



R O V E  
— TRAVEL —



Live  
Exceptionally

Brand Guidelines

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# Brand



01

A modern living room with a white brick wall, large windows, a white sofa, a brown armchair, a black coffee table, and a grand piano. The room is well-lit and features a mix of textures and colors. The text is overlaid in the center of the image.

Rove pairs remarkable  
homes with guests who  
appreciate them.

# Brand Essence

Rove stands at the intersection of remarkable homes and discerning guests. More than a marketplace, we curate stays that are effortless, elevated, and trustworthy. Each property is chosen for its character and design, ensuring comfort without compromise.

For guests, Rove delivers peace of mind — seamless stays, beautifully appointed and thoughtfully managed. For homeowners, we provide trusted stewardship, balancing strong performance with the care of their most valuable asset.

Our essence is consistency and refinement. Polished yet warm, professional yet personal, Rove creates sophistication without pretense and belonging without cliché. At its core, Rove is about trust: trust in the stay, trust in the home, and trust in the partnership.



# Mission

At Rove, we believe the art of living begins with where you stay. We curate remarkable stays and steward the homes behind them.

- Curated homes
- Elevated stays
- Exceptional guests



# Core Values

## **Integrity**

Do what we say, protect what matters. At Rove, integrity also means consistency and predictability—guests and homeowners alike know what to expect, every time.

## **Care**

Anticipate needs, delight in the details.

## **Professionalism**

Operate with expert polish and discretion.



# Brand Pillars

## What Doesn't Belong at Rove

- Homes that are heavily lived-in or overly personalized (e.g. full of family photos, clutter, or outdated furnishings)
- Properties lacking privacy, security, or high-quality finishes
- Listings that feel transactional, worn-down, or difficult to prepare to Rove standards



# Brand Pillars

We represent homes that feel intentional, beautiful, and well-maintained—the kind of places guests will want to return to, and owners are proud to share.

## What We Deliver for Homeowners:

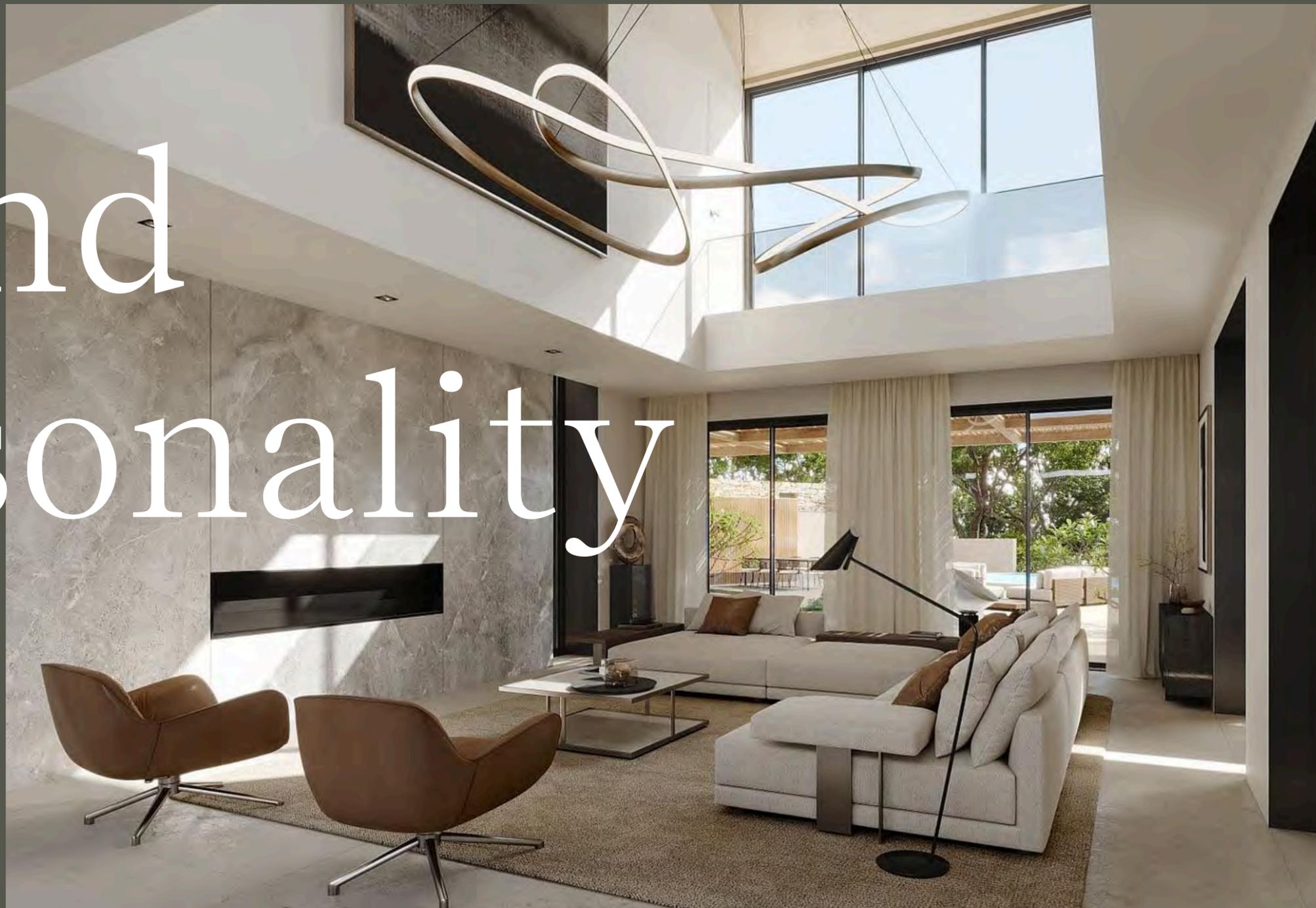
- **Effortless Ownership:** Rove delivers true passive income through high-touch, fully managed service
- **Value Through Revenue:** Our pricing strategy and guest demand drive consistent, optimized returns
- **Stewardship:** We care for every home as if it were our own
- **Trust and Protection:** Robust guest vetting, insurance coverage, and operational integrity provide peace of mind
- **Discerning Guest Quality:** Our guests are accomplished, respectful, and well-traveled—accustomed to excellence and appreciative of the homes they stay in. The kind of people who don't need to be told how to behave.

## What We Deliver for Guests:

- **Refined, Welcoming Experience:** A 9 on the scale of sophistication—warm, polished, and consistent
- **Exclusive Access:** A portfolio of distinctive homes not found on any other online travel agency (OTA)
- **Reliable Standards:** Guests experience the same care, detail, and elevated service across all Rove properties

# Brand Personality

02



# Tone of Voice

## Scale 1 (casual) – 10 (ultra-luxury). Rove = 9

- Elegant, confident, warm.
- Never aloof or showy; sophistication is quiet and assured.
- Warm, but never casual
- Sophisticated, but not sterile
- Assured, not boastful or braggy

| Do   | Don't   |
|--|---|
| Speak to the owner's desire for convenience and control                | Assume they want to be involved day-to-day                        |
| Emphasize professionalism and trust                                    | Sound transactional or opportunistic                              |
| Use warm, understated language that respects the reader's intelligence | Use slang, filler, or overly casual language                      |
| Keep copy direct, intentional, and elegantly simple                    | Ramble or over-explain  |
| Convey confidence through clarity, not superlatives                    | Overuse adjectives like "amazing," "incredible," or "world-class" |
| Write as if speaking to someone with taste and discernment             | Assume familiarity or speak down to the reader                    |
| Uphold a consistent tone across all surfaces                           | Vary tone drastically between channels or formats                 |

# Voice Attributes

| Attribute     | Description  | Example  |
|---------------|--|--|
| Consultative  | Provides expert, data-backed guidance without pressure | “Here’s what your home could earn—and how we’d do it.” |
| Trustworthy   | Builds confidence through transparency and care        | “You can block off dates any time you need.”           |
| Welcoming     | Makes people feel considered and at ease               | “Your home is ready.”                                  |
| Refined       | Intelligent, restrained, confident                     | “Every detail is intentional.”                         |
| Integrity-led | Always upholding trust with owners and guests          | “If it’s not right, we’ll make it right.”              |

# Voice Shifts to Consider

| Current Voice (Implied)          | Future Voice (Recommended)   |
|----------------------------------|--|
| Masculine, minimal, hotel-esque  | More emotionally resonant, with subtle femininity and hospitality warmth |
| Feature-focused (e.g. ROI, tech) | Balanced with emotional benefits (trust, pride, prestige, peace of mind) |
| Service-provider tone            | Elevated to “membership club” or “refined partnership” language          |



# Messaging Structure

## Guest & Homeowner Profiles

### The Rove Guest

- **The Institutional Guest:** Families, executives, or high-profile individuals placed by third-party agencies such as insurance companies, relocation firms, or talent management. They expect seamless logistics, privacy, and accommodations that reflect their standards.
- **The Seasonal Guest:** A personal property owner who returns regularly to NYC, the Hamptons, or Miami. Whether for business, family, or lifestyle, they seek familiarity, predictability, and seamless access to a home that feels entirely their own.
- **The Exceptional Guest:** A well-connected, private individual used to elevated service. They're not just wealthy—they're tasteful, respectful, and low-touch.

