



Marston's Inns rebrand

- Brand identity
- Signage
- Website
- Stationery
- Hotel collateral
- Menus
- Promotional material

The brief

Driven by the likes of Premier Inn, Travelodge and Ibis, the UK's short-stay budget hotel market had grown increasingly sophisticated in the 9 years since Marston's Inns was originally formed.

While the existing material was functional, both the look and tone had little to distinguish itself from competitors.




Best rates available online at marstonsinns.co.uk

King's Highway

Our rooms have:

- En-suite facilities | TV with Freeview | Free WiFi | Hair dryers
- Ironing facilities on request | Tea and coffee making facilities
- 24 hour reception | Free breakfast

Local attractions

Situated just one mile from the city centre, and with the Kingsway retail park on the doorstep, we offer a great base to explore Derby and its surrounding areas. Derby is the UK's most central city and boasts museums, galleries, shops, restaurants and the beautiful cathedral quarter, not to mention some of the finest ales in the world! Out and about the Peak District with its beautiful villages, National Trust properties and stunning walks is a short drive away.





Breakfast Menu

A great way to start your day

The Classic Breakfast Grilled bacon, a pork sausage, a free range egg cooked the way you like it, baked beans and toasted bloomer bread.	£3.45
The Veggie Breakfast (v) Two free range eggs cooked the way you like them, two flat mushrooms, half a grilled tomato, a hash brown, baked beans and toasted bloomer bread.	£3.95
The Bigger Breakfast All you expect from the classic but with much more! Double bacon and eggs, three sausages, hash browns, black pudding, mushrooms and half a tomato.	£6.45
Sausage or Bacon Butty Served on brown or white bloomer bread.	£2.15
Eggs on Toast (v) Two free range eggs cooked the way you like them, served on brown or white toasted bloomer bread. Choose from fried, scrambled or poached.	£2.15
Toast and Tea or Coffee	£2.40

(v) Suitable for vegetarians or vegetarian option available. We cannot guarantee that any of our products are free from nuts or nut derivative.

www.marstonstaverns.co.uk

Visit our Website for **Best Rates GUARANTEED**

Corporate Information



www.marstonsinns.co.uk







Welcome Home




Breakfast Now Being Served






New Marston's Inn Coming soon!

Stay with us from 21st March

All rates include a delicious full English breakfast

FREE WiFi 

Book online www.marstonsinns.co.uk





at www.marstonsinns.co.uk

With Compliments

Existing collateral

Design development

The redesigned logo had to present a fresher, friendlier brand personality, though had to maintain a visual relationship with the Marston's masterbrand.

A number of routes were considered and the final logo went through many different iterations to determine 'how far was too far.'



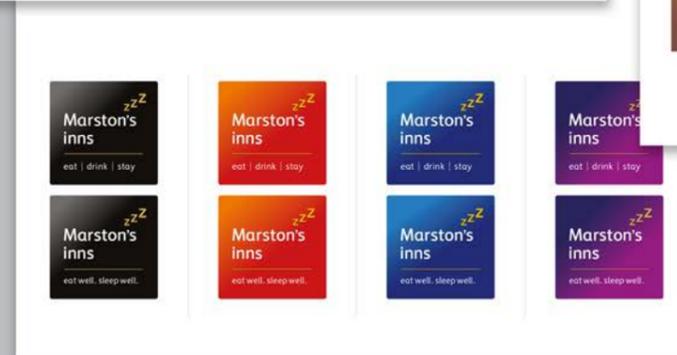
eat drink stay



MARSTON'S INNS
EAT | DRINK | SLEEP



A STAY WITH SOUL



Logo

The final logo used playful typography to portray a friendlier feel while retaining elements of the existing design.

A restful blue was introduced and blended with the gold to introduce a 'day to night' feel.

Bryant was incorporated into the identity and Akzidenz Grotesk was retained as a secondary font.



