



Hyatt Place (HPid) Collateral Guide

April 2014

HYATT PLACE IDENTITY REFRESH (HPID) INTRODUCTION

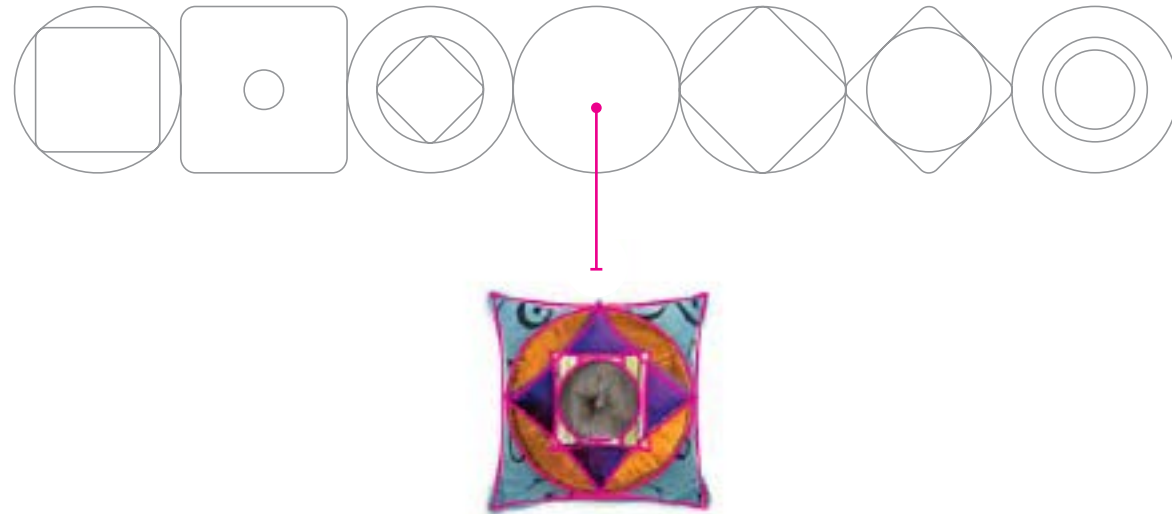
THE GOAL

To drive and create cohesiveness ensuring the Hyatt Place brand position of seamless, modern comfort is clearly communicated through the brand's visual identity and tone of voice throughout the Globe.

THE CONCEPT

Inspired by the circles in the Hyatt Place logo and the geometric shapes found throughout our hotels — from the plates used at breakfast to the pillows on the Hyatt Grand Bed™ — these geometric shapes and colorful accents echo the brand's modern and vibrant identity.

Complimenting the bright colors and multi-layered geometric shapes is a script typography that speaks to the casual, personal comforts and flexible service offered to our guests.



Inspiration comes from: pillows, plates, square grand bed, ottomans, cozy corner couch, furniture, wine glasses, flatbread pizzas, etc.



ICONS & ILLUSTRATIONS

Inspired by the casual, approachable handwritten style of the tagline, "Welcome to a Different Place," these illustrations as well these icons provide a quick, easy and friendly method in which to communicate the entire Hyatt Place offering while incorporating the circles and colors of the logo.

COLOR PALETTE

By reintroducing the circles and colors of the Hyatt Place logo in the following items we successfully reflect the essence of the brand's personality throughout every touch point of the guest experience.



HYATT PLACE®



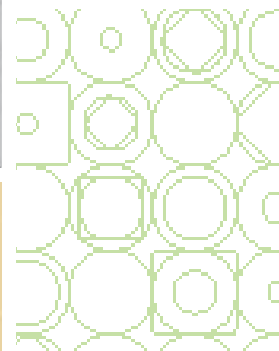
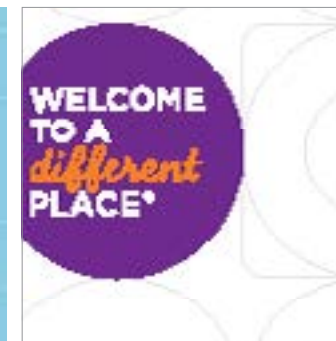
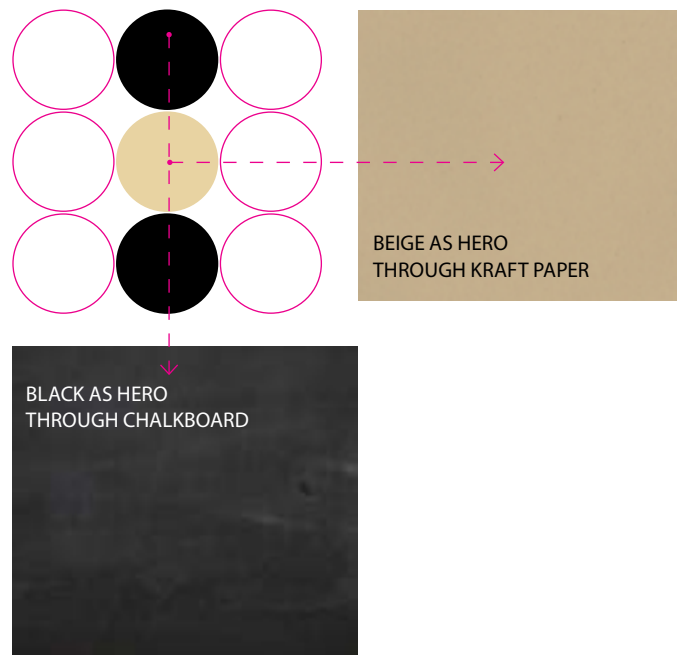
COLOR PALETTE

The outside logo colors and circles have inspired the design elements throughout the brand identity such as the use of a circular sticker or the use of an icon. Also, each color can be used as a solid background with a lighter version of that color as a line pattern.

Use for all applications with the exception of Food & Beverage.

Inspired by the logo's center black and beige colors, the use of kraft paper, chalkboard textures and handwritten fonts provide a friendly, "coffeehouse" look and feel. This differentiates the food and beverage offering from other collateral while still aligning to the brand identity and positioning.

Use for all Food & Beverage applications.



MARKETING COLLATERAL GUIDE OVERVIEW

The Marketing Collateral Guide has been created to help provide you and your team easy instruction for ordering/downloading, using and placing the materials that make up the HPid In-Hotel Collateral. All materials can be ordered or downloaded through AS Hospitality unless otherwise noted.

Note: Placements should be followed for Dual-Language Materials. Images in document will only show Single Language.

Collateral Vendor Contacts

AS Hospitality

Contact: Laura Tant

Phone: 800-422-1718

Email: tant@ashospitality.com

Monastery Hill Bindery

Contact: Jim Walsh

Phone: 773-525-4126

Email: jwalsh@monasteryhill.com

Graphic Systems

Contact: Daina Bailey

Phone: 316-267-4171

Email: dbailey@gsi-graphics.com

American Hotel Registry

Contact: John Hanus

Phone: 847-743-1652

Email: jhanus@americanhotel.com

Dr. Graphx (Van Wrap)

Contact: Mike Davis

Phone: 312-291-5994

Email: mikedavis@drgraphx.com

24/7 Gallery Menu & Market

24/7 Gallery Menu Board

Elevator Posters

24/7 Gallery & Drink Menus

24/7 Gallery & Drink Menu Holder

Signature Menus (OPTIONAL)

12 Table-Top F&B Promo Cards

12 Table-Top F&B Promo Card Holders

Coasters

24/7 Gallery Kids Menu

Bakery Case Cards

Bakery Case Cling

Glass Jar Clings

Salad Belly Bands

Salad Ingredient Labels

Sandwich Labels

Sandwich Ingredient Labels

Sneeze Guard Clings

Breakfast Station Cards

Breakfast Inspiration Cards

Microwave Instruction Card

Odds & Ends Sign

Odds & Ends Holder

Odds & Ends Menu

Seamless Roomspray

Odds & Ends Magazine Sticker

Gallery Host Materials

Guestroom Key Card

Keycard Sleeve

Vertical or Horizontal Luggage Tag

Valet Tag

Parking Tag

StayFit Center Information Sign

Local Activities Map

Privacy Refresh Card

Pet-In Room Door Hanger or Lock Insert

(Handed to Guests checking in with pets)

Housekeeping Door Hanger or Lock Insert

(Kept on the housekeeping cart)

Maintenance Door Hanger or Lock Insert

(Used only when room is closed for maintenance)

Hotel Exterior

Hotel Flag

Hotel Shuttle Van Wrap

Guest Room

Magnetic Strip

Magnets

Gold Passport Promotion Card

Visa Credit Card Promotion Card

Phone & Safety Card

Guestroom Notepad

Guestroom Pen

TV Channel Listing

HP In-Room Guide

Blanket Band

Sofa Label

Laundry Ticket and Bag

Privacy Door Hanger or Lock Insert

Go Green Door Hanger or Lock Insert

Guest Communication Card

Safe Instruction Card

Odds & Ends Guestroom Mirror Cling

In-Room Menu

Marketing Collateral

Brand Fact Sheet

E-Signature

F&B Coupons

Tradeshow Banner

Brand Rack Brochure

Hotel Fact Sheet

Hotel Rack Brochure

Free Night Stay Certificate

Sales Folder

Renovations Kit

Hotel Stationary

Business Cards

Letterhead

Standard Envelope

Shipping Envelope

Shipping Label

Folded Note Card

Flat Note Card

Note Card Envelope

Meetings & Events

Meeting Notepad

Meeting Menu

Catering Menu (OPTIONAL)



24/7 gallery menu & market

MANDATORY

DESCRIPTION

- To be placed in the Coffee to Cocktails Bar space to promote food & beverage.
- For existing properties: position menu board in current spot of 4 menu boards.
- Instructions for placement can be seen below.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order 24/7 Gallery Menu Boards through Graphic , Systems
 Coffee to Cocktails Version - Item # HPMENU CC
 Coffee to Beer & Wine Version - Item #HPMENU CBW

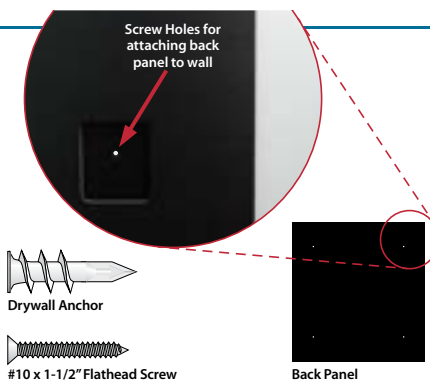
PLACEMENT PHOTO

Beer & Wine option available - to be used at properties without liquor license.



1 Attach Back Panel to Wall

- Place back panel in desired location on wall, level, and mark hole locations. (There are 4 holes in the back panel, used for attaching to wall with screws.) Set panel aside.
- Insert Drywall Anchors into wall, centering each anchor on the marks from the previous step. Using a Phillips screwdriver, twist the anchors into the drywall until they are flush with the surface of the wall. (These anchors are self-drilling, so no pilot hole is needed.)
- Place back panel on wall, line up holes with wall anchors, and attach using supplied Flathead Screws.



2 Attach Menu Panels to Back Panel

- Line up the tab on the back of the menu panel with the slot in the back panel.
- Start the TOP edge of the tab into the slot.
- Push the panel UP into the slot.
- Once the panel is slid UP, the bottom will drop in.
- Slide the Panel back down. It will stop in its final position.

MANDATORY

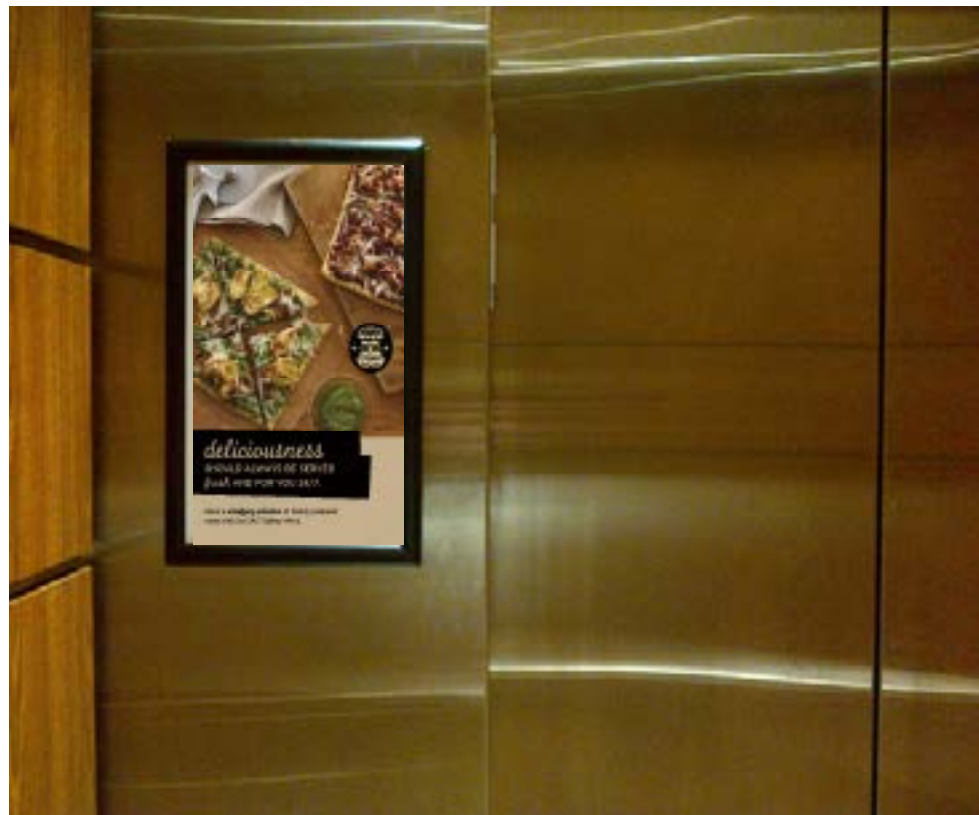
DESCRIPTION

- To be used inside hotel elevators to promote food & beverage.
- Mix and match options (priority order pending number of elevators shown on the right pending # of elevators and opening or existing hotel).

