



THE RITZ-CARLTON

PROPERTY AND CO-OP
ADVERTISING GUIDELINES

FEBRUARY 2018

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PREFACE:

INTRODUCTION



THE RITZ-CARLTON

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 Ritz-Carlton Property and Co-Op Advertising Guidelines is a tool to help energize and strengthen all of our communication efforts through standards, templates and guidelines.



THE RITZ-CARLTON

INTRODUCTION:

“LET US STAY WITH YOU” 2.0 — SUMMARY

The Property and Co-Op Advertising Guidelines is a tool to help energize and strengthen all of our communication efforts through standards, templates and guidelines.

The Ritz-Carlton has introduced a new platform for all communication centered around the idea of “Let Us Stay With You” and memories.

One element of communication is our advertising campaign, which centers around the experiences Ladies and Gentlemen craft that are so emotionally and deeply embedded that even the smallest everyday occurrence can trigger a wonderful reminiscence of an exceptional place and time in our guests’ lives. Each property is unique and the campaign provides visual flexibility so you can tell your hotel story. Collectively, each hotel makes up the strong global brand that is the essence of The Ritz-Carlton.

The power of memory is so strong that it can transport an individual back in time, reminding them of something large or small that impacted their life.

The advertising uses the following techniques:

- Simple, almost poetic language that captures the precise

and particular essence of the property in just one sentence.

- Sometimes, popular idioms are playfully twisted to spark curiosity and draw the reader in (e.g., Sometimes home is where the lake is).
- The sentence passionately resonates with affluent and aspirational travelers worldwide, promising them a stay that they will cherish for a lifetime, whether it’s a family vacation, a romantic getaway or an important meeting.

All advertising must be routed through the appropriate brand and/or field marketing contact for approval. For additional communication channels, refer to The Ritz-Carlton Brand Standards and Guidelines.

Most photography and logo assets required can be found on the MDAM. Contact brand or field marketing with questions.

PART 1:

GENERAL GUIDELINES



THE RITZ-CARLTON

—

WITH AN
UNRIVALED
ATTENTION TO
DETAIL, AND AN
ELEVATED YET
PERSONABLE TONE,
OUR BRAND VOICE
IS ROOTED IN OUR
BRAND'S DNA.



THE RITZ-CARLTON

PROPERTY AND CO-OP PRINT ADS:
GENERAL GUIDELINES

The Property and Co-Op advertising shares several elements with brand communications, which allows all advertising to promote a single brand voice. The “Let Us Stay With You” tagline and a single headline are used. *Note:* These constraints are reserved for advertising. Exceptions may be made for other mediums, and Field or Brand Marketing must advise.

PROPERTY AD HEADLINES

The headline should reflect the experiences that are true to your hotel and make a stay memorable. This line should sum up the message of the ad in a way that is both poetic and meaningful. It may also be used to reference a specific experience or overall feeling that a property may want to push. If desired, this line may also be used to reflect on a memory that the property can create through its exceptional experiences.

The voice must also always correctly reflect The Ritz-Carlton. The headline should be written in an elevated tone that remains friendly. The words should be accessible without being too casual. Remember to speak to the reader as if they were already a guest in your hotel.

PROPERTY AD HEADLINE EXAMPLES

1. Sometimes you search for adventure and tranquility. Sometimes it finds you.
2. Memories create a journey you can always return to.
3. Every game has a story—create yours.

—

OUR OBJECTIVE IS
TO CREATE HOTEL
ADVERTISING THAT
CAPITALIZES ON
EXCEPTIONAL
EXPERIENCES
AND STORIES.



THE RITZ-CARLTON

PROPERTY AND CO-OP PRINT ADS:
GENERAL GUIDELINES

The call-to-action line provides the consumer with direction on how to obtain more information about the hotel or offer.

BODY COPY AND PACKAGES

The body copy can do one of two things. If we are offering a package (with or without a price point), the copy should be dedicated to the most compelling components of the package. If you are promoting a more general message (with or without a price point), we can summarize the objective of the ad. For example, the wonderful family experience, a romantic couples' retreat or the experience that the hotel offers as it relates to the segment we are speaking to.

EXAMPLE OF BODY COPY
WITH OFFER

Romance—The perfect couples' package begins with champagne in your suite and dinner at Palladio and ends with a cherished memory for two.

EXAMPLE OF BODY COPY
WITH PACKAGE AND RATE

\$239*

Reconnect Package—The ideal package to create fond memories for the entire family includes overnight accommodations, daily breakfast for two in select hotel restaurants and a daily resort credit.

CALL-TO-ACTION LINE

The call-to-action line provides the consumer with direction on how to obtain more information about the hotel or offer. It must be included in all advertising within the body copy. The call-to-action line should always include the travel agent mention first when an overnight room is included. Also include the regional reservations phone number followed by the website. In instances where the offer does not include overnight accommodations, the travel agent mention may be dropped. *Note:* For co-op advertising, a custom landing page may be created so that a specific website URL may be used in lieu of the standard "ritzcarlton.com" URL included below.

EXAMPLE OF A CTA LINE

For reservations, contact your travel professional, call 945-234-2384 or visit ritzcarlton.com/fortlauderdale.

PROPERTY AND CO-OP PRINT ADS: GENERAL GUIDELINES

EXAMPLE OF PROPERTY-SPECIFIC NON-OVERNIGHT CTA:

For more information, contact your travel professional or visit ritzcarlton.com/ameliaisland.

RULES:

In order of importance, the URL is a priority and a must. If there is enough space, “contact your travel professional” and the phone number can be used beforehand.

COPY USAGE:

When writing copy for all materials, avoid language such as “book”; instead use “reserve.” Also, refrain from using the term “discount.” The language should always remain premium and elegant. Active experiential words such as “discover,” “explore,” “immerse” and “enjoy” are encouraged.

CO-OP LISTINGS

When listing more than one property, the hotels should always be listed in alphabetical order. Refer to the properties by location. Do not use the words “The Ritz-Carlton” in front of every hotel.

EXAMPLE:

Bachelor Gulch

Half Moon Bay

Kapalua

Laguna Niguel

PROPERTY AND CO-OP PRINT ADS:
COPYRIGHT TERMS AND CONDITIONS

All disclaimers/copyright must be in readable, 6 point Proxima Nova Light Italic typeface. For the property, the copyright is always at the bottom left-hand side of the ad (see specifications).

COPYRIGHT

The standard copyright must be included in all print materials featuring The Ritz-Carlton logo. The year in the disclaimer indicates the year the material was created.

EXAMPLE OF A COPYRIGHT NOTICE

©2017 The Ritz-Carlton Hotel Company, L.L.C.

If an advertisement was created in 2017, but a rate has changed for the 2018 reprint of the ad, then the year in the disclaimer must be revised to match the updated price year.

LEGAL DISCLAIMER

For hotel print ads, the disclaimer must run below the offer copy at the bottom of the layout, aligned left.

EXAMPLE OF A STANDARD ROOM(S) PACKAGE DISCLAIMER

Offer is subject to availability and valid through (month/day/year). Rate is per room/per night, based on single or double occupancy, exclusive of taxes, gratuities, fees and other charges; does not apply to groups; cannot be combined with any other offer and is not applicable for Rewards redemption. Advanced reservations are required. No refund or credit for unused portion.

PROPERTY AND CO-OP PRINT ADS: COPYRIGHT TERMS AND CONDITIONS

CREDIT DISCLAIMER

Credit is applied per night, has no cash value and is not valid on room rate, alcohol or third-party services.

COMPLIMENTARY NIGHT DISCLAIMER

Complimentary night requires purchase and minimum length of stay, and will be credited at time of checkout.

LENGTH-OF-STAY REQUIREMENT DISCLAIMER

A stay is defined as consecutive nights spent at the same hotel, regardless of check-in/checkout activity.

MEAL DISCLAIMER

Daily breakfast is available in select hotel restaurants and not valid for in-room dining.

SPA/RECREATION/ACTIVITY DISCLAIMER

Spa treatment and recreation activity is per stay and varies by hotel.

When developing the disclaimer, be sure to ask the following questions for each package component to ensure it covers all elements of the offer. On occasion, the standard language may be slightly edited to accommodate variations, but in general, disclaimers should be standard and follow the same cadence:

- **Is the offer daily or per reservation?**
- **Is the offer limited to particular activities, outlets, services, items?**
- **Are tax and gratuity included or excluded?**
- **How many items or uses per package? Is it for two?**
- **Are there length-of-stay or day-of-week requirements?**
- **Does it include overnight or self-parking?**

PART 2:

BRAND-LEVEL PRINT ADS: CREATIVE



THE RITZ-CARLTON

BRAND-LEVEL PRINT AD CREATIVE:
FULL-PAGE EXAMPLE



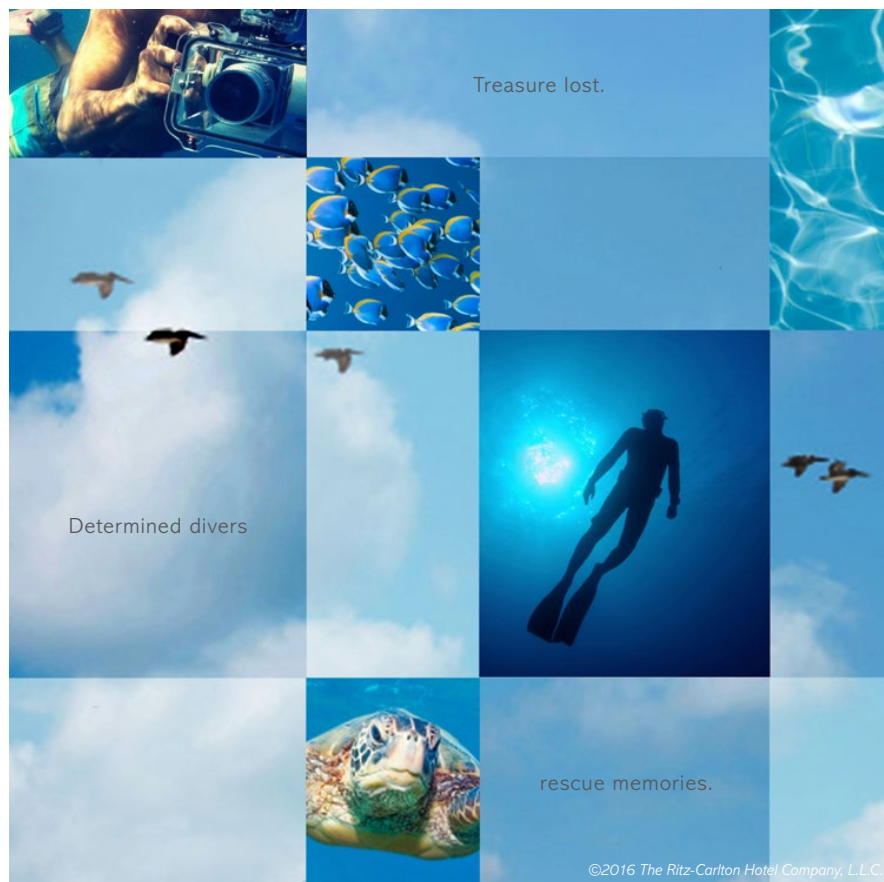
The Ritz-Carlton, Abama, Tenerife. One family's memory captured in six words. A true story where one of our Ladies helps a young daughter's love of ballet bloom. The surprise recital orchestrated just for her parents moves them to tears. What story will you tell? ritzcarlton.com/letusstay