Bryant

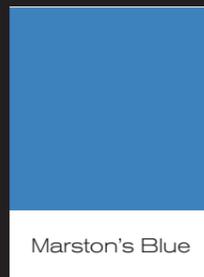
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Akzidenz-Grotesk Extended

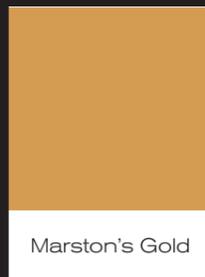
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Akzidenz-Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Marston's Blue



Marston's Gold



Marston's Blue
Gold Gradient



Marston's Gold
Gradient



Signage

Client timescales dictated that on-site signs were among the priority items to roll-out.

Created in conjunction with a signage contractor, the new branding was interpreted for a number of applications and materials.



Reception signage

Roadside totem

Lodge wall sign

Animated roadside sign

Key to the signage scheme was the creation of an animated sign – breathing life into the sleeping typography.

Marston's
Eat well. Sleep well.

marstonsinns.co.uk

- Free breakfast
- Free Wi-Fi
- Free parking
- Meeting rooms

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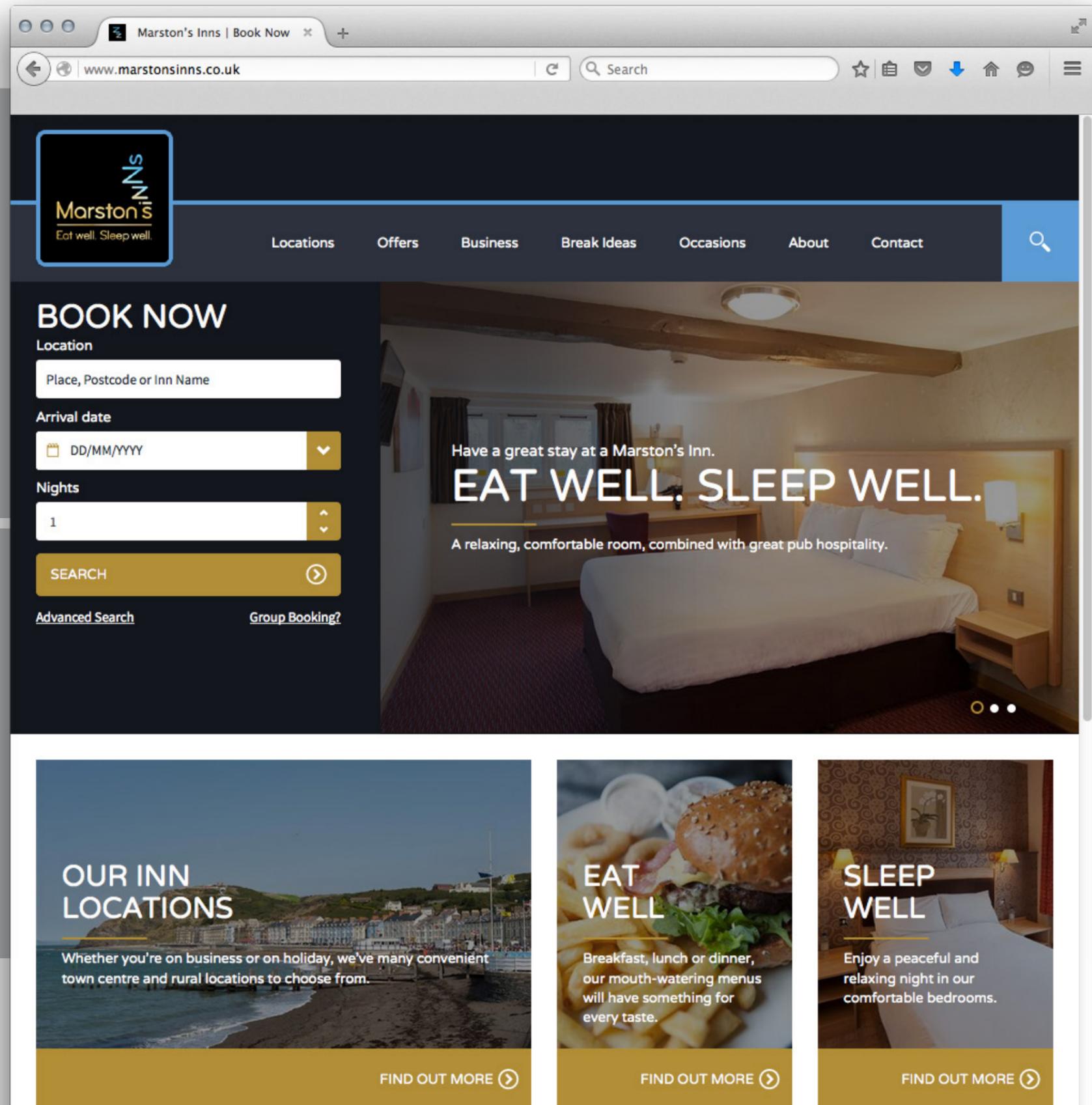
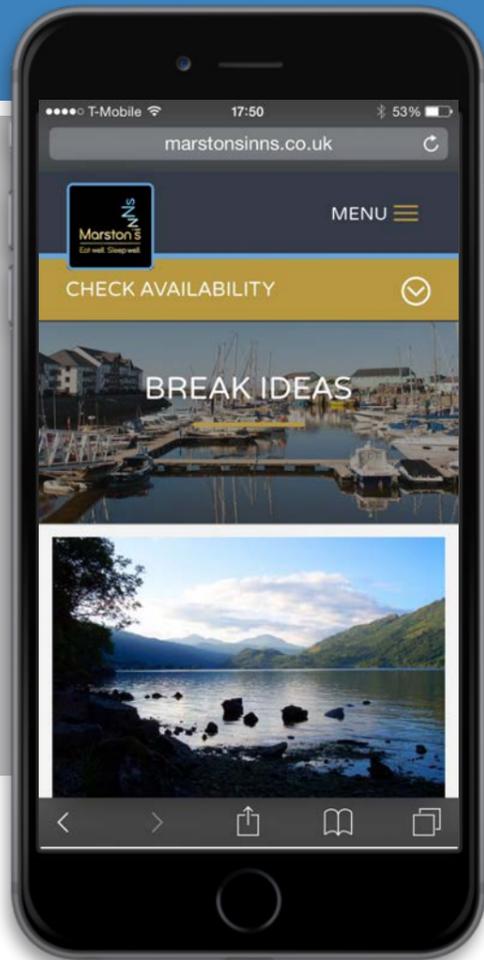
marstonsinns.co.uk

