

# Prototype book

January 2025



# Welcome to the future of everyday travel

Meet avid® hotels

We are **passionate** about a great night's sleep.

We are **determined** to provide modern,  
comfortable design for all.

We are **focused** on finding the perfect balance  
between quality and price.

## Contents

|      |                   |
|------|-------------------|
| P.01 | Our brand         |
| P.05 | Design philosophy |
| P.07 | Exterior          |
| P.12 | Interior          |
| P.33 | Optional features |
| P.37 | Building summary  |

Our brand

# Welcome to an experience that feels just right

We're a high-quality midscale hotel brand that  
champions everyday travel at a fair price.

Where quality and price feel just right.  
Where the way things are done feels just right.  
Where our confidence makes you feel just right.

Staying with us feels just right, every time.

Our brand

# Designed for a different mindset

By listening to our guests, we know they're looking for a hotel to provide a rest they can rely on. A hotel that finds a balance between quality and price, respecting their wallet as much as they do. A straightforward hotel for straightforward people.

"For everyday travel, I need the basics done exceptionally well. A great night's sleep from a hotel that's modern, safe and reliable."

What guests want:



Price



Quality





# Our values

## Fresh

We take a new approach  
to designing everyday travel.

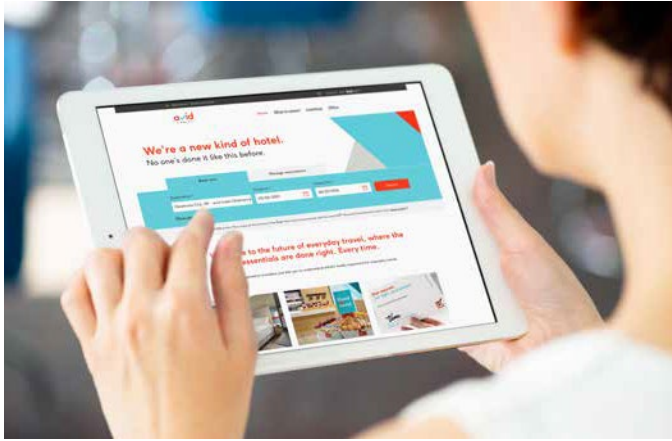
## Frank

We are always direct,  
honest and clear.

## Fair

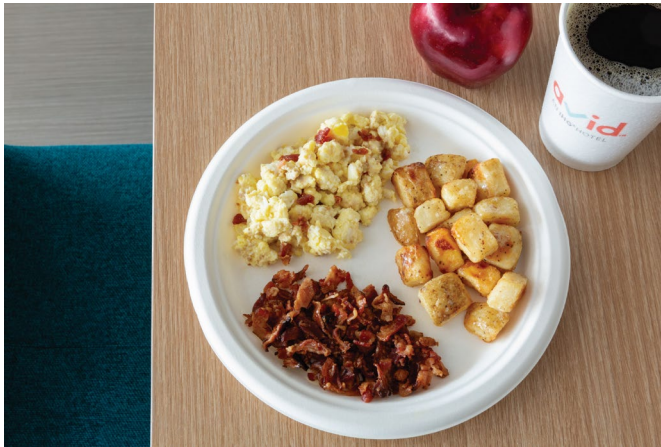
We appreciate the value  
of every hard-earned dollar.

# What sets us apart



## Clear and simple booking

With technology designed around our guests' needs, we're making booking straightforward, and respecting every minute of their time.



## Fresh, hot breakfast

Our complimentary breakfast features high-quality hot items and premium bean-to-cup coffee, allowing guests to start the day off just right.



## Rooms designed for sound sleep

Rest easy with a high quality mattress, fluffy duvet and linens, firm and soft pillows, black-out roller shades, and a noise reducing headboard.



## IHG Clean Promise

We are committed to high levels of cleanliness. That means clean, well maintained, clutter free rooms that meet our standards.

Design philosophy

# Refreshingly Easy

We call our style Refreshingly Easy, because it is just that. A bold new look in the midscale market, it combines clarity and confidence with character and comfort. Simple, straightforward, yet never sterile – it describes how avid® hotels should always look, feel and function.



# A balanced palette

**Confident Red** conveys our passion and energy. We are a brand with a purpose – straight talking and always to the point.

**Refreshing Aqua** reflects our fresh perspective. It grounds us by evoking a sense of calm and reassurance.

**Warm Neutrals** show our quality and honesty. When paired with clean whites and natural materials, they offer a welcoming base that lifts our primary colors.



Exterior

# A lasting first impression

When arriving at avid® hotels, guests are greeted by a fresh, vibrant design that they instantly recognize. It's a familiar welcome that reassures them they've made the right choice for their stay.





# Exterior entrance view

The exterior design is visually appealing, attractive from all angles, and has features that are unique in the midscale space.

- ① Glass entry feature on the corner provides arrival with a retail-feel and gives guests a clear view into the lobby from the parking lot
- ② Simple canopy instead of porte cochère maximizes value of build cost (note: optional porte cochère designs available)
- ③ Expressed stairwell highlighted with our Confident Red is a defining element of the exterior
- ④ An outdoor seating area provides guests with an additional area to relax and helps connect the interior public space to the exterior



## Exterior

# Exterior rear view

- ① Red vertical elements and aqua canopies accentuate guest entry points, add visual appeal, and tie in the brand throughout the exterior
- ② Options for exterior signage at prominent locations on all sides of building





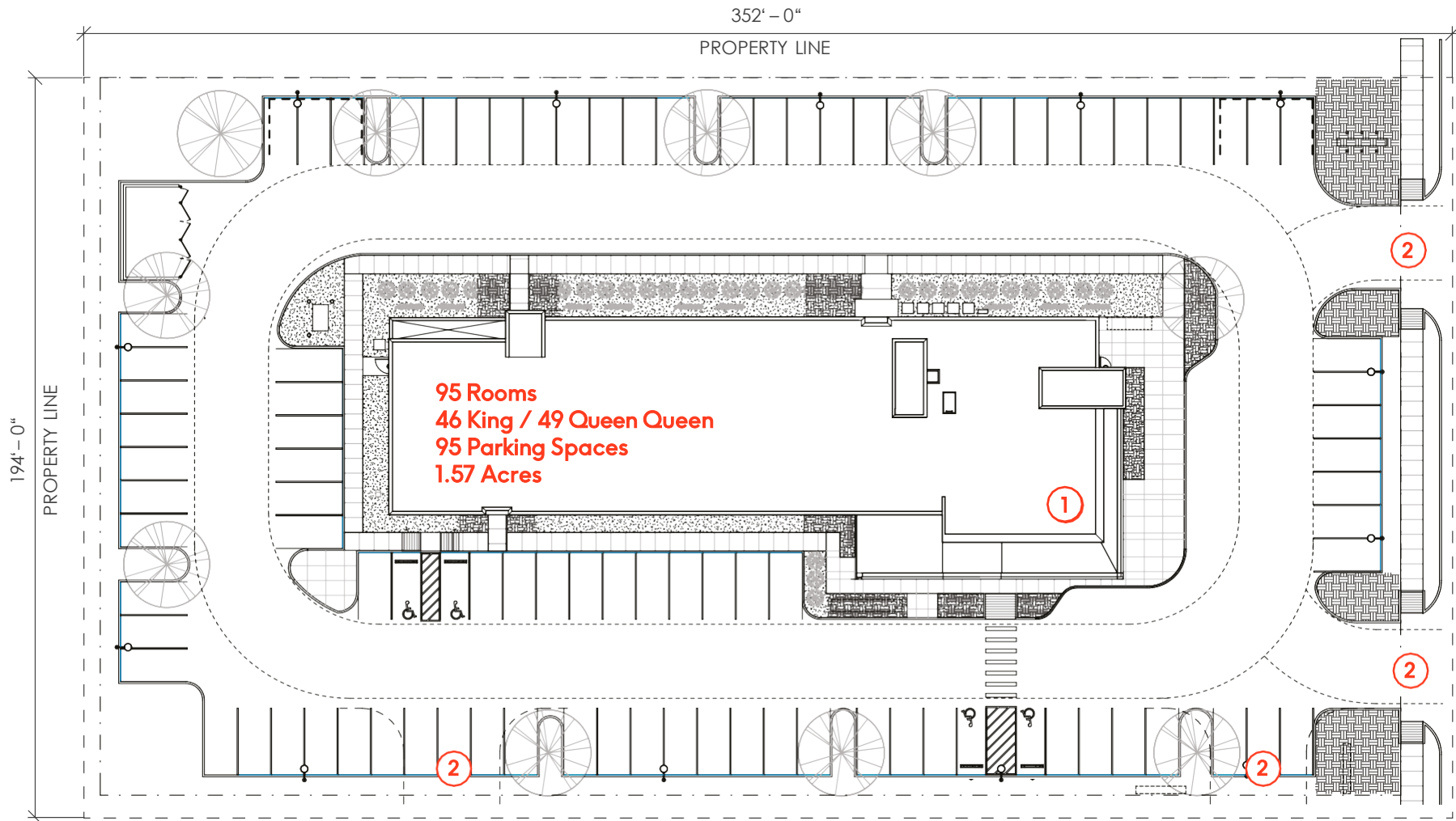
Exterior Entrance night view





## Exterior

# Site plan drawing



The site plan is efficient and allows for flexibility based on unique site requirements. Optional features: Porte cochère (p.35) and Pool (p.36).