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Elevator Posters through ASHospitality.com

PLACEMENT PHOTO



Existing Property:

Elevator #1

Elevator #2

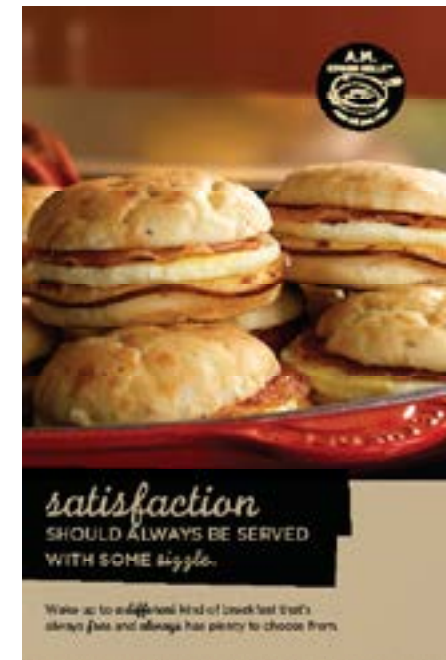
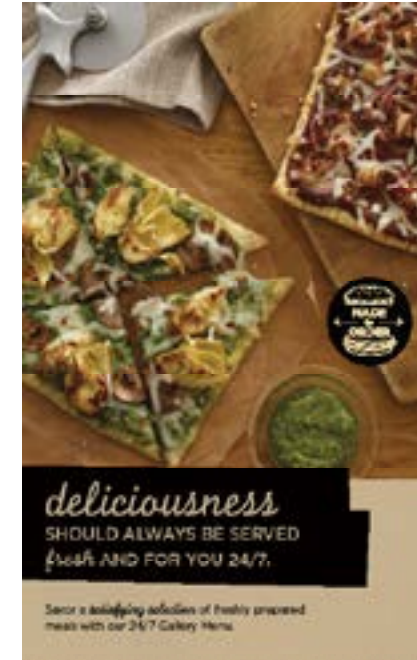
Elevator #3 (if applicable)

NEW Property:

Elevator #2

Elevator #3 (if applicable)

Elevator #1



Beer & Wine option available - to be used at properties without liquor license.

MANDATORY

DESCRIPTION

-To be placed in the Gallery: 1st on the Coffee to Cocktails Bar on the side of Bakery Case furthest from the check-in desk and 2nd at end of bar.
 -Guests are to place order through the Gallery Host.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and Order 24/7 Gallery Menu through ASHospitality.com

Order Menu Holder through Monastery Hill, item #HP247-9545 BLK

PLACEMENT PHOTO



FRONT



BACK



MANDATORY

DESCRIPTION

- To be placed in the Gallery: 1st on the Coffee to Cocktails Bar on the side of Bakery Case furthest from the check-in desk and 2nd at end of bar.
- Guests are to place order through the Gallery Host.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and Order Drink Menu through ASHospitality.com

Order Menu Holder through Monastery Hill, item #HP247-9545 BLK

PLACEMENT PHOTO



FRONT



BACK



Beer & Wine option available - to be used at properties without liquor license.

APPROVED PROPERTIES ONLY - MANDATORY

DESCRIPTION

- To be placed on the Coffee to Cocktails Bar.
- Guests are to place order through the Gallery Host.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and Order Signature Menu through ASHospitality.com after Food & Beverage approval. Signature menus for drinks (right) and specialty food items are available.

Order Menu Holder through Monastery Hill, item #HP247-9545 BLK

PLACEMENT PHOTO



FRONT



BACK



MANDATORY

DESCRIPTION

12 Table Top Table-Top Cards to be placed at random throughout the Gallery seating at all hours.

From 6a.m. to 11a.m. properties should display 12 Breakfast Promo Cards, scattered around the Gallery seating

From 11 A.M. to 6 P.M. properties should display 3 Breakfast Promo Cards in addition to 3 of each of the other 3 Promo Card artworks (12 total displayed).

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Table-Top F&B Promo Cards through ASHospitality.com.

Order Card Holders through Monastery Hill, item #HP247-4RAIL-BLK

PLACEMENT PHOTO



Breakfast Promo Card
1 artwork version



Card Holder

3 artworks versions:
side 1 = 24/7 Gallery Menu
side 2 = Coffee to Cocktails

Beer & Wine option available - to be used at properties without liquor license.

OPTIONAL

DESCRIPTION

To be placed in the Gallery and used when serving all beverages.

For Hotels that have to use Coasters underneath glasses in the Guestroom have the option use this or the Plain White Coasters ordered through American Hotel Registry.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Coasters through ASHospitality.com.

PLACEMENT PHOTO



#1: SIDE ONE



#2: SIDE ONE



#3: SIDE ONE



#4: SIDE ONE



#1: SIDE TWO



#2: SIDE TWO



#3: SIDE TWO



#4: SIDE TWO



MANDATORY

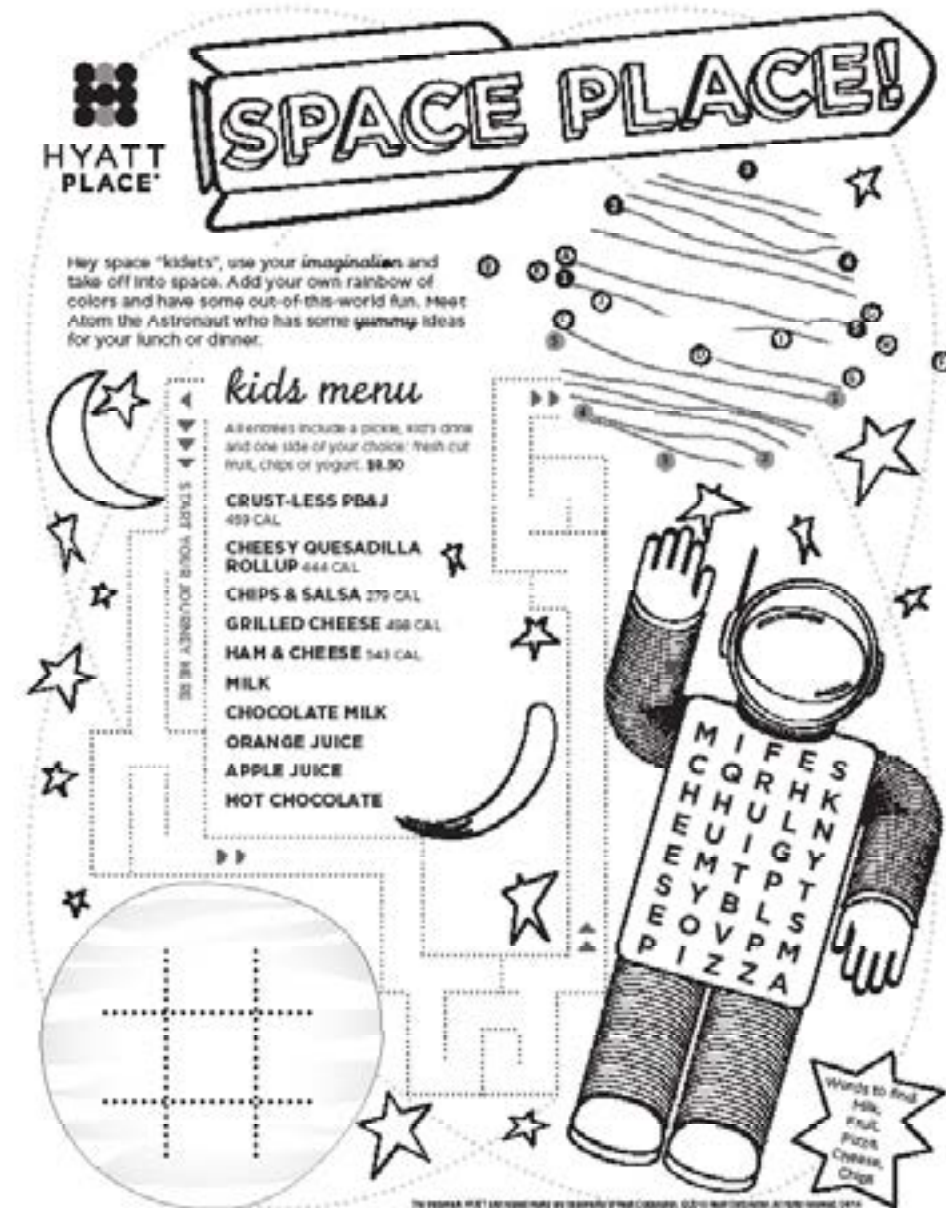
DESCRIPTION

To be placed on behind the Coffee to Cocktails Bar and distributed with pack of washable crayons upon request of Guest.

INSTRUCTION FOR ORDERING/DOWNLOAD

Download the 24/7 Gallery Kid's Menu through ASHospitality.com.
Order the washable crayons using the order form on ASHospitality.com.

After downloading, print at property.



MANDATORY

DESCRIPTION

The Bakery Case Cards should be placed in front of their respective bakery item.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Bakery Case Cards through ASHospitality.com. The label holders' ordering instruction can be found in the Purchasing Guide on Hyatt Connect.

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

The Bakery Case Cling should be placed on the left hand side of the Bakery Case.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Bakery Case Decal through ASHospitality.com.

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

The 24/7 Gallery Market Glass Jar Clings should be placed on the center of the glass jars and sit on counter next to Bakery Case on the opposite side from the bar.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order 24/7 Gallery Market Glass Jar Clings through ASHospitality.com.

PLACEMENT PHOTO



JAR ONE



JAR TWO



JAR THREE



MANDATORY

DESCRIPTION

The Salad Belly Bands and Ingredient Labels should be used for labeling Gallery Market salads.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order 24/7 Gallery Market Salad Belly Bands and Ingredient Labels through ASHospitality.com.

PLACEMENT PHOTO



SALAD BELLY BAND



SALAD BELLY BAND OVERVIEW



MANDATORY

DESCRIPTION

The Sandwich and Ingredient Labels should be used for labeling Gallery Market sandwiches.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order 24/7 Gallery Market Sandwich and Ingredient Labels through ASHospitality.com.

PLACEMENT PHOTO



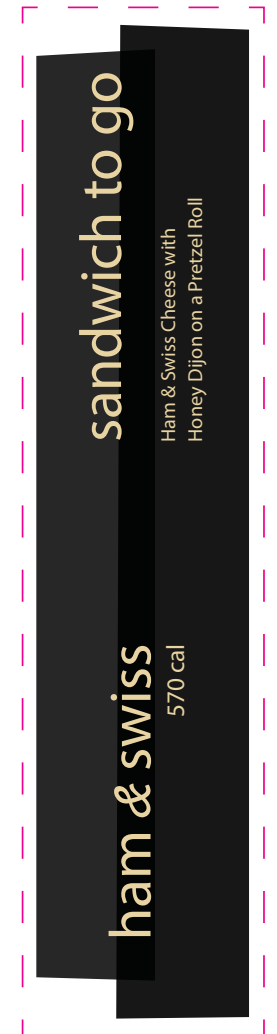
FRONT



BACK



STICKER



MANDATORY

DESCRIPTION

The Sneeze Guard Clings should be placed above their respective food item. Place each sneeze guard label at the top/left of the sneeze guard as shown below.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Sneeze Guard Clings through ASHospitality.com.

PLACEMENT PHOTO: SEE APPLICATION INSTRUCTION ON NEXT PAGE



FRIDGE



BOWLS



BREAD BOX



SKILLET'S



MANDATORY

INSTRUCTIONS FOR APPLICATION



Step 1: clean the glass



Step 2: wet top of glass with paper towel



Step 3: place label on wet top left corner of Sneeze Guard



Step 4: place label on top of wet glass from left to right



Step 5: gently peel back label and apply more water



Step 6: the decal should be straight and full of water



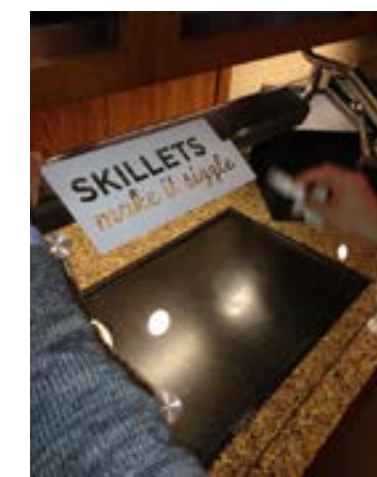
Step 7: use a card to push out bubbles and water from the middle to the edge



Step 8: use a card to smooth out edges



Step 9: wipe away access water



Step 10: let it dry (36-48 hours)

MANDATORY

DESCRIPTION

The Breakfast Station Cards should be placed in front of their respective food item.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Breakfast Station Cards through ASHospitality.com.

Order 6" Metal Label Holder through Wasserstrom, item #9504

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

The breakfast inspiration cards are intended to give guest ideas on what to make for breakfast using items within the a.m. Kitchen Skillet™.

