



# FORMULA BLUE™ DESIGN GUIDE

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Smart Design  
for Smart Travel

# Introduction

## Purpose

In 2014, IHG® unveiled the next evolution of Holiday Inn Express.® Co-created with hotel owners and through guest insights, Formula Blue™: Smart Design for Smart Travel delivers on the brand's commitment to meeting guests' changing needs and driving value for owners.

This document aims to provide a clear set of directives to ensure consistency across every Holiday Inn Express® hotel. It is a self-contained guide that describes and explains the Holiday Inn Express® brand's design direction for every guest touch point. In concept, Formula Blue is required to be fit into non-purpose-built Holiday Inn Express® hotels. Your PIP Regional Manager will provide guidance, but actual fit out will be required by the owner's architect and designer (via floor plans, ceiling plans, and elevations) and must be approved by Plan Review through the design phase of the project.

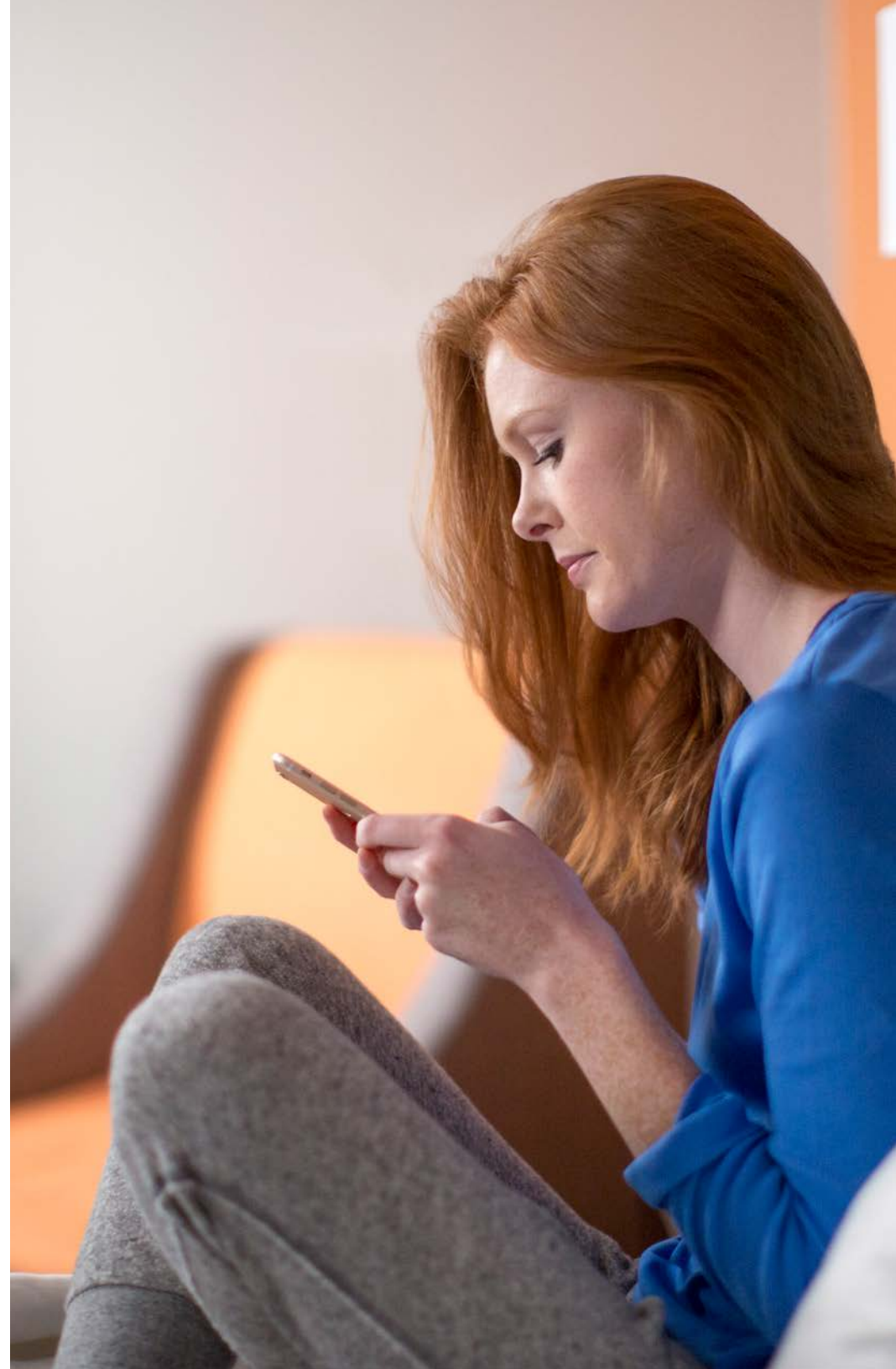
Guest, operator, and owner callouts are included to highlight the Formula Blue design intent.

## Project Goals

- Strengthen consistency across the entire Holiday Inn Express® brand
- Deliver new tools and processes that provide a turnkey solution for owners renovating or converting their properties
- Deliver against deeply defined guest insights with operational insights from hotel owners and operators

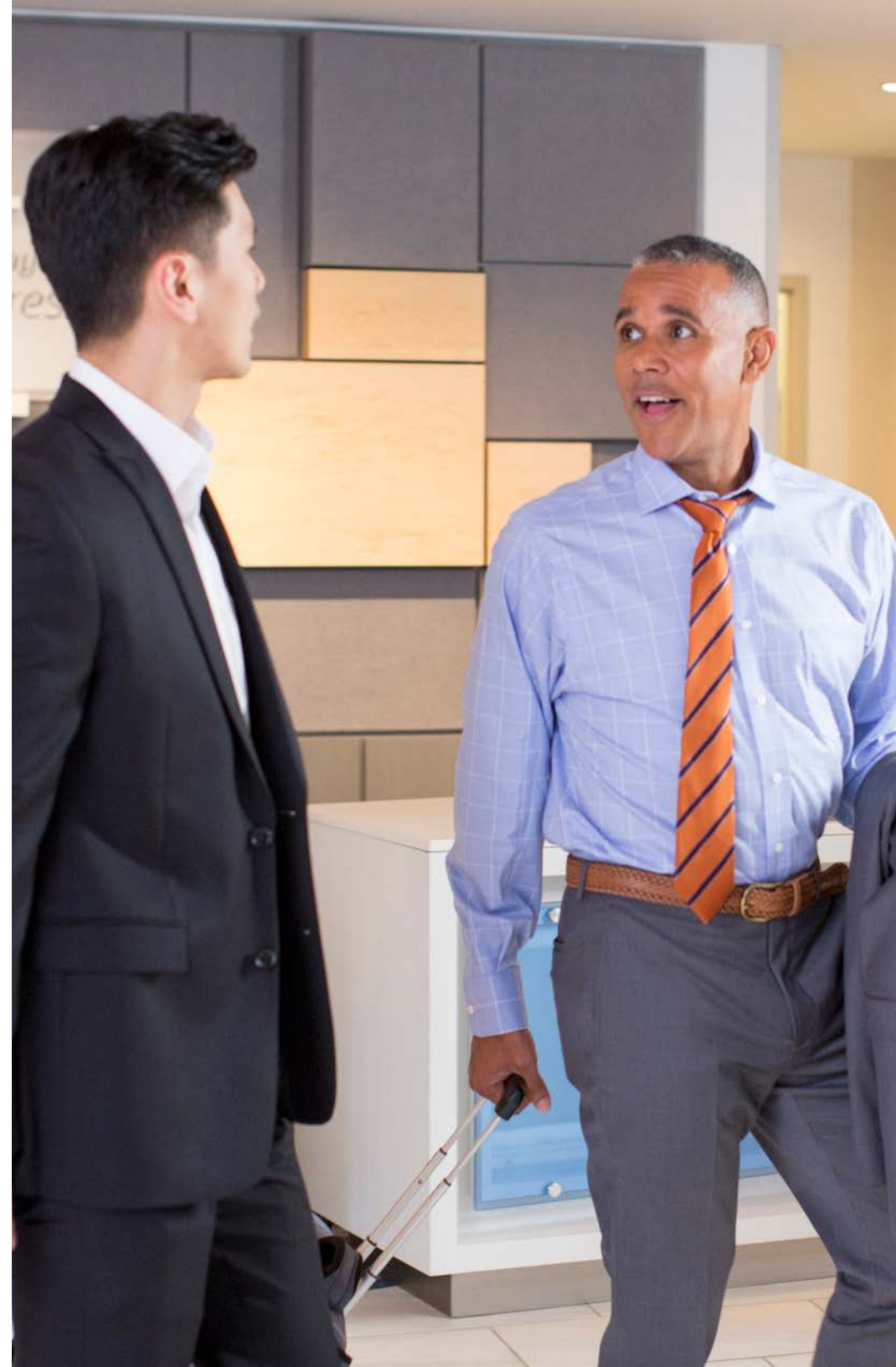
## Areas of Focus

- Updating the guest room with elements key to a productive stay, good night's sleep, and clean room experience
- Providing a comfortable, stylish, and spacious design in the public areas with multi-functional elements



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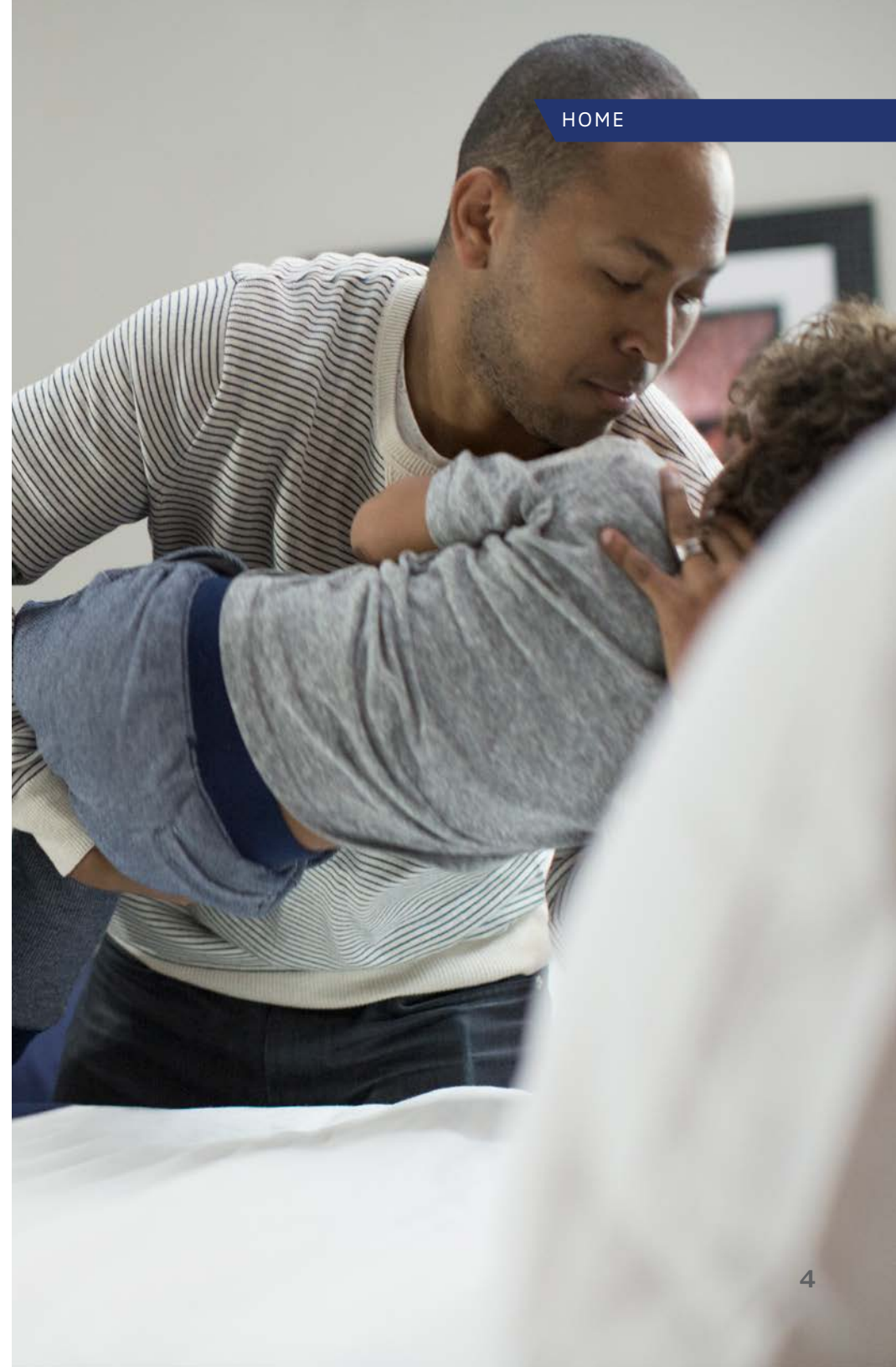
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# What We Stand For Evolving Simple Smart Travel

In the past, our brand promise of Simple, Smart Travel has resulted in reduction – yet the Smart Traveler’s expectations have long since evolved beyond ‘all the basics at a low price’.

We have traditionally talked about ‘simple’ and ‘smart’ as two distinct elements of our experience and have had the tendency to rely on one or the other in our communication. We must therefore advance our narrative around ‘simple AND smart’ as one integrated idea–elevating the brand and re-establishing category leadership.



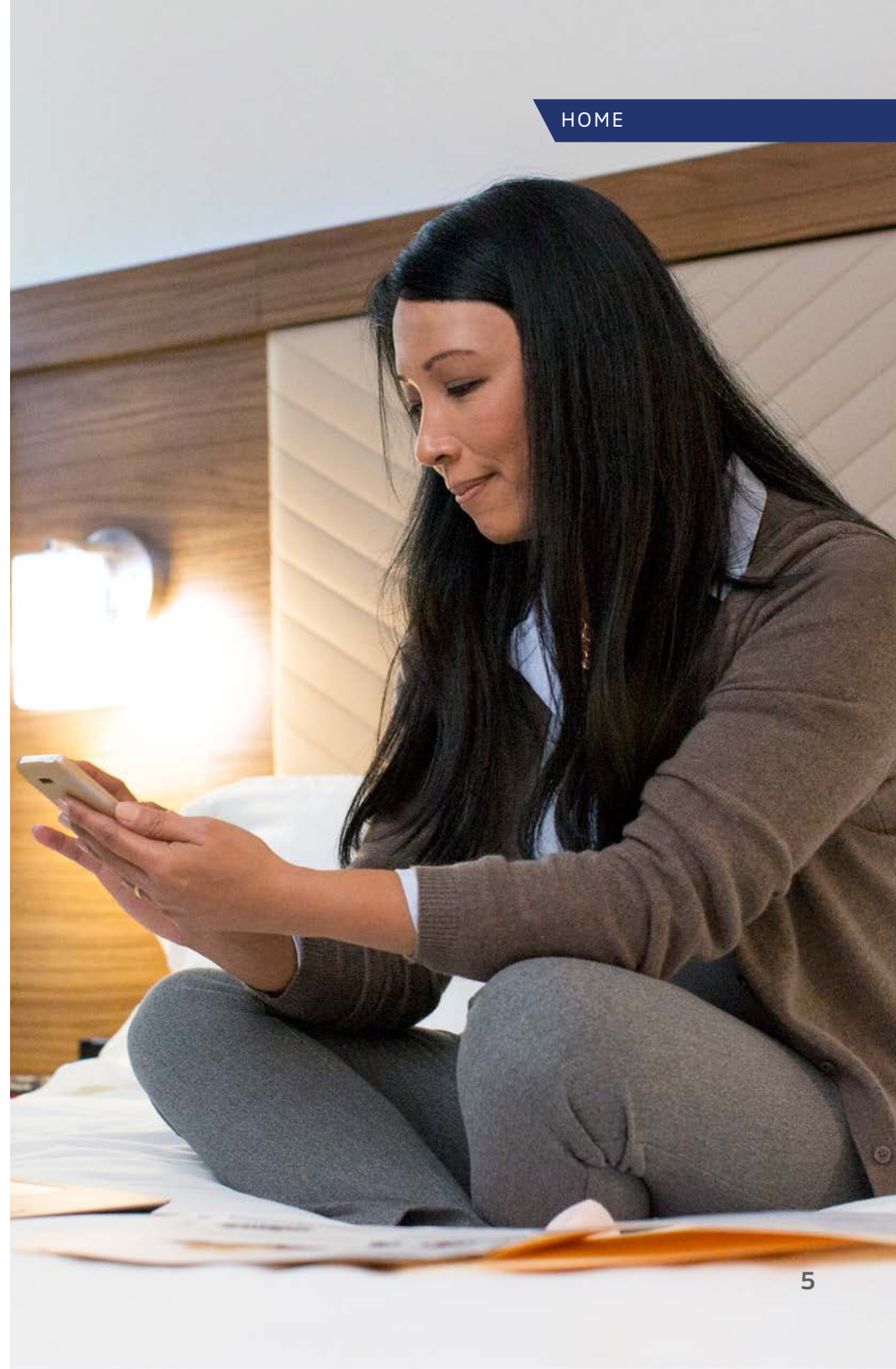
# The Smart Traveler

Smart Travelers stay with us for business and leisure, traveling globally and locally, as individuals and families.

What unites them is a common belief that travel should both be practical and expedient, yet have more to offer.

Their day to day has been transformed through products and services that empower them to live simpler, smarter lives; keeping them in motion and on mission, whilst also creating more moments that matter.

Because of this, their expectations of Holiday Inn Express® have evolved—for them, efficiency should now never have to mean basic, bland or unsatisfying.

