

follow 

People first. Results follow.


THE
METROPOLITAN
SPRING HILL

METROPOLITAN

THE
METROPOLITAN
SPRING HILL

Case Study

The Metropolitan

Branding/Website



The Metropolitan

As Brisbane's first official "Motor Inn" constructed in the 1950's, the Metropolitan Motor Inn represented a classic part of Brisbane's retro history. The owners recently created an amazing inhouse dining experience with Restaurant Indriya, and approached Follow to help create a new direction for the property.

Via our branding strategy process, Follow settled on a whole new look and feel for "The Metropolitan", focusing on the quirky retro feel and amazing personalised service, leveraging the major points of difference. This resulted in a coherent feel of belonging and satisfaction when encountering the brand.

We translated the new logo and new look across various collateral including signage, stationery, uniforms and various signature design elements. In addition our digital team designed and developed a whole new web presence, with integrated booking system and offers management, to deliver a first class experience for potential guests.





THE
METROPOLITAN
— SPRING HILL —



THE
METROPOLITAN
— SPRING HILL —







P (07) 3831 6000
E info@metropolitanspringhill.com.au
106 Leichhardt Street, Spring Hill Qld 4000
www.metropolitanspringhill.com.au



(07) 383 6000 | info@metropolitanspringhill.com.au
106 Leichhardt Street, Spring Hill Qld 4000

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce dignissim pretium consectetur. Curabitur tempor posuere massa in varius. Pellentesque viverra nibh eu vehicula mattis. Nullam porta facilisis justo, a feugiat dolor sodales sed. Vestibulum neque nisi, elementum tincidunt metus sit amet, egestas bibendum enim. Aenean a blandit elit, vel rutrum mi. Nunc dapibus turpis sed massa aliquet tincidunt.

Pellentesque id neque ligula. Nullam posuere, ligula a mattis posuere, lacus nisl adipiscing nunc, eu congue justo est ut diam. Nam quam nibh, dignissim non consequat in, semper eget purus. Nulla arcu sapien, viverra vitae metus tempor, congue ornare diam.