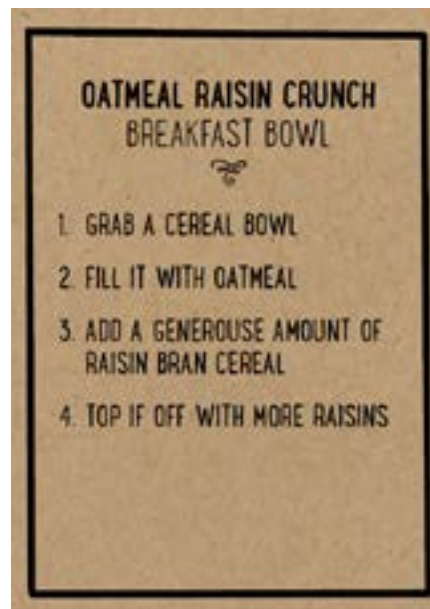
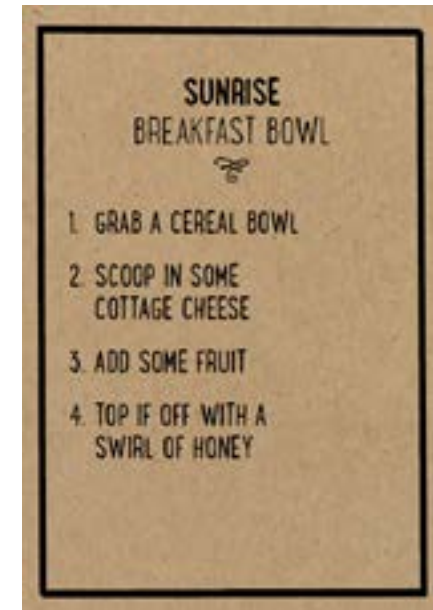
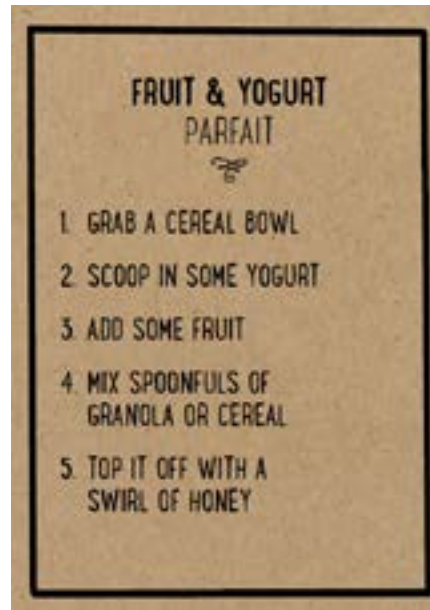
- Place 2 cards in 2 5x7 Acrylic Stands along side buffet.
- Rotate cards every 3 months.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Breakfast Inspiration Cards through ASHospitality.com.

Order 5x7 Acrylic Stands through Wasserstrom, Item #6006669

PLACEMENT PHOTO



OPTIONAL

DESCRIPTION

Place the microwave instruction on top of or next to the microwave in the Gallery Kitchen.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Microwave Instruction Card through ASHospitality.com.

Order 5x7 Acrylic Stands through Wasserstrom, Item #6006669

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

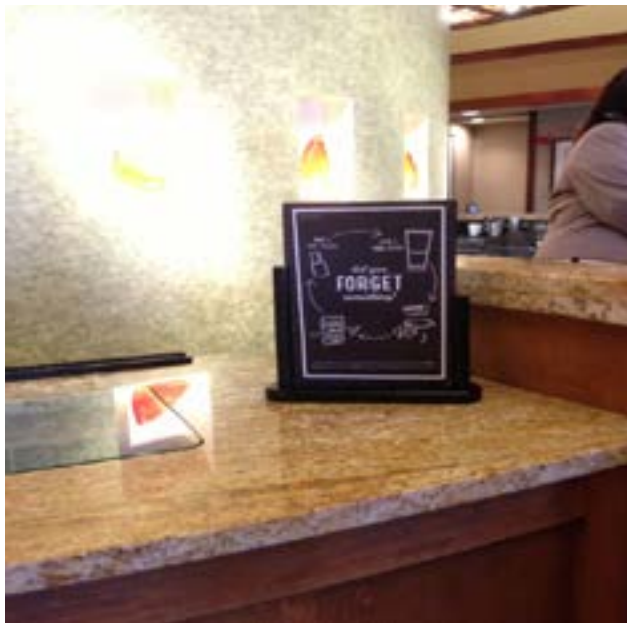
The Odds & Ends sign should be placed at the Gallery Host Stand on the closest check-in counter to the entrance. This replaces the wooden Odds & Ends tray, the purple stand, and the old menus.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Odds & Ends Front Desk Sign through ASHospitality.com.

Order Odds & Ends Sign Holder through Monastery Hill, item #HP247-ODDEND-BLK

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

To be filled out by guests and returned to Gallery Host for filing when they borrow any item from the Odds and Ends Menu "Borrow" section.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Odds & Ends Menus through ASHospitality.com.

PLACEMENT PHOTO



Must be filled out according to instruction listed prior to Guest borrowing an item from the Odds & End Menu "Borrow" section.

INSIDE PANEL

your information

NAME: _____
Hyatt Last Name

ROOM: _____
Hyatt Last Name

EMAIL: _____
Hyatt Last Name

SIGNATURE: _____
Hyatt Last Name

We are pleased to have you at the Hyatt Hotel. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience.

Thank you for your stay at the Hyatt Hotel. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience.

Thank you for your stay at the Hyatt Hotel. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience.

Thank you for your stay at the Hyatt Hotel. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience. We are committed to providing you with the best possible experience.

check out receipt

BY: _____
Hyatt Last Name

DATE: _____
Hyatt Last Name

return receipt

BY: _____
Hyatt Last Name

DATE: _____
Hyatt Last Name

BACK



FRONT



MANDATORY

DESCRIPTION

Item to be sold through Odds & Ends.
Store with other Odds & Ends merchandise.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Seamless™ Roomspray through ASHospitality.com



OPTIONAL

DESCRIPTION

To be placed on any magazine that can be used by guests in either their room or in the Gallery.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Magazine Sticker through ASHospitality.com.



PLACEMENT PHOTO





gallery host materials

MANDATORY

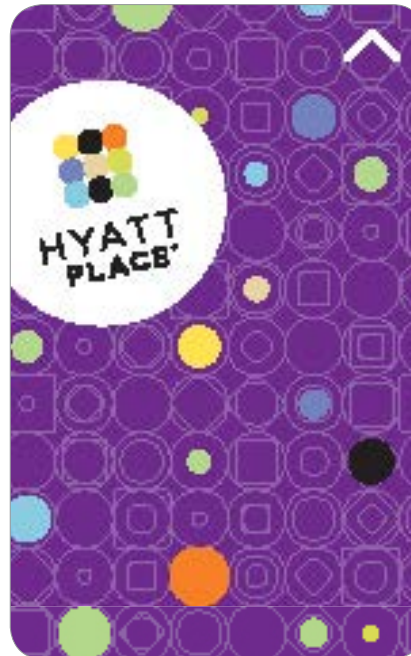
DESCRIPTION

The Guestroom Keycard should be presented in the Keycard Sleeve to the Guest.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Guestroom Key Card through pli.com or via Purchasing

FRONT



BACK RFID Mechanism



BACK Magnetic Band



MANDATORY

DESCRIPTION

- The Keycard Sleeve holds the Guestroom Keycard and provides key Hyatt Place amenity details to the guest.
- Room # should be written at the bottom of the front side.

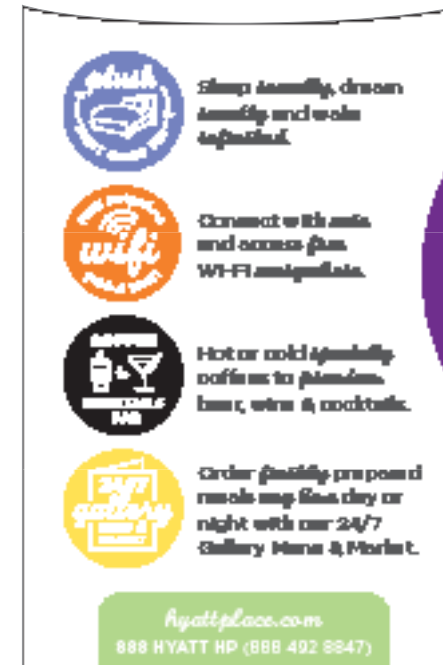
INSTRUCTION FOR ORDERING/DOWNLOAD

Order Keycard Sleeve through ASHospitality.com.

FRONT



BACK



Beer & Wine option available - to be used at properties without liquor license.

MANDATORY

DESCRIPTION

-The Vertical Luggage Tag is used for a guest with multiple bags. Attach the top piece onto the first bag and use the stickers for additional baggage.

-The Horizontal Luggage Tag is used for guests with one bag.

-For security, each tag has a different number. The sequential numbers start at 000001. The hotel must ensure that their legal representative reviews the terms and conditions.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Vertical or Horizontal Luggage Tags through ASHospitality.com.

PLACEMENT PHOTO



FRONT



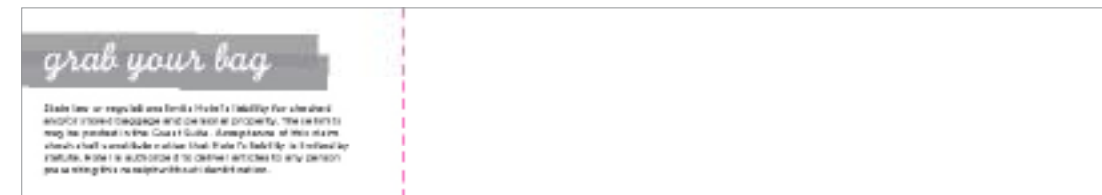
BACK



FRONT



BACK



REQUIRED ONLY FOR SOME PROPERTIES (those approved for valet service)

DESCRIPTION

-Valet Tags are pre-numbered. Give lower half of the tag to the guest for reclaiming. Attach top half to car keys and middle to the car window.

-For security, each tag has a different number. The sequential numbers start at 000001. The hotel must ensure that their legal representative reviews the terms and conditions to comply with local laws. Different colors available for hotels that require multiple color tags.

NOTES:

North American hotels: Required Piece. Contracted Valet Company to provide and produce tags at no cost to hotel.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Valet Tags through ASHospitality.com.

PLACEMENT PHOTO



FRONT

BACK

REQUIRED ONLY FOR SOME PROPERTIES

DESCRIPTION

Guests should be instructed to hang the parking tag on their parked car's rear view mirror while on hotel property. For hotels where parking is either valet parking, restricted or paid parking

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Parking Tag through ASHospitality.com.

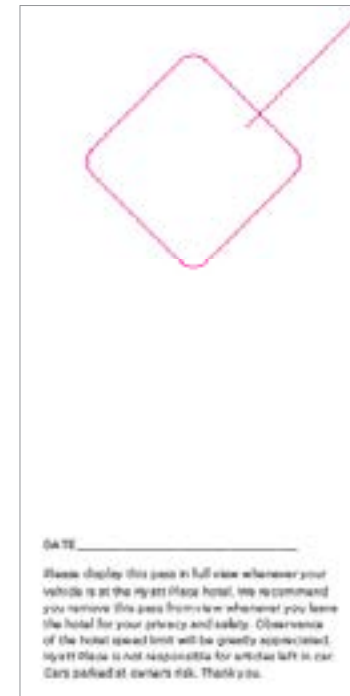
PLACEMENT PHOTO



FRONT



BACK



MANDATORY

DESCRIPTION

Signage explaining both equipment and rules and regulations. To be placed in the StayFit center on the towel rack.

INSTRUCTION FOR ORDERING/DOWNLOAD

Download the Fitness Center Sign through ASHospitality.com

After downloading, print at property

Place in 8x5x11 Frame on Towel Rack

Order 8x5x11 Frame through Wasserstrom, item #6001639

PLACEMENT PHOTO



**RECHARGE WITH LIFE FITNESS®
CARDIO EQUIPMENT:**

- Treadmill
- Elliptical Cross-Trainer
- recumbent exercise bike

All of these machines feature LCD touchscreens. This gives you the freedom to watch your favorite TV program and monitor the progress of your entire workout at the same time, all on one screen.

In order to hear the audio portion of your TV selection, you are welcome to use your own ear buds. If you do not have a set of ear buds, please enjoy a free pair. If you need any other assistance, please contact the Gallery Host.

