 mm)

**LOGO:**
Gold Passport Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

**TYPESETTING (COVER):**
All copy flush left, aligned with margins
- **Title:** Times New Roman, Regular 28pt
- **Date:** Times New Roman, Italic 16pt

Please use for on screen presentations or electronic delivery ONLY.

Please use for printed presentations.
10.10 POWERPOINT TEMPLATE

INSIDE PAGES

HOW TO USE:
These internal pages can be found in the PowerPoint templates outlined on the previous page.

SPECIFICATIONS
SIZE: 10”w x 7.5”h (254 mm x 190.5 mm)

LOGO & TAGLINE:
Gold Passport Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

TYPESETTING (INSIDE PAGES):
All copy flush left, and in black.
• Slide Title: Times New Roman, Regular 28pt.
• First Bullet: Times New Roman, Regular 24pt.
• Second & Third Bullet: Times New Roman, Regular 20pt.
• Fourth Bullet: Times New Roman, Regular 18pt.
• Fifth Bullet: Times New Roman, Regular 16pt.
• Page Number & Footer: Times New Roman, Regular 10pt.

Option 1

Example Charts

Subtitles in 24pt.
• Text goes here in 10pt.
• You can insert your own graphs to slides or you can use the graph template slides provided.
• The graphs are programmed in pop-up with a Hyatt master brand color scheme.

Option 2
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.1</td>
<td>HYATT THRIVE LOGO</td>
</tr>
<tr>
<td>11.2</td>
<td>LOGO CLEAR SPACE</td>
</tr>
<tr>
<td>11.3</td>
<td>LOGO MINIMUM SIZE</td>
</tr>
<tr>
<td>11.4</td>
<td>LOGO VERSIONS</td>
</tr>
<tr>
<td>11.5</td>
<td>BACKGROUND CONTROL</td>
</tr>
<tr>
<td>11.6</td>
<td>COLOR PALETTE &amp; SPECIFICATIONS</td>
</tr>
<tr>
<td>11.7</td>
<td>MEMOS &amp; ANNOUNCEMENTS</td>
</tr>
<tr>
<td>11.8</td>
<td>E-MAIL TEMPLATES</td>
</tr>
<tr>
<td>11.9</td>
<td>POWERPOINT TEMPLATE</td>
</tr>
<tr>
<td>11.10</td>
<td>ONLINE NEWSLETTERS</td>
</tr>
<tr>
<td>11.11</td>
<td>SALES FLYER</td>
</tr>
<tr>
<td>11.12</td>
<td>HEART OF HOUSE BRAND POSTER</td>
</tr>
</tbody>
</table>
11.1 HYATT THRIVE LOGO

The Hyatt Thrive logo is an essential asset that has been developed for use both internally and externally to represent the local environmental and community efforts of our hotels and messages related to the pillars of Hyatt Thrive: Environmental Sustainability, Economic Development and Investment, Education and Personal Advancement and Health and Wellness.

It is essential that the logo artwork is respected in every application and only applied as instructed in these guidelines.

For no reason should the artwork be re-drawn or altered.
11.2 LOGO CLEAR SPACE

MAINTAINING PROMINENCE

The Hyatt Thrive logo must be easy to recognize in the approved branded materials. To protect the logo from any competing visuals, a significant amount of clear space must surround the artwork whenever it is used.

As demonstrated in the exhibit, the clear space minimum is equal to the height of the ‘H’ within the wordmark.

Text, images and graphics must not violate this area for any reason. To do so can compromise the visibility of the artwork.

Clear space is equivalent to the height of the ‘H’ in the Hyatt wordmark.
11.3 LOGO MINIMUM SIZE

GUARANTEEING VISIBILITY

The application categories for the logo are print, web and mobile devices. Each category has its own minimum size specification.

The minimum reproduction size is critical to maintaining the proper image of the brand. Observing the required minimum sizes ensures that the logo is always easy to read.

The logo’s size is always determined by measuring the full width of the logo. These specifications apply to all logo configurations and color variations.

The minimum size is only in reference to the width of the logo. The ® and ™ should not be included in this measure. However, the legal marks should be scaled along with any logo scaling.

The logo should never appear smaller than the sizes specified here.

Print

Minimum size for print is 0.5”

Web

Minimum size for web is 60 px
11.4 LOGO VERSIONS

COLOR VARIATIONS

The Hyatt Thrive logo is available in three color variations to meet a range of applications.

**Color**: The color logo is always preferred. To ensure its visibility, it should only be placed against light color backgrounds.

**Black**: The black logo is for color limited applications, black-and-white printing and other instances where color reproduction is unavailable.

**Reverse**: The full reverse logo is intended for materials that call for a black or dark background — either color or photographic — as well as instances when color reproduction is unavailable.

---

Orange: 144 U, Green 390 U, Cool Gray 11 U

One Color

Reverse
11.5 BACKGROUND CONTROL

MAINTAINING CONTRAST

The Hyatt Thrive logo should always establish a strong presence wherever it is applied, making background selection of great importance to its success.

A: A white background is always recommended for the color logo because it provides the highest level of contrast.

B: A white background is always recommended for the one color logo because it provides the highest level of contrast.

C: When an application calls for a dark solid color background, the reverse (white) logo is always recommended as it provided the highest level of contrast.

D: When an application calls for a photographic background, always ensure the image provides ample visual contrast — either very light colors or very dark — for the logo artwork.

It is important to avoid heavily patterned or highly textured imagery because it can challenge the logo design and inhibit its visibility and impact.

Other than photography, the logo should only be placed against solid backgrounds. Patterned or other busy backgrounds are incompatible with the logo.
11.6 COLOR PALETTE & SPECIFICATIONS

DESIGNED FOR SIMPLICITY

Great care should be taken to ensure accurate color reproduction is applied to all types of paper and materials, as well as web and other channels.

When printing match the uncoated pantone chip.

Only these colors are approved for any Hyatt Thrive collateral or communication materials. Do not use any color that is not specifically shown here.

COLOR BREAKDOWN & USES

CMYK – Four-color print process
RGB – On-screen
PMS – Standardized color reproduction system for printing (Pantone Color Matching System)
HEX – Web page creation
ORANGE – Hero color for all internal and external communications
GRAY – Accent color for internal and external communications
GREEN – Only to be used as part of Hyatt Thrive Logo

Hero Color

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>ORANGE</td>
<td>PMS 144 U</td>
<td>rgb 248/151/29</td>
</tr>
<tr>
<td></td>
<td>c/m/y/k 0/48/100/0</td>
<td></td>
</tr>
</tbody>
</table>

Support Color

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>COOL GREY 11</td>
<td>PMS Cool Gray 11</td>
<td>rgb 113,112,115</td>
</tr>
<tr>
<td></td>
<td>c/m/y/k 0/0/100/8</td>
<td></td>
</tr>
</tbody>
</table>

Limited Applications

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>GREEN</td>
<td>PMS 390 U</td>
<td>rgb 193/205/35</td>
</tr>
<tr>
<td></td>
<td>c/m/y/k 220/100/8</td>
<td></td>
</tr>
</tbody>
</table>
11.7 MEMOS & ANNOUNCEMENTS

ELECTRONIC TEMPLATE

HOW TO USE:
Memos and announcements are to be sent out in pdf format as an attachment.

INSTRUCTIONS:
• Four approved photos have been selected for this use.
• The use of other photography within the templates is not allowed.
• Please do not edit photos or colors of these templates.
• All text should remain black in Times New Roman.

SPECIFICATIONS

SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5" x 11" (216 mm x 280 mm)
• Outside the U.S.
  A4: 8.25" x 11.25" (210 mm x 297 mm)

LOGO:
• No Mark: Worldwide

TYPESETTING (FIRST & SECOND PAGE):
All copy flush left, aligned with margins
• Titles / Body Copy: Times New Roman, Regular 10pt
• Date / Footer: Times New Roman, 9pt / Centered vertically in color bar.

Date: April 13, 2011
To: Corporate/Regional Vice Presidents and Directors
   Brand General Managers
   Marketing Center/Reservation Center/Tape Offices
From: [Name, Position]
Subject: [Title of Announcement]

[Text of announcement]

[End of document]
11.8 E-MAIL TEMPLATE

HOW TO USE:
The new e-mail template includes a header image which can be used for e-mail announcements/communications.

