



THE RITZ-CARLTON

# INTERNAL COMMUNICATIONS STYLE GUIDE

REVISED FEBRUARY 2016

# INTRODUCTION

As a company, effective communication enhances our image and protects our brand integrity.

Effective communication is the responsibility of all Ladies and Gentlemen to enliven

Service Value 10: “I am proud of my professional appearance, language and behavior.”

The Internal Communications Style Guide is a tool to help energize and strengthen all of our communication efforts.

Reference the guide as you communicate with guests, owners, residents, clients and colleagues. Communicating in a consistent manner strengthens our brand voice objective to Clarify. Simplify. Amplify.

If you have any questions, please send an e-mail to [RitzCarltonCommunications@ritzcarlton.com](mailto:RitzCarltonCommunications@ritzcarlton.com). We will respond as quickly as possible.

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I.  
BRAND

# BRAND STANDARDS

## LOGO TREATMENT

The Ritz-Carlton logo is a symbol of our brand and it is important that it is displayed correctly. The Ritz-Carlton has three logo treatments to represent the brand in various media: the Primary Lock-Up, the Asymmetrical Lock-Up and the Wordmark.

 <p><b>THE RITZ - CARLTON</b></p> <p>PRIMARY LOGO LOCK-UP</p> <p>The Primary Lock-Up of the Symbol and Wordmark is the dominant configuration for print, electronic and environmental graphics.</p>	 <p><b>THE RITZ - CARLTON</b></p> <p>ASYMMETRICAL LOGO LOCK-UP</p> <p>The Asymmetrical Lock-Up should only be used in cases where the Primary Lock-Up will not work. The Asymmetrical Lock-Up can be used for sales collateral, websites and internal communications.</p>	<p><b>THE RITZ - CARLTON</b></p> <p>WORDMARK</p> <p>The Wordmark may be used independently as long as:</p> <ol style="list-style-type: none"><li>1. It is represented in close proximity to the full Lock-Up (e.g., front and back of Key Card); and 2. The size of the piece does not permit the full Lock-Up (e.g., Web banner).</li></ol> <p>This is preferred when other brands' logos are involved (e.g. sponsoring an event).</p>
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Note: The Lion and Crown and Wordmark (brand name) must always be used together.

For more information on the brand’s logo treatments, sizes and uses, please see the Brand Voice Guidelines located on [MGS > Brands > The Ritz-Carlton > Brand Voice](#).

# BRAND STANDARDS

## USE OF THE RITZ-CARLTON BRAND NAME

1

Always refer to the brand as “The Ritz-Carlton” with “The” preceding the brand name.

The Ritz-Carlton unveiled the brand’s new design strategy this week.

EXAMPLE 1

2

If using the word “the” in front of the brand name contradicts proper syntax, do not use the word.

Visit the newly opened Ritz-Carlton Abu Dhabi, Grand Canal.

EXAMPLE 2

3

The hyphen should always appear between “Ritz” and “Carlton.” Also, “The Ritz-Carlton” must always appear together, never separated by page or line breaks.

The Ritz-Carlton, San Francisco is a Tier 4 property in The Ritz-Carlton Rewards.

EXAMPLE 3

4

Avoid the use of the brand name in the possessive sense, e.g., “The Ritz-Carlton’s.”

Herve Humler, President and COO of The Ritz-Carlton Hotel Company, L.L.C.

EXAMPLE 4

# BRAND STANDARDS

## USE OF L.L.C. IN THE BRAND NAME

When The Ritz-Carlton is mentioned to identify the company, rather than its services, the mention should read “The Ritz-Carlton Hotel Company, L.L.C.” (See example 1.)

When identifying the brand as a whole or its services, the brand name stands alone. (See example 2.)

## REFERENCES TO INDIVIDUAL PROPERTIES

The initial reference to a particular hotel and its location should use its proper full name, such as “The Ritz-Carlton, Atlanta.” Subsequent references to the property may be abbreviated.

For The Ritz-Carlton Residences, the initial reference to a particular residence and location should be “The Residences at The Ritz-Carlton, Dove Mountain” to differentiate between the hotel and residential properties at the location.

The president of The Ritz-Carlton Hotel Company, L.L.C., indicated first quarter performance was high.

EXAMPLE 1

The Ritz-Carlton recently released its new advertising campaign.

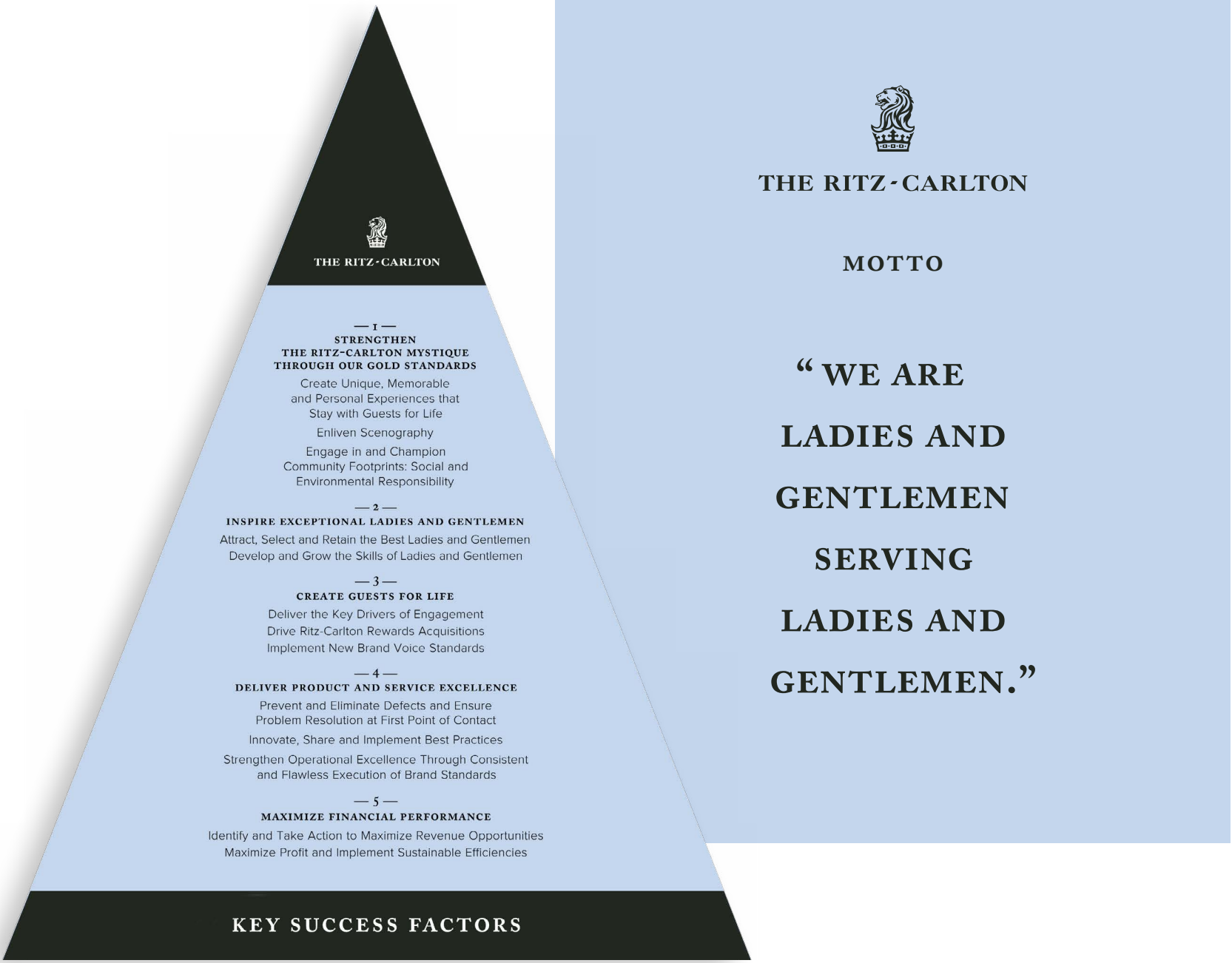
EXAMPLE 2

# BRAND STANDARDS

## ADDITIONAL BRAND TERMINOLOGY

Follow these rules for capitalization:

