

In “match” colour printing, inks are matched to establish standard colours, such as Pantone® colours.

In the Four-Colour Process all colours are created from screened percentages of Cyan (blue), Magenta (red), Yellow and Black (shown with the symbol “K”).

Hexadecimal Colour Codes are used in HTML for web applications based on Red, Green and Blue values in 6-digit codes:

XXxxxx - Red Colour Value

xx**XX**xx - Green Colour Value

xxxx**XX** - Blue Colour Value

Each digit is a value from 0 (no value) to F (highest value).

When choosing to use match colours, please consult the most recent edition of the Pantone® Colour Formula Guide. The colours shown on this and subsequent pages are not intended to match the Pantone® Colour Standard.

Pantone® is a registered trademark of Pantone, Inc.

Results of process colours formulas may vary by printer. Process colours should be visually matched to Hyatt Colours.



Hyatt Blue
Pantone® 289
C100%, M60%, Y0%, K56%
#003163



Hyatt Red
Pantone® 485
C0%, M100%, Y91%, K0%
#ED1A2D



Resort & Spa Yellow
Pantone® 116
C0%, M15%, Y94%, K0%
#FFD41F



Hyatt Grey
Pantone® 409
C0%, M15%, Y18.5%, K47%
#99867C

The colour palette are guidelines to assist in the creative development of printed materials.

Please note that the colours illustrated here are only for visual illustration and are not accurate.



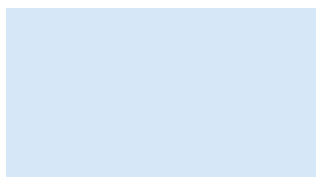
Pantone ® 653
C100%, M60%, Y0%,
K18.5%
#333399



Pantone ® 145
C0%, M47%, Y100%, K8.5%
#CC9900



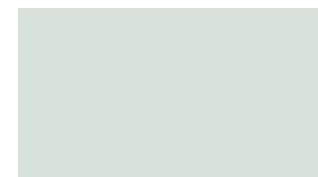
Pantone ® 445
C15%, M0%, Y11.5%, K69%
#666666



Pantone ® 656
C18.5, M6%, Y0%, K0%
#D9E4F3



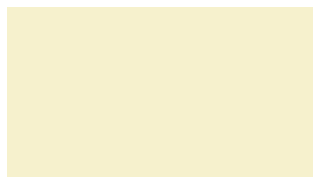
Pantone ® Metallic 877
#999999



Pantone ® 441
C6%, M0%, Y6%, K11.5%
#CCCCCC



Pantone ® 194
C0%, M76%, Y56%, K56%
#663333



Pantone ® 614
C0%, M0%, Y15%, K6%
#FFFFCC

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Pantone ® 1807
C0%, M91%, Y94%, K30.5%
#990000



Pantone ® 655
C100%, M72%, Y0%, K56%
#003366



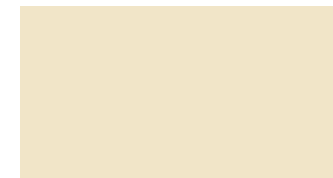
Pantone ® 269
C87%, M94%, Y0%, K47%
#660066



Pantone ® 151
C0%, M43%, Y87%, K0%
#FF9933



Pantone ® 1235
C0%, M27%, Y76%, K0%
#FFCC00



Pantone ® 4545
C0%, M0%, Y15%, K6%
#F1EDD2



Pantone ® 321
C100%, M0%, Y30.5,
K23.5%
#009999



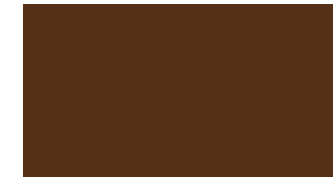
Pantone ® 188
C0%, M79%, Y65%, K47%
#993333