### The Rove Homeowner

Rove homeowners typically fall into 3 profiles.

- **The Investor:** Owns multiple properties as part of a real estate portfolio. They're driven by performance, but still care about the guest experience and brand alignment.
- **The Pied-à-Terre Owner:** Uses the home occasionally for business or seasonal living. They want flexibility, privacy, and assurance their home is well cared for between stays.
- **The Airbnb Amateur:** A short-term rental host seeking a more elevated guest base and consistent revenue without the hassle. They're ready to graduate from DIY management to a more refined, hands-off model.

# Messaging Structure

## Key Messages/Value Propositions by Audience

### For Guests

- Curated properties that meet high standards
- Homes that aren't available anywhere else—Rove offers exclusive access beyond typical OTAs
- Every home is professionally cleaned, styled, and ready on arrival—no guesswork, no inconsistencies
- 24/7 human support, not bots or templates
- Seamless booking and hospitality
- Confidence that what you see is what you'll get
- Consistent Experience across all Rove properties

### For Homeowners

- (Rove+) We handle everything: onboarding, listing, pricing, guest communication, housekeeping, maintenance, and compliance—so you don't have to lift a finger.
- Protected by \$5M+ in guest screening and insurance
- Enjoy true passive income with no operational headaches
- Confidently host guests with robust vetting and property protection
- Keep your calendar flexible—use your home when you need it

# Emotional Benefits by Audience

## For Guests

Rove offers a sense of calm, clarity, and confidence. No chaos, no guesswork—just a beautifully predictable experience they trust and enjoy.

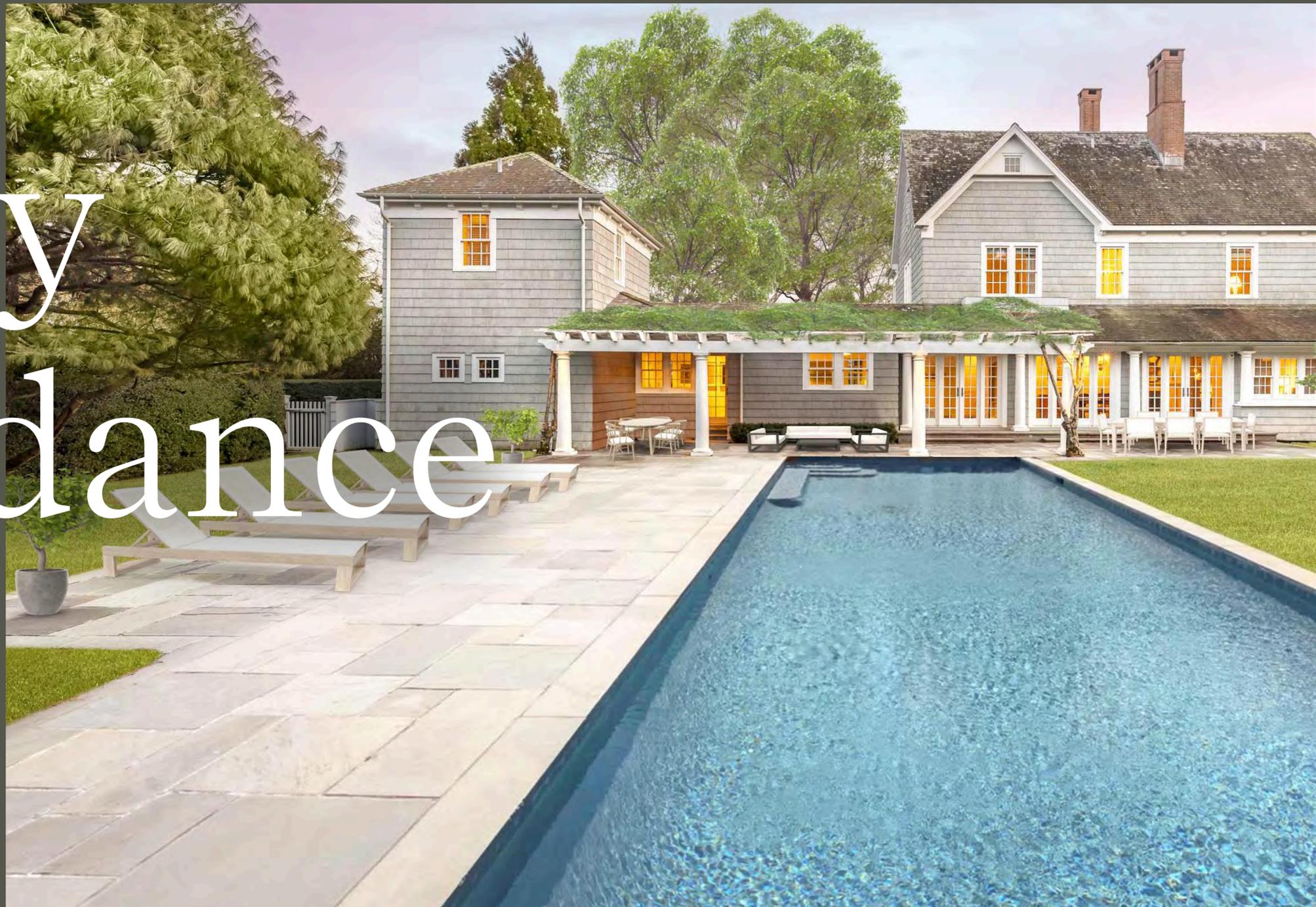
## For Homeowners

Rove delivers pride of place, peace of mind, and the quiet status of knowing your home is in the right hands.



# Copy Guidance

03



# Brand Name Usage

- Always write our name as Rove Travel (two words, both capitalized).
- Our website should always appear as RoveTravel.com (capital R, capital T, with .com).
- Never shorten to “Rove” when referencing the company in formal copy; “Rove Travel” is the brand name.
- Avoid incorrect formats such as rovetravel.com, www.rovetravel.com, roveluxury.com, or “RoveTravel” (without a space).
- On second mention in longer copy or where logo is visible, “Rove” is acceptable as shorthand.



# Copy Style

## Signature Lexicon

**Preferred:** curated, bespoke, stay, steward, elevated, effortless, discerning

**Avoid:** pad, crash, cheap, bargain, influencer, hustle

## Grammar and Punctuation

- Do not use emojis.
- Use Oxford commas
- No exclamation marks
- Write in sentence case



# Copy Style

## Word Preferences

| Use This          | Not This        |
|-------------------|-----------------|
| Home              | Unit/Property   |
| Stay              | Booking         |
| Guest             | Customer        |
| Curated           | Premium/Luxury* |
| No Cost           | Free            |
| Return / Earnings | Profit          |

\*Use “luxury” sparingly and only when contextually appropriate. It may appear once or twice, and ideally only to describe the guest experience—not the brand identity itself.

