

# Interior Signage Package

Westin Hotels  
& Resorts



## CONTACT US

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**IDENTITY GROUP IS AN  
APPROVED SIGNAGE SUPPLIER**

## NO FEE\* PROJECT SERVICES

- Estimating
- Planning - Wayfinding
- Project Management
- Evacuation Map Development

\* Requires minimum project values

## DESIGN SERVICES AVAILABLE

## COLORS / MATERIALS



Matthews  
28919 Marrone  
Metallic



PMS 432U  
Gray



Rowmark  
311-201A White  
(or Ink to match)

### Sign Materials:

Surface Painted 1/4" Acrylic Backers,  
Backpainted 3/16" P95 Frosted Acrylic Faces

Font: Graphik Starwood Regular

Note: .080 Aluminum Wall Plates  
& Hardware For Installation  
Are Available Upon Request.

Rev. 07-08-2025

## GUEST ROOM SIGNAGE



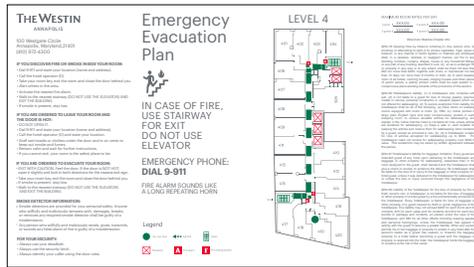
5-1/2" x 5-1/2"  
GRN0606 WES  
Guest Room Number



5-1/2" x 3"  
GRA0603 WES  
Guest Room Descriptors  
(Installed Below Room Number as needed)



5-1/2" x 4"  
GRA0604 WES  
Guest Room Descriptor  
(Installed Below  
Room Number as needed)

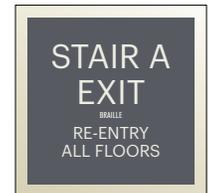


20" x 11"  
FEP2011 WES  
Guest Room Emergency Evacuation Plan  
with Lodging Laws

## IDENTIFICATION SIGNAGE



8" x 8"  
ID0808 WES  
Room Identification  
(Copy varies as needed)



8" x 8"  
STRO808 WES  
Stair ID with  
Re-entry Information



10" x 10"  
ID1010 WES  
Restroom Identification



NOTE: Additional Combinations of Copy/Symbol Layouts are available as needed.



10" x 10"  
ID1010 WES  
Room ID with Hours Information



8" x 8"  
AOR0808 WES  
Area of Rescue ID



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## DIRECTIONAL / DIRECTORY SIGNAGE



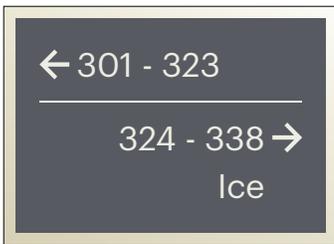
16" x 7"  
DIR1607 WES  
1-2 Line Directional (Public Space)



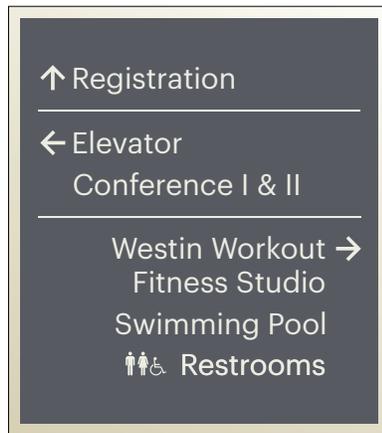
16" x 10"  
DIR1610 WES  
3-4 Line Directional (Public Space)



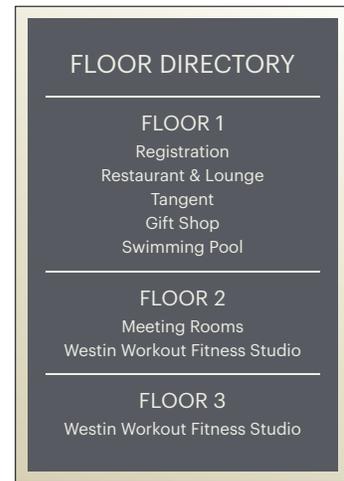
16" x 14"  
DIR1614 WES  
5-6 Line Directional (Public Space)