The user will insert the image into the top of an e-mail and then type in the communication below. The text can be formatted with bullet points and hyperlinks. The text will flow based on the user’s window size. Some users will experience text flowing past the image header if their window size is set larger.

It is strongly recommended to test your e-mail with a limited distribution before deploying to full distribution list.

NOTES:
• Approved photography has been selected for this use.
• The use of other photography within the templates is not allowed.
• Please do not edit photos or colors of these templates.

INSTRUCTIONS:
Lotus Notes For MAC & PC
• Please visit Hyattconnect.com to download instructions and jpg headers.
• Create new e-mail message
• Click File > Import
• Select the saved JPG file
• Right click on embedded JPG file > Select Picture Properties
• Select Paragraph Alignment (third tab)
• Center text by clicking second button next to Alignment
• Send E-mail

Outlook For MAC & PC
• Please visit Hyattconnect.com to download instructions and jpg headers.
• Create new e-mail message
• Click Insert tab in top navigation bar
• Select “Picture” from drop down menu
• Choose file you wish to insert
• Click “Insert”
• Send E-mail

SPECIFICATIONS
TYPESETTING: All text is black and flush left.
11.9 POWERPOINT TEMPLATE

COVER & TITLE PAGE - HYATT THRIVE TEMPLATE

HOW TO USE:
This template may be used for external or internal presentations regarding the Hyatt Thrive program. The collection of images feature Hyatt Thrive experiences around the world.

INSTRUCTIONS & NOTES:
• Within each template, there are 4 photo cover option and 1 white cover option. Users may select a cover page and delete the extra pages when preparing a presentation. All cover options will always remain in the master slides for easy use and selection on future presentations.
• Photography cover templates are preferred for on screen presentations or electronic delivery.
• Please select the white low ink cover option when printing presentations.
• Please do not edit or replace photos or colors of these templates.
• All text should remain in Times New Roman.

SPECIFICATIONS
SIZE: 10”w x 7.5”h (254 mm x 190.5 mm)

LOGO:
• No Mark: Worldwide

TYPESETTING (COVER):
All copy flush left, aligned with margins
• Title: Times New Roman, Regular 28pt
• Date: Times New Roman, Italic 16pt

Please use for on screen presentations or electronic delivery ONLY.

Please use for printed presentations.

Cover Samples
Inside Pages

How to Use:
These internal pages can be found in the PowerPoint templates outlined on the previous page.

Specifications
Size: 10”w x 7.5”h (254 mm x 190.5 mm)

Logo:
• No Mark: Worldwide

Typsetting (Inside Pages):
All copy flush left, and in black.
• Slide Title: Times New Roman, Regular 28pt.
• First Bullet: Times New Roman, Regular 24pt.
• Second & Third Bullet: Times New Roman, Regular 20pt.
• Fourth Bullet: Times New Roman, Regular 18pt.
• Fifth Bullet: Times New Roman, Regular 16pt.
• Page Number & Footer: Times New Roman, Regular 10pt.
11.10 ONLINE NEWSLETTERS

COVER & INSIDE PAGES

HOW TO USE: Online Newsletters are to be sent out in pdf format and as an attachment.

INSTRUCTIONS:
Four approved photos have been selected for this use. Please do not edit or replace photos or colors of these templates. All text should remain black in Times New Roman.

SPECIFICATIONS

SIZE:
• U.S., Canada & Caribbean
  Letter: 8.5” x 11” (216 mm x 280 mm)
• Outside the U.S.
  A4: 8.25” x 11.25” (210 mm x 297 mm)

LOGO:
• No Mark: Worldwide

TYPESETTING (FIRST & SECOND PAGE):
• All copy flush left, aligned with margins
• Cover Headline: Times New Roman, Regular 25pt
• Sub-Headlines: Times New Roman, Regular 12pt
• Body Copy: Times New Roman, 10pt

Insert Your Headline Here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a gallery of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Headline Here

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a gallery of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.
11.11 Sales Flyer

Standard Template

How to Use:
Sales flyer is to be sent out in pdf format and as an attachment.

Instructions:
- Four approved photos have been selected for this use.
- Please do not edit or replace photos or colors of these templates.
- All text should remain in Times New Roman.

Specifications

Size:
U.S., Canada & Caribbean
Letter: 8.5” x 11” (216 mm x 280 mm)

Logo:
- No Mark: Worldwide

Typesetting (First & Second Page):
All copy flush left, aligned with margins
All copy flush left, and in black.
11.12 HEART OF HOUSE BRAND POSTER

HOW TO USE:
These templates may be used for printed internal hotel communications on screen within Heart of House spaces.

NOTES:
• Approved photography has been selected for this use
• Please do not edit photos or colors of these templates.

SPECIFICATIONS
SIZE: 11” wide x 17” high

LOGO:
• No Mark: Worldwide

COLOR: CMYK

TYPESETTING:
All copy is set and can not be altered.
12.0 ADVERTISING STANDARDS

12.1 HYATT MANIFESTO
12.2 ADVERTISING TYPES
12.3 WRITING TONE & STYLE
12.4 COLOR PALETTE
12.5 PHOTOGRAPHIC TONE
12.6 WINDOW USE & COLOR PANEL
12.7 ADVERTISING MEASUREMENTS: PRINT
12.8 ADVERTISING MEASUREMENTS: DIGITAL
At Hyatt, we are passionate hoteliers sharing the world’s most generous welcome with the passionate travelers of the world. That passionate commitment to delivering authentic hospitality is what guides us in everything we do and say.

The Authentic Hospitality of Hyatt

We are in the business of hospitality, not hotels. And it’s an authentic kind of hospitality that makes a hotel a Hyatt. A hospitality that is generous, genuine and intuitive, that respects the culture of others and loves sharing its own. That can’t wait to show you your room and open the doors to all of the places where you’ll find us. The hotels of Hyatt — our rooms, our architecture, our foods and wines, the landscapes of which we are a part, all of these will raise your spirits, inspire and comfort you. And it’s the people of Hyatt, whose instinct — for travel and the travelers we love to welcome — brings this all to life.

People who effortlessly move you from arriving to being.
Who open up their world and make it a delight to turn a corner and explore.
Who understand the magic of knowing what you need, before you know yourself.
People who want you to feel more: More like a traveler should, more open, more curious, more enlightened and enlivened.

People who find joy in making you feel more welcome than at any other place in the world. Hyatt. You’re More Than Welcome.
12.2 ADVERTISING TYPES – OVERVIEW

These are guidelines specifically outlining the type of advertisement based on audience, placement, layout execution and logo version. Please refer to these specifications when developing ads for the one or all of the below classifications:

**CONSUMER**

These advertisements are used to increase awareness of Hyatt hotels to consumers.

**TRAVEL ADVISOR**

These advertisements are used to increase awareness of Hyatt hotels to Hyatt travel advisor partners.

**DEVELOPMENT**

These advertisements are used to increase awareness of Hyatt hotels to owners, franchisers and developers.

**GROUP**

These advertisements are used to increase awareness of Hyatt hotels to professional and non-professional event planners.

**MULTI-PROPERTY REGION / COUNTRY / CITY**

These advertisements are used to increase awareness of Hyatt hotels located in certain regions, cities or countries to all audiences.
12.2 ADVERTISING TYPES — LOGOS

HYATT MASTER BRAND LOGOS

MASTER BRAND LOGO (FLOATING LOGO)
The Hyatt master brand logo highlights the master brand. Uses include corporate sponsorship ads, travel advisor, development, group and multi-property communications.

MASTER BRAND LOGO WITH TAGLINE (YMTW LOGO)
The Hyatt master brand logo with tagline highlights the master brand and the corporate commitment to guests. Uses are limited to direct-to-consumer corporate awareness communications.

Tagline logo version are not to be used in (B2B) business-to-business communications.

