THE GOAL
To drive and create cohesiveness ensuring the Hyatt Place brand position of seamless, modern comfort is clearly communicated through the brand’s visual identity and tone of voice throughout the Globe.

THE CONCEPT
Inspired by the circles in the Hyatt Place logo and the geometric shapes found throughout our hotels — from the plates used at breakfast to the pillows on the Hyatt Grand Bed™ — these geometric shapes and colorful accents echo the brand’s modern and vibrant identity.

Complimenting the bright colors and multi-layered geometric shapes is a script typography that speaks to the casual, personal comforts and flexible service offered to our guests.

Inspiration comes from: pillows, plates, square grand bed, ottomans, cozy corner couch, furniture, wine glasses, flatbread pizzas, etc.
ICONS & ILLUSTRATIONS

Inspired by the casual, approachable handwritten style of the tagline, “Welcome to a Different Place,” these illustrations as well these icons provide a quick, easy and friendly method in which to communicate the entire Hyatt Place offering while incorporating the circles and colors of the logo.

COLOR PALETTE

By reintroducing the circles and colors of the Hyatt Place logo in the following items we successfully reflect the essence of the brand’s personality throughout every touch point of the guest experience.
The outside logo colors and circles have inspired the design elements throughout the brand identity such as the use of a circular sticker or the use of an icon. Also, each color can be used as a solid background with a lighter version of that color as a line pattern.

Use for all applications with the exception of Food & Beverage.

Inspired by the logo’s center black and beige colors, the use of kraft paper, chalkboard textures and handwritten fonts provide a friendly, “coffeehouse” look and feel. This differentiates the food and beverage offering from other collateral while still aligning to the brand identity and positioning.

Use for all Food & Beverage applications.
MARKETING COLLATERAL GUIDE OVERVIEW

The Marketing Collateral Guide has been created to help provide you and your team easy instruction for ordering/download, using and placing the materials that make up the HPid In-Hotel Collateral. All materials can be ordered or downloaded through AS Hospitality unless otherwise noted.

Note: Placements should be followed for Dual-Language Materials. Images in document will only show Single Language.

Collateral Vendor Contacts

AS Hospitality
Contact: Laura Tant
Phone: 800-422-1718
Email: tant@ashospitality.com

Monastery Hill Bindery
Contact: Jim Walsh
Phone: 773-525-4126
Email: jwalsh@monasteryhill.com

Graphic Systems
Contact: Daina Bailey
Phone: 316-267-4171
Email: dbailey@gsi-graphics.com

American Hotel Registry
Contact: John Hanus
Phone: 847-743-1652
Email: jhanus@americanhotel.com

Dr. Graphx (Van Wrap)
Contact: Mike Davis
Phone: 312-291-5994
Email: mikedavis@drgraphx.com

24/7 Gallery Menu & Market

24/7 Gallery Menu Board
Elevator Posters
24/7 Gallery & Drink Menus
24/7 Gallery & Drink Menu Holder
Signature Menus (OPTIONAL)
12 Table-Top F&B Promo Cards
12 Table-Top F&B Promo Card Holders
Coasters
24/7 Gallery Kids Menu
Bakery Case Cards
Bakery Case Cling
Glass Jar Clings
Salad Belly Bands
Salad Ingredient Labels
Sandwich Labels
Sandwich Ingredient Labels
Sneeze Guard Clings
Breakfast Station Cards
Breakfast Inspiration Cards
Microwave Instruction Card
Odds & Ends Sign
Odds & Ends Holder
Odds & Ends Menu
Seamless Roomspray
Odds & Ends Magazine Sticker

Gallery Host Materials

Guestroom Key Card
Keycard Sleeve
Vertical or Horizontal Luggage Tag
Valet Tag
Parking Tag
StayFit Center Information Sign
Local Activities Map
Privacy Refresh Card
Pet-In Room Door Hanger or Lock Insert
(Handed to Guests checking in with pets)
Housekeeping Door Hanger or Lock Insert
(Kept on the housekeeping cart)
Maintenance Door Hanger or Lock Insert
(Used only when room is closed for maintenance)

