



Hilton Sandestin Beach

Golf Resort & Spa

Hotel Style Guidelines

These guidelines provide a framework to help ensure our brand is consistently expressed when referring to the Hilton Sandestin Beach Golf Resort & Spa.

If you have any questions, please contact Nancy Stanley at nstanley@HiltonSandestinBeach.com.

Property Name References:

- Full property name
 - Hilton Sandestin Beach Golf Resort and Spa
- Abbreviated property name
 - Hilton Sandestin Beach (preferred)
 - Hilton Sandestin (use only when preferred cannot be applied)
- Website address
 - www.HiltonSandestinBeach.com

Property Outlet References:

- Spa
 - *Serenity by the sea*- the Spa at the Hilton Sandestin Beach or *Serenity by the sea* (the “s” in the word “sea” is lowercase as trademarked; spa name is italicized)
- Dining
 - Seagar’s Prime Steaks and Seafood Restaurant or Seagar’s
 - Barefoots Beachside Bar & Grill or Barefoots
 - Sandcastles Restaurant & Lounge or Sandcastles
 - Picnix Market or Picnix
 - Hadashi Sushi Bar or Hadashi
 - The Sand Bar

Property Logo:



[A. Horizontal Format]



[B. Vertical Format]

- Do not resize logo elements
- Do not use only a portion of Hilton logotype alone
- Do not bleed Hilton symbol
- Do not overprint any words or symbols over Hilton symbol or logotype
- Do not change the color of the logo

Hilton's brand color is blue. Color Specifications are as follows:

Pantone® 072U: For printing on uncoated stock

Pantone® 2736C: For printing on coated stock

Process Color:

100% Cyan, 85% Magenta, 0% Yellow, 0% Black- For printing four-color process

Web-safe Color: 000066- For use on the Internet

The property logo must appear in Hilton Blue wherever possible. As an alternative, black or white is acceptable when Hilton Blue is not available.

Clear Space:

There is a required minimum clear space around the logo. The clear space is equal to the height of the "H" in the word "Hilton" for both vertical and horizontal formats. Do not violate this area.