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# Sheraton Style Guidelines

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# The Sheraton Brand

## Brand Positioning

Travel is disorienting and stressful; sometimes you feel like one of the herd. But you are much more than just a traveler. You are a movie buff, a parent, an executive, and someone who gets your best ideas in the middle of the night. At Sheraton, we care about that.

Every guest feels a warm and comforting connection, the feeling you have when you walk into a place and your favorite song is playing—a sense of comfort and belonging. Our Team Members, through their experience and passion for great service, understand your needs.

And so, Sheraton will always connect you to what's important: the office, home, the best spots in town and, most importantly, to you. Because at Sheraton, you don't just stay here. You belong.

## Core Values

### Warm

Traveling can sometimes feel cold and impersonal. At Sheraton, that changes. Our Team Members go out of their way to make you feel welcome, because we know how to listen and we care. You matter.

### Comforting

When you get to Sheraton, you just want to relax and be yourself. When you arrive, you will not only see, but also feel the comfort all around the hotel. Our Team Members greet you and immediately make you feel at ease.

### Connections

At Sheraton, we help guests connect to what matters most to them. We connect with you as a person, so you'll feel welcome—like you belong here. We connect you to your home base, helping you stay in touch with what's important to you so you feel in control, not anxious or absent. We help you feel human again.



# Brand Essence

**Sheraton inspires connections. We are the world's neighborhood.**

The fundamental qualities that exist in any neighborhood around the world can also be found at Sheraton. There are always friendly people to greet you. There is a central place to 'hang out' like a coffee shop, a bar, etc. There are people you want to spend time with. There are communal and private spaces waiting for you. There is a familiar kind of comfort.

**It's about a feeling—not a product. At Sheraton, you feel like you belong.**

All consumer facing communications should evoke a positive emotional connection to the brand. The emotion should begin with pre-stay communications like e-mails and online banner ads and be supported through general advertising, POS, and heart-of-house materials. Communications must convey that Sheraton provides a warm and comfortable atmosphere that makes guests feel like they belong and are still connected to what's important.

**Sheraton is about feeling connected to what matters to you—not about the hotel itself.**

This idea is also demonstrated through the following "experience" brand examples:

NIKE is about the exhilaration and performance—not about the shoes

iPOD is about the feeling you get while listening to your customized music playlist—not about the features of the electronic device

BMW is about the elation and fun of driving—not about the car



# Language Guidelines

## Tone of Voice

Sheraton language should always feel supportive, positive and understandable. Its tone should be straightforward, concise, warm, and conversational, but not overly casual. Its content should link the everyday mundane to fundamental needs. For example, advertising about a bed would not only talk about the bed's features; it would talk about the shared need for comfort and peace of mind. This campaign is also a celebration of shared humanity; common threads that unite people all over the world. Therefore, the overall tone of the campaign should be inclusive and uplifting.

## Words that Describe Sheraton

Universal, Familiar, Favorite, Summer, Clear, Sky Blue, Legible, Sincere, Irresistible, Cheerful, Friendly, Colorful, Respectful, Quality, Prepared, Thoughtful, Open Hearted, Gracious, Extended, Sunny, Shiny, Glowing, Popular, Flavorful, Rhythmic, Inviting, Shared, Included, Belonging, Secure, Soft, Snug, Understandable, Kindred, Good Willed, Enjoyable, Social, Happy, Smiling, Sunshine, Citrus.

## Brand Qualities

To help ensure the communication is true to the brand and consistent with the way Sheraton speaks to the consumer, the following guidelines should be used. These words help to understand the essence of the brand, and determine if a statement reflects everything it stands for, including the personality, the look, and the voice. When evaluating a headline, body copy, a tagline, a photograph, or a promotional theme, the first set of words should apply. Equally important, the second set of words should not.

### Sheraton is...

Warm  
Comfortable  
Connections  
Optimistic  
Approachable  
Straightforward  
Reassuring  
Authentic  
Energetic  
Familiar  
Thoughtful  
Welcoming  
Bright  
Sincere  
Charismatic  
Friendly  
Nurturing  
Personable

### Sheraton is not...

Impersonal or aloof  
Luxurious or stodgy  
Intrusive or tech-y  
Cheerful or cheesy  
Intimidating or invasive  
Complicated or disingenuous  
Distressing  
Insincere  
Lethargic or hyper  
Foreign  
Inconsiderate  
Unapproachable  
Unintelligent or cheeky  
Artificial  
Unappealing  
Ungracious  
Negligent  
Disagreeable



# Consumer and Associate Language

Below are examples of words and phrases that articulate Sheraton's core values and can be used for consumer language, such as advertising and the website, or associate language, such as heart-of-house communications.

## Arrival

Arrival should feel like you just walked into a room and a familiar song is playing. It should be warm, welcoming, and comfortable.

### Appropriate Arrival Greetings:

"Hello. We're happy you're here. How was your trip?"  
"Welcome back! It's great to see you again."

### Inappropriate Arrival Greetings:

"Checking in?"

## Departure

Departing is like finishing a good book that you want to read again. It should be hopeful and appreciative.

### Appropriate Departure Farewells:

"Thanks for staying with us. It was nice to have you."  
"We look forward to seeing you again."

### Inappropriate Departure Farewells:

"Good-bye."

## Dining

Like a shared secret, a meal can serve you with the feeling of being included in something special. It should be fulfilling, nourishing, and enjoyable.

### Appropriate Dining Information:

"By the way, if you haven't eaten, you might enjoy ordering our room service. You'll find the menu on your desk."

"If you haven't eaten, you might want to visit our XXXX restaurant."

"May we recommend local restaurant XX. It's a favorite with our guests."

### Inappropriate Dining Information:

"A room service menu is in your room."  
"Our restaurant is around the corner."

## Wake-Up Call

The wake-up call is the first warm connection of the day. It should be considerate, familiar, and helpful.

### Appropriate Wake-Up Call Messages:

"Good morning. This is your wake-up call. Please let us know if there is anything we can do to help you start your day."

### Inappropriate Wake-Up Call Messages:

"This is your wake-up call."

## Evening Greetings

When you are in touch with the world around you, you can drift off reassured that the new day will start off right. The message at the end of the night should be peaceful and genuine.

### Appropriate Evening Greetings:

"I hope you have a pleasant night."  
"Please let us know if you need anything as you settle into your room. Goodnight."

### Inappropriate Evening Greetings:

"Goodnight."

## Free Time

Whether going out, logging on, or just kicking back, free time allows you to alter your state of mind and keep in tune with what is important to you. It should make the guests feel reassured, content, and at ease in their surroundings.

### Appropriate Encouragement:

"I hope you have time for some of the local sites. You're welcome to look over the pamphlets in the stand next to the Concierge Desk."

### Inappropriate Encouragement:

"Pamphlets are in the stand next to the Concierge Desk."



