

canopy™

BRAND GUIDELINES  
VERSION ONE | JANUARY 2015

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# Brand Guidelines

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# Welcome to Canopy

Our brand is our foundation. It's who we are and it inspires everything we do. These guidelines explain the fundamental principles of the Canopy brand, while also demonstrating how to bring them to life in how we look and how we speak. Our goal is to create a consistent and engaging experience with every interaction, and this book contains all the tools for doing just that.



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# Brand Architecture

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**A strong brand needs a solid foundation. We start by defining our purpose, understanding our guests and establishing our promise to them. This is what makes us Canopy.**

OUR PURPOSE

# So you simply feel better going forward

Our purpose is our motivation. It focuses our efforts and defines why we're here: so you simply feel better going forward.

It means we do things our own way—simple, personal and positive. We focus on the details that make days a little brighter and we take away the rest. We're always looking for what's next and what works, and if there's a better way to do something, we'll do it, so we can all move forward together.



# The people we meet

Our guests come for many reasons, but they all enjoy uncomplicated comforts, thoughtful design and an energizing atmosphere. Research reveals four distinct mindsets that our various guests might have as they walk in our doors, and the better we can understand them, the better we can make their stay.

## Originals

Slightly younger, they value amenities outside their room. Looking for a unique, out-of-the-mainstream experience with style and atmosphere.

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## Room-Centrics

It's all about the room's comfort and functionality; additional hotel amenities are secondary. Less likely to upgrade—but they appreciate freebies.

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## Modern Business

They expect a well-designed contemporary hotel with services and amenities that support them in business and give them an edge.

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## Cultured Vacationers

Very active leisure travelers who appreciate high-end touches and easy access to local culture, art, museums and historical tourism.

OUR PROMISE

# A positive stay

Very simply, we offer our guests a *positive stay*, every time and in every sense. We give them just what they need and nothing they don't, removing all distractions so they leave feeling relaxed and refreshed. Our attitude and approach is always positive and we want our guests to feel the same.



## OUR TAGLINE

# Positively yours,

canopy™  
BY HILTON

Our tagline is a direct expression of our positive stay promise. Whereas “A positive stay” is an internal guide, “Positively yours” is how we communicate our promise externally.

The tagline primarily functions much like the closing of a letter, followed by the Canopy logo as a “signature.” It should almost always be locked up with the Canopy logo as fixed artwork. (See pages 30–35 for details on how to use the tagline.)

In body copy and voiceovers, the tagline may occasionally be used as part of a longer statement, most commonly “For a stay that’s positively yours.” It is still intended as a closing and should never be used as a headline or standalone statement.





OUR PILLARS

# Defining our positive stay

Our positive stay promise is what unites us. Our pillars show us how to support, protect and activate that promise. Everything we say, everything we do and everything we offer is a direct expression of our three pillars.

## Simply enabling

Our staff is always friendly and facilitating, we let the guests tell us what they need, and we don't charge for extras.

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## Thoughtfully local

Every Canopy is designed with neighborhood character, we invite the city in, and we're expert guides to the area.

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## Surprisingly comfortable

We provide an energetic environment, a room that's just right, and refreshing choices instead of more choices.

OUR EXPERIENCE

# Delivering a positive stay

When it comes to actually bringing our positive stay promise to life at the property level, we focus on always delivering the five key features that together create a positive and consistent Canopy experience for all of our guests.

## Energizing comfort

We place a high value on providing a welcoming and relaxing experience that leaves guests feeling revived.

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## More included value

We remove the need for making decisions by providing a more inclusive experience with very high-quality offerings.

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## Surprising extras

We provide moments of joy and delight to generate the goodwill that brings guests back, time and time again.

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## The just-right room

The guest room is thoughtfully designed for easy, intuitive comfort, with a place for everything.

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## Local know-how

We provide guests an authentically local experience with our connection to the art, culture and design of the neighborhood.

## SUMMARY

### OUR PURPOSE

*Why do we exist?*

So you simply feel better going forward

### OUR GUESTS

*Who do we target?*

- Originals
- Room-Centrics
- Modern Business
- Cultured Vacationers

### OUR PROMISE

*What is the essence of our promise to our target?*

A positive stay

### OUR PILLARS

*How do we support and protect our promise?*

- Simply enabling
- Thoughtfully local
- Surprisingly comfortable

### OUR EXPERIENCE

*How do we activate our promise?*

- Energizing comfort
- More included value
- Surprising extras
- The just-right room
- Local know-how



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# Brand Logos

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**Our wordmark and logos are the foundation of our visual brand identity. They are the primary visual representation of our brand, so they should always be used with great respect and attention to detail.**

**THE CANOPY LOGO**

The Canopy letterforms create a cohesive progression from left to right, symbolizing the transformational quality of the guest experience. The geometric “c” and “a” set the standard with a premium modern timelessness. The hand-drawn “o” and “p” speak to the thoughtful amenities and our personalized service that help guests to recharge during their stay. The “y” gives the wordmark an energetic “send-off”.



## THE CANOPY LOGO SUITE

### THE PRIMARY LOGO

Our Primary Logo is simply the Canopy wordmark. It should be used on all materials seen on-property at Canopy hotels. The Primary Logo can also be used on large building signage, such as on a tower or portico.

### THE PARENT LOGO

This Parent Logo incorporates the Hilton name. It should be used on all company and corporate materials distributed and seen off-property. This includes but is not limited to corporate communications and portfolio marketing materials, such as sales collateral and promotional advertising. The Parent Logo should never be used on materials meant to be seen on any Canopy property.

### THE NEIGHBORHOOD LOGO

This neighborhood version of the logo incorporates the city and neighborhood into the name. It should be used on smaller building signage on-property, as well as property-specific materials that might be used and seen off-property, including business cards, postcards and property ads.

*NOTE: All logos are fixed artwork, and all must include the TM symbol. Use only approved digital files and never attempt to recreate, alter, obscure or crop logos in any way. The Brand Marketing team must approve any new usage before it goes live.*

### THE PRIMARY LOGO

The primary logo consists of the word "canopy" in a lowercase, orange, cursive script font. A small "TM" trademark symbol is positioned at the top right of the letter "y".

### THE PARENT LOGO

The parent logo features the word "canopy" in the same orange cursive script as the primary logo, with a "TM" symbol. Below it, the words "BY HILTON" are written in a smaller, orange, uppercase, sans-serif font.

### THE NEIGHBORHOOD LOGO

The neighborhood logo includes the word "canopy" in the orange cursive script with a "TM" symbol. Below it, the text "PORTLAND | PEARL DISTRICT" is written in an orange, uppercase, sans-serif font.

## THE PRIMARY LOGO

The Canopy Primary Logo is simply the Canopy wordmark. The logo includes a trademark symbol <sup>TM</sup> placed to the upper right of the wordmark, as shown below.

*NOTE: All logos are fixed artwork, and all must include the TM symbol. Use only approved digital files and never attempt to recreate, alter, obscure or crop logos in any way. The Brand Marketing team must approve any new usage before it goes live.*

### PRIMARY LOGO



## COMPONENTS

### CANOPY WORDMARK



### TRADEMARK SYMBOL

<sup>TM</sup>  
NEUTRAFACE 2 DISPLAY BOLD

## THE PARENT LOGO

The Canopy Parent Logo is made up of two elements: the Canopy custom wordmark, and a “By Hilton” descriptor that always appears below the wordmark. The distance between the baseline of the Canopy wordmark and the descriptor equals 1.5x the height of the descriptor text.

The Parent Logo includes a trademark symbol <sup>TM</sup> placed to the upper right of the wordmark, as shown below.

*NOTE: All logos are fixed artwork, and all must include the TM symbol. Use only approved digital files and never attempt to recreate, alter, obscure or crop logos in any way. The Brand Marketing team must approve any new usage before it goes live.*

## PARENT LOGO



## COMPONENTS

### CANOPY WORDMARK



### BY HILTON DESCRIPTOR

BY HILTON  
NEUTRAFACE 2  
DISPLAY BOLD

### TRADEMARK SYMBOL

TM  
NEUTRAFACE 2 DISPLAY BOLD

## SPACING OF COMPONENTS



### Sizing key

x= BY HILTON



## THE PARENT LOGO SIZE VARIATIONS

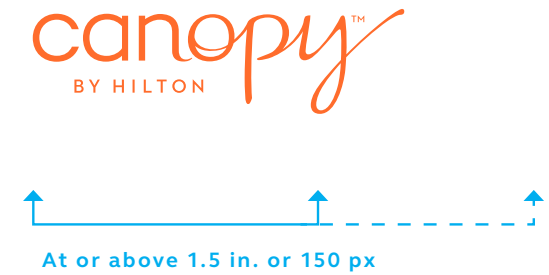
The Parent Logo is available in a standard size and a mini size. Always use the standard size unless you are showing the logo at less than 1.5 inches or 150 pixels wide. (The mini size uses heavier type for the “By Hilton” descriptor to increase legibility at smaller sizes.) To the right, there are two examples of correct usage for the standard-size logo and three examples for the mini-size logo.

### STANDARD SIZE

EXAMPLE A

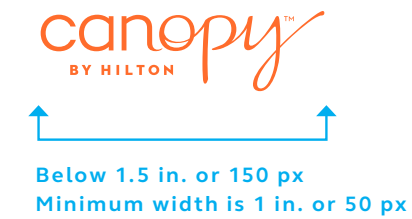


EXAMPLE B

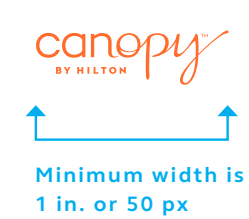


### MINI SIZE

EXAMPLE A  
MAXIMUM USAGE



EXAMPLE B  
MINIMUM USAGE



EXAMPLE C  
UNACCEPTABLE USAGE



## THE NEIGHBORHOOD LOGO

The standard Neighborhood Logo shows the city name and the neighborhood, side by side and separated by a divider pipe, below the Canopy wordmark. The standard Neighborhood Logo should appear on building signage as well as on property-specific materials meant to be seen or taken off-property, including business cards, postcards, stationery and property ads.

A horizontal version of the Neighborhood Logo is available for restricted digital use where vertical space is strictly limited, such as in email signatures and banner ads. The city name and neighborhood name are stacked to the right of the wordmark, and they should always appear together, never separately.

Both versions of the Neighborhood Logo include a trademark symbol <sup>TM</sup> placed to the upper right of the wordmark, as shown below.

*NOTE: All logos are fixed artwork, and all must include the TM symbol. Use only approved digital files and never attempt to recreate, alter, obscure or crop logos in any way. The Brand Marketing team must approve any new usage before it goes live.*

### STANDARD LOGO



### HORIZONTAL LOGO



*Please note: The horizontal neighborhood logo may only be used as outlined on this page.*

## THE NEIGHBORHOOD LOGO

In the standard Neighborhood Logo, the distance between the descriptor and the bottom of the “y” in the Canopy wordmark equals 1.5x the height of the location text. In the horizontal version of the Neighborhood Logo, the distance between the stack and the tail of the “y” in the wordmark equals the height of the city text.

