



**Your Suite Success®**



## BRAND STYLE GUIDE & STANDARDS

BY CHOICE HOTELS



BY CHOICE HOTELS

Your Suite Success®

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Comfort Suites Logo Standards



BY CHOICE HOTELS

Consistent logo usage is important in creating a visual signature that our various target audiences recognize at a glance.

It works to create a brand image that reinforces perceptions of the quality of our hospitality, and helps define the personality of each brand—something guests can identify with and relate to.

The logos in this book have been tested and refined for the most impact, based on criteria established for each identity. By following the design standards for your brand, you can trust that your materials will be operating most effectively for you. More importantly, you can trust that your property is being supported by every other brand logo in the market, and in all national promotions displaying your logo, as well.

USAGE

In print, the logo should always appear in the format shown above. Do not cut the logo apart to create variations. When using any Comfort Suites® name in text format, always show the name with an initial capital or in all caps, and use the ® mark the first time the name appears in text.

Comfort Suites logos may only be reproduced in full color as shown, PMS 201 red or in black and white, but they may not be reversed out.

*Please contact Advertising & Marketing Services at [creative\\_services@choicehotels.com](mailto:creative_services@choicehotels.com) or 301.592.5177 if you have questions or need assistance.*

Logos - Comfort Suites - Color

3.5"



Safe Area

Center

If the logo reproduction size is over 2 5/8" wide, use the 3.5" (3 1/2") version.

REPRODUCTION REQUIREMENTS

For both 4-color spot PMS (Pantone® Matching System) and 4-color process, the logo must be reproduced as shown. Choose the logo sized to the closest reproduction or printing size. Logo is not to be used for signage. Refer to signage section for information.





**Color substitution, alteration or rearrangement of elements in any way is defacing the brand's logo graphic identity and is considered incorrect usage.**

Each logo is surrounded by a safe area equal to 2x's the height of the letters in the "BY CHOICE HOTELS" textline. No visual or text can print closer to the logo than the safe area. Backgrounds are not affected by the safe area.

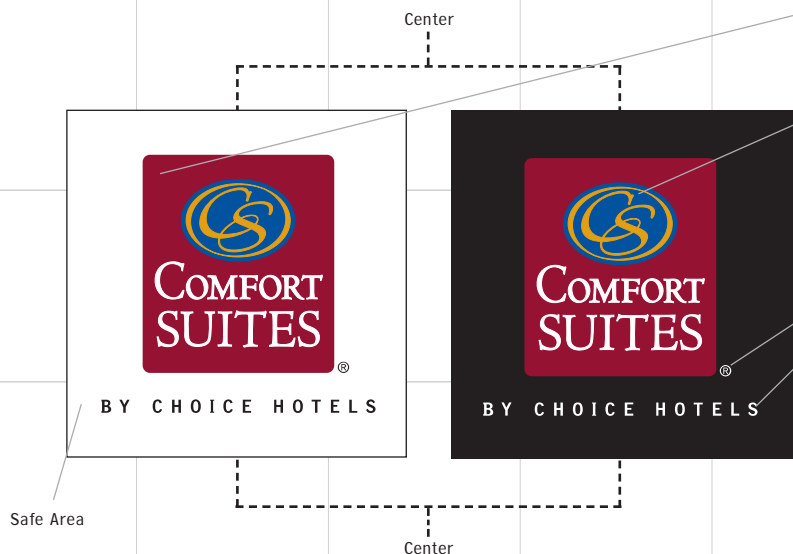
*Please contact Advertising & Marketing Services at [creative\\_services@choicehotels.com](mailto:creative_services@choicehotels.com) or 301.592.5177 if you have questions or need assistance.*

COLORS

COATED/UNCOATED

	<b>PMS 661 - Blue</b> 4-c Process C: 100 M: 72 Y: 0 K: 6
	<b>PMS 201 - Red</b> 4-c Process C: 20 M: 100 Y: 70 K: 30
	<b>PMS 131 - Yellow</b> 4-c Process C: 0 M: 35 Y: 100 K: 10
	<b>Black</b>

Logos - Comfort Suites - Color 1"



PMS 201 (Red)

PMS 661 (Blue)

PMS 131 (Yellow)

“®” and “BY CHOICE HOTELS” print black (or white if printed on black or dark background)

If the logo reproduction size is 7/8" to 2 1/2" wide, use the 1" logo version.

REPRODUCTION REQUIREMENTS

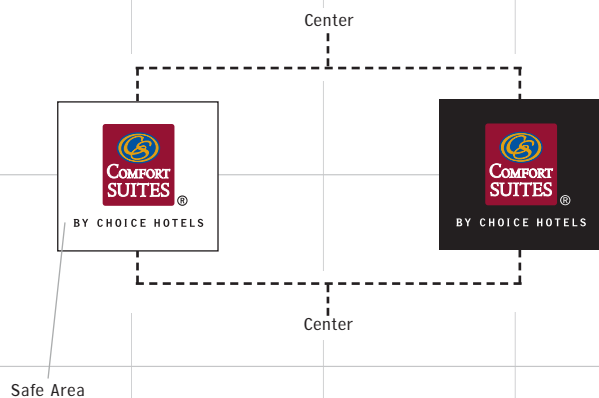
For both 4-color spot PMS (Pantone® Matching System) and 4-color process, the logo must be reproduced as shown. Choose the logo sized to the closest reproduction or printing size. Logo is not to be used for signage. Refer to signage section for information.

**Color substitution, alteration or rearrangement of elements in any way is defacing the brand's logo graphic identity and is considered incorrect usage.**

Each logo is surrounded by a safe area equal to 2x's the height of the letters in the "BY CHOICE HOTELS" textline. No visual or text can print closer to the logo than the safe area. Backgrounds are not affected by the safe area.

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Logos - Comfort Suites - Color .375"



If the logo reproduction size is 3/8" to 3/4" wide, use the .375" (3/8") logo — it has been simplified for small-sized reproduction. The logo must never be reproduced less than 3/8" in width, unless specified or approved by Advertising & Marketing Services.

COLORS

COATED/UNCOATED

-  **PMS 661 - Blue**  
4-c Process C: 100 M: 72 Y: 0 K: 6
-  **PMS 201 - Red**  
4-c Process C: 20 M: 100 Y: 70 K: 30
-  **PMS 131 - Yellow**  
4-c Process C: 0 M: 35 Y: 100 K: 10
-  **Black**

Logos - Comfort Suites - B&W or Red 3.5"



BY CHOICE HOTELS

Safe Area

Center

If the logo reproduction size is over 2 5/8" wide, use the 3.5" (3 1/2") version.

REPRODUCTION REQUIREMENTS

For black & white or red reproduction, the logo must be reproduced as shown. Choose the logo sized to the closest reproduction or printing size. Logo is not to be used for signage. Refer to signage section for information.

**Color substitution, alteration or rearrangement of elements in any way is defacing the brand's logo graphic identity and is considered incorrect usage.**

Each logo is surrounded by a safe area equal to 2x's the height of the letters in the "BY CHOICE HOTELS" textline. No visual or text can print closer to the logo than the safe area. Backgrounds are not affected by the safe area.