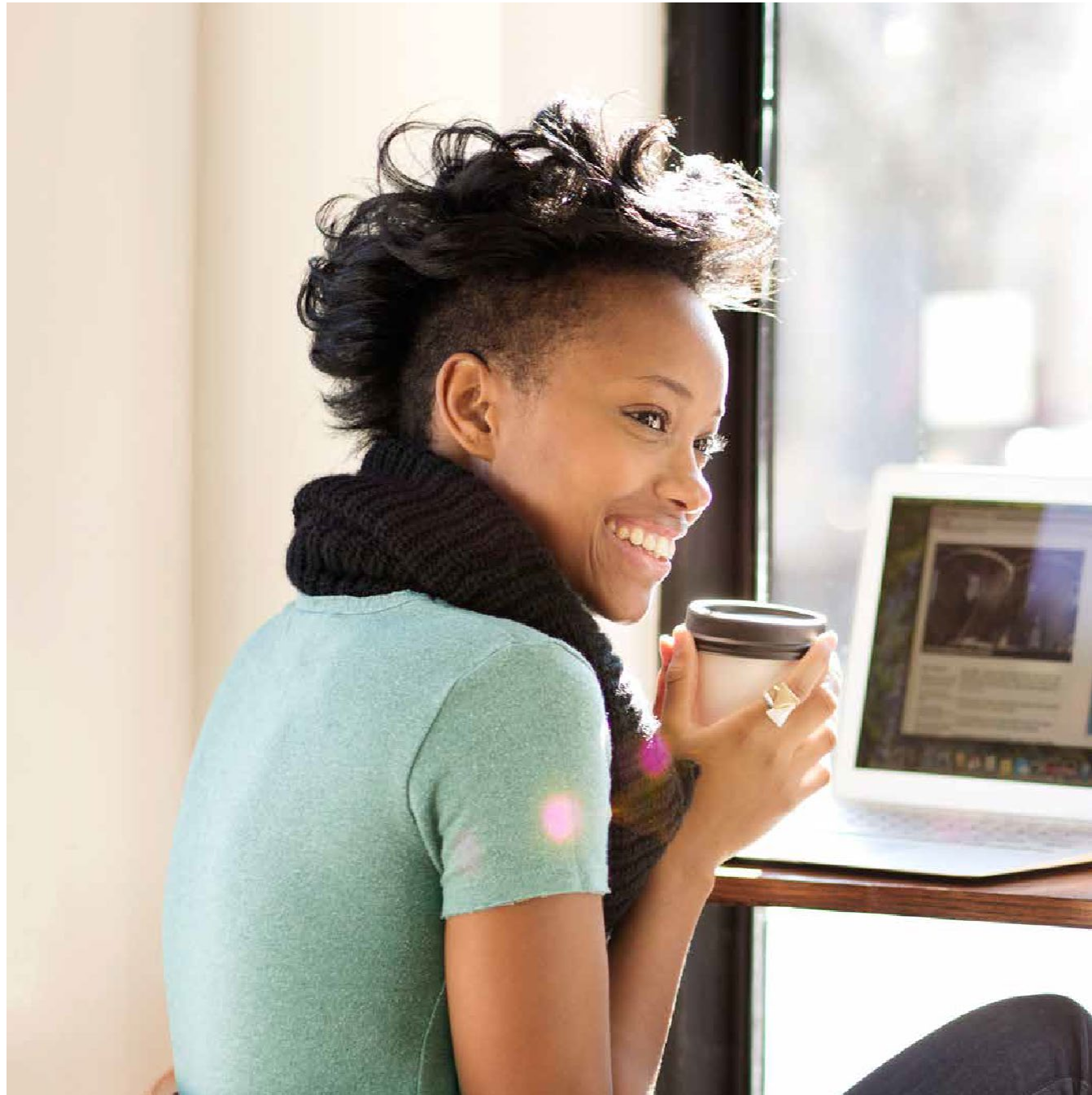
① Corner lobby works with both wide and narrow sites and provides visibility from the lobby to the parking lot and vice versa

② Alternate entrances designed for site development flexibility

Interior

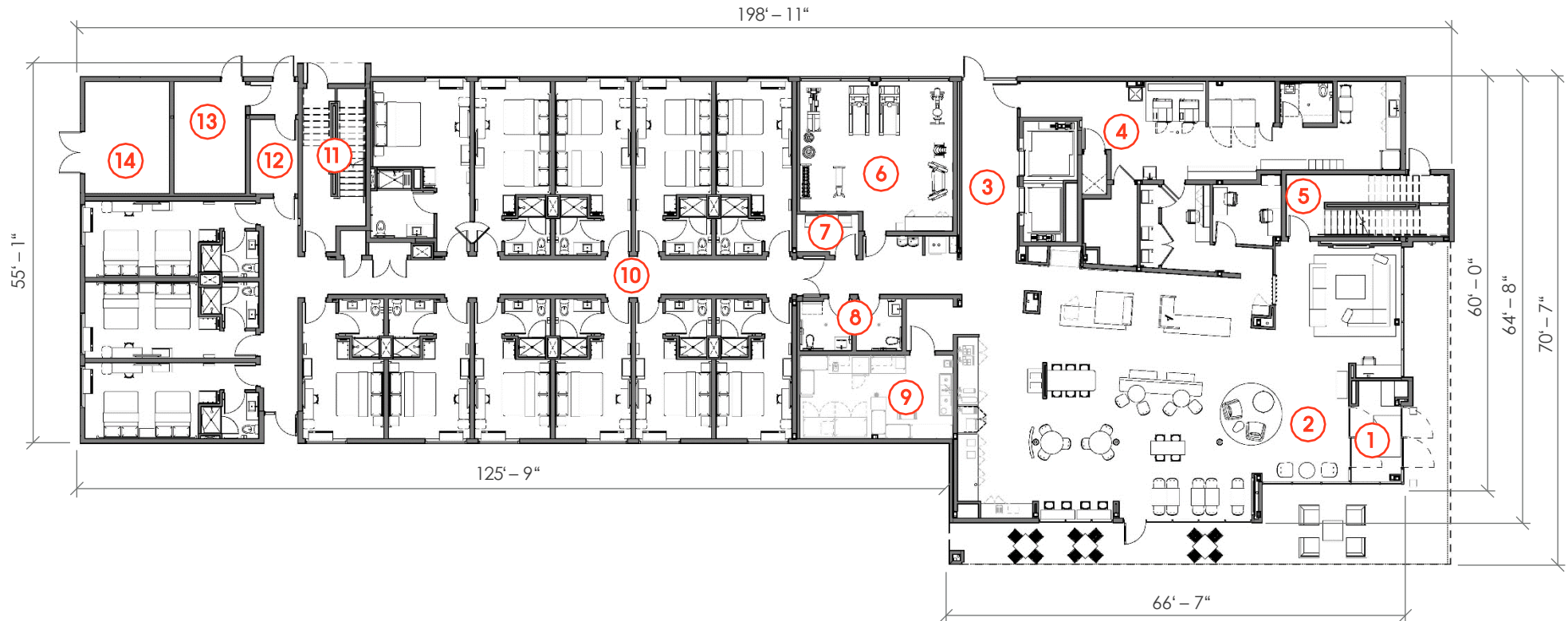
# Always a warm welcome

From the great first impression of an inviting lobby to guest rooms designed for sleep, our interiors create unique, welcoming spaces that are practical and distinctive, as well as calming and reassuring.



## Interior

# First floor



- |                   |                 |                    |                  |              |
|-------------------|-----------------|--------------------|------------------|--------------|
| ① Entry vestibule | ④ Back of house | ⑦ Mechanical       | ⑩ Guest corridor | ⑬ Mechanical |
| ② Lobby           | ⑤ Stair A       | ⑧ Public restrooms | ⑪ Stair B        | ⑭ Electrical |
| ③ Elevators       | ⑥ Gym           | ⑨ Pantry           | ⑫ Maintenance    |              |

**Note: See page 15 for enlarged lobby plan**



# Lobby space

Our public space features Refreshing Aqua paired with Confident Red, highlighting our fresh design.