### COMPONENTS

#### CANOPY WORDMARK



#### DESCRIPTOR

**CITY NAME**  
**NEUTRAFACE 2**  
**DISPLAY TITLING**

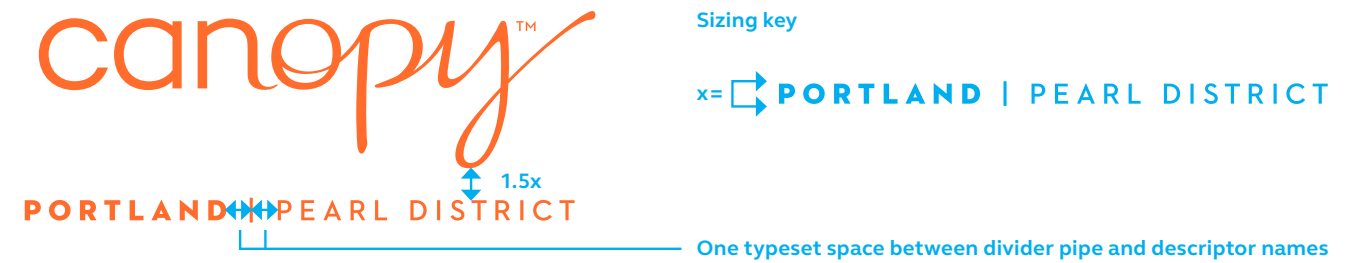
**NEIGHBORHOOD NAME**  
**& DIVIDER PIPE**  
**NEUTRAFACE 2**  
**DISPLAY BOLD**

#### TRADEMARK SYMBOL

™  
NEUTRAFACE 2 DISPLAY BOLD

### SPACING OF COMPONENTS

#### STANDARD LOGO

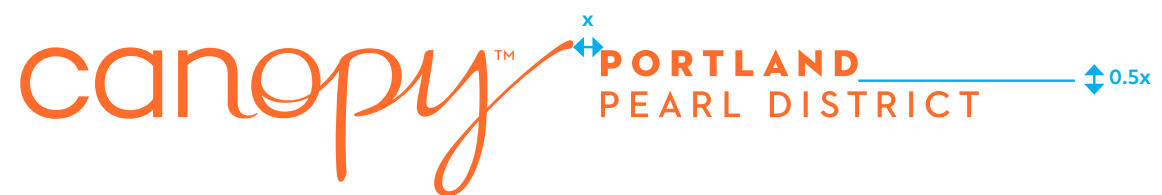


Sizing key  
x= □ PORTLAND | PEARL DISTRICT

1.5x

One typeset space between divider pipe and descriptor names

#### HORIZONTAL LOGO



x

0.5x

#### Sizing key

x= □ PORTLAND

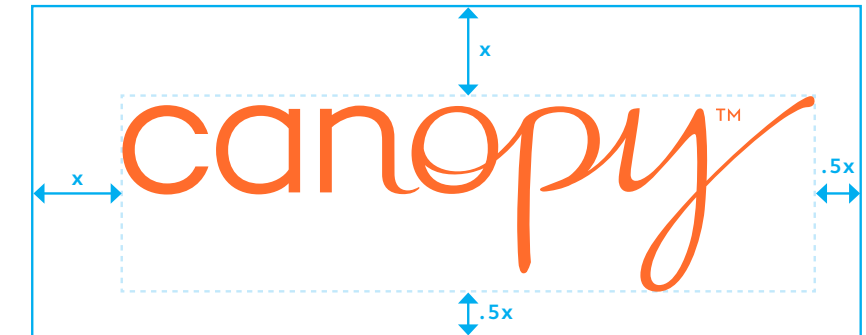
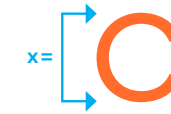
## CLEAR SPACE REQUIREMENTS

Clear space is the area surrounding the logo that must be kept free of all text and graphic elements to ensure the logo stands out in any environment. The minimum clear space is defined relative to the height of the “C” in the wordmark, as illustrated. The result is that the logo is optically centered within the clear space.

The digital logo files provide built-in clear space, so the master artwork will provide the appropriate clear space at any size.

### THE PRIMARY LOGO

Sizing key



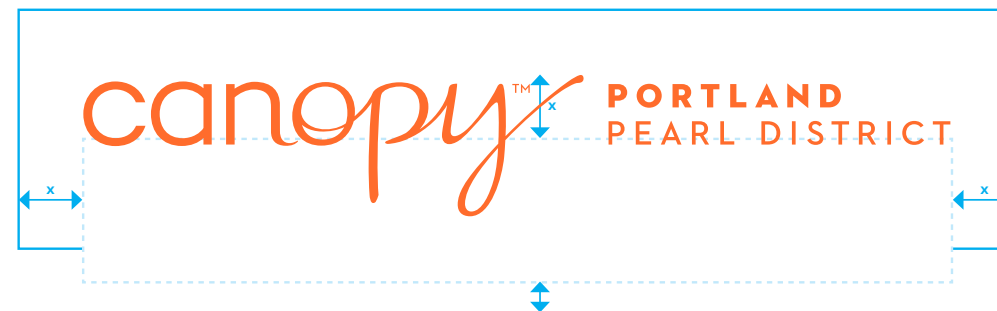
### THE PARENT LOGO

Sizing key



### THE HORIZONTAL NEIGHBORHOOD LOGO (RESTRICTED USE ONLY)

Sizing key



### THE STANDARD NEIGHBORHOOD LOGO

Sizing key



## COLOR SPECIFICATIONS

Each Canopy logo variation is available in three fixed colors only: orange, white and black. Orange is the primary version and should be used whenever possible. White is the secondary version and should be used on colored backgrounds where the orange version would not be clearly visible. Black is the tertiary version and should be used when color printing is not possible.

Use only the approved digital files, and do not alter the or attempt to recreate the logo colors. More details on how and when to use the different color versions are explained on the following pages.

The primary logo consists of the word "canopy" in a lowercase, orange, cursive script font. A small "TM" trademark symbol is positioned at the top right of the letter "y".

### PRIMARY ORANGE LOGO

PANTONE 165 C / ORANGE 021 U

C 0 / M 78 / Y 100 / K 0

R 254 / G 80 / B 0

HEX FE5000



### SECONDARY WHITE LOGO

C 0 / M 0 / Y 0 / K 0

R 255 / G 255 / B 255

HEX FFFFFFFF

The tertiary logo shows the word "canopy" in a lowercase, black, cursive script font. A small "TM" trademark symbol is placed at the top right of the letter "y".

### TERTIARY BLACK LOGO

PANTONE PROCESS BLACK

C 60 / M 40 / Y 40 / K 100

R 0 / G 0 / B 0

HEX 000000

## ACCEPTABLE USAGE

These are examples of correct usage of the Canopy logo. The examples shown apply to all logos in the Canopy logo suite. If you are unsure about a particular logo usage, please contact Brand Marketing.

### ORANGE LOGO



ORANGE LOGO ON WHITE BACKGROUND



ORANGE LOGO ON LINEN TEXTURE BACKGROUND



ORANGE LOGO ALONGSIDE GRAY FLORAL PATTERN



ORANGE LOGO ON SIMPLE, LIGHT PHOTOGRAPHIC BACKGROUND

### WHITE LOGO



WHITE LOGO ON ORANGE BACKGROUND



WHITE LOGO ALONGSIDE ORANGE FLORAL PATTERN



WHITE LOGO ON SIMPLE, DARK PHOTOGRAPHIC BACKGROUND

### BLACK LOGO



BLACK LOGO ON WHITE BACKGROUND



BLACK LOGO ON KRAFT PAPER MATERIALS

**UNACCEPTABLE USAGE**

These are some examples of incorrect usage of the Canopy logo. The examples shown apply to all logos in the Canopy logo suite. If you are unsure about a particular logo usage, please contact Brand Marketing.



**DO NOT ROTATE**



**DO NOT DISTORT**



**DO NOT ALTER PLACEMENT OF ELEMENTS**



**DO NOT ALTER SCALING OF ELEMENTS SEPARATELY**



**DO NOT USE AN UNAPPROVED COLOR**



**DO NOT USE MULTIPLE COLORS (SINGLE COLOR ONLY)**



**DO NOT ALTER FONTS OR ATTEMPT TO RECREATE WORDMARK**



**DO NOT CROP ANY PART OF THE LOGO**



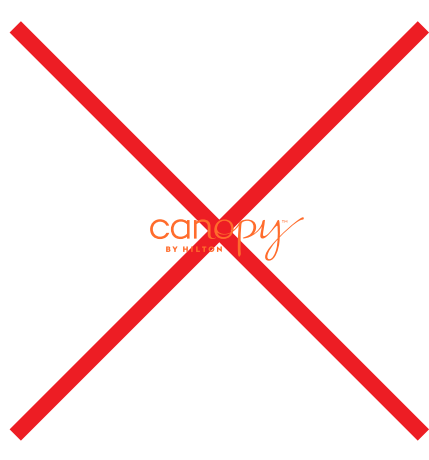
**DO NOT USE BLACK LOGOS WHEN COLOR IS AVAILABLE**



**DO NOT USE WHITE LOGOS ON LIGHT-COLORED BACKGROUNDS**



**DO NOT USE LOGOS WITH UNAPPROVED COLORS**



**DO NOT USE LOGO SMALLER THAN 1"**



**DO NOT USE LOGOS OVER THE "C" PATTERN**



**DO NOT USE LOGOS OVER THE FLORAL PATTERN**



**DO NOT USE LOGOS ON PHOTOGRAPHY WITHOUT ENOUGH CONTRAST**



**DO NOT USE LOGOS WITH BUSY PHOTOGRAPHY**

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# Brand Elements

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**Our Brand Elements are all the tools we need to bring the Canopy brand to life visually. No single element stands alone, but together they make us who we are.**



## COLOR PALETTE

### PRIMARY COLOR PALETTE

The Canopy primary color palette is bright, simple and modern, while also being unique within the category. White is the most prominent color across brand applications, providing a clean and neutral background; Orange supports as an accent color highlighting our vibrant personality; and Black is used sparingly, primarily for text.

### SECONDARY COLOR PALETTE

The secondary color palette is an extension of the primary palette, with each color restricted to a narrowly defined role: Dark Orange is used to create tone-on-tone patterns on Orange and for the active state of Orange buttons and links in digital applications; Dark Gray is used for body text; and Light Gray is used to create tone-on-tone patterns on White.

Secondary colors can also be used in charts and graphs as needed—see page 48 for examples.

### THE PRIMARY COLOR PALETTE

#### WHITE

C 0 / M 0 / Y 0 / K 0  
R 255 / G 255 / B 255  
HEX FFFFFFFF

#### ORANGE PANTONE 165 C ORANGE 021 U

C 0 / M 78 / Y 100 / K 0  
R 254 / G 80 / B 0  
HEX FE5000

#### BLACK PANTONE PROCESS BLACK

C 60 / M 40 / Y 40 / K 100  
R 0 / G 0 / B 0  
HEX 000000

### THE SECONDARY COLOR PALETTE

#### DARK ORANGE PANTONE 485

C 0 / M 95 / Y 100 / K 0  
R 218 / G 41 / B 28  
HEX DA291C

#### DARK GRAY P 179-11

C 0 / M 0 / Y 0 / K 73  
R 110 / G 110 / B 110  
HEX 6E6E6E

#### LIGHT GRAY P 179-2

C 0 / M 0 / Y 0 / K 11  
R 230 / G 230 / B 230  
HEX E6E6E6

## TYPOGRAPHY

We use a combination of two fonts in Canopy typography: FS Elliot Pro and Domaine Display. Domaine Display is for headlines only. Use FS Elliot Pro for all subheads and body copy. A family of styles and weights is available for both fonts (e.g., bold, italic, etc.), to be used only as outlined on the following pages.

### EXCEPTIONS FOR DIGITAL APPLICATIONS

The web font versions of Domaine Display and FS Elliot Pro should be used whenever possible on websites, emails and PowerPoint presentations. If web fonts are not available, alternative “web-safe” fonts may be used. In these limited cases it is acceptable to replace Domaine Display with Georgia Bold and FS Elliot Pro with Verdana.

### DOMAINE DISPLAY

**AaBbCc**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

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### FS ELLIOT PRO

**AaBbCc**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## SAMPLE TEXT LAYOUT

The sample text layout on the right gives some guidelines as to how the Canopy brand fonts should be used. If you are unsure about a particular usage of a font, please contact Brand Marketing.

### INTRODUCTION

# Welcome to Canopy

Vestibulum mollis mauris enim. Morbi euismod magna ac lorem rutrum elementum. Donec.

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent.

Praesent eget neque eu eros interdum malesuada non vel leo. Sed fringilla porta ligula egestas tincidunt. Nullam risus magna, ornare vitae varius eget, scelerisque a libero. Morbi eu porttitor ipsum. Nullam lorem nisi, posuere quis volutpat eget, luctus nec massa. Pellentesque aliquam lacinia tellus sit amet bibendum.

- Vivamus rutrum nunc non neque consectetur quis placerat
- Morbi malesuada nulla nec purus convallis consequat, vivamus id mollis quam
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, nullam in
- Suspendisse dictum feugiat nisl
- In condimentum facilisis porta, sed

### EYEBROWS/CAPTIONS/CALLOUTS

- FS Elliot Pro Heavy
- All caps
- Point size should be small; no larger than 12 pt.
- Set tracking to 400 pt.
- Leading should be 3 pt. more than font size

### HEADLINES

- Domaine Display Extrabold
- No end punctuation except for questions or if necessary for clarity
- Point size should be large; no smaller than 36 pt.
- Set tracking to 0 pt.
- Leading should be tight, but descenders and ascenders must not touch

### SUBHEADS

- FS Elliot Pro Bold
- Sentence case
- Point size should be 14–16 pt.
- Set tracking to 25 pt.
- Leading should be 3 pt. more than font size

### BODY COPY

- FS Elliot Pro Regular; Italic when needed
- Sentence case
- Point size should be 9–12 pt.
- Set tracking to 0 pt.
- Leading should be 4 pt. more than font size

### BULLETED LISTS

- FS Elliot Pro Regular; Italic when needed
- Sentence case
- Point size should be 9–12 pt.
- Set tracking to 0 pt.
- Leading should be 4 pt. more than font size
- Bullet style: use standard bullets
- No punctuation at end of each line

## GRAPHIC ELEMENTS: DIVIDERS

Certain simple graphic elements can also play a role in text-heavy brand documents, as demonstrated in this example.