## Formatting Tips

- Keep headlines short and intentional
- Avoid marketing fluff
- Never name-drop celebrities or use gimmicks

# Logo



04

## Logo

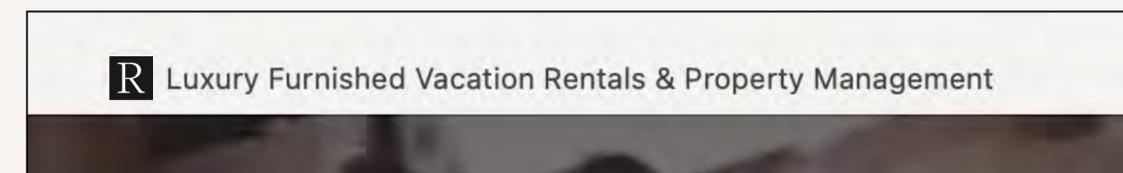
The Rove Travel logo is the foundation of our visual identity. Elegant yet understated, it embodies Rove's promise of refined hospitality, pairing remarkable homes with discerning guests. It embodies timeless sophistication while maintaining a modern, elevated yet welcoming presence.

Our logo should always be used with care and consistency to preserve brand recognition.

The Rove favicon is a simplified version of the logo designed for small-scale digital applications. It should be used in contexts where space is highly limited, such as browser tabs, bookmarks, and social channel profile images.

Access Rove's [logo and favicon here](#).

ROVE  
— TRAVEL —



## Color Variations

To maintain clarity and consistency, the Rove Travel logo should always be used in a color variation that ensures proper contrast and legibility. Whenever possible, use the logo exclusively in Rove Black or white.

### Light logo

Use the white logo on dark or richly colored backgrounds.

### Dark logo

Use the black logo on light or neutral backgrounds.

Avoid placing the logo on busy, patterned, or low-contrast imagery that compromises readability. Whenever possible, use the logo in black or white for maximum contrast and clarity.

The image shows the Rove Travel logo in dark grey/black text on a light grey background. The word "ROVE" is in a large, serif font, and "TRAVEL" is in a smaller, spaced-out serif font below it, flanked by two horizontal lines.

ROVE  
— TRAVEL —

Dark Rove logo on light background

The image shows the Rove Travel logo in white text on a solid black background. The word "ROVE" is in a large, serif font, and "TRAVEL" is in a smaller, spaced-out serif font below it, flanked by two horizontal lines.

ROVE  
— TRAVEL —

White Rove logo on dark background

# Usage

Do not stretch, distort, recolor, or place the logo on backgrounds that compromise legibility.

## Clear space

To maintain visual clarity and brand integrity, always surround our logo with sufficient clear space. This space should be equal to the height of the “O” in the logo on all sides, regardless of format or placement.

## Minimum sizing

To ensure legibility, the logo should never appear smaller than 100px wide on screen or 1.25” wide in print.



100px/1.25"

## Simplified Logo

This is a "simplified" version of the logo. It should be used when logo size is small, and in places like:

- ROVE or ROVE+ products
- Reviews on our website
- Host and Guest logged in navigation bar

R O V E

R O V E +

## In Use

Use the simplified logo in situations where space is limited or a more streamlined mark is appropriate.

This includes ROVE and ROVE+ product labels, on-site reviews, and in logged-in navigation bars for hosts and guests. It ensures clarity and brand recognition at smaller sizes.

ROVE+

# *New York City* property management – for the market's *lowest* fee

Never stress about maximizing revenue, handling a challenging guest, or a late night lock-out again.

[Apply Now](#)

15%

### Industry-Low Fee

Earn more with the lowest management fee available:  
15%

24/7

### Concierge Support

Rest easy while Rove's concierge team handles all  
guest communication



### Expert led AI-Pricing



### Cleaning Team Coordination

# Typography

05



# Typography

Incorporating a serif typeface into our brand system adds personality, warmth, and visual contrast. It contributes to the overall brand expression while allowing the sans-serif logo and alternate typeface to stand out with greater clarity and distinction.

The medium weight offers a balanced, confident tone, while regular conveys subtlety and refinement. Use sparingly and intentionally to create emphasis without overwhelming, ensuring Spezia B complements, rather than competes with, the clarity of Geist.

# Spezia B

## Regular

AaBbCcDdEeFf  
 GgHhIiJjKkLlMm  
 NnOoPpQqRrSsTt  
 UuVvWwXxYyZz

## Medium

**AaBbCcDdEeFf  
 GgHhIiJjKkLlMm  
 NnOoPpQqRrSsTt  
 UuVvWwXxYyZz**

# Typography

The italic weight of Spezia introduces a subtle sense of motion, emphasis, and elegance. Its refined slant brings energy and personality to supporting text while maintaining harmony with the primary type system.

Use italics sparingly to highlight key phrases, quotes, or moments of contrast. When applied intentionally, Spezia Italic enhances hierarchy and storytelling without competing with the clarity and structure of Geist.

# Spezia B

*Regular Italic*

*AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSsTt  
UuVvWwXxYyZz*

*Medium Italic*

***AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrSsTt  
UuVvWwXxYyZz***

# Typography

Geist is Rove’s core sans-serif typeface, chosen for its clarity, versatility, and modern, timeless feel. It serves as the foundation for our brand typography, used across headers, sub-headers, and body copy to ensure readability and consistency in both digital and print applications.

Its clean forms and balanced proportions make it ideal for delivering information with confidence and ease, complementing the elegance of Spezia B without distraction.

# Geist

## Light

AaBbCcDdEeFf  
 GgHhIiJjKkLlMm  
 NnOoPpQqRrSsTt  
 UuVvWwXxYyZz  
 1234567890

## Regular

**AaBbCcDdEeFf  
 GgHhIiJjKkLlMm  
 NnOoPpQqRrSsTt  
 UuVvWwXxYyZz  
 1234567890**

# Type Hierarchy

Rove's type hierarchy creates clarity, consistency, and refinement across all communications. Spezia B defines editorial moments, reserved for headlines, pull quotes, and decorative headers, adding warmth and distinction.

Geist establishes the core structure, providing legibility and balance for sub-headers, body copy, and functional text. Together, this pairing ensures information flows intuitively, guiding the reader from statement to detail while maintaining a cohesive and elevated brand voice.

# Live Exceptionally, Anywhere.

**That is the Rove promise to you.**

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Discover more

# Type Specs

## Spezia B (Serif)

- Use: Editorial moments, pull quotes, H1 and H2 headers
- Leading: 1.2x type size
- Letter spacing -5%

## Geist (Sans-Serif)

- Use: Core typeface for all sub-headers and body copy
- Sub-headers: 0.6x H1 size, leading 1.5x
- Body copy: 0.4x decorative header size, leading 1.6x

|      |   |
|------|---|
| H1   | Live Exceptionally, Anywhere.   |
| H2   | That is the Rove promise to you.  |
| Body | <p>Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.</p> <p>Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p> |
| CTA  | <div data-bbox="2182 1647 2648 1772" style="border: 1px solid black; border-radius: 15px; padding: 5px 20px; display: inline-block;">Discover more</div>  |

# Type In Use

Rove's typography balances warmth and clarity across all digital experiences. Spezia B adds sophistication in editorial moments and key headlines, while Geist ensures readability and consistency in navigation, sub-headers, and body copy.

Together, they create a seamless hierarchy that feels refined, modern, and effortless, reinforcing the brand's elevated aesthetic throughout the website.

R O V E  
— TRAVEL —

Apply for free

## Maximize your earnings with Rove Travel

List on Rove, Airbnb, and VRBO from one platform for free

"Operating a short term rental is rarely as easy buying a property and posting it online... Rove can help investors avoid costly mistakes."  
**BUSINESS INSIDER**

"Rove bridges the gap between Airbnbs and hotels. Offering a 'boutique hotel' approach to managed homes."  
**inman™**

"Many of Rove properties feature far above the standard in luxury amenities, including private patios and hot tubs."  
**NEW YORK WEEKLY**

## The Rove Advantage

**20% more income**

List your luxury home across Rove and other channels to drive more bookings.

**95 hours per year saved**

Optimize your listings and streamline operations with AI at no extra cost.

**\$5M protection**

Gain peace of mind with \$5M damage protection and advanced guest-screening.

Everything you love about Airbnb <sup>Test Font</sup> plus access to Rove's <sup>Test Font</sup> software and clientele

# Color

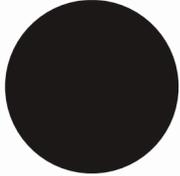
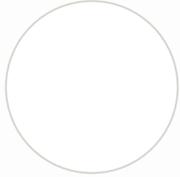
06



# Current Colors

Rove’s current palette pairs a foundation of timeless neutrals with brighter accent tones. The neutrals—black, white, tan, and green—project a grounded sophistication that aligns with the expectations of our high-net-worth guests and homeowners.