- “Ladies and Gentlemen” should be capitalized.
- “Line-Up” should be capitalized and hyphenated.
- “Wow Stories” should be capitalized.
- Each of the Key Success Factors and Gold Standards should be capitalized.
- In a sentence, Key Success Factors can be referenced in an abbreviation with their number, such as, “KSF #1 states ‘Strengthen The Ritz-Carlton Mystique Through Our Gold Standards.’”
- Services Values should be capitalized and referenced with their number, such as, “As Service Value 3 states, ‘I am empowered to create unique, memorable and personal experiences for our guests.’” Service Values never use the hashtag (#) symbol.
- When writing for The Ritz-Carlton Residences, please ensure you use the following capitalizations:  
Residence Owner  
Resident  
Member  
Residence  
Club Residence  
Association Governance  
Board





# II. E-MAIL

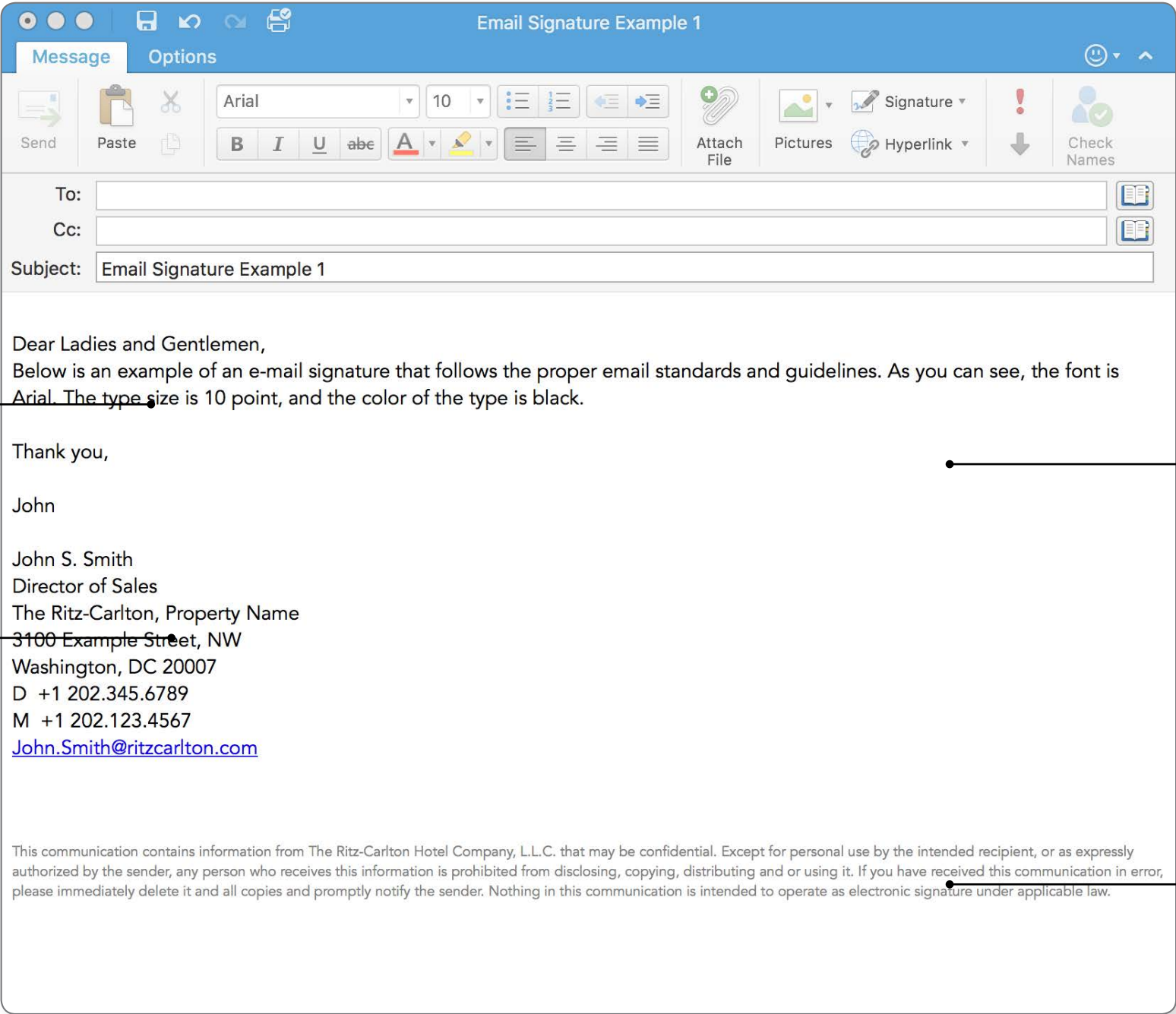
# E-MAIL & SIGNATURE STANDARDS

## BODY & BACKGROUNDS

**E-MAIL FORMATTING**  
Paragraph Format: Left Justify  
Font: Arial, 10 or 12 pt.  
Color: Black

**SIGNATURE**  
Include Name, Title, Company or  
Property Name, Address, Contact  
Information (e.g., telephone)

EXAMPLE ON NEXT PAGE



**BACKGROUND**  
Background color of an e-mail  
is always the default white.

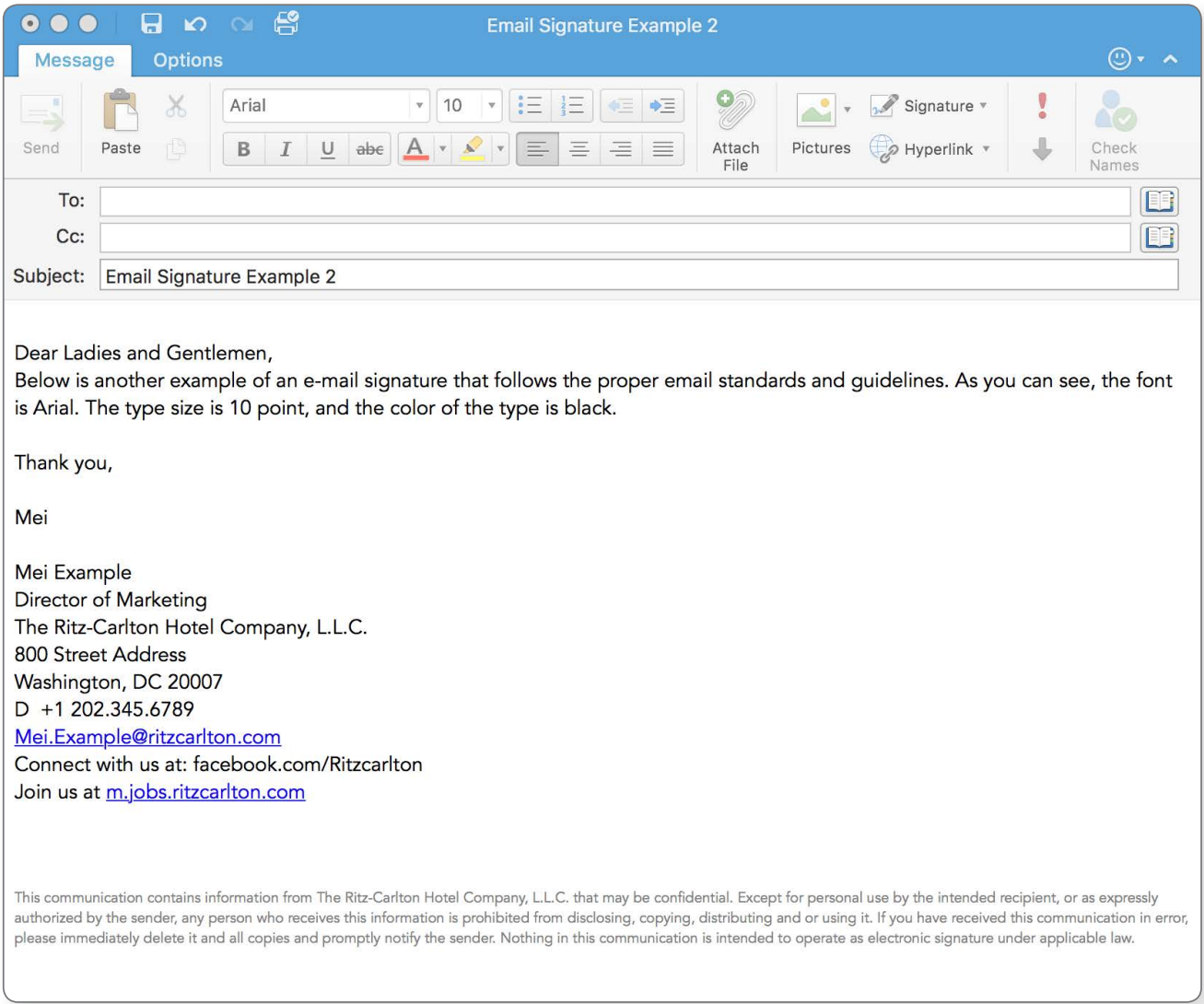
**CONFIDENTIALITY FOOTER**  
Paragraph Format: Left Justify  
Font: Arial, 9 pt.  
Color: Grey

# E-MAIL & SIGNATURE STANDARDS

## E-MAIL SIGNATURE FORMAT

E-mail signatures should include: Name, Title, Company or Property Name, Address, Contact Information (e.g., telephone)