- Free breakfast
- Free Wi-Fi
- Free parking
- Meeting rooms

Website

The animated logo appears on all digital executions.

The website is a key driver for business and particular attention was paid to user experience and SEO copy relevant to each inn's location.



Stationery

The logo was presented at a consistent size across a range of stationery with the clutter of standard offers rationalised as a 'three point promise'.



Stationery set

Key card

An icon style was developed and used across customer touch points.



Room number

Name

Signature



Room touch points

The brand was expressed across a range of items – any and every opportunity was exploited to remind a guest they were in a Marston's Inn (without having to slap a logo on everything).



Iron request sticker



Door hanger



Towel hanger



Room touch points

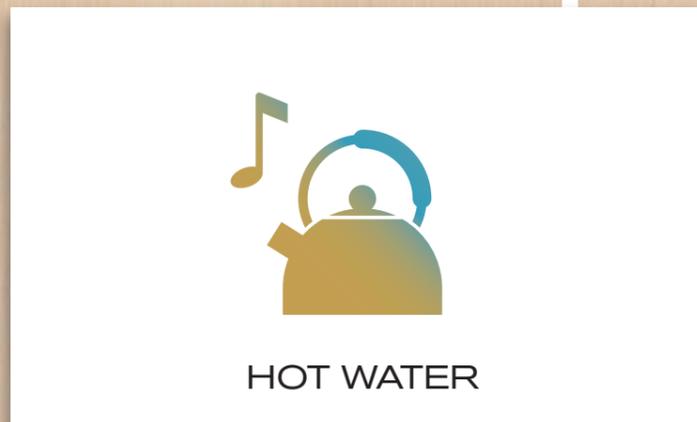
A unified approach to branding all of the elements presented a consistent personality to guests.