Hotel Exterior

Hotel Flag
Hotel Shuttle Van Wrap

Guest Room

Magnetic Strip
Magnets
Gold Passport Promotion Card
Visa Credit Card Promotion Card
Phone & Safety Card
Guestroom Notepad
Guestroom Pen
TV Channel Listing
HP In-Room Guide
Blanket Band
Sofa Label
Laundry Ticket and Bag
Privacy Door Hanger or Lock Insert
Go Green Door Hanger or Lock Insert
Guest Communication Card
Safe Instruction Card
Odds & Ends Guestroom Mirror Cling
In-Room Menu

Marketing Collateral

Brand Fact Sheet
E-Signature
F&B Coupons
Tradeshow Banner
Brand Rack Brochure
Hotel Fact Sheet
Hotel Rack Brochure
Free Night Stay Certificate
Sales Folder
Renovations Kit

Hotel Stationary

Business Cards
Letterhead
Standard Envelope
Shipping Envelope
Shipping Label
Folded Note Card
Flat Note Card
Note Card Envelope

Meetings & Events

Meeting Notepad
Meeting Menu
Catering Menu (OPTIONAL)
24/7 gallery menu & market
MANDATORY

DESCRIPTION

-To be placed in the Coffee to Cocktails Bar space to promote food & beverage.
-For existing properties: position menu board in current spot of 4 menu boards.
-Instructions for placement can be seen below.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order 24/7 Gallery Menu Boards through Graphic Systems
Coffee to Cocktails Version - Item # HPMENU CC
Coffee to Beer & Wine Version - Item #HPMENU CBW

PLACEMENT PHOTO

1. Attach Back Panel to Wall
   A. Place back panel in desired location on wall, level, and mark hole locations. (There are 4 holes in the back panel, used for attaching to wall with screws.) Set panel aside.
   B. Insert Drywall Anchors into wall, centering each anchor on the marks from the previous step. Using a Phillips screwdriver, twist the anchors into the drywall until they are flush with the surface of the wall. (These anchors are self-drilling, so no pilot hole is needed.)
   C. Place back panel on wall, line up holes with wall anchors, and attach using supplied Flathead Screw.

2. Attach Menu Panels to Back Panel
   A. Line up the tab on the back of the menu panel with the slot in the back panel.
   B. Start the TOP edge of the tab into the slot.
   C. Push the panel UP into the slot.
   D. Once the panel is slid UP, the bottom will drop in.
   E. Slide the Panel back down. It will stop in its final position.

Beer & Wine option available - to be used at properties without liquor license.
MANDATORY

DESCRIPTION
-To be used inside hotel elevators to promote food & beverage.
-Mix and match options (priority order pending number of elevators shown on the right pending # of elevators and opening or existing hotel.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Elevator Posters through ASHospitality.com

PLACEMENT PHOTO

Existing Property: Elevator #1
New Property: Elevator #2
Existing Property: Elevator #3 (if applicable)
Existing Property: Elevator #1

Beer & Wine option available - to be used at properties without liquor license.
MANDATORY

DESCRIPTION

-To be placed in the Gallery: 1st on the Coffee to Cocktails Bar on the side of Bakery Case furthest from the check-in desk and 2nd at end of bar.
-Guests are to place order through the Gallery Host.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and Order 24/7 Gallery Menu through ASHospitality.com

Order Menu Holder through Monastery Hill, item #HP247-9545 BLK

PLACEMENT PHOTO

![Placement Photo](image-url)
DESCRIPTION
-To be placed in the Gallery: 1st on the Coffee to Cocktails Bar on the side of Bakery Case furthest from the check-in desk and 2nd at end of bar.
-Guests are to place order through the Gallery Host.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and Order Drink Menu through ASHospitality.com
Order Menu Holder through Monastery Hill, item #HP247-9545 BLK

MANDATORY

PLACEMENT PHOTO

Beer & Wine option available - to be used at properties without liquor license.
DESCRIPTION
- To be placed on the Coffee to Cocktails Bar.
- Guests are to place order through the Gallery Host.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and Order Signature Menu through ASHospitality.com after Food & Beverage approval. Signature menus for drinks (right) and specialty food items are available.