PLEASE OBSERVE THE FOLLOWING:

- StayFit Gym is for use by hotel guests only
- Children under the age of 18 cannot use the facility without an adult present
- This facility is not supervised. Guest uses facility at his/her own risk.
- Guest is responsible for knowing his/her own physical limitations and how to use the equipment.
- Do NOT leave valuables unattended. Hotel is not responsible for lost, damaged or stolen items.
- No wet bathing suits
- No glass containers
- No alcoholic beverages
- No bare feet
- No smoking

STAY FIT
AT HYATT

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RECOMMENDED FOR URBAN LOCATIONS

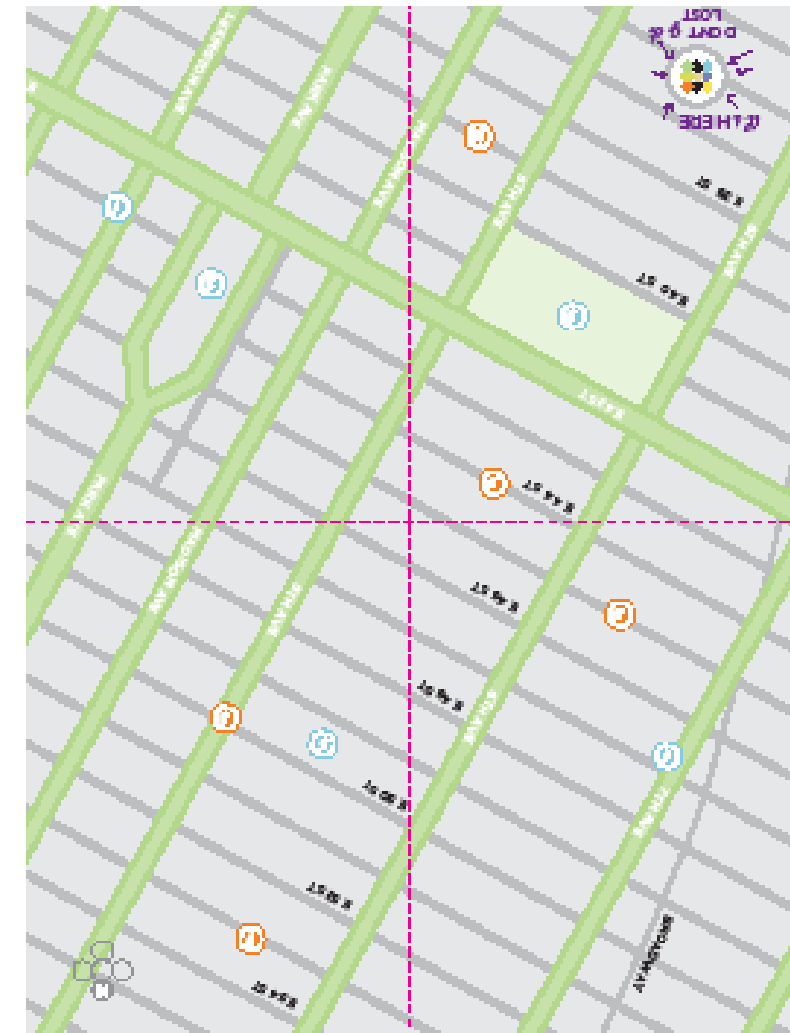
DESCRIPTION

To be handed out to guests looking to explore the local area. Kept behind the Gallery Host desk.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and Order Local Activities Map through ASHospitality.com.

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

This card is to be used by housekeeping, placed under a guests door when the privacy door hanger is present.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Privacy Refresh Cards from ASHospitality.com.



MANDATORY (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION

To be used by guests who are traveling with a dog.
Distribute to guest at check-in.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Pet In-Room Door Hanger or Lock Insert can be ordered through ASHospitality.com

PLACEMENT PHOTO



OPTIONAL (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION

To be used by housekeeping when servicing a guest room.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Housekeeping Door Hanger or Lock Insert can be ordered through ASHospitality.com

PLACEMENT PHOTO



MANDATORY (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION

To be used by maintenance when servicing a guestroom.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Housekeeping Door Hanger or Lock Insert can be ordered through ASHospitality.com

PLACEMENT PHOTO





hotel exterior

MANDATORY (IF APPLICABLE)

DESCRIPTION

Property flags to be ordered locally or through recommended Corporate vendor. Mandatory for hotels with a flag pole.

- 1 for American flag and separate pole for either state or hotel flag

INSTRUCTION FOR ORDERING/DOWNLOAD

Order the Hotel Flag through via instruction in the Purchasing Guide.



MANDATORY (IF APPLICABLE)

DESCRIPTION

The Shuttle Van Wrap is customized to include your property specific contact information. Mandatory for any new vans (new hotels and existing hotels). Also, this wrap makes old vans look new.

All property vehicles must participate in a "How's my driving?" program. Suggested vendor is Sertec. www.sertec.com; 770.916.6700

INSTRUCTION FOR ORDERING

Order the Shuttle Van Wrap via instruction in the Purchasing Guide.

Contact Dr. Graphix for installation setup and graphics layout. They will submit for corporate approval of your van.





guest room

MANDATORY

DESCRIPTION

- The Guestroom Magnetic Strip is to be hung above the desk per instructions included in shipment.
- 4 magnets are to be placed on the Magnetic Strip as shown below.
- Please remove: No smoking tent, F&B rail cards, Borrow's rail card, black marketing rail, telephone rate card. These items have been replaced or consolidated by other collateral.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order the Magnetic Strip through American Hotel Registry, item # 516531205-SS.

Order Magnets through American Hotel Registry, item #1001779, 10pck.

Order Gold Passport Promo Card and Chase Credit Card Promo Card through the printstore.com for replenishments. If you are a new hotel, these items will be dropped shipped as part of your new hotel supplies.

● The Magnetic Strip will come with small magnets that **MUST BE DISCARDED**. **THESE SMALL MAGNETS ARE NOT TO BE USED!**

Gen 1 & 1.5



Gen 2.0



MANDATORY

DESCRIPTION

-The Phone and Safety Card is to be placed to the side of the phone on the Guestroom desk.

- Remove the old white Guest Safety Card that was previously place on the TV cubby.

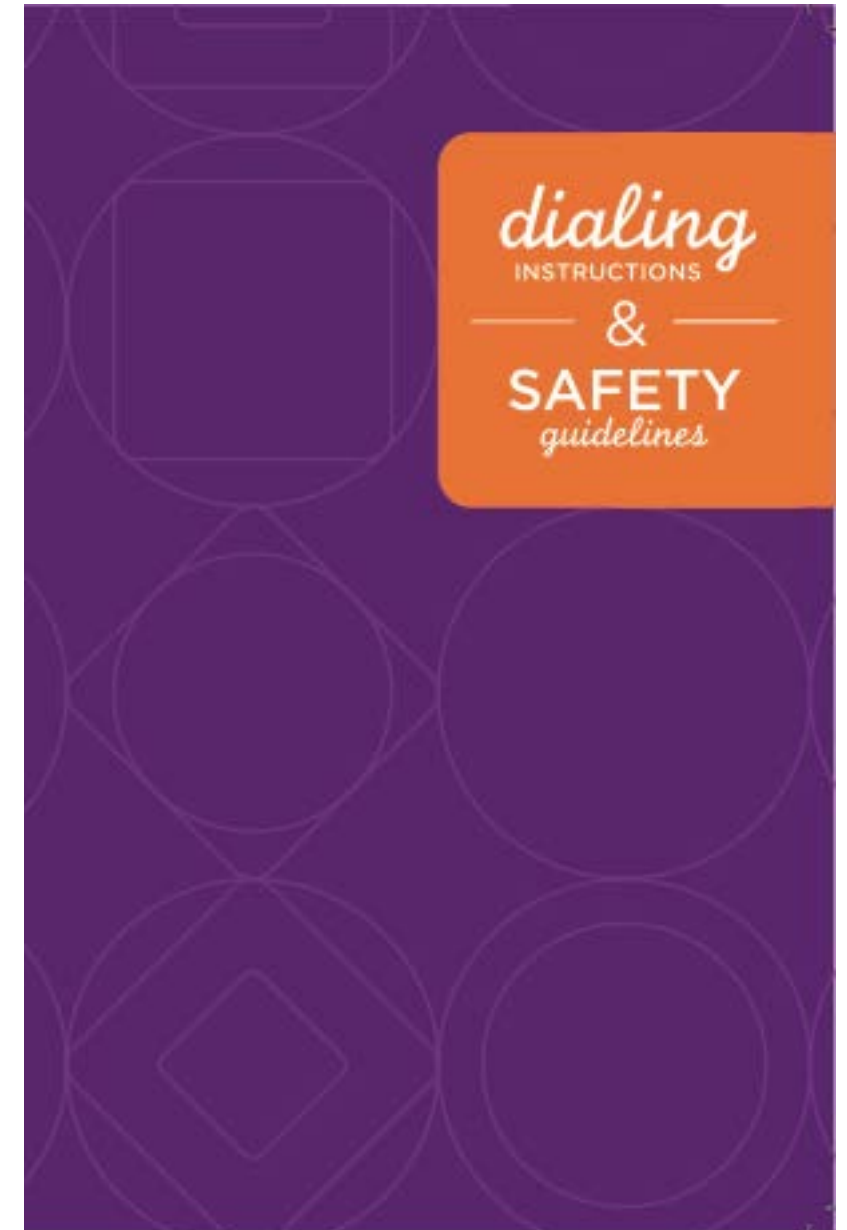
*If your property has two phones, you will need a Phone Safety Card placed to the side of each.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Phone Safety Card through ASHospitality.com.

Property's custom information will be requested at the time of ordering.

PLACEMENT PHOTO



MANDATORY

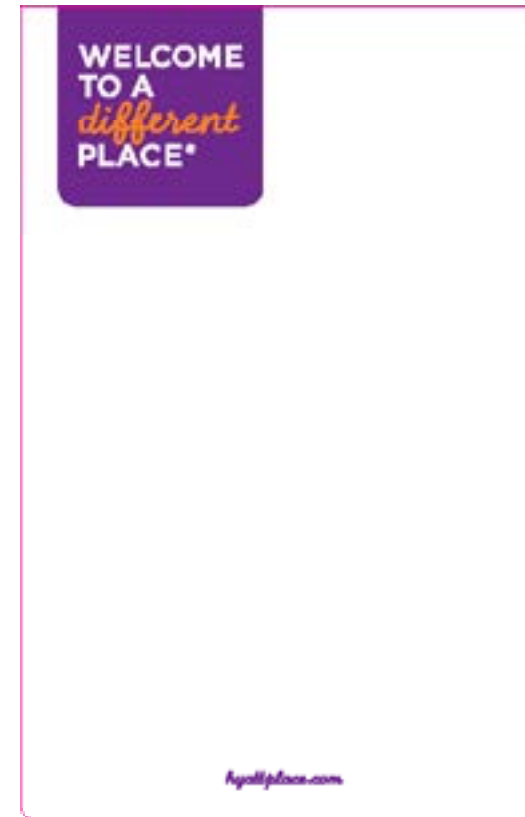
DESCRIPTION

- The Guestroom Notepad can be used by guests for everyday note taking.
- The Guestroom Notepad is to be placed on top of the Phone & Safety Card as shown in the image below.
- It is to be placed on the desk only.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Guestroom Notepad through ASHospitality.com.

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

- To be used in all guestrooms, placed to the right of the Guestroom Notepad.
- Pens are for use in the guestroom and meeting spaces only.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Hyatt Place Guestroom Pens can be ordered through American Hotel Registry.

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

To be used in all areas guestrooms and placed under the remote.

INSTRUCTION FOR ORDERING/DOWNLOAD

The TV Channel Listing can be ordered through ASHospitality.com. Property's custom information will be requested at the time of ordering. For those with extended channel listings, there is a version available for that.

PLACEMENT PHOTO



CHECK OUT *what's on*



- | | |
|------------------------|--------------------|
| 1 TV Guide | 23 Food Network |
| 2 Fox HD | 24 Cartoon Network |
| 3 PBS HD | 25 Nickelodeon |
| 4 CW HD | 26 A&E |
| 5 CBS HD | 27 Comedy Central |
| 6 HBO HD | 28 FX |
| 7 ABC HD | 29 Sci-Fi |
| 8 ESPN HD | 30 TBS |
| 9 ESPN 2 HD | 31 USA |
| 10 TNT HD | 32 MTV |
| 11 NBC HD | 33 Lifetime |
| 12 HDNet | 34 ESPN News |
| 13 Discovery HD | 35 ESPN Classic |
| 14 FOX News | 36 NFL Network |
| 15 CNN Headline News | 37 TV Channel Name |
| 16 The Weather Channel | 38 TV Channel Name |
| 17 CNN | 39 TV Channel Name |
| 18 CNBC | 40 TV Channel Name |
| 19 MSNBC | 41 TV Channel Name |
| 20 History | 42 TV Channel Name |
| 21 National Geographic | 43 TV Channel Name |
| 22 HGTV | 44 TV Channel Name |
| | 45 TV Channel Name |
| | 46 TV Channel Name |
| | 47 TV Channel Name |
| | 48 TV Channel Name |
| | 49 TV Channel Name |
| | 50 TV Channel Name |

MANDATORY

DESCRIPTION

- To be used in all Guestrooms, providing guests simple custom information about all things Hyatt Place.
- To be placed on End Table beside Cozy Corner.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Hyatt Place In-Room Guide can be ordered through ASHospitality.com. Property's custom information will be requested at the time of ordering.

New hotels - the URL for remote printer is not available until a week or less prior to hotel opening. (once program is downloaded to new hotel). Hotel may need the temporary GM compendium letter interim (also available through ASHospitality.com)

PLACEMENT PHOTO

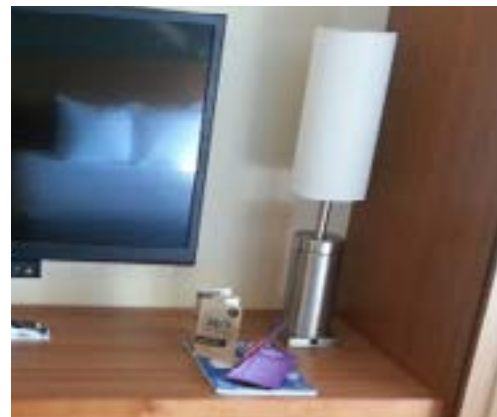
Standard Room



King Corner Room (Studio)



Room with no End Table ONLY



Accessible Room



MANDATORY

DESCRIPTION

The Blanket Band should be wrapped around the blanket located next to the Cozy Corner. Used to show guest the blanket has not been previously used and is clean.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Blanket Band can be ordered through [ASHospitality.com](https://www.ASHospitality.com)

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

To be placed in guest rooms to inform guests as to where extra linens can be located.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Sofa Label can be ordered through [ASHospitality.com](https://www.ashospitality.com)

PLACEMENT PHOTO



cozy convenience

Sofa bed linens are folded inside the mattress. A pillow is located on the closet shelf. If additional items are needed, please contact the Gallery Host, by dialing "0".