No smoking / Free wi-fi mini tent card



Coffee mini tent card



Hot water mini tent card



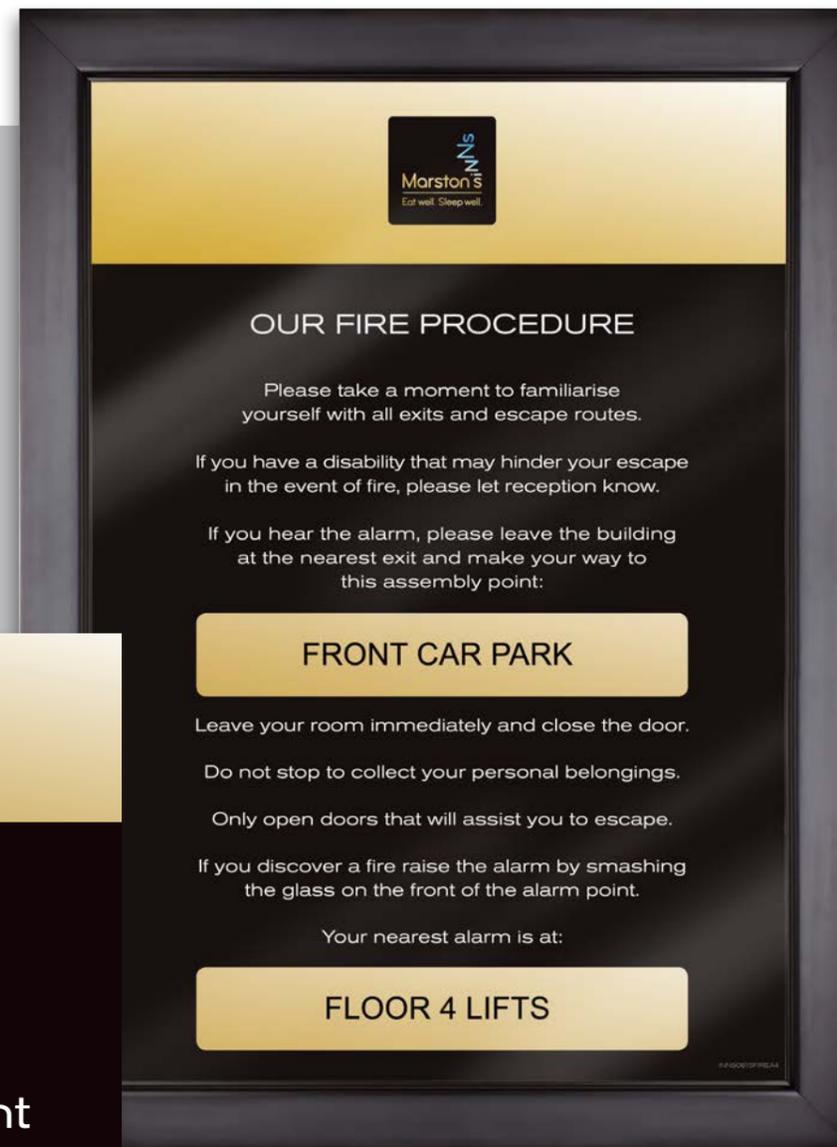
Remote holder

Mandatory communications

Legal notices were presented without icons and expressive typography, though where possible, the tone of voice was softened in line with the new brand.

If you think you might need a bit of extra help in an emergency, please let us know when you check in.

Disability notice



Marston ^{SH}INNINGS
Eat well. Sleep well.

OUR FIRE PROCEDURE

Please take a moment to familiarise yourself with all exits and escape routes.