# Graphic Visual Language

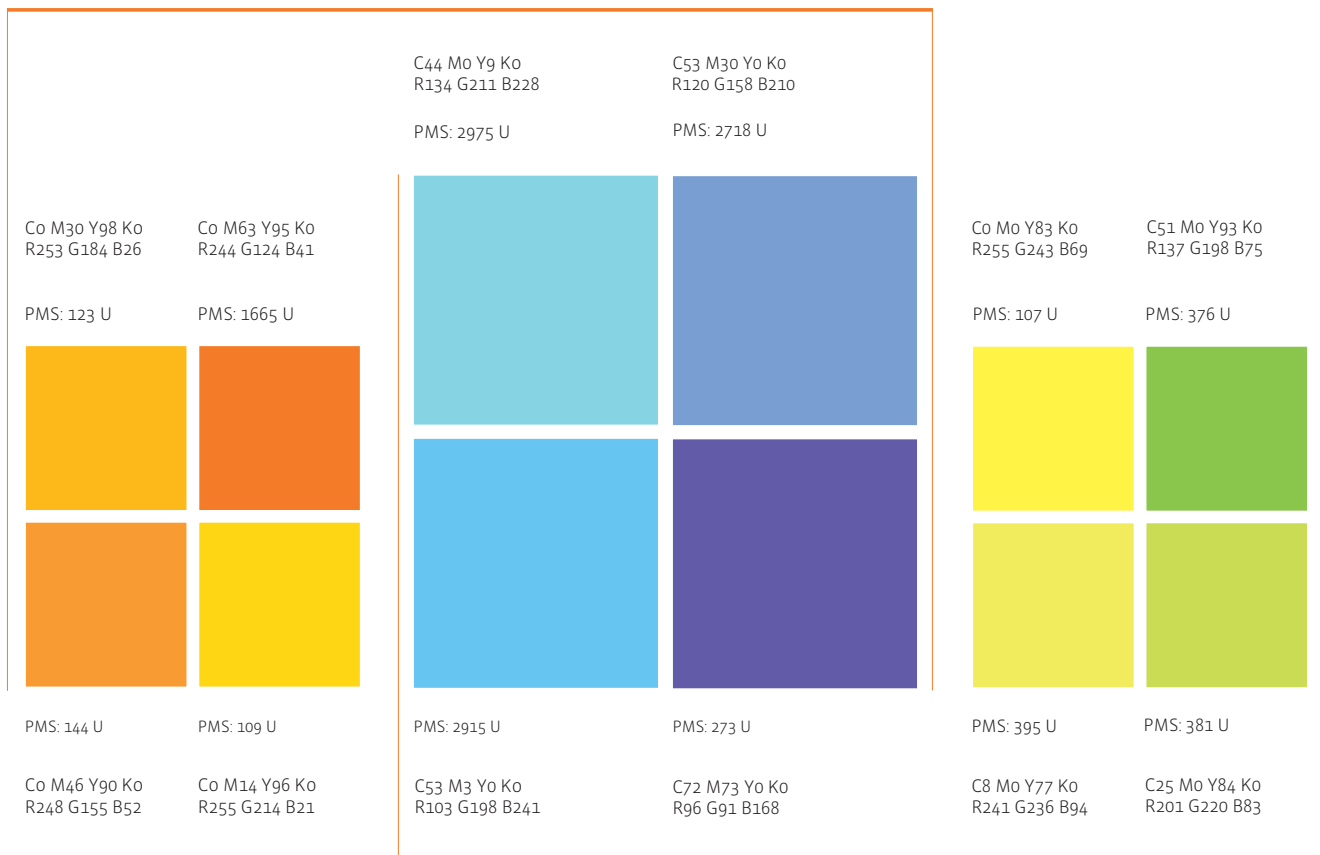
## Creative Strategy

The comforting warmth of the sun infuses all, connecting us to one another. Our graphic visual language tells a story that is at once warm, comforting and brought together under the benevolent sun. The shapes of lemons and limes and oranges are at once cooling, refreshing, welcoming and a reminder of the sun's radiance. All our colors are burnished and suffused with sunlight. Even our wave shapes glint with sun. The sun warms us and warms us to each other. Every image speaks to the warmth of the interconnections we make, from greeting to "good-bye," at Sheraton.

## Color Palette

The Sheraton color has a primary and secondary palette. Palette A should be used for in-room communications. Palette B is used to communicate products and services that warrant green tones; e.g., a golf direct mail.

### Palette A



### Palette B



# Typeface

## Fonts

For information about where to obtain fonts, please e-mail [collateralinfo@sheraton.com](mailto:collateralinfo@sheraton.com).

## Headline & Subhead

The Serif Plain should be used upper & lower case, large or small and is used for most headlines and subheads. They may never be all uppercase.

## The Serif Plain

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+

## Small Subhead

The Serif Semi-bold is to be used only in small type and prints knocked-out or in a color that is lighter than the background. Fonts should always be upper and lowercase. They may never be all uppercase.

### The Serif Semi-bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+

## Subhead & Copy

Vista Sans Light may be used large or small on backgrounds or patterns. Fonts should always be upper and lowercase. They may never be all uppercase.

## Vista Sans Light

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890 !@#\$%^&\*()\_+

## Display

Millenium may be used as subhead size display type. It may only be used to highlight one or two words, not as copy, headlines, sentences or part of a paragraph. Millenium must be used sparingly.

### MILLENIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%<sup>o</sup> ^ &\* [ ] \_+



# Typography and Rule Guidelines

## Signature Forms and Lines

When creating a rule with type be sure the type is underneath.  
 Rule is .25pts, color needs to match the text, offset is .09.”  
 Separate English and Bilingual using { | } - upper and lowercase.  
 VistaSans Light - 6pts.

English | Bilingual

---

## Names

Everything upper and lower case.  
 Name: TheSerif, 10pts, 13pts leading.  
 Hotel: TheSerif, 10.5pts, 12.6 leading.

**Susan Smith**  
**Sheraton Hacienda del Mar Resort & Spa**

## Addresses

Everything upper and lower case.  
 VistaSans Light - 8pts, 12pts leading.  
 State names must be spelled out.

**Sheraton Hacienda del Mar Resort & Spa**  
 Corredor Turístico KM 10, Lote D, Cabo Del Sol  
 Cabo San Lucas, Baja California Sur 23410, México

## Phone Numbers

Multiple numbers must be paired with appropriate letter type.  
 Be sure there are 3 em spaces between the letter and number.  
 Type: TheSerif - 8pts, 12pts leading.

**T 212 581 1000**  
**M 212 581 2002**  
**F 212 264 4400**

For single numbers, list only the number.  
 Type: TheSerif - 8pts, 12pts leading.

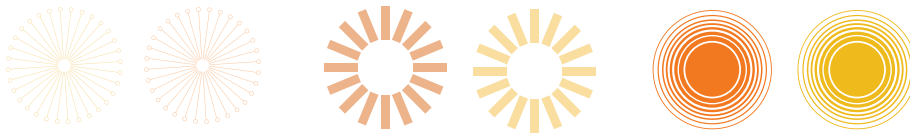
**1 800 325 3535**



# Sheraton Icons

Icons are available for download from starwoodarchive.com. They can be used alone or on top of photographs or in the vignettes. The icons are not to be used as solid graphic shapes. More than one different icon is not to be used on each page (see exception below). They may be recolored in any combination of colors from the palette. The preference is suns orange and yellow, waves blue and green and connections may be any color from the palette.

## Warm



## Comforting

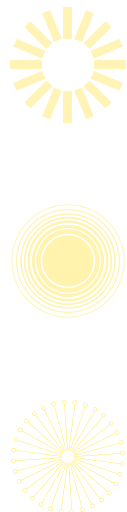


## Connections



## Three Sun Graphic

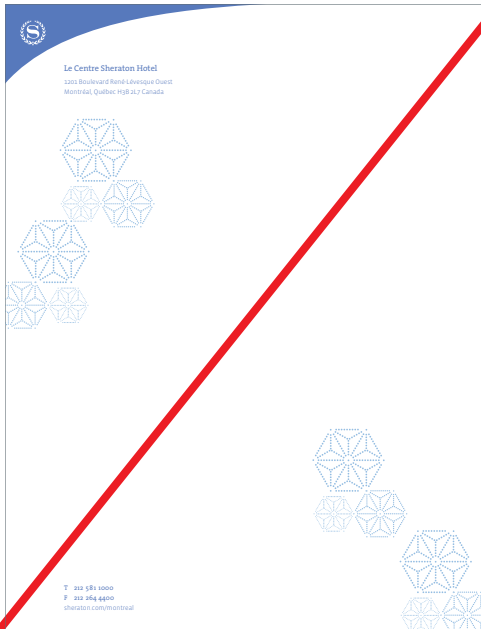
This is the only instance where more than one different icon is used together on a page. Use these three icons as a unit in the same size and color either horizontally or vertically. Recommended usage is a subtle transparency against a white background or on top of artwork. Please see examples of usage below.



# Sheraton Icons

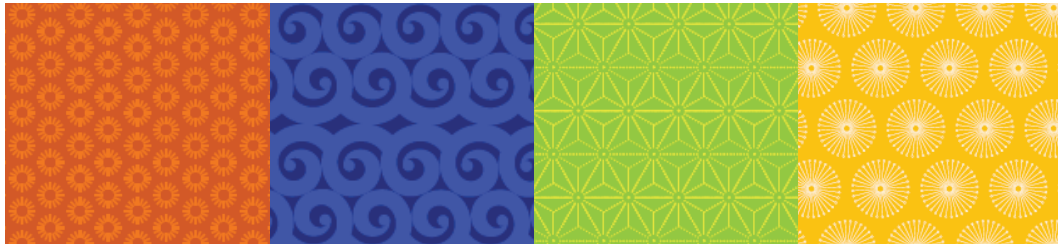
Never have the icons in different sizes on a communication piece or have more than one different icon per communication piece (with the exception of the three sun graphic).

Never mix icons. For example, warm icons should not be paired with comforting or connections icons.



# Sheraton Patterns

Vector art patterns are available for download from starwoodarchive.com. These patterns, which are on colored backgrounds, are not considered separate icons. More than one pattern can be used on one page, but do use warm and cool-colored patterns on the same page. Patterns can also be used on the same piece with any of the individual icons. Please see examples of usage below.



