

The Ritz-Carlton Brand Voice

Standards & Guidelines

December 2016

BRAND VOICE OVERVIEW

In 2014 The Ritz-Carlton embarked on a journey to refresh the brand voice with the intent of better communicating the brand personality and firmly positioning the brand in the luxury tier. The brand established three important values for the brand-voice visual system:

1. **CLARIFY: CLARIFY THE BRAND AND EXEMPLIFY LUXURY**
2. **SIMPLIFY: EXPRESS THE BRAND IN A CLEAN AND SOPHISTICATED MANNER**
3. **AMPLIFY: ELEVATE THE BRAND**

The objective was to adhere to these values while producing a rich, relevant and appealing visual system for our guests around the globe.

The new visual brand-voice system resonates with our guests around the globe in the following ways:

- Portrays The Ritz-Carlton as a luxurious, sophisticated, stylish and distinctive brand
- Appeals to the modern, clean, but not “too formal,” design esthetic
- Perfectly positions the brand within the luxury brand neighborhood

WHO SHOULD USE THESE STANDARDS?

- Any Lady or Gentleman of The Ritz-Carlton who is responsible for the development or creation of communication initiatives, materials or media, both internal and external.
- Any contracted advertising/design agency or partner of The Ritz-Carlton currently providing services or producing communication vehicles, materials or media

These standards provide branding guidelines for The Ritz-Carlton worldwide. It is understood that cultural differences and social sensitivities may dictate a slightly different approach in the areas of image selection but that does not excuse noncompliance with the guidelines. Marketing, communication and graphic professionals should be aware of consumer preferences and social norms.

HOW TO USE THESE STANDARDS

The standards in this guide must be followed without exception. The goal is to provide direction that will result in communications that are consistent and reflect the uncompromising excellence of our brand. If you or someone you contract is producing materials not covered in this guide, apply the standards that are most relevant. If you have any questions regarding standards, contact Brand Marketing.

Contents

The Ritz-Carlton Standards and Guidelines are a part of an overall system of brand guidelines. Additional documents to be reviewed include, but are not limited to: The Ritz-Carlton Rewards Guidelines, The Ritz-Carlton Reserve Guidelines, The Ritz-Carlton Photography/Videography Guidelines, The Ritz-Carlton Retail Guidelines, The Ritz-Carlton Internal Communications Guidelines, The Ritz-Carlton Sales Collateral Guidelines and The Ritz-Carlton Guidelines, Files & Specifications.

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I. Logo Configurations

LOGO CONFIGURATIONS

Primary Lockup, Asymmetrical Lockup & Wordmark



THE RITZ - CARLTON

PRIMARY LOCKUP



THE RITZ - CARLTON

ASYMMETRICAL LOCKUP

THE RITZ - CARLTON

WORDMARK

When using a Logo Lockup, please only use the provided logo files: Do not recreate or alter them. These Lockups are the primary expression of the brand. The Lion and Crown must not be used as a Symbol without the Wordmark. It may only be used as a part of the Logo Lockup in the files provided.

The Asymmetrical Lockup may be used in special cases; please contact Brand Marketing or the Retail team for any requests.


The core Wordmark should not be re-typeset or altered. The Wordmark may be used independently as long as:

- 1. It is represented in close proximity to the full Lockup (e.g., front and back of key card)
- 2. The size of the piece does not permit the full Lockup (e.g., Web banner).

LOGO CONFIGURATIONS

Brand Logo Scale System

Application Examples

	SMALL-SCALE BRAND LOGO PRINT APPLICATIONS SYMBOL HEIGHT: MINIMUM: 0.3" MAXIMUM: 0.5"	MEDIUM-SCALE BRAND LOGO PRINT APPLICATIONS SYMBOL HEIGHT: MINIMUM: 0.5" MAXIMUM: 12"	LARGE-SCALE BRAND LOGO PRINT APPLICATIONS SYMBOL HEIGHT: MINIMUM: 12" NO MAXIMUM
	Business Cards Notepads Forms In-Room Materials <small>NOTE: One inch is the minimum width for print use of the Wordmark.</small>	Envelopes Sales Collateral Posters Foil Printing In-Room Materials	Signage
	SMALL-SCALE BRAND LOGO DIGITAL APPLICATIONS SYMBOL HEIGHT: MINIMUM: 60 PIXELS MAXIMUM: 140 PIXELS	MEDIUM-SCALE BRAND LOGO DIGITAL APPLICATIONS SYMBOL HEIGHT: MINIMUM: 140 PIXELS NO MAXIMUM	LARGE-SCALE BRAND LOGO DIGITAL APPLICATIONS
	Website Web Banners Forms Email <small>NOTE: 110 pixels is the minimum width for digital use of the Wordmark.</small>	Digital Signage Video Memorandum PowerPoint	Not Applicable for Digital Use

Note: The Scale System only applies to Brand Logos. Property logos are provided at the appropriate scale for approved applications.

LOGO CONFIGURATIONS

Primary Lockup, Asymmetrical Lockup & Wordmark
with Property Name



THE RITZ - CARLTON

NEW YORK, CENTRAL PARK

PRIMARY LOCKUP



THE RITZ - CARLTON

NEW YORK, CENTRAL PARK

ASYMMETRICAL LOCKUP

THE RITZ - CARLTON

NEW YORK, CENTRAL PARK

WORDMARK

All Property Logo Lockups position the property name below the Brand Logo. Property Logos must not be reset or adjusted.

The Asymmetrical Lockup should only be used in cases where the Primary Lockup will not work. The Asymmetrical Lockup can be used for sales collateral, websites and internal communications.

The Wordmark may be used independently as long as:

- 1. It is represented in close proximity to the full Lockup (e.g., front and back of key card)
- 2. The size of the piece does not permit the full Lockup (e.g., web banner)
- 3. It is used as an approved co-branding application (see page 54).

LOGO CONFIGURATIONS

In-Language Logo Lockup

Each language has its own specifications and spacing requirements in order to maintain the integrity of the Logo Lockup.

Languages that use a Latin alphabet should follow specifications and spacing requirements for the English Language.

Logos are provided in Arabic and Chinese in the Primary Lockup and should follow the specifications and spacing requirements for those respective languages.

Please note that use of the brand Arabic and brand Chinese logos in signage must be approved by Brand Marketing and the Global Design team.



THE RITZ-CARLTON
الريتز - كارلتون



THE RITZ-CARLTON
丽思卡尔顿

LOGO CONFIGURATIONS

Primary Logo Lockup: Arabic



THE RITZ-CARLTON
الريتز - كارلتون

PRIMARY LOCKUP: ARABIC

The Primary Lockup of the Symbol and Wordmark in Arabic is the dominant configuration for print, electronic and environmental graphics in Arabic-speaking countries.

Note: Arabic Brand and Property Logos are only available as Primary Lockups.



THE RITZ-CARLTON
الريتز - كارلتون
أبو ظبي، غراند كنال

PRIMARY LOCKUP: ARABIC WITH PROPERTY NAME



THE RITZ-CARLTON
الريتز - كارلتون
ABU DHABI, GRAND CANAL
أبو ظبي، غراند كنال

PRIMARY LOCKUP: ARABIC & ENGLISH WITH PROPERTY NAME

LOGO CONFIGURATIONS

Primary Logo Lockup: Chinese



THE RITZ-CARLTON
丽思卡尔顿

PRIMARY LOCKUP: CHINESE



THE RITZ-CARLTON
丽思卡尔顿
北京, 金融街

PRIMARY LOCKUP: CHINESE WITH PROPERTY NAME

The Primary Lockup of the Symbol and Wordmark in Chinese is the dominant configuration for print, electronic and environmental graphics in Chinese-speaking countries.

Note: Chinese Brand and Property Logos are only available as Primary Lockups.

LOGO CONFIGURATIONS

Primary Lockup: Spa



THE RITZ - CARLTON SPA

PRIMARY LOCKUP



THE RITZ - CARLTON SPA

TYSONS CORNER

PRIMARY LOCKUP WITH PROPERTY NAME

The Primary Lockup for The Ritz-Carlton Spa® is the dominant configuration for Spa collateral.

LOGO CONFIGURATIONS

Asymmetrical Lockup: Spa



THE RITZ - CARLTON SPA

ASYMMETRICAL LOCKUP




THE RITZ - CARLTON SPA
TYSONS CORNER

ASYMMETRICAL LOCKUP WITH PROPERTY NAME

This Asymmetrical Lockup should only be used in cases where the Primary Lockup will not work. The Asymmetrical Lockup can be used for sales collateral, websites and internal communications.


INTEGRITY OF THE IDENTITY

Improper Use




THE RITZ - CARLTON


Only use the supplied files.




Do not use the Lion and Crown Symbol without the Wordmark.




Never add a box or a shape to the identity.




Do not scale the identity below the minimum allowable size.




Do not alter the position of the Wordmark or Symbol in the Lockup.




Do not fill the forms of the identity with pattern, texture or photographic imagery.




Do not create new Lockups.




Never set the Lockup in a "non-identity" color.



Do not stretch or manipulate the identity.



Do not outline the identity.



Never rotate the identity.

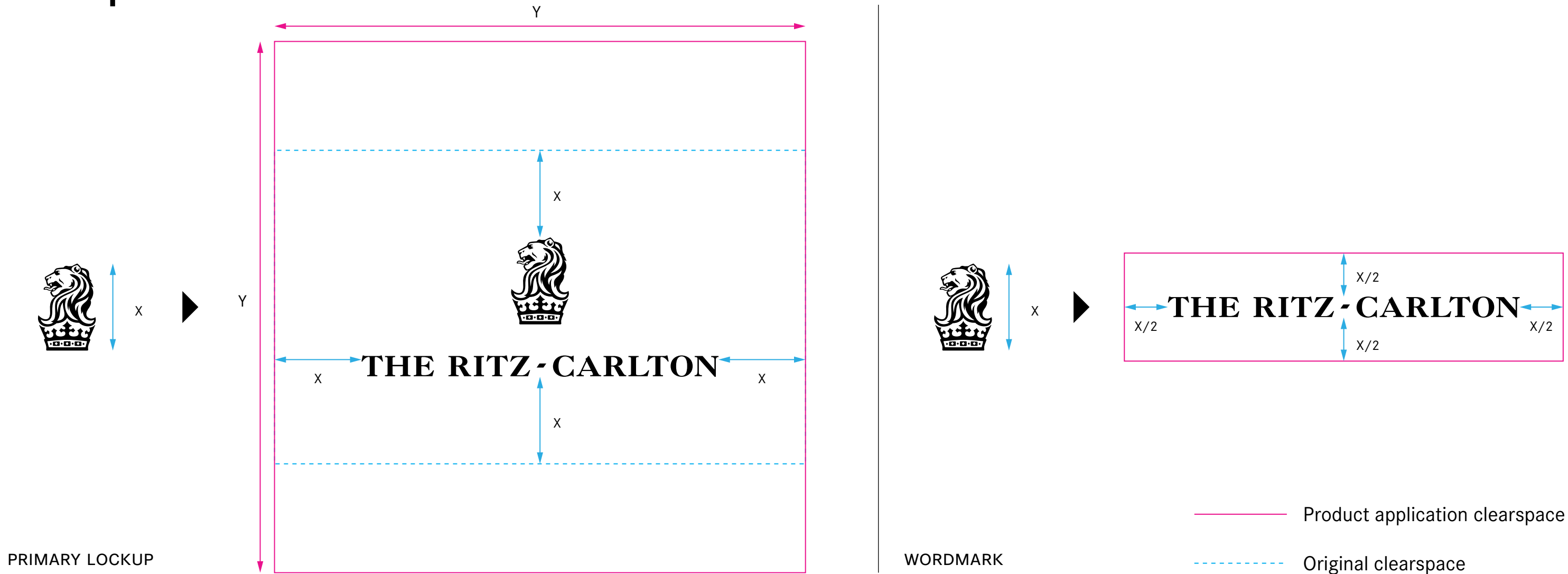
The Symbol, Wordmark and Lockups comprise the identity of The Ritz-Carlton and should be used with the utmost consistency and integrity.

Only the supplied files should be used.

The Symbol, Wordmark and Lockups should never be tweaked, manipulated, used at sizes below minimum allowances, rendered in colors other than brand colors, etc. Please see notes at left.

II. Logo Sizing

Clearspace



Clearspace around the Logo and Wordmark is critical to make the brand clearly recognizable and consistent. Please observe product application clearspace recommendations in order to ensure clarity and prominence of the configurations.

The Symbol height refers to the X measurement. X is then the measure for surrounding clearspace.

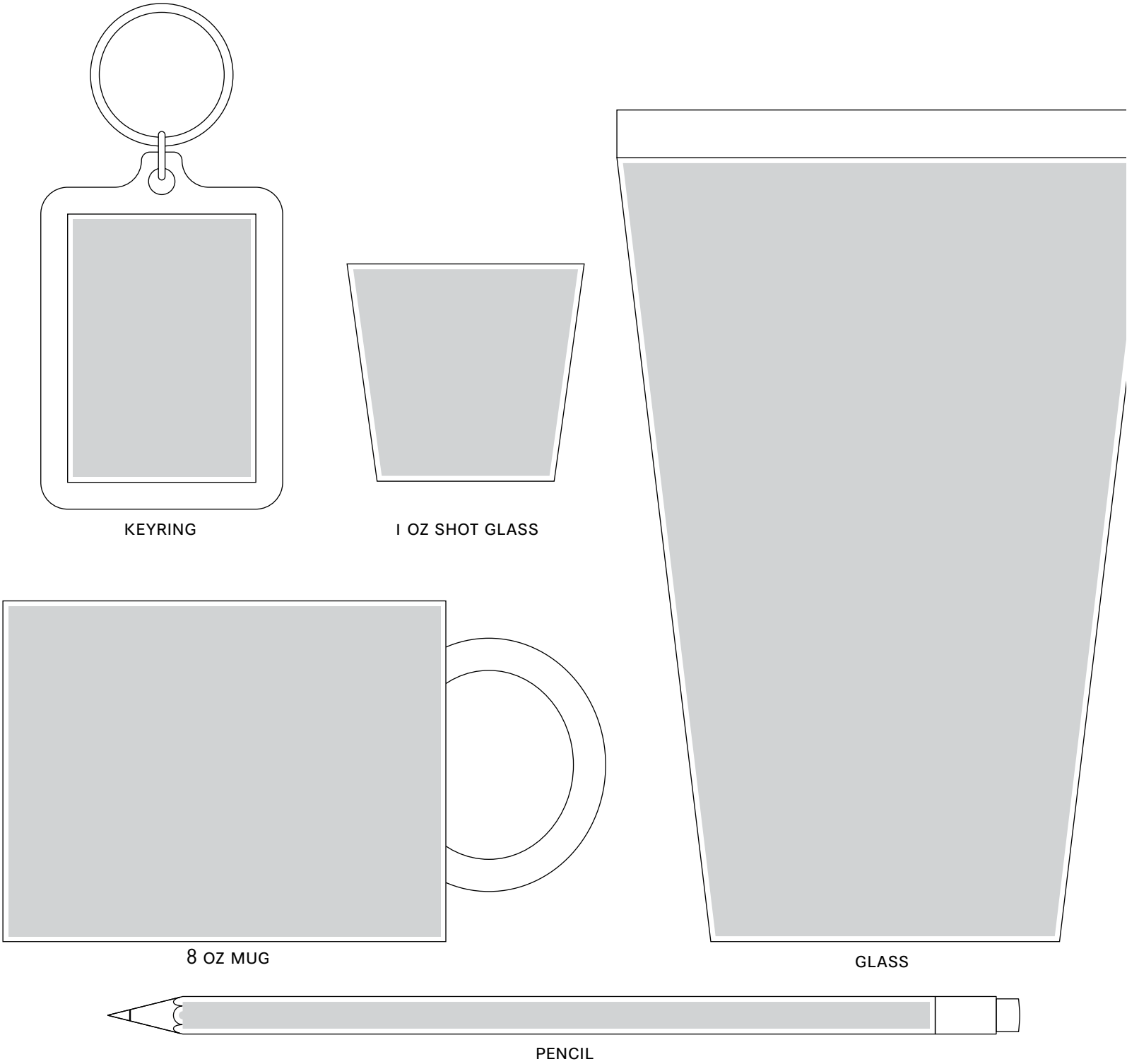
The diagrams here show the minimum amount of space that should surround the Logo and Wordmark. The product application clearspace has been extended vertically to a square shape. When using the Wordmark, please observe a clearspace of X/2 all around.