If you have a disability that may hinder your escape in the event of fire, please let reception know.

If you hear the alarm, please leave the building at the nearest exit and make your way to this assembly point:

FRONT CAR PARK

Leave your room immediately and close the door.

Do not stop to collect your personal belongings.

Only open doors that will assist you to escape.

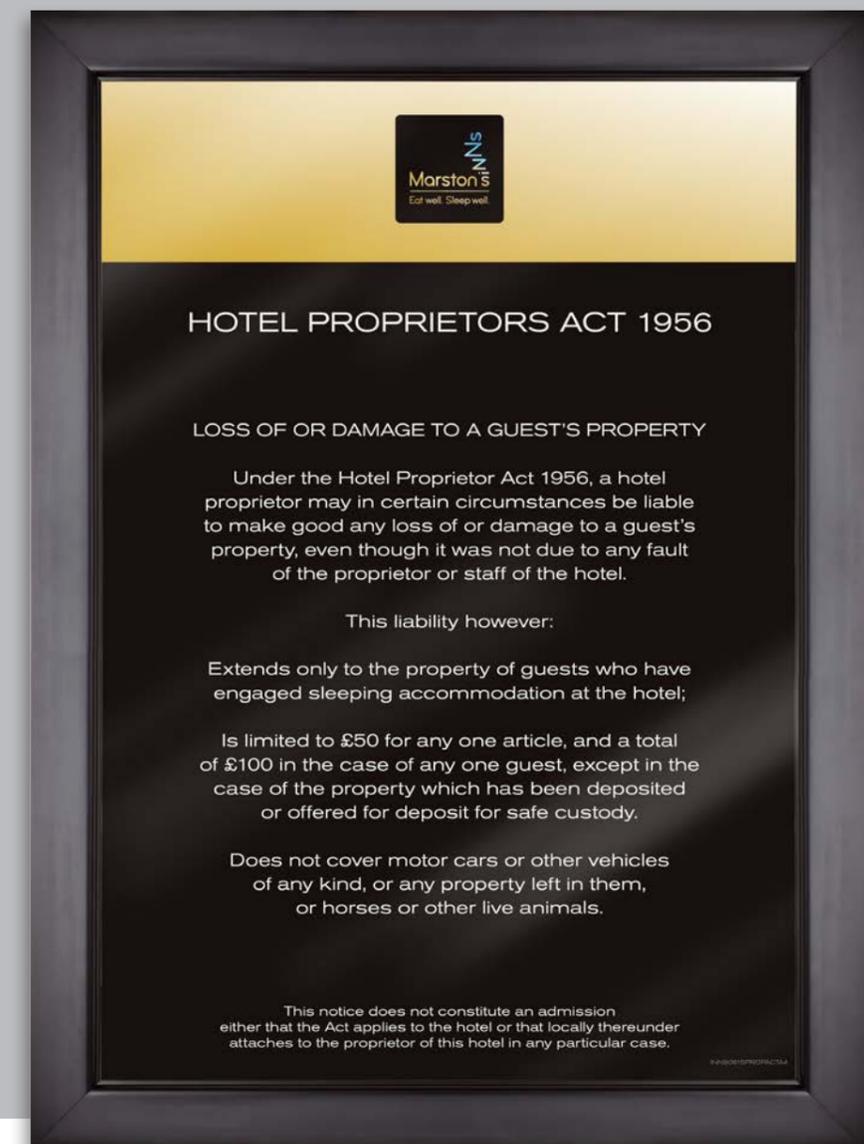
If you discover a fire raise the alarm by smashing the glass on the front of the alarm point.

Your nearest alarm is at:

FLOOR 4 LIFTS

#12001079624

Fire procedure



Marston ^{SH}INNINGS
Eat well. Sleep well.

HOTEL PROPRIETORS ACT 1956

LOSS OF OR DAMAGE TO A GUEST'S PROPERTY

Under the Hotel Proprietor Act 1956, a hotel proprietor may in certain circumstances be liable to make good any loss of or damage to a guest's property, even though it was not due to any fault of the proprietor or staff of the hotel.

