

Wild Ginger Inn

Hotel & Hostel

Brand Identity Guide Book 2017





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Creative Brief

The Wild Ginger Inn is a hotel and hostel located in Hilo on the Big Island of Hawai'i. Originally constructed as a house for workers on the sugar plantation in the 1920's, it was converted into an inn in the 1950's. The Wild Ginger Inn strives to keep the old country atmosphere that reflects the era that it was born in. Guests will experience the Hawaiian laid back, simple living style with a relaxing ocean view. Although the inn is not completely updated to join the digital 21st century, their rooms still contain some modern day comforts. Nicknamed a "Traveler's Inn", the Wild Ginger Inn caters to those who want to visit the Hawaiian island, but don't particularly enjoy being part of the tourist crowd. The Wild Ginger Inn is a place for those who would love to explore the natural wonders of Hawai'i. It is a place for those who would prefer doing self-guided tours and experience the local style living.

Design Overview

Approaching their century birthday, the Wild Ginger Inn desired an entire rebrand. However, the design had to stay recognizable and familiar. As a family-owned business, there is a strong sense of ohana style hospitality that keeps guests coming and that is emitted through the brand. The logo has been updated to modern standards regarding organization and clarity while still utilizing old elements like script typefaces and organic shapes. All design decisions took great considerations from the original and evolved slightly from there.



Basic Elements

Color Palette

The teal color comes from the actual color of the building while its lighter counterpart makes a nice contrast. Moreover, the red represents the wild ginger flowers that once surrounded the property.



GINGER
#B72126

R 183
G 33
B 38

C 20
M 100
Y 100
K 10



TEAL
#008080

R 12
G 128
B 126

C 85
M 30
Y 50
K 10



LIGHT TEAL
#A6C8C8

R 166
G 200
B 200

C 35
M 10
Y 20
K 0

Typeface

The main typeface used in the logo for “Wild Ginger” is Shelby. However, for a better composition, the original typeface was slightly modified to fit the house shape better. The secondary typeface for “Inn” is Scriptorama Markdown JF. More organic typefaces were chosen to represent the family-owned and homemade atmosphere of the Wild Ginger Inn. Furthermore, the Niveau Grotesk font family is used for all additional/information Wild Ginger Inn related text including, but not limited to, body copy and signage.

Niveau Grotesk

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,:;/?)

Typeface

Shelby

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(.,:/?)

Scriptorama Markdown JF

A A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890(.,:/?)

Logo

The script/handwritten typeface was used to express the homemade hospitality and family-owned business that the Wild Ginger Inn is. In addition, the logo is encased in a house shape to represent the inn. Lastly, the ginger is also showcased in the logo as it plays a large role in the history of the property's creation.



