



HOTEL BRAND IMAGE DESIGN

酒店品牌形象设计

(匈) 大卫·德罗赞伊克 / 拉斯洛·奥多戈哈 编
贺丽 译



辽宁科学技术出版社

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preface

Design, the concept of making everyday habits enjoyable, was born in the 20th century. This "luxury" has nowadays become essential - it particularly applies to environments where one arrives as a guest.

A hotel can also be regarded as a product; designing its details also requires such uniformity as designing the package of a beverage product family. The primary aim of restaurants and hotels is to make the guests feel comfortable; therefore, functionality is almost as important as aesthetics, completed by consistency. For the whole building to be entirely uniform, we need to appropriately influence a great number of units by a close cooperation with architects and interior designers. Various obstacles that may arise due to limitations of certain technologies - for example, in case of an embroidered, woven or embossed surfaces - can easily be converted into advantages by smart and conscious decisions. A respectful attitude can make the designer become a well-informed and multifunctional professional; this is very important for our agency, since it enables us to keep the structural hierarchy of our company as simple as possible, however, all members have extended authorities. Uniform outcome requires a well-coordinated teamwork, as well as precise mapping of the task; this latter stage is also performed by ourselves - graphic designers.

The abovementioned conditions act as catalysts; along with our strong professional commitment, they have directed our team towards an ever-active and productive pathway. All commissions and tasks are considered as individual projects, where the procedures of completion and future maintenance and refinement are clearly separate.

In order to enhance effectivity, we are working in groups of 2-3 persons within the design studio. Consequently, we continuously accommodate to and work together with each other even during design, which requires great professional respect, human patience and attention, as well as strong professional control regarding the whole procedure, for all products are ultimate results of consensus. This is our most important advantage compared to individual designers since by working as a team we can handle and overcome most of the obstacles of design more effectively; as the proverb says, two heads are better than one. The same applies for

procedures of production preparation - another responsibility of designers. In our opinion, since the designer is capable of creating a unique mixture of technologies, beautiful and satisfactory end-products require that a single person should make decisions concerning design and production. As the designers themselves maintain contact with our clients, we can appropriately represent the abovementioned opinion for the clients, so that we can effectively convince them that it is worth spending a bit more money on certain spectacular print techniques.

The task is extraordinarily complex for hotel branding, as we are designing various end-products, the production method of which is usually different.

Obviously, hotel design also commences with the appearance of demands. The management of the new hotel is usually assembled one year before the actual opening of the hotel; we usually contribute to the activities of the management as external counsellors. Based on our history of hotel design, we are able to give practical advices for our clients, and we can also help assemble the perfect timing prior to the actual launch of the service. In most of the cases sales prior to the opening is of utmost importance, which requires establishment of a realistic, enjoyable picture of the building that is just being built. This impression can convince potential guests and partners to book rooms in advance when the construction workers are still working in the hotel. If all the rooms are booked on the very first day, then it was worth for the client to work with our design studio.

Prior to the actual design activities, it is of crucial importance to collect information on the preferred group of guests as well as on the future style of the hotel. Architects and interior designers can assist us in this respect, as the interior they imagined already determines a certain style. Consultations are followed by research activities by scrutinising well-established hotels with good reputation both abroad and in Hungary. The demands of our clients are compared and contrasted to preexisting hotels and a series of standpoints are established for design, so that we can exclude the possibility of huge mistakes. For example, a hotel for young tourists close to a railway station must not be mistaken for a luxurious wellness hotel; if we start to develop our design plans towards a

前言

wrong direction, future guests may get disappointed. Precise positioning is therefore of utmost importance.

Real work, however, will only start with the design of a logo according to the predefined viewpoints. It can even be considered as a certain kind of experiment, when beyond various criteria, some unique values of the project also have an influence on the result. Logo design is by no means a simple illustration; a more abstract sign can sometimes be stronger than capturing reality. Things that remind us interesting stories can often be more inspiring than the building itself. For instance, in case of Zara Hotel the Middle-Eastern origins of the owner; while in case of Opera Garden the characteristic nineteenth-century motifs of the renovated building provided us inspiration.

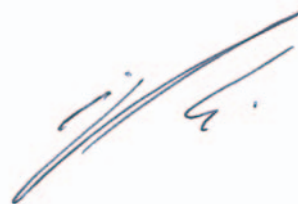
The concept of “bring the building out of the building” is of utmost importance, for by the time the guest actually gets to the building, he or she has already booked or even paid for the room and other services; consequently, the decision has been made based on experiences of the product that have been created – at least in part – by us. At the beginning, decision-making is aided by 3D graphics, and later – after the hotel has been completed and open – by spectacular, perfect photographs. Photo models are frequently found in the photos made by us, since it can be hard to imagine ourselves in a lifeless environment, but if there is life in the pictures, it is very important that it should be an attractive and pertinent person, with whom members the target group could easily identify themselves. The fundamental intention of guests for choosing the given hotel should also be taken into consideration. In case of a boutique hotel, for example, the hotel itself is used as a basis; for Soho Hotel, we have taken vivid and joyful documentary photographs from the close surrounding and combined them with pictures taken from the interiors; while in case of a wellness hotel, services provided by the hotel are emphasised more in the visual appearance of the hotel. Management style is primarily represented by the graphic identity through various communication pathways, which suggests trust and professionalism towards business partners, while it can evoke positive emotions from the guests.

The main concept of the identity is always the dramaturgic line that guests have to follow. Besides perfect functionality, maintenance of continuous admiration and new experiences is also important. The moment when a guest books a room

online an impression is also given, which is further enhanced by appropriate photographs. Approaching the hotel from the airport, the very first real impression is the external appearance of the hotel; therefore, it is as important as the registration sheet itself, which has to be absolutely straightforward. The design of navigation signs on the corridors and in the lobby is preceded by thorough and careful planning, local inspections and modelling - at the time when the interior has not yet been finished, preventing anyone from being lost. In this phase, graphic design gets in a close contact with materials and spatial ratios used during the construction of the building. Small gifts, as well as bathroom equipments will refine the positive overall impression.

The consistent thinking and implementation guarantees that tourists visiting our country will leave Hungary with a uniformly positive image in their minds about the hotel and the overall time spent here - as we are waiting them back!

Dávid Drozsnik and László Ördögh
(Hungary)



设计，这一打造愉快日常生活习惯的理念诞生于20世纪。这种“享受”如今已经成为日常生活中的基本要素，特别适用于一个招待来宾的环境之中。

酒店也可以被视为一个产品，其设计细节与一个饮料产品系列的包装设计要求相似。餐厅和酒店的主要目标是为客户打造舒适的环境；因此，功能性与美学应当并重，相辅相成。对于一个建筑，想要实现功能性与美学理念的统一，需要建筑师和室内设计师之间的精诚合作。受到某些技术局限性的影响，可能会出现各种各样的障碍。例如，就渲染来说，无纺布或浮雕表面可以利用巧妙、明智的设计手法将其转变为设计的优势。一个谦虚礼貌的态度可以帮助设计师拥有一个博学而全面的专业水准；而这对于我们设计工作室来说非常重要，因为它会使我们的结构层次尽可能地保持简单，同时，确保所有的设计成员拥有广泛的合作客户。一致性要求设计团队精诚合作以及对设计项目的明确规划；其中后者通常由我们的平面设计师来执行。

上述提到的条件可以被看作是设计的催化剂，在我们强有力的专业承诺下，它们将为我们指引出一条勇于探索和创作之路。所有的设计佣金和任务被视为独立的项目，完工的程序和未来维护以及改进工程明确分离开来。

为了提高效能，我们工作室的成员常常是以2—3人为一组。随后，我们会在整个设计过程中以专业、认真和审慎的精神为基础密切合作，最终在产品的加工上达成一致的观点。相对于单个的设计师来说，小组合作是我们最重要的优势，我们可以处理和克服设计中最棘手的障碍；正如谚语中所说：“三个臭皮匠顶个诸葛亮。”这同样适用于设计师的另一项任务——项目加工的预先准备工作。在我们看来，因为设计师创造的产品是一个集技术、美学以及满意度为一体的综合性物质，这就要求每个设计师能够对有关设计和加工的问题作出决策。由于设计师自己时刻保持与客户的联系，因此，我们可以为客户适当地提出上述意见，从而，说服他们在某种特定的印刷技术上多投入一些资金。

酒店品牌的打造工作非常复杂，因为我们设计的是各式各样的最终产品，制作的方法经常是截然不同的。

显然，酒店的设计也需要满足外观的要求。新酒店的管理通常在酒店正式营业的一年之前开始运转，我们作为酒店的外部顾问，经常会为酒店的管理活动带来极大的帮助。基于酒店设计的历史，我们能够为客户提供实质性的意见，并帮助在服务实际推出之前制定最佳的时间安排计划。在大多数的情况下，正式营业之前的销售是至关重要的，这就要求建立一个现实、愉悦的建筑规划蓝图。这一良好的印象可以说服潜在客人和合作伙伴在建筑工人仍在酒店作业的情况下提前预定房间。如果所有的房间在第一天就被抢定一空，那么就足够证明客户与我们工作室合作是值得的。

在实际设计活动开始之前，搜集有关首选客户群体信息以及确定未来酒店的设计风格是至关重要的。建筑师和室内设计师在这方面可以协助我们，因为他们对室内的设想已经决定了一种特定的风格。磋商之后是对匈牙利和国外品质酒店展开

的行之有效的研究活动。我们将客户的需求与已建立的酒店进行对比，从而为设计建立一系列观点，最终排除可能存在的重大失误。例如，一个靠近火车站，以年轻旅游者为消费者主体的酒店不能被设计成一个奢华的酒店空间；如果我们的设计规划走错了方向，会让很多未来客户大失所望。因此，精确的定位显得尤为重要。

然而，实际的工作往往以根据预定义的观点所进行的标识设计为出发点。它甚至可以被视为一种特定的尝试，当超出各种标准，该项目的一些独特价值观将对设计结果产生一定的影响。所设计的标识绝不是一个简单的插画，它是一种更加抽象的标志，有时可能会比捕捉现实更具影响力。能够唤醒我们对有趣故事的回忆的事情往往比建筑本身更鼓舞人心。例如，以所有者的中东血统为设计灵感的扎拉酒店、歌剧花园酒店中，19世纪建筑装修的图案为我们提供了灵感。

“将建筑带到建筑之外”的理念是最为重要的，因为一旦客户抵达建筑物内，他或她已经预定甚至是支付了房间和其他服务的费用；因此，决定的做出是以对完成的项目的体验为基础——至少有一部分是和我们设计有关。在开始的时候，决定的做出往往需要3D图形的帮助，酒店完工和开业之后则需要公开展示的完美图片的辅助。在图片中到处会看到我们设计的图片模型，如果身处在一个毫无生气的环境下，其状态是难以想象的，但是如果图片中生机勃勃，将能够吸引相关人物的关注，同时将目标群体简单地拉入到环境之中来。客人选择酒店最基本的意图也应被予以考虑。举例说明，在一家精品酒店中，酒店本身是一个基本条件；而对于一个家庭办公酒店来说，我们就需要将周围的环境融入到生动、欢快的纪实照片之中，并使之与室内环境图片完美结合在一起。管理风格主要由通过不同传达途径设计的平面识别系统而彰显出来，以暗示对商业伙伴的信任和专业服务，同时能够唤起客人的积极情感。

识别系统的主要概念是客人沿循的戏剧性路线。除完善的功能性以外，信誉度的维护和新体验的打造同样重要。当一位客人在网上预定了一个房间，那么在对酒店拥有最初的印象之后，适当的图片能够有效强化这一印象。从机场来到酒店的瞬间，第一个真正的印象是酒店的外观；因此，其对简洁性的要求绝不亚于登记表。走廊和大堂的导航标志设计需要彻底、仔细的规划以及对当地的勘察和模型制作——在室内设计未完成之前，预防漏掉任何元素。在这个阶段，平面设计和材料以及空间比例的设计在建筑施工过程中得到了空前的密切联系。小礼品以及完善的卫浴设备都能够为整体印象带来积极的影响。

一致的理念和实施流程能够确保所有游客对匈牙利酒店拥有良好的印象，并在这里留下美好的回忆——我们时刻期待他们的再次光顾！

大卫·德罗赞伊克，拉斯洛·奥多戈哈
(匈牙利)

Lue Hotel

卢艾酒店

Design Agency: Impero

设计机构: Impero设计公司

Date: 2010

日期: 2010年

Designer: Dirk Paetzold

设计师: 德克·帕特佐尔德

Client: Lue Hotel

客户: 卢艾酒店

Nationality: Australia

国家: 澳大利亚

Where the Hell is Lue? This was the first reaction when the guys from Lue Hotel approached us. Sometimes the first reaction is the most distinctive. So the designer ran with it. Aligning the branding and stationary around the big question the designer created a unique style, taking a mish-mash of elements from different time periods to illustrate the colourful history of almost 100 years and the character of the location - the middle of the Australian nowhere.



卢艾酒店究竟应该如何定位呢? 这是卢艾酒店的所有者委托设计师时提出的第一个问题。往往, 第一个问题是最有特色的。因此, 设计师将其进行了巧妙利用。围绕这个问题设计师运用综合性元素打造了风格独特的品牌和文具用品设计方案。代表不同时间段的元素完美展现了酒店近100年以来丰富的历史文化以及该酒店坐落在澳大利亚核心地段的地理优势。



Krūzes viesu nams



Kruzes Hotel

克鲁塞斯酒店

Design Agency: Andis Niedre

Date: 2006

Designer: Andis Niedre

Client: Hotel Kruzes

Nationality: Latvia

设计机构: 安第斯·耐迪拉设计工作室

日期: 2006年

设计师: 安第斯·耐迪拉

客户: 克鲁塞斯酒店

国家: 拉脱维亚

This is the graphic identity for a boutique hotel, Kruzes. The hotel is located along a beautiful forest lake, where waterlilies bloom. Waterlilies, lake plant motifs and harmonious nature environment served as the inspiration for creating the graphic identity to the hotel. Kruzes is a great place to relax from the urban rush of the city.

该项目是专为克鲁塞斯精品酒店而设计的图形标识。该酒店沿一个美妙的森林湖泊而设，在睡莲的衬托下分外妖娆。睡莲，这一湖泊植物与和谐的自然环境一同为酒店的图案识别设计提供了灵感源泉。克鲁塞斯酒店是人们告别城市喧嚣、找回心灵宁静的乐园。





Omega Hotel

欧米伽酒店

Design Agency: venedi nation

Date: 2010

Designer: Pawel Pilat

Client: CirutDesign

Nationality: Poland

This is the visual identification system for the hotel in Olsztyn, Omega Hotel. Identification based on the browns and minimalist visual form.



设计机构: Venedi Nation设计工作室

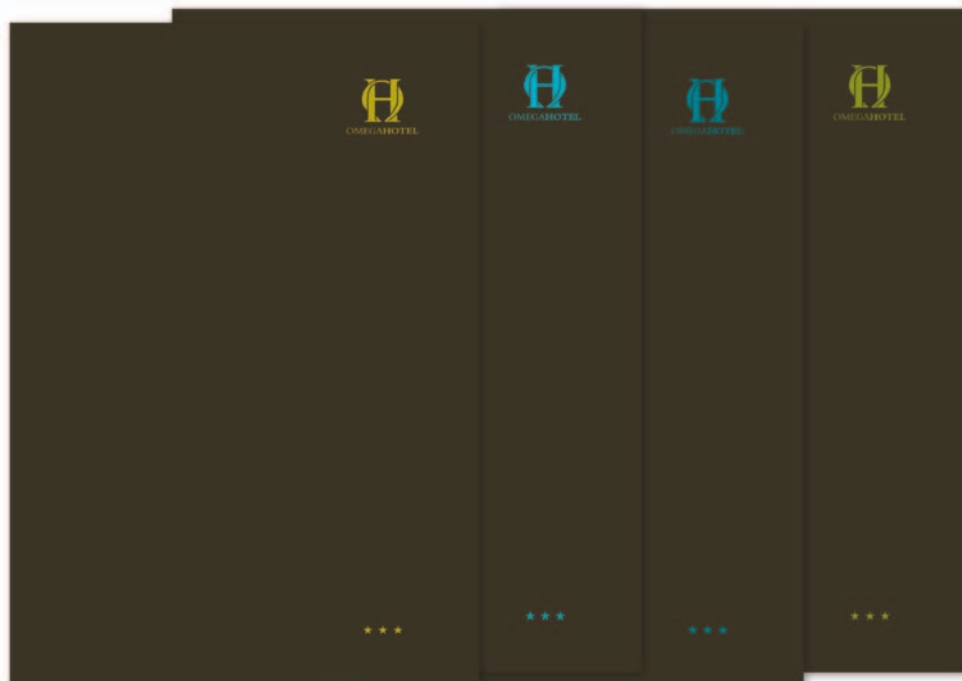
日期: 2010年

设计师: 帕维尔·皮拉特

客户: Cirut设计工作室

国家: 波兰

该项目是专为奥尔什丁欧米伽酒店而提供的视觉识别设计系统。整个设计以棕色和极简主义视觉形式为基础。



TELONOVIGERO
Ω

OMEGA HOTEL

Omega Hotel
ul. Świeńska 4a
10-802 Ciepłyn
www.omegahotel.pl
tel. +48 89 522 03 00

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WELCOME TO OMEGAHOTEL**

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Km: _____
M: _____
Etykieta
Kamery
Etykiety
Wyposażenie
Wysokość
Płyn
Kuchnia

Data przyjazdu / Data of arrival: 12 00
Check-out time: 12:00

Ω
HOTEL

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KARTA MELDUNKOWA REGISTRATION CARD
Ważny do 01.07.2012 *Valid until 01.07.2012*

Przyjazd / Arrival	Pokój / Room
Wyjazd / Departure	E-mail
Nazwisko / Family name	Imię / First name
Obywatelstwo / Citizenship	Data urodzenia / Date of birth
Nazwa firmy / Company name	Nr dokumentu / paszportu / Passport No
Adres / Address Prowadzący / Private <input type="checkbox"/> Te: _____ Firmowy / Company <input type="checkbox"/>	
Ulica / Street	Miasto / City
Kod / Postal code	Kraj / Country
Forma płatności / Method of payment Gotówka / Cash <input type="checkbox"/> Voucher <input type="checkbox"/> Inne / Other <input type="checkbox"/>	
Cena / Price	

Omega Hotel s.p. z o.o. z siedzibą w Ciepłynie 10-802 Ciepłyn, ul. Świeńska 4a. NIP: 142-343-91-11. KRS: 1423057345. Sąd Rejonowy dla M. St. Warszawa XII, XII KRS 00001423057345. NIP: 142-343-91-11. KRS: 1423057345. Sąd Rejonowy dla M. St. Warszawa XII, XII KRS 00001423057345.

Omega Hotel s.p. z o.o. z siedzibą w Ciepłynie 10-802 Ciepłyn, ul. Świeńska 4a. NIP: 142-343-91-11. KRS: 1423057345. Sąd Rejonowy dla M. St. Warszawa XII, XII KRS 00001423057345.

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Podpis gościa / Guest's Signature _____ Podpis recepcjonisty / Receptionist's Signature _____

Ω
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Ω
OMEGA HOTEL

Samode Hotels

萨玛德酒店

Design Agency: Red Design Company

Date: 2010

Designer: Ms. Kavita Chopra Dixit

Client: Samode Hotels

Nationality: India

The Samode Safari Lodge at Bandhavgarh, Madhya Pradesh, is an extravagant wilderness experience cradled in luxury and unusual sophistication. It is located in the heart of tiger country, adjacent to the 450 Kilometres.

The scope of work included: creation of the identity for the property (logo, graphics, colour schemes and typography); stationery design; design of all hotel collaterals (room, bathroom); CD cover with presentation; website.

设计机构: 红色设计公司

日期: 2010年

设计师: 卡维塔·乔普拉·迪克希特

客户: 萨玛德酒店

国家: 印度

坐落于印度中央邦班达伽的萨玛德酒店凭借奢华与非凡的精致之感为客人带来自由的野性体验, 该酒店坐落于印度老虎之乡的中心, 距印度班达伽老虎保护区仅450公里。该项目的设计涉及徽标、图形、配色方案和字体的设计; 文具用品的设计; 所有酒店房间(客房和浴室)的设计; 演示CD封面设计以及网站的设计等。

SAMODE
SAFARI LODGE
bandhavgarh • madhya pradesh



SAMODE
SAFARI LODGE
bandhavgarh • madhya pradesh

If you would like a change of towels,
kindly leave your used towels on the floor.



WE WOULD LIKE TO THANK YOU FOR HELPING US PRESERVE OUR ENVIRONMENT.

SAMODE
SAFARI LODGE
bandhavgarh • madhya pradesh



SAMODE
SAFARI LODGE
bandhavgarh • madhya pradesh



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district umaria - 484661,
madhya pradesh, india.
tel: +91-7653280579

central reservations:
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jaipur - 302002, rajasthan, india.
tel: +91-141-2632407
fax: +91-141-2631397
email: reservations@samode.com

www.samode.com



village mardari, tehsil manpur, district umaria - 484661, madhya pradesh, india.
tel: +91-7653280579 • email: reservations@samode.com • www.samode.com



Samode Safari Lodge
Village Mardari, Post Dhamokhar, Tehsil Manpur,
District Umaria - 484661, Madhya Pradesh, India.
Telephone: 00-91-7653280579

Central Reservations
Samode Haveli, Gangapole, Jaipur - 302002,
Rajasthan, India.
Tel: 00-91-141-2632407, 2631942, 2631068
Fax: 00-91-141-2632370 / 2631397
Email: reservations@samode.com

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Ilion Spa Hotel

伊利安温泉酒店

Design Agency: twomatch!

Date: 2010

Designer: twomatch!

Client: Ilion Spa Hotel

Nationality: Greece

Ilion Spa Hotel is a fully refurbished hotel in the area of Edipsos, north Evia in Greece. Twomatch! designed the logo, corporate identity and the image of the hotel. The designers designed a series of brochures, flyers, implementing the corporate identity (bookmarks, door hangers, soaps, towels, signs, etc.) and of course the website.



设计机构: twomatch! 设计工作室

日期: 2010年

设计师: twomatch! 设计工作室

客户: 伊利安温泉酒店

国家: 希腊

伊利安温泉酒店是一个全面翻新酒店，坐落于希腊北埃维亚埃迪波斯地区。twomatch! 设计工作室为该酒店提供徽标、企业形象和酒店形象的设计。设计师精心设计了一系列宣传册、传单以及企业形象(包括书签、宾馆房间吊钩、肥皂、毛巾、标志等)和网站。





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Helianthus Hotel

向日葵酒店

Design Agency: designpark studio

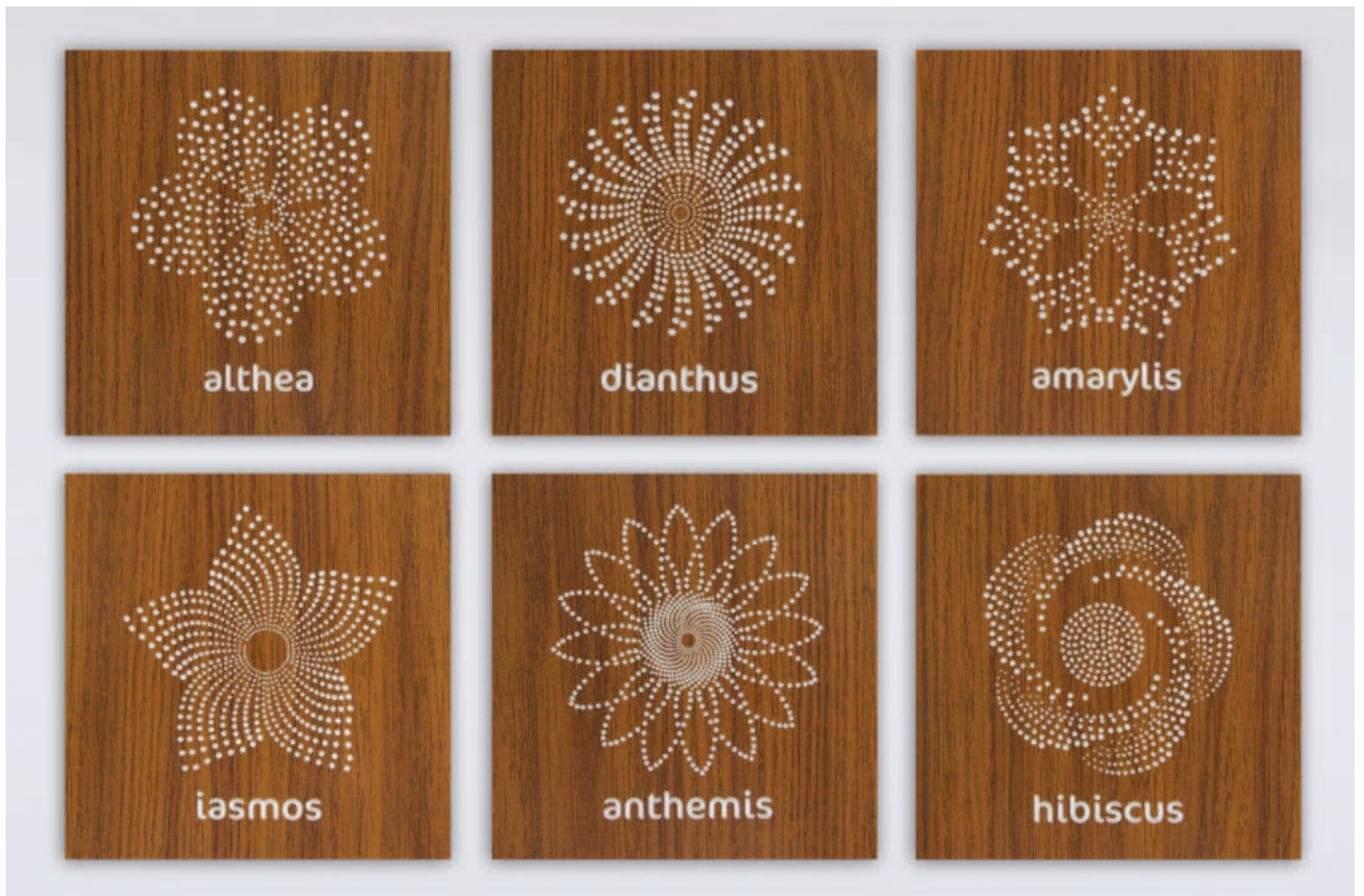
Date: 2009

Designer: Melina Touros

Client: Helianthus Hotel

Nationality: Greek

This is the identity design for the hotel, Helianthus (which means sunflower in Greek), which is located on the island of Ammouliani in Greece. The designers created a series of dotted based illustrations, which were used for the logo (signage, business cards, T-shirts) and for the rooms that were represented each by the name of a different flower.



设计机构：designpark工作室
日期：2009年
设计师：梅丽娜·图罗斯
客户：向日葵酒店
国家：希腊

该项目是专门为坐落于希腊Ammouliani岛的向日葵酒店而设计的识别系统。设计师精心设计了一系列用于标识（引导标示、名片和T恤）的点状图案插画，并为每个房间提供了不同的花样图案。





Belensate Hotel

Belensate酒店

Design Agency: Carmen Virginia Grisolia,
Visual Communication
Design

Date: 2009

Designer: Carmen Virginia Grisolia

Client: Hotel Belensate

Nationality: Venezuela

设计机构: 卡门·弗吉尼亚·格里斯利亚视觉传达设计工作室

日期: 2009年

设计师: 卡门·弗吉尼亚·格里斯利亚

客户: Belensate酒店

国家: 委内瑞拉

The atmosphere reflects the feeling of the hotel's design: gardens and natural materials, earth colours and textures. Really smooth and delicate, the overall look recreates an organic world of senses, filled with plants and nature.

空间的氛围映射出酒店的设计特色: 花园和天然材料、泥土颜色和纹理等。光滑细腻的整体外观重新构建了一个饱含植物和天然气息的有机感知世界。



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Sauna

Casa Terreiro do Poço

特雷罗酒店

Design Agency: Toomuch Design Lda

Date: 2009

Designer: João Marques

Client: Casa Terreiro do Poço

Nationality: Portugal

This is a project of brand Identity for a Portuguese traditional 19th century colonial house that was converted into a luxury guest house. A family runs business that oozes traditional and Portuguese culture, and this was the approach that is shown by this brand, inspired on the regional tile art, it shows all the values of this rustic and cozy atmosphere that has a high standards of quality in their services.



设计机构: Toomuch设计有限公司

日期: 2009年

设计师: 乔·马克思

客户: 特雷罗酒店

国家: 葡萄牙

特雷罗奢华酒店的前身是一个建于19世纪的葡萄牙传统殖民地风格建筑。该项目是专为该酒店提供的品牌识别设计。该品牌的设计完美彰显了这一家族式酒店管理的传统和葡萄牙文化, 设计的灵感源自当地极富艺术气息的瓷砖, 充分展现了这一纯朴、舒适而服务一流的空间的价值。





DOÑA PUMPA
POSADA

Posada Doña Pampa

Dona Pampa酒店

Design Agency: Medina & Grisolia, Visual Communication.

Date: 2008

Designer: Jhonatan Medina & Carmen Grisolia

Client: Posada Doña Pampa

Nationality: Venezuela

The "Posada DoñaPampa" is a small and cozy Bed & Breakfast. The family house was redecorated to make it a wonderful guesthouse. The concept for this work is based in the expression "feel in home", and the logo features a capital "P" that resembles an antique key, with the touch of confidence that comes from giving guests the key to their homes.



设计机构：麦地那&格里斯利亚视觉传达设计工作室

日期：2008年

设计师：约旦·梅迪纳，卡门·格里斯利亚

客户：Doña Pumpa酒店

国家：委内瑞拉

Doña Pumpa酒店是一家小巧而舒适的住宿与早餐空间。这一家族式经营酒店经改造后变身成一个美妙的高端宾馆。该项目的设计理念以“打造如家般体验”为基础，标识的设计运用大写字母“P”以象征一把古色古香的钥匙，寓意为客户提供温馨的家。





Opera Garden Hotel & Apartments

歌剧花园酒店&公寓

Design Agency: Graphasel Design Studio

Date: 2008

Designer: David Drozsnayk, Dóra Vágfalvi, Péter Szőke,
Zsuzsa Nonn, Attila Bolgár

Art Director: László Ördögh

Client: Opera Garden Hotel & Apartments

Nationality: Hungary

The Opera Garden Hotel & Apartments is perfect for those, who would like to have some rest as well as visiting the exciting centre of Budapest. The reconstructed hotel waits its guests with contemporary designed apartments. The identity of hotel perfectly reflects the atmosphere of the past century and still harmonises with the "green" modernism of the building.



设计机构: Graphasel设计工作室

日期: 2008年

设计师: 大卫·多罗兹耶克, 多拉·瓦格法儿维,
彼得·斯佐科, 苏萨·诺恩, 阿提拉·博尔格

艺术总监: 拉斯洛·奥多哈

客户: 歌剧花园酒店&公寓

国家: 匈牙利

歌剧花园酒店&公寓是人们出游、观光的最佳休息场所, 靠近美妙的布达佩斯中心, 地理位置优越。这一重建的酒店以其现代化的设计理念时刻期待客人的光顾。该酒店的识别设计系统完美展现了过去的几个世纪的空间氛围, 同时与该建筑的“绿色”现代主义风格和谐共融。

Yotel

Yotel酒店

Design Agency: Fluid
Date: 2007
Client: Yotel
Nationality: UK

设计机构: 流体设计工作室
日期: 2007年
客户: Yotel酒店
国家: 英国

The project includes research and visual exploration of various packaging, advertising, interior decor and signage, alongside the design and implementation of a global brand guidelines for YO! Sushi entrepreneur, Simon Woodroffe's latest venture - a chain of Japanese style capsule hotels.

该项目是专为Yotel酒店的包装、广告、室内装饰和引导标示以及全球性品牌指导方针的实施而提供的研究与视觉开发方案。该酒店是寿司专业加工商——西蒙伍德罗夫最新的合资企业，是一个典型的日式风格连锁胶囊酒店。



hotel streym

★★★ TÓRSHAVN

Hotel Streym

Streym酒店

Design Agency: Konklusion.com

Date: 2010

Designer: Petur E. Ellefsen

Client: Hotel Streym

Nationality: the Faroe Islands, Denmark

Hotel Streym's corporate identity revolves around the payoff "fresher faroes". The "Fresh" brand positioning determined the entire look and feel of the identity and inspired everything from the strong colour to the quirky humour used in the typography around the hotel.

设计机构: Konklusion.com设计工作室

日期: 2010年

设计师: 派特·E.埃勒福森

客户: Streym酒店

国家: 丹麦, 法罗群岛

Streym酒店的企业形象围绕“清新的法罗群岛”这一理念而设计。“清新”的品牌定位决定了整个识别系统的形象和风格,并为酒店中字体的色彩和奇特幽默风格的采用提供了设计灵感。





Iris Hotel

艾利斯酒店

Design Agency: team scope

Date: 2007

Designer: Katie Young

Client: Iris Hotel Group

Nationality: Australia

设计机构: 团队视野设计工作室

日期: 2007年

设计师: 凯蒂·杨

客户: 艾利斯酒店集团

国家: 澳大利亚

The Iris brand reflects their modern philosophy and stands them apart from traditional brands in their field. It represents your journey through a venue and when turned upside down, spells "sin", the first nightclub owned by the group. It's recognisable, fun and as contemporary now as it was at launch.

艾利斯酒店的品牌设计完美展现了酒店的现代哲学理念,并在同行业中真正实现了脱颖而出。以“sin”为标志,暗喻该酒店空间风格的同时与该集团的首个夜总会身份相得益彰。设计简约醒目、妙趣横生,同时不乏现代之感。







1in50hotels

1in50酒店

Design Agency: Attitude Design

Date: 2010

Designer: Attitude Design team

Client: 1in50hotels

Nationality: US, Canada and UK

1in50hotels required a friendly, professional brand identity for the company, which would reflect their unique proposition - that one in fifty visitors to book through their site gets their booking completely free. An identity was created that integrated a mark, which consisted of a "web" style icon highlighting one of a number of hotel bookings. This mark was made up from "house" like icons that can also represent "up" arrows.

设计机构：见解设计工作室

日期：2010年

设计师：见解设计团队

客户：1in50酒店

国家：美国，加拿大，英国

1in50酒店需要一个亲切、专业的品牌标识以彰显出该公司独特的主题——确保2%的访客能够通过他们的网站获得房间的免费预定资格。识别系统的设计与一个蕴含“网站”风格图标的标志相结合，突出了酒店的预定特色。这一标志由若干“房子”形状的图标构成，同时也代表“向上”箭头。







Vega Hostel

织女星酒店

Design Agency: Katya Belkina

Date: 2010

Designer: Katya Belkina

Client: Vega Hostel

Nationality: Russia

This is the identity project for Moscow - based hostel, Vega, for young (18-25 years old) tourists all over the world. The logo represents the star shaped symbol with arrows pattern over it adding dynamics and resembling directions. The orange hue was picked as the main colour of the project because the designers need to get the maximum of attention but at the same time remain friendly and young, full of energy. The pattern that the designers put on souvenir products such as tumblers, soaps, shampoos derives from logo. The whole concept is very simple, youthful and pointing on low budget category of the hotel. Also a special font "Vega" and set of pictograms for navigation was designed. Its handwritten style font and picots, which fit the best the informal mood of the whole project.



设计机构：卡佳·贝尔吉娜设计工作室

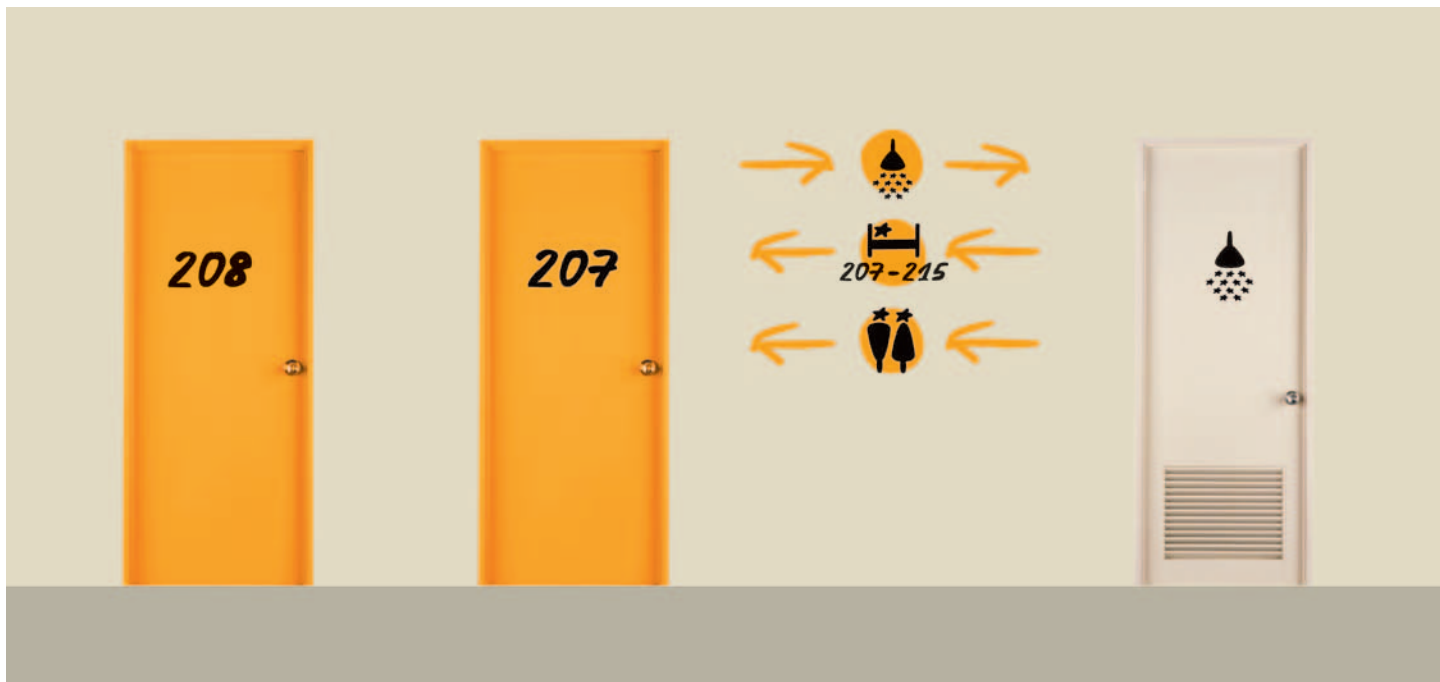
日期：2010年

设计师：卡佳·贝尔吉娜

客户：织女星酒店

国家：俄罗斯

织女星酒店坐落于莫斯科，旨在为世界各地的年轻游客提供理想的休息场所，该项目是专为织女星酒店而设计的视觉识别系统。标识运用箭头图案以象征星形符号，动感十足，同时具有方向的指引含义。橙色作为该项目的主要色调能够更好地吸引人们的眼光，同时也能够打造友善、年轻、朝气蓬勃的气氛。酒杯、肥皂、洗发水等纪念品上印制的图案对标识进行了充分利用。整个理念简约而充满活力，为低价酒店增添了无限新鲜气息。此外，设计师还专门设计了一个独特的“Vega”字体和一套用于导航的图标。手写风格字体和小环饰边与整个项目的休闲特色相得益彰。







Milk&Honey Mediterranean Hotels

牛奶和蜂蜜地中海酒店

Date: 2010

Designer: Rettig Meital

Client: Milk&Honey Mediterranean Hotels

Nationality: Israel

"Milk&Honey" gives tourists a multicultural local experience referring to Israel as an important crossroad in the Middle East.