LET US STAY WITH YOU.®



THE RITZ-CARLTON®

BRAND-LEVEL PRINT AD CREATIVE:
FULL-PAGE EXAMPLE



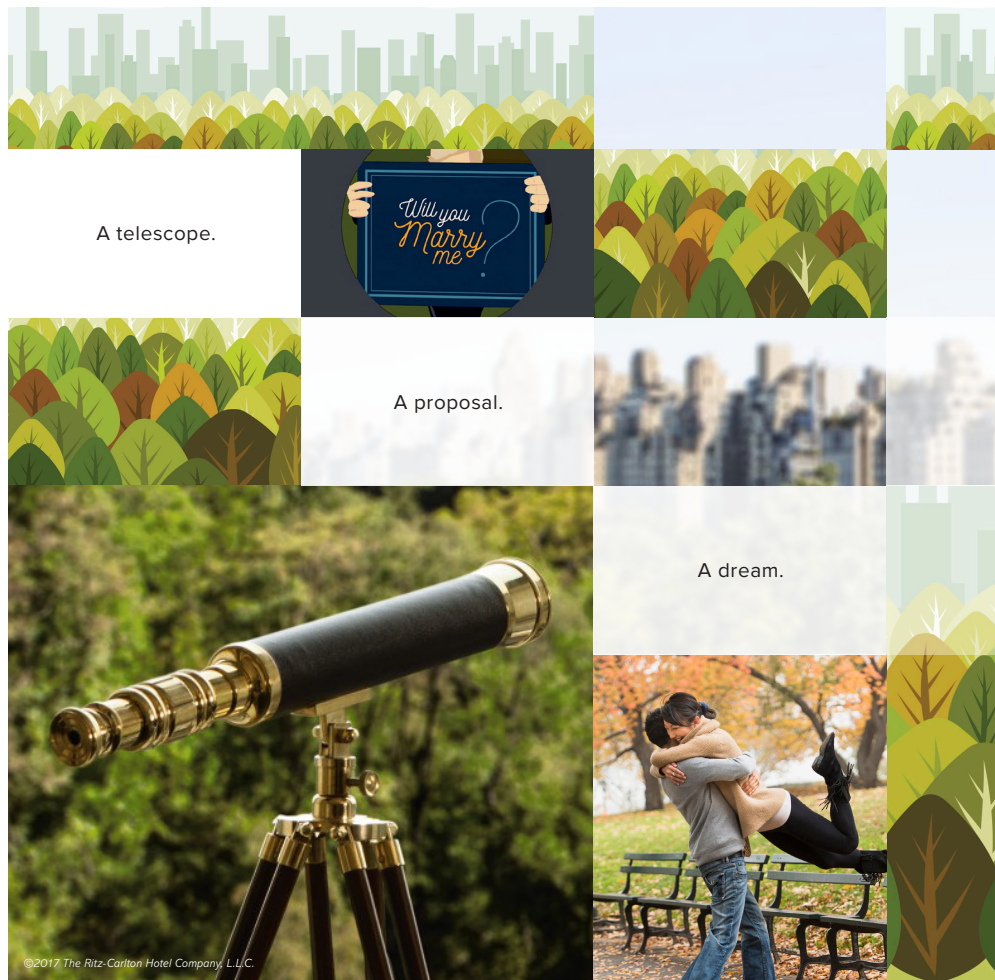
Al Bustan Palace, a Ritz-Carlton Hotel, Oman. One guest's memory captured in six words. A true story featuring two of our determined Gentlemen who retrieved a camera from the ocean, returning a guest's treasured photos. What story will you tell? ritzcarlton.com/letusstay

LET US STAY WITH YOU.®



THE RITZ-CARLTON®

BRAND-LEVEL PRINT AD CREATIVE:
FULL-PAGE EXAMPLE



The Ritz-Carlton New York, Central Park. One couple's memory captured in six words.
A true story of an unforgettable wedding proposal thoughtfully choreographed by a
creative guest and brought to life by our Ladies and Gentlemen. What story will you tell?
ritzcarlton.com/letusstay

LET US STAY WITH YOU.®



THE RITZ-CARLTON®

BRAND-LEVEL PRINT AD CREATIVE:
SPREAD EXAMPLE



BRAND-LEVEL PRINT AD CREATIVE:
SPA EXAMPLE

LET
US
STAY
WITH
YOU.®

Primed by rigorous training. Perfected by you.



Indulge in the next evolution of personalized care at The Ritz-Carlton. Every one of our spas around the globe combines world-class training with local flavors to create an undeniably unique experience, crafted just for you. Our skilled technicians integrate each guest's needs and preferences into advanced treatments anchored in indigenous cultures and healing traditions. The result is a bespoke spa experience that is completely your own. For more information, please visit ritzcarlton.com/spa.

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THE RITZ-CARLTON SPA

This ad demonstrates the tailored, very personalized approach of The Ritz-Carlton Spa. Our spa offerings are unique in that they are often local to the destination, have a rejuvenating ambience and are attuned to each guest's personal needs and desires, both expressed and unexpressed. The hot stone massage and the architectural image combined with elements of nature truly convey our positioning of a Tailored Approach.

PART 3:

PROPERTY PRINT ADS: CREATIVE



THE RITZ-CARLTON

PROPERTY PRINT ADS CREATIVE:
THE IMPORTANT ROLE OF IMAGERY

We will focus on creating a cohesive yet compelling story, moving to a multiple-image layout featuring a single headline.

Think of an advertising image as the gateway to get consumers interested in your hotel and the experiences you can offer. The goal is to inspire consumers to want to learn more and, hopefully, book a stay. The channels that help close the sale, like ritzcarlton.com, newsletters and collateral, are your tools to tell the full story using a variety of images, including architecture and lifestyle.

USING A VARIETY OF ARCHITECTURAL ARTFUL DETAIL,
DESTINATION AND SCENOGRAPHY SHOTS:

- Provides a clear point of difference for the brand and will help your hotel stand out from a sea of sameness in print and online where many hotels are using the same kind of photographic techniques.
- Is cost-efficient. If appropriate to the concept, we should consider images from the digital asset library. Stock is the secondary source, and royalty-free is the preference.
- Is ownable by each property. They should not only be true to the property experience, but you can plan to add detail shots to your hotel architecture photo shoot(s) using an approved photographer, coordinated with brand or field marketing.
- Is rooted in the brand's DNA. It's our unrivaled attention to detail coupled with the impeccable service the Ladies and Gentlemen bring to all of our guests.

Selecting an array of photography for advertising provides the first impression of the care and thought our Ladies and Gentlemen will place into a guest's stay.

TO BETTER TELL
EACH STORY,
WE WILL USE
MULTIPLE IMAGES
AS OPPOSED TO
A SINGLE IMAGE.



THE RITZ-CARLTON

PROPERTY PRINT ADS CREATIVE:
FULL SPREAD / ONE IMAGE

LET
US
STAY
WITH
YOU.*

Memories create a journey you can always return to.



Experience the ultimate urban retreat at The Ritz-Carlton, San Francisco, when you reserve our Club Level or suite accommodations. Our Club Level accommodations include access to our intimate Club Lounge and your own personal concierge. And with our suite accommodations, embrace additional room comfort with the space to relax and rejuvenate.
ritzcarlton.com/sanfrancisco

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THE RITZ-CARLTON
SAN FRANCISCO

THE VISUAL
MEDIUM OF
MULTIPLE IMAGES
ALLOWS FOR
GREATER CREATIVE
FLEXIBILITY FOR
STORYTELLING.



THE RITZ-CARLTON

PROPERTY PRINT ADS CREATIVE:
FULL SPREAD / TWO IMAGES

LET
US
STAY
WITH
YOU.*

Memories create a journey you can always return to.



Experience the ultimate urban retreat at The Ritz-Carlton, San Francisco, when you reserve our Club Level or suite accommodations. Our Club Level accommodations include access to our intimate Club Lounge and your own personal concierge. And with our suite accommodations, embrace additional in-room comfort with the space to relax and rejuvenate. ritzcarlton.com/sanfrancisco

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THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS CREATIVE:
FULL PAGE / THREE IMAGES

LET
US
STAY
WITH
YOU.*

Memories are the one gift you give yourself.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ritzcarlton.com/sanfrancisco

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THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS CREATIVE:
FULL PAGE / FOUR IMAGES

LET
US
STAY
WITH
YOU.*

Where possibility and culture cultivate unforgettable experiences.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ritzcarlton.com/sanfrancisco

©2016 The Ritz-Carlton Hotel Company, L.L.C.

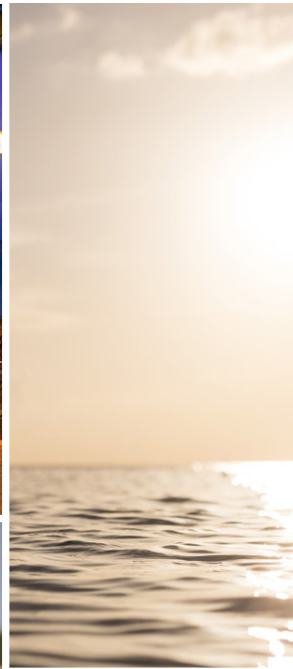


THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS: CREATIVE
FULL PAGE / CO-OP SIX IMAGES

LET
US
STAY
WITH
YOU.*

Winter. Just a bad rumor.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ritzcarlton.com/sanfrancisco

ARUBA CUNCUN FORT LAUDERDALE KEY BISCAYNE, MIAMI SAN JUAN SARASOTA SOUTH BEACH ST. THOMAS

©2016 The Ritz-Carlton Hotel Company, L.L.C.



THE RITZ-CARLTON
SAN FRANCISCO

PART 4:

PROPERTY PRINT ADS: PHOTOGRAPHY



THE RITZ-CARLTON

—

OUR PROPERTY
AD'S POINT OF
VIEW EMBRACES
THE ART OF HOTEL
STORYTELLING.



THE RITZ-CARLTON

—

BUT CHOOSING
THE CORRECT
IMAGERY IS
PARAMOUNT
TO TELLING
COMPELLING
STORIES.



