Country Inns & Suites
By Carlson
Renovation Design
Treatments
About The Guide

The guide is organized by major area of the hotel’s exterior and interior, each defined by the brand’s Design Principles. The guide provides a visual continuum starting with an existing image, then illustrates levels of design treatments reflected in the hotel’s Product Improvement Plan. The Appendix includes modules highlighting areas of special design detail for specific hotel renovation situations.
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Today’s Country Inns & Suites by CarlsonSM hotel embodies a soft-contemporary design with a touch of home. Designed to appeal to the modern consumer, the brand’s unique look & feel balances form and function with refreshing design expressions and comfortable amenities. The Renovation Resource Guide is a tool for hotel owners and their design teams, providing practical, illustrative renovation planning solutions aligned with the brand’s design standards.

How It Works
The Renovation Resource Guide is used in conjunction with other brand tools and resources to support a successful renovation including:

- Country Inns & Suites By Carlson Standards of Architecture & Design
- Standard Interior Design Package (SIDP) Catalog
- AutoCAD and Schematic Drawings
- Brand Product Development Team Support
  - Project / Program Manager
  - Manager Architecture
  - Manager Interior Design

Hotels conduct renovations in context of a Product Improvement Plan, and coordinate the planning with their brand-assigned Architecture and Interior Design Manager team. This team supports the hotel’s renovation plan with brand reviews and design consultation.
Exterior Design
Treatments
The Country Inns & Suites By Carlson hotel exterior achieves its distinct expression with a warm, welcoming curb appeal through these Architectural Design Principles:

Contrasting Color: Use of tone on tone and signature color contrasts provides visual differentiation.

Exterior Core Focus: The building core is emphasized through modern color and materials, while honoring the brand’s legacy gabled core design.

Clean Rooflines: Rooflines are minimalist and unencumbered, reflecting the brand’s clean, modern design.

Material Rhythm: Material variety in pattern and proportion creates architectural rhythm and interest.

Vertical highlights: Architectural features draw the eye upward, celebrating the exterior’s vertical expression.

The Indoor/Outdoor Connection: The modern expression of Country brings the outdoors in, and the indoors out through features such as the Veranda and generous use of natural light.
EXISTING

DESIGN TREATMENT 1
DESIGN TREATMENT 2

DESIGN TREATMENT 3
EXISTING

DESIGN TREATMENT 1
DESIGN TREATMENT 2

DESIGN TREATMENT 3
EXISTING

DESIGN TREATMENT 1
DESIGN TREATMENT 2

DESIGN TREATMENT 3
COLOR OPTION A - TAUPE

COLOR OPTION B - BEIGE
COLOR OPTION C - GREY

COLOR OPTION D - BLUE
Interior Design Treatments
The Country Inns & Suites By Carlson interior achieves a distinctly warm and welcoming expression with a touch of home through these Interior Design Principles:

Unique First Impressions: Use of wood cladding and indirect lighting creates a warm sense of arrival.

Layers of Softness: Carefully contrasted materials, colors, and finishes provide an eclectic, yet cohesive harmony.

Character Through Color: A muted color landscape with measured spot color creates curiosity and visual surprise.

Warm, Honest and Natural: Balanced use of warm wood and cool stone fosters visual and tactile interest, with a touch of home.

Attention to Detail: Expert attention to lighting, finish transitions and area definition is paramount in expressing the Caring, Comfortable and Consistent brand experience.

The Indoor/Outdoor Connection: The modern expression of Country brings the outdoors in, and the indoors out through features such as the Veranda and generous use of natural light.
DESIGN TREATMENT 2

DESIGN TREATMENT 3
EXISTING

DESIGN TREATMENT 1
RECEPTION

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