日期：2010年

设计师：瑞特格·美特尔

客户：牛奶和蜂蜜地中海酒店

国家：以色列

牛奶和蜂蜜地中海酒店为游客提供了一个多元文化的特色空间体验，完美地彰显出以色列作为中东交叉点的重要地理位置。





Aria Hotel

艾丽娅酒店

Design Agency: Evocreative

Date: 2009

Designer: Fernando Davila

Client: Aria Hotel

Nationality: Czech Republic

The Aria Hotel is a music-theme hotel. Using their existing logo, the designers were to redo all of their internal materials, as well as their sales kit and promotional pieces. The designers used silver as the main colour and black for their restaurant, Coda. Some of the pieces use illustrations by Josef Blecha. The brochure and business cards for the restaurant use a grand piano shape, and their menus have a typographical design on both covers with names of musicians.



设计机构: Evocreative设计工作室

日期: 2009年

设计师: 费尔南多·达维拉

客户: 艾丽娅酒店

国家: 捷克共和国

艾丽娅酒店是一个音乐主题酒店。设计师运用原有的标识, 并对其内部材料和销售材料以及宣传资料进行重新设计。设计师选用银色作为主要色调, 并将黑色作为该酒店内科达餐厅的主色。部分材料的设计运用了约瑟夫·布莱察设计的插画。餐厅的宣传手册和名片运用一个三角钢琴的形状, 菜单的封面上巧妙设置了众多音乐家的名字。



HOTEL
VILLA CARLTON
SALZBURG
★ ★ ★ ★

Hotel Villa Carlton

卡尔登别墅酒店

Design Agency: LOA – Design Studio

Date: 2011

Designer: Lucas Triebel / Stefan Fleig

Client: Hotel Markus Sittikus Sigl GmbH

Nationality: Austria

After only 6 months of refurbishment the completely revamped Hotel Villa Carlton opened its doors in April 2011. The result is a family - led Design & Boutique hotel offering four floors themed with individual styles from traditional to disco.

LOA – Design Studio created a modern yet reduced design concept based on a strong usage of colour codes. The chamois named "Bocky" was designed as main symbol and consequently used to brand the hotel interior.





设计机构：LOA设计工作室
 日期：2011年
 设计师：卢卡斯·特里布尔，斯特凡·弗雷格
 客户：马库斯·赛提库斯·西格尔酒店有限责任公司
 国家：奥地利

经过仅仅六个月的完全翻新，卡尔登别墅酒店在2011年4月正式营业。这一在家族指导设计和经营下的精品酒店能够为客人提供集传统和迪斯科风格于一体的个性主题空间体验。

LOA设计工作室巧妙创建了一个现代、简约的设计理念，以一个强大的色彩使用代码为基础。一只名为“落矶”的羚羊扮演了主要标志的角色，同时也作为酒店室内空间品牌塑造的元素之一。

MARTINIS MARCHI





Martinis Marchi

马丁尼·马奇酒店

Design Agency: Elevator

Date: 2010

Designer: Kelly Larbes

Client: Martinis Marchi

Nationality: Croatia

Martinis Marchi has been an esteemed hotel located in a historic castle on an island in Croatia for many years, but its identity and communications were inconsistent and confusing. Now they have a look that supports their outstanding service, prestige, and heritage.



设计机构：升降机设计工作室

日期：2010年

设计师：凯利·拉贝丝

客户：马丁尼·马奇酒店

国家：克罗地亚

坐落于克罗地亚某岛屿中一个历史古堡内的马丁尼·马奇酒店多年来一直拥有良好的口碑和信誉，然而其视觉识别系统和传达设计却因矛盾和混乱而使其失色不少。如今，他们拥有了一个崭新的设计形象，与酒店杰出的服务、良好的信誉和悠久的历史完美地融为一体。





Hotel Ambrose

安布罗斯酒店

Design Agency: kissmiklos and imprvd

Date: 2011

Designer: Miklós Kiss

Client: Hotel Ambrose

Nationality: Hungary

设计机构: kissmiklos与imprvd设计工作室

日期: 2011年

设计师: 米克洛什·吉斯

客户: 安布罗斯酒店

国家: 匈牙利

Ambrose is a little hotel in Montreal. The hotel occupies two Victorian style buildings, built in 1910. The designer wanted to design a logotype, which is classic like Victorian style but fresh. The designer made some other concepts for example Wine Label.

安布罗斯酒店是匈牙利蒙特利尔的一个小酒店。该酒店坐落在建于1910年的两个维多利亚风格建筑内。设计师力图打造一个经典的维多利亚风格标识，使其同时具有新颖、醒目的特点。此外，他还为葡萄酒标签等提供了诸多设计理念。



Garcia&Sons Hotel

加西亚父子酒店

Design Agency: Freelance work

Date: 2010

Designer: Albert Roque

Client: Garcia&Sons Hotel

Nationality: Spain

Garcia&Sons is a personal project, branding development for an urban cyclist hotel. The designer tried to do a brand with a vintage appearance as a British old workshop. The designer took the colours for the business cards by the international cyclist union, and tried to mix a powerful colour with a smart and careful typography (gill sans shadow type). The stationary followed the same way and the same colours. The designer paid great attention to the inside of the envelopes. Garcia&Sons is a casual and funny brand for the guests of the hotel.

设计机构：自由职业

日期：2010年

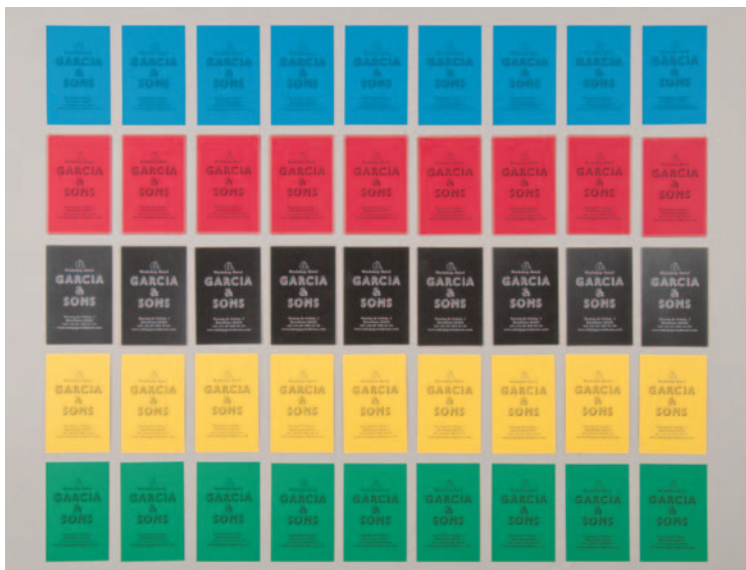
设计师：阿尔伯特·罗克

客户：加西亚父子酒店

国家：西班牙

加西亚父子酒店是一个城市自行车酒店，而为该酒店提供的品牌开发方案是设计师的一个个人项目。设计师力图打造一个如同英国旧车间的仿古品牌造型。他巧妙地将代表世界自行车联盟的色彩运用到名片之中，并且结合一个醒目的色调和精致而细腻的字体（吉尔·塞斯阴影字体）。文具的设计遵循了同样的设计方式和色调，设计师十分重视信封内部的设计。加西亚父子酒店将为客人提供一个休闲舒适、充满情趣的温馨空间。





Daisy Spa&Resort

雏菊温泉度假村

Design Agency: Alena Pankratova

Date: 2010

Designer: Alena Pankratova

Client: Hotel "Daisy Spa&Resort" Nataliya Kuzmina

Nationality: Russia

It is a small hotel in a city of Sochi, with a beauty salon and spa-procedures. A refined resort on the most well-known resort of Russia. The name - a favourite flower of the mistress of hotel.

设计机构：阿伦娜·潘科拉特瓦设计工作室

日期：2010年

设计师：阿伦娜·潘科拉特瓦

客户：雏菊温泉度假村—纳塔莉亚·库兹明纳

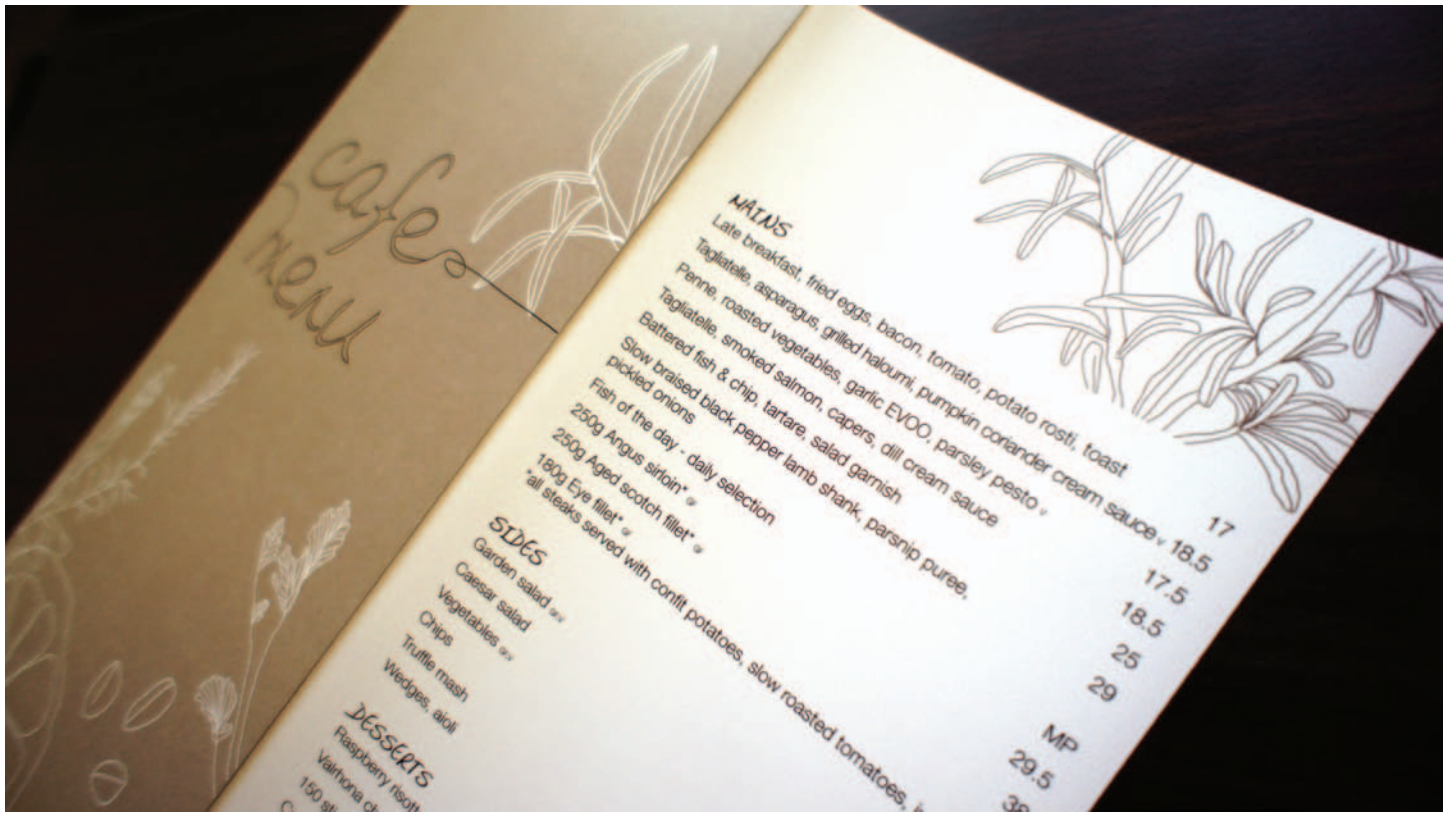
国家：俄罗斯

这是一家位于俄罗斯索契市的小型酒店，内设美容院和水疗设施，是俄罗斯最著名的度假胜地之一。雏菊是该酒店女主人最喜欢的鲜花，因此，这也是该酒店名字的由来之处。




daisy
spa&
resort







Assured Ascot Quays Apartment Hotel

阿瑟德·奥斯科特码头公寓酒店

Design Agency: Emily Shingleton

Date: 2010

Designer: Emily Shingleton

Client: Assured Hotels

Nationality: Australia

Print items for Ascot Quays Apartment Hotel promote their guest services, restaurant cafe, functions, events and parties. The corporate folder is full of brochures and booklets, from simple maps and floor plans to brochures on how to throw an extravagant marquee party. All the print material follows the brand's existing logos and strict colour palate, bringing so many different items from different areas of the hotel together consistently. Other items designed for this hotel include the large format signage on the side of the building, and the menus for the cafe with the hand drawn sketches of fresh ingredients found in the recipes. The door hanger breakfast menu features an order form on the back to have breakfast served to guest room.

The die-cut coffee cup at the base of the form makes it look more tasty!

设计机构：艾米莉·辛莱顿设计工作室

日期：2010年

设计师：艾米莉·辛莱顿

客户：阿瑟德·奥斯科特码头公寓酒店

国家：澳大利亚



阿瑟德·奥斯科特码头公寓酒店的印刷品旨在对他们的酒店服务、餐厅、功能和活动以及派对进行宣传。酒店的折叠印刷品包括宣传册和小册子，设计内容既有简单的地图和平面规划图，又有华丽的派对说明。所有的印刷材料沿用了品牌的原有标识以及谨慎的配色方案，将来自酒店不同区域的多种元素进行完美地整合。该酒店的其他项目设计包括建筑一侧大幅引导标示的设计以及餐厅菜单食谱中手写的新鲜作料示意图。

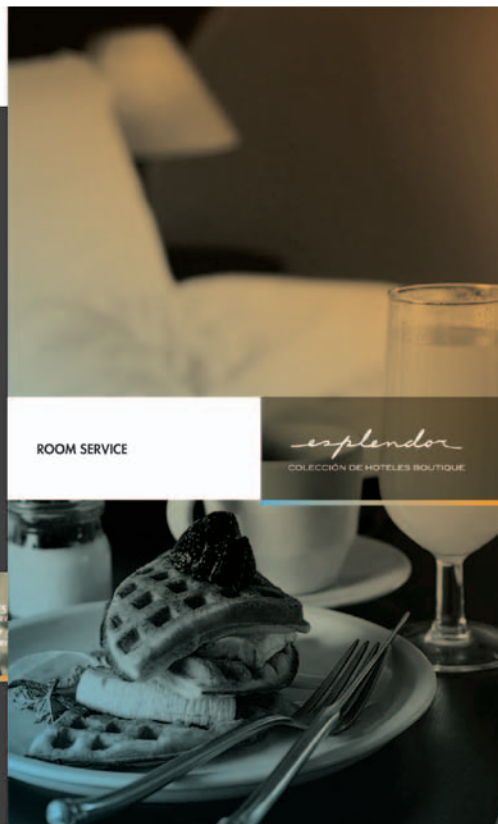
酒店房间吊钩的背面以订货单的形式设计了一个早餐菜单，为客人的早餐提供服务。下端的横切咖啡杯令人想起早餐不仅垂涎欲滴。



The pieces designed include: Welcome Folder, Mini Bar Menu, Notepad, Room Service, Door Hangers and General Stationery A4.

All the Esplendor Hotel Boutique, which is located at the most chic spots in Argentina with buildings also in Panama, Paraguay and Uruguay, have a very artistic twist, which revealed on the interior design of different spaces. Some of the hotels even have an art gallery, and every hotel combines modern furniture with Historic Architecture. Images of the Hotels are courtesy of Fên Hoteles.

该项目的设计内容包括：折叠印刷品、迷你酒吧菜单、记事本、客房服务、宾馆房间吊钩以及A4格式文具用品。所有的埃斯布兰德酒店均坐落在阿根廷最时尚的地区，包括巴拿马、巴拉圭和乌拉圭，不同室内空间的风雅设计风格十分引人注目。其中的几个酒店甚至设置了一个艺术画廊，并且每个酒店将现代家具和古典建筑完美结合在一起。酒店的照片由Fên Hoteles提供。



ROOM SERVICE

Camembert entibado en miel	22
Guiso indio de cordero	35
Pollo Teriyaki	35
Thali Plato de varias preparaciones indias	35
Sushi California Rolls, Philadelphia Rolls, Niguri	40
Kulfi Helado indio con leche condensada	25
Parfait de chocolate blanco	25
Cocktails de Autor	25



Fén Hotels

Esplendor Hotel

埃斯布兰德酒店

Design Agency: Brasilia Prima

Date: 2009

Designer: Mariela Dommarco, Keila Hötzel,
Werner Hötzel

Client: Esplendor Hoteles Boutique

Nationality: Panama, Argentina

设计公司: 巴西利亚·普瑞玛设计公司

日期: 2009年

设计师: 马里拉·多玛科, 凯拉·霍特扎尔, 沃纳·霍特扎尔

客户: 埃斯布兰德精品酒店

国家: 巴拿马, 阿根廷





Iori Hotel

八神酒店

Design Agency: Teatime studio

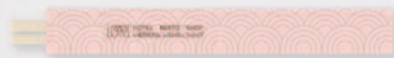
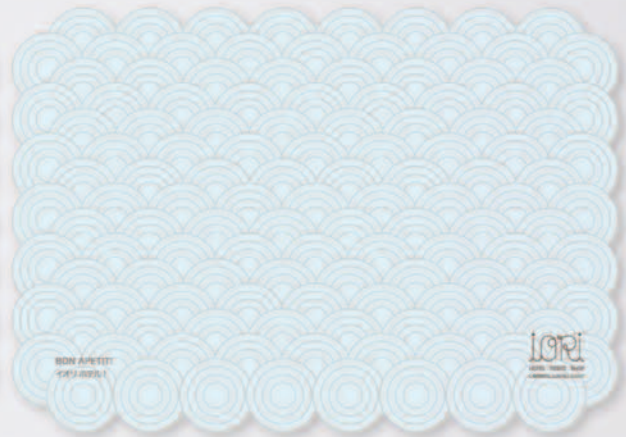
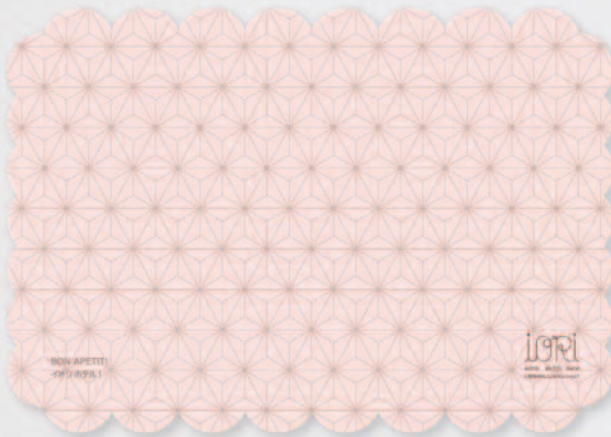
Date: 2008

Designer: Teatime studio

Client: Iori Hotel

Nationality: Spain

Iori is a Japanese style hotel, restaurant & shop at Pirineos Catalanes, Vielha city. For this particular project Teatime had developed all the global identity, including the logo, icons, stationary, pins, packaging, signs, gadgets, website, and more... The bunny image is inspired on Japanese traditional "image of the rabbit in the moon" that every year is celebrated to bring prosperity to everyone. All the icons and signs illustrations were created using the logo type face forms. The identity doesn't intend to look like a traditional Japanese hotel nor a traditional B&B on the mountain, but to be warm, smart and unique boutique hotel.



设计机构：下午茶设计工作室
 日期：2008年
 设计师：下午茶设计工作室
 客户：八神酒店
 国家：西班牙

八神酒店是一家集酒店、餐厅及购物商店于一体的日式风格空间，坐落于莱里达城加泰罗尼亚地区的比利牛斯山脉附近。设计的项目旨在为这一独特的酒店提供全球性的识别系统设计方案，涉及标识、图标、文具、别针、包装、标志、小配件、网站等的设计。小兔子的图案设计受到日本每年“祈祷月兔为人间带来繁荣昌盛”的传统的启发。所有的图标和符号插图的设计皆运用了标识字体形式。该识别系统的设计与传统的日式酒店或经济型酒店有所不同，旨在为酒店营造温馨、精致、独特的气息。











Wanderlust Hotel

流浪酒店

Design Agency: Foreign Policy Design Group

Date: 2010

Designer: Yah-Leng Yu

Client: Wanderlust Hotel

Nationality: Singapore

Wanderlust, as the dictionary defines is a strong innate desire to travel. The custom - made logotype expresses the feeling of dreaminess, fantasy and the discovery of the surreal landscape of a new world. The dash lines evoke the impulse to join the lines, as with the impulse to travel. The act of joining the lines is also analogous with the marking of lines from point to point, like a traveller would do on his map to plan/track his route. The airmail tricolour band is synonymous with travelling and correspondence - the conveyance of the emotions and thoughts kindled during a journey via mail.

设计机构：外交政策设计集团

日期：2010年

设计师：余雅琳

客户：流浪酒店

国家：新加坡

流浪癖在字典中被定义为对旅行具有强烈意识的先天特质。而这一特别定制的标志正巧妙表达了一个新世界中梦幻般的超现实主义风景。虚线的设置能够自然地唤起人们将线条结合的冲动，正如同想要旅行的强烈意识。线条的连接，即点对点的标注同时也与旅行者勾勒的路线图具有异曲同工之妙。航空邮寄三色带的设计寓意旅行和通信——通过邮件传达旅行中的所感所想。



Hotel San Simón

圣西蒙酒店

Design Agency: p576

Date: 2009

Designer: Arutza Onzaga

Client: Soratama Hotels

Nationality: Colombia

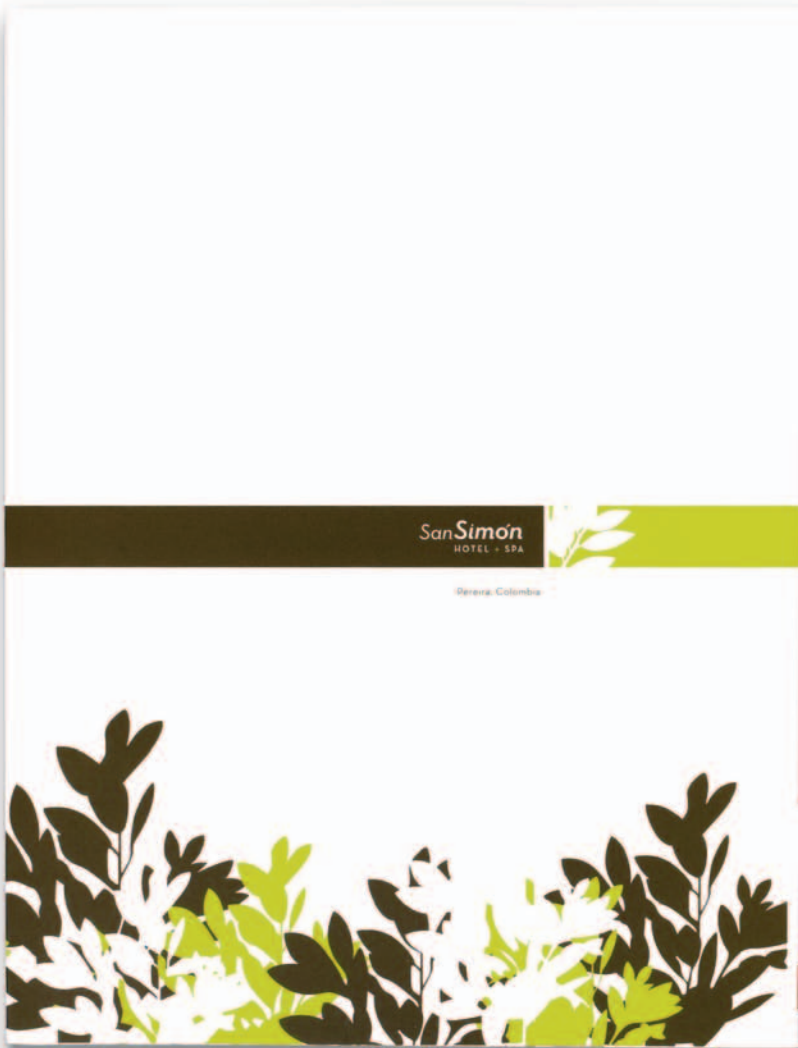
设计机构: p576 设计工作室

日期: 2009年

设计师: 阿卢特扎·昂扎戈

客户: Soratama酒店

国家: 哥伦比亚





It is a project of brand identity for a boutique hotel.

该项目是专为一家精品酒店而设计的品牌标识。



Tulipe

郁金香酒店

Design Agency: hild.k

Date: 2009

Designer: hild.k

Client: Seasons Hotel

Nationality: Australia

设计机构: hild.k 设计工作室

日期: 2009年

设计师: hild.k 设计工作室

客户: 四季酒店

国家: 澳大利亚

Tulipe was named after garden's main featured flower. Complimentary spa range in Tulipe includes shampoo, conditioner, bath soap, body & hand lotion, shower gel, & moisturiser. The project is packaged in a basket that is made of natural wood to reflect nature, also using water-coloured orange to give guests a warm welcoming greeting.

郁金香酒店因该酒店花园内的主要鲜花品种——郁金香而得名。该项目设计的范围包括酒店内的所有水疗产品，涉及洗发水、护发素、浴皂、身体及手部护理乳、沐浴露及保湿面霜等。采用天然实木制成的篮子在为产品提供包装的同时彰显出天然纯朴之美，而水彩橘色的运用更加营造出一种热情、温馨的气息，令客人真正体验到宾至如归之感。





Holiday Inn

假日酒店

Design Agency: DIMIS Design

Date: 2009

Designer: Igor Milanovic, Ilija Dragisic

Client: Holiday Inn

Nationality: Serbia

设计机构: DIMIS设计工作室

日期: 2009年

设计师: 伊戈尔·伊万诺维奇, 伊里加·德拉吉斯克

客户: 假日酒店

国家: 塞尔维亚

World-famous hotel chain "Holiday Inn" organised a celebration for the purpose of acknowledging a two-year success and promoting their new brand image. The task was to create the minimalistic-style invitations for their guests, which are in according to Holiday Inn's new visual identity.

坐落在塞尔维亚的世界知名连锁酒店“假日酒店”为答谢两年来客户对其的支持, 并宣传崭新的品牌形象, 特别组织了一个庆祝活动。DIMIS设计工作室的任务是为来宾创建一个简约风格的邀请函, 与假日酒店崭新的视觉形象相得益彰。







Quilt Hotel

绗缝酒店

Design Agency: Wah Yan Lau

Date: 2010

Designer: Wah Yan Lau

Client: Quilt Hotel

Nationality: UK

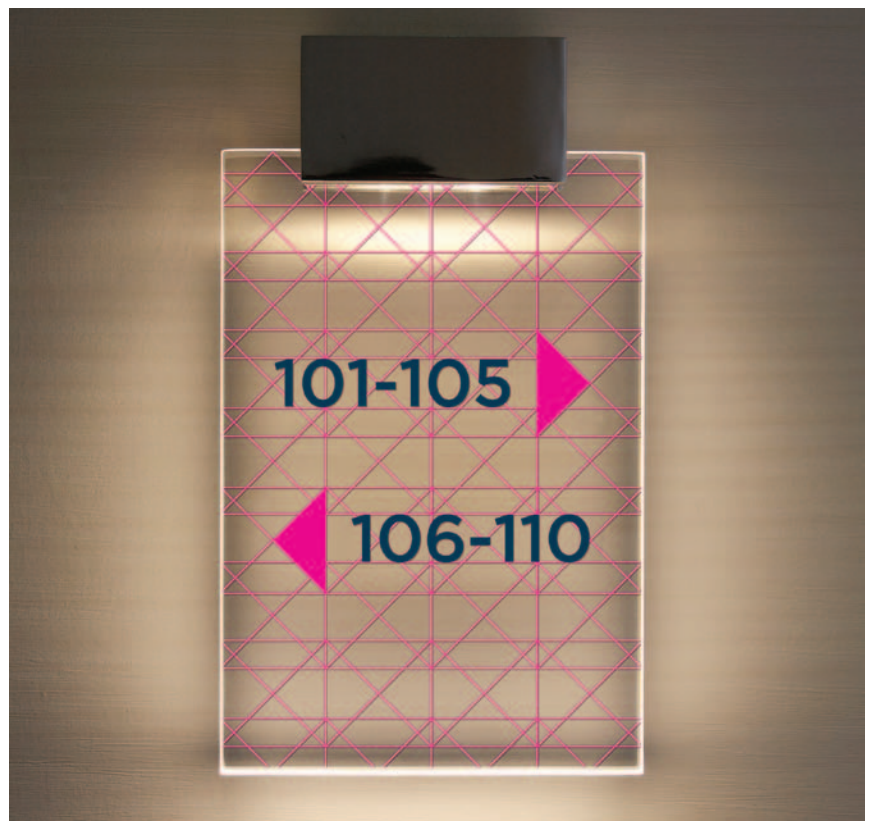
设计机构：刘华仁设计工作室

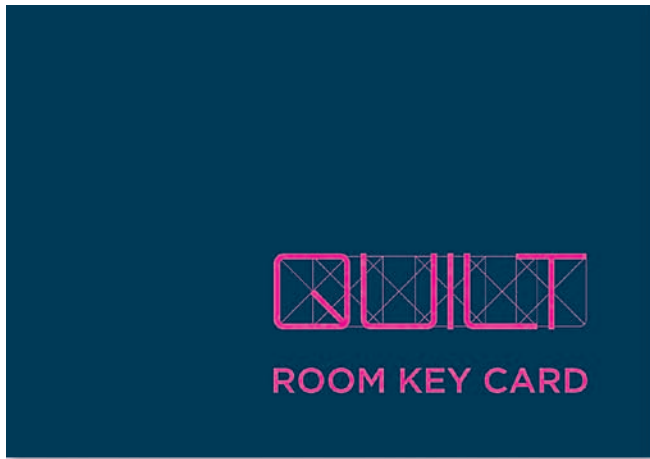
日期：2010年

设计师：刘华仁

客户：绗缝酒店

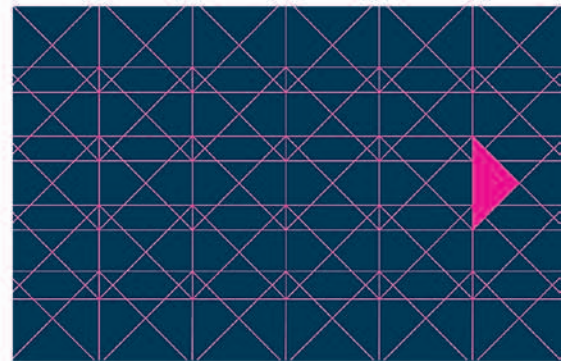
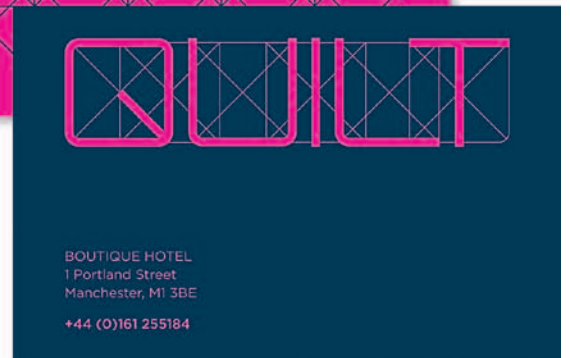
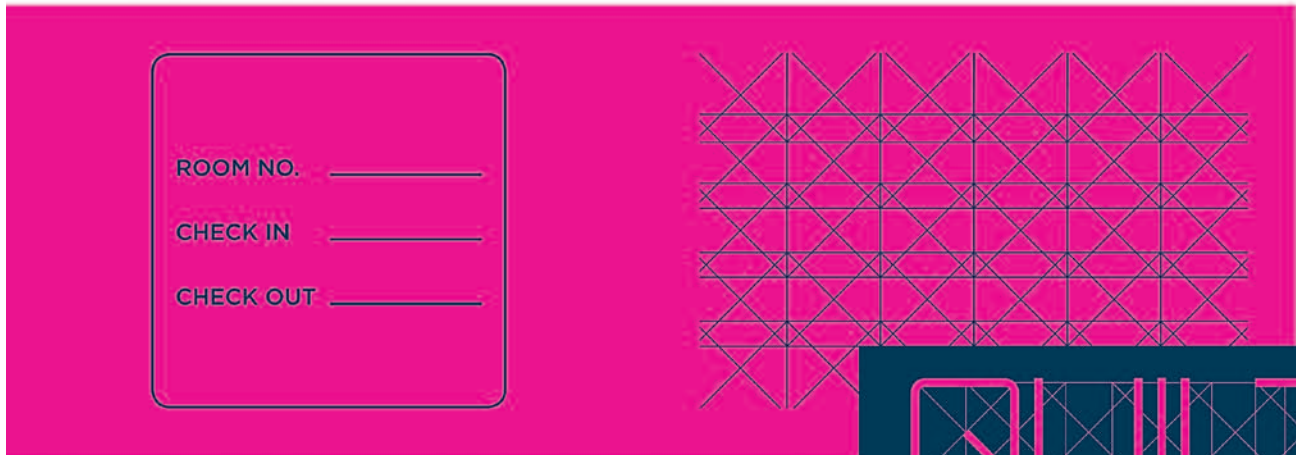
国家：英国





It is a design of brand identity for a modern, design-led boutique hotel. A contemporary and stylish logo is made up of a delicate quilted pattern with overlaying solid, clean type. The brand logo reflects the attention to detail and quality of service, which provided by the hotel. A strong visual identity is created by using the same pattern throughout the whole brand collateral.

该项目是专为一个现代、充满设计特色的精品酒店而提供的视觉识别设计，学生作品。这个现代、独特的标识由一个精致的绗缝图案和重叠的立体字型构成。该品牌标识彰显了酒店的细节设计以及周到的服务。贯穿整个品牌附属品的相同图案打造了一个醒目的视觉识别系统。



Internacional Design Hotel

国际设计酒店

Design Agency: thisislove studio

Date: 2008 - on going

Designer: Joana Areal, Inês Veiga

Client: Internacional Design Hotel

Nationality: Portugal

设计机构: thisislove设计工作室

日期: 2008年一至今

设计师: 乔安娜·奥利尔, 伊内斯·韦加

客户: 国际设计酒店

国家: 葡萄牙



International Design Hotel is a small luxury and design hotel which is located in the centre of Lisbon that stands for a new hotel concept, providing a personal stay for each customer within four existing scenarios from the four corners of the world: Urban feeling, Tribal setting, Zen feeling and Pop atmosphere.

In an A5 format the hotel's promotional brochure combines high quality images with minimum information and stimulating statements having in mind the hotel's feeling and character.

国际设计酒店是一个小型奢华设计酒店，坐落于里斯本的中心，代表了一个崭新酒店理念的诞生，为每位游客提供来自世界的四种不同意境，即城市之感、部落氛围、禅的意境和流行风情。

为该酒店设计的宣传手册采用A5格式，巧妙地将高品质的图像与简约、醒目的信息文字相结合，为酒店塑造出最佳的空间氛围和特色。







I stayed at the chelsea

The Chelsea Hotel

切尔西酒店

Design Agency: Patricia Abouchahine

Date: 2008

Designer: Patricia Abouchahine

Client: The Chelsea Hotel

Nationality: USA

设计机构：帕特丽夏·艾伯查内设计工作室

日期：2008年

设计师：帕特丽夏·艾伯查内

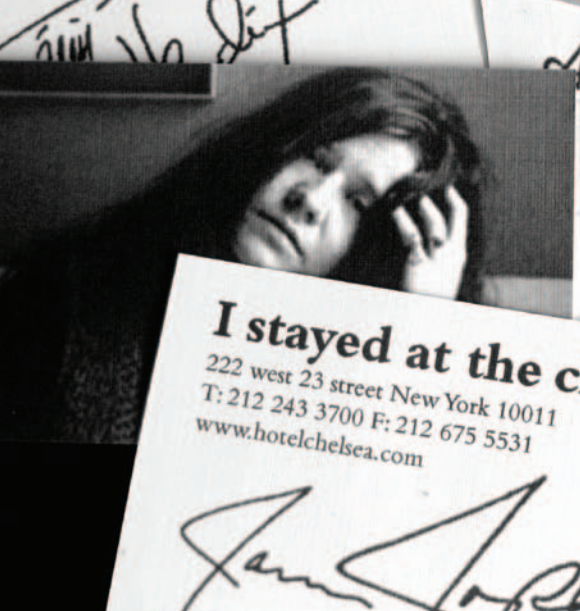
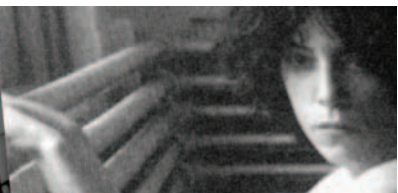
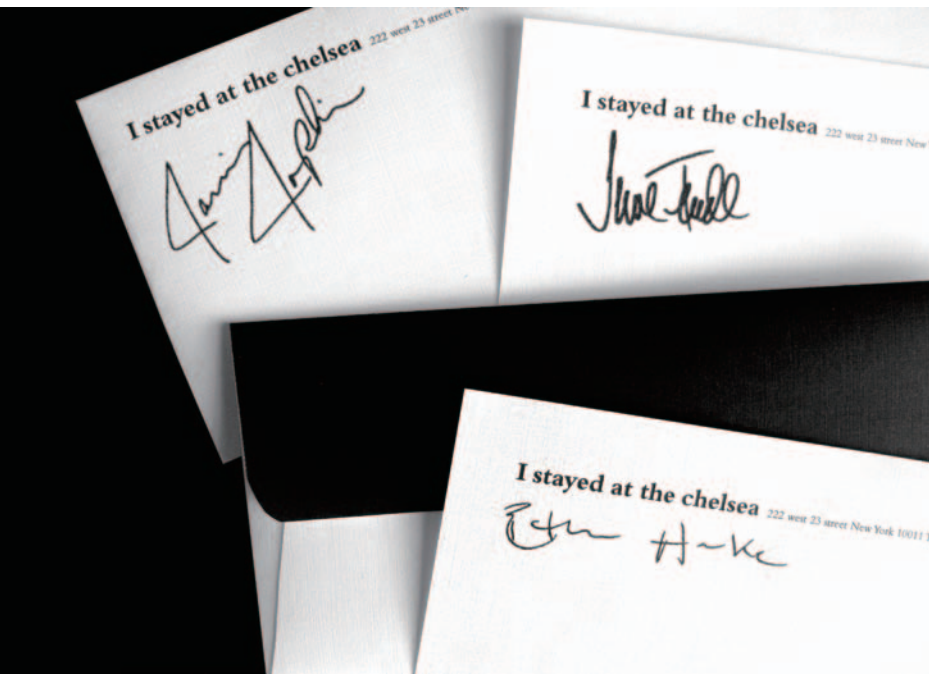
客户：切尔西酒店

国家：美国

The Chelsea Hotel in New York is known for its long list of famous guests. This is a proposal for the rebranding of the Chelsea Hotel. The designer thought it would be interesting to bring back anyone and everyone who stayed at the Chelsea. All artists who left their mark in the Chelsea left their signature on the letterheads, business cards and envelopes. Empty letterheads (without any signature) would be left in the room for the new guest to sign and be part of the Chelsea's famous list of visitors. The members of the Chelsea staff sign their own business cards. This identity also creates an interesting relationship dialogue between the hotel and the guest who is eager to find out more about who "stayed at the Chelsea".

