

THE HYATT GRAPHIC STANDARDS MANUAL

This manual reaches from the lush earth tones and wry class of Hyatt's "Flaunt It" brand advertising campaign, launched in 2001, to the bright hues and straightforward approach of the more recent promotional Hyattpalooza campaign. Our goal: warm, vibrant, compelling advertising that both distinctively reflects the Hyatt brand, and carries a promotional message to drive short-term business. These standards explain how our promotional look is consistent with the Hyatt brand campaign begun in 2001. In the end, Hyatt's promotional advertising should speak with greater volume and in simpler ways - to grab attention, and to rise above the clamor of the current promotional landscape.

The following standards should make it easier for you to create clear, concise ads; ads that can promote local initiatives while also tapping into the strength of the Hyatt brand. Consistency is the key; without it, local ads do not take advantage of the full power of the Hyatt brand. As you'll see, these redefined guidelines still draw on many of the elements first introduced in 2001. And those elements still allow for the sort of creative variations that can draw in customers, to build your business and the Hyatt brand.

For help or questions about specific applications, call your hotel marketing manager at Hyatt's corporate office. Or send questions to the following email address: hyatt_graphics@c-k.com.