



# HOMER<sup>2</sup>

SUITES BY HILTON

®

## **Home2 Suites** - staying relevant in dynamic times

The Home2 Suites brand was created in 2008 with the goal of reaching a style-conscious and socially-conscious consumer. Establishing a new forward-thinking design and service, the brand has become a star in Hilton's all-suites network of hotels, and a favorite of some of our most loyal guests. As our distribution grows we are committed to ensuring the Home2 Suites brand personality comes through clearly in every aspect of our hotel design.

This design brief includes the tools, ideas and resources to ensure our hotels continue to be stylish, comfortable havens for today's travelers.

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"We guarantee an engaging experience and clean, comfortable accommodations. If you aren't completely satisfied, let us make it right, or that night's on us."

# *brief overview*



**T**

The Design Brief ensures that the Home2™ experience consistently echoes our Brand Personality. Our goal is to guarantee that “who we are” and “what we are” are one and the same.

Home2 Suites by Hilton® is an innovative, modern approach to the midscale, extended-stay hotel market. Targeted at today's tech-savvy, value-oriented traveler, Home2 was developed by examining every facet of the guest experience and re-imagining these aspects in a unique and design-conscious manner. From check-in to check-out, every detail has been thoughtfully chosen to be inviting, functional and distinct. By presenting a distinct and consistent brand identity through our interior design, we strengthen and reinforce the personality of Home2 and help to educate existing and future guests about our brand's uniquely positive attributes.



# BRAND AT A GLANCE

## HOME2 SUITES

Home2 Suites is a new way to think about extended stay. The Brand provides a compelling alternative to the “me too” sameness currently found in the mid-scale, extended stay marketplace. Unique elements in the exterior, public space, and guest suites provide a memorable experience for the guest with an unexpected sense of style.



*The Home2 Brand uses simple forms and furnishings with colorful, engaging patterns and delightful details.*



*With adjacencies to registration, Inspired Table and Spin2cycle, our lobby becomes a hub of activity, and a welcome “Oasis” for guests. As a matter of fact, that’s what we call it!*

*The welcoming exterior of Home2 Suites’ properties sets the tone for the guest experience, while thoughtfully designed outdoor spaces like our outdoor living room and back patio expand the guest experience beyond the four walls of the hotel.*



In true Home2 Suites style, a turquoise finish on a traditional Adirondack chair turns a familiar idea into a point of visual interest and surprise.

## POPS OF COLOR

Home2 is keenly aware of the impact that our hotels have on our communities and on the environment. From post-consumer recycled furniture to saline swimming pools and sustainable material sourcing, our hotels reflect an active approach to sustainability. It is this heightened commitment that takes our service and product experience to the next level.

**“Home2 Suites is a shining example of the next generation of hotel brands - one with an acutely tuned conscience.”**



# BRAND PERSONALITY

Home2 Suites by Hilton was designed with a flexible approach toward relaxation, connection and productivity. Our guest suites and communal spaces encourage social interaction and offer opportunities to work in an adaptable, multipurpose environment that is comfortable and inviting. We strive to transform our guests' travel experience into a delightful diversion from their routine rather than an interruption to their life, and to provide them with a "second home" that is truly second-to-none.

## SOCIAL INTERACTION

Purposeful zones and inviting spaces promote a sense of community and foster guest interaction.

## ENHANCED FLEXIBILITY

Self-service features and versatile design solutions connect lifestyle and activities with offered amenities.

## COMMON SENSE APPROACH

Home2 is setting the standard in sustainability, diversity, inclusion, and wellness. Being a practical and responsible corporate citizen is at the heart of the Home2 Brand.

## EFFICIENT SPACES

With savvy, new amenities and design, each space is thoughtfully utilized to maximize the guests' productivity and comfort.

# BRAND PRINCIPLES

Targeting savvy, value-wise, extended-stay guests, this exciting Hilton Worldwide concept delivers unexpected style, enhanced flexibility, expanded spaces, differentiated amenities and passionate service.

## BRAND ESSENCE

Distillation of Brand Positioning:  
**Free to be you™**

*"It's more than a place to stay; it's your hangout and it's just your style. After all it's your address 2, so feel Free to be you™"*

## BRAND VALUES

SOCIALIZATION  
SOCIAL RESPONSIBILITY  
FREEDOM  
THRIFTINESS  
WELLNESS

## BRAND PROMISE

Articulation of Commitment to Customers

*"We guarantee an engaging experience and clean, comfortable accommodations. If you aren't completely satisfied, let us make it right, or that night's on us."*

## BRAND VOICE

How the Brand Speaks

PLAYFUL  
ENGAGING  
PASSIONATE  
INDIVIDUALITY  
COMMITTED  
CUTTING-EDGE

# BRAND CHARACTERISTICS



## LIVING SPACES.

- Oasis
- All-Suite Extended-Stay w/ In-Suite Kitchen
- Fitness/Laundry Combo
- Grilling Patio
- Pool and Deck
- Outdoor Lounge

