

global

**STUDIORES**

BY MARRIOTT

# exterior signage specifications

global **design strategies**

signage specifications

december 2025

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# Introduction and Overview

This Sign Manual provides the general criteria for selection, sizing, and placement of the exterior signs on the hotel buildings. Sign selection, sizing and placement for custom, conversion, and existing buildings shall be reviewed by one of Marriott's accepted exterior sign suppliers and Marriott Global Design and Project Management Team.

Alternate colors and materials shall not be used on the signage shown in these guidelines. Any request for deviation must be submitted to Marriott Global Design and Project Management Team.

The manual is a guideline for franchisees, owners, and /or their architects and contractors and includes appropriate information for rendering building elevations for the permitting process. This Sign Manual is not intended for fabrication of signs. Contact one of Marriott's accepted exterior sign suppliers and/or Global Design and Project Management Team for procurement and installation information.

There are five types of signs outlined in this manual:

## **Channel Letters**

Channel letters are used for Building exterior signage.

## **Entry Sign**

Serves as a street level brand identification.

## **Monuments**

Ground level monument signage is the main property identifier at street level, locations should be determined based on where the sign can be seen from vehicular traffic and where landscaping can best enhance the monument.

## **Pylons**

Pylons are used in jurisdictions which require them, not a mandatory requirement by Marriott.

## **Directionals**

Directional signs shall be provided to guide vehicular traffic through the property.

The selection of colors, materials and formats for StudioRes By Marriot property signage reflect the stature associated with the brand.

The primary signage structure shall not include non-Marriott brands unless required by code or development agreement. Signs shared by multiple brands shall be reviewed and approved by Marriott Global Design & Project Management prior to jurisdictional review and/or supplier fabrication.

# Color Specifications

### Material Finishes:



.118" white solar grade polycarbonate  
.150" white solar grade polycarbonate  
3/16" 2447 white acrylic  
3/16" 7328 white acrylic  
3/16" Plaskolite 2406 white acrylic  
4mm opal acrylic Plexiglas XT WN070  
3M Panagraphics III flexible face  
Akzo Nobel SIGN10751 White, satin finish

### Digital Printed Colors



Digital print Pantone® 7546 C Navy  
onto 3M Dual Color 3635-210 White  
Perforated vinyl film, 3M 3660M  
Matte Overlamine

### Paint Finishes:

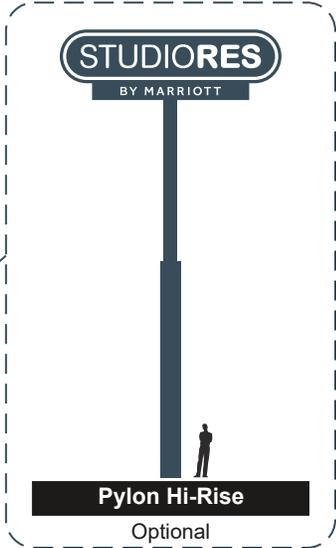


Pantone® 7546 C Navy, satin finish

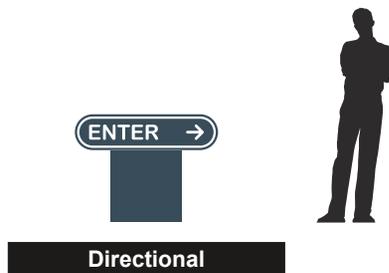
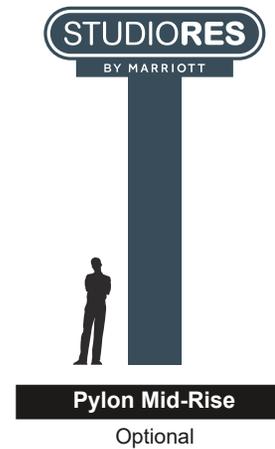
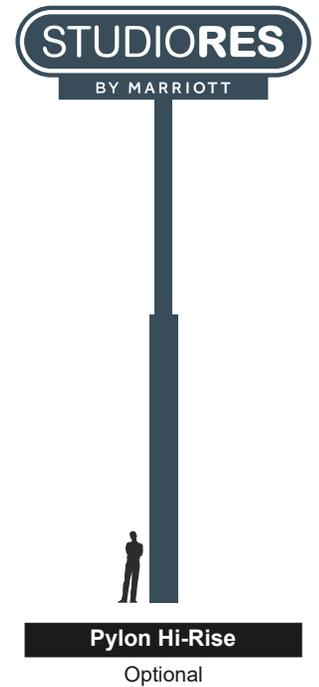
### Brand Font

## Arial Rounded MT Bold

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&()



# Family of Signs



# Channel Letters

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## **Channel Letters Size Relative to the Space Available**

Design intent is to ensure legibility based on site constraints for sight lines and distances.