THE RITZ-CARLTON

PROPERTY PRINT ADS: PHOTOGRAPHY

CHOOSING THE RIGHT IMAGES

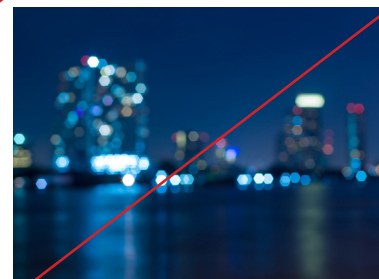
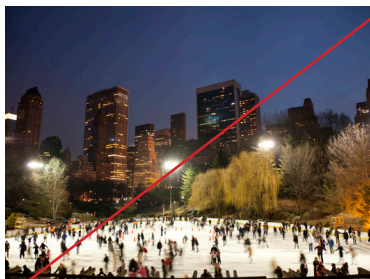
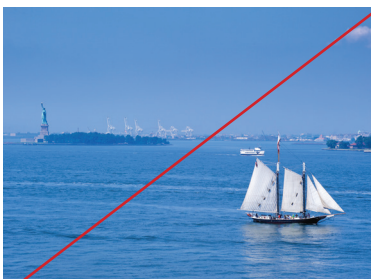
The thematic approach of hotel storytelling is supported by
five distinct categories of photographic imagery:

- I. DESTINATION SHOTS
- II. EXPERIENTIAL SHOTS
- III. SCENOGRAPHY SHOTS
- IV. ARTFUL DETAIL SHOTS
- V. ARCHITECTURAL SHOTS

PROPERTY PRINT ADS: PHOTOGRAPHY

CHOOSING THE RIGHT IMAGES

I. DESTINATION SHOTS

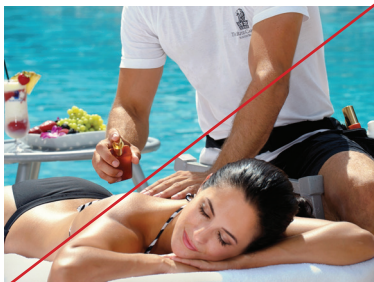


These types of images express the uniqueness of a particular location. They feature a distinctive icon from the geographical location, and use intricate details to help create a real sense of place.

Avoid images that are poorly composed or too wide, blurry, cluttered or uninspiring.

PROPERTY PRINT ADS: PHOTOGRAPHY
CHOOSING THE RIGHT IMAGES

II. EXPERIENTIAL SHOTS



These images add elements of humanity to the guest experience. People are included as a part of the overall landscape, though they are not intended to be the focal point. Instead, people should be featured as more of a prop to add a component of action.

Avoid imagery that is not appropriate for the brand. Images should be tasteful and natural in nature. Avoid imagery that is confusing, cluttered or features subjects who are overly animated or enthusiastic.

PROPERTY PRINT ADS: PHOTOGRAPHY
CHOOSING THE RIGHT IMAGES

III. SCENOGRAPHY SHOTS

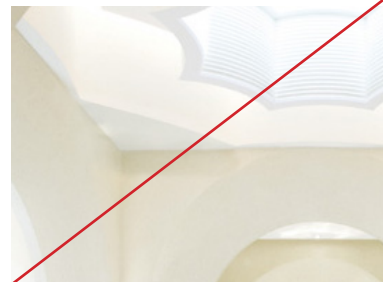
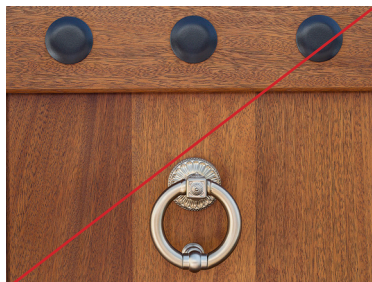
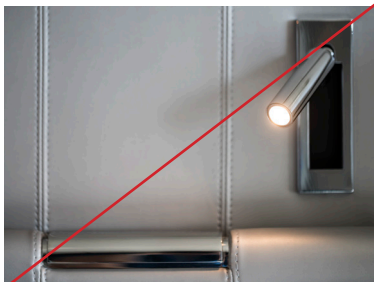


These shots capture a specific moment from the thematic event unique to each property. They provide a detailed look inside a one-of-a-kind occasion that helps define the property.

Avoid imagery that is too generic or lacks distinctive elements that set the hotel apart.

PROPERTY PRINT ADS: PHOTOGRAPHY
CHOOSING THE RIGHT IMAGES

IV. ARTFUL DETAIL SHOTS

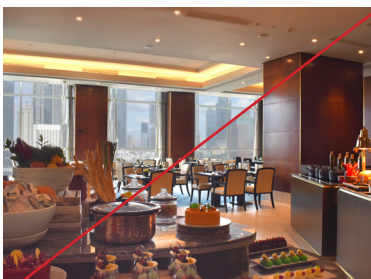
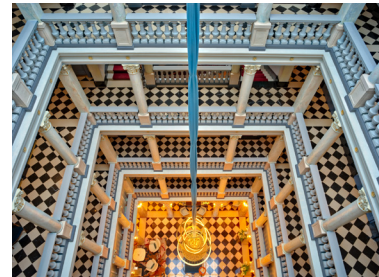


These visuals exemplify the attention to detail we're known for. They invite people to look through a new lens and see things differently. Each shot conveys meaning to the audience in interesting and engaging ways. While some properties are known for their hotel, and others for the surrounding scenery, they all have artful details to help paint a picture of their unique and authentic story.

Avoid imagery that uses food as artwork, is cluttered or seems indistinguishable and confusing to viewers.

PROPERTY PRINT ADS: PHOTOGRAPHY
CHOOSING THE RIGHT IMAGES

V. ARCHITECTURAL SHOTS



Visuals of this nature showcase the hotel's design, aesthetic and overall atmosphere. Each property has a unique ambience that can be brought to life through these images. They should capture characteristic details to illustrate the original qualities of a specific property.

Avoid imagery that is flat and has no dimension, is skewed and distorted, or shows too much of an undesirable object, such as the roof in the image above.

—

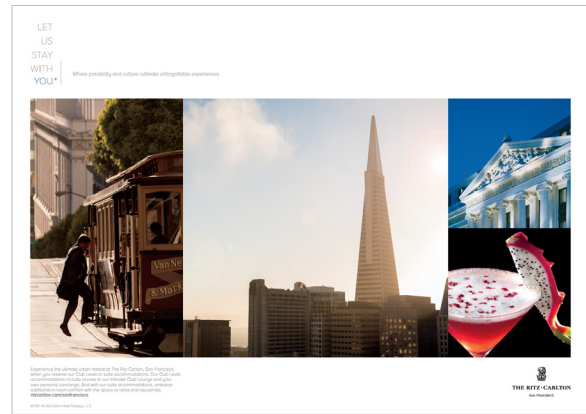
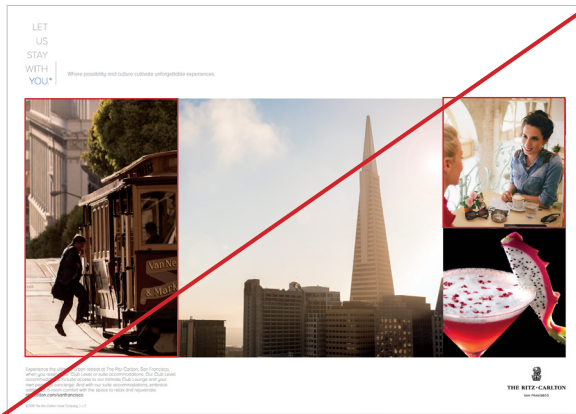
WHEN CHOOSING
IMAGERY, PLEASE
BE CAREFUL TO
AVOID EXCESSIVE
USAGE OF ONE TYPE
OF PHOTOGRAPHY.



THE RITZ-CARLTON

PROPERTY PRINT ADS: PHOTOGRAPHY
CHOOSING THE RIGHT IMAGES

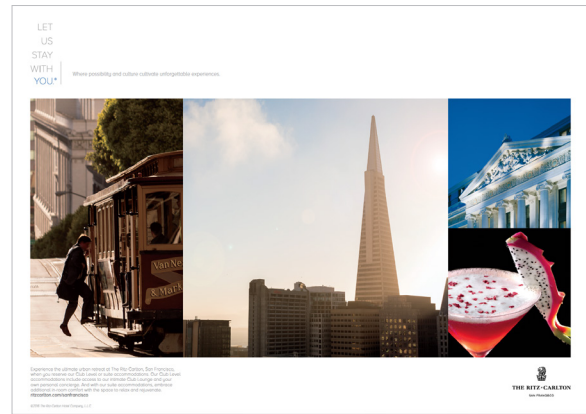
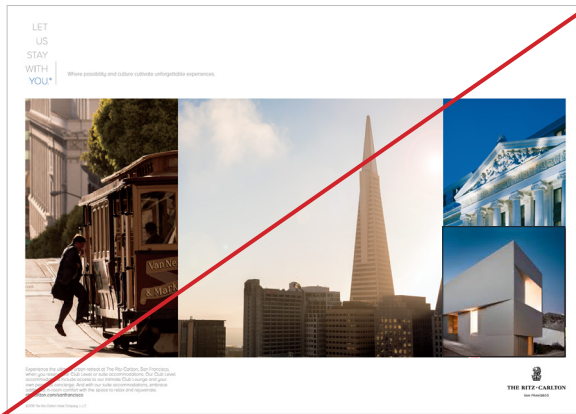
ONLY ONE EXPERIENTIAL IMAGE



In an effort to tell a story unique and consistent to The Ritz-Carlton brand, our advertisements feature just one experiential image per ad. This allows us to illustrate the all-encompassing experience by threading different types of shots into one spread.

PROPERTY PRINT ADS: PHOTOGRAPHY
CHOOSING THE RIGHT IMAGES

ONLY ONE ARCHITECTURAL IMAGE



In an effort to tell a story unique and consistent to The Ritz-Carlton brand, our advertisements feature just one architectural image per ad. This allows us to illustrate the all-encompassing experience by threading different types of shots into one spread.

PROPERTY PRINT ADS: CREATIVE

FULL PAGE / TWO IMAGES

LET
US
STAY
WITH
YOU.*

Memories create a journey you can always return to.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ritzcarlton.com/sanfrancisco

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THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS: CREATIVE
FULL PAGE / THREE IMAGES

LET
US
STAY
WITH
YOU.*

Memories are the one gift you give yourself.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ritzcarlton.com/sanfrancisco

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THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS: CREATIVE

FULL PAGE / FOUR IMAGES

LET
US
STAY
WITH
YOU.*

Where possibility and culture cultivate unforgettable experiences.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ritzcarlton.com/sanfrancisco

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THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS: CREATIVE
FULL PAGE / CO-OP SIX IMAGES

LET
US
STAY
WITH
YOU.*

Winter. Just a bad rumor.



