



brand book

03 where we are

08 who we are for

10 who we are

contents



where we are



where we are



industry positioning

With a cheap-chic design and eye-catching branding, Signature brings back the golden age of travel and gives it a retro-modern twist for an experience that is as unique as it is comfortable.

consumer-focused competitive set

This set of hotel brands is tailored to how guests perceive and compare the Signature Inn brand in the market. It includes hotel brands that consumers may 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 ECONOMY SELECT SERVICE TO LOWER MIDSCALE

TARGET MARKETS: Secondary & tertiary markets, road trip destinations, coastal cities and towns, urban locations

Independent
Motels

Red Roof Plus+

BW Best
Western.

Garner
AN IHG HOTEL

spark
by Hilton



lodging development-focused competitive set

This set of hotel brands includes brands that compete with Signature Inn for market share based on location, target customers, ratings and reviews, room types, amenities, and market positioning. Competitive sets vary based on markets and other factors. Any development strategy should include independent research and analysis to identify the relevant competitive set for the specific opportunity.

UPPER ECONOMY SELECT SERVICE TO LOWER MIDSCALE

TARGET MARKETS: Secondary & tertiary markets, road trip destinations, coastal cities and towns, urban locations

 **Holiday Inn**

 **RAMADA**
BY WYNDHAM

 **Howard Johnson**
BY WYNDHAM

 **Red Roof Plus+**

 **Best Western**

Independent Motels

 **Garner**
AN IHG HOTEL





business development model

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.



who we are for

who we are for

#ModernDayRambblers

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.



who we are

who we are



brand promise

At Signature Inn, we promise a warm, welcoming stay with our cheap-chic design offering stylish, affordable accommodations for modern travelers.

*brand
promise*



brand mission

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.

Brand Pillars



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

brand pillars



brand vision

At Signature Inn, we aim to be the top choice for modern travelers by offering stylish, comfortable, and affordable accommodations. We strive to revolutionize hospitality with our innovative cheap-chic design and exceptional service, creating memorable experiences for every guest

brand manifesto

We are Signature Inn. Born in the golden age of travel, we honor the past while embracing the present. Our spaces are a celebration of retro charm and modern comfort—a place where style meets affordability. We believe in creating experiences that are as unique as the travelers who walk through our doors. Our bold design and vibrant spirit remind us that every journey should be memorable, every stay should be special, and every moment should reflect the joy of discovery. At Signature Inn, we're more than a hotel. We're a time machine to the magic of travel's heyday, reimagined for today's adventurers.



how the brand comes to life



PHONE CARD



DOOR HANGER



CONSERVATION CARD



NOTEPAD & PEN



BUSINESS CARD



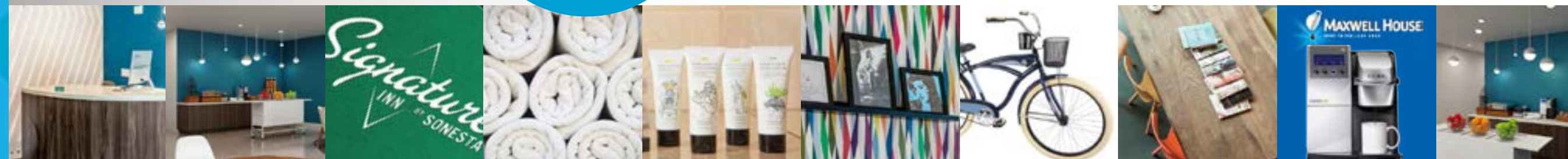
DOORMAT



FEATHER FLAGS



guest journey



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.

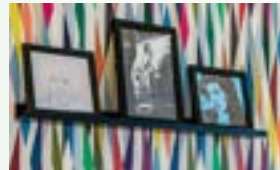


VINTAGE MEDIA CONSOLE
A choice of classic and soulful tunes are available to play from a vintage console, which can serve as a striking statement piece all by itself.



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.

brand defining standards

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 Signature Inn 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.



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