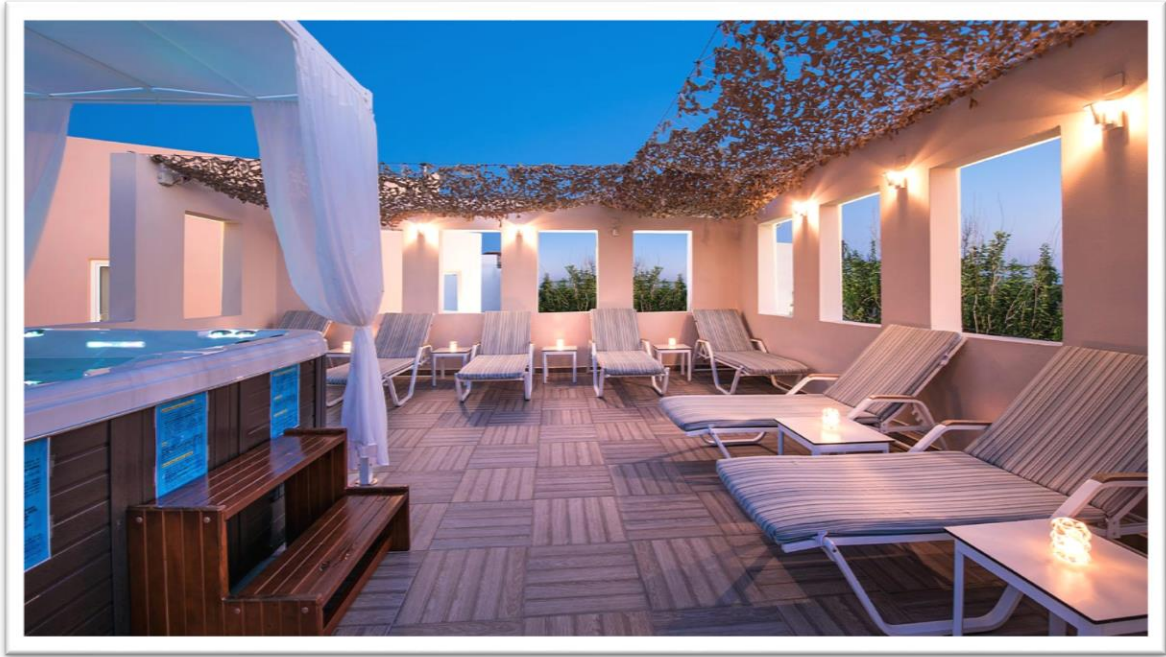


Society Hotels Brand

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Contents:

1. Brand Essence
2. The Logo
3. Brand elements on-property
 - a. Arrival / Reception
 - b. Society Key
 - c. Bar /Dining /Work & Social space
 - d. Bedroom
 - e. Private Social /Meeting /Dining Spaces



1. Brand Essence

Today's traveller has moved beyond the pursuit of material things, their thirst is attuned to experiences as they de-clutter their lives of stuff they no longer need or cherish.

A hotel stay for them has to be more about experiences and less about the thread count of the sheets and the brand of the bathroom amenities. Of course there are still essential comforts required of a great hotel, but their stay is likely to be judged more on the internet speed, media access, ergonomic work space in the bedroom the social space in the public areas and the mixologist's latest creation.

Society Hotels is about socialisation with fellow travellers, colleagues, partners, friends and family, a stay at a Society Hotel will be an enriching experience. Society Hotels promise to take a hotel stay to a new level of engagement - with people. People whom you are travelling with, other guests and our Society Hotel team members. Engagement and socialisation is the essence of the Society brand, without barriers or pretence, but with a genuine desire to make your stay an enjoyable experience you want to re-engage with time and time again. Human interaction lies at the very core of our being, our society is about people being together, a series of human interactions which make us who we are as an individual and as a society.

Unlike the current airbnb guest experience which can be soulless, even lonely if travelling alone, Society Hotels is the opposite, it is offering an experience not just a space to sleep in, but a place to live in and interact with the other inhabitants.

2. The Logo

A logo should say in an instant what a brand is about. Once you see the Society logo you know immediately what Society hotels stands for. The linking of the O with the C tells the story in an instant, connection, no further explanation required. The colour palette is muted, not gold, but a bespoke colour with a slightly tarnished finish, which suggests history, then, overlay the logo and you have modernism meets heritage. The logo therefore sits well in the context of both heritage architecture and a modern structure.

3. Brand Elements on-property

a. Arrival / Reception

Society Hotels should be welcoming, like a familiar club, somewhere you feel good about coming to and returning to. From the street we don't need to show too much off, no large plate glass windows, no large glass sliding entry doors, a simple set of doors that reveal there is more on the inside than you can see from the street. The lobby area should not be too cavernous, but comprise a set of areas; the reception area will be dictated by the number of keys but should remain as intimate as possible.

b. Society Key

Issued on check-in the smart chip key is more than just your room key. It is pre-loaded with a credit you can use to pay for two cocktails per day, morning coffee or juice, daytime refreshments and a range of potential add-ons. A Society key can be topped up at guest's own expense during a stay or any transactions beyond the credit automatically go to the guests' own account. No refund is offered on the unused credit but can be transferred to a future stay. Local bars and restaurants could agree to accept a Society key as payment, or offer a discount.

c. Bar/Dining /Social & Work Space

These spaces should be interconnected where space allows, people should be able to move easily from a bar area to a dining area to a social space and with appropriate acoustic treatment a series of work spaces not dissimilar to modern airline Business and First class lounges.

The Society Bar should be circular or two intersecting circles reflecting the logo but more importantly to allow people to sit or stand and converse with other guests easily, so sight lines across the bar are important. Bar design has to taken into account the need for tidiness and clean lines behind the bar. Bar staff & music selection has a big role to play to make the Society Bar the place to be, be seen and to meet.

Dining should offer a contemporary menu with an emphasis for fresh ingredients, healthy options and sharing plates. All day dining with the ability to change the mood & menu throughout the day & offer flexibility for the operator to feature both open &/or closed kitchen concepts.

Social & Work Spaces are designed for people to meet, work and socialise and are a signature feature of Society Hotels. A new take on lobby lounges of traditional hotels with the emphasis on 'socialisation' somewhat reflective of modern office common/amenities areas. Work Spaces need to be quieter areas with sound proofing and some moveable dividing panels. Guests can temporarily divide off a

small or large space quickly to create a meeting or work space if needed. The option exists for self-service refreshment area if the bar is not in the immediate vicinity.

The Social space becomes the heart of the hotel from 5pm onwards, the music level comes up & the lighting changes to make socialisation the focus. Bar service is offered and guests are encouraged to spend the credit on their Society key. Similar to a Executive Lounge or GM's cocktail party for VIP guests the Society service & management team should be present to serve & engage with guests.

d. Bedroom

Depending on the physical constraints of the building the bed should be off the wall, in the middle of the room, the bathroom and wardrobe areas should be behind the bedhead. Immediately behind the bedhead is a large full bed-width rack for luggage. A workspace and TV media centre should be on either side of the room at the foot of the bed. A mini-bar should be at eye level, with a glass door so product is easily seen, ideally recessed into the wall, not in a cabinet.

e. Private Social /Meeting /Dining Spaces

In place of meeting & banquet/function spaces in traditional hotels comes Society Hotels' take on giving guests a myriad of concepts they can accept or borrow from to create their bespoke experience. High-quality partitions divide the spaces to suit the needs of customers. Rectangular & Square tables are on wheels so they can be moved to suit any situation from working to dining to celebrating.

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