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.
ritzcarlton.com/sanfrancisco

ARUBA CANCUN FORT LAUDERDALE KEY BISCAINE, MIAMI SAN JUAN SARASOTA SOUTH BEACH ST. THOMAS

©2016 The Ritz-Carlton Hotel Company, L.L.C.





THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS: CREATIVE

FULL PAGE / SPA EXAMPLE

LET
US
STAY
WITH
YOU.*

Take the personalized path to amazing.



Indulge in the next evolution of personalized care at The Ritz-Carlton Spa, Fort Lauderdale. We combine our rigorous, world-class training with local flavors to create an undeniably unique Spa experience made just for you. Every one of our resources are tuned to your needs and preferences, providing you with a spa experience completely your own. Reserve at ritzcarlton.com/fortlauderdale or call 954-302-6490.


THE RITZ-CARLTON SPA
FORT LAUDERDALE

©2016 The Ritz-Carlton Hotel Company, L.L.C.

There are a few key differences between spa print ads and regular property ads:

- On spa print ads, the CTA includes the spa phone number.
- A spa-specific logo must be used on all spa print ads.
- On both spa and property ads, body copy must be 80% black to ensure legible print quality.

PROPERTY PRINT ADS: CREATIVE
FULL PAGE / MEETINGS EXAMPLE

LET
US
STAY
WITH
YOU.®

Taste, see, feel. An inspiring meeting in every sense.



Let the warm, inviting call of Bali enrich the senses and give your next meeting new life. Through unforgettable sensory experiences and our relentless commitment to service, we create highly-personalized experiences for every event we host. From an elegant garden reception to poolside chats, we create flawless meetings that ensures attendees go home feeling productive, inspired and better yet, with a story to tell.

Reserve at ritzcarlton.com/bali

©2016 The Ritz-Carlton Hotel Company, L.L.C.



THE RITZ-CARLTON
BALI

PROPERTY PRINT ADS: CREATIVE
FULL PAGE / CLUB EXAMPLE

LET
US
STAY
WITH
YOU.®

True sanctuary is always found within.



Escape into a world of renewed connection and relaxation when you stay on The Ritz-Carlton, Tokyo, Club Level. Our Club Lounge features a personal concierge, complimentary culinary presentations and four unique spaces intended to create an undeniable sense of belonging with your fellow travelers. Whether you're looking to unwind with friends and family to the sound of elegant harp melodies or retreat into a quiet workspace with breathtaking views of Mount Fuji, the Club Lounge will make your stay truly unforgettable. For reservations, contact your travel professional, or visit ritzcarlton.com/tokyo

©2016 The Ritz-Carlton Hotel Company, L.L.C.



THE RITZ-CARLTON
TOKYO

PROPERTY PRINT ADS: CREATIVE
FULL PAGE / CLUB EXAMPLE

LET
US
STAY
WITH
YOU.®

What you feel, you become.



Escape into a world of renewed connection and relaxation when you stay on The Ritz-Carlton, Tokyo, Club Level. Our Club Lounge features a personal concierge, complimentary culinary presentations and four unique spaces intended to create an undeniable sense of belonging with your fellow travelers. Whether you're looking to unwind with friends and family to the sound of elegant harp melodies or retreat into a quiet workspace with breathtaking views of Mount Fuji, the Club Lounge will make your stay truly unforgettable. For reservations, contact your travel professional, or visit ritzcarlton.com/tokyo

©2016 The Ritz-Carlton Hotel Company, L.L.C.


THE RITZ-CARLTON
TOKYO

PROPERTY PRINT ADS: CREATIVE

FULL PAGE / ARABIC

دعونا
نرسم
البسمة
على
ذكرياتكم.*

في رحلتك بحثًا عن إحدى الواحات، قد تجدها أمامك بلا عناء.

©2016 The Ritz-Carlton Hotel Company, L.L.C.

THE RITZ-CARLTON
الريتز كارلتون
أبو ظبي، الإمارات

PROPERTY PRINT ADS: CREATIVE

FULL PAGE / JAPANESE

あなたと
共に
いつまでも®

かけがえない経験がいつまでも心に残る思い出になります。



Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut diam enim, aliquet a eget mauris a, blandit ultrices augue.
Lorem ipsum dolor sit amet, consectetur adipiscing elit.



THE RITZ-CARLTON

KYOTO

©2016 The Ritz-Carlton Hotel Company, L.L.C.

PROPERTY PRINT ADS: CREATIVE

FULL PAGE / CHINESE

让我们常在您心®

上海的过去、现在与未来，此情此景，为您呈现。



在二十世纪三十年代，上海被称为“东方的巴黎，西方的纽约”。今天，带有时代印记和创意源泉的装饰风格与超现代的、细致入微的贴心服务在这里交融。独特难忘的体验，尽在丽思卡尔顿酒店。在大厅欣赏爵士乐手的演奏后，请您移步至我们位于酒店58层的顶层餐厅酒吧，纵览摩登繁华的上海全景，至尚享受，璀璨夺目。

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THE RITZ-CARLTON

丽思卡尔顿

上海·浦东

PROPERTY PRINT ADS: CREATIVE
FULL SPREAD / TWO IMAGES

LET
US
STAY
WITH
YOU*

Memories create a journey you can always return to.



Experience the ultimate urban retreat at The Ritz-Carlton, San Francisco, when you reserve our Club Level or suite accommodations. Our Club Level accommodations include access to our intimate Club Lounge and your own private concierge. Join our suite accommodations, embrace the ultimate in luxury with the space to relax and rejuvenate.

ritzcarlton.com/sanfrancisco


THE RITZ-CARLTON
SAN FRANCISCO

©2009 The Ritz-Carlton Hotel Company, L.L.C.

PROPERTY PRINT ADS: CREATIVE
FULL SPREAD / THREE IMAGES

LET
US
STAY
WITH
YOU.*

Memories are the one gift you give yourself.

Experience the ultimate urban retreat at The Ritz-Carlton, San Francisco, when you reserve our Club Level or suite accommodations. Our Club Level accommodations include access to our intimate Club Lounge and your own private concierge. Join our suite accommodations, embrace the ultimate in luxury and comfort with the Spire to relax and rejuvenate. ritzcarlton.com/sanfrancisco

©2015 The Ritz-Carlton Hotel Company, L.L.C.

THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS: CREATIVE

FULL SPREAD / FOUR IMAGES

LET
US
STAY
WITH
YOU.*

Where possibility and culture cultivate unforgettable experiences.

Experience the ultimate urban retreat at The Ritz-Carlton, San Francisco, when you reserve our Club Level or suite accommodations. Our Club Level accommodations include access to our intimate Club Lounge and your own private concierge. And with our suite accommodations, embrace the ultimate in luxury with the space to relax and rejuvenate.

ritzcarlton.com/sanfrancisco






©2009 The Ritz-Carlton Hotel Company, L.L.C.

THE RITZ-CARLTON
SAN FRANCISCO

PROPERTY PRINT ADS: CREATIVE
FULL SPREAD / CO-OP SIX IMAGES

LET
US
STAY
WITH
YOU.*

Winter. Just a bad rumor.








Trade in your snowshoes for sandals this winter. Escape the cold and enjoy an elevated oasis in the Club Lounge. With complimentary access to our intimate Club Lounge and your own personal concierge. And with our suite accommodations, embrace additional in-room comfort with the space to relax and rejuvenate.

ritzcarlton.com/experiences

ARUBA CANCUN FORT LAUDERDALE KEY BISCAYNE MIAMI SAN JUAN SARASOTA SOUTH BEACH ST. THOMAS

*Offer is subject to availability and valid through 12/31/2019 only. Based on single or double occupancy exclusive of taxes, gratuities, fees and other charges, where not shown to guests. Certain properties may vary and are not available for all dates. For details, please visit ritzcarlton.com/experiences.



THE RITZ-CARLTON®

PART 5:

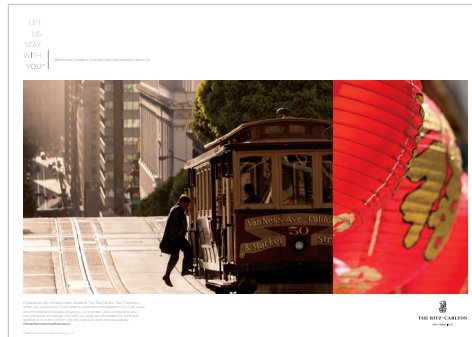
PROPERTY
PRINT ADS:
TYPOGRAPHY



THE RITZ-CARLTON

PROPERTY PRINT ADS: TYPOGRAPHY

TYPEFACE GUIDELINES



HEADLINE

The headline is always set in Proxima Nova Light typeface at 10 pt. using 0 for tracking. The character limit for each tagline is 80 characters, and the color values used are always 50% black.

TAGLINE

The tagline is provided as a graphic and is named "LUSWY_V_pos.eps." The tagline should NEVER be set using native type.

LET
US
STAY
WITH
YOU.*

Memories create a journey you can always return to.



BODY COPY

The body copy is always set in Proxima Nova Thin typeface, 9/10 pt. (size/leading), using sentence case and always with a color value of 80% black.

Experience the ultimate urban retreat at The Ritz-Carlton, San Francisco, when you reserve our Club Level or suite accommodations. Our Club Level accommodations include access to our intimate Club Lounge and your own personal concierge. And with our suite accommodations, embrace additional in-room comfort with the space to relax and rejuvenate.
ritzcarlton.com/sanfrancisco

©2016 The Ritz-Carlton Hotel Company, L.L.C.

LEGAL COPY

The legal copy is always set in Proxima Nova Light Italic typeface, 6/6.5 pt. (size/leading), using sentence case and always with a color value of 60% black.

URL

The URL is always set in Proxima Nova Regular typeface, all lowercase, using a color value of 80% black.

PROPERTY PRINT ADS: TYPOGRAPHY

ENGLISH TAGLINE USAGE

Figure 1

LET
US
STAY
WITH
YOU.®

Figure 2

LET
US
STAY
WITH
YOU.®

Memories create a journey you can always return to.



c = 45
m = 36
y = 34
k = 1



c = 92
m = 67
y = 0
k = 0

The “LET US STAY WITH YOU” tagline is the thread of our campaign and should appear in all advertising. Other uses need approval. The “LET US STAY WITH YOU” tagline comes in two formats: vertical and horizontal. The vertical format is preferred. The horizontal format should only be used when space is too narrow for the vertical treatment, such as within banner ads. *Note:* The default color of the tagline is all gray or gray with the “YOU” in blue.