Classic Sandwiches	Sandwichs Classiques	Main Courses	Cours Principaux
<b>Flame Grilled Burger*</b> \$12.50 Half pound patty, aged cheddar, tomato, lettuce, and a dill pickle	<b>Flame Grilled Burger*</b> \$12.50 Half pound patty, aged cheddar, tomato, lettuce, and a dill pickle	<b>Brick Oven Pizza</b> \$15.00 Roasted tomato sauce and mozzarella and pepperoni	<b>Brick Oven Pizza</b> \$15.00 Roasted tomato sauce and mozzarella and pepperoni
<b>Albacore Tuna and Avocado Wrap</b> \$11.50 Diced tony, tomatoes, lettuce and lemon mayo	<b>Albacore Tuna and Avocado Wrap</b> \$11.50 Diced tony, tomatoes, lettuce and lemon mayo	<b>Pizza Margherita</b> \$14.50 Plum tomatoes, fresh mozzarella, basil threads	<b>Pizza Margherita</b> \$14.50 Plum tomatoes, fresh mozzarella, basil threads
<b>Hot Iron Griddled Ham and Three Cheese Panini</b> \$12.00 Aged cheddar, Swiss and provolone on sourdough, served with a cup of today's soup	<b>Hot Iron Griddled Ham and Three Cheese Panini</b> \$12.00 Aged cheddar, Swiss and provolone on sourdough, served with a cup of today's soup	<b>Crispy Battered Cod and Chips</b> \$13.00 Sea salted fish, zesty tartar sauce and lemon	<b>Crispy Battered Cod and Chips</b> \$13.00 Sea salted fish, zesty tartar sauce and lemon
<b>Three-Tiered Roasted Turkey Club</b> \$12.00 Hickory smoked bacon, lettuce and tomato on your toasted bread of choice	<b>Three-Tiered Roasted Turkey Club</b> \$12.00 Hickory smoked bacon, lettuce and tomato on your toasted bread of choice	<b>Santa Fe Grilled Chicken Quesadilla</b> \$10.00 Grilled chicken, pepper jack cheese, jalapenos, fresh salsa	<b>Santa Fe Grilled Chicken Quesadilla</b> \$10.00 Grilled chicken, pepper jack cheese, jalapenos, fresh salsa
<b>Grilled Chicken Breast and Provolone Melt</b> \$12.50 Vine ripened tomato, lettuce and red onion on a crusty bun	<b>Grilled Chicken Breast and Provolone Melt</b> \$12.50 Vine ripened tomato, lettuce and red onion on a crusty bun	<b>Sautéed Parmesan Spiced Chicken</b> \$11.00 Chopped fresh herbs and cheese rubbed bread, chunky tomato sauce and truffle	<b>Sautéed Parmesan Spiced Chicken</b> \$11.00 Chopped fresh herbs and cheese rubbed bread, chunky tomato sauce and truffle
		<b>Skillet Seared Salmon Fillet in Potato Herb Crust</b> \$14.00	<b>Skillet Seared Salmon Fillet in Potato Herb Crust</b> \$14.00




**Celebrating is invited**  
**Place à la célébration**

Sheraton Towers Singapore





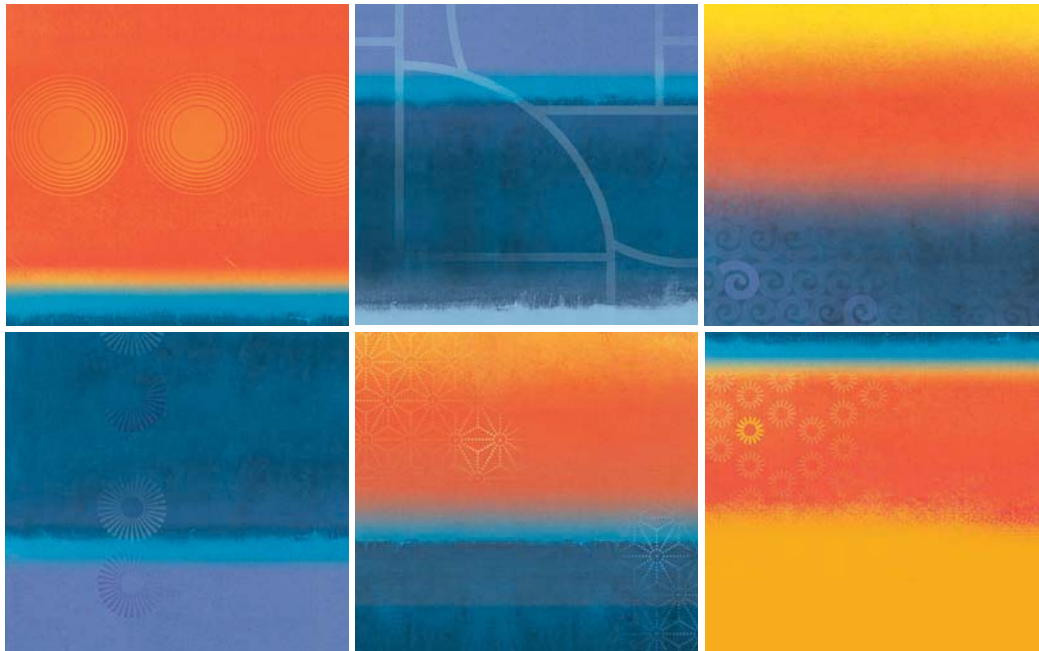
Chinese Buffet  
English type placement uismolo etumessal num  
verostrud essentis estis nonsequi estis erat estate  
facidulpsit. Henih euis num zzzit.  
April 30, 6-9 pm.  
Buffet chinois  
Bouette le teale français ici uismalo etumes  
eras verostrud essentis estis nonsequi estis erat  
facidulpsit. Henih euis num zzzit exercid.  
Le 30 avril, 6h-9h

Classic Sandwiches	Sandwichs Classiques	Main Courses	Cours Principaux
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		<b>Skillet Seared Salmon Fillet in Potato Herb Crust</b> \$14.00	<b>Skillet Seared Salmon Fillet in Potato Herb Crust</b> \$14.00



## Sheraton Vignettes

Graphic interpretations of the brand's core values can be used instead of solids to visually articulate warm, comforting connections. These eight vignettes may be downloaded from [starwoodarchive.com](http://starwoodarchive.com). They may be used with knock out or colored type. The type should be legible and may not be black. Connection lines and icons may be added over them for depth. The vignettes are available for download in the graphics section of [starwoodarchive.com](http://starwoodarchive.com).



## Sheraton Connection Lines

Line art adds another layer dimension to textured backgrounds, photographs or white backgrounds. An example of these lines may be downloaded from [starwoodarchive.com](http://starwoodarchive.com). The art may be cropped, rotated or flopped in any direction. The lines can be any of the 12 colors from the palette. The lines must be .1466" apart and .3pt. Color lines on a white background should be used at 20% transparency. White lines on a colored background should be used at 60% transparency.



# Logo

## Off-Property Sheraton Logo

The Sheraton brand logos may be downloaded from [starwoodarchive.com](http://starwoodarchive.com). The Sheraton brand logo may be used as a full brand logo for all external pieces; anything that will exist outside the hotel. However, it is only used in its horizontal version.

### Logo Colors

The brand logo may be blue, orange or knocked out of a pattern, vignette or image. Color options are only the below options. The color logo may not be used on a colored background. Color logo options can be downloaded from [starwoodarchive.com](http://starwoodarchive.com).



### Logo Size

It is preferred the brand logo is used large enough that the “Hotels & Resorts” type is legible. If the width of the logo is less than 1" wide, remove “Hotels & Resorts.”



## On-Property Sheraton Logo

The s-crest logo with a corner swipe should be used on all materials that live on property; guestroom collateral, menus, amenities, etc. The swipe with s-crest is available on [starwoodarchive.com](http://starwoodarchive.com). The s-crest is always knocked out of a color. It may knockout of any of the 12 colors in the palette. It is always at the bottom right or top right. There is always 1/8 inch from the “s-crest” to the crop. The s-crest should not get too large. Use it more like a dingbat. The arch should always be part of a semicircle. This treatment is for use in collateral only and is never



## On-Property Sheraton Logo (continued)

to be used in advertising. It should never be used with the brand logo on the same page. There should not be two s-crests on the same page. Swipe with s-crest should be used in low contrast; e.g., if a photograph has a blue sky and the Sheraton logo is needed, it would be good to use a blue that closely matches the sky color.



## Property Logo



Property logos should only be used for advertising. It should not appear on collateral, web banners or any marketing materials except advertising. All other uses must be brand approved ([collateralinfo@sheraton.com](mailto:collateralinfo@sheraton.com)). The logos are available on [starwoodarchive.com](http://starwoodarchive.com) for download. They should not be adjusted or recreated. If you do not think your logo reflects the name of your property, it must be adjusted in Starlink before it can be adjusted in the logo. Please e-mail [starlink\\_DMG@starwoodhotels.com](mailto:starlink_DMG@starwoodhotels.com) to make name changes.

## Third-party logo usage

Use of third-party logos are not permitted on any in-hotel collateral.

In the case of marketing materials, cross promotional pieces and local property advertising, use of multiple logos must be approved before going to print. Please submit an explanation and layouts through [starwoodarchive.com/approvals](http://starwoodarchive.com/approvals). Third party logos must be knocked out in white and must be smaller than the brand logo. Please send any inquiries to [collateralinfo@sheraton.com](mailto:collateralinfo@sheraton.com).



# Brand Bar Usage

The Starwood and SPG brand bars are available for download at [starwoodarchive.com](http://starwoodarchive.com) in both vertical and horizontal formats. The logos have been adjusted for proportional consistency so they should not be recreated or altered in any way.

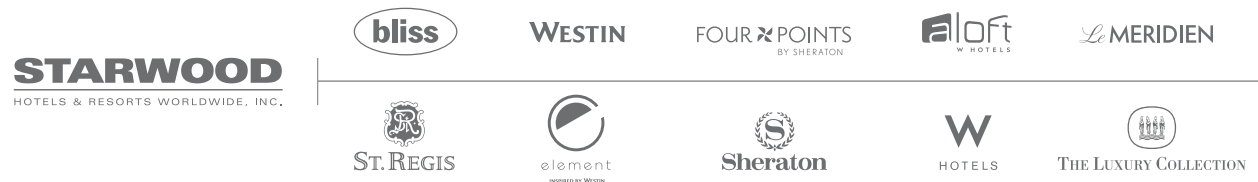
## Multi Brand Bars

The Multi brand bar contains Sheraton, Four Points by Sheraton, W Hotels, bliss, ALOFT, Le Méridien, The Luxury Collection, ELEMENT, Westin and St. Regis. The Multi brand bar does not have to contain all brands (e.g., it could be a Brand bar with Sheraton, W Hotels & Westin). When creating a smaller brand bar, simply delete the unnecessary brands and adjust the spacing. The Multi brand bar should be used on all guest-facing materials requiring a brand bar.