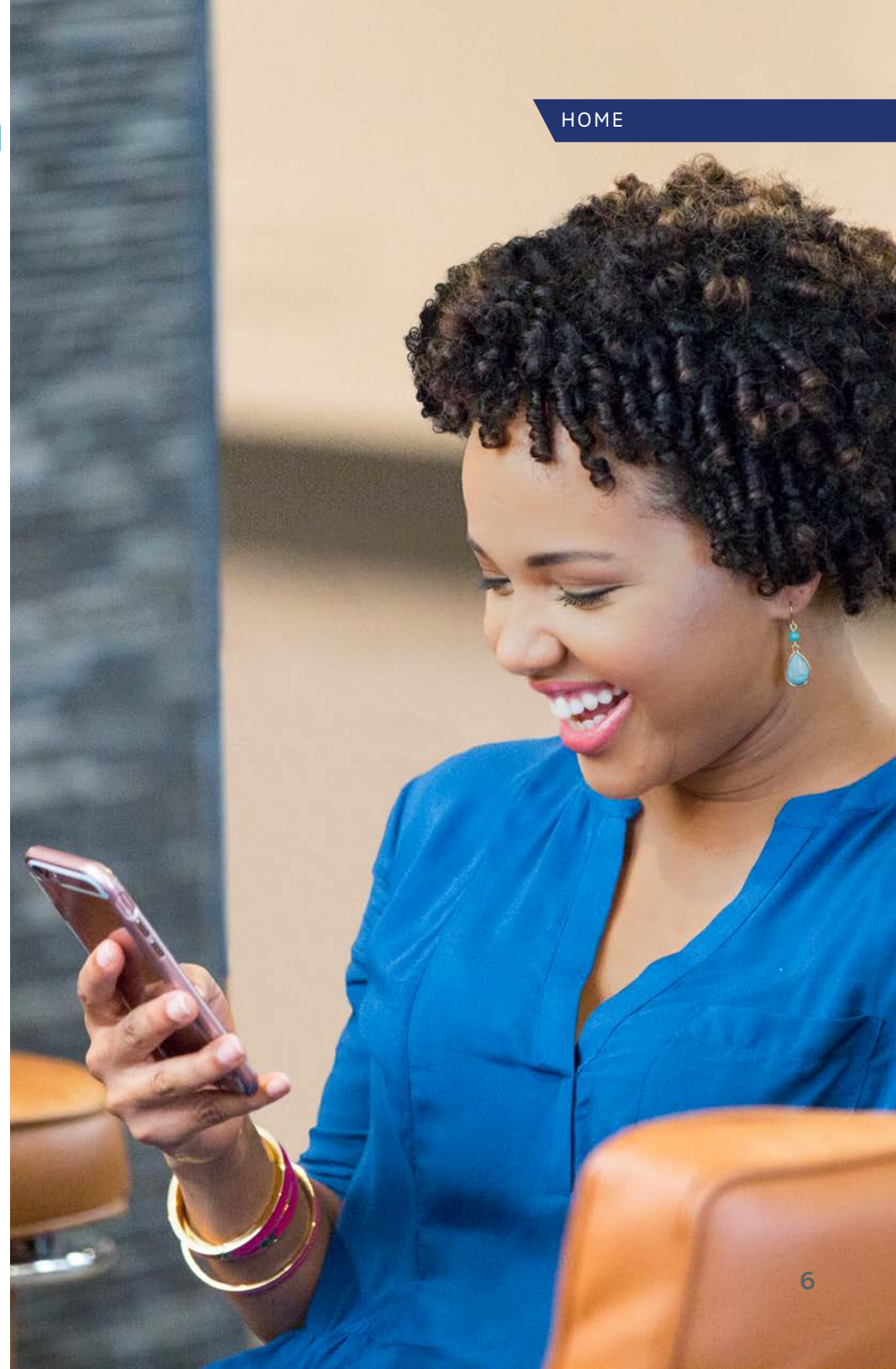


# What Guides Our Design Overview

The following expressions capture the unique spirit of the Holiday Inn Express® brand and can be used as a filter for decision making and creative judgment that will help deliver a consistent and differentiating experience.

These form the foundation of the brand, describing how every Holiday Inn Express® hotel touch point should be designed.

All elements that make up the guest experience can be assessed through these core principles, from amenities to interior detailing and service behavior. They lay the groundwork for what we offer our guests.



# What Guides Our Design

## Uncomplicated



We keep things simple and intuitive, removing barriers to create a seamless experience that keeps our guests moving at their own pace.

## Focused



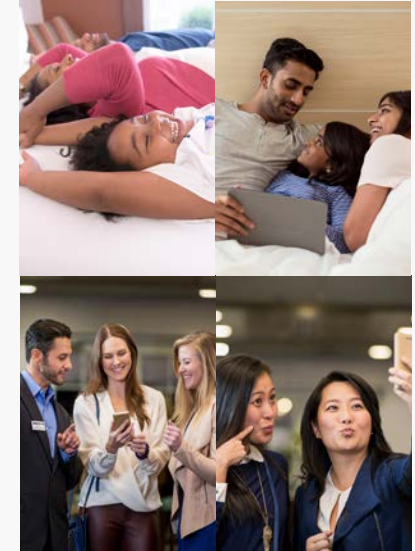
We work harder where it matters most, giving our guests everything they need and nothing they don't—leaving them confident that they've made the smartest choice.

## Connecting



We are more than a place to stay; we are travel partners. We give our guests access to the essentials that add value, control and convenience across their travel experience.

## Dynamic



Our youthful spirit and positive energy delight and inspire our guests at every interaction.

# Creative Direction Purpose

The Creative Direction gives an overarching creative vision for Holiday Inn Express® hotels. It is a source of inspiration and should be referred to throughout all design projects to deliver on the guiding principles.

The Creative Direction is split into three elements, which come together to create a perfectly blended and recognizable Holiday Inn Express® brand look and feel.

## A) Dynamic Flow

Sets out the over-arching design of the brand, touching on all aspects of brand look and feel.

## B) Confidence & Freshness

Focuses on the mood of the brand, highlighting accent colors, textures, materials, and lighting.

## C) Smart Essentials

Describes the 3D form language for the brand, providing inspiration for shape and design detail.



# Creative Direction Overview

These three elements always need to be used together.

## Dynamic Flow



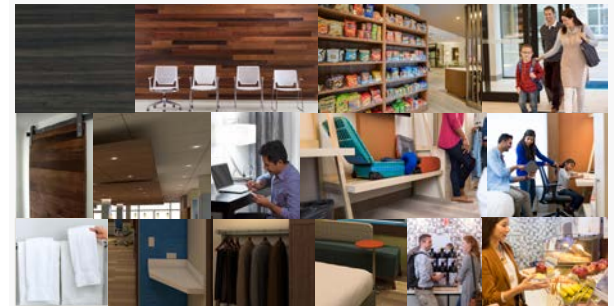
Open, positive, and dynamic. Holiday Inn Express® spaces are laid out with a linear progression and natural 'flow through', which encourages guest interaction.

## Confidence & Freshness



A bold expression of the brand. Water is the inspiration for revitalising blues with transparency and depth. Brightly coloured accent pieces create a graphic statement and 'spirit of now,' contrasted by clean fresh white.

## Smart Essentials



The essentials perfected. The 3D design language for Holiday Inn Express® hotels is honest, simple and engaging, creating smart and efficient solutions. Furniture, products and spaces use authentic materials, and are built to last.

# Dynamic Flow

Open, positive and dynamic. Holiday Inn Express® hotels spaces are laid out with a linear progression and natural 'flow through', which encourages guest interaction.

This sets out the overarching look and feel for the brand, touching on all aspects of brand look and feel.

FLUID & EXPRESSIVE

FLEXIBLE, MODULAR SEATING

DIMENSIONAL WALLING

LIGHT & FRESH

PANTONE® 285

PANTONE® 7527

PANTONE® 4744

PANTONE® 435

PANTONE® 7541

PANTONE® 427

PANTONE® 429

PANTONE® 432

PURE WHITE

# Confidence & Freshness

A bold expression of the brand. Water is the inspiration for revitalising blues with transparency and depth. Brightly colored accent pieces create a graphic statement and 'spirit of now' contrasted by clean, fresh white.

This focuses on the mood of the brand, highlighting accent colors, textures, materials and lighting.



FRESH BLUES & GREENS

BOLD GEOMETRIC PATTERNING



TRANSPARENCY & DEPTH



BRIGHT ACCENT PIECES



GRAPHIC STATEMENT



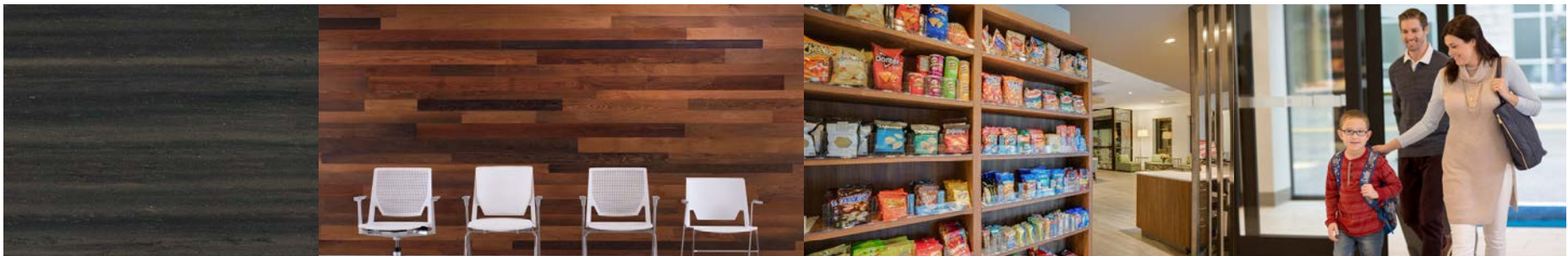
BOLD CONTRASTING COLOR

PANTONE® 376	PANTONE® 7527	PANTONE® 435	PANTONE® WARM GREY 10	PANTONE® 407	PANTONE® COOL GREY 5	PANTONE® 7501	PANTONE® 4685	PURE WHITE
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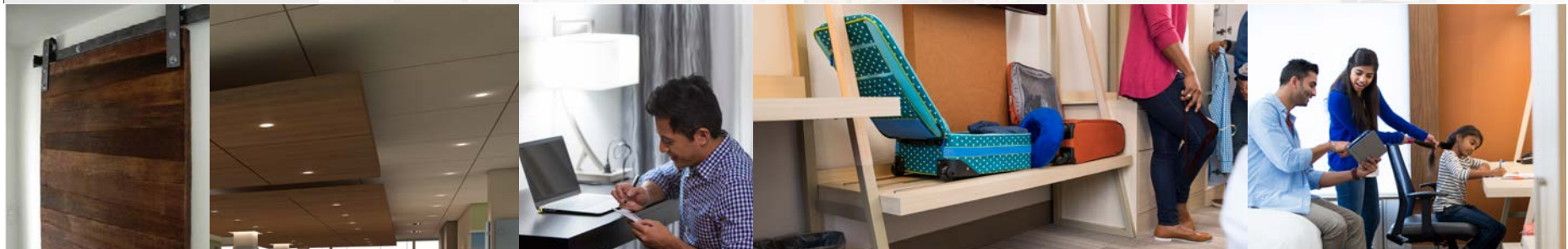
# Smart Essentials

The essentials perfected. The 3D design language for Holiday Inn Express® hotels is honest, simple and engaging, creating smart and efficient solutions. Furniture, products and spaces use authentic materials, and are built to last.

This describes the 3D form language for the brand, providing inspiration for shape and design detail.



AUTHENTIC MATERIALS



NATURAL FINISHES

FLEXIBLE FURNITURE

CONTEMPORARY SHAPES



USEFUL DETAILS

MULTI-FUNCTIONAL

# Guest Experience Elements

The design direction is structured to follow the flow of the guest experience. This ensures consistency across all highlighted touch points.



## SENSE OF ARRIVAL

The immediate hotel exterior and surroundings, entry vestibule, check-in pods, and lobby seating at the hotel entrance.



## GREAT ROOM

The open-area public space beyond the hotel entrance. This includes the market, community tables, business center, Express Start™ breakfast bar, and multi-purpose seating area.



## JOURNEY

Refers to the “Journey” the guest takes between the public areas and their guest room and includes the branded lobby wall, elevator bays, and corridors.



## GUEST ROOM

The bedroom and bathroom space, designed to give guests a productive stay and good night's sleep.



## FLEXIBLE MEETING SPACE

The flexible space adjacent to the great room that can be used for meetings or overflow breakfast seating, plus any existing space used to hold meetings in the hotel.



## RECREATION

The indoor or outdoor pool, fitness center, and optional patio.

The approach taken to develop Formula Blue™ is rooted in the brand's positioning and the values of the Smart Traveler. Holiday Inn Express® hotels have everything you need, and nothing you don't. That's the Holiday Inn Express® brand experience. The design of Formula Blue™ integrates brand, physical space, organizational and operational elements to deliver a purposeful, efficient, and complete brand experience.

## Experience Differentiators

The Smart Traveler was considered at every touch point in the guest experience. Formula Blue™ leverages the elements that distinguish it in the market as well as innovations that will enhance and differentiate the Holiday Inn Express® guest experience.

## Smart Operations

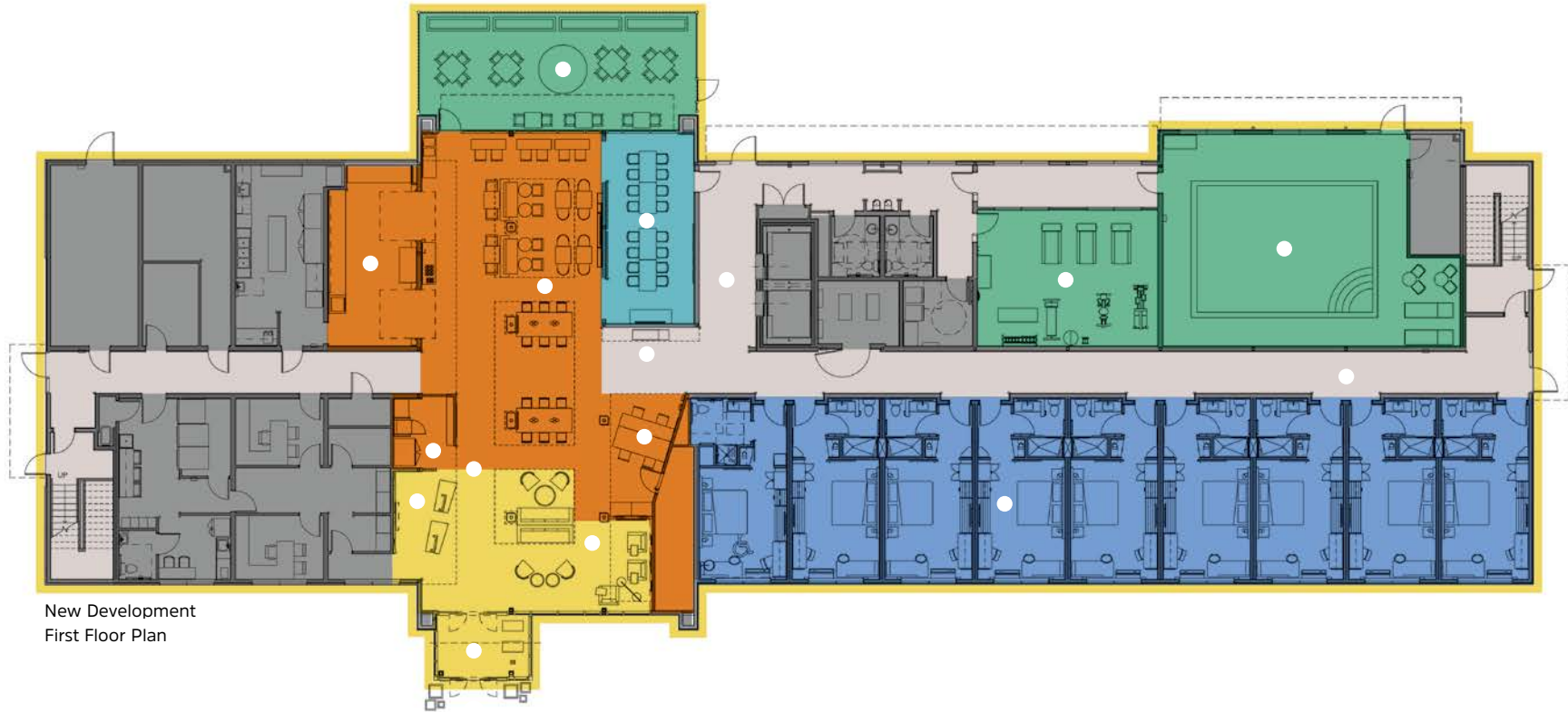
The success of the Holiday Inn Express® brand is built upon the success of our owners, who are able to operate and maintain the guest experience in an efficient, effective, and profitable manner. Formula Blue™ leverages opportunities to enhance operations in a smart way for owners.

## Constructing Efficiently

IHG® looks to bring owners a fast and efficient development opportunity with Formula Blue™. The ideals of modular design parallel the Smart Traveler's ideals of being unpretentious, productive, and savvy. This foundation provides a design basis that connects with the brand at the most fundamental level, and ultimately drives implementation costs down and return on investment up.

\* To help bring these three elements to life, you will see a color-coded reference key in the renderings moving forward.

# Guest Journey Overview



New Development  
First Floor Plan



SENSE OF ARRIVAL



GREAT ROOM



JOURNEY



GUEST ROOM



FLEXIBLE MEETING SPACE



RECREATION

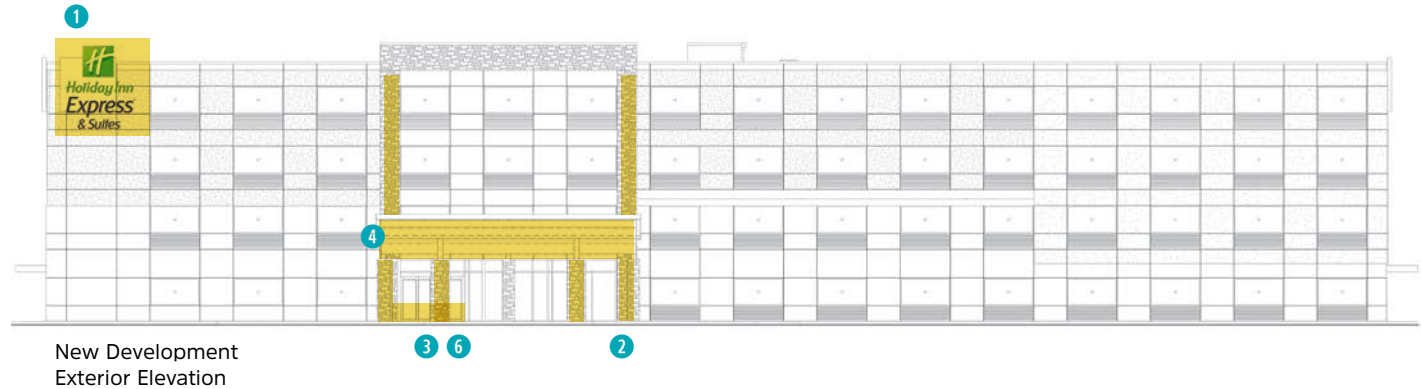
# Sense of Arrival Exterior

## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand exterior signage
- 2 Holiday Inn Express® Blue Lighting™
- 3 Brand-specified benches
- 4 Simplified porte-cochère
- 5 Paint scheme with mix of exterior materials\*
- 6 Brand-specified ash/trash receptacles

### Recommended [Optional] Design Features

- Brand-specified planters



New Development  
Exterior Elevation

## RENOVATION REQUIRED ITEMS

- 1 Brand exterior signage (Conversion Only)
- 2 Holiday Inn Express® Blue Lighting™
- 3 Brand-specified benches
- 4 Brand-specified ash/trash receptacles

### Recommended [Optional] Design Features

- Simplified porte-cochère
- Paint scheme with mix of exterior materials\*
- Brand-specified planters



Existing  
Exterior Elevation

\*Custom finishes permitted

# Sense of Arrival Exterior

"I arrive at the hotel and immediately know I am at a Holiday Inn Express® hotel."