This liability however:

- Extends only to the property of guests who have engaged sleeping accommodation at the hotel;
- Is limited to £50 for any one article, and a total of £100 in the case of any one guest, except in the case of the property which has been deposited or offered for deposit for safe custody.
- Does not cover motor cars or other vehicles of any kind, or any property left in them, or horses or other live animals.

This notice does not constitute an admission either that the Act applies to the hotel or that locally thereunder attaches to the proprietor of this hotel in any particular case.

#12001079624

Legal notice

Breakfast menus

Menu designs dropped the usual photographic approach for something much cleaner.



The walk-in menu features a clean, minimalist design with a white background and a light beige bottom section. It includes the 'MMM' logo and a central illustration of a plate with an egg, a fork, and a knife. The menu items are listed in a simple, sans-serif font with prices aligned to the right.

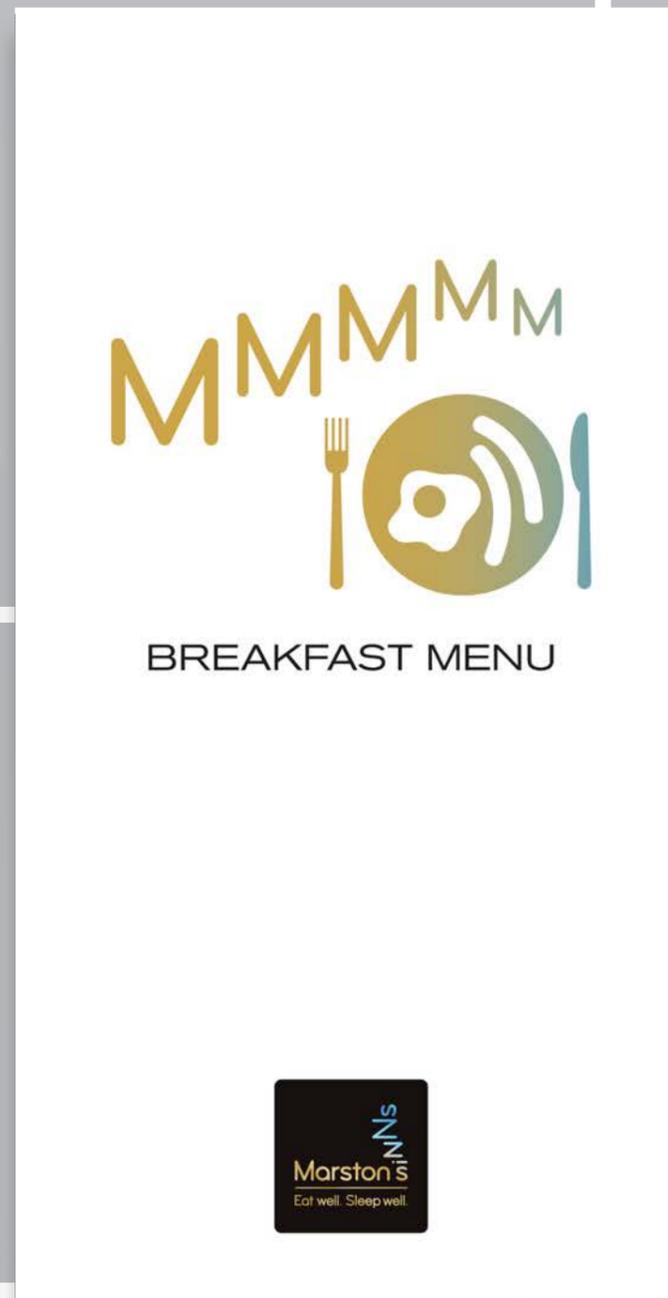
MMM
BREAKFAST MENU

Take a seat and see what's cooking

The Classic Breakfast	£3.45
<small>Grilled bacon, a pork sausage, a free range egg cooked the way you like it, baked beans and toasted bloomer bread.</small>	
The Veggie Breakfast (v)	£3.95
<small>Two free range eggs cooked the way you like them, two flat mushrooms, half a grilled tomato, a hash brown, baked beans and toasted bloomer bread.</small>	
The Bigger Breakfast	£6.45
<small>All you expect from the classic but with much more! Double bacon and eggs, three sausages, hash browns, black pudding, mushrooms and half a tomato.</small>	
Sausage or Bacon Butty	£2.15
<small>Served on brown or white bloomer bread.</small>	
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Toast and Tea or Coffee	£2.40

(v) Suitable for vegetarians or vegetarian option available.
We cannot guarantee that any of our products are free from nuts or nut derivative.

Walk-in menu



The guest menu is a vertical, white card with a large, stylized 'MMM' logo at the top. Below the logo is a central illustration of a plate with an egg, a fork, and a knife. The text 'BREAKFAST MENU' is centered below the illustration. At the bottom, there is a small black square logo for 'Marston's' with the tagline 'Eat well. Sleep well.'

MMM

BREAKFAST MENU

Marston's
Eat well. Sleep well.

Guest menu



