

Process Book

Neah Brown

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01

Introduction

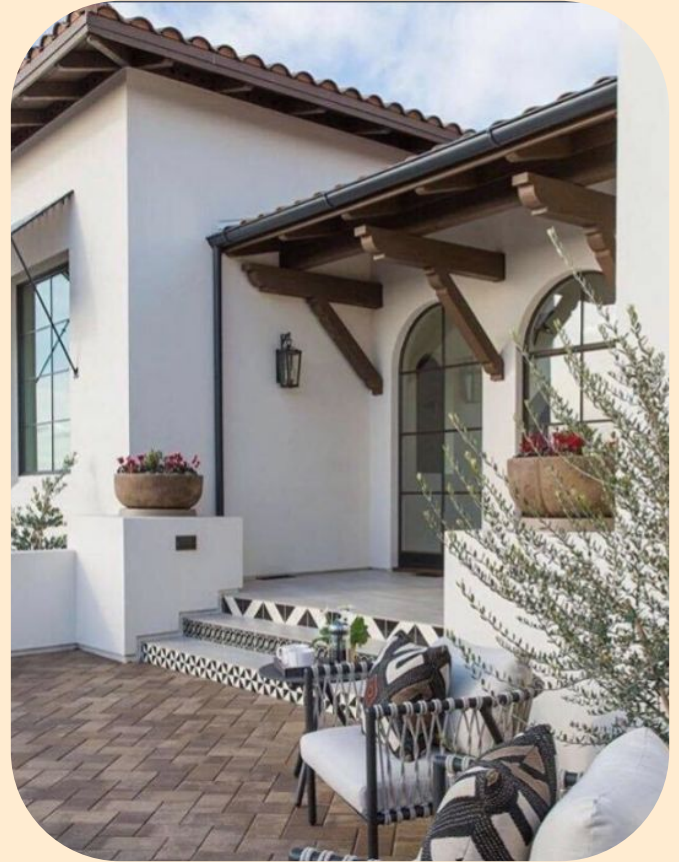
Project Brief

Creating a distinctive and memorable logo for Hotel Clemente, a new hotel located in the coastal city of San Clemente, California. _____

The project timeline spans 15 weeks, including research, concept development, and finalization.

“Not the wedding, but the rehearsal dinner event”

Client Meeting Notes



Client Meeting Notes

We met with the client to gather feedback and align on the design direction for the branding.

Guests Feel

- Laid back feel for the guests, but still high quality service
- The guests who want to be immersed in the town, not get away from people

Hotel Atmosphere

- Everything you look at will have a story behind it
- Not the wedding, but the rehearsal dinner event

Brand Ideas

- Light tan, green of palm trees, sunbleached, coastal palette
 - Spanish tile type colors
 - No serifs, "san serifs are more beachy"
-

The design direction emphasized a modern, beach-inspired typeface with subtle Spanish influences, such as nods to Spanish tile, to reflect the hotel's coastal identity. Discrete elements like a palm tree or surfboard were considered to add depth and align with the hotel's storytelling approach.