14" x 10"  
DIR1410 WES  
Directional for Guest Room Floors



16" x 18"  
DIR1618 WES  
7-8 Line Directional (Public Space)



14" x 20"  
DRY1420 WES  
Directory



8" x 8"  
DRY0808 WES  
Directory (located inside elevator cab)

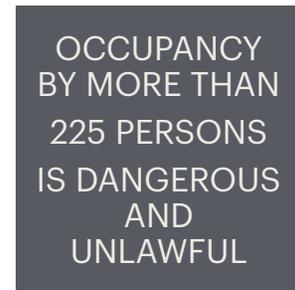
## MEETING / CONFERENCE ROOM SIGNAGE



26" x 36"  
MTG2636 WES  
Events Board with Map and Paper Insert Holders



16" x 16"  
MTG1616 WES  
Meeting Room Identification with Paper Insert Holder



12" x 12"  
MAX1212 WES  
Maximum Occupancy Information

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## MEETING / CONFERENCE ROOM SIGNAGE *cont.*

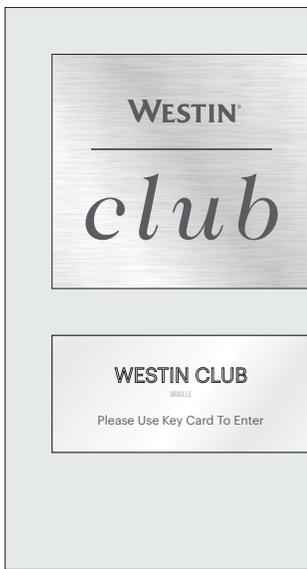
# GRAND BALLROOM

4" Tall Letters  
COM04 WES  
Cut Out Metal Letters  
(Copy varies as needed)

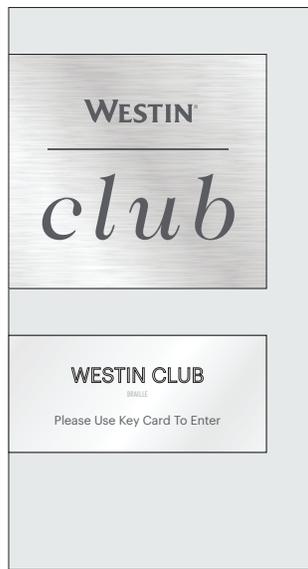


20" x 8-3/4"  
POD2009 WES  
Metal Podium Plaque  
(Logo is property specific.  
Size may vary per podium/logo)

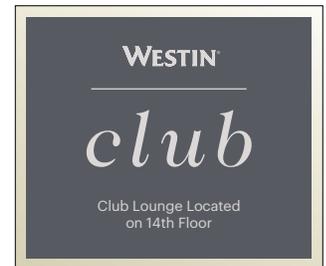
## WESTIN CLUB SIGNAGE



13" x 24"  
CLUB1324L WES  
Westin Club ID sign  
for LEFT side of door

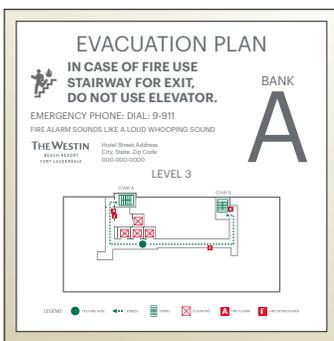


13" x 24"  
CLUB1324R WES  
Westin Club ID sign  
for RIGHT side of door



14" x 12"  
CLUB1412 WES  
Westin Club Info / Directional

## ELEVATOR / STAIR SIGNAGE



14" x 14"  
FEP1414 WES  
Emergency Evacuation Plan  
located at Elevator Banks



5" x 5"  
NS0505 WES  
No Smoking (located  
inside elevator cab)



