



Moxy Hotel

Moxy Hotel Cincinnati Downtown is a boutique hospitality destination designed to reflect the brand's playful, energetic identity while celebrating the character of its local surroundings. Located just blocks from one of the nation's largest Oktoberfest celebrations, the hotel draws inspiration from Cincinnati's rich brewing heritage.

ASI was engaged to deliver a comprehensive Design-Build interior signage program that blends brand expression with storytelling. The objective was to create a signage system that supports intuitive guest navigation while incorporating local cultural references aligned with Moxy's bold, contemporary aesthetic.

Each sign type was thoughtfully designed to integrate seamlessly into the architectural environment and interior design, ensuring consistency across guest touchpoints while preserving the distinct personality of the space.



About the Solution

Service Offerings

- Consultation
- Design-Build
- Wayfinding
- Fabrication
- Installation

Product Applications

- Puzzle™
- ADA Signage
- Environmental Graphics

ASI led a fully integrated Design-Build process from concept through installation, ensuring ADA compliance, life safety, and brand standards were incorporated throughout.

A key focus was the development of the guest room identification signage, which underwent multiple design iterations to balance compliance, durability, and Moxy's bold aesthetic. Through exploration of materials, mounting methods, and graphic treatments, the final solution aligns seamlessly with the interior design intent.

The completed signage program includes ADA room identification, wayfinding, and environmental graphics that integrate naturally into the space. The result is a cohesive system that supports navigation while enhancing the hotel's vibrant guest experience.