# Welcome to Canopy

## Vestibulum mollis mauris enim. Morbi euismod magna ac lorem rutrum elementum. Donec.

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent.

### Simply enabling

Our staff is always friendly and facilitating, we let the guests tell us what they need, and we don't charge for extras.

### Thoughtfully local

Every Canopy is designed with local character, we invite the city in, and we're expert guides to the area.

### Surprisingly comfortable

We provide an energetic environment, a room that's just right, and refreshing choices instead of more choices.

#### EN-DASH DIVIDER

- Set below the header, in the same font and pt. size as the header
- Domaine Display Bold or Extrabold may be used
- Leading should be consistent with header leading
- En-dash dividers can be orange or black
- En-dash dividers can be used to separate headlines from subheads
- The spacing above and below the en-dash divider should be consistent

#### RULE DIVIDER

- Rule dividers should be 1 pt–3 pt line weight
- Rule dividers can be orange or black
- Rule dividers can be used to separate sections of body copy or copy items in a list
- The spacing above and below the rule divider should be consistent

## CANOPY IN TEXT

The name Canopy should always be capitalized when it appears in text, and when using “Canopy by Hilton,” always capitalize “Hilton” as well. City and neighborhood names should also be capitalized when referring to a specific property, with the city name and neighborhood name separated by a vertical pipe as demonstrated below. The TM symbol does not need to be used in text. Never use any Canopy logo or a portion of any Canopy logo in text.

*NOTE: In specific case where a vertical pipe cannot be used for technical reasons, it is permissible to use a hyphen to separate the city name and neighborhood.*

### USING CANOPY IN TEXT

Nulla facilisi, **Canopy** aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed molestie augue sit amet leo consequat posuere. Canopy ante ipsum primis in

Nulla facilisi, **Canopy** aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Sed molestie augue sit amet leo consequat posuere. Ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia

### USING CANOPY PARENT IN TEXT

Donec viverra auctor lobortis. Pellentesque eu est a nulla placerat **Canopy by Hilton** morbi a enim in magna semper bibendum. Etiam scelerisque, nunc ac egestas consequat, odio nibh euismod nulla, eget auctor orci nibh vel nisi. Aliquam erat volutpat. Mauris vel neque sit amet nunc gravida congue sed sit amet purus. Canopy by Hilton quam, egestas

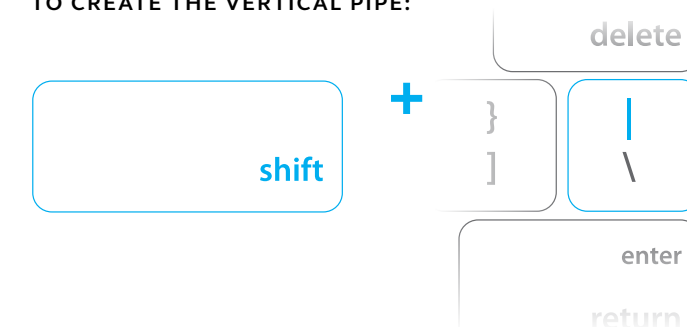
Donec viverra auctor lobortis. Pellentesque eu est a nulla placerat **Canopy by Hilton** morbi a enim in magna semper bibendum. Etiam scelerisque, nunc ac egestas consequat, odio nibh euismod nulla, eget auctor orci nibh vel nisi. Aliquam erat volutpat. Mauris vel neque sit amet nunc gravida congue sed sit amet purus. uam, egestas ac tincidunt a, lacinia vel velit. Aenean facilisis nulla vitae urna tincidunt

### USING CANOPY NEIGHBORHOOD IN TEXT

**Canopy London | Trafalgar Square** donec semper quam scelerisque tortor dictum gravida. In hac habitasse platea dictumst. Nam pulvinar, odio sed rhoncus suscipit, sem purus metus eu velit. Proin metus odio, aliquam eget molestie nec, gravida ut sapien. Phasellus quis est sed turpis sollicitudin eu fringilla porta ligula egestas tincidunt.

**Canopy London | Trafalgar Square** donec semper quam scelerisque tortor dictum gravida. In hac habitasse platea dictumst. Nam pulvinar, odio sed rhoncus suscipit, sem purus metus eu velit. Proin metus odio, aliquam eget molestie nec, gravida ut sapien. Phasellus quis est sed turpis sollicitudin venenatis sed eu odio. Praesent eget neque eu eros interdum malesuada non vel leo. Sed fringilla porta

TO CREATE THE VERTICAL PIPE:



## TAGLINE LOCKUPS

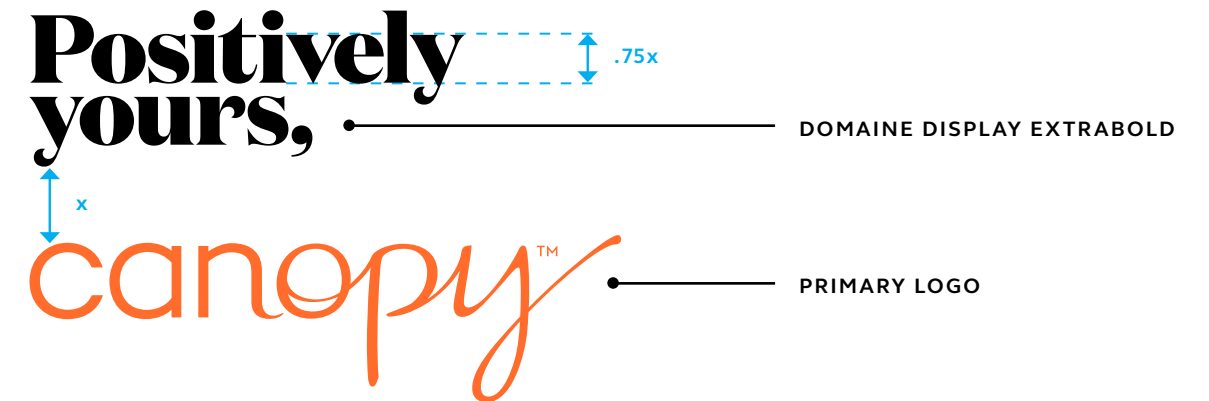
Our tagline, “Positively yours,” should almost always appear locked up with a Canopy logo. (For exceptions see page 33.) The lockups are fixed digital artwork that combine either the primary or parent logo with the tagline set in our Domaine Display font. The relative size of the logo and tagline, along with the spacing between the two, is defined by height of the “C” in the logo.

Tagline lockups should be placed at the lower portion or logical conclusion of a given application to function as a sign-off. They should not appear on the same page, frame or layout as a standalone Canopy logo.

*NOTE: Use only approved digital files and never attempt to recreate, alter, obscure or crop tagline lockups in any way. The Brand Marketing team must approve any new usage before it goes live.*

### TAGLINE + PRIMARY LOGO

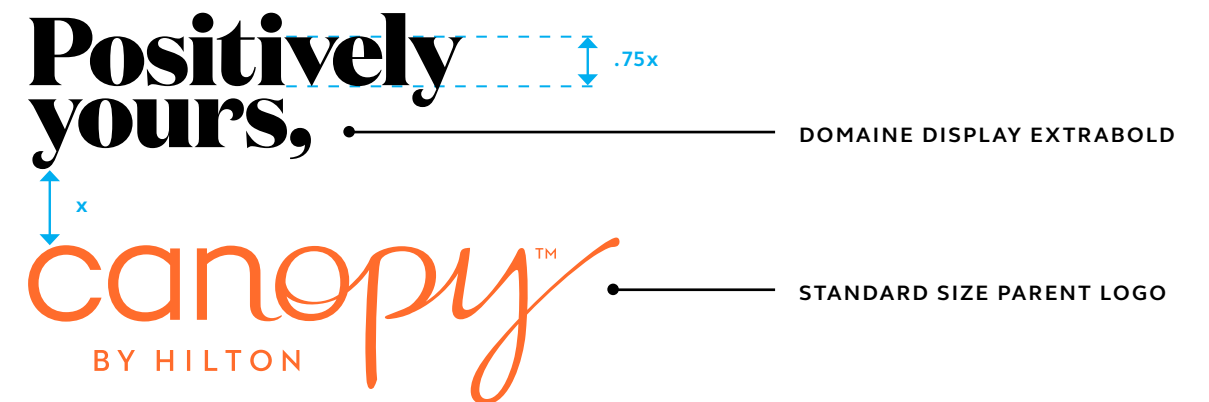
Sizing key



### TAGLINE + PARENT LOGO

STANDARD SIZE

Sizing key



## TAGLINE LOCKUP FORMATS

### TAGLINE + PRIMARY LOGO

The tagline–primary logo lockup may be used on any materials seen on-property at Canopy hotels.

### TAGLINE + PARENT LOGO

The tagline–parent logo lockup may be used on any company and corporate materials distributed and seen off-property. This includes but is not limited to corporate communications and portfolio marketing materials, such as sales collateral and promotional advertising. The tagline–parent logo lockup should never be used on materials meant to be seen on any Canopy property.

The tagline–parent logo lockup comes in two size variations: standard and mini. Use the mini size only when placing the lockup at less than 1.5 inches or 150 pixels wide.

*NOTE: Use only approved digital files and never attempt to recreate, alter, obscure or crop tagline lockups in any way. The Brand Marketing team must approve any new usage before it goes live.*

### TAGLINE + PRIMARY LOGO

STANDARD SIZE



### TAGLINE + PARENT LOGO

STANDARD SIZE



### TAGLINE + PARENT LOGO

MINI SIZE



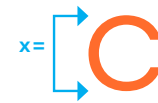
## TAGLINE LOCKUP CLEAR SPACE

Clear space is the area surrounding the tagline lockups that must be kept free of all text and graphic elements to ensure the lockups stand out in any environment. The minimum clear space is defined relative to the height of the “C” in the logo wordmark, as illustrated. The result is that the lockup is optically centered within the clear space. The clear space requirements apply to all formats and sizes of the tagline lockups.

The digital tagline lockup files provide built-in clear space, so the master artwork will provide the appropriate clear space at any size.

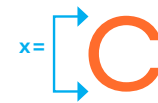
### TAGLINE + PRIMARY LOGO

Sizing key



### TAGLINE + PARENT LOGO STANDARD SIZE

Sizing key





## TAGLINE SPECIAL USE: ENTHUSIAST SIGNATURE


For certain applications where employees (“enthusiasts”) are meant to identify themselves, including name tags and maintenance cards, the tagline can be used alone and positioned to allow room for a handwritten signature. The tagline should never appear without either the Canopy logo or an enthusiast’s signature.

### TAGLINE + ENTHUSIAST SIGNATURE

**Positively  
yours,**  
*Lindsay*

### TAGLINE + ENTHUSIAST SIGNATURE CLEAR SPACE

Sizing key

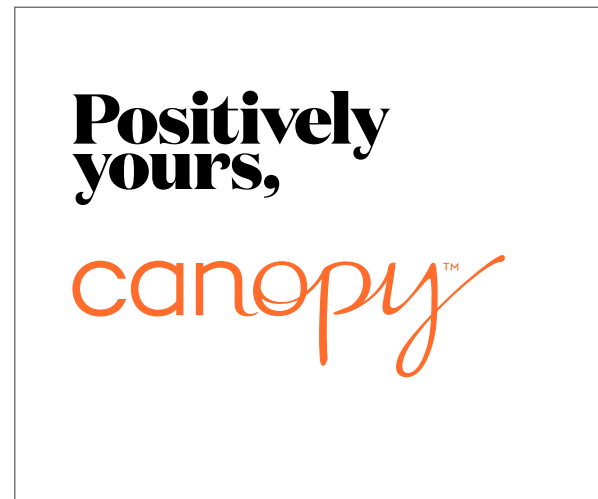
x= 



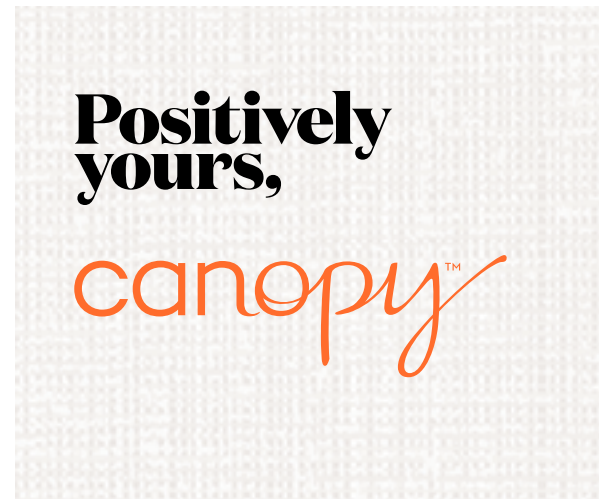
DIGITAL TAGLINE FILES PROVIDE  
BUILT-IN CLEAR SPACE AND  
SPACE FOR SIGNATURE

## TAGLINE LOCKUP ACCEPTABLE USAGE

These are examples of correct usage of the tagline + logo lockups. The examples shown apply to all formats of the tagline + logo lockup. If you are unsure about a particular lockup usage, please contact Brand Marketing.