Order Menu Holder through Monastery Hill, item #HP247-9545 BLK

PLACEMENT PHOTO
MANDATORY

DESCRIPTION

12 Table Top Table-Top Cards to be placed at random throughout the Gallery seating at all hours.

From 6 a.m. to 11 a.m. properties should display 12 Breakfast Promo Cards, scattered around the Gallery seating.

From 11 A.M. to 6 P.M. properties should display 3 Breakfast Promo Cards in addition to 3 of each of the other 3 Promo Card artworks (12 total displayed).

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Table-Top F&B Promo Cards through ASHospitality.com.

Order Card Holders through Monastery Hill, item #HP247-4RAIL-BLK

PLACEMENT PHOTO

3 artworks versions:
side 1 = 24/7 Gallery Menu
side 2 = Coffee to Cocktails

Beer & Wine option available - to be used at properties without liquor license.
OPTIONAL

DESCRIPTION
To be placed in the Gallery and used when serving all beverages.

For Hotels that have to use Coasters underneath glasses in the Guestroom have the option use this or the Plain White Coasters ordered through American Hotel Registry.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Coasters through ASHospitality.com.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
To be placed on behind the Coffee to Cocktails Bar and distributed with pack of washable crayons upon request of Guest.

INSTRUCTION FOR ORDERING/DOWNLOAD
Download the 24/7 Gallery Kid’s Menu through ASHospitality.com. Order the washable crayons using the order form on ASHospitality.com. After downloading, print at property.
MANDATORY

DESCRIPTION
The Bakery Case Cards should be placed in front of their respective bakery item.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Bakery Case Cards through ASHospitality.com. The label holders' ordering instruction can be found in the Purchasing Guide on Hyatt Connect.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
The Bakery Case Cling should be placed on the left hand side of the Bakery Case.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Bakery Case Decal through ASHospitality.com.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION

The 24/7 Gallery Market Glass Jar Clings should be placed on the center of the glass jars and sit on counter next to Bakery Case on the opposite side from the bar.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order 24/7 Gallery Market Glass Jar Clings through ASHospitality.com.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
The Salad Belly Bands and Ingredient Labels should be used for labeling Gallery Market salads.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order 24/7 Gallery Market Salad Belly Bands and Ingredient Labels through ASHospitality.com.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
The Sandwich and Ingredient Labels should be used for labeling Gallery Market sandwiches.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order 24/7 Gallery Market Sandwich and Ingredient Labels through ASHospitality.com.

PLACEMENT PHOTO

Front photograph of the sandwich to go.

Front sticker:
- Ham & Swiss Cheese with Honey Dijon on a Pretzel Roll
- 570 cal

Back photograph of the sandwich to go.

Back sticker:
- Ingredients (list of ingredients)

Sticker:
- Sandwich to go
- Ham & Swiss Cheese with Honey Dijon on a Pretzel Roll
- 570 cal
MANDATORY

DESCRIPTION
The Sneeze Guard Clings should be placed above their respective food item. Place each sneeze guard label at the top/left of the sneeze guard as shown below.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Sneeze Guard Clings through ASHospitality.com.