坐落于美国纽约的切尔西酒店因其众多知名宾客的到访而闻名。该项目是专为该酒店提供的品牌重塑计划。在设计师看来，对曾经到访的贵宾进行回顾将是一个有趣的主题。酒店信头、名片和信封上巧妙设置了曾经下榻该酒店的所有艺术家的签名。空白信头（没有任何签名）上为酒店的新客人留下了签名的空间，邀请他们加入切尔西酒店的著名访客群体之中。该酒店员工的名片全部采用个人签名设计。这一独特的识别系统同时也在酒店和客人之间搭建起对话的桥梁，加深客人对酒店客户群体的了解。





PUBlife.

Publife

生活酒店

Design Agency: Pretty Pollution
Date: 2009
Designer: Ulrika Johander
Client: Gallagher Hotel Management
Nationality: Australia

设计机构: Pretty Pollution设计工作室
日期: 2009年
设计师: 乌尔丽卡·乔罕德
客户: 加拉格尔酒店管理机构
国家: 澳大利亚

Gallagher Hotel Management wanted to launch a new loyalty programme across all three of their hotels. Publife enabled GHM to reward it's customers based on loyalty to their pubs. Pretty Pollution designed the logo, identity, graphics and all promotional materials for Publife. The designers also designed and developed the website into the Adobe Business Catalyst CMS and managed all email campaigns. The target market was a complete mix of demographics so the branding couldn't hinder to a particular style - it just needed to be new and fresh to encourage online sign ups. The graphics were given a bright and friendly feel and yellow and brown were chosen to stand out from the pubs current branding.

加拉格尔酒店管理机构在他们的三家酒店中开发一个全新的诚意方案。生活酒店授权加拉格尔酒店管理在诚信的基础上回馈广大客户对其的鼎力支持。Pretty Pollution设计工作室为其提供了商标、识别、图案以及所有的宣传材料设计方案。此外,设计师还为该酒店的网站提供设计和开发,巧妙地将该网站转化为一个强大的电子商务内容管理系统,对所有的电子邮件活动进行管理。因目标市场是一个完整的人口统计组合,因此,这样的品牌塑造不可能完全限定于一个特定的风格——它仅仅做到新颖独特,能够鼓励网上预定即可。图案的设计营造出一种醒目、亲切之感,黄色和棕色色调的运用使该酒店的品牌更加脱颖而出。







coming soon.

Jardim Hotel

雅尔丁酒店

Design Agency: BridgerConway

Date: 2008

Designer: Arlyn Hernandez

Client: Setai Group

Nationality: USA

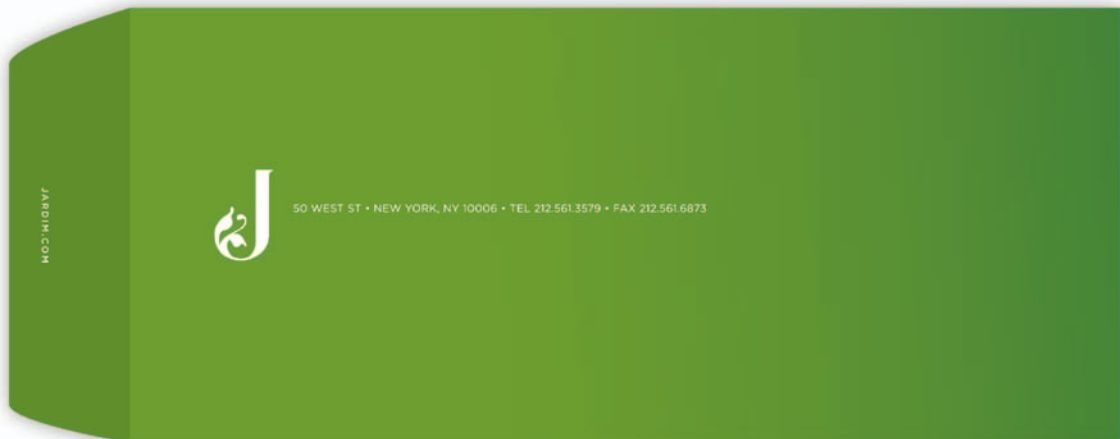
设计机构: BridgerConway 设计工作室

日期: 2008年

设计师: 安莱恩·埃尔南德斯

客户: Setai集团

国家: 美国





The project is for branding of a “green” luxury boutique hotel chain. The hotel is to contain interior vertical gardens in addition to being green certified in its practices, which included logo design, corporate id, brochures, advertisements, “coming soon” teasers and brand definition brochure.

该项目是专为一个“绿色”连锁豪华精品酒店而提供的品牌设计方案。该酒店的设计旨在突出空间内部的垂直花园和绿色认证实施理念。该项目包括标志、公司标识、说明书、广告、宣传单、品牌定义手册的设计。



Lánchíd 19. Design Hotel

链子桥19号设计酒店

Design Agency: Palmetta Plan design&architecture

Date: 2007

Designer: Kiss Zsombor, Balás Benedek

Client: Lánchíd 19. Design Hotel

Nationality: Hungary

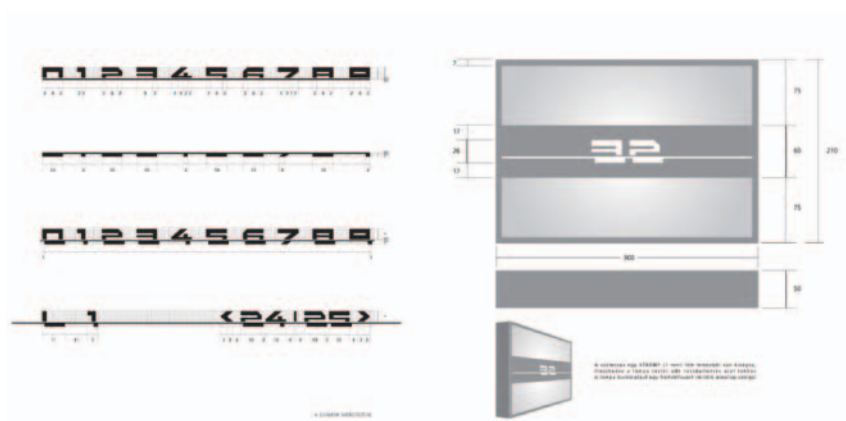
设计机构: Palmetta Plan设计与建筑设计工作室

日期: 2007年

设计师: 吉斯·兹索姆博尔, 巴拉斯·贝内德克

客户: 链子桥19号设计酒店

国家: 匈牙利



链子桥19号设计酒店是国际设计酒店集团成员之一。正如题目所显示, 该酒店希望能够拥有一个独特的设计理念, 能够符合国际机构的期许。设计师在设计之初对空间进行了简单的观察, 水面上光线的折射为标识的设计带来了灵感。岸边的建筑在宁静的水面上投下各自的倒影。为表现上述的简单观察结果, 设计师巧妙地以一条直线为基准, 在直线的旁边设置了折射效果的建筑形状字母, 令人们自然联想起水面的涟漪。印刷体标识同样也蕴含桥梁之意。字母底端光线的折射寓意桥塔和水面的邂逅。这一布局为创意三维应用程序的应用带来了强大的机遇。设计师在酒店的设计过程中发现打造独特的表达风格对视觉元素的实践具有极其重要的意义。



Lánchíd 19. Design Hotel is a member of the International Design Hotels Group. As the title shows, the hotel needed a unique design concept that can meet the expectations of the international organisation. A simple observation gave the basic idea of the logotype that comes from the refraction of light on the water. Unlike still water, rivers do not reflect but refract the image of the buildings standing on the bank. To express the above described observation the designer refracted the bottom of the architect-like letters alongside a fine straight line recalling the vibration caused by the river. The typographic logo also symbolises the bridge itself. The refraction of light expressed at the bottom part of the letters are to introduce the meeting of the pylons of the bridge and/with the water. This layout offers great opportunities to creative 3-dimensional applications. During making the design of the hotel the designer found that it was important to create unique presentations that may be the realisations of visual elements.





Vincent Hotel

文森特酒店

Design Agency: Design LSM

Date: 2008

Designer: Natalie Foster

Client: Vincent Hotel

Nationality: UK

Vincent Hotel is a stylish and unique hotel that is located in North West England. The visual identity was applied across a wide range of collateral including signage, brochures, menus, and products. The Parisian inspired logotype was adapted to a "V" motif for smaller applications and sub-branding such as the V-Spa and V-Deli.

设计机构: LSM设计工作室

日期: 2008年

设计师: 娜塔莉·福斯特

客户: 文森特酒店

国家: 英国

这是一个位于英格兰西北部的时尚、独特酒店。视觉识别设计方案被广泛地应用到酒店的所有附属品中, 包括标志、宣传册、菜单和产品等。巴黎气息的标识以简约的“V”字造型大量应用于小型物件以及诸如V-水疗、V-熟食店子品牌之中。





Hotel Mas La Boella

Mas La Boella酒店

Design Agency: ATIPUS
 Date: 2010
 Designer: Edward Duch
 Client: Mas La Boella
 Nationality: Spain

设计机构: ATIPUS设计工作室
 日期: 2010年
 设计师: 爱德华·杜赫
 客户: Mas La Boella酒店
 国家: 西班牙

Mas La Boella is a small hotel with 13 rooms, exquisitely decorated, and is located in an old farmhouse, which was remodeled twelve times. The decor is minimal mix of baroque and playing with maroon and green metal. In the stationery has sought to reflect this combination.

Mas La Boella酒店是一个拥有13间精美客房的小型酒店，坐落于一个改造过十二次的农舍之中。装饰风格具有简约的巴洛克式气息，同时巧妙运用栗色和绿色金属。酒店的文具用品中也完美地彰显出这种巧妙的结合。





The brand identity is based on the concept of DUALITY. Shanghai has a DUALITY persona in almost every aspect of its DNA. There are old historic buildings verses the ultra modern skyscrapers; ball room dancers practicing their routines verses the Taiji folks in the park. Hence an "IN & OUT", "BLACK & WHITE", reversible concept - aptly reflecting the architectural design intent of inside out, outside in.

Another layer of the identity development pays tribute to the Waterhouse as a former warehouse. The graphic profile of the identity is built in squares to mimic the stacking and storage of cargo and goods. This identity has to be global and internationally appealing, and it should be work as well in Shanghai or Berlin.

该品牌标识的设计是以双重性为理念。上海在其基因的每个方面都拥有双重性的特征。古老的历史建筑与现代摩天大楼激情碰撞；舞者曼妙的舞姿和公园中太极拳的刚柔并济形成鲜明的对比。因此，“内与外”，“黑色与白色”的对比理念恰当地彰显了建筑设计“室内外完美融合”的理念。视觉开发的另一层面在于体现出该酒店前身——仓库的特色。识别系统中的方形图案巧妙模仿了货物和商品的堆放形态。这一识别系统具有全球性和国际化的外观，可同时适用于上海和柏林。

The Waterhouse at South Bund

南外滩沃特豪斯酒店

Design Agency: Foreign Policy Design Group

Date: 2009

Designer: Yah-Leng Yu

Client: The Waterhouse at South Bund

Nationality: Singapore

设计机构: 外交政策设计集团

日期: 2009年

设计师: 余雅琳

客户: 南外滩沃特豪斯酒店

国家: 新加坡





ROYAL PARK BOUTIQUE HOTEL



Royal Park Boutique Hotel

皇家公园精品酒店

Design Agency: Graphasel Design Studio

Date: 2008

Designer: David Drozsnik, Dóra Vágfalvi, Sándor Polyák, Péter Szőke, Zsuzsa Nonn, Attila Bolgár

Art director: László Ördögh

Client: Royal Park Boutique Hotel

Nationality: Hungary

设计机构: Graphasel设计工作室

日期: 2008年

设计师: 大卫·多罗兹耶克, 多拉·瓦格法儿维, 桑德尔·波尔雅克, 彼得·斯佐科, 苏萨·诺恩, 阿提拉·博尔格

艺术总监: 拉斯洛·奥多哈

客户: 皇家公园精品酒店

国家: 匈牙利



Since the Hotel primarily aimed to invite young tourists, the designers decided to design a spectacular and striking identity. They used pictograms to indicate the function of all pieces of equipment which, besides providing a funny appearance, also emphasizes functionality. The front light was accomplished by using environment-friendly LED technology, the concept of which fits well into the identity that primarily uses recycled materials.

由于皇家公园精品酒店以年轻的旅行者为主要消费对象，因此，Graphasel 设计工作室决定设计一个醒目、壮观的识别系统。他们运用象形图以寓意酒店每个部分的功能区分，同时以诙谐的形象强调出功能性。前灯的设计采用了环保的发光二极管技术，而这一理念恰恰与采用可回收材料设计的识别系统相得益彰。





Lighthouse Inn

灯塔酒店

Design Agency: Design Apparatus

Date: 2011

Designer: Blaise Pericas

Client: Lighthouse Inn

Nationality: USA

设计机构: 装置设计工作室

日期: 2011年

设计师: 布莱斯·派里卡斯

客户: 灯塔酒店

国家: 美国





Lighthouse Inn is a small bed and breakfast on Tybee Island of the Georgia coast. The couple who own the establishment walked the designer through the old Victorian style house telling the stories about visitors they've had over the years and the origin of the very eclectic and unique selection of furniture which filled the room. The designer was asked to rethink their current identity and replace it with one which elegantly communicated some of the subtle nuances he picked up on from the experience walking through the space. The designer created the mark based on iconography of the lighthouse while embodying the spirit of the explorer in a time when seafaring was commonplace as a method of transportation.



灯塔酒店是一个为客人提供住宿和早餐的经济型酒店，坐落于佐治亚州沿海的泰碧岛上。该酒店的创办人夫妇希望设计师能够通过古典的维多利亚风格建筑传递出该酒店的大量客源信息以及房间中低调、独特的家具风格。设计师对酒店原有的识别系统进行仔细研究之后，重新设计了一个能够优雅地传达出空间体验的全新识别方案。设计师以灯塔的造型作为标志的设计基础，同时体现出开拓者在航海业作为一个普通的运输方式情况下的精神面貌。





Located at the trendy Palermo neighbourhood from Buenos Aires City, Fierro it's a 5 stars brand new hotel that covers all the travellers needs with the best service and a quite modern environment.

Working together with the developer and the sales team the designers came up with a marketing strategy and timeline for a year marketing effort. SeventhDesign™ was focused on each aspect of the branding but they also worked in combination with the architects on the hotel's interior and exterior design. The digital efforts were done also in combination with the printed material launch. SeventhDesign™ developed 360 degree marketing solution encompassing conceptualisation, market research, strategy, brand development, photo & video shoot, collateral materials, signage, advertising & marketing and interactive.

坐落于布宜诺斯艾利斯市附近巴勒莫时尚地区的菲耶罗精品酒店是一个崭新的五星级品牌酒店，旨在为所有的旅行者提供最佳的服务和时尚的休息环境。

通过与开发商和销售团队进行密切合作，设计师提出了一个市场营销战略，并制定了一年的市场营销规划。第七设计工作室关注品牌设计的每一个环节，同时确保与承担酒店室内外设计任务的建筑师进行密切合作。数字化作品与印刷材料完美结合。第七设计工作室为该酒店开发了全方位的营销方案，包括概念化设计、市场调研、战略、品牌发展、照片及视频拍摄、附属品、标牌、广告及市场推广和互动。



Fierro Boutique Hotel

菲耶罗精品酒店

Design Agency: SeventhDesign

Date: 2010

Designer: Bruno Siriani

Client: Ushay Investments

Nationality: Argentina

设计机构：第七设计工作室

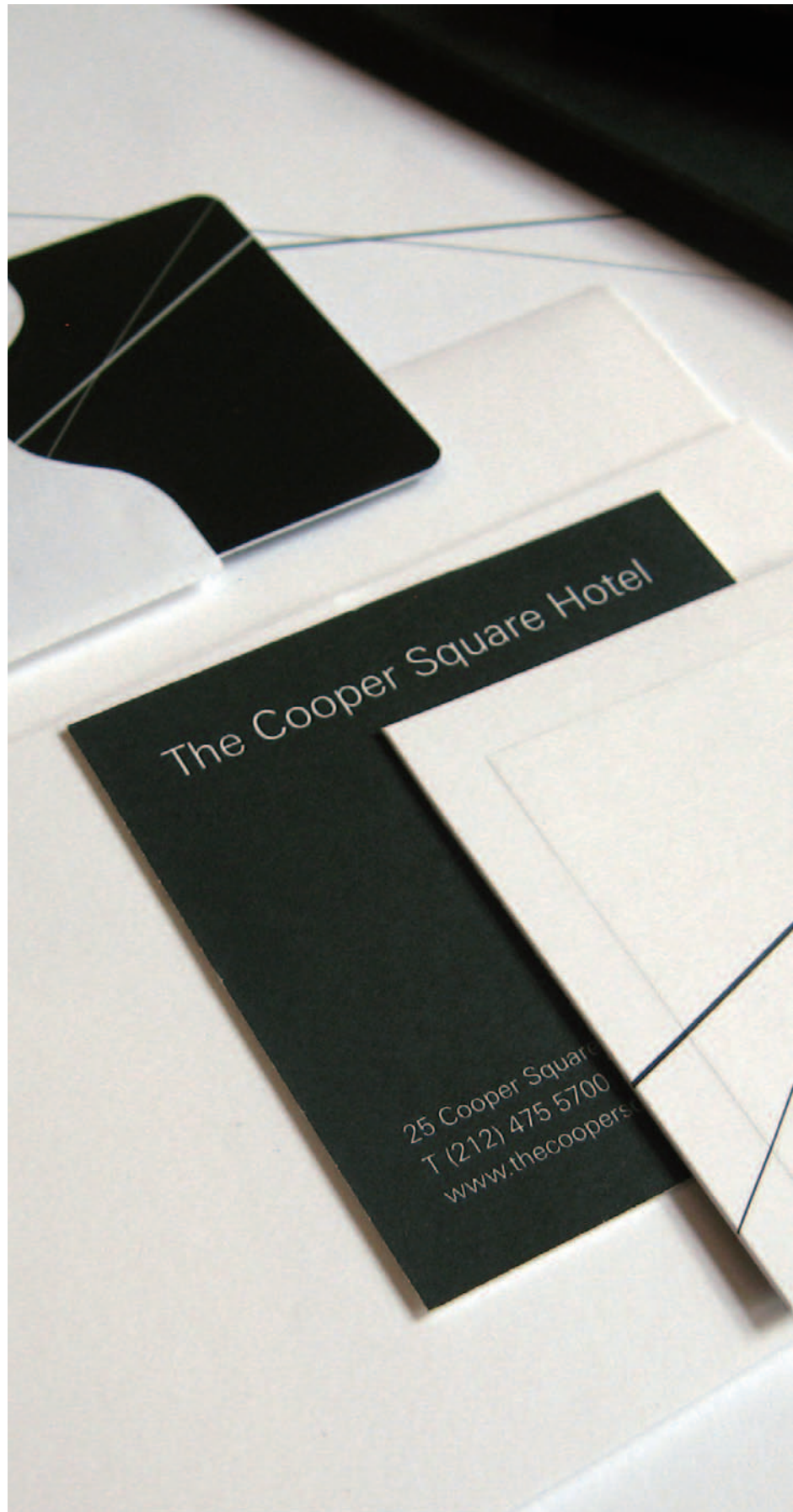
日期：2010年

设计师：布鲁诺·希里雅尼

客户：Ushay投资集团

国家：阿根廷





The Cooper Square Hotel

库柏广场酒店

Design Agency: Sine Elemental with Avec

Date: 2008

Designer: David O'Higgins, Camillia BenBassat

Creative Director: David O'Higgins, Camillia BenBassat

Client: The Cooper Square Hotel

Nationality: USA

The project is branding and visual strategy for boutique hotel located on New York's famous Bowery, at the intersection of the new hip set. The hotel has been envisioned as a mediator, hub and forum connecting and integrating its guests of global creative arts professionals with the physical and cultural heart of the city. The logo translates this mission, defining the space as a frame for converging ideas and experiences. It was designed with David O'Higgins and sine elemental.

设计机构: Sine Elemental设计公司, Avec设计公司

日期: 2008年

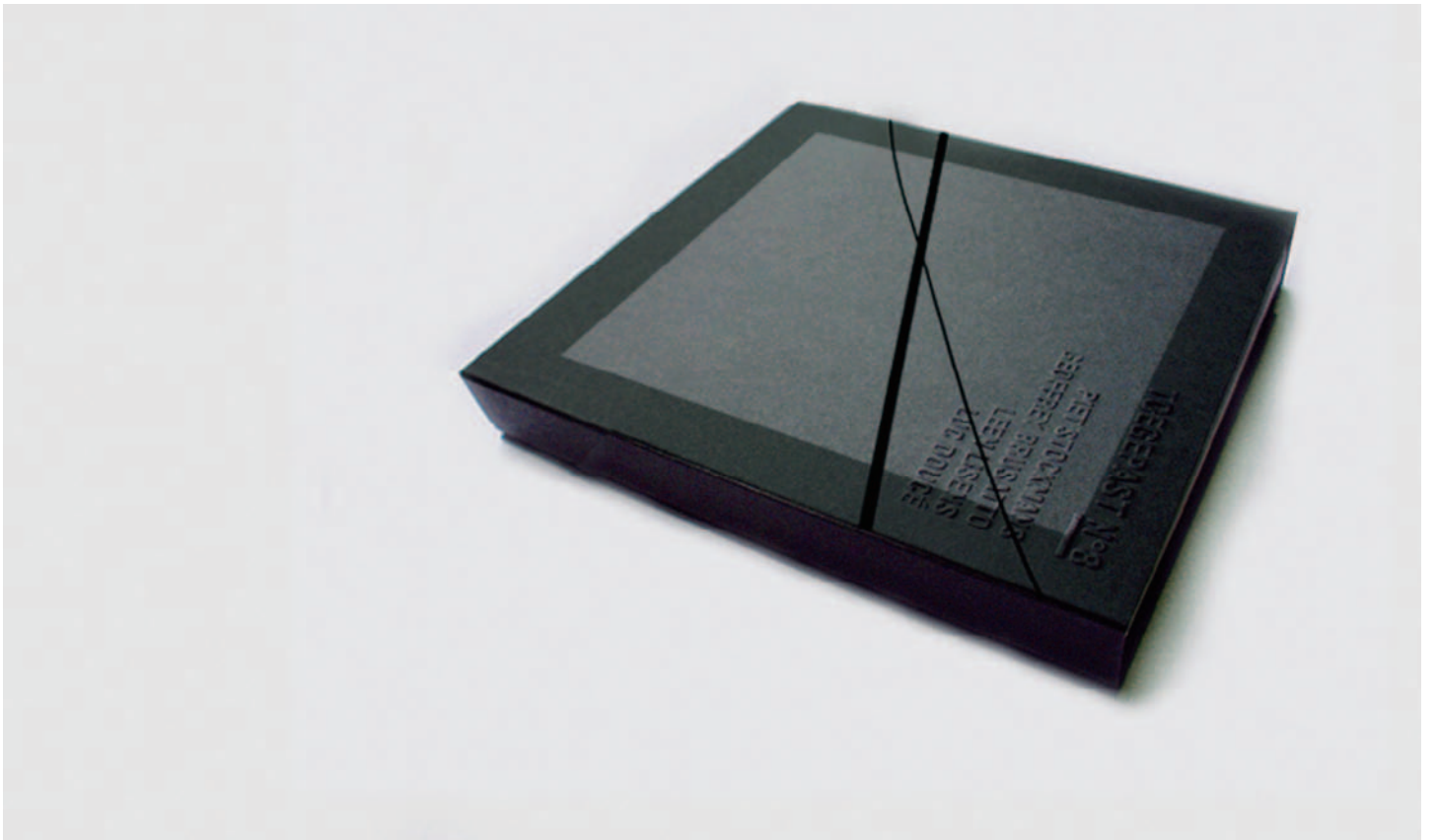
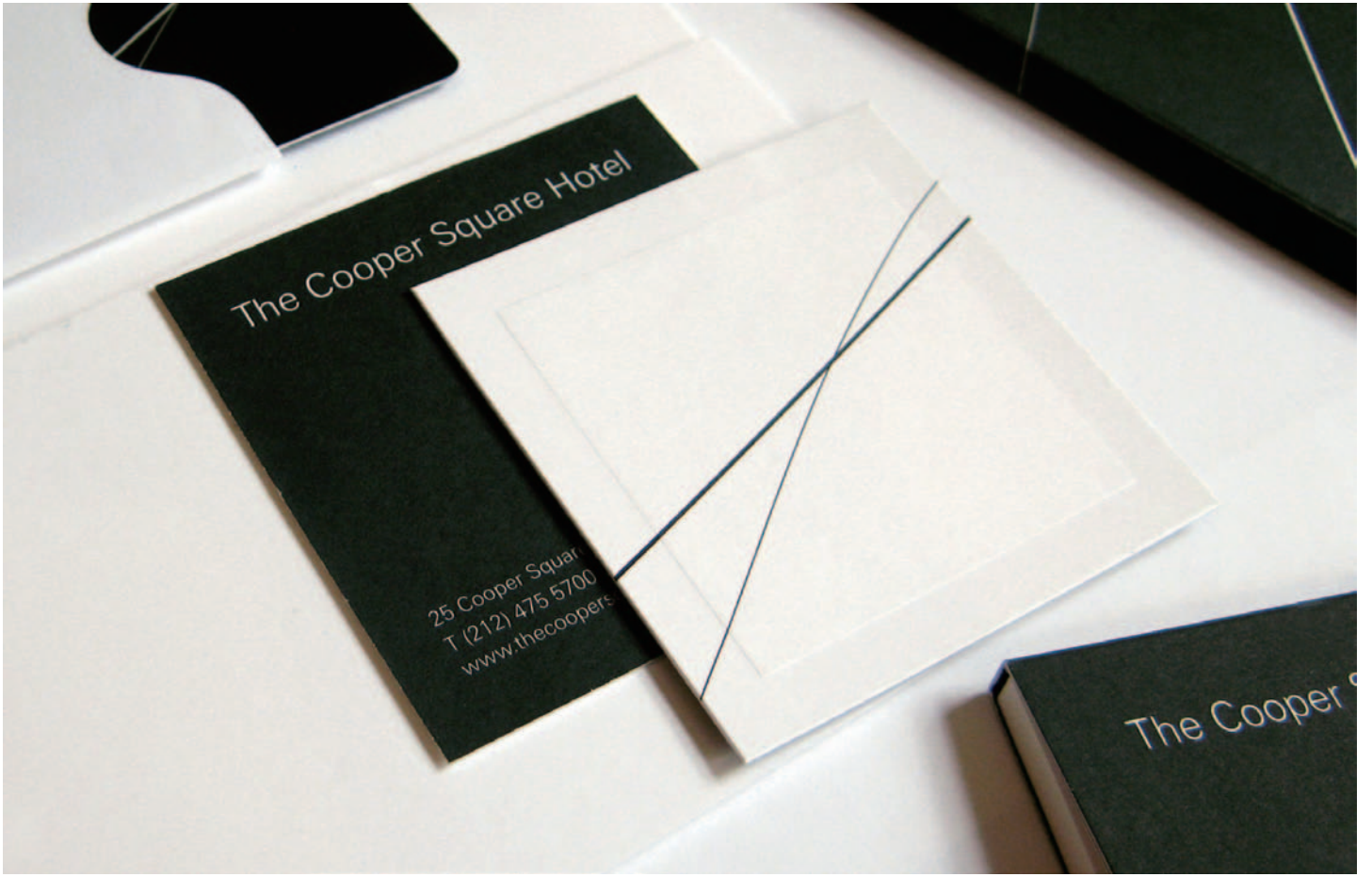
设计师: 大卫·奥希金斯, 凯米利亚·本巴萨特

创意总监: 大卫·奥希金斯, 凯米利亚·本巴萨特

客户: 库柏广场酒店

国家: 美国

该项目是专为库柏广场精品酒店而提供的品牌及视觉战略方案, 库柏广场精品酒店坐落于纽约著名的包厘街“嘻哈”区的交叉口。该酒店在设计之初即被设想成一个衔接和整合全球创意艺术专业人士和该城市物理和文化中心的中介、枢纽和平台。该标识的设计有力阐释了这一使命, 将该空间定义成一个涵盖了诸多汇聚理念和体验的框架结构。该项目获得了大卫·奥希金斯和sine elemental设计公司的鼎力协助。





Transport Hotel

交通酒店

Design Agency: Trampoline Design Pty. Ltd.

Date: 2003

Designer: Sean Hogan

Client: Paul Mathis

Nationality: Australia

设计机构：蹦床设计私人有限公司

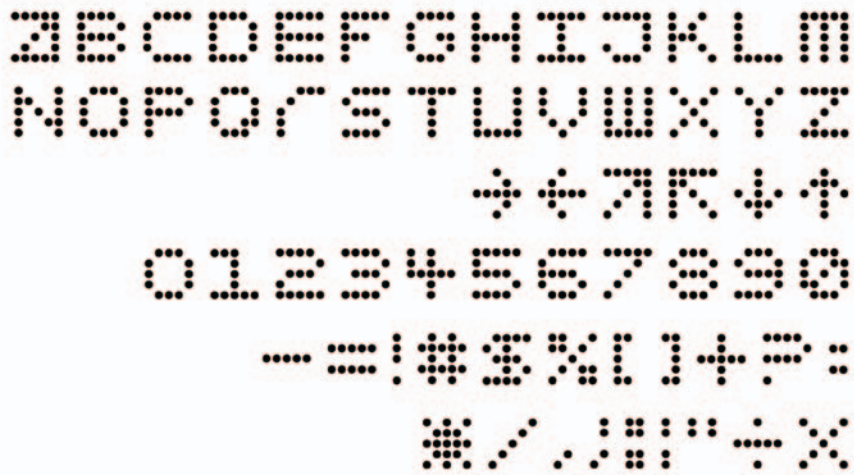
日期：2003年

设计师：肖恩·霍根

客户：保罗·马西斯

国家：澳大利亚

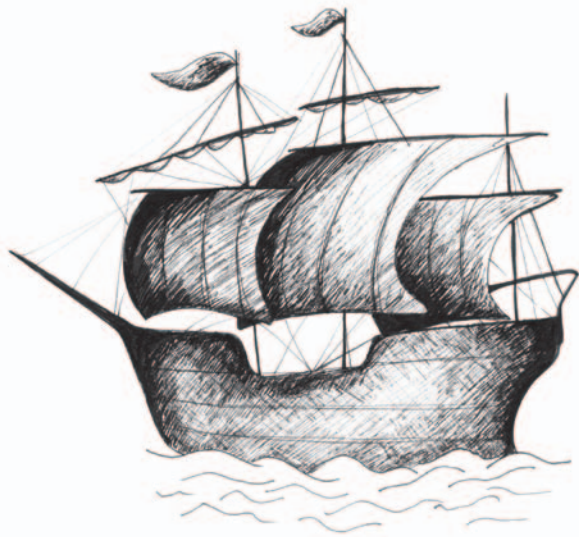




Trampoline designed a unique visual language for Transport based upon two specific elements: typeface, and a digital-collage art piece measuring over 30 metres long. Concepts of movement, gesture and flow were the basis of the imagery. These elements informed the remaining components of the identity: logo, business cards, and staff uniforms.

蹦床设计私人有限公司为交通酒店提供了一个独特的视觉语言方案，设计以两个特定元素为基础，即字体和一个30米长的数字拼贴艺术品。运动、示意和流动是该图像的设计基础。这些元素同时在标识、名片和员工制服的设计中得到了充分展现。





THE SHIP INN

EST. 1741

The Ship Inn

船舶旅店

Design Agency: Source Creative.net

Date: 2010

Designer: James

Client: The Ship Inn

Nationality: UK

设计机构: 创意网站

日期: 2010年

设计师: 詹姆斯

客户: 船舶旅店

国家: 英国



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WHY NOT BE PASSIONATE ABOUT FOOD AND WINE?

... it's the soul of life, to produce the best food, created with love and passion.



We work with a team of producers whose standards and passion match our own.

FOR EXCLUSIVE OFFERS JOIN OUR MAILING LIST

EMAIL:

GOD BLESS THE SHIP AND ALL WHO ALE IN HER

The Ship Inn is a great meeting place with its roaring fire, live music events and 'warehouse' bar. Upstairs the conservatory restaurant enjoys beautiful views of the River Dee and Chester beyond, whilst on the third floor a private dining room can be used exclusively.

The menu is crammed with British Classics using the best in free range and seasonal produce, with all the meat sourced directly from the farmers. We would love to invite you to savour our award winning dishes, local cask ales and wines from all over the world.

Real ales, Guest ales, Beautiful views of the river, Where Everyone is Welcome

VISIT OUR SISTER RESTAURANT



GUNNERY
RESTAURANT-BAR

AWARD WINNING

VIEW OUR



WINE

AWARD WINNING

OUR AWARDS

Below are some of the awards we've recently won.

2010 winner of most family friendly venue in the Chester Food & Drink Festival
2009 winner for best pie in the North West Fine Food Awards



The Ship Inn is an award - winning gastro pub based in Chester. In response to the brief and drawing inspiration from the Ship Inn's ancient heritage, James produced a fine art drawing of a sixteenth century sailing ship. This was used as a basis for the branding, which included signage, stationary design, promotional leaflets and menus, as well as being used to produce a tile mosaic as a feature point for the restaurant.

船舶旅店是一个坐落于切斯特屡获殊荣的美食酒吧。受该酒店古老遗迹的介绍和绘画的启发，设计师詹姆斯精心设计了一个精致的16世纪帆船形象。这一形象作为该酒店品牌的设计基础，广泛出现在引导标示、文具、促销单、菜单以及餐厅中扮演亮点角色的马赛克瓷砖之中。



THE SHIP INN, 18 HANDBRIDGE, CHESTER, CH4 7JE. 01244 678400



GOD BLESS THE SHIP AND ALL WHO ALE IN HER

Real ales, Guest ales, Beautiful views of the river, Games behind the bar, Sunday roast.



The Ship Inn, Handbridge (Just over the weir!), Chester, CH4 7JE Tel 01244 678400 info@theshipchester.com



Hotel Madragoa

Madragoa酒店

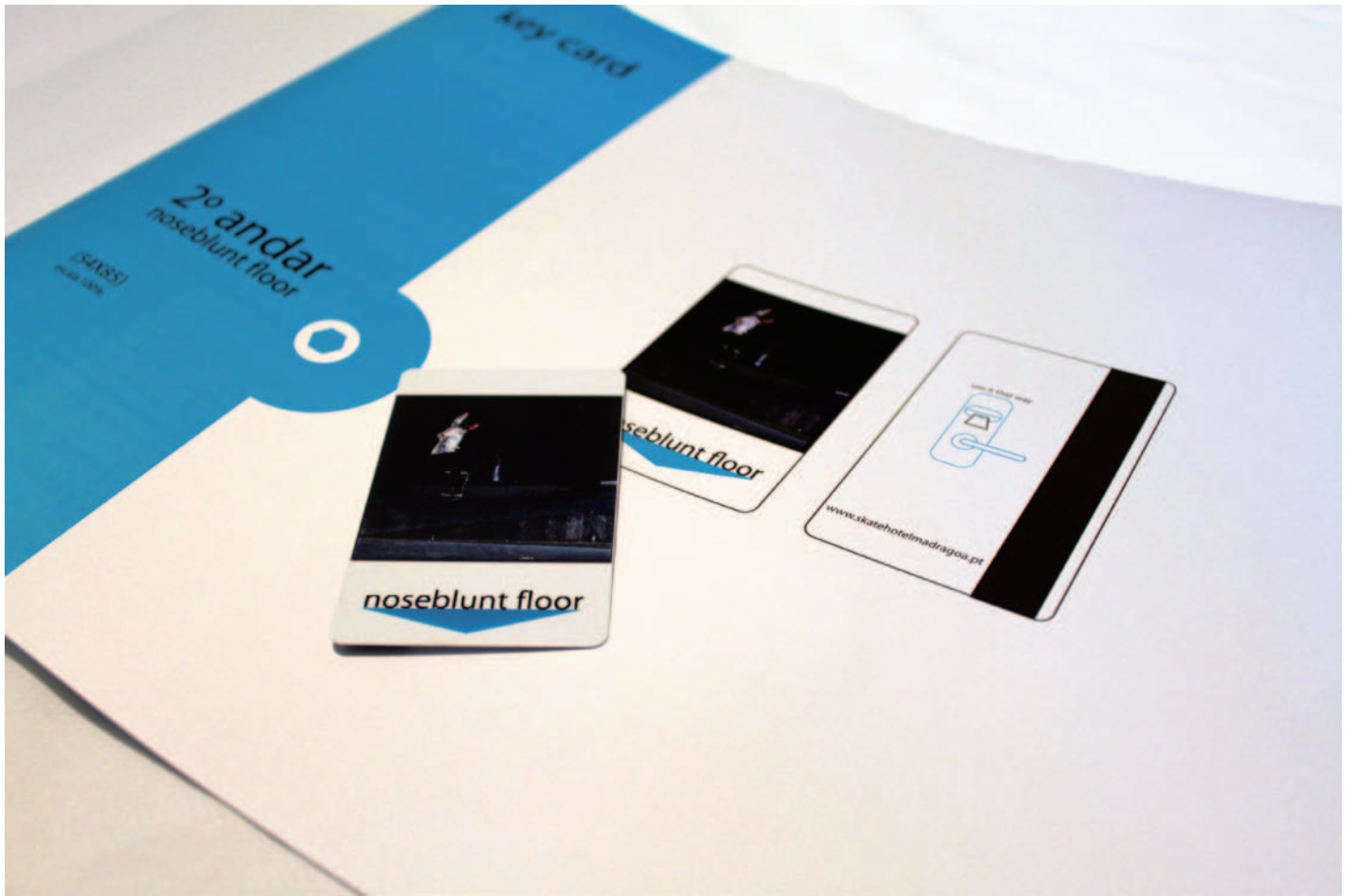
Design Agency: fredesign
 Date: 2007
 Designer: Frederico Cardoso
 Client: IADE
 Nationality: Portugal

设计机构: fredesign 设计工作室
 日期: 2007年
 设计师: 弗雷德里科·卡多佐
 客户: IADE
 国家: 葡萄牙



It is a creation of a completely innovative hotel, around the concept of skate. A contemporary hotel, aiming to skaters that will revolutionise the area of Madragoa, perspiring the spirit of skate by giving greatest joy and youth to the place. With a simple innovative and contemporary image, wants to reach the target audience through emotion. A five stars hotel establishing an informal relationship with the hosts, making them feel at home. The hotel will have partnerships with skate brands, which allow the stay of teams, while in a tour. The big majority of hosts would be foreigners, as it's unique in Europe.

