



# BRANDING & CREATIVE

## LOOK BOOK

**HILTON**  
GRAND VACATIONS





# INTRODUCTION

**In 2017,** Hilton Grand Vacations became a public, independent company listed on the NYSE, the same year it celebrated its 25th anniversary. Hilton Grand Vacations also expanded its footprint by opening new properties and announcing partnerships for new resorts and more inventory in existing markets and new destinations.



All these milestones captured the attention of our marketplace in a variety of ways. And they were communicated through innovative creative solutions and resources in the areas of content, graphics and identity provided by Branding & Creative.

Throughout this book, you'll discover how this team met the creative needs of our company in fresh and dynamic ways during this time of evolution.





## REORGANIZATION AND EXPANSION

*In 2017, the Branding & Creative Team restructured our team to meet the expanding creative needs of our company.*

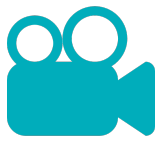
Our new structure has dedicated senior Team Members leading functional areas in Business Relations & Account Management, Creative & Content Strategy, and Brand Strategy & Analysis to handle HGV's companywide and regional creative efforts, which have grown exponentially in a year's time.

	2016	2017	VARIANCE	INCREASE RATE
TOTAL NUMBER OF CREATIVE PROJECTS	1,963	2,194	231	112%



Our team added new capabilities, services and resources in 2017.

## NEW CAPABILITIES



### **Video**

Dedicated multi-media producer to provide:

- Videography
- Photography
- Editing services
- Asset management
- Video content creation



### **Content Strategy**

- Content concepting and planning
- Content creation
- Governance of content lifecycle



### **Brand Strategy and Analysis**

- Overseeing companywide corporate initiatives
- Strategic planning
- Reporting on key performance indicators
- Examining trends and competitor analysis

## NEW RESOURCES



**HGV Brand Studio Design Portfolio**

**Content Central**

**HGV Custom Template Generator**

**E-Books**

**Cinemagraphs**

**Mood Boards**

# NEW GRAPHICS

*Laying the foundation for a lasting impression*



25th-anniversary themed logo with tagline developed for use on anniversary promotions for internal and customer-facing collateral.

**HILTON**  
GRAND VACATIONS

Corporate logo developed in conjunction with the corporate brand and designed for use on Team Member, media, investor, and other non-consumer applications.

WHERE T<sup>Ö</sup>?

Wordmark created to brand HGV's official blog.



Wordmark created to brand a variety of learning content to help Club Members make the most of their Hilton Grand Vacations Club membership.



Wordmark developed for the on-site grab-and-go food outlets for several HGV properties.



Property logo developed for Hilton Grand Vacations



# AND IDENTITIES

*n begins with guidelines, tools and resources.*

## LOBBY BAR

Wordmark developed for the new lobby bar that recently opened at Hilton Grand Vacations on the Boulevard.



Brandmark developed for last year's annual leadership summit for HGV's executives.

Hilton Grand Vacations Club  
OCEAN TOWER  
HAWAII

Developed for Ocean Tower by  
Hilton Grand Vacations Club.



Brandmark created for HGV's companywide Summer of Appreciation recognition campaign collateral used to express gratitude to Team Members.



THE BAY FOREST  
ODAWARA  
HILTON CLUB

Property logo developed for  
The Bay Forest Odawara by Hilton Club.

# PHOTOGRAPHY

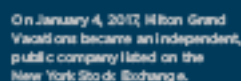
*Picture-perfect photographs bring big visual impact to our brand.*











Please accept this piece of the banner that flies on Wall Street as a keepsake of this exciting achievement – a time in *WGV* history you'll forever be a part of.



## OUR VISION

inspiring people to go further  
and share more.

## OUR MISSION

By putting people first, we will ensure Team Members become family, guests become Owners, and Owners become the heart of everything we do.

