

MARKETING COLLATERAL GUIDE
MARCH 2024

Hampton

ABOUT THE COLLATERAL GUIDE

Who is this Document for?

Currently, this document is for hotels in the US and Canada (excluding Québec). In the future, as materials become available for more regions, collateral guides will be available for other regions as well.

How to use this document?

In this document, you will find a list of refreshed materials that are available for your hotels to order on marKIT or through outside vendors. This document lets you know how each item can be ordered/downloaded, it tells you what is required versus optional, and it tells you the compliance date for when the item needs to be in your hotel by.

What if I don't see an item here that I need to order?







We are updating materials in a phased approach, and this is only the first phase. As more materials are refreshed and added to marKIT we will update this guide. If there is an item that you need that is not refreshed yet, please order the item that you find on marKIT in the current ID. This is a transitional year where hotels will have a mix of new and current ID on property.




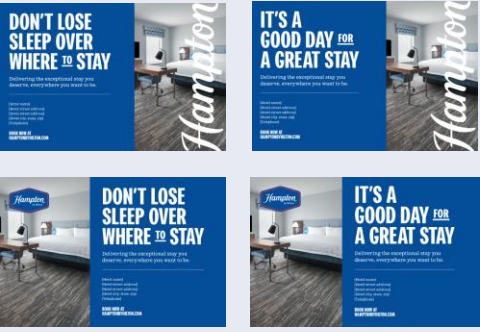
What is a required item versus an optional item?

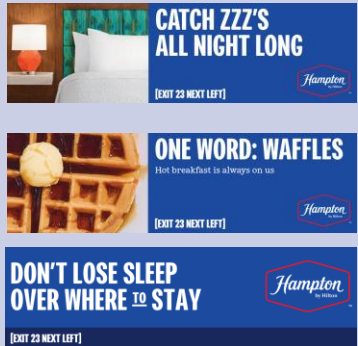



In the compliance column of this document, items that are noted as “required” in red text are required by the brand. For items that are not marked as required, these are items that are not a brand standard but if your property chooses to use these optional materials, your hotel should have the refreshed version on property by the compliance date listed.


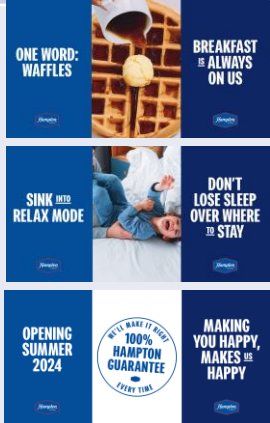

Where can I find more information about the refresh?





Please find an FAQ on marKIT at the path here: [marKIT > “search” Brand Identity FAQ](#)




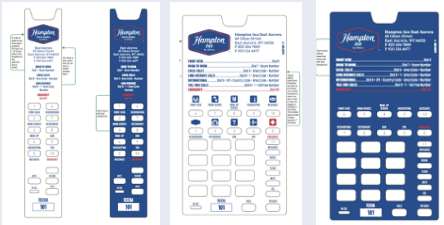

Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Brand Resources	Brand Guidelines		N/A	marKIT > “search” Brand Guidelines	N/A
Brand Resources	Brand Logos		N/A	marKIT > “search” Brand Logos	N/A
Brand Resources	Brand PPT Template		N/A	marKIT > ”search” Brand PPT Template	N/A
Sales and Advertising	Email Signature		N/A	marKIT > “search” Email Signature	December 31, 2024
Sales and Advertising	DOT Signage		Standard DOT size	marKIT > “search” DOT Sign	Please update when the earliest opportunity arises
Sales and Advertising	Business Cards		Standard business card size	marKIT > ”search” Business Cards	December 31, 2024 Required