Pantone ® 518
C87%, M94%, Y69%, K0%
#663366



Pantone ® 5415
C56%, M11.5%, Y0%, K43%
#627986



Pantone ® 476
C0%, M50%, Y50%, K75%
#603628



Pantone ® warm red
C0%, M79%, Y91%, K0%
#FF6633



Pantone ® 1245
C0%, M27.5%, Y100%,
K18.5%
#CC9900



Pantone ® 5487
C38%, M0%, Y18.5%, K56%
#587170



Pantone ® 1595
C0%, M67%, Y100%, K12%
#CC6600

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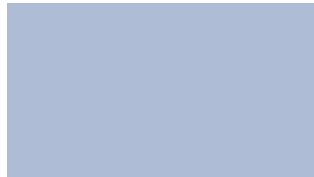
Pantone ® 534
C100%, M79%, Y47%, K0%
#000033



Pantone ® 1807
C0%, M91%, Y94%, K31%
#993300



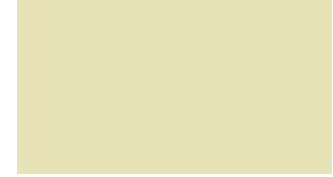
Pantone ® 4625
C0%, M56%, Y100%, K84%
#663333



Pantone ® 536
C43%, M30%, Y6%, K0%
#9999CC



Pantone ® Metallic 871
#A39161



Pantone ® 5875
C0%, M0%, Y18.5%, K8.5%
#FFFFCC



Pantone ® 401
C0%, M6%, Y15%, K24%
#CFCFA8



Pantone ® 5555
C43%, M0%, Y34%, K38%
#669999

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Pantone ® 151
C0%, M51%, Y100%, K0%
#FF9900



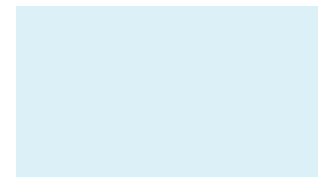
Pantone ® 267
C94%, M91%, Y0%, K0%
#432684



Pantone ® 188
C0%, M79%, Y65%, K47%
#993333



Pantone ® yellow
C0%, M0%, Y100%, K0
#FFFF00



Pantone ® 7457
C25%, M0%, Y10%, K0%
#CAE5E8



Pantone ® 1787
C0%, M91%, Y87%, K0%
#CC3333



Pantone ® 3272
C100%, M0%, Y47%, K8.5
#009999



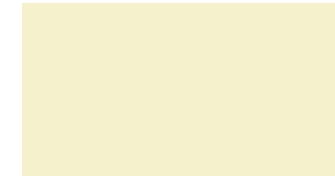
Pantone ® 5793
C6%, M0%, Y23.5%,
K18.5%
#CFD2B3



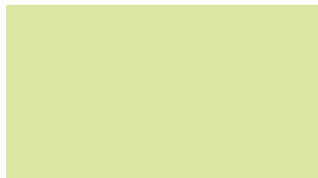
Pantone ® 145
C0%, M47%, Y100%, K8.5%
#CC9900



Pantone ® 174
C0%, M69%, Y100%, K38%
#A14D0C



Pantone ® 614
C0%, M0%, Y15%, K6%
#FFFFCC



Pantone ® 373
C30.5%, M0%, Y94%, K0%
#CCCC33



Pantone ® 457
C0%, M18.5%, Y100%,
K30.5%
#CC9900



Pantone ® 5753
C27.5%, M0%, Y79%, K65%
#666633



Pantone ® 296
C100%, M0%, Y79%, K65
#002746



Pantone ® 1815
C0%, M91%, Y100%, K51%
#990000

Colour Palette

Hotel Programmes

Basic Graphic Standards

The colour palette are guidelines to assist in the creative development of printed materials.

Please note that the colours illustrated here are only for visual illustration and are not accurate.



Park Hyatt Logos
Grand Club
Regency Club
Club at the Hyatt
Business Centre
Black



Grand Club
Pantone ® Metallic 8420



Club at the Hyatt
Pantone ® 194C
(for printing on glossy
materials)



Club at the Hyatt
Pantone ® 195U
(for printing on matte
materials)



Camp Hyatt
Pantone ® 267



Camp Hyatt
Pantone ® 1787



Camp Hyatt
Pantone ® 151



Camp Hyatt
Pantone ® 1235



Camp Hyatt
Pantone ® 3272



Camp Hyatt
Pantone ® 168

NOTE: The sample of Grand Club Pantone ® Metallic 8420 is not an accurate reproduction; it is for illustration purposes only. Please do not use this sample for colour matching purposes.