## OUR VALUES

**Passion**  
We're passionate about delivering exceptional experiences.

**ABC TV**  
We do the right thing all the time.

**LEADERSHIP**  
We're leaders in our industry and in our communities.

**WORK**  
fire beats played in everything we do.

**CSHP**  
line the owners of our actions and decisions.

operate with a sense of urgency and resolve.



**We're Celebrating**  
**25 Years**

## AND COUNTING

THANKS FOR MAKING YOUR JOURNEY  
A PART OF OURS!

## You're Invite

As another successful year comes to a close, and we're celebrating our 25<sup>th</sup> anniversary, the Hilton Grand Vacations' executive committee invites you to an evening of celebration.



Join us for  
*food, fun, and festivity*

Thursday, December 14, 20

Wilton Orlando Bonnet Creek  
WCOO Bonnet Creek Resort Lake  
Orlando, FL 32829

Active should be work appropriate  
Self speaking is complimentary







YOUR  
*shine*  
MAKES EVERYTHING BRIGHTER!



MAKING MEMORIES



Cheers to 25 years, and here's to you!



we Cared





# PRINT MATERIALS

## VACATION DISCOVERY GUIDE 2018



Hilton Grand Vacations  
A vacation time of year



## バケーション・ディスカバリー・ガイド2018

Hilton Grand Vacations  
A vacation time of year



## WHY PARTNER WITH US

Through this program, we can deliver meaningful content and help you build your Hilton brand awareness and drive more traffic to your property.

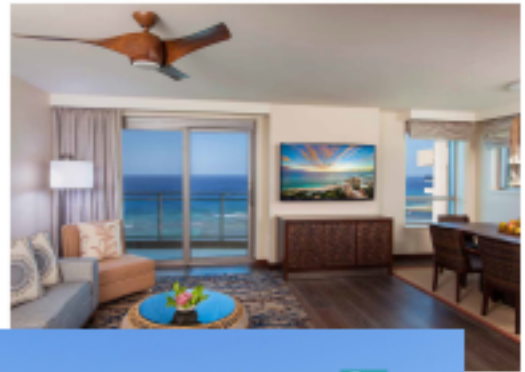
Best of all, participating in this program offers a number of benefits for your property, including:

- Great and targeted content delivered through the guide
- Free email distribution and social media promotion
- Additional opportunities to reach the hotel's audience
- Information on your property and the area's top attractions
- Best practices and information on special events and offers
- Tips and tricks for Hilton Grand Vacations and its members
- Exclusive guide to the area's top attractions and events
- Collaborative opportunities with other properties



## PARADISE FROM A NEW PERSPECTIVE

Find all the new tropical bliss and island life here



Experience the ultimate in tropical luxury with our new Penthouse Suites. These exclusive residences offer a new perspective on island life, with stunning views, world-class amenities, and personalized service. Find all the new tropical bliss and island life here.

## THOUGHTFUL TOUCHES AROUND

Find a range of resources to help you make the most of your stay







...the ...

equation

## BY HILTON GRAND VACATIONS

總編輯：李國華 副總編輯：李國華 李國華

자료출처: 2011년 10월 10일자, 서울신문 1면 10기사를 참조

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1. 本報告係根據「行政院」及「僑務委員會」之委託，由本會承接辦理，所有資料均經核對無誤。

Financial records will be reviewed on a regular basis by the U.S. District Court. Funds will be deposited in a trust account for the benefit of the children.

Reseller/Retailer participating in the program must be a U.S. citizen. Reseller/Retailer Sales are not required. Reseller/Retailer sales to Reseller/Retailer Customers are not required.

**PLEASE NOTE:**  
 Contents do not apply to policies from Home, National or other parties greater than 4 people.

THIS ADVERTISEMENT IS NOT GUARANTEED FOR THE PURPOSE OF SOLICITING SALES OF TRAVEL INSURANCE. THE COMPLETE OFFERING TERMS ARE IN OUR OFFERING MEMORANDUM, WHICH MAY BE OBTAINED.

