

CLASSICO™

Collection by **SONESTA**

Traditionally CONTEMPORARY

CONSUMER- FOCUSED COMPETITIVE SET

This set of hotel brands is tailored to how guests perceive and compare the Classico Collection by Sonesta brand in the market. It includes hotel brands that consumers consider as direct alternatives based on factors like price, amenities, and experience. This competitive set helps shape guest-facing messaging, positioning, and service standards to remain compelling and relevant in the eyes of travelers.

Upper-upscale

Target Markets

Urban, Destination Leisure and Resorts

AUTOGRAPH
COLLECTION™

CURIO
A COLLECTION BY HILTON™

TRIBUTE
PORTFOLIO

canopy™
BY HILTON

jd
BY HYATT

LODGING DEVELOPMENT- FOCUSED COMPETITIVE SET

This set of hotel brands is designed for use in development strategy and investor relations. It includes hotel brands that compete for market share in the development space, considering factors like cost to build, operating margins, brand reputation with developers, and performance metrics like RevPAR and market penetration. While there may be overlap with the consumer-focused comp set, this perspective emphasizes operational efficiency, scalability, and financial returns for owners and operators.

Upper-upscale

Target Markets

Urban, Destination Leisure and Resorts

CURIO
A COLLECTION BY HILTON™

TM
TRADEMARK
COLLECTION BY WYNDHAM

AUTOGRAPH
COLLECTION™

VIGNETTE™
COLLECTION



Unaffiliated
Hotels

Old-world charm
IS REIMAGINED WITH
EACH PROPERTY IN
THE COLLECTION

*which activates
its own design
and hotel story*



Classico Collection Pillars

01



SIGNATURE CUISINE

Classico delights with a dining and bar experience founded on signature, local cuisine, whether exquisitely traditional or surprisingly contemporary.

02



HIGH TOUCH SERVICE

At Classico, team members celebrate the individuality of their hotel's story and design in all they do. From local amenities, content and touchpoints, to warm, anticipatory interactions, we create memorable experiences through service.

03



REFINED INTERIORS

Classico charms guests with a cultivated aesthetic sensibility, inviting them into atmospheres at once irresistibly warm and inspirationally sophisticated.

Classico Manifesto



THEY DON'T MAKE THEM LIKE THEY USED TO, THE SAYING GOES... CLASSICO WAS THOUGHTFULLY CONCEIVED AND ARTFULLY CRAFTED TO OFFER OLD-WORLD CHARM TO CONTEMPORARY TRAVELERS. THE BRAND DELIGHTS WITH REFINED, INVITING INTERIORS AND SIGNATURE, EXQUISITE CUISINE, COMBINING THE BEST OF OLD AND NEW. THAT MEANS MAKING HOTELS NOT LIKE THEY USED TO, BUT LIKE THEY NEVER HAVE BEFORE.

Visual Identity

Current Logo

CLASSICO
A SONESTA COLLECTION

Future Logo

CLASSICO
Collection by **SONESTA**

Typography

Aa

Carisma Classic - 300 Light | Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&()

Aa

Instrument Sans | Sub Headline & Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&()