The use of property names together with the Primary Logo has no impact on the Primary Logo Lockup, as the clearspace area does not change.

Branding Area

 Branding Area

When looking at a product, the eyes do not see the whole product, but instead see only the area that faces them. So the Branding Area cannot be defined by the product’s overall dimensions but instead must be defined by perspective.



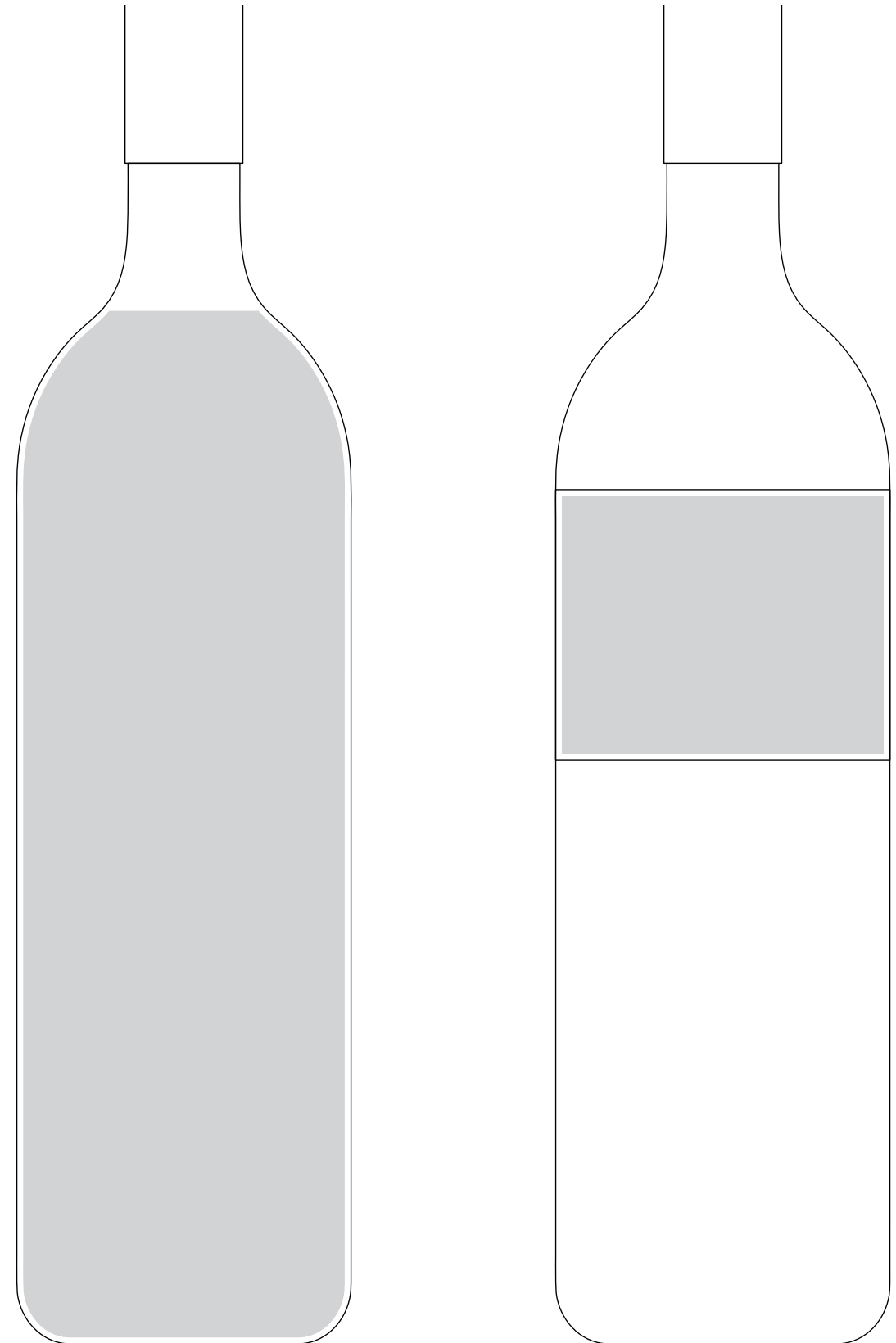
Branding Area



Branding Area depends:

- on the product
- on the area available on the product for branding
- on the appreciation of the designer

The first step in determining the proper size of the Logo Lockup to be used on a specific product is to define the branding area.



LOGO SIZING

Branding Area

Fixed-Height Criteria / Fixed-Width Criteria

Branding Area

Logo layout

Product layout

The second step in determining the proper size of the Logo Lockup to be used on a specific product is to define the FIXED CRITERIA.

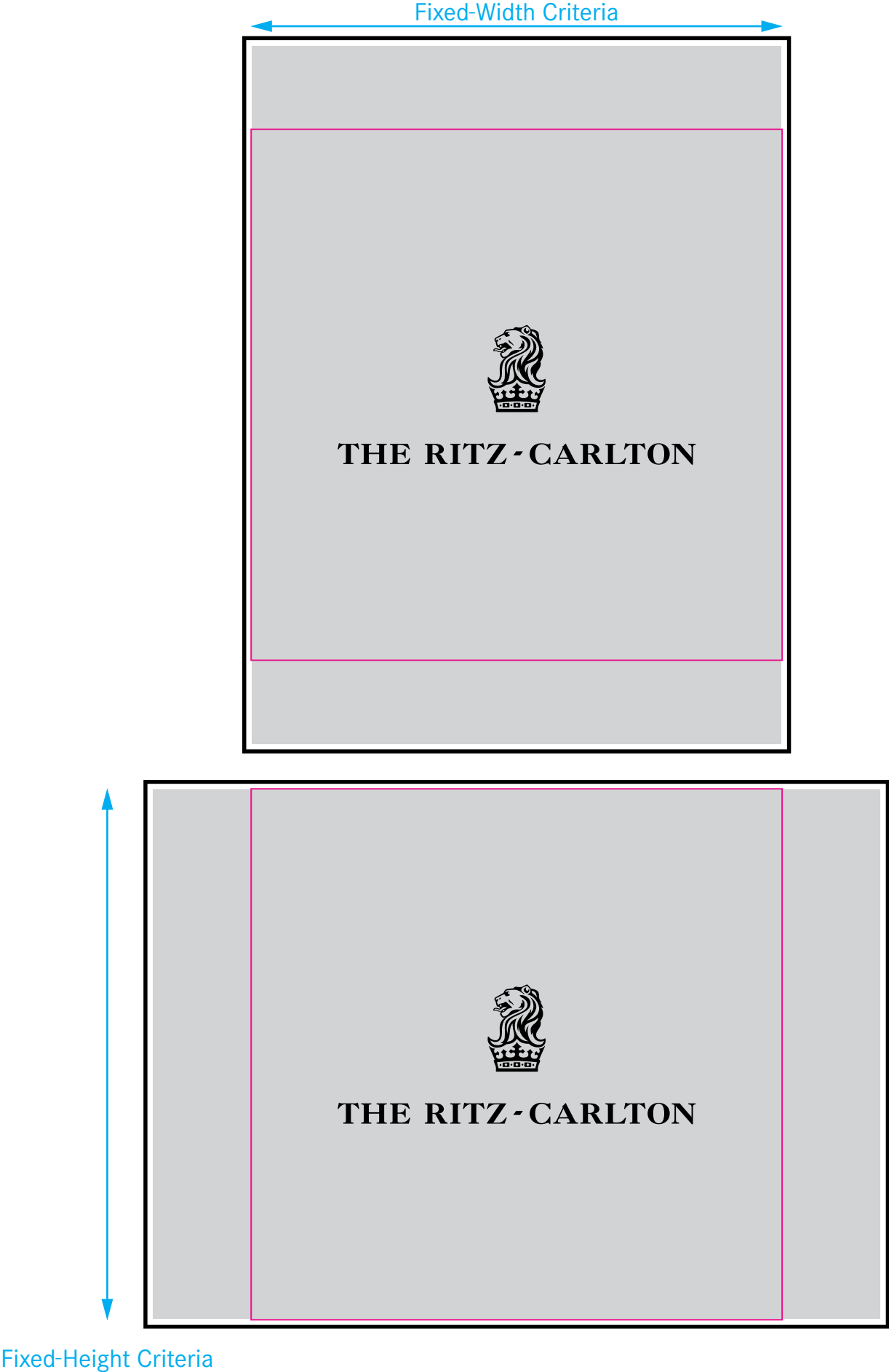
The Fixed Criteria is either vertical or horizontal.

Apply the Logo Lockup on the Branding Area and increase it until an edge touches the Branding Area border.

If the top and bottom edges of the Logo Lockup touch the top and bottom on the Branding Area borders first, the criteria used is the FIXED-HEIGHT CRITERIA.

If the left and right edges of the Logo Lockup touch the left and right Branding Area borders first, the criteria used is the FIXED-WIDTH CRITERIA.

Please reference the Retail Guidelines in order to calculate the appropriate dimensions of the Lockup to be used on the product.

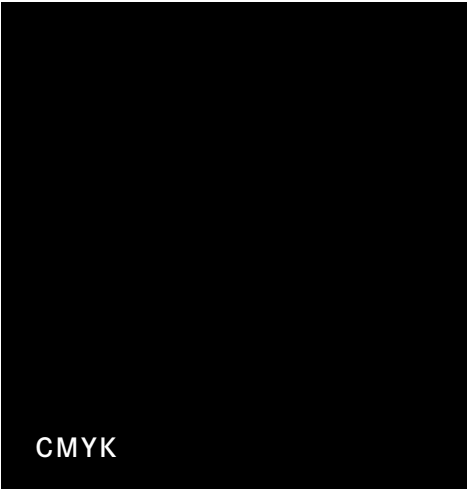


III. Color Specifications

COLOR SPECIFICATIONS

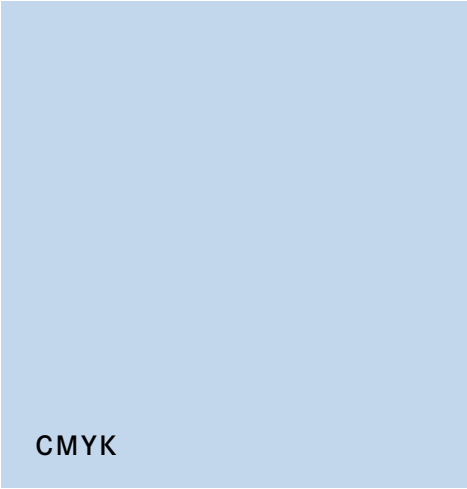
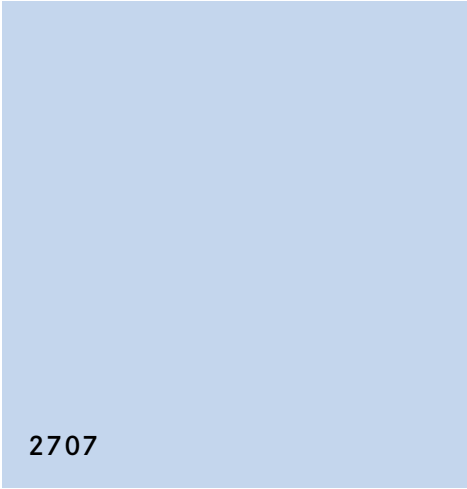
Primary Palette

RITZ-CARLTON BLACK



RITZ-CARLTON BLACK
PMS BLACK
CMYK 60.40.40.100
RGB 0.0.0

MEMORABLE BLUE



MEMORABLE BLUE
PMS 2707
CMYK 22.9.1.0
RGB 195.214.238

COLOR SPECIFICATIONS

Using the Color Palette

PRIMARY COLORS



Blue and Black are the defining colors of The Ritz-Carlton brand and should be the dominant visual when applied on products.

The Symbol or logo configurations should reverse to white when used on a black field.

The logo is occasionally used in Memorable Blue for special brand marketing purposes and requires approval by Brand Marketing.



The Ritz-Carlton configurations should ONLY be reproduced as white (on a black background) or black (on a white background) when the application is limited to one color.

IV. Typography

TYPOGRAPHY

Designer/Vendor Typography

ADOBE CASLON

Caslon is the dominant brand typeface for The Ritz-Carlton. Abobe Caslon should be used for all non-display copy (body copy, titles, subheads, etc). Adobe Caslon should be used where branding is the primary aspect of the communication, such as in collateral, signage and electronic media.

It is recommended that only the two weights and styles (shown at right) are employed.

PROXIMA NOVA

Proxima Nova complements the brand voice with its contemporary and clean look; a beautiful visual counterpoint to Caslon.

Proxima Nova should be used in cases where contrast is needed or in more functional contexts: on the website, in captions, lists, secondary names/locations.

It is recommended that only the three weights and styles (shown at right) are employed.



EXAMPLE

ADOBE CASLON, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
I 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? > < \

ADOBE CASLON, SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
I 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () ? > < \

PROXIMA NOVA, LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! @ # \$ % ^ & * () ? > < \

PROXIMA NOVA, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! @ # \$ % ^ & * () ? > < \

PROXIMA NOVA, SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! @ # \$ % ^ & * () ? > < \

TYPOGRAPHY

Designer/Vendor
Typography (Display)

BIG CASLON

Big Caslon should be used for headlines and larger display moments.

Big Caslon has one weight, with two styles.

It is recommended that only one weight and one style (shown below) are employed.

Big Caslon

BIG CASLON, ROMAN

BIG CASLON

BIG CASLON, ROMAN (ALL CAPS)

Note: Please use all-caps and not small-caps when typesetting with Big Caslon.

BIG CASLON

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

EXAMPLES

BEIJING

ABU
DHABI

TYPOGRAPHY

PC Fonts (MS Office)
Times New Roman & Arial

TIMES NEW ROMAN, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The standard computer font Times New Roman Regular (10 pt with 14 pt leading) should be used to type all letters (on pre-printed offset letterhead), mailing labels or memos.

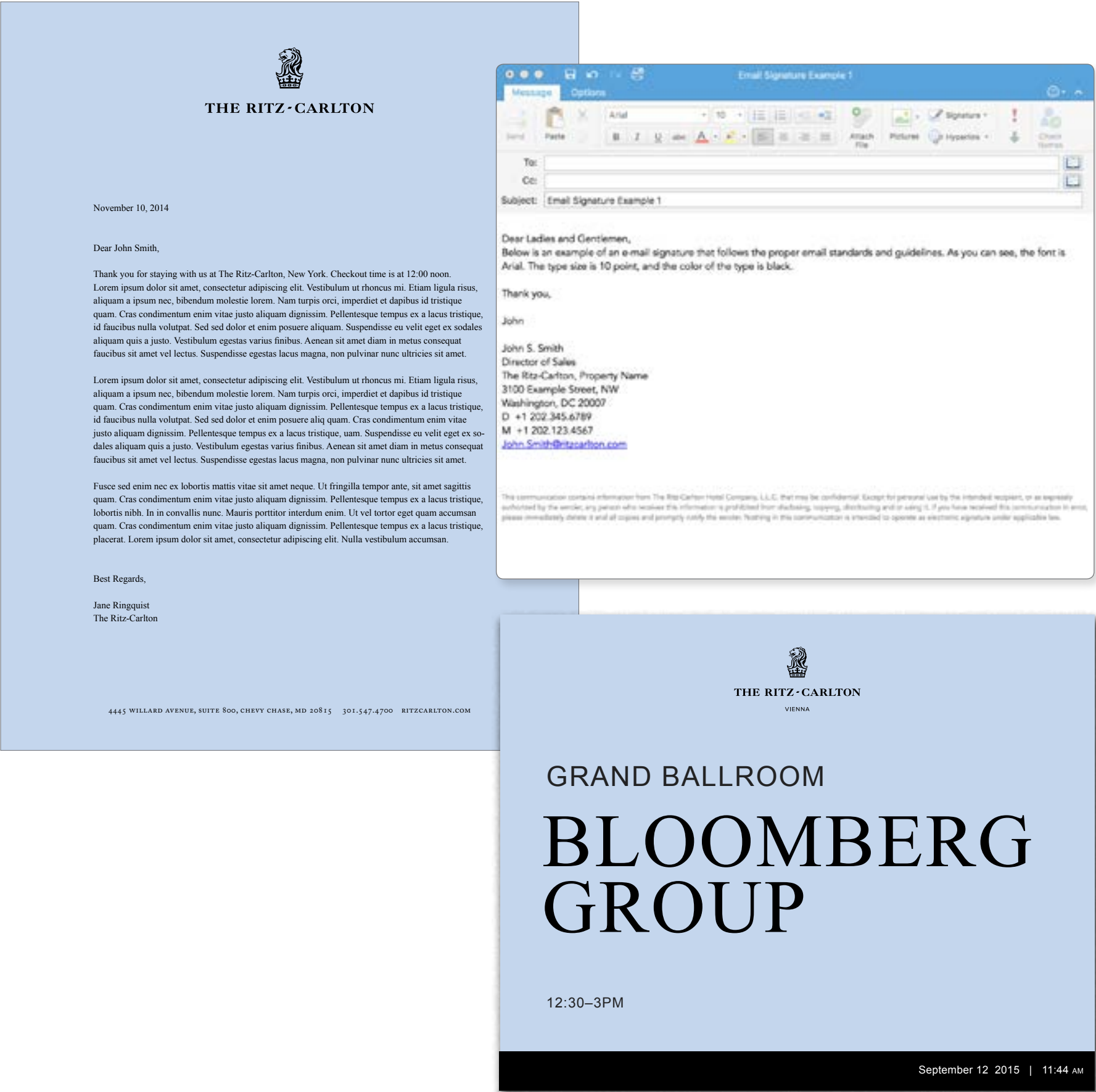
Times New Roman can be used for other printed and digital communications for headlines and body copy.