Note: See chapter two for more information on the Hyatt master brand logo.
12.2 ADVERTISING TYPES – LOGOS

BRAND BAR LOGOS

BRAND BAR WITH RESIDENCE CLUB
The brand bar highlights the full brand portfolio. Include the master brand logo when you want to highlight the corporate brand and link to the brand portfolio. Uses include consumer, travel advisor, development and multi-property region/country / city communications.

BRAND BAR WITHOUT RESIDENCE CLUB
The brand bar without Hyatt Residence Club logo should be used in travel advisor communications or those with a Hyatt Gold Passport element. Include the master brand logo when you want to highlight the corporate brand and link to the brand portfolio.

Note: The brand bar with Hyatt Residence Club logo should always be used unless the communication is not relevant. Examples of this type of communication include those directed at travel advisors or those with a Hyatt Gold Passport element. All brand bars in full color, one color and reversed file formats can be found on Hyatt Brand Manager.
12.2 ADVERTISING TYPES – SUMMARY / COPY

CONSUMER

AUDIENCE
Consumer

PLACEMENTS
• Sponsorship and corporate advertising placements
  • National and regional media, event/directory publications

LOGO VERSIONS
A) Master brand logo without tagline (Sponsorship only)
B) Master brand logo with tagline
C) Master brand logo and horizontal brand bar
D) Master brand logo and stacked brand bar
E) Horizontal brand bar

EXAMPLE HEADLINE
EXPERIENCE THE difference BETWEEN A HOTEL AND A HYATT

EXAMPLE BODY COPY
Whether you're seeking the bright lights of a city location or escaping to the serenity of a resort destination, you'll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It's all part of our commitment to make you feel more welcome at our properties than anywhere else in the world.

EXAMPLE CTA
For more information or to make a reservation, visit hyatt.com.

TRAVEL ADVISOR

AUDIENCE
Travel Advisor

PLACEMENTS
• Travel advisor publications and directories
  • National and regional trade media, event/directory publications

LOGO VERSIONS
A) Master brand logo without tagline
B) Master brand logo and horizontal brand bar
C) Master brand logo and stacked brand bar
D) Horizontal brand bar

EXAMPLE HEADLINE
EXPERIENCE THE difference BETWEEN A HOTEL AND A HYATT

EXAMPLE BODY COPY
Whether your clients are seeking the bright lights of a city escape or the inspiration of a resort location, at Hyatt they'll discover ten distinctive hotel brands located in the world's most exciting destinations.

EXAMPLE CTA
For more information, please visit hyatttravelagents.com

DEVELOPMENT

AUDIENCE
Owners, franchisers and developers

PLACEMENTS
• Development tradeshows and events
  • National and regional trade media and directories

LOGO VERSIONS
A) Master brand logo without tagline
B) Master brand logo and horizontal brand bar
C) Master brand logo and stacked brand bar
D) Horizontal brand bar

EXAMPLE HEADLINE
EXPERIENCE THE difference BETWEEN A HOTEL AND A HYATT

EXAMPLE BODY COPY
More than 50 years of hospitality expertise. Smart architecture and design. A great global sales team. Unique and award-winning restaurant concepts. Plus, a thoughtful approach to growth that helps to ensure our hotels are positioned for success. We believe that the depth and breadth for our multi-brand experience positions Hyatt to be the preferred brand worldwide in every segment we serve.

EXAMPLE CTA
For more information, please visit hyattdevelopment.com.
12.2 ADVERTISING TYPES — SUMMARY / COPY

GROUP

AUDIENCE
Professional and non-professional event planners

PLACEMENTS
• National and regional media and directories

LOGO VERSIONS
A) Master brand logo without tagline

EXAMPLE HEADLINE OPTION ONE
WE KNOW SUCCESS IS IN THE DETAILS

EXAMPLE BODY COPY OPTION ONE
Planning a remarkable meeting or event involves endless preparation and countless moving pieces. At Hyatt, we equip you with the exclusive tools and expert team that make it easy to keep everything in check. Because when all of the little pieces come together, big moments happen.

EXAMPLE HEADLINE OPTION TWO
WE HELP YOU KEEP EVERYTHING straight.

EXAMPLE BODY COPY OPTION TWO
We know great meetings and events never happen by chance. It takes endless preparation, and even then, you can’t control everything. But you can control who helps you along the way. Work with Hyatt and you’ll get the exclusive tools and expert team that help keep everything in order.

EXAMPLE HEADLINE OPTION THREE
WE SPECIALIZE IN THE specifics.

EXAMPLE BODY COPY OPTION THREE
We know you’re particular when it comes to planning, because the smallest thing can set you apart. At Hyatt, we equip you with the exclusive tools and expert team that help you put every piece in its place. Because we’re never satisfied until your meeting or event is exactly how you want it.

TAGLINE
A million details. One unforgettable experience.

EXAMPLE CTA
Start planning at hyattmeetings.com.

MULTI-PROPERTY REGION / COUNTRY / CITY

AUDIENCE
• Consumer, travel advisor or event planners

PLACEMENTS
• National, regional and local media

LOGO VERSIONS
A) Master brand logo without tagline (Group and Consumer/Sponsorship only)
B) Master brand logo with tagline (Consumer only)
C) Horizontal brand bar
D) Partial brand bar

EXAMPLE HEADLINE
PARADISE FOUND WITH HYATT RESORTS IN HAWAII

EXAMPLE BODY COPY
Whether you prefer lying on the beach, exploring a rainforest or taking in life like a local, there’s a Hyatt hotel and resort in Hawaii for you. With locations that feature world-class service and amenities, as well as intelligent design and award-winning cuisine, we’re dedicated to helping you focus on what’s really important — your stay.

EXAMPLE CTA
For more information or to make a reservation, visit hawaii.hyatt.com.
Understanding punctuation and grammar rules and avoiding common errors will create a higher quality of written communication — contributing to stronger brand messages.

The Guide does not provide an exhaustive review of grammar, style, or lexis. Instead, it aims to clarify issues the writer may actually encounter, in as straightforward a manner as possible.

For all style and grammar questions not covered by this guide, default to the Chicago Manual of Style, which is a style guide for American English and can be accessed at chicagomanualofstyle.org.
12.3 WRITING TONE & STYLE

OVERVIEW
Consistency in tone of voice is as critical as consistency in design. Please follow these guidelines when developing copy for Hyatt.

TONE OF VOICE
The Hyatt tone is confident and concise, not pretentious or aggressive. It’s aspirational, witty, sharp, and not sarcastic or silly. Think of the Hyatt tone as a subtle hint to a more personal connection, not sales speak. We communicate in complete, well-crafted thoughts that travelers will find interesting and inviting, authentic and sincere.

TAGLINE
“YOU’RE MORE THAN WELCOME” is the essence of our Hyatt manifesto, distilled into one line. It should appear in consumer advertising, most often in conjunction with the logo.

KNOW YOUR AUDIENCE
An internal communication and an external communication require different tones. It’s important to give the reader information that is interesting, important to them and gives them clear direction.

BRITISH ENGLISH VS. AMERICAN ENGLISH
Use American English for all communications coming from the U.S., Caribbean and Canada as well as all global communications and Hyatt.com. When communicating with regions where some countries use American English and some countries use British English, use American English. For local communications, use British English or American English based on what is appropriate in that country.

Example:
• A press release sent to the ASPAC media list will use American English even though some of the countries in the region use British English.
• A local advertisement will use British English in Hong Kong, while a local advertisement in Taipei will use American English.

Please use the following chart as guidance

<table>
<thead>
<tr>
<th>American English:</th>
<th>British English:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>Greece</td>
</tr>
<tr>
<td>Armenia</td>
<td>Guatemala</td>
</tr>
<tr>
<td>Austria</td>
<td>Italy</td>
</tr>
<tr>
<td>Azerbaijan</td>
<td>Japan</td>
</tr>
<tr>
<td>Belize</td>
<td>Jordan</td>
</tr>
<tr>
<td>Brazil</td>
<td>Kyrgyz Republic</td>
</tr>
<tr>
<td>Cambodia</td>
<td>Macau</td>
</tr>
<tr>
<td>Chile</td>
<td>Morocco</td>
</tr>
<tr>
<td>China</td>
<td>Nicaragua</td>
</tr>
<tr>
<td>Columbia</td>
<td>Oman</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>Panamá</td>
</tr>
<tr>
<td>Egypt</td>
<td>Peru</td>
</tr>
<tr>
<td>France</td>
<td>Philippines</td>
</tr>
<tr>
<td>Germany</td>
<td></td>
</tr>
</tbody>
</table>

British English:

| Australia | Maldives | Tanzania including |
| Bangladesh | Nepal | Zanzibar |
| Hong Kong | New Zealand | Thailand |
| India | Singapore | United Kingdom |
| Indonesia | South Africa | Vietnam |
| Malaysia | Sri Lanka | |

Note: The term “accommodation” is always singular in British English, even when speaking about various types of lodging (never “accommodations”).

