

DEFINING BRAND STANDARDS

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

THE BRAND EXPERIENCE BEGINS WITH A ROYAL WELCOME



ARRIVAL
Living Royally begins with a moment and a warm greeting at the door. The doormat, bell cart with LONG LIVE THE GUEST share our brand messages beginning at the arrival.



LOBBY
The signature scent, woody and warm, floats through the air, a curated playlist, with undertones distinctive to the brand and layered lighting are consistent through every hotel.



FRONT DESK
Become introduced to the mascot through the curator's explanation of the key card or nametag and learn about the hotel through the Royal Report. Each front desk also features a uniquely Royal Sonesta Travel Pass sign.

MASCOTS EMBODY THE ROYAL SONESTA BRAND



HOTEL SPECIFIC MASCOT
The mascot portrait is bespoke artwork created exclusively for each property. Designed to elicit a chuckle while compelling guests to snap a picture.



ELEVATOR MOMENT
The mascot's personality comes alive in the elevator by introducing services offered by the hotel in a clever, witty tone.



HALL OF PORTRAITS
This art installation showcases all of The Royal Sonesta Hotels together as a collection. The House of Royal centerpiece ties the narrative together and provides an explanation for guests.

OS&E AND AMENITIES SHOWCASE THE BRAND PERSONALITY



IN-ROOM COLLATERAL
Each element of the guest room is carefully crafted to showcase the brand personality and uniqueness.



AMENITIES
Anatomical bath amenities are provided for guests along with branded dry amenities and complimentary Royal branded water.



COAT OF ARMS
Each hotel has a unique digital asset which incorporates the local identity and mascot to be able to use on OS&E.

EVEN PETS ARE ROYAL



FABLE PETS
The PAWS (Pets are Welcome at Sonesta) program is elevated through in collaboration with Fable Pets. From complimentary amenities at the front desk and in room, to unique programs such as the lobby moment and Mini Bar*k experience, pets are VIPs.

BRANDING IN F&B OUTLETS



MASCOT MOMENTS
The mascot cocktail is a beverage one can only get at a Royal Sonesta, the mascot toothpicks elicit a chuckle and young royals are delighted with programmed kids menus. Additionally, the cocktail menu and program weaves hotels together.

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 The Royal Sonesta brand hotels.



SONESTA TRAVEL PASS LOYALTY PROGRAM



PET WELCOMING PROGRAM



GUEST SATISFACTION AND REPUTATION MANAGEMENT PLATFORMS



QUALITY ASSURANCE PROGRAM



SONESTA REVENUE AND DISTRIBUTION PROGRAMS



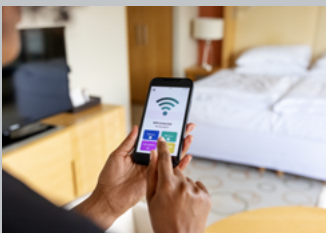
LEARNING, DEVELOPMENT AND BRAND GUIDANCE PLATFORMS



SONESTA SUPPLIER ALLIANCE (SSA) PROCUREMENT PLATFORMS



GUEST EXPERIENCE AND ENTERTAINMENT PLATFORMS



COMPLIMENTARY GUEST WI-FI



ARCHITECTURE, DESIGN AND CONSTRUCTION REQUIREMENTS



BRAND IDENTITY, DESIGN, AND SIGNAGE GUIDELINES



SMOKE-FREE HOTEL



TECHNOLOGY INFRASTRUCTURE AND HOTEL OPERATIONAL PLATFORMS



GUEST SAFETY AND SECURITY STANDARDS

LONG LIVE
THE GUEST.



Required Brand Standards and Optional 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.