ARIAL, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The standard computer font Arial Regular (10pt with 14 pt leading) should be used to set type on pieces when Proxima Nova is appropriate but not available (e.g., digital collateral, digital signage, presentations and internal communications).

NOTE: Please refer to Internal Communications Style Guide for email standards and formatting.

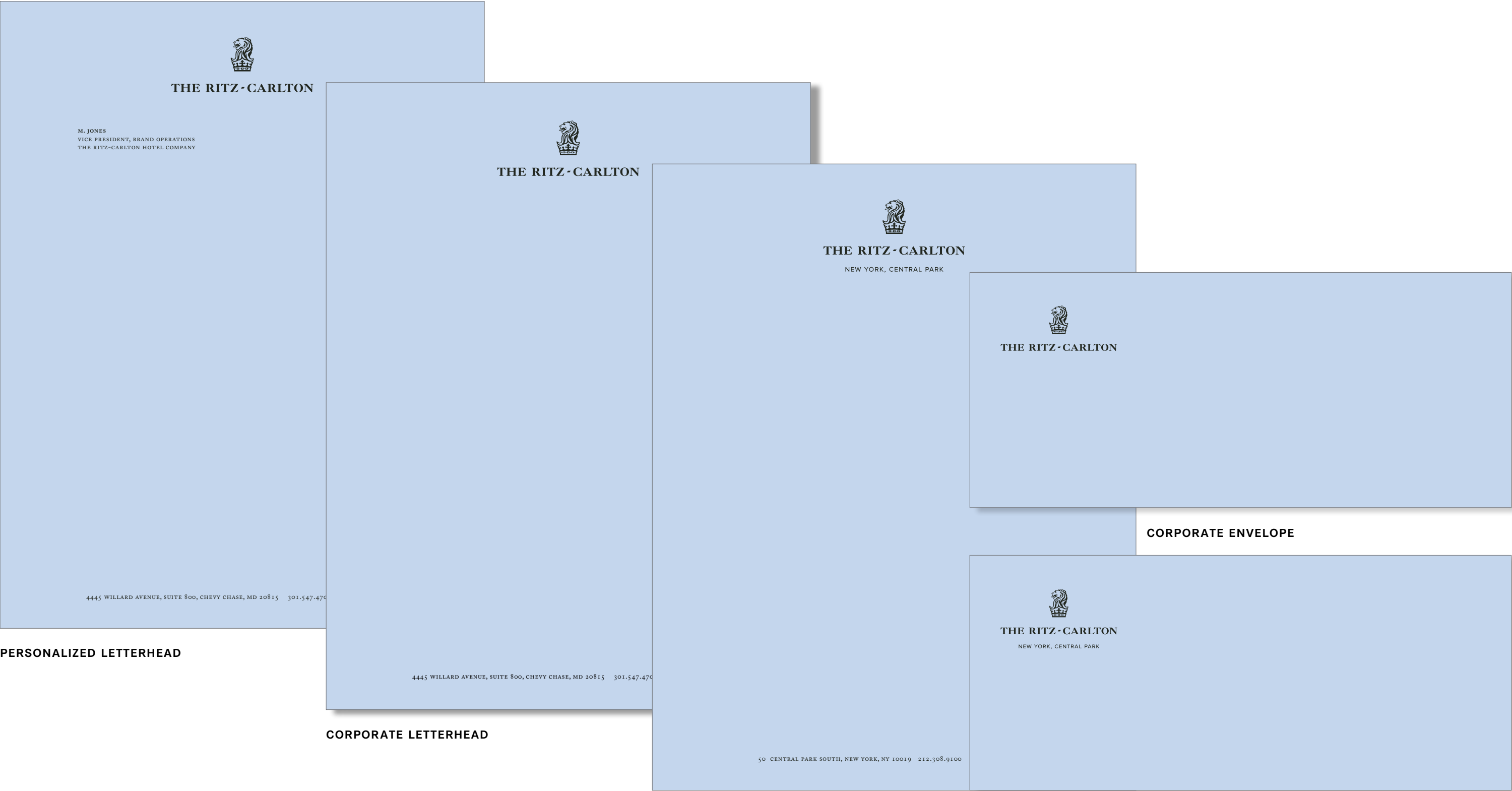


V. Applications

The following pages contain Priority A, B & C template designs approved for internal and external use.
Additional resources can be found on MGS.

APPLICATIONS

Stationery Suite



PERSONALIZED LETTERHEAD

CORPORATE LETTERHEAD

PROPERTY LETTERHEAD

PROPERTY ENVELOPE

CORPORATE ENVELOPE

APPLICATIONS

Stationery Suite


Letter Specifications

Please typeset all letters (letter only) in Times New Roman, Regular (10 pt with 14 pt leading).

The letter should be positioned 3" from the top of the letterhead. The 5.75"-wide letter should be centered with a 1.375" margin on either side.

Note: Letterhead (Logo and return address) should be pre-printed.

3"



THE RITZ - CARLTON

September 12, 2015

Dear John Smith,

1.375"

Thank you for staying with us at The Ritz-Carlton, New York. Checkout time is at 12:00 noon.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ut rhoncus mi. Etiam ligula risus, aliquam a ipsum nec, bibendum molestie lorem. Nam turpis orci, imperdiet et dapibus id tristique quam. Cras condimentum enim vitae justo aliquam dignissim. Pellentesque tempus ex a lacus tristique, id faucibus nulla volutpat. Sed sed dolor et enim posuere aliquam. Suspendisse eu velit eget ex sodales aliquam quis a justo. Vestibulum egestas varius finibus. Aenean sit amet diam in metus consequat faucibus sit amet vel lectus. Suspendisse egestas lacus magna, non pulvinar nunc ultricies sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ut rhoncus mi. Etiam ligula risus, aliquam a ipsum nec, bibendum molestie lorem. Nam turpis orci, imperdiet et dapibus id tristique quam. Cras condimentum enim vitae justo aliquam dignissim. Pellentesque tempus ex a lacus tristique, id faucibus nulla volutpat. Sed sed dolor et enim posuere aliquam. Cras condimentum enim vitae justo aliquam dignissim. Pellentesque tempus ex a lacus tristique, uam. Suspendisse eu velit eget ex sodales aliquam quis a justo. Vestibulum egestas varius finibus. Aenean sit amet diam in metus consequat faucibus sit amet vel lectus. Suspendisse egestas lacus magna, non pulvinar nunc ultricies sit amet.

Fusce sed enim nec ex lobortis mattis vitae sit amet neque. Ut fringilla tempor ante, sit amet sagittis quam. Cras condimentum enim vitae justo aliquam dignissim. Pellentesque tempus ex a lacus tristique, lobortis nibh. In in convallis nunc. Mauris porttitor interdum enim. Ut vel tortor eget quam accumsan quam. Cras condimentum enim vitae justo aliquam dignissim. Pellentesque tempus ex a lacus tristique, placerat. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla vestibulum accumsan.

Best Regards,

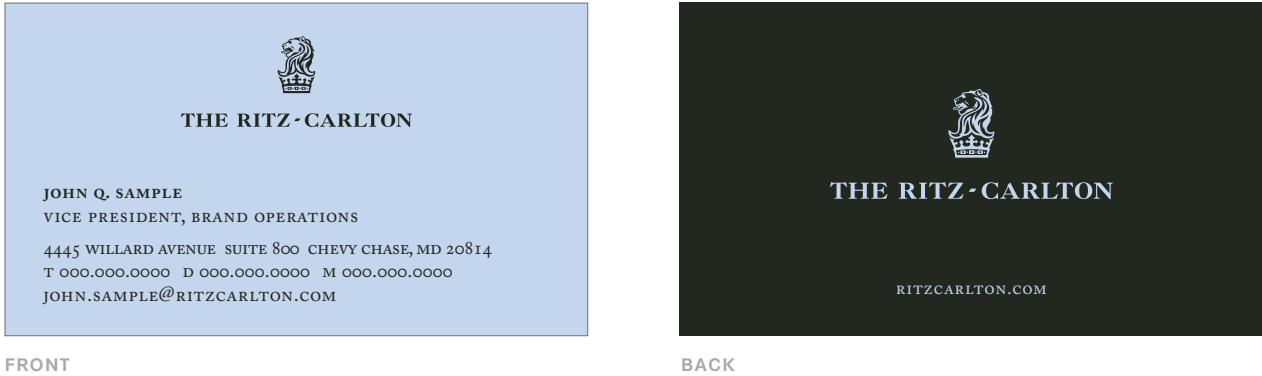
Jane Ringquist
The Ritz-Carlton

4445 WILLARD AVENUE, SUITE 800, CHEVY CHASE, MD 20815 301.547.4700 RITZCARLTON.COM

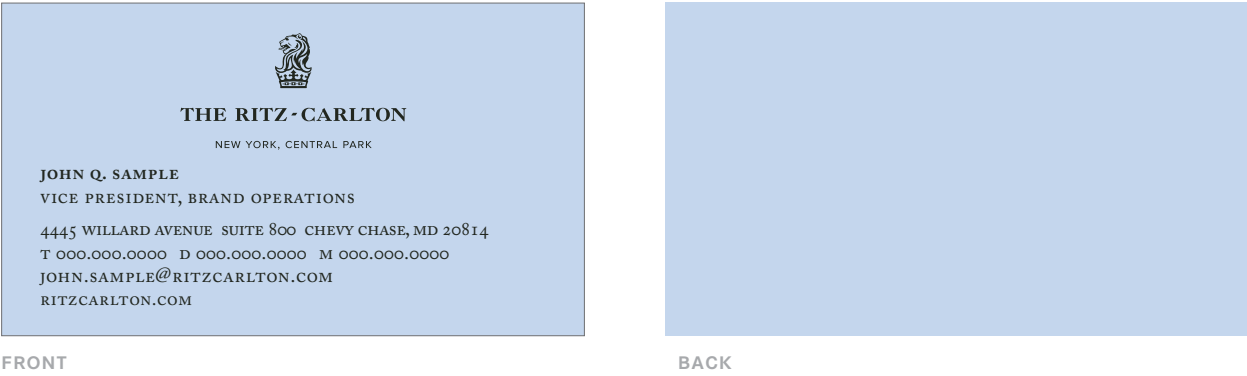
APPLICATIONS

Business Card Suite

VERSION A: CORPORATE



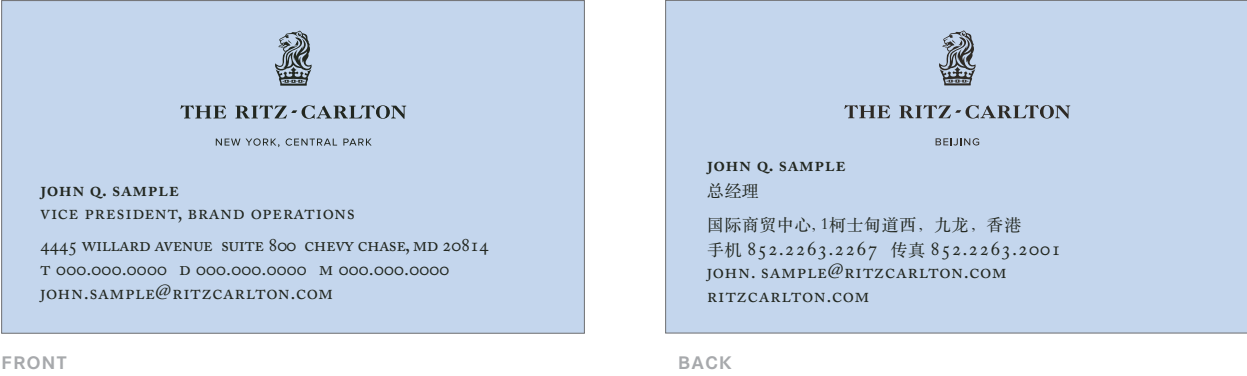
VERSION B: PROPERTY & CORPORATE



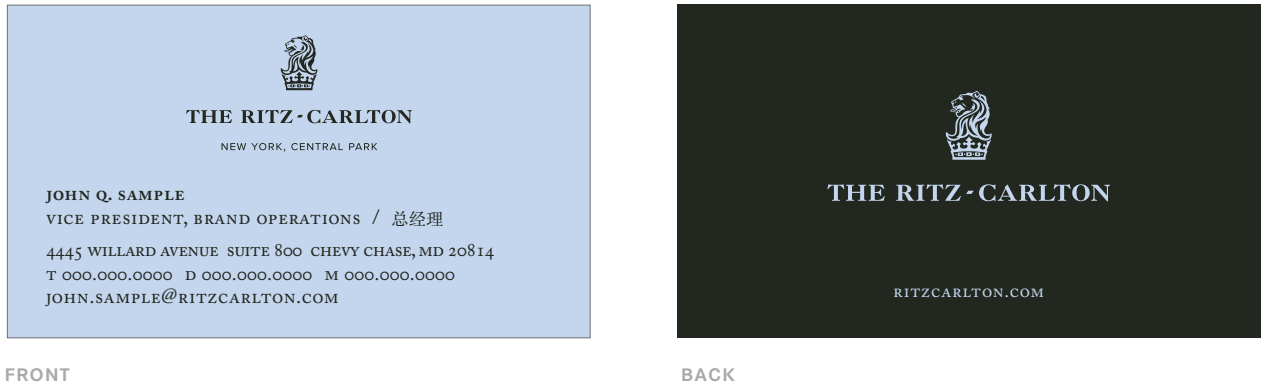
VERSION A: PROPERTY



VERSION B: PROPERTY, DUAL LANGUAGE

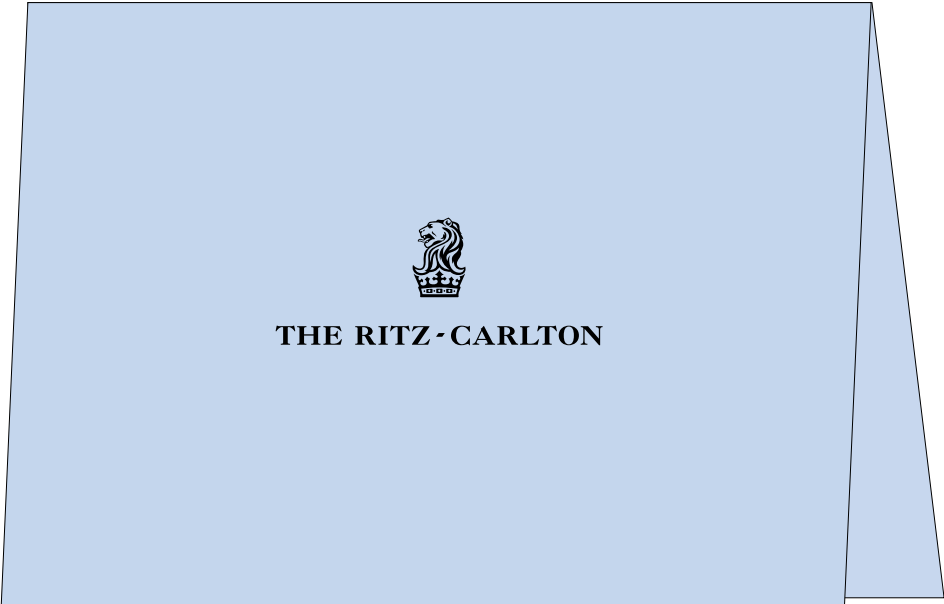


VERSION A: PROPERTY, DUAL LANGUAGE

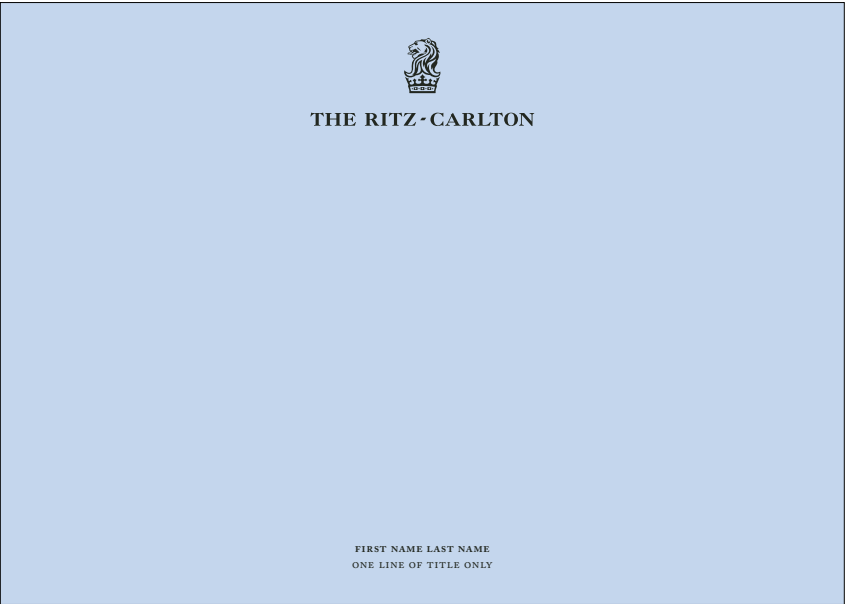


APPLICATIONS

Note Card Suite (Flat & Folded)