At the heart of the Hyatt Corporate Identity Programme are the two core logos shown here. They are the primary identifiers of the Hyatt Logo System.



COMMERCIAL HYATT LOGO

The Hyatt Logo is a corporate trademark. Accurate reproduction, as specified in this Manual, is essential for trademark protection. Any alteration may endanger that protection and dilute the Hyatt image.

All reproductions of the Hyatt Logo, in any size or medium, must be created or produced only by Chicago Corporate Marketing Communications.

Commercials Brands - Hyatt Regency and Grand Hyatt

Hyatt Regency and Grand Hyatt Logos utilise a red Crescent conveying the sophistication and professionalism of the Hyatt product.

Commercial Brands - Park Hyatt

The Park Hyatt logo bears two thin lines with the hotel name to express with the sophisticated, sanctuary nature of Park Hyatt hotels, including Park Hyatt resort and spa properties.

Resort & Spa Brand - Hyatt Regency and Grand Hyatt

The Logo for Hyatt Regency and Grand Hyatt Resorts & Spas adopts a multicoloured Crescent gradating from red to yellow, suggestive of the drama of nature, as well as the warmth and relaxation associated with the Resort & Spa experience.



RESORT HYATT LOGO

The Hyatt Logo has various elements that tailored to create individual corporate identities.

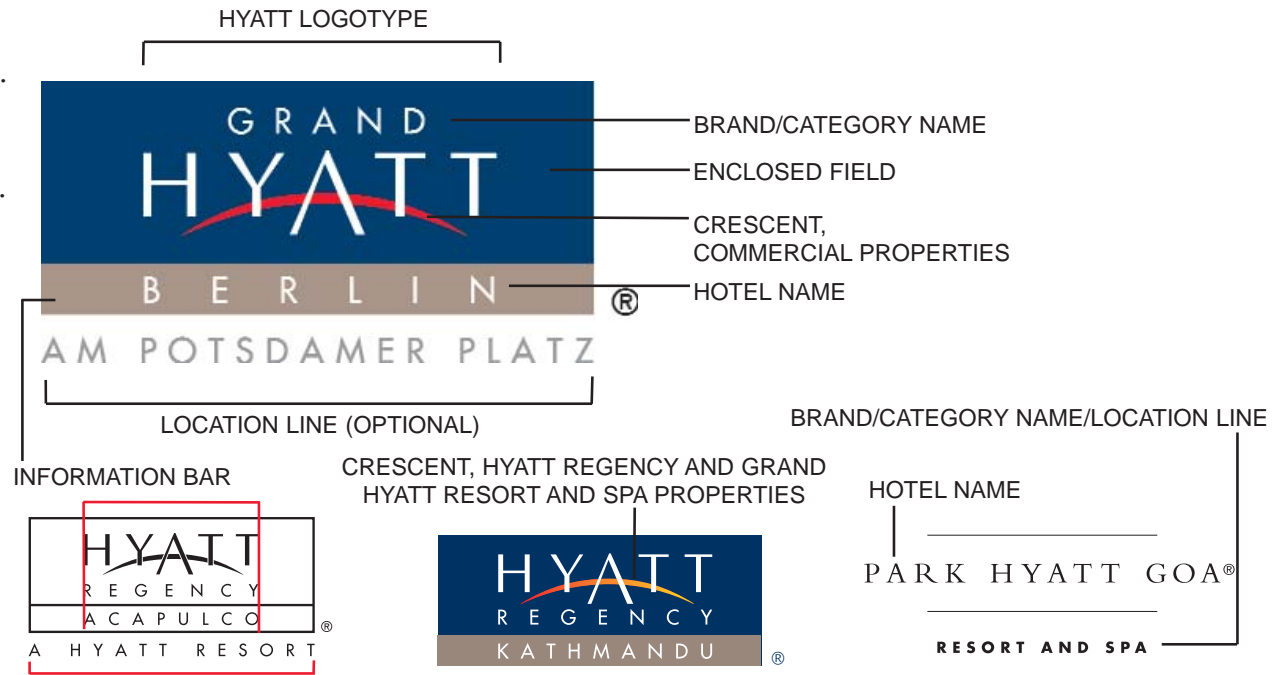
To preserve brand image worldwide, the consistent use of Hyatt logos is strictly enforced.

