



HAMPTON INN | DESIGN GUIDE

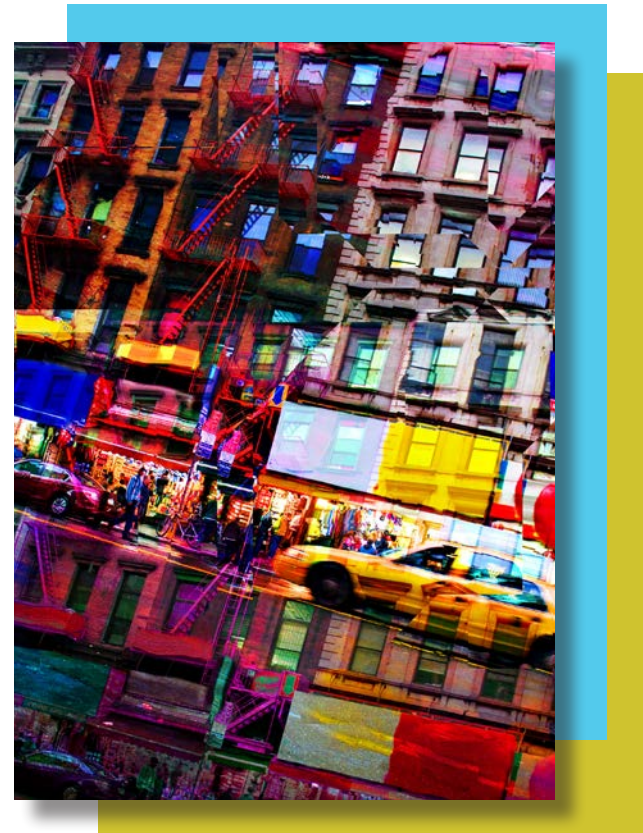
General Artwork Direction

Hampton Inn artwork must be a curated collection of varying subjects, including architecture, industry, and culture. Utilize a variety of sizes, mediums, and styles, with bright and saturated color.

The use of texture and pattern will complement the already clean and modern design of Hampton Inn. This collection should provide the guest with an overarching sense of the surrounding neighborhood.

The use of bright, saturated color in the guestroom is a brand requirement.

Always avoid political, racial, or religious imagery. Subject matter must be globally sensitive, so as to not offend or alienate anyone or any culture.



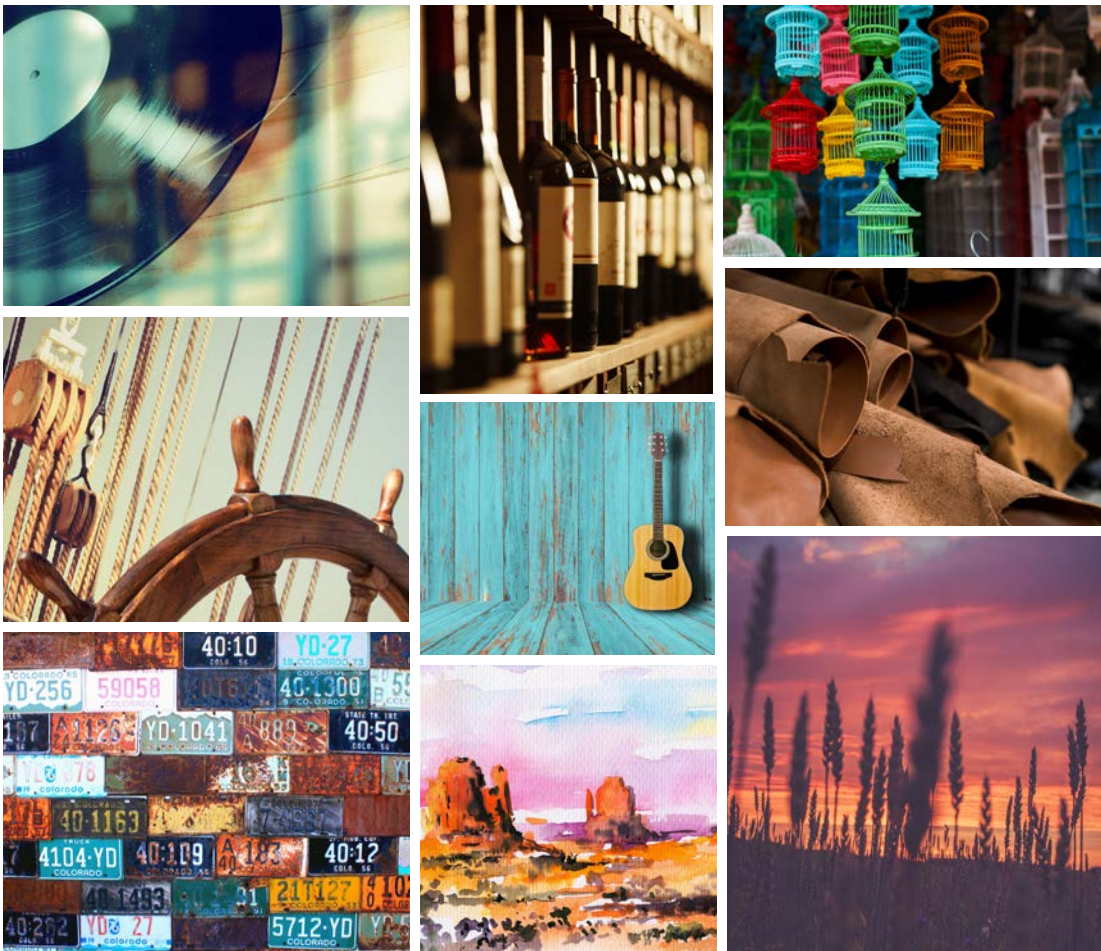
All artwork packages must be submitted to the Hilton Design team for review and approval prior to purchase. The following pages exemplify acceptable subject, style and mediums appropriate to the Hampton Inn Brand.