Master Logo



Logo Ratio



Clear Space



Minimum Size



Logo Variations





Stationery Set

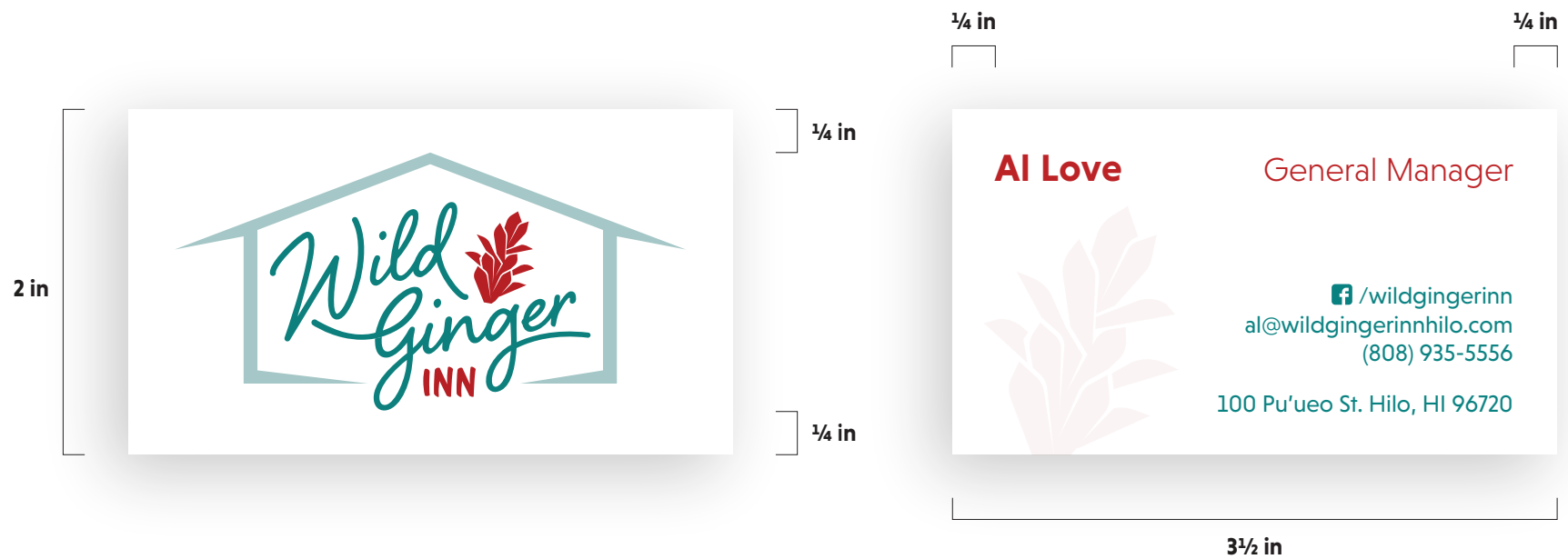
Letterhead



Envelope



Business Cards



Folder



Door Hangers



CD & Water Label



3D Simulation



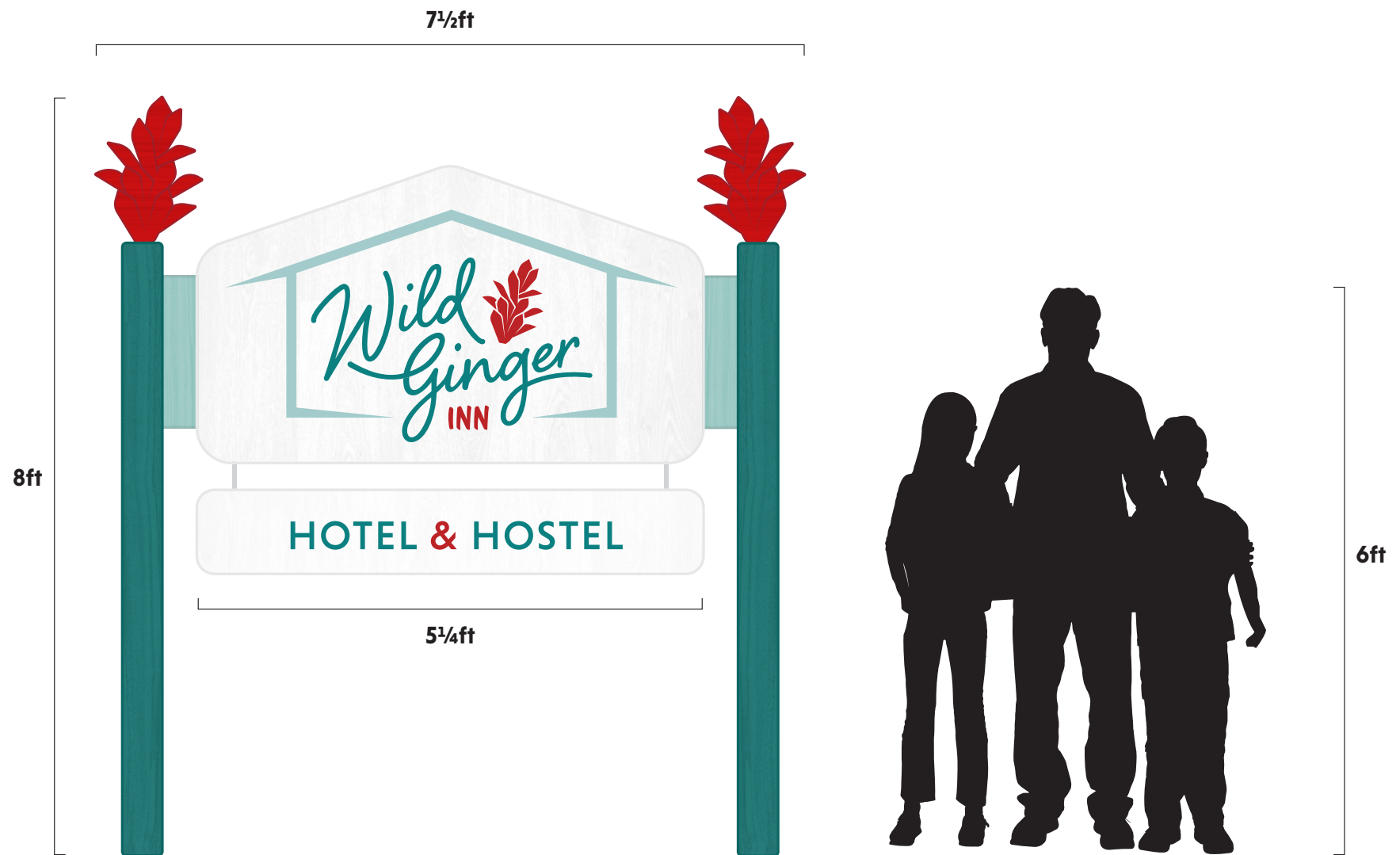


Signage

Materials

All signage is created from a sturdy wood base with a white background. The colors from the brand palette are used through out. Headings are in all caps in Niveau Grotesk Bold. All edges are rounded to match with the logo's organic shape. The bold red ginger color call the signs to action throughout the property.

Main Entrance



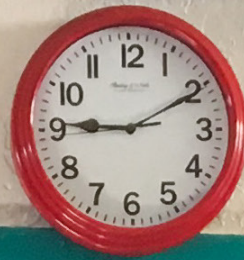


10in

1ft

RULES

1. Government-issued photo ID and a credit card are required.
2. Name on credit card used at check-in must be primary name on reservation.
3. Minimum check-in age is 18.
4. Security desposit is required.
5. No pets allowed.



RULES

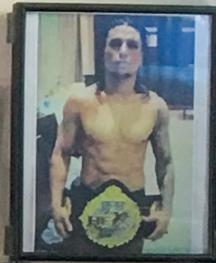
1. Government-issued photo ID and a credit card are required.
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CHARLIE ALANIZ

