

3 CONCEPTS

RUM HEAD

Rum head

With a 24 hr open bar this hotel will display the history of your favorite alcohol brands. Upon filling out a questionnaire the staff will reserve a room for you with the details they've gathered and interesting works and blurbs about the alcohol brand you've chosen from the list they have provided. This boutique will cater to all the rum heads so to speak, and wine connoisseurs with interesting faces about the brand. But will have strict regulations and rules in place because of the presence of alcohol.

◀◀◀ENTRICK

Eccentric

This hotel will feature different art from ethnic artists, it will be like spending the night in a museum with the beautiful elaborate works on the walls and sculptures carefully displayed all in a modern, mid century, or classic room style. This hotel caters to other needs as well by giving guests a short questionnaire so they can best accommodate the guest. Other features will include an "in my shoes experience". This attraction will cover good, bad, and life changing events.

Foodie Fruity

Foodie fruity

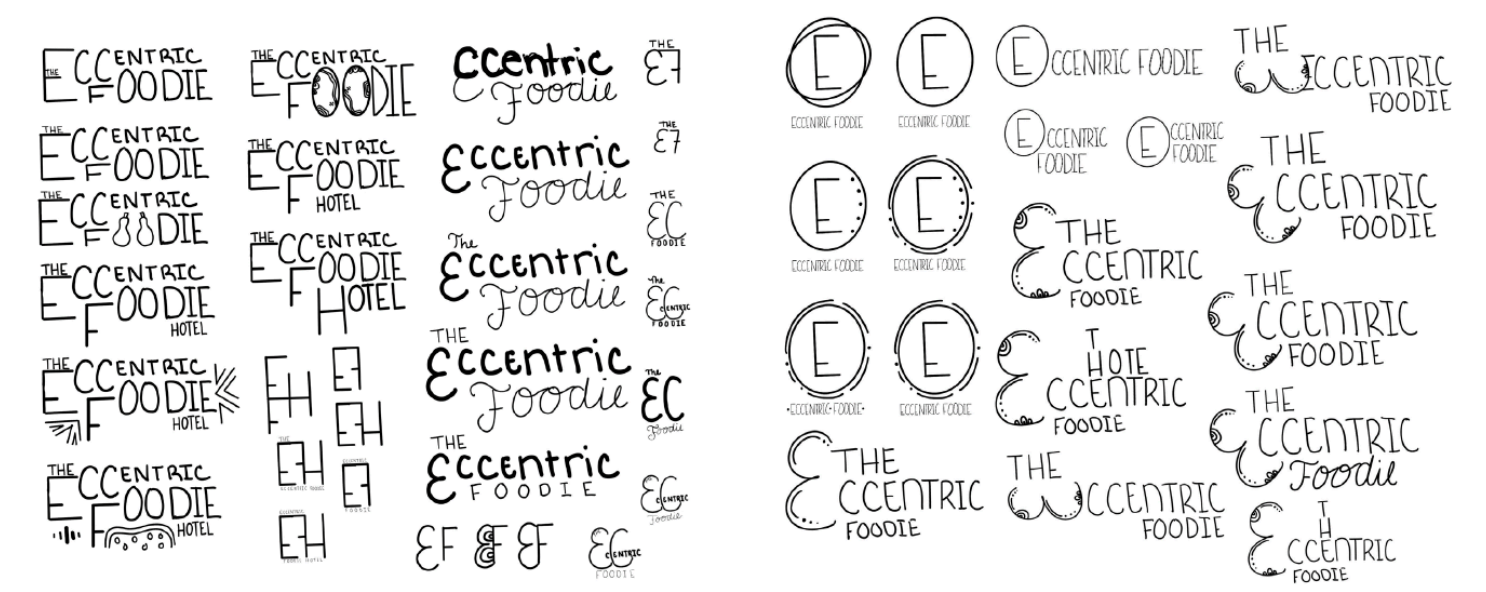
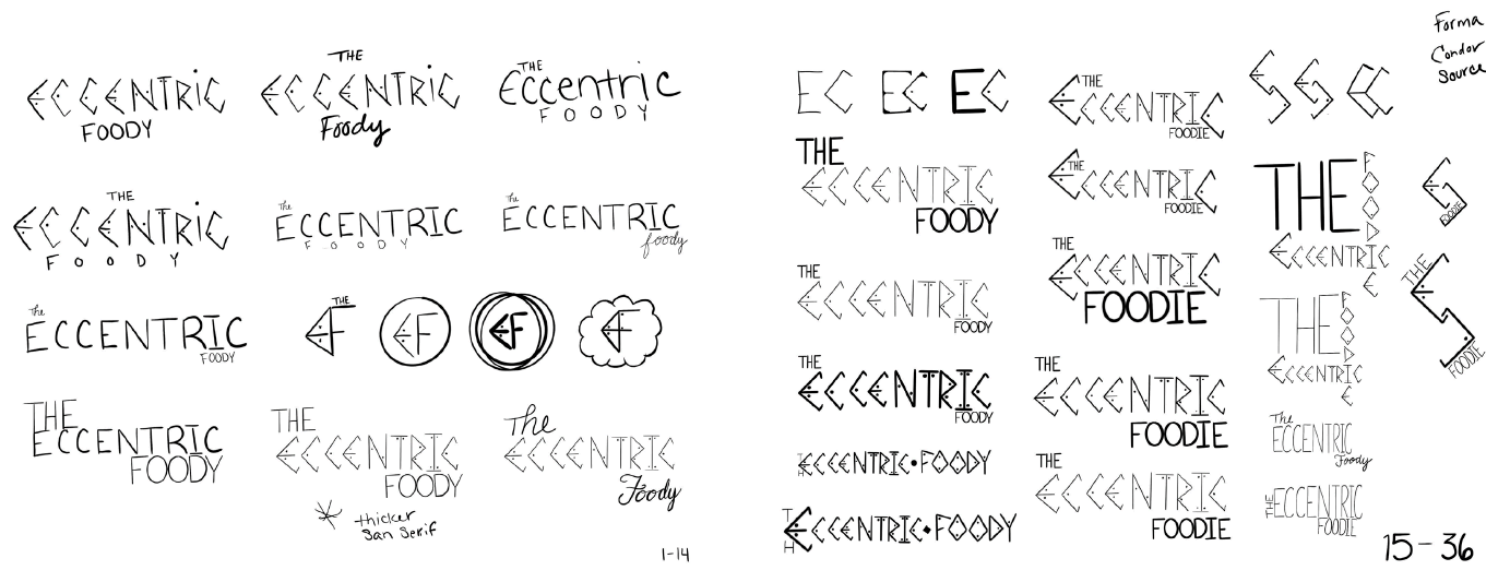
This hotel caters to all the foodies out there. Each night the food will have a different theme. Food around the clock! All sorts of exotic fruits and vegetables will be available to the guests. There will also be nightly cooking class in which you can learn to cook each of your favorite dishes. Guest can request a certain type of food each day if they would like or they can go along with the theme each night in the dining hall. They will also offer private events like a private intimate and romantic dinner for 2 foodies in love!

