



BY MARRIOTT

# interior signage specifications

globaldesignstrategies

signage specifications  
december 2025

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# Legal Disclaimer

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## Interior Signage Specifications

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These documents are intended to serve as a starting point for complete design to be performed by licensed professionals. They have been prepared with the sole purpose of conveying the brand benchmark for this particular product only. The architect, engineer, designer or any other design professional of record is responsible for compliance with any and all laws or regulations of any type or description governing the proposed construction.

These design guidelines may be altered, amended or supplemented by Marriott in its sole discretion from time to time. It is your responsibility to familiarize yourself with the contents of the Design Guidelines and to keep yourself apprised of any and all updates to it on <https://lobo.marriott.com>.

In the event of any inconsistency or conflict between a provision in these Design Guidelines and any federal, provincial, state or local statute, regulation, order or other law, such law will supersede the conflicting or inconsistent provision(s) of these Design Guidelines in all properties subject to that law. All owners/developers should seek independent legal counsel for advice concerning application of and compliance with any applicable law.

# Overview

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This document provides the information to assist in obtaining Marriott International approved brand standard signage for your property. These standards are intended to promote brand unity and to reflect the quality and image of the Marriott International brand. The specifications focus on interior sign requirements with exterior signage limited to various pool, parking and informational elements. Any deviation from these specifications requires review and approval by your Marriott Global Design contact. These specifications will provide you a basic understanding of the interior signage requirements. This document is not anticipated to provide all the knowledge required for successful signage project execution.

## New Builds, Conversions & Renovations

Signage for your facility is an integral part of the Guest experience while promoting the brand. Signage is also required for occupancy as there are numerous Life Safety codes to adhere to. Accessibility compliance and other safety communication elements are also required. The detailed planning and code requirements for your property can best be achieved by utilizing professional planning. Planning may be obtained from our accepted sign suppliers.

**The following steps are a guide to the sign planning process:**

- Review of property plans
- Determination on local code requirements
- Understanding of ADA
- Understanding of brand standards
- Wayfinding and Orientation planning expertise
- Planning and documentation of specific sign requirements
  - Message schedule development
  - Location Plan development
- Estimating
- Evacuation map development
- Project Management

## Maintenance Updates

Sign replacement may be required as you maintain your property. Contact an accepted sign supplier for these maintenance and smaller renovation/construction signage requirements. Refer to Lobo for a list of accepted sign suppliers.

## Sign Categories

Signage requirements can more easily be understood and selected by understanding the various sign categories, covered in depth on the following pages.

- Identification (general and guest rooms)
- Directional / Wayfinding
- Informational
- Life Safety & Loss Prevention
- Guest Services (Pool, Fitness, etc)
- Specialty
- Exterior and Miscellaneous

# Accessibility

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Only accepted sign suppliers can manufacture signage for Marriott properties. The accepted sign suppliers are responsible for Regulation Compliance including, but not limited to, the Americans with Disabilities Act, NFPA, ICC, ANSI, and state and local codes. The signage manufacturer, in the event dual language signage is required, is responsible for translations and signage layout complying with local codes for the location of the property.

For detailed requirements regarding ADA compliance in the U.S. and U.S. territories, see [www.ada.gov](http://www.ada.gov). Outside the U.S. and U.S. territories, be sure to follow local jurisdiction requirements. Always review detailed requirements regarding ADA compliance in the U.S. and U.S. territories, because they are always changing.

## ADA Signage Requirements Address

- Adequate text sizes
- Sufficient message and background contrast
- Provision of tactile copy and Grade II Braille

## Permanent Room ID Signs

All signs that designate permanent rooms and spaces whose function will not change must comply with the ADA and ICC signage guidelines. Room ID signs are required by federal and state law: ICC A117.1 - 2009, § 703.

### Examples Of Permanent Rooms & Spaces:

Guest Room ID, General Room ID, Stairs, Restrooms, Meeting Rooms, etc.

### Tactile/Visual Character:

Permanent room ID signs require both visual and tactile characters. Either one sign with both or two separate signs shall be provided. Tactile restroom signs are required by federal and state law: ICC A117.1 - 2009, § 703. CA All Gender Door Signs are required by California Building Code: 11B-703.7.2.6.

### Scope of ADA:

The ADA signage guidelines are primarily intended to make facilities accessible to the blind and visually impaired. These guidelines specifically apply to the U.S. and all U.S. territories. Properties outside the U.S. must comply with local laws.

### Overview:

All existing and new signage should be surveyed to verify compliance with these guidelines. All signage that does not meet the guidelines specified in this manual should be replaced.

## Directional/Informational Signs

All signs providing direction to, or information about, functional spaces of the building or site must comply with ADA and ICC signage guidelines. Directional signs are required to meet the visual standards under accessibility guidelines. Overhead signs are not required by accessibility guidelines; but if used, these signs must comply with the visual standards (ICC A117.1 - 2009, § 703.2).

### Examples of Directional/Informational Signs:

Public Space Directional, Guest Corridor Directional, Elevator Directory, No Smoking Signs, Caution & Warning Signs, etc.

### Visual Characters:

Directional/Informational signs require only visual characters. Tactile graphics and Braille are NOT required.

### Accessible Entrance:

The Accessible Entrance sign and its various versions are required by accessibility guidelines for applicable locations (ICC A117.1 - 2009, §703.6.3.1).

# Overall Design

The materials, colors, finishes and fonts shown here are required to meet the brand standards required by StudioRes by Marriott.

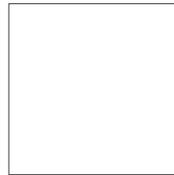
## Finishes & Graphic Colors

### Front Piece Color



.125" Thick Heavy Matte  
Acrylic Subsurface PMS 533C

### Graphic Color



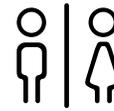
S02 White

## Fonts

### Avenir Lt Std 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

## Symbols



## Notes

Refer to technical drawing specs for detailed production information such as dimensions, fabrication materials, and mounting hardware.

# Room Identification

These signs are used and required by ADA to identify all permanent rooms and spaces. ADA requires these signs to have upper case, tactile letters with corresponding Braille translations for the room title. They also have specific mounting requirements to be compliant, see appendix for additional information.