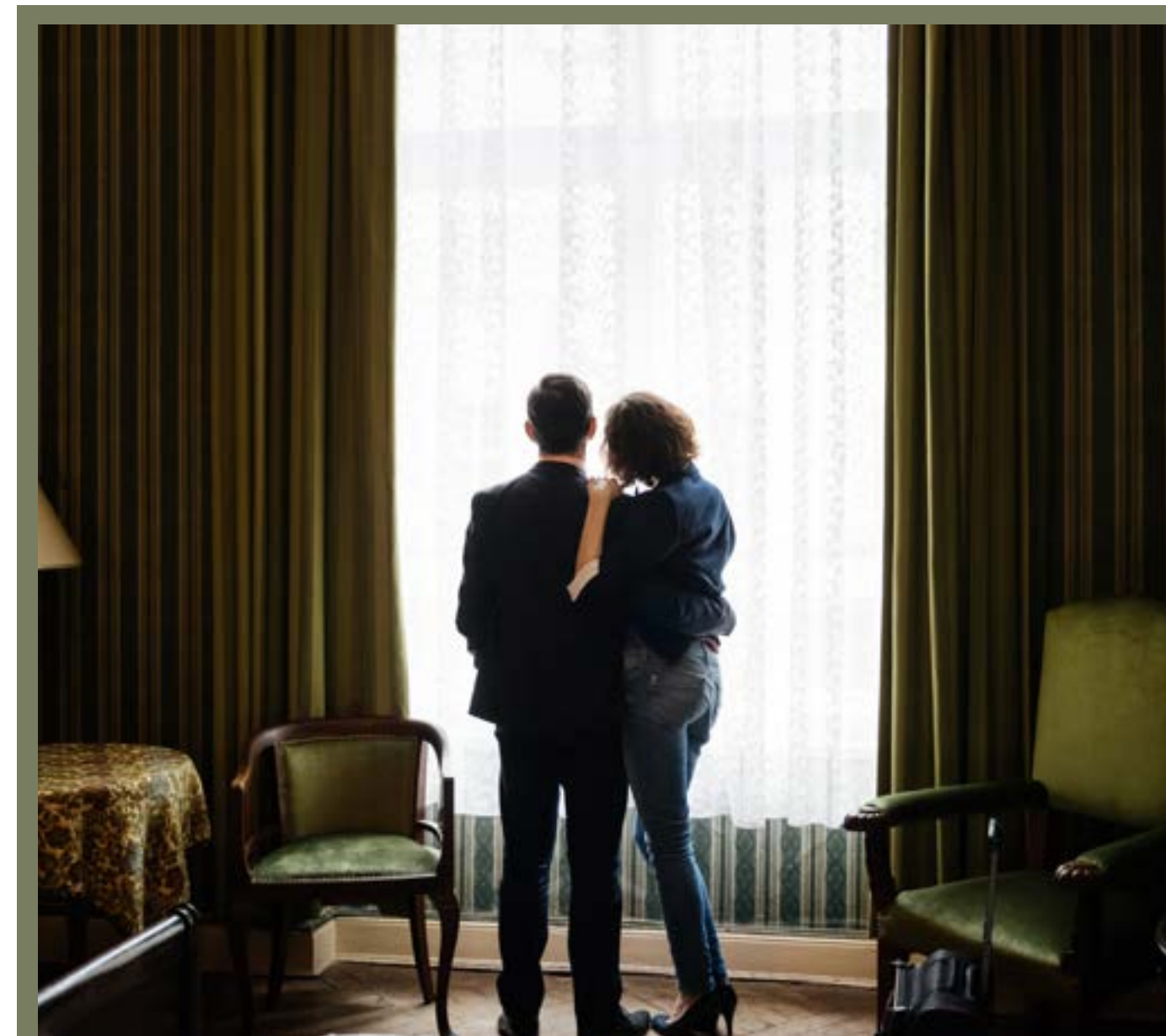
Pinyon Script | Emphasis

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^&()*

Tagline

"Traditionally CONTEMPORARY."

Layout Example



Classico OFFERS A COLLECTION OF HOTELS AS
local AS THEY ARE *worldly*, AS *authentic* AS THEY ARE
traditional, AND AS *rich* AS THEY ARE *comfortable*.