14-1/2" x 18"  
STR1518 WES  
Interior Stairwell / Discharge Information



8-1/2" x 3"  
STR0903 WES  
Interior Stairwell  
Level Identification

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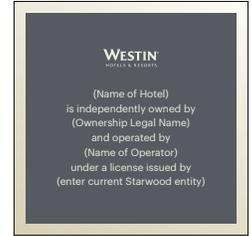
## INFORMATIONAL SIGNAGE



8" x 8"  
IN0808 WES  
Small Informational



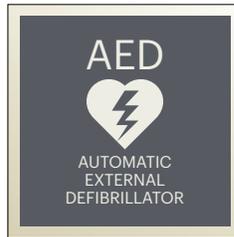
8" x 8"  
IN0808 WES  
Small Informational with Symbol



10" x 10"  
OWN1010 WES  
Owner/Operator Information



10" x 10"  
IN1010 WES  
Medium Informational with Symbol



12" x 12"  
SPG1212 WES  
Starwood Preferred Guest

## BACK OF HOUSE SIGNAGE



7" x 7"  
ID0707 WES  
Back of House Room Identification  
(Copy varies as needed)



9" x 9"  
ID0909 WES  
Back of House Restroom Identification

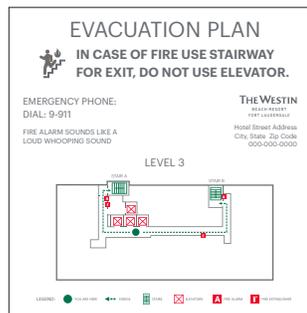
NOTE: Additional combinations of copy/symbol layouts are available as needed.



7" x 7"  
STR0707 WES  
Back of House Stair ID w/  
Re-entry Information



9" x 9"  
AED0909 WES  
Back of House  
AED Informational



13" x 13"  
FEP1313 WES  
Back of House  
Emergency Evacuation Plan  
located at Elevator Banks

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# WESTIN HOTELS & RESORTS

## LOGO SIGNAGE

# WESTIN

5" x 1-1/16"  
PSV0501 WES  
Vinyl Distraction Graphic  
for Glass Doors & Windows  
(Size & Quantity Varies as needed)

38" x 12"  
LOG3812 WES  
Cut Out Metal Lobby Logo (Size as varies as needed)

## POOL AREA SIGNAGE

### POOL RULES

The following rules are for your safety and convenience:

All persons using the pool do so at their own risk. The hotel accepts no liability for any injury, death or loss associated with the use of the pool.

Do not use while impaired by alcohol or drugs.

Appropriate swimwear must be worn in the pool.

Children wearing diapers shall wear rubber pants or "swim diapers" while in the pool.

Only flotation devices provided by the hotel, except small swimming aids, are permitted in the pool.

Horseplay in and around the pool area is not permitted.

Pets are not permitted in the pool area.

No glass in pool or on pool deck.

Children under 16 must be accompanied by an adult.

Running is not permitted in the pool area.

NO LIFEGUARD ON DUTY

**NO DIVING** 

Pool Hours: 7:00 am to 10:00 pm

In case of emergency,  
use phone marked EMERGENCY.

20" x 30"  
POL2030 WES  
Pool Rules

### CHILDREN'S POOL RULES

Notice:  
Parents or others in charge of children

All persons using the pool do so at their own risk. The hotel accepts no liability for any injury, death or loss associated with the use of the pool.

The following rules are for your safety and convenience:

Children in or near the pool must be accompanied and supervised by an adult at all times.

Only flotation devices provided by the hotel, except small swimming aids, are permitted in the pool.

Children wearing diapers shall wear rubber pants or "swim diapers" while in the pool.

Running is not permitted in the pool area.

No glass in pool or on pool deck.

Pets are not permitted in the pool area.

Horseplay in and around the pool area is not permitted.