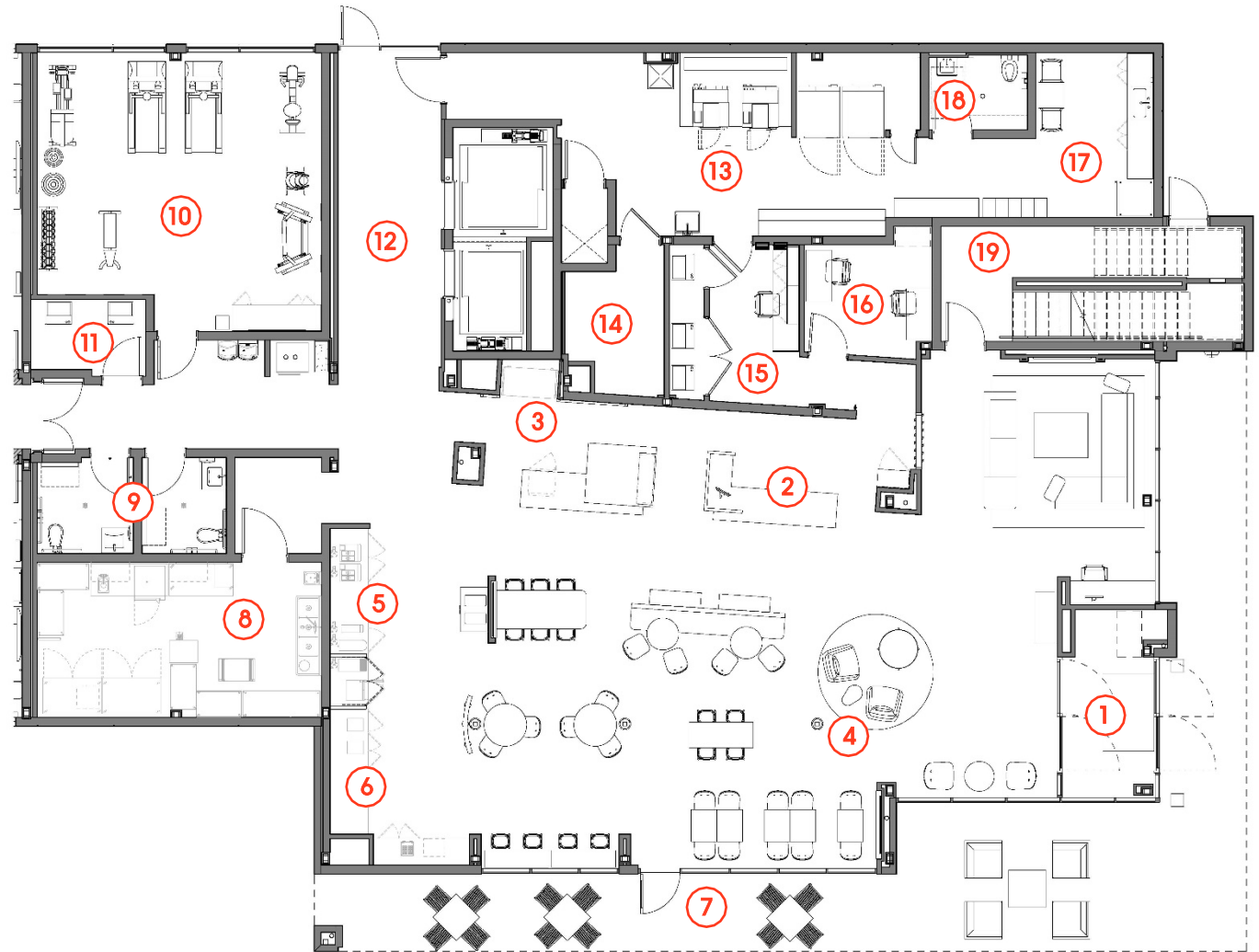
- ① Versatile seating options provide different zones for our guests to meet their various needs
- ② An approachable Front Desk and convenient Market welcomes guests, no matter the time of day
- ③ An all day self-serve bean-to-cup coffee station offers our guests the choice between a grab and go pit stop or a quiet, more private break



## Interior

# Lobby space

The lobby has been designed for operational efficiencies and comfortable seating zones for guests. A variety of seating gives our guests the ability to select seating for breakfast, work, or socializing, and allows them to use the space however they need to throughout the day.



- |                     |                          |                      |                       |
|---------------------|--------------------------|----------------------|-----------------------|
| ① Entry vestibule   | ⑥ Breakfast counter      | ⑪ Mechanical         | ⑬ Manager's office    |
| ② Front desk        | ⑦ Optional patio seating | ⑫ Elevator lobby     | ⑭ Employee break area |
| ③ Market            | ⑧ Pantry                 | ⑬ Laundry            | ⑮ Employee restroom   |
| ④ Versatile seating | ⑨ Public restrooms       | ⑭ Linen storage      | ⑯ Stair A             |
| ⑤ Beverage counter  | ⑩ Gym                    | ⑮ Employee work area |                       |



# Front desk and market

The Front Desk will offer guests an inviting welcome and if they are looking for a refreshing beverage or quick snack, they will find some of their favorite selections in our Market.

- ① The Front Desk offers an easy check-in and check-out process, saving guests time and providing staff easy access to the Lobby and guests
- ② Guests will find a variety of beverages and snacks to satisfy every craving, from healthy staples to indulgent treats, at our Market
- ③ A beverage cooler presents refreshing selections for guests to grab on the go, with the proximity to the Front Desk creating a seamless purchase experience





# Breakfast area

Guests will find our breakfast offered on the breakfast counter within the lobby every morning. For guests that need a boost, the self-serve coffee will provide them with a perfect way to start the day.

- 1 Each day, guests will find a rotating selection of hot breakfast items, such as scrambled eggs, breakfast potatoes and proteins
- 2 The breakfast counter includes a selection of fresh fruit, baked goods, cereal, oatmeal and yogurt to provide guests with all they need to get going. Most items are displayed in removable smallwares, which can be taken away for easy restocking and cleaning
- 3 Additional beverage offerings can also be found along the breakfast counter



# Beverage bar

The 24/7 beverage bar offers guests a selection of beverages any time of day.

- ① The complimentary bean-to-cup coffee machines provide guests freshly ground and brewed coffee in less than a minute
- ② Tea bags, sugar and creamer are available to enhance the guest's coffee and tea
- ③ Throughout the day, guests can enjoy chilled still and sparkling water