## Starwood Brand Bars

The Starwood brand bar contains Sheraton, Four Points by Sheraton, W Hotels, bliss, ALOFT, Le Méridien, The Luxury Collection, ELEMENT, Westin and St. Regis. The Starwood brand bar should always contain all logos and should only be used for corporate communications.



# Photography

## Brand Lifestyle Photography

The overarching idea for photography in this campaign is to convey one or more of Sheraton's core values—warm, comforting, connections. By that we mean the warmth, happiness and sense of connection we feel when we belong to a place or with other people.

The goal, then, should always be to use photography to make a direct, emotional connection with the person viewing the ad. At its best, a shot should resonate with the viewer – make them smile, or giggle, or remember when they felt a similar feeling and how good simple perfect moments like that can be.

At all costs, cliches should be avoided. “Cute” will never be what really touches us. But a glimpse of love, or understanding, or support will. And, because it is so rarely captured or reflected in advertising, it will be fresh. It will stop the viewer. And it will make them stay with the ad so they stay with the feeling.

### Photographic Look

In every shot, the subject should not be playing to the camera. Instead, it should appear as if the camera was an intimate invisible observer, watching a ‘caught’ moment in mid-action between people that is warm and spontaneous. The environment should always be a real life environment, never a studio setting. The camera should never appear to be very far away. Depth of field should be medium to tight, to convey a sense of intimacy. No artificial techniques, or manipulation of the film, should ever be used. The look should be clean, honest, and warm.



Sense of action,  
"caught moment."



Not posed.  
Not playing to camera.



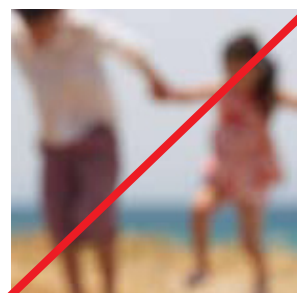
Real life environment.



Not studio.



Sense of action,  
"caught moment."



Not posed.  
Not playing to camera.



Depth of field  
medium to light.



Not far away.



## Lighting

Whether real or simulated, lighting should always appear to be coming from a natural source. Outside daytime shots should be golden and sunlit with a warm, natural feel. Nighttime shots should be warm, golden, lamp-lit or even fire-lit.



Outdoor lighting should appear warm and natural, coming from a natural source.



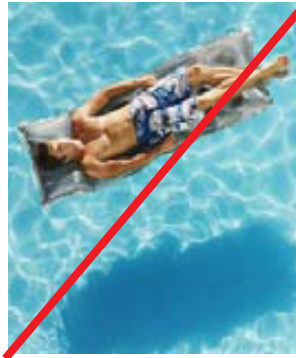
Not flat and cold.

## Casting

There should always be more than one subject in each shot as it is the interplay between people that is at the heart of this campaign. As a whole, campaign should reflect the diversity of our guests, while underscoring the commonality of the emotions that 'belonging' generates in us all. People should be warm, attractive and approachable. You should have a sense that they love life, and are sharing it all with those around them.



Show a sense of belonging.



Subject should not be alone.

## Wardrobe

Clothing should always be activity appropriate, but tasteful. It should never detract from the people, or be so bright or busy in pattern, that a viewer becomes more aware of it than of the emotion being expressed.



# Sheraton Lifestyle Photography

Usage: 2 years worldwide.

Includes all print ads, online, trade show, and in-hotel collateral. Industry exclusivity



Communal Table  
Image Number: shels.33680



Communal Table  
Image Number: shels.33552



Girlfriends Shopping  
Image Number: shels.33551



Wedding Couple  
Image Number: shels.33550



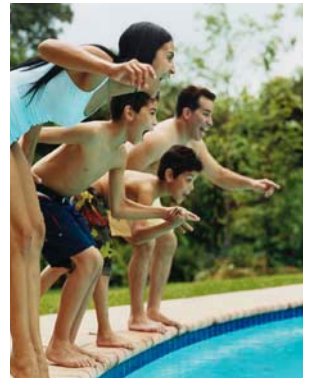
Urban Family  
Image Number: shels.33549



Couple Shopping  
Image Number: shels.33548



Couples Shopping  
Image Number: shels.33547



Family Jumping Into Pool  
Image Number: shels.31410



Couple at Train Station  
Image Number: shels.31401



Spa  
Image Number: PR103887



Fathers' Day  
Image Number: she.38772



Father & Daughter on Raft  
Image Number: shels.31407



# Sheraton Lifestyle Photography (continued)

Usage: 2 years worldwide.

Includes all print ads, online, trade show, and in-hotel collateral. Industry exclusivity.



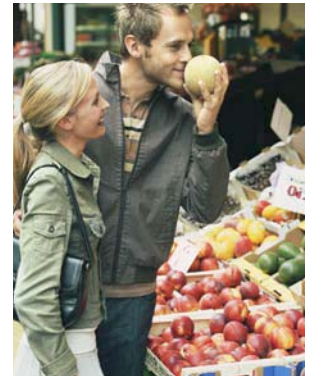
Couple at Cafe  
Image Number: shels.31404



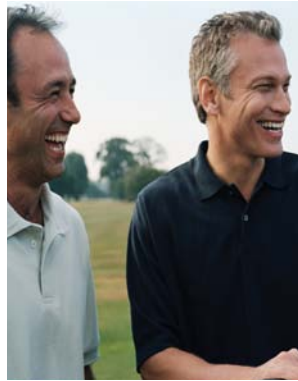
Outdoor Dinner  
Image Number: shels.31405



Meetings  
Image Number: shels.31403



Couple at Market  
Image Number: shels.31409



Golfers  
Image Number: shels.31406



Soccer  
Image Number: she.35782



Wedding couple  
Image Number: shels.26011



Mother's day  
Image Number: shels.26009



Weddings  
Image Number: shels.26006



Baby/Dog  
Image Number: she.39968



Mother & Daughter  
Image Number: she.36799



Father & Kids  
Image Number: she.36798



# Sheraton Lifestyle Photography (continued)

Usage: 2 years worldwide.

Includes all print ads, online, trade show, and in-hotel collateral. Industry exclusivity.



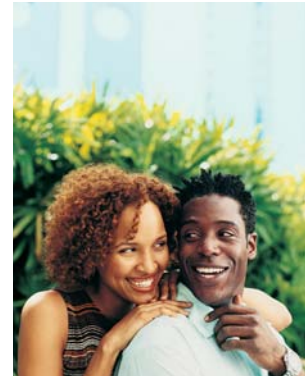
Meetings  
Image Number: she.36797



Meetings  
Image Number: she.36796



Family Dinner  
Image Number: she.36795



Couple  
Image Number: she.36794



Couple Dining  
Image Number: she.36792



Mother & Daughter  
Image Number: she.36791



Mother & Daughter  
Image Number: she.36790



Leisure  
Image Number: she.36788



# Sheraton Lifestyle Photography (continued)

Usage: unlimited.

Includes all print ads, online, trade show, and in-hotel collateral. Industry exclusivity.



Shopping  
Image Number: shels.39131



Shopping  
Image Number: shels.39132



Shopping  
Image Number: shels.39133



Meetings  
Image Number: shels.39134



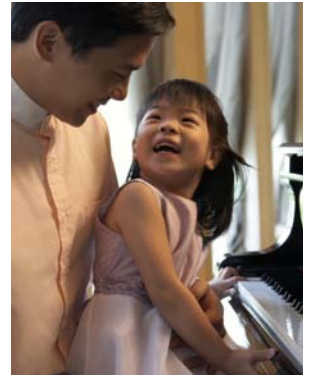
Business Breakfast  
Image Number: shels.39135



Business  
Image Number: shels.39136



Weddings  
Image Number: shels.39137



Father & Daughter  
Image Number: shels.39138



Grandpa & Kids  
Image Number: shels.39139



Couple Flying Kite  
Image Number: shels.39140



Couple on Beach  
Image Number: she.39141



Team Building  
Image Number: shels.39142



# Sheraton Lifestyle Photography (continued)

Usage: unlimited.

Includes all print ads, online, trade show, and in-hotel collateral. Industry exclusivity.