CORPORATE FOLDED NOTE CARD



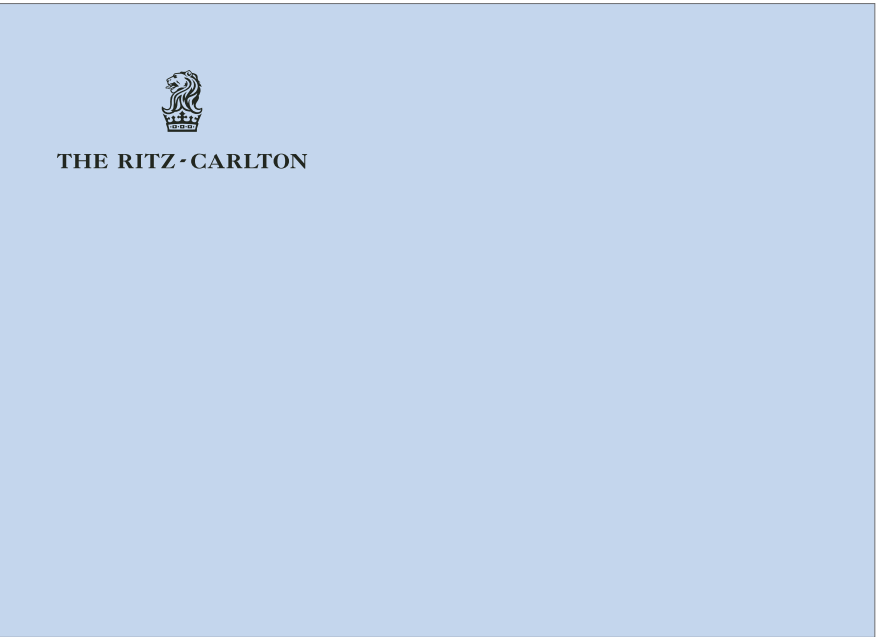
CORPORATE FLAT NOTE CARD



PROPERTY FOLDED NOTE CARD



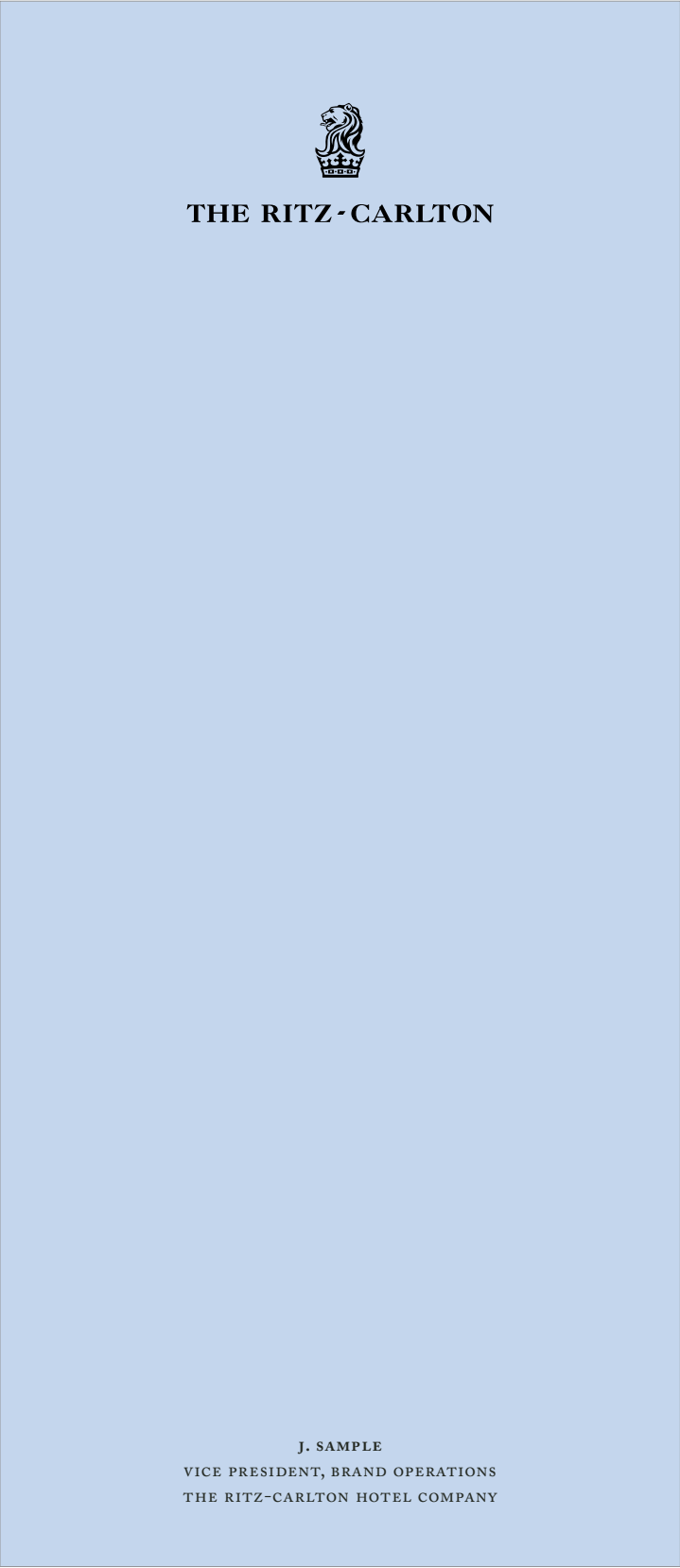
PROPERTY FLAT NOTE CARD



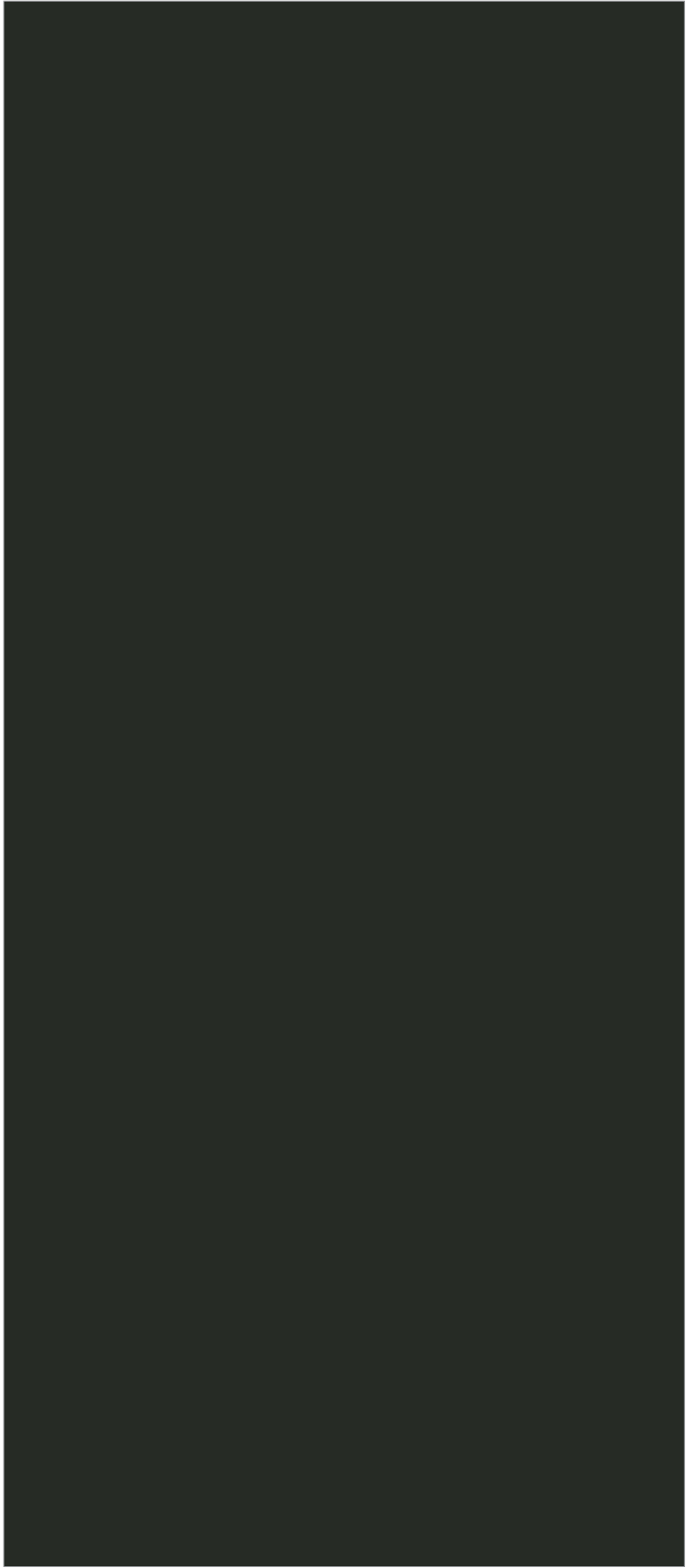
NOTE CARD ENVELOPE

APPLICATIONS

Slimline Note Card

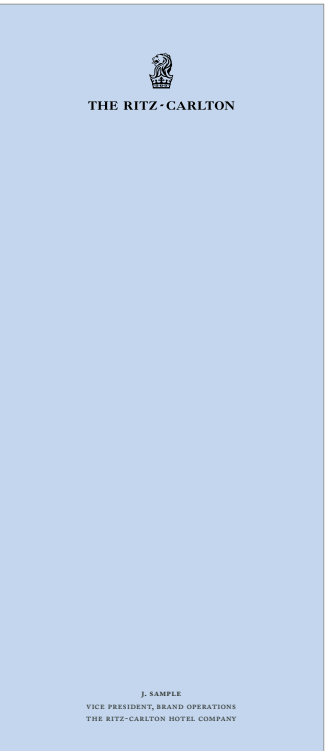


FRONT
PAPER OPTION 1

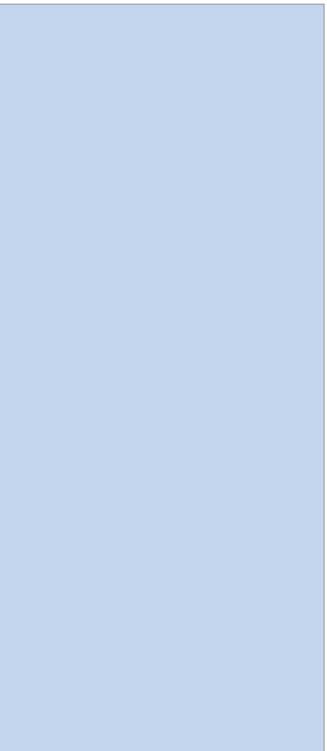


BACK
PAPER OPTION 1

NOTE: Slimline is paired with #10 stationery envelope.