*Please contact Advertising & Marketing Services at [creative\\_services@choicehotels.com](mailto:creative_services@choicehotels.com) or 301.592.5177 if you have questions or need assistance.*

COLORS

COATED/UNCOATED

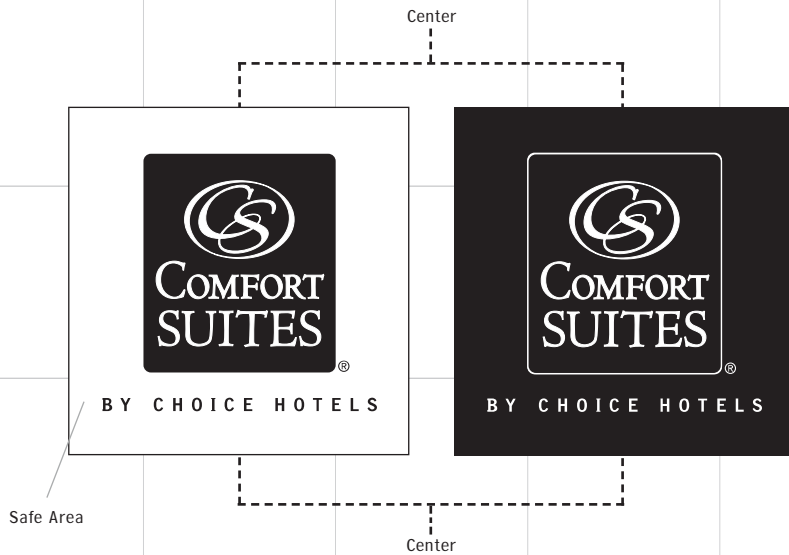


Black



PMS 201 - Red

Logos - Comfort Suites - B&W or Red 1"



If the logo reproduction size is 7/8" to 2 1/2" wide, use the 1" logo version.

REPRODUCTION REQUIREMENTS

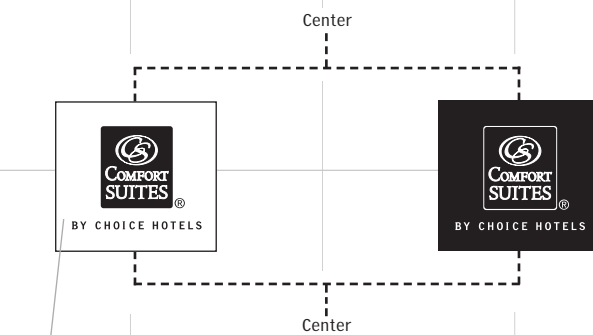
For black & white or red reproduction, the logo must be reproduced as shown. Choose the logo sized to the closest reproduction or printing size. Logo is not to be used for signage. Refer to signage section for information.

**Color substitution, alteration or rearrangement of elements in any way is defacing the brand's logo graphic identity and is considered incorrect usage.**

Each logo is surrounded by a safe area equal to 2x's the height of the letters in the "BY CHOICE HOTELS" textline. No visual or text can print closer to the logo than the safe area. Backgrounds are not affected by

*Please contact Advertising & Marketing Services at [creative\\_services@choicehotels.com](mailto:creative_services@choicehotels.com) or 301.592.5177 if you have questions or need assistance.*

Logos - Comfort Suites - B&W .375"



If the logo reproduction size is 3/8" to 3/4" wide, use the .375" (3/8") logo — it has been simplified for small-sized reproduction. The logo must never be reproduced less than 3/8" in width, unless specified or approved by Advertising & Marketing Services.

COLORS

COATED/UNCOATED



Black



PMS 201 - Red

## Logo Placement

### Individual Brand Logos

There are a variety of logos available, each designed to meet different requirements for usage and reproduction processes.

There are two different versions of each logo developed for different reproduction sizes. It is important to pick the right version, in the right size, for your project. Logos should never be reproduced less than 3/8" wide; and on most items, the logo should be reproduced between 5/8" to 1".

- If the logo reproduction size is between 3/8" to 3/4" wide, use the .375" (3/8") logo – it has been simplified for small-sized reproduction.
- If the logo reproduction size is between 7/8" to 2 1/2" wide, use the 1" logo version.

The right logo protects readability and creates an attractive appearance for your product.



BY CHOICE HOTELS

.375" (3/8") logo



BY CHOICE HOTELS

1" logo



Logo Placement - Comfort Suites

A 4 COLOR - 1"



BY CHOICE HOTELS

B 4 COLOR - 1"



BY CHOICE HOTELS

ChoiceHotels.com  
800.4.CHOICE

C 4 COLOR - .563"



BY CHOICE HOTELS

D 1 COLOR - 1"



BY CHOICE HOTELS

E 1 COLOR - 1"



BY CHOICE HOTELS

ChoiceHotels.com  
800.4.CHOICE

F 1 COLOR - .563"



BY CHOICE HOTELS

Correct Logo Usage

Correct usage on black and patterned backgrounds, with secondary name:



BY CHOICE HOTELS

**AIRPORT**



BY CHOICE HOTELS

**AIRPORT**



BY CHOICE HOTELS

**AIRPORT**



BY CHOICE HOTELS

**AIRPORT**



BY CHOICE HOTELS

**AIRPORT**



BY CHOICE HOTELS

**AIRPORT**

Incorrect Logo Usage

Transparent logo.



BY CHOICE HOTELS

Incorrect typefaces and placement of secondary name.



BY CHOICE HOTELS

Incorrect shape.



BY CHOICE HOTELS

Incorrect typeface for secondary name.



BY CHOICE HOTELS

Missing border and background color.



BY CHOICE HOTELS

Incorrect colors.



BY CHOICE HOTELS

Comfort Suites Typefaces - Primary - Frutiger

**Frutiger Bold**

ABCDEFGHIJKLMN OPQRSTUVWXYZ &0123456789 abcdefghijklmnopqrstuvwxyz

*Frutiger Bold Italic*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ &0123456789 abcdefghijklmnopqrstuvwxyz*

Frutiger Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ &0123456789 abcdefghijklmnopqrstuvwxyz

*Frutiger Italic*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ &0123456789 abcdefghijklmnopqrstuvwxyz*

Comfort Suites Typefaces - Secondary Typeface - Sabon

Sabon Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ &0123456789 abcdefghijklmnopqrstuvwxyz

**Sabon Bold**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ &0123456789 abcdefghijklmnopqrstuvwxyz**

Comfort Suites Typefaces - Text Typeface - Son Gothic

Son Gothic Book

ABCDEFGHIJKLMN OPQRSTUVWXYZ

&0123456789 abcdefghijklmnopqrstuvwxyz

**Son Gothic Bold**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**&0123456789 abcdefghijklmnopqrstuvwxyz**

**Son Gothic Black**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**&0123456789 abcdefghijklmnopqrstuvwxyz**

TYPOGRAPHY  
REQUIREMENTS

**Primary Typeface:**

Frutiger

This typeface should be used for all headlines and for property secondary names and address blocks.

**Secondary Typeface:**

Sabon

This typeface should be used for all correspondence.

**Text Typeface:**

Son Gothic

This typeface should be used for all printed matter.