02

Research

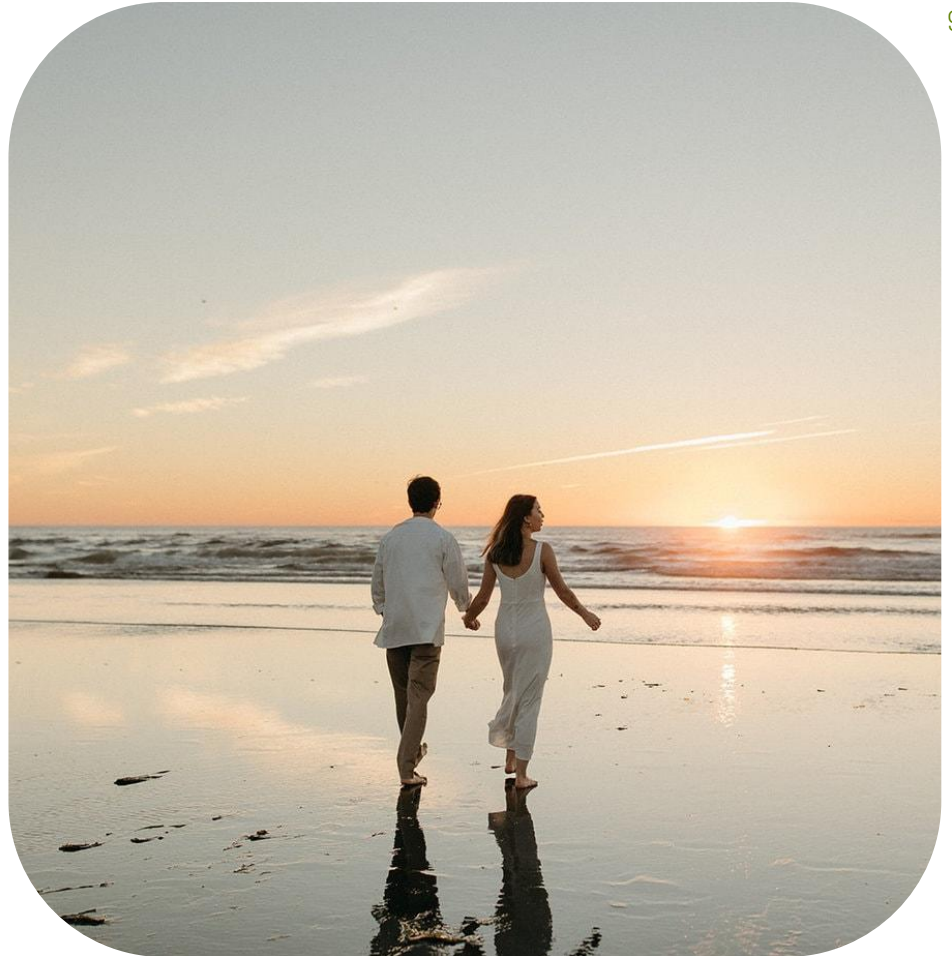


Research Findings

Known as the “Spanish Village by the sea”, San Clemente is home to 2.3 miles of coastal trails. The City emphasises the importance of preserving their buildings’ character and environment. Along with their spanish style architecture, the city also involves a strong surf culture which is emphasised with the cultural and surfing heritage center.

Target Audience

The target audience for Hotel Clemente consists of affluent travelers in their late 20's to early 70's, who seek a elevated vacation experience with a relaxed, casual atmosphere. They are interested in leisure travel, romantic getaways, or destination weddings. These luxury-seeking individuals value cultural exploration and authentic experiences while enjoying high-quality service in a sophisticated yet approachable setting.



Competitor Analysis

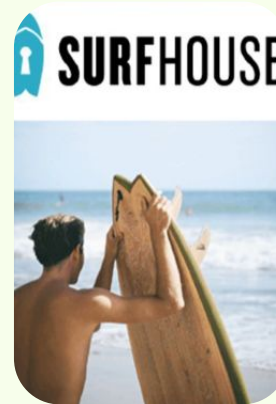
01



Hotel Joaquin

With a similar Laid back tone, and light colors, Hotel Joaquin has a similar vibe to what Hotel Clemente is aiming for.

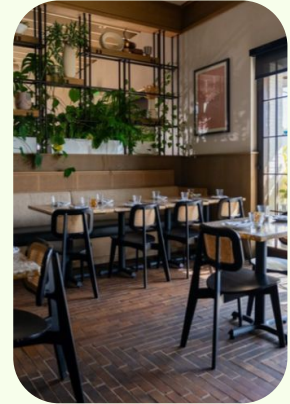
02



Surfhouse Inn

The beachy colors and the very friendly, casual, and laid back feel is the levels of casual that aspired to be for the hotel.

03



Simm's Restaurants

All of their restaurants have an atmosphere of laid back dining but still has high quality food and service.