Common words in both American English and British English

<table>
<thead>
<tr>
<th>American English:</th>
<th>British English:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>Colour</td>
</tr>
<tr>
<td>Specialize, publicize, exercise, etc.</td>
<td>Specialise, publicise, exercise, etc.</td>
</tr>
<tr>
<td>Center, meter, theater, etc.</td>
<td>Centre, metre, theatre, etc.</td>
</tr>
<tr>
<td>Program</td>
<td>Programme</td>
</tr>
<tr>
<td>Traveler</td>
<td>Traveller</td>
</tr>
<tr>
<td>Harbor</td>
<td>Harbour</td>
</tr>
<tr>
<td>Fall</td>
<td>Autumn</td>
</tr>
<tr>
<td>Al Fresco dining</td>
<td>Alfresco dining</td>
</tr>
</tbody>
</table>
12.3 WRITING TONE & STYLE

HEADLINES SHOULD:

Be clear
Headlines should be clear, compelling and written to work in conjunction with the photograph to make a complete message

Be concise
Keep language smart, simple and to the point while infusing the Hyatt personality

Be representative of the big picture
Copy should complement the imagery to form a complete and cohesive message

HEADLINES STYLE

• 50 – 75 character max
• Headlines shouldn’t include periods
• Headlines need to be written for all offers; same headline used alongside E-summary slot copy, website special offer “short” copy and landing page copy

Italics
Italicize one or two words for emphasis in each headline. Typically, there should not be two words italicized next to each other or more than two words italicized in a headline.

Example:
EXPERIENCE THE difference BETWEEN A HOTEL AND A HYATT

• Please note that the use of italics may not apply to some headlines
• If the first word is in italics it should be lowercase

SUBHEADS SHOULD:

Be informative
Subheads are primarily to be informative.

They should be concise and always connect to the headline.

SUBHEADLINES STYLE

• 150 – 200 character max (options, if desired)
• Should include periods
• Should include offer details and when applicable the hotel name and offer dates
• If offer is in a masthead then most of the time offer and / or dates are within it (unless offer expires in three months or less or if there is not enough space in the sub)
• If a subhead is used it can be italicized

BODY COPY SHOULD:

Be informative
Body copy should be informative, conversational and persuasive

Be Descriptive
Illustrate points to tell your story

Be Easy to Read
Try to get straight to the point and avoid ‘over-the-top’ or theatrical descriptions

CALL-TO-ACTION

CTAs should be included in advertisements, digital placements and advertorials. Below are common CTA examples.

• Book now (button): This call-to-action takes you to a landing page where guests may book their stay
• Learn more (button): This call-to-action takes you to a landing page for more information. The guest is not able to book their stay on this page.
• #InAHyattWorld (text): May be used when appropriate in corporate sponsorship and congratulatory communications. This would be used in place of, or in addition to, directing audience to Hyatt.com.

LANGUAGE RULES

Please follow these guidelines for language and grammar when developing copy for Hyatt. Please note this is not a comprehensive list.

DO NOT USE:

• Periods in headlines
• Periods in bulleted lists
• Exclamation marks
• Inconsistent tenses: present, future, etc.
• Ampersands
• Wi-Fi (say Free Wi-Fi)
• Hyatt in an offer name (Example: Hyatt 48-hour Sale)
• Promotion (Use Sale or Offer)
• Hyatt Daily Rate in offers (Say “your stay” — exceptions may apply for travel agents)
• Save 30% off (say enjoy 30% off or save 30% on stays)
• Abbreviations in address aside from the state
• When shortening the word ‘minutes,’ use “min” with no period
• Clichés / Overt superlatives

Example:
“Guests are greeted by a stupendous atrium lobby” or “state-of-the-art equipment,” “up-to-the minute technology,” “the best bar in the city,” etc.

COMPLIMENTARY VS FREE

• Refer to complimentary rather than free
• Exception = free nights and/or we have legal in the email
12.3 WRITING TONE & STYLE

LOCATION VS HOTEL
Keep in mind that when referring to different properties, we should be referring to them as hotels rather than locations.

OFFERS
- The offer order should be dependent on the desired emphasis — this will be determined by the stakeholder but generally they should be listed from most generous to least generous.
- Always write Offer Code in titlecase and bold.
- Do not use variations such as “special offer code” or “promotion code.”

LEGAL COPY
Legal copy needs to reflect all brands shown with proper trademarks. Please note these are examples only. All materials should be reviewed by the Global Hyatt Legal Department.

Example:
The trademark HYATT and related marks are trademarks of Hyatt Corporation. ©2015 Hyatt Corporation. All rights reserved.

Example with Brand Bar
The trademarks Hyatt®, Hyatt Hotels & Resorts®, Andaz®, Grand Hyatt®, Hyatt® Hyatt Centric®, Hyatt House®, Hyatt Place®, Hyatt Regency®, Hyatt Zilara®, Hyatt Ziva®, Park Hyatt® and related marks are trademarks of Hyatt Corporation. ©2015 Hyatt Corporation. All rights reserved.

NUMBERS
- Spell out numbers under 11 in body copy.
- Use numerical reference for money and time.
- Million/Billion: $3 million renovation, $7 billion.

ACCENT MARK
Please use the proper accent markings for all properties and destinations.

Examples:
- Grand Hyatt Cannes Hôtel Martinez
- Mérida, México
- Hyatt Regency Nice Palais de la Méditerranée

URLS
URLS should always be in lowercase and without the www or http://

Example:
- hyatt.com
- regency.baku.hyatt.com
- hyattmeetings.com

POSSESSIVES
Never make trademarks plural or possessive. Instead, change the noun modified by the trademark to its plural or possessive form.

- WRONG: Hyatt’s spa provides excellent hair styling.
- RIGHT: The Hyatt hotel’s spa provides excellent hair styling.

Example: In the case of Hyatt’s frequent guest program, we must use the possessive.

FIRST OR I ST?
Spell out (first, fifteenth) except when referring to the floors of the hotel, and then be sure to use superscript: 1st, 15th.

Example:
The first international Hyatt hotel rooms are situated on the 4-6th floors.

PERIODS
- Do not use periods in headlines unless it is a part of the brand design or for effect.
- Bullets don’t have periods unless there are two sentences.

COMMA
- Brand standards do not use oxford commas.
- Always use commas with numbers in the thousands.

CAPITALIZE/LOWERCASE
- Areas, special with proper names: Club Olympus Fitness Center, The Pearl Ballroom, a Royal Suite, a Presidential Suite, Business Center.
- Areas, unnamed: fitness centre/center, two ballrooms, 15 suites.

EM/EN-DASH
- Em-dash is preferred. Either may be used to denote a break in a sentence or to set off parenthetical statements.

SPACE
- Do not allow a space on either side of the forward slash “/”.
- Do not add a space on either side of an em dash “—”.
- Phone numbers use spaces (no dashes or periods).
12.3 WRITING TONE & STYLE

SYMBOL
Use the % sign when using numbers.

HYPHENS
- Use where grammatically necessary, i.e. when two or three words act as a single adjective to modify a noun.
- Do not use for adverbs.