- For telephone numbers, please include the international code and use periods to separate number groups.
- For multi-property roles, all properties may be listed, but please use one address.
- The Ritz-Carlton brand or company name should only be used by employees fully dedicated to the brand and should not be combined with Marriott International or other non-Ritz-Carlton signatures.
- Lines relating to hotel web pages, Careers site, The Ritz-Carlton mobile app, the company’s official social media channels and the corporate endorsed property Facebook pages may be included. Personal social media pages are not acceptable links.
- It is appropriate to use abbreviations for direct, mobile or fax numbers.
- It is important that the confidentiality footer is included in both internal and external e-mails. Service Value 11 states that, “I protect the privacy and security of our guests, my fellow employees and the company’s confidential information and assets.”



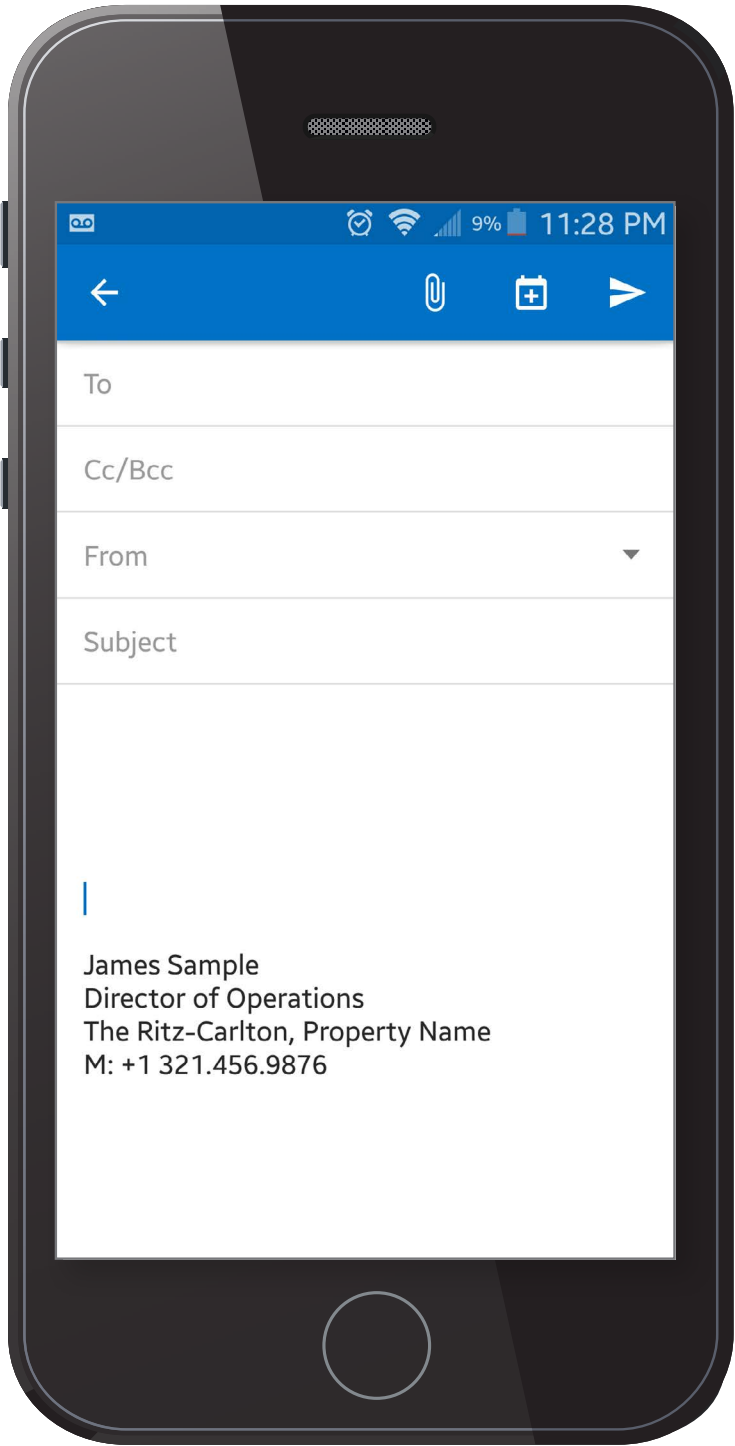
### EXAMPLE

This communication contains information from The Ritz-Carlton Hotel Company, L.L.C. that may be confidential. Except for personal use by the intended recipient, or as expressly authorized by the sender, any person who receives this information is prohibited from disclosing, copying, distributing and or using it. If you have received this communication in error, please immediately delete it and all copies and promptly notify the sender. Nothing in this communication is intended to operate as electronic signature under applicable law.