PROPERTY PRINT ADS: TYPOGRAPHY

ARABIC TAGLINE USAGE

Figure 1

دعونا
نرسم
البسمة
على
ذكرياتكم.®

Figure 2

دعونا
نرسم
البسمة
على
ذكرياتكم.®

Memories create a journey you can always return to.



c = 45
m = 36
y = 34
k = 1



c = 92
m = 67
y = 0
k = 0

The “LET US STAY WITH YOU” tagline is the thread of our campaign and should appear in all advertising. Other uses need approval. The “LET US STAY WITH YOU” tagline comes in two formats: vertical and horizontal. The vertical format is preferred. The horizontal format should only be used when space is too narrow for the vertical treatment, such as within banner ads. *Note:* The default color of the tagline is all gray or gray with the “YOU” in blue.

PROPERTY PRINT ADS: TYPOGRAPHY

CHINESE TAGLINE USAGE

Figure 1

让
我
们
常
在
您
心[®]

Figure 2

让
我
们
常
在
您
心[®]

Memories create a journey you can always return to.



c = 45
m = 36
y = 34
k = 1



c = 92
m = 67
y = 0
k = 0

The “LET US STAY WITH YOU” tagline is the thread of our campaign and should appear in all advertising. Other uses need approval. The “LET US STAY WITH YOU” tagline comes in two formats: vertical and horizontal. The vertical format is preferred. The horizontal format should only be used when space is too narrow for the vertical treatment, such as within banner ads. *Note:* The default color of the tagline is all gray or gray with the “YOU” in blue.

PROPERTY PRINT ADS: TYPOGRAPHY

JAPANESE TAGLINE USAGE

Figure 1

あなたと
共に
いつまでも®

Figure 2

あなたと
共に
いつまでも®

Memories create a journey you can always return to.



c = 45
m = 36
y = 34
k = 1



c = 92
m = 67
y = 0
k = 0

The “LET US STAY WITH YOU” tagline is the thread of our campaign and should appear in all advertising. Other uses need approval. The “LET US STAY WITH YOU” tagline comes in two formats: vertical and horizontal. The vertical format is preferred. The horizontal format should only be used when space is too narrow for the vertical treatment, such as within banner ads. *Note:* The default color of the tagline is all gray or gray with the “YOU” in blue.

THE MEANING
OF “LET US
STAY WITH YOU”
IS BEST
UNDERSTOOD
WHEN KEPT
AS A LOCKUP.

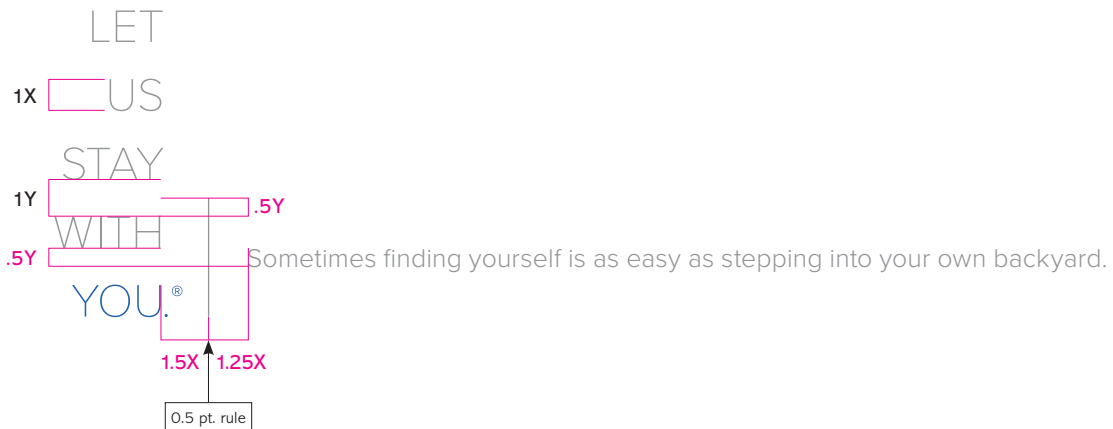


THE RITZ-CARLTON

PROPERTY PRINT ADS: TYPOGRAPHY

TAGLINE — LOCKUP SPECIFICATIONS

Figure 1



The “LET US STAY WITH YOU” tagline is the thread of our campaign and should appear in all advertising. Other uses need approval. The “LET US STAY WITH YOU” tagline comes in two formats: vertical and horizontal. The vertical format is preferred. The horizontal format should only be used when space is too narrow for the vertical treatment, such as within banner ads. *Note:* The default color of the tagline is all gray or gray with the “YOU” in blue.

THE BRAND BLUE
SHOULD BE USED
FOR THE WORD “YOU”
IN OUR TAGLINE.
IT CAN ALSO BE
USED MODESTLY
AS AN ACCENT FOR
DESIGN PURPOSES
AND PHOTOGRAPHY.



THE RITZ-CARLTON

PROPERTY PRINT ADS: CREATIVE

FULL PAGE / BRAND BLUE USAGE

LET
US
STAY
WITH
YOU.®

Create unforgettable moments in Grand Cayman.



Discover an unmatched collection of experiences at Grand Cayman's top luxury resort. Be immersed in this island paradise while exploring its treasures above and below the water.
Call 943-9000 or visit ritzcarlton.com/grandcayman.


THE RITZ-CARLTON
GRAND CAYMAN

©2016 The Ritz-Carlton Hotel Company, L.L.C.

The color blue has always been interwoven into the fabric of The Ritz-Carlton story. However, the color should remain in the background, serving the brand quietly. Memorable Blue symbolizes exploration, the longing for travel and the universal desire for connection through travel. For The Ritz-Carlton, blue can represent the brand's mission to enable life's most meaningful journeys.

In hotel ads, blue can be used sparingly yet thoughtfully, such as in this example. The ad uses blue in a refined way by featuring it in only three images that speak to the overall experience of the hotel and its surroundings.

PART 6:

PROPERTY PRINT ADS: SPECIFICATIONS



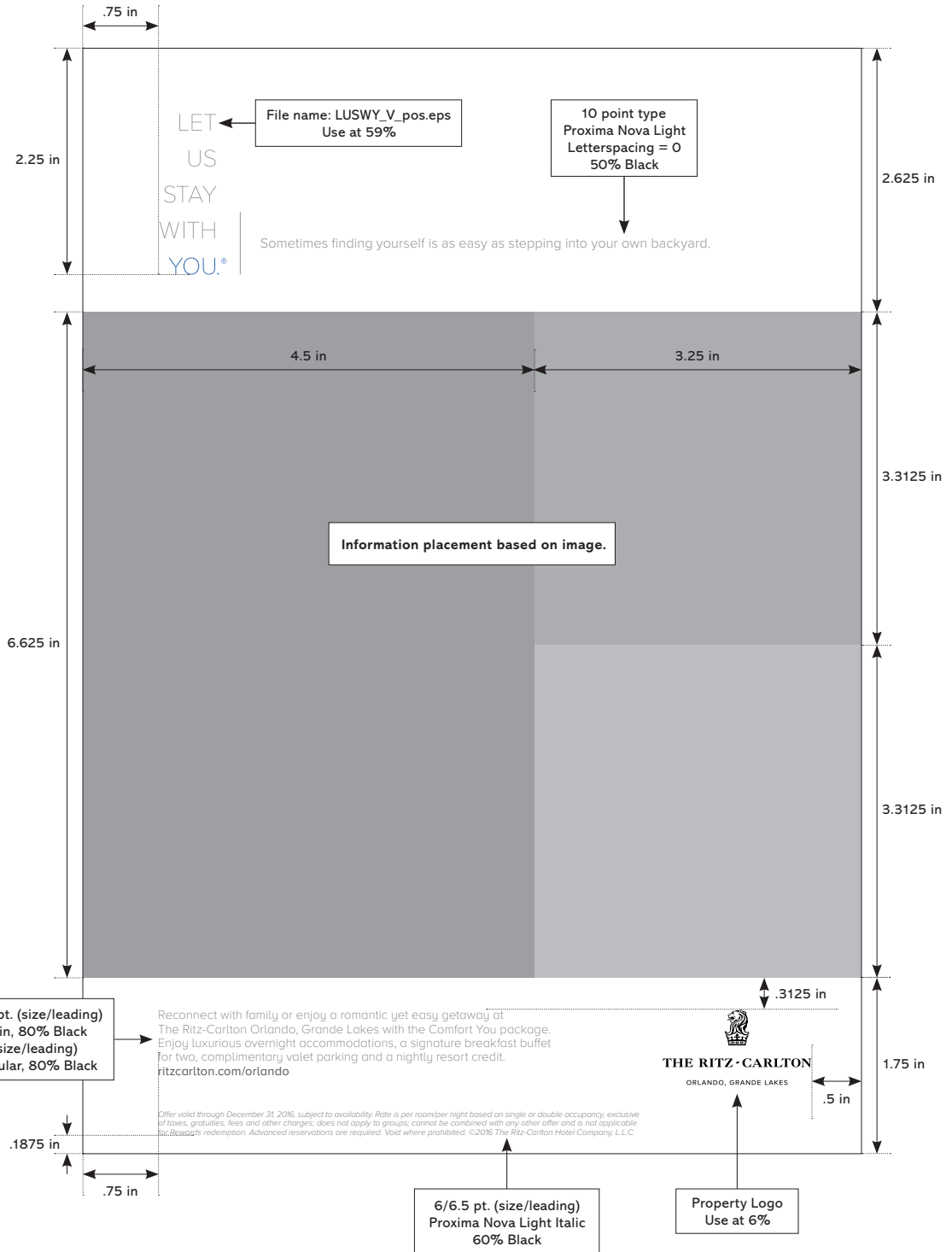
THE RITZ-CARLTON

PROPERTY PRINT ADS: SPECIFICATIONS

FULL PAGE / THREE IMAGES

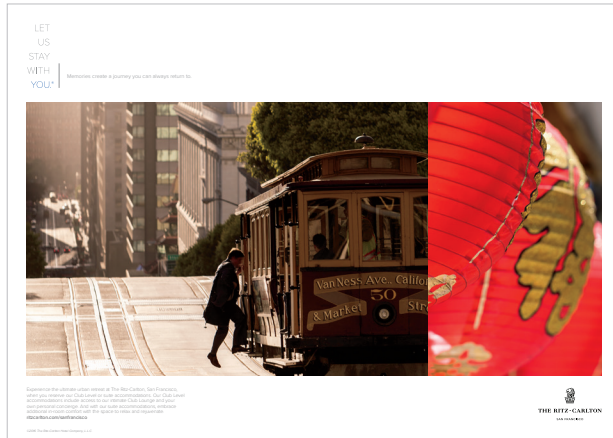


Full-Page
Measurements based on
7.75 in x 11 in

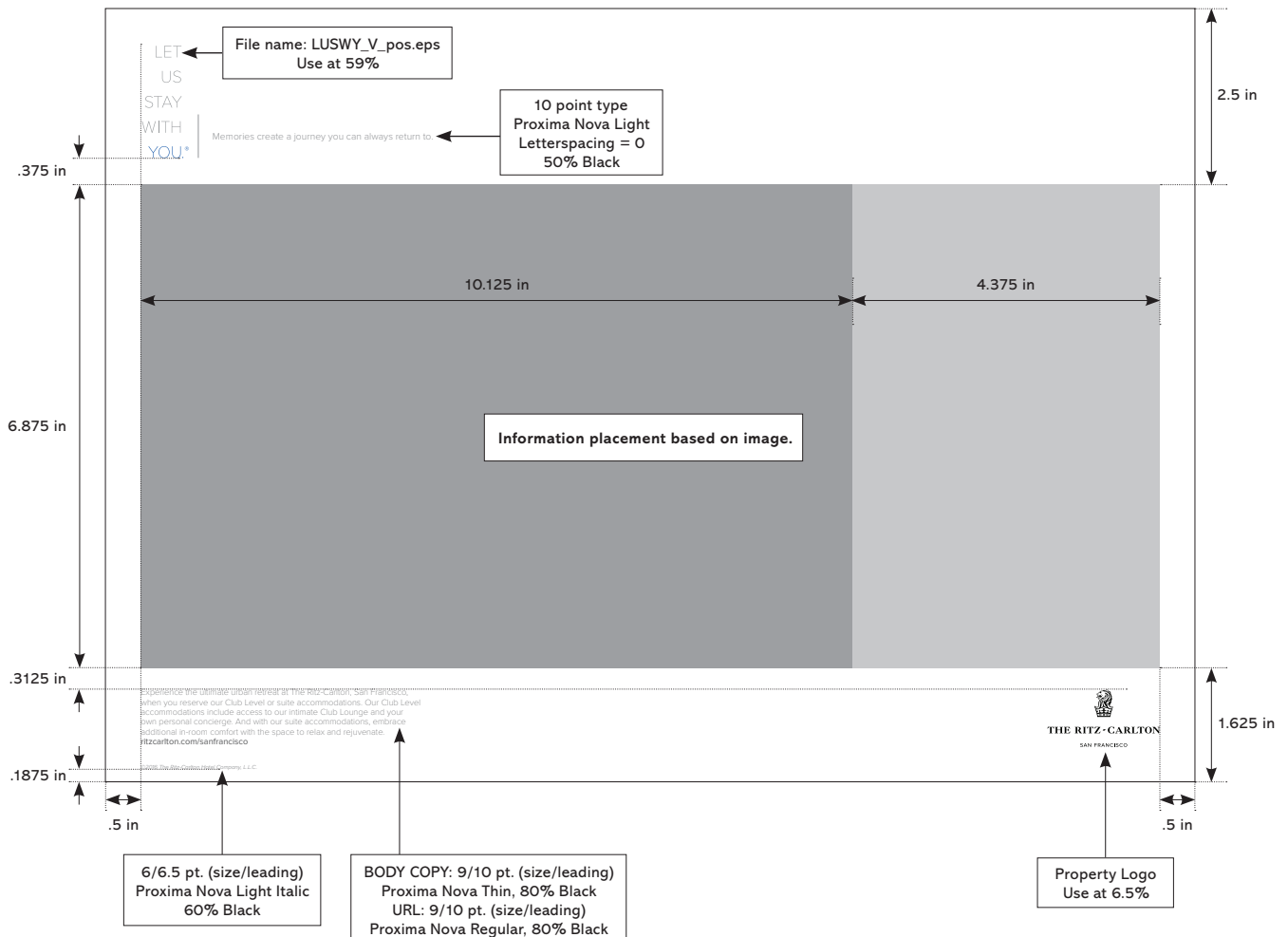


PROPERTY PRINT ADS: SPECIFICATIONS

FULL-PAGE SPREAD / TWO IMAGES



Full-Page Spread
Measurements based on
15.5 in x 11 in



PART 7:

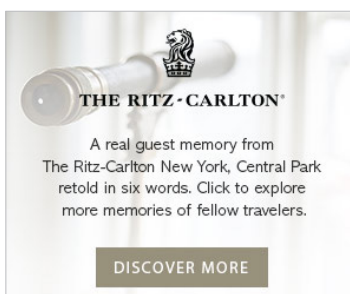
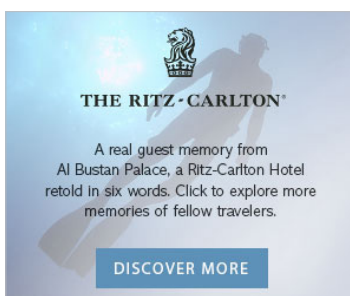
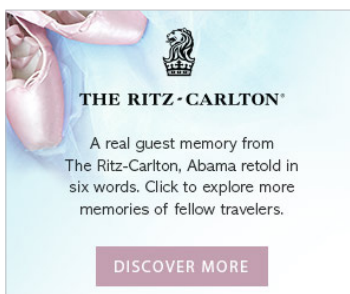
BRAND-LEVEL DIGITAL ADS: CREATIVE



THE RITZ-CARLTON

BRAND-LEVEL DIGITAL ADS: CREATIVE (STATIC)

BANNERS: 300 X 250



BRAND-LEVEL DIGITAL ADS: CREATIVE (STATIC)

BANNERS: 300 X 600



LITTLE BALLERINA.
BIG PLANS.
UNFORGETTABLE
PERFORMANCE.



THE RITZ-CARLTON®

A real guest memory from
The Ritz-Carlton, Abama retold in
six words. Click to explore more
memories of fellow travelers.

DISCOVER MORE



TREASURE
LOST.
DETERMINED
DIVERS.
MEMORIES
RESCUED.



THE RITZ-CARLTON®

A real guest memory from
Al Bustan Palace, a Ritz-Carlton Hotel
retold in six words. Click to explore more
memories of fellow travelers.

DISCOVER MORE



A TELESCOPE.
A PROPOSAL.
A DREAM.



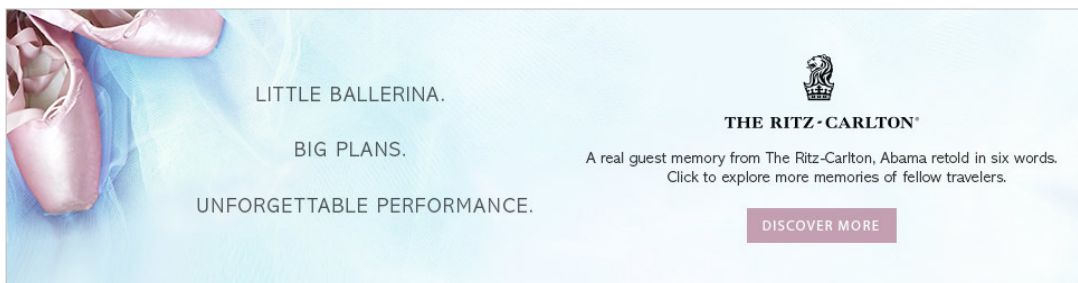
THE RITZ-CARLTON®

A real guest memory from
The Ritz-Carlton New York, Central Park
retold in six words. Click to explore more
memories of fellow travelers.

DISCOVER MORE

BRAND-LEVEL DIGITAL ADS: CREATIVE (STATIC)


BANNERS: 970 X 250



LITTLE BALLERINA.

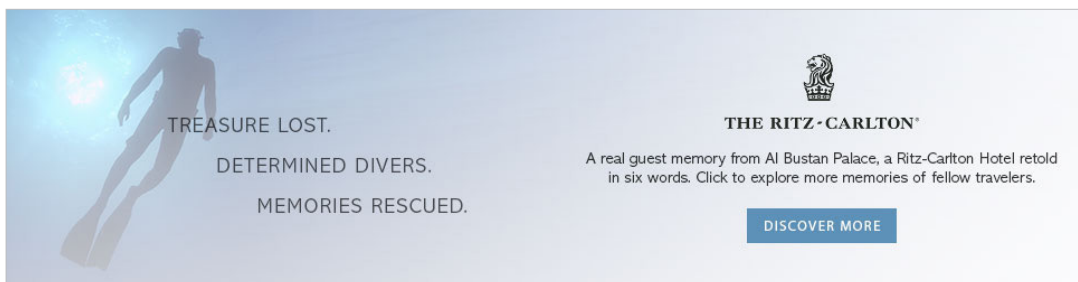
BIG PLANS.

UNFORGETTABLE PERFORMANCE.


THE RITZ-CARLTON®

A real guest memory from The Ritz-Carlton, Abama retold in six words.
Click to explore more memories of fellow travelers.


[DISCOVER MORE](#)



TREASURE LOST.

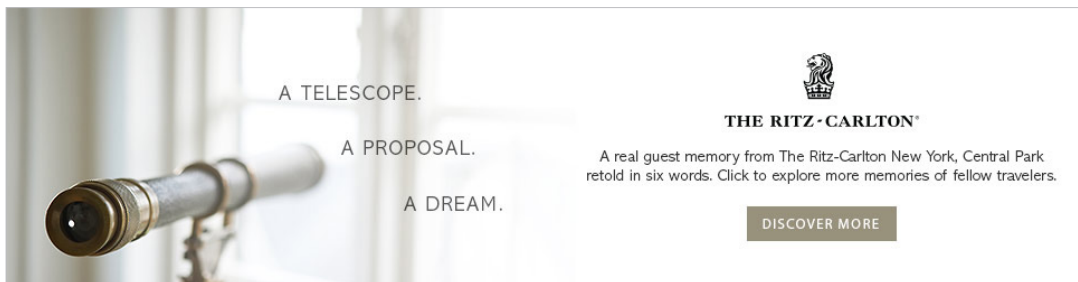
DETERMINED DIVERS.

MEMORIES RESCUED.


THE RITZ-CARLTON®

A real guest memory from Al Bustan Palace, a Ritz-Carlton Hotel retold in six words. Click to explore more memories of fellow travelers.


[DISCOVER MORE](#)



A TELESCOPE.

A PROPOSAL.

A DREAM.


THE RITZ-CARLTON®

A real guest memory from The Ritz-Carlton New York, Central Park retold in six words. Click to explore more memories of fellow travelers.

[DISCOVER MORE](#)

PART 8:

PROPERTY DIGITAL ADS: CREATIVE

PROPERTY DIGITAL ADS: CREATIVE
CREATIVE GUIDELINES

Dynamic HTML Banner Ads

COPY

- When writing original copy for banner advertising, the copy parameters should remain the same as for print. Copy is lyrical yet grounded in a tangible asset or service that is offered by the particular hotel featured. Or pick up copy from an appropriate property ad, if necessary.
- For original copy, in panel three, write a single headline that reflects the true experiences and feeling of your hotel. If appropriate, the copy in panel three can be picked up from the print ad, as long as it matches the visuals.
- The copy in panel four is “Let Us Stay With You” on the white background. The “You” will always be highlighted in blue.
- The copy in panel five will remain the same as panel four with “Let Us Stay With You,” except this copy will move onto the image and change to white for legibility.
- The copy on panel six will feature the offer along with the “Let Us Stay With You” tagline, brand logo, property name and also a call-to-action button. The CTA button will always be “Discover More,” which will direct people to the page within ritzcarlton.com that contains the appropriate package or property.

