



Hotel Indigo

Hotel Indigo, located in the heart of New Orleans, is a part of the upscale boutique brand under IHG Hotels & Resorts. The property, formerly known as the Royal St. Charles Hotel, is situated near the famous French Quarter, offering a blend of local culture and historic charm. Managed by HP Hotels, the transformation from Royal St. Charles to Hotel Indigo aimed to honor the rich history of the building, while introducing contemporary design elements that reflect the vibrant spirit of New Orleans.

As Hotel Indigo was close to completion, the respected teams of Campo Architecture & Interior Design and Donahue Favret Contractors recognized the need for a reliable partner for interior signage. ASI, selected for its expertise, worked closely with the team to transform the conceptual unit sign designs into a comprehensive interior signage package, including essential code signs and wayfinding elements.





Service Offerings

- Design-Build
- Wayfinding
- Fabrication
- Installation

Product Applications

- ASI 3D Form
- ASI LPP Series

Solution Partners

- Campo Architecture & Interior Design
- Donahue Favret Contractors

About the Solution

ASI crafted a custom interior signage package that seamlessly blended the property's vintage charm with modern design elements. A standout feature of the project is the Room ID signs, which pay tribute to New Orleans' water meter covers, incorporating their iconic moon and star motif, which is deeply rooted in New Orleans' culture and public infrastructure. This subtle, yet impactful, detail ties the hotel's identity to the City's rich heritage.

Working within a tight timeline, ASI efficiently developed, fabricated, and installed the signage in less than a month, ensuring the project stayed on track. The signage package met all functional requirements and blended seamlessly with the hotel's modern aesthetics while honoring the property's historic roots.