# E-MAIL & SIGNATURE STANDARDS

## MOBILE PHONE SIGNATURES

E-mails sent via mobile phone should include an abbreviated signature: name, title, phone number and company or property name.



EXAMPLE

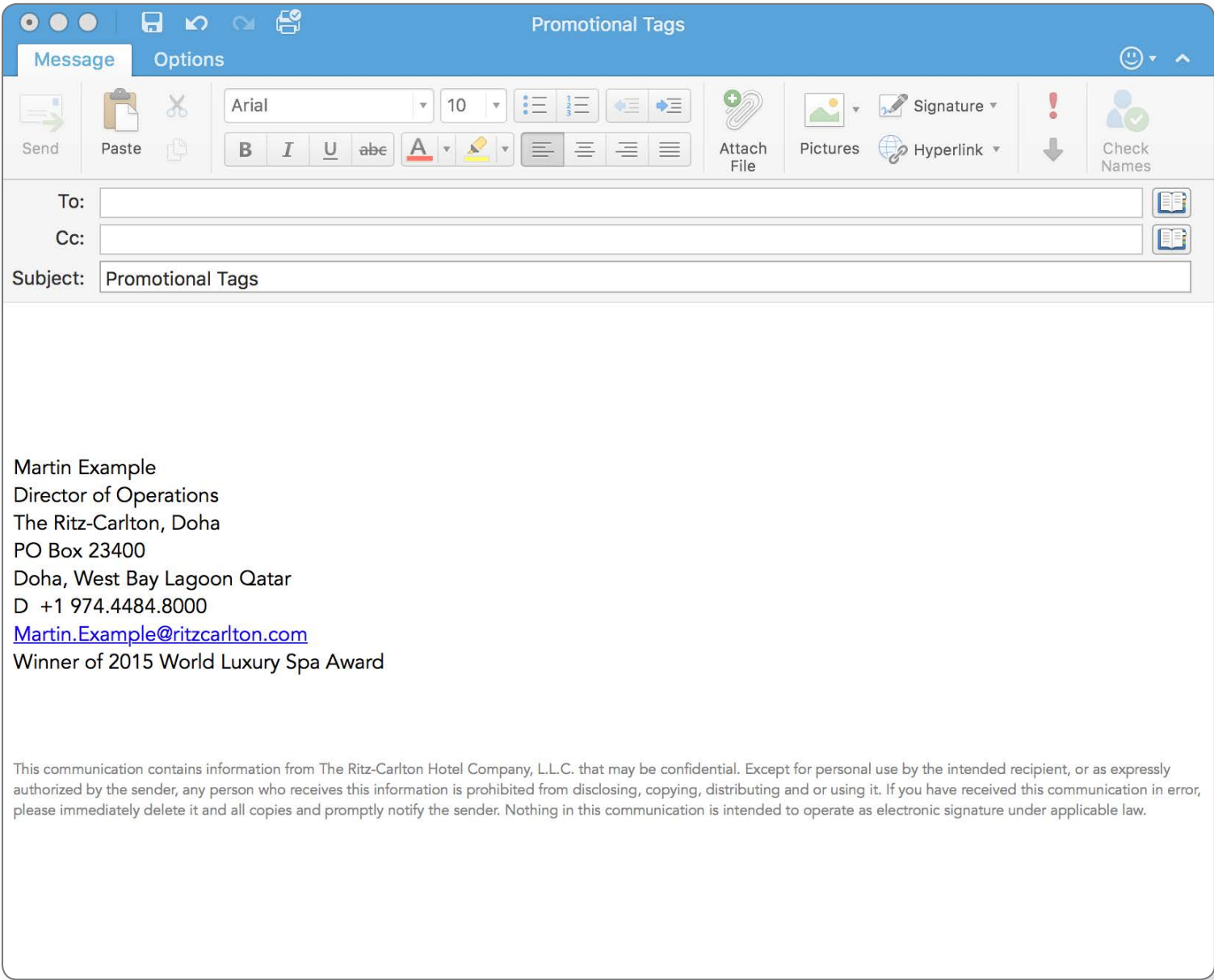
# E-MAIL & SIGNATURE STANDARDS

## PROPERTY PROMOTIONAL TAGS

Ladies and Gentlemen on property may include a tag promoting an award or hotel specific information.

Ladies and Gentlemen based at the corporate offices may not use promotional taglines or other marketing information in e-mail signatures.

- The tagline must be short and centered around the key hotel award or recognition within one year of achievement.
- Taglines can not be used to advertise specific events, promotional packages, social issues or charitable organizations.
- Maximum length is two lines
- 10 pt. grey or black font
- Left justify under contact information
- Taglines should not link to recognition websites.