LOCKUP ON WHITE BACKGROUND



LOCKUP ON LINEN TEXTURE BACKGROUND



LOCKUP ALONGSIDE GRAY FLORAL PATTERN



LOCKUP ON SIMPLE, LIGHT PHOTOGRAPHIC BACKGROUND

**TAGLINE LOCKUP  
UNACCEPTABLE USAGE**

These are some examples of incorrect usage of the tagline + logo lockups. The examples shown apply to all formats of the tagline + logo lockup. If you are unsure about a particular lockup usage, please contact Brand Marketing.



DO NOT ROTATE



DO NOT DISTORT



DO NOT ALTER PLACEMENT  
OF ELEMENTS



DO NOT ALTER SCALING OF  
ELEMENTS SEPARATELY



DO NOT ALTER FONTS OR ATTEMPT  
TO RECREATE LOCKUPS



DO NOT CROP ANY PART  
OF THE LOGO



DO NOT USE UNAPPROVED  
COLORS



DO NOT CREATE ONE-COLOR  
VERSIONS



DO NOT USE ON ORANGE



DO NOT USE ON BLACK



DO NOT ALTER COLORS OR CREATE  
"REVERSED OUT" VERSIONS



DO NOT USE LOGO SMALLER  
THAN 1"



DO NOT USE ON THE "C"  
PATTERN



DO NOT USE ON THE FLORAL  
PATTERN



DO NOT USE ON DARK  
PHOTOGRAPHY



DO NOT USE ON BUSY  
PHOTOGRAPHY

## CANOPY PATTERNS

Our three Canopy patterns—the floral pattern, “C” pattern and linen texture—help provide flexibility, variation and visual interest when developing brand applications. They are meant to be subtle and textural, to complement the simplicity of the brand.

Our floral pattern reflects our fresh and positive spirit. It comes in two tone-on-tone versions, orange and gray.

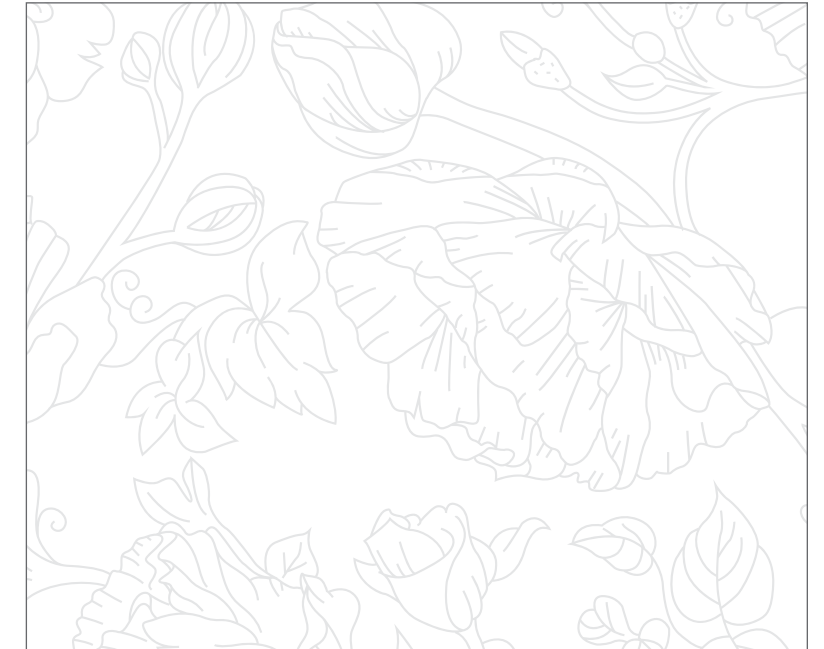
Our “C” pattern derives from the “C” in the Canopy logo. It is our proprietary repeating pattern, and just like the floral pattern, it appears in two tone-on-tone versions: orange and gray.

Our linen texture should be used as a background element to give certain applications a more natural feel. There is a detailed version available for use on print pieces, and a simpler version for digital use.

### ORANGE FLORAL PATTERN



### GRAY FLORAL PATTERN



### ORANGE “C” PATTERN



### GRAY “C” PATTERN



### LINEN TEXTURE (PRINT VERSION)



### LINEN TEXTURE (DIGITAL VERSION)



## FLORAL PATTERN SIZING

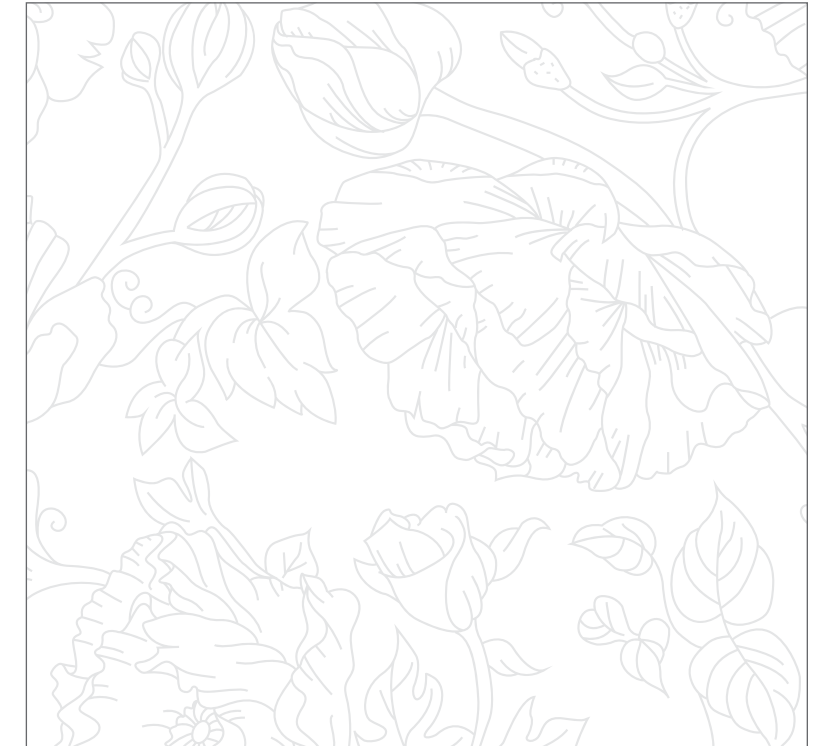
The floral pattern artwork is set at the optimal size. It may be scaled up and down from this 100% size for certain applications. Do not scale below 50%. As the pattern scales, the line weight will scale with it consistently.

Always use the master artwork of the Canopy floral pattern, and do not attempt to recreate it. The pattern must be used in its existing proportions, and it should never be altered, recolored, angled, stretched or distorted in any way.

**ORANGE FLORAL PATTERN AT 100%**



**GRAY FLORAL PATTERN AT 100%**

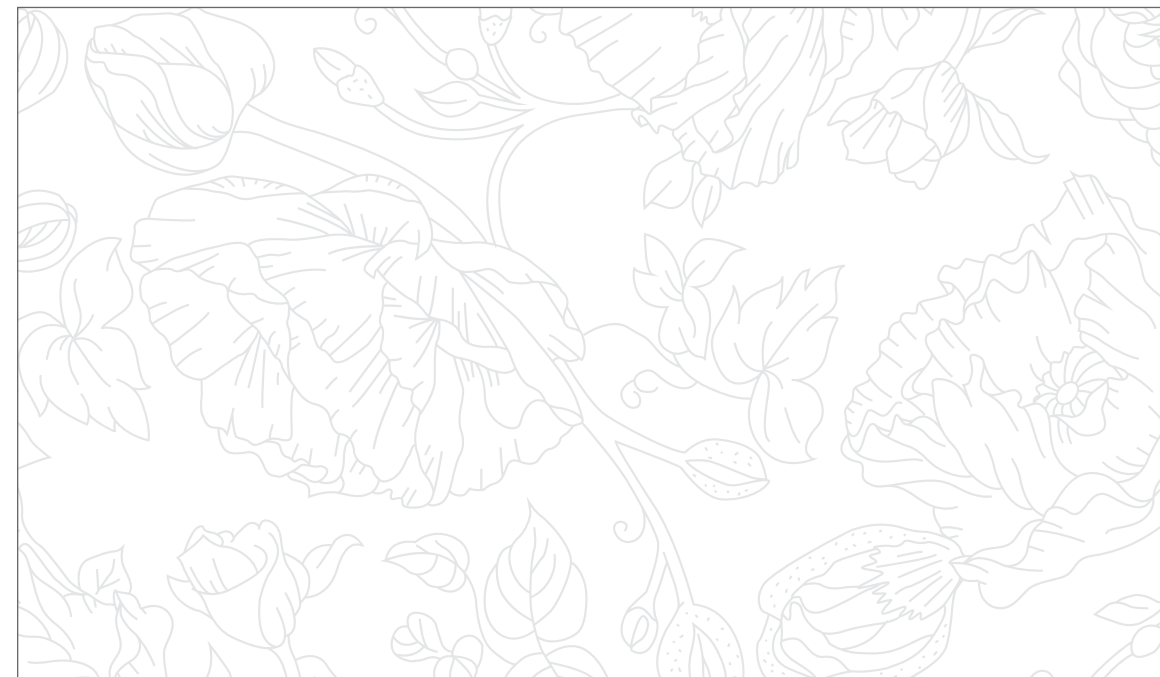


## FLORAL PATTERN USAGE

The floral pattern can be used alone or in combination with other brand elements to warm up any application with a hand-made feel. When used in combination with text, logos or other allowed elements, the pattern should not be used as a background and should never occupy more than 1/3 of the layout. Use only the color version that matches the background color of the layout, and never combine with other patterns. When used alone, it can flood the entire layout. If you are unsure about a particular proposed usage of the floral pattern, please contact Brand Marketing.



**WHEN USED WITH TEXT, LOGO OR OTHER ELEMENTS, THE FLORAL PATTERN SHOULD NOT COVER MORE THAN 1/3 OF THE PAGE**



**WHEN USED ALONE, THE FLORAL PATTERN MAY COVER AN ENTIRE PAGE**

## FLORAL PATTERN CROPPING

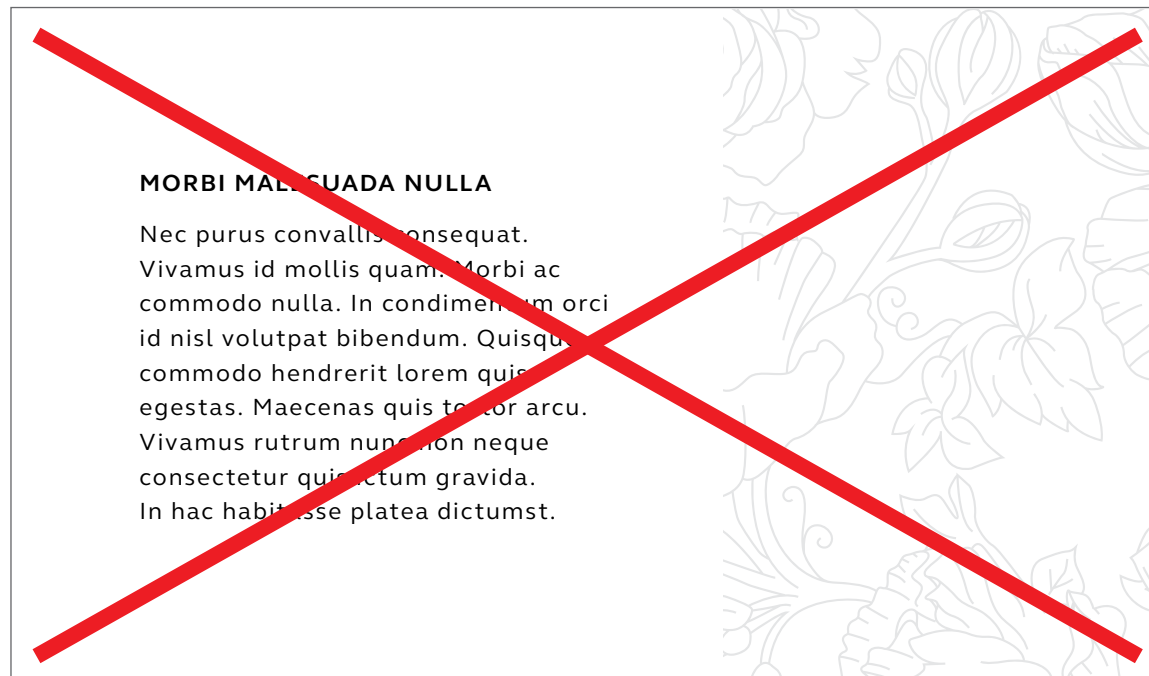
Special care should be taken when cropping the floral pattern. Always use full pattern elements. If the pattern is bleeding from multiple sides of a page, the edges that are bleeding can be cropped. However, any edges of the pattern that are not bleeding should not crop, as pictured on the right. In these cases, the pattern should always be anchored to the right side of the layout, with text on the left. The pattern should always extend to the edge of the layout or color field it is contained by.

