



modulex

Global Vision • Local Reach • One Company

Hospitality



➤ 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 encourages return visits and recommendations and optimises all revenue streams for the current guest. Strategic wayfinding guides 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 trigger 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 provide local solutions that tap into the requirement for a more authentic, localised design interpretation of the brand.



➤ About Modulex

Modulex has cemented its expertise in hospitality projects through comprehensive wayfinding and signage solutions. Our collaborative efforts extend globally, offering a cohesive array of design, end-to-end project management and implementation services. At Modulex, we harness our collective capabilities and expertise to meet your needs with custom and flexible signage for single or multi-site projects.

Good wayfinding is intuitive, seamlessly integrating with the architecture and interiors. To deliver it means first 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.

Understanding the physical intricacies of varied environments is one of our strengths. We define clear pathways and decision points, ensuring our design complements and enhances the built environment. Our global perspective informs the selection of materials, colours, graphics, and typefaces that resonate with international standards while catering to localised needs.

With a network of offices and authorised distributors across the globe, Modulex has been delivering projects for hotels from Charlotte to Malmö. Effective wayfinding and signage can help hotel brands and interior designers deliver wayfinding and signage excellence while 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 significantly impact 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 and ensure clear sight lines. We 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 a user can read them.

Can I understand it?

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

Do I trust the information?

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