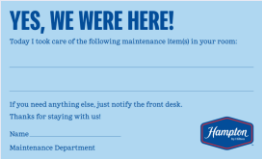




Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Sales and Advertising	Sales Flyer/ Fact Sheet		8.5x11	marKIT > "search" Sales Flyer	December 31, 2024
Sales and Advertising	Rack Card		8.5x4	marKIT > "search" Rack Card	December 31, 2024
Sales and Advertising	Print Ad		8.5x11 (Full Page)	marKIT > "search" Print Ad	December 31, 2024
Sales and Advertising	Half Page Print Ad		8.5x5.5	marKIT > "search" Print Ad	December 31, 2024




Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Sales and Advertising	Billboard		16x8 48x14 16x14	marKIT > "search" Billboard	December 31, 2024
On Property	Flag		3x5, 4x6, 5x8, 6x10	Flagsource	December 31, 2024
On Property	Van Wrap Guidelines		Variety of sizes	marKIT > "search" Van Wrap Guidelines	December 31, 2024
On Property	Dual-Van and Tri-Van Wrap Guidelines		Variety of Sizes	marKIT > "search" Van Wrap Guidelines	December 31, 2024


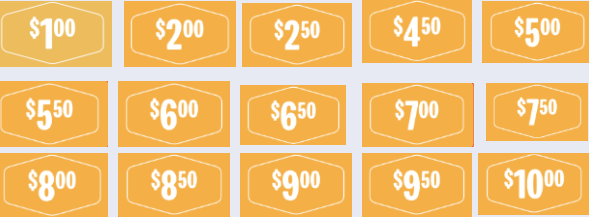



Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
On Property	Construction Banner		Custom Size	marKIT > "search" Construction Banner	December 31, 2024
On Property	Construction Hoarding Guidelines		Custom Size	marKIT > "search" Constriction Hoarding Sign	December 31, 2024
On Property	Renovation Construction Poster		8.5x11	marKIT > "search" Renovation Construction Poster	December 31, 2024






Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Stationary	Letterhead		8.5x11	marKIT > "search" Letterhead	December 31, 2024
Stationary	Letterhead Envelope		Standard business envelope	marKIT > "search" Letterhead Envelope	December 31, 2024
Stationary	Notecard and Envelope		5.5 x 4.25	marKIT > "search" Notecard	December 31, 2024
Stationery	Notepad		4x6	marKIT > "search" Notepad	December 31, 2024







Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Front Desk	Luggage Tag		11x1.5	Prestige Lane	December 31, 2024 Required
Front Desk	Honors Snack Box Sign		9.5x12	marKIT > "search" Snack Box	February 2024 Required. Hotels received from brand in Jan.
Front Desk	Cashless Signage		8.5x11	marKIT > "search" Cashless Signage	December 31, 2024
In Room	Telephone Faceplates		Variety of Sizes	Desi	December 31, 2024 Required
In Room	Safe Disclaimer Sign		5.25x4 1.77x2.95	marKIT > "search" Safe Disclaimer	December 31, 2024 Required

Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
In Room	Make it Right-Housekeeping Cling		Same as previous version	marKIT > "search" Housekeeping Cling	December 31, 2024 Required
In Room	Maintenance Was Here Card		5x3	marKIT > "search" Maintenance was Here	December 31, 2024
In Room	Housekeeping Was Here Card		5x3	marKIT > "search" Housekeeping was Here	December 31, 2024
In Room	Digital Directory		n/a	Uniguest	December 31, 2024 Required
In Room	Digital Directory Cling		Same as previous version	Uniguest	December 31, 2024 Required (either cling or postcard)
In Room	Digital Directory Post Card		Same as previous version	Uniguest	December 31, 2024 Required (either cling or postcard)

Category	Item(s)	Reference Image (s)	Specs	Where to Find	Compliance
Food and Beverage	Breakfast Bag		Same as previous version	Cisco	December 31, 2024 Required
Food and Beverage	Coffee Cups (both coated cups and uncoated cups are available)		Same as previous version	Guest Supply	December 31, 2024 Required
Food and Beverage	Coffee Cup Sleeves		Same as previous version	Guest Supply	December 31, 2024 Required

Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Food and Beverage	TREATS Market Graphic		11x17 22x7	Harlan Graphics or Hotel Signs	March 2024 Required
Food and Beverage	TREATS Market Price Tag (set of 19)		Same as previous version	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Coffee & Hot Water Urn Wraps		29x8.5 Or 27x8	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Clipboard Artwork		8.5x11	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Hampton Waffle Sign		Same as previous version	Harlan Graphics or Hotel Signs	December 31, 2024 Required

Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Food and Beverage	Airpot Wrap		21x8.5	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Cereal Decals (set of 41)		3 x 4.5	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Chafer/ Counter ID Cards (set of 24)		3.5x2.375	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Happy Breakfast Sign Horizontal		Island sign: 36x6.25	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Happy Breakfast Sign Vertical		Tabletop: 11x14	Harlan Graphics or Hotel Signs	December 31, 2024 Required

Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Food and Beverage	Juice Wraps		17x1.5	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Kettle Wrap Grits		33.5x6.5	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Kettle Wrap Oatmeal		33.5x6.5	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Milk Clings		3x4	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Syrup Labels		2.8 x 1.6	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Toast Sign		10x3	Harland Graphics or Hotel Signs	December 31, 2024 Required

Category	Item(s)	Reference Image(s)	Specs	Where to Find	Compliance
Food and Beverage	Topping Tag Decals (oatmeal & waffle)		Same as previous version	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Waffle Iron Decal & Cage Graphic - Baker Heartland		10x3.25 and 10x4.25	Waffle vendor to provide	December 31, 2024 Required
Food and Beverage	Waffle Iron Sticker & Cage Magnet -New Carbon		8.25x3.6 and 9.8x3.25	Waffle vendor to provide	December 31, 2024 Required
Food and Beverage	Waffle Batter Tags – Core Labels		4x6	Harlan Graphics or Hotel Signs	December 31, 2024 Required
Food and Beverage	Waffle Batter Tags – Seasonal Labels		4x6	Harlan Graphics or Hotel Signs	December 31, 2024 Required

Category	Item(s)	Reference Image (s)	Specs	Where to Find	Compliance
Food and Beverage	Pick 4 Fridge Cling	 <p>A blue rectangular graphic with a white border. At the top, it says 'PICK 4' in large white letters. Below that, in smaller white text, it says 'CUSTOMIZE ANY BEER OR SELTZER 4-PACK FOR'. In the center, there is a yellow circle with '\$22' in black. At the bottom, it says 'Ask about our wine deals!' in small white text.</p>	N/A	Hilton F&B Hub	December 31, 2024 Required for Hotels with Alcohol Sales
Food and Beverage	Pick 4 Carrier	 <p>A blue rectangular graphic with a white border and a white handle cutout at the top. It features the same 'PICK 4' branding as the fridge cling, including the text 'CUSTOMIZE ANY BEER OR SELTZER 4-PACK FOR' and a yellow circle with '\$22'.</p>	N/A Beer Carrier	Hilton F&B Hub	December 31, 2024 Required for Hotels with Alcohol Sales

Category	Item(s)	Reference Image (s)	Specs	Where to Find	Compliance
Pet Friendly	Pet Policy Playbook		8.5x11	marKIT > "search" Pet Policy Playbook	December 31, 2024
Pet Friendly	Pet Policy Flyer		8.5x11	marKIT > "search" Pet Policy Flyer	December 31, 2024
Pet Friendly	Pet Signature Document		8.5x11	marKIT > "search" Pet Signature Document	December 31, 2024

HANYAVAAD ASANTE EFHARISTO MAHA
XIE XIE HVALA GRAZIE KIITOS GRACIAS
GRACIAS DANK U PALDIES TAK SHUKRA
K KHOB KHUN **THANK YOU** KAMSAHAMNI
CI TERIMA KASHI ARIGATO DANKE SPAS