Rack Card - Comfort Suites



Gotham Bold 14 PT

1" Logo

Gotham Book 11 PT

Helvetica Neue Heavy Extended 16 PT

While 800.4CHOICE and ChoiceHotels.com are strongly encouraged, property-specific phone numbers and website URLs that are in compliance with ChoiceHotels.com standards are also allowed. Please use only one phone number and URL in this location. If property-specific information is used, 800.4CHOICE and ChoiceHotels.com should be used in place of the Travel Agent box.

Gotham Light 20 PT  
Gotham Light 15 PT



Gotham Bold 14 PT

Gotham Light 10 PT

1" Logo

Gotham Book 11 PT

Gotham Light 18 PT

Gotham Light 13 PT

Sub Title

Gotham Bold 8 PT

Bullets

Gotham Light 9 PT

3.5"x2.32" Map  
.5 PT Rule

The "AAA Approved" logo can only be used if the hotel is a current designated AAA Official Appointment Program participant. When using the platinum, gold silver or bronze award logo, include the date of the award.

Job Number  
Gotham Light 7 PT

- Please use a 1" process color logo for the front of your rack card or brochure. You may use either the 1" process color logo or the 1" black & white logo for the back of your rack card or brochure.
- While 800.4CHOICE and ChoiceHotels.com are strongly encouraged, property-specific phone numbers and website URLs that are in compliance with choicehotels.com standards are also allowed. Please use only one phone number and URL in this location. If property-specific information is used, 800.4CHOICE and ChoiceHotels.com should be used in place of the Travel Agent box.

TYPEFACES

Primary Typeface	City/State	Bulleted Lists
Gotham Book	Gotham Bold	Gotham Light

Please visit [www.philfonts.com](http://www.philfonts.com) to purchase the Son Gothic font.

SPECIFICATIONS

4" x 9"	10pt. Carolina Cover, Coated 1 Side
	Prints 4/1, Bleeds Side 1

PHOTOGRAPHY





Due to copyright laws, Choice Hotels cannot provide you with generic hotel photography. All U.S. hotels must have professional photography for online and print distribution. See page 26 for Brand Photography Specifications.

MAP

For a copy of your map as it appears in the Worldwide Hotel Directory, email: [directory@choicehotels.com](mailto:directory@choicehotels.com)

COLORS

COATED

	<b>Blue box</b> C: 100 M: 72 Y: 0 K: 6
	<b>Red</b> C: 20 M: 100 Y: 70 K: 30
	<b>Yellow</b> C: 0 M: 27.5 Y: 76 K: 0
	<b>4-Color Process</b>

Rack Card - Comfort Suites

City, State



BY CHOICE HOTELS  
SECONDARY NAME

**Your Suite Success®**




ChoiceHotels.com  
800.4.CHOICE

City, State



BY CHOICE HOTELS  
SECONDARY NAME


**Your Suite Success®**









ChoiceHotels.com  
800.4.CHOICE

City, State



BY CHOICE HOTELS  
SECONDARY NAME

**Your Suite Success®**

ChoiceHotels.com  
800.4.CHOICE

Rack Card cover can also be designed to include multiple hotel photography. The number of photos cannot exceed four and must all be contained within the same area as in a single photograph cover version. Use a .125" border to separate photos. Do not inset a smaller photo into a larger photo.

Brochure – Comfort Suites



Brochure Cover and Back Cover are the same as the Rack Card. Please refer to Rack Card for details.



- Please use a 1" process color logo for the front of your rack card or brochure. You may use either the 1" process color logo or the 1" black & white logo for the back of your rack card or brochure.
- While 800.4CHOICE and ChoiceHotels.com are strongly encouraged, property-specific phone numbers and website URLs that are in compliance with choicehotels.com standards are also allowed. Please use only one phone number and URL in this location. If property specific-information is used, 800.4CHOICE and ChoiceHotels.com should be used in place of the Travel Agent box.

TYPEFACES

Primary Typeface	Headlines	Body Copy
Gotham Book	Gotham Bold	Gotham Light

Please visit [www.philfonts.com](http://www.philfonts.com) to purchase the Son Gothic font.

SPECIFICATIONS

12" x 9", or	Productolith 80 lb. Gloss Text
8" x 9" Flat	Prints 4/4, Bleeds All Sides
4" x 9" Folded	

PHOTOGRAPHY

Due to copyright laws, Choice Hotels cannot provide you with generic hotel photography. All U.S. hotels must have professional photography for online and print distribution. See page 26 for Brand Photography Specifications.

COLORS

COATED

	<b>Blue box</b>	C: 100	M: 72	Y: 0	K: 6
	<b>Red</b>	C: 20	M: 100	Y: 70	K: 30
	<b>Yellow</b>	C: 0	M: 27.5	Y: 76	K: 0
	<b>4-Color Process</b>				

Stationery - Comfort Suites - Brand

**Letterhead Specifications:**

- Header: MIDDLEBURG COMFORT SUITES (Frutiger Bold 7 PT., .75" width)
- Date: 1.25" from top
- Address: 1.25" from top, left-hand margin
- Salutation: 1.75" from top
- Body: 6.25" average height, single spaced, flush left
- Closing: 1.75" from top
- Sender's Name: 1.75" from top
- SN:ss: 2" from top
- cc: Jane Doe: .5" from top
- Footer: 1.75" from bottom, Frutiger Roman 7 PT./10 PT. on five lines

**Business Card Specifications:**

- Header: MIDDLEBURG COMFORT SUITES (Frutiger Bold 7 PT., .5" width)
- Contact: JOHN DOE, GENERAL MANAGER (Frutiger Roman 7 PT.)
- Address: 1234 EAST MAIN STREET, MIDDLEBURG, NEW JERSEY 13114 (Frutiger Roman 7 PT./11 PT. on five lines)
- Phone: 315.962.1234, Fax: 315.962.2345, email@home.net
- Footer: CHOICEHOTELS.COM (Frutiger Bold 7 PT., 1" centered)

**Alternate Business Card Specifications:**

- Header: MIDDLEBURG COMFORT SUITES (Frutiger Bold 7 PT., .5" width)
- Contact: JOHN DOE, GENERAL MANAGER (Frutiger Roman 7 PT.)
- Address: 1234 EAST MAIN STREET, MIDDLEBURG, NEW JERSEY 13114 (Frutiger Roman 7 PT./11 PT. on five lines)
- Phone: 315.962.1234, Fax: 315.962.2345, email@home.net
- Footer: CHOICEHOTELS.COM (Frutiger Bold 7 PT.)