该项目是专为一个翻新酒店而提供的品牌设计方案，围绕滑板主题展开设计。这一充满现代气息的酒店，以能够为Madragoa地区带来全新革命的滑板爱好者为主要消费对象，滑板文化能够为该地区带来全新的活力和朝气。设计师巧妙打造了一个简约、独特、时尚的图案，以唤起主要消费群体的情感共鸣，帮助这一五星级酒店与其客户建立起随性的联系，打造宾至如归之感。该酒店将与滑板品牌建立起合作关系，为组团旅行的团队提供休息空间。酒店的大部分客户来自国外，而这在整个欧洲也具有独树一帜的风范。



c/o Hotels

c/o酒店

Design Agency: Planeta Design

Date: 2011

Creative Director: Sandra Planeta

Client: c/o Hotels

Nationality: Sweden

c/o Hotels is an international hotel chain that takes immense care in converting historic landmarks into unique destinations. Planeta has with c/o Hotels created a merchandise programme focused on key strategies to further build the c/o Hotels brand. The challenge was to communicate the Hotels interconnections and to find clever marketing channels to do this. c/o Hotels is a joint brand over several already strong brands and a merchandise programme is a great way of further strengthening each brand and at the same time incorporate them under c/o Hotels.

设计机构: Planeta设计工作室

日期: 2011年

创意总监: 桑德拉·朴奈达

客户: c/o酒店

国家: 瑞典

c/o酒店是国际连锁酒店的联合机构, 巧妙地将具有历史意义的地标转变成独特的聚集胜地。Planeta设计工作室与c/o品牌一同联合打造了一个营销方案, 以关键战略作为侧重点, 旨在进一步将酒店品牌进行推广。设计的挑战在于有效地传达出酒店的互联性并找到巧妙的营销渠道。c/o品牌是一个由几个强大品牌构成的集合体, 而一个有效的营销方案将能够大大推动每个品牌的发展, 同时将各品牌完美地整合到c/o品牌之下。







c/o Grythyttan Inn

c/o格莱提坦酒店

Design Agency: Planeta Design

Date: 2008

Creative Director: Sandra Planeta

Client: c/o Hotels

Nationality: Sweden

c/o Grythyttan Inn is a well-known old inn in Sweden, famous for its cuisine and former owner Carl-Jan Granqvist. The challenge was to highlight Jenny Ljungberg as the new hotelier, and to bring forward the hotel under the joint brand, c/o Hotels. By getting to know the hotel, its surroundings, the staff and the guests, the designers were able to capture c/o Grythyttan Inn's soul and utilised its eccentric heritage in tailor-made site solutions. The project resulted in an award - winning corporate identity that emits a whole lot of charm and quirkiness that is typical for c/o Grythyttan Inn.

设计机构: Planeta设计工作室

日期: 2008年

创意总监: 桑德拉·朴奈达

客户: c/o酒店

国家: 瑞典

c/o格莱提坦酒店是一家位于瑞典的知名古老酒店，因其独特的美味佳肴和前酒店拥有者卡尔·扬·格兰奎斯特而闻名。设计的重点在于突出该酒店新经营者珍妮·永贝里的身份，同时将该酒店与c/o酒店集合品牌建立起巧妙的联系。设计师在对该酒店以及其周边地区和员工以及客源进行了解之后，抓住酒店的精髓，利用独特的酒店历史为其量身打造了一个品牌设计方案。项目中设计的企业形象作为一个获奖案例，将c/o格莱提坦酒店独特的魅力和特色展现得淋漓尽致。





SUNSIL HOTEL

Sunsil Hotel

苏尼尔酒店

Design Agency: Coconote Studio

Date: 2009

Designer: Januario Jose

Client: Silisa Comercial, Lda

Nationality: Angola

设计机构: Coconote设计工作室

日期: 2009年

设计师: 简纳里奥·圣何塞

客户: Silisa Comercial, Lda集团

国家: 安哥拉

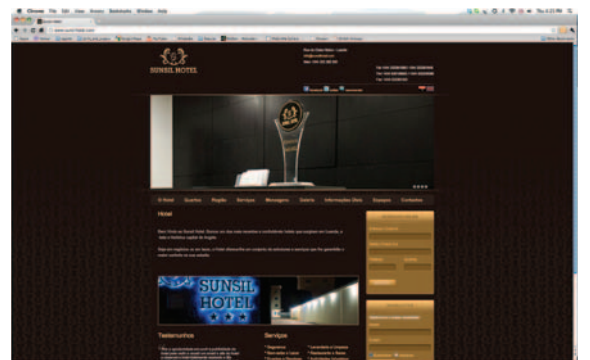




苏尼尔酒店，将该项目的梦想和价值完美地体现在酒店名称之中。设计师在对客户的意见进行充分参考之后，提出了一个真诚的命名方案，并决定采用将传统和现代元素相结合的设计方式。“太阳符号元素”与手写体“SH”的完美结合真正体现了融入之感，作为酒店及其真正价值的象征。这一经典的衬线字体搭配独特的配色方案使识别更加醒目、突出。方案的开发历经素描和插画设计等过程，最终转变成极富象征意义的酒店名称和标识，而这一设计恰恰也符合了客户的要求和期望。

Sunsil Hotel as the name suggests, it expresses the dream and values of the project, and encapsulated on the original name by representation.

Taking the client's thoughts in consideration, the designers came out with the name that encapsulate truly, they decide to give a personal input by mix it with traditional and modern elements. By using the "sun symbolic elements" combined with handwritten "SH" it gives a sense of involvement that symbolise the hotel and its real values. The classic serif font combines with a selective colour palette that gives the identity a unique representation. The development process took stage from sketch and illustrations and the final result was a true symbolic name and logotype that represents the client's vision.



THE RIMMIRROROROR

BARCELONA



The Mirror Barcelona

巴塞罗那的镜子酒店

Date: 2010

Designer: Lucía Herrador, Paqui Cuello, Julia Laguarda

Client: Corporación Patrimonial Hotelera S.L

Nationality: Spain

It is the creation of the naming and corporate identity that includes conceptualisation, strategy, design and implementation of it in the hotel and restaurant, which is situated in Córcega Street nº255, Barcelona, Spain. The visual system is based on the reflection of logo, images and typography. Create a "typographic waterfall" by the repetition of a concept in several languages and his own reflection.

该项目是专为巴塞罗那的镜子酒店提供的命名和企业形象设计方案，包括概念的构想、营销战略以及酒店和餐厅品牌的设计和实施。该酒店坐落于西班牙巴塞罗那科西嘉岛大街255号。视觉识别系统的设计以标志、图像和字体的映像为基础。根据重复理念打造的“印刷体瀑布”拥有多个语种版本，同样采用了映像的模式。





日期：2010年

设计师：艾米·法利尔，帕奎·归略，朱莉娅·拉格达

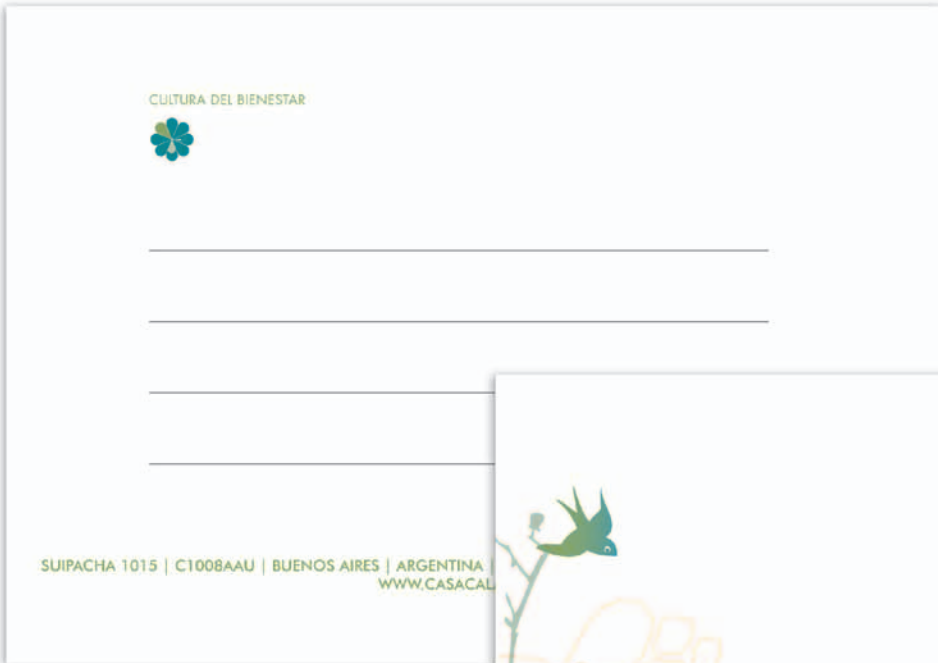
客户：S.L企业资产酒店集团

国家：西班牙





设计机构: BUNKER3022 设计工作室
 日期: 2008年
 设计师: 凡尼亚·席尔瓦, 弗洛伦西亚·托雷斯
 客户: 卡沙·卡尔玛酒店
 国家: 阿根廷



Hotel Casa Calma

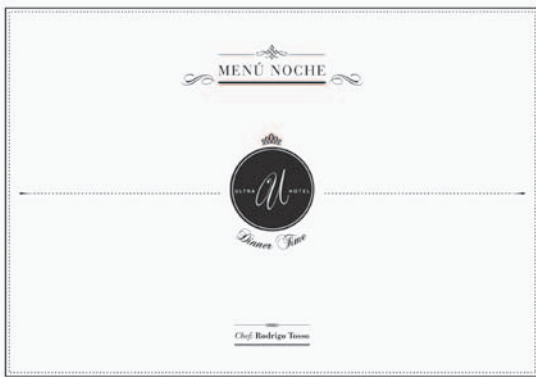
卡沙·卡尔玛酒店

Design Agency: BUNKER3022
 Date: 2008
 Designer: Vanya Silva, Florencia Torres
 Client: Hotel Casa Calma
 Nationality: Argentina

Casa Calma Wellness Hotels located in the middle of Buenos Aires city and opens its doors with an innovative concept "an oasis in downtown", a fresh ecologic environment to escape the city noise. The great challenge was to develop a system from scratch and apply it to so many pieces and so different in nature.

卡沙·卡尔玛酒店坐落在布宜诺斯艾利斯市的核心地带，并以“闹市绿洲”的创意理念面向客人开放。清新的生态环境能够帮助人们轻松远离喧嚣的城市环境。设计中最大的挑战是重新开发一个系统使之与酒店的各个不同的区域实现完美融合。





Ultra Hotel & Restaurant is a unique mansion with 20 exclusive rooms, which is located in Palermo Soho. For the rooms and shop the designers designed the amenities, and for the bistro they designed the menus. To add design value and position to the brand, the designers also designed a VIP card for customers and mass media.

极致酒店与餐厅坐落在阿根廷巴勒莫家庭办公大厦之中，拥有20间装潢独特的客房。设计师为客房和店铺提供便利设施设计的同时，还为酒店精心设计了菜单。为了给品牌增添设计价值，突出其地位，设计师还为客户和大众媒体设计了贵宾卡。

设计机构: BUNKER3022 设计工作室

日期: 2011年

设计师: 凡尼亚·席尔瓦, 胡安娜·阿尔瓦雷斯

客户: 布宜诺斯艾利斯极致酒店

国家: 阿根廷

ULTRA HOTEL
Dinner Time

LUNCH WITH FRIENDS
VIERNES AL MEDIODÍA

Chef Ambassador: Rodrigo Toso

Gorriti 4929 - Palermo Soho
Reservas: 4833 9200
bistro@hotelultra.com
www.hotelultra.com

Ultra Hotel - Buenos Aires

布宜诺斯艾利斯极致酒店

Design Agency: BUNKER3022

Date: 2011

Designer: Vanya Silva, Juana Álvarez

Client: Ultra Hotel - Buenos Aires

Nationality: Argentina





Hotel Dona Ana, Mozambique

莫桑比克多纳·安娜酒店

Design Agency: Sunshinegun

Date: 2010

Designer: Bronwen Rautenbach / George Rautenbach

Client: Hotel Dona Ana

Nationality: Mozambique

The Hotel Dona Ana was built by Senhor Leo Alves, a hotel magnate in the 1930s, for his lover Dona Ana. The brand expression is based on their stories. Dona Ana was the perfect lady, a picture of poise and grace. But under the surface you will discover a fiery, sexy and exciting side to her. The brand shares this same personality, delighting visitors when they least expect it.

设计机构: Sunshinegun设计工作室

日期: 2010年

设计师: 布罗温·劳滕巴赫

客户: 莫桑比克多纳·安娜酒店

国家: 莫桑比克

多纳·安娜酒店由20世纪30年代的酒店巨头利奥·阿尔维斯先生为其爱人多纳·安娜创建。该品牌的设计以他们二人的爱情故事为基础。多纳·安娜优雅的姿态被应用到设计之中。同时，人们通过设计也可以发现多纳·安娜奔放、性感和活泼的另一面个性。同样，该酒店的品牌设计也遵循了这一理念，出人意料的品质将令客人更加雀跃。







THE CALLS

42 The Calls Hotel

42卡尔斯酒店

Design Agency: Shillington College Manchester

Date: 2009

Designer: Victor Bature

Client: 42 The Calls

Nationality: UK

设计机构：曼彻斯特希林顿学院

日期：2009年

设计师：维克多·巴图拉

客户：42卡尔斯酒店

国家：英国

42 The Calls is a boutique hotel, which is located in one of the most prestigious areas of Leeds. The designer was given a two-day brief to rebrand the hotel in a way that reflected the sleek, modern, and minimal style of the architecture.

42卡尔斯酒店坐落于英国利兹最负盛名的地区之一。设计师受该酒店的委托在两天内为其提供了一个品牌重塑的设计方案，以体现该建筑的干练、时尚、简约的特色。







H&G HOSPITALITY GROUP

A' HOTEL

A' 酒店

Design Agency: Chetan Syal Design
Date: 2010
Designer: Chetan Syal
Client: A' Hotel, H&G Hospitality Group
Nationality: India

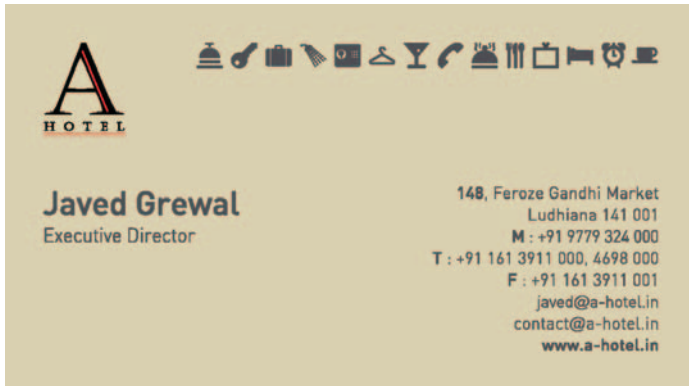
A' HOTEL is an avant-garde business cum leisure hotel, which is situated in Ludhiana, Punjab, India. The client required a re-design of the stationery, business collaterals and concepts related to the hotel communication. The need was to bring a sense of style and homogeneity in all communication so that it looks simple, modern, professional, sophisticated, warm and welcoming. Pictograms were made a part of the communication to give emphasis to some of the services the hotel provides.

A' 酒店是一个坐落于印度旁遮普邦卢迪亚纳市的纤维商务及休闲酒店。应客户的要求，设计师对该酒店的文具用品、商务用品以及与酒店传达相关的理念进行重新设计。设计的要求在于赋予所有的视觉传达作品以独特和协调之感，打造简约、时尚、专业、精致、温馨和热情之感。象形图作为传达设计的一部分有效地突出了酒店提供的部分服务。

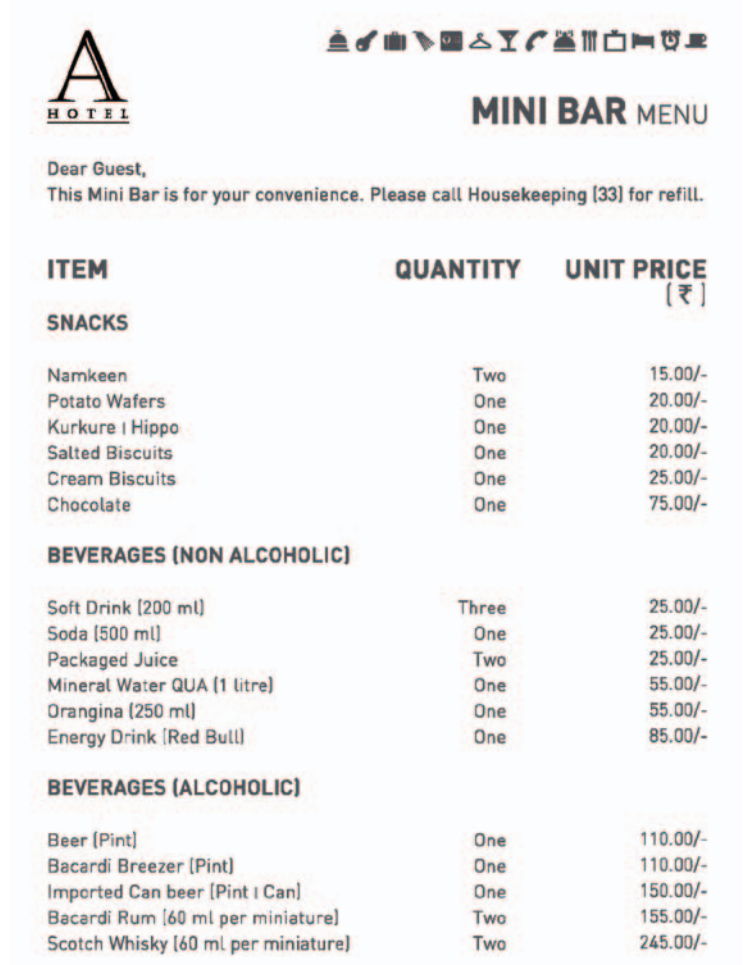


Javed Grewal
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www.a-hotel.in



设计机构: 阿赫亚·西亚尔设计工作室
 日期: 2010年
 设计师: 阿赫亚·西亚尔
 客户: A' 酒店, H&G酒店集团
 国家: 印度





shānti
BOUTIQUE HOTELS
New Delhi. Goa

Shanti Boutique Hotel

沙恩蒂精品酒店

Design Agency: Chetan Syal Design

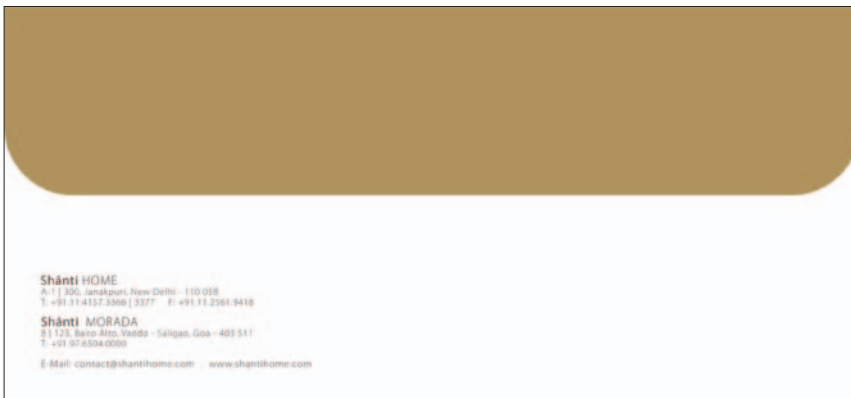
Date: 2011

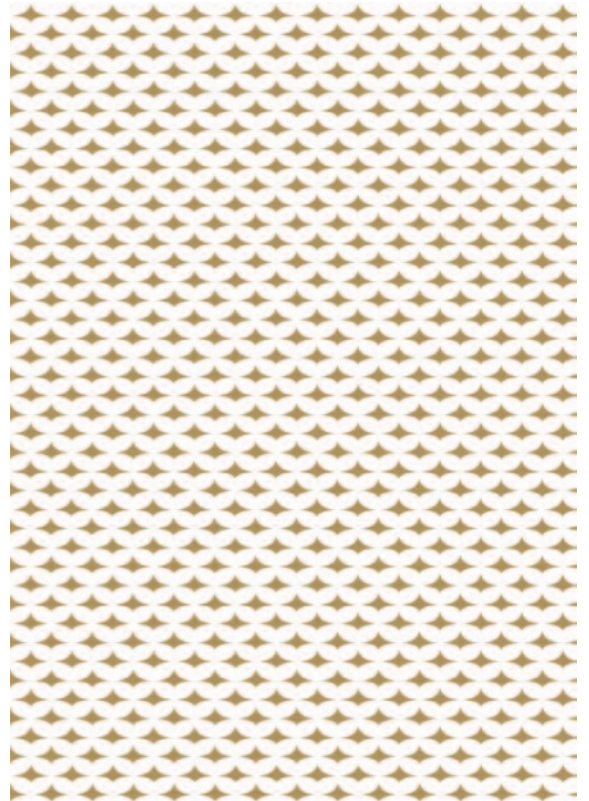
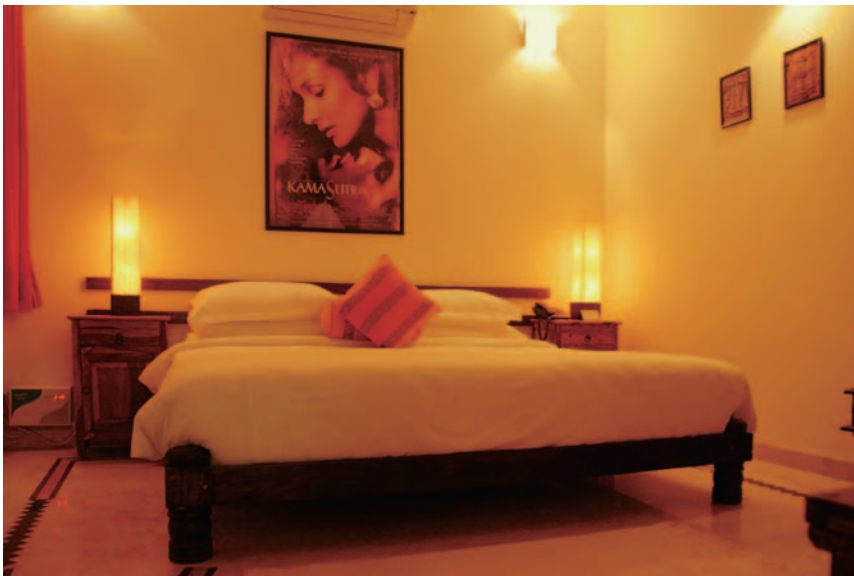
Designer: Chetan Syal

Client: Shanti Boutique Hotels

Nationality: India

"Shanti" as the name suggests, is a hospitality brand, which believes in offering its guests the peace of mind. Shanti Boutique Hotels offer their guests with an Indian experience by means of a very traditional yet contemporary Indian Décor that ranges back to centuries of old customs of hosting guests with utmost care. The client required a symbol of Lord Ganesha's Head for their Logo. Devotion to Lord Ganesha is widely diffused and extends to Jains, Buddhists, and even beyond India and hence he can be easily identified by the hotel's clientele which is international.





设计机构: 阿赫亚·西亚尔设计工作室

日期: 2011年

设计师: 阿赫亚·西亚尔

客户: 沙恩蒂精品店酒店

国家: 印度

“沙恩蒂”，顾名思义，是一个服务行业品牌，旨在为客人提供心灵上的宁静空间。该酒店通过传统而时尚的印度装饰风格使客人真正体验到印度独特的风情，将几世纪以来周到服务的古老习俗进行延伸。客户要求以象头神的头部作为该酒店的标识，由于象头神的形象应用广泛，无论酒店的客人来自耆那教、佛教亦或是印度以外的宗教都能够清晰地识别，因此该标识的设计具有国际化的特点。



CHICHIKOV
HOTEL



CHICHIKOV
HOTEL

Chichikov Hotel

乞乞科夫酒店

Design Agency: Grafprom Studio

Date: 2011

Designer: Mariya Norazyan, Iliya Pavlov

Client: Chichikov hotel

Nationality: UK

设计机构: Grafprom设计工作室

日期: 2011年

设计师: 玛丽亚·诺拉兹严, 伊利亚·巴甫洛夫

客户: 乞乞科夫酒店

国家: 英国



Chichikov Hotel is called in the name of the main figure of classic Russian novel "The Dead Souls", written in the 19th century by Nikolay Gogol, the great Russian writer from Ukraine. The novel is about Russian and Ukrainian province life, which reflects the main spirit of the hotel's identity.

乞乞科夫酒店是由果戈里在十九世纪末创作的俄国经典小说《死魂灵》中的主要人物角色，而果戈里这位伟大的俄罗斯作家来自于当时的苏联乌克兰加盟共和国。该小说以当时的苏联和乌克兰加盟共和国的生活为背景，同时也被应用为乞乞科夫酒店视觉识别系统的主要精髓。





Vozdvyzhensky Hotel



Vozdvyzhensky Hotel

Vozdvyzhensky酒店

Design Agency: Grafprom Studio

Date: 2009

Designer: Iliya Pavlov, Maria Norazyan, Pavel Makov

Illustrator: Pavel Makov

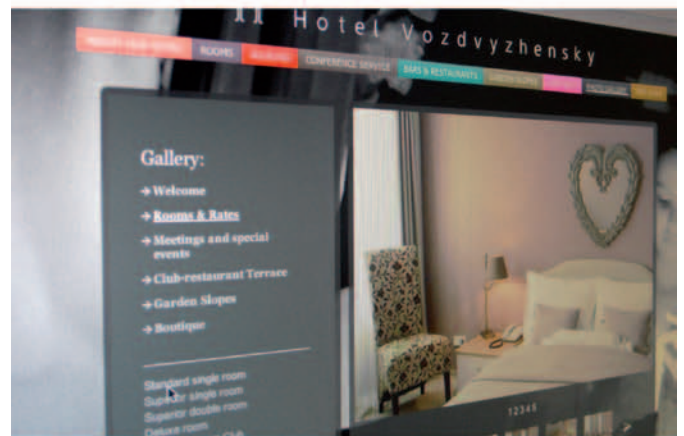
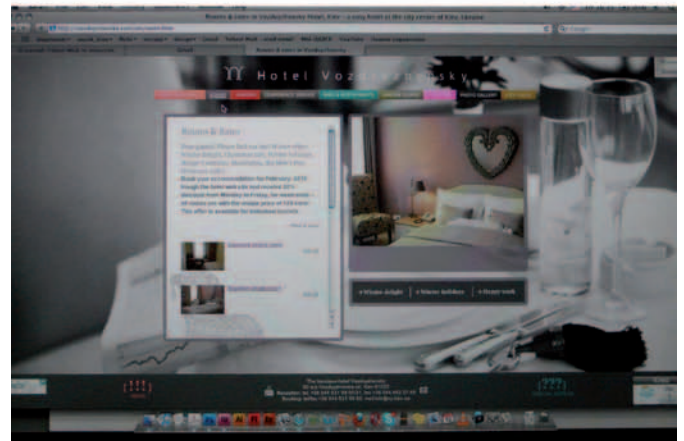
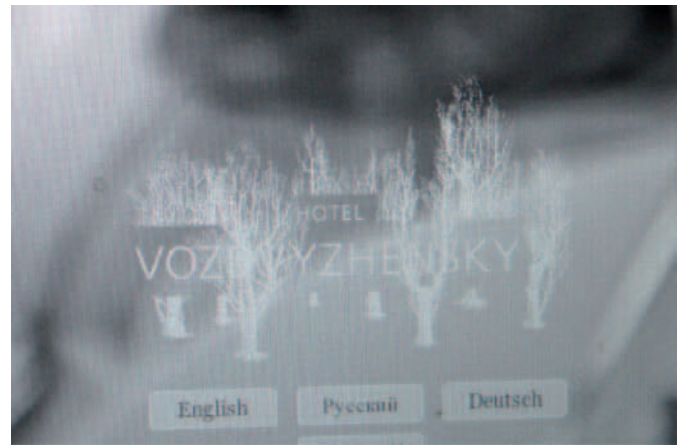
Client: Vozdvyzhensky Hotel

Nationality:UK

In the design the designers have been used Pavel Makov's works, the legendary Kharkov graphic artist. All the trees used in this identity were etched by his hand.

"Pearl of our show" is the hotel's graphic logo - a combination of sophisticated graphics and exquisite grotesque. This logo symbolises the soul of the hotel, which is the Garden.

Primarily for use in business documents and business area is the logo with the arch. It has the high level of readability, sophistication and emotional richness.





在设计过程中，设计师运用了来自乌克兰哈尔科夫市的传奇平面艺术家帕维尔·马克沃夫绘制的作品。识别中所运用的树木形象皆来自该艺术家的手稿。“我们展示的珍珠”是该酒店的平面标识，集复杂的图形和怪诞离奇的风格于一体。该标识象征了酒店的灵魂——打造城市中的花园。商业文件和业务区域主要运用了标识和拱门形象。识别系统的设计具有可读性强、精致、饱含情感的特征。



设计机构: Grafprom设计工作室

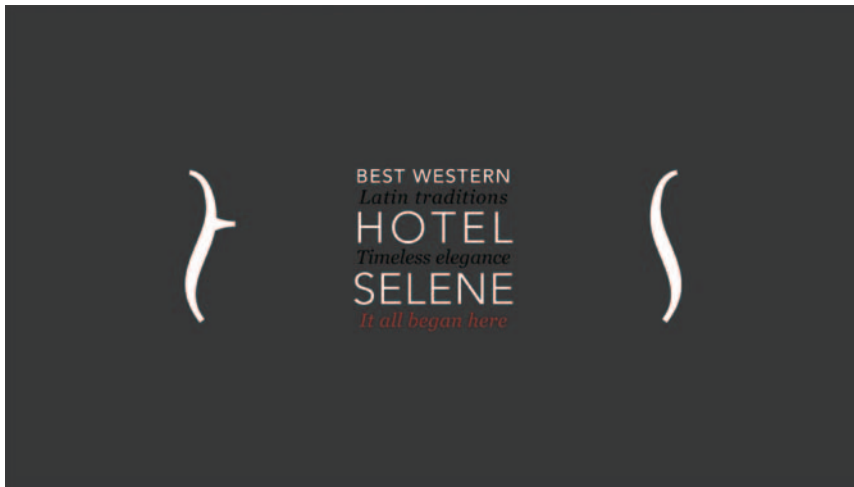
日期: 2009年

设计师: 伊利亚·巴甫洛夫, 玛丽亚·诺拉兹严, 帕维尔·马克沃夫

插画师: 帕维尔·马克沃夫

客户: Vozdvyzhensky酒店

国家: 英国



Best Western - Hotel Selene

塞勒涅最佳西方酒店

Design Agency: Sublimio - Unique Design Formula

Date: 2007

Designer: Matteo Modica

Client: Hotel Selene

Nationality: Italy

设计机构: Sublimio - Unique Design Formula设计工作室

日期: 2007年

设计师: 利玛窦·莫迪卡

客户: 塞勒涅最佳西方酒店

国家: 意大利





Best Western - Hotel Selene is a renowned premium hotel in Rome, Italy. The creative concept behind the project expresses the elegance and the historical value of the Latin area, where the Roman empire was born. The Rebranding Unique Design Formula includes: Brand Strategy, Corporate Image, Communication Consultancy, Interior Design, Branding Applications.

塞勒涅最佳西方酒店是坐落于意大利罗马的著名高档酒店。该项目的创意理念是体现作为罗马帝国诞生地的拉丁地区的优雅姿态和历史价值。Sublimio - Unique Design Formula设计工作室为该酒店提供的设计方案包括品牌战略、企业形象、传达顾问、室内空间以及品牌推广应用的设计。



Estació del Nord Hotel

北部车站酒店

Design Agency: Bífid

Date: 2010

Designer: Toni Font and Albert Santanach

Client: North Station Hotel

Nationality: Spain

设计机构: Bífid设计工作室

日期: 2010年

设计师: 托尼·弗恩特, 阿尔伯特·萨坦纳奇

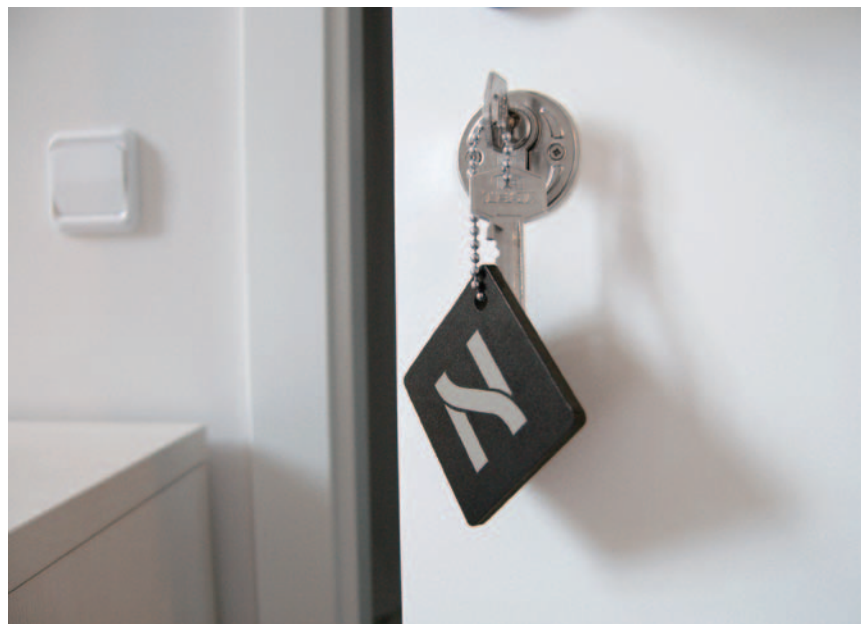
客户: 北部车站酒店

国家: 西班牙



When the designers create the corporate identity of the Estació del Nord Hotel (Nord Station Hotel), which is situated in a restored old train station, the changing tracks of railway inspired them to draw the N central of the logo and develop all the other applications.

设计师在为北部车站酒店（北站酒店）提供企业形象设计的过程中，受到该酒店地理位置的启发——改建的老火车站。铁轨的变道为设计师带来了巨大的创作灵感，从而开发出“N”形中央标识以及其他所有应用程序。





Situat al centre de la ciutat de Vic, l'Hotel Estació del Nord està ubicat a la planta superior de l'estació de tren.

Aquest edifici centenari es troba totalment reformat i insonoritzat, i consta de 14 habitacions exteriors amb totes les comoditats. L'establiment, de gestió familiar, ofereix un allotjament econòmic en un entorn immoliorable.

Situado en el centro de la ciudad de Vic, el Hotel Estació del Nord está ubicado en la planta superior de la estación de tren.

Este edificio centenario está totalmente reformado e insonorizado, y consta de 14 habitaciones exteriores con todas las comodidades. El establecimiento, de gestión familiar, ofrece un alojamiento económico en un entorno inmoliorable.

Vic's city certification
 fully reform-
 oms, all of
 ity facili-
 el which
 comoda-

N
 Estació del Nord
 Hotel
 ★★

Plaça de l'Estació, 4
 08500 Vic Tel. 93 516 62 92
www.estaciodelnord.com
info@estaciodelnord.com



Estació del Nord
 Hotel
 ★★

www.estaciodelnord.com
info@estaciodelnord.com
 Plaça de l'Estació, 4
 08500 Vic (Barcelona)
 Tel. 93 516 62 92 / Mòbil. 666 656 210



The Iron Horse Hotel

铁马酒店

Design Agency: Company B
 Date: 2009
 Designer: Andrei Slobtsov
 Client: The Iron Horse Hotel
 Nationality: USA

设计机构: B设计公司
 日期: 2009年
 设计师: 安德烈·斯洛伯特索夫
 客户: 铁马酒店
 国家: 美国





The Iron Horse Hotel is Milwaukee's most chic and sophisticated property – located in the city's historic warehouse district, the transformation of a 100-year-old downtown warehouse into a modern luxury boutique hotel. As the industry's first upscale hotel geared for business travellers and motorcycle enthusiasts alike, the Iron Horse Hotel meets the distinct needs of both corporate and leisure guests with its special services, unparalleled amenities and 100 loft-style guest rooms.

铁马酒店是密尔沃基市最时尚、精致的建筑，坐落于该城市充满历史意义的仓库区，这一现代奢华精品酒店的前身是一个拥有百年历史的市中心仓库。作为业界第一个高档酒店，铁马酒店以商务旅客和摩托车爱好者为主要消费对象，凭借周到特殊的服务、无与伦比的设施以及100间阁楼风格的客房能够满足客人商务和休闲的不同需求。







Fierro Hotel

菲耶罗酒店

Design Agency: SeventhDesign

Date: 2009

Designer: Bruno Siriani

Client: Fierro Hotel Buenos Aires

Nationality: Argentina

设计机构：第七设计工作室

日期：2009年

设计师：布鲁诺·希里雅尼

客户：布宜诺斯艾利斯菲耶罗酒店

国家：阿根廷

This new high-end hotel born in Buenos Aires to rename and reposition what does “five stars service” mean. With a planned year process SeventhDesign™ set about creating a flexible new identity that could excite future clients from around the world.

The name “Fierro” was implemented, and the designers play around of it creating a brand based in the noble metal with the same denomination. The result was an identity consciously sought to play on this sense of luxury and sophistication, bringing the story to life in way that applies seamlessly on everything from interior design, stationery and graphic design to office branding.

这一崭新的高端酒店坐落在布宜诺斯艾利斯市，将“五星级服务”理念进行重新定义和定位。经过一年的策划，第七设计工作室为该酒店全新打造一个灵活的识别系统，以唤起未来世界各地客户的关注。在拟定“菲耶罗”命名方案之后，设计师围绕其进行了精心设计，巧妙打造了一个以贵金属为基础的同名品牌。最终的识别方案充分发挥了奢华和精致之感，将品牌故事自然地融入到生活之中，并将室内设计、文具用品、平面设计以及办公品牌完美地整合为一体。

Dubai International Financial Centre

迪拜国际金融中心酒店

Design Agency: CRE8, Dubai

Date: 2011

Designer: Marie Chung, Niamh Foran, Justine Thaysen, Grigor Scott

Client: Ritz-Carlton Group

Nationality: UAE

This hotel epitomises understated luxury and elegance for the business and leisure traveller. The designers were asked to design F&B menus, collateral for front of house, guest rooms, spa and retail as well as invitations for the launch event. All items were produced and delivered on time and within budget.

