EHG Pre-Opening Design Checklist:

Identity System

* Name
* Tag Line
* Logo
* Color Palette
* Typography
* Brand Book
* Verbal & Visual Identity Examples
* Positioning Statement
* Style Guide

Assets

* Business Card
* PowerPoint Template
* Envelopes
* Letterhead
* Key cards
* Key card envelopes
* Gift Certificates

Photography

* Room/Property/real estate shots
* Lifestyle photos – emphasis on people
* Detail/amenity photos
* Food/drink
* Reels
* Video

Digital Assets

* Website
* PMS Booking engine integration
* Automated email templates through PMS
* Email templates for Mail Chimp
* Email Database/CRM
* Social media platforms
* Digital ads

Room Supplies:

* Pens in-room
* Notepad
* Any packaging for amenities or in-room purchases
* In-room communications
* Guest Directory (can be done electronically)
* Coffee mug
* Wine key
* Coasters
* Door hanger (DND)
* Room service menu
* Restaurant menu/feature

Property/Staff Supplies:

* Umbrellas
* Totes
* Pens – front desk (often cheaper than in-room)
* Package specialty items (e.g. picnic basket, water bottles, etc.)
* Nametags
* T-shirts
* Hats
* Temporary signage/guest communications templates (out of order, wine hour, etc.)

Sales Collateral

* Rack card – pre-opening (won’t have pictures of rooms)
* Rack card – post opening (with pictures of rooms and property)
* Postcards
* Promo cards
* Grand opening giveaways
* Event sales folder
* Corporate group sales folder
* Event supplies (e.g. table cloth, signage, giveaway concept)
* Templates for full page, ½ page, ¼ page ads

Property Signage

* Monument/Exterior Signage
* Wayfinding signage
* Room number signage
* Offices/rooms signage