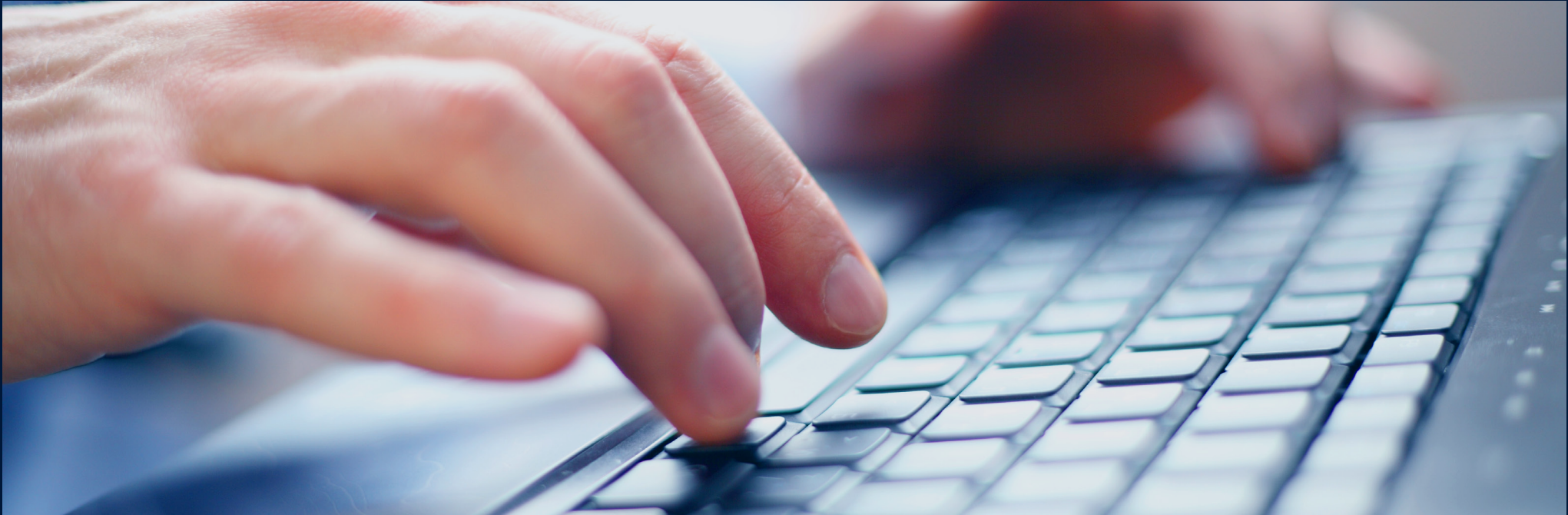


EMAIL SIGNATURE GUIDELINES



EMAIL SIGNATURE GUIDELINES

The purpose of these guidelines for email signatures is to ensure consistency in email signature design and layout across all Team Members in all properties and brand teams globally. The email signature is an item used each day and an important part of the new brand identity for Hilton Hotels & Resorts. You can download the email signature template in HiltonART using the path: Tools and Resources > Communication Templates > Americas > Email Signatures.

THE CORRECT EMAIL SIGNATURE

Brand approved email signature template.
Please see the below for all the guiding principles.

YOUR NAME HERE | Director – Sales & Marketing

HILTON PROPERTY NAME HERE

t: +1 703 123 4567 | m: +1 703 123 4567 | f: +1 703 123 4567

1234 Street Address | City STATE ABBREVIATION 12345 | Country

hilton.com | yourproperty.hilton.com | facebook.com/YOUR PROPERTY | twitter.com/YOUR PROPERTY



