



Exterior Signage Program Successfully Implemented

Embassy Suites by Hilton, part of Hilton's portfolio of seventeen brands is a full-service property that offers both leisure and business travelers an approachable, upscale experience with best in class customer service. Embassy Suites by Hilton Denton Convention Center provides over 57,700 sq. ft. of event space and positioned near downtown Denton, the University of North Texas and Texas Women's University. The property was designed from the ground up and achieved USGBC LEED® Gold Certification.

As part of Hilton's preferred vendor network, our team specializes in supporting the branding needs for hundreds of their properties throughout the U.S. Kieffer | Starlite has designed, manufactured, and installed signage and lighting for Hilton properties for over a decade.

About the Solution

Kieffer | Starlite was awarded this project, which included all Embassy Suites branded exterior signage, exterior and interior channel letters for the on-site restaurant and signage for the convention center.

Maximizing on the prime location within Denton, the scope of work included five variations of identification signage with the Embassy Suites brand. Also included were four exterior monument signs around the perimeter for directional and identification purposes. The placement and size were designed to ensure maximum brand visibility from any angle.

Our team was able to pre-wire and drill the necessary access points during the construction phase to create efficiencies during installation. Our install team changed strategies on-site and opted not to use cranes to complete the high elevation signage. The entire project ran seamlessly, and we were able to deliver a complete turn-key exterior signage package for the hotel and convention center.