设计机构：迪拜CRE8设计工作室

日期：2011年

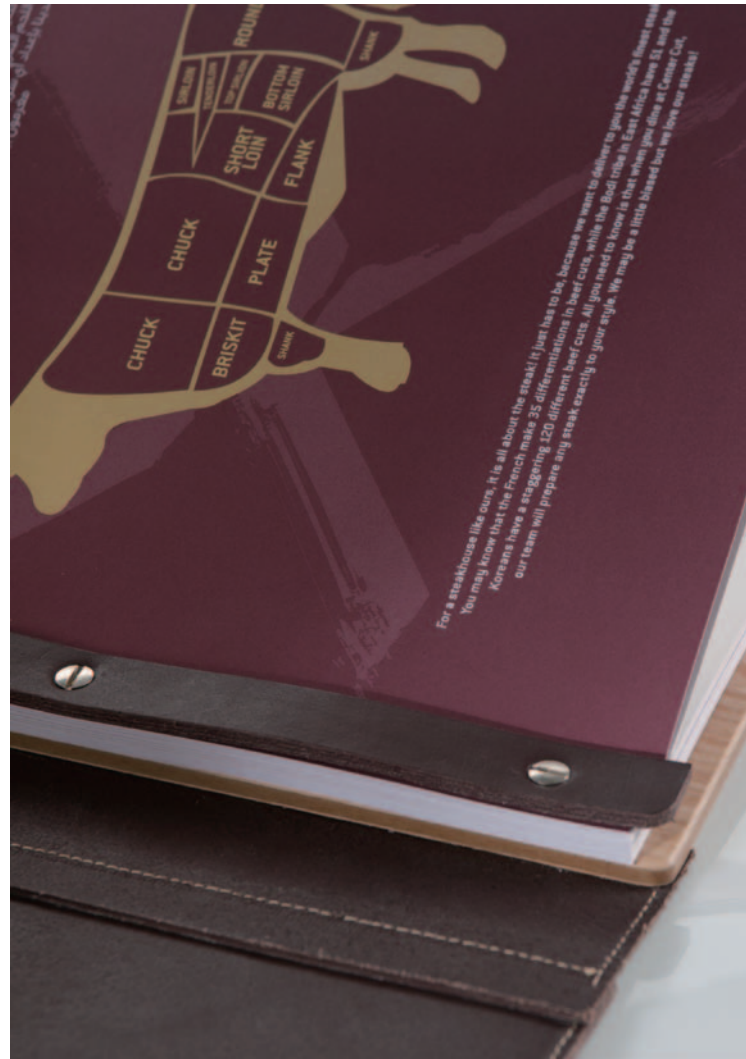
设计师：玛丽·钟，尼亚姆·福伦，海宁·塔森，格里格·斯科特

客户：丽思·卡尔顿酒店集团

国家：阿拉伯联合酋长国

该酒店是融合低调奢华和优雅为一体的商务和休闲酒店的典范。CRE8设计工作室受邀为该酒店提供餐饮部的菜单设计、建筑前端的附属品、客房、水疗中心和零售店以及酒店活动的邀请函设计。所有项目设计的交付时间和预算均控制在预定的范围内。







The Yas Hotel

亚斯酒店

Design Agency: CRE8, Dubai

Date: 2011

Designer: Marie Chung, Niamh Foran,
Grigor Scott

Client: ALDAR

Nationality: UAE

设计机构: 迪拜CRE8设计工作室

日期: 2011年

设计师: 玛丽·钟, 尼亚姆·福伦, 格里格·斯科特

客户: 阿尔达集团

国家: 阿拉伯联合酋长国

The Yas Hotel is a stunning contemporary building, bridging the Yas Marina F1 circuit. The brief was to brand and produce collateral for nine restaurants to be opened in time for the 2009 Formula 1 Etihad Airways Abu Dhabi Grand Prix, the closing race of the season and the first F1 event to be held in the UAE. The designers designed a suite of menus, wine lists and bill folders for all the outlets, using a variety of materials and finishes in keeping with the style of the interiors and the overall contemporary feel of the hotel. The client was delighted with the results, delivered on time and within budget.

亚斯酒店是一个惊人的当代建筑，坐落于亚斯码头F1赛道之上。设计的主要理念是在2009年一级方程式赛车举办的同一时间为该酒店的九个餐厅提供品牌和附属品设计。2009年，阿提哈德航空公司阿布扎比大奖赛以及闭幕赛和首个F1赛车活动均在阿联酋举行。设计师设计了一套菜单、酒单以及所有销售点的账单折页，巧妙运用多种材料和抛光剂，实现了与室内空间和酒店整体的现代之感的完美融合。客户对设计方案、交付时间以及低成本开支感到十分惊讶和欣慰。







Eaton Hotel

伊顿酒店

Design Agency: PPC

Date: 2008

Designer: Gary Jones, Kennis Sin, Freda Ng

Client: Eaton Hotels

Nationality: Hong Kong, China

Eaton Hotel needed a unique brand positioning and arresting visual identity to attract new owners and developers in China. Working with senior management at the Eaton, PPC developed the positioning of "China Modern"; a blend of Art Deco sensibilities with the vibrant colours and motifs of contemporary Chinese art, culture and fashion.

设计机构: PPC设计工作室

日期: 2008年

设计师: 加里·琼斯, 肯尼斯·辛, 弗莱达·吴

客户: 伊顿酒店

国家: 中国, 香港

伊顿饭店需要一个独特的品牌定位和醒目的视觉识别系统以吸引中国更多的新业主和开发商的目光。PPC设计工作室与伊顿酒店高级管理人员一同合作, 开发了“现代中国”的定位系统, 巧妙地将装饰艺术的感性与中国当代艺术、文化和时尚的色彩与图案完美结合。



soho

H O T E L



Soho Hotel

家庭办公酒店

Design Agency: Graphasel Design Studio

Date: 2009

Designer: David Drozsnik, Dóra Vágfalvi, Péter Szőke, Zsuzsa Nonn, Attila Bolgár

Art director: László Ördög

Client: Soho Hotel

Nationality: Hungary

设计机构: Graphasel设计工作室

日期: 2009年

设计师: 大卫·多罗兹耶克, 多拉·瓦格法儿维, 彼得·斯佐科,

苏萨·诺恩, 阿提拉·博尔格

艺术总监: 拉斯洛·奥多哈

客户: 家庭办公酒店

国家: 匈牙利



The designers undertook to design a comprehensive visual communication for the Hotel. Besides the materials presented here, the decoration of rooms, as well as the design of the hotel uniform was also included in the work. The main expectation of the client was to create a fresh and lovely environment that reflects on the lively life in Budapest.

Graphasel设计工作室为该酒店提供了一个全面的视觉传达设计方案。设计的项目除了在此展示的材料之外，还包括对房间的装潢、酒店制服的设计等等。客户的主要意向是创建一个清新、可爱的环境以体现布达佩斯朝气蓬勃的生活格调。





ZARA

boutique hotel



Zara Hotel

扎拉酒店

Design Agency: Graphasel Design Studio

Date: 2007

Designer: David Drozsynek, Péter Szőke

Client: Zara Hotels

Nationality: Hungary

设计机构: Graphasel设计工作室

日期: 2007年

设计师: 大卫·多罗兹耶克, 彼得·斯佐科

客户: 扎拉酒店

国家: 匈牙利



The Hotel was built in the city centre of Budapest for young businessmen. The main expectations of the client were as follows: the identity should be elegant and reflect on its middle-eastern origins; moreover, the client also insisted on the use of golden colour. The identity covers all elements of the Hotel, and during the design the designers also considered that the Hotel could expand to a chain of hotels in the future.

该酒店坐落于布达佩斯市中心，以年轻的商务人士为主要消费对象。客户的主要意向是：识别方案充满高雅气息，能够彰显出该酒店的中东起源；此外，客户坚持对金色的运用。该识别方案涵盖了酒店的所有元素，并且在设计之中，设计师考虑到未来连锁酒店的产生，因此，设计具有一定的灵活性。



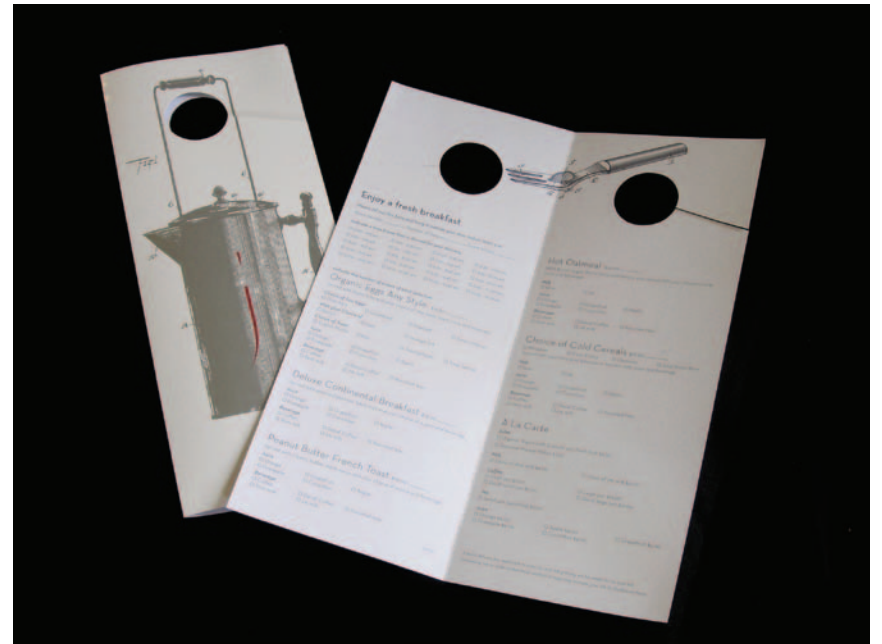


The Joule Hotel

焦耳酒店

Design Agency: Mirko Illic Corp
 Date: 2008
 Designer: Mirko Illic, Jee-eun Lee
 Client: The Joule Hotel
 Nationality: USA

设计机构：米尔科·伊利奇公司
 日期：2008年
 设计师：米尔科·伊利奇，李梓恩
 客户：焦耳酒店
 国家：美国





It is a graphic design identity for a boutique hotel in Dallas, Texas. Old patent drawings were used to create the identity of the hotel.

该项目是专为坐落在美国得克萨斯州达拉斯市的精品酒店而提供的平面设计方案。识别方案中运用了老式专用图纸材料。





Octárna is a luxury hotel placed in area of former baroque Franciscan monastery at historical town centre. Main point was to create clean and modern looking visual inspired by historical Christian symbols and Art Nouveau decorated interiors to complete atmosphere of this unique place.

Octárna 奢华酒店坐落在捷克共和国历史悠久的城镇中心前巴洛克式方济会修道院。设计的主要目的是运用古典的基督教标志，打造利落、时尚的视觉识别系统，并营造室内的艺术风格气息，从而与这一独特的空间氛围相得益彰。



OCTÁRNA
hotel & restaurant

Dresing.org
Svatopluka Cechu 27
Kroměříž
767 01
Czech Republic

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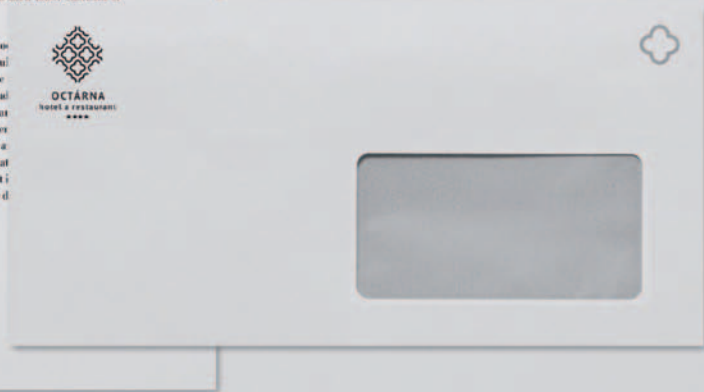
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OCTÁRNA
hotel & restaurant

Octárna s.r.o.
Tovačevského 318
Kroměříž
767 01
Czech Republic



Octárna Hotel

Octarna酒店

Design Agency: dresing.org

Date: 2010

Designer: Petr Mazoch

Client: Octárna Hotel

Nationality: Czech Republic

设计机构: dresing.org 设计工作室

日期: 2010年

设计师: 切赫·玛佐奇

客户: Octárna酒店

国家: 捷克共和国



DIAMONDDELUXEHOTEL
WELLNESS & BUSINESS

Diamond Delux Hotel

钻石豪华酒店

Design Agency: AM Design Creative Consultants

Date: 2010

Designer: Anna Moody, Anna Tsingos

Client: Diamond Delux Hotel

Nationality: Greece

设计机构: AM设计创意顾问

日期: 2010年

设计师: 安娜·穆迪, 安娜·提辛格斯

客户: 钻石豪华酒店

国家: 希腊





It is a project of identity and overall design concept for a new and design orientated deluxe hotel on the island of Kos, Greece. The designers developed a branding concept from the different types of cuts that can be used on diamonds. The designers then developed a graphic to illustrate each cut. As the whole hotel is white and gold the designers kept all the printed materials the same. The typographic design style creates a very minimal and clean image, which fits perfectly with the high design level of the hotel.

该项目是专为坐落于希腊科斯岛上的全新设计风格奢华酒店而设计的识别方案和整体设计理念。设计师巧妙运用各种可应用到钻石包装上的剪纸开发了一个品牌设计理念。随后，设计师还专门设计了一个图形以对每个剪纸进行诠释。此外，印刷材料的色调运用遵循了与酒店装潢一致的原则，以白色和黄色为主要基调。独特的版式设计风格营造了一个非常简约、干练的图像，同时与酒店的高端品质相得益彰。



THE *Ixian* GRAND

The Ixian Grand Hotel

Ixian大酒店

Design Agency: AM Design Creative Consultants

Date: 2009

Designer: Anna Moody, Malena Block

Client: The Ixian Grand Hotel

Nationality: Greece



设计机构: AM设计创意顾问

日期: 2009年

设计师: 安娜·穆迪, 马莱娜·座布洛克

客户: Ixian大酒店

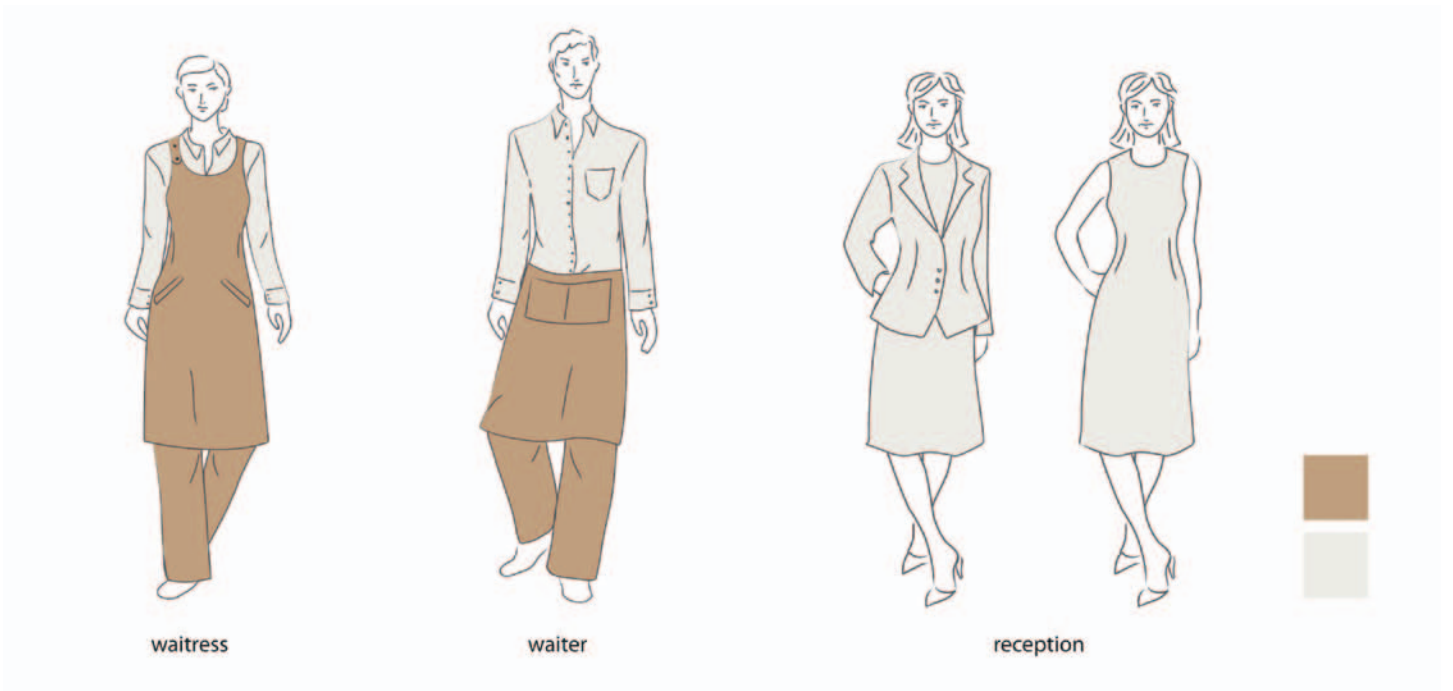
国家: 希腊



It is a project of identity and overall design concept for a renovated five-star hotel on the island of Rhodes, Greece. The idea was to form an icon that could be played with throughout the hotel. The base colours were also used for the uniforms, main reception areas and rooms. The icon / motif was then manipulated and used on all plates, cups and table wear. It was also used on the hotels magazine publicity. Throughout the hotel all communication between guest and hotel displays the icon in either printed or cut out forms.

该项目是为坐落在希腊罗得岛上的一个翻新五星级酒店提供的识别整体设计理念。设计的目的在于创建一个能够与整个空间融为一体的图标。制服、主要接待区和客房运用了低调的色彩。

图标/图案被巧妙地运用到所有的盘子、杯子和桌布之上。此外，酒店的宣传杂志中也能够看见这种图标的身影。在整个酒店之中，客人和酒店之间的视觉传达采用印刷材料和剪纸两种形式。





Hotel Miramar Barcelona

巴塞罗那美丽华酒店

Design Agency: ATIPUS

Date: 2010

Client: Hotel Miramar Barcelona

Nationality: Spain

设计机构: ATIPUS 设计工作室

日期: 2010年

客户: 巴塞罗那美丽华酒店

国家: 西班牙





It is a project of visual identity for Hotel Miramar Barcelona (Spain).

The logo transcribes the peculiar building, where the hotel is located. The designers have created a modular system that prints character in all the pieces, in order to break the centrality of the logo and create a more flexible, dynamic and forceful structure, consistent with the hotel's philosophy.

该项目是专为西班牙巴塞罗那美丽华酒店设计的视觉识别方案。

标识是该酒店美妙建筑的一个缩影。设计师创建了一个模块化印刷系统，使酒店的每个部分彰显出独特的品质，从而打破标识的“集权性”。这一更加灵活、动感、强有力的结构与酒店的经营哲学搭配得恰到好处。



Melal Hotel Group

Melal酒店集团

Design Agency: Salman Yaftabadi

Date: 2009

Designer: Salman Yaftabadi

Client: Melal Hotel Group

Nationality: Iran

Melal is a group of boutique hotels in Tehran, Iran that have been offering a warm welcome to guests from all over the world for the past few years. The luxury design of the logo is the Persian form of Melal, which is designed like a crown standing over its English logotype. The colour palette dramatically is in harmony with the hotel interior.

设计机构: 萨尔曼·亚夫特巴蒂设计工作室

日期: 2009年

设计师: 萨尔曼·亚夫特巴蒂

客户: Melal酒店集团

国家: 伊朗

Melal酒店集团是伊朗德黑兰的一个著名精品酒店集团,多年来,为来自世界各地的无数游客提供了温馨的休息空间。奢华的徽标具有浓厚的波斯风情,犹如一个皇冠俯视着下方的英文标识。美妙的配色方案与酒店的室内装潢形成和谐的统一体。



MEAL HOTEL GROUP

Registration Form

Personal / Passport Information	Check-In	Check-Out
Full Name (Last Name, First Name)	Date	Date
Room Name (Guest Name)	Room	Room
Nationality	Religion	Religion
Passport No.	Arrival From:	Next Destination:
Date of Issue	Address	Address
Company	Valid From:	To:
Telephone Number	Duration	Entry to Room:
Permanent Address	Please Check Your Method of Payment:	
Signature	Cash <input type="checkbox"/> Company <input type="checkbox"/> Credit Card <input type="checkbox"/>	
Important Notes:		Signature
<ul style="list-style-type: none"> Reservation / Extension of Stay: Must be confirmed at least 60 days in advance. Check-in time: 14:00 / Check-out time: 12:00. Check-in between 07:00 and 14:00: Extra 07:00 AM Full Charge (3000 Dirhams). 		<ul style="list-style-type: none"> Please insure your belongings and the future contract.
MEAL HOTEL GROUP	MEAL HOTEL GROUP	MEAL HOTEL GROUP

To Be Filled Out By Reception



MaldiniHotel

MaldiniHotel

Maldini Hotel

马尔蒂尼酒店

Design Agency: Alexey V. Mililian Design Studio

Date: 2011

Designer: Alexey V. Mililian

Client: Maldini Hotel

Nationality: Russia

Who says that "little" is not an advantage? It is! This small hotel proves that. Italian look was mixed up with Russian hospitality.

谁说“小”不是一个优势? 答案是肯定的! 这家小型酒店就足以证明这一观点, 它巧妙地将意大利外观与俄罗斯独有的好客热情完美结合在了一起。





设计机构：阿列克谢 V.米利安设计室
日期：2011年
设计师：阿列克谢 V.米利安
客户：马尔蒂尼酒店
国家：俄罗斯





Eight Hotels

八家酒店

Design Agency: Matter Design

Date: 2008

Designer: Harley Johnston

Client: Eight Hotels

Nationality: Australia

设计机构: Matter设计工作室

日期: 2008年

设计师: 哈里·约翰斯顿

客户: 八家酒店

国家: 澳大利亚



八家酒店是澳大利亚一个精品酒店的连锁机构。该项目涉及了对文具用品、酒店附属品、网站、网络横幅、广告以及报刊广告的设计。



Eight Hotels is an Australian - based hotel chain with a range of boutique hotels. The project included the design of stationery, hotel accessories, website, online banners and advertisements as well as press advertisements.





Hotel Wiesler

威斯勒酒店

Design Agency: moodley brand identity

Date: 2011

Designer: Florian Weitzer, Mike Fuisz, Josef Heigl

Client: Hotel Wiesler

Nationality: Austria

The famous Austrian hotel Wiesler – that chose to abandon its 5 stars in 2010 (from 5 stars to independence) – has reinterpreted fine memories of past years in a modern way: The new branding of the location built in the centre of Graz in the early 1900s combines tradition with contemporary luxury and Art Nouveau with soul. In room 209, for example, hotel guests will discover a real guitarre, an old record player with vinyls, an old typewriter, a treasure chest, a yoga mat, literature from some novel thinkers.....

设计机构: 默德里品牌识别设计工作室

日期: 2011年

设计师: 弗洛莱恩·维特泽, 迈克·弗赛兹, 约瑟夫·黑格尔

客户: 威斯勒酒店

国家: 奥地利





著名的奥地利威斯勒酒店在2010年选择放弃五星级酒店称号（从五星级酒店转变成独立的酒店），以一种更为现代的方式对过往的美好记忆进行诠释：新品牌的设计理念旨在将该酒店建于20世纪初的格拉茨中央的悠久历史与现代奢华和新艺术进行完美结合。例如，在209号房间，客人将会看到一把真正的吉他、一个古老的电唱机、一台老式打字机、一个珠宝箱、一个瑜伽垫以及一些小说家写的文学著作等。



Hotel BellaRiva

BellaRiva酒店

Design Agency: Lissoni Associati

Date: 2010

Designer: Beki Bessi Karavim

Client: Hotel BellaRiva

Nationality: Italy

设计机构:梭尼设计工作室

日期:2010年

设计师:贝基·贝西·卡拉威尔

客户: BellaRiva酒店

国家: 意大利

The designers developed the corporate identity by reworking the designs of William Morris for the renovation of the Art Nouveau Hotel BellaRiva in Gardone on Lake Garda.

In addition to the traditional stationery, they also recreated the interior decoration in the lobby and rooms that are characterised by large headboards covered in fabrics printed with elaborations of the iconographic elements of the work of Gustav Klimt.

坐落在意大利加尔多尼市加尔达湖上的BellaRiva新艺术酒店在威廉·莫里斯的改造下散发出无限活力气息，而梭尼设计工作室受该酒店的委托，为其提供企业形象的开发设计方案。

在设计了传统的文具用品之外，他们还为大厅和客房中的室内装饰进行了重新设计，客房中宽大的床头板外覆以印有古斯塔夫·克里姆特画作的图像元素的织物，自然流露出别致之感。





THE WATER CLUB

A SIGNATURE HOTEL BY BORGATA

The Water Club Hotel

水上俱乐部酒店

Design Agency: SK+G

Date: 2008

Designer: Marshall Aune, Vanessa Adao,
Monica Maccaux, Nick West

Design Director: Jeremy Bristol

Client: The Water Club Hotel

Nationality: USA

设计机构:SK + G设计工作室

日期:2008年

设计师:马歇尔·奥奈,凡妮莎·艾岛,
莫妮卡·麦考斯,尼克·韦斯特

设计总监:杰米·布里斯托尔

客户:水上俱乐部酒店

国家:美国

It is the identity Development for the Water Club Hotel at the Borgata Resort, Atlantic City.

该项目是专为坐落在大西洋城波尔加塔度假胜地的水上俱乐部酒店而设计的识别开发方案。







Alif Hotels

Alif酒店

Design Agency: Toomuch Design Lda

Date: 2010

Designer: João Marques

Client: Alif Group

Nationality: Portugal

设计机构:Toomuch设计工作室

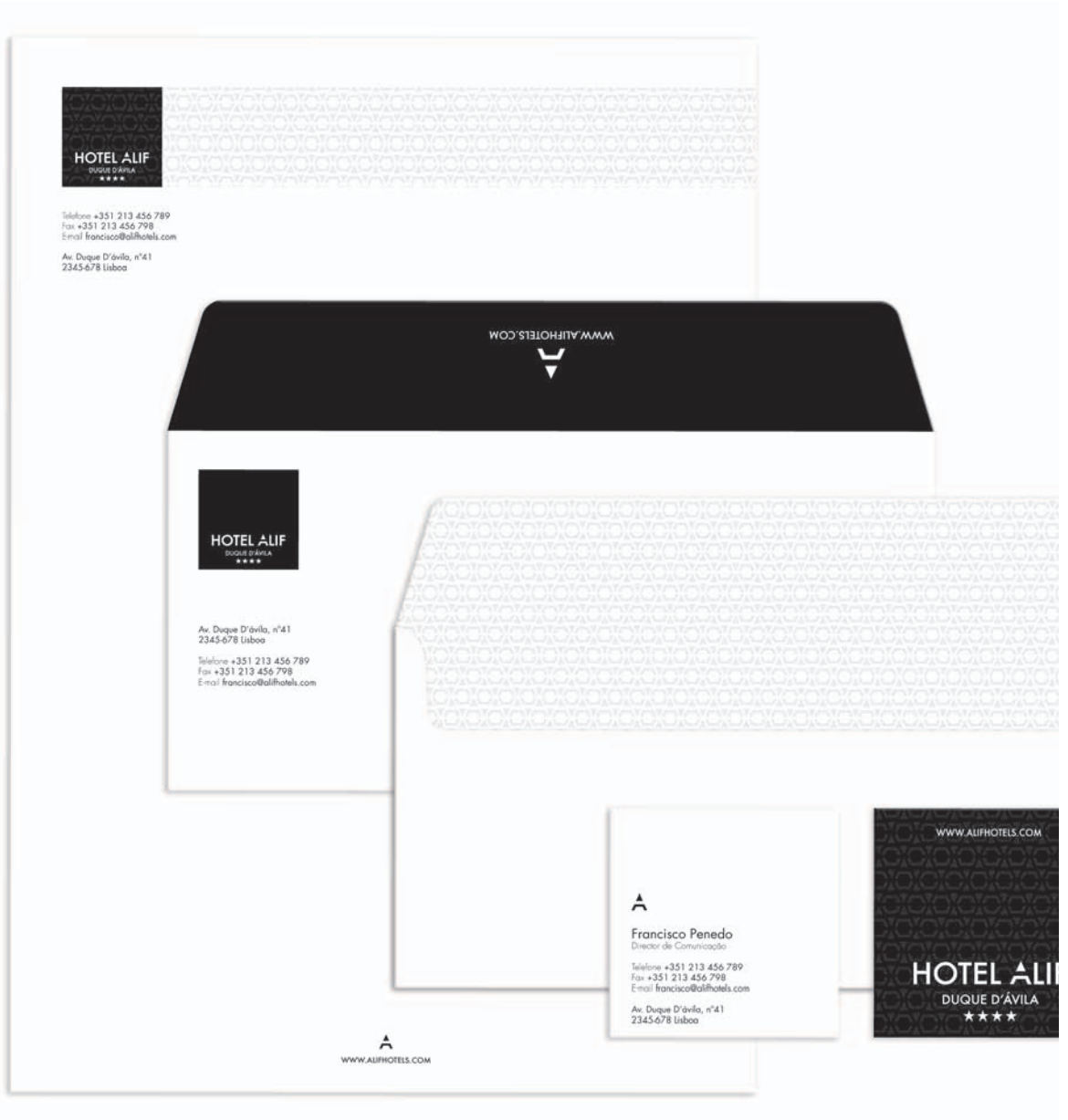
日期:2010年

设计师:若奥·马奎斯

客户:Alif集团

国家:葡萄牙

It is a project of rebranding of Alif Hotels Group, a growing hotel group of 3 and 4 stars category's in the cosmopolitan Lisbon city centre. The creative proposal has a luxury and elegant feel to it. Creating a clean and easy recognisable brand with the choice of basic black and white pallets to enforce the simplicity and cleanness of the brand itself.





该项目是专为Alif酒店集团而提供的品牌重塑设计方案，Alif酒店集团是由里斯本城市中心三星和四星级国际酒店构成的酒店团体。创意理念旨在打造该集团的奢华、尊贵之感。干净、易识别的品牌设计风格搭配黑白色调的交叉运用有力强化了品牌的简约、干练的气息。



NOBIS

HOTEL STOCKHOLM

Nobis Hotel

Nobis酒店

Design Agency: The Brand Union Stockholm

Date: 2010

Designer: Oskar Lübeck

Client: Nobis Hotel Stockholm

Nationality: Sweden

设计机构: 斯德哥尔摩品牌联盟

日期: 2010年

设计师: 奥斯卡·吕贝克

客户: 斯德哥尔摩Nobis酒店

国家: 瑞典



Nobis Hotel Stockholm is the new five - star flagship hotel in the Nobis group. The concept aimed for was "contemporary luxurious" where old fashioned quality meets the modern world.

A new graphic black and white pattern was created for each identity carrier. These patterns hold the hotel's visual expression together as a discreet but strong language through the many identity carriers.

斯德哥尔摩Nobis酒店是Nobis集团旗下的新五星级酒店旗舰店。设计的理念是以“现代奢华”为主题，打造古典时尚与现代世界的激情碰撞效果。

每个识别载体上均运用了一个崭新的平面黑白色图案。这些图案通过多种识别载体结合在一起，作为一个谨慎而有力的视觉语言，将酒店的视觉传达实质彰显得淋漓尽致。





Felix Zawojski

Karlovy Vary Hotel

Felix Zawojski Hotel

费利克斯·扎沃斯基酒店

Design Agency: Art. Lebedev Studio

Date: 2009

Designer: Artemy Lebedev

Client: Felix Zawojski Hotel

Nationality: Russia

设计机构: Lebedev艺术设计工作室

日期:2009年

设计师:安特米·列别捷夫

客户: 费利克斯·扎沃斯基酒店

国家:俄罗斯



In the early 1900s, a house was built for Felix Zawojski, a fashion designer and tailor. A century later, the building was renovated to become a small luxurious hotel with 11 rooms. Surrounded by gold, elaborate stucco work, ornamental window grating and grand furniture, Felix Zawojski's guests can feel like that they belong to a royal family. Such a place just has to have a magnificent identity.

该建筑的前身建于20世纪早期, 其所有者是服装设计师和裁缝费利克斯·扎沃斯基。一个世纪后, 该建筑被改造成拥有11间客房的小型奢华酒店。酒店内以金色为基调, 精心粉刷的灰泥墙面、颇具装饰气息的窗口格栅以及豪华的家具为来到这里的客人营造了一个典型的皇家空间氛围。如此恢弘的空间需要一个华丽的视觉识别系统与之相匹配。



Dodavatel: EDEN GROUP
Karlovy Vary, Trávní 29/3, PSČ: 36001,
Česka republika
DIC: CZ267947645

Společnost OR v Příj. oddělení víska 926
Bankovní spojení: e-služba IBAN
CZK 100331023750/5540
EUR 100331023750/5540
USD 100331023750/5540
SWIFT: RZB: CFPZ
CZ8502000001000030000001351252
CZ8502000001000030000001346827
CZ24502000001000030000004328005

Client: Fedor Ivanov, Russia, Moscow

№ komnaty: 3
Den příjezda: 5.11.2008
Den odezda: 17.11.2008

№ faktury: 31808
Data: 29.3.2009
NDS Data: 29.3.2009
Cashier (F): Rubeikovec (!)

Data	Usluga
17.11.2008	Clinic Taj Mas
17.11.2008	Mimibar
17.11.2008	VISA card
	Vsego
	Open Bal

Karlovy Vary, Trávní 29/3, 36001, Česká Republika, tel: +420 353 339 999, fax: +420 353 339 998
hotel@felixzawojski.cz, www.felixzawojski.cz



Room
key card

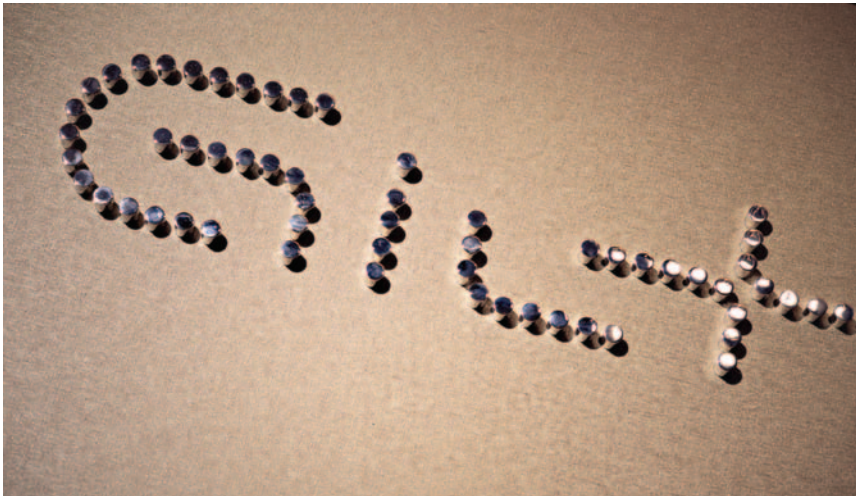


Guest safety sign

- Always use deadbolt
- Secure valuables
- Report Suspicious persons or acts
- Never open door prior to verifying ID

Felix Zawojski
Karlovy Vary Hotel

Anastazie
Svobodova
Administrator



Gilt

镀金餐厅—纽约王宫酒店

Design Agency: Philippe David

Date: 2005

Designer: Philippe David

Client: New York Palace Hotel

Nationality: USA

设计机构: 菲利普·大卫设计工作室

日期: 2005年

设计师: 菲利普·大卫

客户: 纽约王宫酒店

国家: 美国





Gilt is one of the restaurants inside the New York Palace Hotel, which is located in Midtown Manhattan New York. The lettering in the logo is made up of small dots that give it a glittery, jewel appearance. This allows for a classic but modern feeling. The logo is always reproduced using foil stamping or embossing techniques to give a 3 dimensional quality.

镀金餐厅坐落于美国纽约曼哈顿区的王宫酒店内。标识中的文字由小点构成，巧妙地营造了一个闪亮、珠光外观，彰显经典而不失现代之美感。该标识运用锡箔锻压或压花设计手法，在视觉上打造出三维立体之感。





Carlton Hotel, St. Moritz

圣·莫里兹卡尔顿酒店

Design Agency: Hotz & Hotz Corporate Identity

Date: 2007

Designer: Thorsten Traber

Client: Tschuggen Hotel Group, Carlton Hotel

Nationality: Switzerland

The Carlton Hotel St.Moritz has been going through a phase of renaissance since 2007. Originally built as a summer residence for the Russian Czar, the impressive edifice above the lake of St. Moritz has been refurbished and turned into a five-star hotel. The corporate design is taking up a few of those elements and rearranges them into a new and elegant image.

The Russian doubleheaded eagle within the logotype pays homage to the original principal, whereas fragments of the sumptuous interiors are used as graphic devices on the stationery. A fine stock of paper, exclusive print finishings such as gloss varnish and rich, overprinted colours reflect the luxurious character of the house. The recessed parts of the overprinted black areas give way to the pictures underneath and signify the claim of utmost privacy for each guest.

设计机构: Hotz & Hotz企业形象设计工作室

日期:2007年

设计师:托尔斯滕·特拉博

客户:Tschuggen酒店集团卡尔顿酒店

国家:瑞士

自2007年开始,圣·莫里兹卡尔顿酒店经历了一次全新的改造、翻新工程。该酒店最初是俄国沙皇的避暑公寓,而这座圣·莫里兹湖畔的宏伟建筑经过翻新改造之后成功变身成一个五星级酒店。该酒店的形象设计理念是巧妙运用原有的空间元素,通过改造,使其成为一个崭新而优雅的形象。

标识中的俄罗斯双头鹰寓意向建筑的最初拥有者致敬,而室内奢华的空间元素则作为平面设计图案出现在文具之中。精致的原浆纸、独有的印刷处理,诸如高光和彩色套印等完美彰显了建筑的奢华特色。套印黑色区域的嵌入部分由底部的图片取代,寓意为每个客人提供极致的私密空间。



Hotel Eden Roc, Ascona

阿斯科纳伊登·洛克酒店

Design Agency: Hotz & Hotz Corporate Identity

Date: 2010

Designer: Thorsten Traber

Client: Tschuggen Hotel Group, Hotel Eden Roc

Nationality: Switzerland

设计机构: Hotz & Hotz企业形象设计工作室

日期: 2010年

设计师: 托尔斯滕·特拉博

客户: Tschuggen酒店集团, 伊登·洛克酒店

国家: 瑞士





The Hotel Eden Roc has been voted the best holiday hotel in Switzerland seven times in the past ten years. Together with other five-star establishments – the Tschuggen Grand Hotel in Arosa and the Carlton Hotel St. Moritz – the luxury hotel in Ascona is part of the Tschuggen Hotel Group. The Eden Roc's market image was revised just in time for the reopening. The new corporate design is based on a design concept whose main features were developed three years ago for the Carlton Hotel St. Moritz, and which is now being applied, with individual adjustments, to all the establishments in the Tschuggen Hotel Group. The special characteristics of the Eden Roc's identity are apparent in the maritime colour palette and individual design elements. The high-quality images, combined with the careful styling and special finish, position the hotel in the highest category.