**Guest Room Number**  
6"h x 3"w



**Corridor Room Identification**  
3.875"h x 8.5"w



**1-2 Line Room Identification**  
3.875"h x 8.5"w



**2-3 Line Room Identification**  
5.4375"h x 12.875"w



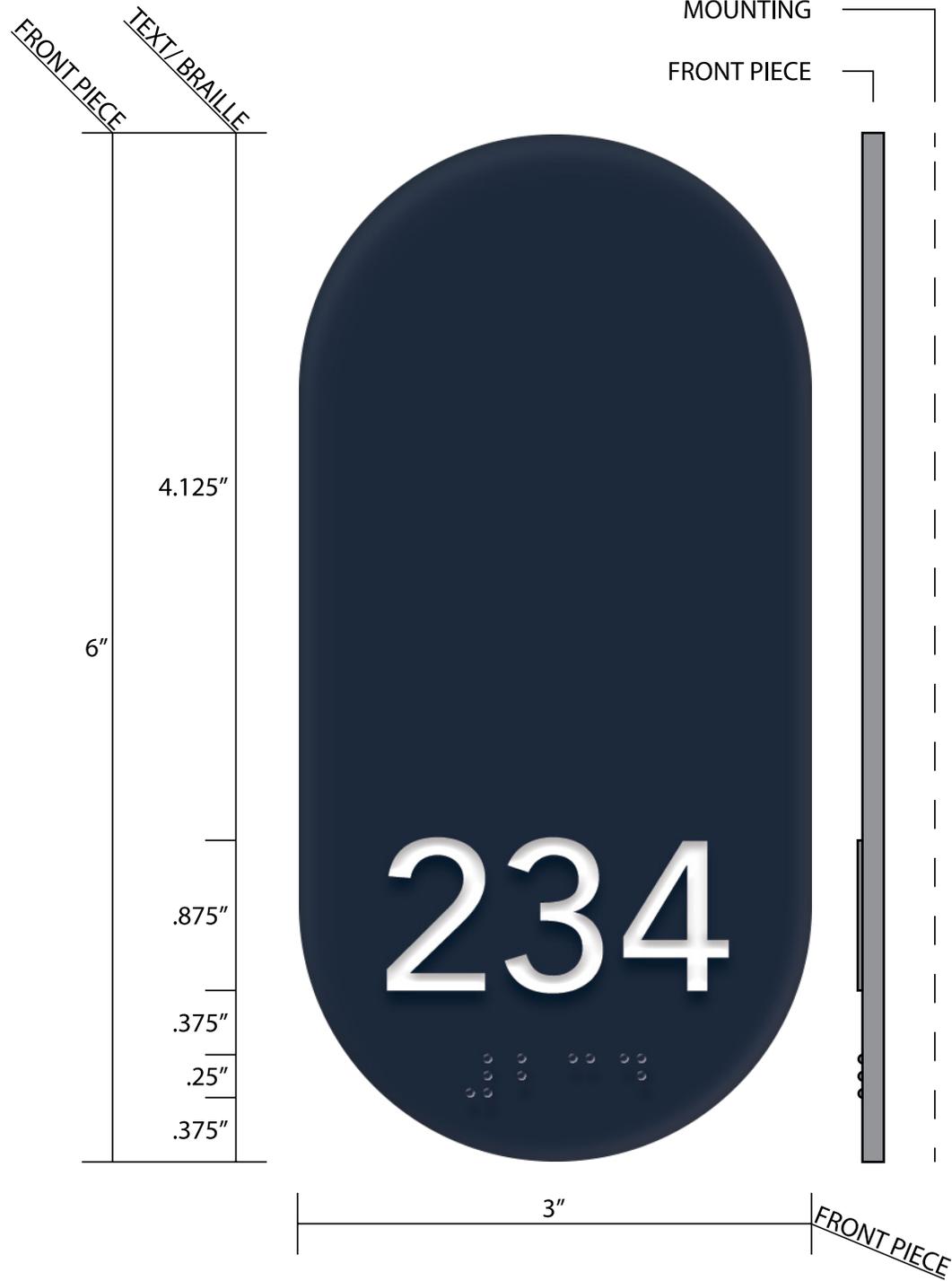
**3-4 Line Room Identification**  
7.375"h x 12.875"w



**Room Identification with Hours**  
5.4375"h x 12.875"w

room identification signs

Guest Room Number  
6"h x 3"w



1-2 Line Room Identification  
3.875"h x 8.5"w



# Restroom Identification

Restroom wall signs must meet the requirements of the ADA in both sign design and placement (see appendix). Signs in California and New York have additional signage requirements. Consult your sign supplier for additional information.



**Women's Restroom**  
11"h x 8.5"w



**Men's Restroom**  
11"h x 8.5"w



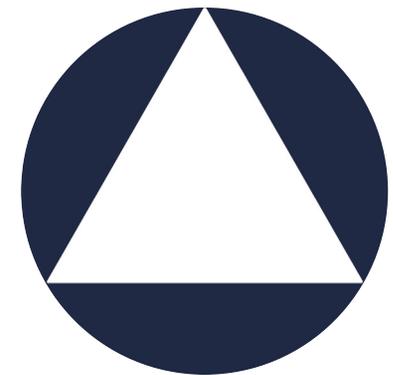
**Unisex Restroom**  
11"h x 8.5"w



**All-Gender Restroom**  
12.1875"h x 8.5"w



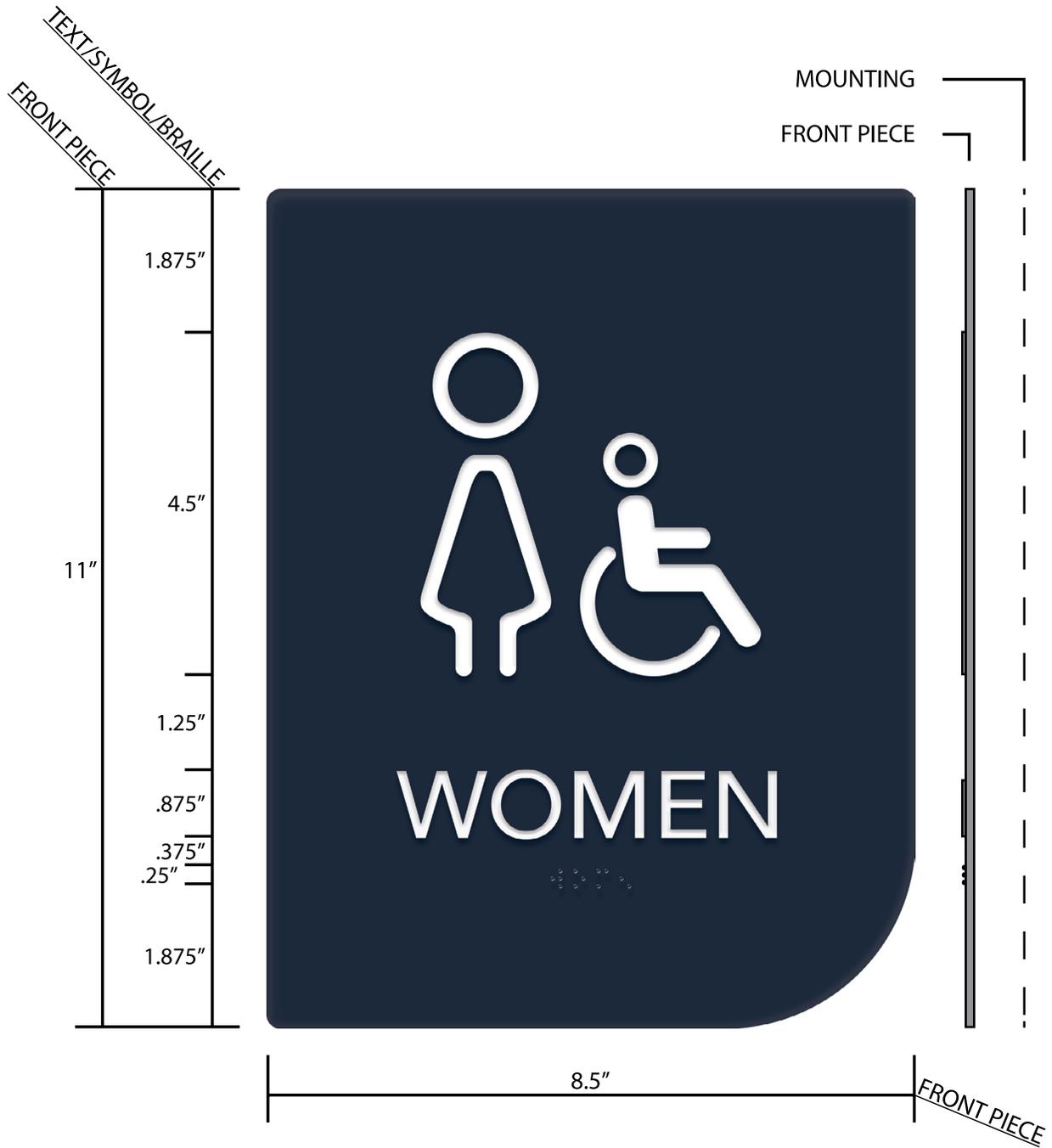
**CA All-Gender Door Sign  
for dark colored doors**  
12"h x 12"w



**CA All-Gender Door Sign  
for light colored doors**  
12"h x 12"w

restroom identification signs

Women's Restroom  
11"h x 8.5"w



# Directional/ Wayfinding

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There are numerous layouts available to address the quantity of destinations at any given point. Locations should be placed in similar directional groupings utilizing a singular arrow. Destinations should be organized by room sequence followed by locations listed in alphabetical order. Review of specific properties may require additional or modified layouts.