EXAMPLE



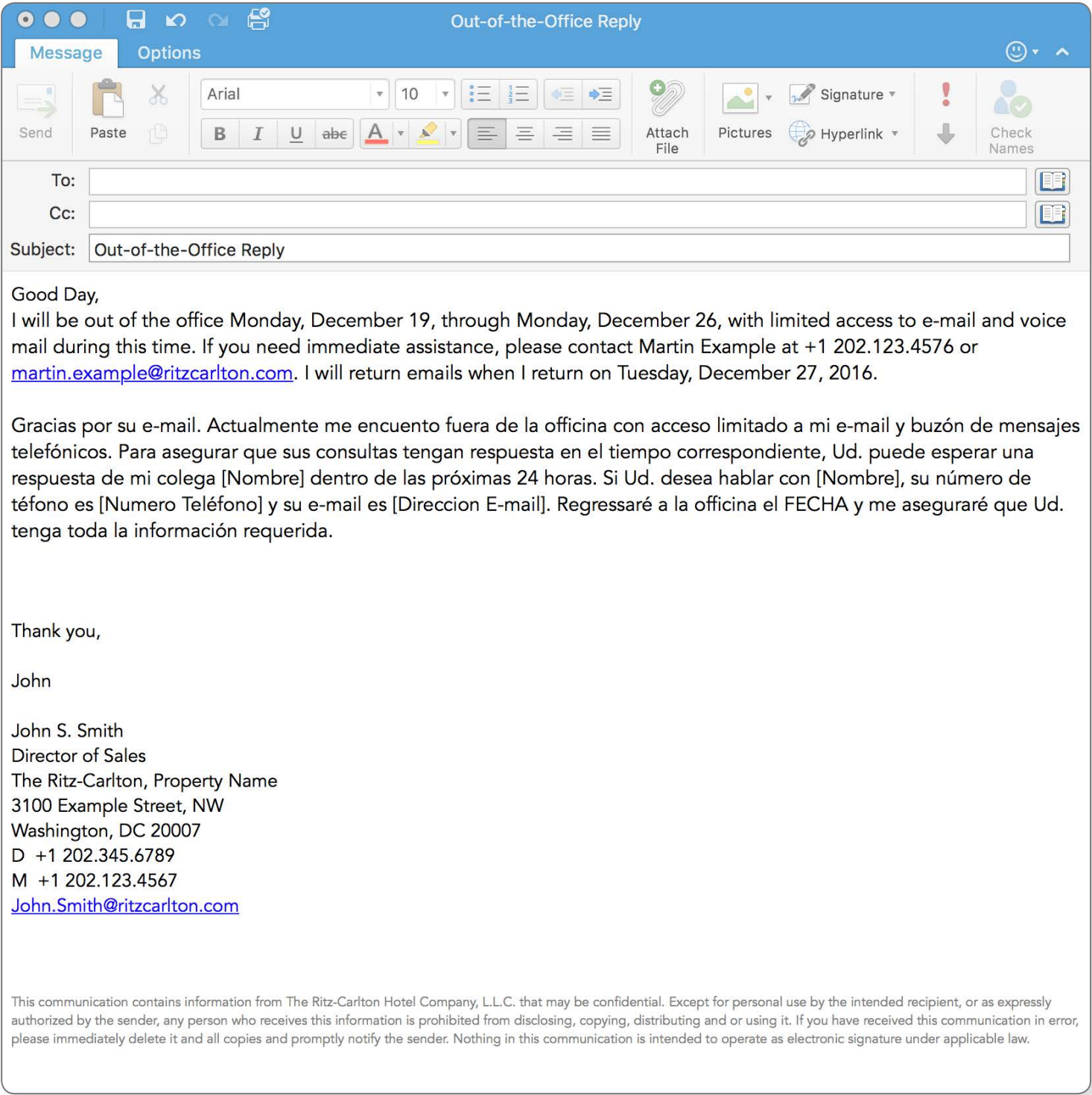
# E-MAIL & SIGNATURE STANDARDS

## OUT-OF-THE-OFFICE REPLY

- Please incorporate a salutation or acknowledgement.
- Provide dates to inform recipients as to when you will be out, if you will have access to e-mail or voice mail, and when a reply might be possible.
- Identify who the recipient may contact in your absence and state if someone will be checking your messages in your absence.
- Do not include personal details about the reason behind your out of office.
- Do not ask the recipient to re-contact you when you return.
- Bilingual replies are encouraged for hotels in the Middle East & Africa, Europe, Caribbean and Latin America and Asia Pacific regions.

### Out-of-the-Office Sample Copy:

Thank you for your e-mail. I am out of the office with limited access to e-mail and voice mail. To ensure your questions are answered in a timely manner, you can expect a response within 24 hours from my colleague [Name]. If you would like to speak with [Name] directly, her phone number is [Phone Number] and her e-mail address is [e-mail]. I will return to the office on [Date] and will follow up with you to ensure you have all the information you require.



EXAMPLE

# E-MAIL & SIGNATURE STANDARDS

## E-MAIL ETIQUETTE

- When replying to an e-mail, reply only to the sender and copy others “as needed.”
- Use “reply all” sparingly.
- As a courtesy to the reader, provide a subject line.
- When replying to an e-mail, please check to make sure the subject line accurately reflects the content of the message. It is acceptable to adjust the subject line to clarify the reply content.
- Only use the blind copy (BCC) when it is not important that the recipients know who else receives the copy of the e-mail message or to avoid erroneous replies to a large group of recipients.
- Address people you do not know as Mr., Mrs. or Ms. When addressing same-sex couples, address as “Mr. and Mr.,” “Mrs. and Mrs.” or “Ms. and Ms.”
- When replying to an e-mail, please use a greeting and your name at the end.
- Use salutations, properly capitalized, such as “Good morning,” “Good day,” “Good afternoon” and “Good evening.”
- Use professional and courteous language, proper capitalization and spell check, even on a mobile phone.
- Avoid abbreviations and unnecessary capitalization and punctuation.
- Consider the tone of the e-mail and any cultural implications. Avoid inappropriate or derogatory language and expressions that would be embarrassing or defamatory in print.

Email and other digital communications must comply with Marriott International Policy MIP-29, Information Protection & Cyber Security.

III.  
VOICE MAIL  
& TELEPHONE



# VOICE MAIL & TELEPHONE STANDARDS

## VOICE MAIL STANDARDS

All Ladies and Gentlemen are expected to use proper voice mail standards and have an understanding of using the voice mail system. Voice mail should be personalized and should be personally recorded to reflect our Credo of providing the finest personal service. To the right are some examples that can be used as guidelines for creating your own message. These examples are not scripts, so please tailor your message to your personality. Please listen to your recorded message to ensure that it can

be easily understood and be mindful of reducing any background noise.

Voice mail is not to be used to avoid calls or to forward calls while you have stepped away from your desk. It is there to assist with phone message accuracy and efficiency. Calls should only be forwarded directly to voice mail as a last resort.

If you are sick or on vacation, you are responsible for ensuring your message reflects this information. Please check your messages regularly and return calls as soon as possible.

This is [Name]. I am in the office today but apologize that I cannot take your call personally. Please leave a detailed message, and I will return your call as soon as possible. If you need immediate assistance, please press 0, and the operator will redirect your call if you ask for [Name]. Thank you.

EXAMPLE 1

This is [Name]. I am in the office today. I apologize I am unable to take your call at this time. Please leave a detailed message, and I will return your call as soon as possible. Thank you.

EXAMPLE 2

This is [Name]. I will be out of the office from [date] to [date]. Please leave a detailed message, and I will return your call as soon as I return to the office. If you need immediate assistance, please press 0 and ask the operator to redirect your call to [Name], who will be more than happy to assist you. Thank you.

EXAMPLE 3

# VOICE MAIL & TELEPHONE STANDARDS

## TRANSFERRING PHONE CALLS

Transfer calls only when you can not handle the call or request on your own. The examples to the right are guidelines for explaining to the caller that you are transferring him or her, but you are free to tailor your response to your personality. Never give out information about where a person is or is not.

Make certain that you know how to complete a transfer on your phone system. If the caller does not want to be transferred to voice mail, please take a written message. A caller should never be transferred directly to voice mail without confirming with the caller first.

Mary is unavailable at the moment. May I assist you?

May I take a message, or would you prefer to be transferred to her voice mail?

(BEFORE TRANSFERRING)

Certainly, I will transfer you now.


IV.  
MEMOS, FAXES  
& AGENDAS

# MEMOS, FAXES & AGENDAS

A well-written memo helps us share information with other people while reinforcing our professionalism and brand image. When writing, remember Service Value 10: “I am proud of my professional appearance, language and behavior.” Memos and agendas should be simple, concise and easy to understand.

Fax pages should contain a brief statement as to what is being sent to the recipient. When sending a memo or fax containing confidential information, be sure to include this disclaimer information: The Ritz-Carlton Confidential and Proprietary Information.

All templates are available on MGS > The Ritz-Carlton > Communications > Tools & Resources



THE RITZ-CARLTON

MEMORANDUM

TO: [Recipient Name]  
[Recipient Name]

CC: [Recipient Name]  
[Recipient Name]

CC: [Sender Name]


DATE: [Select Dates]

SUBJECT: [Subject]

Ladies and Gentlemen:  
[Click to start typing]

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

Memo template



THE RITZ-CARLTON

MEETING AGENDA

MEETING NAME: SAMPLE MEETING NAME

MEETING DATE & TIME: WEDNESDAY, JANUARY 20, 2016  
8:00 AM – 12:00 PM, EASTERN TIME, US

ATTENDEES: ACCEPTED: Smith, Jane  
DECLINED: Jones, William

LOCATION: ROOM NAME  
CONFERENCE PHONE NUMBER

MEETING PURPOSE:


- Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- Quisque ornare neque eu ligula tempus, sed scelerisque lacus sagittis.
- Curabitur eget tellus gravida, egestas ante vel, consequat lectus.