Brand Name Placement in Logos

For Grand Hyatt logos, the Brand Name runs from the outer edge of the “Y” to the outer edge of the first “T”.

For Hyatt Regency logos, the Brand Name runs from the inside of the “H” to the inside vertical line of the second “T”.

For Park Hyatt logos, the Brand Name is part of the complete Hotel Name.



General Hyatt Logo

The Hyatt Logo is composed of the Hyatt Logotype, Crescent and Enclosed Field, representing the primary identifier of Hyatt. It serves as the anchor of the Hyatt Logo System.

Hyatt Logotype

The Hyatt logotype graphically identifies the Hyatt organisation by name. The word Hyatt is the most vital component of the brand, and always appears as the most radiant element of the Logo. It is rendered in white.

The Hyatt Logotype is showcased in white against a deep blue field. Composed of specially drawn and spaced letters, the logotype’s classic typography is crisp, fresh and and distinctive. It must not be altered in any way.

Crescent

The Crescent, suggestive of a sunrise or sunset, is a proprietary graphic element that helps to create a distinctive Logo. The Hyatt Crescent functions as a fundamental component of the Logotype by completing the letter A, while simultaneously drawing attention to the Logo. The Hyatt Crescent must always appear behind the word Hyatt. *Using the Crescent by itself, as a secondary graphic, or altering it in any way, may endanger trademark protection, and dilute the Hyatt image.*

Hyatt Regency and Grand Hyatt Commercial, Resort & Spa Crescents

The Hyatt Crescent functions as an important marketing element for distinguishing between commercial hotels and Hyatt Resort & Spa properties. For commercial properties and corporate entities the Crescent is

rendered in red to convey sophistication and professionalism.

For Resort & Spa properties, the Crescent is multicoloured, gradating from red to yellow, evoking the warmth and relaxation associated with the resort and spa experience.

Enclosed Field

The background blue Enclosed Field, on which the Logotype appears, allows the Hyatt name to project legibly and radiantly. It lends substance to the Logo.

Brand Name

The Brand Name places properties into the classifications of Hyatt Regency, Grand Hyatt, or Hyatt Resort & Spa. The Brand Name is located within the Enclosed Field either above or below the Hyatt Logotype, depending upon the brand.

Grand Hyatt spans from the Y to the first T above HYATT. Hyatt Regency spans from the H to the second T below HYATT.

For Park Hyatt logos, the Brand Name is part of the complete Hotel Name.

Information Bar

The grey Information Bar is underneath the Enclosed Field, and allows the addition of more information, specifically Corporate, Regional, Brand and Property Names. Only one entity name, corporate regional or property (which may consist of more than one word), may appear in the Information Bar at a time.

Hotels with hyphenated names (i.e. Paris-Vendôme) are considered one entity. All hotel names must be approved by Chicago Corporate Legal and Marketing Communications.

Location Line

The Location Line appears directly below the Information Bar. The function of the Location Line is to clarify the brand or provide additional location information. It is optional and appears only when special circumstances suggest its use would be helpful. Location Lines should generally not exceed one line, and may run the entire width of the logo.

Typography

The Typography of Hyatt Regency and Grand Hyatt logos is Futura.

Park Hyatt Logos

The Park Hyatt Logo is understated and elegant to reflect the brand personality. Two keylines enclose the hotel name with a brand distinction or location line above or below the lines. The typography of the hotel name is Bembo Small Caps, and

Futura Bold for the Brand/Location Line.

Legal Trademark

Once registered, all logos must designate a legal registration mark of an upper case “R” in a circle at the lower right of each hotel or Corporate logo. ® All logos and elements are trademarks and service marks owned exclusively by Hyatt Corporation, and are usable by license to Hyatt International Corporation.