- < Rooms 201-224
- > Rooms 225-241

**1-2 Line Directional**  
4.875"h x 11.875"w

- < Rooms 201-224
- > Rooms 225-245
- > Elevator
- > Guest Laundry

**3-4 Line Directional**  
7.375"h x 11.875"w

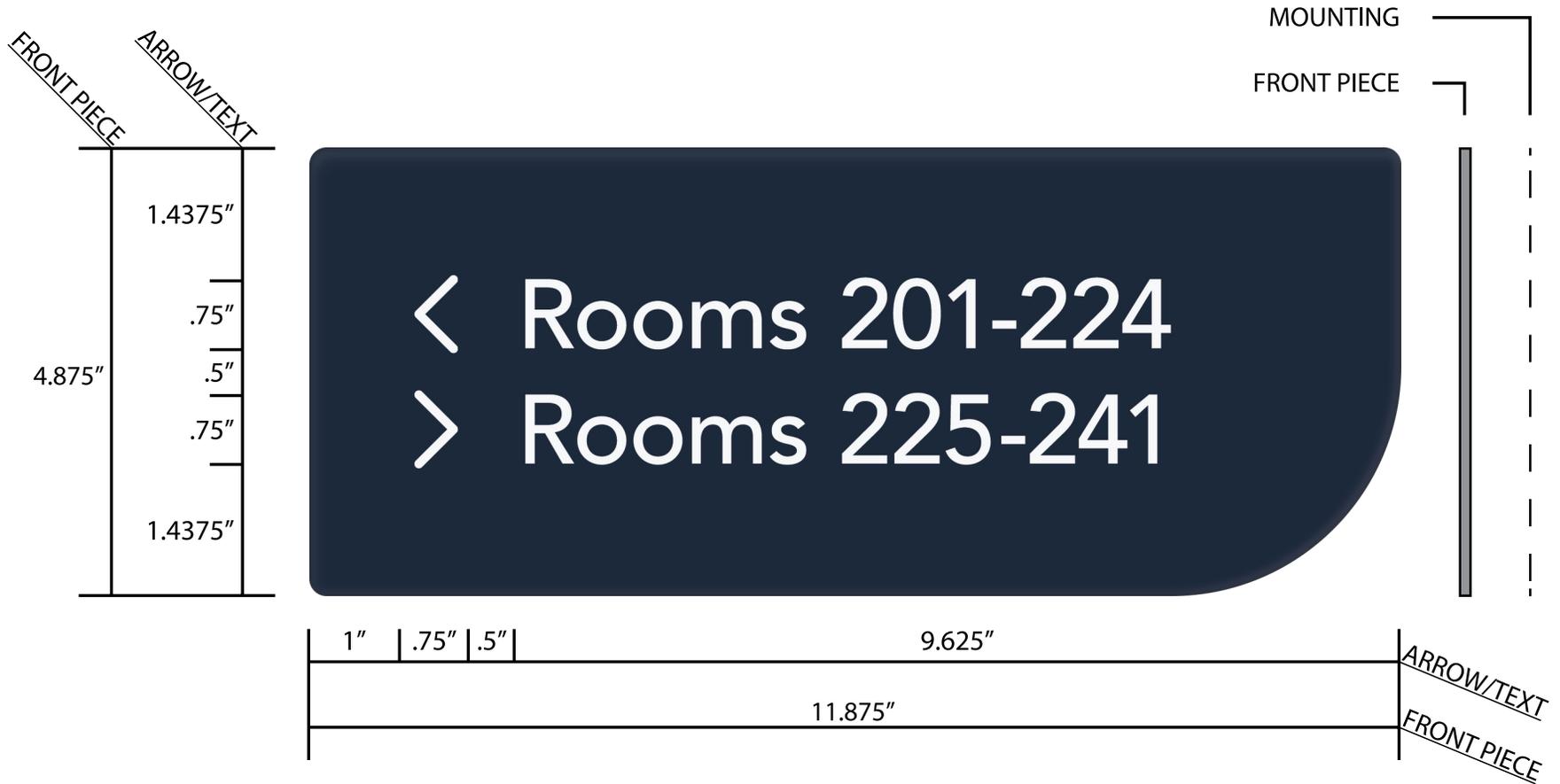
- < Rooms 201-224
- > Rooms 225-245
- > Elevator
- > Fitness Center
- < Guest Laundry

**5 Line Directional**  
8.625"h x 11.875"w

- < Rooms 201-224
- > Rooms 225-245
- > Elevator
- < Exit Stairs
- > Fitness Center
- > Guest Laundry
- > Ice & Vending
- < Parking

**7-8 Line Directional**  
12.875"h x 11.875"w

1-2 Line Directional  
4.875"h x 11.875"w



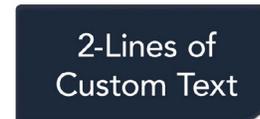
# Informational

These signs provide additional information about the property and its various amenities, policies and regulations. The text examples are approved verbiage. Additional or alternative text may require approval by your Brand representative.

The Maximum Occupancy sign is required to meet the specifications set forth within the respective state fire code.



Maximum Occupancy  
6"h x 8.5"w



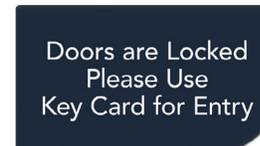
Custom 1-2 Line General Info  
3.875"h x 8.5"w



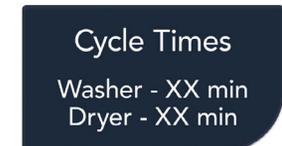
Custom 4 Line General Info  
6"h x 10.75"w



For Assistance Lift Handset  
6"h x 8.5"w



Use Key Card  
6"h x 10.75"w



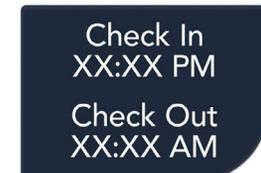
Laundry Cycle Times  
6"h x 10.75"w



Under Surveillance  
6"h x 10.75"w



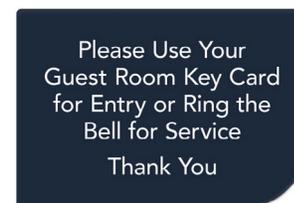
Elevator Inspection  
6"h x 10.75"w



Check In/Check Out Hours  
6"h x 8.5"w



Smoke Free Building  
6"h x 8.5"w



Use Guest Room Key Card  
7.375"h x 10.75"w



Use Guest Room Key Card  
7.375"h x 10.75"w

# Informational



**Accessible Directional**  
6"h x 10.75"w



**Custom 8 Line General Info**  
12.75"h x 11.875"w



**Fire Pit Warning**  
5"h x 7"w (Sandblasted)



**Owner Operator Plaque**  
11"h x 11.5"w



**Owned & Operated By Plaque**  
7.375"h x 12.25"w



**Debit Card Easel**  
6"h x 8"w



**Door Bell Switch**  
3.875"h x 8.5"w



**Door Bell Button**  
3.875"h x 8.5"w



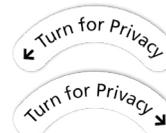
**Use Key Card**  
3.875"h x 8.5"w



**For Assistance**  
3.875"h x 8.5"w

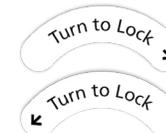


**Employee Wash Hands**  
7.375"h x 11.875"w



for use with Automatic Dead Bolt (ADB)

