

LUXURY BRANDING



Hotel Branding
Design &
Communications



Hotel Branding Design & Communications



"If there's anything we can do to make your stay more pleasant, just rant about it all over the Internet."

Intelligent Design

Luxury Branding is an agency that specialises in creating distinctive and desirable service brands.

Our team of seasoned design and communications professionals is highly accomplished at crafting distinctive identities and clutter-breaking branding. It is supported by efficient and friendly client service.

Why not apply our renowned strategic thinking and creative credentials to elevate your hotel's positioning, branding and design beyond merely its logo, stationery and menu covers?

With the power of intelligent design, we have helped many of the global leaders in hospitality, travel and tourism define and deliver how they are special and different – special to their guests, passengers and visitors, and different from their competitors.

Our references include Kerzner International, One&Only Resorts, Dorchester Collection, Armani Hotels & Resorts, LUX* Resorts & Hotels, Paramount Hotels & Resorts, Taj Hotels Palaces Resorts Safaris, Oberoi Hotels & Resorts, Belmond, Macdonald Hotels & Resorts and Constance Hotels & Resorts.

Our Approach

Our hotel branding, design and communications service comprises four deliverables:

1. Creative Platform

With focused insight gathering, we define your property's proposition and positioning and will represent these elements inspirationally in the Creative Platform – a strong and sustainable idea on which the branding, design and communications will be built.

2. Design

Alternative brand identity directions are explored and illustrated with sample applications to help you choose one for development. We detail each element of the selected design before its application to a range of items (approximately 50) from the menu of collateral listed overleaf.

3. Delivery

We develop print-ready and digital artwork for every piece of collateral, select and supervise production specialists and quality control the print, production and delivery processes.

4. Communications plan

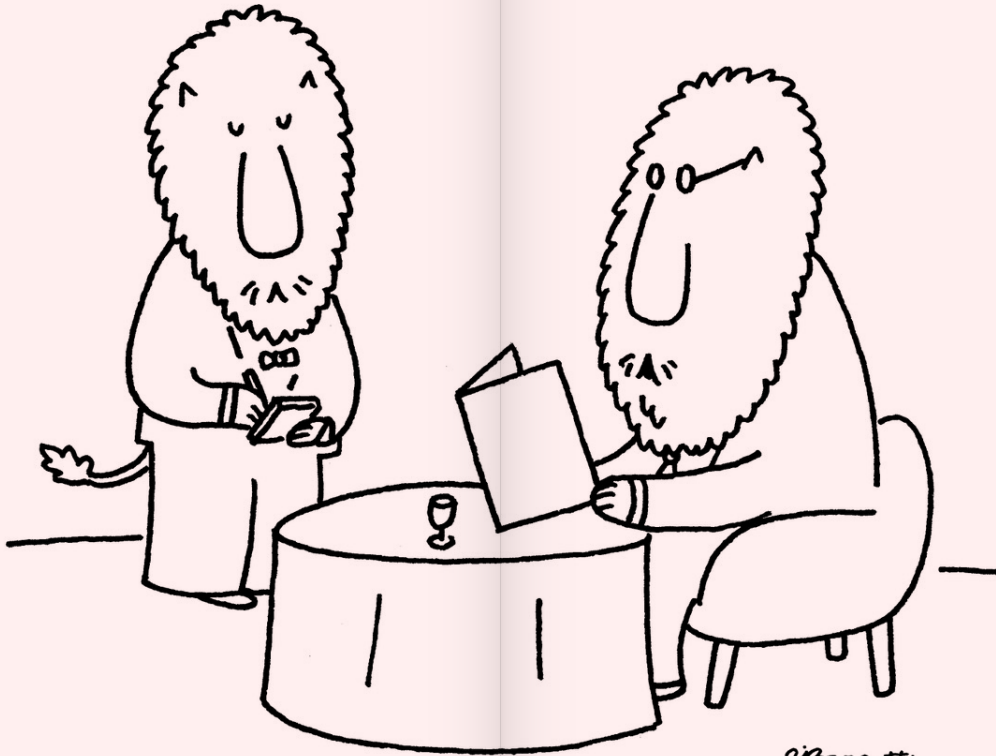
In addition to branding and design, we offer communications support across all media – paid, owned and earned. Included in this package is a communications plan, identifying the audiences, key messages, channels and campaign tools critical to a successful opening or repositioning of your property. If requested, we may also continue with implementation of the plan.

Timing, Fees and Costs

To complete the branding and design elements for a hotel or resort project takes typically between 12-16 weeks, subject to the property's size, facilities and its specific collateral requirements.

Our fully inclusive professional fees for the deliverables described above, which include copywriting, are one hundred and thirty-five thousand pounds (£135,000) ex VAT.

Costs for photography, retouching, illustration, printing and production are additional. We will obtain estimates for any expenses to be incurred from third parties from your existing suppliers or our own contacts. In either case, we recommend that you contract with these vendors directly.



C. P. Borsari

*"I've had a long day, so I don't want anything
that will put up much of a struggle."*

Menu of Collateral

Rooms Division (15)

- Door hangers
- Safe disclaimer card
- Maintenance repair card
- Missed service card
- Laundry delivered card
- Laundry form and price list
- Minibar price list
- tv channel list
- Information booklet
- Hotel directory
- In room dining menu
- Telephone message notepad
- Pen and pencil
- Postcards
- Robe and slippers
- Laundry bag
- Hairdryer bag
- Shoe shine bag
- Draw liners
- Bed linen
- Wet and dry amenities

Front Office (10)

- Guest registration documents
- Guest questionnaire
- VIP check-in leather folders
- Key card and holder
- Luggage tag and receipt
- Vehicle receipt
- Compliments slips
- Special occasion cards
- Information pack and folder
- Services price list
- Babysitting form
- Departure form
- Bill folio and folder
- Reservation cards
- Name tags
- Umbrella

Sales & Marketing (8)

- Posters
- Print advertisement
- Restaurant advertisement
- Press release template
- Press pack folder
- EDM
- Property factsheet
- Property brochure
- Conferencing factsheet
- Banqueting factsheet
- Invitations
- Goodie bags
- Event graphics
- Newsletter template

Corporate Stationary

(8)

GM welcome card
Blank cards
Corporate letterhead
Email template
Powerpoint template
Mailing envelope
Business cards
Notepad
Wrapping and tissue paper
Gift box and bag
Carrier bag
Swing tag

Spa

(4)

Spa brochure
Spa menu
Reservation card
Price card
Spa bill folio
Wet amenities
Fitness leaflet

Outlets

(4)

Menus
Menu folders
Wine list
Waiter pad
Table linen
Coasters
Matches

Signage

(2)

Room numbers
Lobby and lift directions
Executive block

If you would like to start a conversation with
Luxury Branding to harness best-in-class branding,
design and communications to raise the performance of
your hotel or resort, please contact Vanessa De Nardi.

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