MEETING AGENDA:

TIME	TOPIC	FACILITATOR
8:00–8:30AM	Lorem Ipsum	Name
8:30–9:00AM	Dolor Sit Amet	Name
9:00–9:30AM	Consectetur ornare	Name
9:30–10:00AM	Lorem Ipsum	Name
10:00–10:30AM	Dolor Sit Amet	Name
10:30–11:00AM	Consectetur ornare	Name
11:00–11:30AM	Lorem Ipsum	Name
11:30AM–11:45AM	Dolor Sit Amet	Name
11:45AM–12:00PM	Consectetur ornare	Name

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

Agenda template



THE RITZ-CARLTON

FACSIMILE

TO: [Recipient Name]

CC: [Recipient Name]

FROM: [Sender Name]

FAX #: [Fax Number]

PAGES: [Number of Pages]

DATE: [Select Dates]

SUBJECT: [Subject]

[Click to start typing]

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

Fax template

V.  
POWERPOINT  
PRESENTATIONS

# POWERPOINT PRESENTATIONS



The following pages contain a few standard template designs that are approved for internal and external use. All templates can be found by visiting MGS > The Ritz-Carlton > Communications > Tools & Resources.

There are two PowerPoint templates available, with imagery and without imagery. These two templates are available in two formats: widescreen (16:9) and standard (4:3).

# POWERPOINT PRESENTATION STYLING

Please use the Master Slides (as shown on pages 21–23) as your presentation base and follow the styling included in those slides. Slide transitions should be set to “Fade.”

## IMAGERY

Logos, photography and additional approved templates may be downloaded on MGS.

## LOGOS

The Primary version of the Logo Lock-Up should be featured on the Cover and Closing slides. The Wordmark should be used on content slides only.



## TYPOGRAPHY

**Headlines:** Times New Roman, All Caps

**Subheads:** Arial, All Caps

**Body Copy:** Arial, Sentence Case

PLEASE AVOID THE USE OF ITALICS.

## COLOR PALETTE

The main color palette is located in the color drop down menu and is the top row of colors, titled “Theme Colors.” You may apply colors to charts and graphs. Copy and background color should not be altered.



# POWERPOINT TEMPLATE: CONTENT



THE RITZ-CARLTON

## SAMPLE COVER TITLE

SAMPLE SUBTITLE

Speaker Name, Speaker Title

APRIL 20, 2016

### SAMPLE HEADLINE LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse iaculis a mi ut ornare. Sed justo augue, auctor eu aliquam eleifend, posuere in tellus. Nulla nibh sapien, vulputate eget risus ut.

- Varius molestie diam.
- Pellentesque venenatis velit.
  - Lorem ipsum dolor sit amet.
  - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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### SAMPLE HEADLINE LOREM IPSUM



Lorem dolor sit amet, consectetur adipiscing elit. Nulla nibh sapien, vulputate eget risus ut, varius velit.

- Lorem dolor sit amet.
- Lorem ipsum dolor sit amet, consectetur adipiscing  
Nulla nibh sapien, vulputate eget risus ut.
- Varius molestie diam.
- Pellentesque venenatis velit.
- Lorem ipsum dolor sit amet.

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### SAMPLE HEADLINE LOREM IPSUM



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### SAMPLE HEADLINE LOREM IPSUM

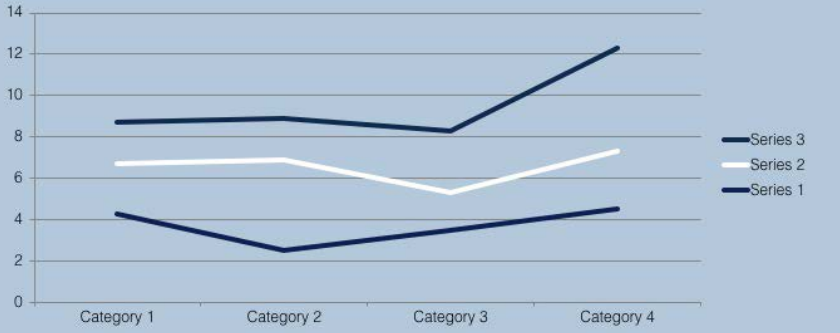
Lorem id maximus quam. Pellentesque in odio sodales. Suspendisse non metus placerat, condimentum leo at, tristique libero. Helvetica id maximus.

LOREM IPSUM	DOLOR	SIT AMET
Lorem ipsum dolor sit amet	7,656	1,085,174.98
Lorem ipsum dolor sit amet	2,2742	419,965.95
Lorem ipsum dolor sit amet	2,193	343,284.00
Lorem ipsum dolor sit amet	1,594	331,117.00
Lorem ipsum dolor sit amet	1,287	280,465.00
Lorem ipsum dolor sit amet	3,547	241,969.16
Lorem ipsum dolor sit amet	508	110,320.00
Lorem ipsum dolor sit amet	2,185	106,383.70
Lorem ipsum dolor sit amet	250	100,911.00
Lorem ipsum dolor sit amet	474	97,893.00

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### SAMPLE HEADLINE LOREM IPSUM



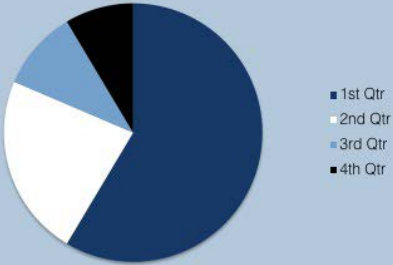
THE RITZ-CARLTON

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### SAMPLE HEADLINE LOREM IPSUM

Lorem id maximus quam. Pellentesque in odio sodales. Suspendisse non metus placerat, imentum leo at, tristique libero. Aenean id maximus quam. Pellente in odio sodales. Suspendisse non metus placerat.

