It’s one thing to separate ourselves from the competition.

It is another to challenge the status quo and change the game altogether...
Tru by Hilton is a game-changing midscale brand improving travel as we know it.

Say hello to a brand-new hotel experience from Hilton that’s vibrant, affordable and young-at-heart. It’s energetic, yet relaxing and comfortable. It’s familiar, and it’s also unexpected. It’s completely unprecedented, it’s uniquely Tru.

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Tru by Hilton was designed to disrupt the midscale category.

It’s simplified, spirited, and grounded in value. These are the pillars of our brand.

**Simplified**
We stand up for the love of simplicity for the guest, owner and operator. Intuitive and effortless. Nimble and efficient. All beautifully balanced.

**Spirited**
We embrace the human spirit. We cultivate connections with a vibe that is playful, energetic, and engaging. A sense of place unlike anything in our space.

**Grounded in Value**
We champion value for the traveler and hotelier. We understand what matters most—better basics served up in a fresh, consistent and surprisingly affordable way. Minimal yet meaningful.

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Who will Tru by Hilton appeal to?

Tru by Hilton is designed for a broad range of travelers that share a youthful mindset that transcends generations.

- They have a youthful energy and an open-minded optimism.
- They value experiences instead of things.
- They want a unique, lively environment where they can choose to recharge, connect with others or simply watch the world go by.
- They value the best technology.
- They live for freedom of choice.
- And, they’re looking for the basics served up in a fresh, consistent and surprisingly affordable way.

No brand is meeting their needs, in their price point, today.
We’ve Changed the Game in Everything About The Space
Our Design

Just like our brand pillars, our product is designed to be spirited—bold and imaginative—yet simplified and grounded in value. We call it **minimal yet meaningful**. This sets our product apart from the hum drum reality of the category, connecting with guests in never-before-seen ways.

We have used clever graphics and unexpected winks to spark a conversation with our guests, along with **vibrant colors and playful patterns**. Our FF&E is selected to be highly functional, fun, comfortable, and unconventional in a head-turning way.

And...we ensure operational efficiency and simplicity in everything we do. We use neutral palettes in areas that need a shelf-life, and pops of colors where things can be cost-effectively changed from time to time.

We have limited built-in case goods to make it easy to maintain the overall condition of the hotel. Our power outlet placements make it easy for guests to power up and connect. And...we ensure the right light in the right places with the right solutions.

**Our design intent can be summed up in three words:**

**Fun, fresh and functional!**

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This is a game changing public space—a 2,793 square foot space that is so much more than just a lobby. There are four areas for eating, working, playing, or lounging; it’s designed for engagement—to foster connections with fellow travelers, chill and watch the world go by, or quietly work alone. A central front desk with a built-in marketplace sits in the heart of the space.
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Work Area
Game Area
With Game Table and Board Game Options

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Game Area
With Game Table and Board Game Options
Game Area
Game Table Options: Pool, Foosball and Shufflepuck

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Lounge

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Eat / Drink Area

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Coffee Station and Eat. & Sip. Market

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Fitness Center

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Fitness Center
A Place To Go To, Not Just Through

The Lobby – Our Big Lobby Statement
Unlike any other midscale hotel lobby, we have re-invented our public space to drive easy-going engagements. This starts with a glass storefront system both in the front and back of the building, allowing lots of natural light into the lobby space.

The Lobby has four areas that serve as signature brand features – areas to work, play, lounge and eat. They are distinct yet fluid with inventive and flexible seating. The space is designed for social activation and revenue generation... with a seamless flow between social, semi-private and private spaces so guests can be alone, socially alone, or engaged with others.

**Work Area** Private spaces and built-in alcoves, including work pods, provide a dedicated place with ample surfaces to focus on getting work done. We understand guests travel with their tablets, laptops and smart phones, so we provide a place for self-service, wireless printing and plenty of power outlets to help them stay connected.

