



Hampton Refreshed Identity FAQ Document:

1. Why are we evolving the Hampton Brand Identity?

Brand identity is what makes our brand recognizable and helps to tell the Hampton story. Branding includes the visual cues that represent our brand and the design of our logo, website, building signs, and collateral like our coffee cups and door hangers.

We did a lot of research about our Hampton branding and found that it is recognizable to consumers and resonates with them in a positive way, but that modernizing some parts would help make Hampton more relevant to consumers. So that's what we did – we modernized our branding while maintaining the equity we've built over 40 years.

2. Who will get the first release of new materials and what language will they be in?

The first release of materials will be available in US English for hotels located in the US and Canada (excluding Quebec).

3. When will materials be released for the rest of the languages and global regions?

Collateral for all other regions and all other languages will be available on a rolling basis throughout 2024. Please stay tuned to NOW announcements for the latest information.

4. When will refreshed materials be live?

This will be a phased roll-out so you will see pieces from both the old identity and the new identity live in marKIT until all pieces have been updated. For hotels in the US and Canada (excluding Quebec), you will start to see new materials in marKIT in February with the majority of new materials available to order by April 2024. Stay tuned to NOW announcements for the latest information.

5. When should I start ordering new materials?

Our goal is to give you time to replenish materials as needed, so you should not discard any existing stock right now and you should re-order items for your hotel as you usually would. As our vendors begin to produce and stock inventory of new items you will begin to receive them as you place your regular orders. Materials like business cards, mustache cups, Do Not Disturb hangers, and sales collateral can be refreshed as your hotel needs new materials. Some refreshed materials like email signature, pet policy documents, and property advertising templates can be downloaded for use immediately. A Collateral Guide will be published on marKIT outlining all available items.

6. Can I have a mix of old items and new items on property?

For now, yes. There is no need to go out and replace all items at the same time. Old items can be replaced as you naturally reorder pieces like DND signs or mustache cups. Please stay tuned for NOW announcements throughout 2024 for the latest information.



7. Will there be a Compliance Date for new materials?

Some items (noted in the collateral guide) will have a compliance date set for December 31, 2024. Many of these required items will naturally phase in as you replenish inventory. The QA team is aware of the rollout plan, and communications with official compliance dates will be sent via announcements in NOW.

Other items will only be replaced upon a scheduled renovation and will not have an immediate compliance date assigned to them.

A Collateral Guide will be published on markIT outlining all available items and their respective compliance dates.

8. How do I order new assets?

Most items can be ordered or downloaded via markIT. There will be some items that need to be ordered through separate vendors. A Collateral Guide will be available on markIT that outlines which materials are available, how to order, and where to order.

9. What if there is an item that I used to use that is no longer available?

If you feel there is something missing that you would like created, please submit a ticket via HiltonGBMSupport.com. This will lead you straight to a submission form where you can make a request for necessary items. For any technical support needed from markIT, please submit a ticket via markITsupport.hilton.com.

10. Do I need to replace interior and exterior building signage?

There is no action at this time. Interior signage such as room number signs or directional signage will only be updated through your normal renovation cycle. Exterior building signage is not required to be updated at this time.

11. What if I need materials in languages other than US English?

Translated and dual-language assets will be available on a rolling basis through end of 2024.

12. Will the HamptonbyHilton.com website be updated? Do I have to do anything to my hotel website?

Yes, the website will be updated. No hotel action is needed as the brand will be making updates to both HamptonbyHilton.com and property pages in the coming months.

Additional Questions? Head to HiltonGBMSupport.com or markITsupport.hilton.com to submit a ticket. **PLEASE NOTE:** Due to increased volume, response time from the markIT Support Team is up to 10 business days. Please do not submit multiple forms for the same request to avoid additional delays.