

Welcome to the Color Story. We hope you enjoy this literary and visual experience, complements of The Sherwin-Williams Color Marketing & Design Services Department. This third edition presents an overview of the economy of the brand hotel. We will examine and define color trends that are influencing the entire Hospitality Market Segment for 2012.



# color story

hospitality

## REBRAND | THE BRAND HOTEL

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What attracts the hotel guest? Answers to that question are abundant: location, service, value, cleanliness, ease of website, amenities, rewards programs and previous positive experiences. Design and aesthetic rate high on the list. The Brand Hotel seeks to answer this in many creative ways, and differentiate itself from the competition. In the past decade, we have seen several of the Brand Hotels adopt a new identity in logo, image and appeal. With a fresh, new approach, these companies hope to rebrand the Brand hotel.

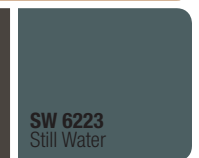
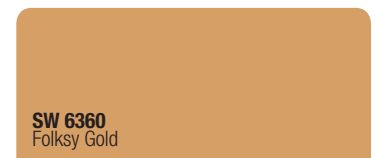
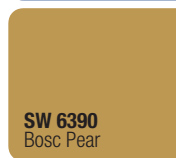
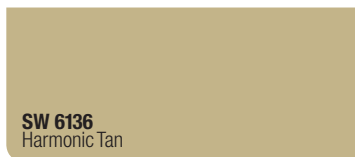
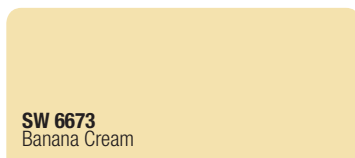
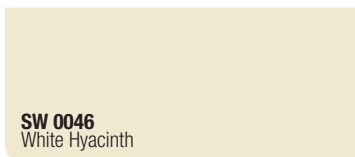
Three major components that re-define a brand are the exterior color scheme and decorative building materials; design; and graphic signage. Elements such as stone, up-lighting and warm color tones grace the façade of the hotel. While on the inside, ceramic tile, granite and sophisticated palettes emerge. The guest room has been refined with accent walls, artwork and luxurious bedding. Graphically, logos have been updated to reflect the overall target demographic of the hotel: young, hip travellers, business people, families - or all of the above.

The brand hotel has and will continue to see a rebirth of activity. The hospitality industry is forecasted to see a resurgence in remodeling and rebuilding. As baby boomers retire, they will travel more abundantly. As for existing hotels, paint, roof coatings, sealants and coatings that have been forgotten for years will be replaced and/or applied.

Overseas, American hoteliers are finding great business success. US Global business travel is projected to grow by 34% in four years to India, China, Latin America and the Middle East. Furthermore, the rise of the middle class in India and China has positively affected each country's tourism industry. Several US hotel brands have realized the need for a basic clean, comfortable and economical hotel in these countries, and building is happening at a rapid pace.



## RECHARGE | HOSPITALITY COLORS FOR 2012



**Interior:** Art Deco meets au courant design. Color main walls Jovial, and pair pale White Hyacinth as a secondary color coupled with dramatic contrasts such as Manor House on frames and artwork. A mid-tone French gris such as Spalding Gray turns into a setting that is tres chic.

**Interior:** Modern, bright Latin American inspired hues are found in warm, soft Banana Cream yellow paired with Harmonic Tan on walls and Refresh for a cool accent. Extra White trim balances a space that is clean and unexpected.

**Exterior:** Try Upward as the primary and Lupine as the secondary body colors for design savvy curb appeal. Creamy railings and Bosc Pear doors and accents finish this palette and define the modern hotel.

**Exterior:** Folksy Gold and Gingery pair for a bold palette that is ideal in any region. Sealskin railings are pleasing to the eye, and Still Water complements the body colors in doors and accents.

# PRODUCTS | TO CONSIDER FOR THE REBRANDING PROCESS



Interior



Exterior



Promar® 200  
Zero VOC Interior Latex



Pro Industrial™ Zero VOC  
Catalyzed Acrylic Epoxy



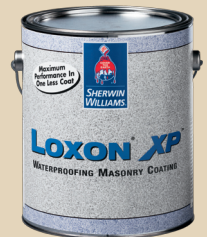
ArmorSeal®  
Floor Coatings



Duration® Premium  
Exterior Acrylic Coating



Sher-Crete® Flexible  
Concrete Waterproofer



Loxon® XP  
Masonry Coating

## FOCUS | ON WELLNESS

The indoor recreation center has become a staple in hotel design and offering and typically offers a swimming pool, hot tub and restroom facilities. Most hotels offer a workout facility complete with cardio and weight machines. Reds and oranges encourage activity. SW 6346 Fame Orange engages the fitness patron. SW 6751 Refresh is suggested for rejuvenation and a zen-like feeling in your hotel's spa.

Yoga is as popular as complimentary wifi in many hospitality facilities. Not only are yoga studios being designed, actual yogis are sought after to lead programs and classes. SW 0046 White Hyacinth is a soothing backdrop for the next Vinyasa flow.

Additional wellness offerings include allergen-free environments. Major hoteliers offer special floors that use the PURE Allergy-friendly system in their guest suites. Pure rooms use a purification system that removes up to 99% of allergens and pollutants in a room, leaving a room fresh and clean. Hypoallergenic mattresses and bedding is used for maximum breathability. SW 6239 Upward is an uplifting color to pair with the Pure environment.



SW 6346  
Fame Orange

SW 6364  
Eggwhite

SW 6551  
Purple Passage