The introduction of orange and blue was intended to add warmth and femininity to better appeal to our female clientele, but these shades skew more youthful and casual. This creates a disconnect, softening the brand’s polish in a way that doesn’t fully reflect the refined, elevated experience our audience seeks.

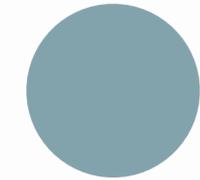
|   |  |  |
|---|--|--|
|  <p>ROVE BLACK<br/>#1C1919</p>       |  <p>ROVE TAN<br/>#8E8B85</p>      |  <p>ROVE BLUE<br/>#AAD4D2</p> |
|  <p>ROVE WHITE<br/>#FFFFFF</p>      |  <p>ROVE GREEN<br/>#524E48</p>   |  |
|  <p>ROVE OFF WHITE<br/>#F8F4F2</p> |  <p>ROVE ORANGE<br/>#F0BEAA</p> |  |

# Color Palette Evolution

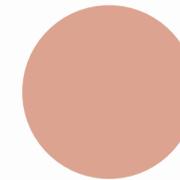
The proposed color palette introduces a sophisticated and mature range, designed to better resonate with Rove's target audience. Derived from the existing palette, the new colors build on what's familiar while refining the tones to feel more elevated and timeless. These hues bring depth, subtlety, and restraint that align with the brand's promise of elevated hospitality and curated experiences. The result is a visual identity that feels confident, intentional, and attuned to guests and homeowners who value taste, trust, and a refined design aesthetic.



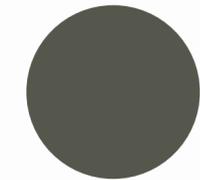
CREAM  
#F8F4F1



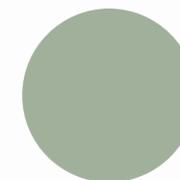
SHIFTED TEAL  
#819FC8



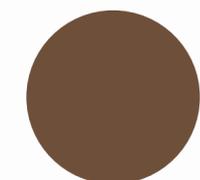
DUSTY CORAL  
#D09C89



DEEP MOSS  
#56584D



SAGE  
#8A9586



RICH LEATHER  
#7B5034

# Color Palette Evolution

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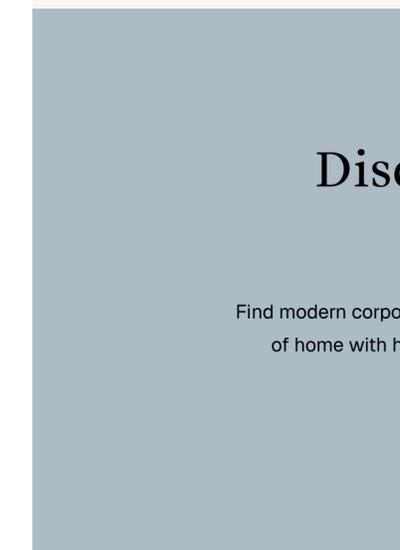
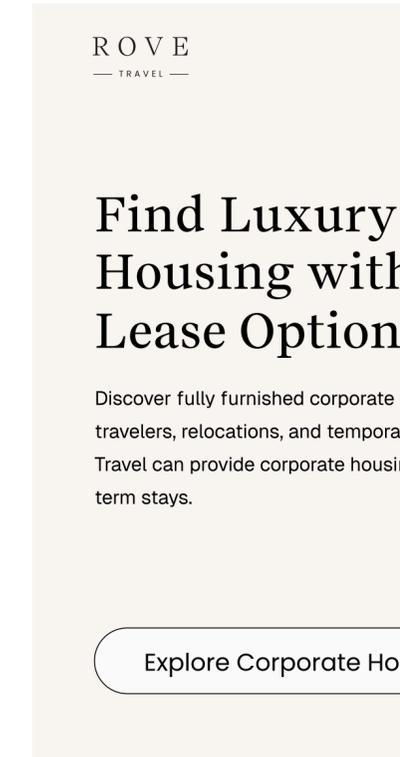
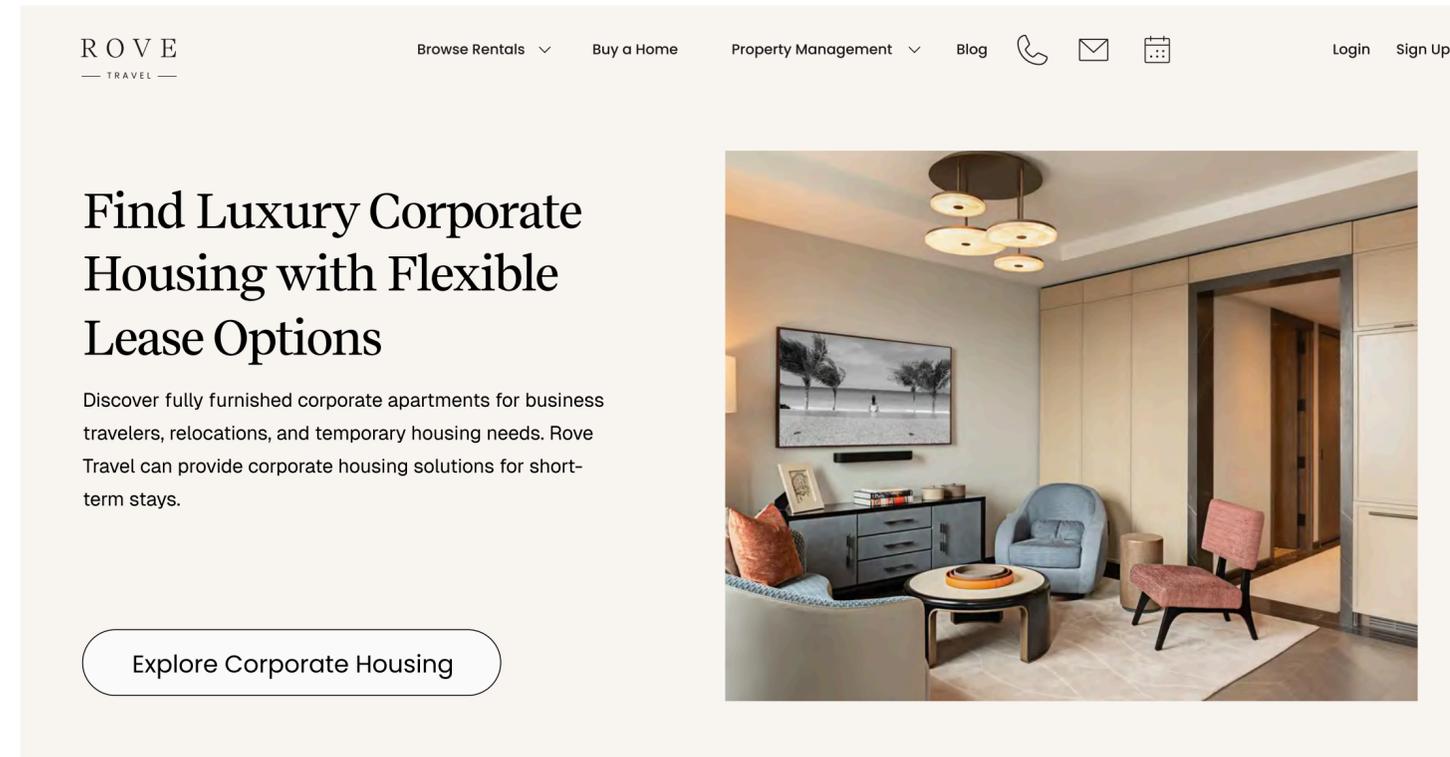
ROVE BLACK  
#1D1919



ROVE WHITE  
#FFFFFF

# Color In Use

On web pages, Rove’s color palette should create a refined, welcoming experience. Neutrals provide a clean, sophisticated foundation, while accent colors are used sparingly to highlight key actions and guide the user’s eye. The balance of subtle backgrounds with purposeful areas of color ensures the interface feels elegant, intuitive, and aligned with Rove’s elevated brand aesthetic.