HYATT HOTEL NAMES (No copy should mimic logo)
- Hyatt Hotels & Resorts® (headlines)
- Hyatt® hotels and resorts (body copy)
  - Andaz®
  - Grand Hyatt®
  - Hyatt Centric™
  - HYATT® (sub brand)
  - Hyatt House®
  - Hyatt Place®
  - Hyatt Regency®
  - Hyatt Zilara™
  - Hyatt Ziva™
  - Park Hyatt®
  - Camp Hyatt™
  - Grand Club™
  - Hyatt Grand Bed™
  - Hyatt Gold Passport™
  - Regency Club™

CHARACTER COUNT

E-SUMMARY SLOT COPY
- 140 – 225 characters (less strict)
- Slot copy shouldn’t include offer codes
- Include dates when the offer is valid for a limited time

WEBSITE SPECIAL OFFER “SHORT” COPY
- 140 characters max
- Include offer validity dates
- Link to sample

LANDING PAGE COPY
- No character limitations
- Include offer validity dates
- Include offer codes
- Offer codes should always be treated as in bold with capital ‘O’ and ‘C’ Offer Code XXXX

SUBJECT LINES
- Use initial caps
- 40 – 45 characters
- Include pre-header

SAMPLE PROMOTIONAL COPY
Use sample headlines and sub/body copy as direction on copy development. The character counts are an ideal range for execution.

NEW YEARS EVE
Headline: CELEBRATE NOW. RESOLUTIONS LATER.
Body: Kick off the New Year at Hyatt® hotels and resorts with our New Year’s Eve package.

VALENTINE’S DAY / ROMANCE
Headline: FALL HEAD OVER HEELS THIS VALENTINE’S DAY
Body: Turn a special night into something extraordinary at Hyatt® hotels and resorts with our Romance package.

BED & BREAKFAST
Headline: EXPERIENCE MORNINGS MINUS THE ALARM
Body: Start the morning refreshed at Hyatt® hotels and resorts with our Bed & Breakfast package.

SPA
Headline: TREAT YOURSELF TO A DO NOT DISTURB KIND OF WEEKEND
Body: Completely let go and unwind with the Spa package at Hyatt® hotels and resorts.

EXPLORE
Headline: DISCOVER THE DIFFERENCE BETWEEN A TRIP AND A JOURNEY
Body: Explore cities full of excitement and tradition with our Explore package at Hyatt® hotels and resorts.

Note: Trademarks shown are for North America, Canada and the Caribbean. Marks will vary based on country. Please reference the Trademark Administration Manual for additional information.
12.4 COLOR PALETTE

DESIGNED FOR SIMPLICITY
The Hyatt master brand should be primarily represented by the blue hue shown on the right. This color is represented in the Hyatt logo itself and should be carried into communication as the preferred color where possible. Great care should be taken to ensure accurate color reproduction is applied to all types of paper and materials, as well as web and other channels.

When printing match the uncoated pantone chip.
Gray, Orange and Purple may also be used for collateral or audiences that relate to specific content.

Only these colors are approved for Hyatt master brand or coordinated multi-brand communication. Do not use any color that is not specifically shown here.

COLOR BREAKDOWN & USES

CMYK – Four-color print process
RGB – On-screen
PMS – Standardized color reproduction system for printing (Pantone Color Matching System)
RGB – Web page creation
BLUE – Used for all internal and external communications
GRAY – Used in black & white communications
ORANGE – Specific to resort communications
PURPLE – Specific to resort communications

Advertisement Guidelines
An advertisement should feature the same color for the window, text and logo unless text or logo are not legible. If text or logo are not legible, both can appear as reversed (white) or black.

Additional Notes
• Only one color should be used for each ad
• Only colors featured on this page should be used
• Blue is the hero color for all internal and external communications
PHOTOGRAPHIC TONE

elegant, simple, aspirational, contemporary

Beautiful photography is a very important part of Hyatt advertising. It will likely be the first thing that attracts a viewer’s attention and is as important as the headline or body copy. Photos should always be elegant, simple and true to the Hyatt brand; they should display authentic experiences at a Hyatt.

Photos should be aspirational and contemporary — they should create a strong rectangle on the page and command the eye with simple elegance. The photo selected should always relate to the idea or concept being communicated in the materials. Care should be taken to ensure photos are up-to-date based on room standards.

When people are shown in the photograph, make sure they appear natural, authentic and relatable to the audience. They should never feel stiff or posed. Their inclusion must always enhance the idea of the communication rather than detract from it.

Do not use other shapes, vignette the edges or use photos without backgrounds (silhouettes). Avoid photographs that are overly cluttered.

Photography should be four-color whenever possible. However, even when an execution is in black and white, the photo should be dramatic and appealing.

Please refer to the individual brand guidelines for architectural photography standards.
12.6 WINDOW USE & COLOR PANEL

THE WINDOW
The colored frame in Hyatt advertising is a window. Through this design element we aim to create a window into our hotels, our passionate hoteliers, our welcome guests and the Hyatt brand experience. It highlights and frames interesting moments or compelling elements within a photo that give consumers a glimpse into the experience of Hyatt.

THE WINDOW AS A DEVICE
The orientation of the window in each ad is contingent upon several factors. Most important is the legibility of the copy contained within the window. The window must be placed in a fashion where it captures the key element in a chosen photograph, but it must also allow enough positive space for the copy to be comfortably received.

THE WINDOW SHOULD
Have 70% color opacity in most circumstances. When a background photo is particularly light or dark, the frame can be adjusted to between 60–80% opacity to maintain the same visual effect as seen in the examples on the right.

A white window is preferred for color block layouts but not all images are complemented well by white. In these situations, the color block color may be used for the window. For ads with full bleed images use white or a hero or support color that best lends itself to the image.

Be scaled proportionately when used in formats larger than standard size.

THE WINDOW SHOULD NOT
Exceed the boundaries of the page except in executions where space is limited and you are working with extreme proportions.

Be placed over an area of a photograph that could potentially make the content difficult to read (such as darker frame and copy colors against photographs of comparable color). A white window can be used; otherwise, must match the color block.

THE COLOR PANEL
The color panel is used in executions where copy does not work over the image, space is limited, or where you are working with extreme proportions, as with fractional ads or flyers with a large amount of promotional copy.

The color panel should be used to hold the headline, body copy and the Hyatt logo. All copy should be reversed out and placed over the solid-color panel. All copy should be aligned left. The window should be used to frame or highlight the focal point of the photo.
12.7  ADVERTISING MEASUREMENTS — PRINT

12.7  FULL PAGE / FULL BLEED — MASTER BRAND LOGO WITHOUT TAGLINE
FULL PAGE / FULL BLEED — MASTER BRAND LOGO WITH TAGLINE
FULL PAGE / FULL BLEED — MASTER BRAND LOGO / HORIZONTAL BRAND BAR
FULL PAGE / FULL BLEED — MASTER BRAND LOGO / STACKED BRAND BAR
FULL PAGE / FULL BLEED — HORIZONTAL BRAND BAR
FULL PAGE / FULL BLEED — PARTIAL BRAND BAR / MULTI-PROPERTY
FULL PAGE / COLOR BLOCK — MASTER BRAND LOGO WITHOUT TAGLINE
FULL PAGE / COLOR BLOCK — MASTER BRAND LOGO WITH TAGLINE
FULL PAGE / COLOR BLOCK — MASTER BRAND LOGO / HORIZONTAL BRAND BAR
FULL PAGE / COLOR BLOCK — MASTER BRAND LOGO / STACKED BRAND BAR
FULL PAGE / COLOR BLOCK — HORIZONTAL BRAND BAR
FULL PAGE / COLOR BLOCK — PARTIAL BRAND BAR / MULTI-PROPERTY
DOUBLE-PAGE SPREAD — MASTER BRAND LOGO WITHOUT TAGLINE
DOUBLE-PAGE SPREAD — MASTER BRAND LOGO WITH TAGLINE
DOUBLE-PAGE SPREAD — MASTER BRAND LOGO / HORIZONTAL BRAND BAR
DOUBLE-PAGE SPREAD — MASTER BRAND LOGO / STACKED BRAND BAR
DOUBLE-PAGE SPREAD — HORIZONTAL BRAND BAR
DOUBLE-PAGE SPREAD — PARTIAL BRAND BAR / MULTI-PROPERTY
BILLBOARD
12.7 FULL PAGE / FULL BLEED – MASTER BRAND LOGO WITHOUT TAGLINE

1. **X-VALUE**
   1x is equal to 1/17 the width of page

2. **DOCUMENT MARGIN**
   Exterior margin (window) should be no less than 1x

3. **THE WINDOW**
   Is placed to “capture” the focal point of the photograph while leaving ample space for interior elements. Thickness of window should equal the x-height of Scala Small Cap headline copy.