DESIGN GUIDE

scene | architecture | geometrics | required | L.A. case study

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hampton Inn Property.



A. Be Specific

Reference key local cultural activities or prominent industry within immediate surrounding neighborhood.

B. Curate Variety

Use a dynamic collection of mediums, styles, materials, sizes and formats to create a vibrant and spirited environment.

C. Source Locally

Use an art consultant to assist you in sourcing locally relevant imagery or illustrations (avoid generic content).

D. Tell A Story

Imagery should be rendered in a graphic style to highlight local flair. Try overlaying text, pattern, shadow, and sketch to animate the piece.

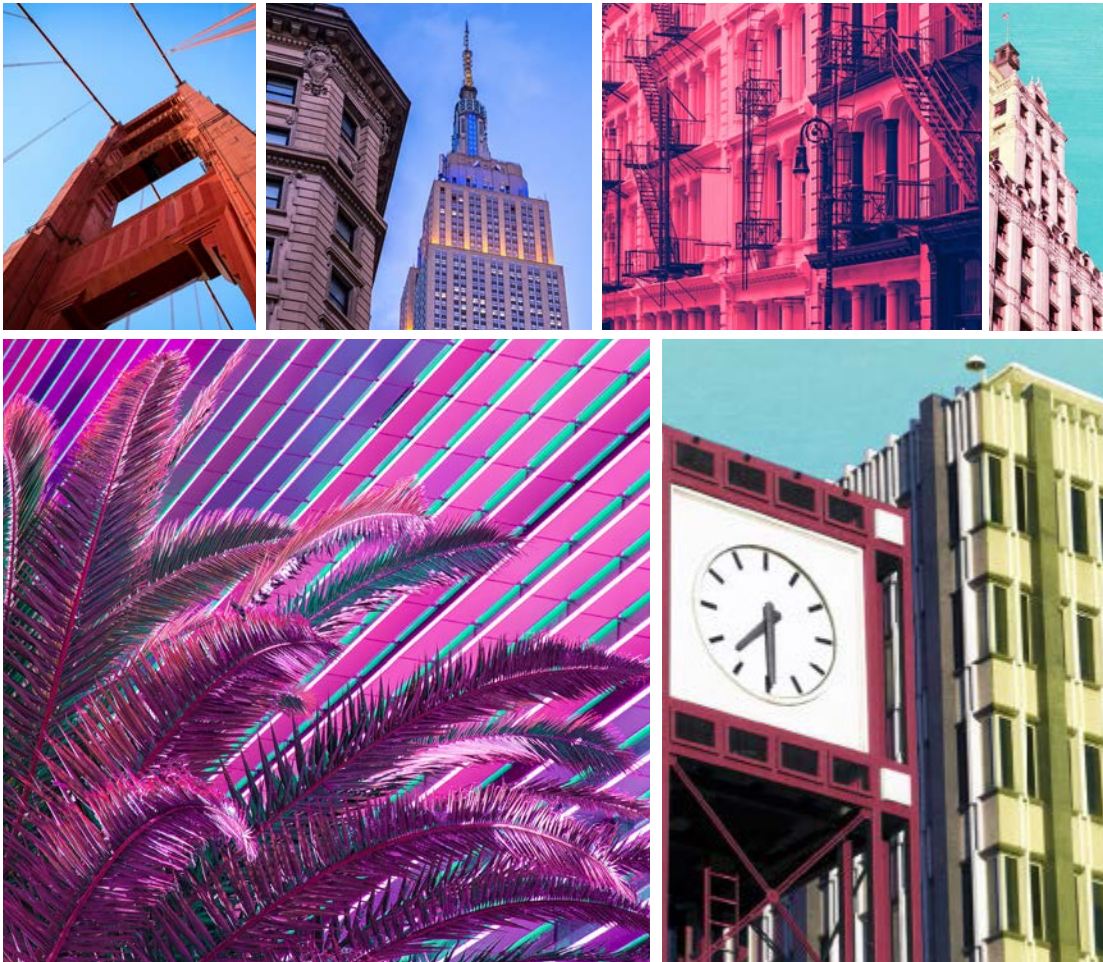
All artwork packages must be submitted to the Hilton Design team for review and approval prior to purchase. The included pages exemplify acceptable subject, style and mediums appropriate to the Hampton Inn Brand.