**Communal Table**  
Image Number: shels.39143



**Couple in Pool**  
Image Number: shels.39285



**Couple**  
Image Number: shels.39287



# Landscape & Still Life Photography

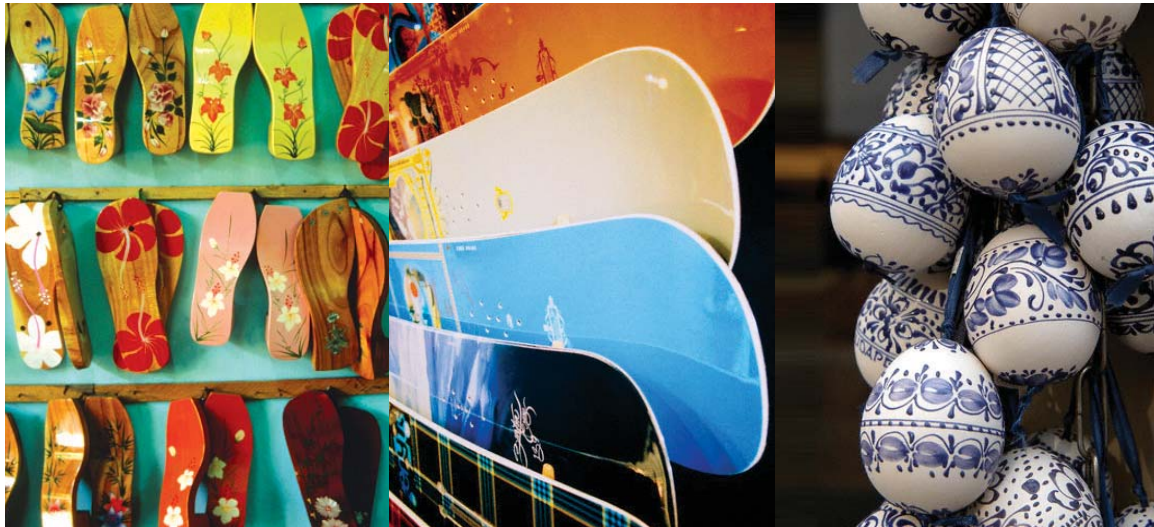
## Landscape with Horizon Line

The horizon and sun are always prominent in all of our landscape photography.



## Things Together

Whether they are shoes, snowboards or eggs, such objects should always appear in groups.



# Available Landscape Photography

Usage: 2 years worldwide.  
Includes online, trade show, and in-hotel collateral. Industry exclusivity.



Image Number: shels.28447



Image Number: shels.28448



Image Number: shels.28451



Image Number: shels.28452

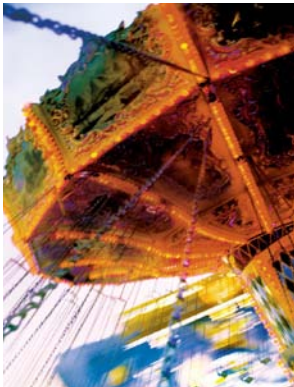


Image Number: shels.28453



Image Number: shels.28455



Image Number: shels.28456



# Available Still Life Photography

Usage: 2 years worldwide.

Includes online, trade show, and in-hotel collateral. Industry exclusivity.



Image Number: shels.28443

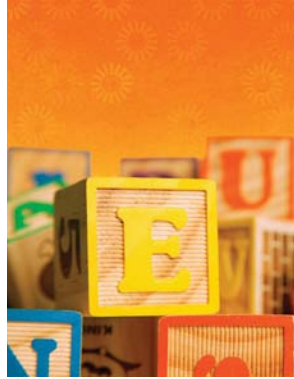


Image Number: shels.28444



Image Number: shels.28445



Image Number: shels.28446



Image Number: shels.28449



Image Number: shels.28450



Image Number: shels.28454



Image Number: shels.28457



Image Number: shels.28458



Image Number: shewn.40510



Image Number: shewn.40511

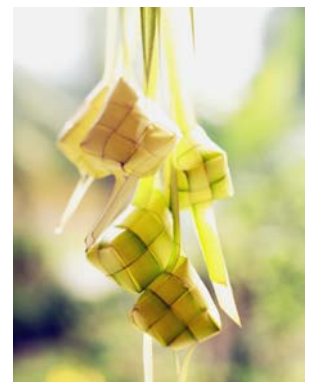


Image Number: shewn.40512



# Available Still Life Photography (continued)

Usage: 2 years worldwide.

Includes online, trade show, and in-hotel collateral. Industry exclusivity.



Image Number: shewn.40513



Image Number: shewn.40514



Image Number: shewn.40515



Image Number: shewn.40517



Image Number: shewn.40518



Image Number: shewn.40519



Image Number: shewn.40520

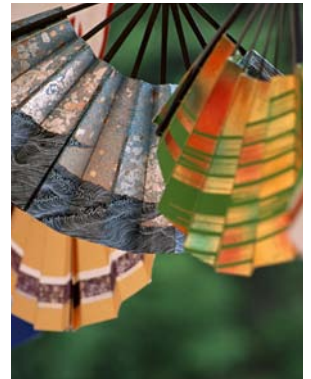


Image Number: shewn.40521



Image Number: shewn.40522



Image Number: shewn.40523



Image Number: shewn.40524



Image Number: shewn.40525



# Available Still Life Photography (continued)

Usage: 2 years worldwide.

Includes online, trade show, and in-hotel collateral. Industry exclusivity.



Image Number: shewn.40526



Image Number: shewn.40527



Image Number: shewn.40528



Image Number: shewn.40529



Image Number: shewn.40530



Image Number: shewn.40531



Image Number: shewn.40532

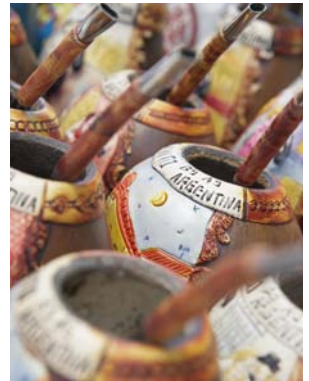


Image Number: shewn.41365



Image Number: shewn.41366



Image Number: shewn.41367



Image Number: shewn.41368



Image Number: shewn.41369



# Available Still Life Photography (continued)

Usage: 2 years worldwide.

Includes online, trade show, and in-hotel collateral. Industry exclusivity.



Image Number: shewn.41370



Image Number: shewn.41371



Image Number: shewn.41372



Image Number: shewn.41373



Image Number: shewn.41374



Image Number: shewn.41439



Image Number: shewn.41440



Image Number: shewn.41441



Image Number: shewn.41442



Image Number: shewn.41443



Image Number: shewn.41444



Image Number: shewn.41445



# Available Still Life Photography (continued)

Usage: 2 years worldwide.  
Includes online, trade show, and in-hotel collateral. Industry exclusivity.



Image Number: shewn.41447



Image Number: shewn.41448



Image Number: shewn.41450



Image Number: shewn.41451



Image Number: shewn.41452



Image Number: shewn.41453



Image Number: shewn.41454



Image Number: shewn.41455



Image Number: shewn.41456



Image Number: shewn.41457



Image Number: shewn.41459



Image Number: shewn.41460



# Property Photography

Each Sheraton is required to have a minimum of 10 photographs (up from 8 in 2004).

**Sheraton properties require the following photos:**

One hotel exterior, one hotel lobby, one club level lounge, 2 unique guestrooms, one suite bathroom, an image of each food & beverage outlets, one pool area, one fitness center – at least one shot.

## Meeting Facilities

With under 10,000 square feet or 930 square meters of meeting space – two shots as follows: one Largest Meeting Room, one shot in banquet set-up, one Board Room – one shot, Starwood Meetings in a Moment (where offered) – one shot of every meeting facility.

## Additional Facilities and Amenities (if applicable)

One to two ski shots, one to three golf courses, one tennis shot, one to two spa shots, one shot of most popular wedding setup.

## Where to Find Your Photography

Please review your photography on [starwoodarchive.com](http://starwoodarchive.com). Simply type your Starlink number into the “Starlink Number” field at the top of the page and click “Search.” If you have questions about your current photography please e-mail [photography@starwoodhotels.com](mailto:photography@starwoodhotels.com).

If you have property photography that you would like to appear either on your branded website or at [starwoodarchive.com](http://starwoodarchive.com), it must be submitted to [photography@starwoodhotels.com](mailto:photography@starwoodhotels.com) in .tiff format with a resolution of at least 300 dpi. Pending approval, the photos will be uploaded to both sites.

## Usage Rules

1. Photography must not be ghosted
2. Photographs must not be layered on top of each other
3. The use of type on photography is discouraged but is allowed if every letter is clearly legible
4. Property photography must not have people, food or animals

## Global Property Photography Program

In order to assist, Creative Services offers a photo program to make it easy and cost effective for hotels to get high quality photography. We’ve entered into volume-based agreements with several of our approved photographers to secure heavily discounted rates.

For hotels ordering a minimum of 6 shots, the cost per shot is \$550 in NAD and \$650 in AP, LAD & EAME, which includes travel and all other expenses. Hotels are only responsible for providing rooms and meals for the photographer and his/her assistant during the duration of the shoot (typically 1-3 nights), for any costs associated with preparing rooms and for providing any necessary flowers. This rate is only available if a hotel gets a minimum of 6 shots, but exceptions to this can be made if several hotels in a city are shooting together.

All scheduling and billing will be done through Creative Services. Please contact us to discuss your needs and available dates. For more information or to schedule a photo shoot you can contact the photography team by e-mail: [photography@starwoodhotels.com](mailto:photography@starwoodhotels.com).



# Hotel & Marketing Collateral

The elements on the previous pages (patterns, vignettes, icons, connecting lines, photography, s-crest treatment, logos, colors and fonts) are meant to be used to visually articulate warm, comforting, connections. Overall, the color is saturated with very little contrast. These elements together, such as the vignettes, icons and swipec with Sheraton logo, should be used in low contrast. Use of photography with a swipec over it or a vignette next to it, should also be in low contrast: e.g., if an orange vignette is used with a swipec and s-crest, it would be best to use an orange that closest matches the vignette. Similarly, if an icon is being used with a vignette, the color of the icon should be the same color family as the background vignette.