## WELL-BEING.

- Inspired Table™ Breakfast
- Sustainability
- Outdoor Spaces
- Your2 Hands™
- Pet-Friendly Suites
- Bundled Pricing
- Social Interaction-Service Culture
- EPA Water Sense™ Fixtures
- Recycled Materials/Durable Finishes

**The Home2 Brand provides guests with everything they need while they are away from home. The Brand characteristics illustrate all the ways Home2 makes this happen in the hotel environment.**

## STAYING CONNECTED.

- Complimentary wifi



## PUBLIC SPACES

Home2 was created with a simple philosophy in mind: to create a hotel product, experience and environment that is distinct from others in the marketplace. Home2 is a place where each guest feels comfortable, while being surrounded by a unique collected style.

The design is purposely relaxed and casual, with built-in flexibility in the eclectic mix of interior design elements, furniture styles, fabrics, colors and finishes that extends the Brand's playful and engaging personality. Never formal or perfectly matched, the "collected" motif allows owners, operators, and their interior designers the flexibility to address the local vernacular of each site.



Surrounded by a unique collected style



# PUBLIC SPACES

- 1 Banquette & Seating
- 2 Business Services Area
- 3 Registration Desk
- 4 Breakfast Table
- 5 Breakfast Serving/Inspired Table
- 6 Entertainment Wall/Coffee Station
- 7 Home2 MKT™
- 8 Guest Laundry & Exercise/Spin2 Cycle
- 9 Saline Pool
- 10 Patio & Outdoor Lounge

The prototype was developed by creating several Signature Design Elements that become iconic to the Home2 Brand. These elements speak directly to guests' wants and needs when staying at an extended-stay brand and continue to set Home2 apart from its competitors.



## LOBBY - Chelsea Palette



Our Chelsea Palette works in any property, bringing bright, clean, modern style to the lobby area. Our signature Green Apple hue takes on a fresh tone, enlivened by radiant shades of blue, gold accents, pops of color and natural wood. Furnishings and fixtures are aesthetically pleasing with organic shapes and clean lines.



## LOBBY - Tribeca Palette



Our Tribeca Palette brings a vibrant feel to Home2 Suites' public areas. Multiple jewel tones are balanced by natural wood and neutral tones to create an inviting atmosphere for the lobby experience. Furnishings and fixtures take on a modern yet familiar profile to create an accessibly stylish feel.



## AN ECLECTIC STYLE FOR A CONSISTENT HOME2 EXPERIENCE

Home2 Suites' interior design is intentionally eclectic and embraces the collected, fun decor with touches of the unexpected including the use of 5 or 6 colors. This style gives owners the freedom to interpret brand design guidance in ways that both reflect and respect their unique property characteristics, but with clear guardrails to ensure guests always know it's a Home2 Suites.



# FF&E - Our brand comes to life in the details

Home2 Suites signature style of mixing the unexpected into an eclectic and playful environment where guests are free to be themselves.

Elements feel modern and refined while combining personality and a playful spirit. The feeling evoked is that of a tastemaker's first apartment, perfectly balancing classic comfort and contemporary creativity.

1.



3.



2.



4.



5.



6.



- 1 Art is abstract and inspires a fresh perspective
- 2 Wherever possible, sustainable initiatives are applied; this chair is comprised of post-consumer waste
- 3 Organic shapes make modern pieces feel accessible to all
- 4 Classic details like turned-wood table legs add delight and a sense of familiarity to the experience
- 5 Elements such as tree-trunk side tables are simple and surprising
- 6 Fully upholstered seating complements other more streamlined pieces, ensuring each guest has a variety of choices that match their needs



## HOME2 MKT™.

The HOME2 market is an open retail area for snack and sundry items operated by Front Desk Associates. Its location adjacent to the FRONT DESK allows for transactions to occur at the desk.



## FRONT DESK.

The FRONT DESK is where Home2 guests are welcomed and given their first glimpse of the Brand's personality. Striated board panels, and environmentally friendly reuse for wood, creates a broad band running across the wall behind the FRONT DESK. This band also incorporates a punch of bright color provided by a signature green glass window with the Home2 logo. The glass window provides team members key visual access to the OASIS from the back office.



An important step in creating a Brand experience is identifying and clarifying the Brand icons. The Prototype was developed by creating several Signature Design Elements that become iconic to the Home2 Brand.

**INSPIRED TABLE.** The Home2 Inspired Table breakfast is a key part of the Home2 Brand experience. The goal of the Inspired Table presentation is to feature the food offering, create an overall sense of choice, and facilitate convenient self-service from the guest perspective.