- Smart Traveler



Clean, high contrast illuminated background increases sign visibility.

Simplified roof line reduces visual clutter for contemporary look and feel.

Expanded and squared-off center tower modernizes building profile.

Since most guests arrive at night, Holiday Inn Express® Blue Lighting™ is an iconic brand beacon that attracts guests as soon as they pull in.

Simplified porte-cochère with wood underside provides a warm and modern welcome.

Light stone material enhances signature Holiday Inn Express® Blue Lighting™.

# Public Space Overview

The public space is upbeat, dynamic, and friendly, with varying sightlines that ensure amenities are easily identifiable and accessible. This environment allows the Smart Traveler to control and tailor their experiences to meet their needs, whether interacting with an individual or group, working, or taking a break. Smart Travelers are self-drivers. They love the feeling of flow and control that comes from choosing their own path. The public spaces provide the right mix of flexible area and furnishings to accommodate a wide range of needs and functions simultaneously.



# Sense of Arrival Vestibule

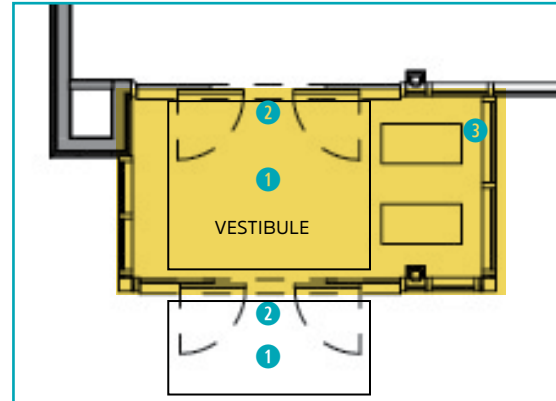
## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified welcome mat
- 2 Brand arc and square entry door graphic
- 3 Luggage cart storage

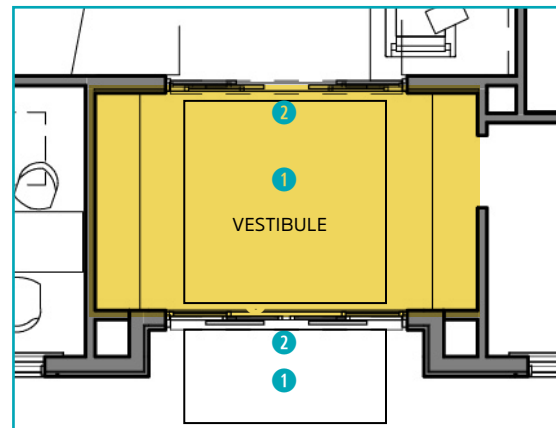
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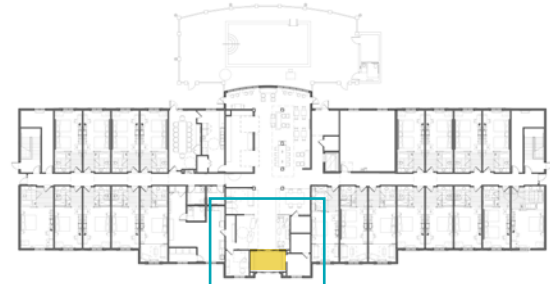
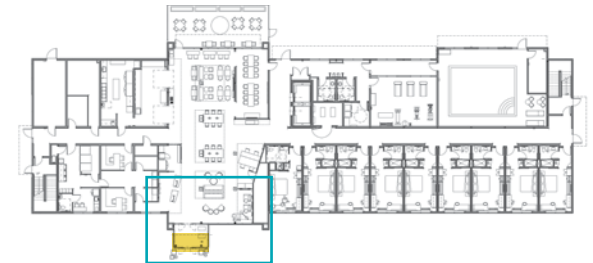
**Recommended [Optional]  
Design Features**  
- Luggage cart storage



New Development Floor Plan



Existing Floor Plan



# Sense of Arrival Vestibule

*"This hotel is so clean! Plus, the luggage cart was easy to find right as I walked through the door."*  
- Smart Traveler



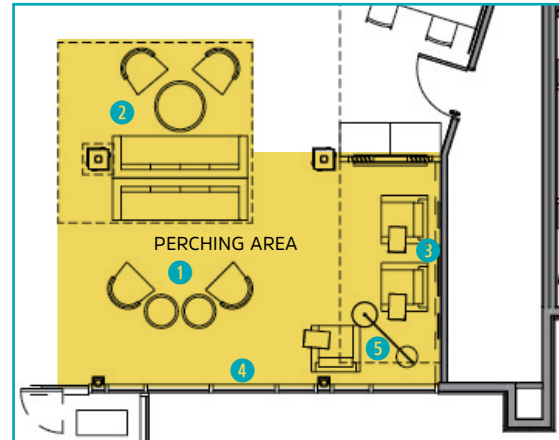
An area for luggage cart storage can be added for easy access.

Brand-specified welcome mat and entry door graphic reiterate brand consistency for arriving guests.

# Sense of Arrival Perching Area

## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified soft seating options with accent tables\*
- 2 Brand-specified soft flooring underneath soft seating\*
- 3 Brand-specified artwork
- 4 Storefront windows without window treatments to provide ample natural daylight
- 5 Brand-specified accent lighting

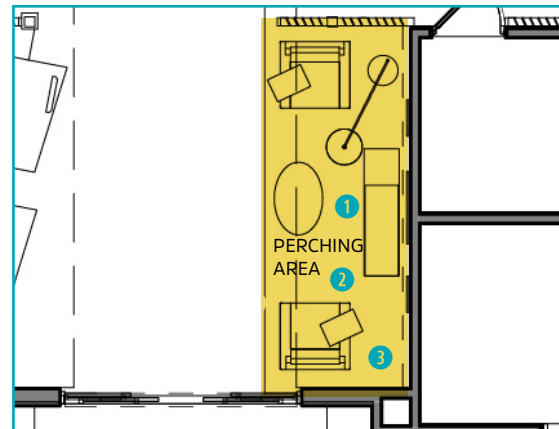


New Development Floor Plan

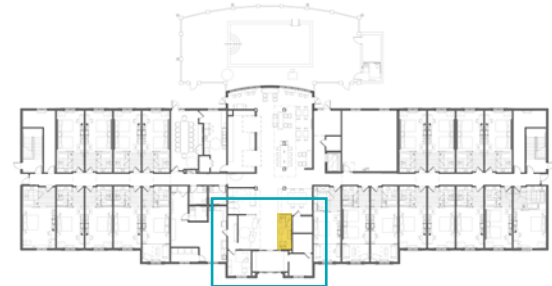


## RENOVATION REQUIRED ITEMS

- 1 Brand-specified soft seating options with accent tables\*
  - 2 Brand-specified soft flooring underneath soft seating\*
  - 3 Brand-specified artwork
- Recommended [Optional] Design Features**
- Storefront windows without window treatments to provide ample natural daylight
  - Brand-specified accent lighting



Existing Floor Plan



\*Custom finishes permitted

# Sense of Arrival Perching Area

*"I like having a place to sit while waiting for a ride."*

- Smart Traveler



A mix of seating styles, color and pattern provides a welcoming, comfortable and energetic spot to wait, work or relax.

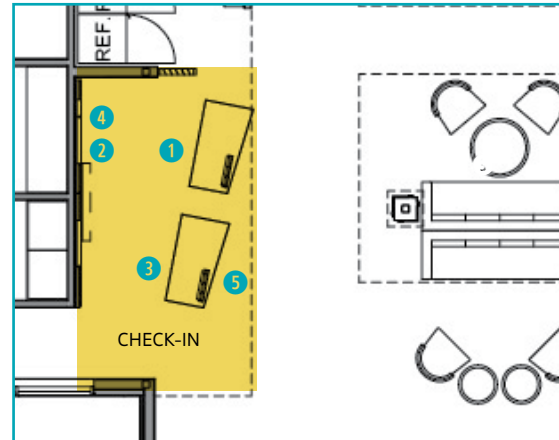
Carpet tiles are easy to replace if dirty.

Hard surface flooring for high-traffic pathways.

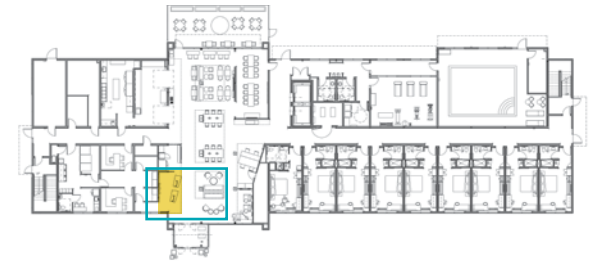
# Sense of Arrival Check-In

## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified check-in pods or approved alternative open concept with blue design\*\*
- 2 Brand-specified grey textured wall feature behind check-in with branded back wall sign
- 3 Brand-specified carpet or anti-fatigue mats behind front desk
- 4 Built-in storage
- 5 Brand-specified hard flooring at high traffic area\*



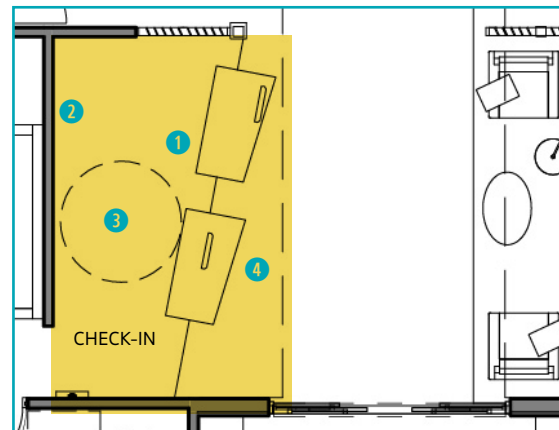
New Development Floor Plan



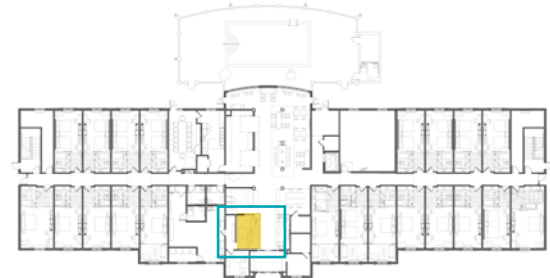
## RENOVATION REQUIRED ITEMS

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- 4 Brand-specified hard flooring at high traffic area\*

**Recommended [Optional]  
Design Features**  
-Built-in storage



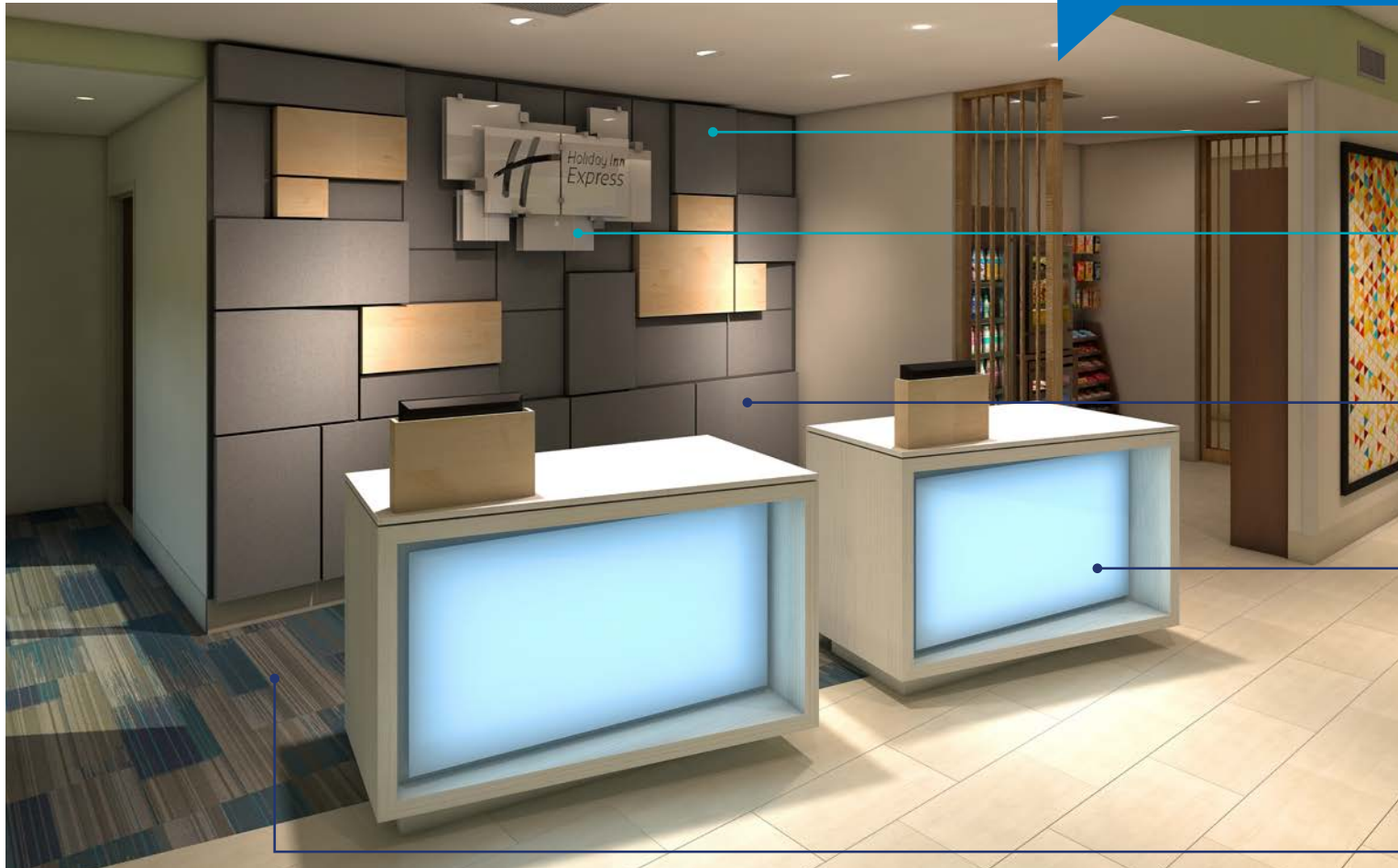
Existing Floor Plan



\*Custom finishes permitted  
\*\*Custom finishes permitted on alternative solution

# Sense of Arrival Check-In

*"The friendly staff at check-in give me a warm welcome and help me feel at home."*  
- Smart Traveler



Texture and form give the wall feature depth and a point of differentiation from other brands.

Hallmark elements present the brand that guests know and trust.

Hidden storage is functional without sacrificing the feature wall.

Check-in pods enhance interaction between hotel staff and guests.

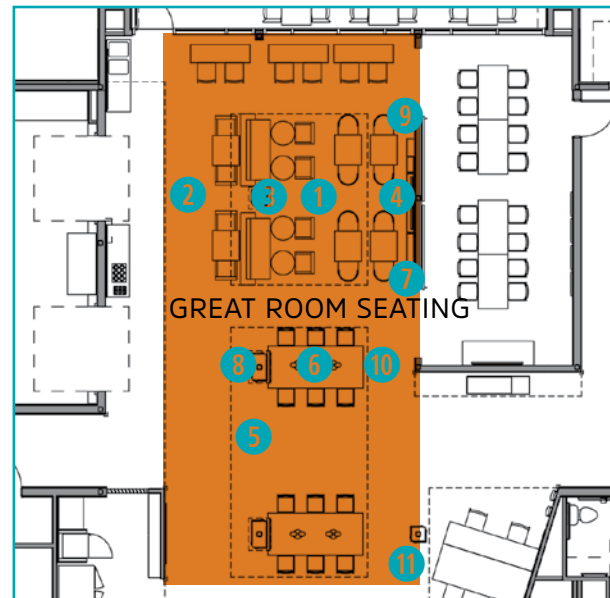
Carpet or anti-fatigue mats provide comfort for staff behind the front desk.

# Great Room

## Great Room Seating

### NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified combination 2-top, 4-top, and banquette seating options\*
  - 2 Accent wood ceiling feature\*
  - 3 Brand-specified large format, neutral colored, hard-surface flooring\*
  - 4 Minimum "ONE" 47" TV
  - 5 Community table with 6 barstools
  - 6 Integrated power and wireless charging stations
  - 7 Brand-specified artwork
  - 8 Decorative accent lighting
  - 9 TV feature wall
  - 10 Integrated power throughout seating area
  - 11 Columns with dimensional blue design elements\*
- Recommended [Optional] Design Features**
- Wood case around TV



New Development Floor Plan



\*Custom finishes permitted

# Great Room

## Great Room Seating

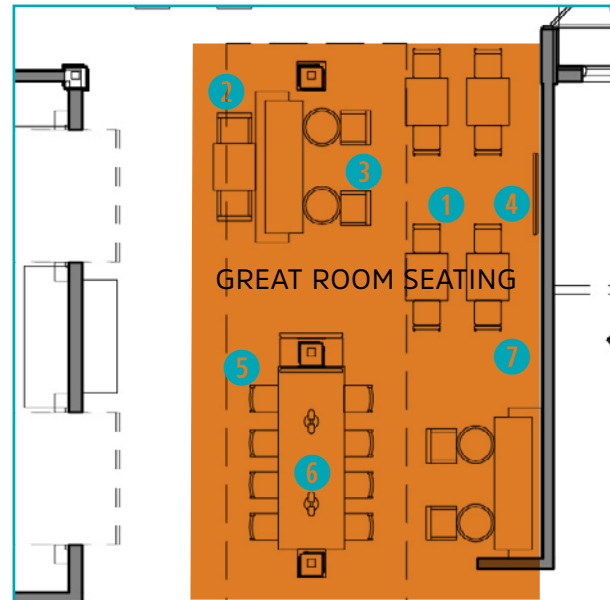
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- 4 Minimum "ONE" 47" TV
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- 6 Integrated power and wireless charging stations
- 7 Brand specified artwork

#### Recommended [Optional]

##### Design Features

- Brand-specified decorative accent lighting
- TV feature wall
- Integrated power throughout seating area
- Columns with dimensional blue design elements\*



\*Custom finishes permitted

# Great Room

## Great Room Seating

*"Whether I'm eating breakfast, waiting for a friend, or on a business call I feel comfortable."*  
- Smart Traveler



Accent wood ceiling feature brings texture to the space and creates comfort and intimacy.