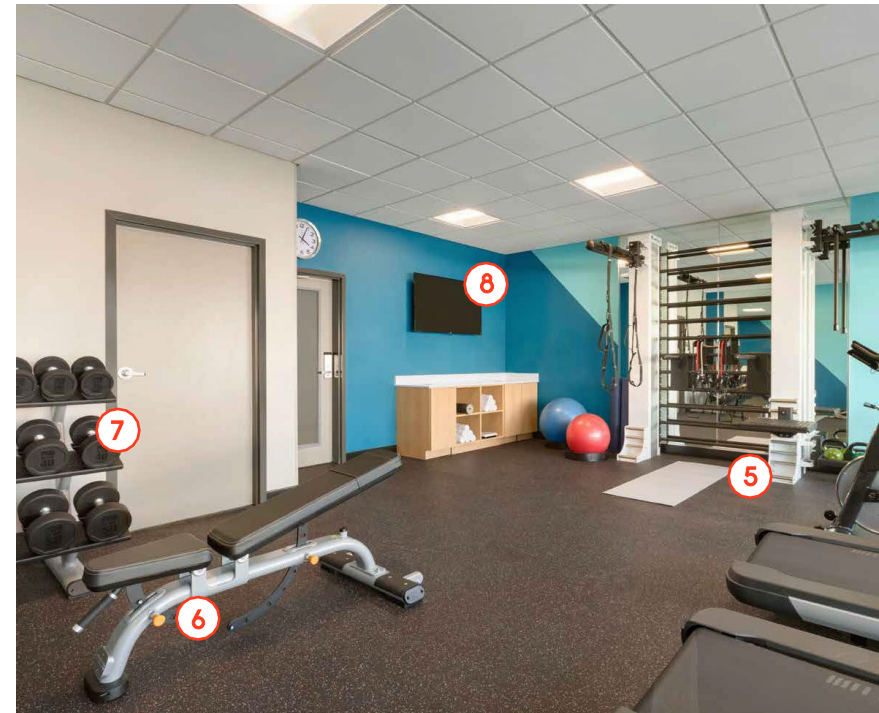
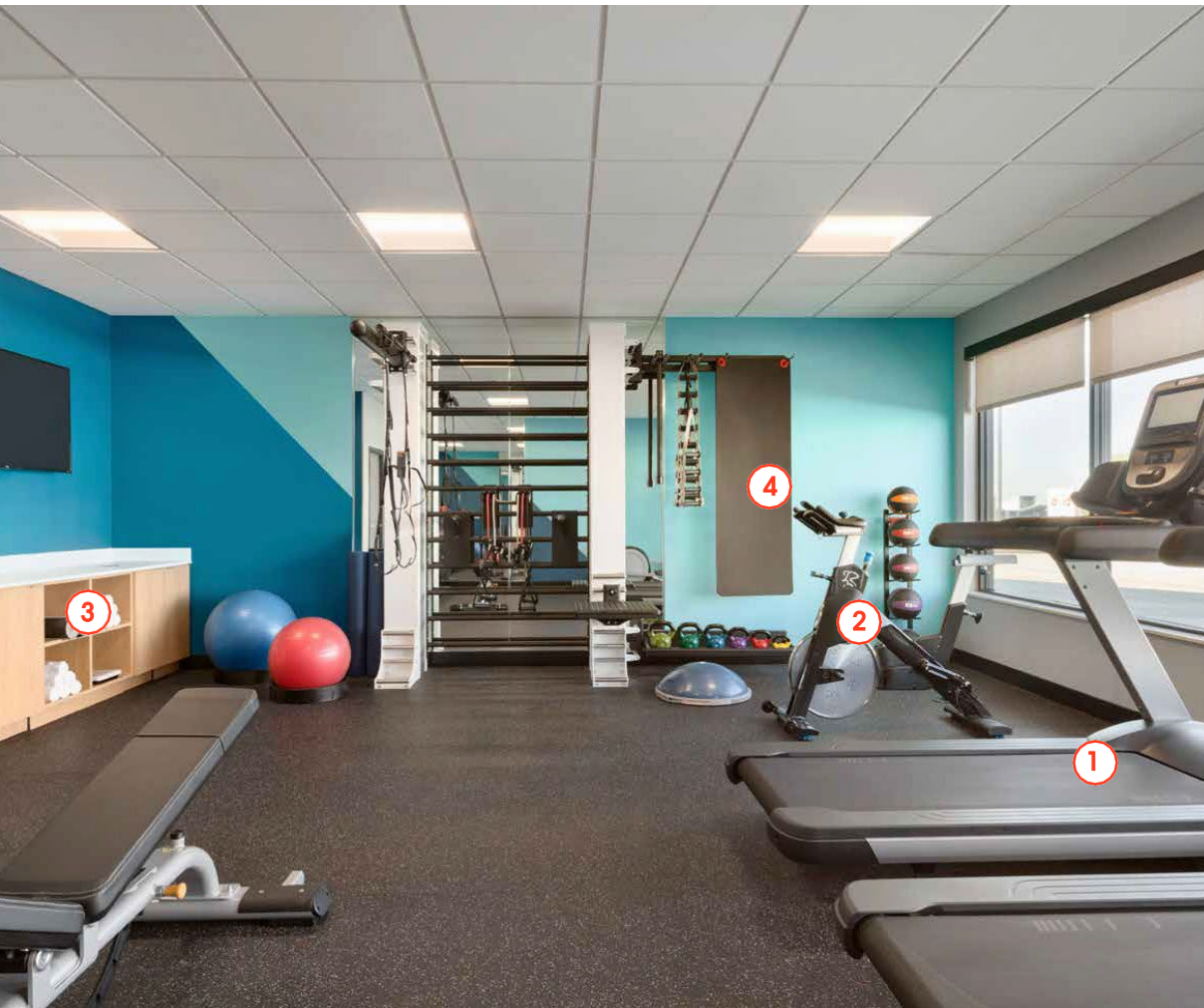


# Lounge

For the guests wanting to relax in a social space, the lobby lounge will be a great space to enjoy a cup of coffee or unwind after a long day.

- ① Versatile seating provides a comfortable place to socialize or work
- ② The lounge features a large 65" TV

## Interior



## Gym

To help maintain guests' healthy lifestyle, the Gym provides a range of cardio and weight training equipment, as well as floor space.

- ① Cardio equipment with integrated TVs
- ② Spin bike
- ③ Storage for towels, mats, and foam rollers
- ④ Stability balls

- ⑤ Functional trainer with additional equipment
- ⑥ Adjustable weight bench
- ⑦ Free weights
- ⑧ TV





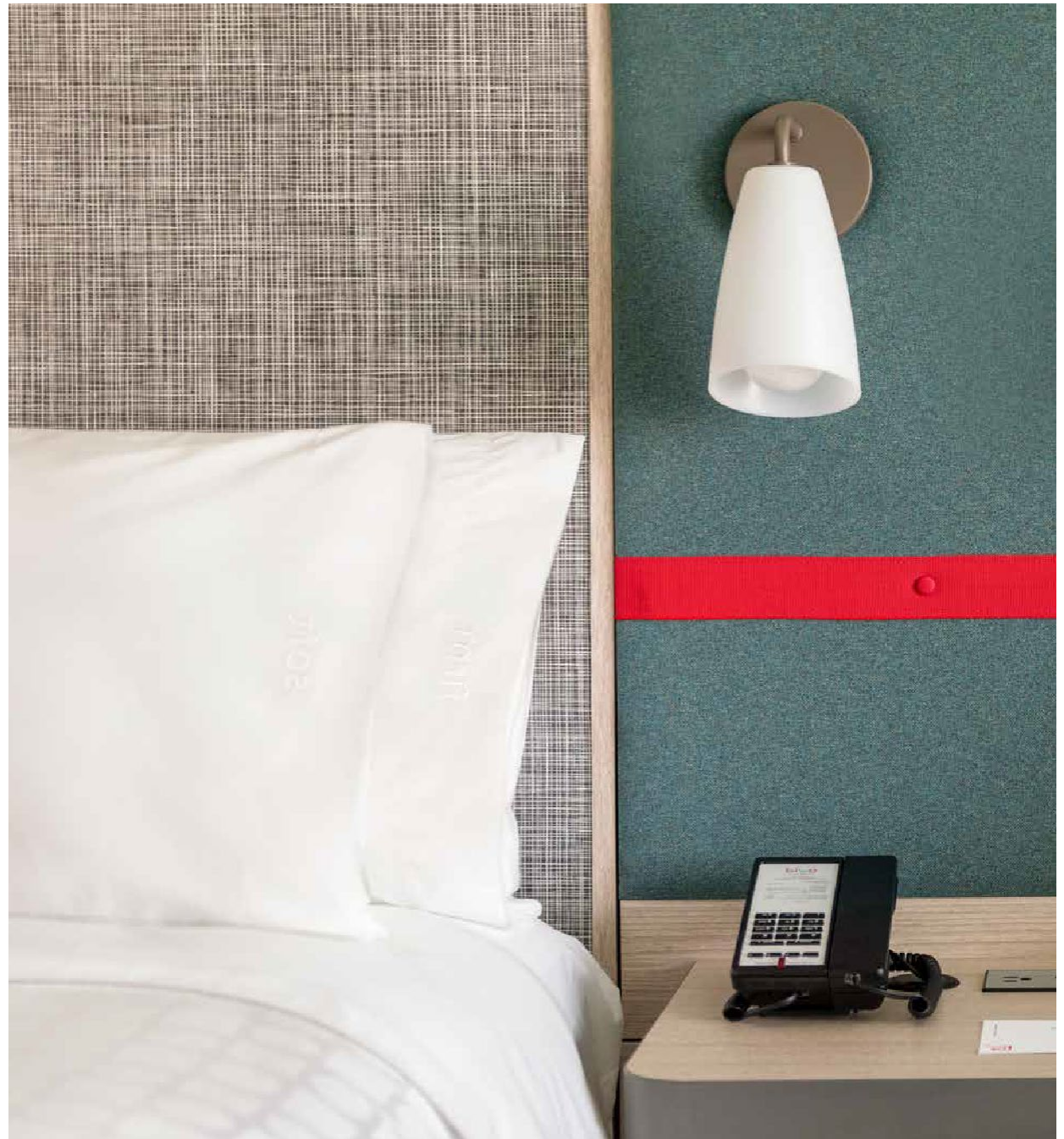
# Corridor

Our guest room corridors are designed for quiet entry to our guest rooms, celebrating our commitment to providing a great night's sleep.

