



# BRAND MANAGEMENT

III

The Guide

## Hotel Guidelines for Branded Products

### 1. Brand Identity

Your hotel's brand identity is the foundation of how your guests perceive you. All branded products should reflect the hotel's luxury, elegance, and attention to detail.

#### 1.1 Logo

The logo is the core visual symbol of your brand. It should be prominently but tastefully displayed on all branded products, from bathrobes to coffee mugs. The placement should be consistent across product types to maintain brand recognition, ensuring clarity and quality in reproduction.

#### 1.2 Color Palette

Consistency in the use of your hotel's color palette is crucial for maintaining a cohesive brand image. Primary colors should dominate, with secondary colors used as accents. The color scheme should complement the hotel's interior design, enhancing the overall guest experience.

#### 1.3 Typography

Typography should convey the hotel's sophistication and luxury. Consistent use of approved fonts across all products, from stationery to tech accessories, ensures that your brand's tone is clearly communicated.

#### 1.4 Tagline

If applicable, the hotel's tagline should be integrated into select branded products, reinforcing your brand's message. The tagline should be placed thoughtfully, enhancing the product without cluttering the design.

### 2. In-Room Amenities

In-room amenities are a significant touchpoint for guest interaction with your brand. They should embody the hotel's luxury and attention to detail.

## **2.1 Toiletries**

Toiletries such as shampoo, conditioner, and lotion should be packaged in elegant containers that reflect the hotel's status. The logo should be prominently displayed, with eco-friendly materials used wherever possible.

## **2.2 Bathrobes and Slippers**

Bathrobes and slippers should offer comfort and luxury, featuring the hotel's logo subtly embroidered. High-quality, plush fabrics in neutral tones that align with the hotel's brand are ideal.

## **2.3 Bedding**

Bedding, including pillowcases and duvets, should be made from premium materials like Egyptian cotton. The logo should be discreetly integrated, and the color scheme should match the room's decor.

## **2.4 Coffee and Tea Sets**

Branded coffee and tea sets should be crafted from fine materials like bone china, with the logo subtly placed. The design should be timeless and align with the hotel's luxury theme.

## **2.5 Minibar Items**

Minibar items should feature custom labels that reflect the hotel's branding, offering a blend of local and bespoke products that enhance the sense of place.

## **2.6 Stationery**

Custom stationery should be available in guest rooms and meeting areas, reflecting the hotel's brand identity through consistent use of color, typography, and logo placement.

## **2.7 Room Scenting**

Branded diffusers or room sprays should carry the hotel's logo and be designed to reflect the ambiance of the hotel. The chosen scent should become a signature of the guest's experience.

## **2.8 Tech Accessories**

In-room tech accessories like chargers and Bluetooth speakers should be stylishly branded, with the logo subtly integrated. These should reflect modernity and enhance the guest's experience.

## **2.9 Plush Toys**

For family-friendly hotels, branded plush toys should be high-quality and feature the hotel's logo discreetly. The design should be charming and align with the hotel's overall theme.

# **3. Dining and Beverage**

Dining and beverage products should enhance the guest experience while subtly reinforcing the hotel's brand.

## **3.1 Tableware**

Custom-branded tableware should feature the hotel's logo subtly, aligning with the dining venue's theme. The design should be elegant, using high-quality materials.

## **3.2 Wine and Spirits**

Branded wine bottles and hotel-exclusive cocktails should reflect sophistication, with labels designed using the hotel's color palette and typography.

## **3.3 Coffee and Tea**

Branded coffee beans or tea leaves should be packaged elegantly, making them a luxurious takeaway item for guests.

## **3.4 Menu Items**

Special dishes or drinks named after the hotel should be crafted with care, offering guests a unique and memorable dining experience that ties back to the hotel's brand.

## **3.5 Napkins and Coasters**

Branded napkins and coasters should be made from high-quality materials, featuring the logo in a way that complements the dining area's decor.

### **3.6 Bottled Water**

Custom-labeled bottled water should be offered in guest rooms, dining areas, and event spaces. The labels should feature the hotel's logo and be designed to reflect the brand's identity.

## **4. Spa and Wellness**

Spa and wellness products should be an extension of the hotel's luxury brand, offering relaxation and sophistication.

### **4.1 Skincare Products**

Custom skincare products should be packaged in sophisticated containers, featuring the hotel's logo and aligning with the spa's ambiance.

### **4.2 Aromatherapy Kits**

Aromatherapy kits, including essential oils and diffusers, should be branded subtly, using designs that reflect tranquility and luxury.

### **4.3 Spa Towels**

Spa towels should be plush and high-quality, featuring the hotel's logo in a discreet location. The color should match the spa's overall aesthetic.

### **4.4 Yoga Mats**

Branded yoga mats should be durable and stylish, with the logo placed in a location that is visible but not intrusive. The design should promote wellness and align with the spa's ambiance.

## **5. Personalized Services**

Personalized services, such as room key cards and umbrellas, should be branded to enhance the guest experience while reinforcing the hotel's identity.