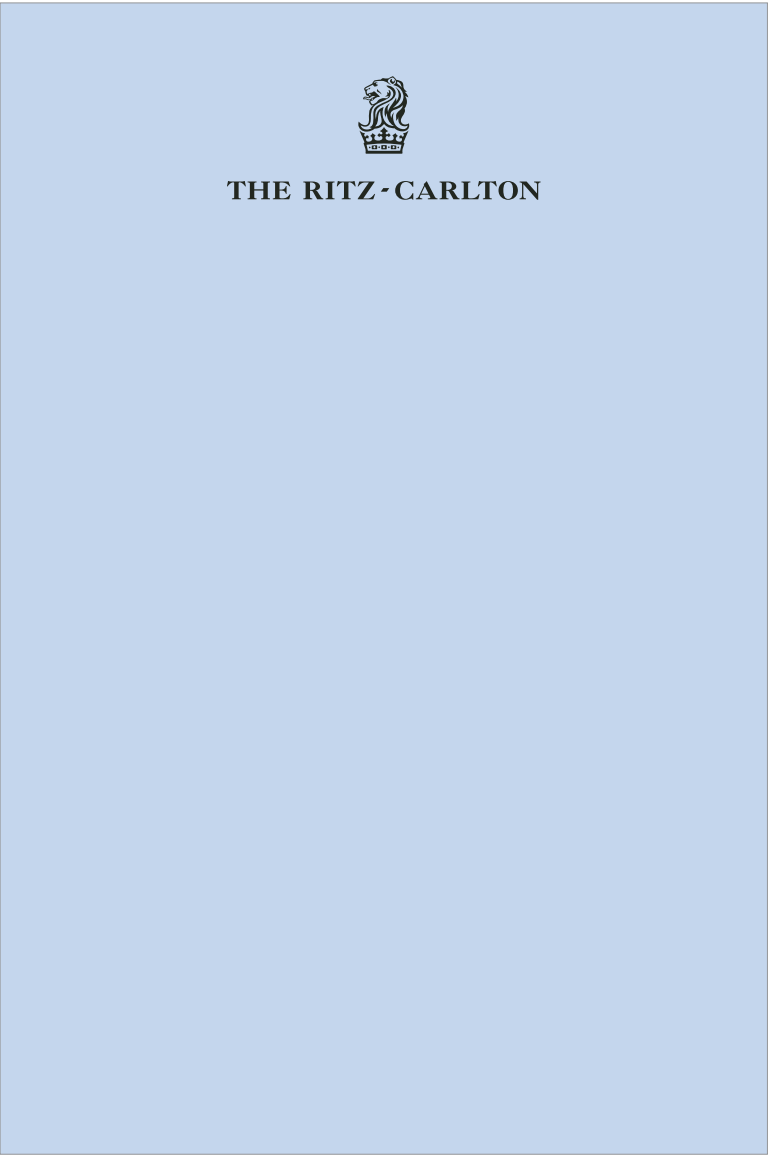
FRONT
PAPER OPTION 2



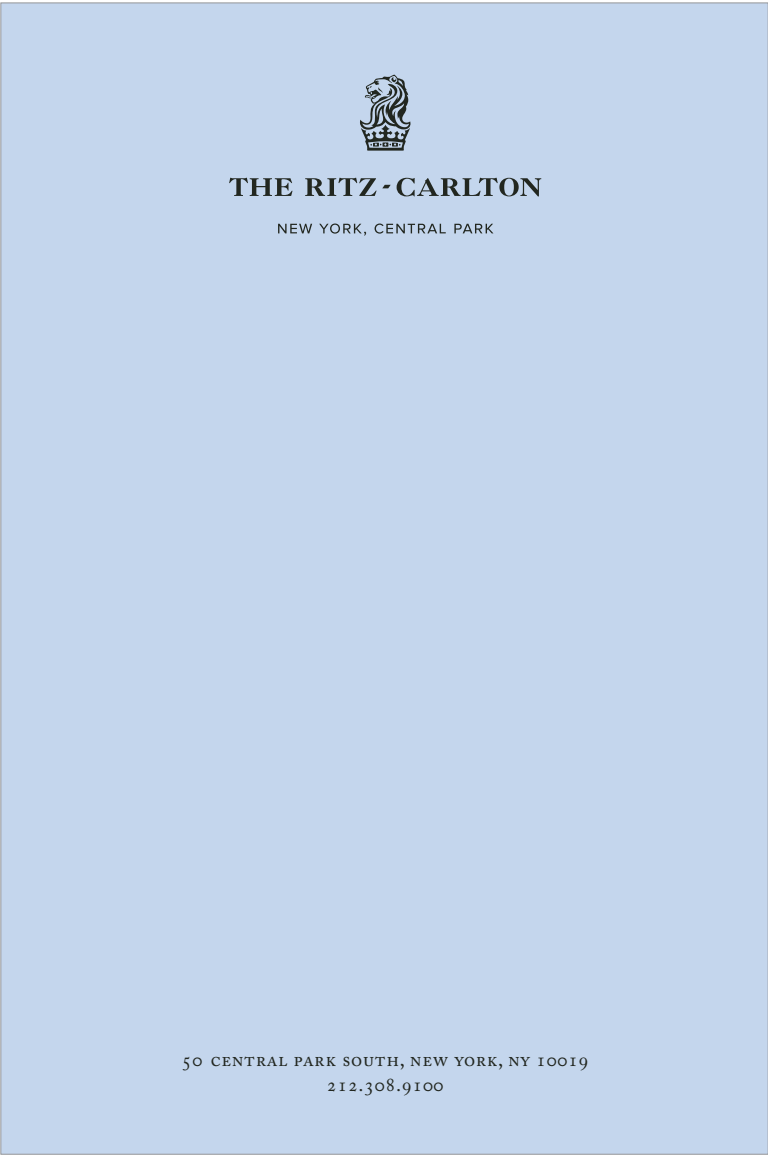
BACK
PAPER OPTION 2

APPLICATIONS

Guest Room Notepads



BRAND



PROPERTY

APPLICATIONS

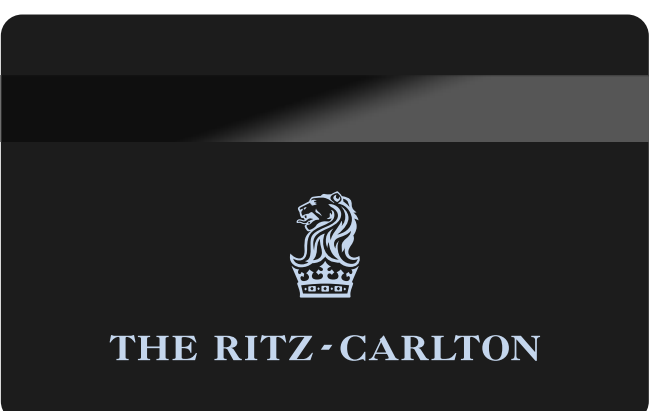
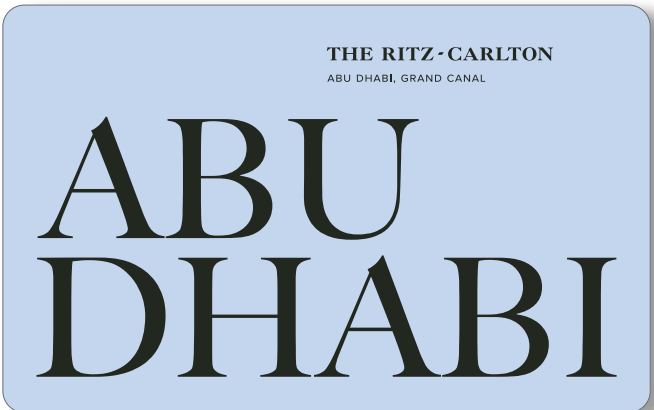
Key Card, Property Suite

These Key Cards are icons of your property. The name (and language) used large on the card should be determined by each property.

In some cases a full name is best. In other cases a single word/name is more iconic to the property. Shorter, concise names are preferred.

The Property Wordmark is used on the front of the card.

The Primary Brand logo is featured on the back of the card.

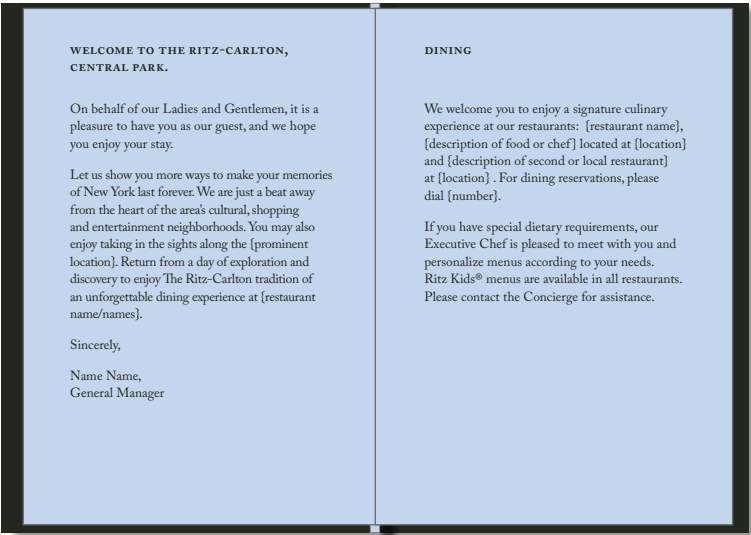
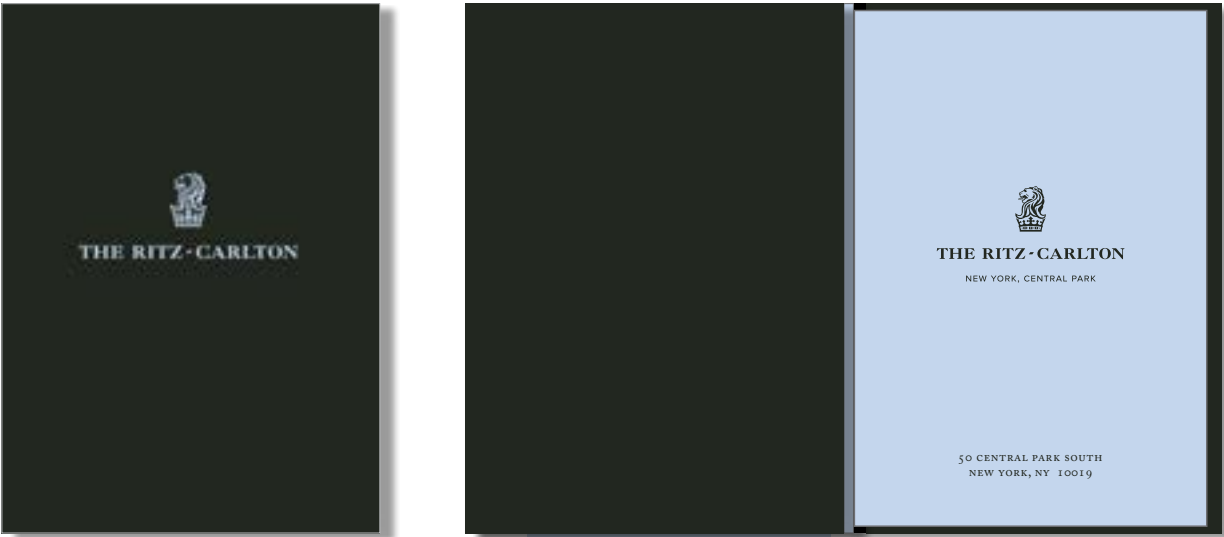


BLUE: FRONT

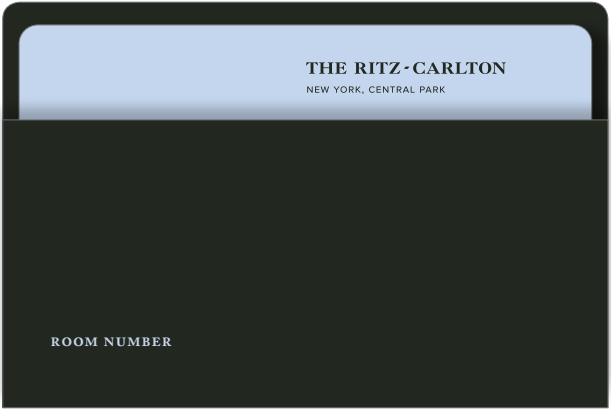
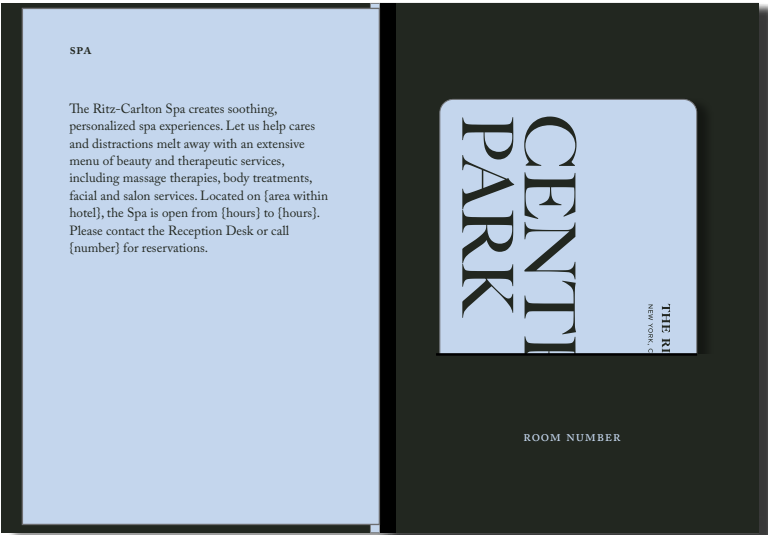
BLACK: BACK

APPLICATIONS

Key Card Packet & Sleeve



KEY PACKET & INSERT/BOOKLET



HORIZONTAL SLEEVE: FRONT



HORIZONTAL SLEEVE: BACK

APPLICATIONS

Guest Compendium

In-Room Dining



COVER

INTERIOR



BOOKLET INSERT

NOTE: Please refer to full Standards and Guidelines for examples of additional content pages.

APPLICATIONS

Non-Custom Paper Materials

The Guest touch points on the next two pages use a bright white paper stock, rather than the Memorable Blue custom paper, and print one color (PMS Black).



TELEVISION CHANNEL GUIDE



TRAY REMOVAL CARD



IN-ROOM SAFE CARD



ROBE CARD

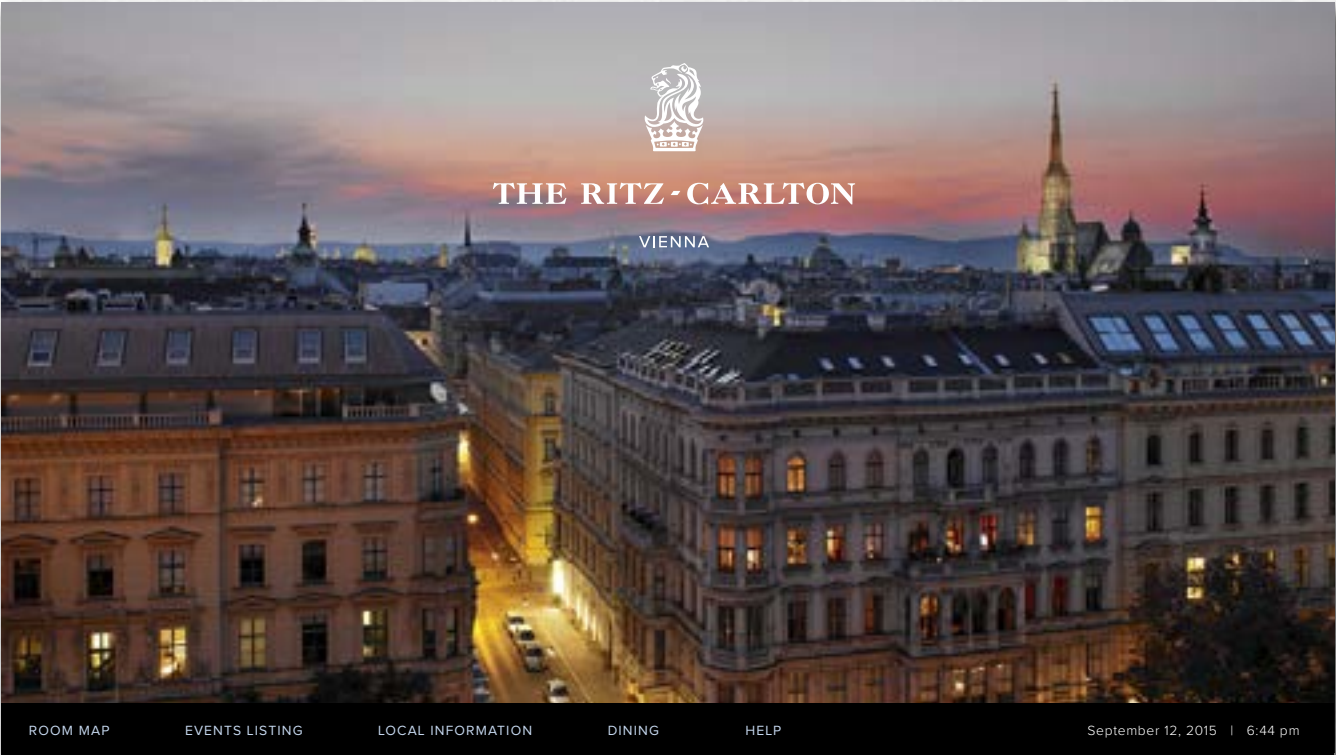


LAUNDRY TAGS

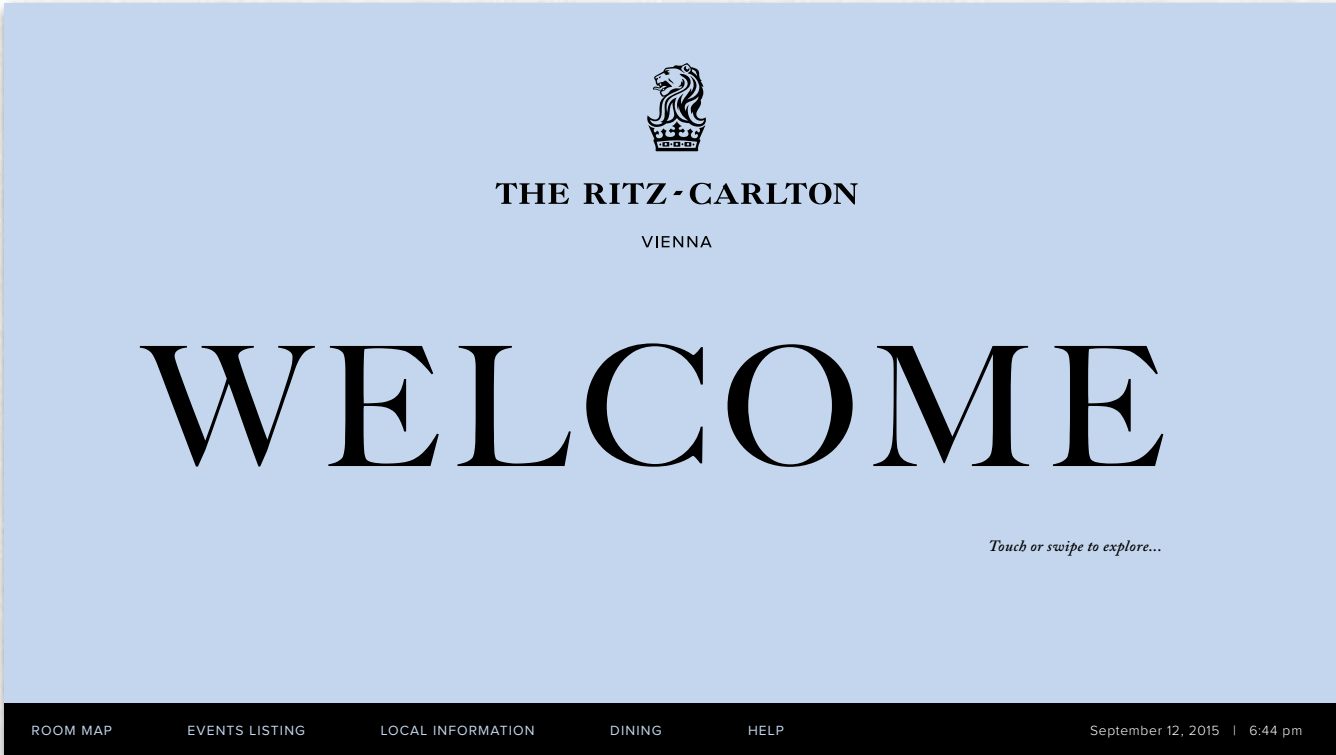
APPLICATIONS

Digital Signage

Note: Files can be scaled and reworked per need (screen size).
Please make sure to use the correct digital logo file for final output.