TYPEFACES

Primary Typeface	Secondary Name	Address Block
Frutiger	Frutiger Bold	Frutiger Roman

SPECIFICATIONS

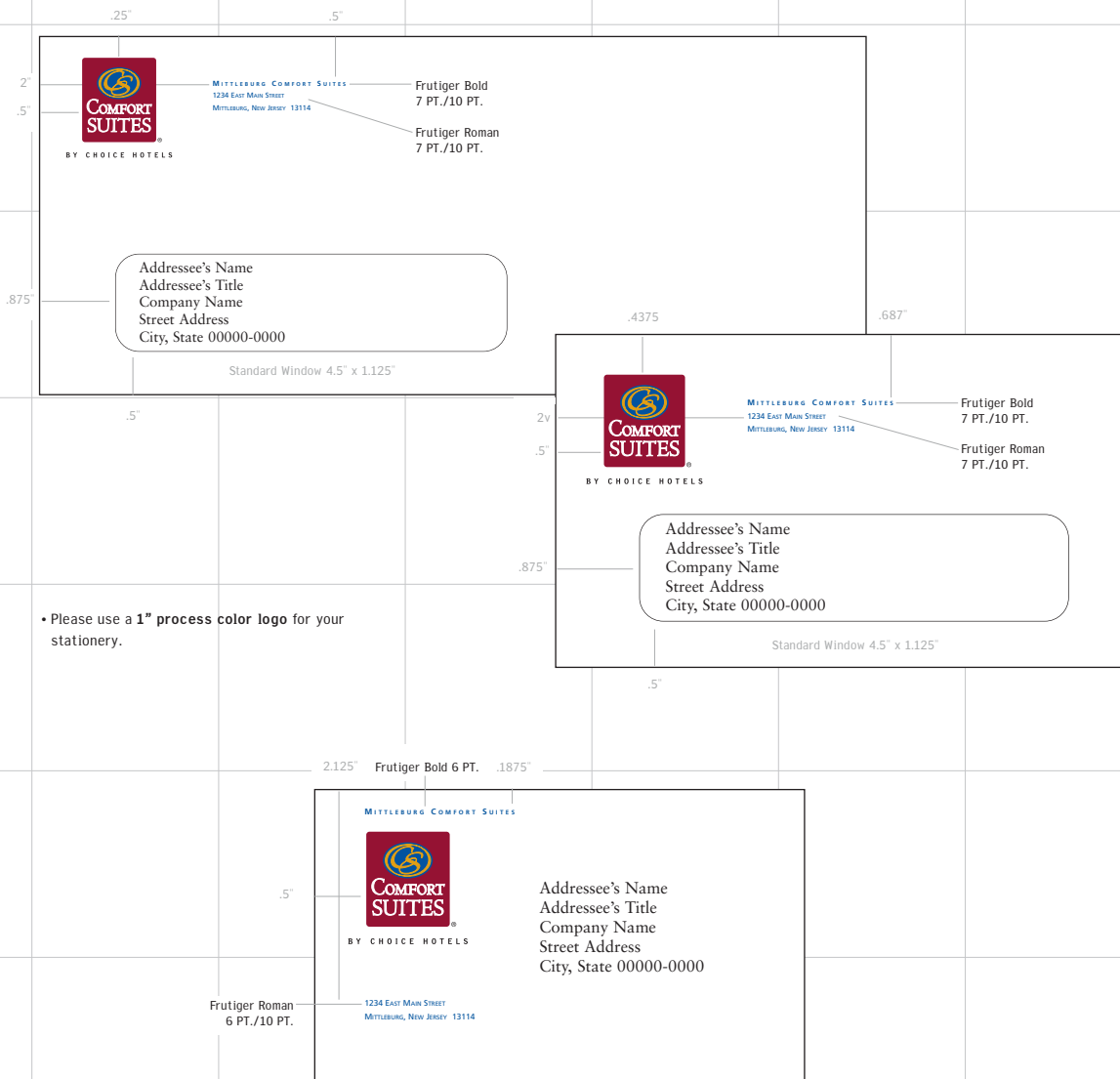
Letterhead	#10 Envelope	Business Card
8.5" x 11"	9.5" x 4.125"	3.5" x 2"
Fox River	Fox River	Fox River
Select Script	Select Script	Select Script
Bright White	Bright White	Bright White
Wove	Wove	Wove
24 lb	24 lb	80 lb cover
Prints 4/0	Prints 4/0	Prints 4/1 - Full Bleed Side 2

COLORS

UNCOATED

	PMS 661 - Blue
	PMS 201 - Red
	PMS 131 - Yellow
	Black

Stationery - Comfort Suites - Business



TYPEFACES

Primary Typeface	Secondary Name	Address Block
Frutiger	Frutiger Bold	Frutiger Roman

SPECIFICATIONS

#10 Envelope with Window	#6.25 Envelope with Window	Mailing Label
9.5" x 4.125"	6" x 3.5"	5" x 3"
Fox River Select Script	Fox River Select Script	Fox River Select Script
Bright White Wove	Bright White Wove	Bright White Wove
24 lb Prints 4/0	24 lb Prints 4/0	24 lb Prints 4/0

COLORS

UNCOATED

	PMS 661 - Blue
	PMS 201 - Red
	PMS 131 - Yellow
	Black



Stationery - Comfort Suites - Business

**Fax Cover Sheet:**

- Header: MIDDLEBURG COMFORT SUITES (Frutiger Bold 7 PT., .75" wide)
- Text: FAX COVER SHEET (Frutiger Bold 11 PT., 1.25" wide)
- Fields: TO: DATE: # OF PAGES: FROM: PHONE: RE: CC: (Frutiger Bold 7 PT., .75" wide)
- Content: Message (Hairline Rule)
- Footer: 1234 East Main Street, Middleburg, New Jersey 13114. Phone: 315.962.1234 Fax: 315.962.2345. email@home.net. For reservations worldwide: 800-4CHOICE™ choicehotels.com (Frutiger Roman 7 PT./10 PT. on five lines, .375" wide)

**Memorandum:**

- Header: MIDDLEBURG COMFORT SUITES (Frutiger Bold 7 PT., .75" wide)
- Text: MEMORANDUM (Frutiger Bold 11 PT., .75" wide)
- Footer: 1234 East Main Street, Middleburg, New Jersey 13114. Phone: 315.962.1234 Fax: 315.962.2345. email@home.net. For reservations worldwide: 800-4CHOICE™ choicehotels.com (Frutiger Roman 7 PT./10 PT. on five lines, .375" wide)

**Logos:**

- Black & white logo: COMFORT SUITES BY CHOICE HOTELS (.875" wide)
- Process color logo: COMFORT SUITES BY CHOICE HOTELS (.875" wide)

**Dimensions:** .75", 1.25", 2", .875", .375"

**Note:** Please use a 1" process color logo for your memorandum and 1" black & white logo for your fax.

TYPEFACES





Primary Typeface	Secondary Name	Address Block
Frutiger	Frutiger Bold	Frutiger Roman

SPECIFICATIONS

Fax	Memorandum
8.5" x 11"	8.5" x 11"
24 lb Bond	24 lb Bond
Prints 1/0 Black	Prints 4/0

COLORS

UNCOATED

-  PMS 661 - Blue
-  PMS 201 - Red
-  PMS 131 - Yellow
-  Black

Billboards

Scale: .25" = 1'

File built to: 12' x 3"

SKY / SIGN IMAGE LAYOUT



**Free Hot Breakfast**  
**Free Internet**  
**Next Exit, West 7 Miles**

**HEADLINE**  
 typeface: Helvetica Black  
 Condensed  
 type size: 70 pt. to fit  
 color: white  
 format: headline is flush left, or centered  
 tracking: -6, kern tighter if needed

**BACKGROUND**  
 Blue pattern can be downloaded from [choicearkit.com](http://choicearkit.com).

PROPERTY IMAGE LAYOUT (Photo shown as example only)



**Free Hot Breakfast**  
**Free Internet**  
**Next Exit, West 7 Miles**



**HEADLINE**  
 typeface: Helvetica Black  
 Condensed  
 type size: 70 pt. to fit  
 color: white  
 format: headline is flush left, or centered  
 tracking: -6, kern tighter if needed



**YOUR MORNING**  
**FLAVOR**  
**Free Hot Breakfast**  
**Next Exit, 3 Miles**



**HEADLINE**  
 typeface: Gotham Bold  
 color: white  
 with black drop shadow  
 behind in separate layer  
 as shown  
 acceptable range:  
 type size: minimum 70 pt.  
 maximum 90 pt.  
 tracking: -6, kern tighter if needed

Industry standard for a successful billboard is no more than 9 words in a headline.

