



EAST TOWNE SUITES

BEFORE:

- Non-brand centric
- Sterile exterior
- Old paint/signage

BEFORE

Main Entrance/Exterior

- No Best Western brand recognition
- No signage
- Blank paint facade





AFTER
Main Entrance/Exterior
- Best Western brand colors



AFTER

- Side Entrance w/ exterior new colors
- Best Western brand colors
- Compliments current BW signage