200 a.m. – Arts and Crafts Creations: Paracord Bracelets  
Location: Activity Center • Fee: \$4 • Passport Points: 10  
Support local military families by making Paracord bracelets –  
a to-keep-for-yourself, another to go in an Operation:  
Stitch to Support military care package.

00 a.m. - 1:00 p.m. - **Sharks and Mermaids A la Carte\***  
 Lesson: **Male Red Dye** • **Age:** (20, 25) • **Passport Points:** You  
 can swim like a shark or mermaid! Tails, fins and costumes  
 provided, along with instruction for an hour-long  
 semester adventure featuring a variety of activities.

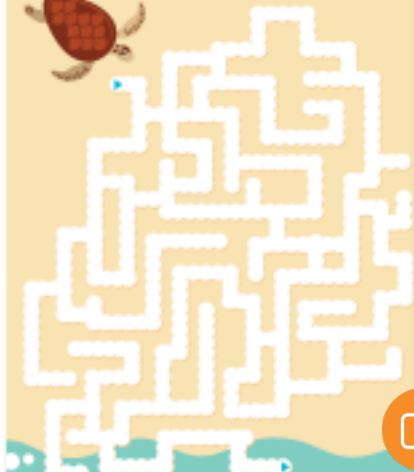
7:00 p.m. — **The Hot-So-New Awards Game Show**  
 Hosts: Mike Rod Denz & Ric Comp Benimory • Passport Points: 2  
 How well do you know your better half? Settle it out against  
 our sweet guests, and now the best couples in!

10 p.m. — Beach Blanket Bingo  
 when: Main Reef Deck • No.: 370,5 cards • Passport Points: 10  
 ten for your lucky numbers for the chance to win  
 prizes, including towels, pool toys, beach bags, and other  
 vacation goodies.

6 p.m. - Dance Lessons  
 Men: Male Red Deck • Fee: Complimentary • Passport Points: 2  
 Join our professional dance instructor to learn how to put your  
 feet forward. No experience necessary.

10 p.m. – The Night Trivia  
 Admission: Male \$10.00 • Rec: Complimentary • Passport Points: 2  
 Test your brain as you answer tough questions  
 from our Recreation Team while enjoying refreshments at  
 our bar.

more fun than to do an Everyday Events at the beginning of the game!



## HILTON GRAND VACATIONS®



### CLIMATE EXPERIENCE

Grand Bay visitors can enjoy a 70% discount on paid guided tours in this culture. Visit now! Grand Bay visitors can also enjoy a 70% discount on paid guided tours in this culture. Visit now!

Discounts do not apply to pre-fee revenue and may vary in different national jurisdictions.

THESE QUESTIONS CANNOT BE ANSWERED WITHOUT THE PURPOSE OF COLLECTING DATA ON THAT SUBJECT. INTERESTED COMMUNITY OR POLITICAL GROUPS SHOULD BE INFORMED OF ANY SUCH RESEARCH AND OF THE RESEARCHERS' INTENTIONS.

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#### PARTICIPATING PARTNERS

Hilton Grand Vacations

## WASHINGTON, D.C. (UPI) — SENATOR BARRY GOLDWATER, R-ALAB., SAYS HE WOULD NOT SIGN A CONSTITUTIONAL AMENDMENT TO LIMIT THE FEDERAL GOVERNMENT'S POWER TO REGULATE COMMERCE.

and the other two are the same as in the previous case.

[illegible]

Hilton Grand Vacations Club  
at SEAWORLD  
Orlando



# FUN IN THE SUN PASSPORT

## ON-SITE ACTIVITIES & EVENTS





# DIGITAL SPACES

GREETINGS FROM ...