LED lighting reduces energy costs.

Storefront windows provide ample natural daylight.

Integrated outlets keep guests connected, while wireless charging allows them to charge their devices by simply setting them on the table.

Community tables provide additional breakfast seating.

All loose seating is flexible for rearrangement.

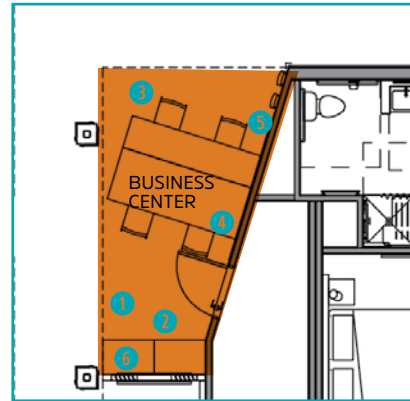
Dynamic soft seating provides a simple contemporary feel.

Durable materials and finishes allow for easy maintenance.

# Great Room Business Center

## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Dedicated business center space open to Great Room/Lobby
- 2 Purpose built table or millwork piece with ADA accessibility\*
- 3 Brand-specified minimum 2 stools or chairs\*
- 4 Integrated power stations
- 5 Brand-specified artwork
- 6 Accent wall feature to provide separation



New Development Floor Plan



## RENOVATION REQUIRED ITEMS

- 1 Dedicated business center space open to Great Room/Lobby
- 2 Purpose built table or millwork piece with ADA accessibility\*
- 3 Brand-specified minimum 2 stools or chairs\*
- 4 Integrated power stations
- 5 Brand specified artwork

**Recommended [Optional]  
Design Features**  
- Accent wall feature to  
provide separation



Existing Floor Plan



\*Custom finishes permitted

# Great Room Business Center

*"I like that I can check my email and print something out without having to go back to my room."*

- Smart Traveler



Branded artwork is fun and approachable.

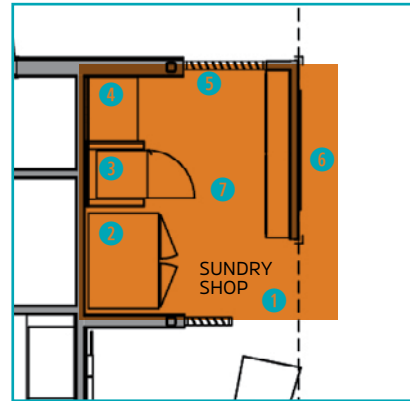
ADA accessible business center is easily located allowing use for all guests.

Integrated power stations keep guests connected to their own devices.

# Great Room The Market

## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Placement in lobby visible from front desk
- 2 Minimum 1 refrigerator
- 3 Minimum 1/2 freezer
- 4 Millwork display shelves\*
- 5 Accent wall feature to provide separation
- 6 Brand-specified artwork
- 7 Brand-specified hard flooring at high traffic area



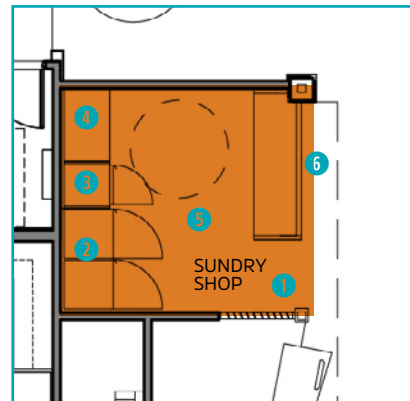
New Development Floor Plan



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- 2 Minimum 1 refrigerator
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- 4 Millwork display shelves\*
- 5 Brand-specified hard flooring at high traffic area
- 6 Brand-specified artwork

**Recommended [Optional]  
Design Features**  
- Accent wall feature to provide separation



Existing Floor Plan

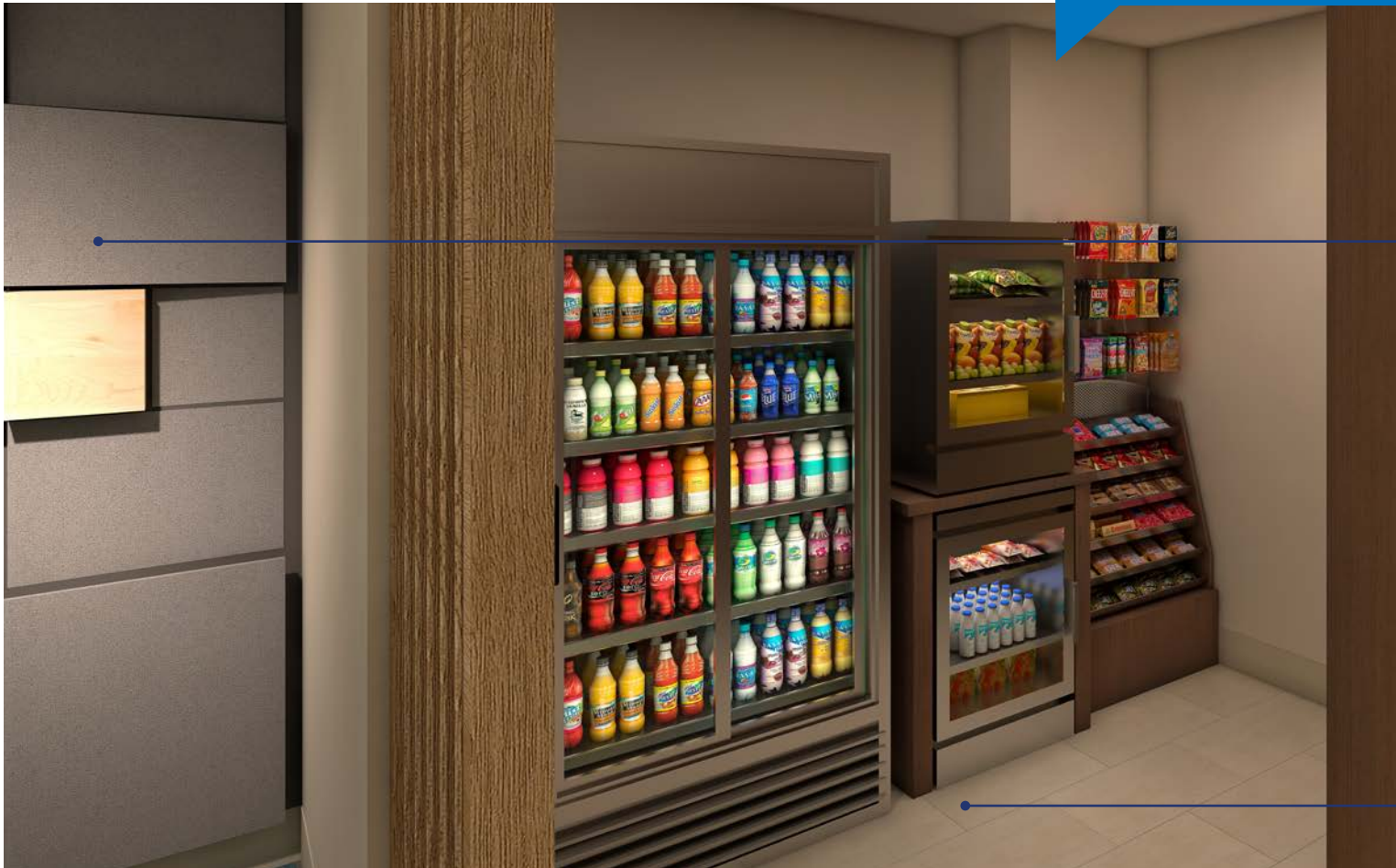


\*Custom finishes permitted

# Great Room The Market

*"After a long day I'm glad I can conveniently pick up my favorite snack and beverage on the way to my room."*

- Smart Traveler



Adjacency to check-in allows clear visibility for staff to monitor both areas.

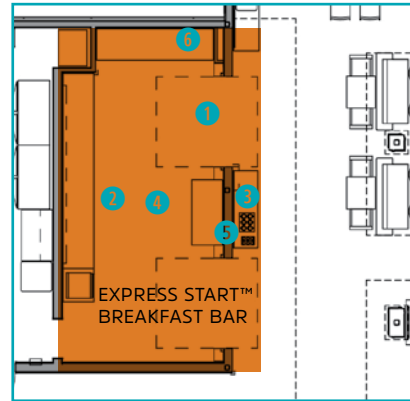
Highly visible location ensures every guest sees offerings, which increases profitability.

# Great Room

## Express Start™ Breakfast Bar

### NEW DEVELOPMENT REQUIRED ITEMS

- 1 Garage, pocket, or barn doors designed to close off breakfast serving area from seating areas
- 2 Express Start™ breakfast bar finishes, equipment, graphics, and signage
- 3 Brand-specified coffee bar outside of serving space
- 4 Brand-specified large format, neutral colored, hard-surface flooring\*
- 5 Brand-specified chalkboard art light above coffee bar
- 6 Brand-specified digital printed wall-covering

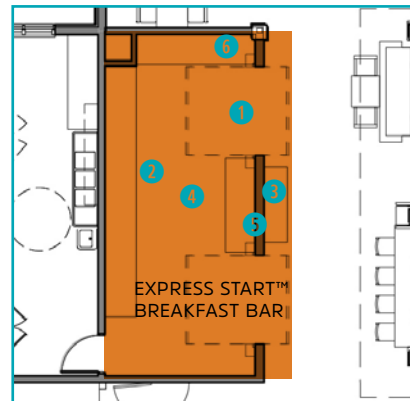


New Development Floor Plan



### RENOVATION REQUIRED ITEMS

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- 6 Brand-specified digital printed wall-covering



Existing Floor Plan



\*Custom finishes permitted

# Great Room Express Start™ Breakfast Bar

"I'm able to start my day off right with a variety of breakfast options, though I always end up choosing that delicious cinnamon roll."

- Smart Traveler



The separated breakfast area creates an open and bright space throughout the rest of the Great Room any time of day.

Operable doors at breakfast area close the space when not in use, allowing for prep and cleanup out of view of guests.

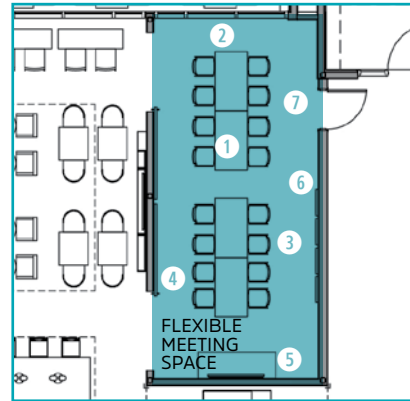
Coffee and tea placement outside the main breakfast space reduces congestions.

Dedicated breakfast serving space creates a better flow by separating the seating area from the breakfast line.

# Flexible Meeting Space (Optional in Renovation)

## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Accent ceiling feature\*
- 2 Brand-specified blackout roller window shade\*\*
- 3 Brand-specified modular, multi-purpose tables and seating\*
- 4 Sliding barn door(s)\*
- 5 Brand-specified credenza or built-in millwork\*
- 6 Brand-specified artwork
- 7 Brand-specified soft flooring

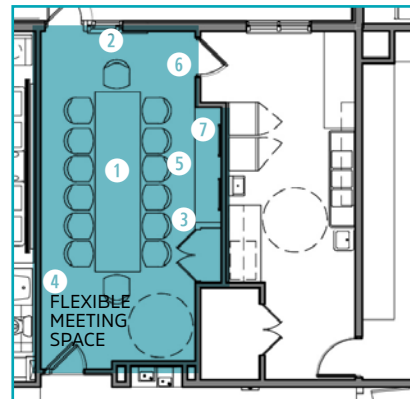


New Development Floor Plan



## RENOVATION REQUIRED ITEMS (IF PROVIDED)

- 1 Accent ceiling feature\*
- 2 Brand-specified blackout roller window shade\*\*
- 3 Brand-specified modular, multi-purpose tables and seating\*
- 4 Brand-specified sliding barn door(s)\*
- 5 Credenza or built-in millwork\*
- 6 Brand-specified soft flooring
- 7 Brand-specified artwork



Existing Floor Plan

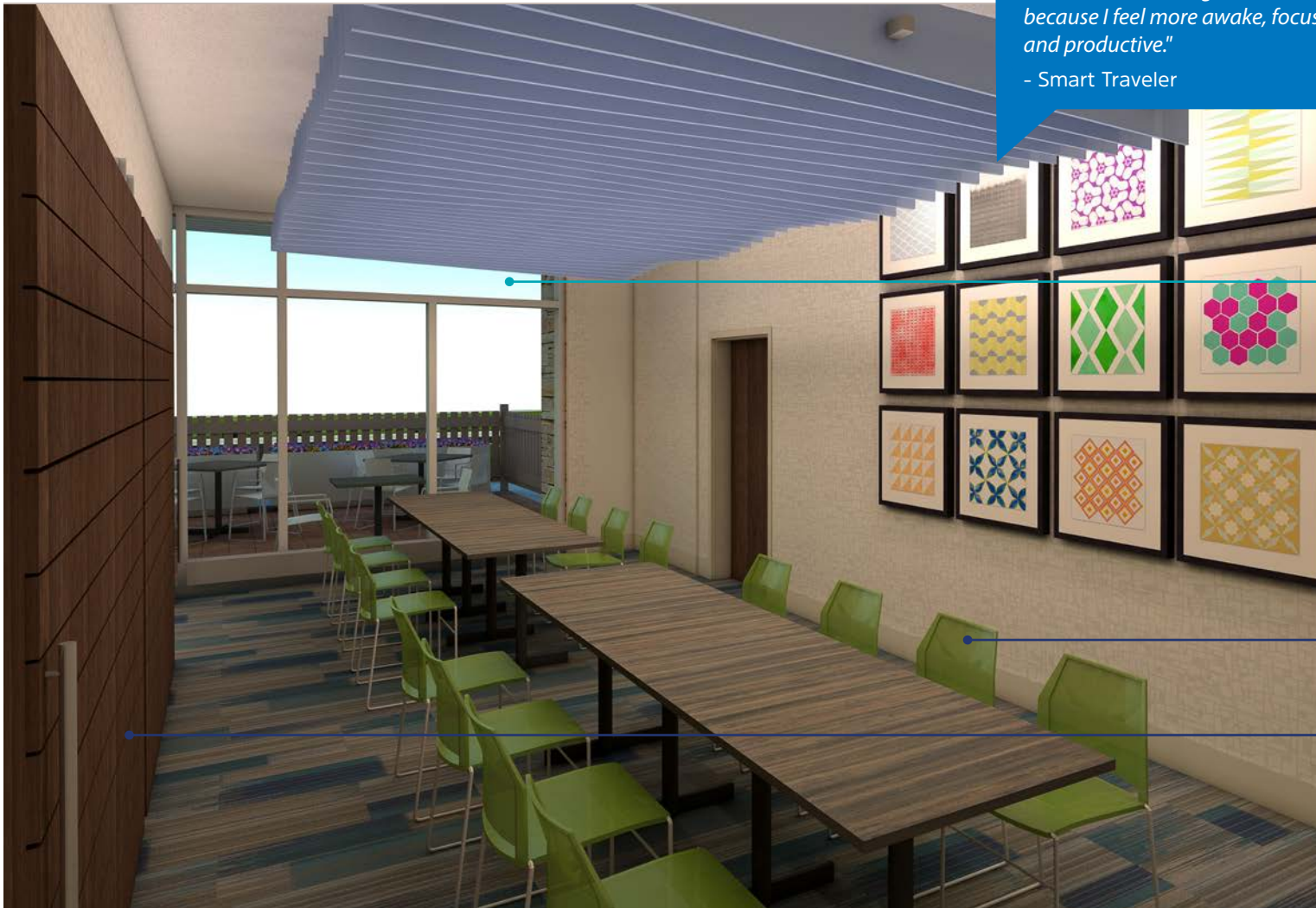


\*Custom finishes permitted  
 \*\* Only required when additional meeting space not provided

# Flexible Meeting Space (Optional in Renovation)

*"I love when meeting rooms have natural light because I feel more awake, focused, and productive."*

- Smart Traveler



Blackout and sheer roller shade allows for easy room darkening as needed.

Modular design of meeting room chairs allow them to be stacked and stored easily.

Sliding doors open up the space to use as extended Great Room seating for busy breakfasts.

# Journey

## Branded Lobby Wall

### NEW DEVELOPMENT REQUIRED ITEMS

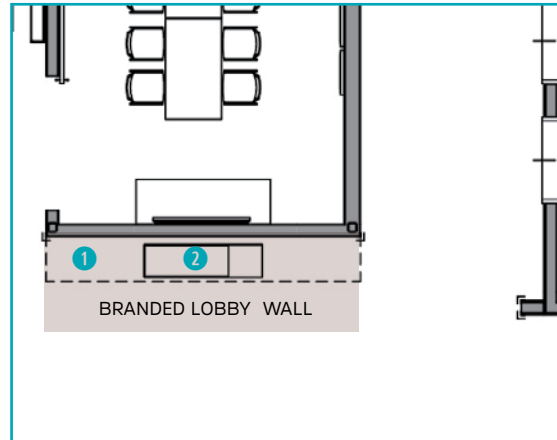
- 1 Brand-specified custom wall graphic
- 2 Brand-specified bench

**Recommended [Optional]  
Design Features**  
- Digital information board

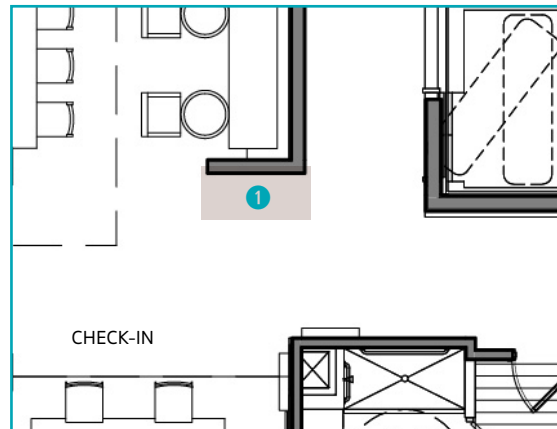
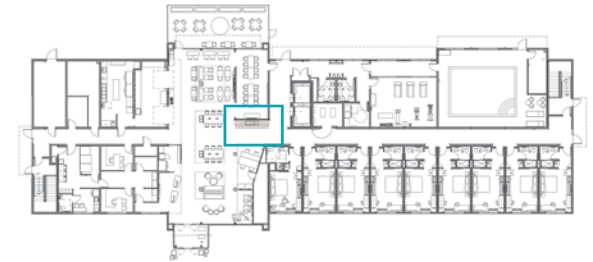
### RENOVATION REQUIRED ITEMS

- 1 Brand-specified custom wall graphic

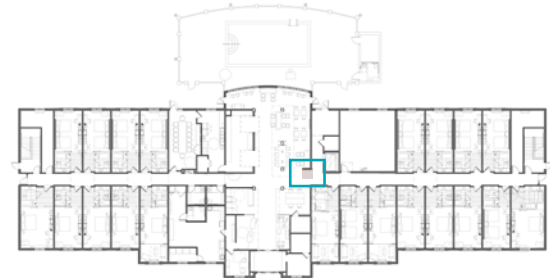
**Recommended [Optional]  
Design Features**  
- Digital information board  
- Brand-specified bench



New Development Floor Plan



Existing Floor Plan



# Journey Branded Lobby Wall

*"On my way out the door I like being able to quickly check the weather and know what's going on in the area."*

- Smart Traveler



A convenient place for guests to receive the information they need. This can include an integrated TV that delivers the morning news and weather.