SCREEN ONE



SCREEN TWO



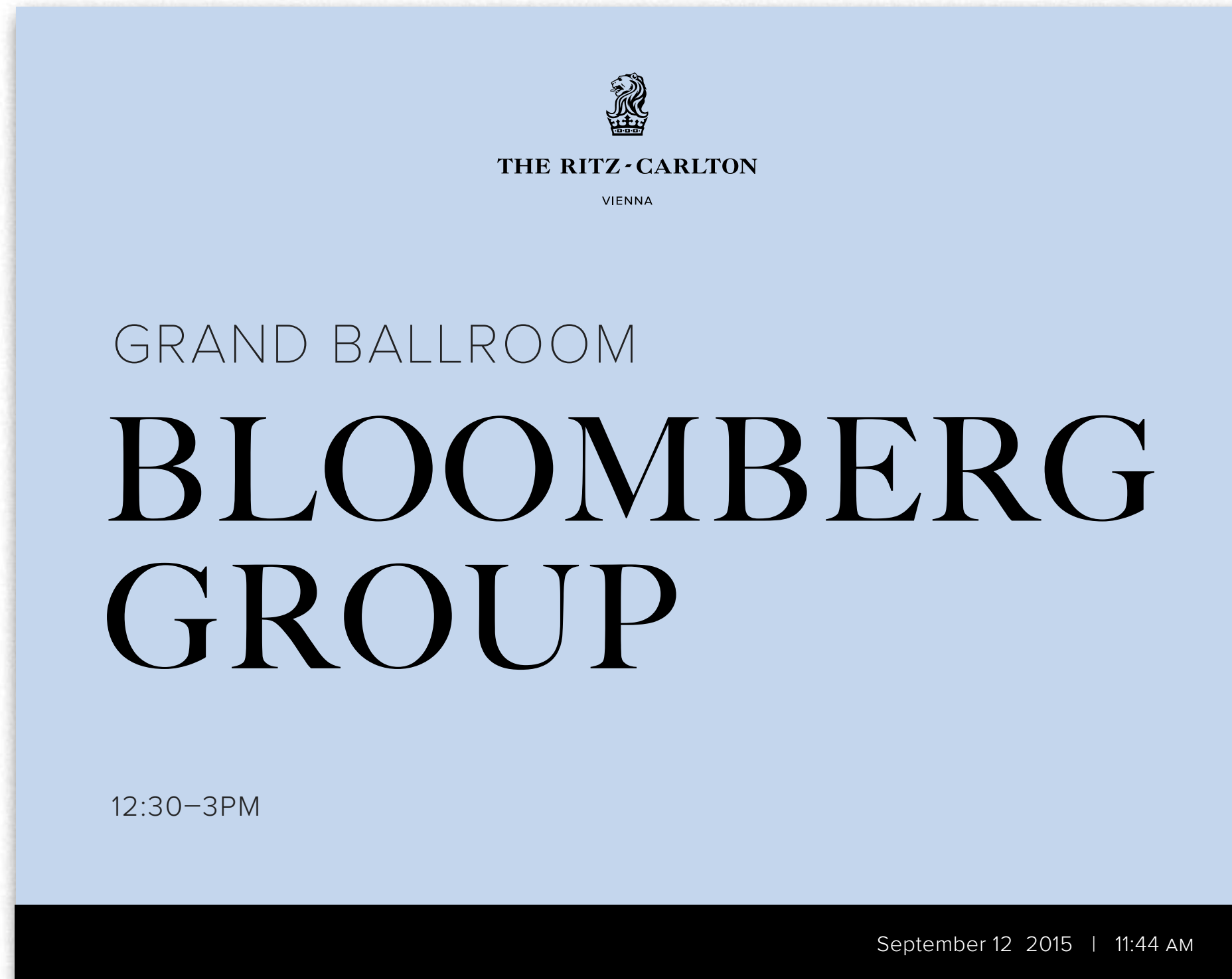
SCREEN THREE

Property images and messaging
cycle when interface is not in use.

APPLICATIONS

Digital Signage, Room Designator

Note: Files can be scaled and reworked per need (screen size).
Please make sure to use the correct digital logo file for final output.




APPLICATIONS


Sales & Marketing

Advertising & Property Newsletter

LET
US
STAY
WITH
YOU.*

Sometimes you search for adventure and tranquility. Sometimes it finds you.





THE RITZ-CARLTON
REYNOLDS, LAKE OCONEE

Experience the ultimate lakeside retreat at The Ritz-Carlton Reynolds, Lake Oconee, an easy drive from Atlanta. A place where Southern hospitality, rustic charm and remarkable experiences create memories you'll remember for years to come. Plan your stay by visiting ritzcarlton.com/reynolds.

ADVERTISEMENT

experience



LOREM IPSUM DOLOR SIT

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experience

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THE RITZ-CARLTON

experience

SPRING 2015





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LOREM IPSUM DOLOR

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SEATINGS: SPELICAE CONEST LISSIMUS ULLA QUAM
PLACE: LACERIBUS MIOCCUM
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GRAND CAYMAN

LOREM IPSUM

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PACKAGE 1

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IN THIS ISSUE

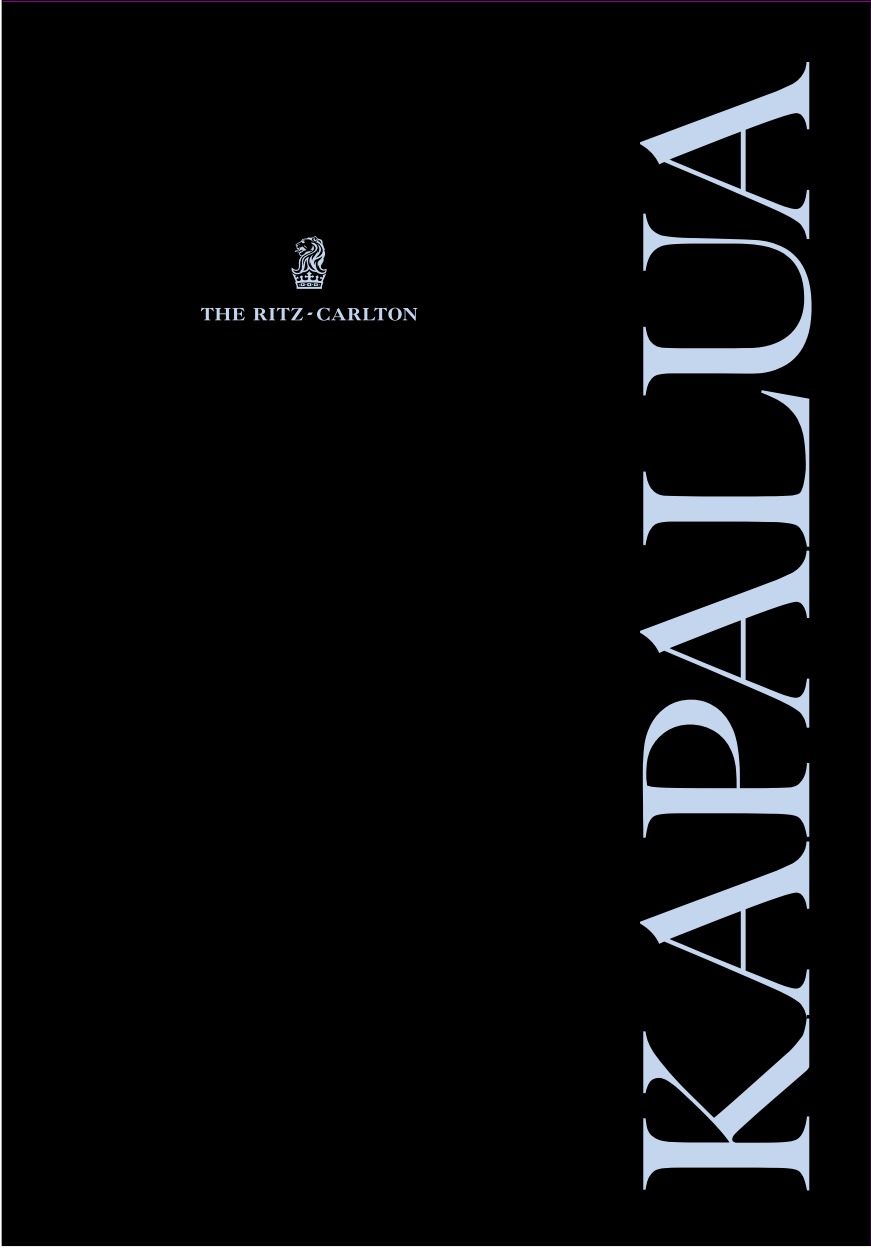
LOREM IPSUM DOLOR SIT / LOREM IPSUM DOLOR SIT / LOREM IPSUM DOLOR

PROPERTY NEWSLETTER

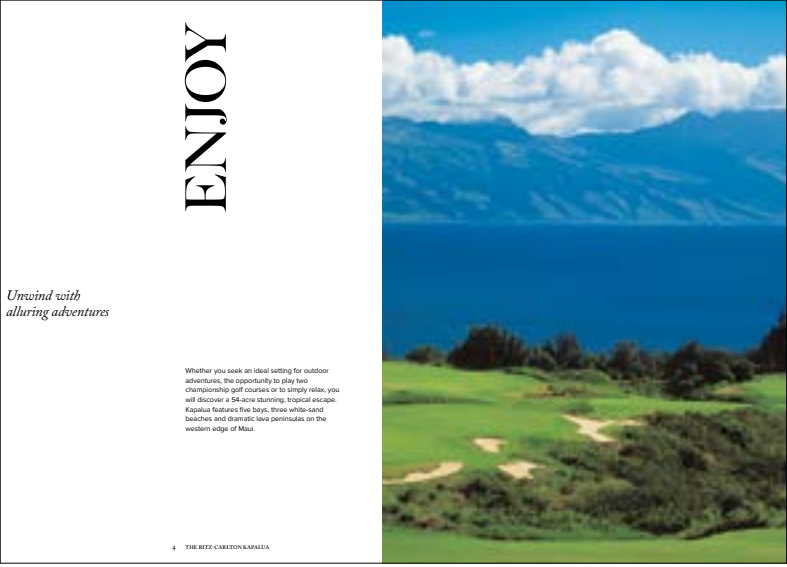
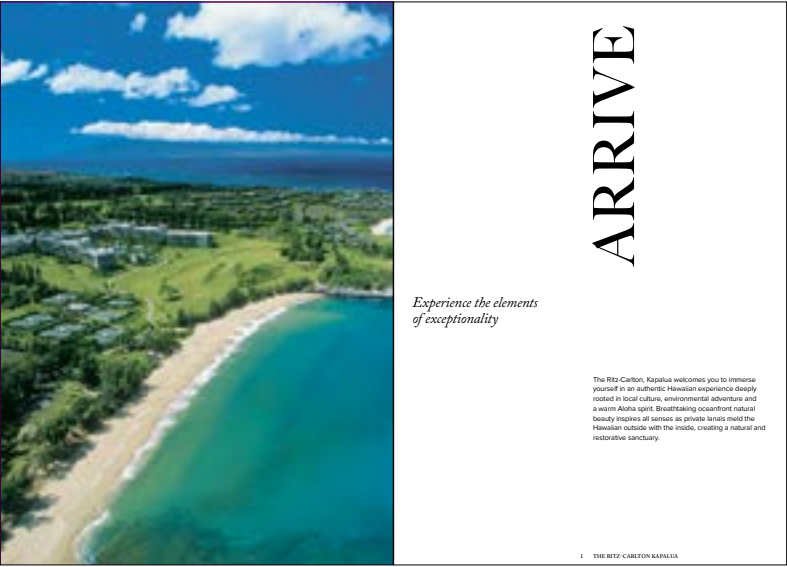
APPLICATIONS