- ① Easy to read room numbers in brand colors for high visibility
- ② Color changes frame guest room entry and signify different zones throughout the floor
- ③ Mid-tones and aqua carpet helps reduce noise in the corridor
- ④ Low-level ambient lighting creates a sense of calm

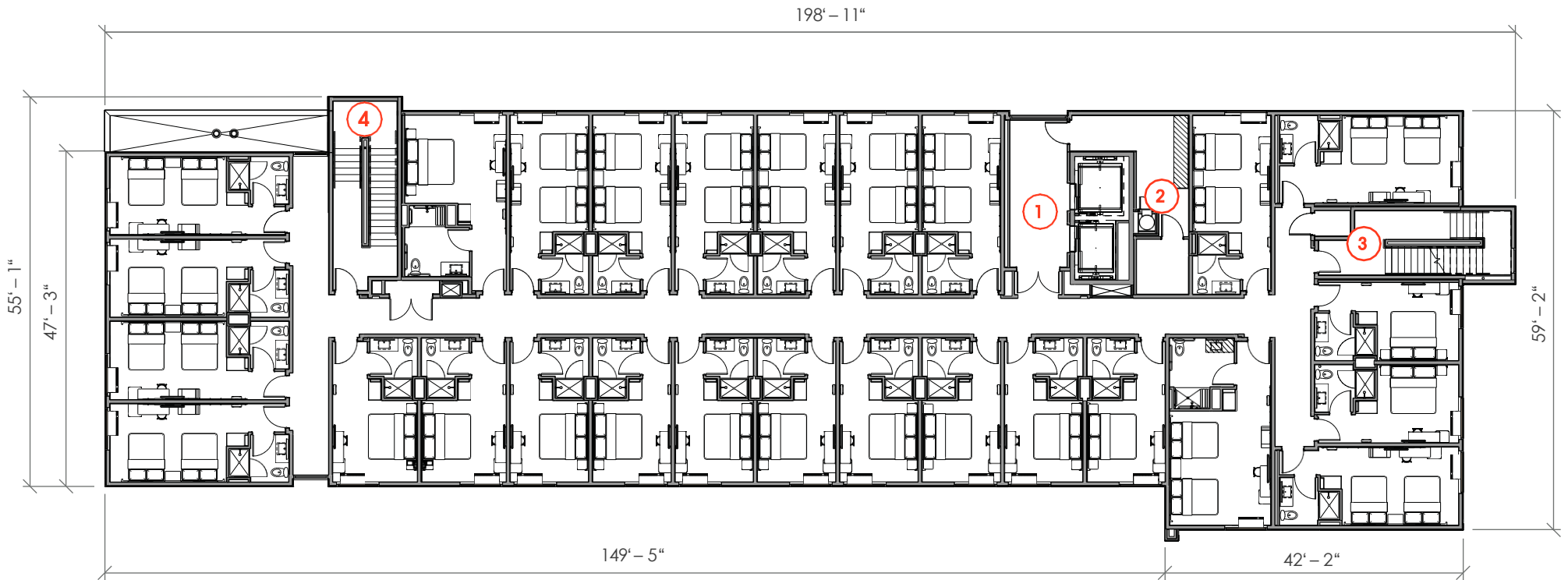
# Our rooms

With a best-in-class sleep experience, our modern, quiet rooms are designed to instantly put our guests at ease. Each is rightsized, removing anything guests don't need, so we can focus on the quality essentials that make every stay just right.



## Interior

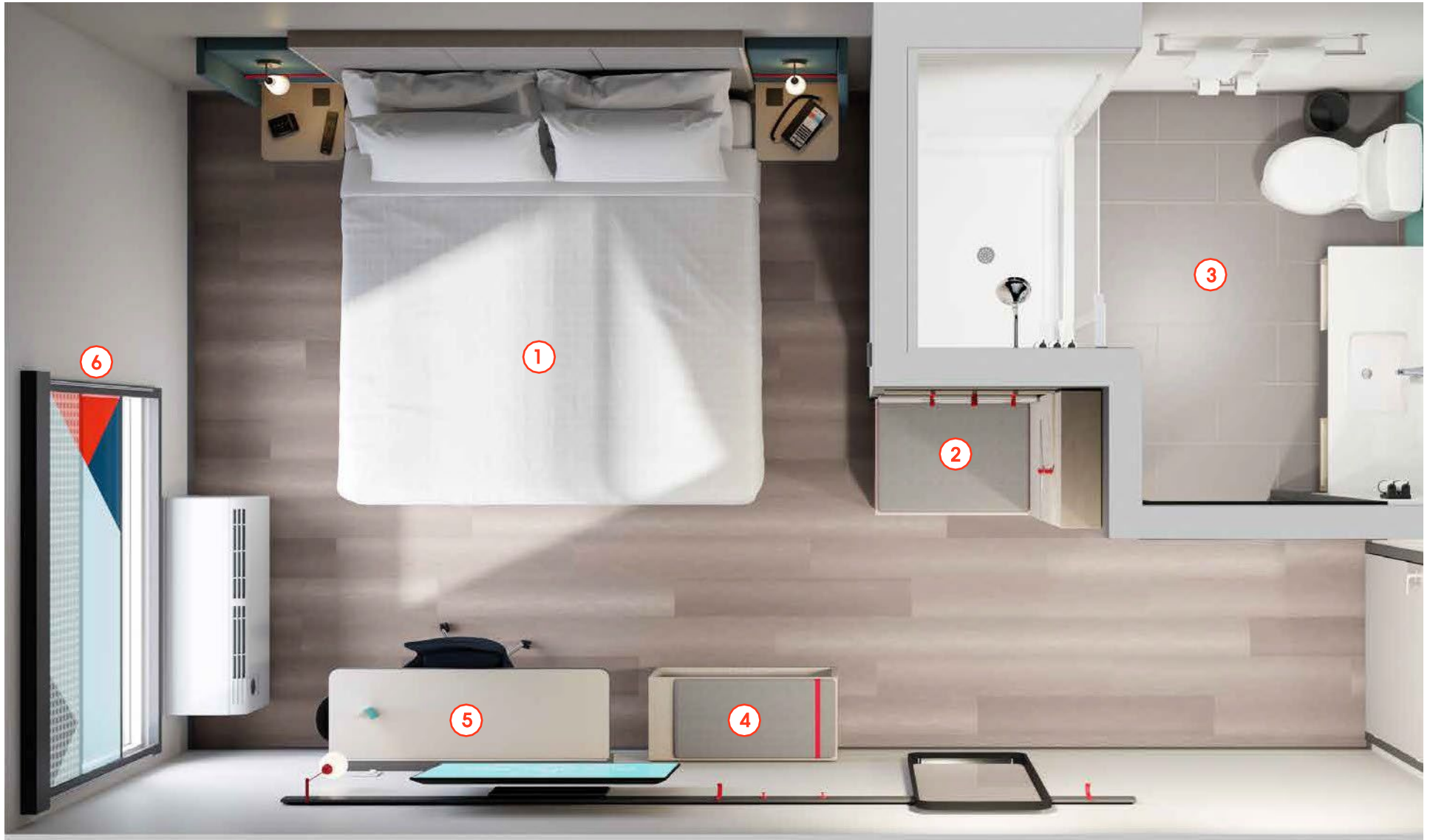
# Typical floor plan



- ① Elevators
- ② Housekeeping
- ③ Stair A
- ④ Stair B



## Interior King standard guest room view



As a brand signature, our rooms have been designed for sound sleep by creating a calm, modern, and comfortable space for a good night's rest.