New-build design development should include appropriate location and area for sign placement.

Backer board, raceways and wire-ways are not allowed.  
Letters to be flush mount on building.

## **Channel Letter Color**

Normally the sign letters are colored by day and white by night (dual-color film) when the wall background is light toned. Where the building color is dark toned, white faces by day and night should be used.

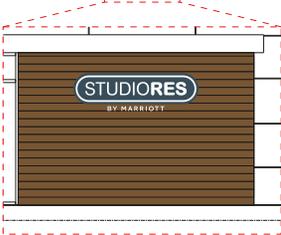
Alternate colors and materials should never be substituted on the illuminated channel letters shown in these guidelines.

# Channel Letter Applications

Navy channel letters on a light tone background. Letters will appear navy during the daytime and will illuminate white at night.



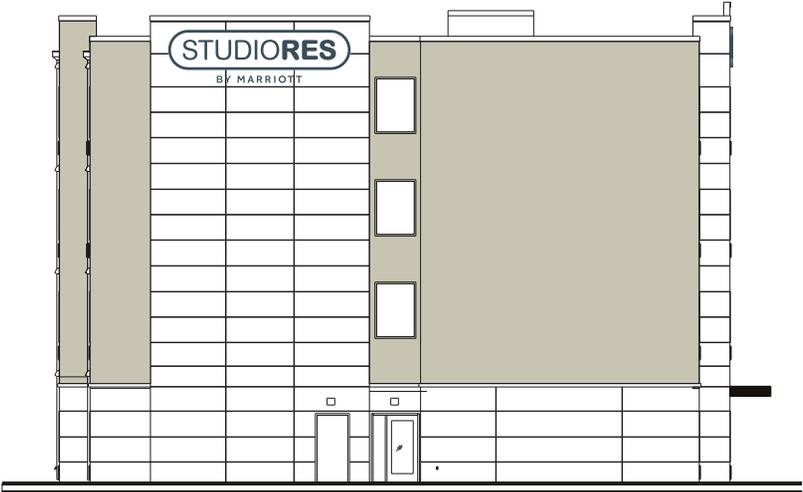
Daytime View/Letters appear navy during the day



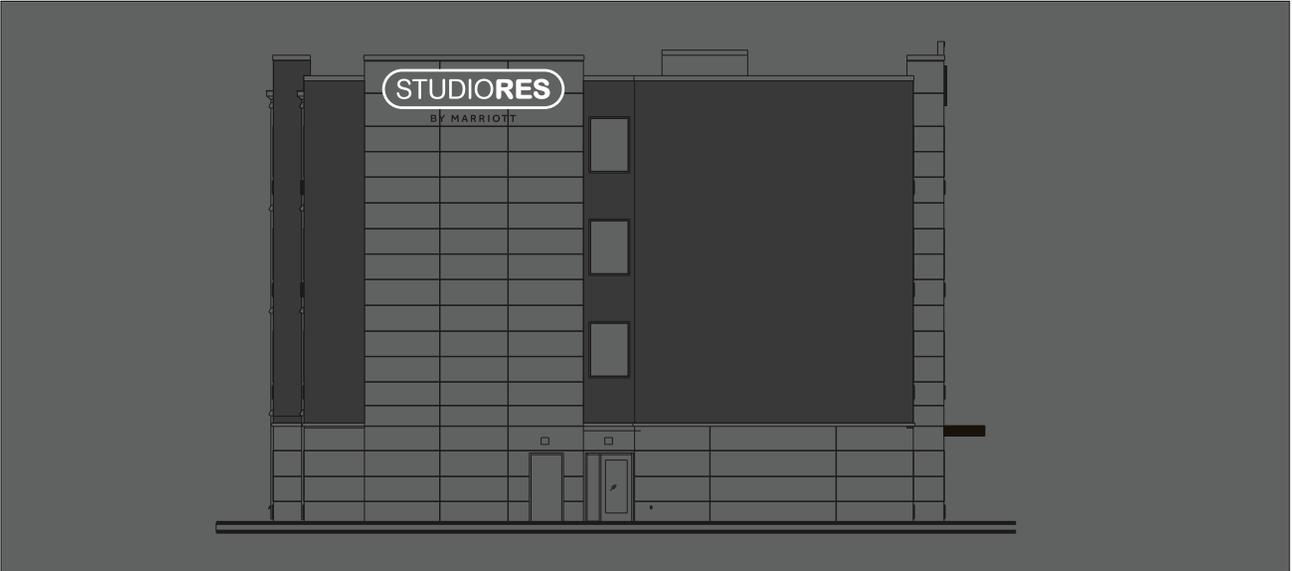
Nighttime View/Letters illuminate white at night

# Channel Letter Applications

Navy channel letters on a light tone background. Letters will appear navy during the daytime and will illuminate white at night.



