



HOLIDAY INN EXPRESS®

BRAND HALLMARK GUIDE

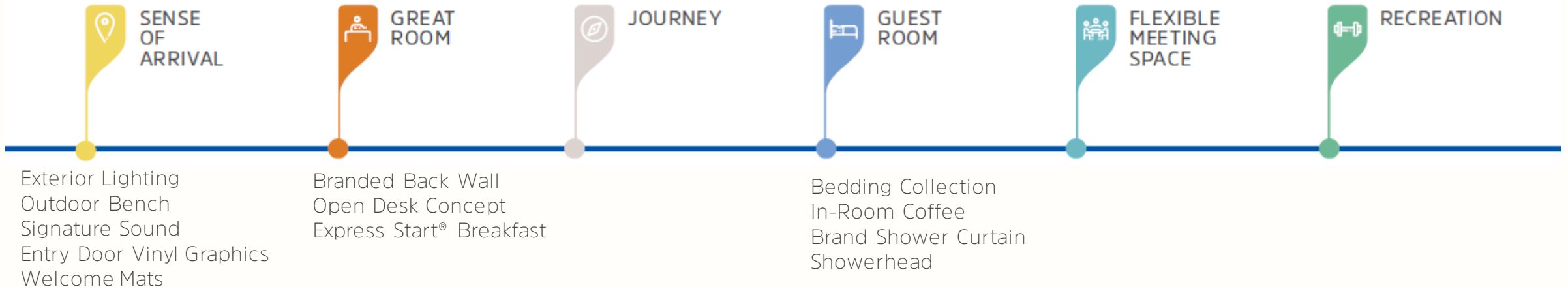
Updated May 2018

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Always refer to the Online Brand Standards Manual for the most accurate and up-to-date requirements.



HOLIDAY INN EXPRESS® BRAND HALLMARKS



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EXTERIOR LIGHTING



Experience: Façade blue lighting is a signature brand element, used to dramatically reinforce the Holiday Inn Express® brand with illuminated color. Blue colored beams of light are strategically cast on the building façade to accent the main entrance elevation and provide guests with a visually impactful and intuitively recognizable cue for way finding to the property.

Essential Elements: Brand specified façade and column lighting

Manufacturer:

Decors USA, LLC
866.248.6300
Sales@decorsusa.com

856.264.1452
deepak@decorsusa.com

EXTERIOR LIGHTING - REQUIREMENT



Decors USA LED Lighting Products

These fixtures are designed for exterior applications for architectural, landscaping and general lighting of Hotels, Signs, Flags, Multi-unit residential, Commercial and Government buildings.

They provide vibrant accent lighting for high-rise structures in crisp colors, clean clear Cool White (5000K) and natural, radiant Warm White (3200K). Energy Efficient LED Lighting offers sustainable cost reductions of energy expenses.

Decors USA 24 LED Wall Washer



Light Source:
24x Cree 1W LED lamps
Power Consumption:
32W total
Beam Width:
25° light beam
Measurements:
9-3/4"L x 7-3/4"W x 4-1/2"H
Weight:
17 lbs

Model Number: DU-SQ-HW24

Decors USA 12 LED Downlight



Light Source:
12x 1W Cree LED lamps
Power Consumption:
13W total
Beam Width:
15° light beam
Measurements:
7-3/4"L x 6"W x 4-1/4"H
Weight:
13 lbs

Requirement: A minimum of two, up to a maximum of four, light fixtures must be installed to effectively light the site-specific façade details. Lights must be case and narrowed to a visually defined beam upon the façade, between the windows. A general light wash on the building or lights shining onto windows is not permitted.

The light fixtures can be adjusted on two axes for proper beam aiming, as well as adjustable apertures for refined beam control and shaping.