- ① Hero bed
- ② Open closet area
- ③ Refreshing bathroom

- ④ Luggage bench
- ⑤ Work desk ledge and task chair
- ⑥ Blackout roller shade and sheer curtain

| King     | Queen/Queen |
|----------|-------------|
| 220 sqft | 275 sqft    |

**Interior** King standard guest room





Interior Queen Queen guest room



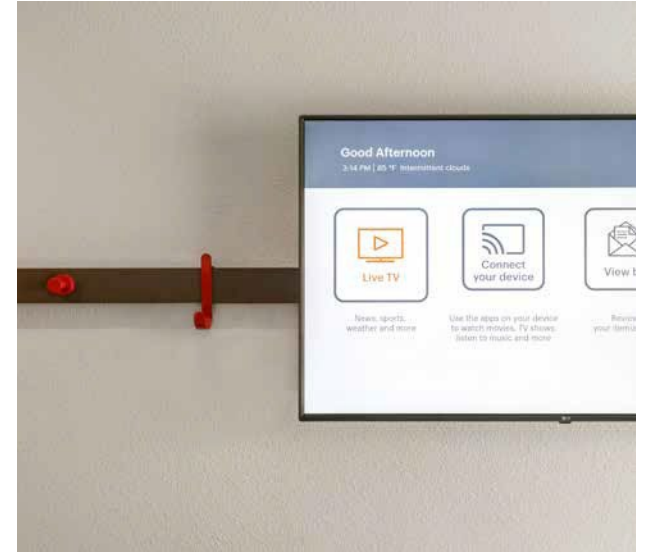


## Interior Guest room overview



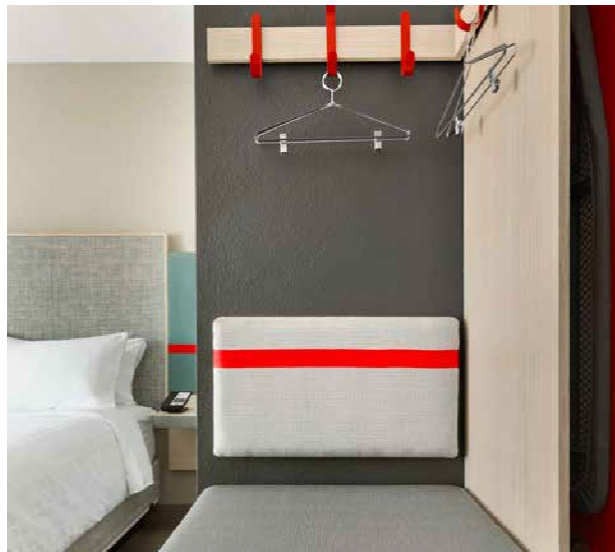
### Open storage

The simple open storage design allows for quick unpacking and efficient cleaning. The design contains a designated area for an ironing board, maximizing space and minimizing clutter. The space also allows for owners to include optional room safes and refrigerators.



### Hero sleep

We use modern and uncomplicated design to showcase our commitment to providing a great night's sleep. USB ports and outlets are placed conveniently so our guests can get power and connectivity whenever they need it.



### Working wall

Open and lifted elements that are simple in construction promote easy cleaning and a greater sense of space along our working wall. The design highlights key features, including versatile plugs with USB ports and task light to help productivity.

## Interior Guest room



**Open and lifted elements that are simple in construction promote easy cleaning and a greater sense of space.**

- ① A central mounted beam used to connect elements
- ② Red color accents highlight our signature design elements
- ③ Task light illuminates work ledge area for productive work
- ④ Desk chair with soft and simple forms on casters
- ⑤ Luggage bench
- ⑥ Visible plug sockets with integrated USB ports at work area

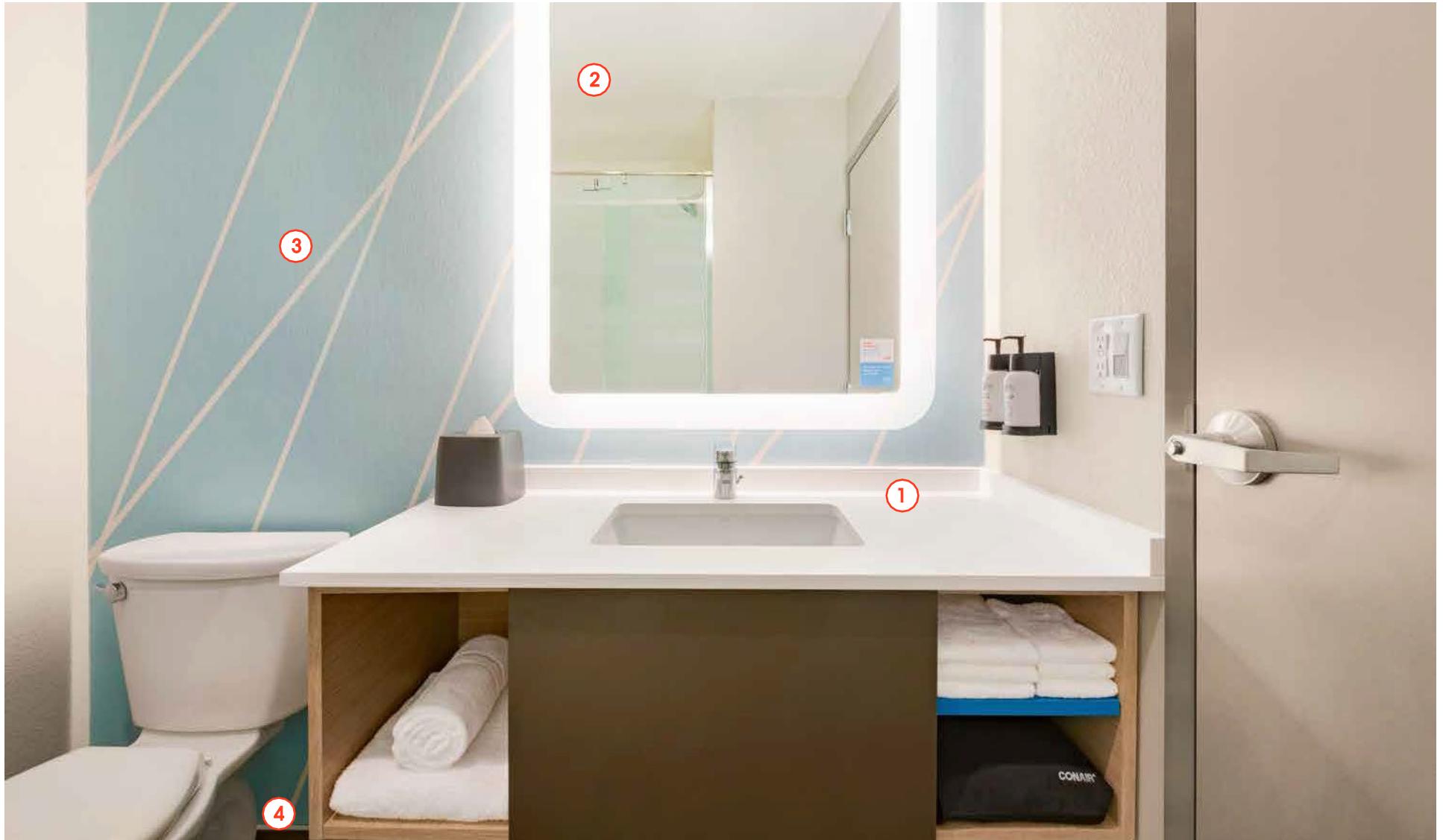
## Interior Guestroom



**The simple open storage design allows for quick unpacking and efficient cleaning.**

- ① Red color accents highlight our signature design elements
- ② Interchangeable soft pads can be removed and easily cleaned
- ③ Designated area for ironing board
- ④ Designated space for iron and optional safe location
- ⑤ Optional small refrigerator location based on owner preference

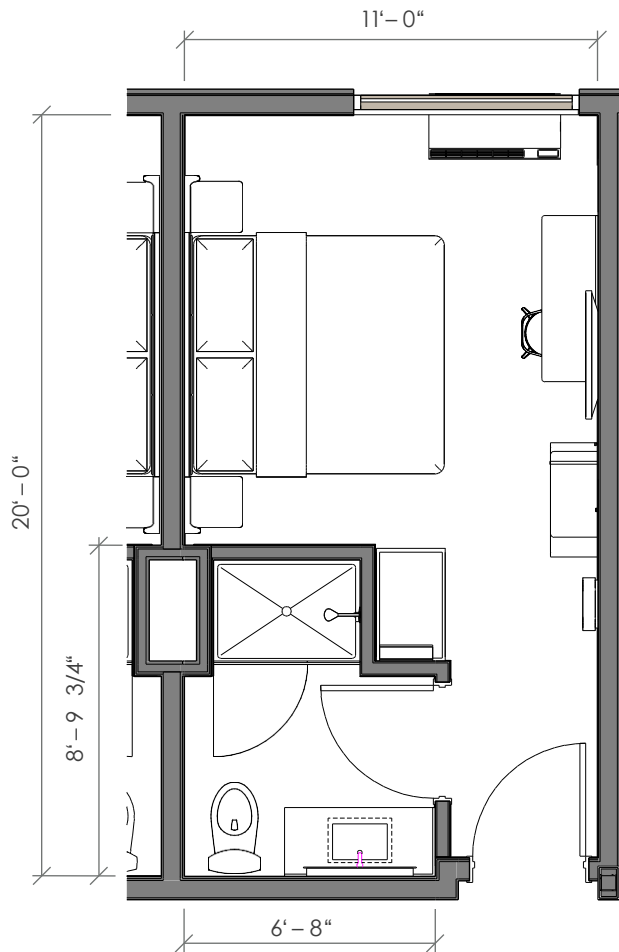
## Interior Bathroom



**Our bathroom focuses on re-energizing our guests with refreshingly uncomplicated touches highlighting our great shower and commitment to contemporary and clean design.**