MANDATORY (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION

To be hung inside the guestroom door and used by guests when requesting privacy.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Privacy Door Hanger or Lock Insert can be ordered through ASHospitality.com

PLACEMENT PHOTO



MANDATORY

DESCRIPTION

To be used be hung in bathroom as educational tool for guests.
- Please remove the pillow card from the bed. It has been discontinued and will have no replacement.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Green Program Hanger can be ordered through
ASHospitality.com

PLACEMENT PHOTO



New Build hotels



Generation 1 or Conversion hotels

MANDATORY

DESCRIPTION

- To be used by housekeeping when servicing a guestroom.
- Place on the left side of the guestroom bathroom counter.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Guest Communication Card can be ordered through ASHospitality.com

Gen 2.0 - place on left side of the guestroom bathroom counter in new builds

Gen 1 & 1.5 - place on the side of the sink where there is more space (on the roller bag side)

PLACEMENT PHOTO



welcome,
your room is clean. If you need anything else
contact your Gallery Host or place this card on
your desk with your requests.

enjoy your stay.

Your room attendant today Date

MANDATORY

DESCRIPTION

Place this tent card on or near the safe to provide instruction to guest of it's use. Mandatory for hotels that have in-room safes. If safes have preprinted instructions already installed on safe front this is not needed.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and order Safe Instruction Cards from ASHospitality.com.



keep it safe

The in-room safe is provided for your convenience. It is recommended that valuables be placed in our safe deposit box.

Property specific instructions.

MANDATORY

DESCRIPTION

To be placed on guestroom bathroom mirror, on the bottom/corner furthest from the sink. Place about 1 inch from the bottom and side of mirror edges.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Odds & Ends Guestroom Mirror Cling through ASHospitality.com.

PLACEMENT PHOTO



New Build hotels



Generation 1 or Conversion hotels



MANDATORY

DESCRIPTION

- To be used in all guestrooms. Guests are to call down to place order with Gallery Host and eat in Gallery or pick-up.
- Place on End Table by Cozy Corner standing upright and to the left of the HP Guestroom Guide.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and Order 24/7 Gallery In-room Menu through ASHospitality.com.

PLACEMENT PHOTO

King Corner Room



Standard Room



Room with no End Table ONLY



Accesible Room





marketing collateral

Brand Funded Item

DESCRIPTION

The Brand Fact sheet can be used to promote the Hyatt Place brand to clients, guests or other audiences.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order up to 50 of the Brand Fact Sheets complimentary by the Brand Team through ASHospitality.com. Tax & shipping charges not included.



WHAT MAKES HYATT PLACE® A different PLACE



YOUR GUIDE TO *all things* HYATT PLACE

WEEKEND BREAKFAST
24-hour place you'll go with free Wi-Fi, and complimentary breakfast. Plus, enjoy free access to our award-winning fitness center in the Gallery.

A.M. KITCHEN SKILLET®
From morning coffee to late afternoon skillet, enjoy the ability to choose from our top chef-crafted items, fresh fruit and more.

24/7 GALLERY VIEW & HANGOUT
A place with a view that you'll love every night. Enjoy fresh prepared meals at any time day or night with our 24/7 Gallery. There are also perfectly appointed workstations and tables for our 24/7 Gallery Market.

OPENING MY COCKTAILS BAR
Enjoy a selection of carefully selected drinks with "bottomless" mimosas. Plus, a variety of drinks are served, along with a complete list of food selections.

HEALTHY ROOMS
Business travel doesn't feel so bad. Enjoy our AP rooms designed with options to help you get that much-needed rest and relaxation. Plus, enjoy our convenient ready-to-go selection of drinks and food options in the Gallery.

COZY CORNER
Relaxation with a view is yours. Enjoy our cozy corner in the perfect place to sit back and enjoy.

HYATT PLACE GALLERY MARKET
Great food, drinks, and more. Available in select markets. © 2013 Hyatt Hotels Corporation.

HYATT PLACE MARKET
Fully equipped for both the food and your most essential amenities in our cozy kitchen.

HYATT PLACE MARKET
Stay charged with the Hyatt Plug Point and equipped with our wireless "Q" for connectivity.

GALLERY & GALLERY HUNT
There are plenty of unique places to stay, so we make the experience of staying at a Hyatt Place even more special. 24 hours a day to check you in, find your 24/7 Gallery Market, and enjoy our amenities. Make your stay even more special with our coffee and breakfast for you.

plus extra experiences:

- HYATT PLACE MARKET**
Fully equipped for both the food and your most essential amenities in our cozy kitchen.
- HYATT PLACE MARKET**
Stay charged with the Hyatt Plug Point and equipped with our wireless "Q" for connectivity.
- HYATT PLACE MARKET**
There are plenty of unique places to stay, so we make the experience of staying at a Hyatt Place even more special. 24 hours a day to check you in, find your 24/7 Gallery Market, and enjoy our amenities. Make your stay even more special with our coffee and breakfast for you.

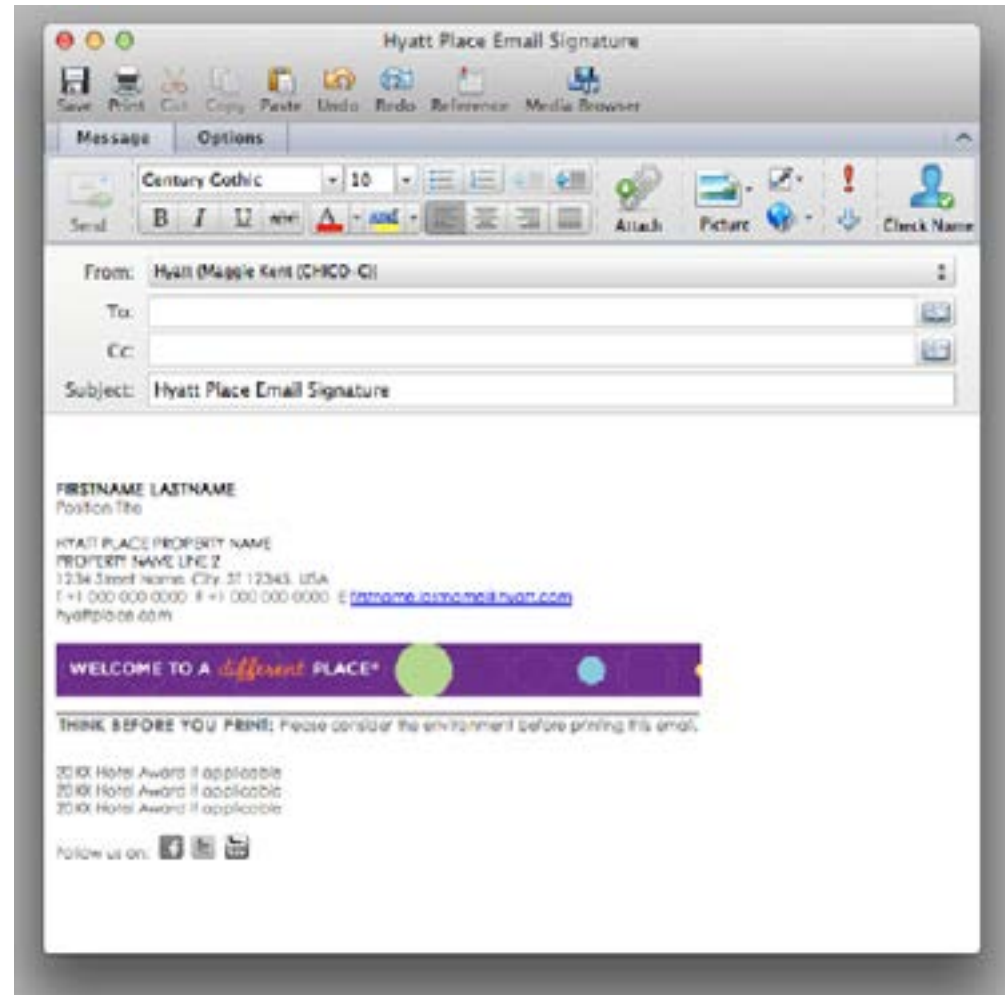
MANDATORY

DESCRIPTION

This template is ONLY approved for individuals representing the Hyatt Place brand.

INSTRUCTION FOR ORDERING/DOWNLOAD

Download Email Signature Template and Instructions through Hyatt Brand Manager




Brand Funded Item

DESCRIPTION

Please use these coupons at your discretion as sales aides, giveaways, or gifts.

INSTRUCTION FOR ORDERING/DOWNLOAD


Order F&B Coupons from ASHospitality.com.




YOU DESERVE A
pick-me-up

receive 50% off any appetizer, like our Hummus Trio, with the purchase of any beverage.

Offer valid at issuing hotel during stay
*See reverse side for full terms and conditions




WELCOME TO A *different* PLACE®



WE FEEL YOUR
hunger pains

Purchase one item from our 24/7 Gallery Menu and *receive your second item 50% off.*

Offer valid at issuing hotel during stay
*See reverse side for full terms and conditions



WELCOME TO A *different* PLACE®

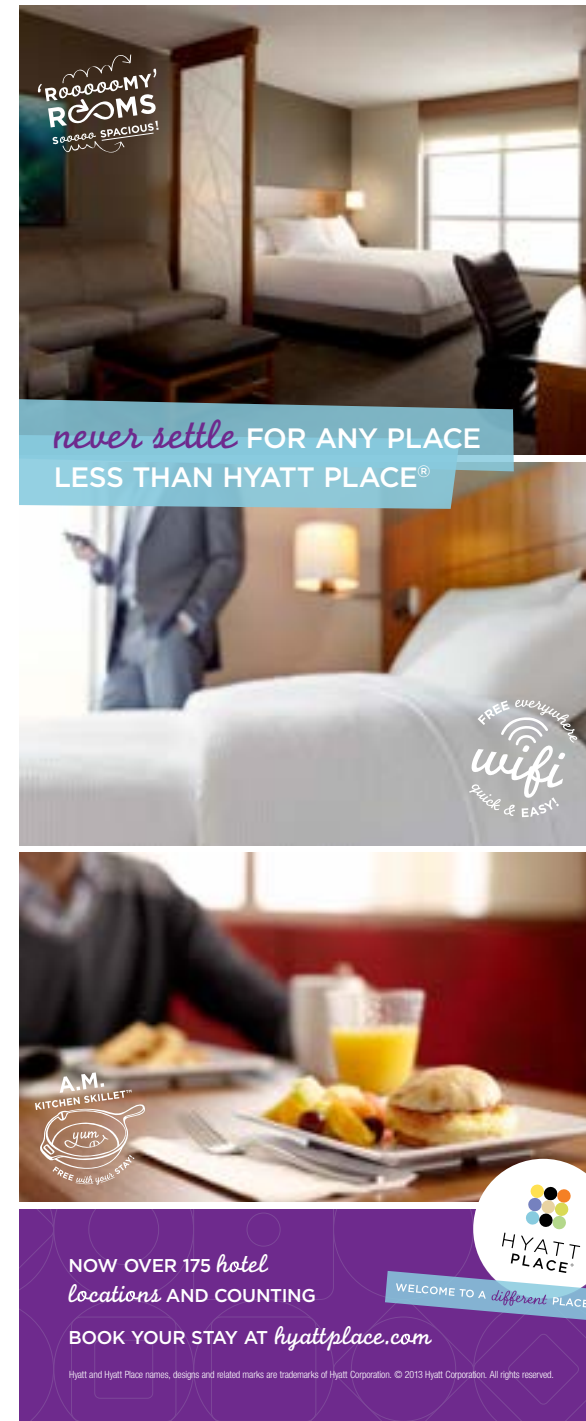
TRADESHOW BANNER / SINGLE LANGUAGE

DESCRIPTION

Use these banners for local tradeshows to help elevate your booth's presence.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize images and messaging before placing your order on ASHospitality.com.



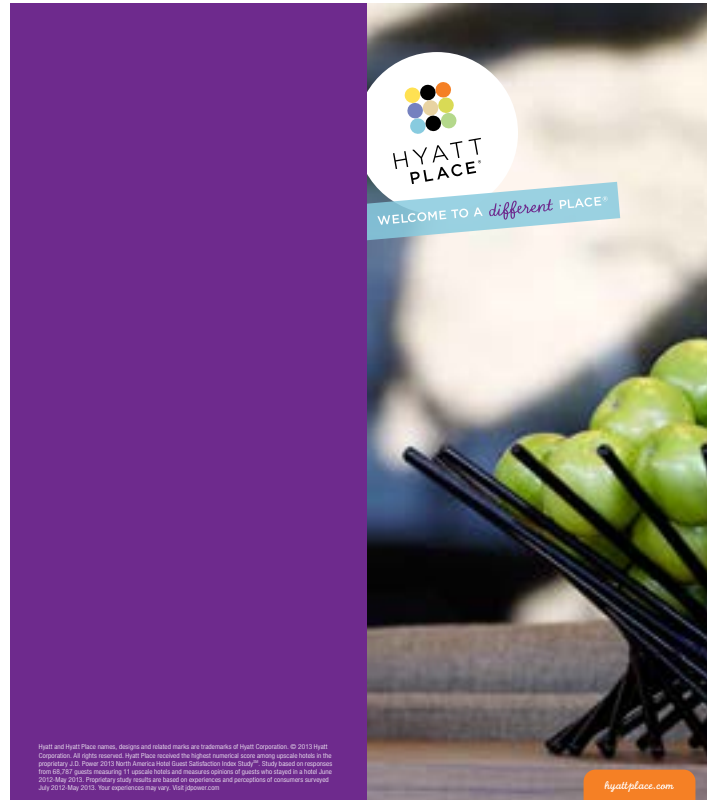
Brand Funded Item

DESCRIPTION

Providing a quick brand summary, perfect for potential clients or guests who are curious if Hyatt Place is right for them.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order up to 50 Brand Rack Brochures for free on ASHospitality.com. Additional pieces will be charged to your hotel.