DESIGN GUIDE

scene | architecture | geometrics | required | L.A. case study

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hampton Inn Property.



A. Be Specific

Reference key architecture or points of interest within immediate surrounding neighborhood.

B. Curate Variety

Use a dynamic collection of mediums, styles, materials, sizes, and formats to create a vibrant and spirited environment.

C. Source Locally

Use an art consultant to assist you in sourcing locally relevant imagery (avoid generic content).

D. Tell A Story

Images should be digitally enhanced to emphasize a color story or showcase graphic flair. Try overlaying two images or close-up crops along with a curated color palette to create an environment that complements the locale.

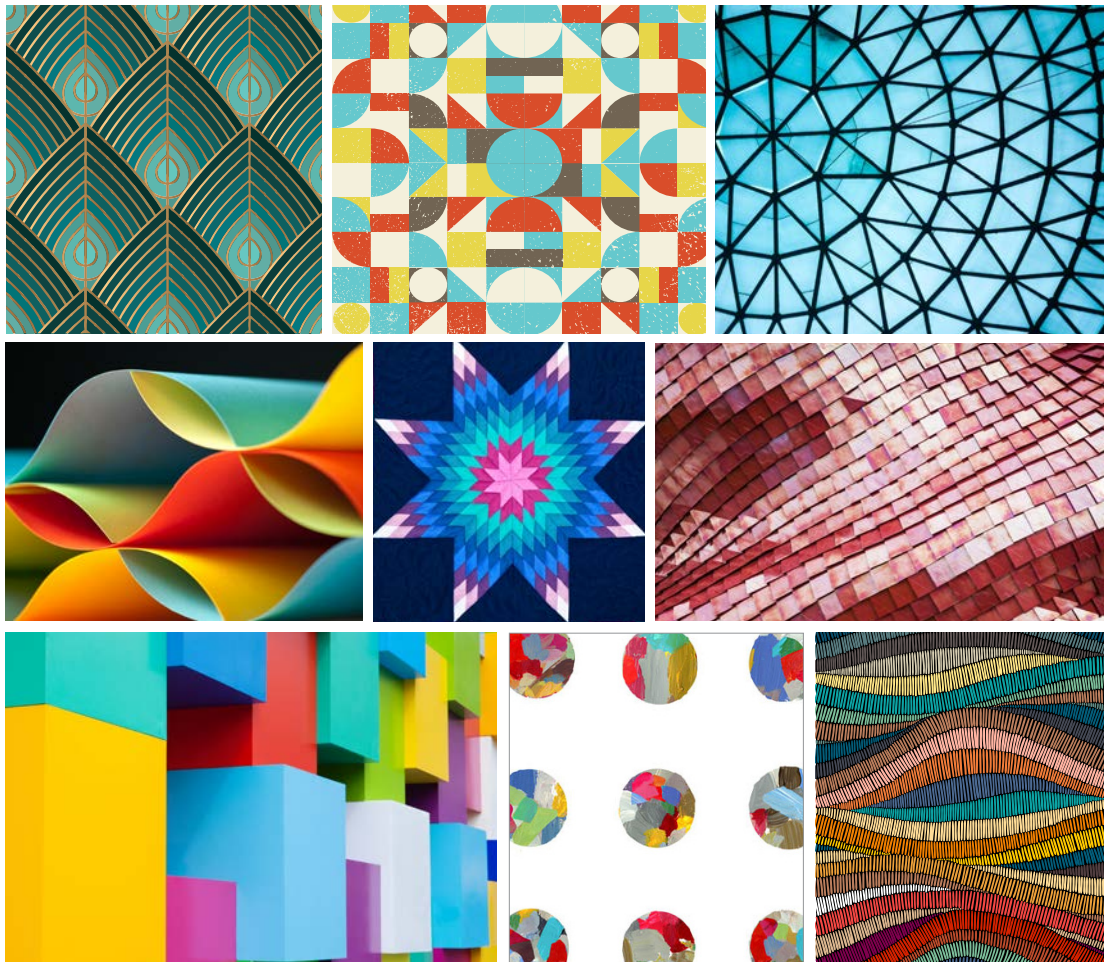
All artwork packages must be submitted to the Hilton Design team for review and approval prior to purchase. The included pages exemplify acceptable subject, style and mediums appropriate to the Hampton Inn Brand.