All logo elements must always be reproduced exactly as they appear in the standards outlined and as created by Corporate Marketing Communications.

Logos

Brand System

Basic Graphic Standards

The Hyatt Brand System is designed to project Hyatt as a global brand, with sub-brands and affiliations.

As such, the Logo must not be altered in any way.

CORPORATE LOGOS



DIVISIONAL AND REGIONAL LOGOS



BRAND LOGOS



Corporate Logos

The Corporate entity name appears in the grey Information Bar.

Property Logos

Property Logos are distinguished by the Brand and Category Names which are integrated within the Logo. For Hyatt Regency and Grand Hyatt logos they appear in the blue field either above or below the Hyatt name in appropriate order as they would be spoken or appear on the same line for Park Hyatt logos. Individual Property Names appear in the grey Information Bar. Location or brand descriptors appear on the optional Location Line directly under the Information Bar, or directly above or below the rule lines for Park Hyatt logos.

HYATT RESORT & SPA PROPERTY LOGOS



COMMERCIAL PROPERTY LOGOS



Logos

Local language logos may only be used within the hotel's resident country.

The language rule also applies to written communications or printed materials.

Materials must be in traditional language unless it is a direct communication to a select audience where it is appropriate to have simplified or local language.

Language

DUAL LANGUAGE LOGOS

هيات ريجنسي شرم الشيخ



重慶凱悅酒店



ENGLISH LANGUAGE



LOCAL LANGUAGE LOGO



Dual Language Logos

Dual Language Logos may be used only when the second language is written in a different alphabet.

English Language Logos

When the Logo is used internationally, the Property Name and Location Line are in English.

Local Language Logos

When the Logo is used within the hotel's origin country, the Property Name and Location Line may be used in the local language.

ARARAT PARK HYATT MOSCOW®

АРАРАТ ПАРК ХАЯТТ МОСКВА®

Logos

Location Lines may be used when brand classification or additional location or descriptive information is needed. They are optional and do not appear on all Logos, only where special needs require a format for additional copy.

All Location Lines must be approved by the Chicago Corporate office.

Generally, it is preferred that Location Lines be limited to one line only, and may run the entire width of the logo. Two lines may be used if approved by the Chicago Corporate Marketing Communications only when absolutely required.

Location Line Types

There are five types of Location Lines, differentiated by content:

1. Additional Location Information
2. Geographic Point of Interest
3. Brand
4. Brand and additional Property Description
5. Brand and Specific Location

Enforcement

All Location Lines must be approved by the Chicago Corporate office..
Reproduction artwork for Location Lines must be obtained from Corporate Marketing Communications.

Typography

Location Lines are set in Futura on one line. It is the same capital height as the typography in the Information Bar. For Park Hyatt Logos they are set in Futura Bold Caps at a slightly smaller height as the Hotel Name.

Location Lines

ADDITIONAL
LOCATION
INFORMATION
AND/OR
HOTEL NAME



GEOGRAPHIC
POINT OF
INTEREST



BRAND



BRAND AND
ADDITIONAL
PROPERTY
DESCRIPTION



BRAND AND
SPECIFIC
LOCATION



Basic Graphic Standards

PARK HYATT HAMBURG®

LEVANTEHAUS

PARK HYATT CHICAGO®

ON WATER TOWER SQUARE

HYATT HOTEL CANBERRA®

A PARK HYATT HOTEL



Logos

Corporate Logos are designed to communicate information clearly and simply by standardising their presentation. The clear visual tie between Corporate Logos demonstrates each company's interrelationship and shared mission.

Divisional and Regional Logos are designed for use by the Divisional or Regional offices when two or more hotels undertake cooperative advertising and other promotional activities. They are used in regional ads, joint brochures, and promotional materials, or whenever repetitive use of individual hotel logos is not desirable.

Corporate Logos

The individual corporate entities are represented graphically by combining the Hyatt Logo with the Information Bar containing the specific company name or descriptor.