All hotel collateral should follow the templates that are available on [starwoodarchive.com](http://starwoodarchive.com). Communication pieces that are not one of these templates should be based off a similar templated piece; e.g., if it is a sales piece, it should be based off the rack brochure. All marketing collateral and non-templated pieces must be submitted for brand approval before going to print. Please forward a low resolution PDF to [collateralinfo@sheraton.com](mailto:collateralinfo@sheraton.com) for review. Please expect a 3 business day turnaround on all reviews. Feel free to direct any questions that you might have about this document, photography or graphics to the same e-mail address.

## Paper Standards

The following paper stock must be used.

### Brand Paper

Mill: Mohawk  
Paper: Navajo  
Color: Brilliant White  
Finish: Ultra Smooth

### Stationery Paper

Mill: Mohawk  
Paper: Strathmore Writing #24lb  
Color: Ultimate White  
Finish: Wove



# Collateral Templates

Templates for all in-hotel and marketing collateral can be found on [starwoodarchive.com](http://starwoodarchive.com). If you click on “Templates” in the left navigation, you will be able to search by brand for specific pieces or groups of pieces (such as guestroom, front desk or property brochures).

## Approvals on Collateral

All promotional material (i.e. meeting, group or special events signage, brochures, temporary signs etc) must either follow an existing Sheraton collateral template or comply with the brand graphic standards as outlined in the Sheraton Style Guide located on Starwood Archive. Brand approval must be obtained before going to print by submitting materials in PDF format at [starwoodarchive.com/approvals](http://starwoodarchive.com/approvals).

## Divisional Brand Contacts

Asia Pacific: [vincent.ong@starwoodhotels.com](mailto:vincent.ong@starwoodhotels.com)

Latin America: [omar.librizzi@starwoodhotels.com](mailto:omar.librizzi@starwoodhotels.com)

Europe, Africa, Middle East: [angelique.beziel@starwoodhotels.com](mailto:angelique.beziel@starwoodhotels.com)

North America: [collateralinfo@sheraton.com](mailto:collateralinfo@sheraton.com)

## Hotel Collateral

### North America

In North America most hotel collateral can be ordered through our vendor Cenveo. Please use the below e-mail address to contact them for ordering information. See contact at the bottom of the page for divisional contacts.

Cenveo

[sheraton.036@cenveo.com](mailto:sheraton.036@cenveo.com)

T: 1 866 306 0292

### EAME, Asia Pacific & Latin America

No divisional centralized sourcing solution is yet available. Properties may use local vendors or may reach out to their divisional brand contact for advice. Templates may not be changed and should follow all printing specifications as outlined in the PDF that is available for download with each collateral piece.



# Marketing Collateral

## North America

Rack Brochures and Meeting Facilities Guides can be created by your local agency or one of the preferred vendors below. Sales folders can be ordered from Cenveo at the above e-mail address and telephone number. See contact at the bottom of the next page for divisional contacts.

MMG Worldwide  
Tanya Hoffman  
816 300 5199  
[thoffman@mmgworldwide.com](mailto:thoffman@mmgworldwide.com)

Wilmer Communications  
452 775 9100  
[info@wilmerco.com](mailto:info@wilmerco.com)

## Europe, Africa, Middle East

EAME Creative Services Team assists in the creation of individual hotel collateral such as rack brochures, meeting brochures, e-brochures, posters, check-out flyers, etc...

Hotels can proceed locally with the production of collateral. In this case they must request approval from Creative Services before printing.

Please contact anyone in the team:

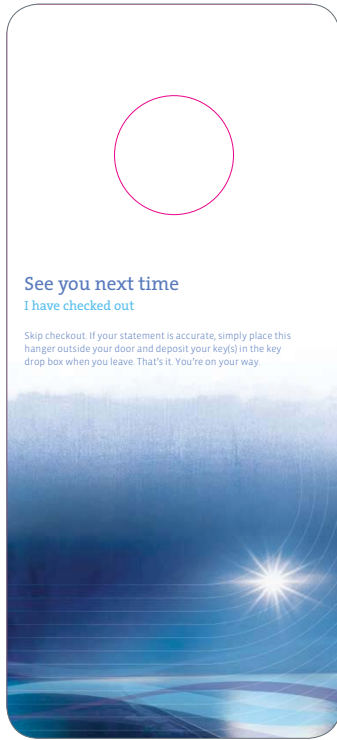
Franco Gianazza  
Director of Creative Services, EAME  
[franco.gianazza@starwoodhotels.com](mailto:franco.gianazza@starwoodhotels.com)  
Tel: +39 2 626 16441

Loretta Pozzoli  
Project Manager Creative Services, EAME  
[loretta.pozzoli@starwoodhotels.com](mailto:loretta.pozzoli@starwoodhotels.com)  
Tel: +39 2 626 16442

Laura Cattaneo  
Project Manager Creative Services, EAME  
[laura.cattaneo@starwoodhotels.com](mailto:laura.cattaneo@starwoodhotels.com)  
Tel: +39 2 62616443



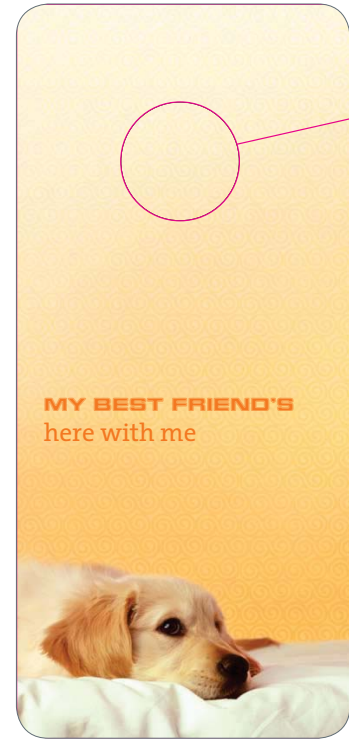
# Hotel Collateral Examples



**Priority Checkout Doorhanger**  
she1559.27614



**Valet Parking Ticket**  
she1604.27620



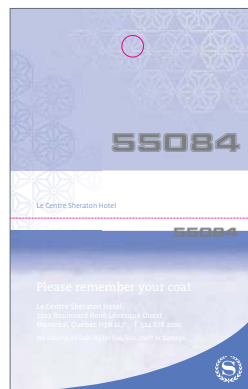
**Pet Napping Doorhanger**  
she351.29139



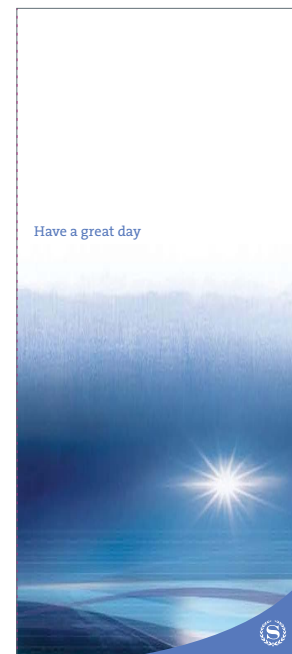
**Do Not Disturb Door Hanger**  
she151.27565



**Key Card**  
she1501.27565



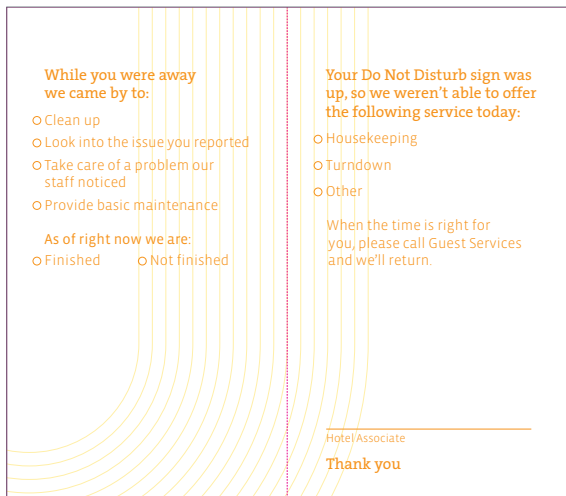
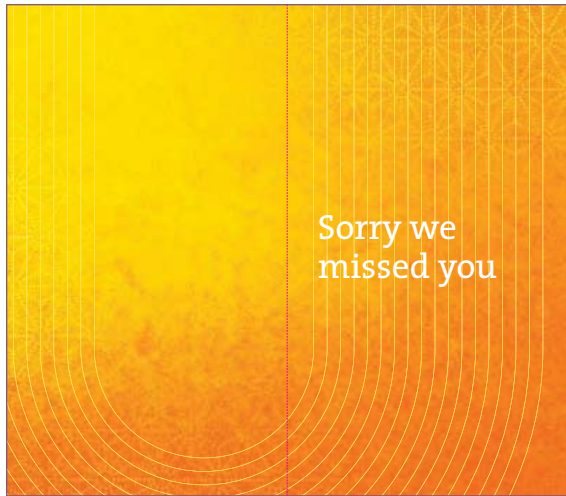
**Coat Check**  
she1601.27617