## GUEST SUITES

Home2 has created a unique guest experience in the STUDIO SUITE, combining familiarity with flexibility and ease of use. Designed with a streamlined approach to storage and function, it takes advantage of all 323 square feet with stylish innovations.

The signature Home2 eclectic style extends to the guest suites and is complemented by neutral hues mixed with nods to playful pops of color and organic textures. The drapery divider creates a perceived one-bedroom suite while leveraging the studio design. The working wall opposite the bed is a collection of functional spaces, including a flat-panel TV, desk, and storage. The progression of kitchen to seating area to desk/table to bed, flowing from one end of the suite to the other, enables functionality while ensuring flexibility.



Surrounded by a unique eclectic style



# STUDIO SUITE



The STUDIO SUITE fits how you live. It provides practical flexibility, with the kitchen, media room, and bedroom that allows you to work, relax, and sleep.



- 1 Working Wall
- 2 Kitchen
- 3 Bathroom
- 4 Work Area & Media Room
- 5 Bedroom & Storage



## GUEST SUITE - Chelsea Palette



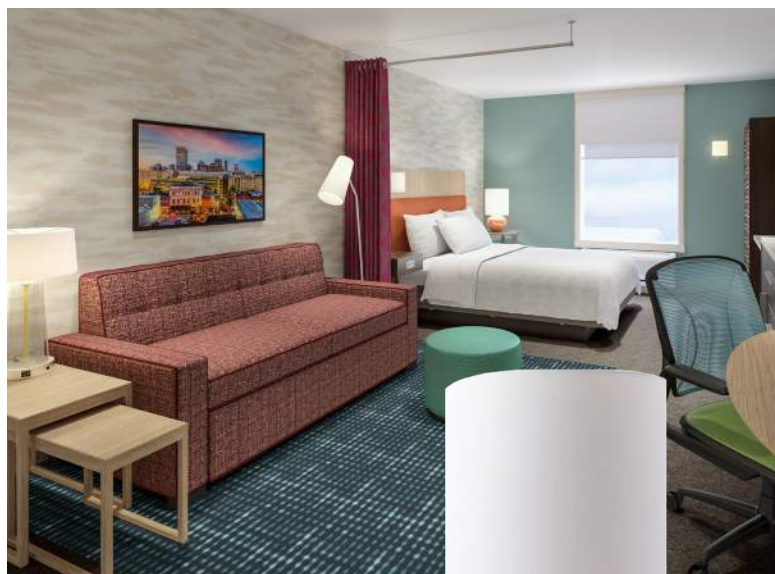
Stylish, yet slightly subdued, our Chelsea Palette for the guest suite effortlessly combines the playful with the practical, creating a guest room experience that feels comfortable and creative. A collection of patterns and a complementary color palette invite guests to get comfortable and make the space their own.



## GUEST SUITE - Tribeca Palette



A daring, yet pleasing take on our guest suite, the Tribeca Palette combines bold geometries with brightly balanced color to achieve a look that feels like a fashionable friend's abode. A variety of materials and textures create a tactile experience, and strategically-placed pops of color create visual interest.



## INSPIRING AND INVITING.

Home2 takes a fresh approach to the look and feel of the guest suite. The palette consists of a neutral, restful ground, with highlights of color and texture. Lighting is task oriented, and provides a fun play on traditional forms. Flooring and walls contribute to an overall serene atmosphere.

Clean lines grounded in a neutral palette balanced with energetic color accents and integrated technology give the STUDIO SUITE a personable and inviting feel.

# FF&E - Unexpected, eclectic, and totally at home

In the guest suite, furnishings and fixtures inspire a relaxed mood.

Elements are flexible and practical to allow guests to customize the space to their needs, yet everything is infused with a sense of comfort, ease along with a collected style.

1.



2.



3.



1 Art feels authentic and playful

2 A modern take on a traditional ottoman gives a fresh feel to a familiar piece

3 Residentially inspired lighting gives a sense of your own residence

4 Unexpected lighting in the guest suite is a surprise and delight element

5 Engineered to provide automatic lumbar support for every user, as well as simplicity and ease of use, the Humanscale® task chair is ergonomically correct. It is designed and produced using earth friendly practices, including a high percentage of pre-consumer recycled content and a 100% post consumer recyclable.

6 A stylish yet comfortable sleeper sofa gives flexibility to the guest suite

4.



6.



5.





# GUEST SUITE



## WORK AREA & MEDIA ROOM.

The cleverly designed WORK AREA includes ample counter space and cubbie storage, a signature ergonomically designed task chair with a high level of recycled content, a task light, and an oversized work surface. The desktop surface is on aluminum legs with casters making it mobile and easy to move about the suite as desired. Power and data connections accessible from the desktop make it easy to plug in a laptop or other electronic devices, while divider drapery separates the Work Area & Media Room from the Sleeping Area.



