



## We Build Signs Your Guests Can Feel "At Home" With.

Whether your need is one replacement room number or a complete signage program for multiple locations, Identity Group is your single source solution. We have served the hospitality industry for more than 40 years, helping guests enjoy their "home away from home" with our beautiful, durable signs that always live up to your brand expectations and enhance your decor. Let us be your partner in providing guests the 5-star experience you want them to have.



All Of Your Hotel Signage Needs In One Place...

- Room Numbers
- Room ID Signs
- Directional Signs
- Restroom Signs
- Reception Logos
- Meeting Rooms
- Accessible Signs
- Restaurant Signs
- Stairwell/Exit Signs
- Amenity Rules
- State Code Signs
- Local Code Signs
- Evacuation Plans
- Fire Safety Signs
- Parking Notices

**IDENTITY  
GROUP**<sup>SM</sup>

Interior Sign Solutions

## ADA Compliance

*The Americans with Disabilities Act (ADA) sets the standard for sign usage, allowing both the visually impaired and the sighted to efficiently navigate through your hotel. Identity Group can be your authority on ADA requirements, helping your hotel stay compliant by providing signage that meets the needs of all your customers. The results are as beautiful as they are functional.*

## Wayfinding

Our comprehensive services conform to the process established by the Society for Environmental Graphic Design (SEGD) and comply with federal, state, and local codes. After a thorough review of your floor plans, our experienced team can prepare either a quick, budgetary estimate or a detailed signage proposal including proofs and locations of every sign. If necessary, we can even perform a site survey to assess the specific needs of your property. Our exhaustive analysis of ADA requirements and code regulations ensures the most accurate quotes in the industry.



## Design

Our creative team can work closely with your Interior Designers and Architects to provide a sign package that is truly one of a kind. We'll incorporate design cues based on interior finishes such as upholstery, carpets, furniture and wall coverings, as well as the architecture of the building itself. Our custom design capabilities truly set us apart from the competition.



## Manufacturing

Our skilled craftspeople bring your signs to life, using industry-leading processes and techniques, as well as a wide variety of materials. All paint, ink, and digital matches are done in-house, ensuring consistency and quality. We strive to provide precise duplication of artwork, staying true to your brand with a quality, durable product that will last for years to come.

## Installation

Identity Group continues as your complete signage solution by providing installation services for the products we manufacture. Our nationwide network of installers can handle any job, delivering timely service and ensuring your complete satisfaction. Whether union or non-union installation is required, we'll see your project through to the end with the same degree of accuracy and attention to detail we provide designing, quoting, and manufacturing your signage.

## Our Clients Include...

### Carlson Hotels Worldwide

Country Inns & Suites; Park Inn; Park Plaza; Radisson Hotels & Resorts; Regent International Hotels

### Choice Hotels International

Clarion; Comfort Inn; Comfort Inn & Suites; Quality Inn; Rodeway

### Hilton

Conrad; Doubletree; Econo Lodge; Embassy Suites; Hampton; Hilton; Hilton Garden Inn; Homewood; Mainstay Suites; Sleep Inn; Suburban Extended Stay; Waldorf Astoria

### Marriott International

Courtyard; Fairfield Inn & Suites; J.W. Marriott; Marriott Full Service; Marriott Suites; Renaissance; Residence Inn; Ritz Carlton; SpringHill Suites; TownePlace Suites

### Wyndham Hotel Group

Baymont Inn; Days Inn; Hawthorn Suites; Howard Johnson; Knights Inn; Microtel; Ramada; Travelodge; Tryp; Wingate; Wyndham; Wyndham Exchange & Rentals; Wyndham Garden



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