## ACCEPTABLE USAGE

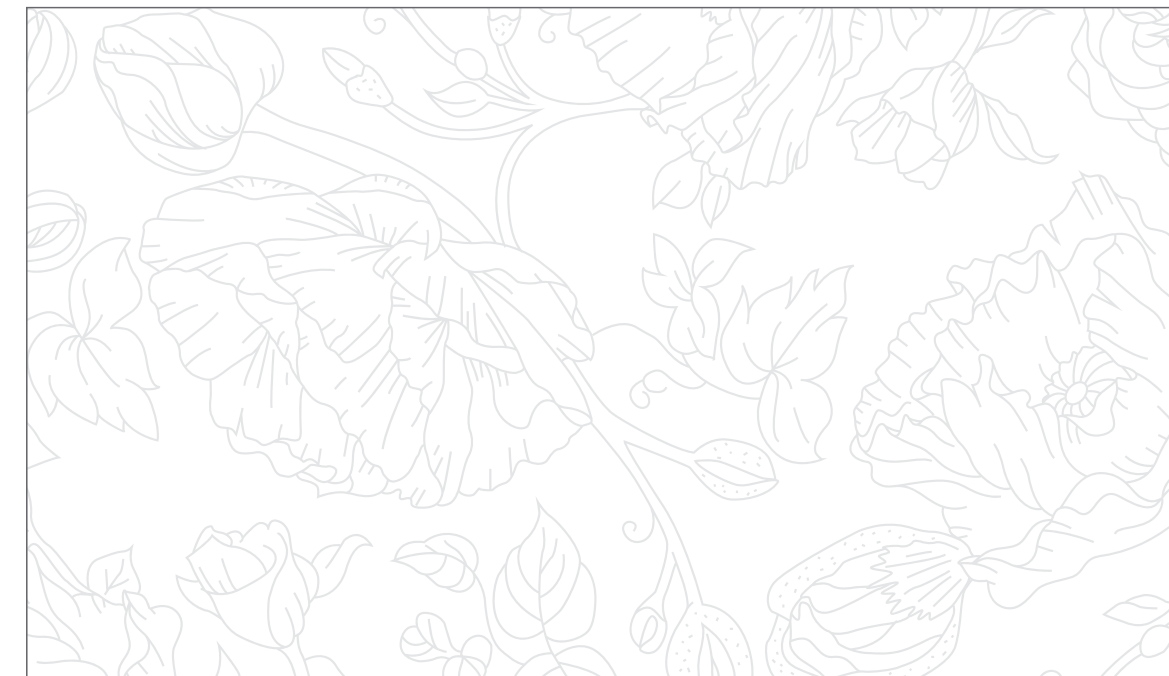


BLEED ON THREE SIDES; LEFT EDGE UNCROPPED

## UNACCEPTABLE USAGE



BLEED ON THREE SIDES; LEFT EDGE CROPPED



BLEED ON ALL SIDES

## FLORAL PATTERN UNACCEPTABLE USAGE

This page shows examples of incorrect usage of the Canopy floral pattern. The examples shown apply to all colors and sizes of the pattern. If you are unsure about a particular proposed usage of the pattern, please contact Brand Marketing.



DO NOT USE ANY COLOR ON WHITE EXCEPT LIGHT GRAY



DO NOT USE ANY COLOR ON ORANGE EXCEPT THE BRAND SECONDARY ORANGE



DO NOT USE LIGHT GRAY ON ANY BACKGROUND COLOR EXCEPT WHITE



DO NOT USE SECONDARY ORANGE ON ANY BACKGROUND COLOR EXCEPT ORANGE



DO NOT CREATE ANY NEW PATTERNS USING BRAND COLORS



DO NOT CREATE ANY NEW PATTERNS USING UNAPPROVED COLORS



DO NOT CREATE ANY NEW PATTERNS USING MULTIPLE COLORS



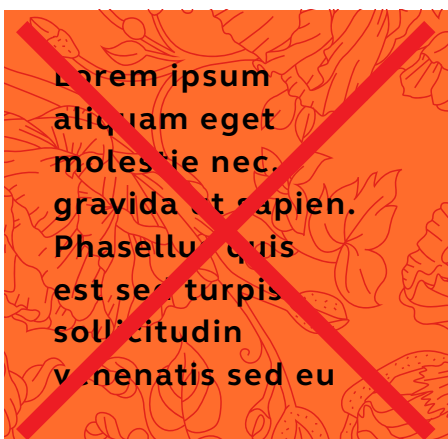
DO NOT DISTORT



DO NOT ROTATE



DO NOT PLACE LOGOS OVER PATTERNS



DO NOT PLACE TEXT OVER PATTERNS



DO NOT SCALE PATTERN TOO LARGE IN A SMALL SPACE



DO NOT SCALE PATTERNS BELOW 50%



DO NOT ALTER OR TAMPER WITH ELEMENTS WITHIN THE PATTERN



DO NOT ALTER PLACEMENT OF ELEMENTS



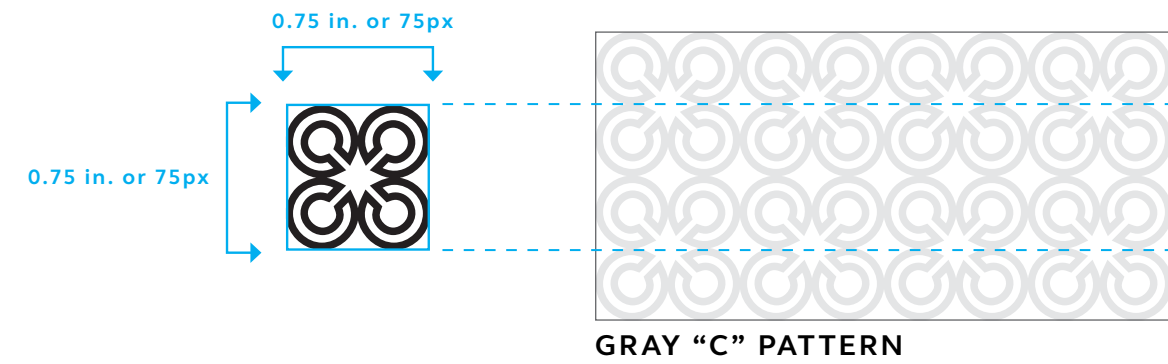
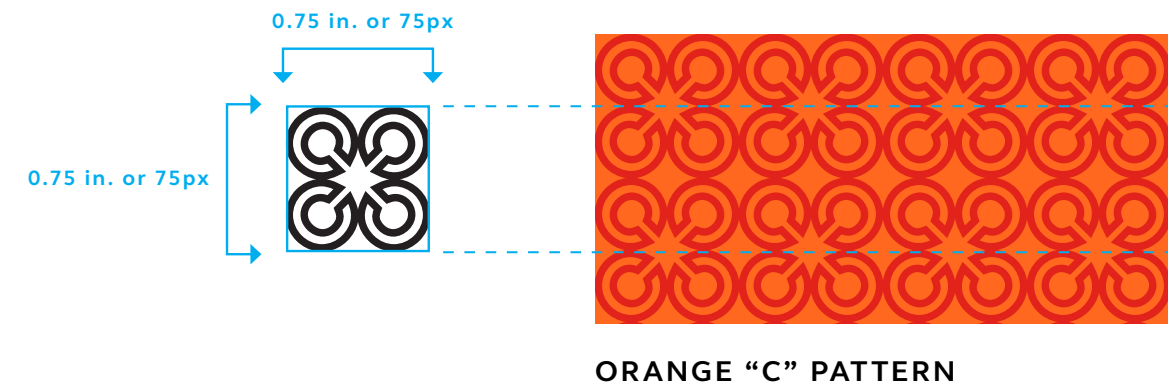
DO NOT PLACE PATTERNS OVER PHOTOGRAPHY



## “C” PATTERN USAGE

There is one size of the Canopy “C” pattern for both color versions: 0.75 inch or 75 pixels. The size refers to the width of one tile of the “C” pattern, as pictured on the right.

Always use the master artwork of the Canopy “C” pattern, and do not attempt to recreate it. The pattern must be used in its existing proportions in the size shown, and it should never be altered, recolored, angled, stretched or distorted in any way.



## “C” PATTERN USAGE

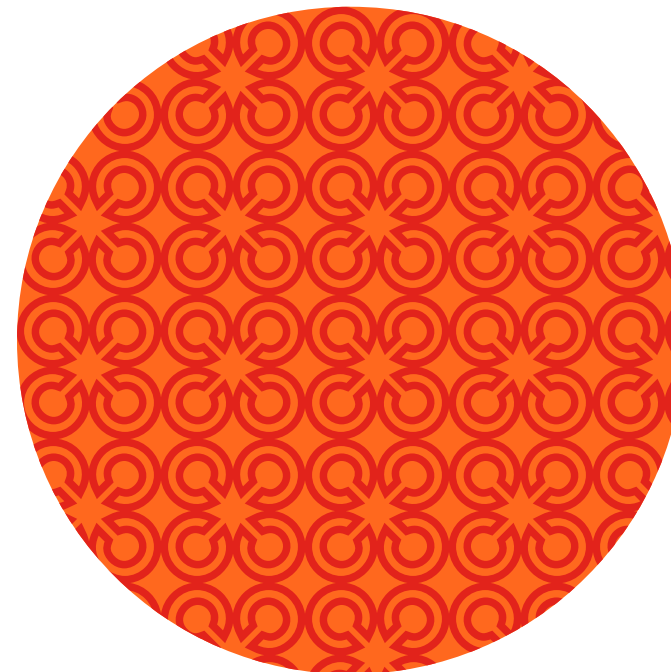
The Canopy “C” pattern can be used alone or in combination with other brand elements as a simple but memorable proprietary accent. When used with other allowed elements, the pattern should never cover more than 1/3 of the layout. Use only the color version that matches the background color of the layout and never combine with other patterns. When used alone, or with the Canopy logo only, it can flood an entire layout. If you are unsure about a particular proposed usage of the “C” pattern, please contact Brand Marketing.



### MORBI MALESUADA NULLA

Nec purus convallis consequat.  
Vivamus id mollis quam. Morbi ac  
commodo nulla. In condimentum orci  
id nisl volutpat bibendum. Quisque  
commodo hendrerit lorem quis  
egestas. Maecenas quis tortor arcu.  
Vivamus rutrum nunc non neque  
consectetur quis ictum gravida.

USED WITH TEXT OR OTHER ELEMENTS;  
DO NOT COVER MORE THAN 1/3 OF THE PAGE



USED ALONE; MAY COVER AN ENTIRE SURFACE

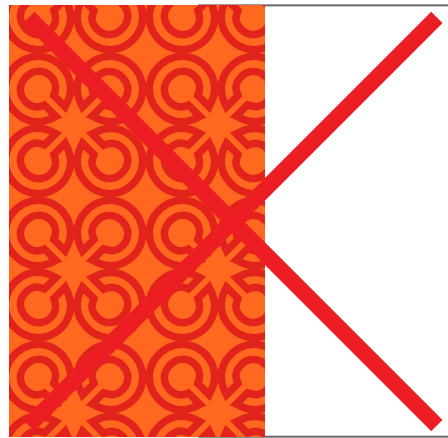
## “C” PATTERN CROPPING

Special care should be taken when cropping the “C” pattern. Always use full pattern elements in multiples. If the pattern is bleeding from multiple sides of a page, the edges that are bleeding can be cropped. However, any edges of the pattern that are not bleeding should crop at the edge of the “C” pattern, as pictured on the right. If the “C” pattern is being used full bleed, the pattern should be centered on the page so that it is cropped evenly on all sides. The pattern should always extend to the edge of the layout or color field it is contained by.

