



Hospitality

Wayfinding

Signage

Graphic Solutions



modulex

Positive guest experiences

Creating positive and memorable guest experiences is central to Hospitality Design and essential for endorsing core brand values for hotel groups. Increasing brand revenues is about encouraging return visits and recommendations but also optimising all revenue streams for the current guest with strategic wayfinding guiding visitors towards facilities such as the Spa or retail areas.

In hospitality, reviews are King. Frustrations due to inadequate or ill thought through wayfinding and signage can be the trigger for a tirade of other complaints. Investment in carefully planned and thought through wayfinding becomes an essential element of the project particularly as the trend towards self check-in increases the requirement for visitors to be more self-sufficient.

Whilst branding remains at the heart of all hotel marketing strategies, there is an increasing demand to be able to provide local solutions which tap into the requirement for a more authentic, localised design interpretation of the brand.





About Modulex

At Modulex we have been working with Hotel Groups and Interior Designers Internationally on wayfinding, graphics and signage for over 40 years.

Good wayfinding is intuitive. Seamlessly integrating with the architecture and interiors. To deliver it means firstly understanding the users of the space – frequent or first time visitors, demographics, their needs and wants, their state of mind and their level of concentration or distraction.

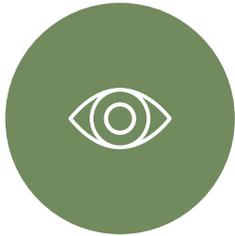
Next comes the physical understanding of the built environment. Primary and secondary routes need to be established, decision making or 'dither' points noted. Only then can you begin to design. Selecting materials, colours, graphics and typefaces which 'blend' and where necessary contrast with the environment.

With a network of offices and authorised distributors across the globe Modulex have been delivering projects for hotels from Miami to Malmö. Effective wayfinding and signage can help hotel brands and interior designers deliver wayfinding and signage excellence whilst optimising the guest experience.



Did you know?

Signs are typically one of the last elements to be considered in a hotel design scheme, but can have a significant impact on the hotel brand. In our experience getting them right means answering four key questions.



Can I see it?

Tip 1. Think about where you position signs, make sure there are clear sight-lines. Use our colour contrast charts to check wall colours against signage.



Can I read it? Is it clear?

Tip 2. A prime constraint on the legibility of a sign is the viewer's distance from it. A simple mathematical relationship exists between the size of letters and the maximum distance from which they can be read by a user.



Can I understand it?

Tip 3. Keep it simple and use language which the user will understand. Room names need to be clear to make sure they are understood by those using and visiting the space.



Do I trust the information?

Tip 4. Professional, quality signage and graphics not only supports the branding of the hotel group but also gives legitimacy to the signs leaving visitors confident that they can trust the information given.



Clients

- ME Miami, USA
- The Betsy South Beach, USA
- Jolly Beach Resort and Spa, Antigua
- Hilton Antwerp Old Town, Belgium
- Martin's Louvain-la-Neuve, Belgium
- Secrets Cap Cana Resort and Spa, Dominican Republic
- Royalton Bavaro, Dominican Republic
- Renaissance Paris La Defense Hotel, France
- Renaissance Paris Arc de Triomphe Hotel, France
- Royal Myconian, Greece
- Hilton Molino Stucky Venice, Italy
- Meliá Braco Village, Jamaica
- Radisson Blu Resort and Spa, Golden Sands Malta
- Radisson Blu Resort, Malta St Julian's
- Hotel NH Groningen Hotel de Ville, Netherlands
- Hilton Vilamoura As Cascatas Golf Resort & Spa, Portugal
- Hotel Ritz Madrid, Spain
- Hilton Madrid Airport, Spain
- DeVere Wakefield Estate, UK
- The Gainsborough Bath Spa, UK
- The Academy, UK
- Park Regis Birmingham, UK

We have experience in hospitality, wayfinding, and branding, understanding how to bring this all together through the use of signs, graphics and communication materials.



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