### **5.1 Room Key Cards**

Custom key cards should feature the hotel's logo and design elements that align with the overall branding, using high-quality materials.

## **5.2 Umbrellas**

Branded umbrellas should be functional and stylish, designed to protect guests from the elements while serving as a luxurious accessory.

## **5.3 Travel Kits**

Travel kits should be packaged in branded pouches, featuring items that reflect the hotel's luxury image. The materials used should be durable and stylish, encouraging guests to keep and use the kit.

# **6. Gift Items**

Gift items such as souvenirs and candles should be designed to offer guests a lasting reminder of their stay, reflecting the hotel's brand in both quality and presentation.

## **6.1 Souvenirs**

Branded souvenirs should capture the essence of the hotel, using high-quality materials and designs that reflect the hotel's luxury status.

## **6.2 Gift Baskets**

Curated gift baskets should include a selection of branded products, packaged elegantly to reflect the hotel's commitment to luxury.

## **6.3 Candles**

Signature scent candles should be packaged in a way that reflects the hotel's luxury and comfort, featuring the logo and a description of the scent.

## **6.4 Apparel**

Branded apparel should be made from high-quality materials, with the logo subtly integrated. The design should be both stylish and functional, making it a desirable souvenir.

# **7. Events and Conferences**

Branded products for events and conferences should enhance the professional atmosphere while reflecting the hotel's luxury image.



### **7.1 Conference Materials**

Branded conference materials such as notepads, pens, and folders should be high-quality, reflecting the hotel's identity through consistent use of design elements.

### **7.2 USB Drives**

Branded USB drives should be sleek and functional, with the hotel's logo subtly integrated. The design should reflect modernity and convenience.

### **7.3 Luggage Tags**

Custom luggage tags should be durable and stylish, offering guests a functional item that serves as a keepsake from their stay.

## **8. Sustainability Initiatives**

Sustainability should be at the forefront of branded product development, ensuring that all items align with the hotel's commitment to environmental responsibility.

### **8.1 Reusable Shopping Bags**

Eco-friendly shopping bags should be designed to reflect the hotel's commitment to sustainability, using durable and environmentally friendly materials.

### **8.2 Refillable Water Bottles**

Branded reusable water bottles should be stylish and functional, promoting sustainability while reflecting the hotel's luxury image.

### **8.3 Eco-friendly Products**

Eco-friendly products such as bamboo toothbrushes and reusable straws should be packaged in materials that reflect the hotel's commitment to sustainability, aligning with the hotel's brand image.

## **9. Quality Assurance**

Maintaining high standards in branded products is essential for reinforcing the hotel's luxury status.

### **9.1 Consistency**

All branded products should consistently reflect the hotel's identity, using the approved color palette, logo, and typography.

### **9.2 Materials**

Only the highest-quality materials should be used, ensuring products are durable, luxurious, and reflective of the hotel's premium status.

### **9.3 Sustainability**

Sustainability should be prioritized in the selection of materials, with eco-friendly options chosen wherever possible to align with the hotel's environmental goals.

### **9.4 Vendor Selection**

Vendors should be carefully selected to ensure they meet the hotel's luxury standards. Regular evaluations should be conducted to maintain quality and consistency.

## **10. Packaging and Presentation**

Packaging and presentation are critical in reinforcing the luxury status of branded products.

### **10.1 Packaging Design**

Packaging should be elegant, using the approved color palette, logo, and typography. High-quality materials should enhance the unboxing experience, making it memorable.

### **10.2 Presentation**

Products should be arranged thoughtfully, ensuring they are seen as luxurious and carefully curated. Attention to detail in presentation can significantly impact guest perception.

## **11. Branding Guidelines for Customization**

Customization of branded products should be approached with a focus on maintaining brand integrity and consistency.



### **11.1 Logo Placement**

The logo should be placed in a visible and tasteful location on all products, complementing rather than overwhelming the design.

### **11.2 Color Usage**

The hotel's brand colors should be used consistently, ensuring that the colors chosen enhance the product's design and align with the brand palette.

### **11.3 Typography**

Typography should be consistent with the hotel's overall branding, using approved fonts and sizes to ensure clarity and elegance.

### **11.4 Imagery**

Any imagery used should align with the hotel's branding, reflecting luxury and elegance while complementing the overall design.

## **12. Monitoring and Feedback**

Regular monitoring and feedback are essential for maintaining the quality and effectiveness of branded products.

### **12.1 Quality Checks**

Regular quality checks should be conducted to ensure all branded products meet the hotel's high standards, addressing any issues promptly.

### **12.2 Guest Feedback**

Guest feedback should be regularly collected and reviewed to refine and improve branded products, ensuring they continue to meet guest expectations.

### **12.3 Brand Alignment**

The hotel's brand strategy should be regularly reviewed to ensure branded products remain aligned with the evolving brand identity, reflecting changes in market trends and guest preferences.

**This comprehensive guide ensures that all branded products align with your hotel's luxury image, enhancing the guest experience and reinforcing your brand's identity.**