#### CHART TITLE



- 1st Qtr
- 2nd Qtr
- 3rd Qtr
- 4th Qtr

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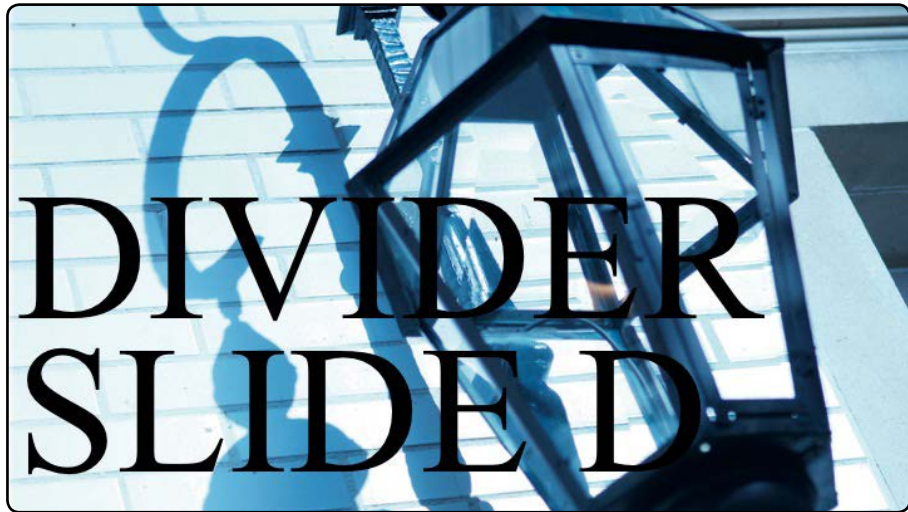
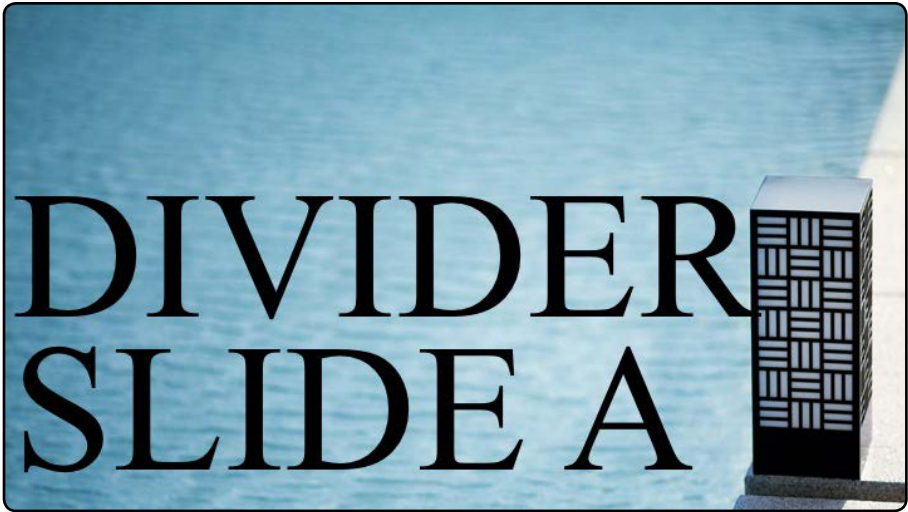
## THANK YOU



THE RITZ-CARLTON



# POWERPOINT TEMPLATE: DIVIDER





# POWERPOINT TEMPLATE: APPENDIX

## APPENDIX A: SAMPLE TITLE

DIVIDER SLIDE SUBTITLE

### APPENDIX A: IMAGE + CONTENT



THE RITZ-CARLTON

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- Lorem dolor sit amet.
- Lorem ipsum dolor sit amet, consectetur adipiscing Nulla nibh sapien, vulputate eget risus ut.
- Varius molestie diam.
- Pellentesque venenatis velit.
- Lorem ipsum dolor sit amet.
- Lorem ipsum dolor sit amet, consectetur adipiscing Nulla nibh sapien, vulputate eget risus ut.

### APPENDIX A: CONTENT

- Lorem ipsum dolor sit amet, consectetur adipiscing Nulla nibh sapien, vulputate eget risus ut varius molestie diam. Fusce quis quam augue.
- Donec urna orci, molestie at lorem quis, mattis accumsan mauris. Fusce quis quam augue. Nulla aliquet dolor et rutrum porta. Sed risus mauris, interdum ut mattis laoreet, porttitor in ipsum.
- Ut sit amet orci fermentum, fermentum sem sit amet, aliquam erat. Duis aliquam tellus nulla, at pharetra metus blandit eget. Cras mi turpis, eleifend in lorem quis, porta dignissim eros.
- Nulla congue id mi blandit varius. Vivamus maximus vitae nisi vel pellentesque. Proin facilisis pretium tellus vel eleifend. Quisque lobortis ante lacus, sit amet suscipit quam consequat sed.
- Lorem ipsum dolor sit amet, consectetur adipiscing Nulla nibh sapien, vulputate eget risus ut varius molestie diam. Fusce quis quam augue.

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### APPENDIX A: CONTENT

- Lorem ipsum dolor sit amet, consectetur adipiscing Nulla nibh sapien, vulputate eget risus ut varius molestie diam. Fusce quis quam augue.
- Donec urna orci, molestie at lorem quis, mattis accumsan mauris. Fusce quis quam augue. Nulla aliquet dolor et rutrum porta. Sed risus mauris, interdum ut mattis laoreet, porttitor in ipsum.
- Ut sit amet orci fermentum, fermentum sem sit amet, aliquam erat. Duis aliquam tellus nulla, at pharetra metus blandit eget. Cras mi turpis, eleifend in lorem quis, porta dignissim eros.
- Nulla congue id mi blandit varius. Vivamus maximus vitae nisi vel pellentesque. Proin facilisis pretium tellus vel eleifend. Quisque lobortis ante lacus, sit amet suscipit quam consequat sed.
- Lorem ipsum dolor sit amet, consectetur adipiscing Nulla nibh sapien, vulputate eget risus ut varius molestie diam. Fusce quis quam augue.

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THE RITZ-CARLTON CONFIDENTIAL & PROPRIETARY INFORMATION | 23

### APPENDIX A: CHART

LOREM IPSUM	CONSECTETUR	DOLOR	VELER	SIT AMET
Lorem ipsum dolor sit amet	346	7,656	5,432	1,095,174.98
Lorem ipsum dolor sit amet	734	2,742	9,542	419,985.95
Lorem ipsum dolor sit amet	984	2,193	6,543	343,284.00
Lorem ipsum dolor sit amet	56	1,594	1,254	331,117.00
Lorem ipsum dolor sit amet	1,124	1,287	2,356	280,465.00
Lorem ipsum dolor sit amet	2,234	3,547	1,243	241,969.16
Lorem ipsum dolor sit amet	5,322	506	8,797	110,320.00
Lorem ipsum dolor sit amet	234	2,185	5,455	106,383.70
Lorem ipsum dolor sit amet	876	250	3,458	100,911.00
Lorem ipsum dolor sit amet	55	474	1,398	97,893.00

