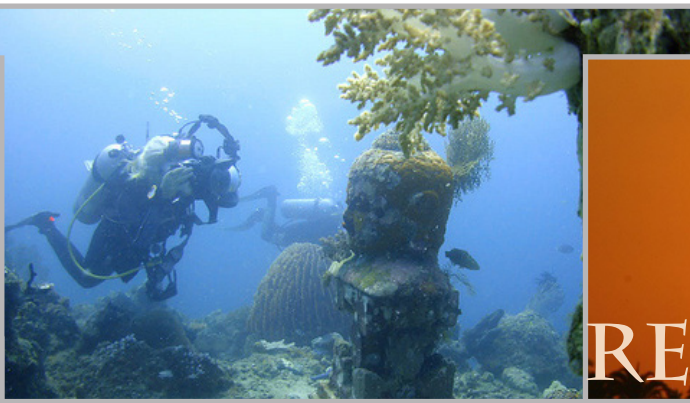




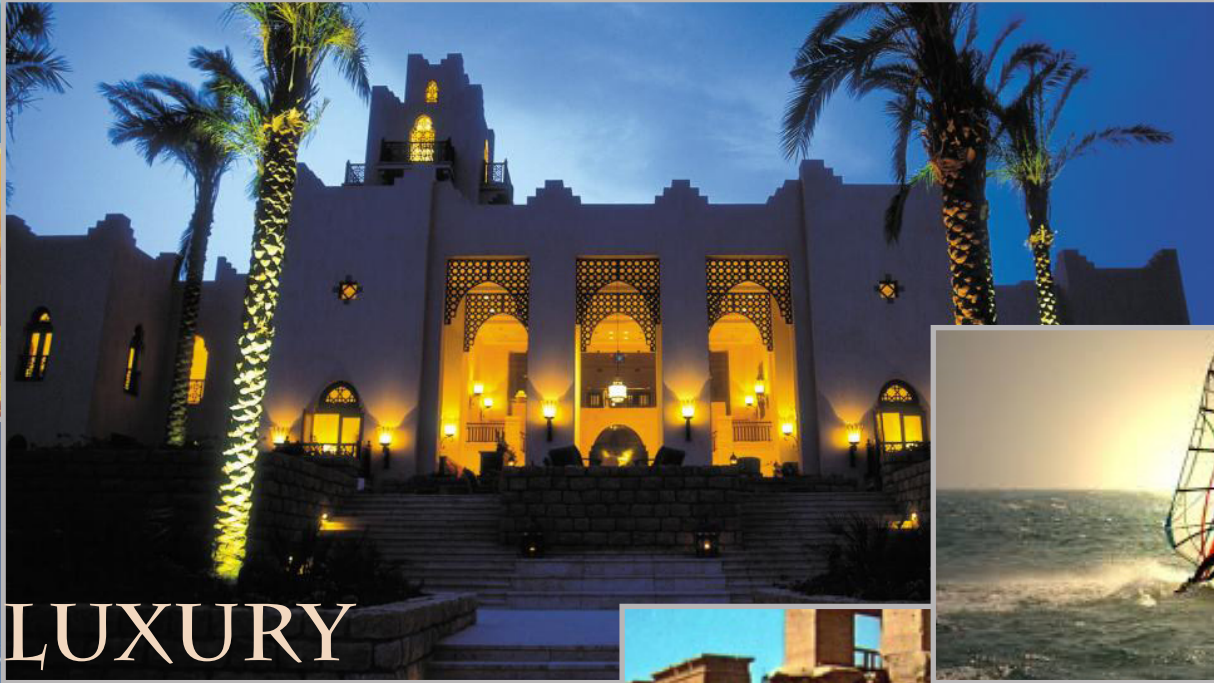
IzanamI

Nabil Samuel

EXPLORE



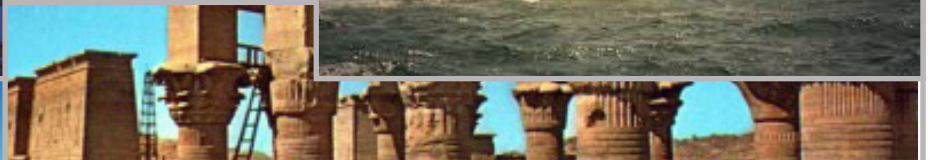
RELAX



LUXURY



ADVENTURE





- Spacious guest rooms with luxurious appointments & amenities
- Restaurants and lounges that offer unique and imaginative dining experiences
- Fitness centers and spas with state-of-the-art equipment and pampering spa-like environments
- Executive Business Centers with 24-hour access offering an environment conducive for work or meetings and a full spectrum of business services
- Oversized residential-like Executive Lounges offering a relaxing environment and superior food and beverage services