## BATHROOM.

Shampoo and bodywash bulk dispensers replace mini-bottles for a clutter-free, eco-friendly space within the walk-in shower. The low-flow sink faucet, water conserving toilet and sleek cabinetry combine environmental-consciousness with modern design.



The KITCHEN section of the WORKING WALL contains full-size stainless finish energy-efficient appliances which enable you to prepare anything from a snack to a gourmet meal.

## WORKING WALL.


Home2's WORKING WALL incorporates the kitchen, flexible working space with movable desk, and adaptable storage options. Everything has its place, yet it's all at your fingertips. Diligent design and detailing have gone into the creation of the WORKING WALL to make it as cost effective, installation friendly, and operationally efficient as possible. Flexibility is built into the closet unit at the end of the run to accommodate variation in the prototypical suite length.



## EXTERIOR

For Home2, the goal is to create a memorable and cost-effective extended stay product in the marketplace by using simple, cost-effective materials, clear adjacencies, and standard construction techniques.

The exterior design is created by combining a set of Signature architectural gestures made up of key elements. Each element has prescriptive rules that allow flexibility and interpretation in color, material, and finish. This flexibility provides Owners and their Architects the opportunity to customize the exterior and address the local feel while remaining true to the Brand, and recognizable to the guest.

A photograph of an outdoor patio area at night. The patio is paved with large, light-colored stone tiles. In the foreground, there are several round metal tables with four chairs each. The chairs are a mix of silver metal mesh and bright green plastic. A large red patio umbrella is open over one of the tables. In the background, there is a building with large glass windows and doors, reflecting the interior lights. A string of warm white lights is strung across the top of the patio area. A large potted plant is visible on the left side of the patio.

Flexibility to Owners and their Architects.



# EXTERIOR

## HOME2 MISSION

The exterior color philosophy blends a natural palette with contrast and textures intended to provide visual appeal and a distinctive look from the street. The color palette must be familiar to the region and be harmonious with natural materials found nearby.



*Comfortable and functional spaces and furniture*



## FORM & FUNCTION

Planning & key adjacencies maximize the site and create comfortable and functional spaces that enhance the extended-stay guest experience.

## CLARITY OF DESIGN

*Clear & consistent design creates Brand presence in the marketplace, makes this product visually unique, and provides a memorable guest experience*



## COST-EFFECTIVE

Simple material usage balanced by standard construction techniques maximize impact, while being cost effective for Owners and Operators.

## LOCAL SPIN

The design allows for local interpretation of color and materials. Whether by choice, or local mandate there is flexibility within a fixed set of rules.



# EXTERIOR



## HOLISTIC EXTERIOR DESIGN APPROACH

The exterior building design for the Home2 prototype combines Site Planning Architecture, Signage, and Lighting.

# EXTERIOR - Signature Architectural Gestures



Architecture is key to every new Home2 project. The form of the building is comprised of simple elements arranged in a distinctive way.

The form and color is attractive and memorable. To maximize consistency and bring Brand presence to the marketplace, the architecture is simplified into two (2) signature gestures: The BEACON (required iconic crowned tower of the Brand) and the ENVELOPE (exterior skin of the building).

## 1 SUPPORT

BASE THAT SYMBOLIZES A STRONG FOUNDATION, STRENGTH AND DURABILITY | LARGE FORMAT, AUTHENTIC AND SUBSTANTIAL MATERIAL | EXTENDS INTO PUBLIC SPACE

## 2 CORE

BACKDROP FOR ALL OTHER MATERIALS TO LAYER ONTO | COST-EFFECTIVE MATERIAL WITH STRONG DIRECTIONALITY AND HIGH RELIEF TO CREATE SHADE AND SHADOW

## 3 WRAP

MONOLITHIC WRAPPER THAT ENCAPSULATES THE CORE | VISUALLY ACTS AS A CONTINUOUS PLANE AROUND THE BUILDING AND TERMINATES THE BUILDING TO THE SKY

## 4A LINK

CONNECTING PIECE THAT BREAKS UP LARGE SEGMENTS OF THE WRAP

## 4B KEEP

FOREGROUND FOR THE BEACON GESTURE AND IS THE ICONIC VERTICAL ELEMENT OF THE BRAND

## 5 ACCENT BAND

STRONG HORIZONTAL, 3-DIMENSIONAL BANDING PROVIDING ARTICULATION TO THE CORE OF THE BUILDING | DEPTH CREATES A DISTINCT SHADOW LINE | NO VISIBLE JOINTS

## 6 CANOPY

THE WELCOME AT BOTH THE PORTE COCHERE AND PEDESTRIAN ENTRANCE | PROVIDES SHELTER AND SHADING FROM THE ELEMENTS | TRANSITION OT PUBLIC SPACES | TRELLISED OVER SEATING AND LOUNGE AREAS