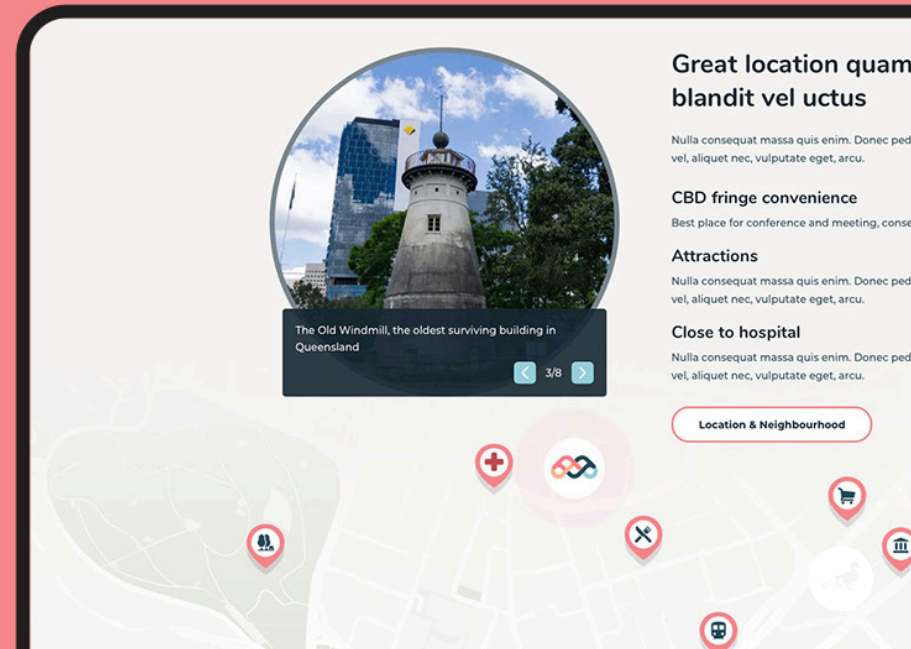
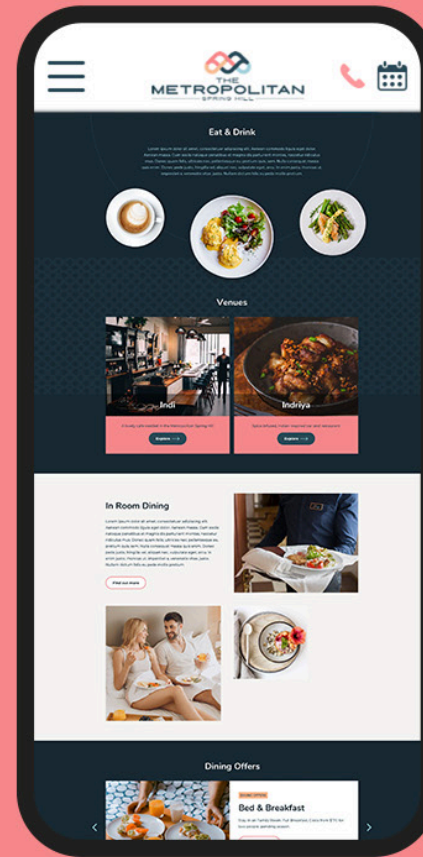
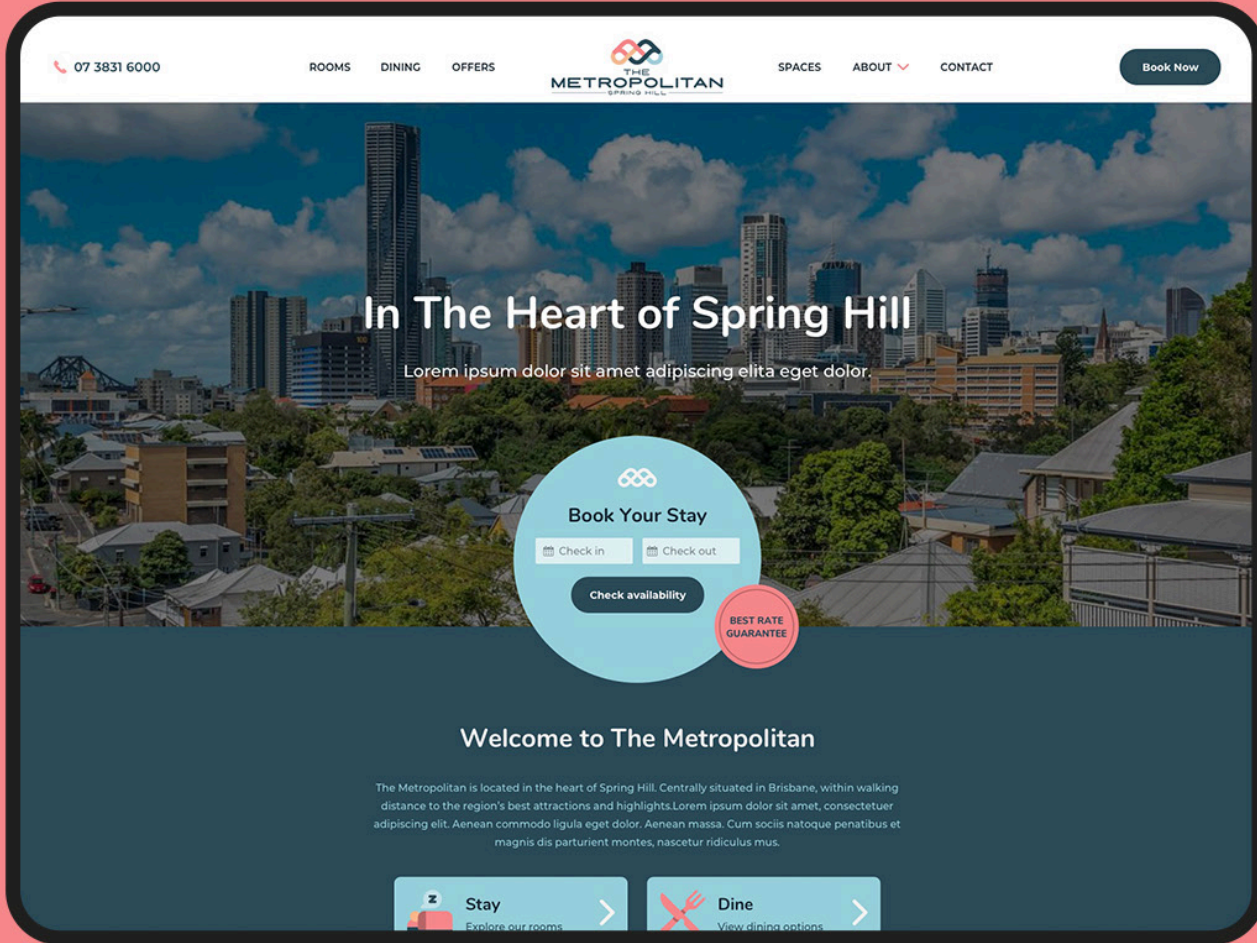
Pellentesque vel nibh tempus, ullamcorper tortor sed, bibendum augue. Phasellus sollicitudin justo et quam aliquam sollicitudin. Sed eget nibh mollis, mattis sem et, viverra nulla.