**Deadbolt Decals**  
1.2"h x 3"w



for use with Manual Dead Bolt (MDB)



**Sprinkler Warning**  
3"h x 3"w

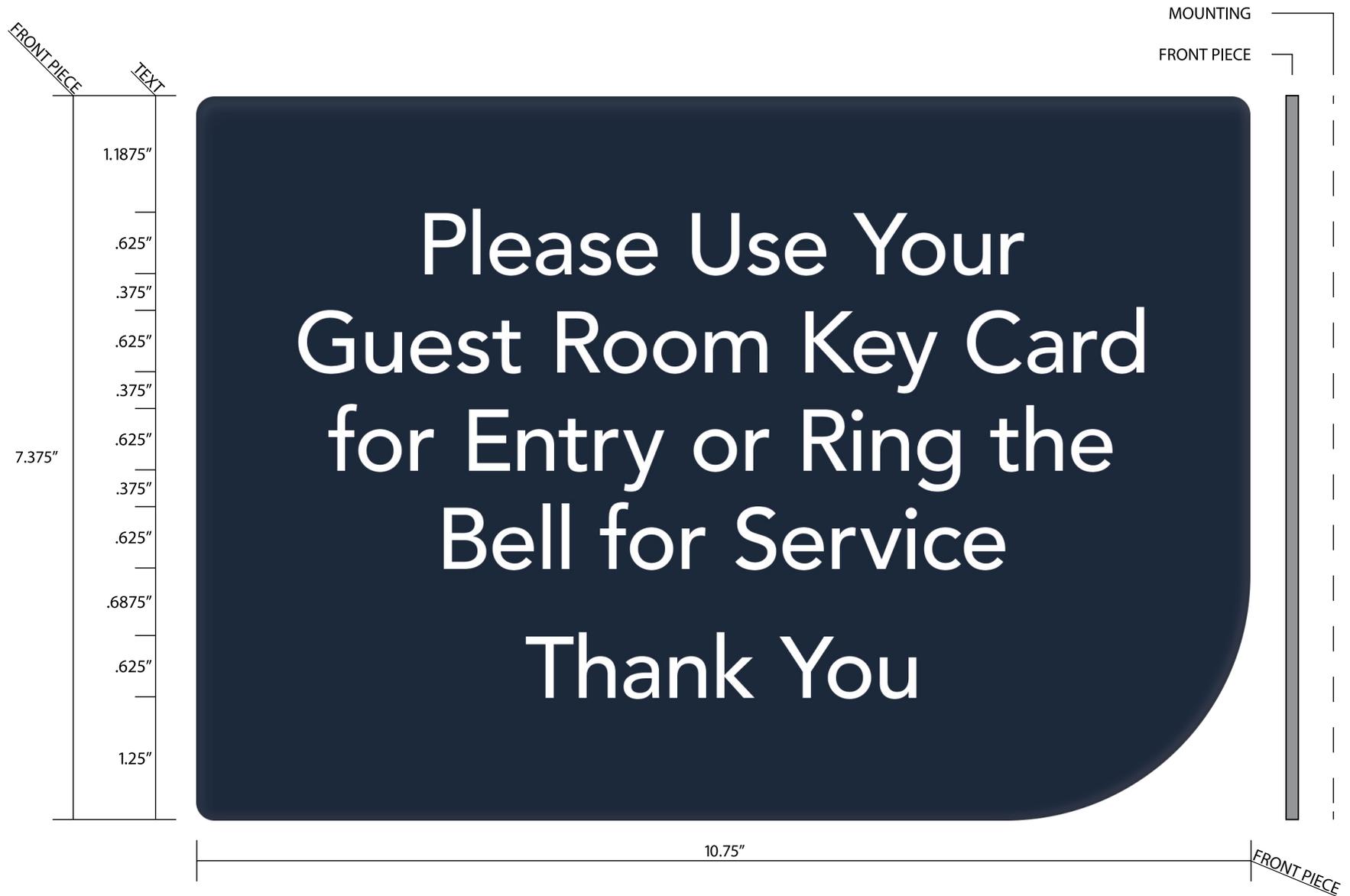


**Recycle ID - small**  
1.5"h x 5"w

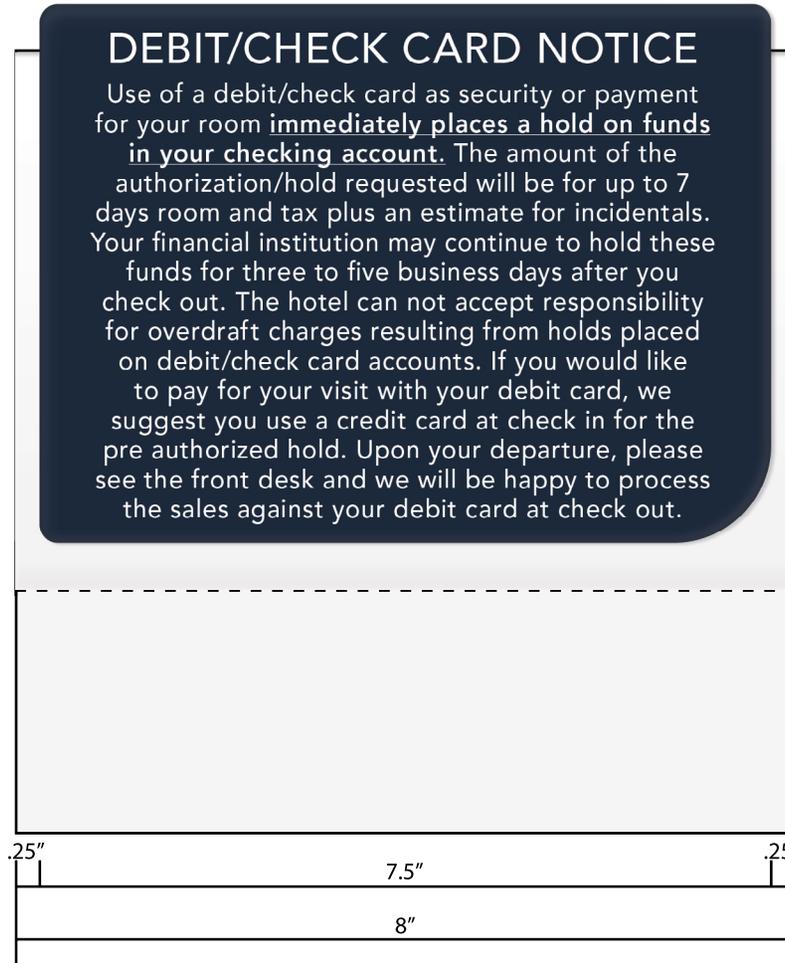
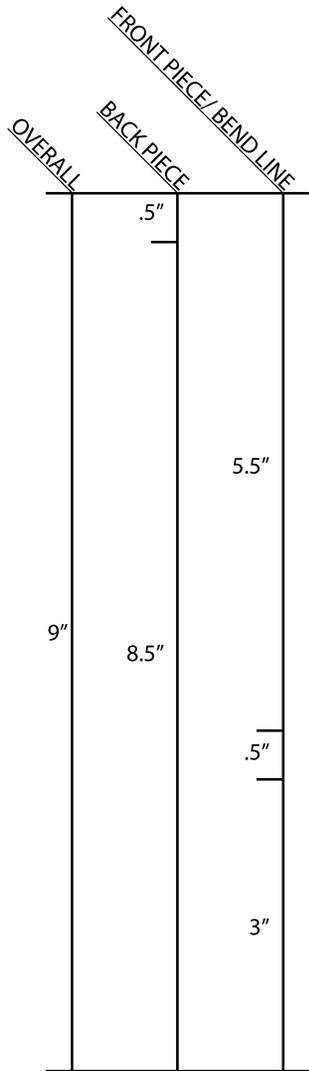