AMERICAS • EUROPE • MIDDLE EAST • AFRICA • ASIA • AUSTRALASIA

INSTRUCTIONS ON BUILDING YOUR EMAIL SIGNATURE

- Your name must be in all uppercase and bolded.
- The font size must remain as Calibri font size 9.
- The color of the text must be followed as per the template in HiltonART.
- Your position must be followed by a hyphen and then your department.
- The line 'HILTON PROPERTY NAME HERE' should change to your hotel name. For example, HILTON FRANKFURT AIRPORT
- If you are in a cluster role for two or more Hilton properties write the first property name and then place " | " between each property name that follows. Hotels' names can't extend past the Regional Icon. If it does, the last hotel name must appear in full on a 2nd line.
- Your direct phone number must come first, followed by your mobile number and fax number next to the mobile number. The number must begin with the country code and separated by spaces (no dots or dashes).
- Your address must follow the format below exactly, including zip/postal code and country. If you do not have a state abbreviation, you may delete that.
- The line 'hilton.com | your property.hilton.com | facebook.com/YOUR PROPERTY | twitter.com/YOUR PROPERTY' can change to your Hilton.com URL (property.hilton.com or hilton.com/property), your facebook page and your twitter feeds. Facebook and Twitter icons/logos must not be used.
- If there are not property specific social media channels use the brand sites instead (facebook.com/hilton | twitter.com/hiltonhotels)
- The footer image must not be removed.
- This email signature should not change in format. No other logos or images are allowed.

EMAIL SIGNATURE GUIDELINES

APPROVED

The below examples of email signatures are approved and correct to the instructions and guidelines shown. There is correct use of font, color, layout and the regional icon.

SINGLE PROPERTY EXAMPLE

This example for a Team Member at a single property contains all of the required elements of the email signature. All of the information is present, and the correct colors and fonts have been used.

BOB SMITH | Director – Sales & Marketing

HILTON BAKU

t: +994 12 464 5000 | m: +994 123 456 789 | f: +994 12 464 5001

Azadlig Av. 1 | Baku AZ 1000 | Azerbaijan

hilton.com | baku.hilton.com | facebook.com/hiltonbaku | twitter.com/hiltonbaku



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CLUSTER PROPERTY EXAMPLE

This example is for a Team Member at a cluster of properties and follows the correct use of the divide between each property name. It also contains all of the required elements of the email signature. All of the information is present, and the correct colors and fonts have been used.

BOB SMITH | Director – Sales & Marketing

HILTON DUBAI JUMEIRAH RESORT & RESIDENCES | HILTON DUBAI CREEK

t: +971 4 399 1111 | m: +971 23 456 789 | f: +971 4 399 1112

PO Box 2431 | Dubai | United Arab Emirates

hilton.com | hilton.com/dubai | facebook.com/hilton | twitter.com/hiltonhotels



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EMAIL SIGNATURE GUIDELINES

NOT APPROVED The below examples of email signatures are NOT approved and are incorrect to the instructions and guidelines shown.

This example does not contain the regional icon. The regional icon is a required element of the email signature.

BOB SMITH | Director – Sales & Marketing

HILTON BAKU

t: +994 12 464 5000 | m: +994 123 456 789 | f: +994 12 464 5001

Azadlig Av. 1 | Baku AZ 1000 | Azerbaijan

hilton.com | baku.hilton.com | facebook.com/hiltonbaku | twitter.com/hiltonbaku



This example shows a logo and icons that have been added. Logos and icons must not be added to the email signature.

BOB SMITH | Director – Sales & Marketing

HILTON BAKU

t: +994 12 464 5000 | m: +994 123 456 789 | f: +994 12 464 5001

Azadlig Av. 1 | Baku AZ 1000 | Azerbaijan

hilton.com | baku.hilton.com | facebook.com/hiltonbaku | twitter.com/hiltonbaku

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EMAIL SIGNATURE BANNER AD GUIDELINES

The purpose of these guidelines is to explain proper usage and design of a banner ad in the email signature.

BANNER AD IN THE EMAIL SIGNATURE

Brand approved email signature with banner.
Please see the below for all the guiding principles.

