Façade Enhancement Guidelines

Pre-Approved Exterior Color Schemes

Objectives
- The purpose of the façade enhancements is to improve the appearance of the building by changing architectural features and/or painting the building with new colors. Check your PIPs to determine if one or both of these are required for your property.
- Please note, the façade enhancement is exterior renovation, not just the exterior painting job.

Benefits
- The façade enhancements can increase your property’s curb appeal and achieve the following:
  - increase the awareness of your hotel in the community
  - increase its competitive advantage
  - improve the guest experience and satisfaction
  - provide a greater return on investment

Architectural Features for the exterior enhancements
- Changing the architectural features could include adding a parapet wall, adding a pediment, changing the slope of the roof, adding projections to the walls, changing the materials at the entry, etc.
- You should hire a design professional to develop ideas and draw the changes. Prior to beginning the work, submit the drawings to the Architecture Department for review and approval.

Paint Colors (See the following page.)
- Color schemes are offered to provide you with several choices. You can select a scheme based on your building characteristics or its environment.
- Make a request to Sherwin Williams or PPG for a rendering of each of the color schemes (including railings, building trim and columns, etc.), in order show the color placement on the building, since each hotel is different.
- Along with your request to Sherwin Williams or PPG, provide a photo of the hotel that shows most of the building (front and one side). Sherwin Williams or PPG will color (render) the photo. See vendors’ contact information below.
  - Dan Giddens, National Account Executive, The Sherwin-Williams Company, dan.giddens@sherwin.com, cell: 703-929-6487
  - Kevin Lastacy, National Account Manager, PPG Industries, Inc., klastacy@ppg.com, cell: 616-402-2167
- Prior to beginning the work, email the color renderings to the Architecture Department and indicate which color scheme you like best. The Architecture Department will keep that in mind during the review. Afterwards, the Architecture Department will give suggestions on revising the color placements or an approval.
- If you would prefer to use a custom exterior paint color scheme, select the custom colors; send a color rendering request and photo of the building to Sherwin Williams or PPG. After receiving the color rendering, send it to the Architecture Department for review and approval. Please allow 5 to 10 business days to receive comments and/or approval on custom selections.
Paint Selections and Recommended Applications

*All colors are from Sherwin Williams (SW) and PPG Paint*

### Option Scheme I

<table>
<thead>
<tr>
<th>Color Location</th>
<th>Sherwin Williams Colors</th>
<th>PPG Paints Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 – Top Floor/tower</td>
<td>Realist Beige: SW6078</td>
<td>Whippet: 522-4</td>
</tr>
<tr>
<td>#2 – Lower floors</td>
<td>Threshold Taupe: SW7501</td>
<td>El Capitan: ATC-77</td>
</tr>
<tr>
<td>#3 – Accent/Trims</td>
<td>Antiquarian Brown: SW0045</td>
<td>Glazed Pecan: 421-6</td>
</tr>
<tr>
<td>#4 – Accent/Trims</td>
<td>Sensational Sand: SW6094</td>
<td>Llama Brown: 423-4</td>
</tr>
<tr>
<td>Stone Veneer</td>
<td>Eldorado Stone; Stacked Stone: Slate Gray</td>
<td></td>
</tr>
</tbody>
</table>

### Option Scheme II

<table>
<thead>
<tr>
<th>Color Location</th>
<th>Sherwin Williams Colors</th>
<th>PPG Paints Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 – Top Floor/tower</td>
<td>Realist Beige: SW6078</td>
<td>Whippet: 522-4</td>
</tr>
<tr>
<td>#2 – Lower floors</td>
<td>Threshold Taupe: SW7501</td>
<td>El Capitan: ATC-77</td>
</tr>
<tr>
<td>#3 – Accent/Trims</td>
<td>Otter - SW6041</td>
<td>Sarsaparilla: 527-7</td>
</tr>
<tr>
<td>#4 – Accent/Trims</td>
<td>Sensational Sand: SW6094</td>
<td>Llama Brown: 423-4</td>
</tr>
<tr>
<td>Stone Veneer</td>
<td>Eldorado Stone; Stacked Stone: Santa Fe</td>
<td></td>
</tr>
</tbody>
</table>