## Billboard General Regulations

**Billboard Regulations**

1. No additional photos or illustrations are allowed on billboards. These include property photos, illustrations, mascots or other illustrated designs or advertising devices.
2. Co-op/shared boards are allowed as long as they appear as completely separate sections of the board and make correct use of the brand logo. Must submit for approval to [creative\\_services@choicehotels.com](mailto:creative_services@choicehotels.com).
3. Rates are to be discouraged on billboards unless it is the only means to compete in an area. Tag-on panels are preferable, as they allow for rate changes to be made easily. Digital reader boards are encouraged if displaying rates.
4. No other logo variations will be allowed. Logos may not be obscured with snipes. The correct brand extension must be used.

5. Phone numbers, reservation phone numbers, or addresses can be displayed on billboards if it is necessary to compete in an area. Phone numbers should be formatted with periods rather than dashes, and without an initial 1, i.e., 555.555.5555. Phone number should be third line of text.
6. Secondary names are to be used only when the property has an approved secondary name. The brand name must appear preceding the secondary name in the size and typeface specified in the billboard standards.
7. No extraneous symbols such as arrows (unless being used in conjunction with advertising campaign) or other graphic devices.
8. Tag-ons will be allowed as needed for additional information only after approval by the Creative Services department.

9. Peeling or weathered boards must be repainted immediately.

**Design Specs/Requirements**

**Headline:** Due to licensing restrictions, Choice Hotels cannot distribute the font. The Son Gothic Family (Book, Bold & Black) can be purchased by phone at 800.424.2977 or online at [www.philfonts.com](http://www.philfonts.com). Go to "Font Search" at the top of the Phil's Fonts home page and type in Son Gothic Black, click on the name and add the family to your cart.

**Typeface:** Son Gothic Black.

**Type Size:** 49-53 pt.

**Color:** Black.

**Acceptable Range:** Type Size:

Minimum 54 pt. Maximum 70 pt.

**Format:** Headline is to flush left.

**Tracking:** -6, kern tighter if needed.

**Tagline/Directions Format:** Tagline or directions should be Son Gothic Bold and flush left next to the logo, but not to exceed the height of the logo

**Logo:** To find the Comfort Suites logo, [click here](#) to view log section of this guide. There are logos in both EPS and JPG formats.

**Industry Standard for a****Successful Billboard:**

No more than 9 words in a headline.



**DO NOT ALTER**

NOTE: The relationships of the symbol to the type and the weight of the shadow on the symbol are unique only for this DOT application. Do not use this art for any other purposes.

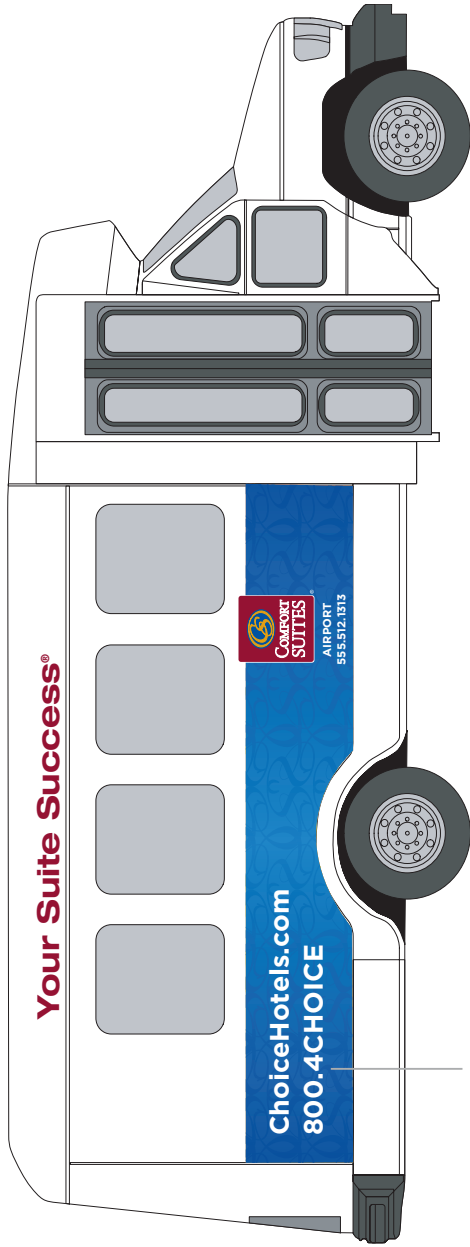
QUESTIONS? Contact Advertising and Marketing Services at [creative\\_services@choicehotels.com](mailto:creative_services@choicehotels.com) or call 301.592.5177.

**Ordering Instructions**

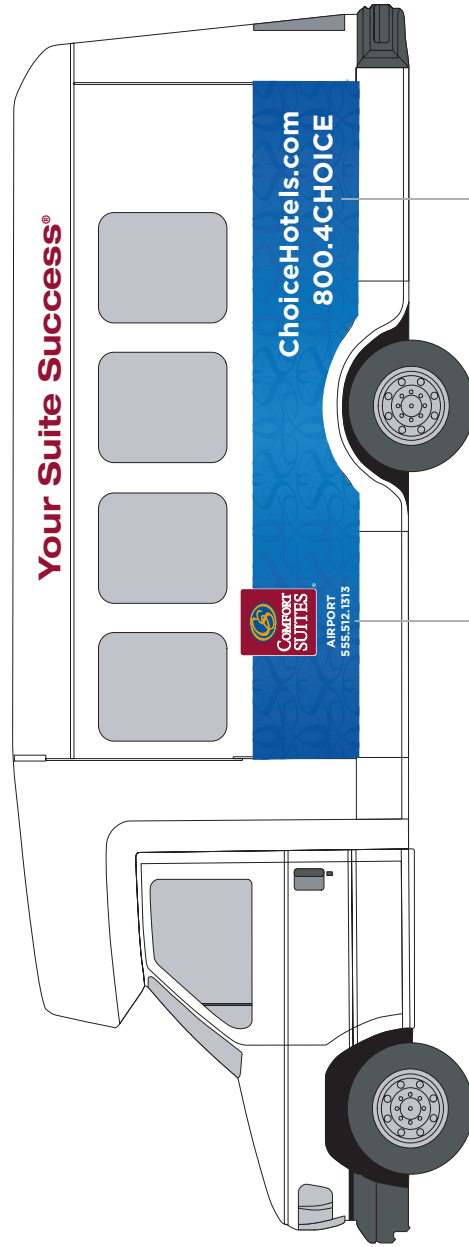
To order Department of Transportation (DOT) signs, contact Lyle Sings, Inc. at 952.974.1204. You can also contact your state DOT for further information.

