

MOD

A SONESTA COLLECTION

Brand Defining Standards

Common Threads are light touch-points that bring the brand to life through unique activities, amenities and services. Concepts are designed to enhance the guest experience and are open to personalization by location, with the goal to 'string a thread' from property to property. For Mod, the following are Common Threads.

A (MOD)ern Moment
(one is required, welcome to execute on two or all three):

A Unique Arrival

Feature a gumball machine in general lobby/check-in area where a coin is provided at check-in to redeem. Machine can be small with candy or large scale with unique offerings and amenities incorporated like drink vouchers, words of affirmation, branded items, and more.

The (MOD)ern Guest Book

To make an old concept new again, add a physical guest book to the arrival experience with fun stickers and pens to allow our guests the freedom to sign and share information about why they are traveling.

Playful Selfie Moment

Create moment in public space that's Instagramable whether that's a neon sign, retro phone booth, wing mural, or floral display – the aesthetic must entice the guest to interact with it.





Brand Defining Standards

Curated Food & Beverage

MOD delights visitors with surprising, individual culinary and mixology offerings that attract both locals and guests in search of memorable experiences.

Eclectic Décor

Every MOD property distinguishes itself and entices guests with a distinct, playful design experience. From the rooms to the restaurant to common spaces, the aesthetic vision is clear and individual.

Core Brand Standards

Sonesta Travel Pass
Brand Design Guidelines
Exterior Signage
Interior Signage

Digital Compendium
Architecture Design & Construction Standards
Non-Smoking Hotel

RFID Electronic Locks
Sonesta Approved PMS/POS Solutions
PAWS Pet Friendly Program