



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 required touchpoints that are reflected throughout every aspect of our brand hotels.

SIGNATURE MOMENTS

Though optional, our Signature Moments are what elevates 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 DOORMAT
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 curated playlist of classic and soulful tunes plays 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.

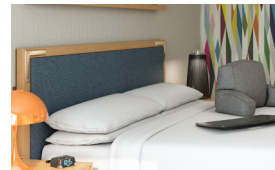
STAY



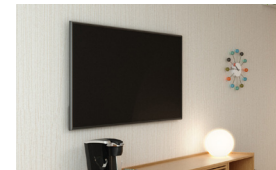
GUEST ROOM ARTWORK
Retro-inspired modern guest room artwork.



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.



CASCADIA SOAPERY
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 Royal Cup Prideland Coffee during breakfast hours in the lobby 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 your guests have a comfortable and consistent experience no matter which location they visit. These are required touchpoints that are reflected throughout every aspect of our brand hotels.



EXTERIOR SIGNAGE

The retro style of our exterior signage becomes recognizable to guests and reinforces our brand image.



SONESTA TRAVEL PASS

Guest rewards program requires full program participation.



APPROVED PMS

Specific brand approved PMS (AS!), integrated with two-way interface.



ELECTRONIC LOCK SYSTEM

Brand approved Electronic Lock System (RFID or RFID with Bluetooth recommended, Magnetic Allowed).



BRANDED OS&E

On-site items branded per brand OS&E guide.



COMPLIMENTARY WI-FI

Guests can work, stream, shop, or simply surf the web to their heart's delight.



WAYFINDING & ROOM NUMBER SIGNAGE

New brand-specified ADA compliant room number and wayfinding signage package specific to each property.



GREAT SHOWER EXPERIENCE

Upgraded adjustable showerhead, a curved shower rod, and a hookless two-piece curtain enhance the shower experience.



NIGHTSTAND POWER

CubieTime or approved plug portal provides convenient access to plug in and power up.



NON-SMOKING

Guests will enjoy a 100% smoke-free hotel.

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.