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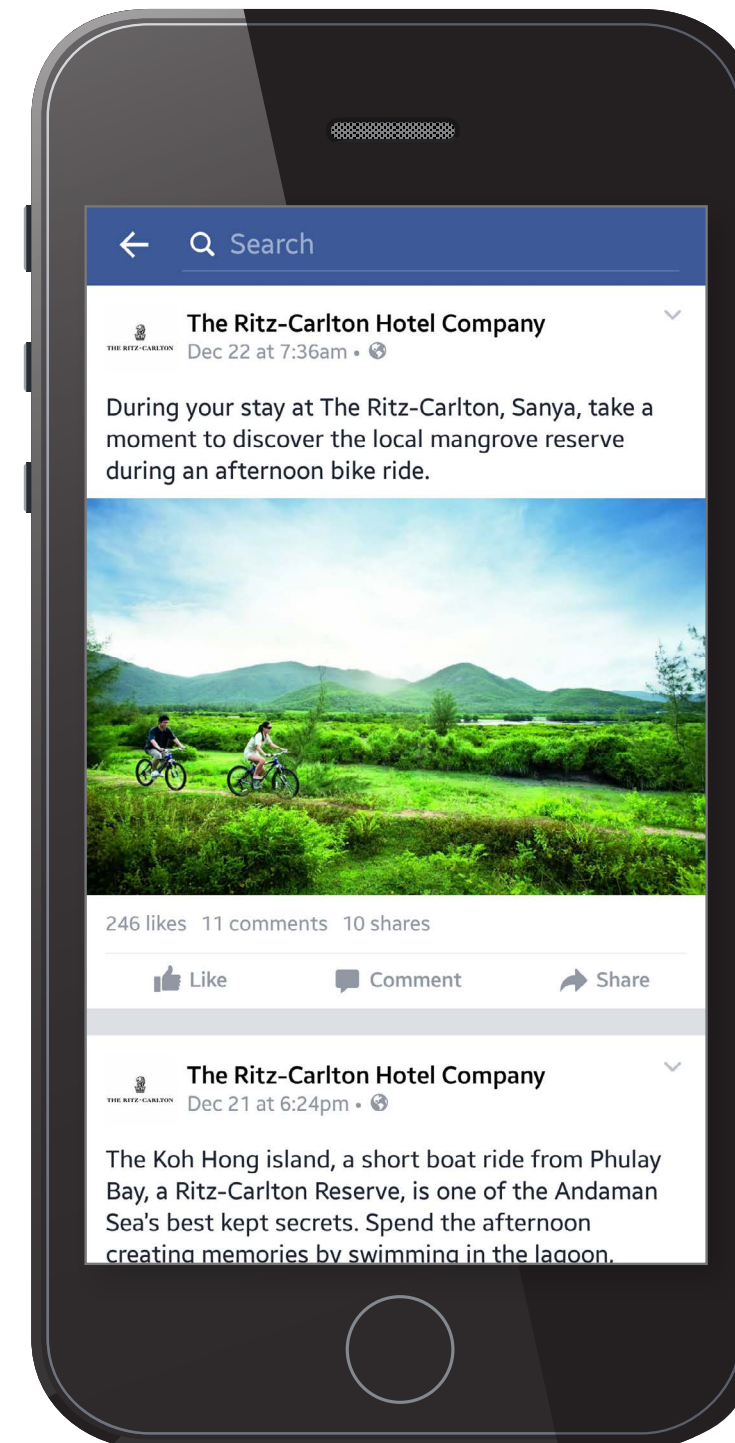
# VI. SOCIAL MEDIA

# SOCIAL MEDIA STANDARDS

Our world consists of many types of social networking, sites such as Facebook, Twitter, YouTube and Pinterest. These social media networks enable users to communicate and publish information and opinions on a mass scale. All employees must adhere to policies regarding proprietary and confidential information in digital communications in accordance with Marriott International Policy MIP-29, Information Protection & Cyber Security. In addition, please review [Social Media Rules of Conduct & Guidelines for Associates](#).

Please note that our Ladies and Gentlemen must refrain from publishing any news regarding The Ritz-Carlton (brand, hotels or people) on personal media outlines. As we venture further online, our brand presence will continue to be coordinated through our corporate PR, social media and digital marketing teams.

**Ladies and Gentlemen are permitted to republish news and information that is originally published by a brand social account (e.g., re-tweeting press releases or sharing Facebook links).**



FACEBOOK

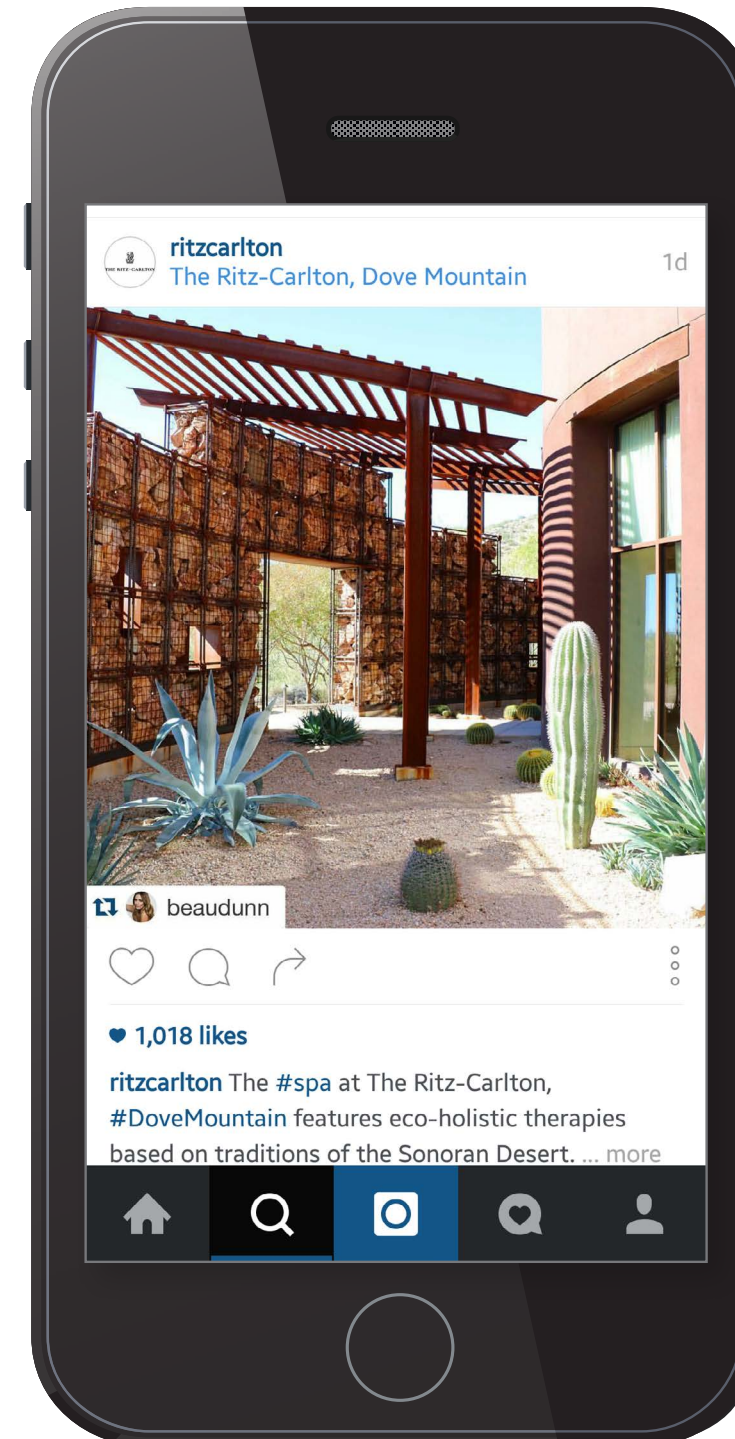
# SOCIAL MEDIA STANDARDS

## WE ASK THAT EMPLOYEES NOT POST OR PUBLISH THE FOLLOWING:

- Information or statements that may purport to be or appear to be official statements of the company.
- Confidential or proprietary information belonging to The Ritz-Carlton Hotel Company, L.L.C. (Ritz-Carlton) or any third party that provided such information to Ritz-Carlton.
- Unpublished company or property news or press releases.
- Trade secrets, Ritz-Carlton financial information, commercially sensitive information or personal information concerning employees, guests, customers, vendors or business partners.
- Ritz-Carlton copyrighted material or trademarks.
- Information or statements that may defame, disparage or damage the goodwill or reputation of the company, other employees, guests, customers, vendors or business partners.
- Information or statements that are created or distributed using Ritz-Carlton electronic resources that are offensive, obscene, harassing or in violation of Ritz-Carlton policy concerning professional conduct.

**Note: Promotion of one's personal social media sites or handles is not permitted in e-mail signatures.**

For additional information on the organization's Social Media Policy and Standards, please visit [MGS > Communications > Social Media > Social Media Rules of Conduct & Guidelines](#). Additional questions can be sent to The Ritz-Carlton Social Media Manager.



INSTAGRAM