This page includes some examples of DOT sign images that are approved for usage.

Buses

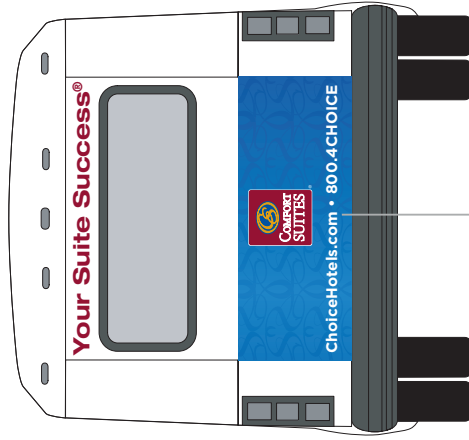
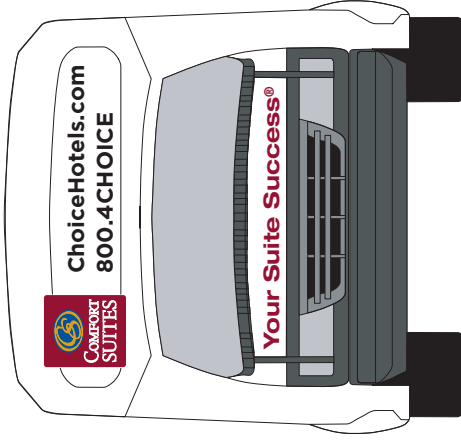


**TYPEFACE**  
Gotham Bold



**TYPEFACE**  
Gotham Bold

**CLICK OR CALL**  
Use URL and toll-free phone number



**CLICK OR CALL**  
Use URL and toll-free phone number

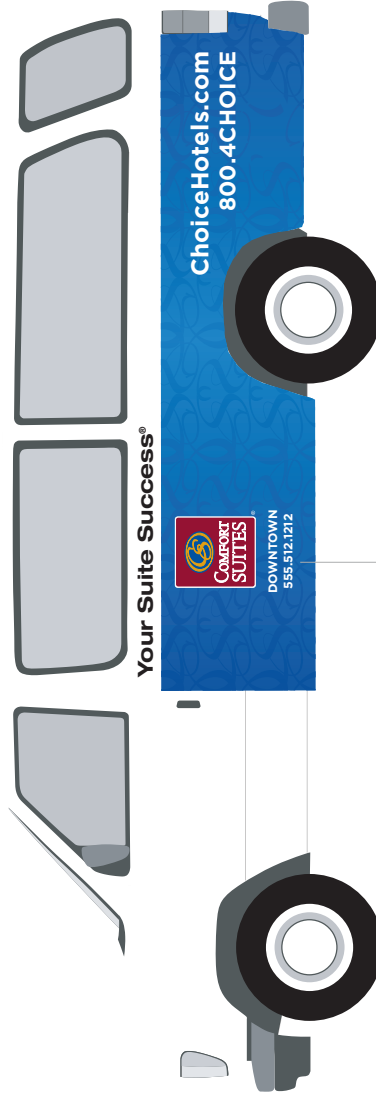
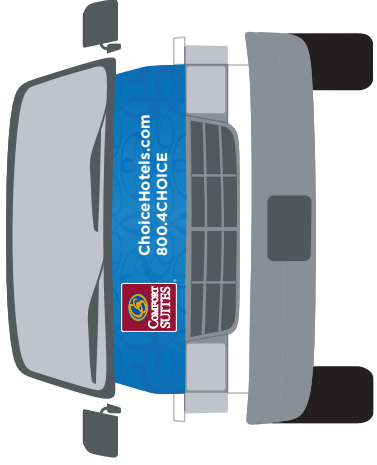
**TEMPLATES PROVIDE GRAPHIC STANDARDS GUIDELINES.**  
Van and Bus manufacturers may vary, however they must follow these guidelines. Vehicles are white.