PLACEMENT PHOTO: SEE APPLICATION INSTRUCTION ON NEXT PAGE
MANDATORY

INSTRUCTIONS FOR APPLICATION

Step 1: clean the glass
Step 2: wet top of glass with paper towel
Step 3: place label on wet top left corner of Sneeze Guard
Step 4: place label on top of wet glass from left to right
Step 5: gently peel back label and apply more water
Step 6: the decal should be straight and full of water
Step 7: use a card to push out bubbles and water from the middle to the edge
Step 8: use a card to smooth out edges
Step 9: wipe away access water
Step 10: let it dry (36-48 hours)
MANDATORY

DESCRIPTION
The Breakfast Station Cards should be placed in front of their respective food item.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Breakfast Station Cards through ASHospitality.com.
Order 6" Metal Label Holder through Wasserstrom, item #9504

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
The breakfast inspiration cards are intended to give guest ideas on what to make for breakfast using items within the a.m. Kitchen Skillet.
- Place 2 cards in 2 5x7 Acrylic Stands along side buffet.
- Rotate cards every 3 months.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Breakfast Inspiration Cards through ASHospitality.com.
Order 5x7 Acrylic Stands through Wasserstrom, Item #6006669

PLACEMENT PHOTO
OPTIONAL

DESCRIPTION
Place the microwave instruction on top of or next to the microwave in the Gallery Kitchen.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Microwave Instruction Card through ASHospitality.com.
Order 5x7 Acrylic Stands through Wasserstrom, Item #6006669

PLACEMENT PHOTO

![Placement Photo](image_url)
MANDATORY

DESCRIPTION
The Odds & Ends sign should be placed at the Gallery Host Stand on the closest check-in counter to the entrance. This replaces the wooden Odds & Ends tray, the purple stand, and the old menus.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Odds & Ends Front Desk Sign through ASHospitality.com.

Order Odds & Ends Sign Holder through Monastery Hill, item #HP247-ODDEND-BLK

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
To be filled out by guests and returned to Gallery Host for filing when they borrow any item from the Odds and Ends Menu “Borrow” section.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Odds & Ends Menus through ASHospitality.com.

PLACEMENT PHOTO

Must be filled out according to instruction listed prior to Guest borrowing an item from the Odds & End Menu “Borrow” section.
MANDATORY

DESCRIPTION

Item to be sold through Odds & Ends.
Store with other Odds & Ends merchandise.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Seamless™ Roomspray through ASHospitality.com
OPTIONAL

DESCRIPTION
To be placed on any magazine that can be used by guests in either their room or in the Gallery.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Magazine Sticker through ASHospitality.com.

PLACEMENT PHOTO
gallery host materials
MANDATORY

DESCRIPTION
The Guestroom Keycard should be presented in the Keycard Sleeve to the Guest.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Guestroom Key Card through pli.com or via Purchasing
MANDATORY

DESCRIPTION
- The Keycard Sleeve holds the Guestroom Keycard and provides key Hyatt Place amenity details to the guest.
- Room # should be written at the bottom of the front side.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Keycard Sleeve through ASHospitality.com.

Beer & Wine option available - to be used at properties without liquor license.
MANDATORY

DESCRIPTION
-The Vertical Luggage Tag is used for a guest with multiple bags. Attach the top piece onto the first bag and use the stickers for additional baggage.
-The Horizontal Luggage Tag is used for guests with one bag.
-For security, each tag has a different number. The sequential numbers start at 000001. The hotel must ensure that their legal representative reviews the terms and conditions.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Vertical or Horizontal Luggage Tags through ASHospitality.com.

PLACEMENT PHOTO
REQUIRED ONLY FOR SOME PROPERTIES (those approved for valet service)

DESCRIPTION
-Valet Tags are pre-numbered. Give lower half of the tag to the guest for reclaiming. Attach top half to car keys and middle to the car window.
-For security, each tag has a different number. The sequential numbers start at 000001. The hotel must ensure that their legal representative reviews the terms and conditions to comply with local laws. Different colors available for hotels that require multiple color tags.

NOTES:
North American hotels: Required Piece. Contracted Valet Company to provide and produce tags at no cost to hotel.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Valet Tags through ASHospitality.com.

PLACEMENT PHOTO
REQUIRED ONLY FOR SOME PROPERTIES

DESCRIPTION
Guests should be instructed to hang the parking tag on their parked car's rear view mirror while on hotel property. For hotels where parking is either valet parking, restricted or paid parking

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Parking Tag through ASHospitality.com.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION

Signage explaining both equipment and rules and regulations. To be placed in the StayFit center on the towel rack.