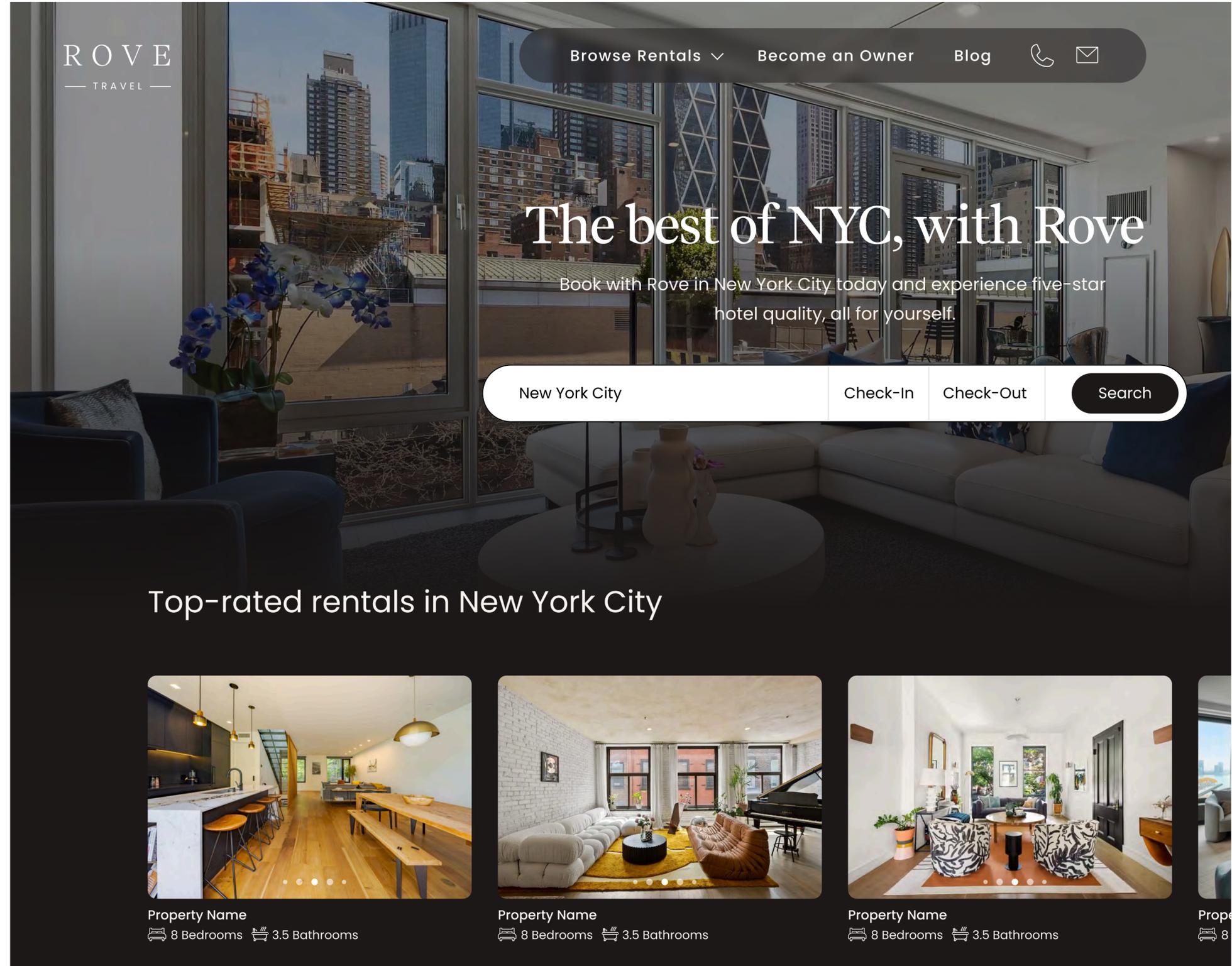
## Why Choose Rove Travel?

The best choice for your New York City sublet. Rove Travel isn't just another rental service - we're your partner and aim to find you the ideal NYC sublet. From exclusive luxury listings to personalized service, we go above and beyond to ensure an exceptional experience. Choose Rove for a sublet experience that's

# Market-Based Backgrounds

Background color can shift by location to create a sense of place while maintaining brand consistency. For example, New York may feature a dark background to convey its urban sophistication, while The Hamptons uses a light background to reflect its airy, coastal atmosphere.

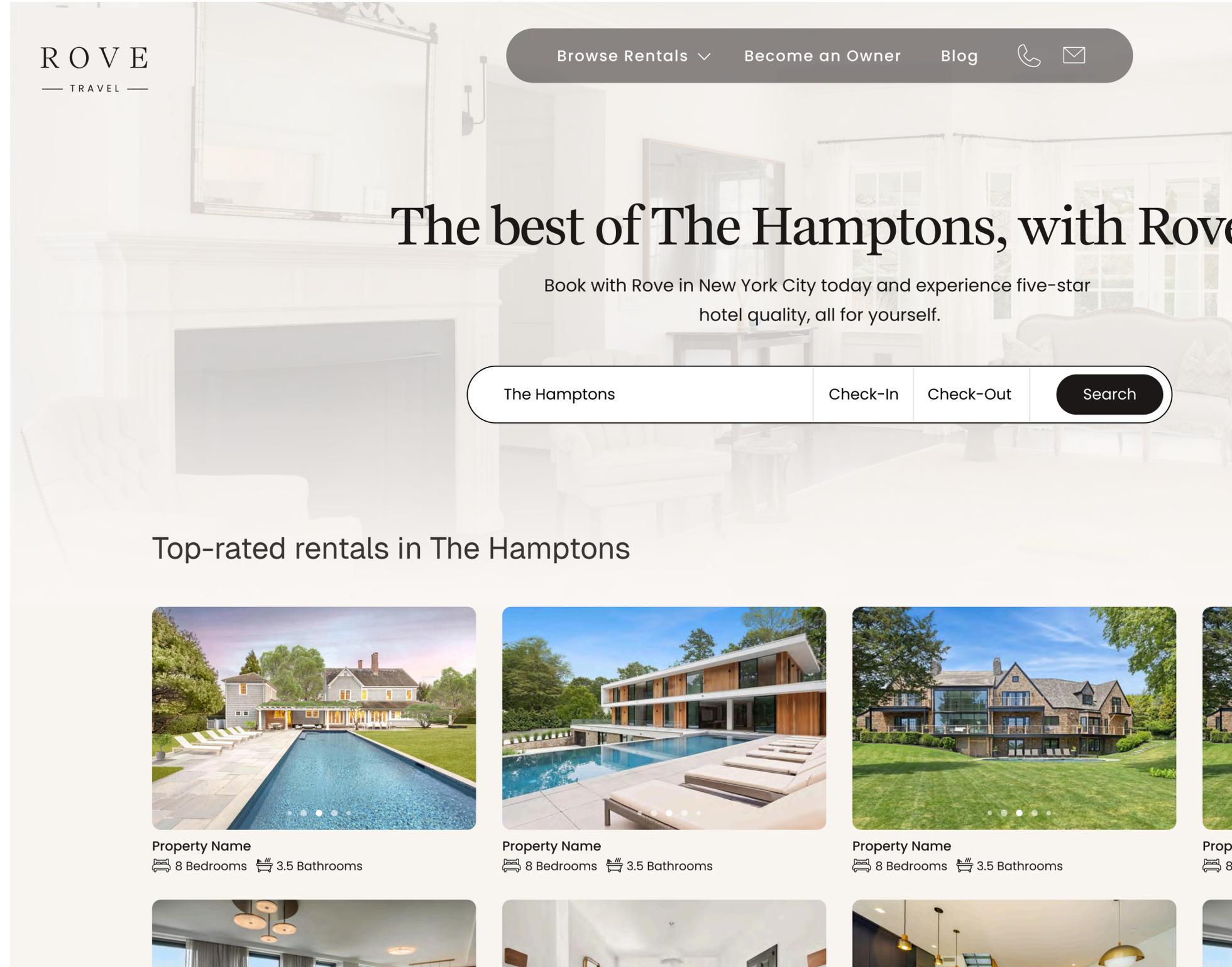
This approach adds subtle personality and context to each destination without compromising Rove's refined, cohesive aesthetic.