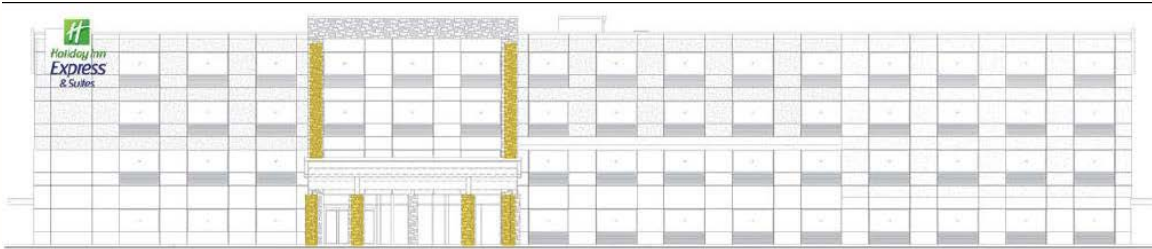
All building light fixtures should be mounted at a consistent Above Finish Floor (AFF) height and discreetly located above the porte cochere.

Hotels are permitted, but not required, to install additional sets of lights in secondary and tertiary locations. As with front entry, application of light fixtures should be in groups of two to four.

Quantity, mounting location and lamp wattage must be determined based on specific property conditions. A site specific lighting plan must be submitted for approval to IHG Plan Review prior to installation for both required and optional installations.

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EXTERIOR LIGHTING – PRIORITY



NOTE: Each light beam is to be no wider than 3" (915mm)

OUTDOOR BENCH



27"D x 17"H x 69"L (685mm x 432mm x 1498mm)

Experience: Clean and simple in design, the entry bench enhances the entry experience and provides convenient exterior seating for guests.

Requirements: A minimum of one bench must be installed at the main entrance. The bench must be placed adjacent to the entrance and, where planters are provided, to the outside of the landscape planters. Placement must not impede the flow of traffic in and out of the building.

Manufacturer:

Jericho Palms
336.475.5500
clientservices@jerichopalm.com

BRAND SOUND

Playnetwork Music Player

Dimensions: 17"W x 3.5"H x 12.5"D (430mm x 90mm x 320mm)



Speaker Specifications

- Properties must have a working speaker system located in the required areas in order to utilize this system
- Exterior Entry Speakers should be commercial grade, weather resistant, surface mounted
- Lobby speakers should be commercial grade recessed ceiling mounted

Experience: In today's world, music is ubiquitous, personal and meaningful. Music that amplifies our unique brand personality helps create a deeper connection with our guests.

Requirements: All hotels must implement the brand's "InnTunes" music program comprised of:

- A high speed Internet-connected PlayNetwork music player
- Active subscription to the brand-approved music program offered by PlayNetwork
- Audible at comfortable levels in the exterior entry and lobby areas at all times (24/7)
- Music may be played in additional zones (such as fitness center, public restrooms, etc.) at the hotel's discretion

Manufacturer:

PlayNetwork
888.567.7529
holidayinnuscanada@playnetwork.com

ENTRY DOOR VINYL GRAPHICS



Experience: As a subtle reinforcement to the brand, the Holiday Inn Express brand arc and entry door graphics welcome guests at the hotel's main entrance door.

Essential Elements:

- Door vinyl arc graphic
- Square door vinyl graphic

Manufacturer:

Hotelsigns.com

888.273.8726

emailus@hotelsigns.com

ENTRY DOOR VINYL GRAPHICS - REQUIREMENTS

Arc Element Version 1 — Large Arc is to be cropped evenly from left and right sides to fit on doors measuring 8' (2440mm) to 16' (4880mm) in width.

Arc Element Version 2 — Small Arc is to be cropped evenly from left to right sides to fit on doors under 8' (2440mm) in width. Any doors less than 4' (1220mm) in width or any single door will not get arc element, only squares.

(1) Dimensions: 16' x 3'-4 1/2" (4880mm x 1028mm)



Left Entry Door
Square Dimensions:
3" x 3" (75mm x 75mm)

Right Entry Door

Additional Stationary Door
Panel or sidelight at right or
left of entry



Vinyl is to be applied to the interior of the glass. Exception: When the glass on the doors is tinted, the vinyl must then be applied to the exterior of the glass.