**Warning! Children Unattended**  
3"h x 6"w

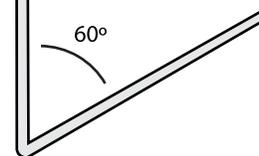
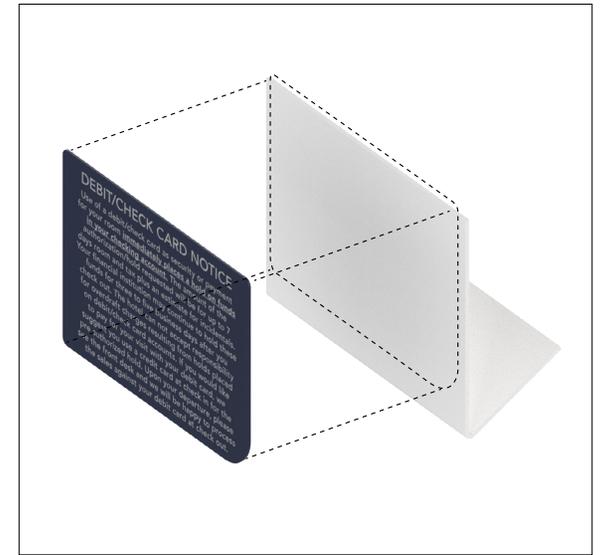
Use Guest Room Key Card  
7.375"h x 10.75"w



Debit Card Easel  
6"h x 8"w

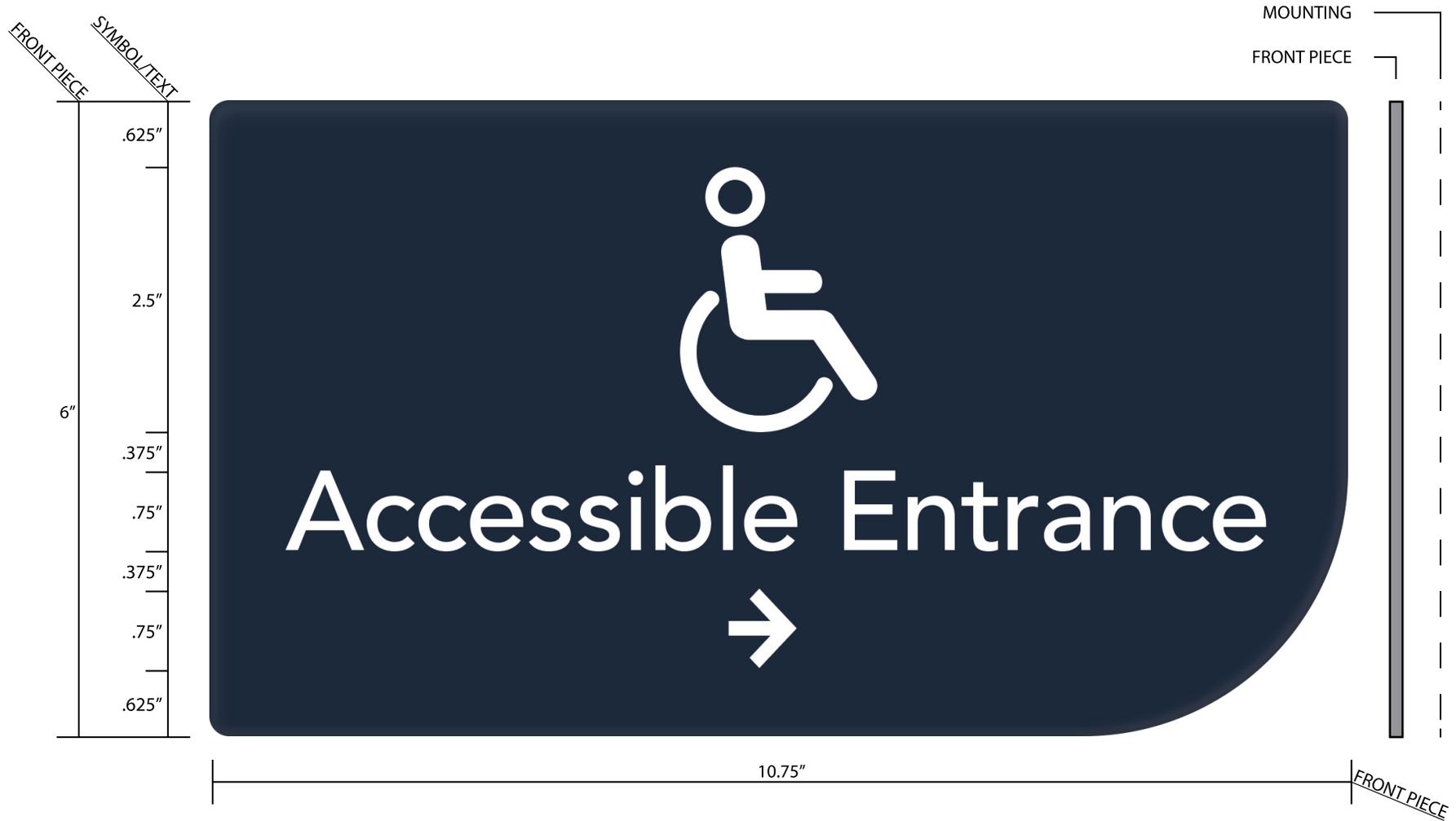


BACK PIECE  
FRONT PIECE



FRONT PIECE  
BACK PIECE

**Accessible Directional**  
6"h x 10.75"w



# Life Safety Signs

These signs are required by Building Codes to identify and provide information for egress and safety. ADA regulations also apply. The sign standards shown meet the general Life Safety code requirements but may vary by local and state jurisdictions. You are encouraged to consult with your sign supplier and local authorities to ensure the proper signage is posted.

All signs on this page are required by state building/fire code regulations (Chapter 10, "Means of Egress"). The overall design of Elevator Evacs and the Guest Room Evac Maps may change based on state and city codes.