To preserve the strong visual tie between all Hyatt Logos, they cannot be altered in any way. Always obtain official reproduction art from Chicago Corporate Marketing Communications.

Divisional and Regional Logos

The individual divisional and regional entities are represented graphically by combining the Hyatt Logo with the Information Bar containing the specific Divisional or Regional office name.

Corporate/Divisional/Regional

Basic Graphic Standards

CORPORATE LOGOS



DIVISIONAL LOGO



REGIONAL LOGO



Logos

Hyatt Regency/Grand Hyatt

Basic Graphic Standards

Combining the Crescent with the Brand Name, Property Name and optional Location Line allows each property to have its own unique Logo, while the tie to the parent corporation is clear. Note the red Crescent for both.



Hyatt Regency Hotels

Hyatt Regency Commercial Property Logos are created by combining the Hyatt Logo with the Brand Name, "Regency", integrated in the Enclosed Field, and the Information Bar containing the specific Property Name.

Grand Hyatt Hotels

Grand Hyatt Commercial Property Logos are constructed like the Hyatt Regency Logo except the Brand Name, "Grand" appears above the Hyatt name.

The Hyatt Corporate Identity Programme graphically differentiates specific brand categories like Park Hyatt for special marketing purposes.

PARK HYATT MENDOZA®

PARK HYATT PHILADELPHIA®

AT THE BELLEVUE

PARK HYATT GOA®

PARK HYATT BUENOS AIRES®

RESORT AND SPA

PALACIO DUHAU

Park Hyatt Hotels

Park Hyatt Hotel Logos consist of the Hotel Name with two Rule Lines above and below. The length of the Rule Lines is 65% of the total width of the Hotel Name.

Brand Descriptor Lines

Brand Descriptor Lines further define the hotel's Brand category and are placed above or below the Rule Lines. These are not optional.

Brand Descriptor Lines are set in Futura Bold Caps on one line.. Two lines may be used if approved by Corporate Marketing Communications when absolutely required.

Logos for Hyatt Regency and Grand Hyatt resorts and spas feature a multi-coloured Crescent gradating from red to yellow, symbolising the sunset or sunrise.

Each Hyatt Resort & Spa hotel may have a single approved resort symbol. Symbols must be approved by Chicago Corporate Marketing Communications, and must be one colour. Logos with symbols may only be used on communications within the hotel's native country or state. Symbols for Park Hyatt resorts and spas will always be in black and white.



PARK HYATT BEAVER CREEK®

RESORT AND SPA

Logos

The multi-coloured Crescent gradating from red to yellow is the primary identifying element for Hyatt Resort & Spa Logos.

The specifications shown here outline how to accurately reproduce the Hyatt Resort & Spa Crescent in both Match Colours and the Four Colour Process.

Colours illustrated are only for visual illustration and are not accurate.

Match Colour Specifications

The Resort & Spa Crescent is created by gradating Hyatt Red to Hyatt Yellow. As shown at the right, both colours have an even gradation from 100% to 0%, Hyatt Red going from left to right and Hyatt Yellow from right to left.

Four Colour Process Specifications

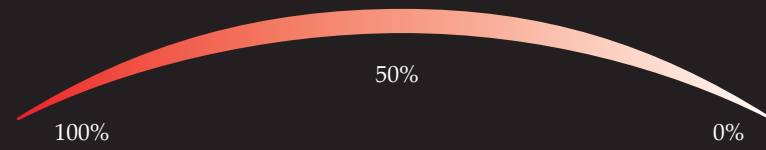
A four colour reproduction of the gradation will employ only the magenta and yellow plates. Do not attempt to colour match Hyatt Red or Hyatt Yellow for the Resort & Spa Crescent in the Four Colour Process. As demonstrated, the magenta plate will gradate evenly from left to right, 100% to 5%, and the yellow will overprint at 100%.