- Service with dignity, pride, and satisfaction
- Perfects travel experience through continual innovation
- Professionalism and devotion among his employees
- Casual but upscale atmosphere
- Sustainable practices that conserve natural resources and reduce environmental impact

- Combining local characteristics with understated elegance and attentive service
- Intimate ambience of a private residence
- Renowned for exceptional locations
- Each hotel carries a unique story woven into the historical fabric of the city
- Most often located in the center of cities.
- Each Warwick hotel has its own unique strengths and attributes inherent within

NAMING

Ramla Resort
Njord Hotel
Ibis Retreat
Thoth Hotel
Obelisk Hotel
Horus Hotel
Experience Resort
Izanagi Resort
Izanagi
Izanami Retreat
Izanami
Tsuku Hotel
Hapi Hotel
The Hecate Hotel
Thalasa Retreat

Ramla Resort
~~Njord Hotel~~
Ibis Retreat
~~Thoth Hotel~~
~~Obelisk Hotel~~
~~Horus Hotel~~
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Izanagi
Izanami Retreat
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The Hecate Hotel
Thalasa Retreat

Names that are struck out, are already in use by other hospitality companies.

RESEARCH BRIEF

BACKGROUND

Izanami is one of the two creation Gods in the Shinto religion. She, along with her brother Izanagi, created the Island of Japan. It is through her that Izanagi was finally purified and created the other Gods after heading to the underworld to take her back from death.

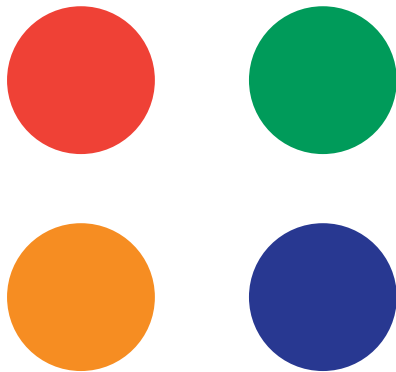
This company was named after her because it aims to let its guests feel pure again after escaping from the world for a time.

Spiritual

Serene

Affordable

Green



HEADING - CHARLEMAGNE

Sub-heading - Garamond

Garamond - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

LOGO FUNNEL





LOGO





CREATIVE BRIEF

Unlike our competitors, we do not pride our selves in the quality of experience through luxury, but through the experience itself. *IzanamI* is a retreat created for those wanting to get away from the everyday scene and to those that want adventure and thrill through the nature of the sea and experience its wonder. To ensure the best experience, guests will not have access to electricity during their stay.

As laid back as *IzanamI* is, to maintain its professional look while still having an effect of serenity, the type-face of Charlemagne has been selected for headers and the type-face of Garamond has been selected for text for easier legibility.

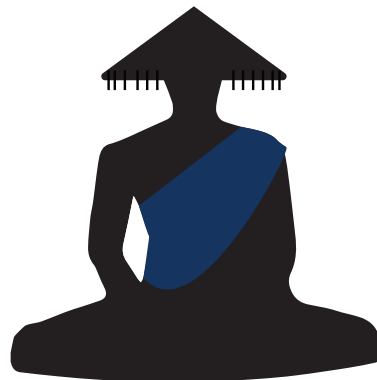
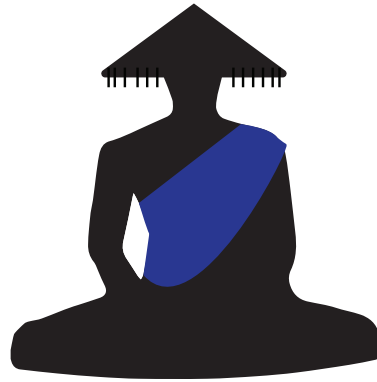
IzanamI will not only be unique in that the guests will be living without technology, but will also be an active participant in restoring and maintaining the coral reefs by planting artificial reefs that will grow over time in the shape of man made structures to give snorkelers and scuba divers a feeling of awe when engaging in these activities.

This logo was chosen because it is graphical but also contains all the letters that make up the name *IzanamI*. The colors were chosen to represent the sea wether deep or shallow, and the sun as it changes during the day. This combination gives a calming but exciting feeling to the viewer.



IzanamI

SECONDARY ELEMENT



The Japanese Shinto Monk is a simple yet clean design that encapsulates the tranquil and serene theme of *Izanami*. The different colors could represent different branches or departments of the company to make them more recognizable.

SECONDARY ELEMENT 2

Another element would be the use of Cinemagraphs. Any picture that contains water should contain within it an element that moves (though usually the water itself).

Because photographs cannot be moved in print, this is a secondary element that is used in digital media only.



STATIONERY



BRANDED APS



WEBSITE