Daytime View/Letters appear white during the day



Nighttime View/Letters illuminate white at night

# Building Channel Letters

## Channel Letter Specifications:

**Construction:**  
 .040" (1mm) aluminum channel letter with 3mm ACM backs.  
 "Outline" Channel Letter to be built in sections and use .063" (2mm) aluminum backs.

**Trim Cap:**  
 1" (25mm) paint to match Pantone® 7546 C Navy, satin finish

**Illumination:**  
 GE 7100K or Sloan 6500K White LED's as required

**Exterior Finish:**  
 Paint Pantone® 7546 C Navy, satin finish

**Interior Finish:**  
 White/RAL9003

## Channel Letter Face Specifications:

**Face Material:**  
 3/16" (5mm) 2447 white acrylic/4mm Opal acrylic Plexiglas XT WN070

**Decoration:**  
 1st surface digitally printed dual color film to match Pantone® 7546 C Navy laminated with 3M 3660M Matte Overlaminant

## Non-Illuminated "BY MARRIOTT" Specifications:

**Construction:**  
 1/4" routed aluminum pin mount letters

**Exterior Finish:**  
 Paint Pantone® 7546 C Navy, satin finish

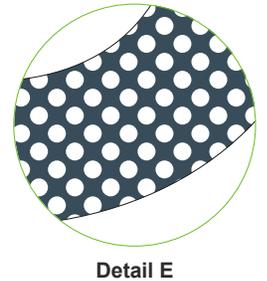
\* To be printed using a 3M MCS Authorized Graphic Manufacturer



Model #	A	B	C	D
S-24-CL	24"	8 3/16"	5'-2 13/16"	17'-11 15/16"
S-30-CL	30"	10 1/4"	6'-6 1/2"	22'-5 7/8"
S-36-CL	36"	1'-0 5/16"	7'-10 3/16"	26'-11 7/8"
S-48-CL	48"	1'-4 7/16"	10'-5 5/8"	35'-11 7/8"

\*Letter Height Determined by the height of the letter "S"

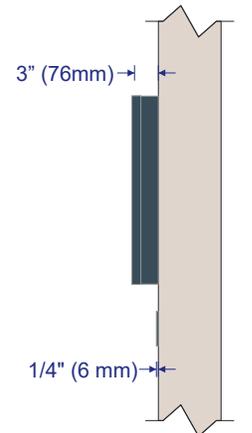
Model #	A	B	C	D
S-24-CL	610mm	208mm	1595mm	5484mm
S-30-CL	762mm	261mm	1994mm	6856mm
S-36-CL	914mm	313mm	2393mm	8227mm
S-48-CL	1219mm	417mm	3191mm	10969mm



Daytime Appearance



Nighttime Appearance



Side Profile

**For Light Tone Building Backgrounds** | Letters to appear navy during the day and illuminate white at night (BY MARRIOTT does not illuminate).

# Building Channel Letters

## Channel Letter Specifications:

**Construction:**  
 .040" (1mm) aluminum channel letter with 3mm ACM backs.  
 "Outline" Channel Letter to be built in sections and use .063" aluminum backs.