Sales & Marketing

Rack Brochure



RACK BROCHURE COVER SAMPLE

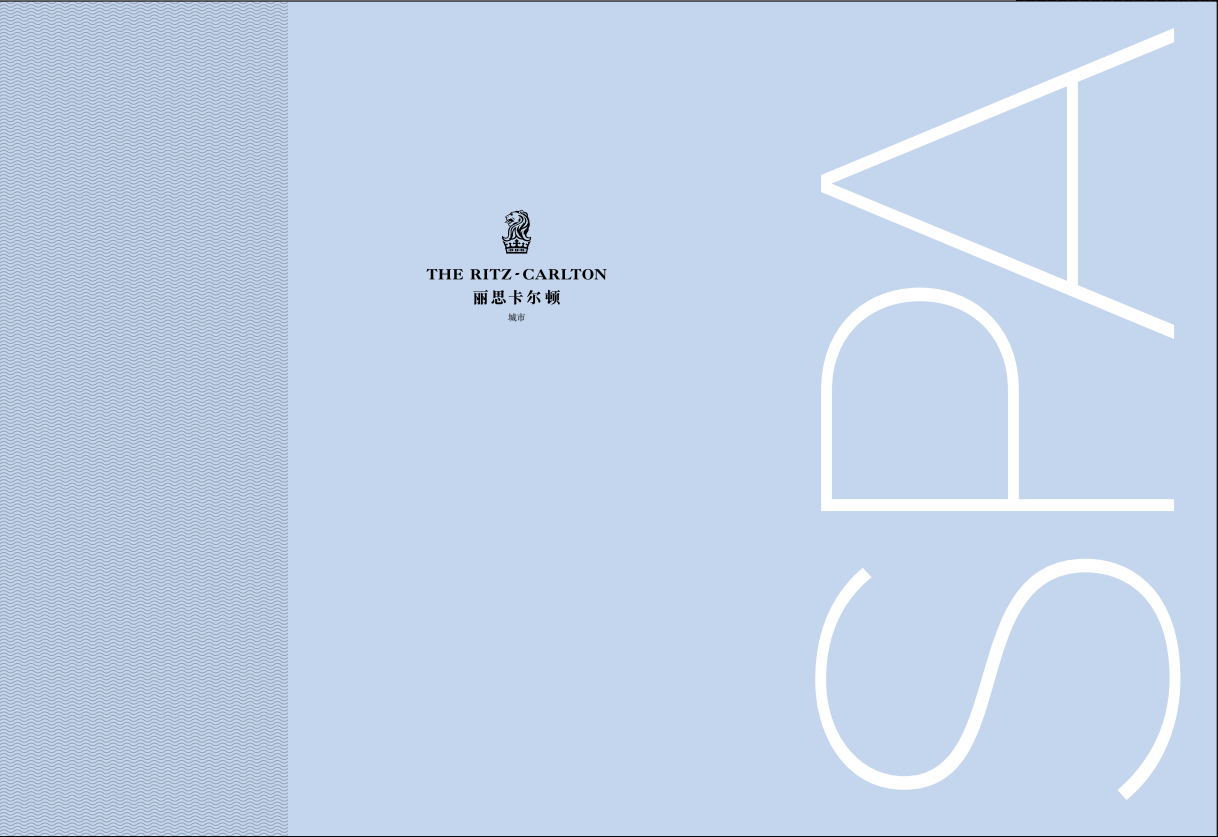


RACK BROCHURE
SPREAD SAMPLES

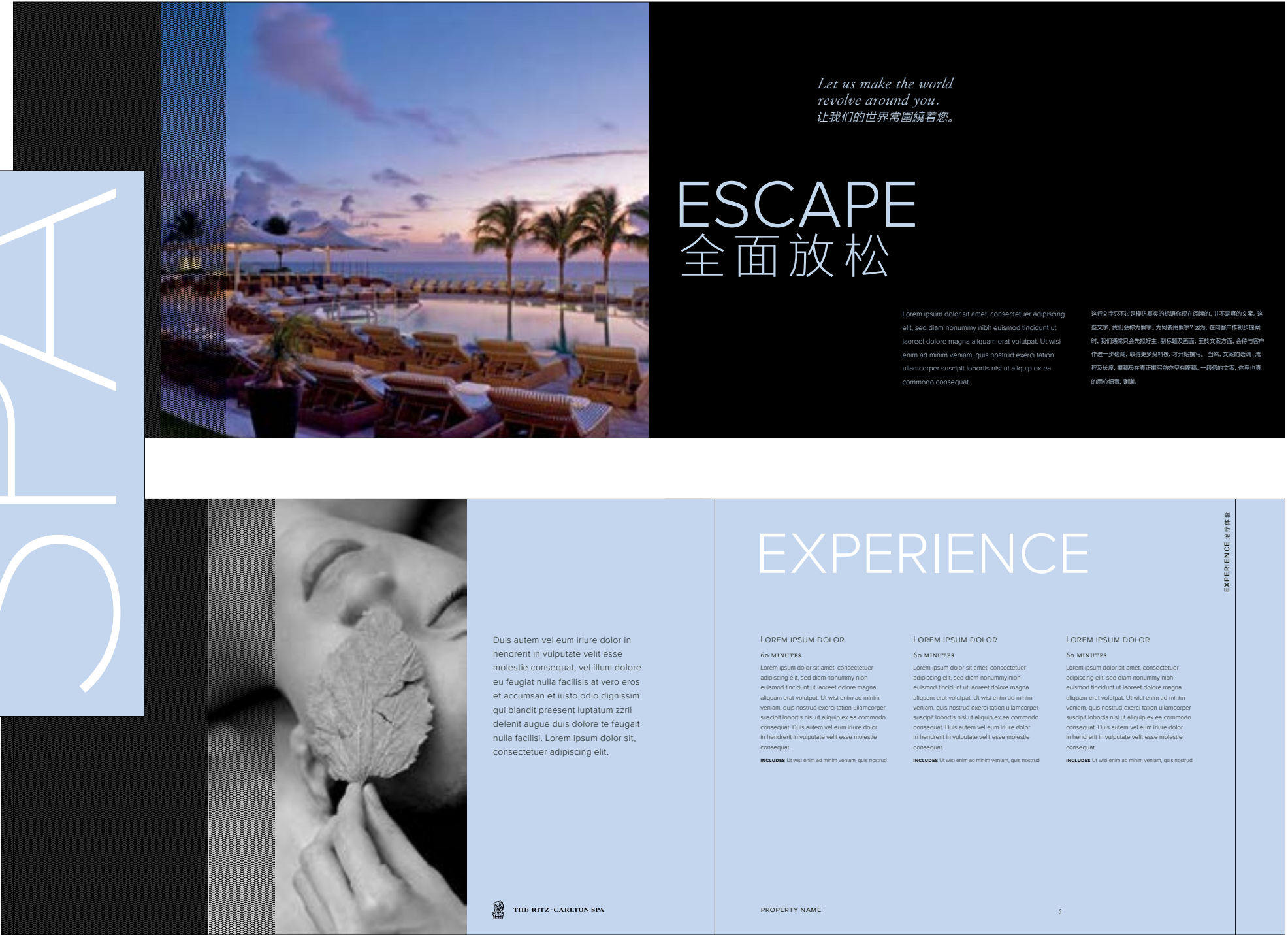
APPLICATIONS

Sales & Marketing

Spa Collateral



SPA COLLATERAL COVER SAMPLE



SPA COLLATERAL SPREAD SAMPLES

APPLICATIONS

Sales & Marketing

The Ritz-Carlton Magazine & Journey Into The Ritz-Carlton



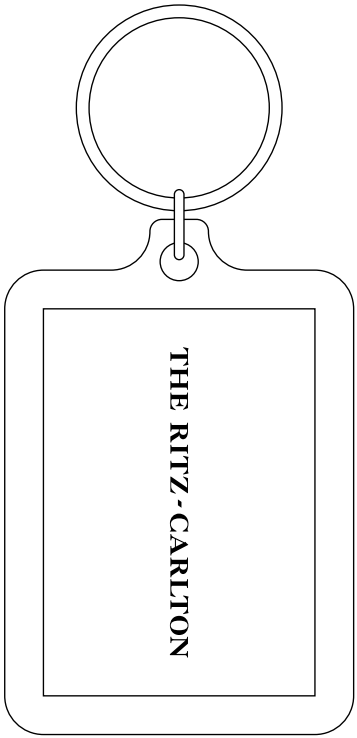
MAGAZINE



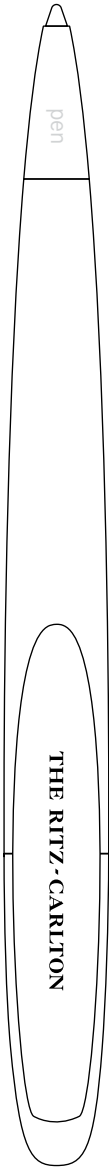
JOURNEY INTO THE RITZ-CARLTON HOMEPAGE

APPLICATIONS

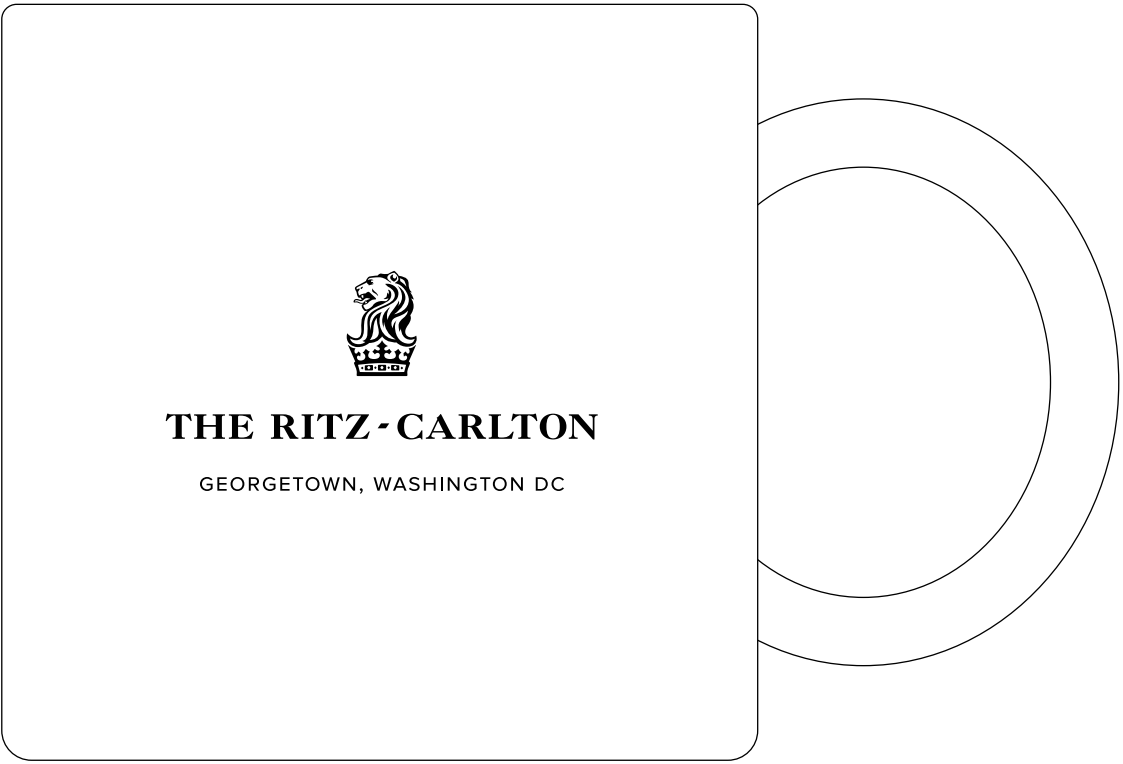
Retail Products



KEYRING



PENS & PENCILS



MUG

Appendix A

Legal, Trademark & Co-Branding

Compliance

DIGITAL ASSET LIBRARY — MDAM

The official digital asset library for The Ritz-Carlton can be accessed at marriottdam.com. To access the library, please follow instructions on the MGS home page or contact field marketing. A complete user guide can be found on MGS. Once you receive access, you can search, view and download digital assets, photography, logos and usage rights. All imagery has selected use noted; please note usage for various channels.

You are also able to send links to high-resolution images via MDAM. Improper reproduction of imagery reflects poorly on our brand and may create a legal liability for our company. If you have any questions regarding the proper usage of imagery, please contact Brand Marketing.

QUALITY CONTROL

Every piece of collateral, media or correspondence must reflect the highest level of quality that The Ritz-Carlton brand demands. The distribution of photocopies, handwritten information or hastily assembled copy-and-paste emails is unacceptable (except for photocopies of personal notes on formal stationery). Professionally typeset, typewritten, printed and electronic pieces are the only acceptable forms of communication. To ensure that the utmost level of professionalism is conveyed through all our communications, it is extremely important that all pieces are carefully proofread for grammar, accuracy and typographical errors. Always check the finished printed product for adherence to format, type, paper and ink color specifications. Check for overall printing quality, and do not hesitate to hold your printer to the highest standard of quality and service.

Intellectual Property

TRADEMARKS, SERVICE MARKS AND TRADE NAMES

A trademark is any word (e.g., RECONNECT), name (e.g., RITZ-CARLTON), symbol or device (e.g., the Lion & Crown symbol), slogan, package design or combination of these elements that identifies and distinguishes a specific product from products provided by others in the marketplace or in trade. A service mark is similar to a trademark, but it is used in the sale or advertising of services to identify and distinguish the services of one company from those of others. The term “trademark” is often used to identify service marks as well as trademarks.

In some countries, including the United States and Canada, trademark rights are created by the use of a mark in connection with goods or services in the ordinary course of trade. In these countries, while registration strengthens trademark rights, it is not a prerequisite to the existence of such rights. While the Company owns numerous registrations for its marks in the United States and Canada, it also has common-law rights in other marks that are not protected by registration. In other countries, trademark rights are created primarily or exclusively by registration.

A trade name identifies a person or company rather than its goods and services. A trade name may be a formal corporate name (e.g., The Ritz-Carlton Hotel Company, L.L.C.) or a name under which an entity does business other than its formal legal name (e.g., The Residences at The Ritz-Carlton, Dallas).

Intellectual Property

TRADEMARK SYMBOLS AND NOTICE

A TM or SM symbol should be displayed in connection with a mark in which the company claims trademark rights but has not registered the mark. Technically speaking, TM signifies a mark that identifies goods, and SM signifies a mark that identifies services. However, the TM symbol is often displayed with service marks as well.

In the United States and many other countries, use of the ® symbol (commonly pronounced “R-in-a-circle” or “Circle-R”) is reserved for registered marks. Although it is not mandatory, consistent use of ® in connection with a registered mark is encouraged, as it has both practical and legal benefits. For material that will be distributed in multiple countries, such as brochures, advertisements and emails and website content that will be accessible in multiple countries, if a mark is registered in at least one of the countries in which the material will be distributed or accessible, the ® symbol should be displayed with the mark. If the material will be distributed or accessible solely in countries where the mark is not registered, the TM or SM symbol should be displayed with the mark as appropriate.

The appropriate trademark symbol should be displayed with a mark each time it appears prominently (such as in a headline) or apart from text as well as the first time the mark is mentioned in text. It need not be repeated with each additional reference in the remaining portion of the text throughout the document.

Intellectual Property

REGISTERED MARKS

Trademarks are registered for specific goods and services on a country-by-country basis. The Company owns registrations for and/or uses the following marks in many countries for hotel and restaurant services (and in some countries for spa, timeshare, residential, fitness and recreational services):

1. RITZ-CARLTON®:

In addition to trademark law, as a brand standard “The” always precedes “Ritz-Carlton.”

THE RITZ - CARLTON

STYLIZED BRAND MARK
(COMMONLY REFERRED TO AS WORDMARK)

The Ritz-Carlton
STYLIZED BRAND NAME

2. THE LION & CROWN DEVICE:

As a brand standard it is always used with the Stylized Brand Name. The Primary Lockup with registration symbol should only be used on the brand website, in magazines and advertising.



THE RITZ - CARLTON

PRIMARY LOGO



THE RITZ - CARLTON®

PRIMARY LOGO WITH REGISTRATION SYMBOL



THE RITZ - CARLTON

ASYMMETRICAL LOGO



THE RITZ - CARLTON®

ASYMMETRICAL LOGO WITH REGISTRATION SYMBOL

Intellectual Property

PRIMARY MARKS

In addition, the Company uses and/or owns registrations for the following marks for certain services:

THE RITZ-CARLTON COMMUNITY FOOTPRINTS



THE RITZ-CARLTON LEADERSHIP CENTER



THE RITZ-CARLTON REWARDS



Note: The Ritz-Carlton Rewards marks are only available as an asymmetrical logo and wordmark. Please reference the complete Ritz-Carlton Rewards Guidelines for further information on The Ritz-Carlton Rewards Logo and Brand standards.

LEGAL, TRADEMARK & CO-BRANDING

Intellectual Property

REGISTERED MARKS

ACCESS THE EXTRAORDINARY

A VOW TO HELP OTHERS

COMMUNITY FOOTPRINTS

GIVE BACK GETAWAYS

HEAVEN IN A HAMMOCK

LET US STAY WITH YOU

MEANINGFUL MEETINGS

NATURE'S WONDERS

PUTTIN' ON THE RITZ

RITZ-CARLTON

RITZ-CARLTON REWARDS

RITZ KIDS

TANNING BUTLER

TECHNOLOGY BUTLER

TEDDY BEAR TEA

THE RITZ-CARLTON

THE RITZ-CARLTON CLUB

THE RITZ-CARLTON ESTATES

THE RITZ-CARLTON GOLF CLUB

THE RITZ-CARLTON LEADERSHIP CENTER

THE RITZ-CARLTON LODGE

THE RITZ-CARLTON MEMBERS CLUB

THE RITZ-CARLTON RESIDENCES

THE RITZ-CARLTON SPA

VOLUNTEAMING

The Company also owns registrations for certain property-specific marks, such as ATLANTA GRILL and LEMONIA. Please contact the Marriott Law Department for additional information.

Intellectual Property

PROPER USAGE

A. General Trademark Usage Guidelines

Generally speaking, a trademark should not be used in text as a noun but rather as an adjective that modifies a noun. In text a trademark should appear in combination with the common or generic name for a specific product.

EXAMPLES:

INCORRECT

You will enjoy legendary service at every Ritz-Carlton.

CORRECT

You will enjoy legendary service at every Ritz-Carlton hotel.

You will enjoy the legendary service of The Ritz-Carlton at every hotel.

A trademark should never appear in the plural form. Instead, change the generic word from singular to plural.

EXAMPLES

INCORRECT

Book your getaway at participating Ritz-Carltons.

CORRECT

Book your getaway at participating Ritz-Carlton hotels and resorts.

Trademarks should not appear in possessive form.

EXAMPLES:

INCORRECT

Enjoy The Ritz-Carlton’s many spas.

CORRECT

Enjoy the spas located at many Ritz-Carlton hotels.

Enjoy The Ritz-Carlton Spa, located at many hotels.

Trademarks should be displayed in their proper form, without alteration or abbreviation. Always follow brand standards for color, positioning and font.

The proper form of the Company’s primary brand name is **The Ritz-Carlton**.

“The” should precede “Ritz-Carlton” unless it would contradict proper sentence syntax. The hyphen should always appear between Ritz and Carlton.

EXAMPLES:

INCORRECT

Enjoy the spas located at many Ritz hotels.

Enjoy the spas located at many Ritz Carlton hotels.

Enjoy the spas located at many The Ritz-Carlton hotels.