Vans

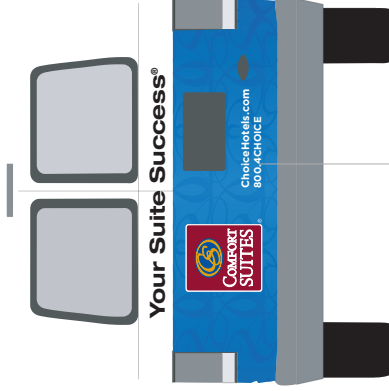


**TYPEFACE**  
Gotham Bold font

**TYPEFACE**  
Gotham Bold font



**LOCATOR**  
Use property location or name followed by local telephone number

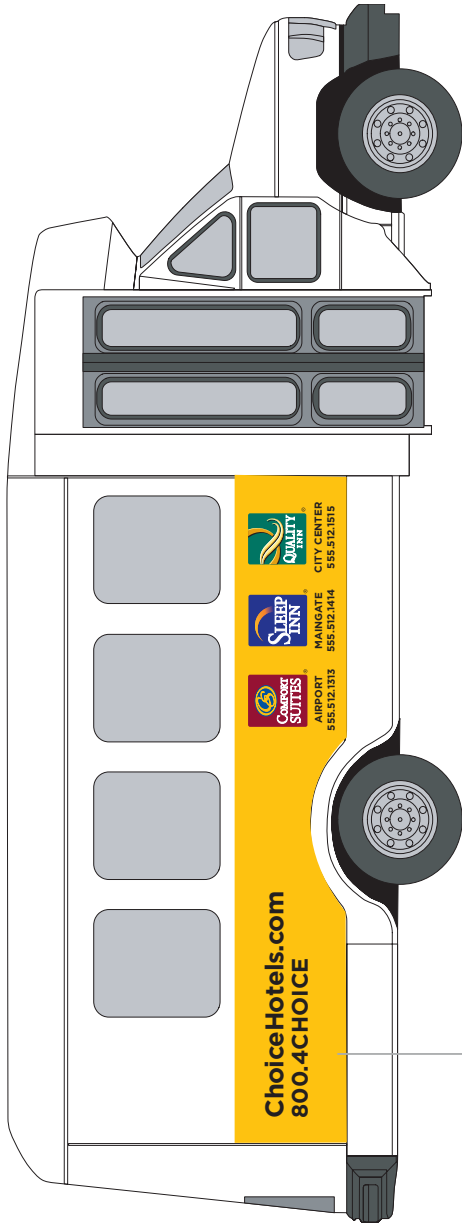


**URL & PHONE**  
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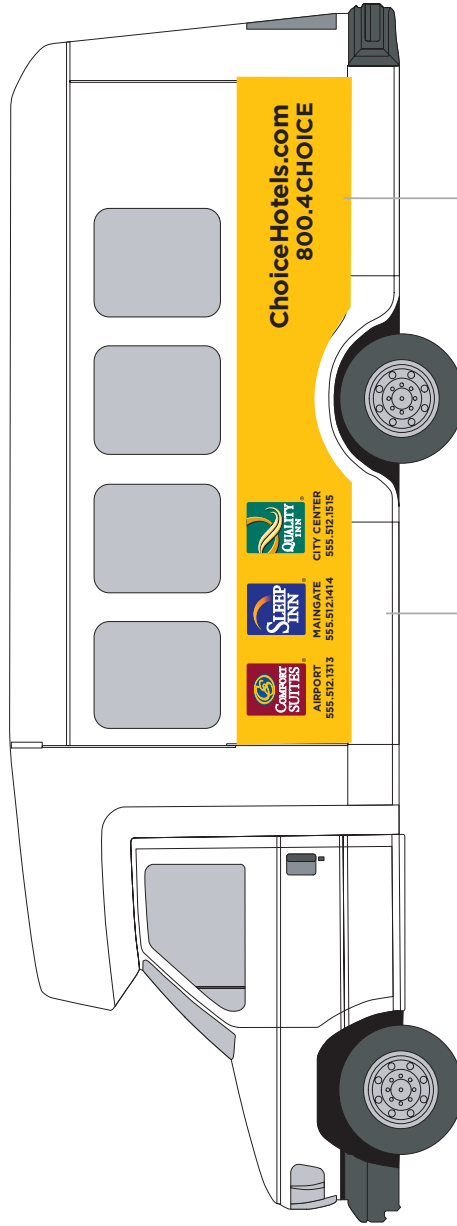
**TEMPLATES PROVIDE GRAPHIC STANDARDS GUIDELINES.**

Van and Bus manufacturers may vary, however they must follow these guidelines. Vehicles are white.

Buses - Multiple Logos

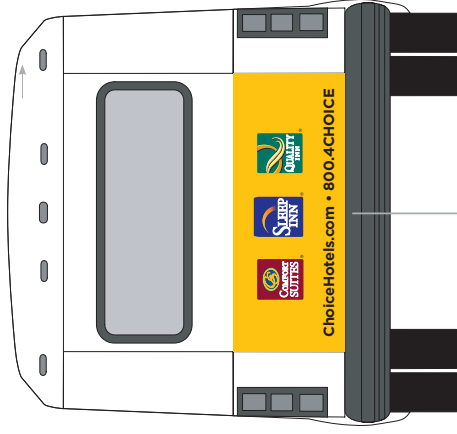
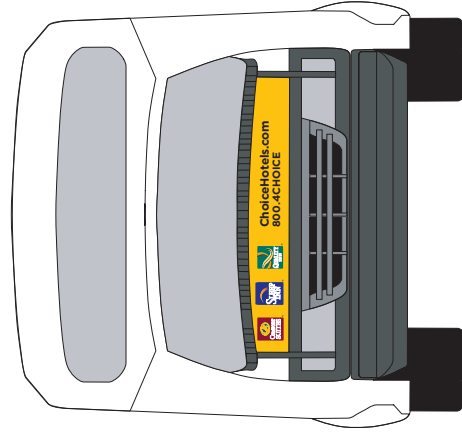


**TYPEFACE**  
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**TYPEFACE**  
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**CLICK OR CALL**  
Use URL and toll-free  
phone number



**CLICK OR CALL**  
Use URL and toll-free  
phone number

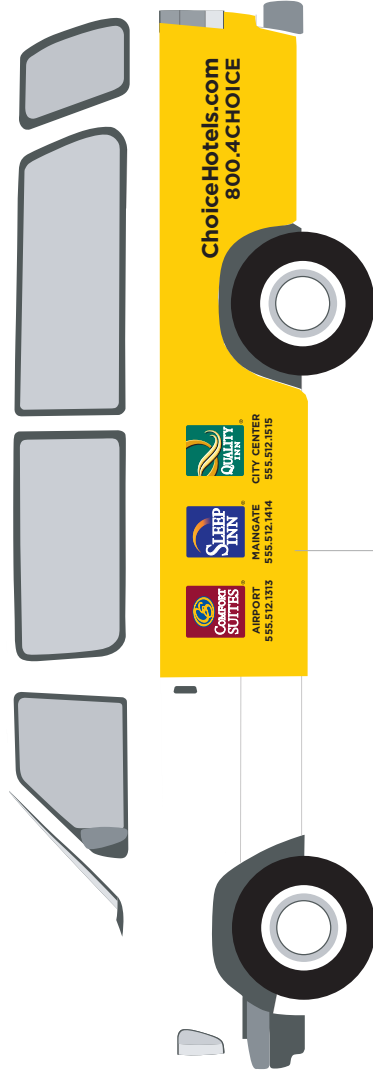
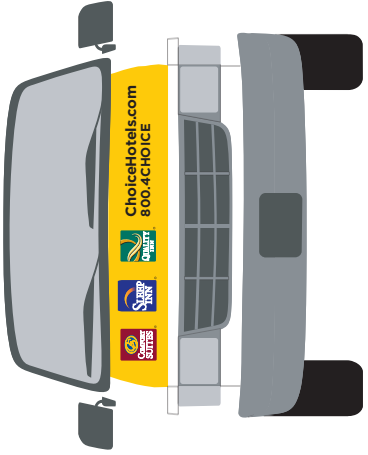
**TEMPLATES PROVIDE GRAPHIC STANDARDS GUIDELINES.**  
Van and Bus manufacturers may vary, however they must follow these guidelines. Vehicles are white.

Vans - Multiple Logos

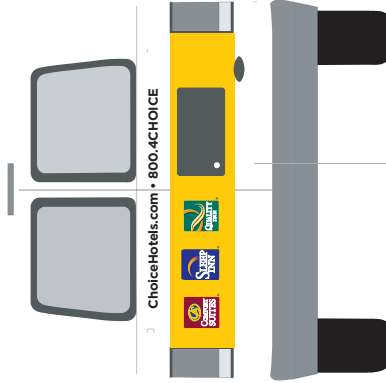


**TYPEFACE**  
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**TYPEFACE**  
Gotham Bold font



**LOCATOR**  
Use property location or name followed by local telephone number



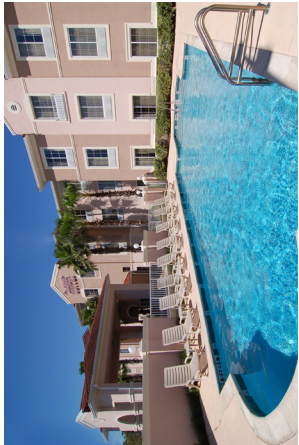
**URL & PHONE**  
Gotham Bold font

**TEMPLATES PROVIDE GRAPHIC STANDARDS GUIDELINES.**

Van and Bus manufacturer's may vary, however they must follow these guidelines. Vehicles are white.