**In Case Of Fire**  
11" h x 8.5" w



**In Fire Emergency**  
11" h x 8.5" w



**Standard Elevator Evacuation Plans - CA**  
15.375" h x 11.875" w



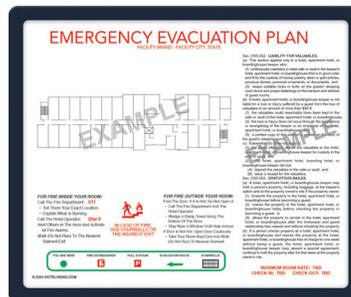
**Elevator Evac - Stairs**  
14.625" h x 11.875" w



**Elevator Evac - Exits**  
14.625" h x 11.875" w



**Standard Elevator Evacuation Plans - NYC**  
14.625" h x 11.875" w



**Guest Room Evac Map**  
7.75" h x 9.25" w

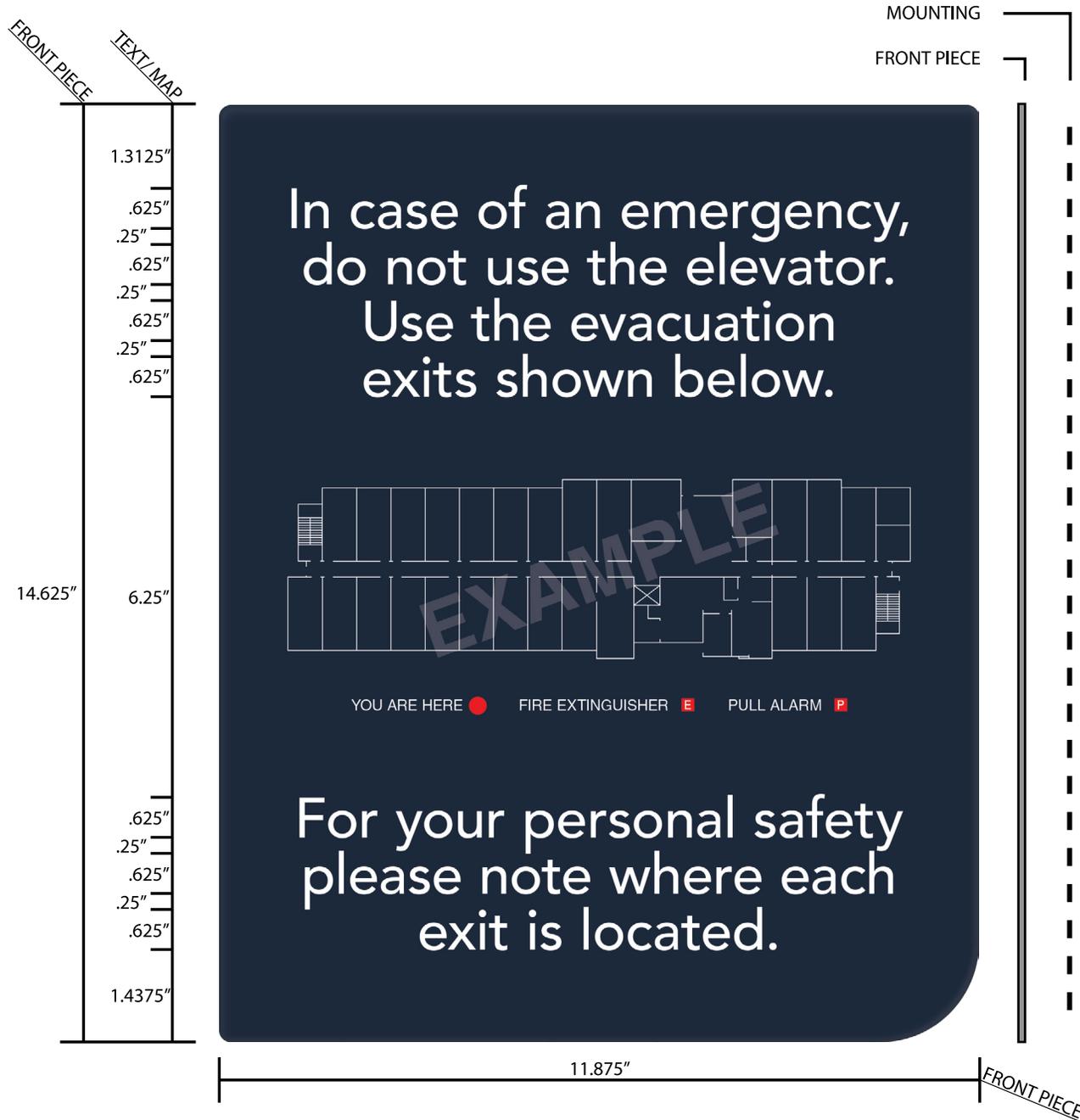


**Photoluminescent Stairway ID Sign Package - Exit Level**  
18" h x 12" w



**Photoluminescent Stairway ID Sign Package**  
18" h x 12" w

**Elevator Evac - Exits**  
14.625"h x 11.875"w





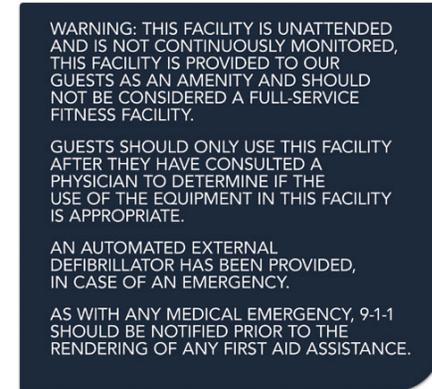
# Fitness Center

These signs inform guests of the rules, regulations and amenities in the Fitness Center. These signs should match the design of, and be consistent with, the other signs in your sign system. Signs should be constructed of .080" thick aluminum or Fiberbrite with fence mounting brackets and have face applied 7-year exterior grade vinyl, screen printed graphics or digitally printed graphics.

The Fitness Center Rules and the Automated Defibrillator signs are dependent upon the hotel's needs.



Fitness Center Rules  
29.5"h x 24.75"w



Automated External Defibrillator  
Fitness Center Unattended  
19.75"h x 21.5"w



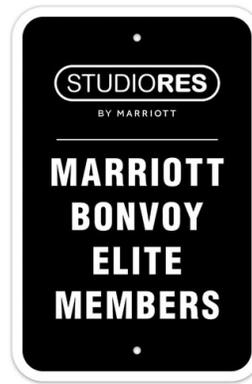
Recycle & Wipes  
1.5"h x 5"w

## Parking Signs

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The signs shown are select standard signs that appear at the porte-cochère and arrival parking area. Additional signs may be required as part of your separate exterior sign package. You are encouraged to consult with your sign supplier and local authorities to ensure the proper signage is posted and is applicable to your exterior conditions.

**The clearance sign is required if there is a portico, the others are dependent upon the hotel's needs.**



**Elite Members Parking**  
18"h x 12"w

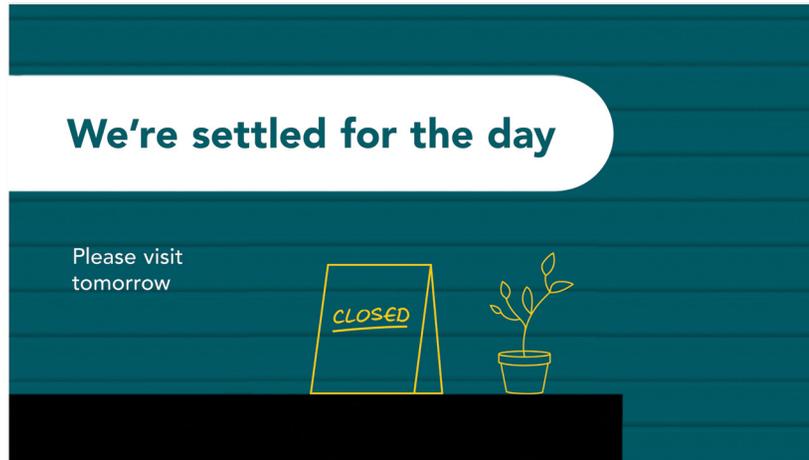


**Parking Notice**  
15"h x 15"w

# Brand Specific Signs

These signs are specific to certain amenities, and cannot be altered without approval from your Brand Representative.