**Game Area** This is the most spirited area, with games designed for social interaction. Owners can choose from a set of game options that include table games and a variety of board games – all surrounded by upholstered seating that is easy-to-clean and maintain.

**Lounge Area** Flexible seating arrangements including comfortable lounge chairs, ottomans, sofas with high backs, side tables, and unique “hammock-style seats” are located by full glass storefront walls to enjoy the outdoors while indoors. This is a perfect place for reading, listening to music or connecting with new and old friends while watching the world go by.

**Eat/Drink Area** Flexible seating allows guests to enjoy our complimentary hot breakfast, coffee/tea, or purchase snacks, drinks, and light meals from the 24/7 market. Bar height chairs at the community table provide alternative dining seating.

The Central Front Desk and Market
A central, circular front desk re-invents the traditional version, and creates a hallmark for the brand and a focal point for guests. Here guests can check-in / check-out, buy drinks and snacks at our 24/7 market – all in one place.

**F&B**
We’ve got all of our guests’ F&B bases covered. The prototype has a dedicated breakfast counter with plenty of storage and a closure system to close off after breakfast hours. Our complimentary “Top It” hot breakfast includes a variety of bases including eggs, sausage and waffle boats, as well as a toppings bar with sweet, savory and healthy items so guests can be their own tastemakers.

And for those anytime cravings, a 24/7 market allows guests to purchase traditional and unique local snacks, light meals, drinks, and single-serve wine and beer.

**Technology Integration**
This is important to guests so it’s important to us. Baked into our brand are digital check-in and straight-to-room capabilities; convenient power outlet placements throughout the hotel to charge devices; super-fast and complimentary wireless internet access; and multiple screens for entertainment and information.

**Porcelain Tile Flooring And Integrated Carpet Tiles**
The predominant flooring material in the lobby space is porcelain tile. Carpet is integrated in quieter lobby areas. Porcelain tile flooring combines pattern and style with a strong “clean” message and can accommodate various activity levels. It also has a long shelf-life and is easy to maintain over time.

**Fitness Center**
Our fitness center is located just off the lobby and adjacent to the hydration water and ice station. The fitness center facilitates guests’ changing workout needs. With ample space for guest workout customization, our fitness center has both traditional and non-traditional equipment and accessories that leverage modern wellness trends, plus guests can get workout ideas from our fitness center tablet.

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Lobby - Work & Lounge Areas FF&E
Furniture, Materials and Finishes

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Lobby - Eat / Drink and Game Area FF&E
Furniture, Materials and Finishes

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Guestrooms

Thoughtfully designed to maximize the use of space and operational efficiency, the smaller guestrooms feature an all-white bedding program, expansive window for plenty of natural light, clear visual access to lighting and power, a mobile desk & chair and inventive features like sound absorption solutions that become style elements in the space. The overall number of case goods are purposefully minimal with cleverly designed, highly usable surfaces. We’ve packed a lot into these 231sf and 280sf guestrooms – all of the right stuff, in all of the right ways!

The spacious bathrooms have been designed with a laser-focus on those things that matter most to guests – all with operational ease in mind. Bathrooms are 100% shower – a really great glass-door shower, ample storage space, bulk premium amenities and pops of whimsy.
chill.
snooze.

chill.

work.
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Single King Guestroom
231 SF

1. Landing Zone
2. Full Length Mirror and Light
3. Decorative Wall Hooks
4. Hanging Clothes Storage (above)
5. Luggage Bench
6. Refrigerator (below)
7. Iron and Ironing Board
8. Wall-Mounted TV Unit with Integrated Power on both sides
9. TV with Premium Channel Line-up
10. Laminate Wall Panels
11. Storage Bench with Cushion (below)
12. Mobile Desk and Task/Lounge Chair
13. Dual-Directional Task/Ambient Lighting
14. Trash
15. PTAC Unit
16. Printed Solar Sheer & Blackout
17. Double Window
18. Floor Lamp
19. Accent Nightstand
20. Task Lighting
21. King Bed & Headboard
22. Nightstand with Alarm Clock/Power, Phone
23. Overall Knock-down Finish with Accent Color at Headboard Wall
24. Luxury Vinyl Tile (LVT)
25. Expansive Vanity with Towel Storage (below), Storage Shelf (above)
26. Illuminated Mirror
27. Vinyl Wallcovering Accent Wall
28. Hair Dryer in Bag (Hanging on Hook)
29. Shower with Glass Swing Door and Exterior Towel Bar
30. Panelized, Groutless Shower Surround
31. Bulk Dispensers
32. 12’ x 24’ Porcelain Tile Flooring with Narrow Grout Line