- ① Open, lifted and simplified forms make the space feel clean and light
- ② The backlit mirror and recessed light in middle of the bathroom provide ample lighting
- ③ Refreshing Aqua paired with white promotes our clean and confident approach
- ④ Porcelain tile flooring is easy to clean and durable

# King floor plans



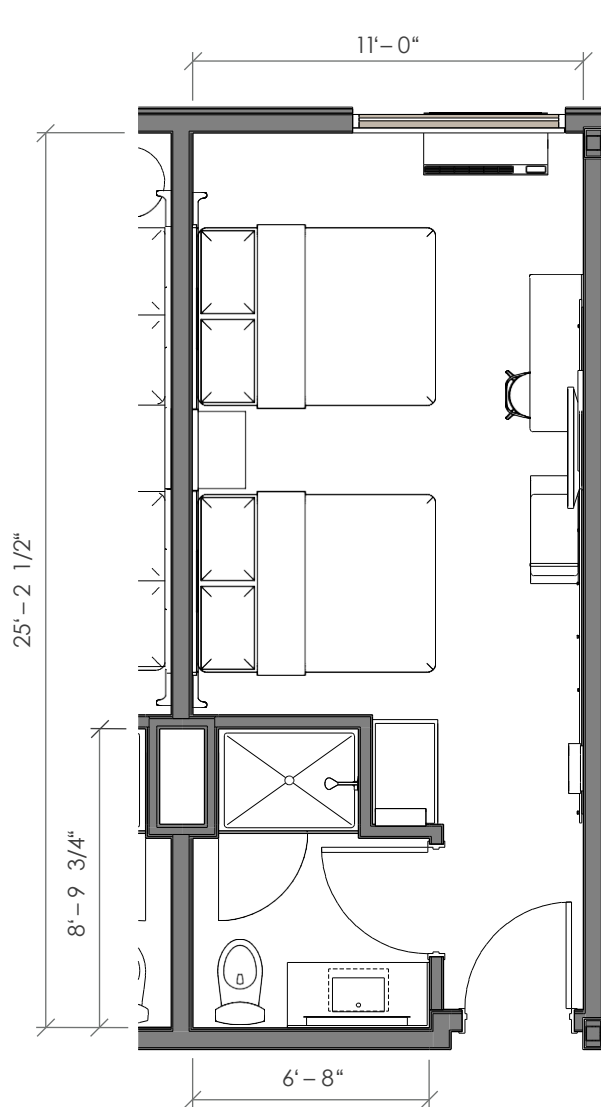
King  
220 sqft



King ADA  
335 sqft

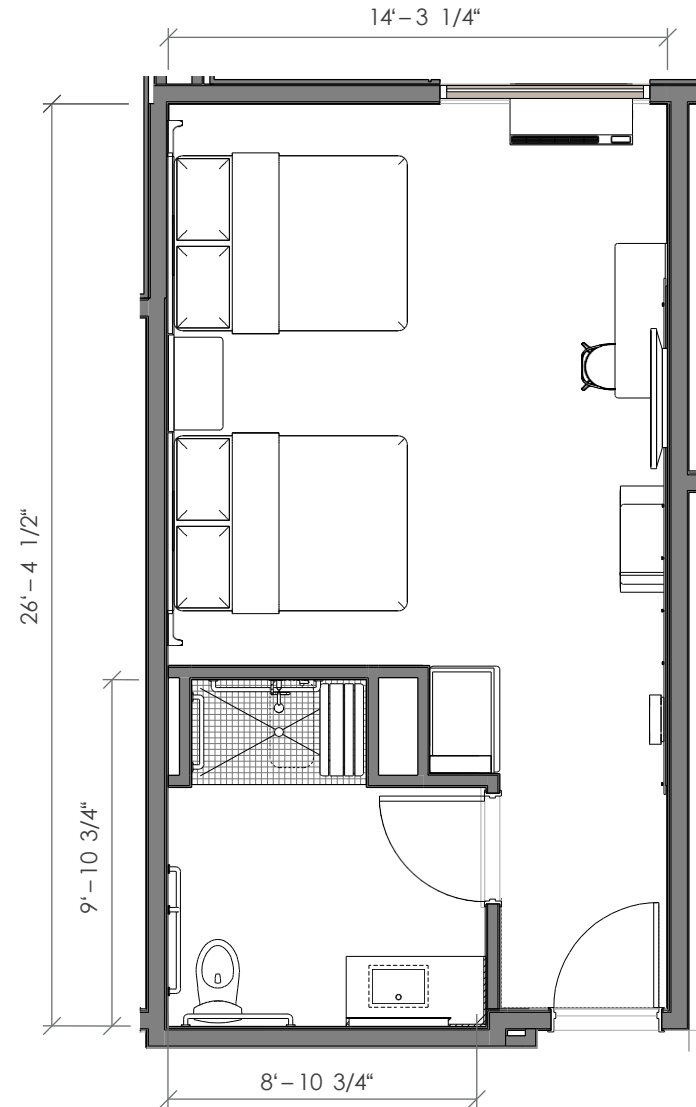


# Queen Queen floor plans



Queen Queen

275 sqft



Queen Queen ADA

375 sqft

## Optional features

# Optional features

In addition to the standard elements of the prototype design, optional features including a porte cochère, outdoor pool, and indoor pool are available.



## Optional features



## Porte cochère

- ① Integrated design provides guests protection from the elements when entering or exiting the lobby
- ② The use of the same colors, forms, and materials as the canopy helps tie in the design to the building, creating a cohesive feel
- ③ Lighting for a bright, welcoming arrival

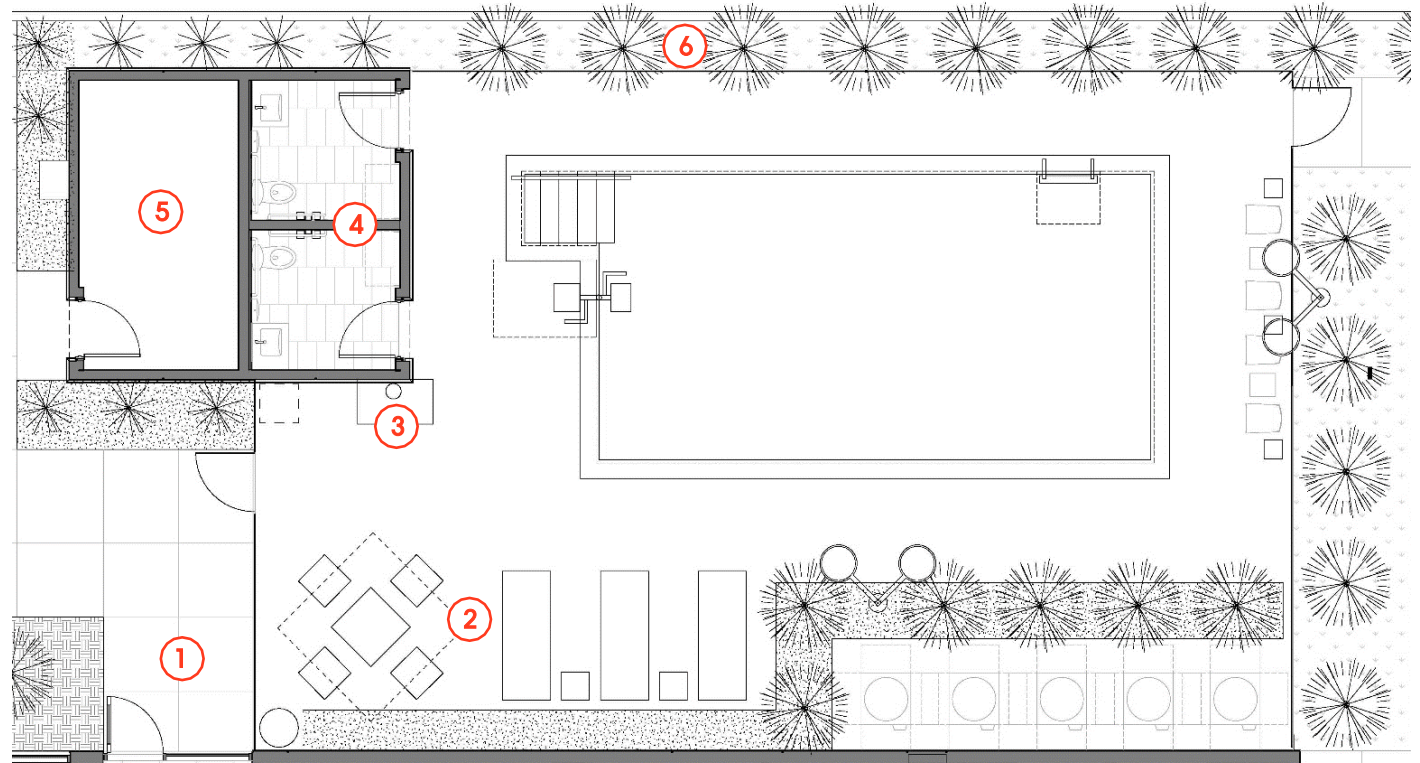


## Optional features

# Outdoor pool

The outdoor pool design is incorporated smartly into the site plan and arranged to blend with the exterior design of the property with furniture and landscaping.

