

The following names and suggested taglines represent Starwood's expansive reach and its commitment to making positive contributions to the communities in which it operates:

beam

A ray of light that leads the way for progress, a beacon symbolizing hope and guiding good works; bringing opportunities to light and connoting a sense of pride.

GLOBAL CITIZENS ILLUMINATING POSSIBILITIES

LIGHTING THE PATH FOR PROGRESS

POSSIBILITIES IN A GLOBAL LIGHT

spectrum

Unlimited diversity of ideas; an array of global prospects;
a continuum of people supporting people worldwide.

A GLOBAL RAY OF POSSIBILITIES

NO POSSIBILITY TOO FAR

EVERY POSSIBILITY IN THE WORLD

EVERYTHING IS POSSIBLE

spark

Inciting positive actions; an initiation of spirit trailblazing new ideas; a catalyst that inspires and lights the flame for progress.

IGNITING CHANGE WORLDWIDE

WHERE POSSIBILITIES BEGIN

LAUNCHING POSSIBILITIES. LEADING PROGRESS.

blue print

Creating a solid support of global commitment; mapping out a ground plan for worldwide community spirit; framing the footwork for far-reaching positive steps.

THE FOUNDATION FOR GLOBAL GOOD WORKS

POSSIBILITIES THAT BUILD A BETTER WORLD

A GLOBAL FRAMEWORK OF POSSIBILITIES

green light

Go. Driving the message home, propelling change.
Forward bound direction hastening the cause and
making way for global advancement.

ACCELERATING GLOBAL GOOD WORKS

POWERING POSSIBILITIES

POSITIVE CHANGE IN EVERY DIRECTION

momentum

Embodies direction and movement. Innovation, new ideas and good works ever-evolving, ever-advancing. Unstoppable progress.

POSITIVITY AND POSSIBILITY IN MOTION

THE POWER OF POSITIVE CHOICES

GLOBAL CITIZENS POWERING CHANGE

involve

Illustrates a camaraderie of motivation; a rousing consensus of concern; a collective call to create change.

ENGAGING THE WORLD IN POSITIVE CHOICES

COMMUNITY SPIRIT ON A GLOBAL SCALE

GLOBAL PARTNERS IN POSSIBILITY