Resort & Spa Logo Crescent Specifications

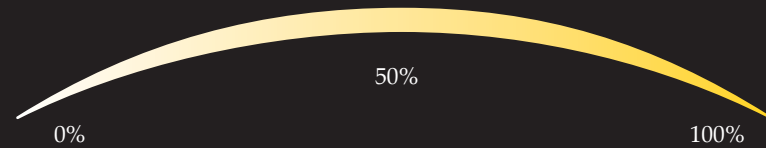
Basic Graphic Standards

MATCH COLOUR SPECIFICATIONS

HYATT RED



HYATT YELLOW

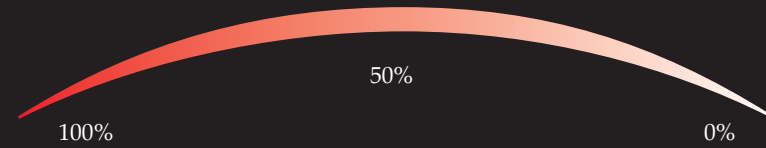


COMBINED EFFECT



FOUR COLOUR PROCESS SPECIFICATIONS

MAGENTA



YELLOW



COMBINED EFFECT



The Full Colour Logo should be applied to Administrative and General items. In certain instances, the One Colour Logo (black) may be appropriate.

The Keyline Logo should be used for print advertising and collateral pieces. Note, the Reverse White Keyline Logo should be used on dark backgrounds.

Please refer to the individual item specifications to determine which logo should be used.



FULL COLOUR LOGO



ONE COLOUR LOGO



KEYLINE LOGO

REVERSE WHITE
KEYLINE LOGO

Full Colour Logos

Full Colour Logos use the Match Colour or Four Colour Process palette.

printed in Black; however, silver (Pantone ® 877) or gold (Pantone ® 873) are acceptable.

Colour Logos on print communications with a dark background, and must be used for print advertising when on a dark background.

One Colour Logos

One Colour Logos are often used due to budget limitations or for specific applications, such as advertisements in newsprint or inexpensive promotional pieces. The Crescent in a One Colour Logo is “broken” so that it appears behind the Hyatt logotype as in the Full Colour Logo. To alleviate reproduction problems that may arise with the use of screens, the Information Bar appears solid, yet separated from the Enclosed Field by a small space, or keyline. One Colour Logos must be

Keyline Logos

Keyline Logos are acceptable on print communications on a white background for a more subtle effect. The width of the keyline will never be less than 1 point and never more than the width of the crossbar of the “H” in the Hyatt Logotype. Keyline Logos must always be printed in Black.

The width of the keyline will never be less than 1 point and never more than the width of the crossbar of the “H” in the Hyatt Logotype.

Reverse White Keyline Logos

Reverse White Keyline Logos mirror the Keyline Logo except they are printed in White. They are preferred over One Colour or Full

The One Colour should be applied to Administrative and General items and other items with a light or white background.

The Reverse White Keyline Logo should be used on dark backgrounds.

Please refer to the individual item specifications to determine which logo should be used.



When printing logos on a dark background, only the Reverse White options may be used.



Reverse White Keyline Logos

Reverse White Keyline Logos mirror the Keyline Logo except they are printed in White. They are preferred over One Colour or Full Colour Logos on print communications with a dark background.

A minimum clear space based on the height of the blue Enclosed Field is the minimum distance on all sides of the Logo.



Poised on the edge of an 'aqua oasis', the 35-hectare Hyatt Regency Sharm El Sheikh resort hotel is embraced by the spectacular land and seascapes of Egypt's Sinai Peninsula, adjacent to Na'ama Bay and just ten minutes' drive from



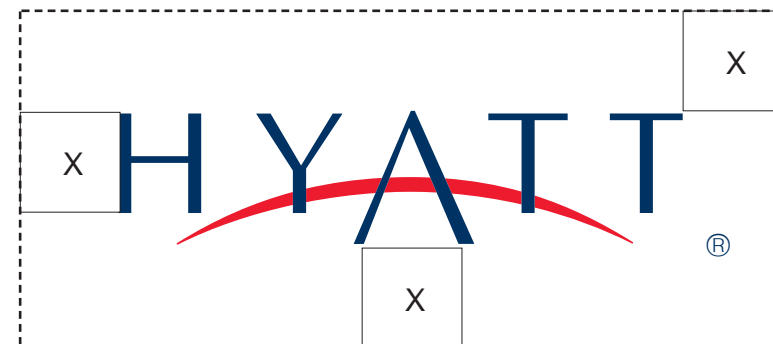
Hyatt Logo

Sufficient clear space must be allocated to isolate the Logo from surrounding elements, as shown. This area must be kept clear of text, other symbols, logos, photographs, illustrations, or the trim edge of a printed piece. The required minimum clear space is measured by "X" (the height of the Enclosed Field). "X" is the minimum distance on all sides of the Logo that should be kept clear.

