

## HERB N' KITCHEN COLLATERAL

# 500 X 350 ONLINE BANNER AD

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### FILE NAME

HerbNKitchen\_500x350\_Ad\_Online

Design files for Herb N' Kitchen online banner ads have been created for download. These files should be sent to a local designer for customization along with this instructional sheet. Final files should be released along with Hilton destination website URL to be linked to ad.

### PRODUCTION INSTRUCTIONS

- Photoshop CC files are provided. Fonts are included in the packaged file.
- Customize the Herb N' Kitchen logo with the hotel city name. Logo is placed in file as smart object.
- Customize body copy (5-10words).
- Customize call to action copy (1-2 words).
- To maintain brand consistency, please do not alter images, logo, design elements, color, font size, font style or placement of any of these elements.
- Please refer to the Herb N' Kitchen Brand Standards

For access to files please email:

**Restaurant\_Concepts@hilton.com**

CUSTOMIZE  
BODY COPY

CUSTOMIZE  
CALL TO ACTION  
VERBAGE



CUSTOMIZE  
CITY NAME  
ON LOGO