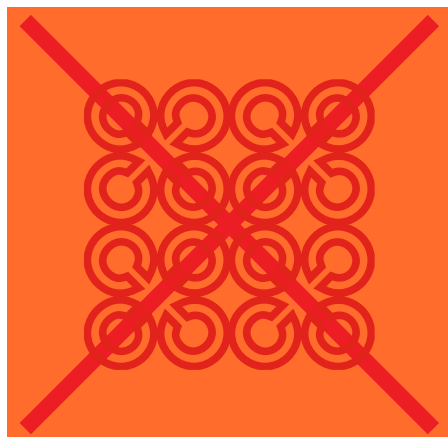
### UNACCEPTABLE USAGE



BLEED ON ALL SIDES; PATTERN NOT CENTERED



BLEED ON THREE SIDES; PATTERN NOT CENTERED AND CROPPED ON OPEN SPACE



NO BLEED; PATTERN NOT EXTENDED TO EDGE OF COLOR FIELD

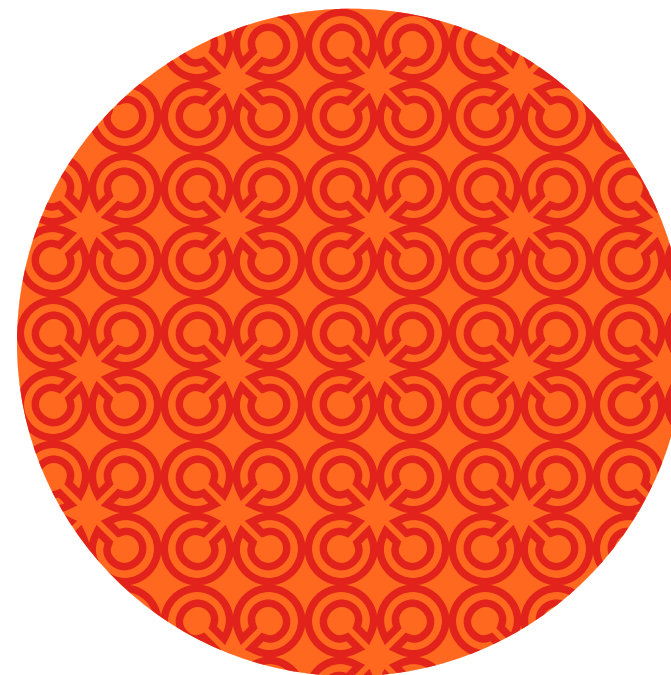
### ACCEPTABLE USAGE



#### MORBI MALESUADA NULLA

Nec purus convallis consequat.  
Vivamus id mollis quam. Morbi ac  
commodo nulla. In condimentum orci  
id nisl volutpat bibendum. Quisque  
commodo hendrerit lorem quis  
egestas. Maecenas quis tortor arcu.  
Vivamus rutrum nunc non neque  
consectetur quis ictum gravida.

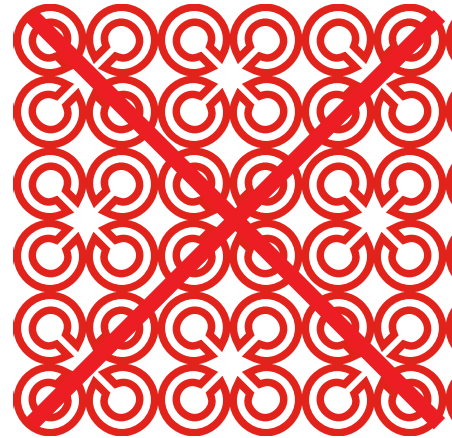
BLEED ON THREE SIDES; PATTERN CENTERED, RIGHT EDGE UNCROPPED



BLEED ON ALL SIDES; PATTERN CENTERED

**“C” PATTERN UNACCEPTABLE USAGE**

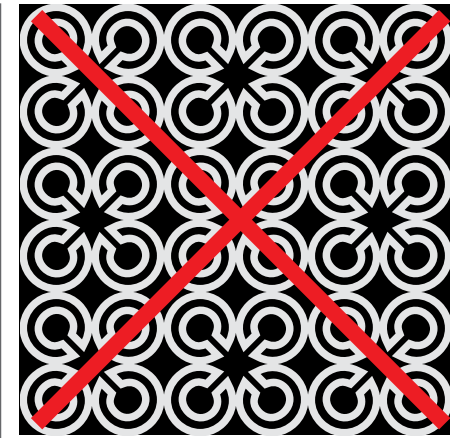
In addition to the cropping rules laid out on the previous page, this page shows examples of incorrect usage of the Canopy “C” pattern. The examples shown apply to all colors and sizes of the pattern. If you are at all unsure about a particular proposed usage of the pattern, please contact Brand Marketing.



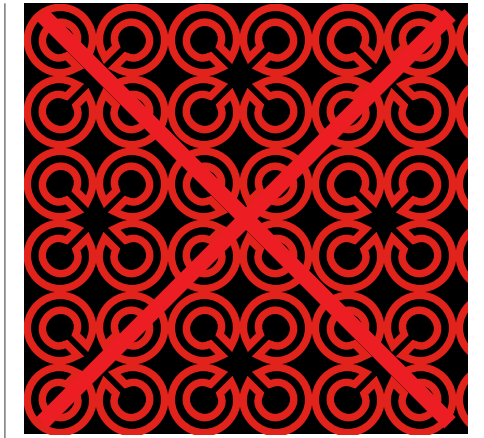
DO NOT USE ANY COLOR ON WHITE EXCEPT LIGHT GRAY



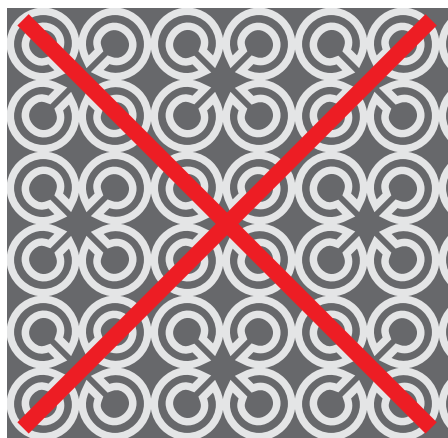
DO NOT USE ANY COLOR ON ORANGE EXCEPT THE BRAND SECONDARY ORANGE



DO NOT USE LIGHT GRAY ON ANY BACKGROUND COLOR EXCEPT WHITE



DO NOT USE SECONDARY ORANGE ON ANY BACKGROUND COLOR EXCEPT ORANGE



DO NOT CREATE ANY NEW PATTERNS USING BRAND COLORS



DO NOT CREATE ANY NEW PATTERNS USING UNAPPROVED COLORS



DO NOT CREATE ANY NEW PATTERNS USING MULTIPLE COLORS



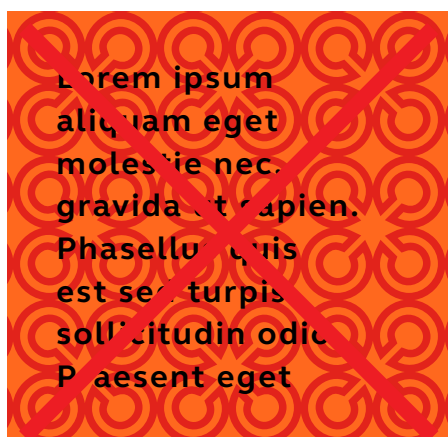
DO NOT DISTORT



DO NOT ROTATE



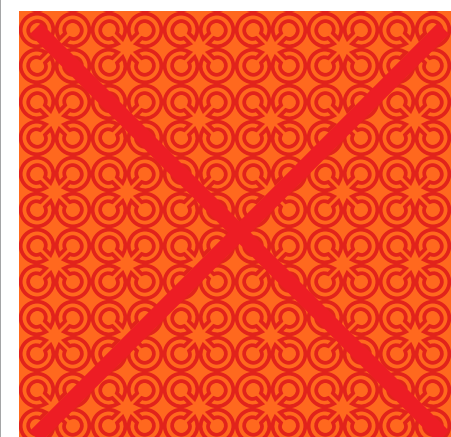
DO NOT PLACE LOGOS OVER PATTERNS



DO NOT PLACE TEXT OVER PATTERNS



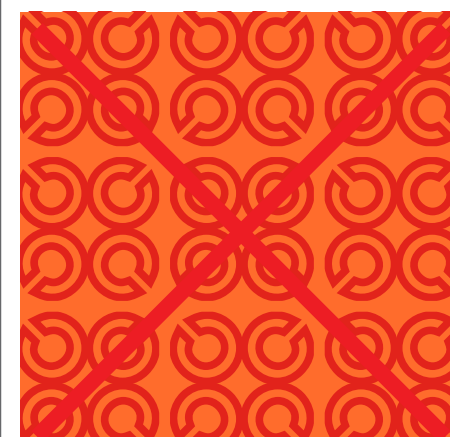
DO NOT SCALE PATTERNS UP TO MAKE LARGER



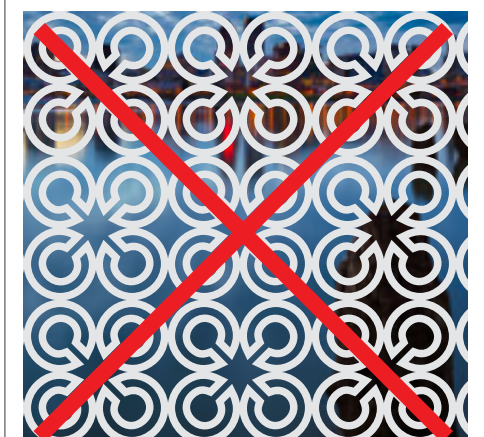
DO NOT SCALE PATTERNS DOWN TO MAKE SMALLER



DO NOT ALTER OR TAMPER WITH ELEMENTS WITHIN THE PATTERN



DO NOT ALTER PLACEMENT OF ELEMENTS



DO NOT PLACE PATTERNS OVER PHOTOGRAPHY

## LINEN TEXTURE SIZING

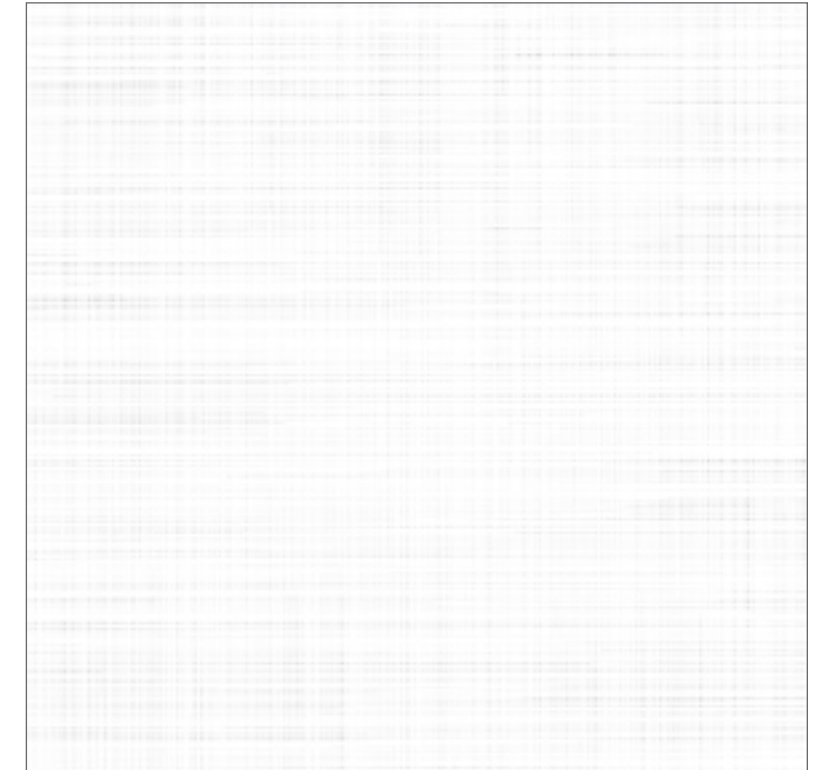
The master artwork for both versions of the linen texture are fixed in size and should never be scaled up or down—set only at 100%. Both the print and digital versions are seamless and tile-able for filling any size area without scaling.

