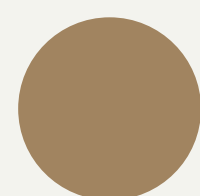


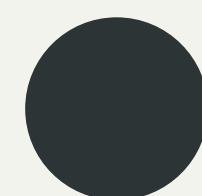


AETHEL MONO

COLOR



#a18460



#2c3436

PALETTE

M O N T S E R R A T

FONT

THE IDENTITY



The Aethel Mono logomark is a bespoke monogram interlocking the letters 'A' and 'M'. This integration represents the seamless connection between guest services and operational management.

The name itself defines our philosophy:

Aethel (Noble): Derived from the Old English root for 'noble,' representing our commitment to high-standard, elite hospitality. Hence, the “Crown”.

Mono (Only One): Signifying the 'only one' system you need a singular platform that stands at the pinnacle of quality and performance."

The space in the center of the monogram forms an archway, a universal symbol of welcome and transition. Beyond just a shape, it represents a symbolic doorway into a refined experience, inviting both staff and guests into a space where elegance meets operational efficiency.