



Mantra Hotels

The Challenge

With multiple sites across Australia and the deadline for the project set for the 31st of March (the official launch of the new brand), Claude Neon's ability to effectively coordinate national multi-site projects was crucial in ensuring the Mantra signage was delivered on time and to budget.

The project involved twenty-nine (and counting) hotel and resort properties, across both metropolitan and regional areas, including eight in Sydney and seven in Melbourne. The solution encompassed a variety of signage, which was designed by Claude Neon to maximize the visibility of the new brand and be flexible for any future developments.

The Result

A rebranding project of such scale requires special expertise in multi-site signage developments, and Claude Neon's unique capabilities were vital in the successful completion of the national roll-out. A key component of the project was the development and implementation of eight new sky signs, including at least one in each capital city of Australia. Each sign was erected simultaneously, in order to ensure consistency for the new brand.

In addition to the sky signs, Claude Neon also designed and implemented internal wayfinding signage and branding, and replaced any signage that displayed the previous logo – all within a time frame that allowed the hotel chain to continue its operations without major interruption.

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