Always use the master artwork of the linen texture, and do not attempt to recreate it. The texture must be used in its existing proportions, and it should never be altered, recolored, angled, stretched or distorted in any way.

### PRINT LINEN TEXTURE AT 100%



### DIGITAL LINEN TEXTURE AT 100%



## LINEN TEXTURE USAGE

The linen texture should be used as a full-bleed background in both print and digital brand applications when a more natural feel is appropriate. It should be used primarily as a background for text and typographic elements, and full bleed. It can also be used as a background for charts and graphs and alongside photography. Do not use the linen texture with other brand patterns. If you are unsure about a particular proposed usage of the pattern, please contact Brand Marketing.

# Welcome to Canopy

**Vestibulum mollis mauris enim. Morbi euismod magna ac lorem rutrum elementum. Donec.**

Duis aliquet egestas purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent.

Praesent eget neque eu eros interdum malesuada non vel leo. Sed fringilla porta ligula egestas tincidunt. Nullam risus magna, ornare vitae varius eget, scelerisque a libero. Morbi eu porttitor ipsum. Nullam lorem nisi, posuere quis volutpat eget, luctus nec massa. Pellentesque aliquam lacinia tellus sit amet bibendum.

- Vivamus rutrum nunc non neque consectetur quis placerat
- Morbi malesuada nulla nec purus convallis consequat, vivamus id mollis quam
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, nullam in
- Suspendisse dictum feugiat nisl
- In condimentum facilisis porta, sed

## LINEN TEXTURE UNACCEPTABLE USAGE

This page shows examples of incorrect usage of the Canopy linen texture. The examples shown apply to both print and digital versions. If you are unsure about a particular proposed usage of the pattern, please contact Brand Marketing.



DO NOT ALTER THE COLOR OF THE TEXTURE



DO NOT DISTORT THE TEXTURE



DO NOT SCALE TEXTURE UP TO MAKE LARGER



DO NOT SCALE TEXTURE DOWN TO MAKE SMALLER



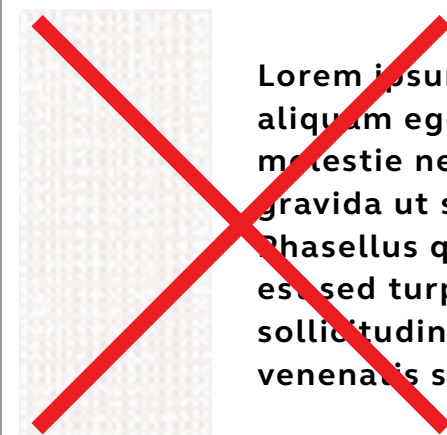
DO NOT USE OTHER PATTERNS WITH THE TEXTURE



DO NOT USE LIGHT COLORED TEXT WITH THE TEXTURE



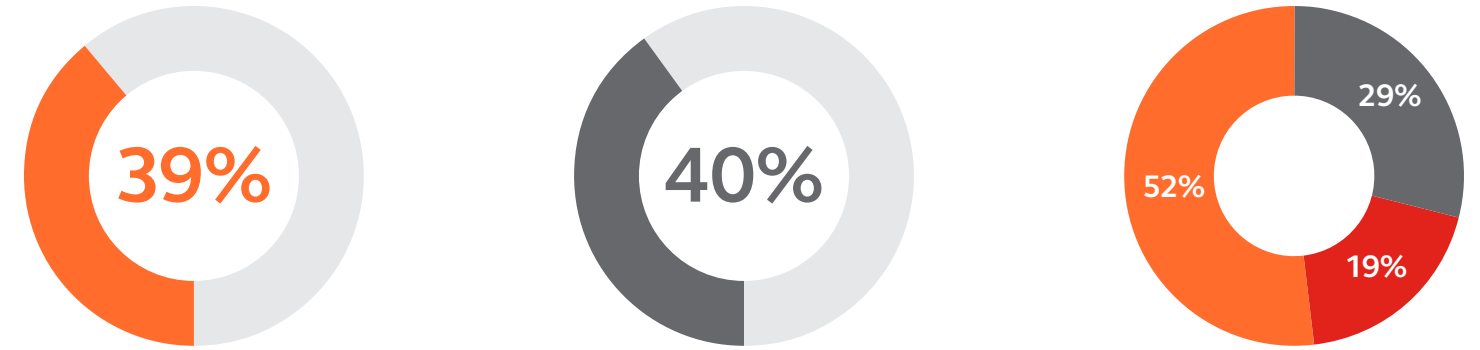
DO NOT ROTATE THE TEXTURE



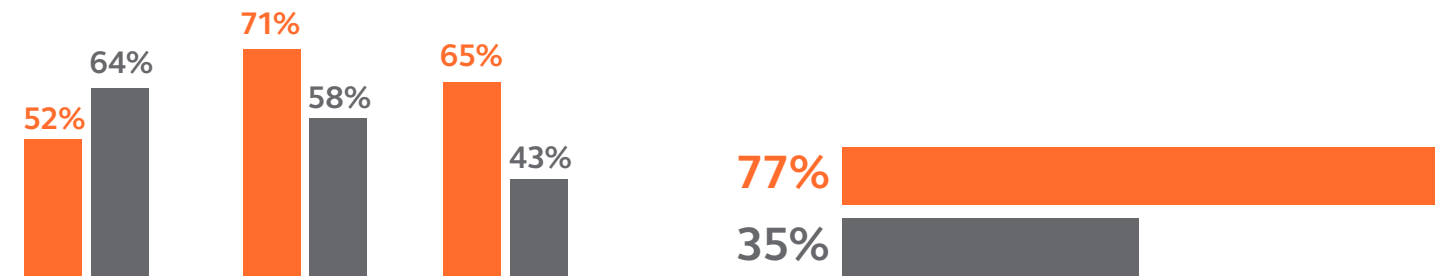
DO NOT USE ANY OTHER WAY THAN AS A FULL BACKGROUND

## CHARTS, GRAPHS AND ICONS

Graphs, charts and icons as shown on this page may be used in internal presentation materials, like PowerPoint documents. These should never be used on external brand communications without the approval of Brand Marketing. All charts, graphs and icons should be created using only brand colors (primary colors first) and our FS Elliot Pro font. In general they should be simple, positive and clear.



"DONUT CHART" STYLE



BAR CHART STYLE



ICONOGRAPHY STYLE



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# Photography

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**Photography can create a uniquely immediate and memorable connection with an audience. By shooting and selecting photographs according to a set of clear principles, our unique point of view starts to show through across all of our touchpoints.**

## OVERALL PHOTOGRAPHY DIRECTION

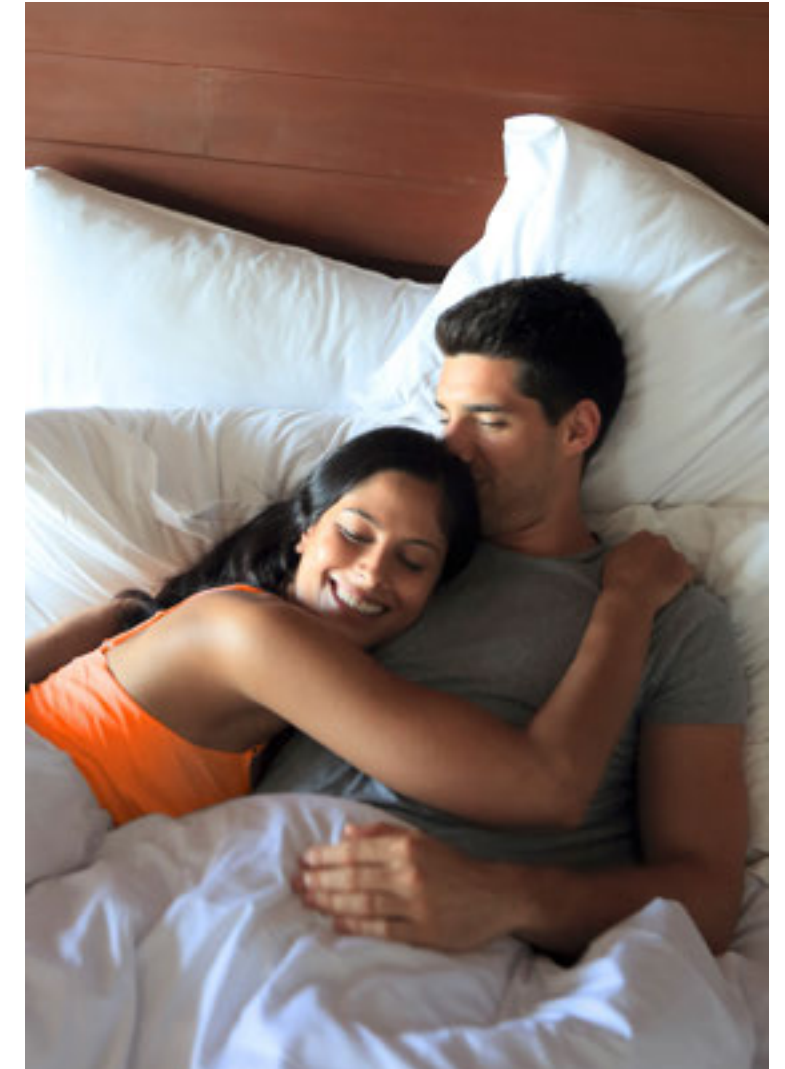
Our photography style brings the Canopy brand to life with authentic imagery and careful attention to color:

- As with all Canopy brand elements, photographs should always feel simple, personal and positive
- Photographs should be candid, casual and journalistic, rather than posed and over-produced, to capture authentic moments and details
- Every photo should have a pop of orange, whether it's a background detail or the main focus
- When using multiple photographs in a layout, try to keep the proportions of the pop of orange the same between shots

We separate our photo content into two main categories: lifestyle and environment. Lifestyle photography features the guest experience and should always be the primary focus. Environment photography, including hotel interiors, exteriors, features and amenities, plays a supporting role.

For assistance in selecting photos, please contact Brand Marketing, and remember that, before any photo can be used, the appropriate usage rights license must be obtained from the copyright holder. Any original photo shoots require brand approval prior to production.

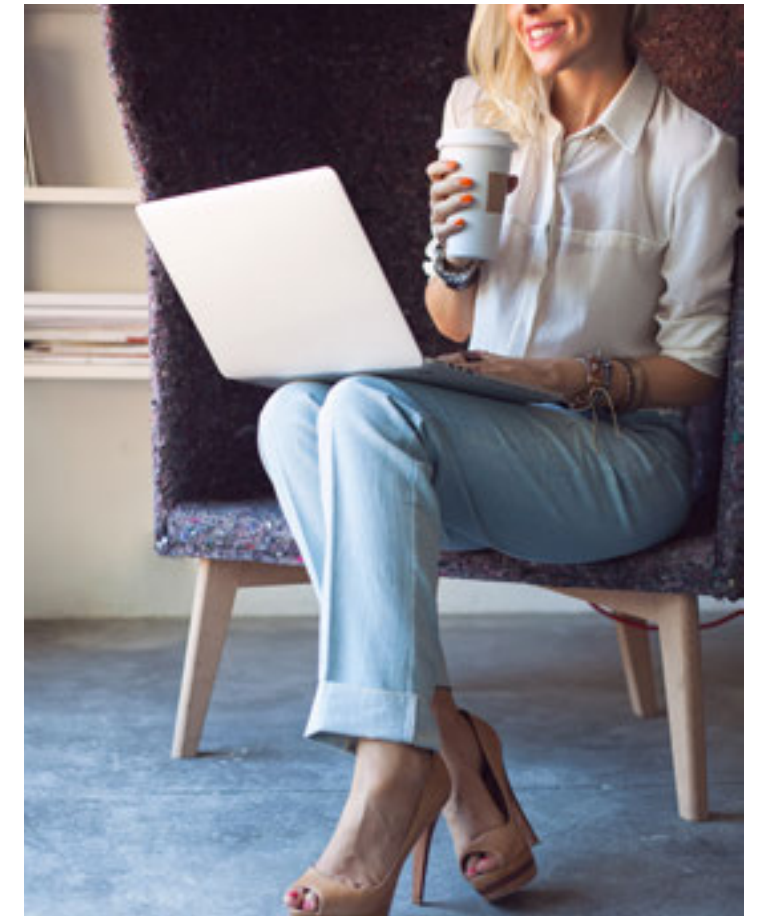
*NOTE: The photographs on these pages are intended only as examples of the ideal brand photography style. They cannot be used without first securing reproduction rights.*



## LIFESTYLE PHOTOGRAPHY DIRECTION

We're a guest-centric brand, so we always want to emphasize lifestyle photography that captures the many kinds of positive experiences our guests can have in our hotels and neighborhoods.