**Checkout Folder**  
she1561.27616



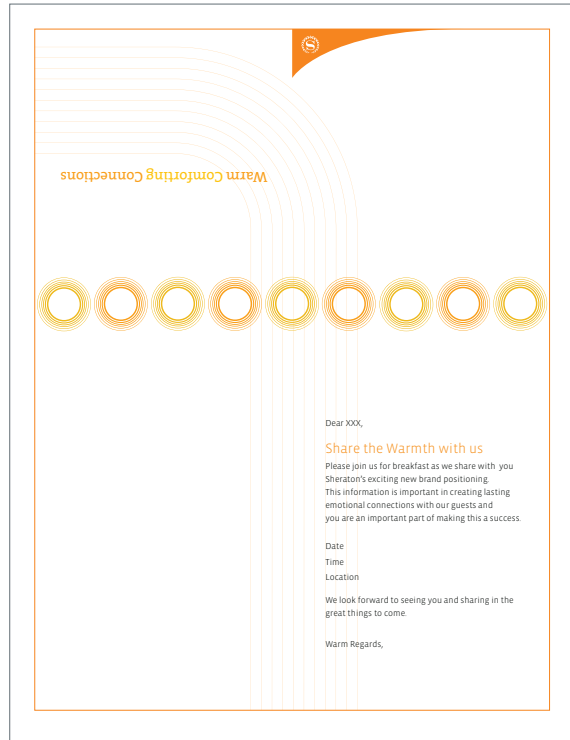
# Hotel Collateral Examples (continued)



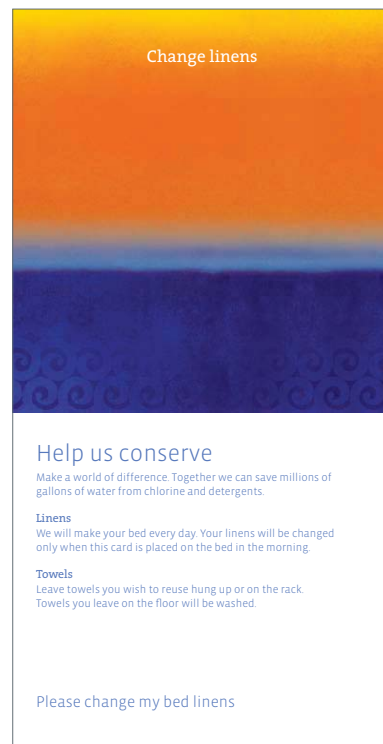
**Service Attempt Card**  
she54.27560



**Property Note Card**  
she2151.27688



**Heart of House Invitation**  
she1755.39722



**Green Program Card**  
she53.27599





# Sheraton Advertising

This campaign is built on the idea that no matter who we are or where we are in the world, we all have the need to feel like we belong. We all want to feel connected, we all want to feel welcome, we all want to be ourselves. This campaign celebrates this shared truth – by showing shared experiences that, while different around the world, capture the same emotional connection. The new ads will focus more on the emotional connection to the subject of the ad, such as meetings, weddings, and leisure weekends, than on simple copy to draw attention and create interest in the offer and hotel. By creating an emotional connection with the consumer, we hope to reinforce the brand essence:

**You don't just stay at Sheraton. You Belong.**

## Art files

The templates on the following pages are downloadable from [starwoodarchive.com](http://starwoodarchive.com). Simply type in “**belong campaign**” into the keyword search and all photography, templates and logos associated with the templates will come up in the search results. Find your property logo by typing in your Starlink Code into the top search. The property logo must be used exactly as it is on [starwoodarchive.com](http://starwoodarchive.com) and not altered in any way.

## Approvals

All advertising executions must be brand approved before going to print. Please refer to the divisional contact list below and forward all advertising concepts via low resolution PDF to the appropriate contact in your division for brand approval.

**Asia Pacific:** [vincent.ong@starwoodhotels.com](mailto:vincent.ong@starwoodhotels.com)

**Latin America:** [laura.alfonsin@starwoodhotels.com](mailto:laura.alfonsin@starwoodhotels.com)

**Europe, Africa, Middle East:** [angelique.beziel@starwoodhotels.com](mailto:angelique.beziel@starwoodhotels.com)

**North America:** [info@starwoodstandard.com](mailto:info@starwoodstandard.com)



# National Campaign

## The “Shared Truths” Campaign

No matter who we are or where we are in the world, we all have a need to feel like we belong. We all want to feel connected; we all want to feel welcome; we all want to be able to be ourselves. Our new campaign celebrates this shared truth... celebrates our shared humanity... celebrates the things that make us feel like we belong to each other and to the world.

The executions tap into the various emotional dimensions of “belonging,” which when realized, give us a sense of belonging. These include:

- The need to feel Welcomed
- The need to be Nurtured
- The need to experience Enjoyment
- The need to feel Comfortable
- The need for Self-expression

In our new :30 and :15 TV commercials—the first is called “Greetings”—a steady stream of visuals shows different people, in different places, experiencing the same emotional connection. These visuals are cut together in a fresh, contemporary way that’s new for the category and reinforced by copy that highlights the shared experience. In this way, the message becomes both a celebration and an invitation, ending with a tagline that urges people everywhere to... “Belong.”

Each print advertisement features a single poignant photo, capturing a moment in time where people are connecting on an emotional level. The ads use a traditional s-crest logo, with the tagline “Belong.”



# National Ad Example

[Click Here](#) To refer to full Advertising Guidelines available on [starwoodarchive.com](http://starwoodarchive.com).



# Building a Local Property Ad

As Sheraton continues to evolve as a brand, we are implementing a new concept on the local property ad that brings to life our positioning around warm, comforting connections. We no longer want our consumers to think of Sheraton as a collection of buildings, beds, and restaurants, but to connect with Sheraton as a lifestyle brand, built by real people taking care of the world's travelers. We want consumers to feel that staying at Sheraton is a part of something bigger than staying in a hotel room.

On a local property level, Sheraton's 'Shared Truths' campaign translates into promotional and location-specific messaging, while retaining its warmth, understanding, and feeling of belonging. The ads incorporate Sheraton-inspired photography, new local property logo treatments, and promotional copy highlighted in a belt of color to create an in-brand execution that accentuates tactical messaging.

## Step 1: Select an image from library

### Step 2: Select a headline

All headlines should read:

\_\_\_\_\_ is invited. OR \_\_\_\_\_ are invited.

For example:

Splashing is invited.

Treasure hunters are invited.

### Step 3: Develop body copy

### Step 4: Add call to action

For example:

Book today at [Sheraton.com/XXX](http://Sheraton.com/XXX), or call 1-XXX-XXX-XXXX for more information.

### Step 5: Enter ad rate (optional)

You can use a whole dollar amount or range for a rate ad. All promotions, value adds and percent off must be in body copy. A rate or promotion is not required.



# Local Property Ad Copy

## Tone of Voice

Overall, body copy should be straightforward and concise, yet warm and conversational. Its tone should emulate the way in which you would speak to a guest that you've invited to your home for dinner, as opposed to more conventional hotel language. Its content should focus on the overall hotel experience, emotion, and consumer benefit, while highlighting specifics of offerings. In this way, the language will demonstrate that Sheraton promotions and packages are offered for a purpose: "Because you don't just stay here. You belong."

For example:

'Breakfast on the house lets you share your mornings' NOT 'Complimentary breakfast'

'Late check-out to linger and make the most of your weekend' NOT '2 pm late check-out available'

'Business center open all day and night' NOT 'State-of-the-art business center'

'To make your stay more comfortable' NOT 'To feel just like home'

'The celebrated "ahhhhh" of the Sweet Sleeper™ Bed' NOT 'The world-renowned Sweet Sleeper Bed'

## Sample Body Copy

### Getaway

#### Family

Splashing / Cannonballs / Laughter / Giggles / Bonding / Fun is/are invited. A special weekend rate of SXX makes it easy for families to make some new memories. Breakfast on the house is perfect for huddling around and planning a great day, and a late check-out keeps the fun going just a little longer. Because you don't just stay here. You belong.

#### Friends

Sharing / Reconnecting / Memories is/are invited. A special weekend rate of SXX makes it easy to get together with the people who are important to you. Share your mornings with breakfast on the house, and take advantage of a late check-out to linger and make the most of the weekend. Because you don't just stay here. You belong.

#### Couples

We-time / Romance / Rediscovery is invited. A special weekend rate of SXX makes it easy to reconnect. Breakfast on the house lets you share the morning and plan the perfect day. Catch more Zzzz's with our late check-out, and leave feeling rested. Because you don't just stay here. You belong.

#### Shopping

Treasure hunters / Wish lists are invited. (PARTNERSHIP WITH A LOCAL STORE). We welcome you with an upgrade to a Riverview Suite to make the city look even more inviting, and offer free transportation to make finding the perfect thing just a little easier. Because you don't just stay here. You belong.

#### Golf Weekend

Buddies / High fives / A little guy time / Million-to-one shots / The love of the game is/are invited. A special rate of SXX (including a round at NAME OF COURSE) makes planning a golf escape an even better idea. And, of course, you'll be welcomed with a room upgrade and daily breakfast on the house to help you play your best. Because you don't just stay here. You belong.



# Local Property Ad Copy

## Sample Body Copy (continued)

### Weddings

#### General

Promises / Your big day / Forever is/are invited. With weddings at Sheraton. Room for up to 360 people to toast, to cheer, to share your day. Champagne and truffles on your wedding night for your own celebration. And massages for the bride and groom to banish any wedding-planning stress. Because you don't just stay here. You belong.

#### Destination Mention Example

Promises / Your big day / Forever is /are invited. With weddings at the Sheraton World Resort in Orlando. Room for up to 360 people to toast, to cheer, to share your day. Champagne and truffles on your wedding night for your own celebration. And massages for the bride and groom to banish any wedding-planning stress. Because you don't just stay here. You belong.