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# Photography



07

# Photography

Our photography style is approachable, authentic, and human. Images should convey a sense of warmth and invitation, drawing viewers in with natural lighting, rich tones, and genuine moments.

The goal is to create a sense of belonging, whether showcasing spaces or people interacting with them, each photograph should reflect the brand's welcoming and aspirational spirit.



# Photography Treatment

Rove photography should feel natural, refined, and authentic. A consistent approach to editing, lighting, and composition creates a cohesive visual style that feels effortless yet intentional. Images should capture genuine interactions, always grounded in meaningful context that reflects how our homes are experienced.

Show the full breadth of each property, from inviting outdoor spaces to dining, living, and sleeping areas ensuring guests can clearly envision the stay.



# Market-Based Imagery

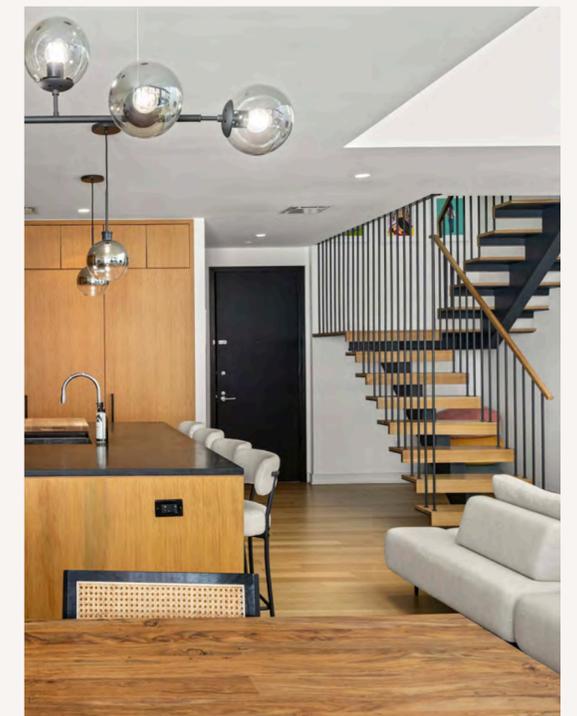
Imagery should reflect the character of each location while maintaining Rove's consistent aesthetic. In urban environments like New York City, emphasize interior photography, capturing sophisticated spaces, thoughtful details, and a sense of calm amidst the city's energy.

For suburban or rural settings, highlight exterior photography, showcasing the home's architecture, landscape, and connection to its surroundings. This approach ensures our visuals feel authentic to place while always delivering on Rove's promise of elevated hospitality.



# Photography Treatment

Whenever possible, rely on natural light, thoughtful framing, and beautiful vignettes or “moments” to keep imagery clean and polished. Above all, every photograph should embody Rove’s promise, curated homes, elevated hospitality, and exceptional guests, expressed with elegance, warmth, and quiet confidence.



# Photography Coloring

Always prioritize natural light to achieve warmth, but when it isn't available and images appear cooler, adjust in post-production to maintain Rove's warm, refined aesthetic.

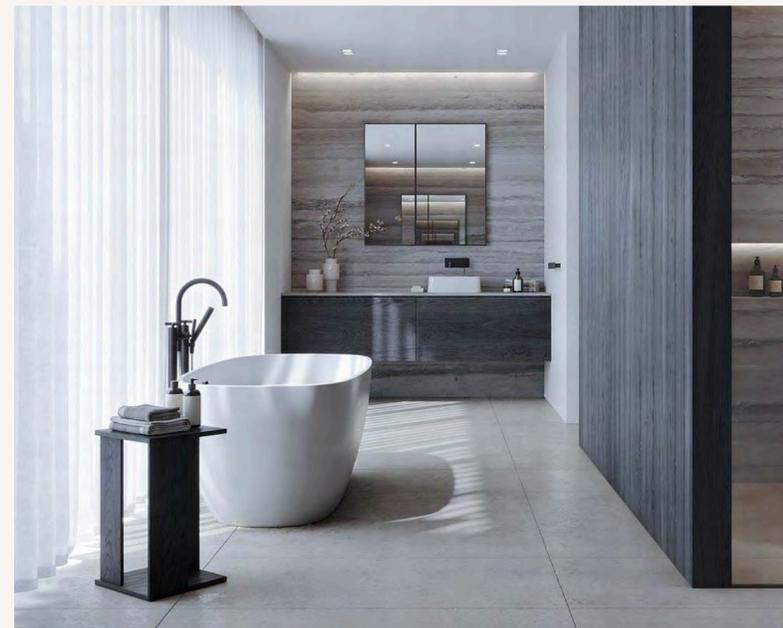
Subtly increase temperature, balance tones, and soften contrast to restore a natural sense of comfort and hospitality. Edits should never feel heavy-handed or artificial, the goal is to enhance what's captured so that every photo reflects the brand's elegant, welcoming tone.



Before



After



Before

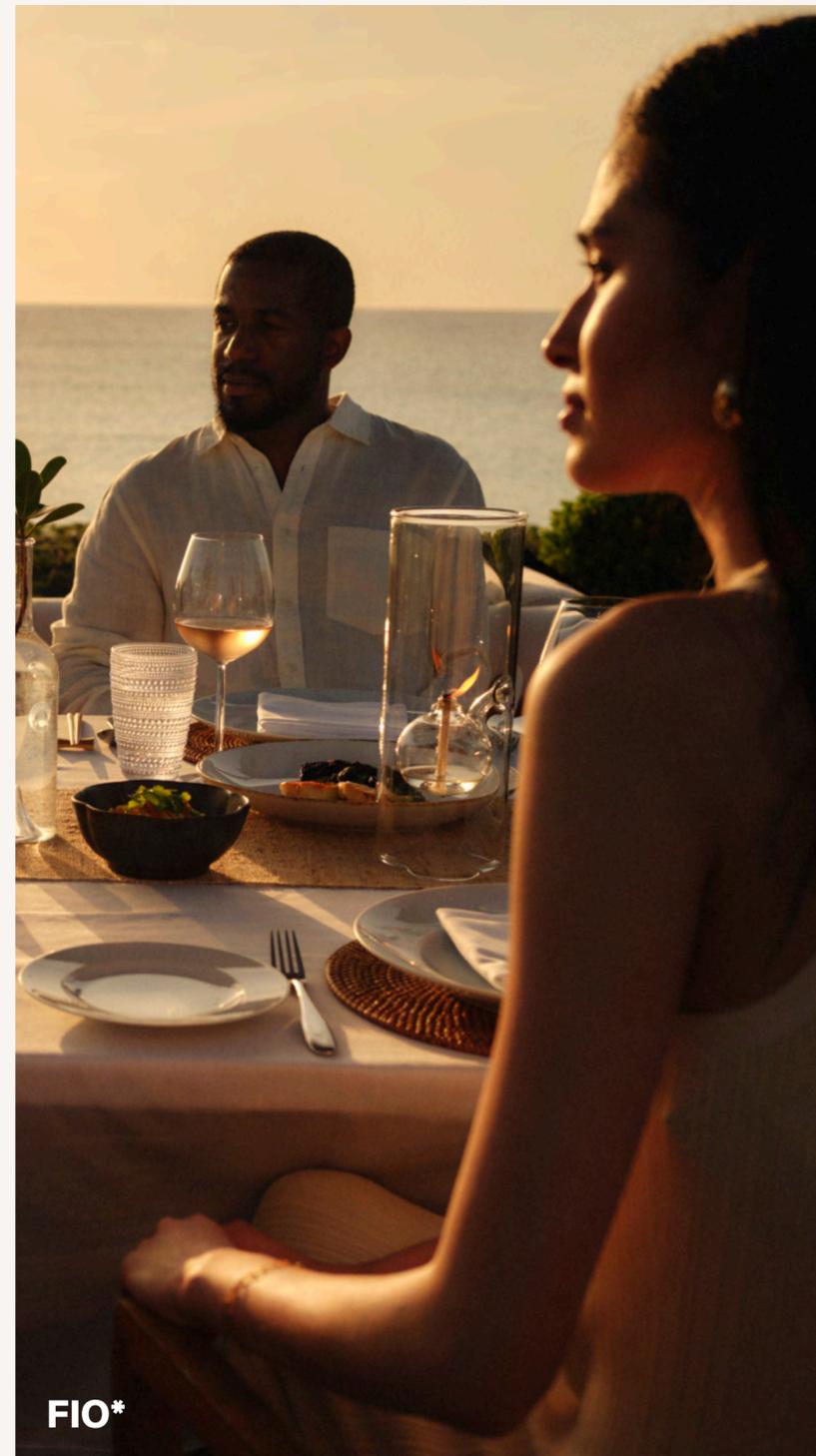


After

# Lifestyle Imagery

Rove's lifestyle photography should capture the feeling of an elevated stay, warm, polished, and effortlessly authentic. Images highlight how guests experience our homes: a family gathered around the dining table, friends enjoying a glass of wine in the living room, or someone unwinding on a terrace at sunset.