The integrated TV makes the traditional pamphlet stand obsolete, giving guests digital access to all the attractions and events in the area.

The vinyl brand wall graphic is a key design feature on the guest journey. It acts as a brand hallmark and provides consistency across all Holiday Inn Express® hotels.

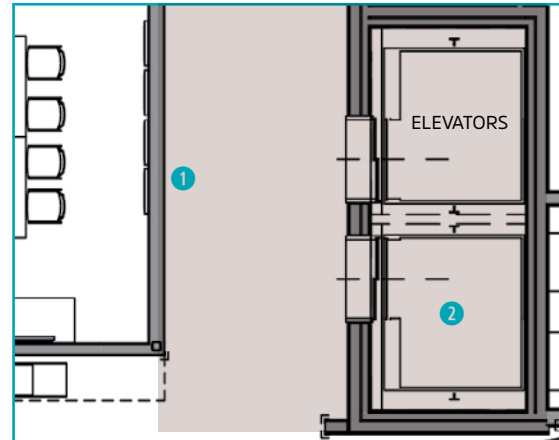
# Journey Elevators

## NEW DEVELOPMENT REQUIRED ITEMS

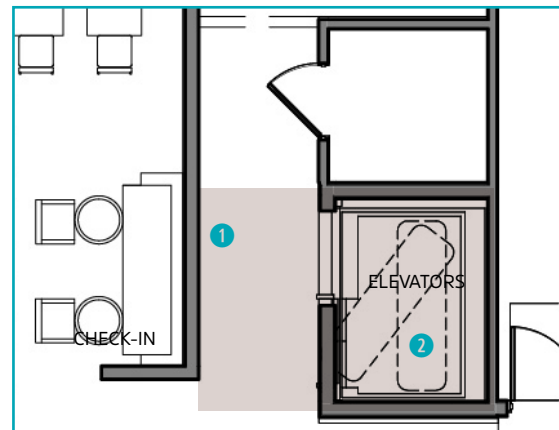
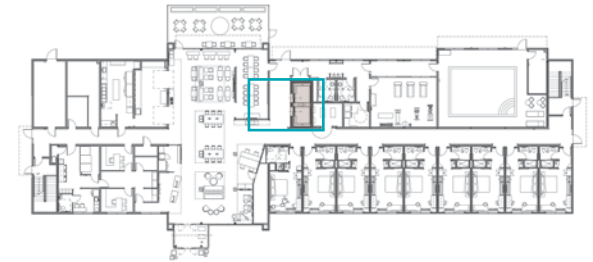
- 1 Brand-specified custom wall graphics
- 2 Brand-specified hard flooring\*

## RENOVATION REQUIRED ITEMS

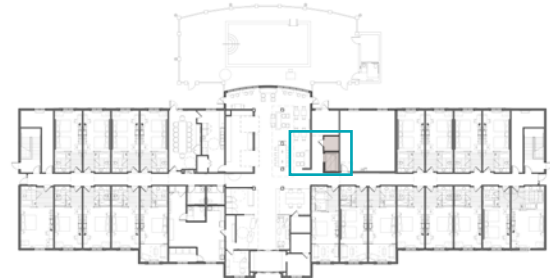
- 1 Brand-specified custom wall graphics
- 2 Brand-specified hard flooring\*



New Development Floor Plan



Existing Floor Plan



\*Custom finishes permitted

# Journey Elevators

*"I like getting off the elevator and immediately knowing which floor I'm on."*

- Smart Traveler



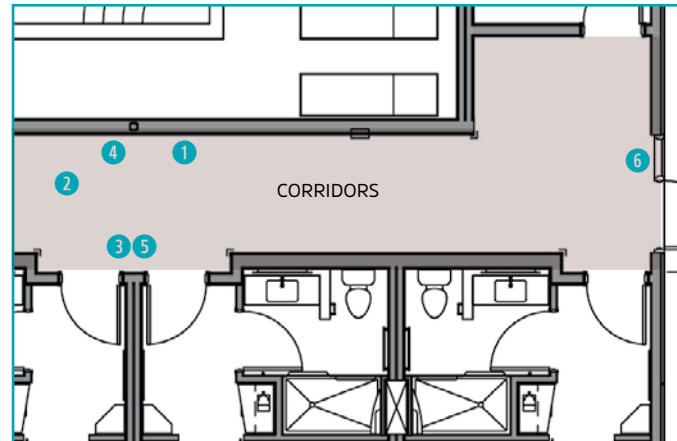
An oversized number graphic differentiates each floor with bold navigation.

Carpet tiles selected to hide dirt and brighten the guest journey to their room.

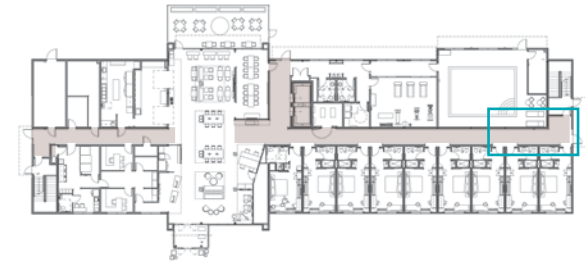
# Journey Corridors

## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified paint or wall vinyl
- 2 Brand-specified carpet tiles or broadloom carpet
- 3 Branded carpet door drops
- 4 Ample, contemporary lighting\*
- 5 Brand-specified interior signage
- 6 Storefront windows without window treatments to provide ample natural daylight



New Development Floor Plan

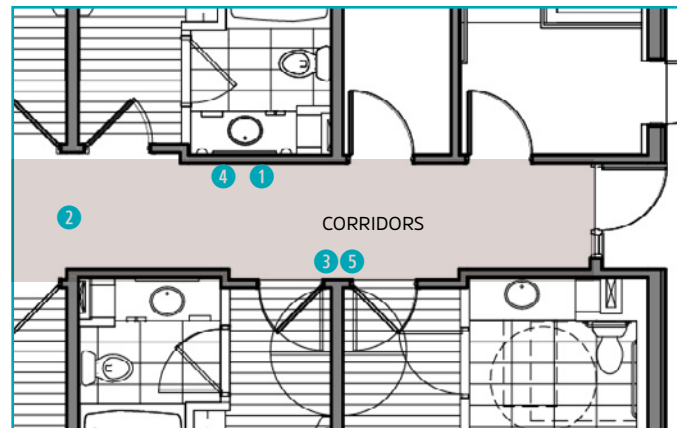


## RENOVATION REQUIRED ITEMS

- 1 Brand-specified paint or wall vinyl
- 2 Brand-specified carpet tiles or broadloom carpet
- 3 Branded carpet door drops
- 4 Ample, contemporary lighting\*
- 5 Brand-specified interior signage

### Recommended [Optional] Design Features

- Storefront windows without window treatments to provide ample natural daylight



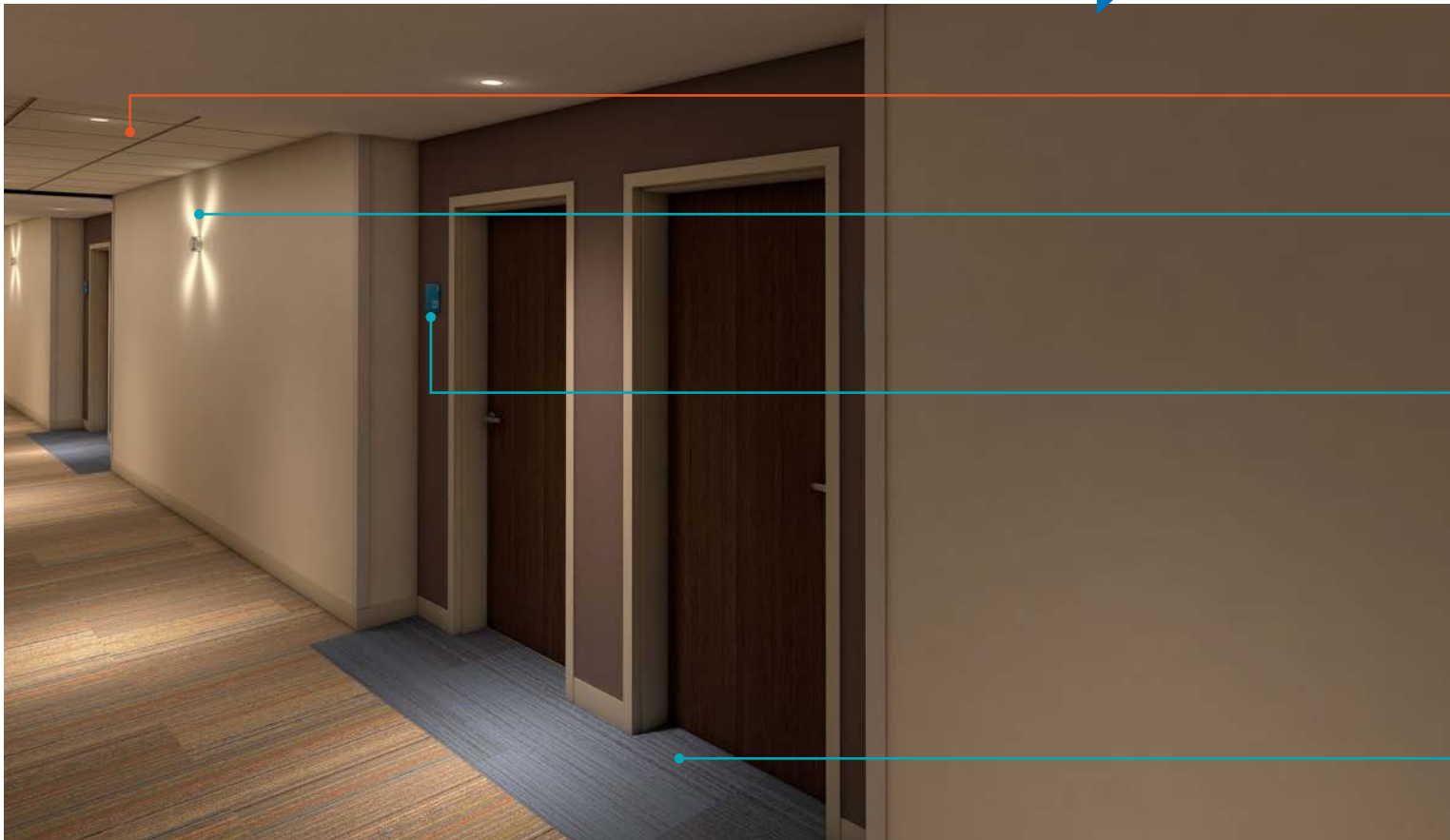
Existing Floor Plan



\*Custom finishes permitted

# Journey Corridors

*"The corridors are bright and welcoming."*  
- Smart Traveler



Acoustic ceiling tiles help keep corridors quiet and allow access into the ceiling for maintenance.

Statement lighting is both functional and interesting, brightening the space and creating a unique design piece.

Blue interior signage maintains brand hallmark and consistency.

The blue carpet door drop reinforces the Holiday Inn Express® brand by providing a pop of blue, and acts as a contemporary welcome mat before the guest enters their hotel room.

# Recreation Fitness Center

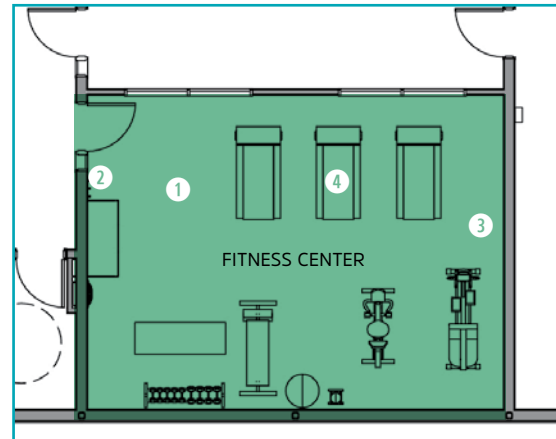
## NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified flooring\*\*
- 2 Brand-specified towel storage and hamper\*
- 3 Brand-specified vinyl wall-covering or paint finishes
- 4 Brand-specified fitness equipment

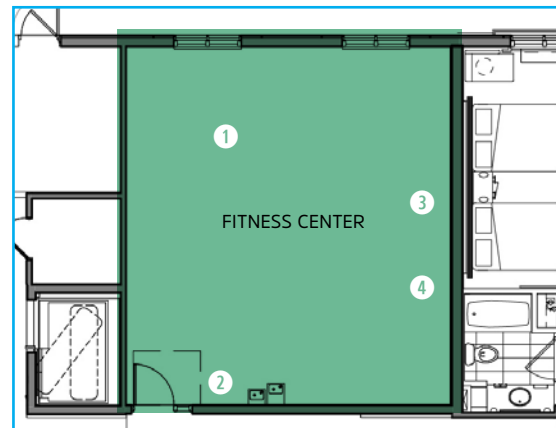
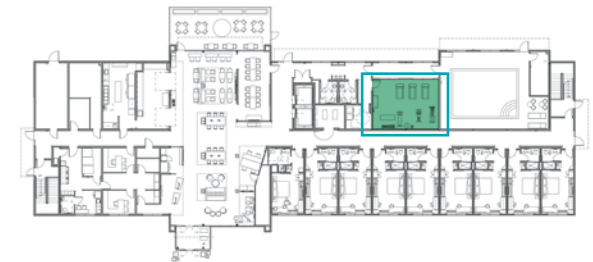
## RENOVATION REQUIRED ITEMS

- 1 Brand-specified flooring\*\*
- 2 Brand-specified towel storage and hamper\*
- 3 Brand-specified vinyl wall-covering or paint finishes
- 4 Brand-specified fitness equipment

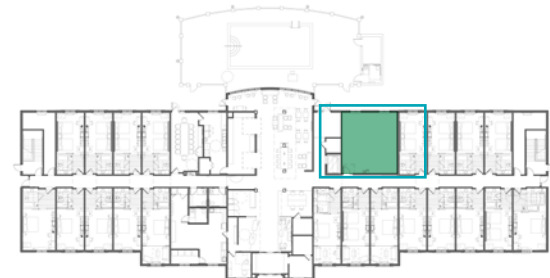
\*Custom finishes permitted  
 \*\* Fitness centers less than 500SF require LVT flooring only. Fitness centers equal to or over 500SF require LVT at cardio equipment and carpet tile at free weights.



New Development Floor Plan



Existing Floor Plan



# Recreation Fitness Center

*"I love being able to maintain my healthy lifestyle while on the road."*

- Smart Traveler



Accent wall colors and natural light create a bright and energetic space to work out.

Varying options of state of the art equipment provide the best workout environment for guests.

LVT flooring is easy to clean and removes the familiar rubber smell of a traditional hotel gym.

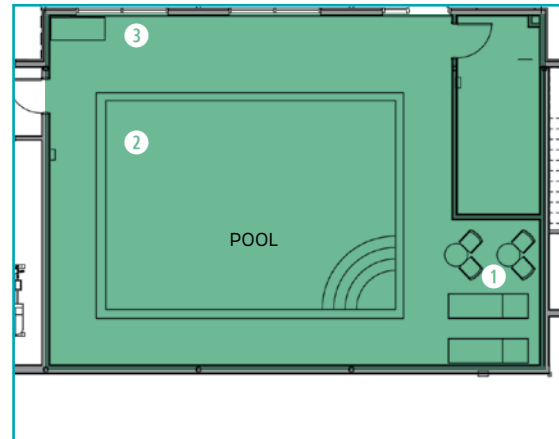
# Recreation Pool

## NEW DEVELOPMENT REQUIRED ITEMS

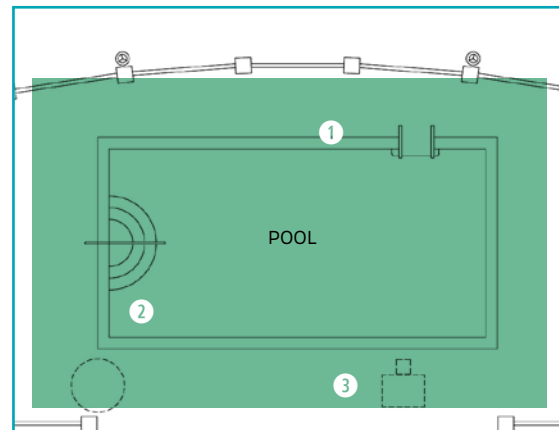
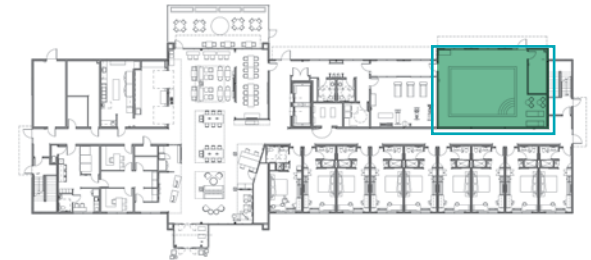
- 1 Brand-specified pool furniture\*
- 2 Pool area finishes\*
- 3 Brand-specified towel storage and hamper\*

## RENOVATION REQUIRED ITEMS

- 1 Brand-specified pool furniture\*
- 2 Pool area finishes\*
- 3 Brand-specified towel storage and hamper\*



New Development Floor Plan



Existing Floor Plan



\*Custom finishes permitted

# Recreation Pool

*"When I travel with my family I choose Holiday Inn Express® hotels because I know my kids will have a pool."*

- Smart Traveler



Natural lighting and accent wall colors brighten up the pool space to create a welcoming environment for guests.