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Guestroom Architectural Finishes

- Overall knockdown finish
- Dark laminate @ casegoods
- Light laminate @ casegoods
- Vinyl base
- Metal finish @ casegoods
- Mid-tone luxury vinyl tile
- Wall sconce @ full length mirror
- Plumbing fixtures metal finish
- Countertop @ bath vanity
- Towel hook
- Shower surround
- Wallcovering @ guest bath
- Floor tile @ guest bath

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Glimmer Guestroom
Glimmer Double Queen Guestroom
Glimmer Guestroom FF&E
Guestroom Materials, Furniture and Finishes

accent knockdown finish @ headboard wall
metal frame finish @ headboard
lamine @ headboard
vinyl fabric @ upholstered headboard
accent nightstand
headboard sconce
box spring wrap
accent wallcovering @ guest bath
mobile desk
illuminated mirror
storage bench & finishes
wall sconce @ desk
lamine @ landing zone
art bar finishes
full length mirror
task chair @ desk
fabrics @ task chair
floor lamp

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Spark Guestroom
Spark Double Queen Guestroom

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Spark Guestroom

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Spark Guest Bathroom
Spark Guestroom FF&E
Guestroom Materials, Furniture and Finishes

- **accent knockdown finish** @ headboard wall
- **metal frame finish** @ headboard
- **laminate** @ headboard
- **vinyl fabric** @ upholstered headboard
- **accent nightstand**
- **headboard sconce**
- **box spring wrap**
- **storage bench & finishes**
- **laminate** @ landing zone
- **art bar finishes**
- **full length mirror**
- **task chair @ desk**
- **fabrics @ task chair**
- **mobile desk**
- **illuminated mirror**
- **printed solar sheer**
- **accent wallcovering** @ guest bath
- **wall sconce @ desk**
- **floor lamp**

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Burst - Yellow Double Queen Guestroom

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Burst - Blue Guestroom

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Burst Guestroom FF&E
Guestroom Materials, Furniture and Finishes

- accent knockdown finish @ headboard wall (options 1 & 2)
- metal frame finish @ headboard
- laminate @ headboard
- vinyl fabric @ upholstered headboard
- accent nightstand
- headboard sconce
- box spring wrap
- laminate @ landing zone
- art bar finishes
- full length mirror
- task chair @ desk
- storage bench & finishes
- wall sconce @ desk
- mobile desk
- illuminated mirror
- accurant wallcovering @ guest bath
- fabrics @ task chair
- floor lamp
- printed solar sheer

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Minimal Yet Meaningful Guestrooms

“Landing Zone”
This is a place to pause, unload and organize stuff. It’s designed with mudroom functionality: hanging storage in an open closet and a luggage bench. This area makes a design statement through an accentuated ceiling color, wall transition and down lighting, signifying arrival. The decorative wall hooks are a common sense amenity – a place to hang your bag and jacket – with a brand twist and pop of color. The wall notch at the Landing Zone and open closet allows for greater visual entry into the guestroom.

Bed Area
The bed serves as the hero element in the room – with an upholstered headboard, durable and cleanable surface, and an all-white triple-sheeted bed program. All of our guestrooms have either single king or double queen beds. Guests will have direct access to power and lighting from the bed.

Ample Storage
This compact room has been smartly designed for ample storage space. In addition to the Landing Zone’s luggage bench and hanging storage, the bench located below the wall-mounted TV serves as another place for guests to place their suitcase or to use this as additional seating within the guestroom.