Requirement: The brand specified design must be installed based on the requirements in the Online Brand Standards Manual.

The graphics are required on the main entrance door and permitted to be used at secondary guest entrances.

The arc component has been created as 16' (4880mm) or 8' (2440mm) wide that can be centered and cut on-site to accommodate variations in door size and condition. To complete the entry door graphic, a series of 3" x 3" (75mm x 75mm) vinyl squares must be applied, horizontally across the doors at mid-level. Elements should be installed across the entire set of door panels. The number of squares can be increased or decreased to meet the specific door width.

WELCOME MATS



Large Option

Dimensions: 8' x 6' (245cm x 185cm)



Large Solid Color Option

Dimensions: 8' x 6' (245cm x 185cm)



Small Option

Dimensions: 6' x 4' (185cm x 122cm)



Small Solid Color Option

Dimensions: 6' x 4' (185cm x 122cm)



Experience: The Signature Welcome Mats enhance the entry experience, providing a consistent brand welcome for our guests, across the estate.

Requirements: The Primary mat should be located inside the vestibule and the secondary mat should be used at the exterior, in front of the entry doors. Both mats should be centered and in line with each other. If conditions require a single mat only, the primary mat with the brand arc should be installed. For site flexibility, there are two different sizes – large and small. Size and quantity must be determined based on specific property conditions.

Essential Elements:

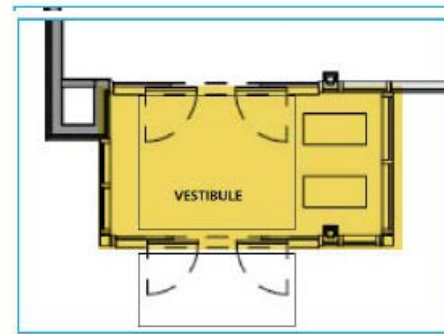
- Brand Arc Mat
- Brand Color Mat

Manufacturer:

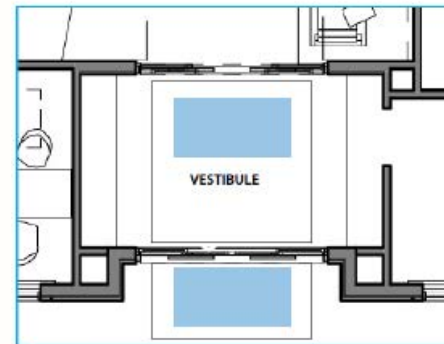
The Matworks
800.523.5179

Matts, Inc.
800.628.7462

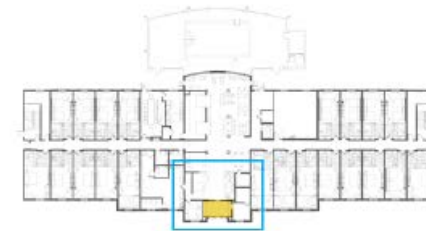
WELCOME MATS - PLACEMENT



New Development Floor Plan



Existing Floor Plan



NOTE: All doorways must maintain 36" (915mm) clear path and/or comply with any applicable local requirements

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BRANDED BACK WALL



Experience: The required branded back wall presents the brand that guests know and trust. Texture and form give the wall feature and depth and a point of differentiation from other brands.

Requirements: The wall behind, or adjacent to, the front desk must have the branded signature back wall elements from approved suppliers. Artwork, signage, awards and other display items must not be located on the back wall.