Creative Art Director
Pellentesque id neque ligula. Nullam posuere
www.companyname.com



www.metropolitanspringhill.com.au





Stay where your name means more than the numbers

Accommodation

Book Now

Explore our rooms

The MetroMetropolitan's room offerings carefully envision on the Brisbane accommodation scene, with just over 50 rooms available in our refreshing spaces on the Gold Fringe. The quality of regional accommodation from our base in the Gold Coast and the use of theme from that has given our in-room experience a distinctive and highly safe over typical modern hotels.

Queen Metro

1 queen bed (2 guests)

LCD TV **FREE WIFI** **SAUNAS**

Queen bed, ensuite bathroom, LCD flat screen TV, desk, free fridge, tea/coffee making, safe, iron &熨斗 board, balcony, free WiFi internet included.

View details

Twin Metro

2 single beds (2 guests)

LCD TV **FREE WIFI**

Two single beds, ensuite bathroom, LCD flat screen TV, desk, free fridge, tea/coffee making (including coffee machine), safe, iron &熨斗 board, free WiFi internet included.

View details

Triple Metro

3 single beds (3 guests) / Up to 2 guests

LCD TV **FREE WIFI**

3x single beds, ensuite bathroom, LCD flat screen TV, desk, free fridge, tea/coffee making, safe, iron &熨斗 board.

View details

Indriya

Our Indriya street food space offers a casual dining & drink option in a relaxed atmosphere.

Find out more

Indriya

A unique street space unlike any other.

Find out more

07 3831 6000

ROOMS DINING SPACES ABOUT

Stay in the Heart of Spring Hill

Where your name means more than numbers!

Long Stay / 14 Days Self Isolation Stay Accommodation PROMOTION

Dial us direct between 9am-8pm on 3831 6000 for a great price!

Book Your Stay

Check in Check out

Check availability

STAY WITH US CUSTOMER

Stay at The Metropolitan

The Metropolitan is located in the heart of Spring Hill offering accommodation in 60 diverse, modern and eclectic spaces perfect for the business and leisure traveller. Our choice of rooms and services is designed to provide a superior stay in the city's most vibrant, historic and accessible area.

- Stay** Explore our rooms
- Gather** Check out our spaces
- Dine** View dining options
- Experience** Explore the things to do

Spring Hill Accommodation

Our most style accommodation provides select rooms, built the way they need to be for the modern traveller. Located in the heart of Spring Hill, our accommodation is designed to provide a superior stay in the city's most vibrant, historic and accessible area.

Our most style accommodation provides select rooms, built the way they need to be for the modern traveller. Located in the heart of Spring Hill, our accommodation is designed to provide a superior stay in the city's most vibrant, historic and accessible area.

07 3831 6000

- Holiday traveller** Central to everything Brisbane has to offer, base yourself at The Metropolitan
- Business traveller** Located on the doorstep of Brisbane's bustling business district, The Metropolitan
- Medical professional** Located in the heart of Spring Hill, our accommodation is designed to provide a superior stay in the city's most vibrant, historic and accessible area.

07 3831 6000

ROOMS DINING SPACES ABOUT CONTACT

Dine With Us

Savour unique experiences

Book Now

Our unique accommodation experience is complemented by our quality restaurant dining options. We want you to make your stay at The Metropolitan a memorable one with something to talk about. Our diverse dining options are designed and crafted to cater to all tastes and preferences, so when you have become a guest and a diner.

Eat, Drink ... Stay merry!

Our unique accommodation experience is complemented by our quality restaurant dining options. We want you to make your stay at The Metropolitan a memorable one with something to talk about. Our diverse dining options are designed and crafted to cater to all tastes and preferences, so when you have become a guest and a diner.

Venues



follow 

People first.
Results **follow.**

For additional information or queries relating to information contained in this document, please contact Follow.

Phone +617 3394 8440 **Email** create@follow.com.au **The Bower** 433 Logan Road, Stones Corner QLD 4120

follow.com.au