OFFICIAL CONCEPT

ECCENTRIC FOODIE

A tasteful mixture of cultures, art and food from different places around the world, each room will be specially crafted to display Afrocentric works by minority artists. The food choices will go along with this and alternate through different dining themes each night from around the world/ where each featured artist originates from. This will also include cooking classes for your favorite dishes each night. In addition to cooking classes there will be an "in my shoes" experience highlighting the good the bad and the life changing moments in each featured artist's life.

100 LOGO SKETCHES



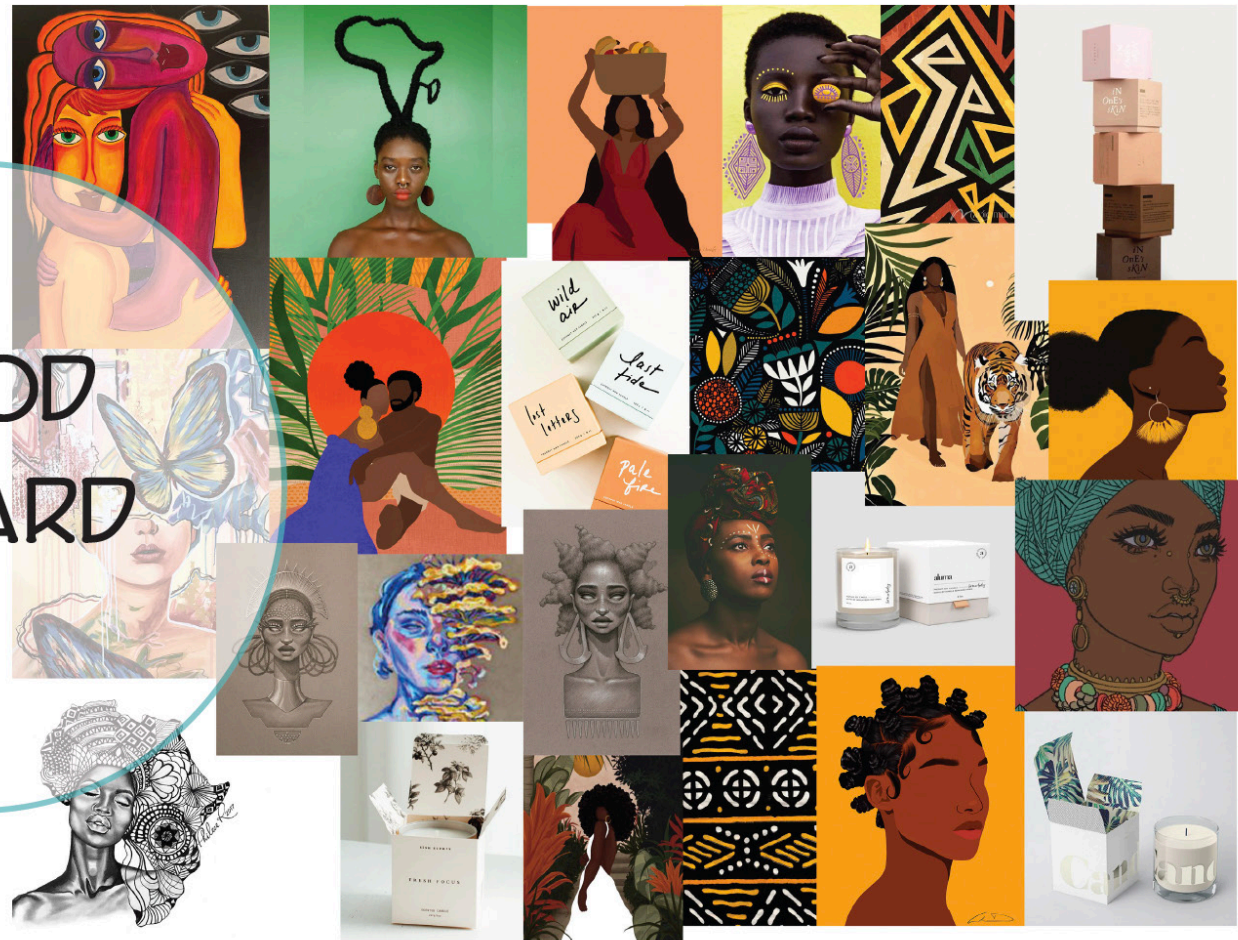
3 FINALIST LOGOS



* thicker San Serif



MOOD BOARD



COLOR PALLET



THREE COVER OPTIONS



FONTS

p22 Eaglefeather informal bold 40pt 30pt and 16pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789

