

Signature

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SIGNATURE INN

BRAND SNAPSHOT

Utilizing dazzling visuals and captivating motifs, Signature Inn brings to life the luster and feel of the golden era of a mid-century Americana, creating a truly memorable stand-alone in the upper economy marketplace.

CORE VALUES

Our values are meant to make guests feel inspired and relaxed.

VIBRANT

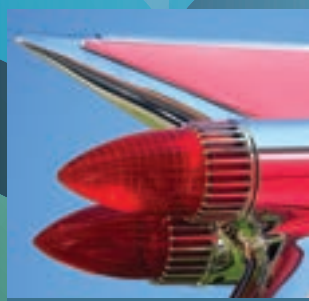
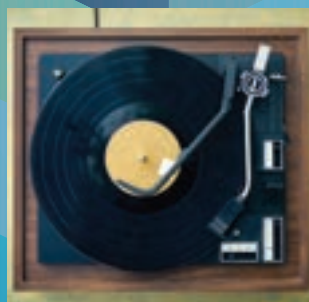
Signature Inn preserves and promotes an eye-catching and exuberant style that is grounded in today while evoking a simpler time.

CONTEMPORARY

Signature Inn provides the latest in hotel amenities and conveniences uniquely blended with our design aesthetic. We think of it as "retro-modern."

FAMILIAR

Capturing the earnest mentality of a bygone era, welcoming staff and restful rooms elevate comfort levels for all guests.



ATMOSPHERE

Signature Inn is a boutique brand, ideal for conversion projects and new builds for limited-service properties. With distinctive mid-century modern design, Signature Inn's design intent and brand elements help a variety of assets gain modern style, market appeal, and a differentiated brand identity.

SIGNATURE ELEMENTS

1. Modern retro design
2. Convenient locations
3. Colorful and cool tone of voice



CONSUMER SWEET SPOT



#ModernDayRamblers

Signature Inn's customers have a bit of nostalgia for classic Americana and appreciate mid-century modern design. They are young at heart go-getters who are both inquisitive and in-the-know. A great bed, HDTV, and strong Wi-Fi make these guests feel right at home even while on the road.



TARGET MARKETS

Secondary and Tertiary Markets

Road Trip Destinations

Coastal Cities and Towns

Urban Locations

CHEAP CHIC

Many boutique and experience-driven hotels take chances by rolling out bold designs and buzz-worthy campaigns. Signature Inn brings a cool and creative approach to the upper economy market, setting it apart from its competitors that focus solely on value and convenience.

Signature Inn is ideal for both conversion and new-build hotel locations.

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