WHAT MAKES HYATT PLACE® A different PLACE

Here, you'll find a Cozy Corner in every room and the things you need any time, day or night with the 24/7 Gallery Menu & Market along with every modern comfort you deserve. Never settle for any place less than Hyatt Place.

- 
FREE WI-FI EVERYWHERE
 It's easy to connect with free Wi-Fi and remote printing everywhere. Plus, enjoy free public computers with high-speed internet access.
- 
BOOMY ROOMS
 Rooms should always feel, well, roomy and we make no exception here with spaces to work, play or get that much-needed rest and relaxation.
- 
A.K. KITCHEN SKILLET™
 Free with your stay, the A.K. Kitchen Skillet™ always has plenty to choose from with hot breakfast items, fresh fruit and more.
- 
THE GALLERY
 There are plenty of unique spaces to eat, meet and greet from enjoying a freshly prepared meal to stopping off to read the newspaper or simply gathering as a group.



NOW OVER 15 MILLION GUESTS AND COUNTING
BOOK YOUR STAY AT hyattplace.com

MANDATORY

DESCRIPTION

Provides potential clients a detailed understanding of your offering including hotel imagery, meeting space, and directions.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and order your Hotel Fact Sheets on ASHospitality.com. Please ensure any hotel imagery you'd like to use is on Hyatt Brand Manager.



MANDATORY

DESCRIPTION

Provides a concise hotel overview along with your property's contact and location information.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and order your Hotel Rack Brochures on ASHospitality.com.



satisfaction — YOU'LL
KNOW IT WHEN *you see it*

Keeping guests satisfied is what makes Hyatt Place™ *[insert location]* a different place. Here, you'll find style and 24/7 convenience along with every modern comfort you deserve.



On the places you'll go with free WiFi and remote printing *everywhere*. Plus, enjoy free public computers with high-speed Internet access.



Rooms should *always* feel, well, roomy and we made no exception here with spaces to work, *play* or get that much-needed rest and relaxation.



Free with your stay, the a.m. kitchen skinet™ *always* has plenty to choose from with *hot breakfast items*, *fresh fruit* and more.

HYATT PLACE PROPERTY NAME/
BROCHURE NAME LINE TWO
1234 & STREET CITY, ST COUNTRY, USA
© 2012 HYATT CORPORATION / P. 0000-0000-0000
www.hyatt.com

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DESCRIPTION

Use as a gift or giveaway to accommodate a guest's unpleasant stay or to allow potential clients to try out the hotel.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and order your Free Night Stay Certificates on ASHospitality.com.



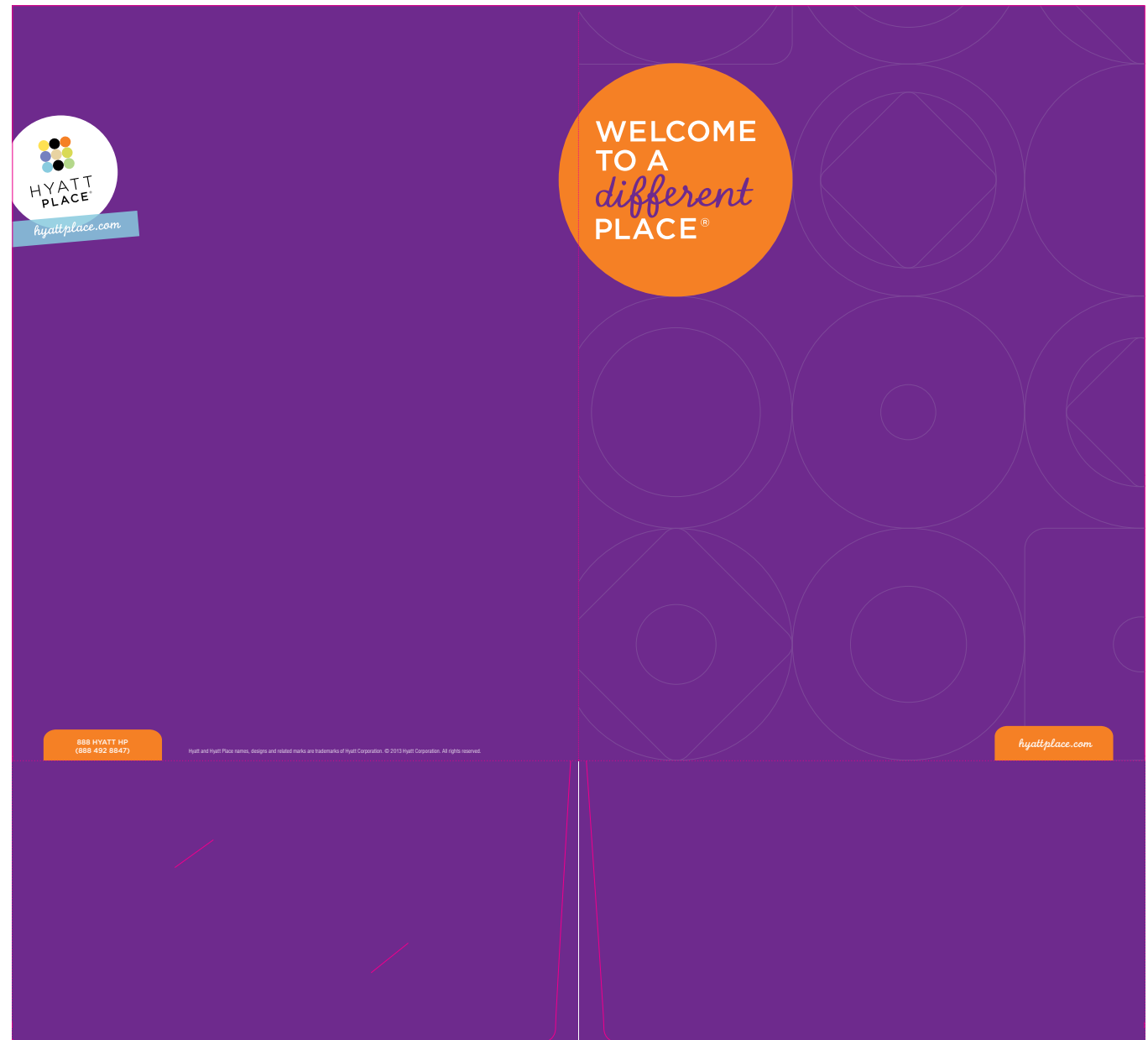
Brand Funded Item

DESCRIPTION

This attention grabbing folder can be used internally or for packaging sales materials.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order up to 50 Sales Folders for free on ASHospitality.com. Additional orders will be charged to your hotel.



MANDATORY (when applicable)

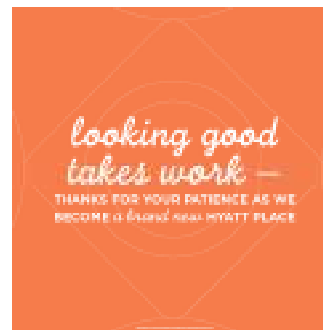
DESCRIPTION

For hotels going through or completing renovations, these items will help communicate the great updates you're making.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order and download items from ASHospitality.com. Items include Elevator Posters, Gallery Signage, Door Decals, Sales Flyers, On Hold Messaging Script, and GM Letters.

Door Decal



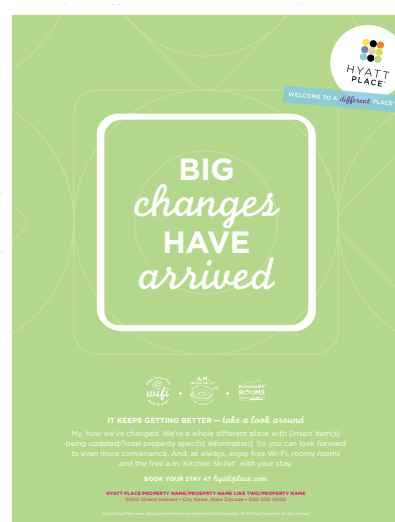
Elevator Poster



Gallery Signage



Sales Flyer



GM Letter





hotel stationary

MANDATORY

DESCRIPTION

Business cards may be printed for General Managers, Executive Committee members, Department Heads, Sales, Marketing, Catering Executives and other front office personnel as determined by the General Manager at the hotel level.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Business Cards through ASHospitality.com

FRONT



FRONT



BACK



BACK



MANDATORY

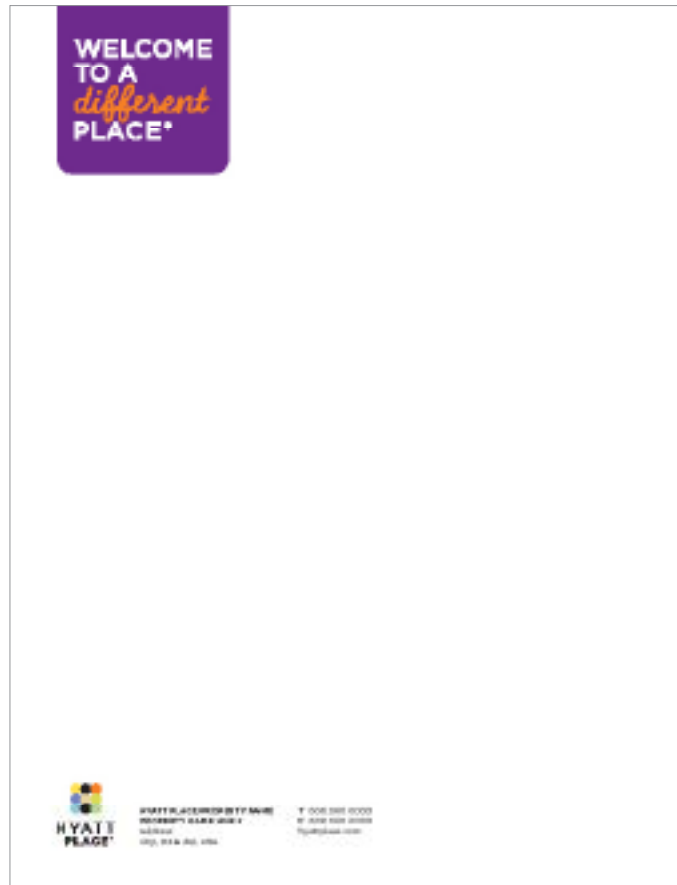
DESCRIPTION

Hotel letterhead.

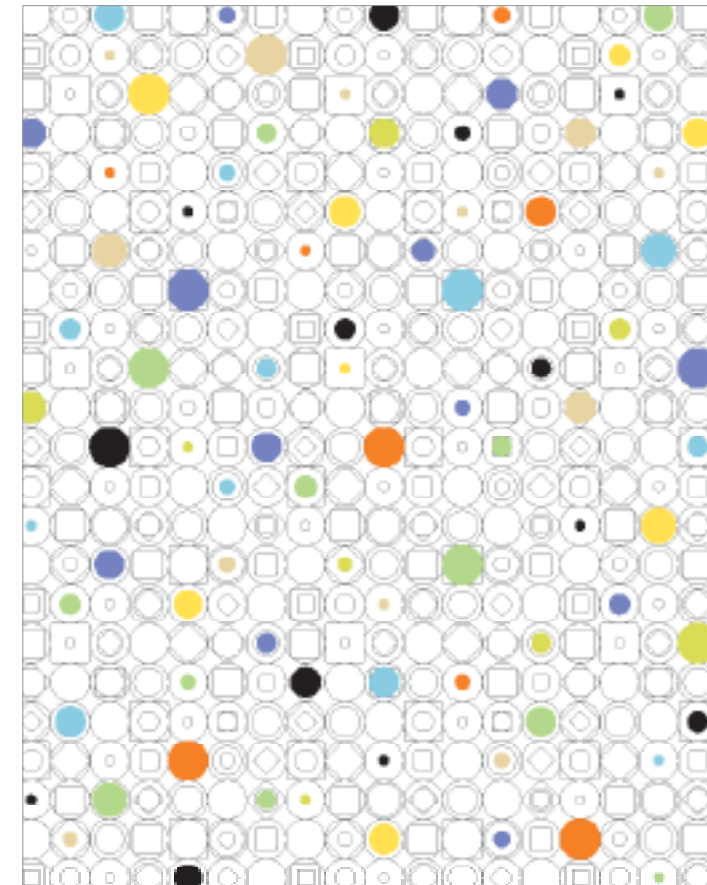
INSTRUCTION FOR ORDERING/DOWNLOAD

Order Letterhead through ASHospitality.com

FRONT



BACK (optional if budget allows)



MANDATORY

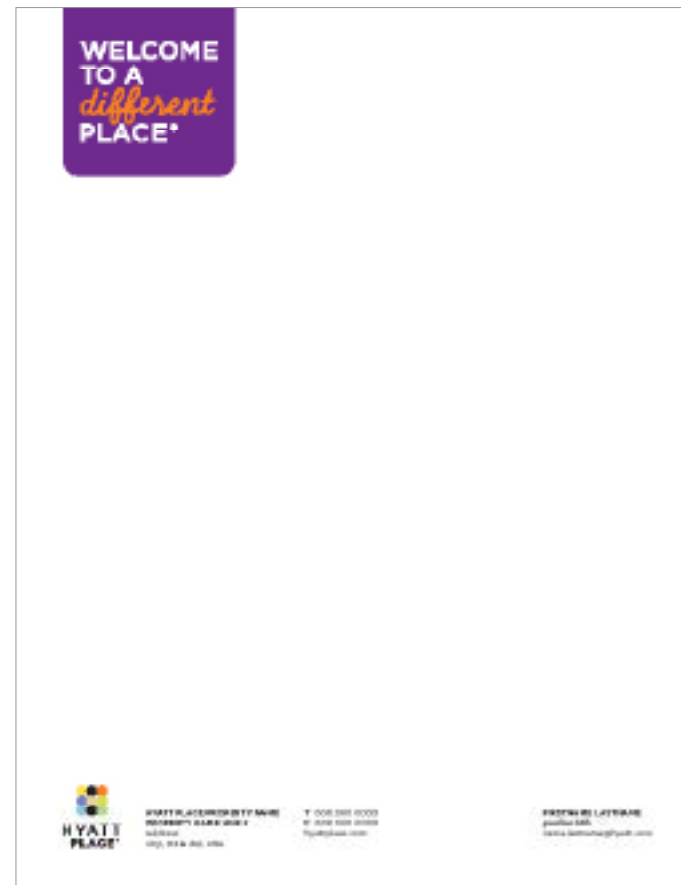
DESCRIPTION

Personalized letterhead is approved for General Managers and Department Heads only. Should an executive carry a dual title, separate and distinct letterhead should reflect that distinction.

