

## RLH & RLIS Property Exterior Signage Guidelines

### **Program Summary:**

The RLH & RLIS brand specific exterior signage provides each property the element required to identify with the new look and feel of our brands, the key to consistency and cohesiveness. It should be used by all properties and all new signage for current hotels should be executed by July 15, 2016.

### **Objective:**

To create a simple and effective process for all owners and general managers to follow when updating the exterior signage at their property.

### **Procedures:**

The exterior signage packages are provided as a separate document. You can find them on Office 365 within the [branding site](#).

#### Process:

1. **Request a Quote** – The property must submit a request through their brand services manager with the specifications and photos of the current exterior signage.
2. **Order** – The RLHC brand marketing team will contact our preferred vendor, Image National to obtain a site survey with renderings, design specifications, and a quote. If the property would like to utilize a different vendor, the vendor's contact information must be submitted to their brand marketing manager and the brand marketing team will also reach out to them to obtain a quote.
3. **Approve & Execute** – Once all applicable quotes are obtained, the brand services manager will present them to the property to review and approve. Once approved, all necessary paperwork will be provided to the property to execute. From there, the selected vendor will begin work.

### **RLH Contact:**

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