The guest menu is a vertical, light beige card with a large, stylized 'MMM' logo at the top. Below the logo is a central illustration of a plate with an egg, a fork, and a knife. The text 'BREAKFAST MENU' is centered below the illustration. At the bottom, there is a small black square logo for 'Marston's' with the tagline 'Eat well. Sleep well.'

Sleep well?

Ready for something to eat?

Help yourself to cereal, fruit and a selection of yogurts from our breakfast table and we'll be round to your table shortly to take your order for tea, coffee, toast and a cooked breakfast.

Meeting friends for breakfast?

We're more than happy for friends to join you. Ask a member of staff for our pub restaurant breakfast menu.

What's cooking? Whatever you fancy.

Choose from the following items and we'll make your breakfast exactly how you like it.

- Premium Pork Sausages
- Back Bacon
- Eggs (however you like them)
- Cooked Fresh Mushrooms
- Baked Beans
- Grilled Tomato
- Hash Brown

Or for smaller appetites...

- Eggs and Beans
- or Mushrooms on Toast
- Bacon or Sausage Sandwich
- Porridge served with golden syrup

Promotional material

Inns residential offers were promoted in the bar and on exterior roadside signage.

In pub poster



Stay the night

Marston's iNNS
Eat well. Sleep well.

Room rate includes full cooked breakfast	Unlimited WiFi FREE for your whole stay	Book at marstonsinns.co.uk for 20% off food
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Inn coming



Marston's iNNS
Eat well. Sleep well.

Stay in our 27 room inn | July 2016

Room rate includes full cooked breakfast	Unlimited WiFi FREE for your whole stay	Book at marstonsinns.co.uk for 20% off food
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Pull up banner



Stay the night

Book at marstonsinns.co.uk

Exterior correx sign

Staff offer

On and offline promotions for a staff offer for discounted rooms utilised the identity's icon and typography style.

HO!
HO!
HO!

ALL OUR **A LITTLE SOMETHING FOR HELPERS**
1000s of rooms available*

www.marstonsinns.co.uk
Visit our new website and book online or give the venue a bell quoting HELPERS15

Offer runs 30th November to 10th January.
*Terms and conditions: Rooms subject to availability. Price is based on a double room. Room specifications vary Inn to Inn. £40 room offer not available in conjunction with any other offer and staff privilege card.

GET A MARSTON'S INNS ROOM FOR ONLY
£40
A NIGHT

Marston's
Eat well. Sleep well.

HO!
HO!
HO!

Intranet banner

QUOTE HELPERS15
AND GET A MARSTON'S INNS
ROOM FOR ONLY
£40
A NIGHT

Shhh...
just for our hardworking
staff this Christmas

HO!
HO!
HO!