**Trim Cap:**  
 1" (25mm) paint to match Pantone® 7546 C Navy, satin finish

**Illumination:**  
 GE 7100K or Sloan 6500K White LED's as required

**Exterior Finish:**  
 Paint Pantone® 7546 C Navy, satin finish

**Interior Finish:**  
 White/RAL9003

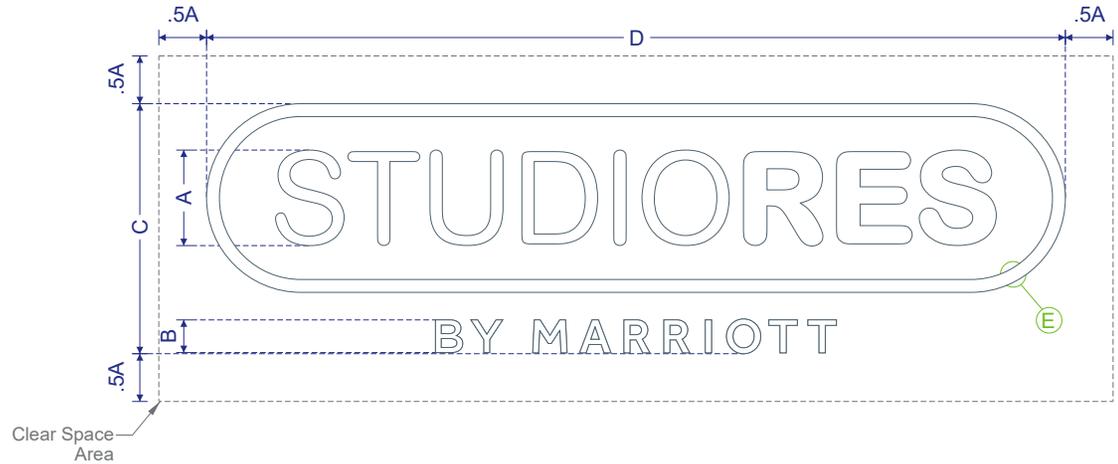
## Channel Letter Face Specifications:

**Face Material:**  
 3/16" (5mm) 7328 white acrylic/4mm Opal acrylic Plexiglas XT WN070

## Non-Illuminated "BY MARRIOT" Specifications:

**Construction:**  
 1/4" routed aluminum pin mount letters

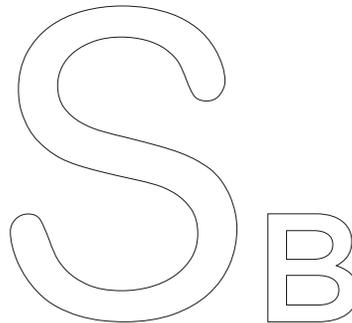
**Exterior Finish:**  
 Paint Akzo Nobel SIGN10751 White, satin finish



Model #	A	B	C	D
S-24-CL	24"	8 3/16"	5'-2 13/16"	17'-11 15/16"
S-30-CL	30"	10 1/4"	6'-6 1/2"	22'-5 7/8"
S-36-CL	36"	1'-0 5/16"	7'-10 3/16"	26'-11 7/8"
S-48-CL	48"	1'-4 7/16"	10'-5 5/8"	35'-11 7/8"

\*Letter Height Determined by the height of the letter "S"

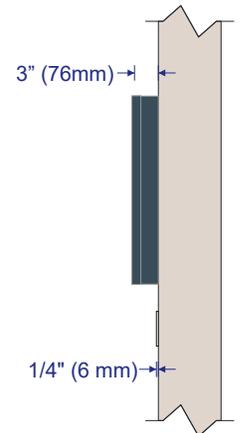
Model #	A	B	C	D
S-24-CL	610mm	208mm	1595mm	5484mm
S-30-CL	762mm	261mm	1994mm	6856mm
S-36-CL	914mm	313mm	2393mm	8227mm
S-48-CL	1219mm	417mm	3191mm	10969mm



Daytime Appearance



Nighttime Appearance



Side Profile

**For Dark Tone Building Backgrounds |** Letters to appear white during the day and illuminate white at night. (BY MARRIOTT does not illuminate).

# Building Entry Sign

## Sign Cabinet Specifications:

**Back Construction:**  
 .063" (2mm) fabricated aluminum back with 1/2" (13mm) X .063" (2mm) returns

**Shoebox Face Construction:**  
 .125" (3mm) routed aluminum face with welded .063" (2mm) x 3" (76mm) returns and 1/2" (13mm) 7328 white routed acrylic push-thrus

**Illumination:**  
 GE 7100K or Sloan 6500K White LED's as required

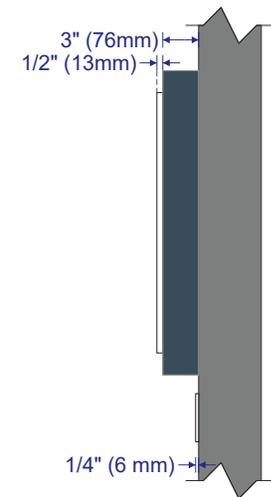
**Exterior Finish:**  
 Paint Pantone® 7546 C Navy, satin finish