   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

4. **HEADLINE**
   Scala Small Caps, approx. 26 pt
   Optical Kerning
   Leading is approx. 29 pt

   The headline copy should have a minimum top and left interior margin of 3/4x (this application has a top interior margin of 1x)

5. **BODY COPY**
   Scala Regular, approx. 10 pt
   Optical Kerning
   Leading should be approx. 14 pt
   Left-aligned

   Body copy is 3/4x from left margin/interior of window and should not extend beyond the right interior margin or obstruct image.

   At least 3/4x should separate body copy from headline.

6. **CTA**
   Scala Regular, match size and style to body copy
   Call to action should be 1/2x below body copy

7. **LOGO**
   Logo should equal 3/4x in height and sit 3/4x above T&C

8. **LEGAL / T&C**
   Helvetica Neue 47 Lt
   Condensed, approx. 6 pt

   The legal copy should always sit 1/2x above the window

This layout is to be used for full page executions and other vertical ads.
12.7 FULL PAGE / FULL BLEED – MASTER BRAND LOGO WITH TAGLINE

1. X-VALUE
   1x is equal to 1/17 the width of page

2. DOCUMENT MARGIN
   Exterior margin (window) should be no less than 1x

3. THE WINDOW
   Is placed to “capture” the focal point of the photograph while leaving ample space for interior elements. Thickness of window should equal the x-height of Scala Small Cap headline copy.

   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

4. HEADLINE
   Scala Small Caps, approx. 26 pt
   Optical Kerning
   Leading is approx. 29 pt
   The headline copy should have a minimum top and left interior margin of 3/4x (this application has a top interior margin of 1x)

5. BODY COPY
   Scala Regular, approx. 10 pt
   Optical Kerning
   Leading should be approx. 14 pt
   Left-aligned
   Body copy is 3/4x from left margin/interior of window and should not extend beyond the right interior margin or obstruct image.

   At least 3/4x should separate body copy from headline.

6. CTA
   Scala Regular, match size and style to body copy
   Call to action should be 1/2x below body copy

7. LOGO WITH TAGLINE
   Logo with tagline should equal 1x in height and sit 3/4x above T&C

8. LEGAL / T&C
   Helvetica Neue 47 Lt Condensed, approx. 6 pt
   The legal copy should always sit 1/2x above the window

This layout is to be used for full page executions and other vertical ads.
Whether you’re seeking the bright lights of a city location or escaping to the serenity of a resort destination, you’ll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It’s all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.

The trademark HYATT and related marks are trademarks of Hyatt International Corporation. © 2014 Hyatt International Corporation. All rights reserved.

This layout is to be used for full page executions and other vertical ads.
Whether you’re seeking the bright lights of a city location or escaping to the serenity of a resort destination, you’ll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It’s all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.
Whether you’re seeking the bright lights of a city location or escaping to the serenity of a resort destination, you’ll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It’s all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.

The trademark HYATT and related marks are trademarks of Hyatt International Corporation. © 2014 Hyatt International Corporation. All rights reserved.
Whether you prefer lying on the beach, exploring a rainforest or taking in life like a local, there’s a Hyatt hotel and resort in Hawaii for you. With locations that feature world-class service and amenities, as well as intelligent design and award-winning cuisine, we’re dedicated to helping you focus on what’s really important – your stay.

For more information or to make a reservation, visit hyatt.com.

The trademark HYATT and related marks are trademarks of Hyatt International Corporation. © 2014 Hyatt International Corporation. All rights reserved.

This layout is to be used for full page executions and other vertical ads.
Whether you're seeking the bright lights of a city location or escaping to the serenity of a resort destination, you'll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It's all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.
Whether you're seeking the bright lights of a city location or escaping to the serenity of a resort destination, you'll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It's all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.
Whether you're seeking the bright lights of a city location or escaping to the serenity of a resort destination, you'll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It's all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.
Whether you're seeking the bright lights of a city location or escaping to the serenity of a resort destination, you'll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It's all part of our commitment to make you feel more than welcome at locations than anywhere else in the world. For more information or to make a reservation, visit hyatt.com.

The trademarks Hyatt®, Hyatt Hotels & Resorts®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Regency®, Hyatt Place®, Hyatt House®, Hyatt Centric®, Hyatt Residence Club®, Gold Passport®, and related marks are trademarks of Hyatt Corporation. © 2014 Hyatt Corporation. All rights reserved.

This layout is to be used for full page executions and other vertical ads.
Whether you’re seeking the bright lights of a city location or escaping to the serenity of a resort destination, you’ll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It’s all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.
Whether you prefer lying on the beach, exploring a rainforest or taking in life like a local, there’s a Hyatt hotel and resort in Hawaii for you. With locations that feature world-class service and amenities, as well as intelligent design and award-winning cuisine, we’re dedicated to helping you focus on what’s really important–your stay.

For more information or to make a reservation, visit hyatt.com.

The trademarks Hyatt®, Hyatt Hotels & Resorts®, Park Hyatt®, Andaz®, Grand Hyatt®, Hyatt Regency®, Hyatt Place®, Hyatt Zilara®, Hyatt Ziva®, and related marks are trademarks of Hyatt Corporation. © 2014 Hyatt Corporation. All rights reserved.
12.7 DOUBLE-PAGE SPREAD – MASTER BRAND LOGO WITHOUT TAGLINE

This layout is to be used for double page spreads and horizontal ads that require more copy.

1. **X-VALUE**
   1x is equal to 1/17 the width of page

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1x

3. **THE WINDOW**
   Is placed to “capture” the focal point of the photograph while leaving ample space for interior elements. Thickness of window should equal the x-height of Scala Small Cap headline copy.

   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

4. **LOGO**
   Logo should equal 1x in height and have 1 1/2x spacing above

5. **HEADLINE**
   Should adhere to the formatting specified on full page ad

6. **BODY COPY**
   Should adhere to the formatting specified on full page ad

7. **LEGAL / T&C**
   Helvetica Neue 47 Lt
   Condensed, approx. 6 pt
   The legal copy should always sit 1x above the bottom of the page
12.7 DOUBLE-PAGE SPREAD – MASTER BRAND LOGO WITH TAGLINE

This layout is to be used for double page spreads and horizontal ads that require more copy.

1. **X-VALUE**
   1x is equal to 1/17 the width of page

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1x

3. **THE WINDOW**
   Is placed to “capture” the focal point of the photograph while leaving ample space for interior elements. Thickness of window should equal the x-height of Scala Small Cap headline copy.

4. **LOGO WITH TAGLINE**
   Logo with tagline should equal at least 1x in height

5. **HEADLINE**
   Should adhere to the formatting specified on full page ad

6. **BODY COPY**
   Should adhere to the formatting specified on full page ad

7. **LEGAL / T&C**
   Helvetica Neue 47 Lt Condensed, approx. 6 pt
   The legal copy should always sit 1x above the bottom of the page
Experience the difference between a hotel and a Hyatt. Whether you're seeking the bright lights of a city location or escaping to the serenity of a resort destination, you'll find distinctive design, extraordinary service, world-class amenities, and award-winning cuisine at every Hyatt worldwide. It's all part of our commitment to making you feel more than welcome at locations throughout the world.

For more information or to make a reservation, visit hyatt.com.

The trademark HYATT and related marks are trademarks of Hyatt International Corporation. © 2014 Hyatt International Corporation. All rights reserved.

This layout is to be used for double page spreads and horizontal ads that require more copy.
12.7 DOUBLE-PAGE SPREAD – MASTER BRAND LOGO / STACKED BRAND BAR

This layout is to be used for double page spreads and horizontal ads that require more copy.