YOUR NAME HERE | Director – Sales & Marketing

HILTON PROPERTY NAME HERE

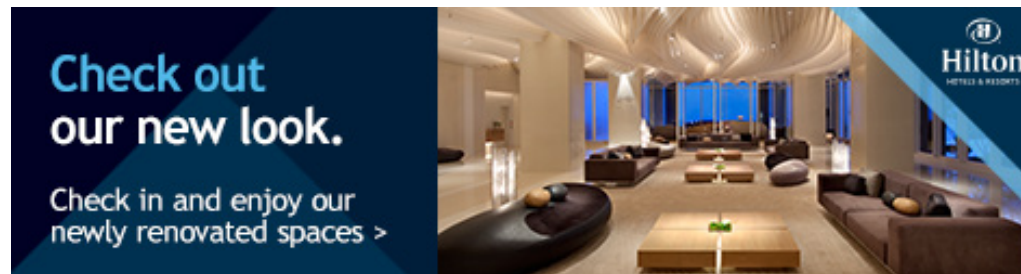
t: +1 703 123 4567 | m: +1 703 123 4567 | f: +1 703 123 4567

1234 Street Address | City STATE ABBREVIATION 12345 | Country

hilton.com | yourproperty.hilton.com | facebook.com/YOUR PROPERTY | twitter.com/YOUR PROPERTY



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INSTRUCTIONS FOR INCLUDING A BANNER AD IN YOUR EMAIL SIGNATURE

- You may only include 1 banner in your signature at a time
- The banner must go underneath the gray bar that includes the world regions
- You must only use banner artwork templates from HiltonART (or download via the link provided in the Approved Banner Themes section)
- File size of artwork must be less than 100KB



APPROVED BANNER THEMES

Seasonal Promotions	Renovations & New Openings
Marketing Packages	Catering & Hosting
Meetings Simplified™	Awards



NOT APPROVED BANNER THEMES

Amenities
Partnerships

TIP

To insert a banner ad into your Outlook email signature:

Click here for directions on a PC (In Step 1, scroll down to section 6)

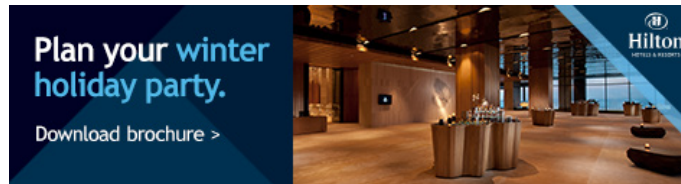
Click here for directions on a MAC (Scroll down to "Add Picture")

EMAIL SIGNATURE BANNER AD GUIDELINES

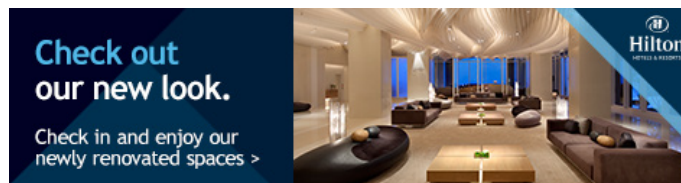
APPROVED

The below banner ads represent the approved banner themes for the email signature banner ad. Please note the copy and images in these banners are just examples – you may customize the copy and imagery in all banner themes (except for the Meetings Simplified™ banners, which must be used as-is). **Click here** to download artwork templates and specifications.

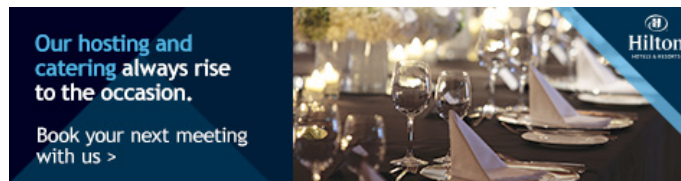
SEASONAL PROMOTION OR HOLIDAY TRAVEL PACKAGE



HOTEL RENOVATION OR NEW OPENING



CATERING & HOSTING



MEETINGS SIMPLIFIED™

AMERICAS



EMEA



AWARD

