

# Corporate Identity

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## Policy Statement

As a Scottish Inns, Scottish Inns & Suites, Red Carpet Inn, Red Carpet Inn & Suites, Master Hosts Inns and Resorts, Downtowner Inns, Downtowner Inns & Suites, Passport Inn and Passport Inn & Suites franchise, your corporate identity must reflect continuity and uniformity. It can be comprised of logo(s) and/or service mark(s), color schemes and design. Hospitality International, Inc. provides specific parameters on Specification Sheets.

## Corporate Identity Requirements

- ❖ It is essential that 'great' signs, billboards, and all printed materials comply with the required specifications as shown on Hospitality International's Corporate Identity Specification sheets.
- ❖ The Scottish Inns, Scottish Inns & Suites, Red Carpet Inn, Red Carpet Inn & Suites, Master Hosts Inns and Resorts, Downtowner Inns, Downtowner Inns & Suites, Passport Inn, and Passport Inn & Suites representations are registered and protected by the U.S. Patent Office.
- ❖ For appropriate use of Brand Logos and colors, please refer to the 'Logo Guide' in Appendix Section A
- ❖ The service mark(s) can only be used as designed by Hospitality International, Inc., and Hospitality International Inc. has the right to remove its service mark(s) from any medium where it is improperly displayed. Improper usage or display of registered service marks, including trade names, specific logo(s) or symbol types or slogans, may constitute a violation under Federal law. This is especially true where no authorization exists for a service mark (logo, symbol, trade name, etc.) to be used.
- ❖ In addition to proper usage of trademarked materials, each Franchisee must include a disclaimer on all printed materials (unless deemed impractical, such as billboards) as noted below:

**'This Facility is Independently Owned and  
Operated Under A Franchise Agreement with  
Hospitality International, Inc.'**