1. X-VALUE
   1x is equal to 1/17 the width of page

2. DOCUMENT MARGIN
   Exterior margin should be no less than 1x

3. THE WINDOW
   Is placed to “capture” the focal point of the photograph while leaving ample space for interior elements. Thickness of window should equal the x-height of Scala Small Cap headline copy.

   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

4. LOGO AND BRAND BAR
   Logo with brand bar should fill interior margins and sit at least 3/4x above legal line

5. HEADLINE
   Should adhere to the formatting specified on full page ad

6. BODY COPY
   Should adhere to the formatting specified on full page ad

7. LEGAL / T&C
   Helvetica Neue 47 Lt Condensed, approx. 6 pt

   The legal copy should always sit 1x above the bottom of the page
12.7 DOUBLE-PAGE SPREAD – HORIZONTAL BRAND BAR

This layout is to be used for double page spreads and horizontal ads that require more copy.

1. **X-VALUE**
   1x is equal to 1/17 the width of page

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1x

3. **THE WINDOW**
   Is placed to “capture” the focal point of the photograph while leaving ample space for interior elements. Thickness of window should equal the x-height of Scala Small Cap headline copy.

   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

4. **LOGO AND BRAND BAR**
   Logo with brand bar should fill interior margins and sit at least 3/4x above legal line

5. **HEADLINE**
   Should adhere to the formatting specified on full page ad

6. **BODY COPY**
   Should adhere to the formatting specified on full page ad

7. **LEGAL / T&C**
   Helvetica Neue 47 Lt
   Condensed, approx. 6 pt
   The legal copy should always sit 1x above the bottom of the page
paradise found WITH HYATT RESORTS IN HAWAII

Whether you’re seeking the bright lights of a city location or escaping to the serenity of a resort destination, you’ll find distinctive design, extraordinary service, world-class amenities and award-winning cuisine at every Hyatt worldwide. It’s all part of our commitment to make you feel more than welcome at locations than anywhere else in the world.

For more information or to make a reservation, visit hyatt.com.

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1. **X-VALUE**
   1x is equal to 1/17 the width of page

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1x

3. **THE WINDOW**
   Is placed to “capture” the focal point of the photograph while leaving ample space for interior elements. Thickness of window should equal the x-height of Scala Small Cap headline copy.

   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

4. **HEADLINE, BODY COPY, HOTEL LIST, PARTIAL BRAND BAR AND LEGAL / T&C**
   Should adhere to the formatting specified on full page ad

---

This layout is to be used for double page spreads and horizontal ads that require more copy.
12.7 BILLBOARD

NOTE
The following layouts are to be used for billboards and will serve as reference for similar executions.

Final size will vary so please work with vender to scale and adjust template files proportionally

1 HEADLINE
DIN OT Bold
Left-aligned

2 BODY COPY
DIN OT Bold
Left-aligned

3 PARTNERSHIP OR ALTERNATIVE BODY COPY
DIN OT regular
Left-aligned

4 LOGO
Brand Logo
Refer to the latest Trademark Administration Manual for correct usage of the various legal marks.

Billboard Option 1

WHERE TO WINE AND DINE AFTER THE BACK NINE.

HYATT®
Proud sponsor of PGA Pro Luke Guthrie

Billboard Option 2

#WIFINALLY

FREE WI-FI AT HYATT HOTELS WORLDWIDE.

HYATT®
12.8 ADVERTISING MEASUREMENTS — DIGITAL

- Web banner vertical flash
- Web banner vertical static
- Web banner vertical multi-property static
- Web banner horizontal static
- Web banner horizontal multi-property static
- Web banner square flash
- Web banner square static
- Web banner square multi-property static
- Hyatt.com — homepage masthead
- Hyatt.com — special offers masthead
- Full bleed — email masthead
- Color block — email masthead
12.8 WEB BANNER VERTICAL FLASH

**X-VALUE**
1x is equal to 1/10 the width of the page

**DOCUMENT MARGIN**
Exterior margin should be no less than 1/2x

**PHOTOGRAPH & COLOR PANEL**
Should be approx. 1/2 the width of the banner and bleed at the edges

**WINDOW**
Is placed as an equal-distant interior frame around the photo. Thickness of window should equal the x-height of Scala Small Cap headline copy.

70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

In executions where space is limited, or where you are working with extreme proportions like certain web banner ads, the Window should only be used to highlight the focal point of the photo and may exceed the boundaries of the page. All copy should be placed over the solid color panel. All copy should be flush left.

**HEADLINE**
Scala Small Caps, approx. 26 pt (Slide 1) 27 pt (Slide 2)
Optical Kerning

The headline copy should have a minimum top margin of at least 2x

**CTA**
Scala Small Caps, approx. 16 pt
Optical Kerning

Centered content appears within .75 pt rule.
The box left-aligns to headline copy and appears approx. 4x below body copy.

**LOGO**
Logo should equal 1x and the space below should be at least 3x to ensure prominence

**FLASH ANIMATION**
Note that as animation transitions from one stage to the next it is important to consider the alignment of content from FRAME 1 to FRAME 2 and so on.

---

Slide 1

Slide 2

CTA

Scala Small Caps, approx. 16 pt
Optical Kerning

Centered content appears within .75 pt rule.
The box left-aligns to headline copy and appears approx. 4x below body copy.

LOGO

Logo should equal 1x and the space below should be at least 3x to ensure prominence

FLASH ANIMATION

Note that as animation transitions from one stage to the next it is important to consider the alignment of content from FRAME 1 to FRAME 2 and so on.

---

160 X 600

160 X 600
12.8 WEB BANNER VERTICAL STATIC

1. **X-VALUE**
   1x is equal to 1/10 the width of page

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1/2x

3. **PHOTOGRAPH & COLOR PANEL**
   Should be approx. 1/2 the width of the banner and bleed at the edges

4. **WINDOW**
   Is placed as an equal-distance interior frame around the photo. Thickness of window should equal the x-height of Scala Small Cap headline copy.

   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

   In executions where space is limited, or where you are working with extreme proportions like certain web banner ads, the Window should only be used to highlight the focal point of the photo and may exceed the boundaries of the page. All copy should be placed over the solid color panel. All copy should be flush left.

5. **HEADLINE**
   Scala Small Caps, approx. 20 pt
   Optical Kerning.
   The headline copy should have a minimum top margin of at least 2x

6. **CTA**
   Scala Small Caps, approx. 16 pt
   Optical Kerning.
   Centered content appears within .75 pt rule.
   The box left-aligns to headline copy and appears approx. 4x below body copy.

7. **LOGO**
   Logo should equal 1x and the space below should be at least 1 1/2x to ensure prominence

This layout is to be used for static web banners and other vertical or horizontal ads.
12.8 WEB BANNER VERTICAL MULTI-PROPERTY STATIC

**X-VALUE**
1x is equal to roughly 1/7 the width of page

**DOCUMENT MARGIN**
Exterior margin should be no less than 1/2x

**HEADLINE**
Scala Small Caps, approx. 21 pt
Optical Kerning, Leading is approx. 28 pt
Centered
Call out region in headline. The headline copy should have a minimum top margin of 3x.

**CTA**
Scala Small Caps, approx. 16 pt
Optical Kerning
Centered content appears within .75 pt rule

**LOGO**
‘H’ in logo should equal 1x and .75 rule should be 1/2x below baseline of logo and fill margins. Space below rule should equal 1x.

**LIST**
Scala Small Caps, approx. 14 pt.
List should not exceed bottom margin

---

Static Option 1

DISCOVER THE romance of HYATT RESORTS IN HAWAII

BOOK NOW >

160 X 600

- 1x
- 3/4x
- 1/2x

---

Static Option 2

DISCOVER THE romance of HYATT RESORTS IN HAWAII

BOOK NOW >

160 X 600

- 1x
- 3/4x
- 1/2x

---

Lorem ipsum dolor.