The focus is on genuine moments and refined details rather than posed or overly staged scenes. Every shot should reflect Rove's hospitality values, comfort, elegance, and trust, while showcasing the home as the backdrop for meaningful experiences.



\*For inspiration only, don't have rights to use photo



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# Lifestyle Imagery

## Do's

- Use natural light and warm tones for an inviting feel.
- Keep compositions clean, simple, and refined.
- Capture candid, natural moments of ease.
- Show quiet sophistication, not flashiness.
- Highlight thoughtful hospitality details.
- Balance people and space in each frame.
- Ensure people displayed are ideally middle aged or older, some family imagery is okay.
- Lifestyle shots should feel calm, relaxing and peaceful.



# Lifestyle Imagery

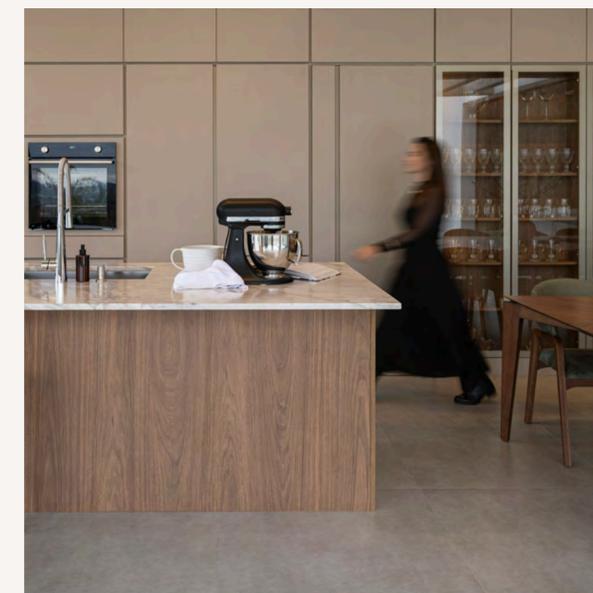
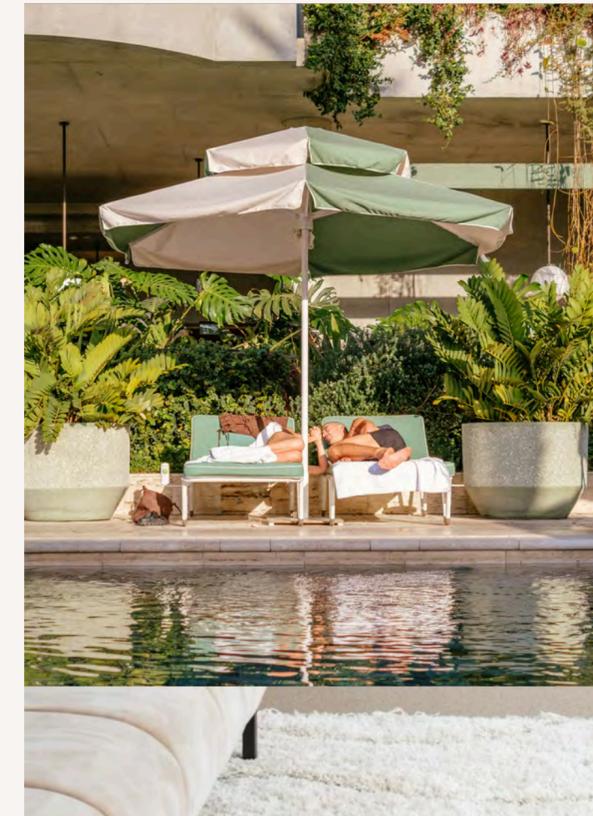
## Don'ts

- Avoid beachy, casual, or resort-style vibes.
- Don't clutter or over-style the scene.
- Skip flashy or over-the-top "luxury" tropes.
- Avoid transactional, real-estate-like shots.
- Don't show cluttered, personal, or lived-in spaces.
- Avoid harsh lighting or cold tones.
- Absolutely no images of "Partying" outside of tasteful dinner parties.



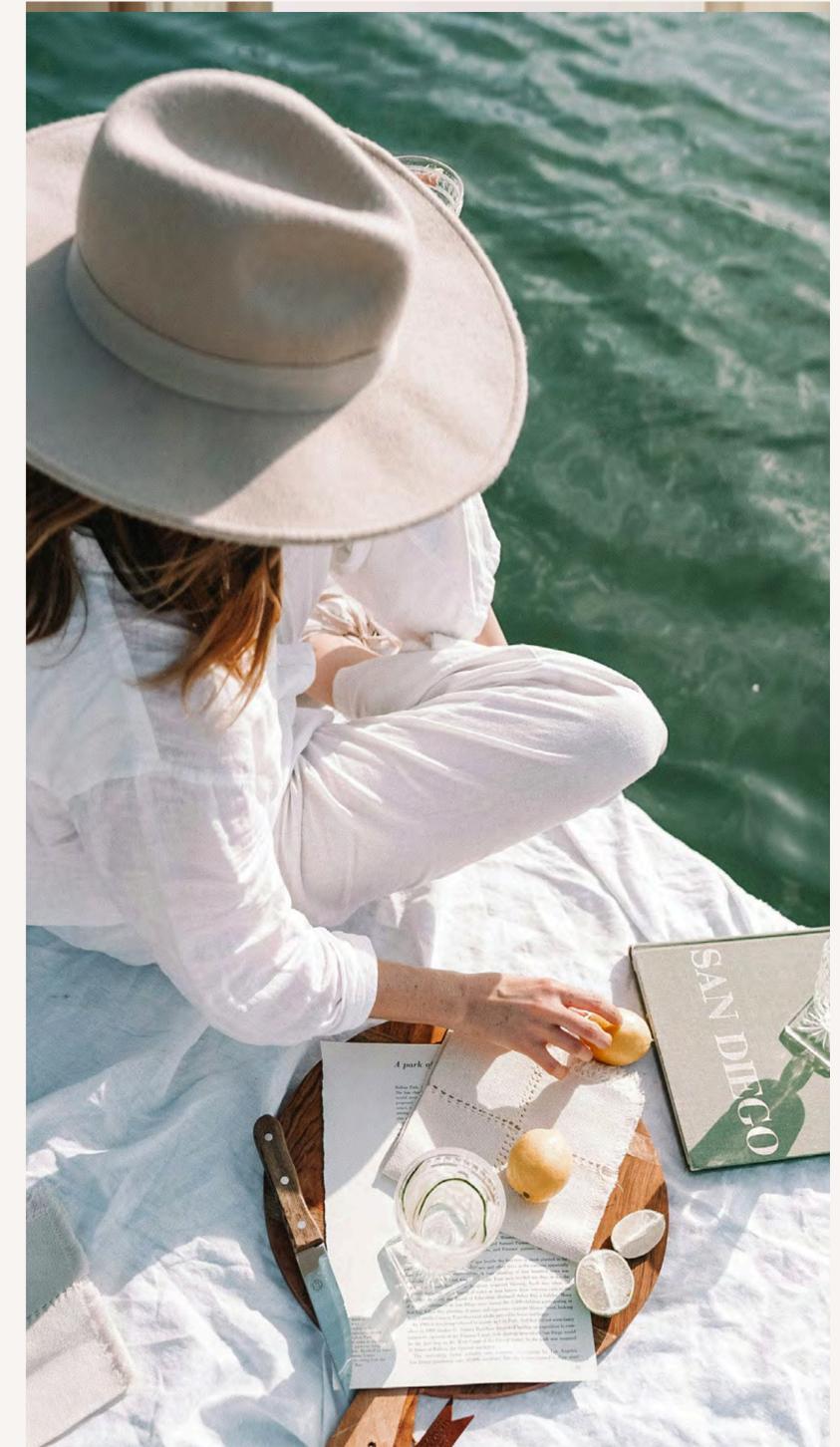
# Lifestyle Imagery

Here are additional examples of Rove lifestyle photography, highlighting authentic moments all reflecting the warmth and refinement of the Rove experience.



