



## DEFINING BRAND STANDARDS

Our Defining Brand Standards are the touchpoints that are specific to the Signature Inn brand and are what sets us apart within the marketplace. These are also required touchpoints that are reflected throughout every aspect of Signature Inn hotels.

## SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevate Signature Inn beyond your standard hotel experience and are what leave guests wanting to return again and again.

ARRIVE



**EXTERIOR PAINT**  
Our paint schemes are reminiscent of typical mid-century modern motels, bringing to life the nostalgia of the past.



**WELCOME MAT**  
A quirky welcoming touch to reinforce the uniqueness of the Brand.



**FRONT DESK LIVERY**  
Our retro-chic logo shows off the brand image and becomes recognizable to guests.

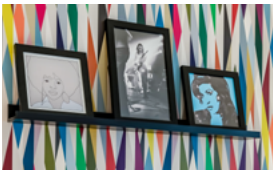


**VINTAGE MEDIA CONSOLE**  
A choice of classic and soulful tunes are available to play from a vintage console, which can serve as a striking statement piece all by itself.



**GUEST RECEPTION**  
Using inventive design solutions, the front desk becomes yet another colorful touchpoint within the lobby.

STAY



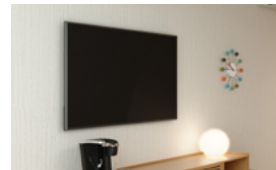
**GUEST ROOM ARTWORK**  
Retro-inspired modern guest room artwork.



**MODERN SEATING & MID-CENTURY MODERN FF&E**  
Furthering the mid-century aesthetic, in-room furnishings are good looking and timeless.



**TOP OF BED**  
Soft linen ensures guests have sweet dreams.



**43" TV WITH HBO**  
43" HDTV with expanded channel lineup and complimentary HBO.



**BATH AMENITIES**  
Exclusive branded bath amenities formulated with natural ingredients inspired by the Pacific Northwest.



**TERRY**  
High-quality towels show our commitment to guest comfort.



**OPEN CLOSET**  
An open closet solution fitted with shelves, hooks, hanging bars, and cubbies offers a convenient place for guests to drop their luggage and accessories.



**BACKREST SUPPORT PILLOW**  
Lounge in classic style.

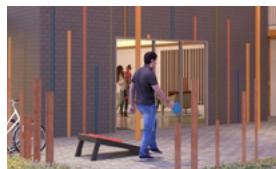


**GRAPHIC WALL**  
Bold visuals adorning at least one of the room's walls make every room a conversation piece in itself.

PLAY



**OUTDOOR POOL AND LOUNGE ACTIVATION**  
Lounging by the pool is always made better with fresh designs and touches of style.



**OUTDOOR GAMES**  
Guests can get competitive and play games like bocce, corn hole, ladder toss, and more.



**BIKES**  
A colorful fleet of bicycles welcome guests in and offer them an alternative way to get about town.



**PERMANENT GAME TABLE OR ACTIVITY**  
Guests can socialize and get competitive with a foosball table or an Xbox console with a collection of classic games.



**COMMUNAL TABLE**  
A multi-functional communal table allows for both work and play.

EAT + DRINK



**COFFEE PROGRAM**  
Serve Maxwell House Coffee in the lobby and in guest rooms for guests to enjoy.



**GRAB N' GO BREAKFAST**  
For guests heading out on the road we offer a handy breakfast-to-go option.



## CORE BRAND STANDARDS

Our Core Brand Standards are what we are known for, and ensure guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of Signature Inn hotels.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY BASIC GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



NON-SMOKING HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

Defining Brand Standards and Signature Moments subject to change. Additional core brand standards may apply, consult the current brand standards manual and resources located on the Sonesta QA site and Brand Hub.