Essential Elements:

- Dimensional structure
- Branded sign

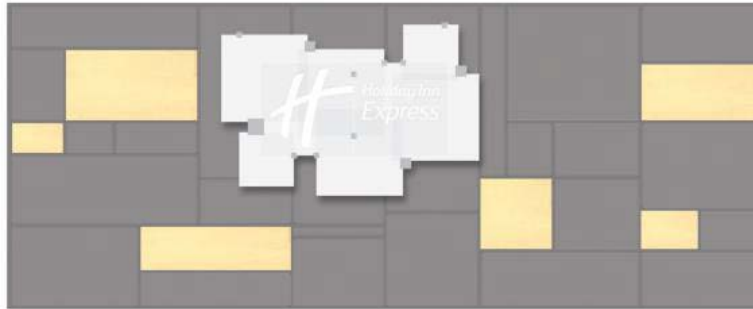
Manufacturer:

HIGear Innovations
800.280.9603
maryann@highgearinnovations.com

BRANDED BACK WALL - REQUIREMENTS

FB-11:

Overall Dimensions:
57"H x 141.25"W



FB-48:

Overall Dimensions:
45"H x 93"W



FB-46:

Overall Dimensions:
45"H x 72"W



All three options* include:

- Dimensional Structure (maple veneer, gray felt)
- Branded Sign
- TL-2S Track Light Kit
- Necessary Hardware
- Installation Instructions

TL-2S Track Light Kit Details:

(kit includes 4' track, 2 lights, and power connector – silver finish)

Key Features:

- Efficiency: 80lm/w
- CCT: 3000 K
- CRI: 80
- Lumens: 700lm
- Wattage: 8.9 W (max)
- Voltage: 120 V (50/60 Hz)
- CBCP: 2,926 (RFM)
- ENERGY STAR certified
- 50,000 hour rated life (L70)



*Hotels must install the largest back-wall structure size allowable for their property.

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OPEN DESK CONCEPT



Experience: The open front desk concept as part of Formula Blue creates a more approachable experience and enhances the interaction between hotel staff and guests.

Requirements: For renovation and new development, individual pods or an approved open front desk concept is required and meet all specifications outline in the Online Brand Standards Manual.

The front desk and area behind the desk that is visible to the guest must be free from clutter. This includes messaging folio racks, awards, accent décor, and security monitors.

With individual pods or approved open front desk concepts, lamps should not be used.

Manufacturer:

Artifex – Brian Miller, 651.462.5137

3 Form – Jonathan Feld, 612.827.8282

Lumicor – Jeremy Umberger, 952.472.9878

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EXPRESS START® BREAKFAST



Experience: The complimentary Express Start® Breakfast bar provides guests with both healthy and hearty, fresh and hot options to start their day.

Requirements: The new Express Start® Breakfast bar brand compliance dates are December 31, 2018 for US hotels, and March 31, 2019 for Canada hotels.

Express Start® Breakfast must be available free of charge to hotel guests for a minimum of three hours every day. The minimum hours of operation are 6:30-9:30am. It is permitted to open at 7:00am on weekends and holidays.

The graphics and equipment package must be purchased from the approved vendor and displayed as outlined in the Online Brand Standards Manual.

Manufacturer:

Core Concepts
1.800.606.6146

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BEDDING COLLECTION



Experience: With signature choice of firm or soft pillows, our Holiday Inn Express® bedding collection provides a clean, comfortable place to get a great night's sleep.

Requirements: All bedding must feature the Holiday Inn Bedding Collection use and care label (US and CAN only). Beds must be made up as specified in the Online Brand Standards Manual.

Compliance date is December 1, 2018 for new linens, duvet cover and pillow cases

Bed throws are not permitted.

Manufacturer:

Linen: Valley Forge Fabrics, Welspun

Pillows: Pacific Coast Feather Company

Available through Guest Supply and American Hotel Register

IN-ROOM COFFEE & TEA



U.S. coffee equipment is available through Royal Cup Coffee.
Canada coffee equipment is available through Van Houtte

Experience: Holiday Inn Express® has partnered with Keurig Green Mountain to deliver a simple and convenient, complimentary coffee experience to all guest rooms in the United States and Canada.

Mexico & LATAM: Complimentary in-room coffee is provided.