Bright colors and tones bring the pool to life while reminding the guest of the clean Holiday Inn Express® experience.

Brand-specified pool furniture allows for consistent product delivery.

# Recreation

## Patio (Optional in New Development and Renovation)

NEW DEVELOPMENT  
REQUIRED ITEM  
(IF PROVIDED)

- 1 Planters and fencing\*
- 2 Outdoor seating\*

**Recommended [Optional]  
Design Features**

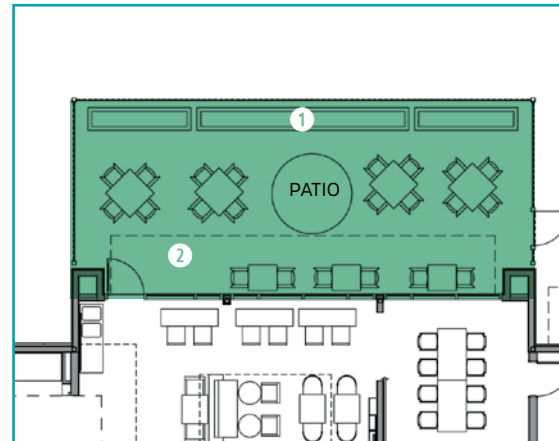
- Fire pit
- Decorative pavement

RENOVATION  
REQUIRED ITEM  
(IF PROVIDED)

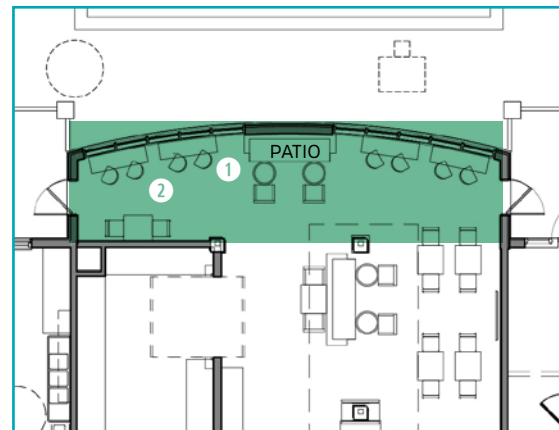
- 1 Planters and fencing\*
- 2 Outdoor seating\*

**Recommended [Optional]  
Design Features**

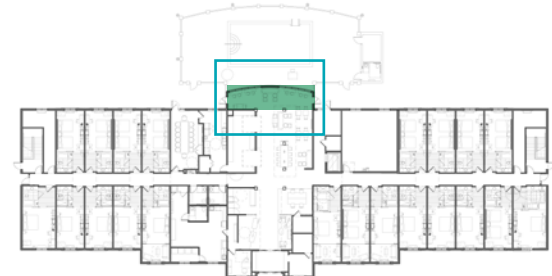
- Fire pit
- Decorative pavement



New Development Floor Plan



Existing Floor Plan



\*Custom finishes permitted

# Recreation

## Patio (Optional in New Development and Renovation)

*"After a busy day on the road, I like being able to sit outside and have a drink."*

- Smart Traveler



The patio extends the great room space for guests to collaborate or socialize.

Exterior seating options can be incorporated into a variety of patio layouts.

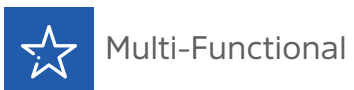
Patio tables and chairs provide overflow for busy breakfast mornings.

# Guest Room Overview

The guest room provides a fresh, contemporary space with comforts and features that allow guests to be productive during their stay and have a great night's sleep.



*Contemporary Scheme shown in this rendering*



Multi-Functional



Sleep



Clean

# Guest Room

## ★ Multi-Functional

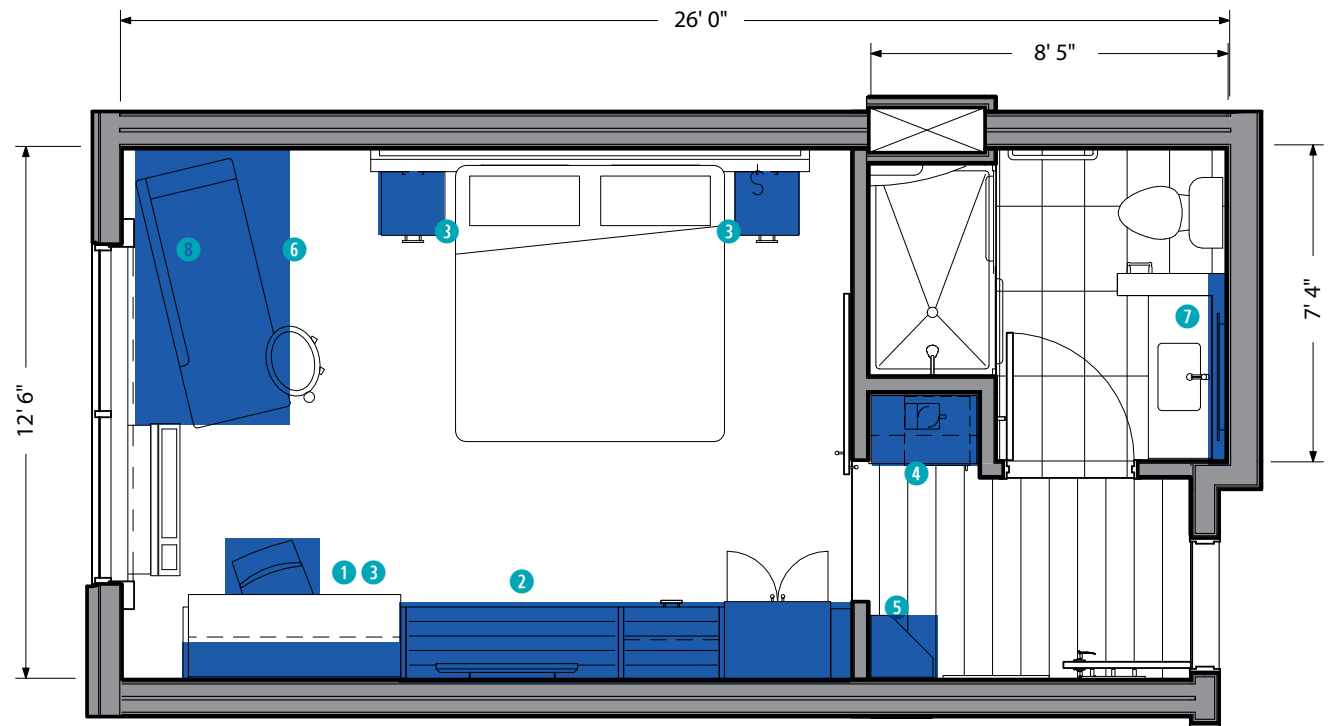
### NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified Ergonomic Desk Chair\***  
Comfortable, multi-functional chair for guests that need to spend time getting things done.
- 2 Brand-specified Smart Components**  
A flexible unit that allows guests to arrange their own stay, whether they want to live out of their suitcase or unpack completely.  
*(Two versions available. See appendix.)*
- 3 Ample Power**  
On average guests need four places to plug in. A mix of electric outlets and USB ports are available next to the bed and at the desk.
- 4 Refreshment Zone**  
A built-in niche houses the under-counter refrigerator, microwave, coffee maker, and extra supplies in one central location.
- 5 Smart Shelf**  
Conveniently located, the Smart Shelf provides a landing zone at guest arrival, and additional counter space near the bathroom and full length mirror.
- 6 Brand-specified Multi-functional Seating\***  
Seating that's suitable for both relaxing and getting work done.
  - Chaise-lounge in King
  - Adaptive Chair in Queen/Queen (optional ottoman)
- 7 Brand-specified Back-lit Mirror in Bathroom**
- 8 Brand-specified Light Fixture over Multi-Functional Soft Seating**

#### Recommended [Optional] Design Features

- Brand-specified Mobile Table\*

\*Custom finishes permitted



New Development Floor Plan - King Room

# Guest Room

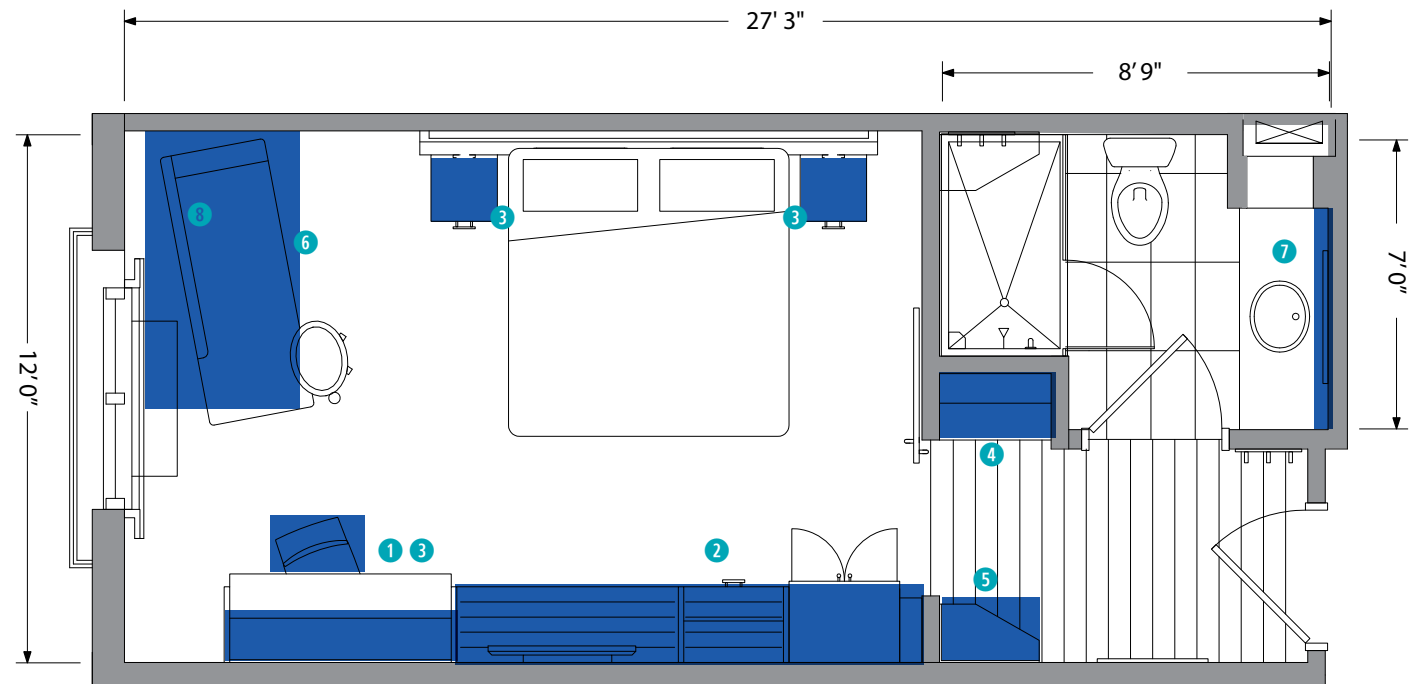
## ★ Multi-Functional

### RENOVATION REQUIRED ITEMS

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  - Adaptive Chair in Queen/Queen (optional ottoman)
- 7 Brand-specified Back-lit Mirror in Bathroom**
- 8 Brand-specified Light Fixture over Multi-Functional Soft Seating**

**Recommended [Optional]  
Design Features**  
- Brand-specified Mobile Table\*

\*Custom finishes permitted



Existing Floor Plan - King Room

# Guest Room

## ★ Multi-Functional

*"I feel like I can make this room my own and will therefore have a more productive stay."*  
- Smart Traveler



Smart components give guests the freedom to live out of their suitcase or unpack into a variety of options including wardrobe, drawers, and open hanging rack.

Smart components allow for clean cord management and easy replacement of LED lamps. LED lighting is utilized because it reduces energy consumption/cost.

Smart components can be assembled for left or right hand rooms.

The functional luggage bench provides horizontal storage allowing guests to maximize their space on top or beneath.

Flat horizontal surfaces with adequate space underneath allow for easy cleaning and maintenance.

# Guest Room

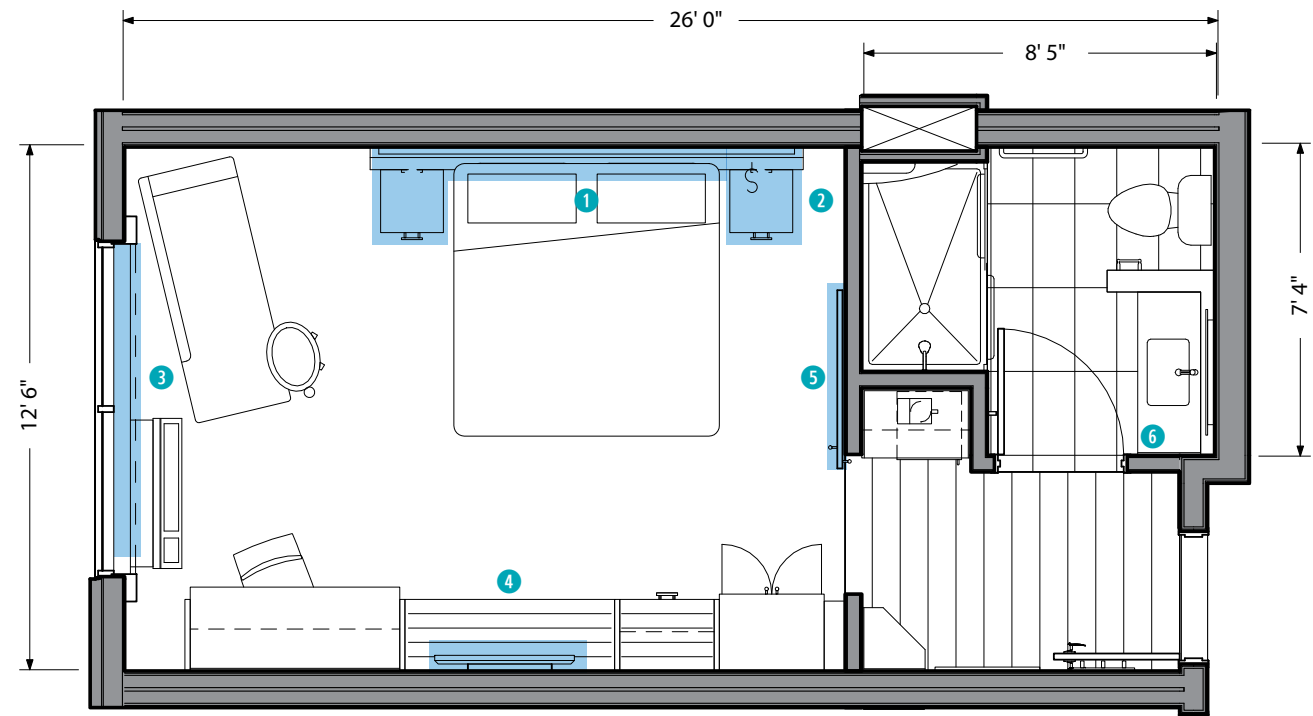
## Sleep

### NEW DEVELOPMENT REQUIRED ITEMS

- 1 Brand-specified noise Reduction Headboard with Integrated Night Stand and Power.**  
Headboard construction materials reduce noise between guest rooms while integrated power allows guest to remain plugged in. Upholstered and wood laminate options are available.
- 2 Brand-specified Direct and Indirect Lighting**  
Mixture of light fixtures allows guest to choose light levels for either general or task uses.
- 3 Brand-specified Window Roller Shade**  
Combination of sheer and blackout roller shades with side channel can provide complete room darkness or gently filtered light.
- 4 Brand-specified Media Tower**  
Decorative panel that reduces TV vibration to adjacent rooms.
- 5 Brand-specified Artwork**  
Must be provided if Acoustic Door is not provided
- 6 Bathroom Nightlight**

#### Recommended [Optional] Design Features

- Brand-specified Acoustic Door\*



New Development Floor Plan - King Room

\*Custom finishes permitted

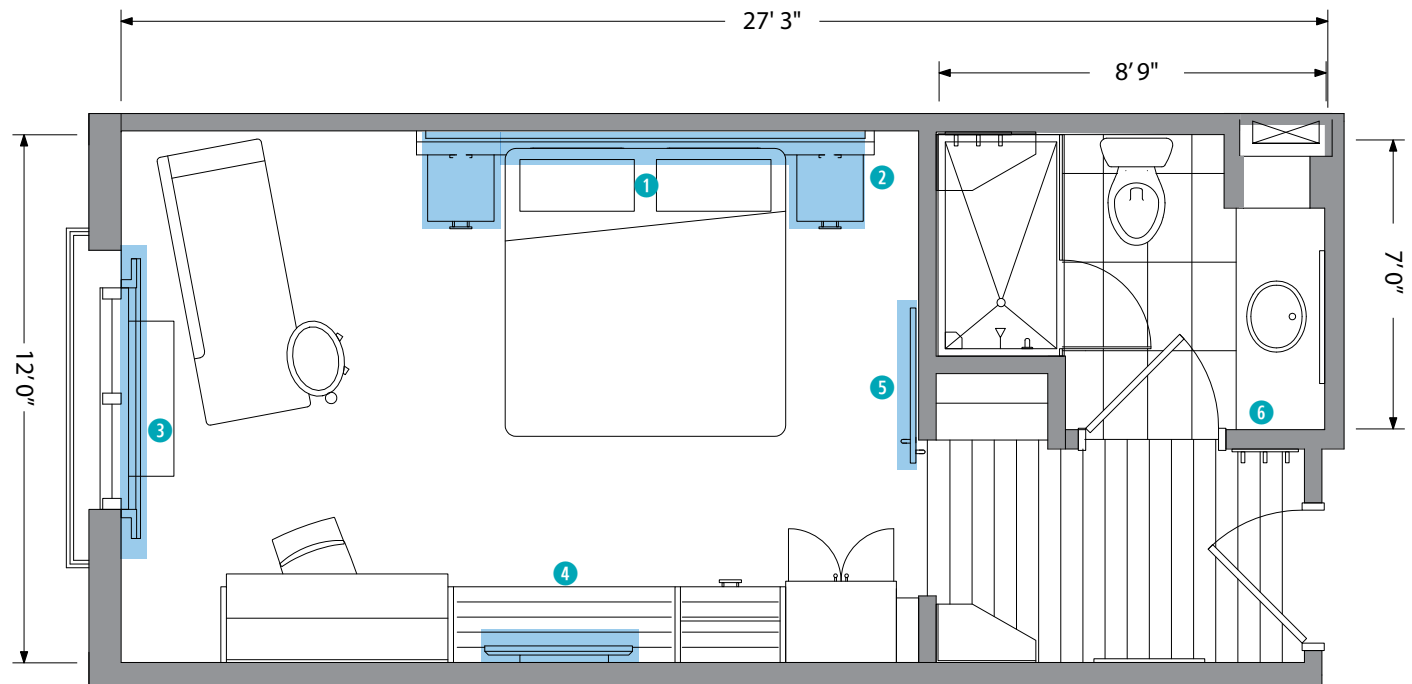
# Guest Room

## Sleep

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**Recommended [Optional]  
Design Features**  
- Brand-specified Acoustic Door\*