NO LIFEGUARD ON DUTY

**NO DIVING** 

Pool Hours: 7:00 am to 10:00 pm

In case of emergency,  
use phone marked EMERGENCY.

20" x 30"  
CPL2030 WES  
Children's Pool Rules

### WHIRLPOOL RULES

The following rules are for your safety and convenience:

Enter the whirlpool at railings and steps.

Pregnant persons and those that are not medically fit should not enter the whirlpool.

Children under 16 must be accompanied by an adult.

Do not use while impaired by alcohol or drugs.

Pets are not permitted in the whirlpool area.

Running is not permitted in the whirlpool area.

Appropriate swimwear must be worn in the whirlpool.

No glass containers allowed in the whirlpool area.

Observe a reasonable time limit. A maximum of 10 minutes is recommended.

Long exposures may result in nausea, dizziness or fainting.

All persons using the whirlpool do so at their own risk.

The hotel accepts no liability for the injury, death or any loss associated with the use of the whirlpool.

**CAUTION**

FLOORS MAY BE SLIPPERY WHEN WET

NO LIFEGUARD ON DUTY

**NO DIVING** 

Whirlpool Hours: 7:00 am to 10:00 pm

In case of emergency,  
use phone marked EMERGENCY.

20" x 30"  
SPA2030 WES  
Whirlpool Rules



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## PLEASE NOTE:

State and local codes may require your pool and spa area signage to have certain text, layouts and copy sizes specific to your area.

If code-related signs are needed for your project, we will quote them in place of the brand standard signs.

## POOL AREA SIGNAGE cont.

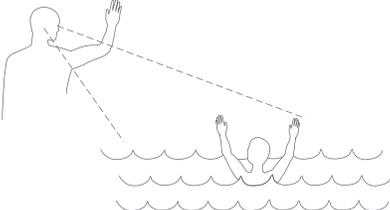
# WARNING:

# No Lifeguard on Duty

40" x 25"  
NLG4025 WES  
No Lifeguard on Duty

## WARNING

### PREVENT DROWNING



### WATCH CHILDREN AT ALL TIMES

20" x 25"  
PD2025 WES  
Prevent Drowning

## WESTIN WORKOUT / FITNESS SIGNAGE

WESTIN *WORKOUT*  
**FITNESS STUDIO**

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**FITNESS STUDIO**

BRALLE

---

Please Use Key Card To Enter  
24 Hour Access

14" x 12"  
FIT1412 WES  
Fitness Studio ID

### FITNESS STUDIO RULES

The following rules are for your safety and convenience:

Consult your physician before exercising and follow his or her advice.  
Improper use of this equipment can result in injury. Use the equipment only for its intended purpose.  
Children under 14 years old must be accompanied by an adult at all times.  
All persons using the Fitness Studio area do so at their own risk.  
The hotel accepts no liability for injury, death or any loss associated with the use of the Fitness Studio facilities.  
Do not exercise while impaired by alcohol or drugs.  
No eating or horseplay is permitted.  
Pets are not permitted in the Fitness Studio area.  
No glass containers allowed in the Fitness Studio area.  
Appropriate fitness attire must be worn.  
Please wipe off equipment after you have used it.

Fitness Studio Hours: 24 Hours

In case of emergency, use phone marked EMERGENCY

10" x 14"  
FIT1014 WES  
Fitness Studio Rules

### GUIDELINES FOR SAFE EXERCISE

**Recommendations & Guidelines**

Your exercise program can be safe and effective if you read and adhere to the following recommendations and guidelines:

Consult with your doctor and obtain proper instruction. This is especially important for persons over 35 years old.

If medical history suggests that you should only exercise under supervised conditions, check first to see that the Fitness Studio is staffed. If supervision is not available, you should not use the facility. If supervision is available, stay within the safe exercise guidelines established by your physician.

Do not strain your exercise routine and have any discomfort or dizziness, stop your exercise program immediately and notify a hotel staff member. Consult with your doctor before resuming any exercise program again.