Mood Board

With the research analysis and the client notes, I made a mood board with a focus on barefoot luxury with a beachy feel



03

Brand Strategy

Brand Strategy

Core Values

To establish a meaningful connection with its target audience, the hotel will focus on three key approaches: Emotionally Enhancing experiences, Inner-Societal Value, and drawing from the Origin story of San Clemente.

Emotionally Enhancing

Hotels that are emotionally enhancing prioritize creating a personalized experience for their guests that is tailored to their individual needs and desires and also create a lasting memory that guests will cherish for years to come.

Inner-Societal Value

Incorporating sustainable and eco friendly practices can appeal to guests who value environmental responsibility and social consciousness. By embracing and celebrating the local community and cultures, the hotel can create a sense of belonging and connection.

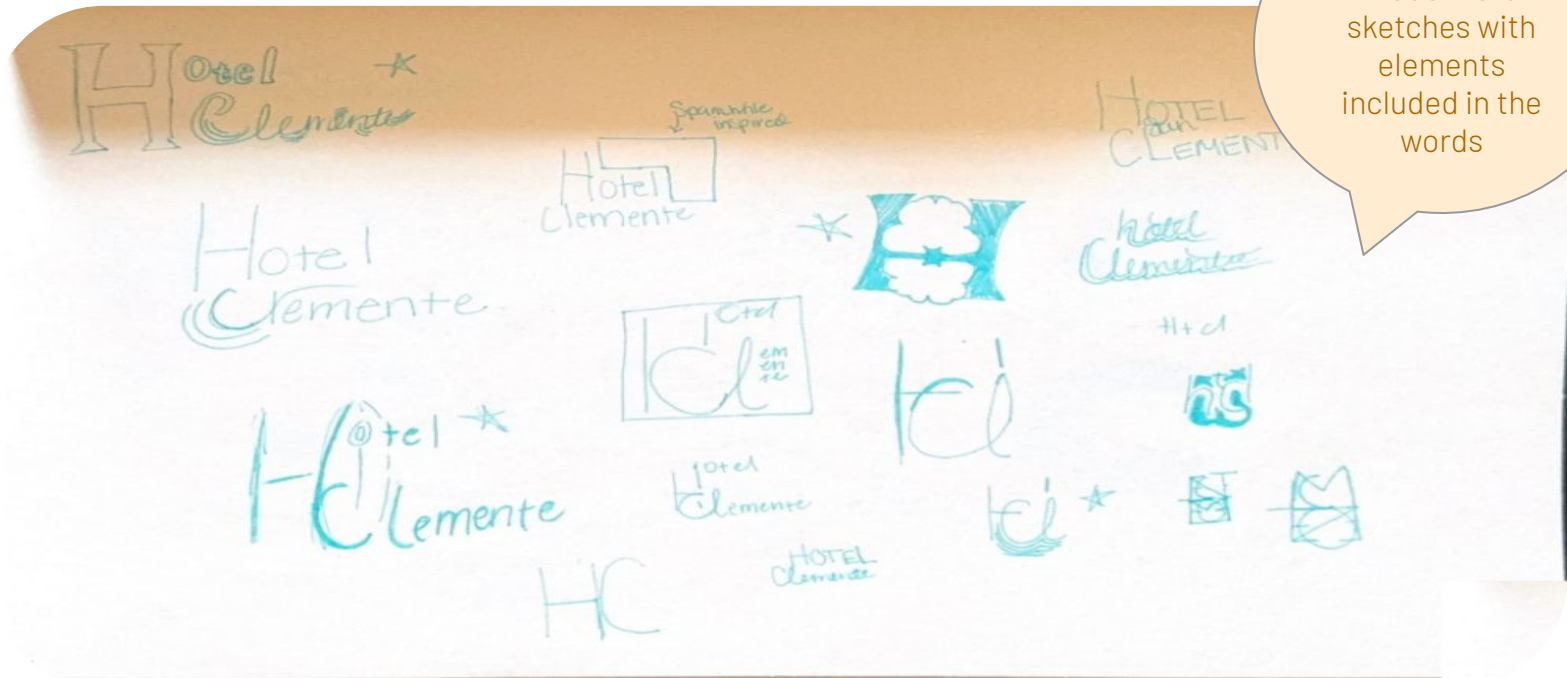
Origin

.Hotels that incorporate their origin compel a more authentic connection with their audience. By including and showcasing local photography and artwork we are able to have a connection with the local community and culture.

