

Service Mark Usage–Print Material

Registered Service Marks

Trademarks owned by the Hampton Inn Hotel Division include Hampton Inn Logo, the Hampton Inn Script, and the Hampton Inn Cartouche (A ®). The Logo and Script trademarks should not be used together. The Logo or Script trademarks must be used on all printed material and expendable items regularly exposed to the public.

The Hampton Inn Logo must be reproduced proportionately as shown in this section. It must never be textured with foreign colors, dots or other patterns. The relationship of the components must be portrayed exactly as indicated on the reproduction proof sheets provided herein.

The Hampton Inn Logo, including the ® symbol, may be reproduced proportionately in one color, two colors, three

colors or through the four-color production process. (Any four-color printing of the logo must match the Pantone Matching System logo colors.) The proof sheets provided illustrate the approved methods of reproduction. Deviation from the color requirements provided on the proof sheet is not permitted.

The Hampton Inn Script, including the ® symbol, must be reproduced proportionately as shown in this section. This script may be reproduced in one of two versions — horizontal application (1 line) or vertical application (2 lines). Reproduction of the Hampton Inn Script is restricted to one color.

The Hampton Inn Cartouche, when used alone, must include the ® symbol and be reproduced proportionately as shown in this section. Reproduction of the Hampton Inn Cartouche is restricted to one color.

Equivalent to Pantone Blue #280

Equivalent to Pantone Red #207

Equivalent to Pantone Gray #400



One Color - Positive Copy



One Color - Reverse Copy



Two Colors



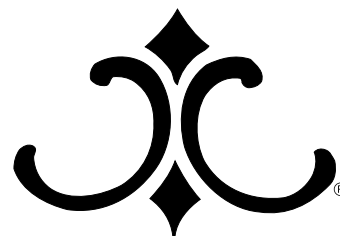
Three Colors

Hampton Inn®

Script (1 line) First Preference

Hampton Inn®

Script (2 line) Second Preference



Cartouche