

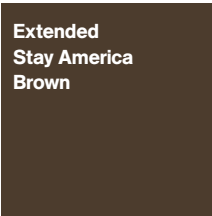
BRAND IDENTITY

logo colors

Color consistency

Reproducing our logo consistently across all applications and media is vital. To help achieve this, we have provided color formulas for printing offset spot colors (PANTONE®), process colors (CMYK) and on-screen applications (RGB and HEX). Use the color formulas shown on this page when reproducing our logo.

The colors shown here and throughout these standards have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE color standards. Consult current PANTONE publications for accurate color. PANTONE® is the property of Pantone, Inc.

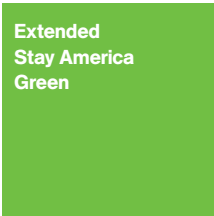


**Extended Stay America Brown**

**Coated stock**  
Use PANTONE® 7532C  
CMYK: 23/37/50/75

**Uncoated stock**  
Use PANTONE 462U  
CMYK: 30/41/94/50

**On-screen**  
RGB: 71/55/41  
HEX: 473729

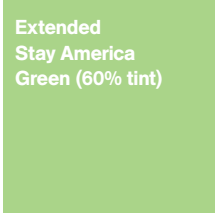


**Extended Stay America Green**

**Coated stock**  
Use PANTONE 368C  
CMYK: 60/0/100/0

**Uncoated stock**  
Use PANTONE 368U  
CMYK: 57/0/100/0

**On-screen**  
RGB: 116/190/76  
HEX: 74BE4C



**Extended Stay America Green (60% tint)**

**Coated stock**  
Use PANTONE 368C (60% tint)  
CMYK: 36/0/60/0

**Uncoated stock**  
Use PANTONE 634U  
CMYK: 34/0/60/0

**On-screen**  
RGB: 172/216/148  
HEX: ACD894