# Lifestyle Imagery

Here are additional examples of Rove lifestyle photography, highlighting authentic moments all reflecting the warmth and refinement of the Rove experience.



# Iconography

08



# Iconography

Rove uses the Phosphor icon set in a thin line weight (1px) across both product and marketing applications. When a needed icon doesn't exist, a custom version is created in the same style and added to shared libraries to ensure consistency and accessibility.

Our core icons are designed for clarity at smaller, uniform sizes, while a complementary set of larger icons is reserved for diagrammatic use and marketing, serving as an elevated graphic treatment.

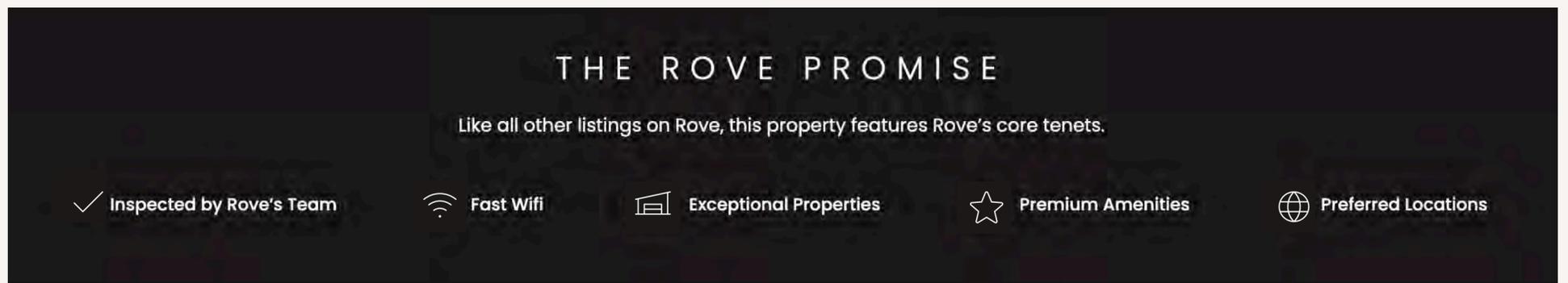
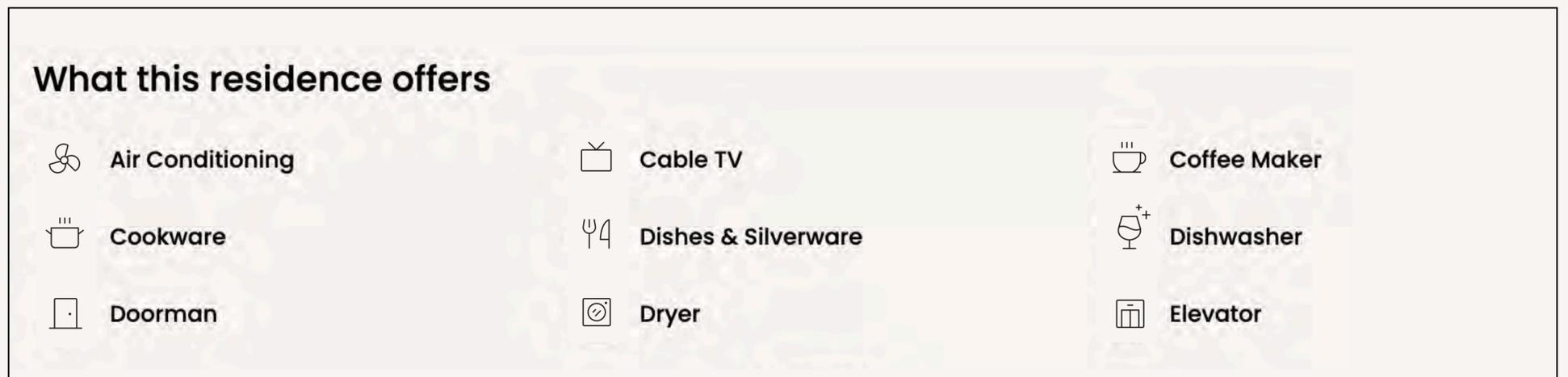
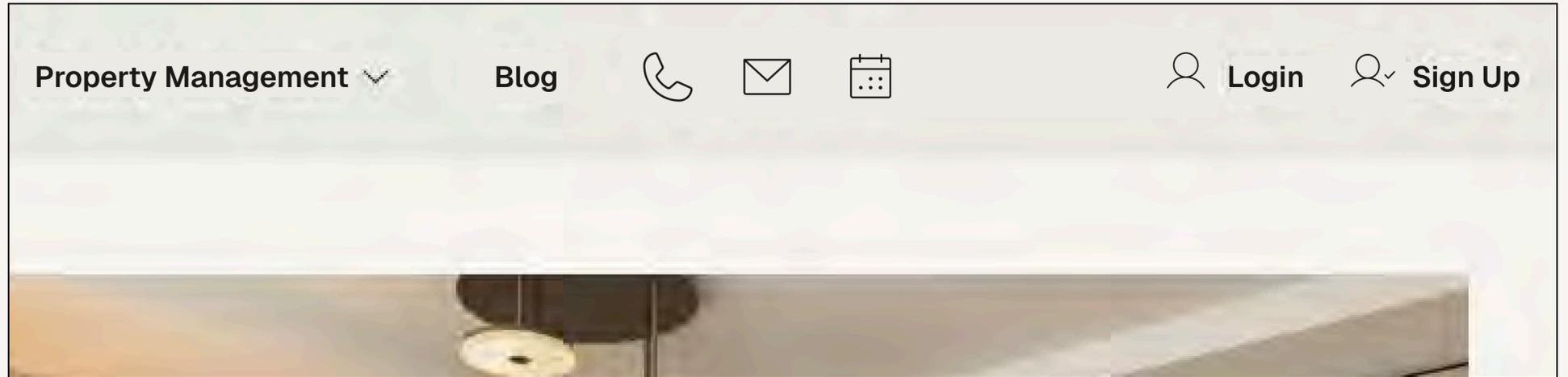
Access Rove's [custom icons here](#).



# Icons in Use

Our icon system is designed to feel intuitive and unobtrusive, supporting the brand without overwhelming it.

Icons are used to enhance clarity, whether guiding a guest through booking, highlighting home amenities, or illustrating key services in marketing materials. They are always applied at consistent sizes and line weights, ensuring a cohesive visual rhythm across digital and print touchpoints.



# Icons in Use

The core Phosphor icons are used across all marketing and product applications.

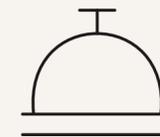
For applications larger than 60x60 pixels, such as illustrating product features, benefits, or other marketing needs, a custom icon set is used. These larger icons feature added detail for clarity at scale while maintaining consistency with the Phosphor set.

Their style remains minimal and refined: no fill, a single consistent line weight, and as few lines as possible to communicate each message elegantly. At 100px wide, icons use a line weight of 2pts..



## Luxury New York City Living with Hotel-Style Services

Luxury interiors, prime locations, exclusive amenities, and on-demand services—everything you need for an effortless stay in the city.



On-Demand Housekeeping

Let our staff deal with the housekeeping hassle. We'll provide cleaning as you need it, with options for laundry services and linens.



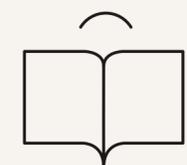
Luxury Interiors

Our serviced apartments feature modern, high-end furnishings, fully equipped kitchens, laundry facilities, air conditioning, and spacious living areas.



Prime NYC Locations

Stay in the heart of the city, close to major landmarks, business districts, and entertainment



Transparent & Hassle-Free

No hidden fees, just clear, transparent pricing and comprehensive financial reporting to keep you