- ① Entrance to elevator lobby
- ② Pool Seating
- ③ Shower
- ④ Pool restrooms
- ⑤ Pool equipment room
- ⑥ Landscape screening

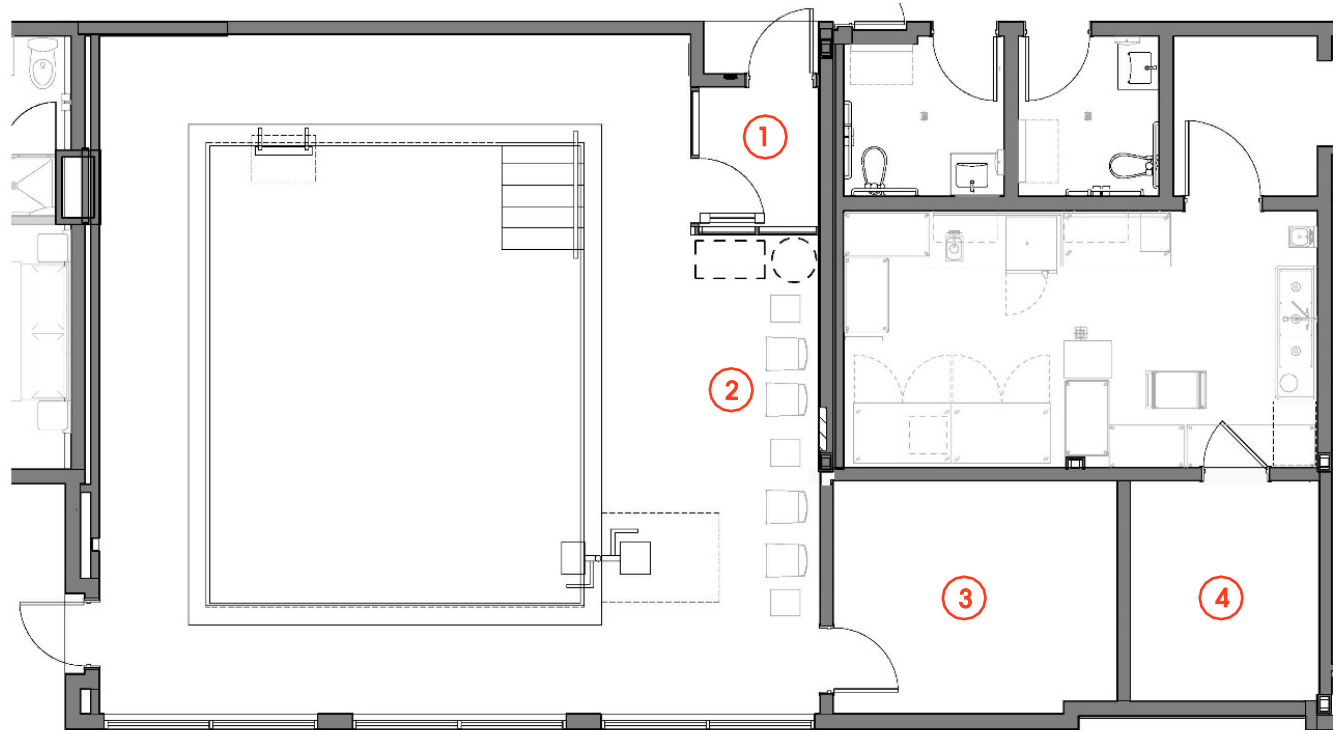


## Optional features

# Indoor pool

The indoor pool is designed to be adjacent to the pantry and restrooms to provide easy access for guests.

- ① Pool vestibule
- ② Pool seating
- ③ Pool equipment room
- ④ Pool mechanical room



# Building Summary

| Site plan details      |           |
|------------------------|-----------|
| Name                   | Sq ft     |
| Acreage                | 1.57 Ac   |
| Square footage (gross) | 41,693 Sf |
| Keys/room count        | 95        |
| Parking spaces         | 95        |
| Gross sq ft per key    | 438.87 Sf |

| Guest room sq ft       |        |
|------------------------|--------|
| Name                   | Sq ft  |
| Guest Room King        | 10,766 |
| Guest Room Queen Queen | 13,880 |
| Total                  | 24,646 |

| Gross building area |        |
|---------------------|--------|
| Level               | Sq ft  |
| Level 1             | 10,844 |
| Level 2             | 10,283 |
| Level 3             | 10,283 |
| Level 4             | 10,283 |
| Grand total         | 41,693 |

| Guest room count           |       |
|----------------------------|-------|
| Name                       | Count |
| Guest Room King            | 42    |
| Guest Room King ADA        | 4     |
| Guest Room Queen Queen     | 46    |
| Guest Room Queen Queen ADA | 3     |
| Total Guest Rooms          | 95    |
| Level 1 Guest Rooms        | 14    |
| Level 2 Guest Rooms        | 27    |
| Level 3 Guest Rooms        | 27    |
| Level 4 Guest Rooms        | 27    |

| Level 1             |       |       |
|---------------------|-------|-------|
| Name                | Sq ft | Count |
| Lobby               | 2,128 | 1     |
| Back of House       | 1,549 | 1     |
| Guest Room King     | 1,362 | 6     |
| Guest Room King ADA | 335   | 1     |
| Guest Room Queen    | 1,925 | 7     |
| Gym                 | 454   | 1     |
| Vestibule           | 102   | 1     |
| Corridor            | 711   | 1     |
| Stairs              | 414   | 2     |
| Pantry              | 324   | 1     |
| Public Restrooms    | 104   | 2     |
| Elevator Landing    | 346   | 1     |
| Level 1 Net         | 9,754 |       |

| Level 2                    |       |       |
|----------------------------|-------|-------|
| Name                       | Sq ft | Count |
| Corridor/Elevator Lobby    | 1,362 | 1     |
| Data and Electrical        | 83    | 1     |
| Elevator Landing           | 133   | 1     |
| Guest Room King            | 2,688 | 12    |
| Guest Room King ADA        | 335   | 1     |
| Guest Room Queen Queen     | 3,611 | 13    |
| Guest Room Queen Queen ADA | 374   | 1     |
| Housekeeping/Storage       | 230   | 1     |
| Stairs                     | 340   | 2     |
| Level 2 Net                | 9,156 |       |

| Level 3                    |       |       |
|----------------------------|-------|-------|
| Name                       | Sq ft | Count |
| Corridor/Elevator Lobby    | 1,362 | 1     |
| Electrical                 | 27    | 1     |
| Elevator Landing           | 133   | 1     |
| Guest Room King            | 2,688 | 12    |
| Guest Room King ADA        | 335   | 1     |
| Guest Room Queen Queen     | 3,611 | 13    |
| Guest Room Queen Queen ADA | 374   | 1     |
| Housekeeping/Storage       | 290   | 1     |
| Stairs                     | 340   | 2     |
| Level 3 Net                | 9,160 |       |

| Level 4                    |       |       |
|----------------------------|-------|-------|
| Name                       | Sq ft | Count |
| Corridor/Elevator Lobby    | 1,362 | 1     |
| Electrical                 | 27    | 1     |
| Elevator Landing           | 133   | 1     |
| Guest Room King            | 2,688 | 12    |
| Guest Room King ADA        | 335   | 1     |
| Guest Room Queen Queen     | 3,611 | 13    |
| Guest Room Queen Queen ADA | 374   | 1     |
| Housekeeping/Storage       | 290   | 1     |
| Stairs                     | 340   | 2     |
| Level 4 Net                | 9,160 |       |



This is not an offer of a franchise. The content of this material is confidential and proprietary to IHG Hotels and Resorts and may not be reproduced, disclosed, distributed or used without the express permission of an authorized representative of IHG Hotels and Resorts. Facts and figures are provided without representation or warranty and are subject to change without notice and were deemed correct at the time of printing. For more information regarding franchising, an IHG Hotel brand, refer to the Franchise Disclosure Document for each hotel, which is available on request.

AVID AN IHG HOTEL and Design is a trademark of IHG Hotels and Resorts. © 2025 IHG. All rights reserved.