Logotype and Crescent on Odd Shapes

Minimum clear space requirements also apply when the Logotype and Crescent are used out of their standard proportions.

When the Logotype and Crescent appear alone they should be placed in the most aesthetic or visible manner.



A minimum clear space based on the distance between the two rule lines in the Logo.



For business or pleasure, Park Hyatt Chicago's location among Chicago luxury hotels is ideal. Conveniently located at historic Water Tower Square in the heart of the "Magnificent Mile", we are just in



Park Hyatt Logo

Sufficient clear space must be allocated to isolate the Logo from surrounding elements, as shown. This area must be kept clear of text, other symbols, logos, photographs, illustrations, or the trim edge of a printed piece. The required minimum clear space is measured by "X" (the height of the Enclosed Field). "X" is the minimum distance on all sides of the Logo that should be kept clear.

Typography, with other Basic Graphic Standards such as colour, logo, language and layout, can help establish the visual brand identity. A standard family of typefaces has been chosen to create a consistent and distinctive character.

Typography	Virtual Manual	Standard Name	Items
Arial	Rooms	In-Room Items	Grand Hyatt and Hyatt Regency In-Room
Avant Garde	Rooms	Regency Club	all
Bembo Regular	Sales and Marketing	Collateral and Sales Promotion; Advertising;	all Park Hyatt
Bembo Semi Bold	Rooms	In-Rooms Items	select Park Hyatt
Bembo Small Caps (Bembo SC)	Basic Graphic Standards; Sales and Marketing	Logos; Collateral & Sales Promotion; Advertising	all Park Hyatt
	Rooms	In-Room Items	all Park Hyatt
Bodoni Book	Rooms	Grand Club	all
Futura	Basic Graphic Standards	Logos	all
	Food and Beverage	Club At The Hyatt	all
	Rooms	In-Room Items	all Grand Hyatt and Hyatt Regency
Futura Bold Caps	Basic Graphic Standards	Logos	all Park Hyatt
Gil Sans	Food and Beverage	Club At The Hyatt	all
Helvetica Light	Sales and Marketing	Collateral and Sales Promotion; Advertising	all Grand Hyatt; Location Maps for Hyatt Regency and Park Hyatt
News Gothic Demi	Sales and Marketing	Collateral and Sales Promotion; Advertising (select parts only)	all Hyatt Regency
News Gothic Light	Sales and Marketing	Collateral and Sales Promotion; Advertising	all Hyatt Regency
Palatino	Rooms	Private Line	all
	Administrative and General	Administrative and General Graphic Specifications	all

The reproduction techniques simulated at the right can be utilised on a wide variety of paper stocks and materials. These techniques can contribute a dimension of quality to the individual piece and to the overall impression of the Hyatt image.



BLIND EMBOSS/DEBOSS COMBINATION



FOIL STAMP WITH EMBOSS/DEBOSS COMBINATION

Blind Emboss/Deboss Combination

The highly effective emboss/deboss combination is shown. To feature the Hyatt name prominently and primarily, the Logo elements have been separated from each other as much as possible. The Hyatt Emboss/Deboss Combination is preferred over any other emboss/deboss combination.

Foil Stamping

Foil stamping may be used in any colour on any material or paper stock as long as the Hyatt name remains visible. The logo should also be embossed at the same time to ensure the separation of the Hyatt Logotype and any Brand Names, Locations, etc. from the Enclosed Field.

Although this technique can be utilised on a wide variety of materials, it is best suited for paper stocks.