A LITTLE SOMETHING FOR ALL OUR HELPERS
1000s of rooms available*

Marston's
Eat well. Sleep well.

www.marstonsinns.co.uk
Visit our new website and book online or give the venue a bell quoting HELPERS15

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Room specifications vary Inn to Inn. £40 room offer not available in conjunction with any other offer and staff privilege card.

Staff room poster

Tactical guest offer

A promotion for guests capitalised on people travelling around the country over the Christmas period.



A collection of comfortable inns,
with pub hospitality at its heart and soul



HOWEVER YOU ARE CELEBRATING CHRISTMAS

THERE'S ROOM AT THE INN

Room rate
**includes full cooked
breakfast**

Unlimited WiFi
FREE for your whole stay

Visit our new website
marstonsinns.co.uk
and book online

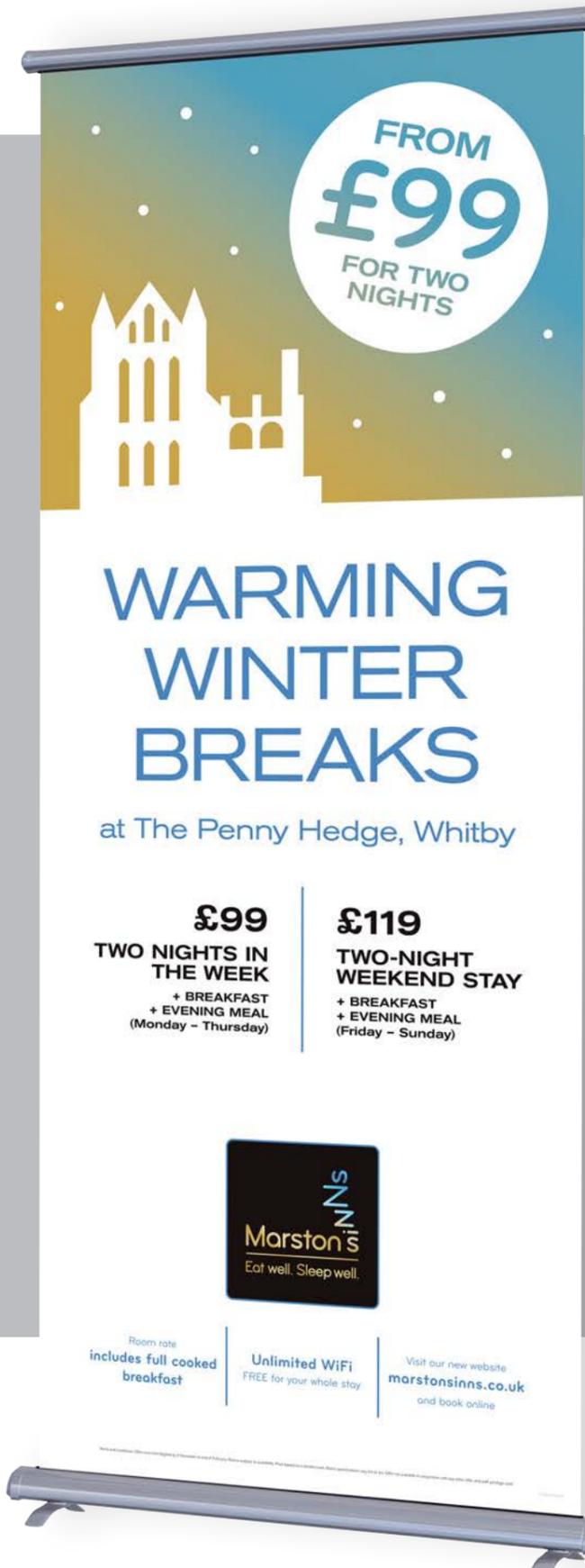
© 2014 Marston's Inns

Winter break in Whitby

The icon style was adapted for a site-specific promotion for The Penny Hedge with a stylised representation of the cliff-top Whitby Abbey.



In pub poster



Pull up banner



Facebook assets