IMAGES

- Choose the two banner background images from the approved library of images that represent your hotel and advertising objective. Focus on finding two shots that complement each other, whether it's an artful detail with a landscape, or an architecture shot with an active shot.
- Like the property print advertising, the background focuses on having more than one image to tell a story—even more than for print ads, since you can only show two images.

LOGO USAGE

- The brand logo should be placed above the property name. They should not be treated as a lockup logo, but instead, as separate components of the ad.

Static Banner Ads

COPY

- The copy in this one-panel ad will feature the “Let Us Stay With You” tagline, a single headline that reflects the true experiences and feeling of your hotel (see above for more details), the brand logo, the property name and the appropriate CTA in Brandworks: Explore Now, Learn More, Reserve Now and Discover More.

IMAGES

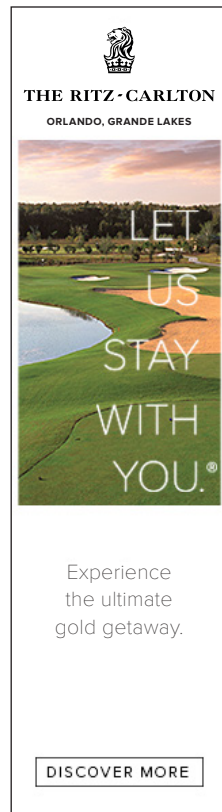
- Choose one image from the approved library of images that represents your hotel and advertising objective.

LOGO USAGE

- The brand logo should be placed above the property name. It should not be treated as a lockup logo, but instead, as a separate component of the ad.

PROPERTY DIGITAL ADS: CREATIVE (STATIC)
BANNERS

160 X 600



300 X 250






728 X 90




PROPERTY DIGITAL ADS: CREATIVE


BANNERS: 728 X 90



Your moment in the sun,
made unforgettable.




LET US STAY WITH YOU.®



LET
US
STAY
WITH
YOU.®

Enjoy our Reconnect® package: overnight accommodations,
breakfast + daily resort credit.

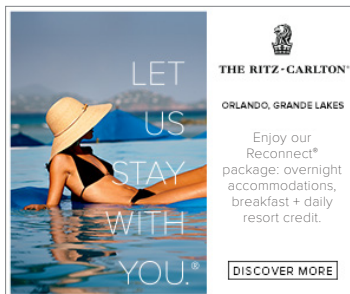
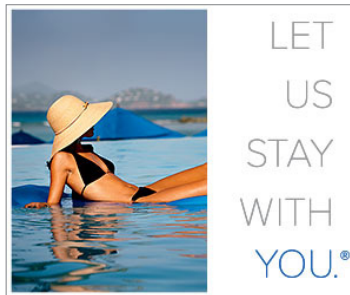
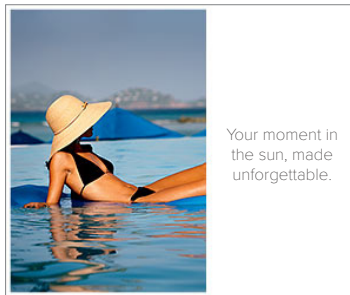
[DISCOVER MORE](#)



THE RITZ-CARLTON
ORLANDO, GRANDE
LAKES

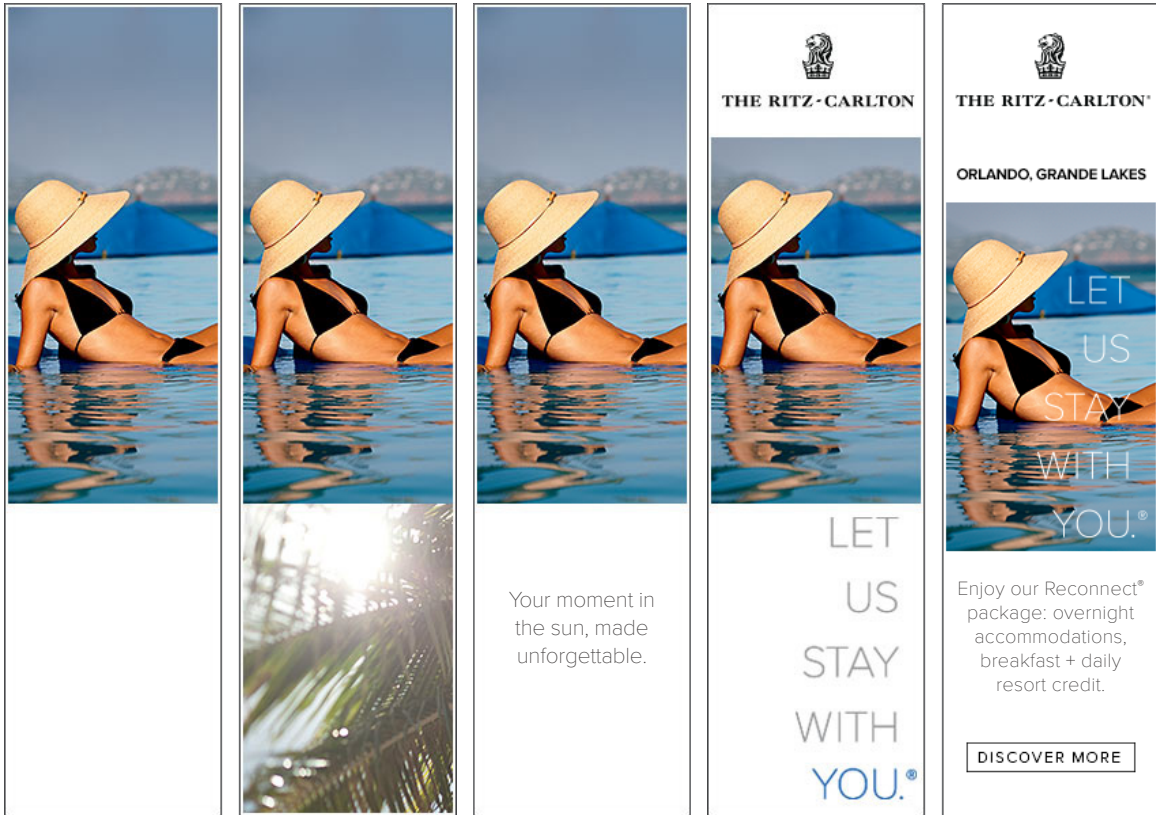
PROPERTY DIGITAL ADS: CREATIVE

BANNERS: 300 X 250



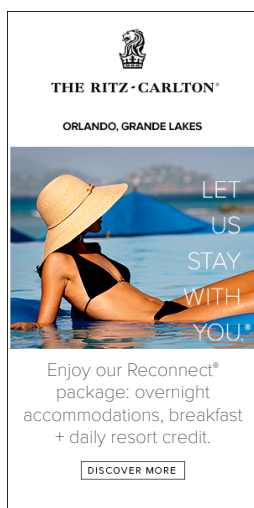
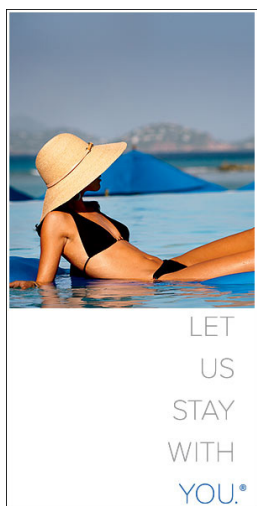
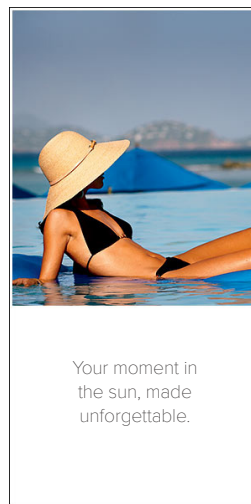
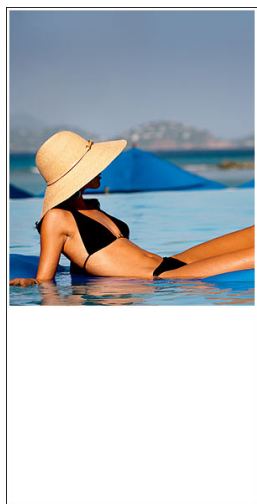
PROPERTY DIGITAL ADS: CREATIVE