Requirements:

Keurig brewer

U.S.: Diedrich Morning Edition Blend K-Cup coffee

Canada: Timothy's Columbian La Vereda K-Cup Coffee

Mexico and LATAM: A one-cup or four-cup in-room coffee brewer is required.

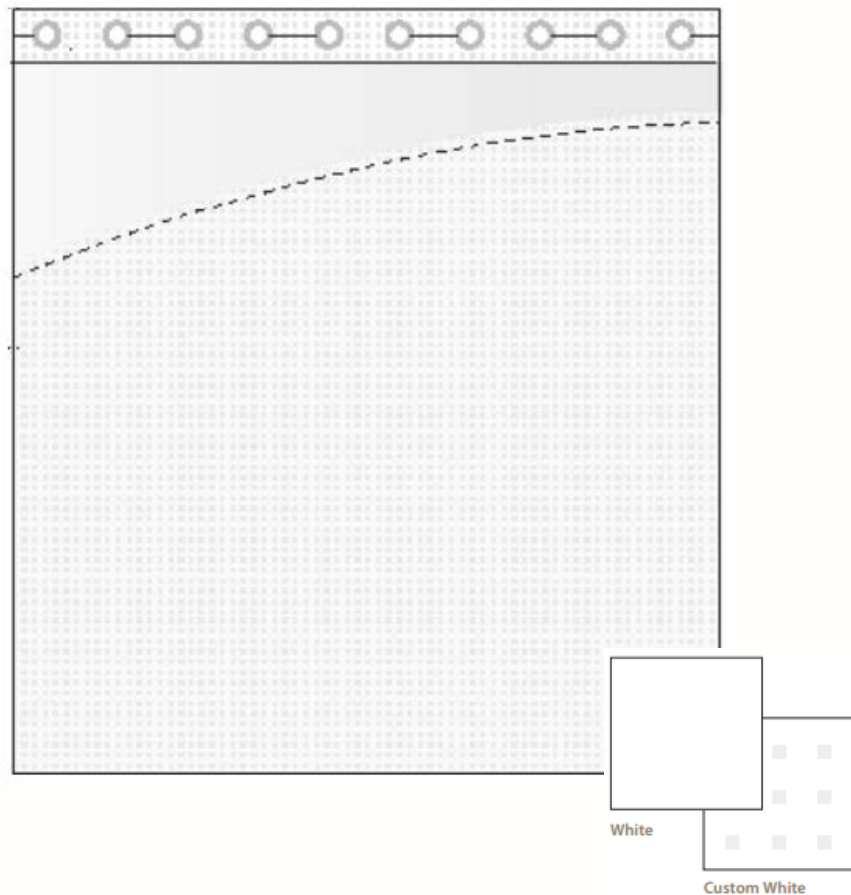
Manufacturer:

United States & Canada: Green Mountain

Mexico & LATAM: No requirement

BRAND SHOWER CURTAIN

Dimensions: 5'-11"W (1800mm) x 6'-5"H (1960mm)



Experience:

The brand shower curtain is designed primarily in a vibrant white fabric with subtle tone-on-tone square and provides an improved sense of open space and translucence through the use of a secondary sheet water repellent fabric on the top 20% of the curtain.

Requirements:

All hotels must install the brand approved shower curtain in each guest bath where bathtubs are used. Hotels with shower doors are not required to install a shower curtain.

A permanently installed crescent-shaped shower curtain rod must be provided in bathtub enclosures.

Manufacturer:

Focus Products Group

Available through Guest Supply, HD Supply, and American Hotel Register

BRAND SHOWERHEAD



Power Shower



THE BOLD LOOK
OF **KOHLER**®

Experience:

The brand showerhead improves the shower experience by offering wide spray coverage, aerated spray and revitalizing massage spray.

Requirements:

All hotels must install the brand approved showerhead in each guest bathroom with baths and showers

Manufacturer:

Kohler

Available through Guest Supply and IHG Marketplace

EXPRESS