---

12.8 WEB BANNER HORIZONTAL STATIC

1. **X-VALUE**
   1/2x is equal to 1/10 the height of the banner

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1/2x

3. **PHOTOGRAPH & COLOR PANEL**
   Should be approx. 1/2 the width of the banner and bleed at the edges
   (See vertical version for more detail)

4. **HEADLINE**
   Scala Small Caps, approx. 20 pt
   1/2x below headline

5. **BODY COPY**
   Scala Regular, approx. 11 pt
   Optical Kerning
   2/4x below copy and should not enter logo space

6. **CTA**
   Scala Small Caps, approx. 13 pt
   Optical Kerning
   Centered content appears within .75 pt rule and has interior margin of 1/2x on all sides
   Box left-aligns to headline copy and should sit at least 1/2x from bottom of banner

7. **LOGO**
   'H' in logo should equal 1x and should be centered vertically
12.8 WEB BANNER HORIZONTAL MULTI-PROPERTY STATIC

1. **X-VALUE**
   1/2x is equal to 1/10 the height of the banner

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1/2x

3. **PHOTOGRAPH & COLOR PANEL**
   Should be approx. 1/2 the width of the banner and bleed at the edges
   (See vertical version for more detail)

4. **HEADLINE**
   Scala Small Caps, approx. 20 pt
   3/4x spacing above and below headline

5. **LIST**
   Scala Small Caps, approx. 14 pt

6. **LOGO**
   'H' in logo should equal 1x and have 1x above and below

7. **CTA**
   Scala Small Caps, approx. 13 pt
   Optical Kerning
   Centered content appears within .75 pt rule and has interior margin of 1/2x on all sides

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728 x 90

1 2 3 4 5 6 7

1/2x = 3/4x = 1x = 1/2x
12.8 WEB BANNER SQUARE FLASH

1. X-VALUE
   1x is equal to 1/13 the width of page

2. DOCUMENT MARGIN
   Exterior margin should be no less than 1/2x

3. HEADLINE
   Scala Small Caps, approx. 20 pt
   Optical Kerning, Leading is approx. 24 pt
   The headline copy should have a minimum top and bottom margin of at least 1 1/2x

4. BODY COPY
   Scala Regular, approx. 14 pt
   Leading should be approx. 20 pt
   Left-aligned
   Text should not extend beyond the right margin and at least 2x below body copy

5. CTA
   Scala Small Caps, approx. 16 pt
   Optical Kerning
   Centered content appears within .75 pt rule. The box left-aligns to headline copy and appears approx. 1x below copy on both slides and at least 2x below

6. LOGO
   Logo should equal 1x and the space below should be at least 2x to ensure prominence

FLASH ANIMATION
   Note that as animation transitions from one stage to the next it is important to consider the alignment of content from FRAME 1 to FRAME 2 and so on

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12.8 WEB BANNER SQUARE STATIC

1. X-VALUE
   1/2x is equal to 1/17 the height of the banner

2. DOCUMENT MARGIN
   Exterior margin should be no less than 3/4x

3. PHOTOGRAPH & COLOR PANEL
   Should be approx. 1/2 the width of the banner and bleed at the edges

4. LOGO
   Logo height is 1 1/2x from top to bottom of keyline portion of logo (not including local language translation or locator line)
   Logo is centered vertically and should have a right margin of 11/2x (not including ™ or ®)

5. WINDOW
   Is placed as an equal-distant interior frame around the photo.
   Thickness of window should equal the x-height of Scala Small Cap headline copy.
   70% color opacity is to be used in most circumstances but may be adjusted to 60 – 80% opacity to maintain the same visual effect if photo is particularly light or dark.

   In executions where space is limited, or where you are working with extreme proportions like certain web banner ads, the Window should only be used to highlight the focal point of the photo. All copy should be placed over the solid color panel. All copy should be flush left.

6. HEADLINE
   Scala Small Caps, approx. 20 pt
   Scala italic, approx. 20 pt
   Optical Kerning
   Leading is approx. 20 pt
   The headline copy should have a top

7. BODY COPY
   Scala Regular, approx. 14 pt
   Optical Kerning
   Copy is left-aligned and should not extend beyond a margin of 2 1/2x to the left of logo
   Margin of 3/4x and left margin of 1x

8. PROMOTIONAL LINK
   Scala Small Caps, approx. 13 pt
   Optical Kerning
   Centered content appears within .5 pt rule and has interior margin of 3/4x on all sides
   Box left-aligns to headline copy and should sit at least 3/4x from bottom of banner

---

300 X 250
12.8 WEB BANNER SQUARE MULTI-PROPERTY STATIC

1. **X-VALUE**
   1x is equal to 1/13 the width of page

2. **DOCUMENT MARGIN**
   Exterior margin should be no less than 1/2x

3. **HEADLINE**
   Scala Small Caps, approx. 20 pt
   Optical Kerning, Leading is approx. 24 pt
   The headline copy should have a minimum top and bottom margin of at least 1 1/2x

4. **BODY COPY**
   Scala Regular, approx. 14 pt
   Leading should be approx. 20 pt
   Left-aligned
   Text should not extend beyond the right margin and at least 2x below body copy.

5. **CTA**
   Scala Small Caps, approx. 16 pt
   Optical Kerning
   Centered content appears within .75 pt rule. The box left-aligns to headline copy and appears approx. 1x below copy on both slides and at least 2x below

6. **LOGO**
   “H” in logo should equal 1x and .75 rule should be 1x below baseline of logo and fill margins. Space below rule should equal 1/2x.

7. **LIST**
   Scala Small Caps, approx. 14 pt.
   List should not exceed bottom margin

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300 X 250

- 1x = 1x
- 3/4x = 3/4x
- 1/2x = 1/2x
12.8 HYATT.COM – HOMEPAGE MASTHEAD

 NOTES
• Hyatt.com is to promote brand initiatives
• The following layout is to be used for Hyatt homepage executions and will serve as reference for other homepage executions.

 DOCUMENT MARGIN
Top Margin 18 px
Left Margin 194 px
Right Margin 178 px
Bottom Margin 44 px

 PHOTOGRAPH & WINDOW
Frame is 13 px wide and the chosen color is determined by the layout and should be the most contrasting when placed against the photograph in use

 INTERIOR MARGIN
Top Interior Margin 27 px
Right Interior Margin 24 px

 HEADLINE
Scala Small Caps, approx. 22.5 pt
Optical Kerning
Leading is approx. 24.5 pt

 BODY COPY
Scala Regular, approx. 15 pt
Optical Kerning
Leading auto

 CTA
Space above should be at least the size of the CTA box
12.8 HYATT.COM – SPECIAL OFFERS MASTHEAD

DOCUMENT MARGIN
Top Margin 17 px

COLOR PANEL MARGIN
Left Margin 17 px minimum

PHOTOGRAPH & WINDOW
Frame is 13 px wide and the chosen color is determined by the layout and should be the most contrasting when placed against the photograph in use.

COLOR PANEL
Width 230 px

HEADLINE
Scala Small Caps, approx. 18.5 pt
Optical Kerning
Leading is approx. 24.5 pt

CTA
Space above should be at least the size of the CTA box.
12.8 FULL BLEED – EMAIL MASTHEAD

**DOCUMENT MARGIN**
Exterior Margins 17 px
Interior Margins 22 px

**PHOTOGRAPH & WINDOW**
Frame is 14 px wide and the chosen color is determined by the layout and should be the most contrasting when placed against the photograph in use.

**HEADLINE**
Scala Small Caps, approx. 22.5 pt
Optical Kerning
Leading is approx. 24.5 pt

**BODY COPY**
Scala Regular, approx. 13 pt
Optical Kerning
Leading auto
Space above body copy should have a minimum space of the cap height of the headline letters.

**CTA**
Space above should be at least the size of the CTA box.
12.8 COLOR BLOCK – EMAIL MASTHEAD

DOCUMENT MARGIN
Top Margin 26 px

COLOR PANEL MARGIN
Left Margin 17 px minimum

PHOTOGRAPH & WINDOW
Frame is 14 px wide and the chosen color is determined by the layout and should be the most contrasting when placed against the photograph in use

COLOR PANEL
Width 220 px

HEADLINE
Scala Small Caps, approx. 22.5 pt
Optical Kerning
Leading is approx. 24.5 pt

BODY COPY
Scala Regular, approx. 13 pt
Optical Kerning
Leading auto
Space above body copy should have a minimum space of the cap height of the headline letters

CTA
Space above should be at least the size of the CTA box