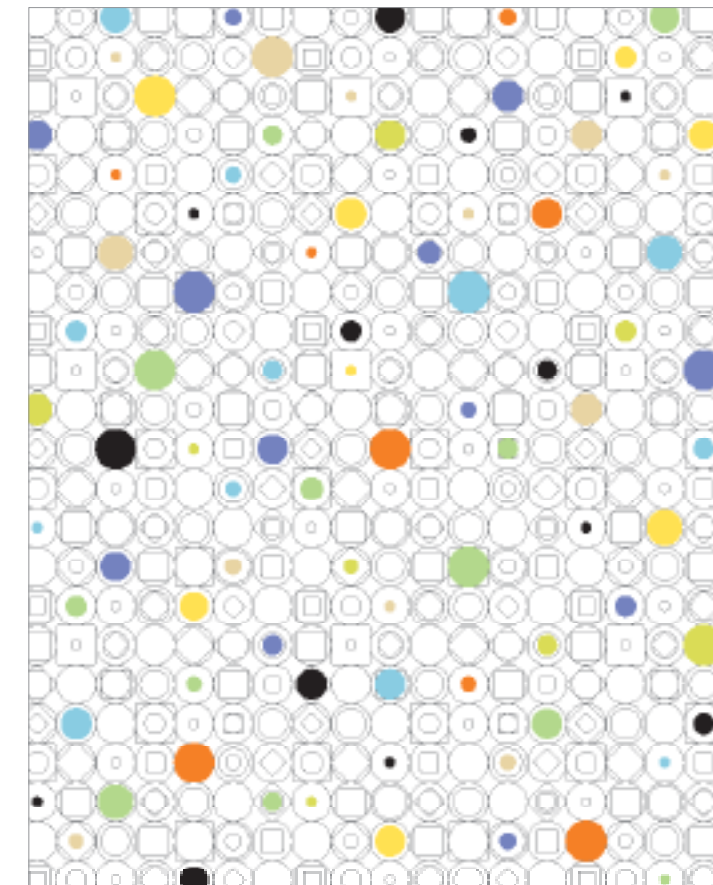
INSTRUCTION FOR ORDERING/DOWNLOAD

Order Letterhead through ASHospitality.com

FRONT



BACK (optional if budget allows)



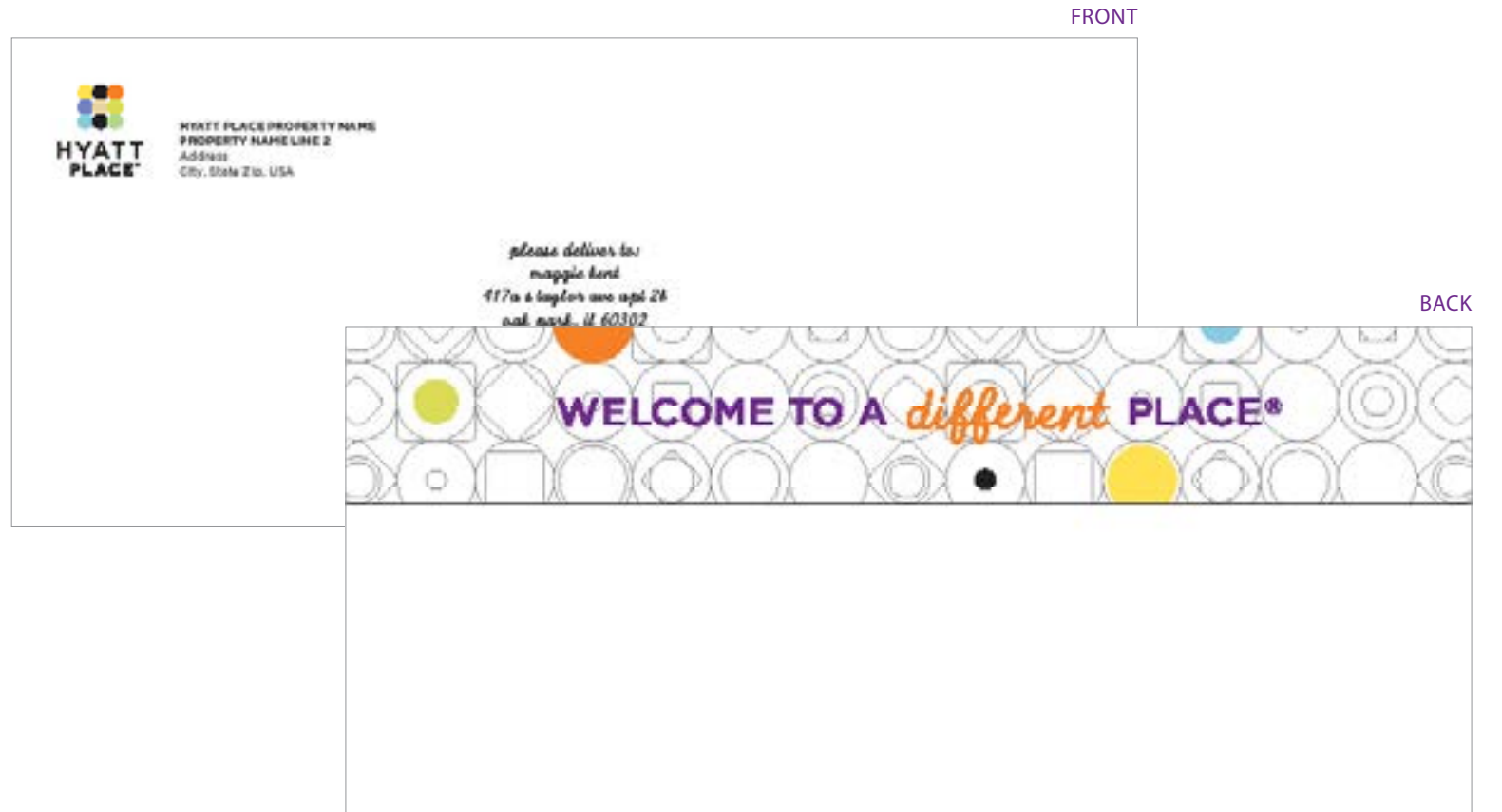
MANDATORY

DESCRIPTION

Envelopes for hotel/office business.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Envelopes through ASHospitality.com



MANDATORY

DESCRIPTION

Envelope for invoices, statement, checks, receipts, etc.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Standard Window Envelopes through ASHospitality.com



MANDATORY

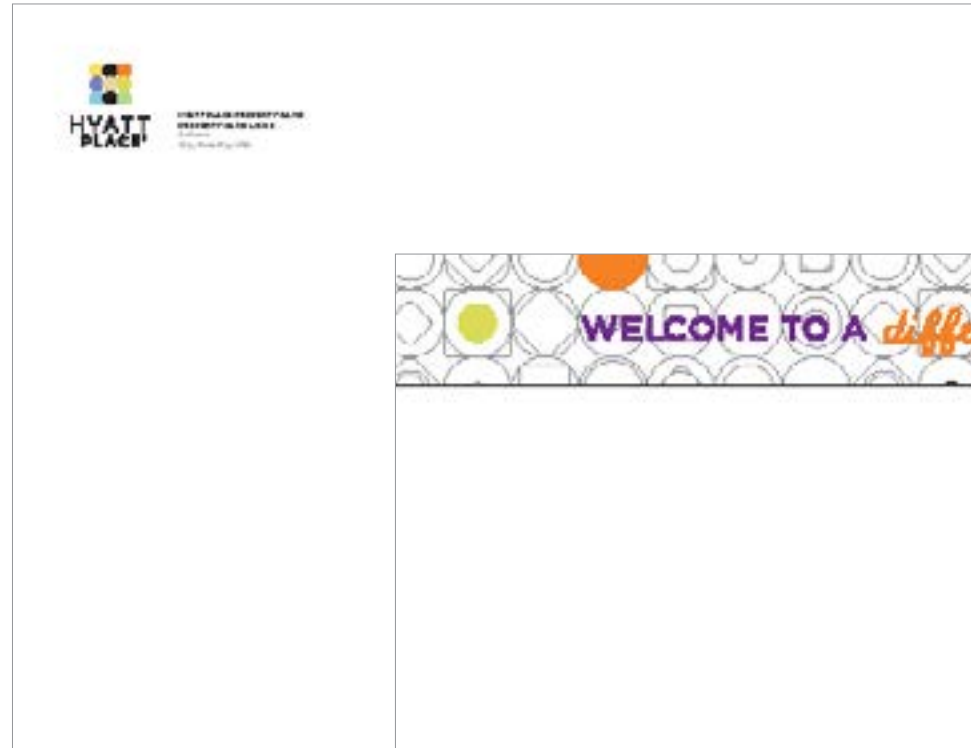
DESCRIPTION

When using this or other envelopes or boxes that contain fragile items, such as CDs or collateral, please use additional packing materials, such as bubble wrap or heavy-duty adhesive tape to ensure goods are not damaged in shipping and handling.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Shipping Envelope through ASHospitality.com

FRONT



BACK



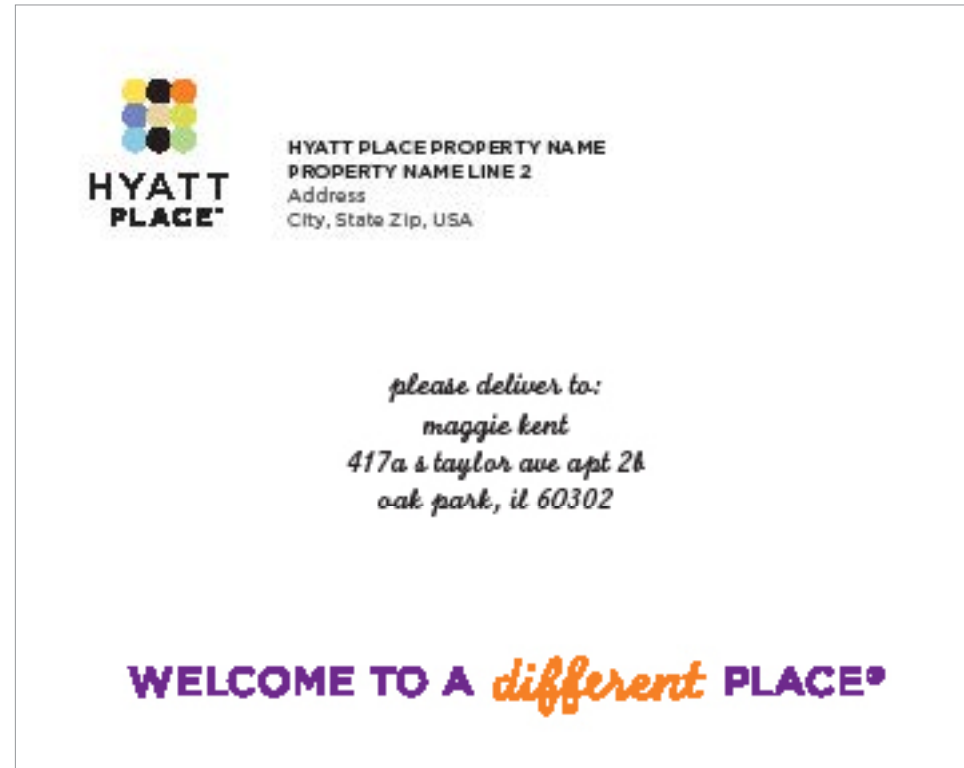
MANDATORY

DESCRIPTION

This label should be placed on large envelopes and packages when the hotel logo is not pre-printed.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Shipping Labels through ASHospitality.com