## Roll Down Door Graphics



**We're Settled for the Day**  
17" h x 90" w



**Please Visit Tomorrow**  
6" h x 16" w

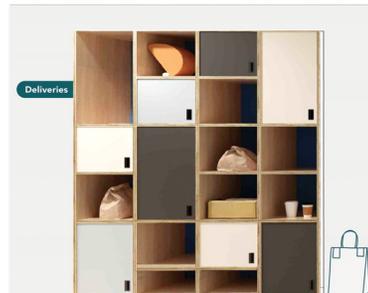


**Closed Graphic**  
19.5" h x 20" w



**Plant Graphic**  
21" h x 12.5" w

## Package Delivery Graphics

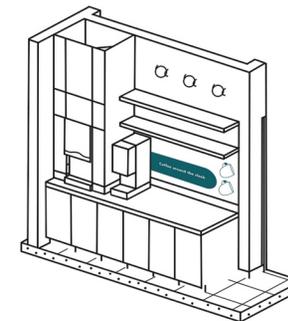


**Delivery Wall Graphic**  
6" h x 20" w



**"Bag" Wall Graphic**  
21.3125" h x 13.8125" w

## Coffee Area Graphics



**Coffee Around the Clock**  
15.5" h x 48" w

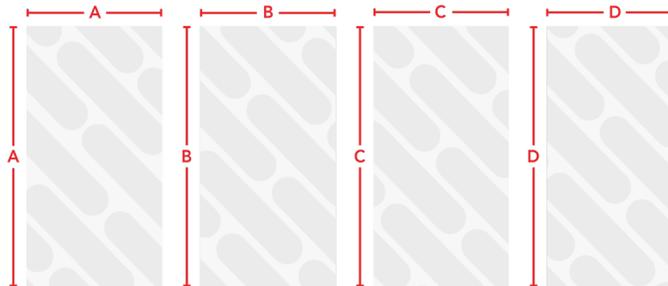


**Coffee Cup Graphic**  
7.75" h x 7.6875" w

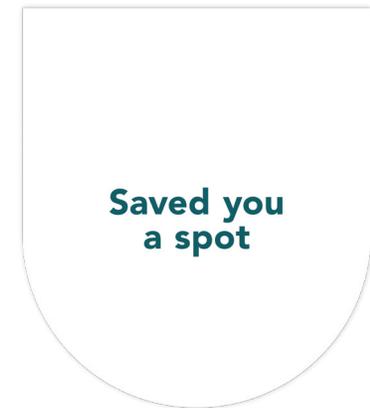
# Brand Specific Signs

These signs are specific to certain amenities, and cannot be altered without approval from your Brand Representative.

## Sitting Nook Graphics



**Window Distraction Graphics**  
48" h x 106" w  
(estimated size for 4 glass panes)



**Nook Wall Graphic**  
32.75" h x 27.8125" w  
(property to verify dimensions)

# Brand Specific Signs

These signs are specific to certain amenities, and cannot be altered without approval from your Brand Representative.

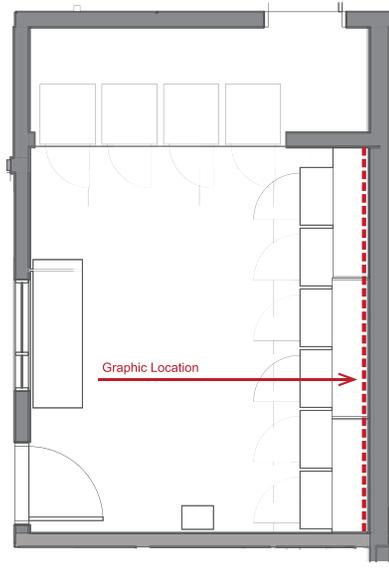
**Wash. Dry.  
Fold. Repeat.**

Laundry Wall Graphic  
41" h x 117" w

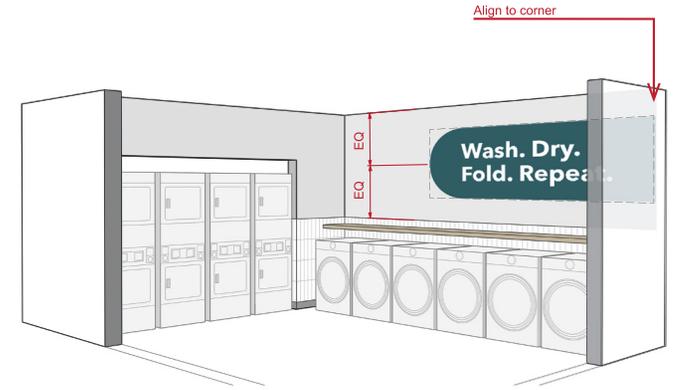
**Time to move**

Fitness Center Wall Graphic  
20" h x 83" w

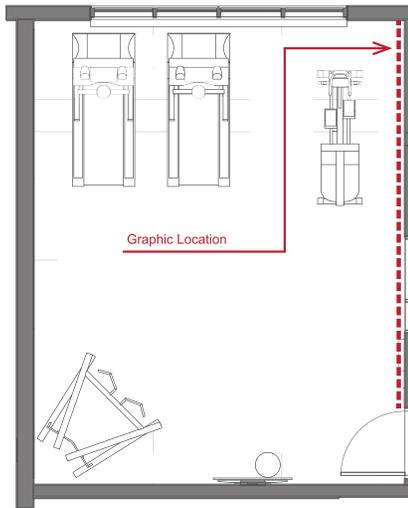
## Additional Wall Graphics



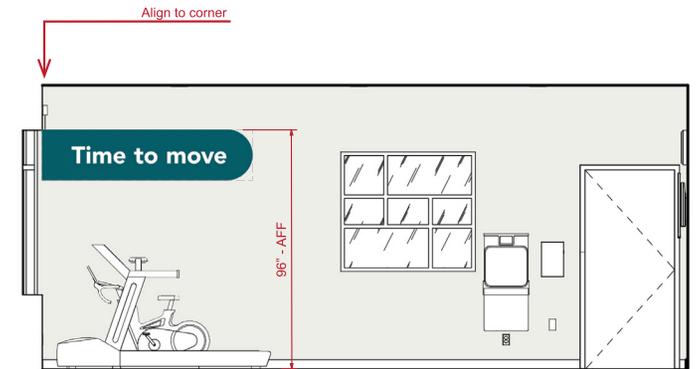
Laundry Room Plan



Laundry Room Diagram



Fitness Room Plan



Fitness Room Elevation

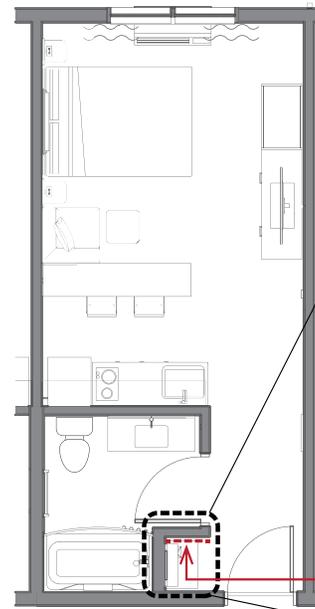
# Brand Specific Signs

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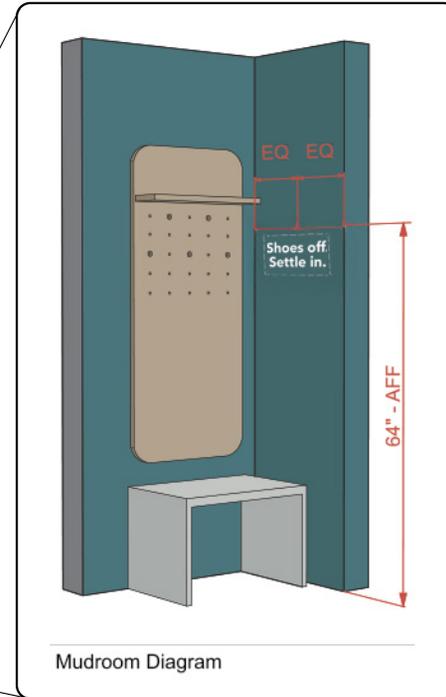
# Shoes off. Settle in.