### Option Scheme III

<table>
<thead>
<tr>
<th>Color Location</th>
<th>Sherwin Williams Colors</th>
<th>PPG Paints Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 – Top Floor/tower</td>
<td>Realist Beige: SW6078</td>
<td>Whippet: 522-4</td>
</tr>
<tr>
<td>#2 – Lower floors</td>
<td>Threshold Taupe: SW7501</td>
<td>El Capitan: ATC-77</td>
</tr>
<tr>
<td>#3 – Accent/Trims</td>
<td>Library Pewter - SW0038</td>
<td>Clam Shell 516-6</td>
</tr>
<tr>
<td>#4 – Accent/Trims</td>
<td>Sensational Sand: SW6094</td>
<td>Llama Brown: 423-4</td>
</tr>
<tr>
<td>Stone Veneer</td>
<td>Eldorado Stone; Stacked Stone: Nantucket</td>
<td></td>
</tr>
</tbody>
</table>

### Option Scheme IV

<table>
<thead>
<tr>
<th>Color Location</th>
<th>Sherwin Williams Colors</th>
<th>PPG Paints Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 – Top Floor/tower</td>
<td>Realist Beige: SW6078</td>
<td>Whippet: 522-4</td>
</tr>
<tr>
<td>#2 – Lower floors</td>
<td>Threshold Taupe: SW7501</td>
<td>El Capitan: ATC-77</td>
</tr>
<tr>
<td>#3 – Accent/Trims</td>
<td>Dovetail - SW7018</td>
<td>Antique Silver 530-5</td>
</tr>
<tr>
<td>#4 – Accent/Trims</td>
<td>Sensational Sand: SW6094</td>
<td>Llama Brown: 423-4</td>
</tr>
<tr>
<td>Stone Veneer</td>
<td>Eldorado Stone; Stacked Stone: Alder wood</td>
<td></td>
</tr>
</tbody>
</table>

Please direct all submittals and inquiries to: Architectural Design | 1 Choice Hotels Circle, Suite 400, Rockville, MD 20850
Office: 1-866-964-4887 | Email: Arch_submittal@choicehotels.com
IT’S ALL ABOUT CREATING A MEMORABLE CUSTOMER EXPERIENCE.

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National Account Service: 1-866-298-7245
National Account Manager | Kevin Lastacy | 616-335-3259 (Office) 616-402-2167 (Cell) | klastacy@ppg.com
National Key Account Color Manager | Ruthanne Hanlon | 614-264-8151 | Ruthanne.hanlon@ppg.com
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  - Anti-blocking for windows and doors
• Quick Turnaround Challenges
  - Low Odor and Fast Dry Times
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At Sherwin-Williams, we understand the challenges for the Hospitality Industry, and we are here to help. From new construction to renovation to everyday maintenance, we have the products, expert service, programs and services to meet your expectations for efficiency, sustainability, aesthetics, performance, cost control and compliance. There is not another paint company who can meet your unique needs like Sherwin-Williams can.

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Color Marketing and Design can prepare three schemes for your property, to refresh, invite and contribute to maximum curb appeal. We can image pre-determined schemes of your choice or we can create three unique schemes based on region, trends, and preferences.

The Sherwin-Williams Color Marketing & Design team includes a Hospitality Market specialist who understands the unique needs of color.

HOSPITALITY

Ask how Sherwin-Williams can help your hotel with the next project.

color services • paint experience • photo imaging • interior package

About Color Marketing and Design

Our staff includes professional interior and graphic designers. In addition to exterior and interior photo-imaging. Our value-added services for hospitality include:

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• Color Consultation
• Color Trend Forecast