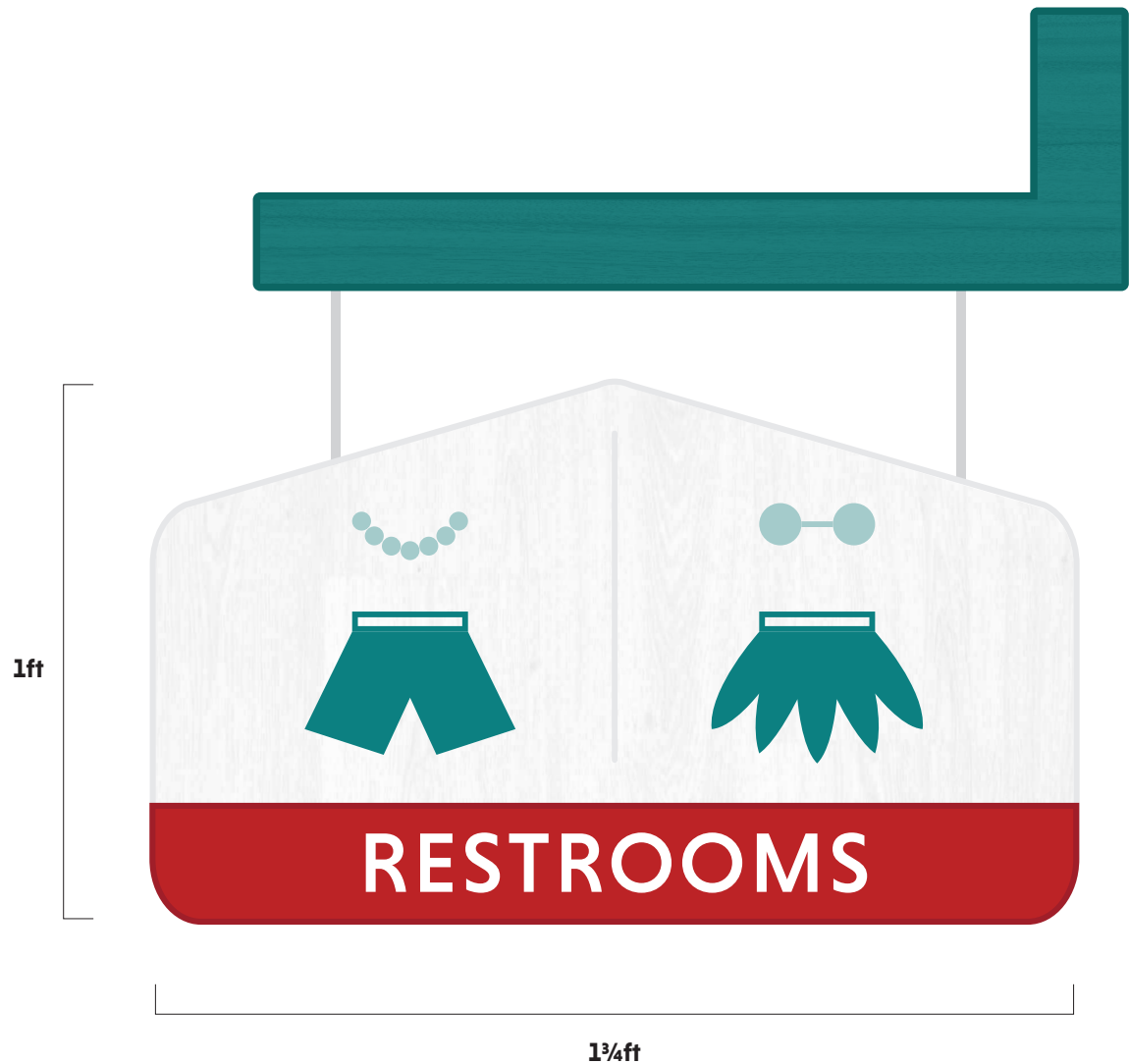
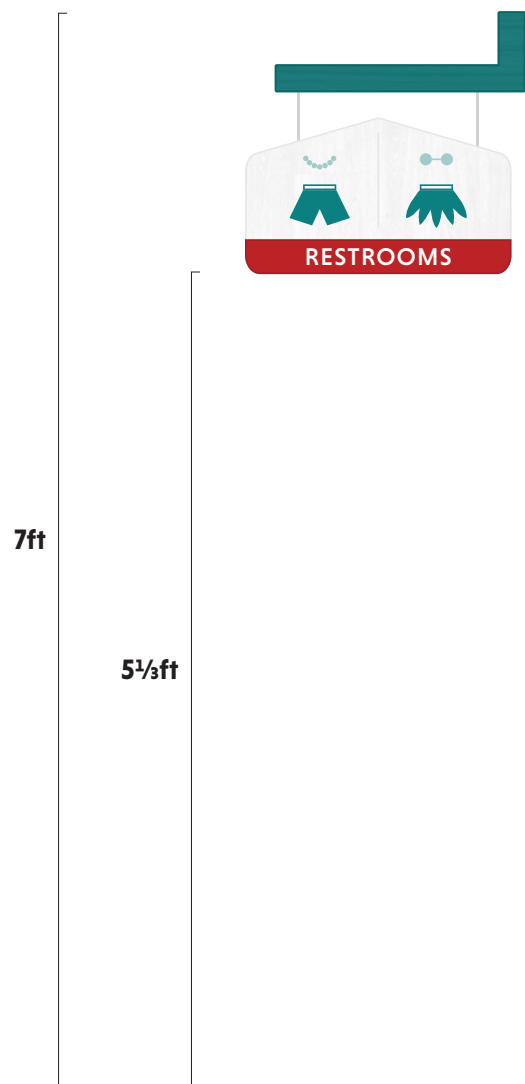
A.K.A Charlie "El Guerrero" Alaniz
MMA FIGHTER & FORMER STAFF MEMBER

Charlie is the HEX Fighting Series Flyweight (125lbs) Champion in Australia. Has made it to the UFC's The Ultimate Fighter (TUF) this September 2014, on FOX Sports 1. If he wins he will get the next UFC Flyweight division title shot!!!

Please watch it and wish him the best!!!
THE WILD GINGER INN SENDS SUPPORT AND LOVE



Hanging Sign





Directional Pole