Mudroom Wall Graphic  
6"h x 15"w

## Additional Wall Graphics



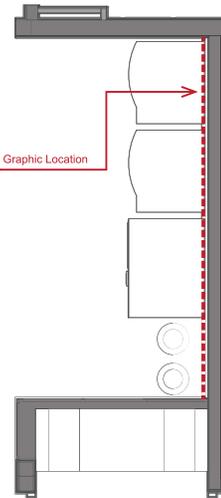
Guestroom Plan



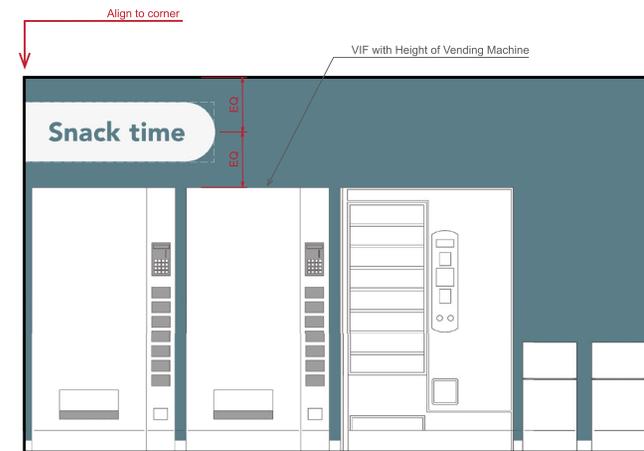
Mudroom Diagram

# Snack time

Vending Wall Graphic  
15.5"h x 50"w



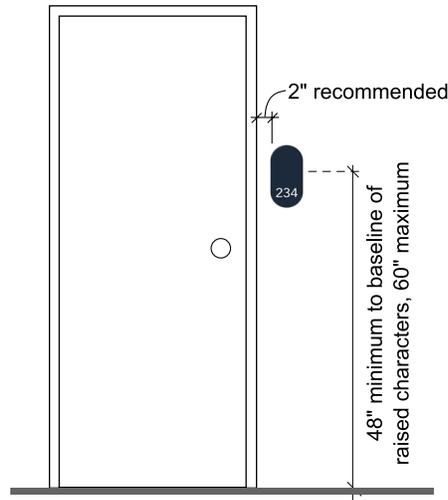
Vending Room Plan



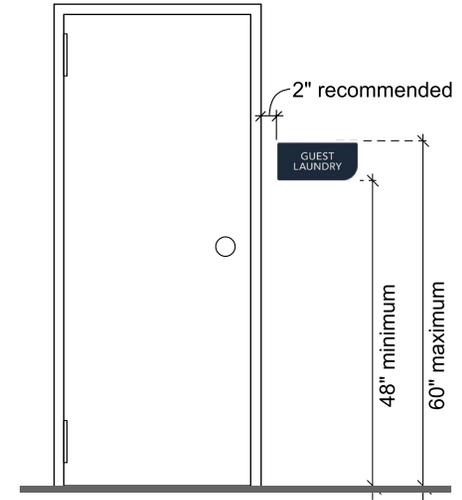
Vending Room Elevation

# Sign Installation

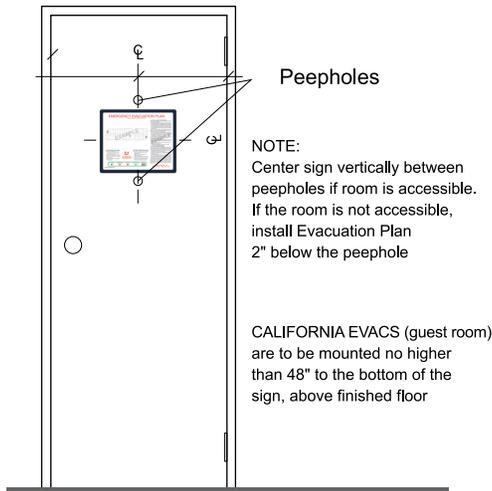
The ADA specifies the mounting heights and locations of signs, based on the type of sign being used. These requirements apply to the majority of interior signs. Any questions about the installation of a specific sign type may be directed toward your sign supplier.



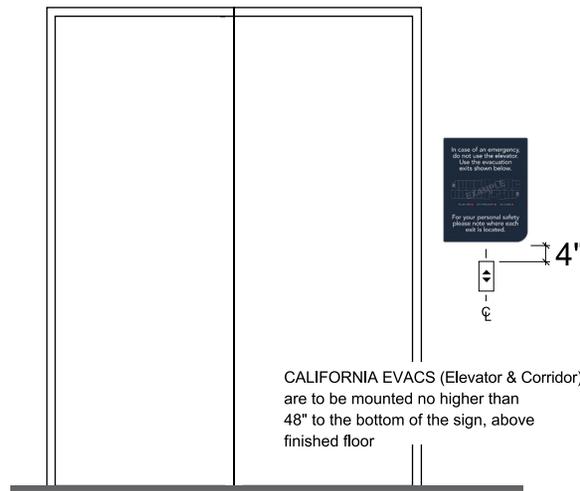
**Guest Room Number**  
(Corridor) not to scale



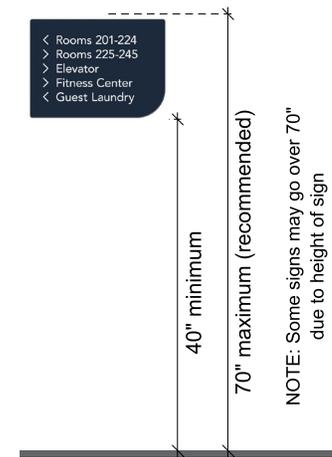
**Room Identification**  
(Corridor) not to scale



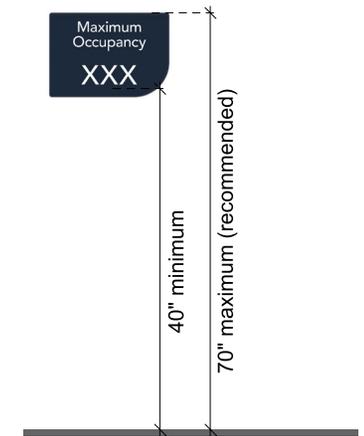
**Guest Room Evacuation**  
(Interior) not to scale



**Elevator Evacuation**  
(Corridor) not to scale



**Directional Signage**  
not to scale



**Informational Signage**  
not to scale