DESIGN GUIDE

scene | architecture | **geometrics** | required | L.A. case study

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hampton Inn Property.



A. Be Specific

Reference the locale via material and/or color.

B. Curate Variety

Create an interesting collection of mediums, styles, materials, sizes, and formats to reflect a vibrant and dynamic environment. Colors and materials should be bright and saturated.

C. Source Locally

Use an art consultant to assist you in sourcing locally relevant imagery.

D. Tell A Story

Images are colorful pieces of graphic geometric patterned prints and/or sculptural elements. Pieces should be treated with an artful eye and style. Try interesting compositions and crops along with a curated color palette to create a beautiful story reflecting your locale.

All artwork packages must be submitted to the Hilton Design team for review and approval prior to purchase. The included pages exemplify acceptable subject, style and mediums appropriate to the Hampton Inn Brand.

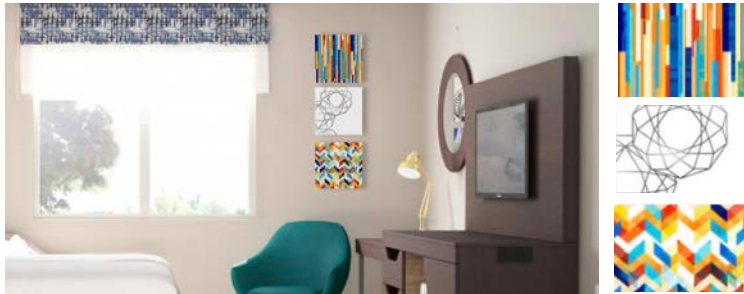


DESIGN GUIDE

scene | architecture | geometrics | **required** | L.A. case study

Below is an example of strong art direction that successfully reflects characteristics and requirements when selecting imagery. These images exemplify the quality and style well suited for artwork at a Hampton Inn Property.

Casual Theme: Canvas 3-Pack



Confident Theme: Acrylic Strip 3-Pack



Public Space: Locally Relevant Focal Wall



A. Be Specific

A focal art statement is required in both the guestroom and public areas. Artwork is a key element in guestroom design, providing context and relevant color to orient the guest. A triptych arrangement is required to infuse pops of color in the guestroom.

B. Curate Variety

Create an interesting collection of mediums, styles, materials, sizes, and formats to reflect a vibrant and dynamic environment. Colors and materials should be bright and saturated.

C. Source Locally

Use an art consultant to assist you in sourcing locally relevant imagery.

D. Tell A Story

Incorporate color, pattern, and texture to reinforce the color palette and play upon the locale.