04

Visual Exploration

Initial Sketches





Logo 1

The wine glass element was not as emphasised, making it feel too illustrated. Having the stem also made it harder to fit into different ratios for a logo.



Logo 2

The sun element didn't convey well as a sun, it's also hard to see the H and C as their own element.



Logo 3

The shell element of the logo wasn't conveying the shell shape, the typeface for "clemente" also needs to convey beachy more

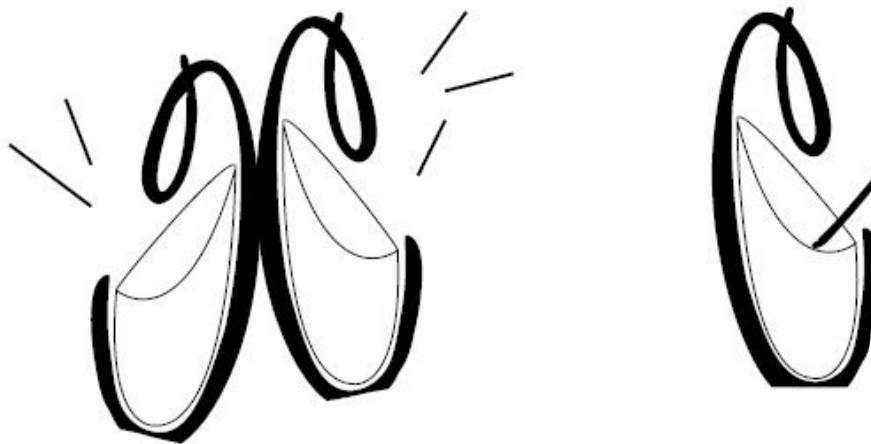
Logo Development

After feedback from my peers I moved on with my shell logo



Design Iterations

Re iterating with the glass logo I made it a stemless glass while changing the hotel on top to have more emphasis on the logo.





HOTEL
Clemente

Design Iterations

Moving on with the shell logo, I used colors that would work with a seafoam green. While also making the font for the "clemente" bolder so that it stands by itself more



HOTEL Clemente



HOTEL
CLEMENTE



HOTEL
CLEMENTE

Design Iterations

Final decision between the shell and the wine glass was the shell. For the final iteration before sending it to the client I made a pattern that included the logo.