INSTRUCTION FOR ORDERING/DOWNLOAD

Download the Fitness Center Sign through ASHospitality.com

After downloading, print at property

Place in 8x5x11 Frame on Towel Rack

Order 8x5x11 Frame through Wasserstrom, item #6001639

PLACEMENT PHOTO

![Placement Photo](image-url)
RECOMMENDED FOR URBAN LOCATIONS

DESCRIPTION
To be handed out to guests looking to explore the local area. Kept behind the Gallery Host desk.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and Order Local Activities Map through ASHospitality.com.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
This card is to be used by housekeeping, placed under a guest's door when the privacy door hanger is present.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Privacy Refresh Cards from ASHospitality.com.

Mandatory

Keep it fresh
Tidy up on your terms

We noticed you wanted privacy earlier, so we didn’t tidy up your room. If you want fresh towels or cleaning services, give the Gallery Host a call and we’ll make it happen as soon as we can. Because whenever you’re ready, we are too.
MANDATORY (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION
To be used by guests who are traveling with a dog. Distribute to guest at check-in.

INSTRUCTION FOR ORDERING/DOWNLOAD
The Pet In-Room Door Hanger or Lock Insert can be ordered through ASHospitality.com

PLACEMENT PHOTO
OPTIONAL (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION
To be used by housekeeping when servicing a guest room.

INSTRUCTION FOR ORDERING/DOWNLOAD
The Housekeeping Door Hanger or Lock Insert can be ordered through ASHospitality.com

PLACEMENT PHOTO

![Placement Photo]
MANDATORY (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION
To be used by maintenance when servicing a guestroom.

INSTRUCTION FOR ORDERING/DOWNLOAD
The Housekeeping Door Hanger or Lock Insert can be ordered through ASHospitality.com
MANDATORY (IF APPLICABLE)

DESCRIPTION

Property flags to be ordered locally or through recommended Corporate vendor. Mandatory for hotels with a flag pole.

- 1 for American flag and separate pole for either state or hotel flag

INSTRUCTION FOR ORDERING/DOWNLOAD

Order the Hotel Flag through via instruction in the Purchasing Guide.
MANDATORY (IF APPLICABLE)

DESCRIPTION

The Shuttle Van Wrap is customized to include your property specific contact information. Mandatory for any new vans (new hotels and existing hotels). Also, this wrap makes old vans look new.

All property vehicles must participate in a “How’s my driving?” program. Suggested vendor is Sertec. www.sertec.com; 770.916.6700

INSTRUCTION FOR ORDERING

Order the Shuttle Van Wrap via instruction in the Purchasing Guide.

Contact Dr. Graphix for installation setup and graphics layout. They will submit for corporate approval of your van.
guest room
MANDATORY

DESCRIPTION
- The Guestroom Magnetic Strip is to be hung above the desk per instructions included in shipment.
- 4 magnets are to be placed on the Magnetic Strip as shown below.
- Please remove: No smoking tent, F&B rail cards, Borrow’s rail card, black marketing rail, telephone rate card. These items have been replaced or consolidated by other collateral.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order the Magnetic Strip through American Hotel Registry, item # 516531205-SS.

Order Magnets through American Hotel Registry, item #1001779, 10pck.

Order Gold Passport Promo Card and Chase Credit Card Promo Card through the printstore.com for replenishments. If you are a new hotel, these items will be dropped shipped as part of your new hotel supplies.