BANNERS: 160 X 600



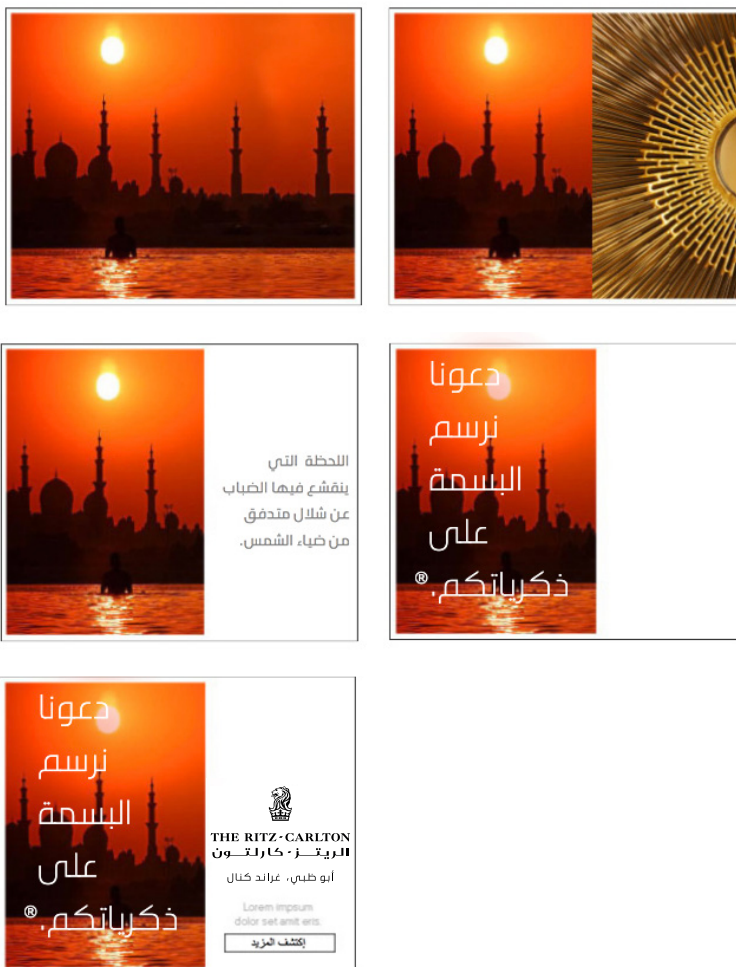
PROPERTY DIGITAL ADS: CREATIVE

BANNERS: 300 X 600



PROPERTY DIGITAL ADS: CREATIVE

ARABIC BANNERS: 300 X 250



PROPERTY DIGITAL ADS: CREATIVE
CHINESE BANNERS: 300 X 250

PROPERTY DIGITAL ADS: CREATIVE

JAPANESE BANNERS: 300 X 250

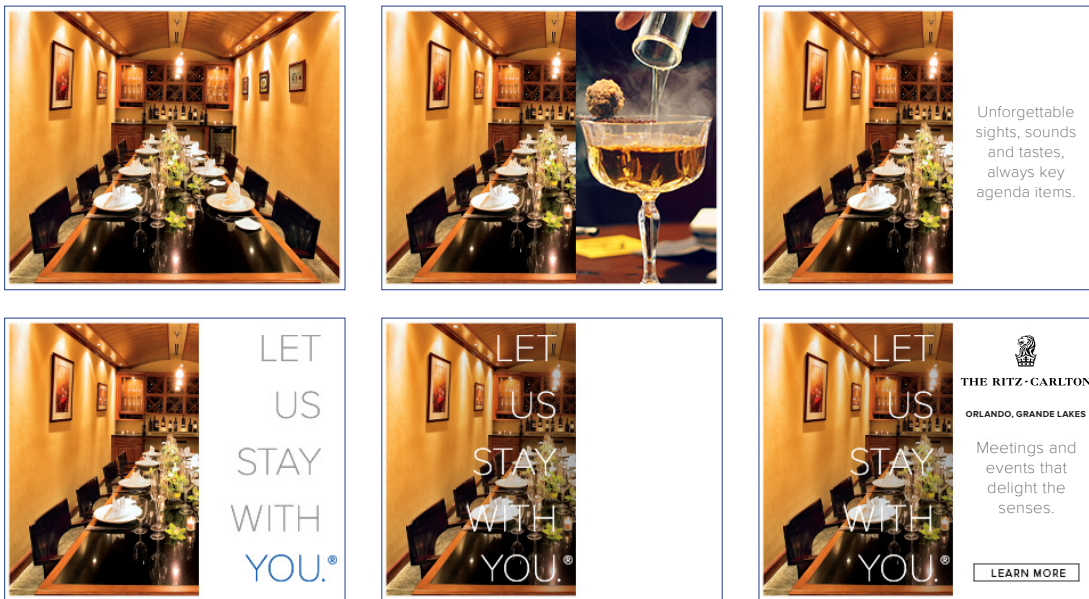


PART 9:

MEETINGS AND EVENTS DIGITAL ADS: CREATIVE

MEETINGS AND EVENTS DIGITAL ADS: CREATIVE

BANNERS: 300 X 250

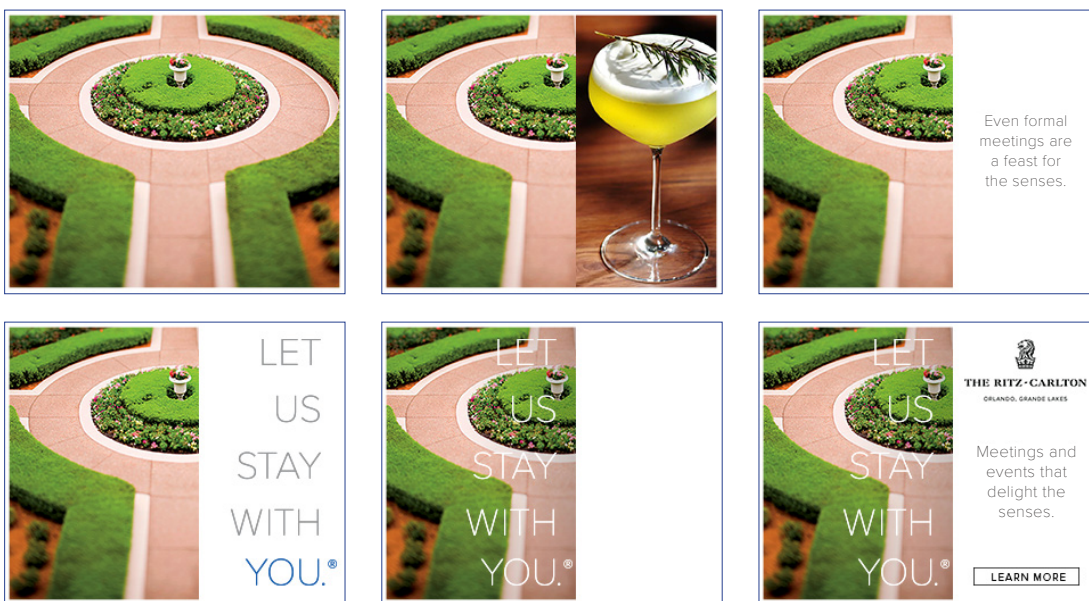


At The Ritz-Carlton, a meeting is not simply a meeting but rather an experience that enlivens event attendees through the five senses. Meetings and events are made richer and more impactful through the stories we tell and the experiences we create to delight the senses.

Keeping this in mind, while choosing imagery for meetings and events, it is very important to choose images that appeal to all the senses. These examples of ads leverage unique sensory images that demonstrate the various touchpoints of the meeting experience—sight, smell, taste, sound, touch. They demonstrate the full experience of a Ritz-Carlton meeting versus just showing a meeting room.

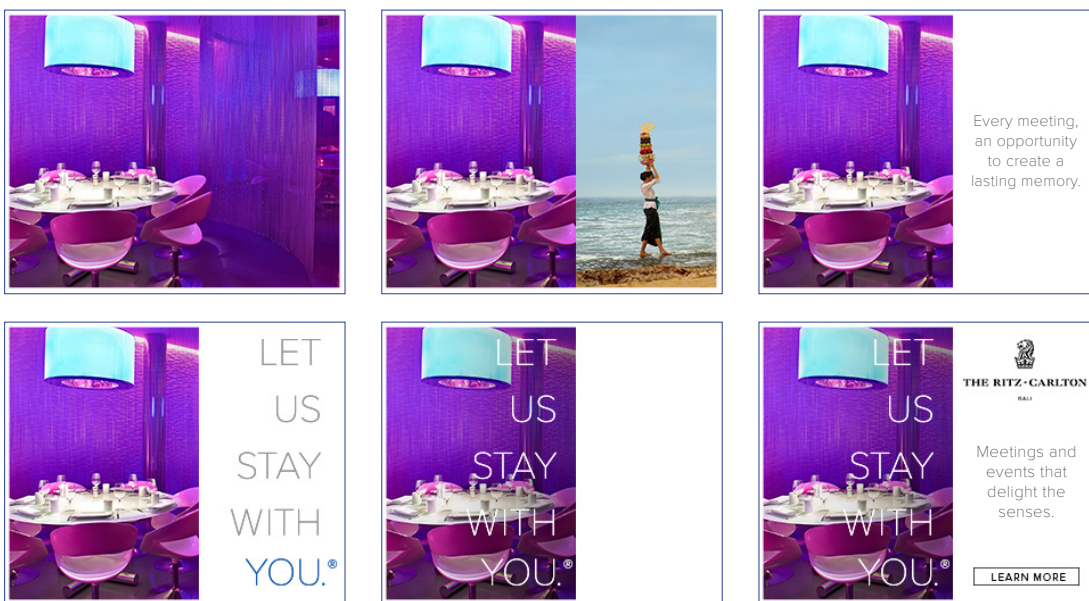
MEETINGS AND EVENTS DIGITAL ADS: CREATIVE

BANNERS: 300 X 250



MEETINGS AND EVENTS DIGITAL ADS: CREATIVE

BANNERS: 300 X 250

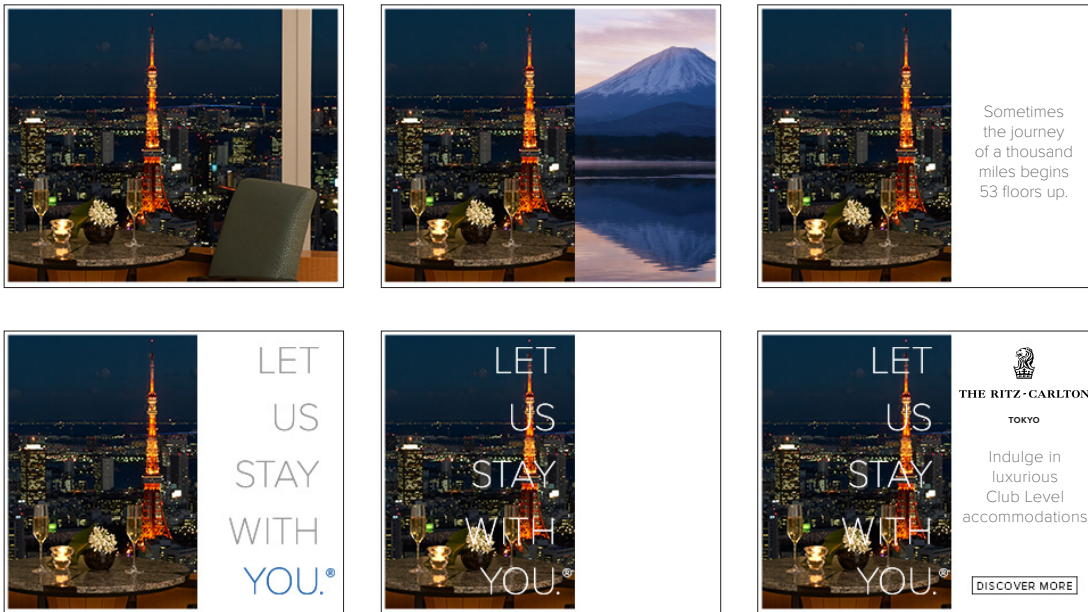


PART 10:

CLUB LEVEL DIGITAL ADS: CREATIVE

CLUB LEVEL DIGITAL ADS: CREATIVE

BANNERS: 300 X 250



These banner ads perfectly convey our ideology and positioning of The Ritz-Carlton Club Level as a Kindred Space. The imagery beautifully depicts the Club Lounge as an intimate space where special connections can be made. The vast views showcased in the imagery, alongside the body copy, represent the enriching, elevated experience that one can find on the Club Level.



THE RITZ - CARLTON

The Ritz-Carlton Hotel Company, L.L.C.

4445 Willard Avenue, Ste. 800

Chevy Chase, MD 20815

USA