在过去的十年中，伊登·洛克酒店连续七次被评为瑞士最佳的度假酒店。该酒店与阿罗萨Tschuggen大酒店、坐落在阿斯科纳的奢华圣·莫里兹卡尔顿酒店构成了Tschuggen酒店集团。伊登·洛克酒店的营销形象在重新开张之际进行了全新改造。新企业形象的设计以三年前为圣·莫里兹卡尔顿酒店开发、并广泛适用于Tschuggen酒店集团的设计理念为基础，在应用的基础之上对其进行修整，使之符合伊登·洛克酒店的特色。伊登·洛克酒店识别系统的主要特色在于其充满海洋气息的色彩搭配以及独特的设计元素。高品质的图案搭配精致的造型和独特的涂层，与伊登·洛克酒店的高端地位相得益彰。





Hotel Le Vieux Manoir

Le Vieux Manoir酒店

Design Agency: Hotz & Hotz Corporate Identity

Date: 2009

Designer: Thorsten Traber

Client: Hotel Le Vieux Manoir

Nationality: Switzerland

As long as 100 years ago, the picturesque scenery around Lake Murten in Switzerland captivated General Mallet, a Frenchman. He had a country estate built for his family in beautiful grounds by the lake – which is now the Hotel Le Vieux Manoir. Inspired by the easy-going lifestyle of the time – and by the hospitality during the summer months when the French bourgeoisie were regular guests – Hotz & Hotz has developed a new corporate identity expressing the special history of this summer residence and giving it a contemporary interpretation.

The basis of the visual identity is the use of coloured tartans and the dark brown taken from the Tudor architecture. By using a design combining plain and patterned areas in various natural shades – interspersed with black and white photographs capturing moments from those carefree days – the new identity conveys French elegance, British understatement and modern savoir-vivre, with great attention to detail.

一百多年以前，迷人的瑞士穆尔滕湖美景深深打动了来自法国的马雷特将军。他在湖边为其家人建设了这一田园风格住宅，而这一建筑恰恰就是Le Vieux Manoir酒店的前身。酒店所提倡的闲适生活风格以对法国中产阶级前来避暑度假的热情招待为Hotz & Hotz企业形象设计工作室提供了全新企业形象设计的灵感，意在彰显这一避暑胜地的独特历史的同时，用现代、时尚的理念对其进行重新诠释。

视觉识别的基础是巧妙使用彩色格子呢和来自都铎时期建筑的深棕色色调。通过设计，将白色部分与不同自然阴影部分的图案区相结合，并用抓拍无忧生活场景的黑白照片进行点缀。这一识别巧妙地从中传达了法国人的高雅、英国人的含蓄以及现代的处世之道。



设计机构: Hotz & Hotz企业形象设计工作室
 日期: 2009年
 设计师: 托尔斯滕·特拉博
 客户: Le Vieux Manoir酒店
 国家: 瑞士

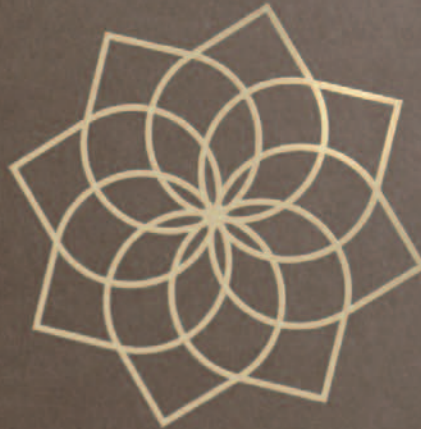
فندق المفرق



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A rebranded 250 - room Mafraq Hotel in Abu Dhabi uses a contemporary petal motif and a unique typestyle that still evokes its Arabic character. The new branding is currently being applied to all print collateral and signages.

该项目是专为坐落在阿布扎比拥有250间客房的马弗拉克酒店而设计的品牌重塑设计方案，通过运用一个时尚的花瓣图案和一个独特的字型以完美地彰显出阿拉伯特色。新品牌设计方案如今已经被广泛地应用到印刷材料和引导标识中。

The Mafraq Hotel

马弗拉克酒店

Design Agency: Studio h

Date: 2010

Designer: Rob Hall

Client: The Mafraq Hotel

Nationality: UAE

设计机构: H设计工作室

日期: 2010年

设计师: 罗布·霍尔

客户: 马弗拉克酒店

国家: 阿联酋





CONNAUGHT

The Connaught Hotel

康乐酒店

Design Agency: The Partners Ltd.

Date: 2007

Designer: The Partners Ltd.

Client: The Connaught/Maybourne Hotel Group

Nationality: UK

设计机构：合作伙伴有限公司

日期：2007年

设计师：合作伙伴有限公司

客户：康乐酒店 / Maybourne酒店集团

国家：英国

The design is to rebrand to support multi-million - pound renovation of a historical London hotel.

该项目是为重金改造的历史伦敦酒店而提供的品牌重塑设计方案。







Armani Hotel

阿玛尼酒店

Design Agency: Pentagram Design Ltd.

Date: 2007

Designer: Rachel Smith, Jesse Earle

Client: Armani

Nationality: UAE

Giorgio Armani's collection of hotels, resorts and residences are an opportunity for the fashion icon to create a complete lifestyle based on his design philosophy and values. Pentagram has been responsible for the naming, identity, visual brand positioning and marketing collateral for the global enterprise. The brand elements express a philosophy that is relaxed, elegant and confident, with a refined Armani logo, symbols for each location, a restrained and sophisticated colour palette and sensuous materials.

A book to sell properties off plan for Dubai epitomises this: the slipcover and binding are dressed in fine taupe cloth, discreetly embossed with a desert orchid symbol; the inside is elegantly minimal, illustrated with sumptuous photography. Milan, London, New York, Paris, Marakesh and Shanghai are some of the locations to follow.



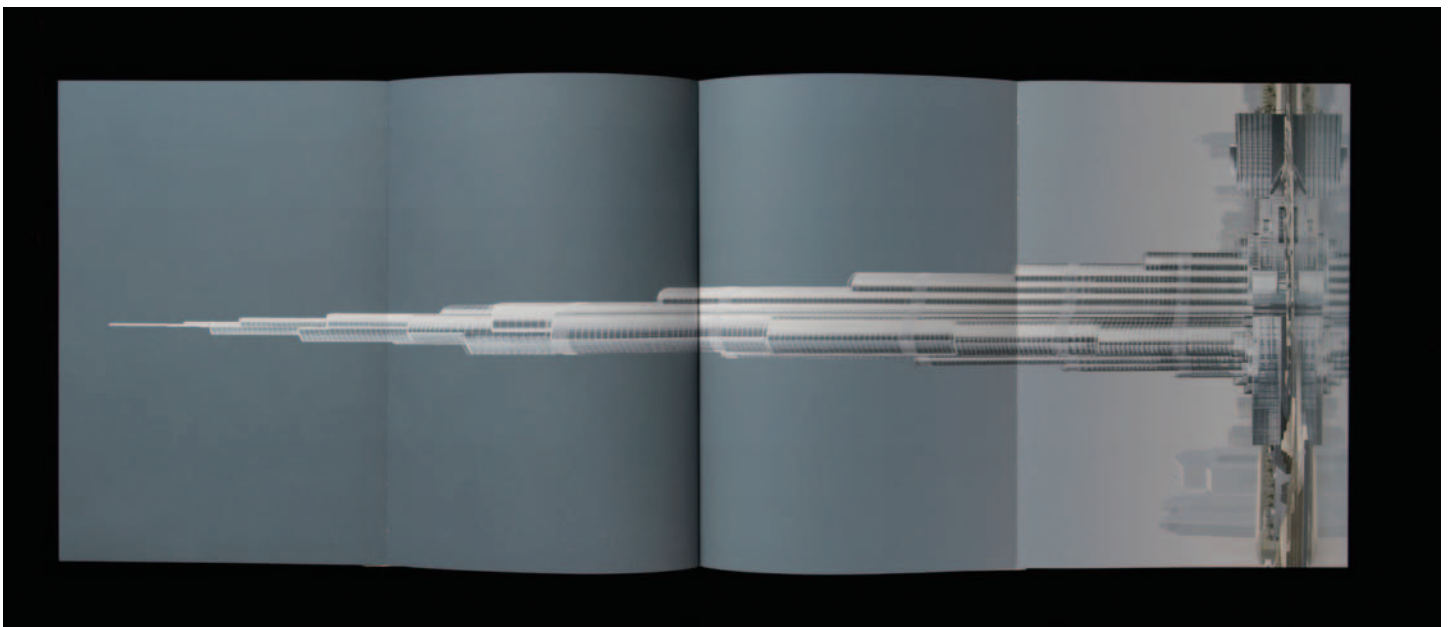
设计机构:五角星设计有限公司

日期:2007年

设计师:雷切尔·史密斯,杰西·厄尔

客户:阿玛尼酒店

国家:阿联酋





乔治·阿玛尼酒店、度假村及住宅集团是时装界泰斗级品牌阿玛尼以其设计理念和价值观为出发点所打造的完整生活方式。五角星设计有限公司受该酒店的委托为其提供命名、识别、视觉品牌定位以及全球企业营销材料的设计。品牌元素完美地彰显了轻松、高雅、自信的理念，这些品牌元素包括精致的阿玛尼标识、代表每个地点的符号、矜持而高贵的色彩搭配以及感性材料等等。

此外，设计师还专门设计了一本介绍迪拜地产的图书，书套和封皮以灰褐色为主色，彰显精致之感，其上饰以沙漠兰花标志；书内设计以高雅、简约为主题，并以奢华的照片作为插图。随后，有关米兰、伦敦、纽约、巴黎、马克拉什和上海地产的图书也相继出版。





Bulgari Hotel

宝格丽酒店

Design Agency: Pentagram Design Ltd.

Date: 2005

Designer: Jane Pluer, George Wainwright

Client: Bulgari

Nationality: Italy

设计机构:五角星设计有限公司

日期:2005年

设计师:简·普鲁特,乔治·温赖特

客户:宝格丽酒店

国家:意大利

It is a project of identity for the Bulgari Hotel, Milan, the first of a series of "city" hotels to be opened by the Bulgari Hotels and Resorts Group.

该项目是专为米兰宝格丽酒店而提供的识别方案。该酒店是宝格丽酒店和度假村集团首次创办的“城市”酒店之一。



Dorchester Collection Hotel

多尔切斯特集团酒店

Design Agency: Pentagram Design Ltd.

Date: 2006

Designer: Rachel Smith

Client: Dorchester Collection

Nationality: Italy

The development of this new name and visual identity was prompted by a plan to grow the number of hotels owned or managed by the Dorchester Group, thus making it a more consumer-facing organisation. Unlike competitor hotel groups, the organisation comprises a portfolio of truly individual properties, setting it apart and providing the basis of the brief.

设计机构:五角星设计有限公司

日期:2006年

设计师: 雷切尔·史密斯

客户: 多尔切斯特集团酒店

国家: 意大利

为该酒店提供新命名和视觉识别的设计方案由多尔切斯特集团发起,旨在扩大该集团旗下的酒店成员数量,从而将其发展成一个面向更多消费者的组织。与其他同类酒店集团不同,该集团由真正独立的实体构成,彼此之间独立而存在,在分享一个共同的理念的同时,打造各自的特色所在。





Dorchester Collection
The Music



Dorchester Collection

Dorchester Collection

One & Only

One & Only Hotel

One & Only酒店

Design Agency: Pentagram Design Ltd.

Date: 2010

Designer: John Rushworth

Client: One & Only

Nationality: Maldives

设计机构:五角星设计有限公司

日期:2010年

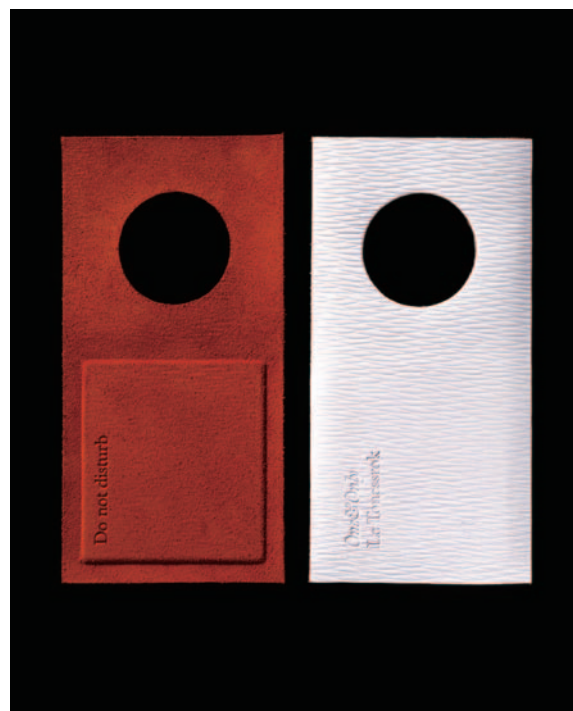
设计师:约翰·鲁什沃斯

客户:One & Only酒店

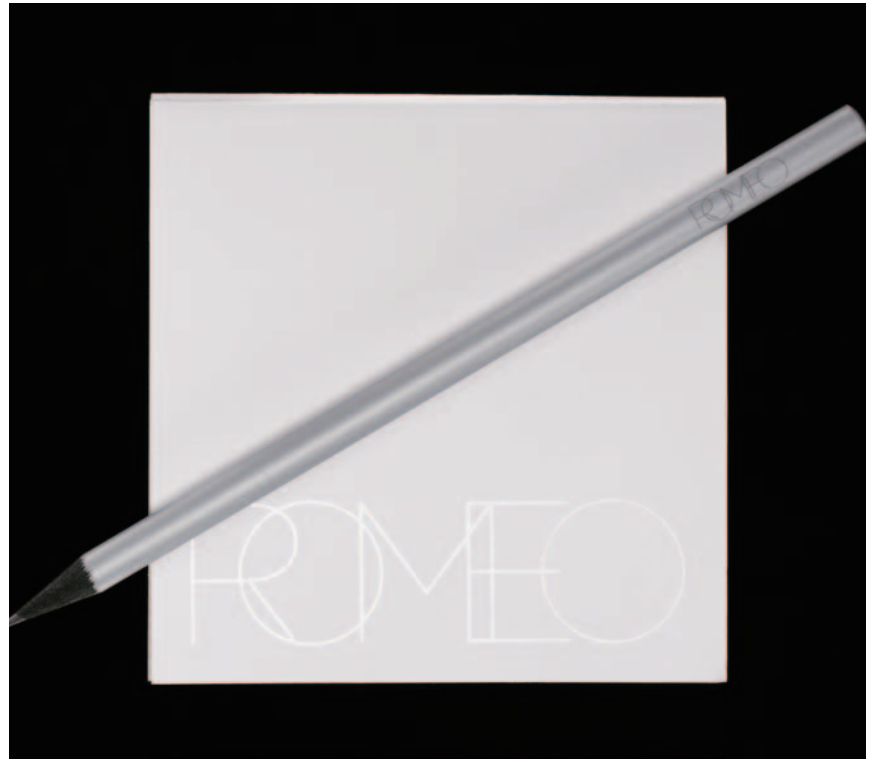
国家:马尔代夫

It is the identity and collateral for One&Only, and the brand created for Kerzner International's rapidly expands portfolio of 5-star, luxury properties. One&Only is distinguished by a simple philosophy: the promise of distinctive resorts and an outstanding experience at the world's finest locations.

该项目是专为One & Only酒店而设计的识别和附属品设计方案,旨在为柯兹纳国际集团蓬勃发展的五星级奢华酒店提供品牌塑造。One & Only酒店的设计理念以简约、唯美制胜,这里堪称是全球最佳的度假胜地和休闲空间之一。







Romeo Hotel

罗密欧酒店

Design Agency: Pentagram Design Ltd.
Date: 2009
Designer: John Rushworth
Client: Romeo Group
Nationality: UK

设计机构:五角星设计有限公司
日期:2009年
设计师:约翰·鲁什沃斯
客户:罗密欧集团
国家:英国

A Pentagram team led by John Rushworth has designed the identity of The Romeo Hotel in Naples, the first of a luxury chain of hotels being developed by a Neapolitan family - owned company. The hotel is located on the waterfront in the Bay of Naples, a raw, vibrant landscape. With its striking glass façade by Japanese architect Kenzo Tange and uncompromising modern interiors filled with contemporary art and antique artifacts, the hotel has established itself as a haven in this chaotic but wonderful city.

The mark is a graphic expression of the architecture: geometric, minimal and light with linear, open type. The house colour palette has a delicacy and freshness stemming from Neapolitan pastel shades. In the brochure, this light touch contrasts with commissioned photography of Naples that captures the city's classical architecture and unique landscape as well as the exciting rawness of its street life.

由约翰·鲁什沃斯领导的五角星设计有限公司为坐落于那不勒斯的罗密欧酒店而设计的识别设计方案。该酒店是那不勒斯家庭资产公司所开发的首个连锁豪华酒店。该酒店坐落于那不勒斯湾海滨，坐拥纯朴、生动的自然景观。由日本建筑师丹下建三设计的玻璃立面搭配永恒的现代室内设计风格，与其中的现代艺术与古典工艺品一同将该酒店塑造成一个喧嚣而美丽的城市中的伊甸园。

标志是建筑的图形表达方式，几何形状外观、简约而轻快的线条彰显开放的设计风格。建筑的色调搭配细腻、清新，设计灵感源自那不勒斯风格的特色粉笔画。在宣传手册之中，轻盈的笔触与抓拍那不勒斯城市古典建筑、独特的景观以及街头生活的纯美画面的照片形成鲜明的视觉对比。

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welcome@romeohotel.it

P.IVA 07922410630
R.E.A. Napoli 064367
Capitale Sociale € 85.500,00

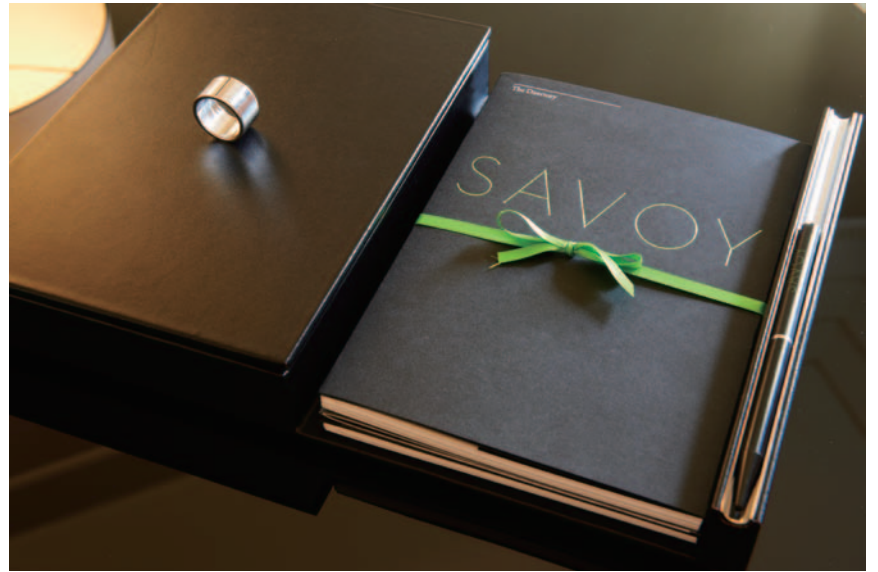
ROMEIO

ROMEIO

ROMEIO

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T. 0039 081 0175
F. 0039 081 0175999
hansfritz@romeohotel.it



Savoy Hotel

萨伏伊酒店

Design Agency: Pentagram Design Ltd.

Date: 2010

Designer: John Rushworth

Client: Fairmont Hotels

Nationality: UK

设计机构:五角星设计有限公司

日期:2010年

设计师: 约翰·鲁什沃斯

客户: 费尔蒙特酒店

国家: 英国

In 2007 John Rushworth was asked to develop the positioning, personality and visual identity for the re-vitalisation of the Savoy. Like the architects Pentagram's starting point was to redefine in the spirit of the original, this was felt to be the only credible way to communicate a "new" Savoy not a pastiche of either deco, Edwardian or the existing mark. It was important that the new identity was informed but not stifled by history. Core elements of the identity are the logotype and colours. Both are an interpretation of the hotel's most distinctive visual feature, the canopy, with its 40 - feet neon lettering - the latter providing the green, which is used in a prominent yet restrained way. As far as the logo itself is concerned the removal of the emphasis from the "v" takes the identity from a stationery logo-mark to a dynamic word reinforcing the idea of "savoy" or "to savoy" as a way of life and differentiating attitude.





在2007年，约翰·鲁什沃思受邀为改造后的萨伏伊酒店提供品牌定位、个性化设计以及视觉识别设计方案。与该酒店建筑师的出发点相同，五角星设计有限公司旨在对原有理念进行重新定义，而这一做法恰恰能够传达出萨伏伊酒店的新面貌，同时避免了装饰风格与爱德华时代或原有标志的拼盘现象。传达新形象而不被历史所局限十分重要。识别系统的核心元素是标识和色彩。二者均是对酒店最鲜明的视觉特色的完美诠释，遮篷上设置了12米长的霓虹灯文字——后者以绿色为基调，彰显醒目、矜持之感。就标识而言，设计师巧妙地转移字母“V”的强度，将一个文具标识的识别转化为一个动态的字眼，从而强化“萨伏伊”的生活方式理念和区分态度。





east

伊斯特酒店

Design Agency: Marc & Chantal Design

Date: 2010

Design Director: Marc Cansier

Designer: Gah-Yee Tsui, Julie de Cartier, Mankit Kwong

Client: Swire Hotels

Nationality: Hong Kong, China

设计机构:马克&桑塔尔设计工作室

日期:2010年

设计总监:马克·坎舍尔

设计师:崔雅仪,朱莉·德·卡蒂亚,曼吉特·邝

客户:太古酒店

国家:中国, 香港

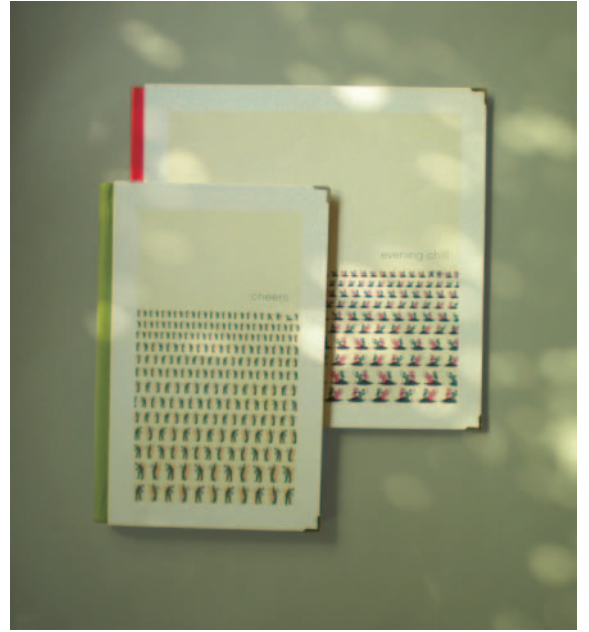


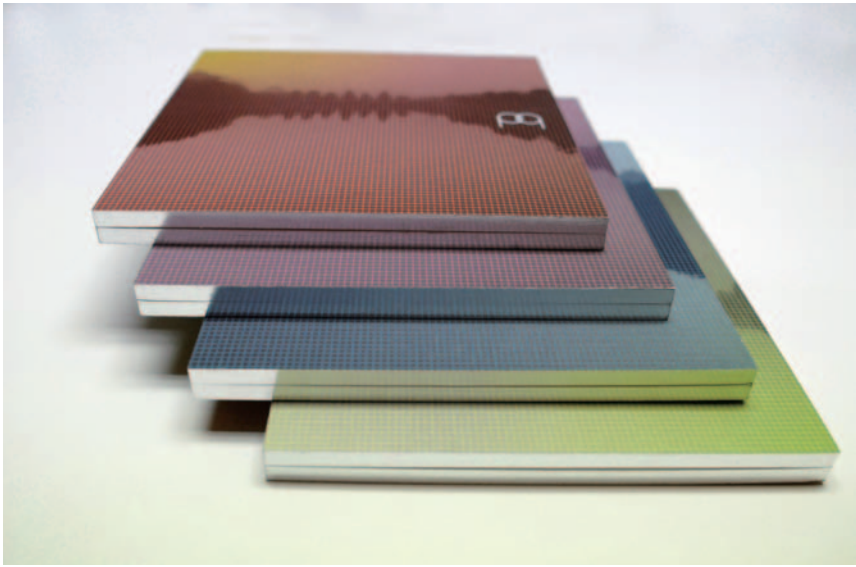
The work for Swire Hotels, east included a fresh & breezy identity. The first of this new brand of business hotel is a part of Swire's Island East business hub. The designers were also involved in the design of several features throughout the hotel, such as the Tree inspired feature wall seen in the reception lobby.

该项目是为太古集团伊斯特酒店设计的识别方案，设计以清新、温馨为主题。该酒店是太古集团伊斯特岛屿商业中心首个新品牌商务酒店。此外，设计师还为酒店提供了诸多功能区的设计，包括接待大厅中的树型景观墙。









The Opposite House

瑜舍

Design Agency: Marc & Chantal Design

Date: 2008

Design Director: Marc Cansier

Designer: Amy Chan, Sukie Tsang

Client: Swire Hotels

Nationality: China

The designers devised the “kissing Ps” logomark with the intent of providing the hotel with a distinctive and elegant, as well as instantly recognisable monogram. They introduced a bold green as the primary logo colour and paired it with dark warm grey lettering. Inspired in the task by the work of the hotel’s architect, world-renowned Kengo Kuma, they adopted an overall approach very much in line with the luxurious, yet strikingly simple and natural style of the space.

设计机构: 马克&桑塔尔设计工作室

日期: 2008年

设计指导: 马克·坎西尔

设计师: 艾米·陈, 舒淇·曾

客户: 太古酒店

国家: 中国

设计师精心设计的“双P之吻”标识旨在为酒店营造独特、优雅之感，同时以交织的字母组合增强其可识别性。他们采用大胆的绿色色调作为标识的主要色彩，与深灰色的字母形成完美地搭配。在世界著名建筑师隈研吾先生亲自操刀打造下的该酒店建筑为设计师提供了创作灵感，他们运用了一个全面的设计手法与奢华、简约、天然的空间风格相得益彰。



Union Hotel

联盟酒店

Design Agency: Pretty Pollution
Date: 2010
Designer: Jill McMahon
Client: Gallagher Hotel Management
Nationality: Australia

The Union Hotel in North Sydney needed a new brand identity to coincide with the launch of its newly renovated hotel. The hotel had a 4.5 million dollars makeover, which incorporated a traditional European Bar with a Parisian Style. The interior was finished with Rococo and Art Deco inspired prints, ornaments and furniture.

The new logo and custom font is based on the Paris Metro sign. The sign was simplified and given an artistic and art deco feel with gold and silver colouring. The plum purple was used as the main colour to match the walls in the hotel. Handcrafted signage was created and hung for way finding around the hotel.

设计机构: Pretty Pollution设计工作室
日期:2010年
设计师:吉尔·麦克马洪
客户:加拉格尔酒店管理集团
国家:澳大利亚

位于悉尼北部的联盟酒店需要一个全新的品牌识别与其重新改建的酒店相得益彰。该酒店投资联盟酒店进行改造，巧妙地将传统的欧洲酒吧与巴黎时尚结合在一起。洛可可风格和装饰派艺术风格印刷品、装饰物以及家具将室内装扮得美轮美奂。

新标识和定制的字体系以巴黎地铁标志为设计基础。这一简约标志与金银色彩搭配彰显出艺术、装饰气息。李子紫色作为主色，与酒店的墙壁交相辉映。手工制作的标牌贯穿整个酒店的始终，为客人提供有效的导向指引。







Le Bistro

愉悦酒馆

Design Agency: Pretty Pollution
Date: 2010
Designer: Jill McMahon
Client: Gallagher Hotel Management
Nationality: Australia

设计机构: Pretty Pollution设计工作室
日期:2010年
设计师:吉尔·麦克马洪
客户:加拉格爾酒店管理集团
国家:澳大利亚





Le Bistro is The Union Hotel's chic Parisian Bistro. Located downstairs, Le Bistro offers affordable, superb traditional French cuisine in a warm, stylish and relaxed atmosphere.

As well as designing The Union Hotel's identity, Pretty Pollution also created the look and feel for Le Bistro. The Logo was based on the custom font created for The Union Hotel and adorned with a rococo inspired border.

愉悦酒馆是联盟酒店的时尚巴黎风格酒馆。该酒馆坐落于酒店的楼下，旨在为客人提供价格适中的传统法式菜肴，同时为客人营造独特、休闲的空间氛围。

在为联盟酒店设计识别方案的同时，Pretty Pollution设计工作室还为愉悦酒馆提供了外观和氛围设计。该标识的设计以联盟酒店的定制字体为基础，并在其周围饰以洛可可风格图案作为空间的边界。



uncorked

R E S T A U R A N T

UPSTAIRS AT THE UNION HOTEL

Uncorked

真情流露餐厅

Design Agency: Pretty Pollution
Date: 2010
Designer: Jill McMahon
Client: Gallagher Hotel Management
Nationality: Australia

设计机构: Pretty Pollution设计工作室
日期:2010年
设计师:吉尔·麦克马洪
客户:加拉格尔酒店管理集团
国家:澳大利亚





Uncorked, now located upstairs at The Union Hotel, has a comfortable modern fit-out offering diners an experience that brings warmth, character and charm in an understated yet sophisticated style. Incorporating an exceptional culinary approach with seasonal ingredients Uncorked is a Modern Australian restaurant with French influences.

As well as designing The Union Hotel's new identity, Pretty Pollution also created the look and feel for Uncorked Restaurant. The Logo was created using a brush and ink and combining it with a modern font. This gave the logo the French feel while still creating a clean and crisp look. Black and Red were the predominant colours used to match the interior of the restaurant.

真情流露餐厅坐落在联盟酒店的楼上，舒适、现代、低调而精致的设计风格将为用餐的客人提供温馨、独特、迷人的就餐体验。该餐厅巧妙地将独特的烹饪方法与季节性作料相结合。该空间是一个具有法式风情的现代澳大利亚餐厅。

在为联盟酒店提供新识别方案设计的同时，Pretty Pollution设计工作室还为真情流露餐厅提供了外观和氛围设计。标识的设计以毛笔和墨水为主要材料，搭配现代时尚的字体，从而在体现其法式风情的同时展现出一个干练、清新的外观。黑色和红色作为主要色调，与餐厅内部形成和谐的统一体。



Lagan Valley Hotel & Spa

拉甘谷酒店与水疗中心

Design Agency: Rotate Design / BDP

Date: 2008

Designer: Stephen McKeown

Client: Mooney Property

Nationality: Northern Irish, UK

设计机构: Rotate设计工作室 / BDP设计工作室

日期: 2008年

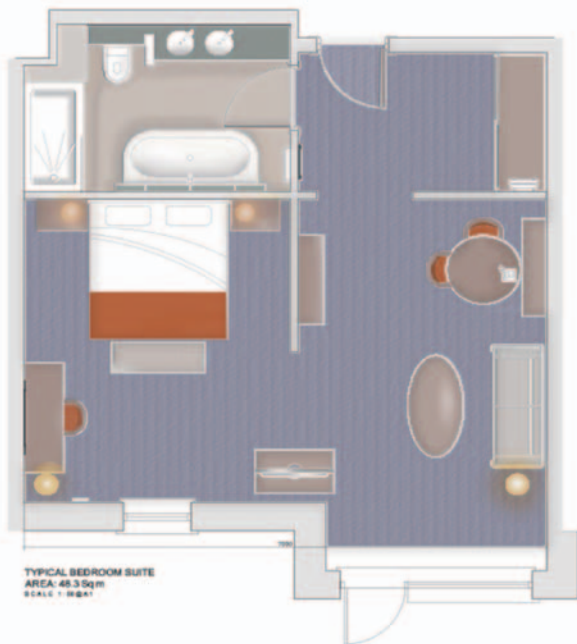
设计师: 斯蒂芬·麦基翁

客户: 穆尼财产

国家: 英国, 北爱尔兰

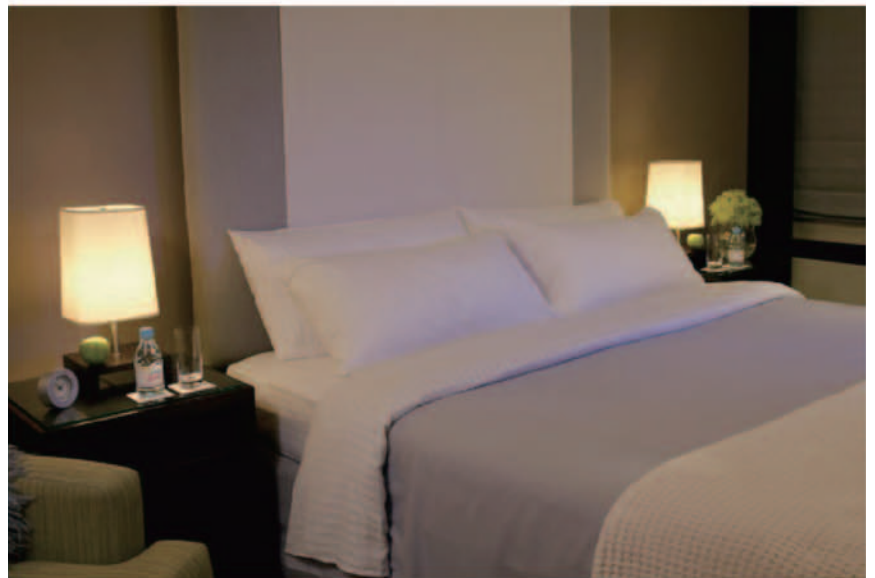


LAGAN VALLEY HOTEL & SPA



TYPICAL BEDROOM SUITE
AREA: 45.3 Sqm
SCALE: 1:50

BEDROOM LAYOUT





The Lagan Valley Hotel and Spa located at the heart of Lisburns City's Lagan Valley in Northern Ireland. It will become the first ever five - star hotel in the Lisburn area. The purpose of the 20 - page brochure was to help illustrate the developers vision, enhancing the local area and integrating this five - star development with the beautiful, natural, Lagan Valley environment. Simple, clean, sophisticated, design.

拉甘谷酒店与水疗中心坐落在北爱尔兰里斯本市拉甘谷的中央地带。该酒店将成为里斯本地区的首个五星级酒店。20页的宣传手册旨在更好地阐释开发者的规划，同时吸引人们对当地的关注，并将这一五星级酒店与美妙、天然的拉甘谷环境完美地结合在一起。简约、干练、精致是该设计的特色所在。





The Sarai at Toria

托里亚撒莱酒店

Design Agency: Mickey Bardava

Date: 2008

Designer: Mickey Bardava

Client: Raghunandan S Chundawat, Joanna Van Gruisen

Nationality: India





坐落在印度卡马得亚邦克久拉霍市托里亚地区的撒莱酒店是一个美丽的环抱河畔度假胜地。该休闲酒店被美妙的天然资源所簇拥，其结构完全采用独具地方特色的可用材料。为该酒店提供的品牌设计理念旨在彰显该酒店周围的纯朴天然之美以及悠久的历史传统。田园般的宁静氛围轻松地帮助人们远离城市的喧嚣。

The Sarai at Toria is a beautiful eco-friendly riverside resort situated near Khajuraho, Madhya Pradesh, India. The retreat is surrounded by natural resources and is constructed using locally available materials. Its branding imbibes the essential beauty of the resorts surroundings and its historical aesthetics. It talks of travel towards an idyllic, tranquil getaway far from the maddening crowd.



设计机构:米奇·巴达瓦设计工作室

日期:2008年

设计师:米奇·巴达瓦

客户:Raghunandan S Chundawat集团, 乔安娜·凡·格里森

国家:印度



Hotel Residence Poggio Aragosta

波吉奥·奥拉格斯塔宜居酒店

The inspiration for this work came on spending a few days of vacation in this pleasant place. The designer's desire was to create a combination of colours and shapes that simultaneously transmit the simplicity and elegance of a hotel nestled in the hills of the island of Ischia, surrounded by nature and silence. He started from the colour "lobster" suggested by the name of the facility, and combined this colour with a natural colour contrast, and some suggestive photos. Rather than describe the environment, the designer wanted to, with the overall system, to communicate the feelings of peace, lightness and thoughtlessness - see the character of the logo - without adding anything more than necessary. The images, rich of colours of the place, agreed with the photographer, framed in simple grids telling of emotions.