**Interior Finish:**  
 White/RAL9003

## Non-Illuminated "BY MARRIOTT" Specifications:

**Construction:**  
 1/4" routed aluminum pin mount letters

**Exterior Finish:**  
 Paint Akzo Nobel SIGN10751 White, satin finish



Side Profile



Nighttime View

# Monument Signs

**Cabinet Specifications:**

*Preferred Construction:*  
 .080" (2mm) fabricated aluminum cabinet

*Retainer:*  
 1 1/2" aluminum retainer painted Pantone® 7546 C Navy

*Illumination:*  
 GE 7100K or Sloan 6500K White LED's as required

*Exterior Finish:*  
 Paint Pantone® 7546 C Navy, satin finish

*Interior Finish:*  
 Steel components primed white; mill finish aluminum

**Face Specifications:**

*Face Construction:*  
 .150" 7328 white solar grade polycarbonate

*Decoration:*  
 Digitally printed 1st surface decoration to match Pantone® 7546 C Navy, laminated with 3M 3660M matte overlaminate

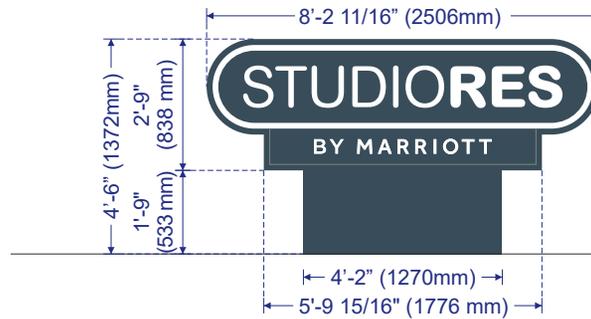
\* To be printed using a 3M MCS Authorized Graphic Manufacturer

**Pole Cover Specifications:**

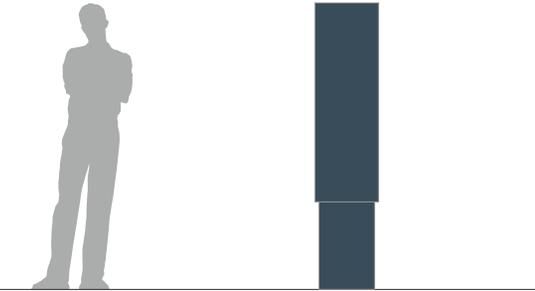
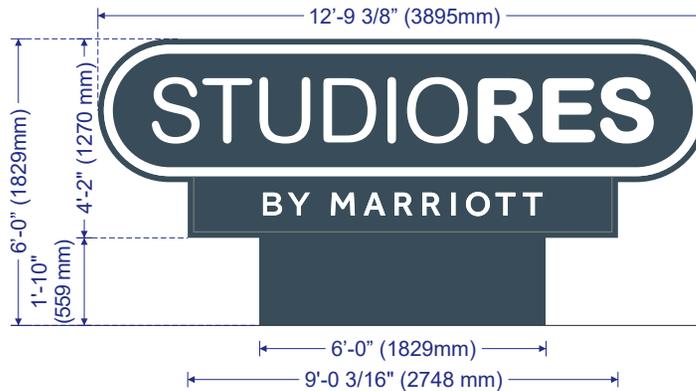
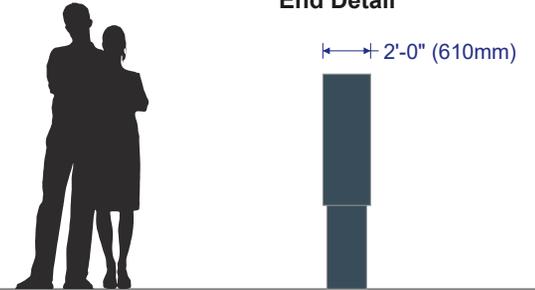
*Construction:*  
 Aluminum angle frame with .080" (2mm) aluminum skins (removable back attached with countersunk screws)

*Exterior Finish:*  
 Paint Pantone® 7546 C Navy, satin finish

**Monument Elevations**



**Monument End Detail**



## (OPTIONAL) Mid-Rise Pylons

### Cabinet Specifications:

#### Preferred Construction:

Steel reverse angle frame, interior steel components coated with rust inhibiting primer; mill finish aluminum

#### Alternate Construction:

Carbon steel structure to comply with local static requirements, hot-dip galvanized after welding