The Magnetic Strip will come with small magnets that MUST BE DISCARDED. THESE SMALL MAGNETS ARE NOT TO BE USED!
MANDATORY

DESCRIPTION
- The Phone and Safety Card is to be placed to the side of the phone on the Guestroom desk.
- Remove the old white Guest Safety Card that was previously place on the TV cubby.
*If your property has two phones, you will need a Phone Safety Card placed to the side of each.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Phone Safety Card through ASHospitality.com.
Property's custom information will be requested at the time of ordering.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
- The Guestroom Notepad can be used by guests for everyday note taking.
- The Guestroom Notepad is to be placed on top of the Phone & Safety Card as shown in the image below.
- It is to be placed on the desk only.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Guestroom Notepad through ASHospitality.com.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
- To be used in all guestrooms, placed to the right of the Guestroom Notepad.
- Pens are for use in the guestroom and meeting spaces only.

INSTRUCTION FOR ORDERING/DOWNLOAD
The Hyatt Place Guestroom Pens can be ordered through American Hotel Registry.

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
To be used in all areas guestrooms and placed under the remote.

INSTRUCTION FOR ORDERING/DOWNLOAD
The TV Channel Listing can be ordered through ASHospitality.com. Property's custom information will be requested at the time of ordering. For those with extended channel listings, there is a version available for that.

PLACEMENT PHOTO

CHECK OUT
what’s on

PLACEMENT PHOTO

PLACEMENT PHOTO

PLACEMENT PHOTO
Mandatory

Description
- To be used in all Guestrooms, providing guests simple custom information about all things Hyatt Place.
- To be placed on End Table beside Cozy Corner.

Instruction for Ordering/Download
The Hyatt Place In-Room Guide can be ordered through ASHospitality.com. Property’s custom information will be requested at the time of ordering.

New hotels - the URL for remote printer is not available until a week or less prior to hotel opening. (once program is downloaded to new hotel). Hotel may need the temporary GM compendium letter interim (also available through ASHospitality.com)

Placement Photo

Standard Room

King Corner Room (Studio)

Accessible Room

Room with no End Table ONLY
COZY CORNER / BLANKET BAND

MANDATORY

DESCRIPTION
The Blanket Band should be wrapped around the blanket located next to the Cozy Corner. Used to show guest the blanket has not been previously used and is clean.

INSTRUCTION FOR ORDERING/DOWNLOAD
The Blanket Band can be ordered through ASHospitality.com

PLACEMENT PHOTO

![Placement Photo](image_url)
Mandatory

Description
To be placed in guest rooms to inform guests as to where extra linens can be located.

Instruction for Ordering/Download
The Sofa Label can be ordered through ASHospitality.com

Placement Photo

cozy convenience

Sofa bed linens are folded inside the mattress. A pillow is located on the closet shelf. If additional items are needed, please contact the Gallery Host, by dialing “0”.
MANDATORY

DESCRIPTION
Ticket to be filled out by guests when laundry needs cleaning. Place in guestroom closet.

INSTRUCTION FOR ORDERING/DOWNLOAD
Download Laundry Ticket and Bag Templates through AS Hospitality.

Provide the AS Hospitality downloads to local printer to create bag and print tickets. AS Hospitality is happy to print these for you as well.

PLACEMENT PHOTO
MANDATORY (choose either Door Hanger or Lock Insert as appropriate for your property)

DESCRIPTION
To be hung inside the guestroom door and used by guests when requesting privacy.

INSTRUCTION FOR ORDERING/DOWNLOAD
The Privacy Door Hanger or Lock Insert can be ordered through ASHospitality.com

PLACEMENT PHOTO
MANDATORY

DESCRIPTION
To be used be hung in bathroom as educational tool for guests.
- Please remove the pillow card from the bed. It has been discontinued and will have no replacement.

INSTRUCTION FOR ORDERING/DOWNLOAD
The Green Program Hanger can be ordered through ASHospitality.com

PLACEMENT PHOTO

New Build hotels
Generation 1 or Conversion hotels
MANDATORY

DESCRIPTION
-To be used by housekeeping when servicing a guestroom.
-Place on the left side of the guestroom bathroom counter.