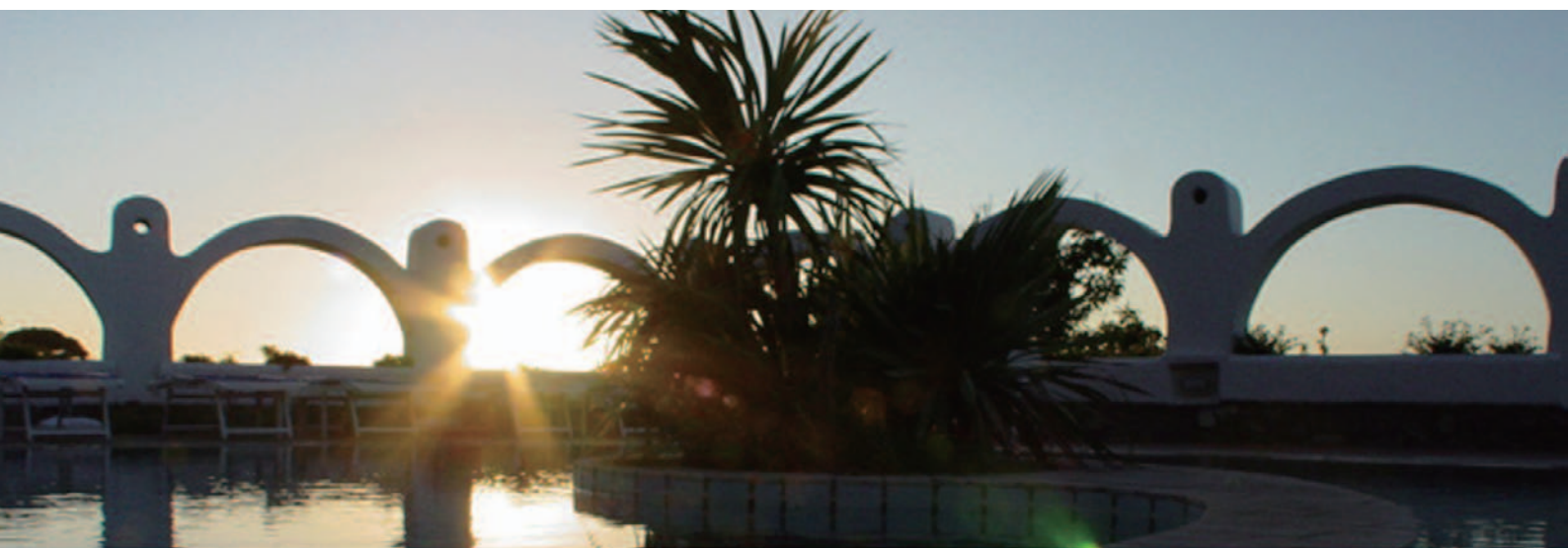
Design Agency: mfaw - marco fiore art work

Date: 2006

Designer: Marco Fiore

Client: Hotel Residence Poggio Aragosta

Nationality: Italy



Hotel Residence

Poggio Aragosta

benvenuti

[il Poggio](#)

[ospitalità](#)

[dove](#)

[benessere](#)

[tariffe/info](#)

[sensazioni](#)

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设计机构: mfaw - marco fiore 艺术设计工作室

日期: 2006年

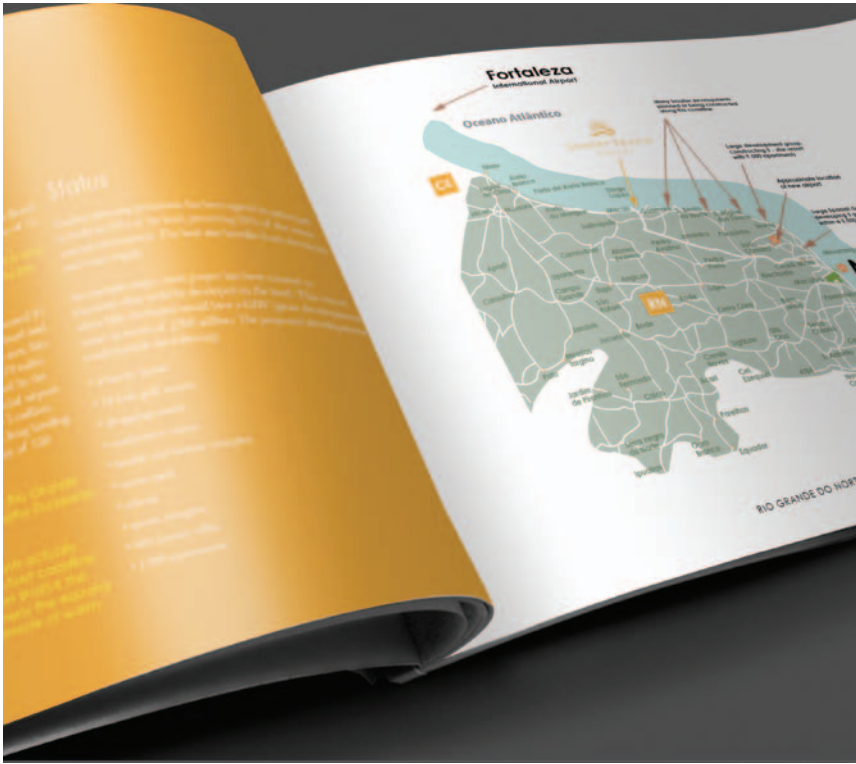
设计师: 马尔科·菲奥雷

客户: 波吉奥·奥拉格斯塔宜居酒店

国家: 意大利

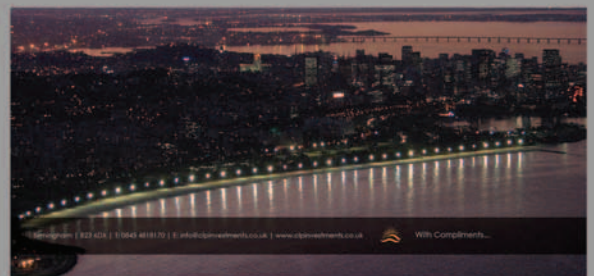
该项目的设计灵感源自设计师在该酒店的几天美好度假体验。设计师旨在将色彩和形态相结合, 同时传达出该酒店的纯朴、高雅之感。波吉奥·奥拉格斯塔宜居酒店坐落在伊斯其兰岛的丘陵之中, 坐拥天然美景与静谧氛围。设计师以“龙虾”的色彩为出发点, 使之与酒店的名称建立有机的联系, 并巧妙地将这一色调与一个自然色调相结合, 从而与一些提示性照片形成鲜明的视觉对比。与仅仅描述环境相比, 设计师更期望能够利用整体的视觉系统的设计, 传达出空间的祥和、轻盈、自由气息, 真正地体现标识的特色, 无需额外的修饰。色彩丰富的图片与摄影师的摄制理念一拍即合, 简约的网格巧妙地传达出设计情感。





Letterheads

Comp slips



Sunset Beach Resort

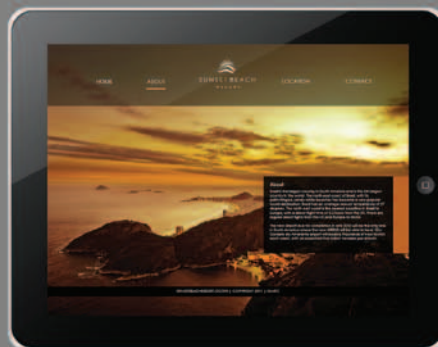
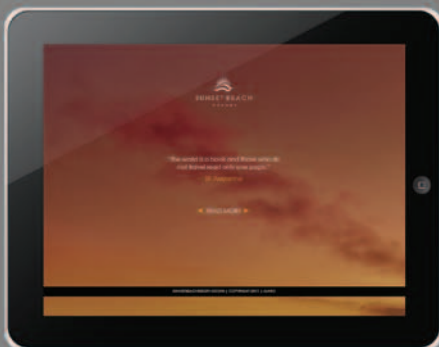
日落海滨度假酒店

Design Agency: zoe3
Date: 2010
Designer: Andrew Austin
Client: CLP investments
Nationality: Italy

设计机构: zoe3设计工作室
日期: 2010年
设计师: 安德鲁·奥斯丁
客户: CLP投资集团
国家: 意大利

Sometimes property branding can be quite corporate and rigid, lacking feeling and with that in mind, the designer wanted the Sunset Beach identity and brand image to have a chic look and feel to it that would capture the spirit and culture of Brazil in a simplistic way. He also wanted to incorporate a sense of ancient tribal symbolism into the ident to give it its own individuality. Dark colours like black, burnt orange and burgundy were chosen to best bring home the message of something unique, rare and awe-like. The chosen photography, the designer felt, really reflected the nocturnal qualities of Brazil, which therefore sold the original idea for the SSB brand ethos. This idea and vision was incorporated into the brochure, stationery and the website, which is currently being developed.

通常，商业地产的品牌设计风格比较商业化，强调严谨，缺乏感情色彩。而在该项目的设计中，设计师希望能够为日落海滨度假酒店的识别和品牌形象打造一个精致的形象和美感，从而以一个简约的方式体现巴西的精髓和文化实质。此外，设计师将古老的部落符号添加到识别设计之中，以打造其独特的个性。黑色、鲜橙色和酒红色等深色调的运用将独特、极致的风格诠释得淋漓尽致。在设计师看来，选定的摄影图片真正体现了巴西美妙夜色，并完美地传达了日落海滨度假酒店的 brand 文化。这一创意理念和构想巧妙地贯穿于手册、文具以及正在开发的网站之中。





WOMENS WEEKEND

Womens Weekend

女子周末酒店

Design Agency: Anti Oslo
Date: 2010
Designer: Alexey Novoselov
Client: SPA & Resort Norefjell
Nationality: Norway



WOMENS WEEKEND



WOMENS WEEKEND



WOMENS WEEKEND

30. APRIL - 2. MAI 2010
QUALITY SPA & RESORT NOREFJELL

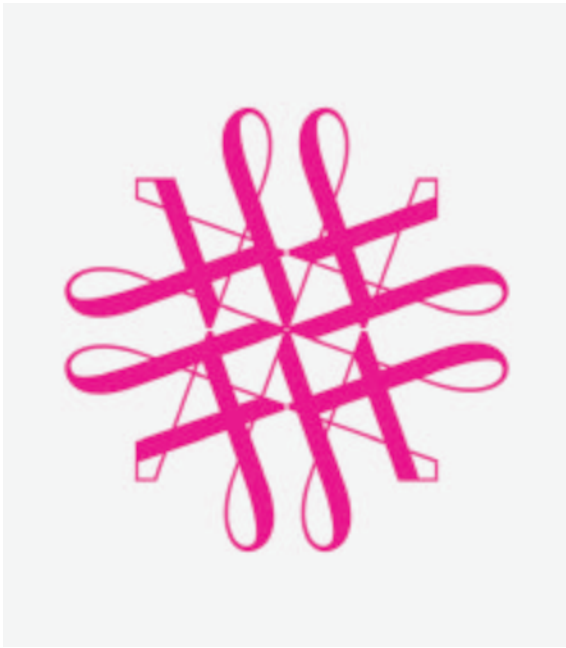


QUALITY SPA & RESORT NOREFJELL

Small profile the designer has made for Womens Weekend at Quality SPA & Resort Norefjell in Norway, while he was working at design agency named Anti. Anti Oslo had to create a kind of a high-end fashion look to this profile. The target group is women, who's interested in fashion. The client's wish was to make a symbol out of the two first letters in the Womens Weekend's name.

曾来自于Anti Oslo设计工作室的设计师为坐落在挪威的诺莱弗吉尔水疗中心&度假村中的女子周末酒店提供的小规模设计方案。Anti Oslo设计工作室旨在为该酒店打造一个高端、时尚的时装形象。该酒店的主要消费对象是热衷于服饰的女士。客户希望运用该酒店的两个首字母打造一个匠心独运的标志。





设计机构: Anti Oslo设计工作室
日期:2010年
设计师:艾莉克斯·纳沃斯洛夫
客户:诺莱弗吉尔水疗中心&度假村
国家:挪威



CANYONSSM

Talisker Corp

塔利斯科酒店

Design Agency: CO-OP

Date: 2010

Designer: Juan Delcan

Client: Canyons Resort

Nationality: USA

Canyons Resort is the third largest Mountain Resort in the United States. Canyons hired CO-OP to reenvision/reimagine the brand via a new strategy, identity, awareness campaign and digital platform. This is expressed in the Canyons logo in a simple, organic, and authentic way. The raw, natural quality of the stroke expresses authenticity and the connection of the brand to nature and the mountains. The expressive abstract design of the mark represents a spirit of grace in its gentle, fluid curves. Its continuous interlocking outline expresses harmony.

设计机构: CO-OP设计工作室

日期: 2010年

设计师: 胡安·戴尔坎

客户: 峡谷度假村

国家: 美国

峡谷度假村是美国第三大山区度假胜地。峡谷度假村委托CO-OP设计工作室为其提供品牌的重新设计方案，通过对文具、识别、意识活动以及数字平台的全新设计，使该品牌焕然一新。新标识的设计遵循简约、重条理、纯粹的原则。淳朴、天然的笔触完美传达了真挚之感，并巧妙地与酒店周围的天然山区景致完美结合。极富表现力的抽象标志以柔和的流线型线条彰显出高雅的内在，从而将和谐的格调进行延续。



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Loews Hotels & Resorts

洛斯酒店&度假村

Design Agency: CO-OP

Date: 2010

Designer: Riomar Welch

Client: Loews Hotels & Resorts

Nationality: USA

设计机构: CO-OP设计工作室

日期:2010年

设计师:里奥玛尔·韦尔奇

客户: 洛斯酒店&度假村

国家:美国

LOEWS

HOTELS • RESORTS

Loews Hotels & Resorts consist of 18 properties across North America. Loews hired CO-OP to develop a naming & brand identity architecture to give corporate consistency and allow for individual property distinction. The Loews brand style combines 4-diamond plus service with a supremely comfortable experience to fuel the individual spirit. The logo mark played a key role as the visual catalyst for the brand. Its form is derived from a natural symmetry between the L and H. Its interlocking embrace expresses the idea of comfort while its minimalism conveys a fresh modern sensibility. The typography is a custom designed classic face complimenting the logo mark and integrated across all 18 Loews properties.



洛斯酒店&度假村在整个北美地区拥有18家地产。该酒店委托CO-OP设计工作室为其开发一个命名及品牌识别方案，从而打造空间内外设计的一致性，并使之独树一帜。洛斯酒店&度假村的品牌风格完美地与酒店的四钻服务与极致舒适的空间体验相结合，匠心独运、与众不同。标识在品牌的视觉设计中扮演了极其重要的角色。其形态的设计取材于字母“L”和“H”之间的自然对称。相互咬合的形象在彰显轻松之感的同时，以简约的方式传达出清新的时尚之感。特别定制的字体的设计经典而高贵，与标识完美结合，并对18家酒店的识别系统进行整合。



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LOEWS
HOTELS - RESORTS

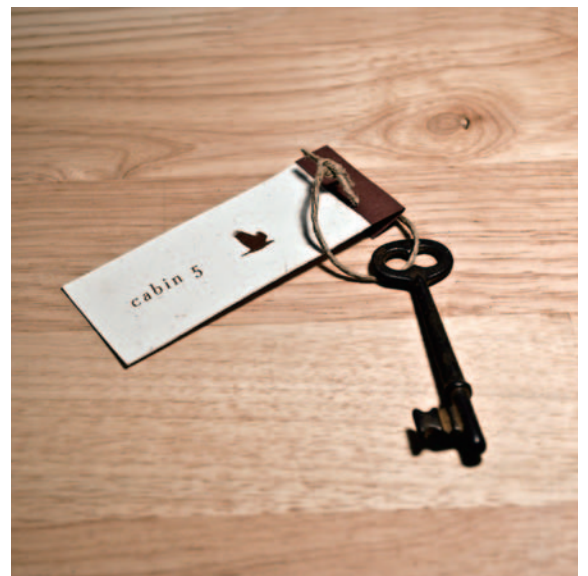


Heartwood Landing

哈特伍德·兰亭酒店

Design Agency: Justin Achelpohl
 Date: 2008
 Designer: Justin Achelpohl
 Client: Fictional Wilderness Resort
 Nationality: USA

设计机构: 贾斯汀·艾彻尔普尔设计工作室
 日期: 2008年
 设计师: 贾斯汀·艾彻尔普尔
 客户: 虚构的旷野度假村
 国家: 美国





Heartwood Landing is a fictional wilderness resort that is located just off the water of the Puget Sound in beautiful Seattle, Washington. Heartwood Landing is a home away from home where families of all sizes can escape their busy schedules to renew their hearts, mind, bodies, and souls.

哈特伍德·兰亭酒店是一个虚构的旷野度假胜地，坐落于美国华盛顿州华盛顿普吉特海滨。哈特伍德·兰亭酒店是所有的家庭成员摆脱忙碌的生活和工作，寻求心神宁静、放松的理想港湾。







Maradiva Villas Resort & Spa

马拉迪瓦别墅度假村&水疗中心

Design Agency: The Partners Ltd.

Date: 2009

Designer: The Partners Ltd.

Client: Mauriplage Investments

Nationality: Mauritius

设计机构:伙伴设计有限公司

日期:2009年

设计师:伙伴设计有限公司

客户:Mauriplage投资集团

国家:毛里求斯

It is a project of naming and brand identity for an exclusive villas resort, Maradiva – a jewel in the Indian Ocean.

该项目是为印度洋上的一颗璀璨明珠——马拉迪瓦别墅度假村&水疗中心而提供的命名和品牌识别设计方案。





The Depths Hotel & Resort

深度酒店与度假村

Design Agency: Chelsea Crist

Date: 2009

Designer: Chelsea Crist

Client: The Depths Hotel & Resort

Nationality: USA

"The Depths" Hotel and Resort Corporate Identity System was a product of the designer's corporate identity class at Kutztown University. The assignment was to create a fictional hotel of any kind then design its business cards, letterhead, sell sheets, standard sheets, hypothetical views of the interior and products. The designer decided that the hotel would be built underground, connected to a natural cavern that guests could visit.

设计机构: 切尔西·克里斯特设计工作室

日期: 2009年

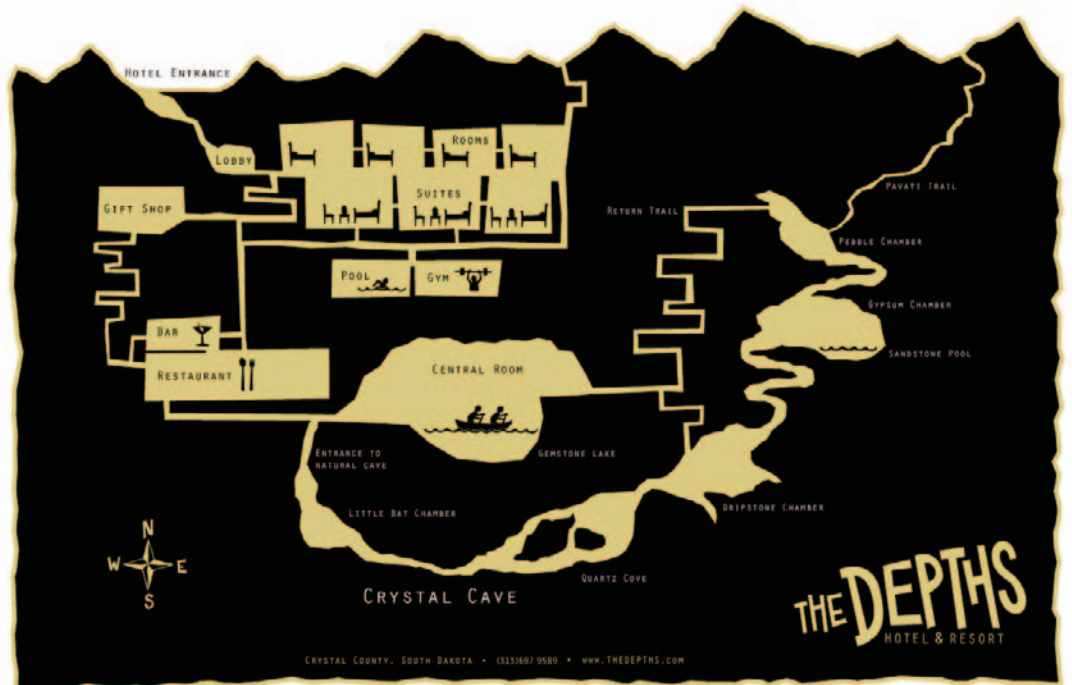
设计师: 切尔西·克里斯特

客户: 深度酒店与度假村

国家: 美国



深度酒店与度假村企业形象设计系统是设计师就读于库茨敦大学时期的企业形象设计课作品。设计的目标是为一个虚构的酒店提供名片、信笺、销售单、合格单、室内假想景致与产品的设计方案。设计师认为这一酒店最适宜建于地下，与一个天然的洞穴相连，为客人提供游览空间。





Acayu Eco Resort

POUSADA ECOLÓGICA DE PIPA, BRASIL

设计机构: Spirituci设计工作室

日期: 2007年

设计师: 戈恩凯罗·杜拉斯

客户: Acayu生态度假村

国家: 葡萄牙

Acayu Eco Resort

Acayu生态度假村

Design Agency: Spirituc

Date: 2007

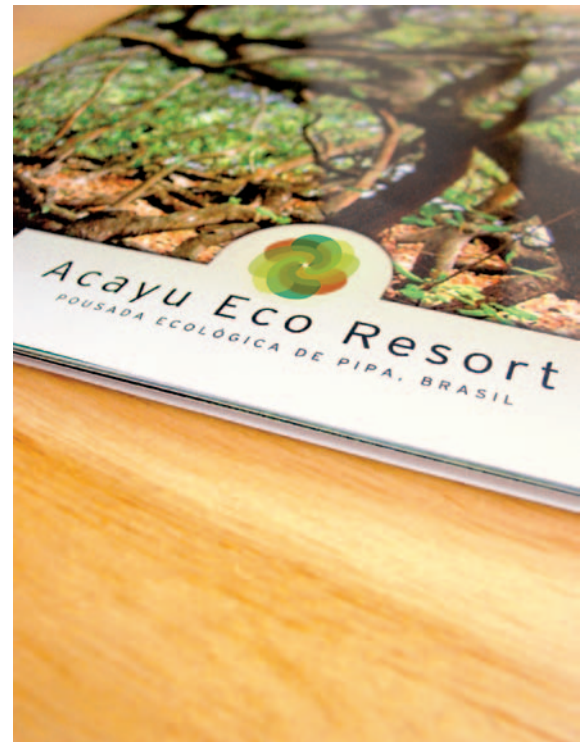
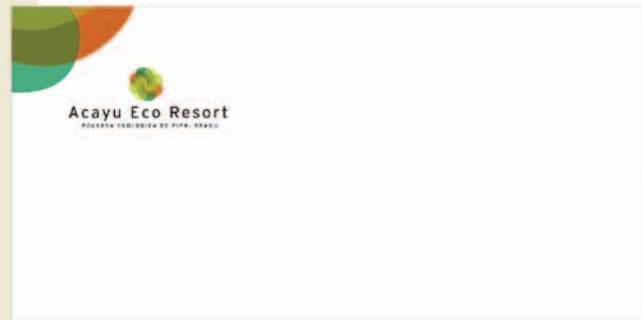
Designer: Goncalo Duraes

Client: Acayu Eco Resort

Nationality: Portugal

It is a project of identity for an Ecological Resort in Brazil. The name of the resort, Acayu means cashew tree in Tupi and was the main reference for the logo. The designer used a simplified form of a cashew with some rotations and colour multiply effects, got a really nice result.





该项目是专为坐落在巴西的Acayu生态度假村而提供的识别设计方案。该度假村的名称“Acayu”寓意源自图皮地区的腰果树，同时也是标识设计的主要参考物。设计师运用一个简化的旋转的腰果形状，并添加丰富的色彩，从而打造了一个美妙的标识。



Krystal Hotels and Resorts

克里斯托酒店&度假村

Design Agency: Communikas

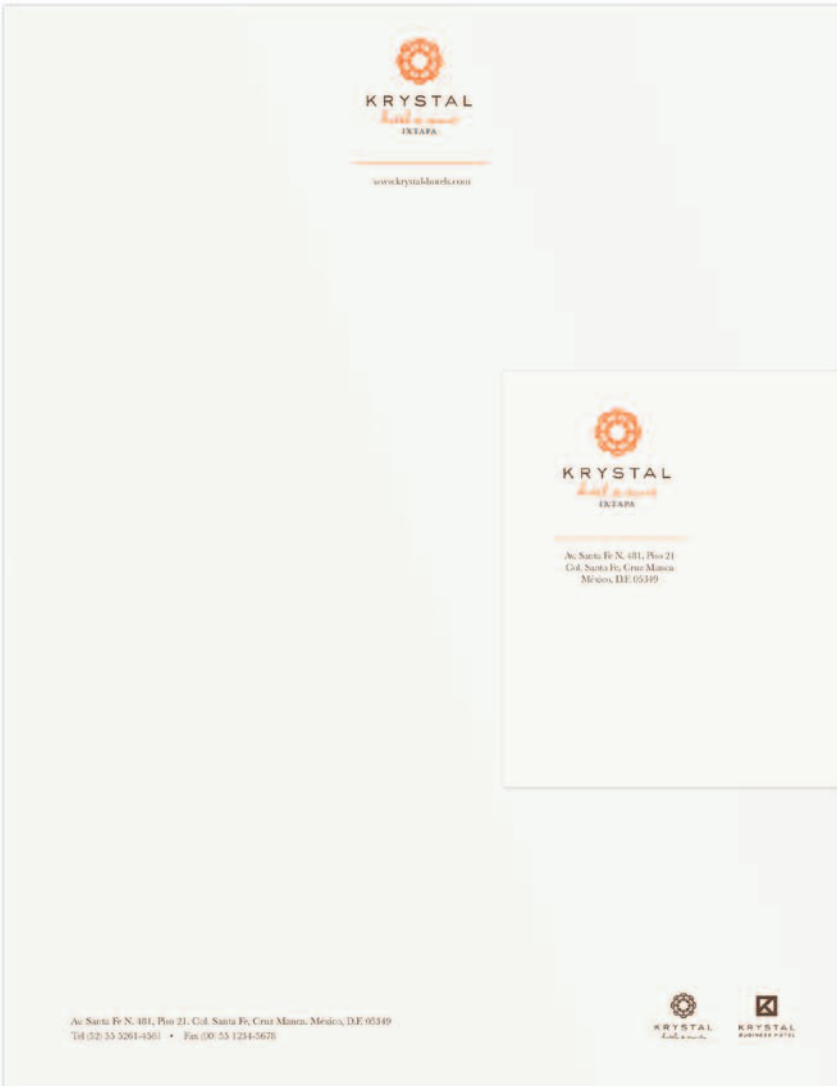
Date: 2010

Designer: Arlyn Hernandez, Leo Diaz

Client: Krystal Hotels

Nationality: Mexico

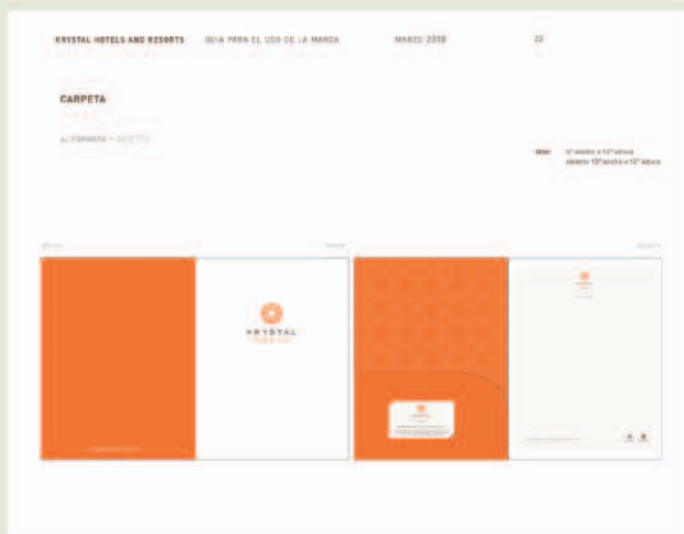
It is a project of branding for Krystal Hotels and Resorts, which are located throughout Mexico in Ixtapa, Cancun, Puerto Vallarta and Juarez, and includede logo creation, brand guideline, corporate ID and signage. Logo mark references the geometric nature of both the natural element of crystal and forms found in traditional Mexican textile patterns.





设计机构: Kommunikas设计工作室
 日期:2010年
 设计师:奥林恩·赫南德兹,利奥·迪亚兹
 客户: 克里斯托酒店
 国家:墨西哥

该项目是为克里斯托酒店&度假村提供的品牌设计方案。在墨西哥的伊斯塔帕、坎昆、瓦拉塔港以及华瑞兹市均能看到克里斯托酒店&度假村的身影。该项目涉及对标识、品牌导向、企业识别和引导标示的设计。标识符号对水晶的天然元素以及传统墨西哥家纺图案中常见的形态进行了充分参考。





Eau de Relax

清泉休闲酒店

Design Agency: ARTENTIKO

Date: 2010

Designer: Marcin Kaczmarek

Client: Krystal Hotels

Nationality: France

设计机构: Artentiko设计工作室

日期: 2010年

设计师: 麦克音·卡兹马莱克

客户: 克里斯托酒店

国家: 法国

For the French investor Artentiko, the designer made branding of the network of thermal SPA resorts. The first and greatest challenge was to design the brand name, referring to the French language yet maintaining a universal, international sound. The name Eau de Relax, which the designer came up with following the received brief, includes the water element "EAU" (referring to water treatments), as well as the elements of relaxation and comfort "RELAX", corresponding to the treatments offered.

Then the designer developed the brand logo, visual identification (business cards, folders, letterheads, envelopes, CDs, cosmetics) and Corporate Identity Guide Book (CI).

Artentiko设计工作室为以温泉水疗服务为主题的清泉休闲酒店而设计的品牌方案。第一个也是最大的一个挑战是品牌名称的拟定，使之能够同时适用于法语和世界其他语言。Eau de Relax名字的由来主要基于如下几个元素，即水元素“Eau”（涉及水疗）、休闲与舒缓元素“Relax”，恰恰与酒店提供的服务宗旨相得益彰。

随后，设计师还为该酒店提供了品牌标识、视觉识别（名片、折页、信笺、信封、光盘、化妆品）以及企业形象指南的设计。



Harbor View Hotel & Resort

海景酒店与度假村

Design Agency: Square Peg Design

Date: 2010

Designer: Sabrina Obeso, Corinne Char, Patti Glover, Katie Miller

Client: Scout Real Estate Capital

Nationality: USA

Retained to create a fresh new look while honouring the beloved resort's rich history, Square Peg Design looked to the colour palette of the sea and the textures of nautical life. The property's logo and identity design is clean, relaxing and subtly sophisticated, perfectly at home in stately Martha's Vineyard.

设计机构: Square Peg设计工作室

日期: 2010年

设计师: 塞布利娜·奥贝索, 科林·查尔, 帕蒂·格洛沃, 凯蒂·米勒

客户: 童子军房地产投资集团

国家: 美国

Square Peg设计工作室受海景酒店与度假村的委托为其设计伊戈尔清新的新形象, 在弘扬该酒店悠久历史的同时, 巧妙运用典型的海洋色彩和航海生活中的材料。标识和识别设计以干练、轻快、景致为主题, 与宏伟的玛莎葡萄园相得益彰。

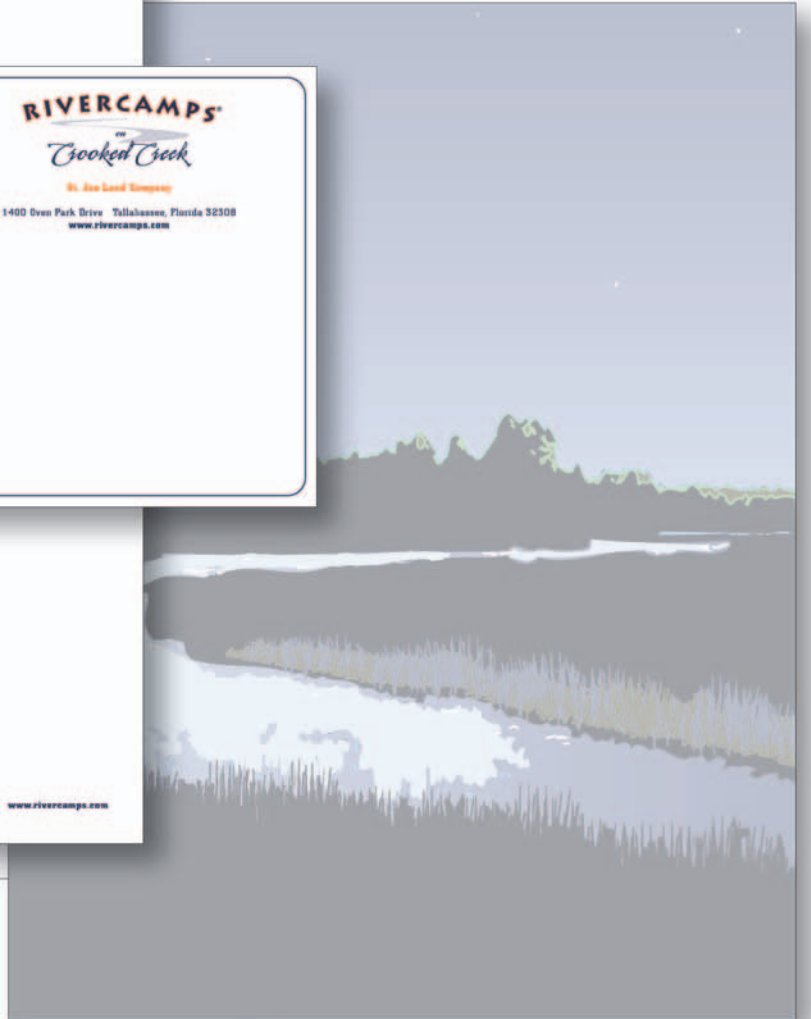
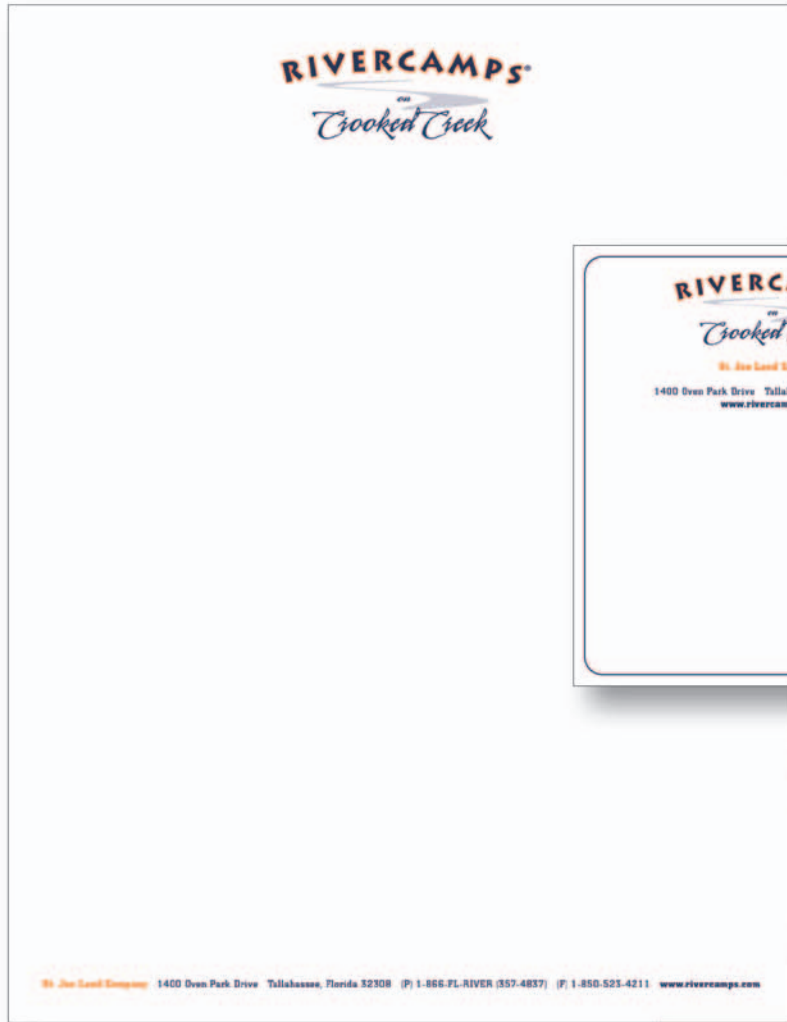
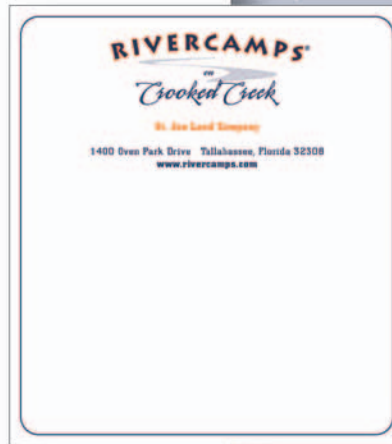




RiverCamps

河畔露营酒店

Design Agency: Square Peg Design
Date: 2006
Designer: Scott Cuyler, Corinne Char
Client: St. Joe
Nationality: USA





Square Peg Design was commissioned to develop the overall brand identity and comprehensive marketing collateral programme for this residential resort located in a Florida environmental preserve. The savannas, wet lands and forests coupled with rustic, earthy architecture inspired design, colour and texture for the property's identity and its extensive application.

设计机构: Square Peg设计工作室

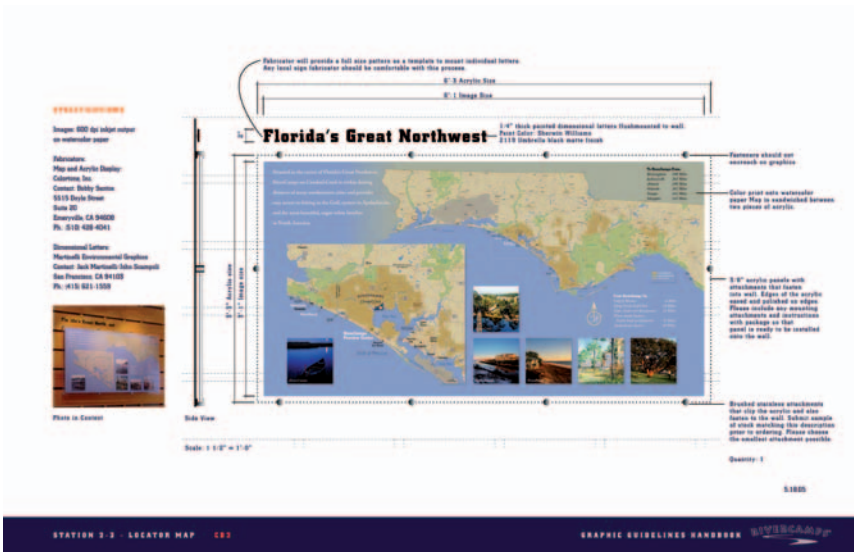
日期: 2006年

设计师: 斯科特·库勒, 科林·查尔

客户: 圣·乔地产集团

国家: 美国

Square Peg设计工作室受河畔露营酒店委托为其提供品牌识别以及全面的营销附属品方案的开发, 这一宜居度假村坐落在美国佛罗里达州的环境保护区内, 热带稀树草原、湿地、森林以及粗犷、质朴的建筑为识别设计、色彩、纹理的广泛运用带来的强大的灵感。





设计机构: mozaik设计工作室
 日期: 2008年
 设计师: 美琳娜·特罗斯
 客户: 米克诺斯岛真谛宜居酒店
 国家: 希腊





Spirit of Mykonos Residences

米克诺斯岛真谛宜居酒店

该项目是专为米克诺斯岛真谛宜居酒店设计的识别方案。该酒店坐落于希腊米克诺斯岛之上，该项目涉及对标识以及企业形象的设计。

Design Agency: mozaik
Date: 2008
Designer: Melina Touros
Client: Spirit of Mykonos Residence
Nationality: Greek



Spirit - Thermal Spa Resort

真谛—温泉水疗度假村

Design Agency: Ogilvy & Mather Portugal

Date: 2009

Designer: Susana Antão

Client: EBD (Spirit - Thermal Spa Resort)

Nationality: Portugal

设计机构:葡萄牙Ogilvy & Mather设计工作室

日期:2009年

设计师:苏珊娜·安特

客户:真谛—温泉水疗度假村

国家:葡萄牙

Spirit is a rebrand of 2 thermal complexes, with different hotel units. The new identity create a younger and more sophisticated thermal idea. The typography plays an important role to organise the full - brand spectrum. So the designers choose an elegant style, with modern influences, to boost the timeless classic elegance and transform the "thermal prejudices" into something aspirational. The small "water drop" takes the designers to the origin of the "resorts":water.

真谛—温泉水疗度假村是两个拥有不同酒店单元的温泉综合体的新品牌名称。新识别方案构建了一个青春、精致的温泉水疗理念。字体的设计在整个品牌范围的组织中扮演了重要的角色。因此,设计师选择了优雅的风格路线,并添加时尚因素,以彰显永恒的经典优雅之感,并将“对温泉心存偏见”的群体转化成领导型消费主体。小巧的水滴形状取材于设计师对该度假村主题——水源的参考。







Shore Club

海滨俱乐部

Design Agency: Camilo Rojas

Date: 2008

Designer: Camilo Rojas

Client: Shore Club Miami

Nationality: Colombia

设计机构:卡米洛·罗哈斯设计工作室

日期:2008年

设计师:卡米洛·罗哈斯

客户:迈阿密海滨俱乐部

国家:哥伦比亚



Shore Club is a spectacular oceanside resort that is located in Miami Beach. This ID was created inspired by the rich intense Matissee colours of the Jardin Majorelle in Marrakech, with great photo details of the Art Deco lobby, alcoves and succession of different indoor/outdoor "rooms" that flow seamlessly throughout the hotel.

海滨俱乐部是位于迈阿密海滩之上的一个壮观的海滨度假胜地。该识别方案的设计受到了马拉喀什马若尔地区马蒂斯色彩方案的启发，酒店内，强大的艺术装饰细节设计完美地贯穿于大厅、凹室以及不同的室内外“客房”空间。



C Beach Club

C沙滩俱乐部

Design Agency: INEDI. hospitality. differently.