- Photographs should capture natural, candid moments with authentic people of all ages, races and genders throughout the full Canopy guest experience, both inside the hotel and in the neighborhood
- Our four guest profiles should be represented in roughly equal measure: originals, room-centrics, modern business and cultured vacationers
- Close-ups on facial expressions and gestures can be effective for capturing emotion, but those should always be balanced with wider-angle images that provide more context
- Every photo should have a pop of orange, whether it's a background detail or the main focus
- To maintain a candid feel, subjects should not be pictured looking directly at the camera
- Use only Canopy brand photography—do not use Hilton Worldwide corporate photography



## ENVIRONMENTAL PHOTOGRAPHY DIRECTION

While lifestyle photography is the focus, interior and exterior property shots, along with photos of food and beverage and other featured amenities, set the scene and fill in some key supporting details.

- Images should be light, bright and airy to reflect Canopy's core positivity
- Environment photographs should always highlight one of the five key features of our positive stay experience: energizing comfort; more included value; surprising extras; the just-right room; and local know-how
- As with lifestyle photography, shots should appear candid and authentic—imperfections are permissible and often helpful
- Use a variety of angles and croppings to give applications a dynamic energy and tell the Canopy story from all angles
- Every photo should have a pop of orange, whether it's a background detail or the main focus



## UNACCEPTABLE PHOTOGRAPHY

The photos on this page are examples of incorrect photo usage and selection:

- Don't show people looking directly at the camera
- Don't show services or amenities that aren't offered
- Don't show people or moments that appear posed
- Don't show moody or negative emotions
- Use only Canopy brand photography—do not use Hilton Worldwide corporate photography



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# Verbal Identity

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**Verbal Identity guidelines describe how we bring the Canopy brand to life in words. We start with our brand voice (how we speak) and finish with messaging (what we say).**

# Brand voice

## What is it?

It's our style of writing and speaking—a customized strategic tool that helps us express our brand and communicate in a consistent, compelling way.

## What role does it play?

Our voice helps us to be heard, recognized and easily remembered. It animates our brand through words, bringing our personality to life and building an emotional connection with all our audiences.

## How do we use it?

In everything, from the words in an ad to the text of a speech. Our voice can be used to speak directly to a specific audience, highlight a distinct benefit or find our unique angle on the otherwise ordinary.

BRAND VOICE

# Our personality: fresh forward

Our voice starts with our “fresh forward” personality.

It means we do things our own way, always mindful of the details that make a difference to our guests, and going a step beyond the expected to show people how refreshing a hotel can be.

It means we are simple, personal and positive in everything we do.





# Voice principles

Our voice principles are the foundation for our brand voice. They are simple rules for helping us bring our voice to life in any communication, and each will be supported by tactics and examples.

TO BE SIMPLE, WE...

TO BE PERSONAL, WE...

TO BE POSITIVE, WE...

---

**Distill the message**

**Focus on the guest**

**Find the bright side**

# Distill the message

We keep it short and simple to increase the impact and clarity of everything we say.

DO

---

Make your point in as few words as possible.

**Positively yours**

---

Finish statements with confidence.

**Made here.  
Goes anywhere.**

---

Find the occasional clever shortcut.

**Rise & dine**

DON'T

Use clichéd language.  
If you've heard it before, try again.

Write in cryptic riddles.  
Clarity is the goal.

Go for laughs or overuse wordplay.

# Focus on the guest

We don't talk at our guests; we speak with them. We're building relationships by putting the guest first with a friendly tone and professional approach.

DO

---

Address the audience directly using “you” and “we.”

**Surprise yourself**

---

Invite the audience into the conversation by asking a question.

**Coffee or cocktail?**

---

Always emphasize the personal benefit.

**Check in relieved.  
Check out recharged.**

DON'T

Smother the audience by overdoing it with the second person.

Put pressure on the audience to make unnecessary decisions.

Use overly familiar language to address the audience.

# Find the bright side

Creating positive experiences starts with our positive attitude. We highlight what's unique and special, and we invite our guests to share in our optimism.

DO

---

Use dynamic, evocative action verbs.

**Relax to revive**

---

Capture sensory details.

**Our lobby goes from  
whisper to hum to buzz**

---

Vary sentence length to create rhythm and momentum.

**Every detail has that  
just-right feeling.  
No fuss. Just fresh.**

DON'T

---

Go for obscure verbs.

Reach for overwrought descriptions.

Overuse repeating, rhythmic structures—stick to natural speaking patterns.

# Canopy brand voice

## Distill the message

We keep it short and simple to increase the impact and clarity of everything we say.

- Make your point in as few words as possible
- Finish statements with confidence
- Find the occasional clever shortcut

## Focus on the guest

We don't talk at our guests; we speak with them. We're building relationships by putting the guest first with a friendly tone and professional approach.

- Address the audience using "you" and "we"
- Invite the audience into the conversation by asking a question
- Emphasize the personal benefit

## Find the bright side

Creating positive experiences starts with our positive attitude. We highlight what's unique and special, and we invite our guests to share in our optimism.

- Use dynamic, evocative action verbs
- Capture sensory details
- Vary sentence length to create rhythm and momentum

# Brand voice in action: guest room

Others say it formally:

## Standard amenities

Our spacious guest rooms are sophisticated retreats, each featuring welcoming decor in a neutral palette of cream and gold. Panoramic views create an inspiring ambience for both work and play. A fully equipped work desk with High Speed Internet Access (for a fee) and speakerphone ensure working guests stay connected.

Canopy says it personally:

## Stay fresh

You'll feel the difference a Canopy room makes. From the scent of the soap to the softness of the pillow, every detail has been chosen to calm your nights and refresh your days.

### How it works

Our three voice principles work together to bring our voice to life.

#### DISTILL THE MESSAGE

Make your point in as few words as possible

#### FOCUS ON THE GUEST

Address the audience directly using "you"

#### FIND THE BRIGHT SIDE

Capture sensory details

#### FOCUS ON THE GUEST

Emphasize the personal benefit

# Brand voice in action: food & beverage

Others say it verbosely:

## Drink and eat

Our restaurants are neighborhood favorites. They often feature organic, locally sourced ingredients selected by in-house culinary experts utilizing regional techniques to bring a local tradition to diners' plates. We proudly offer food options that are good for our guests, good for the community and good for the planet.

Canopy says it simply:

## Eat, drink, smile

Looking for that perfect neighborhood cafe? **How about a bar worth coming back for?** It's all right here. At Canopy, food and drink aren't just a part of your day. **They make your day.**

### How it works

Principles can be used in any order and combination.

#### FIND THE BRIGHT SIDE

Use dynamic, evocative action verbs

#### FOCUS ON THE GUEST

Invite the audience in by asking a question

#### DISTILL THE MESSAGE

Find the occasional clever shortcut

#### FIND THE BRIGHT SIDE

Vary sentence length to create rhythm

#### DISTILL THE MESSAGE

Finish statements with confidence

# Brand voice in action: service

Others say it aggressively:

## Anything you need

With the touch of a single button on your room phone, you have instant access to 24-hour concierge service, plus round-the-clock in-room dining, laundry and dry cleaning, and much more. With us, it's always whatever you want, whenever you want it.

Canopy says it positively:

## How can we help?

Have a question? Need a hand? **Nobody knows your needs better than you, so let's talk about how we can help.** From booking to checkout, you'll feel the comfort a little personal attention can bring.

### How it works

Principles may overlap and new tactics may be discovered, but we always keep it simple, personal and positive.

#### DISTILL THE MESSAGE

Find the occasional clever shortcut

#### DISTILL THE MESSAGE

Make your point in as few words as possible

#### FIND THE BRIGHT SIDE

Vary sentence length to create rhythm

#### FOCUS ON THE GUEST

Emphasize the personal benefit



# Our messaging platform

## What is it?

---

Our messaging platform is a foundation for consistently communicating our positive stay promise in a way that connects authentically with our audiences.

## How do we use it?

The messaging examples in this platform can be used verbatim or as a starting point for future messages. By repeatedly emphasizing the same themes with fresh language, our audiences will come to understand what the brand stands for.

# Delivering the positive stay

Our messaging platform demonstrates how to use the three pillars of our positive stay promise to describe the five features of our positive stay experience.

## Our pillars provide the meaning behind our messaging

- Simply enabling
- Thoughtfully local
- Surprisingly comfortable

## Our experience features provide the structure for our messaging

- Energizing comfort
- More included value
- Surprising extras
- The just-right room
- Local know-how

# Energizing comfort

## WHAT WE PROVIDE

Open, welcoming lobby

Friendly, facilitating staff

Mobile check-in

Light and casual menu  
with healthful choices

## WHAT WE SAY

The buzz in the lobby says come on in.

We have just one question:  
How can we help?

Why wait? Check in with your mobile device  
and head straight to your room.

There's always a light snack, a casual meal  
or an inviting beverage waiting for you in  
the café.

## ESSENTIAL PILLARS



- Simply enabling
- Thoughtfully local
- Surprisingly comfortable

# More included value

## WHAT WE PROVIDE

Canopy breakfast

“Rise & dine” delivered breakfast

Free Wi-Fi

## WHAT WE SAY

Welcome the day with a delicious artisanal breakfast made with fresh ingredients and local produce every morning in the café.

When you’re ready to go, we’ll make sure your breakfast is too.

The internet is for everyone.

## ESSENTIAL PILLARS



- Simply enabling
- Thoughtfully local
- Surprisingly comfortable

# Surprising extras

## WHAT WE PROVIDE

**Welcome gift**

**Thoughtfully themed,  
reasonably priced foodie bags**

**Evening tastings**

## WHAT WE SAY

Hopefully you're accepting gifts, because we got you a little something from the neighborhood.

Indulge, relax or energize? We'll send you to your room with something to feed any mood.

Looking for a taste of the neighborhood? Join us at the bar any evening to sample one of our favorite local wines, beers or spirits on the house.

## ESSENTIAL PILLARS



- Simply enabling
- Thoughtfully local
- Surprisingly comfortable

# The just-right room

## WHAT WE PROVIDE

Thoughtful design

Uncloseted ease

Filtered water

Ideal sleep environment

## WHAT WE SAY

Relax. Everything's in its place—  
including you.

Set your things down and you're done.  
The closet is open.

Fresh drinking water is always at hand.

When it's time for sleep, just dim the lights  
and let our bed take care of the rest.

## ESSENTIAL PILLARS



- Simply enabling
- Thoughtfully local
- Surprisingly comfortable

# Local know-how

## WHAT WE PROVIDE

**Thoughtful local design**

**Neighborhood art and music programs**

**Local fitness options**

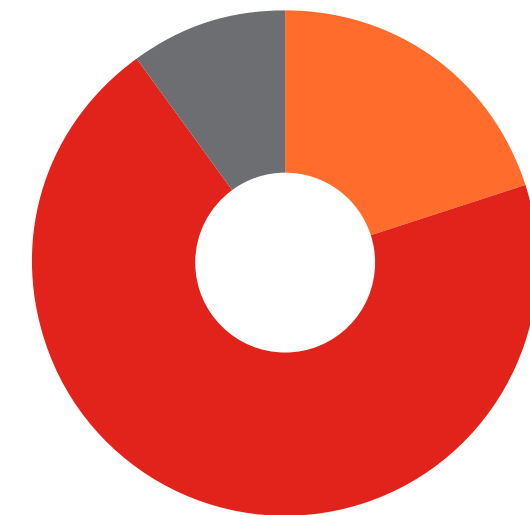
## WHAT WE SAY

We let our surroundings inspire our design, so you always feel like you're part of the neighborhood.

Local culture lives right here, with neighborhood artists and musicians always part of the scene.

Let our local fitness partners liven up your workout.

## ESSENTIAL PILLARS



- Simply enabling
- Thoughtfully local
- Surprisingly comfortable

## CONCLUSION

Now you have all the tools, but it doesn't mean you have all the answers. Start slowly and experiment with the various elements until you feel comfortable creating brand assets of your own.

And if you come across any questions that aren't answered here, or if you need some additional guidance, contact Brand Marketing for help. That's what they do.

We can't wait to see what you come up with.

**Positively  
yours,**

**canopy**<sup>TM</sup>  
BY HILTON



canopy™