#### Retainer:

Bleed face

#### Illumination:

GE 7100K or Sloan 6500K White LED's as required

#### Exterior Finish:

Paint Pantone® 7546 C Navy, satin finish

### Face Specifications:

#### Face Construction:

3M Envision FS-1 flexible face

#### Decoration:

Digitally printed 1st surface decoration to match Pantone® 7546 C Navy, laminated with 3M 3360M Matte Overlaminat

\* To be printed using a 3M MCS Authorized Graphic Manufacturer

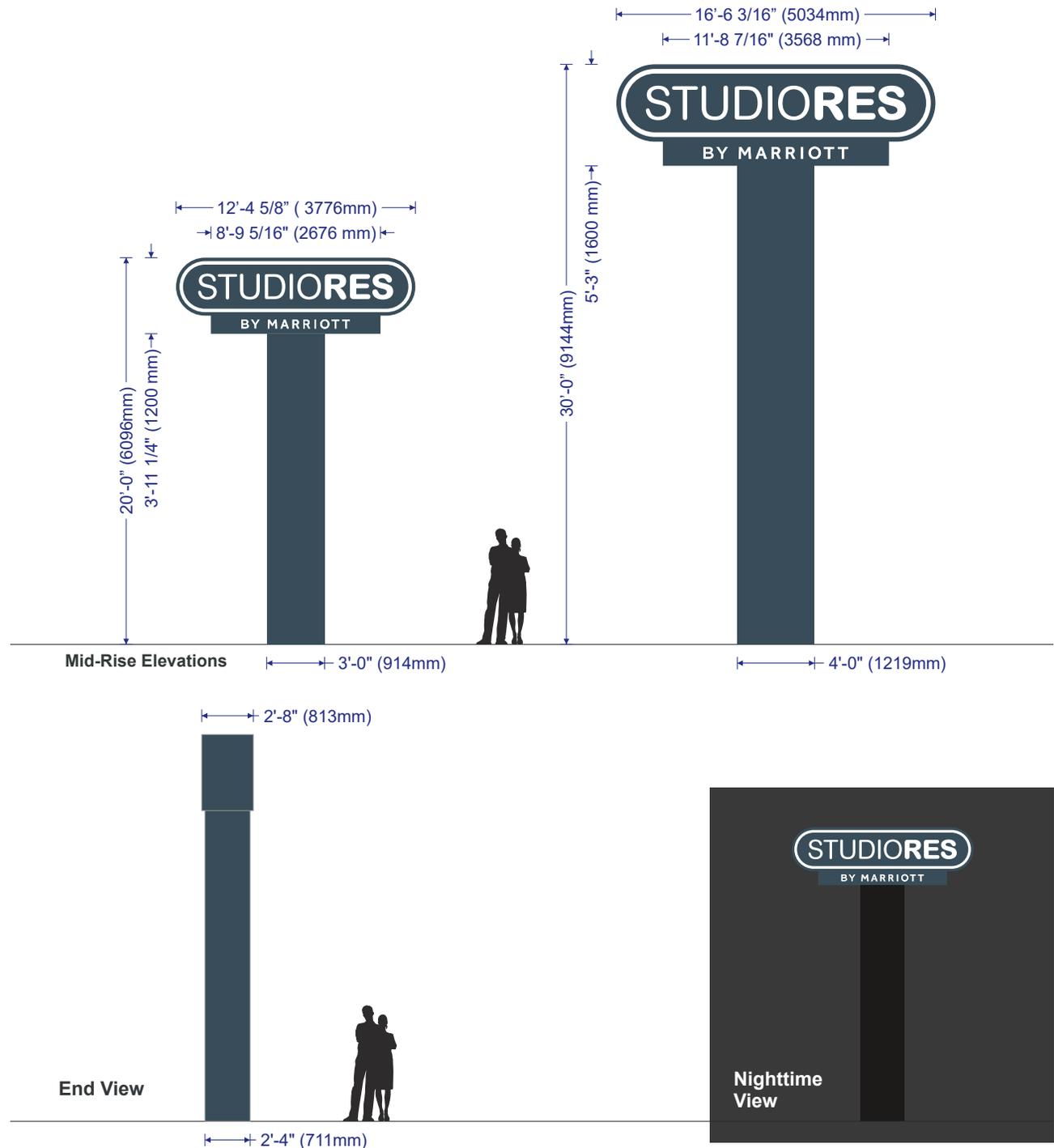
### Pole Cover Specifications:

#### Construction:

Aluminum angle frame with .080" (2mm) aluminum skins (ends attached with countersunk screws)