Existing Floor Plan - King Room

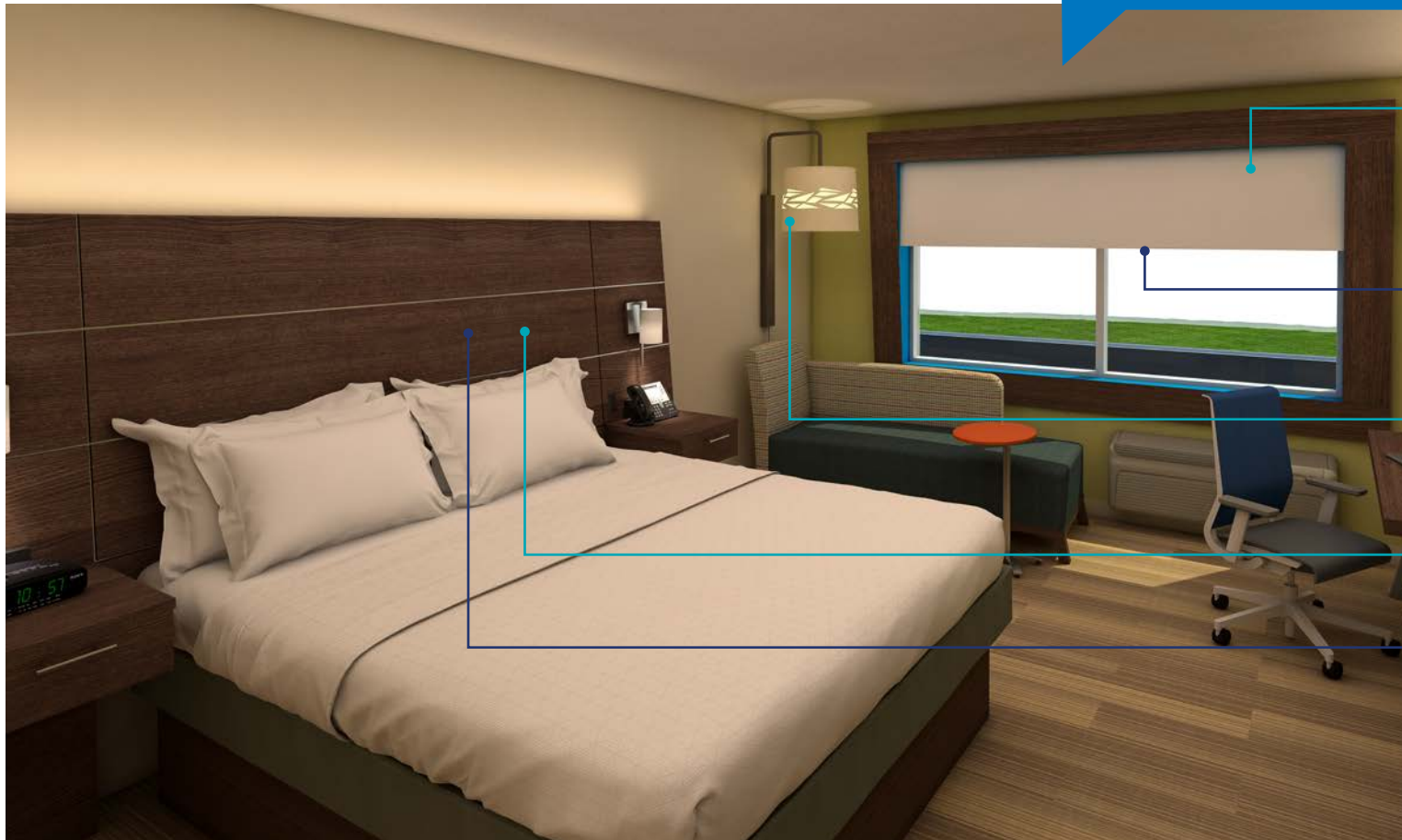
\*Custom finishes permitted

# Guest Room

## Sleep

"Most hotel room drapes leave that annoying sliver of light that always wakes me up. I finally found a hotel where I can sleep well."

- Smart Traveler



Large window maximizes natural light. If the sunlight is unwanted, the blackout shade with channels provides a completely dark and private room.

Switch from traditional drapes to window roller shades reduces dust build up and allows for easier cleaning.

Room lighting was strategically placed to provide fresh illumination that is both welcoming and functional.

The headboard functions as a key noise reduction piece in the room.

Headboard includes panel for effective cord management, while ample space underneath nightstand allows for efficient cleaning.

# Guest Room

## Sleep

"I'm always worried about the level of noise when I stay at hotels. Now I know I will have a productive stay and good night's sleep."

- Smart Traveler



Acoustic materials used in construction of the door reduce noise transfer between sleeping area and entry, bathroom and corridor.\*\*

Rolling door compartmentalizes the guest room creating acoustically separated spaces which prevents disturbances and enhances privacy.\*\*

Media tower, part of the smart components, provides a decorative element and noise reduction both inside the space and between rooms.

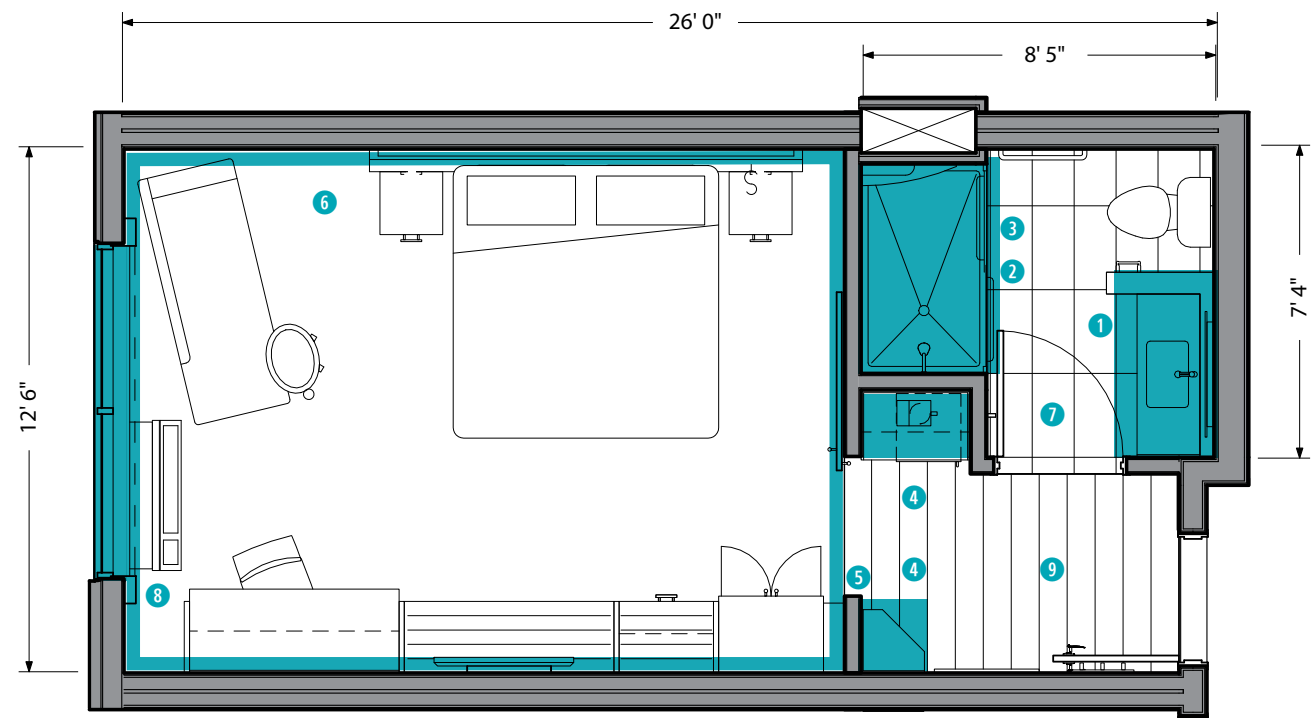
Media tower provides cord management and maintenance for wall-mounted TV via easily accessible panel.

# Guest Room

## Clean

### NEW DEVELOPMENT REQUIRED ITEMS

- 1 Spacious White Vanity**  
Easy to clean design with ample room for toiletries gives guests a fresh space to begin and end their day.
- 2 Brand-specified Tub Surrounds**  
The panelized system eliminates grout joints and maximizes life cycle giving a consistently fresh, clean look to the shower.
- 3 Brand-specified Glass Shower Doors**  
Efficient and modern design adds a sleek, easy to clean feature in the bathroom (at shower only).
- 4 White Surfaces on Refreshment Zone and Smart Shelf**  
Contrasts with the blue accent wall, and provides a fresh, clean look as soon as the guest walks into the room.
- 5 Thoughtful Color Palette Throughout Guest Rooms**  
Use of white with pops of blue communicates that Holiday Inn Express® hotels are fresh and clean.
- 6 Brand-specified Carpet Tile/Broadloom Carpet**  
Carpet design effectively hides dirt, though utilizing carpet tiles ensures soiled tiles can be replaced in minutes.
- 7 Brand-specified Bathroom Floor Tile**  
Light colored floors will ensure effective cleaning to reassure guests their room is fully cleaned.
- 8 Brand-specified Window Treatments**  
These shades don't collect dust like traditional drapes. Cornice and four-sided window treatments available.
- 9 Brand-specified Entry Flooring**  
Tile and vinyl floor options available.



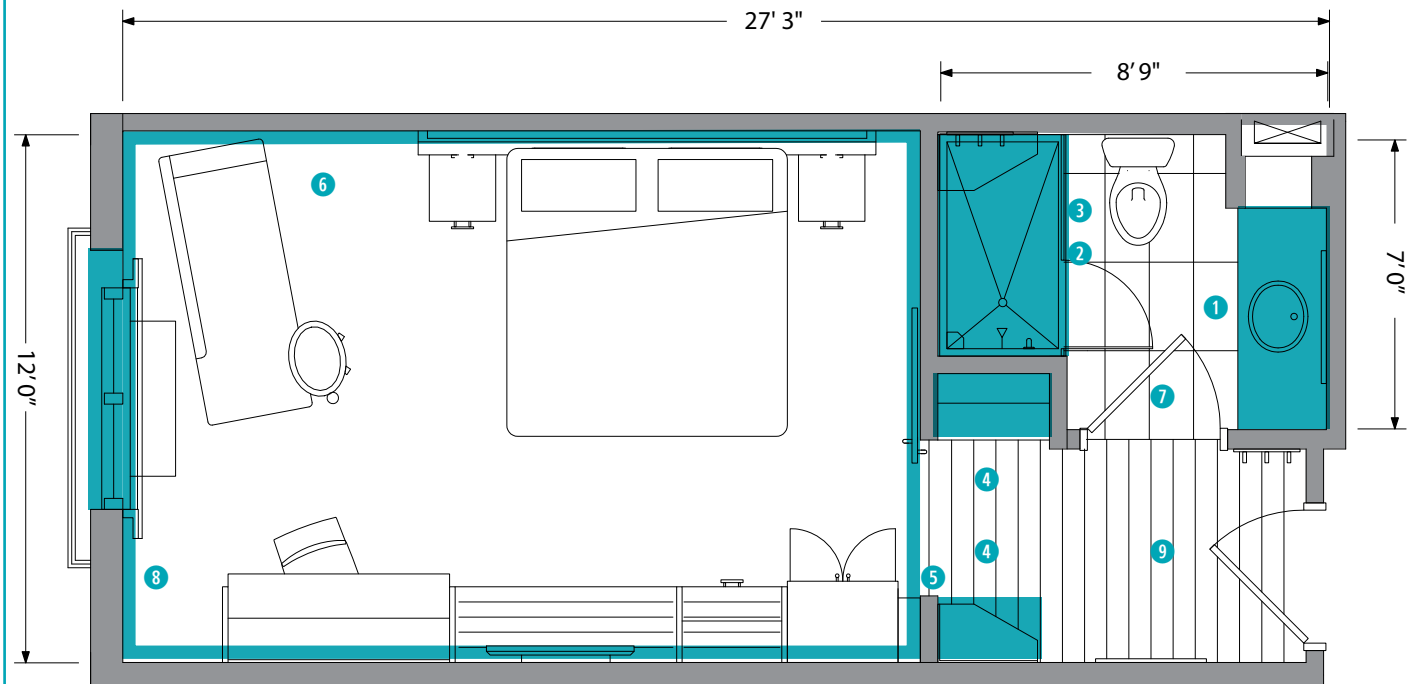
New Development Floor Plan - King Room

# Guest Room

## Clean

### RENOVATION REQUIRED ITEMS

- 1 Spacious White Vanity**  
Easy to clean design with ample room for toiletries gives guests a fresh space to begin and end their day.
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Light colored floors will ensure effective cleaning to reassure guests their room is fully cleaned.
- 8 Brand-specified Window Treatments**  
These shades don't collect dust like traditional drapes. Cornice and four-sided window treatments available.
- 9 Brand-specified Entry Flooring**  
Tile and vinyl floor options available.



Existing Floor Plan - King Room

# Guest Room

## Clean

"This room is bright and modern."

- Smart Traveler



White with contrasting pops of blue can be found throughout the hotel room reinforcing brand standards and commitment to cleanliness.

All white bedding and linens create a crisp and inviting place to rest.

The box spring wrap makes it easy to clean space under the bed.

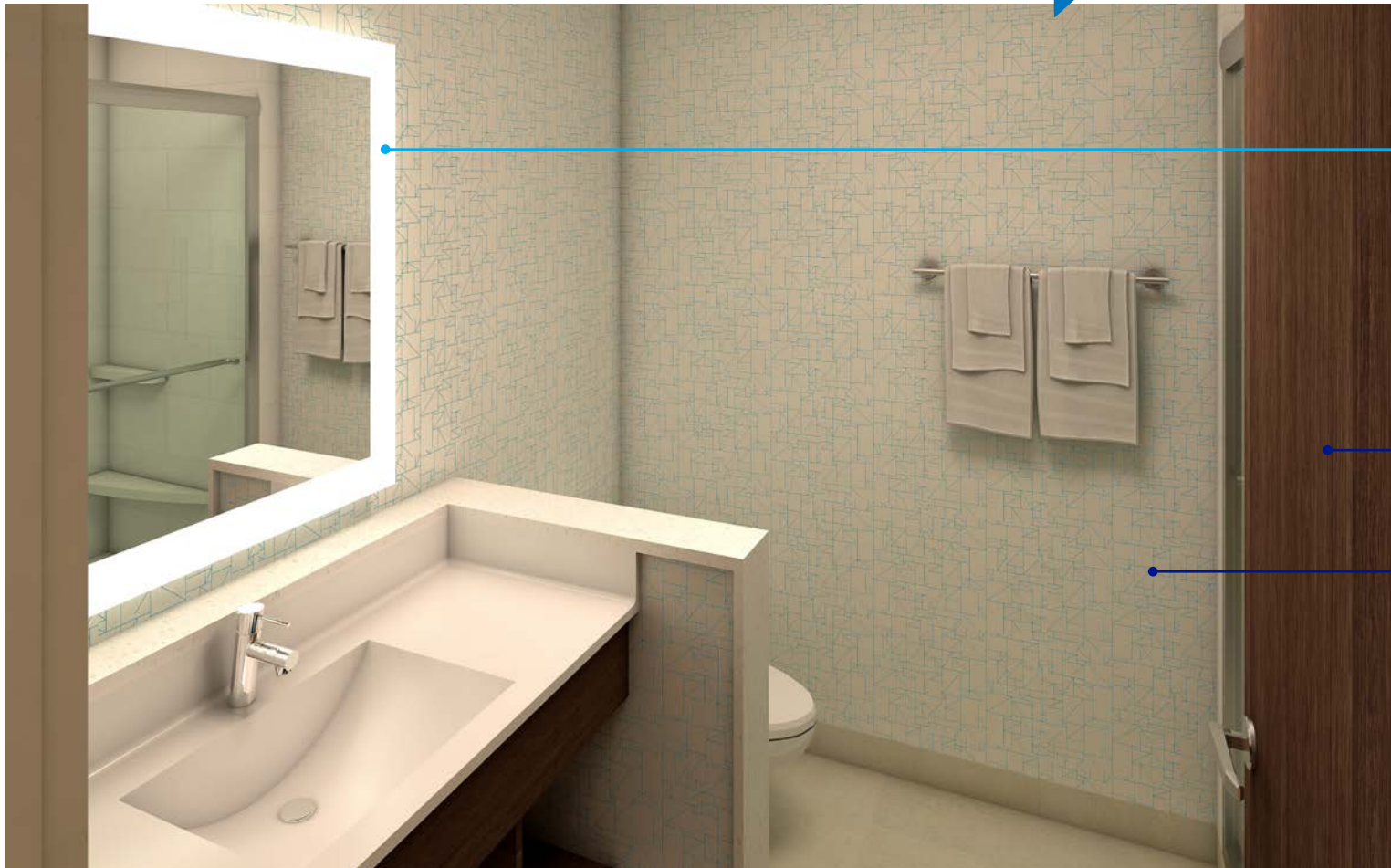
Hard flooring in entry will wear better than carpet, ensuring a longer operational life.