CLASSICO
A SONESTA COLLECTION

Color Palette

Primary Colors

PEACOCK GREEN

PMS 5463C
CMYK: 91/66/59/66
RGB: 6/39/46
HEX: 06272e

OLIVE GREEN

PMS 4221C
CMYK: 52/39/65/14
RGB: 121/124/96
HEX: 797c60

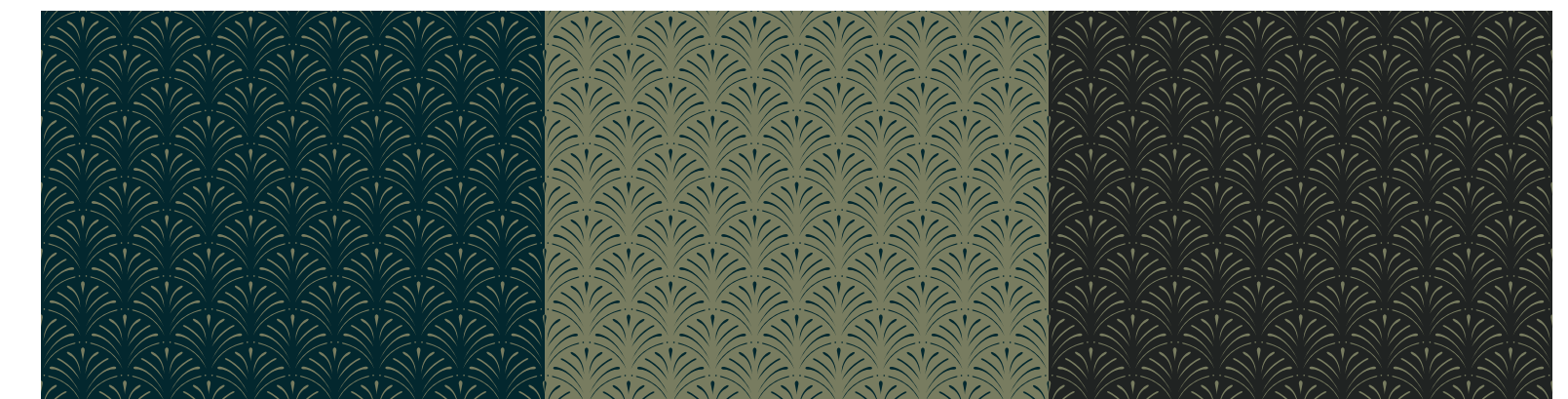
WHITE

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

DARK GRAY

PMS 419C
CMYK: 7/0/7/88
RGB: 28/30/28
HEX: 212322

Patterns



Classico Requirements

Design & Construction

DESIGN SUPPORT	Specific hotel brand & design story, either existing or newly created by third-party firm
RESTAURANT + BAR	Standalone bar or bar integrated into primary restaurant
OTHER OUTLETS	Recommended based on hotel size and positioning (e.g. pool grill, coffee cart, second bar, etc.)
MEETING SPACE	Optional; When present must include upper-upscale FFE
GYM	Updated equipment and spatial design; Align to local hotel story
GUEST ROOMS	Upper-upscale FFE; Well appointed bathroom
TECHNOLOGY	Align to all Sonesta Tech specs and minimums for upper upscale; 50" TV; Powerful Wi-Fi
SIGNAGE	Co-brand non-illuminated plaques at entry and front desk

Classico Requirements Operations

CRM & LOYALTY	Program participation required; Provide guest benefits, recognition and complete enrollments; Use of loyalty key cards and packets optional; PAWS Program participation required
PROCUREMENT AND PURCHASING	Access to all Sonesta Supplier Alliance (SSA) Procurement Platform systems/franchised hotel support options and discounts
BATH AMENITIES	Approved Upper-upscale local bath amenity package, or Archive; Dry bath amenities
ADDITIONAL ROOM AMENITIES	Upper-upscale offer, including robes, hairdryer, slippers, luggage rack, etc.
SIGNAGE	Co-branded desktop loyalty sign on front desk
OSE	Use of co-branded OSE from style guide, or local individual brand OSE

Classico Requirements

Marketing

LOGO	Co-branded logo created and used in all digital and printed materials
STYLE GUIDE	Co-branded style guide created and required for use in digital and print materials; Locally created materials should follow guide
MARKETING SUPPORT	Initial discovery meeting to review marketing channels, photography, OTA usage, booking channels, paid search, style guide, and additional strategies; Joint agreement on road map for each hotel
MARKETING TEMPLATES	Marketing template materials (sales, brochures, additional OSE, etc.) provided by Sonesta upon request
WEBSITE	Primary traffic to position to Sonesta channels; Local websites permitted following guidelines
SOCIAL & EMAIL CHANNELS	Sonesta Social Media Guidelines and Best Practices are provided in the Social Media Playbook; Inclusion in broader Sonesta co-branded, destination and STP messaging; Hotels are recommended to maintain local social channels

CLASSICO™

Collection by **SONESTA**

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