Photography Samples



## Brand Photography Specifications

**Compliance**

- 1.1. All U.S. hotels must have professional photography for online and print distribution.
- 1.2. New and conversion hotels must submit a copy of a signed contract with a Choice Hotels (CHI) qualified photography vendor prior to being activated in the Choice Central Reservation System (CRS).
- Contract must include a scheduled professional photo shoot date.
  - Scheduled professional photo shoot date must be within 90 days of activation date.
  - If a contract is not submitted prior to the activation date, the hotel will not be activated in the CHI CRS.
- 1.3. Major Hotel Renovations:
- Hotels are responsible for submitting updated professional photography for online and print development distribution after completing renovations to the Hotel that would require more than fifty percent (50%) of the photos to be replaced (“Major Renovations”).
  - Hotels completing Major Renovations must follow standard online and print photography compliance guidelines set forth herein.
  - Hotel must schedule a professional photo shoot within 90 days of completing Major Renovations.
- 1.4. Brand Re-imaging, Minor Hotel Renovations and One-off Photos:
- Brand re-imaging and minor hotel renovations may not require professional photography.
  - Hotels must submit an updated photo of any areas that include the new brand signage or the area that was renovated.
  - Normal online and print photography standards (listed below: sections 3-5) must be followed.
  - CHI will review all photos to ensure online photography quality standards are met and approve on a case-by-case basis.
  - If photos pass quality standards, they will be used for online and print distribution.
  - If photos fail quality standards, the hotel will have to purchase
- 1.5. Temporary Photos:
- Hotels may submit temporary photos for online distribution until professional photos are received which must be no later than four (4) weeks after professional photo shoot date.
  - CHI reserves the right to refuse temporary photos in its sole discretion.
  - A signed release must accompany all temporary photos, detailing CHI’s usage and rights to the photo. CHI must have complete and unlimited usage of the photography.
- professional photography from a CHI’s qualified vendor as determined by CHI in its sole discretion.
- Photo release authorization forms must accompany all photos.

## Brand Photography Specifications

**Photography Vendor**

- 2.1. Hotels must use a qualified photography vendor.
- List of CHI qualified photography vendors can be found on ChoiceBuys.com.
  - Photos from non-CHI qualified photography vendors will not be accepted.
  - CHI qualified vendors will submit professional photography directly to CHI within four (4) weeks of photo shoot date.
  - If photos are not received within four (4) weeks of photo shoot date because hotel is not cooperating with CHI qualified vendor, a default letter will be issued to the hotel, which can result in suspension and possibly termination.

**Specifications**

To comply with online and print photography standards requiring professional photography for distribution, you must submit both high resolution (print) and low resolution (online) photos.

- 3.1. File Types:
- JPEG (web and print) & TIFF (print)
- 3.2. Resolution:
- 72 dpi for web, 300 dpi for print
- 3.3. Image Size:
- Web: 7" w by 5" h (17.8 cm by 12.7 cm)/minimum 502 pixels wide
  - Print: 10" w by 8" h (25.4 cm by 20.3 cm)/minimum 3000 pixels wide
- 3.4. Quantity:
- Hotels must submit a minimum of six photos.
- 3.5. Content:
- Photos of all hotel features listed in the Standard Photo List (item 5) are mandatory.

**Composition**

4.1. Format:

- Landscape (horizontal) format is standard.
  - Portrait (vertical) format can only be used when a horizontal format is not possible or a vertical photo significantly strengthens composition, as determined by CHI in its sole discretion; provided that photos of both vertical and horizontal photos were submitted for approval.
- 4.2. Lighting:

- Photos shall incorporate professional lighting and where necessary be color corrected, showing only appropriate shadows.
- No under or over exposed photos will be accepted.

- Night photos will be reviewed and approved by CHI on a case-by-case basis. These should generally be avoided.
- 4.3. People:
- Unless otherwise permitted by CHI, photos shall not include people.
  - Photos with models will be reviewed and approved by CHI on a case-by-case basis.
- 4.4. Miscellaneous:
- Model release authorization forms must accompany all photos including models.
  - Intent of professional photos is to showcase the property.
  - Signage and materials using brand logos must meet current standards.
  - Exterior/Interior of hotel should be clean and in good repair.

Brand Photography Specifications

- Landscaping/Grounds may be included if well-maintained and in-season (i.e., no brown grass, bare trees, etc.).
- Televisions & computer monitors must be turned off.
- 4.5. Minimize distractions/obstructions in frame (both foreground and background) that detract from the composition and/or potentially date the photo. These can include but are not limited to:
  - Exterior — trees, signposts, streetlights, parking lots, cars, driveways, seasonal décor, garbage cans, ashtrays, banners, promotional materials, etc.
  - Interior — seasonal décor (Christmas lights, holiday decorations), media materials (rack cards, banners, point of sale materials, table tents, ads), paper products in breakfast area (forks, plates, napkins, plastic ware), dome lids on breakfast food items, garbage cans, ashtrays, plastic ice buckets and cups, and ironing boards.
- 4.6. AAA Signage/Plaques:
  - AAA signage/plaques cannot be included in photographs.
- 4.7. Brand signage is not required.
  - Garbage cans and ashtrays must be removed.
  - Landscaping must be updated and/or maintained before photo shoot.
  - Seasonal décor (Christmas lights, holiday decorations) must be removed.
  - Exterior marquee signs should be off (if electronic) or blank; Choice Hotels staff reserves the right to Photoshop any signage that might date a photo.
- 5.3. Standard and/or Suites/Specialty room types:
  - Rooms must meet applicable brand standards (e.g., bedding) for photos of rooms to be accepted.
  - Photos of rooms that do not meet brand standards
- 5.4. Lobby/Interior:
  - Media materials (rack cards, banners, point of sale materials, table tents, ads, etc.) should be avoided.
  - Front desk photo is not required.
  - Seasonal décor (Christmas lights, holiday decorations) must be removed.
- 5.5. Breakfast:
  - Area should be fully stocked, displaying breakfast items that meet respective brand standards.

**Standard Photo List**

- 5.1. All items on the Standard Photo List are mandatory (if applicable), and only on-site hotel features should be photographed and submitted.
- 5.2. Exterior:
  - Exterior shots should focus on the best section of the property as determined by CHI in its sole discretion.
  - Entire hotel exterior does not need to be included in photo.

## Brand Photography Specifications

- Food must look fresh and be displayed in a pleasing manner.
- Dome lids and paper products like forks, plates, napkins, etc. must be removed.
- Open patio umbrellas.
- Clear pool of all debris, toys, flotation devices, etc.
- Hot tub must be turned on.

## 5.11. Features/Miscellaneous

**Destination Photos**

- 5.6. Restaurant/Bar:
- Set up restaurant/bar area as if open.
- 5.7. Meeting/Event space (multiple):
- Set up room/space as if a function was taking place.
- 5.8. Fitness Room:
- Televisions must be turned off.
- 5.9. Business Center:
- Media materials (rack cards, banners, point of sale materials, table tents, ads, etc.) should be avoided.
  - Computer monitors must be turned off.
- 5.10. Pool/Courtyard:
- Patio furniture must be neat and in good condition.
- 6.1. A Destination Photo Authorization Form must accompany all destination photos.
- 6.2. Destination photos (web size only) will be accepted on a limited basis at the sole discretion of CHI.

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