#### Exterior Finish:

Paint Pantone® 7546 C Navy, satin finish



## (OPTIONAL) Hi-Rise Pylon

### Cabinet Specifications:

#### Preferred Construction:

Steel reverse angle frame, interior steel components coated with rust inhibiting primer; mill finish aluminum

#### Alternate Construction:

Carbon steel structure to comply with local static requirements, hot-dip galvanized after welding

#### Retainer:

Bleed face

#### Illumination:

GE 7100K or Sloan 6500K White LED's as required

#### Exterior Finish:

Paint Pantone® 7546 C Navy, satin finish

#### Pole Finish:

Paint Pantone® 7546 C Navy, satin finish

### Face Specifications:

#### Face Construction:

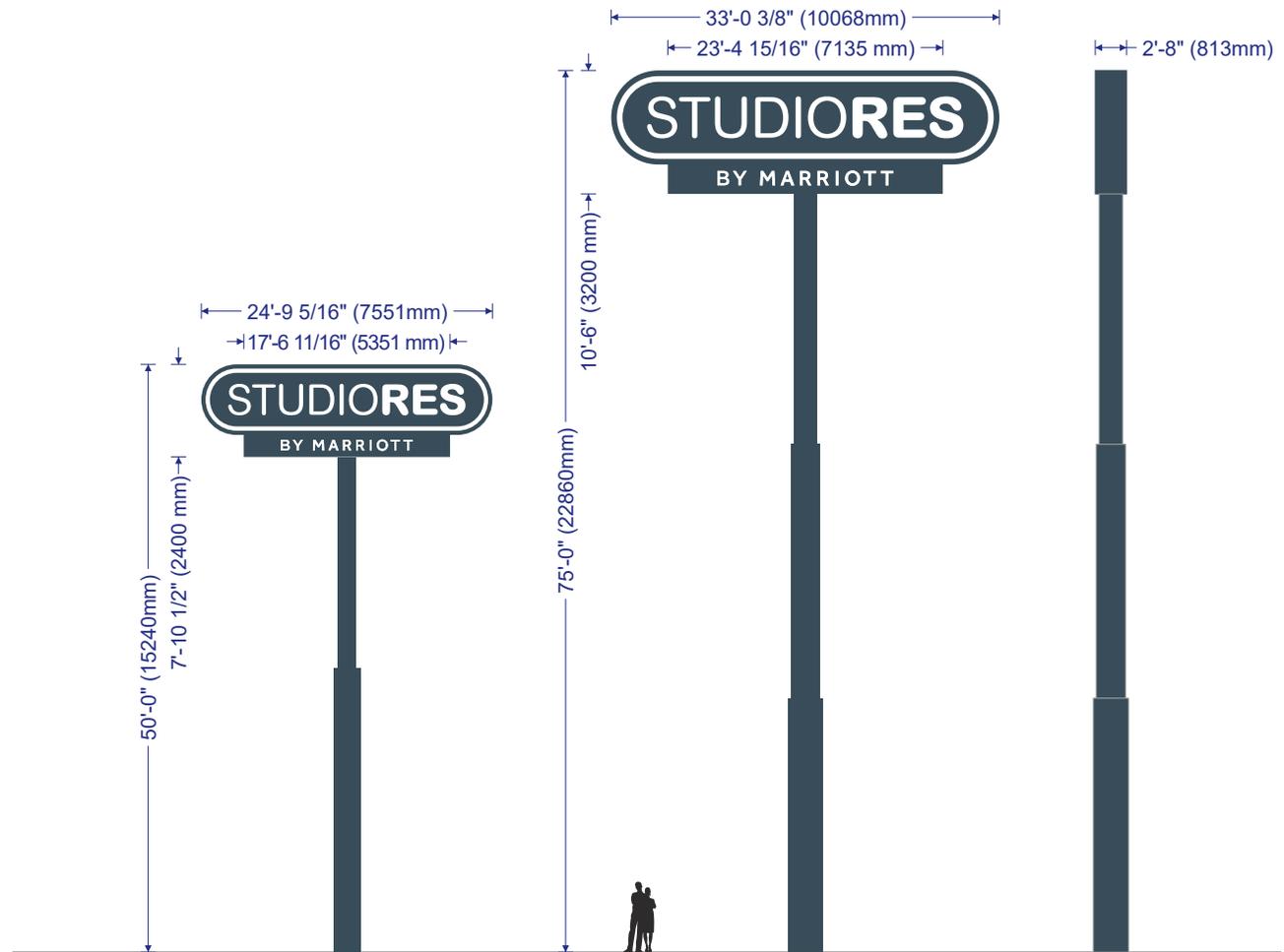
3M Envision FS-I flexible face

#### Decoration:

1st surface digitally printed decoration to match Pantone® 7546 C Navy, laminated with 3M 3660M Matte Overlamine