# Guest Room

## Clean

*"I'm relieved when I arrive and my bathroom looks fresh and clean."*

- Smart Traveler

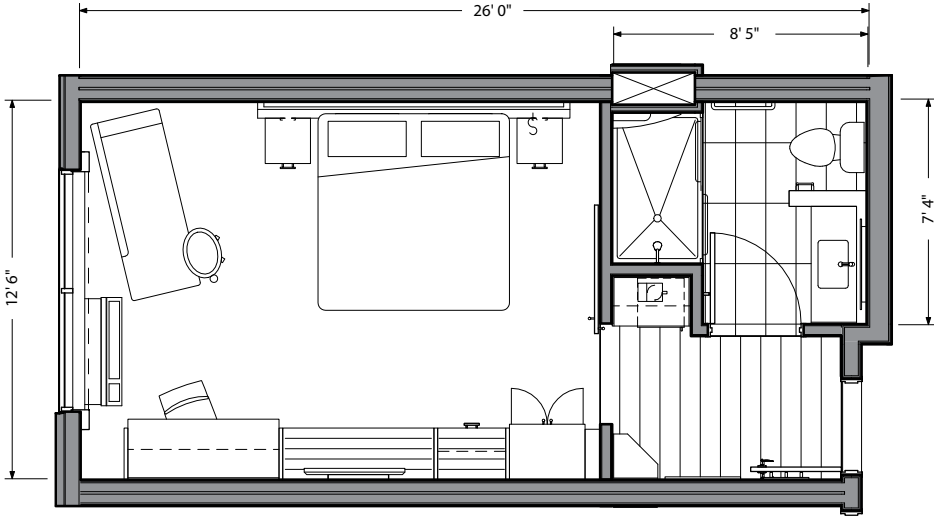


Lighting provides fresh illumination that is both welcoming and functional.

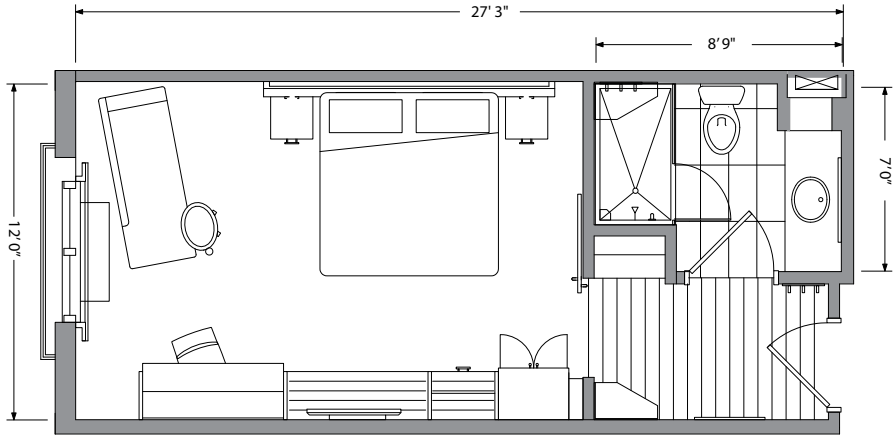
Groutless shower/tub surrounds are easy to clean and maintain.

Materials are all light in color, white preferred as guest can see that it is clean.

# Guest Room Standard King

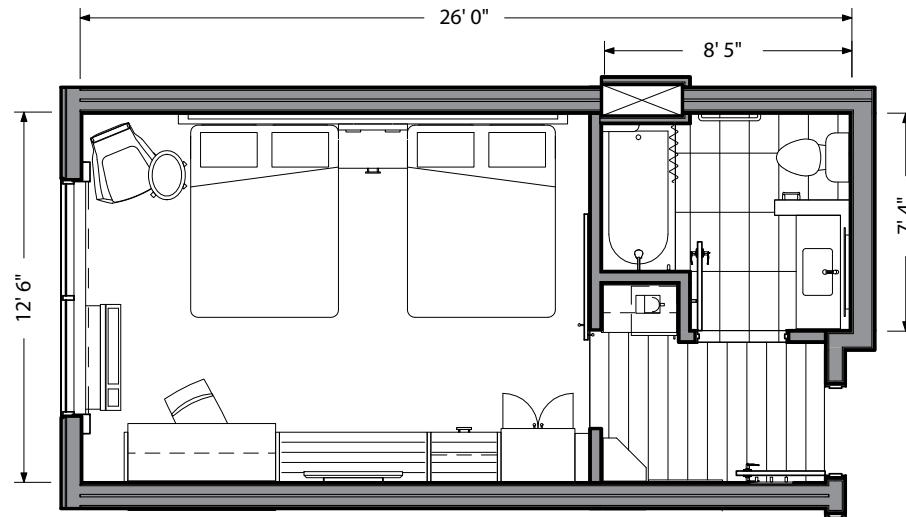


New Development Floor Plan

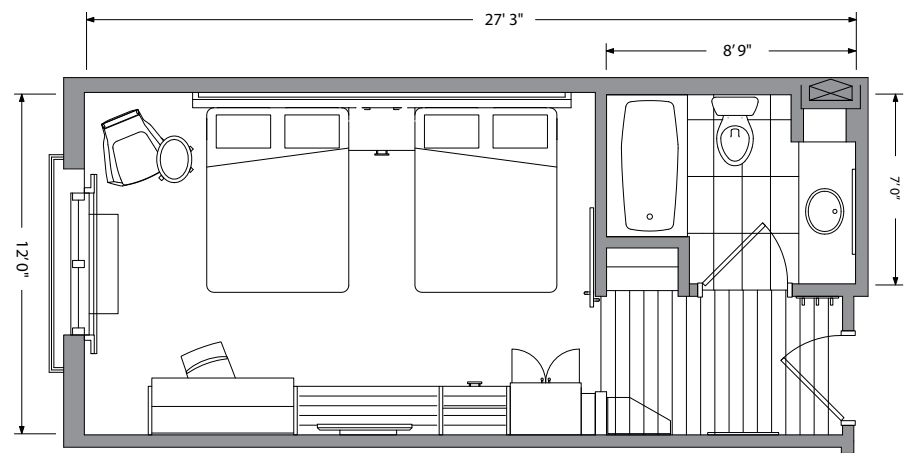


Existing Floor Plan

# Guest Room Standard Double Queen

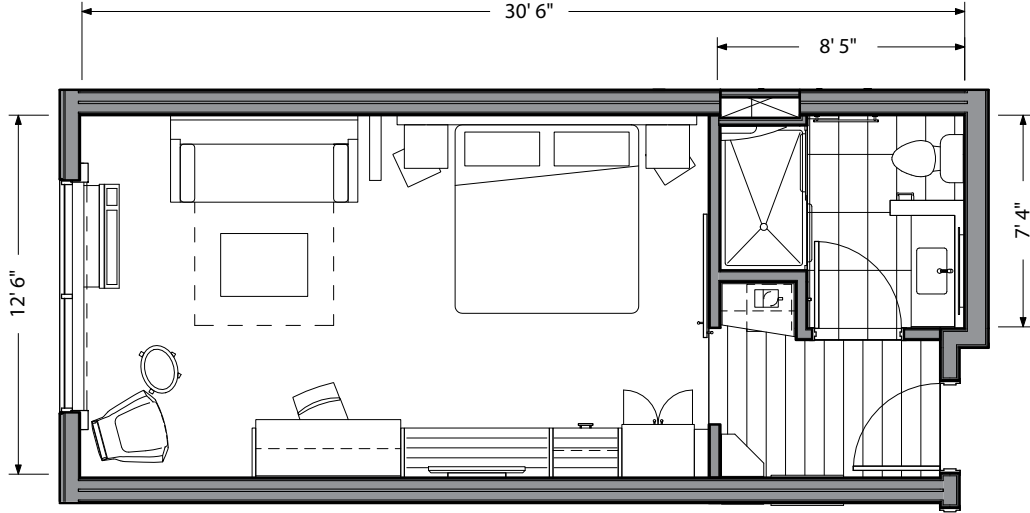


New Development Floor Plan

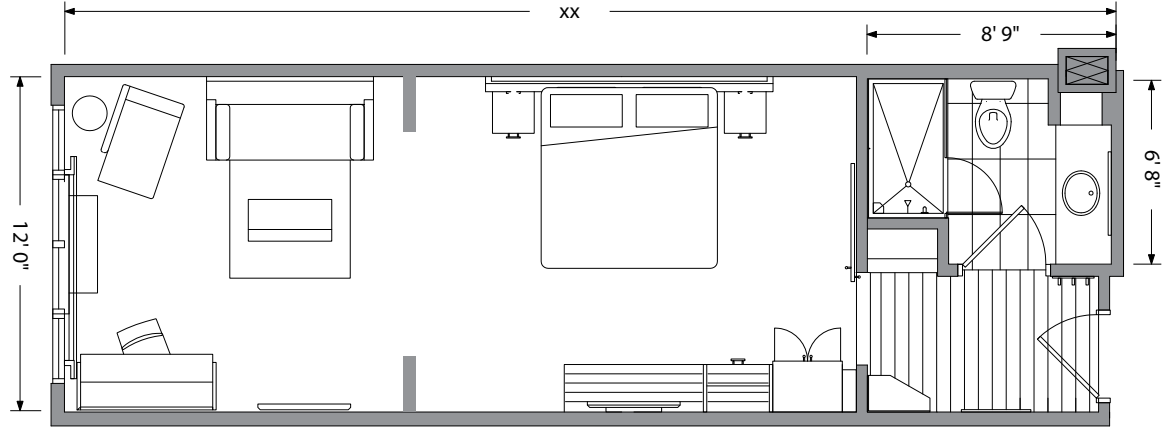


Existing Floor Plan

# Guest Room King Suite



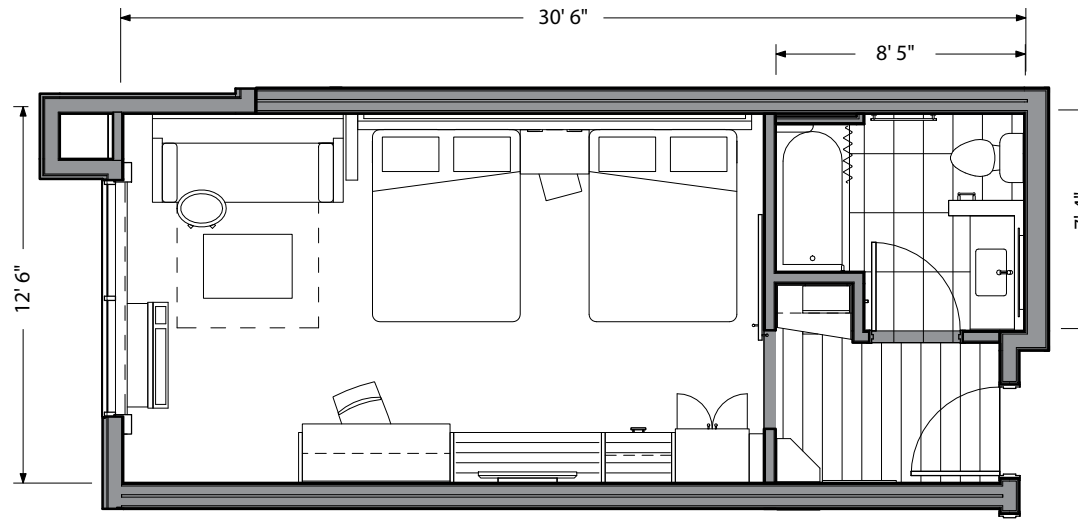
New Development Floor Plan



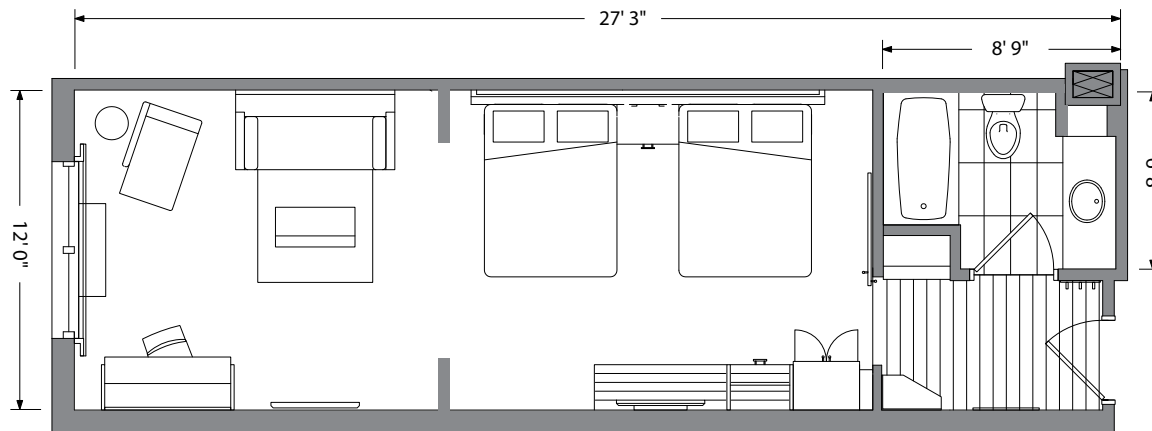
Existing Floor Plan

# Guest Room

## Double Queen Suite



New Development Floor Plan



Existing Floor Plan

# Appendix

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# Formula Blue™ Design Board

## Guest Rooms



# Guest Room SRD

## Natural Scheme

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# Guest Room SRD

## Contemporary Scheme

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# Guest Room SRD

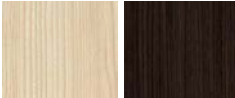
## Dark Casegoods Option

Dark Casegoods option can be selected for Contemporary and Natural Schemes.



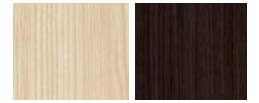
# Guest Room SRD

## Smart Components - Version 1



# Guest Room SRD

## Smart Components - Version 2



If selecting Version 2, must also include the following elements:

- Brand-specified desk lamp
- Brand-specified artwork above desk



## SRD Flexibility

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Formula Blue™ provides the ability for hotels to select finishes based on a variety of design elements to tailor the design for their respective market and still deliver the consistency we know our guests expect.

# Guest Room Design Inspiration

## "Rural"



This rendering is a conceptual example of the custom capabilities within the guestroom. The custom finishes shown in this rendering are not specified by the brand.

# Guest Room Design Inspiration

## "Modern"



This rendering is a conceptual example of the custom capabilities within the guestroom. The custom finishes shown in this rendering are not specified by the brand.

# Guest Room Design Inspiration "Coastal"



This rendering is a conceptual example of the custom capabilities within the guestroom. The custom finishes shown in this rendering are not specified by the brand.

# Implementation Diagram

The following diagrams depict the SRD items that have multiple design options already provided by IHG®, as well as the SRD items that allow Owner customization with additional review and approval by IHG® prior to purchasing.

## Public Areas

### Formula Blue™ Design Solution

#### Options Provided by IHG®

- Front Desk Pods or Island Design
- Garage or Barn Doors at Breakfast Bar

#### Customizations Allowed with Additional IHG® Review & Approval

- Soft and Hard Flooring Finishes
- General Wall Finish
- Front Desk Open Concept Design
- Wood Ceiling Design & Finish
- Fabric & Finish on Mandated Seating
- Finish on Mandated Side Tables and Dining Tables
- Blue Dimensional Finish on Columns
- Purpose Built Table or Millwork for Business Center
- Market Display Shelf Finish
- Accent Ceiling Feature at Flexible Meeting Space
- Barn Door Design & Finish at Flexible Meeting Space
- Purpose Built Millwork for the Flexible Meeting Space
- Wall Sconce in Corridors
- Enclosed breakfast bar door solutions

## Recreational Areas

### Formula Blue™ Design Solution

#### Options Provided by IHG®

- 2 Pool Furniture Designs
- 3 Fitness Equipment Vendors

#### Customizations Allowed with Additional IHG® Review & Approval

- Finish on Brand-Specified Towel Storage and Hamper
- Floor, Wall and Ceiling Finishes
- Pool Furniture Finishes

## Guestrooms

### Formula Blue™ Design Solution

#### Options Provided by IHG®

- Natural Scheme
  - Wall Vinyl and Paint Selections
  - 3 Casegood Finishes: Natural Ash, Walnut Heights, Ebony Recon
  - 2 Casegood Materials: Laminate or Wood Veneer
- Contemporary Scheme
  - Wall Vinyl and Paint Selections
  - 2 Casegood Finishes: Walnut Heights, Ebony Recon (Natural Ash not available)
  - 2 Casegood Materials: Laminate or Wood Veneer
- Carpet Tile or Broadloom Carpet Design
- Tile or LVT Flooring at Entry
- 2 Ergonomic Chair Designs and Finishes
- 2 Pendant light options
- 2 Adaptive Chair options
- Multiple artwork selections
- 2 Smart Components Options
- Soft or Hard Headboard
- 2 Mobile Table options
- 2 Window Treatment Options

#### Customizations Allowed with Additional IHG® Review & Approval

- Wall Finishes
- Seating Fabric and Finishes on Mandated Seating Design

# Formula Blue™ Purchasing

Holiday Inn Express® maintains a complex owner base; one that needs a purchasing solution that appeals to both sophisticated institutional investors (who value a turnkey solution with high financial return) and individual owner operators. This turnkey procurement solution, a key piece of Formula Blue™ development, will provide the following benefits to guests and owners.

## Guests

- Brand consistency and quality

## Owners

- Lower build and operating costs
- Speed to market
- Ease of procurement
- Reduced Plan Review cycle times
- Assurance purchasing the most current approved or specified product



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# Design Contact

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For more information and to get started,  
please visit IHG<sup>®</sup> Design Connect.  
[www.ihgdesignconnect.com](http://www.ihgdesignconnect.com)

Version 1.5 - Added "Custom Finishes Permitted" to "Paint Scheme with mix of Exterior Materials" and changed "Brand Exterior Signage" to Conversion Only (p.16). Changed "grey textured wall feature behind check-in" from optional to required with "branded back-wall signage" (p.23). Added "Chalkboard above coffee bar" as a required item and added barn doors to "garage and pocket doors" at the ExpressStart Breakfast Bar (p.31). Added broadloom carpet in addition to carpet tiles in Corridors (p.39)

Version 2.0 - Added "Natural Scheme" rendering to Appendix p. 63 and "Dark Wood" case good option to Appendix p. 64

Version 2.1 - Added " Customized examples of Rural, Modern, and Coastal" scheme renderings to Appendix

Version 3.0 - Added New Development design content ,Smart Components Version 2, changed "Acoustic Door" to optional for New Development and Renovation, added "Broadloom Carpet" in guestroom

Version 4.0 - Updated fonts, colors, images, and content to reflect new Holiday Inn Express® visual identity. Added fitness center flooring requirements. Changed mobile table from required to optional. Add Bathroom Nightlight requirement. Removed ACI and added Carver & Associates, HPG, and InnVision to Formula Blue™ Purchasing Program



\*IHG Rewards Club not applicable to Kimpton® Hotels and Restaurants; to be included at a future date.

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