4-Up Per Sheet

MANDATORY

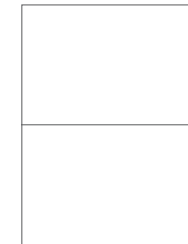
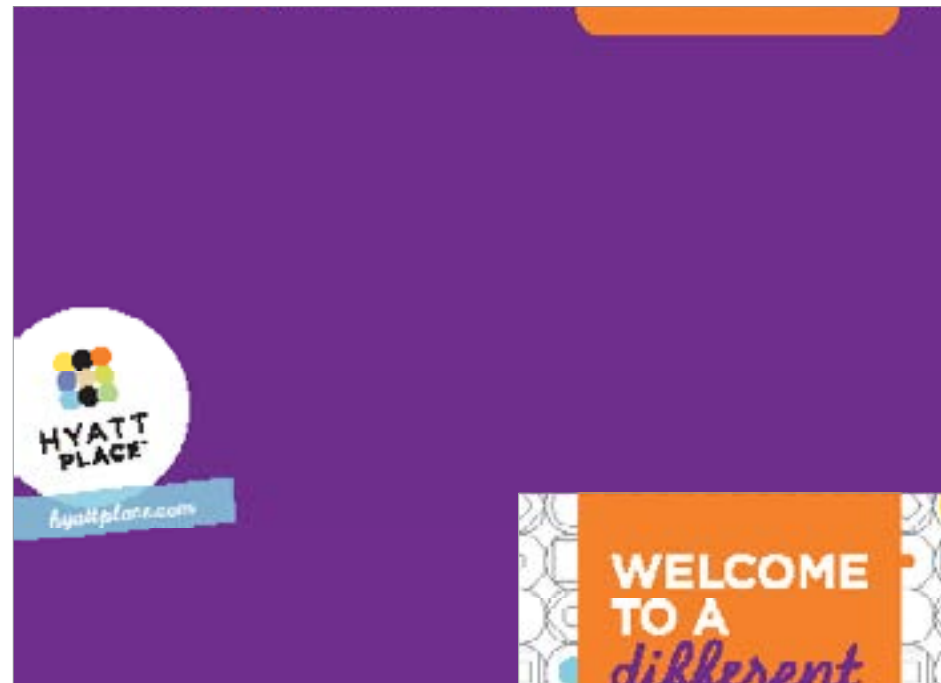
DESCRIPTION

The Welcome Card should be used for direct communications with guests or at the hotel discretion.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Welcome Cards through ASHospitality.com

BACK



Blank inside

FRONT



OPTIONAL

DESCRIPTION

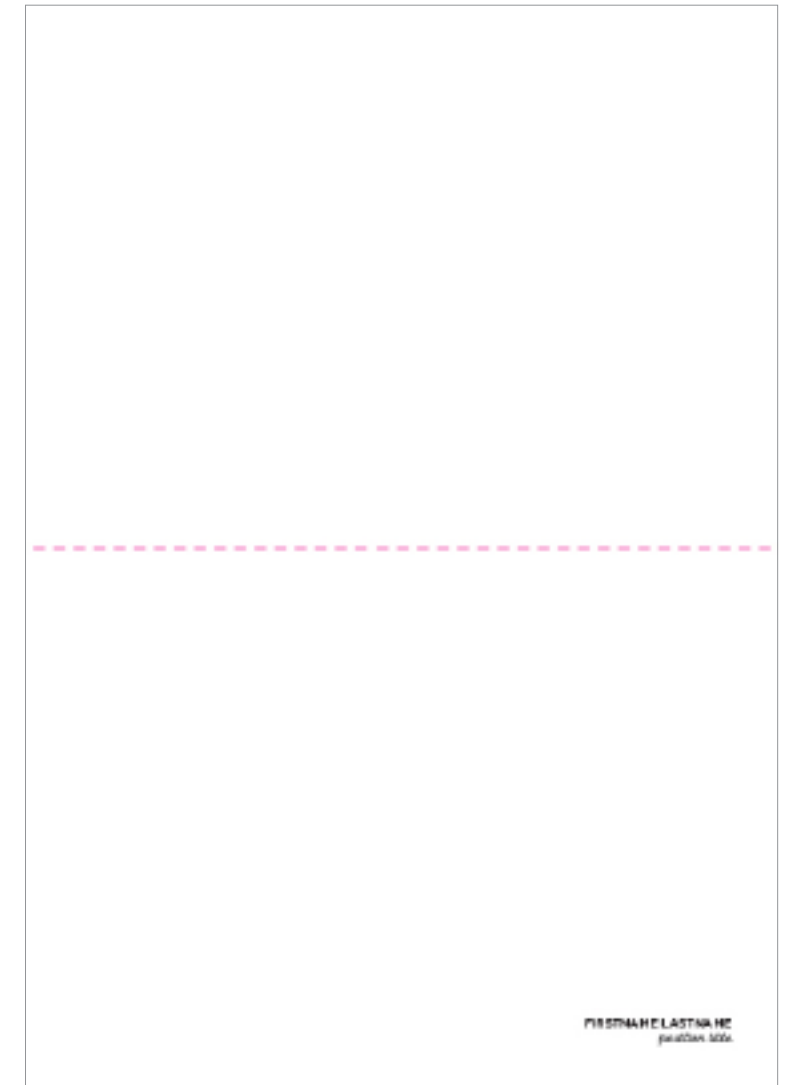
The Welcome Card should be used for direct communications with guests or at the hotel discretion.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Welcome Cards/Personalized through ASHospitality.com



OUTSIDE



INSIDE

MANDATORY

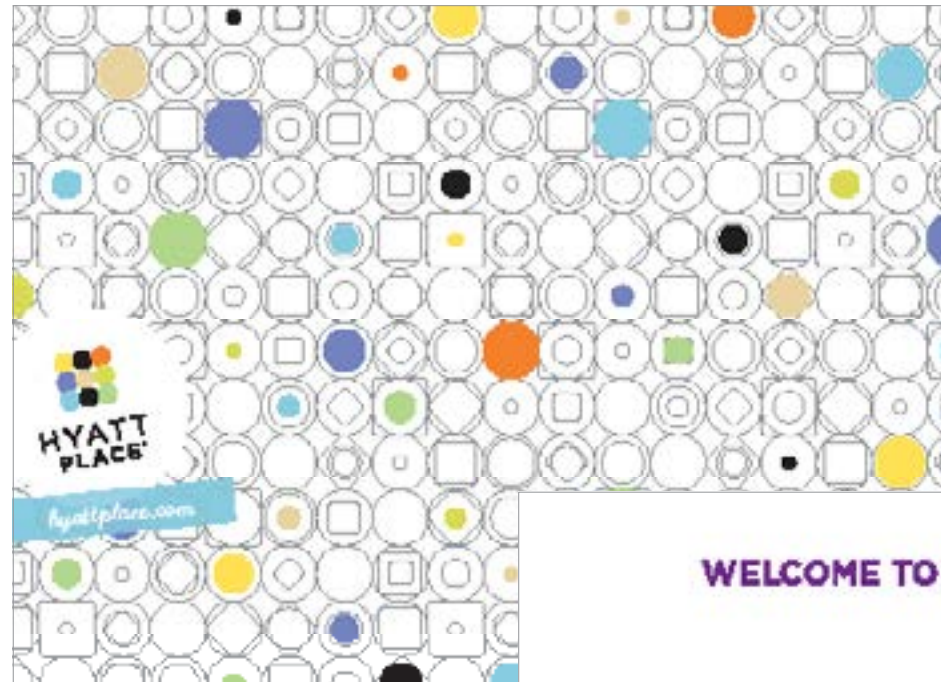
DESCRIPTION

The Welcome Card should be used for direct communications with guests or at hotel discretion.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Welcome Cards - Flat through ASHospitality.com

BACK



FRONT



OPTIONAL

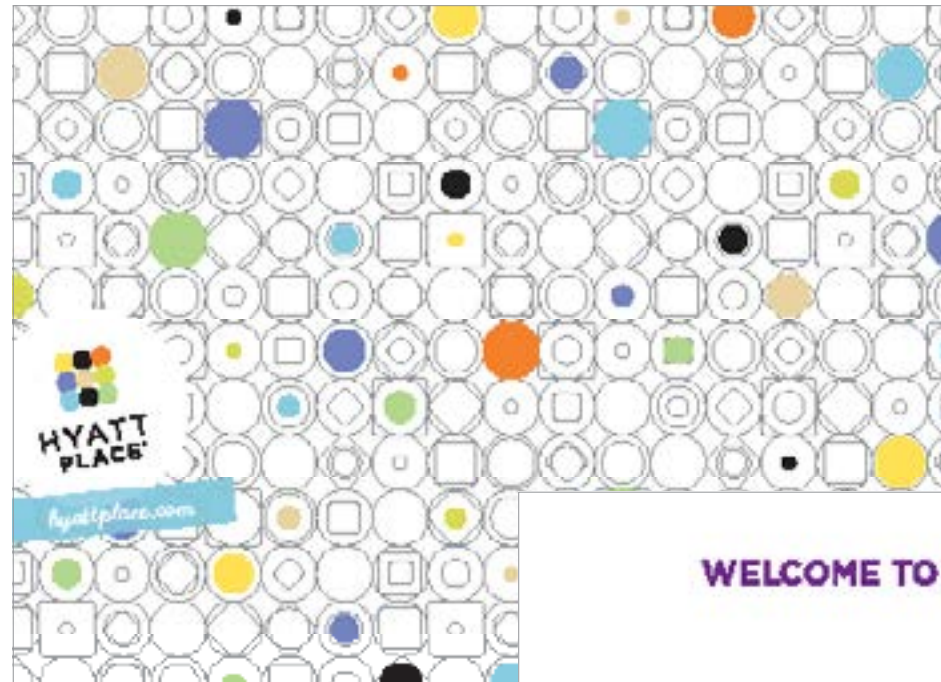
DESCRIPTION

The Welcome Card should be used for direct communications with guests or at the hotel discretion.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Welcome Cards - Flat/Personalized through ASHospitality.com

BACK



FRONT



MANDATORY

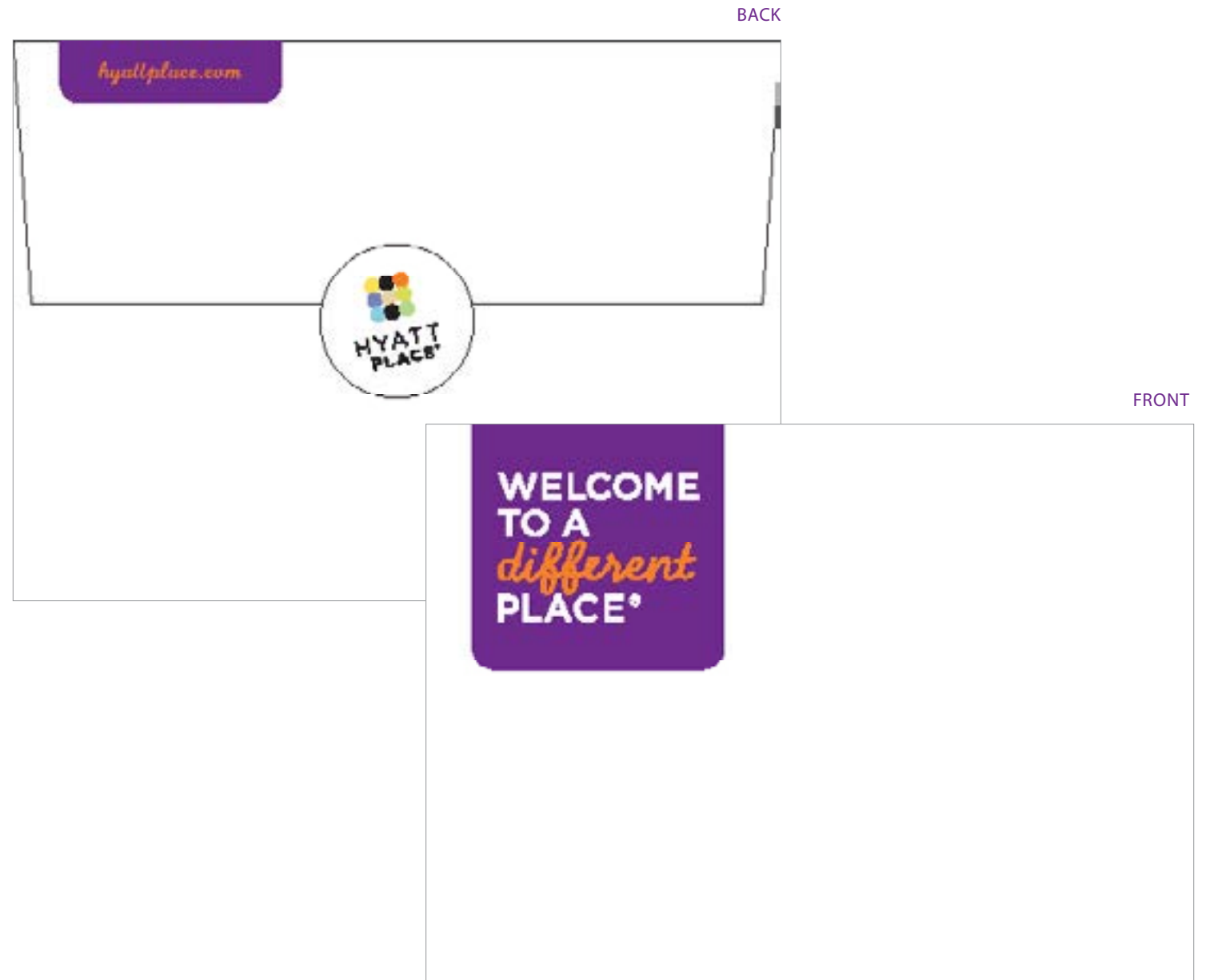
DESCRIPTION

The Welcome Card Envelope will hold the Welcome Card to be used when mailing communication to guest or at the hotel discretion.

* The Hyatt Place sticker can be ordered for additional branding (Optional).

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Note Card Envelopes and Stickers through ASHospitality.com





Meetings & Events

MANDATORY

DESCRIPTION

The Meeting Notepad can be used by guests for client meetings or by employees. To be placed in meeting rooms for each seat along with a Hyatt Place Pen.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Meeting Notepads through ASHospitality.com



MANDATORY

DESCRIPTION

This menu should be presented to the meeting planner for their choice of food options.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and order Meeting Menus from ASHospitality.com. For hotels with a more extensive F&B offering, Catering Menus are also available.