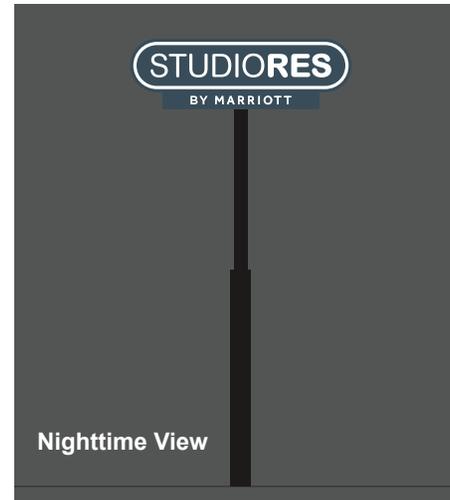
\* To be printed using a 3M MCS Authorized Graphic Manufacturer

Pole cover not required for Hi-Rise Pylons



Hi-Rise Elevations

End View



Nighttime View

# Directional Signs

**Cabinet Specifications:**

*Construction:*  
 .063" (2mm) fabricated aluminum cabinet

*Retainer:*  
 1" (25mm) trim cap painted Pantone® 7546 C Navy

*Illumination:*  
 GE 7100K or Sloan 6500K White LED's as required

*Exterior Finish:*  
 Paint Pantone® 7546 C Navy, satin finish

*Interior Finish:*  
 Steel components primed white; mill finish aluminum

**Face Specifications:**

*Face Construction:*  
 .118" white solar grade polycarbonate/4mm opal acrylic Plexiglass XT  
 WN070

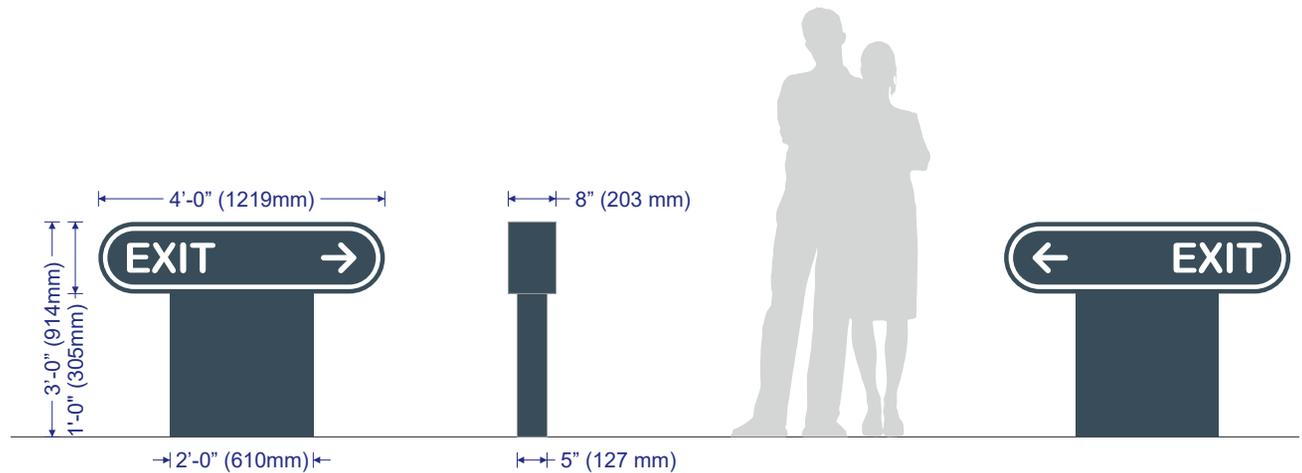
*Face Decoration:*  
 1st surface digitally printed decoration to match Pantone® 7546 C  
 Navy, laminated with 3M 3660M matte Overlamine

\* To be printed using a 3M MCS Authorized Graphic Manufacturer

**Pole Cover Specifications:**

*Construction:*  
 Bent up .063" (2mm) aluminum clamshell  
 (fasteners only allowed on ends)

*Exterior Finish:*  
 Paint Pantone® 7546 C Navy, satin finish



End View

Directional Elevations