INSTRUCTION FOR ORDERING/DOWNLOAD

The Guest Communication Card can be ordered through ASHospitality.com

Gen 2.0 - place on left side of the guestroom bathroom counter in new builds

Gen 1 & 1.5 - place on the side of the sink where there is more space (on the roller bag side)

PLACEMENT PHOTO
SAFE INSTRUCTION CARD / SINGLE LANGUAGE

MANDATORY

DESCRIPTION
Place this tent card on or near the safe to provide instruction to guest of its use. Mandatory for hotels that have in-room safes. If safes have preprinted instructions already installed on safe front this is not needed.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and order Safe Instruction Cards from ASHospitality.com.

The in-room safe is provided for your convenience. It is recommended that valuables be placed in our safe deposit box.

Property specific instructions.
MANDATORY

DESCRIPTION
To be placed on guestroom bathroom mirror, on the bottom/corner furthest from the sink. Place about 1 inch from the bottom and side of mirror edges.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Odds & Ends Guestroom Mirror Cling through ASHospitality.com.

PLACEMENT PHOTO

New Build hotels

Generation 1 or Conversion hotels
MANDATORY

DESCRIPTION
- To be used in all guestrooms. Guests are to call down to place order with Gallery Host and eat in Gallery or pick-up.
- Place on End Table by Cozy Corner standing upright and to the left of the HP Guestroom Guide.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and Order 24/7 Gallery In-room Menu through ASHospitality.com.

PLACEMENT PHOTO

King Corner Room

Standard Room

Room with no End Table ONLY

Accesible Room
marketing collateral
Brand Funded Item

DESCRIPTION
The Brand Fact sheet can be used to promote the Hyatt Place brand to clients, guests or other audiences.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order up to 50 of the Brand Fact Sheets complimentary by the Brand Team through ASHospitality.com. Tax & shipping charges not included.
MANDATORY

DESCRIPTION
This template is ONLY approved for individuals representing the Hyatt Place brand.

INSTRUCTION FOR ORDERING/DOWNLOAD
Download Email Signature Template and Instructions through Hyatt Brand Manager
F&B COUPONS / SINGLE LANGUAGE

Brand Funded Item

DESCRIPTION
Please use these coupons at your discretion as sales aides, giveaways, or gifts.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order F&B Coupons from ASHospitality.com.

YOU DESERVE A pick-me-up

receive 50% off any appetizer, like our Hummus Trio, with the purchase of any beverage.

Offer valid at issuing hotel during stay
*See reverse side for full terms and conditions

WE FEEL YOUR hunger pains

Purchase one item from our 24/7 Gallery Menu and receive your second item 50% off.

Offer valid at issuing hotel during stay
*See reverse side for full terms and conditions
TRADESHOW BANNER / SINGLE LANGUAGE

DESCRIPTION
Use these banners for local tradeshows to help elevate your booth’s presence.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize images and messaging before placing your order on ASHospitality.com.
Brand Funded Item

DESCRIPTION
Providing a quick brand summary, perfect for potential clients or guests who are curious if Hyatt Place is right for them.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order up to 50 Brand Rack Brochures for free on ASHospitality.com. Additional pieces will be charged to your hotel.
MANDATORY

DESCRIPTION

Provides potential clients a detailed understanding of your offering including hotel imagery, meeting space, and directions.

INSTRUCTION FOR ORDERING/DOWNLOAD

Customize and order your Hotel Fact Sheets on ASHospitality.com. Please ensure any hotel imagery you'd like to use is on Hyatt Brand Manager.
MANDATORY

DESCRIPTION
Provides a concise hotel overview along with your property’s contact and location information.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and order your Hotel Rack Brochures on ASHospitality.com.
DESCRIPTION
Use as a gift or giveaway to accommodate a guests unpleasant stay or to allow potential clients to try out the hotel.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and order your Free Night Stay Certificates on ASHospitality.com.

free stay ON US

Come spend a free night at any one of over 175 Hyatt Place® hotel locations and counting. Simply visit hyattplace.com and enter Offer Code XXXXX. That’s all it takes to enjoy a night on us along with free Wi-Fi and our a.m. Kitchen Skillet™ breakfast, that’s always free with your stay.