Karla regular 9pt 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789

COVER COLOR COMPS



FINAL COVER

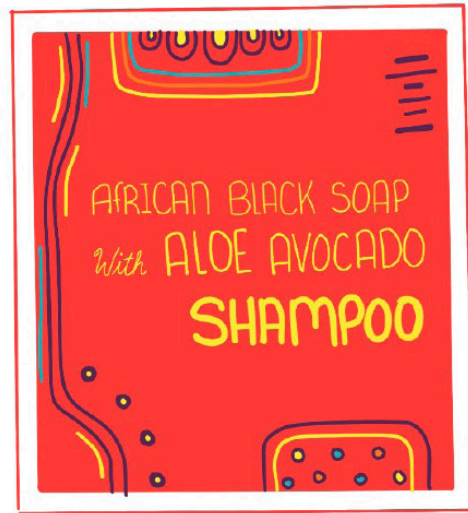


SPREAD 2 AND REVISIONS

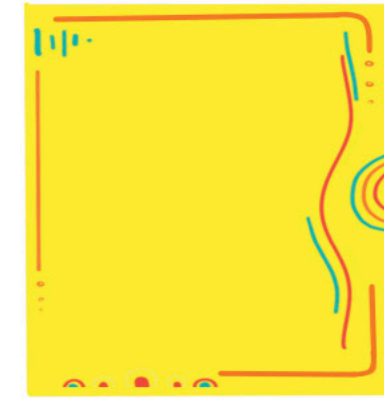


SHAMPOO CONDITIONER & BODY WASH LABELS

VERSION 1



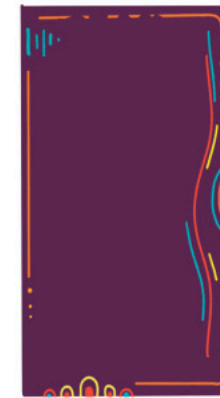
LABELS IN PROGRESS



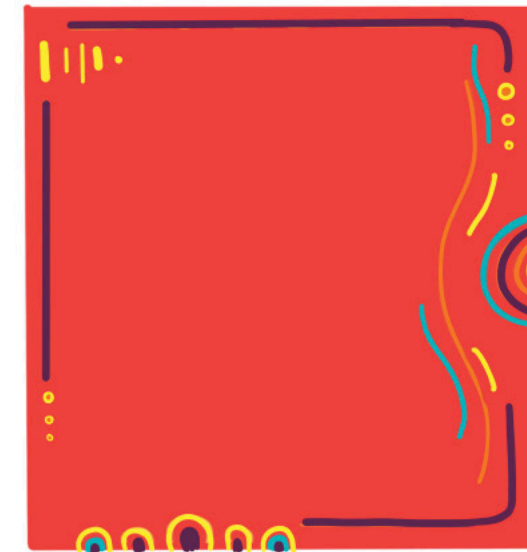
Body Scrub



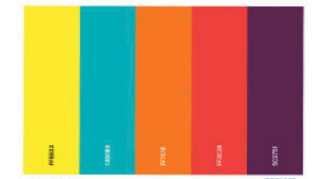
Body Butter



oil

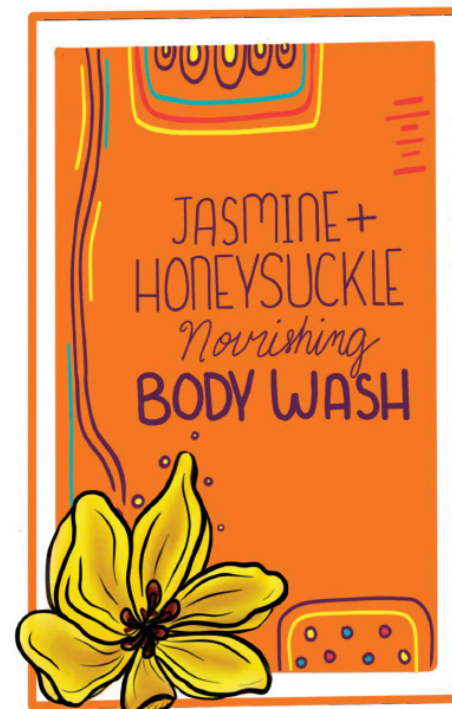


candle



SHAMPOO CONDITIONER & BODY WASH LABELS

FINISHED



FINISHED LABELS



candle

ROOM KEY & ENVELOPE



DOOR HANGER

SIDE 1



DOOR HANGER

FINISHED



BACK

FRONT

PACKAGING