Date: 2011

Creative Director : Fabrice Tennant

Designer : Mathiew de Speville, Feizal Ghanty,
Jean Paul Williams

Client: Heritage Resorts

Nationality: Mauritian

设计机构: INEDI. hospitality. differently.设计工作室

日期:2011年

创意总监:法布里斯·坦布

设计师:马修·德斯派威勒, 菲泽尔·甘地, 简·保罗·威廉姆斯

客户:遗产度假村

国家:毛里求斯



With its trendy atmosphere and contemporary décor, the C Beach Club brings together tropical accents and Mediterranean flavours for genuine moments of cool chic relaxation, right on the beachfront. Contemporary and original, a new addition to the Estate's amenities, the whole Beach Club concept revolves around the letter C and a colour. Playing with the letter, the shapes and the style in working through the names for the public areas of the site, Cyan & Coast restaurants, Chill Bar and Cool Teens Club having fun with the concept, the general theme and the type of product.

以时尚的空间氛围与现代的装饰风格著称的C沙滩俱乐部巧妙地将热带风情与地中海经典的炫酷精致之风完美结合，成为海滨地区一道亮丽的风景。现代、独特的设计风格为酒店的建筑设施带来了全新的气息；整个沙滩俱乐部的设计理念围绕字母“C”和一种色调展开。巧妙的文字及其形态和风格设计贯穿该俱乐部的所有公共区域。深蓝海岸餐厅、冰冻酒吧以及炫酷青年俱乐部将这一设计理念、主题以及产品的类型发挥得淋漓尽致。



DIVA Maldives

马尔代夫天后酒店

Design Agency: INEDI. hospitality.
differently.

Date: 2008

Creative Director : Fabrice Tennant
Designer : Mathiew de Speville,

Feizal Ghanty, Jean Paul Williams

Client: Naiade Resorts

Nationality: Republic of Mauritius

设计机构: INEDI. hospitality.
differently.设计工作室

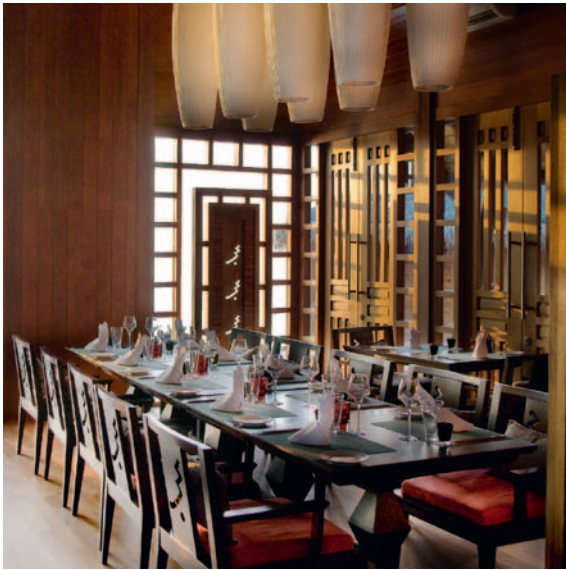
日期:2008年

创意总监:法布里斯·坦布

设计师:马修·德斯派威勒, 菲泽尔·甘地,
简·保罗·威廉姆斯

客户:Naiade度假村

国家:毛里求斯



A slice of paradise in the Maldives, DIVA envelopes guests in a warm embrace from the moment of arrival. Naïade, a Mauritian hotel group, is opening a 5-star hotel in the Maldives. The designers establishing a strategy for the brand (identity and communication): giving the project identity (brand + brand world), translating that creatively, running that throughout the establishment, and devising communication strategies: working on how communication should be axed and what images should be used.

作为马尔代夫的一个人间天堂，天后酒店能够在客人抵达的瞬间送给他们温暖的拥抱。Naïade度假村是毛里求斯的一个酒店集团，旨在于马尔代夫开办一个五星级酒店。设计师为该酒店开发了一个品牌战略方案（识别与传达）：打造项目识别（品牌+品牌世界），并对其进行创意性诠释，使之完美地运行在酒店之中；视觉传达的设计策略以修复和图片的选择为重点。

LES PAVILLONS

帕威酒店

Design Agency: INEDI. hospitality. differently.

Date: 2009

Creative Director : Fabrice Tennant

Designer : Mathieu de Speville, Feizal Ghanty,
Jean Paul Williams

Client: Naiade Resorts

Nationality: Republic of Mauritius

设计机构: INEDI. hospitality.

differently.设计工作室

日期:2009年

创意总监:法布里斯·坦布

设计师:马修·德斯派威勒, 菲泽尔·甘地,
简·保罗·威廉姆斯

客户:Naiade度假村

国家:毛里求斯

LES PAVILLONS
ILE MAURICE





Gardens filled with sweet perfumes – fabulous yet subtle luxury – romantic pavilion hide-aways amid lush vegetation– décor that features French - period influences and contemporary pure, clean lines – all provide a feeling of intimacy in the midst of elegance and sophistication.

The elegance of the logo, the colours featured (taupe and grey with hints of green) and a whole universe of tropical flowers, delicately transposed to permeate every aspect of the hotel and hotel life.

花香四溢的园林，微妙而又难以置信的奢华之感，充满浪漫气息的凉亭以及若隐若现的绿地植被，彰显法国时代感的装饰艺术以及现代纯净、干练的线条，为帕威酒店营造了一个极致优雅、精致的私密空间。

优雅标识、色彩搭配（灰褐色、带有些微绿色的灰色）以及缤纷绚烂的热带鲜花，微妙地渗透到酒店和酒店生活的每个角落。





Sakoa Boutique Hotel

Sakoa精品酒店

Design Agency: INEDI. hospitality. differently.

Date: 2010

Creative Director : Fabrice Tennant

Designer : Mathieu de Speville, Feizal Ghanty,

Jean Paul Williams

Client: Trimetys

Nationality: Republic of Mauritius

设计机构: INEDI.hospitality.differently.设计工作室

日期:2010年

创意总监:法布里斯·坦布

设计师:马修·德斯派威勒, 菲泽尔·甘地, 简·保罗·威廉姆斯

客户:Naiade度假村

国家:毛里求斯





Moving more up-market, the establishment is now a boutique hotel. Manage the transition and support it so far as identity and communication are concerned. A strong logo, with a lot going for it, is giving full vein to the hotel's concept with Mauritius' cultural influences.

如今的Sakoa精品酒店以高端市场为目标，因此，其需要一个崭新的识别和传达系统以彰显这一转变。蕴含了酒店全新市场目标的新标识完美彰显了该酒店强大的毛里求斯文化底蕴。





Seven Colours SPA

七色水疗酒店

Design Agency: INEDI. hospitality. differently.

Date: 2010

Creative Director : Fabrice Tennant

Designer : Mathiew de Speville, Feizal Ghanty,

Jean Paul Williams

Client: Veranda Resorts

Nationality: Republic of Mauritius



Seven Colours' philosophy is based on the idea that everyone should achieve their own definitions of well-being in relation to their lifestyles, characters and outlooks.

Knowing how to respond to feelings and emotions, understanding their surroundings, these are the ways to inner equilibrium, leading to inner calm. Everything was designed from scratch: name, concept, approach, brand, brand world, product range, photography and the communication. Seven Colours has been so successful that the Veranda Group has been able to franchise the brand internationally.





设计机构: INEDI. hospitality. differently. 设计工作室

日期: 2010年

创意总监: 法布里斯·坦布

设计师: 马修·德·斯派威勒, 菲泽尔·甘地, 简·保罗·威廉姆斯

客户: 瓦兰达度假村

国家: 毛里求斯

七色水疗酒店的经营理念是每个人都应该拥有一个有关生活方式、个性和观点的幸福定义。

善于回应各种感觉和情绪、了解周围的环境才能做到内心的平衡, 从而获得心灵上的宁静。这里, 名称、概念、设计手法、品牌、品牌世界、产品系列、摄影图片以及视觉传达等等全部得到了重新设计。七色水疗酒店的成功运营促使瓦兰达度假村集团将其打造成全球性度假酒店品牌。





Elysium Resort & Spa

极乐世界度假村&SPA

Design Agency: AM Design Creative Consultants

Date: 2009

Designer: Anna Moody, Nancy Kazi

Client: Elysium resort & spa

Nationality: Greece

设计机构: AM设计创意顾问

日期: 2009年

设计师: 安娜·穆迪, 南希·卡齐

客户: 极乐世界度假村&水疗中心

国家: 希腊



Rhodes' brand new 5* Resort & Spa on the cosmopolitan beach of Kallithea.

*With clarity of mind,
relax in luxury!*

P.O. Box 262, Kallithea, 85100 Rhodes, Greece
T +30 22410 45700 F +30 22410 87060
E info@elysium.gr www.elysium.gr

Member of
HARMONY RESORTS
www.harmonyresorts.gr





Identity and overall design concept for a new deluxe 5 - star hotel & spa in Rhodes, Greece. The word Elysium in form Greek mythology so the designers wanted to create an icon that would reflect it's heritage. The hotel is very luxurious so all signages and printed materials were created to reflect a customised design.

They used gold to reflect the grandeur of the resort. As part of the Harmony group, the brochure concept was around music and dance, with each individual property having it's own style. The concept has been applied to all exhibition stands, interior graphics, advertisements and menus.

该项目是专为坐落在希腊罗德岛上一个新豪华五星级酒店和水疗中心而提供的识别设计和整体设计理念。“Elysium”一词在希腊语中拥有神话的色彩，因此，设计师希望能够打造一个彰显这一精髓的图标。

考虑到酒店的奢华装饰风格，设计师特别定制了引导标示和印刷材料。金色作为主要色调充分地彰显出该度假胜地的富丽堂皇之气。作为“和谐”团体的一分子，宣传手册的设计理念围绕音乐和舞蹈而展开，并赋予每个酒店以独特的魅力。这一设计理念被广泛地应用到展台、室内图案、广告以及菜单之中。



Linsberg Asia

林斯博格亚洲酒店

Design Agency: moodley brand identity

Date: 2009

Designer: Gerd Schicketanz

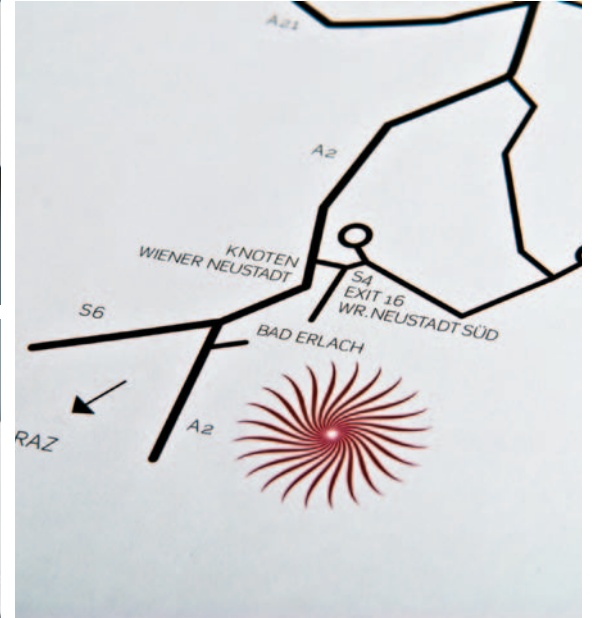
Client: Asia Resort Linsberg

Nationality: Austria





设计机构: 默德里品牌识别设计工作室
 日期: 2009年
 设计师: 戈德·斯奇克坦茨
 客户: 林斯博格亚洲度假酒店
 国家: 奥地利



Linsberg Asia – an Austrian resort including hot springs, spa, catering and a four star superior hotel – is a place of repose and harmony. The brand name and logo combine the name of the village and the focal point of the positioning: Linsberg Asia was designed according to oriental principles. The Corporate Design has been perfectly aligned to urban target customers by connecting oriental and European influences in a modern, cliché-free interpretation.

林斯博格亚洲酒店是奥地利一个著名的度假酒店，其中设有温泉疗养、水疗中心、餐饮以及一个四星级高级酒店，是休闲与缓解心情的佳所。品牌名称和标示巧妙地将乡村的名称以及该地区的焦点相结合：林斯博格亚洲度假酒店以东方的设计理念为主题。企业形象设计以城市消费者为主要对象，将东西方的文化以一种时尚、自由的方式进行完美诠释。



The traditional logo in white and turquoise of the biggest Austrian thermal spa, Loipersdorf – including thermal, adventure and therapy worlds – hasn't been touched during the relaunch of the CI. But three other "colours" were added to represent the 3 pillars that the philosophy of Loipersdorf is based upon: "let go", "experience" and "strengthen". They also reflect the diverse offering of the thermal spa and radiate "joie de vivre" in an open and charming way.

这一以白色和蓝绿色色调为基础的传统标识专为奥地利最大的水疗酒店——罗尔泊斯多夫酒店而设计。该酒店中设置的温泉浴、大冒险以及水疗功能并未在企业形象的重新设计中体现，然而，添加的其他三种“色调”却完美地表达了罗尔泊斯多夫酒店经营理念的三大主题，即“释放”、“体验”以及“强化”。此外，它们也体现了水疗馆厚重提供的多种服务，并以开放、迷人的方式将“享乐主义”完美诠释。

Loipersdorf

罗尔泊斯多夫酒店

Design Agency: moodley brand identity

Date: 2011

Designer: Sabine Kernbichler

Client: Thermalquelle Loipersdorf GmbH & Co KG

Nationality: Austria

设计机构: 默德里品牌识别设计工作室

日期: 2011年

设计师: 萨滨·科恩比策勒

客户: Thermalquelle Loipersdorf股份有限公司

国家: 奥地利







The Chelsea

切尔西酒店

Design Agency: Mucca Design Corp.

Date: 2008

Designer: Steven Jockisch, Meg Paradise

Client: The Chelsea

Nationality: USA

设计机构:Mucca设计公司

日期:2008年

设计师:史蒂文·约克斯奇,梅格·帕若戴斯

客户:切尔西酒店

国家:美国

The Chelsea is a new non-gaming resort hotel in the heart of Atlantic City comprised of two completely renovated and restored buildings. The goal of the Chelsea's proprietors is to return style and luxury to the boardwalk and bring back the booming resort town of the 1950s and 1960s. The identity needed to evoke this period while remaining modern. The logotype is hand-lettered and evocative of neon signs and marquees often found on building façades during this period. This script paired with modern sans serif typography and bright colour provide just the right combination of old and new.





切尔西酒店是一个崭新的非博彩类度假酒店，坐落在大西洋城的核心地带，由两个全面改造和翻新的建筑构成。切尔西酒店所有者的目标是重现木板路的独特风格与奢华之感，并将人们带回到20世纪50、60年代蓬勃发展的度假胜地之中。识别方案的设计旨在唤醒人们对这一时期的回忆的同时，保留独特的时尚气息。标识的设计采用手写的方式，与这一时期建筑立面上常见的霓虹标志以及跑马灯遥相辉映。这一手写体与现代衬线字体以及鲜明的色调将古老与现代的碰撞彰显得淋漓尽致。





Tridosha

Tridosha酒店

Design Agency: nowakteufelknyrim

Date: 2008

Designer: Petra Knyrim, Anna Fahrmeier

Client: Wolfgang Hoefer

Nationality: Germany

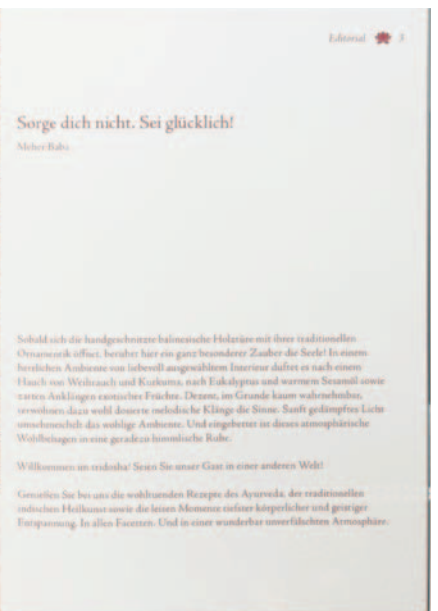
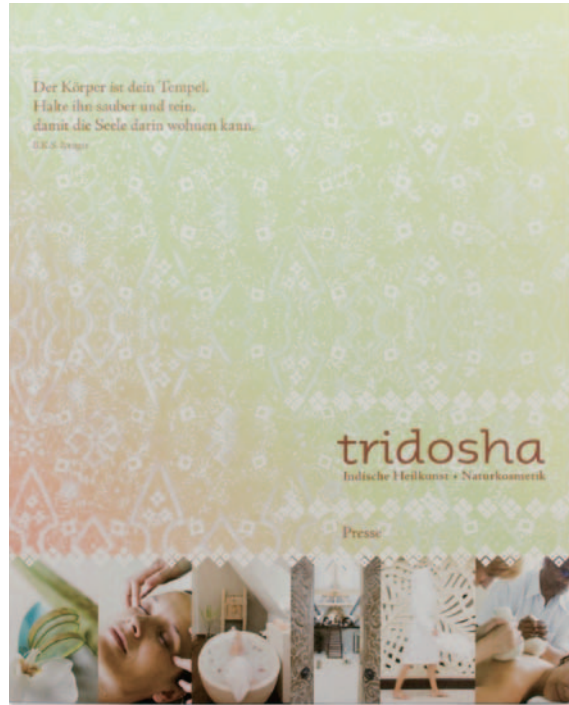
设计机构: nowakteufelknyrim设计工作室

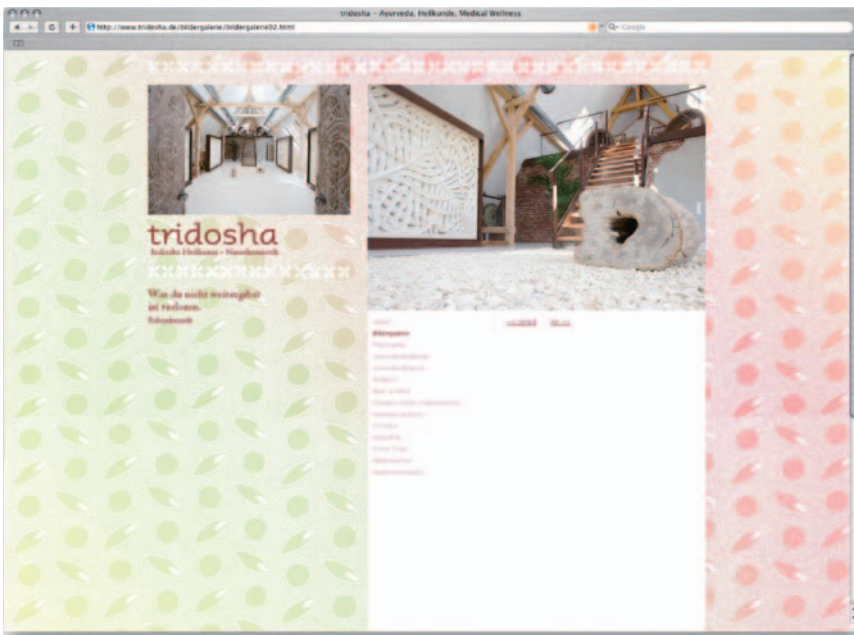
日期: 2008年

设计师: 佩特拉·肯依利姆, 安娜·法梅尔

客户: 沃尔夫冈·霍沃

国家: 德国





Tridosha, - a branding for a beautiful and healthy wellness resort in Germany. Ayurveda from India is brought to Germany, and a kind of Indian aesthetic is part of the branding.

该项目是专为坐落在德国的美妙宜居度假村而设计的品牌塑造方案。来自印度的韦达养生学以及印度美学元素是该品牌的重要组成部分。



Salvea

Salvea水疗中心

Design Agency: nowakteufelknyrim
 Date: 2010
 Designer: Petra Knyrim & Carla Meurer
 Client: Wolfgang Hoever
 Nationality: Germany

设计机构: nowakteufelknyrim设计工作室
 日期: 2010年
 设计师: 佩特拉·肯依利姆, 卡拉·穆尔
 客户: 沃尔夫冈·霍沃
 国家: 德国



Lust auf Gesundheit?

Auch wenn Sie nachher kein anderer Mensch sind. Nach einem Besuch im neuen salvea – Lust auf Gesundheit in Krefeld werden Sie sich so fühlen. Denn salvea zelebriert Gesundheit als echten Genuss. Für den Körper. Und für die Sinne. Damit für unsere Gäste nach einem Besuch immer wieder das Gefühl steht: Das Schönste am Tag ... das bin ich!

salvea – Lust auf Gesundheit
Westparkstraße 107-109
47803 Krefeld
02151 78117-0
www.salvea.de

Großer Tag der offenen Tür
Sonntag, 01.06.2008
10 bis 18 Uhr

Lust auf Gesundheit?

Auch wenn Sie nachher kein anderer Mensch sind. Nach einem Besuch im neuen salvea – Lust auf Gesundheit in Krefeld werden Sie sich so fühlen. Denn salvea zelebriert Gesundheit als echten Genuss. Für den Körper. Und für die Sinne. Damit für unsere Gäste nach einem Besuch immer wieder das Gefühl steht: Das Schönste am Tag ... das bin ich!

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Sonntag, 01.06.2008
10 bis 18 Uhr



salvea – Lust auf Gesundheit

<http://www.salvea.de/salveaerleben/geschichte.html>

- salvea erleben >>>
- salvea Partner >>>
- gesund bleiben >>>
- erweitertes Service >>>
- Special Offers >>>
- Medien Service >>>
- Bilderгалерея >>>
- Kontakt >>>
- Impressum >>>
- Über salvea >>>
- Das Haus >>>
- Die Geschichte >>>
- Cellulosemanagement >>>
- Der Kontakt >>>
- Unternehmen >>>
- Wegbeschreibung >>>
- Kontakt >>>

salvea
salvea erleben

Die Geschichte
100 Jahre Krefelder Husarenkasernen:
Steine mit Geschichte. Ideen mit Zukunft.

Heute, genau an diesem Ort, begann die Geschichte der ersten Krefelder Husarenkaserne vor 104 Jahren mit einem handfesten Eckstein. Insofern dann, wenn die geistliche Gerichtsbarkeit salveas erst schlagend „inmitten der Kaserne“ herbeigebracht hätte. Im Mittelpunkt der öffentlichen Ereignisse: Salvea Hausstil, Kaiser Wilhelm II., erhabene Ehrenmänner und „Tanzbuben“! Was war geschänt?

Mehr >>>

It is a project of branding for Salvea, a healthy & holy spa in Germany.

该项目是专为坐落在德国的健康休闲Salvea水疗中心而设计的品牌塑造方案。马鞭草在该品牌的塑造过程中扮演了重要的角色。



POD Camps Bay

POD 露营湾

Design Agency: Sploosh Digital

Date: 2010

Designer: Johan Truter, Ian Kelynack, Trevor Swart

Architect: Greg Wright Architects

Client: Paul O'Donnell

Nationality: South Africa

设计机构: Sploosh 数字设计工作室

日期: 2010 年

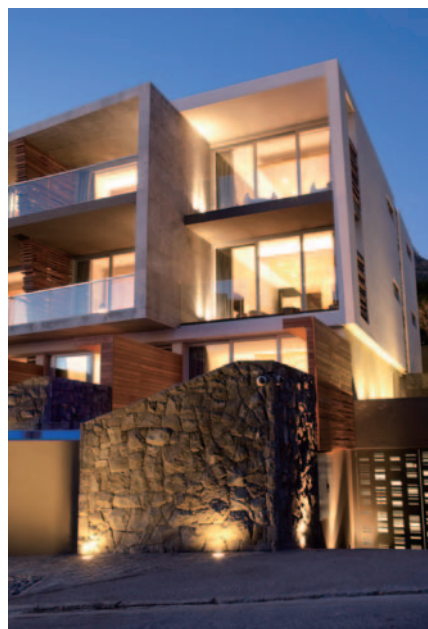
设计师: 约翰·特鲁特, 伊恩·克莱尼克, 特雷夫·施瓦特

建筑师: 格雷格·赖特建筑师事务所

客户: 保罗·奥唐纳

国家: 南非





The brief was to create an unobtrusive and elegant mark for this exclusive boutique hotel in Camps Bay, Cape Town. The objective was to create a versatile and decorative identity that would complement the hotel's high-end design.

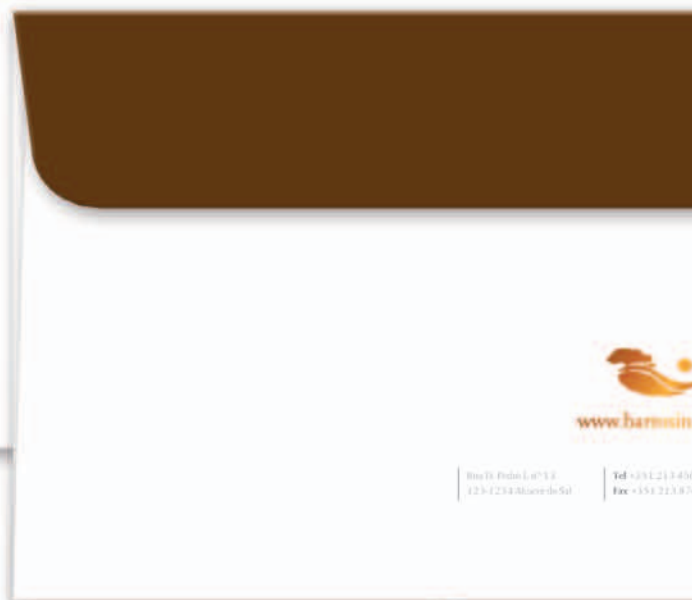
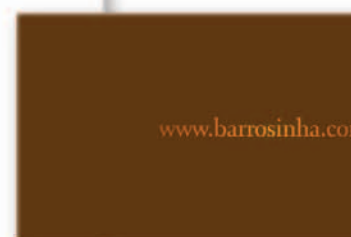
设计的理念是为坐落在开普敦露露湾的极致精品酒店创建一个低调而优雅的标志。设计的主旨是打造一个大众化而不失装饰气息的识别方案，从而与酒店的高端设计形成完美的统一。



Rua D. Pedro I, nº 13
123-1234 Alacer do Sal

Tel +551 213 450 089
Fax +551 213 876 789

Tlm +551 913 451 789
E-Mail geral@barrosinha.com



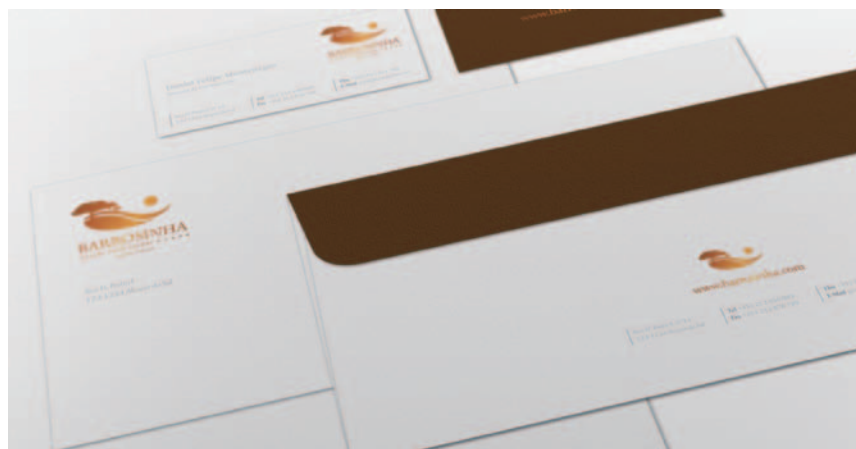
www.barrosinha.com

Barrosinha Nature Farm Resort

Barrosinha天然农场度假村

Design Agency: Toomuch Design Lda
Date: 2009
Designer: João Marques
Client: Barrosinha Nature Farm Resort
Nationality: Portugal

设计机构: Toomuch设计有限公司
日期: 2009年
设计师: 乔·马克斯
客户: Barrosinha天然农场度假村
国家: 葡萄牙



It is a project of brand Identity for a Resort on Alentejo, Portugal. This approach was inspired on the region geography and natural colours, being Barrosinha a five - star Resort with a strong connection with the environment so it does this clean and elegant identity.

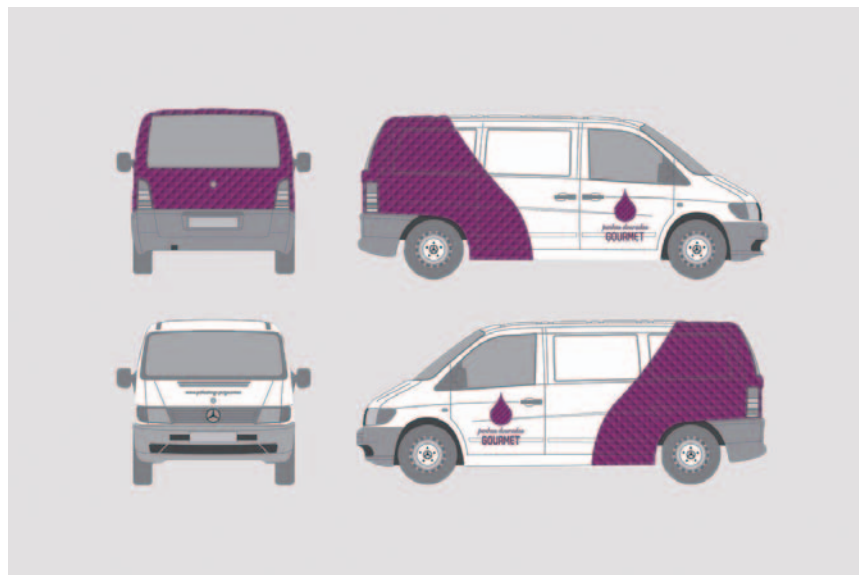
该项目是为葡萄牙阿伦特茹的度假酒店而设计的品牌识别方案。设计的手法是巧妙利用当地地理环境和天然色彩，将这一五星级度假胜地与周围美好的自然环境建立起强大的联系，因此，识别的设计以洁净、优雅为主要特色。



People chose the area of Penhas Douradas, in order to heal themselves from illness. And why this specific area? Because of its altitude and purity. Today, the area of Penhas Douradas is a place of life, a place that exudes calm, offering comfort, rest and contemplation. The brand has a concern with the area and aims to develop and revitalise Manteigas community economically. The new visual identity reflects this whole concept, in a more contemporary way, with references about sustainability and its cultural heritage. It has an innovative image, with elegant lines, charming, engaging, natural with changeable character and poetic.



很多客户选择下榻Penhas Douradas酒店是为了尽可能地摆脱疾病的困扰。那么，该酒店到底有何独特之处呢？海拔和纯净度是该酒店的特色所在。如今的Penhas Douradas酒店已成为一个唯美的生活空间，以宁静的氛围为客人营造舒缓、休闲、沉思的最佳氛围。该品牌设计方案巧妙地与酒店环境相结合，以较低的成本唤起人们对曼泰加地区的关注。这个全新的视觉识别方案通过对可持续性和文化遗产的参考，以一个更为现代的方式，有效地体现出整体概念。独具匠心的图案搭配优雅的线条，迷人而耐人寻味，富于变幻的字符设计彰显自然、诗情画意之感。



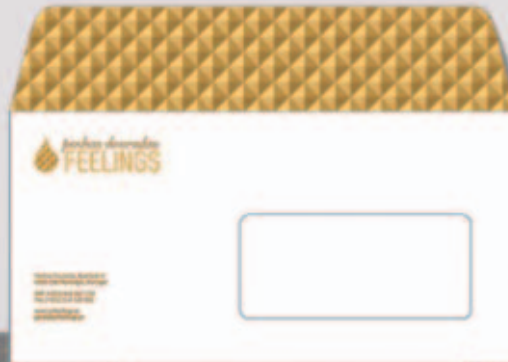
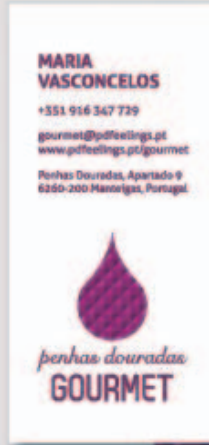
Penhas Douradas

Penhas Douradas酒店

Design Agency: iade.sign
Date: 2009
Designer: Frederico Cardoso
Client: Saberes e Fazerres da Vila, Ida
Nationality: Portugal

设计机构: iade.sign设计工作室
日期:2009年
设计师:费雷德里科·卡多索
客户: Saberes e Fazerres da Vila, Ida集团
国家: 葡萄牙





Kanuhura Hotel

Kanuhura酒店

Design Agency: Pentagram Design Ltd.

Date: 2010

Designer: John Rushworth

Client: One & Only

Nationality: Maldives

It is a project of brand identity for a luxury resort on a remote atoll in the Maldives.

设计机构:五角星设计有限公司

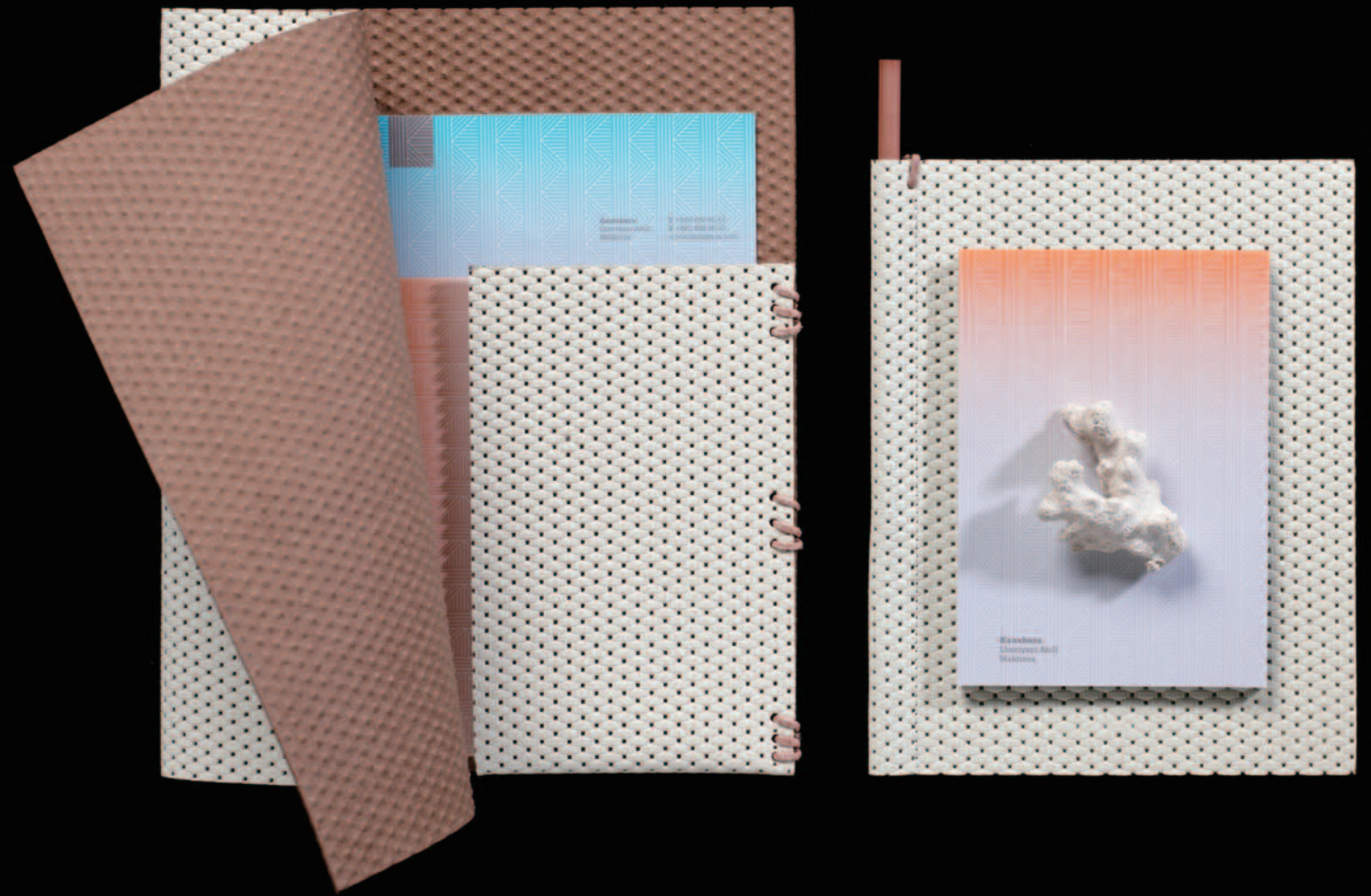
日期:2010年

设计师:约翰·鲁什沃斯

客户:One & Only酒店

国家:马尔代夫

为坐落在遥远的马尔代夫群岛上的豪华度假村而设计的品牌识别方案。





Kanuhura
Lhavivani Atoll
Maldives

Kanuhura
Lhavivani Atoll
Maldives

Date

Guest 1

\$



Kanuhura
Lhavivani Atoll
Maldives
T +960 992 0044
F +960 992 0033
www.kanuhura.com

day.
select Pastries and
Fresh Fruit
Cold Grains with
any style. Topped
by Blended Coffee
and fresh cream

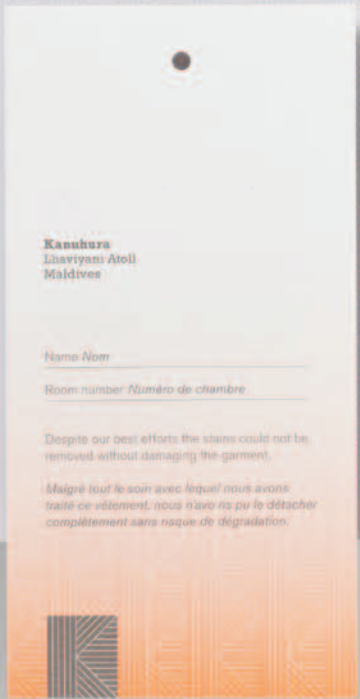
by Spiced Juice
with Star Miso or
Green Beans and Ma
Lette with Fresh To
Milk with Grapes an
Luscious Pineapple
and fresh cream

breakfast
by Spiced Juice
with Star Miso
and Strawberries
with Fresh Milk or
Cold Salmon or by
Blended Coffee
with fresh cream

to bring it to our
breakfast items

and 10% Service
and Taxes. *Note

All Dining breakfast is not included in our room rates and is fully chargeable



Kanuhura
Lhavivani Atoll
Maldives

Name *Nom*

Room number *Numéro de chambre*

Despite our best efforts the stains could not be removed without damaging the garment.

Malgré tout le soin avec lequel nous avons traité ce vêtement, nous n'avons pu le détacher complètement sans risque de dégradation.

Kanuhura
Lhavivani Atoll
Maldives



Keeping the environment in mind, the resort packaging is made out of a recycled decomposable material that can be planted into the ground. The envelope folds into the letterhead and the business card is also a packet of seeds that will be given out as a promotional item as well as a keepsake for travellers staying at Sayde Eco Resort.

该度假酒店从环境出发，以可填埋的回收可降解材料为包装的主要原料。信笺经折叠之后可直接作为信封使用，而名片被巧妙地设计成种子的形状，既可以对酒店进行宣传，又可以作为纪念品，献给来到酒店的客人。

Sayde Eco Resort

Sayde生态度假酒店

Date: 2009
Designer: Janice Fong
Client: Student work

日期:2009年
设计师:珍妮丝·方
客户:学生作品





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