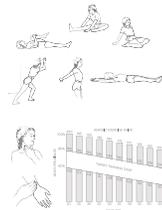
Do not strain your exercise program. Make sure you work at a comfortable pace and don't cause stress or over exertion.

Wear appropriate exercise attire.

**Exercise Workout Guidelines**

Your program should consist of 4 basic components:

- 1. Warm-Up**  
This is a period of 5-10 minutes spent warming up the cardiovascular and muscular systems. First a series of slow stretches should be done followed by the most aerobic exercise: bicycling, walking/jogging, or rowing.  
Do all stretches slowly. Concentrate on keeping your muscles relaxed without strain or tension.  
Do not force the stretching movement. It should not hurt.  
Do not perform any movements in a bouncing manner.
- 2. Aerobic/Cardiovascular Conditioning**  
This exercises the heart and the circulatory system.  
This should last 15-20 minutes where you maintain your heart rate in a range of 60%-85% of your maximum capacity (see chart to right). Recommended activities are swimming, bicycling, rowing or walking/jogging.  
The term "target zone" describes the heart beats per minute which is enough to achieve fitness but not too much to exceed safe limits.  
To find your pulse rate see the diagrams to right.
- 3. Muscular Conditioning**  
This tone exercises the different muscles of the body. These exercises are performed on the multi-station or individual station exercise machines.  
Be sure you are totally balanced with the exercise equipment before you use it. Check with the posted equipment instructions.  
Perform all movements in a moderate and steady manner.  
Perform each movement 8-15 repetitions.  
Do not use a heavy weight. Never strain while performing a movement.  
Breathe normally through the mouth while exercising. Never hold your breath.
- 4. Cool Down**  
This is a period of approximately 5-10 minutes when low level activity and slow stretching are utilized to give the body the chance to recover from the more vigorous response performed during the conditioning parts of the program.



17" x 22"  
EXR1722 WES  
Safe Exercise

PLEASE LIMIT  
USE OF  
EQUIPMENT  
TO  
30 MINUTES

8-1/2" x 11"  
FIT0911 WES  
Time Limit for  
Equipment Use



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## POOL AREA SIGNAGE cont.



11" x 8-1/2"  
FRR1109 WES  
Fitness Studio Restroom ID

NOTE: Additional combinations of copy/symbol layouts are available as needed.

**SAUNA RULES**  
The following rules are for your safety and convenience:

Pregnant persons and those that are not medically fit should not use the sauna.

Do not use while impaired by alcohol or drugs.

Observe reasonable time limit: 10 minutes or until perspiration begins is recommended.

Wear a towel loosely in the sauna.

Pets are not permitted in the sauna area.

Use by anyone under 16 is prohibited.

**CAUTION**  
In case of emergency, use phone marked EMERGENCY

Sauna Rules

**STEAM ROOM RULES**  
The following rules are for your safety and convenience:

Pregnant persons and those that are not medically fit should not use the steam room.

Do not use while impaired by alcohol or drugs.

Observe reasonable time limit: 3 - 10 minutes is recommended.

Wear a towel loosely in the steam room.

Dress when completely dry and perspiration stops or chilling may occur.

Pets are not permitted in the steam room area.

Use by anyone under 16 is prohibited.

**CAUTION**  
In case of emergency, use phone marked EMERGENCY

Steam Room Rules

**LOCKER ROOM RULES**  
The following rules are for your safety and convenience:

The hotel is not liable for any loss associated with the use of the locker room, e.g., articles of clothing, valuables, etc. Store all valuables in your guest room safe or in hotel safe deposit box.

Do not leave any items in the lockers overnight.

Do not leave valuables in locker.

Take locker key with you.