Lighting Strategy
Versatile task and ambient lighting, plus ample natural lighting make the room feel larger than it is. Natural light is maximized in this smaller space with double windows, visually opening up the compact room. A printed solar sheer and blackout shade allow guests to customize the amount of privacy and natural light entering the space.

Mobile Desk & Chair
Technology has changed the way guests work and play – so instead of a stationary desk & chair, we provide comfortable and mobile furniture. The chair can move throughout the room to provide more seating options. The desk is completely mobile as well, allowing the guest to define how and where in the room they will use this surface. If guests need more work surface, the work area in the Lobby has them covered.

Focused In-room Amenities and Services
We say “yes” to an iron & ironing board, a mini refrigerator, a simple alarm clock, and a slim-line phone. Add a large TV with a premium channel lineup, and super-fast complimentary high-speed internet access to download and watch streaming content on guests’ devices. Plentiful outlets are located in all the right places to charge devices. We say “no” to in-room coffee and tea, a microwave and tons of printed in-room collateral. More of what guests want and none of the items they don’t.

LVT Flooring
The guestroom (exclusive of the bathroom) takes advantage of the many benefits of LVT flooring – this material combines sound absorption functionality, pattern and style with a strong “clean” message.
Ample Storage
An extra-long vanity countertop with a shelf above and a shelf below, maximizes storage space for towels and personal items. Towel bars and hooks round out the hanging storage space.

A Really Great Shower
This is a 100% shower brand. Spacious, well-lit, glass swing door showers are complemented with a foot shelf and bulk dispensers. Panelized, groutless surrounds are designed for ease of installation, operational simplicity and a super-clean guest impression.

Porcelain Tile Floor
Large 12” by 24” porcelain tiles with narrow grout lines increase the perception of guest cleanliness and are designed to stand the test of water durability.

Lighting
Recessed lighting throughout the bathroom, including the shower space, provides an abundance of light right where guests need it.

Amenities
A large internally illuminated mirror, hairdryer, high-quality towels, an integrated night light, and bulk premium bath products, from Not Soap Radio round out the bathroom amenity package.
Our Exterior
A Distinctly Different Design

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A Distinctly Different Design

*Note: exterior building materiality may be dictated by local jurisdiction
Outdoor Patio (Optional)
Bringing the Spirited Personality of the Brand Outside

Keeping true to our simplified and spirited brand pillars, we created some visual interest on the exterior of a streamlined building. Using a sleek, rectangular building as our canvas, we developed signature architectural elements to bring the spirited personality of the brand to life outside.

Grounded in value with a 95% EIFS building skin and a primarily neutral exterior color palette, the spirited elements on the exterior include:

1. An angular pylon showcasing our brand logo and marking the hotel’s main entrance
2. A 10ft Entry Canopy acting as a streamlined porte cochere
3. Architectural articulation at the double queen guestrooms with vertical accents of colors/shapes – materials used in these recessed areas are easy to install and maintain
4. Glass storefront windows bring natural light into the Lobby during the day and shows the buzz of activity at night upon guests’ arrival
5. Founded on a sustainable, low-maintenance approach to landscape design, this modern design uses large bands of regional rock, trees and a simple understory planting palette to create a unique and modern look that extends the building geometries into the surrounding landscape

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Exterior Materials and Finishes

*NOTE: Refer to Prototype Drawings, Architectural Finish & Fixture Specifications for more details

Dryvit Sandblast

Dryvit TerraNeo

Storefront Glazing Frame

Trespa Meteon Panel

Trespa Meteon Panel

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Appendix

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Site Plan
4-story; 1.58 acres; 43,089 SF (gross of total building), 98 keys, 98 parking spaces (1:1 ratio)
Ground Floor Plan
Overall Building Footprint 10,934 SF (gross)

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Typical Guestroom Floor Plan
10,719 SF (gross), 29 rooms per floor
Catch the Spirit!