Expires XXXXX 20XX
*See reverse side for full terms and conditions
SALES FOLDER / SINGLE LANGUAGE

Brand Funded Item

DESCRIPTION
This attention grabbing folder can be used internally or for packaging sales materials.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order up to 50 Sales Folders for free on ASHospitality.com. Additional orders will be charged to your hotel.
MANDATORY (when applicable)

DESCRIPTION
For hotels going through or completing renovations, these items will help communicate the great updates you’re making.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order and download items from ASHospitality.com. Items include Elevator Posters, Gallery Signage, Door Decals, Sales Flyers, On Hold Messaging Script, and GM Letters.
hotel stationary
MANDATORY

DESCRIPTION

Business cards may be printed for General Managers, Executive Committee members, Department Heads, Sales, Marketing, Catering Executives and other front office personnel as determined by the General Manager at the hotel level.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Business Cards through AShospitality.com
LETTERHEAD / HOTEL / SINGLE LANGUAGE

MANDATORY

DESCRIPTION
Hotel letterhead.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Letterhead through ASHospitality.com
LETTERHEAD / PERSONALIZED / SINGLE LANGUAGE

MANDATORY

DESCRIPTION

Personalized letterhead is approved for General Managers and Department Heads only. Should an executive carry a dual title, separate and distinct letterhead should reflect that distinction.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Letterhead through ASHospitality.com
ENVELOPES / STANDARD / SINGLE LANGUAGE

MANDATORY

DESCRIPTION

Envelopes for hotel/office business.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Envelopes through ASHospitality.com
MANDATORY

DESCRIPTION
Envelope for invoices, statement, checks, receipts, etc.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Standard Window Envelopes through ASHospitality.com
MANDATORY

DESCRIPTION
When using this or other envelopes or boxes that contain fragile items, such as CDs or collateral, please use additional packing materials, such as bubble wrap or heavy-duty adhesive tape to ensure goods are not damaged in shipping and handling.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Shipping Envelope through ASHospitality.com
MANDATORY

DESCRIPTION
This label should be placed on large envelopes and packages when the hotel logo is not pre-printed.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Shipping Labels through ASHospitality.com
MANDATORY

DESCRIPTION
The Welcome Card should be used for direct communications with guests or at the hotel discretion.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Welcome Cards through ASHospitality.com
OPTIONAL

DESCRIPTION
The Welcome Card should be used for direct communications with guests or at the hotel discretion.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Welcome Cards/Personalized through ASHospitality.com
WELCOME CARD SET / FLAT NOTECARD / SINGLE LANGUAGE

MANDATORY

DESCRIPTION
The Welcome Card should be used for direct communications with guests or at hotel discretion.

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Welcome Cards - Flat through ASHospitality.com
The Welcome Card should be used for direct communications with guests or at the hotel discretion.

Order Welcome Cards - Flat/Personalized through ASHospitality.com
WELCOME CARD SET / NOTE CARD ENVELOPE / SINGLE LANGUAGE

MANDATORY

DESCRIPTION
The Welcome Card Envelope will hold the Welcome Card to be used when mailing communication to guest or at the hotel discretion.

* The Hyatt Place sticker can be ordered for additional branding (Optional).

INSTRUCTION FOR ORDERING/DOWNLOAD
Order Note Card Envelopes and Stickers through ASHospitality.com
Meetings & Events
MANDATORY

DESCRIPTION

The Meeting Notepad can be used by guests for client meetings or by employees. To be placed in meeting rooms for each seat along with a Hyatt Place Pen.

INSTRUCTION FOR ORDERING/DOWNLOAD

Order Meeting Notepads through ASHospitality.com
MEETING MENU / SINGLE LANGUAGE

MANDATORY

DESCRIPTION
This menu should be presented to the meeting planner for their choice of food options.

INSTRUCTION FOR ORDERING/DOWNLOAD
Customize and order Meeting Menus from ASHospitality.com. For hotels with a more extensive F&B offering, Catering Menus are also available.