05

Design Development

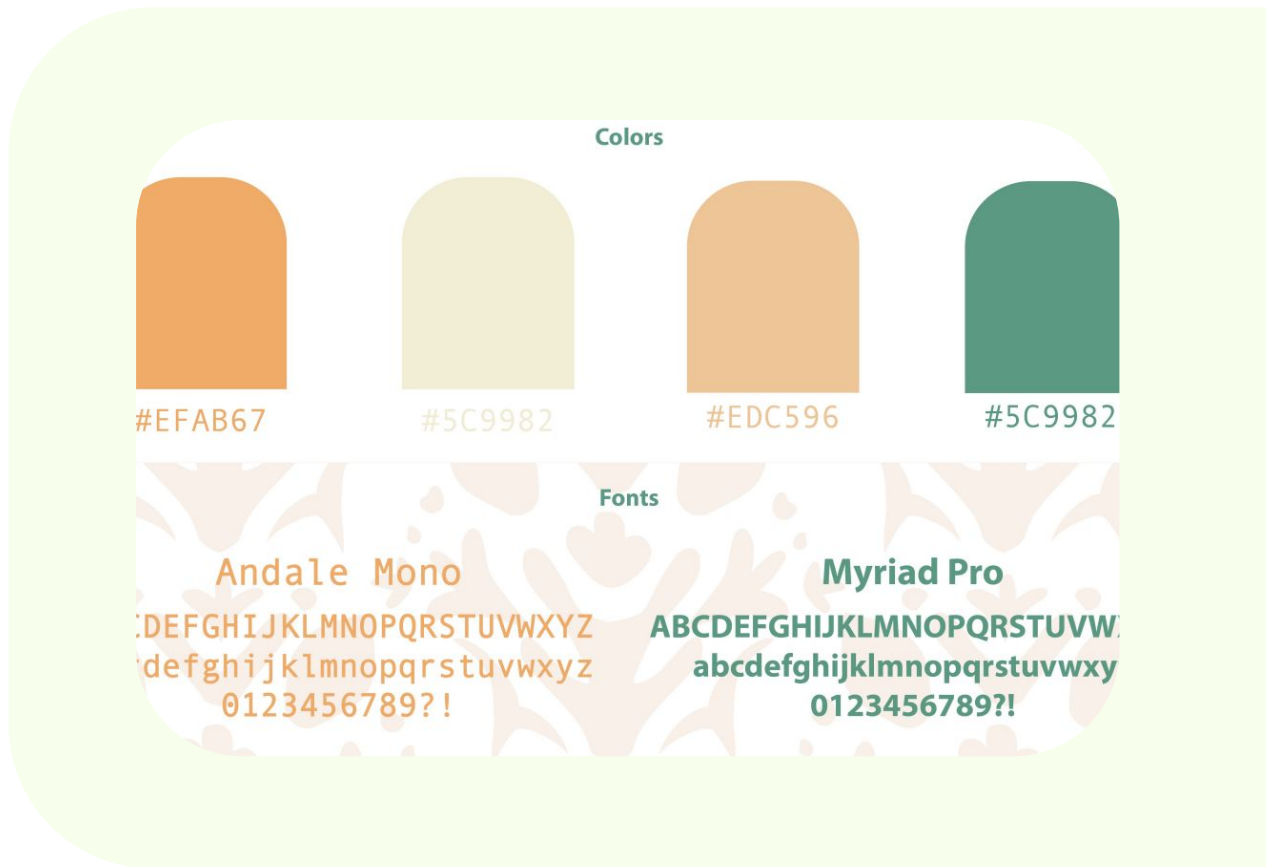
Logo Refinement

The client decided to move on with another logo presented by a peer. The icon is based off a surfboard, giving nods to the surf culture that is strong in the town.



Branding Development

With the colors we decided to go with a range of oranges with a contrasting green to go with it.



Branding Development

For the first round of branding we went with a poster with the marketing for the hotel as well as a wine packaging for their locally made wines.

01



Lighter colorset for

02



The client board was impressed with a peer's colors and wanted to see our logo in that color palette

Logo Iterations

After our next meeting with the client they wanted to see our branding with a darker color scheme.

Primary Logo



Branding Development

After our next meeting with the client they wanted to see our branding with a darker color scheme.



06

Final

Final Logo

Our final logo we made a few changes to the formatting.

Primary Logo



HOTEL

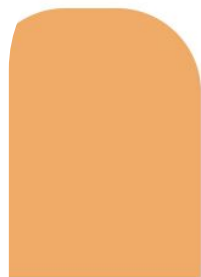
CLEMENTE

We added more of the shape elements to the "clemente" and made the space between the letters on "hotel" less.

Final Typography

For our final logo we went with the lighter color palette

Colors



#EFAB67



#5C9982



#EDC596



#5C9982

Fonts

Andale Mono

DEFGHIJKLMNOPQRSTUVWXYZ
defghijklmnopqrstuvwxyz
0123456789?!

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!

Brand Elements

30

For our final brand elements we made sure to add things that were likely to be needed in the hotel





07

Reflection

Project Learnings

Through this project I gained experience in gathering research to understand the target audience and competitors. Along with creating brand identity elements with the hotels values in mind. Through peer collaboration, I worked in my team to iterate a final presentation board. Overall after learning to better communicate as teams and manage our project in an effective manner, we were able to present our final board to the board of directors for approval.