**CAUTION:**  
Shower floors may be slippery when wet.

In case of emergency, use phone marked EMERGENCY

Locker Room Rules

**LOCKER INSTRUCTIONS**

**TO LOCK**  
Press the "C" key  
Enter any four digit code of your choice  
Press the key symbol to lock  
The red "LED" will flash when locked

**TO UNLOCK**  
Press the "C" key  
Enter the four digit code you locked it with  
Press the key symbol to unlock

Locker Instructions

**TELEVISION INSTRUCTIONS**

**TO BEGIN USING THE VIDEO MONITOR FOLLOW THESE SIMPLE STEPS**

1. Insert your headphones into the receiver jack mounted to the cardiovascular equipment.
2. Use the channel selector (up/down arrows) to select the television station you would like to view.
3. Adjust the volume with the volume buttons.

Television Instructions

8-1/2" x 11"  
WW0911 WES  
Westin Workout Informationals

## WESTIN WORKOUT FITNESS STUDIO

48" x 48" (approx.)  
PSV4848 WES  
Vinyl Graphics for Fitness Studio Glass Door  
NOTE: Size may vary based on size/configuration of doors

### PLEASE NOTE:

Based upon the needs of your specific hotel, additional sign types may be required.

Please contact us if you need signs for additional amenities that are not addressed in this brief brochure.



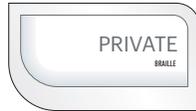
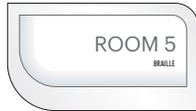
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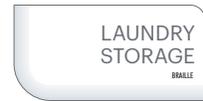
## HEAVENLY SPA SIGNAGE



8" x 4-1/2"  
HSID0805 WES  
Heavenly Spa  
1 Line ID (For rooms used by guests)



8" x 4"  
HSID0804 WES  
Heavenly Spa  
1-2 Line ID (For rooms not used by guests)



8" x 5-1/2"  
HSID0806 WES  
Heavenly Spa  
2 Line ID (For rooms used by guests)



7" x 4"  
HSQU0704 WES  
Heavenly Spa  
Quiet Zone



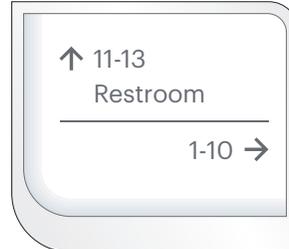
6" x 3"  
HSCP0603 WES  
Heavenly Spa  
Cell Phones Prohibited



8" x 7-1/2"  
HSRR0808 WES  
Heavenly Spa  
Restroom/Locker ID



NOTE: Additional combinations of copy/symbol layouts are available as needed.



12" x 10-1/2"  
HSDR1211 WES  
Heavenly Spa  
Directional



Sauna Rules



Locker Room Rules



Steam Room Rules

8-1/2" x 12"  
HSIN0912 WES  
Heavenly Spa  
Rules Informationals

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## HEAVENLY SPA SIGNAGE *cont.*

### WHIRLPOOL RULES

The following rules are for your safety and convenience:

- Enter the whirlpool at railings and steps.
- Pregnant persons and those that are not medically fit should not enter the whirlpool.
- Children under 16 must be accompanied by an adult.
- Do not use while impaired by alcohol or drugs.
- Pets are not permitted in the whirlpool area.
- Running is not permitted in the whirlpool area.
- Appropriate swimwear must be worn in the whirlpool.
- No glass containers allowed in the whirlpool area.
- Observe a reasonable time limit. A maximum of 10 minutes is recommended.
- Long exposures may result in nausea, dizziness or fainting.
- All persons using the whirlpool do so at their own risk.
- The hotel accepts no liability for the injury, death or any loss associated with the use of the whirlpool.

### CAUTION

FLOORS MAY BE SLIPPERY WHEN WET

NO LIFEGUARD ON DUTY  
NO DIVING 

Whirlpool Hours: 7:00 am to 10:00 pm

In case of emergency,  
use phone marked EMERGENCY.



21" x 12"  
HSEN2112 WES  
Heavenly Spa  
Entrance Sign

20" x 27"  
HSWP2027 WES  
Heavenly Spa Whirlpool Rules Sign  
(Use only for whirlpool located inside Heavenly Spa)



42-1/2" x 22"  
HSFD4322 WES  
Heavenly Spa  
Front Desk Logo