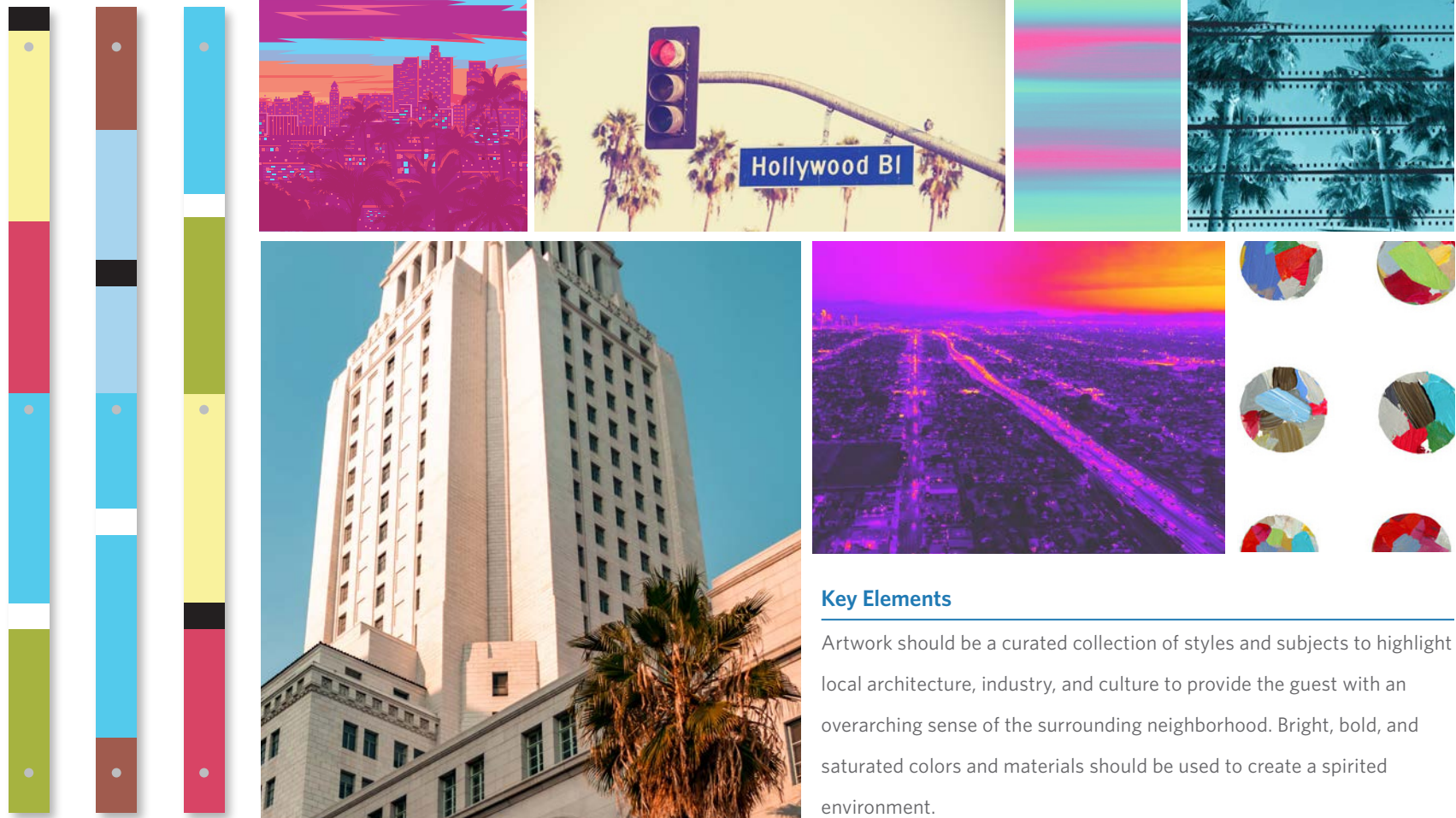
All artwork packages must be submitted to the Hilton Design team for review and approval prior to purchase. The included pages exemplify acceptable subject, style and mediums appropriate to the Hampton Inn Brand.



DESIGN GUIDE

scene | architecture | geometrics | required | **L.A. case study**

Below is an example of an approvable curated artwork collection for a property in Los Angeles, CA conveying quality, style, variety, and local relevance.



Key Elements

Artwork should be a curated collection of styles and subjects to highlight local architecture, industry, and culture to provide the guest with an overarching sense of the surrounding neighborhood. Bright, bold, and saturated colors and materials should be used to create a spirited environment.

All artwork packages must be submitted to the Hilton Design team for review and approval prior to purchase. The included pages exemplify acceptable subject, style and mediums appropriate to the Hampton Inn Brand.