### Spa Retreats

#### Generic

Aahhhhh / Recharging / You-time / We-time is invited. Nurture yourself with a 3-night stay at <Property Name>. Daily in-room breakfasts energize you. Two spa treatments a day invigorate you. And dinner at the Real Spa Restaurant every night for a relaxing end to a very good day. Because you don't just stay here. You belong.

#### Location Specific

Aahhhhh / Recharging/ You-time/ We-time is invited. Reenergize with a 3-night stay at the Sheraton Noosa Resort and Spa, a welcoming spot on Australia's Sunshine Coast. Two daily treatments, including Bowen Therapy, a powerful, non-intrusive technique for soothing aches and pains. And dinner at (NAME OF RESTAURANT) for a relaxing end to a very good day. Because you don't just stay here. You belong.

### Meetings

#### Awareness

Relationships / High expectations / Connections are invited. At the Sheraton World Resort in Orlando. 75,000 square feet for meeting and achieving. Our business center is open all day and night to keep you connected. 1,102 rooms for quiet time and 3 pools for relaxing at last. Because you don't just stay here. You belong.

#### Promotion - Meeting Planner

Your vision / Perfectionists / Success is/are invited. At the Sheraton World Resort in Orlando. 75,000 square feet for meeting and achieving. Meeting specialists to ensure everything goes seamlessly. And if you book your first-quarter meeting by XXX, we'll welcome you with an additional 5% off your master bill. Because you don't just stay here. You belong.

#### Business Traveler

The away team / 9-to-whenever / Winning / Moving and shaking is/are invited. At the Sheraton World Resort in Orlando, our business center is open all day and night to keep you plugged in, and Wi-Fi in every room keeps you connected. Of course, we also welcome you with 5,000 Star Points a night. Because you don't just stay here. You belong.



# Local Property Ad Copy

## Sample Body Copy (continued)

### Food & Beverage

#### Generic Brunch

The most important people in your world / Togetherness / Lingering at the table is/are invited. Brunch at Sheraton gives you time for the people that really matter. Executive Chef XXX's creations flavor the table with a hearty supply of "Mmmms." And it starts at only \$XX, so you can turn a Sheraton brunch into a family tradition. Because you don't just stay here. You belong.

#### Easter Brunch

Catching up / Bonding / Generations / Tradition is/are invited. Easter Brunch at Sheraton gives you time for the people that matter most. A special visit by the Easter bunny lights up young faces, and creations by Executive Chef XX, starting at only \$XX, make the day memorable for everyone. Because you don't just stay here. You belong.

#### Mother's Day

A day off for Mom / Stories about Mom / A little time with the person who loves you most is/are invited. A bouquet of fresh flowers greets Mom at the table to let her know it's her day. Brunch, starting at only \$XX, provides the perfect setting to toast, to share, to celebrate her. And there is no charge for children 5 and under, so everyone in the family can feel welcome. Because you don't just stay here. You belong.

#### Father's Day

Dad's jokes / Generations / The whole tree / Inside jokes is/are invited. Fathers are honored with a complimentary XX. The whole table is treated to brunch starting at only \$XX. And of course, there is no charge for children 5 and under so every family can join the celebration. Because you don't just stay here. You belong.

#### Thanksgiving Dinner

Family ties / The holiday spirit / Every generation / Every size appetite / Ages 0 and up / Second helpings is/are invited. Families come together at the Sheraton XX with a traditional turkey roast accompanied by all the trimmings. Dinner is only \$XX per person, and there is no charge for children 5 and under, so everyone is welcomed at the table. Because you don't just stay here. You belong.

#### Thanksgiving Lodging

Family traditions / Homecomings / The holiday spirit is/are invited. Special Thanksgiving rates starting at \$XX bring families together. Breakfast on the house starts busy days off a little more relaxed. And a late check-out keeps the holidays from ending too soon. Because you don't just stay here. You belong.

#### New Year's

The first kiss of the New Year / New Beginnings / Cheers is/are invited. Spend the night and enjoy dinner for two for only \$XX. Ring in the New Year with a champagne toast, specially created hors d'oeuvres, and party favors to lift your mood. Then wake up to a breakfast buffet and late check-out. Because you don't just stay here. You belong.



# Local Property Ad Copy

## Sample Body Copy (continued)

### Leisure Friends / Couples Promotions

#### Cultural Events

Your cultural side / Inspiration / Expanding minds is/are invited. We welcome you with a special weekend rate of \$XX and discounted tickets to XX. Plan your day over breakfast on the house, and pack a little extra into the weekend with our late check-out. Because you don't just stay here. You belong.

#### Sporting Events

Die-hards / The faithful / The kick-off / Fans is/are invited. A special weekend rate of \$XX brings you to all the action, and discounted tickets to XX put you in the center of it. Daily breakfast on the house gets you ready for the game, and a late check-out lets you spend a little more time reviewing the highlights. Because you don't just stay here. You belong.

### Grand Opening/Renovation

#### Announcement

Chicago / New faces / High expectations is/are invited. The new Sheraton Chicago Hotel & Towers. Where you'll find the celebrated "aaahhhh" of Sheraton Sweet Sleeper™ Beds, and thoughtful touches like high-speed Internet access in every room. You'll also find a feeling of welcome unlike any other. Because you don't just stay here. You belong.

#### Promotion

Chicago / New faces / High expectations is/are invited. The new Sheraton Chicago Hotel & Towers. Where you'll find a grand opening rate of \$XX to greet you and the celebrated "aaahhhh" of Sheraton Sweet Sleeper Beds. You'll also find a feeling of welcome unlike any other. Because you don't just stay here. You belong.

#### Renovation

Chicago / New friends is/are invited. The newly renovated Sheraton Chicago Hotel & Towers. Where you'll find the celebrated "aaahhhh" of Sheraton Sweet Sleeper Beds, and thoughtful touches like high-speed Internet access in every room. You'll also find a feeling of welcome unlike any other. Because you don't just stay here. You belong.

#### New Emotional Intros Written Specifically For "Little Girl Offering Present" Photo

Excitement / Anticipation is invited. The newly renovated Sheraton Chicago Hotel & Towers. Where you'll find the celebrated "aaahhhh" of Sheraton Sweet Sleeper Beds and thoughtful touches like high-speed Internet access in every room. You'll also find a feeling of welcome unlike any other. Because you don't just stay here. You belong.



# Ad Example: Local Property Non-Rate ads

[Click Here](#) To refer to full Advertising Guidelines available on starwoodarchive.com.

Sheraton Sheraton Sheraton  
**Gateway**

HOTEL  
 ATLANTA AIRPORT

**Belong**

▶ **Bonding is invited.** A special weekend rate makes it easy for families to make some new memories. Breakfast on the house is perfect for huddling around and planning a great day, and a late checkout keeps the fun going just a little longer. Because you don't just stay here. You belong.

Book today at [sheraton.com/xxxxxx](#) or call 1-800-XXX-XXXX for more information.

Member of STARWOOD PREFERRED GUEST™

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# Ad Example: Rate Promotions Ad

[Click Here](#) To refer to full Advertising Guidelines available on starwoodarchive.com.

**Sheraton Gateway**  
HOTEL  
ATLANTA AIRPORT

**Belong**

**Laughing is invited.** A special weekend rate makes it easy for families to make some new memories. Breakfast on the house is perfect for huddling around and planning a great day, and a late checkout keeps the fun going just a little longer. Because you don't just stay here. You belong.

**\$79-\$149**  
Weekend nights

Book today at [sheraton.com/xxxxxx](#) or call 1-800-XXX-XXXX for more information.

STARWOOD PREFERRED GUEST

©2006 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut a tortor. Vivamus eu leo id elit aliquet pulvinar. Vivamus commodo sodales augue. Vestibulum a ante in turpis facilisis facilisis. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nunc quam nulla, laoreet vitae, pharetra eu, pharetra a, libero. Maecenas viverra consequat quam. Nullam tortor magna, semper dictum, viverra id.





# Ad Example: Small Local Ad Template

[Click Here](#) To refer to full Advertising Guidelines available on starwoodarchive.com.



**Sheraton Gateway**  
HOTEL  
ATLANTA AIRPORT

**Belong**

**\$79-\$149** Weekend nights

**Laughing is invited.** With Sheraton Families Welcome weekends. A special weekend rate makes it easy for families to get some quality time. Breakfast on the house to start every day off great. And late checkout to help you relax. Because you don't just stay here. You belong.

Book today at [sheraton.com/xxxxxx](#) or call 1-800-XXX-XXXX for more information.

STARWOOD PREFERRED GUEST

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STARWOOD PREFERRED GUEST



**Sheraton Gateway**  
HOTEL  
ATLANTA AIRPORT

**Belong**

**Bonding is invited.** With Sheraton Families Welcome weekends. A special weekend rate makes it easy for families to get some quality time. Breakfast on the house to start every day off great. And late checkout to help you relax. Because you don't just stay here. You belong.

**\$79-\$149**  
Weekend nights

Book today at [sheraton.com/xxxxxx](#) or call 1-800-XXX-XXXX for more information.

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# Contacts

## By topic (these contacts apply worldwide)

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### Photography

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## starwoodarchive.com

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