CORRECT

Enjoy the spas located at many Ritz-Carlton hotels.

Enjoy the spas located at The Ritz-Carlton hotels.

Intellectual Property

B. References to Individual Properties

The Company's trademarks also appear in the names of physical locations, including hotels, restaurants and spas. The initial reference to a particular location should use its proper full name, such as "The Ritz-Carlton, Atlanta." Subsequent references to the property may be abbreviated to "the hotel."

C. References to the Company or the Brand As a Whole

Where "The Ritz-Carlton" is used to identify the company, rather than its services, it is functioning as a trade name rather than a trademark. Unlike a trademark, a trade name is a noun. It should not be accompanied by a trademark symbol.

EXAMPLES:

INCORRECT

The chief executive officer of The Ritz-Carlton® indicated that ...

The chief executive officer of The Ritz-Carlton® Hotel Company, L.L.C. indicated that ...

CORRECT

The chief executive officer of The Ritz-Carlton Hotel Company, L.L.C. indicated that ...

Intellectual Property

COMPANY COPYRIGHTED MATERIALS

Copyright is the exclusive right to reproduce, distribute, publicly perform, publicly display and create derivatives of a work.

A copyright exists in any original creative work fixed in a tangible form of expression such as a written work, photograph, music, video, graphic art, computer program or website. The copyright arises automatically upon creation of a work — registration is not a prerequisite to copyright protection. Publicly distributed original materials created by the Company and its employees should bear a copyright notice in substantially the following form:

© [year of publication] The Ritz-Carlton Hotel Company, L.L.C.
All rights reserved.

If several versions of the work have been published, insert both the year of first publication and the year in which the current version is being published.

THIRD-PARTY USE OF THE COMPANY’S INTELLECTUAL PROPERTY

A. Vendors and Clients

It is the policy of our Company not to allow suppliers, vendors or clients to use our marks in the promotion of their businesses, as we generally do not endorse other companies or their products. An exception to the general rule may be made where a clear strategic benefit to the Company can be demonstrated. Requests for such exceptions should be submitted to Brand Marketing. Please consult MIP-62 for further details. Unless authorized by Brand Marketing, our marks (name and/or logo) should not appear in any third-party catalogs, public relations materials or in any materials designed to promote the business of a third party, such as websites, brochures and advertising. This policy includes in-house vendors, such as companies who supply equipment to the hotel.

Hotel owners must submit any proposed use of our marks to promote their business or our hotels to Brand Marketing for review and approval in advance.

Intellectual Property

A. Vendors and Clients (continued)

That being said, we cannot prevent others from making truthful statements regarding the Company or its properties if those statements do not create the impression that the Company is affiliated with or endorses them. Accurate comparative advertising is legal in the United States and many other countries. Further, another party may use the name of a hotel to identify that hotel as long as that use does not suggest or imply a relationship with the hotel. For example, clients may identify the hotel by name as the location of an event in invitations and announcements but may not use the Lion & Crown device, the stacked logo or the stylized font for RITZ-CARLTON without the Company's prior permission.

B. Infringers

It is imperative that every Lady and Gentleman look out for possible unauthorized use of the Company's trademarks and copyrighted materials. Please report all suspected infringements in any medium, including the internet, to the Marriott Law Department as soon as possible. As its eyes and ears in the marketplace, employees are the Company's most effective means of protecting its vital assets.

Intellectual Property

COMPANY USE OF THIRD-PARTY INTELLECTUAL PROPERTY

Company policy forbids employees from knowingly infringing on the copyright, trademark or patent rights of any other party.

See MIP-1 and MIP-31 for additional details.

A. Copyrighted Material

Unless it's clear that a given work is not protected by copyright, employees should assume that every third-party work is copyrighted. Employees should not reproduce, publicly display or create derivatives of third-party works without permission of the copyright holder. The fact that a work is posted on a publicly accessible website does not mean that it may be copied without permission or is otherwise in the “public domain.” This includes photography. Third-party photography should be licensed directly from a professional photographer or a reputable agency. Avoid websites that claim to license images for free.

B. Third-Party Trademarks

Since registration of a mark is not a prerequisite to the existence of trademark rights in some countries (and use of the registration symbol in connection with a registered mark is not obligatory in most countries), employees should not assume that the names and logos used by others to identify their goods and services are not proprietary simply because they lack a trademark notice.

Several third parties, including the Malcolm Baldrige Award, Michelin, Forbes Travel Guide and AAA, have licensed the Company to use their marks to identify our hotels and services. Each individual trademark owner has standards and guidelines that the Company must observe in using licensed marks. As a general matter, the Company does not have the right to sublicense such marks to its business partners. For example, a hotel owner may not use the Malcolm Baldrige logo, or state that it owns hotels that have won the Malcolm Baldrige Award.

C. Michelin Ratings

Michelin rates lodging establishments and restaurants. It does not rate individual chefs. Any questions about the use of the Michelin name or trademarks should be directed to the Marriott Law Department.

Intellectual Property

D. Forbes Travel Guide and AAA Diamond Ratings

A hotel that receives a star rating from Forbes or a diamond rating from AAA is permitted to announce such designations in a press release. However, neither Forbes nor AAA allows hotels to use its name or logo or refer to the hotel's rating in any form of advertising, web or collateral, unless the hotel has entered into a license agreement with the rating organization. Company policy does not support the purchase of such licenses due to cost, the fluctuations of individual ratings and because of the perception that a luxury company is always top rated. "Five Star," "five diamond" and similar terms that allude to proprietary ratings should not be used as generic adjectives of luxury.

E. Olympic Marks and Symbols

Many of our hotels are located in cities that host Olympic Games. The Olympic marks have special protection under the laws of the United States and many other countries. The International Olympic Committee and the Olympic Committees of individual countries vigorously protect and aggressively enforce their trademark rights. The Olympic marks include: Olympic, Olympiad, the Olympic symbol (five interlocking rings), the individual symbols of the various Olympiads and USOC emblems. Even the specific city and date (e.g., "Atlanta 1996") may be protected. Absent the permission of the appropriate authorities, all use of the Olympic marks should be assiduously avoided. Veiled references to the Olympics or efforts to evoke the Olympics without mentioning the marks should likewise be avoided. The specific written approval of the Marriott Law Department must be obtained before any Olympic-related project or initiative is undertaken.

Co-branding

Use of the brand logo or property logo in combination with another company logo must be vetted and approved through Brand Marketing. Never use any Ritz-Carlton mark together with another brand in a way that appears to create a combined brand (for example, “The Ritz-Carlton by Marriott”). Examples of the most common uses and proper executions are shown at right:

EXAMPLE 1

The Primary Logo is reserved for official brand partners and brand approved activation.

EXAMPLE 2

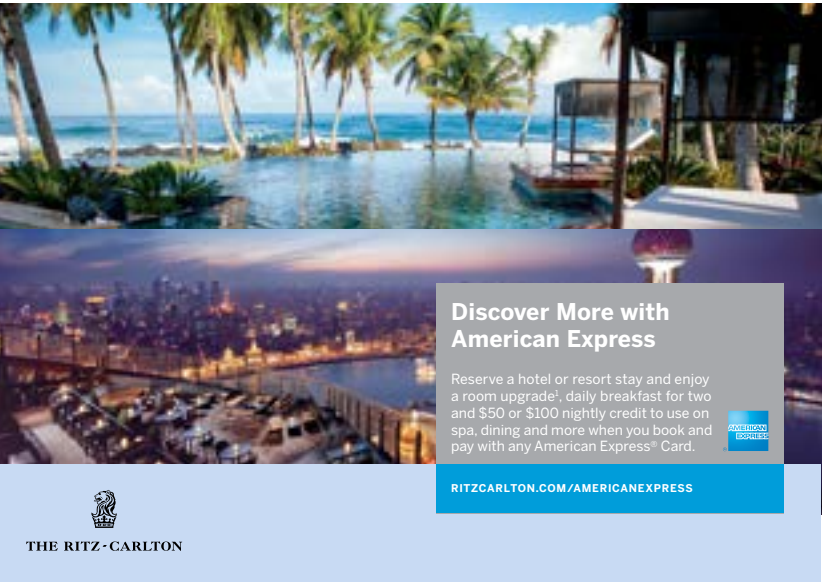
In the corporate brand portfolio or among numerous Marriott International brands, The Ritz-Carlton Primary Logo Lockup should be used.

EXAMPLE 3

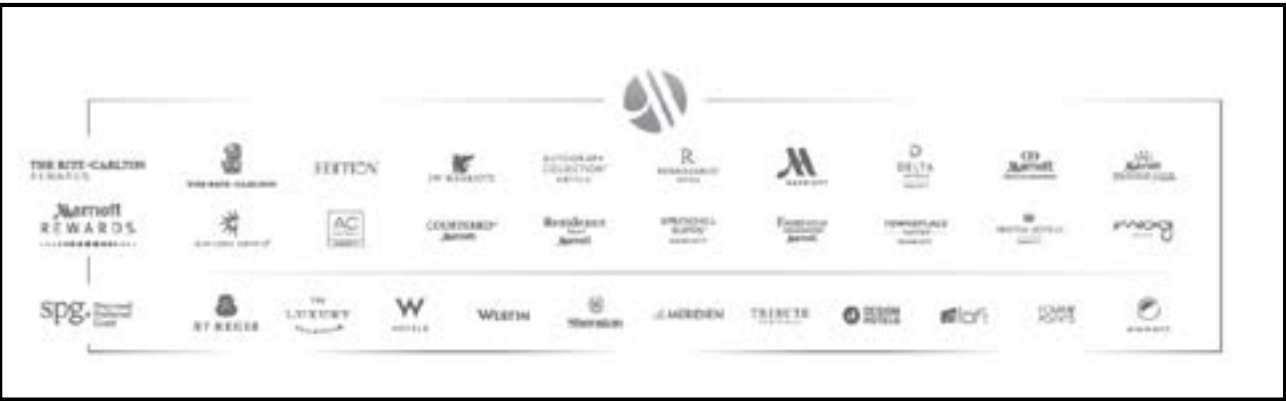
The Ritz-Carlton Rewards Wordmark is to be used when locking up with Marriott Rewards and SPG Rewards programs.

EXAMPLE 4

The brand or property Wordmark is allowed for an approved hotel activation.



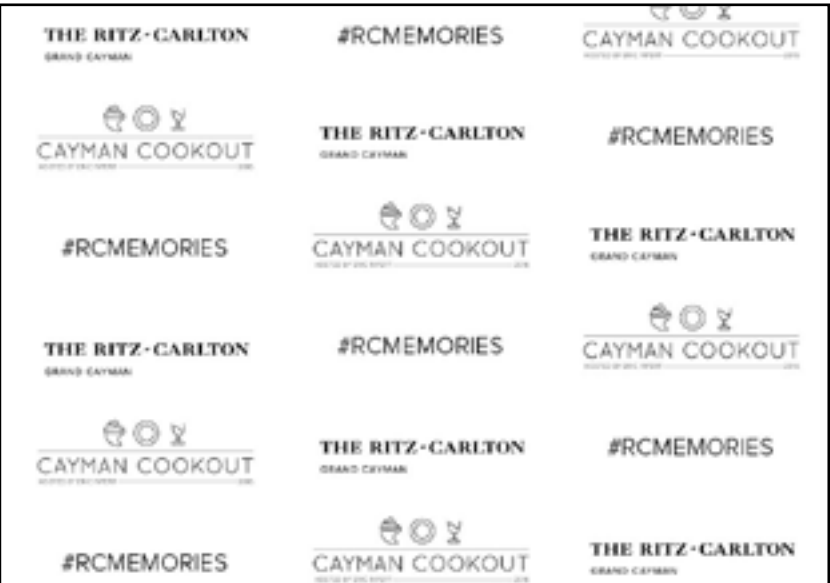
EXAMPLE 1: BRAND PARTNERSHIP



EXAMPLE 2: PORTFOLIO



EXAMPLE 3: REWARDS PROGRAM LOCKUP



EXAMPLE 4: BRAND / PROPERTY WORDMARK

Appendix B

Multilingual Typography

Multilingual Typography

Adobe Caslon Pro Language Matches

(Regular / Semibold / Bold)

LANGUAGE	TYPEFACE	WEIGHT	LINKS	ADDITIONAL LINKS	NOTES
JAPANESE	TP Mincho	High L (Regular) High R (Semibold) High M (Bold)	http://www.fonts.com/font/typeproject/tp-mincho		Custom interpolation service available, in case you cannot find the exact weight needed.
CHINESE (SIMPLIFIED)	MSung PRC	Light Medium	http://www.fonts.com/font/monotype-hk/m-sung-prc/		
KOREAN	YD Myngjo 100 or YD Myngjo 500	100 130 (Regular) 100 140 (Semibold) 100 150 (Bold) or 500 520 (Regular) 500 540 (Semibold) 500 550 (Bold)	http://www.fonts.com/font/yoon-design/yd-myungjo-100	http://www.fonts.com/font/yoon-design/yd-myungjo-500	
HEBREW	Frank Ruehl BT or Really No.2.	Each only available in one weight, Regular	http://www.fonts.com/font/bitstream/frank-ruehl-bt/regular	http://www.fonts.com/font/linotype/really-no-2/hebrew-regular	
CYRILLIC	Caslon 540 BT	Regular Bold	http://www.fonts.com/font/paratype/caslon-540-bt		
ARABIC	ITC Handel Gothic Arabic	Regular Medium Bold	http://www.fonts.com/font/itc/itc-handel-gothic-arabic		Match for Business Cards.

Multilingual Typography

Proxima Nova Language Matches

(Light / Regular / Semibold)

LANGUAGE	TYPEFACE	WEIGHT	LINKS	ADDITIONAL LINKS	NOTES
JAPANESE	Axis or Yu Gothic	Axis Basic Extralight Axis Basic Light Axis Basic Regular or Yu Gothic PR6 L Yu Gothic PR6 R Yu Gothic PR6 D	http://www.fonts.com/font/typeproject/axis-font-japanese	http://www.fonts.com/font/jiyu-kobo/yu-gothic	
CHINESE (SIMPLIFIED)	MSung PRC	Medium	http://www.fonts.com/font/monotype-hk/m-sung-prc/medium		
KOREAN	YD Myngjo 100	100 110 (Light) 100 130 (Regular) 100 140 (Semibold)	http://www.fonts.com/font/yoon-design/yd-myungjo-100		
HEBREW	Helvetica	Roman Bold	http://www.fonts.com/font/linotype/helvetica-hebrew		Choose “Pro” version during checkout
CYRILLIC	Avenir Next Cyrillic	Light Regular Demi	http://www.fonts.com/font/linotype/avenir-next		Scroll down when searching via this link, and select the Avenir Next with “Cyrillic” in the typeface name.
ARABIC	ITC Handel Gothic Arabic	Light Regular Medium	http://www.fonts.com/font/itc/itc-handel-gothic-arabic		

APPENDIX B

Multilingual Typography

Suomi Language Matches

(PROPERTY NEWSLETTER ONLY)

LANGUAGE	TYPEFACE	LINKS	ADDITIONAL LINKS	NOTES
JAPANESE	<p>In general, expressive handwriting styles like Suomi Hand Script do not translate to CJK languages. There may be graphically equivalent ones, but they are often seen as immature rather than energetic, or too casual compared to what Suomi intends to be. In other words, you may be able to recreate a visual that looks similar, but the reader’s impression will be very different.</p> <p>An alternate solution is to use the same Latin typeface (but with simpler language if necessary). Japanese translation of “experience” is 体験 or 体験しよう but the copy itself will look very awkward no matter in which typeface it’s typeset; it looks forcefully translated. Leaving a bit of English is not necessarily a bad thing, rather it is seen as cool and authentic. The way I see it, the typeface is used to give energy to the page and look interesting rather than to deliver a message, and I think it can be used as it is in other language editions. If you have a title that you want to make sure to be read, you can use an equivalent of Adobe Caslon.</p>			
CHINESE (SIMPLIFIED)				
KOREAN				
HEBREW	David Hadash Script	http://www.fonts.com/font/monotype/volumes/david-hadash-complete-family-pack		
CYRILLIC	Veljovic Script	http://www.fonts.com/font/linotype/veljovic-script		
ARABIC	Hand-drawn EXPERIENCE	Vector file provided by North55		Other use references should utilize ITC Handel Gothic