



# Aloft Hotels

## *Signs for a Trendy Hospitality Brand*

Aloft is a hotel chain created by Starwood Hotels & Resorts for the “tech-savvy, design forward crowd.” Now owned by Marriott, the 100 boutique locations are characterized by loft-inspired rooms with voice-activated amenities. Technology drives much of the experience, including rooms that unlock via smartphone, room service that responds to emojis, and BOTLR, the butler-bot that’s always on duty to deliver what guests need. Dubbed “a vision of W Hotels,” the boutique brand features the W XYZ bar.

Federal Heath became involved with Aloft Hotel signage based on our previous performance for hospitality franchise owners and contractors.

### Highlights

- » Channel letters in nonstandard shapes and depths
- » Illuminated blade signs with precise colors on the spines
- » Signs for both new and converted locations
- » Installations with special structural requirements





## Keeping Pace with Aloft Hotels

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Federal Heath's experience with Aloft Hotels includes both conversions and ground-up construction. The brand is known for a strong visual impact, with modern architectural design style and trendy concepts. Signage must be engineered and manufactured with the brand's most recent concept.

## Meeting Each Location's Requirements

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Achieving the right results for Aloft Hotels depends on utilizing the optimal materials and production methods for each situation.

With our advanced understanding of materials and processes, we reproduced closely-arranged bands of Aloft's signature colors on the spine of each blade sign. We have also supplied stylish signage for the W XYZ bar.

Even standard types of sign, such as channel letters, can be anything but standard in size and shape at an Aloft Hotel. Instead of a 6-inch depth, we build some channel letters as deep as 24 inches. In addition, they are formed in ways that are unusually angular, including a first letter that reverses out of a large face area.





An aerial photograph of a modern Aloft hotel building under construction. The building features a dark grey facade with large glass windows and a blue parapet wall. A red crane is positioned on the ground, extending its boom to install large, illuminated channel letters on the rooftop. A worker in a yellow safety vest is visible on a scissor lift at the top of the building. The surrounding area includes a parking lot with several cars and a distant water tower.

## Installing for Distinctive Spaces

From entryway to rooftop, signs play a big role in distinguishing the Aloft Hotels brand. We built the large entryway channel letters to mount on a series of vertical posts along the front of the canopy, boldly greeting guests as they drive up. In one case, our attention to detail revealed that those letters would encroach on a fire lane. Because we caught the issue before manufacturing, we were able to modify the sign design for a successful installation and meet city safety requirements.

The rooftop signage includes ultra-deep, illuminated channel letters set against architectural elements that reinforce the “loft” aspect of the brand. The hotels’ parapet walls can be a challenge when they are designed at different depths, so we re-engineer some signs to meet each dimensional and mounting requirement.