## THE BIG ISLAND OF HAWAII

Spring has sprung and, on the Big Island of Hawaii, that means it's time for some of nature's most dazzling displays. From sparkling surf to multicolored blooms and tropical wildlife, every corner of this storied Isle comes alive during this special season, and so will you. *Awaken your spirit of aloha by clicking through our Hawaii vacation-planning guide, then book your travel dates, take off for Waikoloa, and prepare to come home with a little spring in your step.*

**BOOK YOUR TRAVEL DATES: 888-963-3380**





### 5 WAYS TO PEEP HAWAII'S NATURAL BEAUTY

Unplug from the daily grind and reconnect with nature by surrounding yourself with the sights, scents and sounds of the tropics on these inspiring Big Island outdoor excursions.

- Meditate at the Palisades Gardens
- Stop and smell the roses at Hawaii Tropical Botanical Garden
- Spot a rare species at Kipuka Puukolo Bird Park
- Take a breath on the Mauna Kea scenic drive
- Hike the picturesque Kilauea Ice Trail



### THE BEST POKE BOWLS ON THE BIG ISLAND

You may have encountered it on the mainland, but there's no better place to savor the freshest raw fish salad bowls than in its birthplace. Taste the difference by trying these exotic renditions for yourself.

- Do Big Bowl at Umeke's Fishmarket Bar & Grill
- Lito Wagon at Umeke's
- Furukani Ahi at Lavo Bowls
- Create Your Own Poke Plate at Do Poke Shack
- Spicy Poke at Hole 'A Do Fish House

**HILTON CLUB NEW YORK**

## ELEVATED SCROLL

MAY 2018

### What's Calendar Worthy

Welcome to Elevated Scroll, the e-newsletter devoted to keeping Hilton Club Members in the know. Each month, Elevated Scroll delivers a snapshot of featured Elevated Rewards partner experiences and Member-exclusive events happening in the city, straight to your inbox.

**15% OFF**

Discover the City's Best-Kept Secret at 21 Club




One of the city's swankiest landmark restaurants is back in all its glory after undergoing extensive renovations to its celebrated space. Follow the crowd to 21 Club for its grand re-opening this month where you can enjoy a stiff drink and sophisticated meal in the mural-lined dining room decorated with special treasures of days gone by, including tributes to the restaurant's speakeasy heydays.

Discount valid on both food and beverages. Must present Elevated Rewards card at time of purchase.


**BOTTOMS UP -**




We take your fun seriously, which is why our Club Member Education Workshops offer:



A little downtime to get to know other Club Members




Exciting giveaways including Bonus Points, RCI Stays, gift baskets and more



Receptions with light bites and adult refreshments



Discounted room rates at conference hotel locations where our workshops are held



## YEAR IN REVIEW: CLUB MEMBER EDUCATION WORKSHOP HIGHLIGHTS

For the past year, we journeyed from coast to coast bringing a new education series to select cities near our Club Members.

Our goal was simple — help Members take off on more of the journeys they dream about by demonstrating how they can maximize their Club membership. But our agenda for these interactive learning events was jam-packed.

[WATCH HOW WE ROLLED! >](#)



*You're Invited*

### Club Member Education Workshop

Saturday, June 23, 2018

Morning Session | 9:00 a.m.  
Afternoon Session | 3:00 p.m.

Embassy Suites by Hilton  
Chicago Downtown Magnificent Mile  
511 North Columbus Drive,  
Chicago, IL 60611  
~Complimentary Parking\*~  
scroll down for more





**PACK**  
FOR SUNNY DAYS  
*and memorable moments*



#HGVTravel

**WEAR THIN LAYERS**  
for temperature control.



#HGVTravelHacks

HOW TO  
**CATCH SOME**  
**Zzz's**  
ON A PLANE



#HGVTravelHacks

WHAT'S YOUR  
**VACATION**  
*Destiny?*



**SCREENSHOT**  
TO FIND OUT!  
READY?

SIP  
**HOT**  
**COCOA**  
IN  
**UTAH**

Mostly C's:  
**LAS VEGAS**

Live it up on the Strip at  
**Elara,**  
*a Hilton Grand Vacations Club.*





L17 Video

Facebook Sizzle Reel



Sizzle Video - Elara



Sizzle Video – The Grand Islander

Year in Review Video

Mini Meals

