



Brand Identity

Client
Swissbel Resort Nha Trang

HCMC, Vietnam
02 July, 2018

Agency CCV Studio
E-mail ccv@ccvstudio.com
Website www.ccvstudio.com

Client Swissbel Resort Nha Trang
Date 02 July 2018
Services Branding

Dear Ms. Thoi,

Thank you for giving us this opportunity to present our proposal for your business. CCV Studio is an innovative studio that specializes in assisting resort and hotel.

We can provide the level of quality and experience you deserve with the individualized attention that you would not receive from larger design firms. We will work one-on-one with you to create a unique product that has a message that will allow your business to stand out from the crowd and establish yourself in a competitive hospitality's with culture, understand and base on traditional place.

CCV Studio has over five years of experience and we understand what it takes to help Swissbel Resort Nha Trang, a new hotel project at famous destination. Some of the projects with which CCV Studio has been involved in your area are the branding of Fusion Resort Nha Trang, Intercontinental Nha Trang.. and another place like Almanity, Palm Garden Resort, Pearl River Hoi An, Alacarte Da Nang, Fusion Suite...Please take some time to explore our website, ccvstudio.com, for more examples of our work.

We look forward to working with you very soon.

Sincerely,
CCV Studio

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I. Logo Design: Swissbel Resort Nha Trang

DESIGN APPROACH

- Based on our clearly conversations, the designs should be friendly, warm and approachable with keyword focus: Sustainable, Friendly, Enjoy, Standard
- Swissbel Resort will have a strong sense of Nha Trang destination. You want the patrons, mostly locals and international in the future, to have a strong sense of belonging when they spend time at your establishment.
- Business philosophy: Sustainable development, Grow up to higher

BRANDING PHILOSOPHY	LOGO ARRANGEMENT	90,000,000 đ
<ul style="list-style-type: none">● Philosophy branding● Revolution new branding● Brand positioning● Brand Value● Research● Concept development	<ul style="list-style-type: none">● Arrangement of logo● Logo content● Logo construction● Logo size● Special case of logo in narrow space● Clear zone for logo● Logo colour special cation● Special cases for colours● Usage background colours● Incorrect usage of the logo● Typography	

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II. Corporate Identity: Swissbel Resort Nha Trang

1. STATIONERY

40,000,000 đ

- Business namecard
- Standard letterhead
- Big envelope
- Big envelope with window
- Small envelope
- Small envelope with window
- Fax form
- Note pad
- Folder
- Pen
- Notebook
- File holders
- CD label and cover
- Invoice

2. GENERIC

55,000,000 đ

3. SIGNAGE

60,000,000 đ

- Guest Directory
- Luggage Tag
- Carrier Bag
- Staff Name Tag
- Room Layout Map
- Comment Card
- Fire Exit Plan
- Airport Welcome Signage
- Billboard
- Vehicle Decal (Bus Decal)
- Resort Flag
- Car Park
- Ladies Restroom
- Gents Restroom
- Private Staff Only
- Hotel Room Number
- Resort Outdoor Directional Signage
- Resort Internal Directional Signage
- Gift Shop/Boutique

4. ROOM

50,000,000 đ

- Key Card
- Key Card Sleeve
- Telephone Directory
- Minibar List
- Laundry List
- Phone Faceplate
- Fire Exit Plan
- Safety Box Instruction
- Coffee Machine Instruction
- TV Channel List
- Do Not Disturb/Please Make My Room Sign
- Change Linen Card/Environment Card
- Return Laundry Notice Card
- Complimentary Water Tag

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5. AMENITY

25,000,000 đ

- Soap
- Shampoo
- Conditioner
- Shower Gel
- Body Lotion
- Razor Kit
- Dental Kit
- Cotton Buds
- Sanitary Bag
- Shower Cap
- Nail File
- Shoe Mitt
- Sewing Kit

6. F&B

40,000,000 đ

- Straw Sleeve
- Matchbox
- Toothpick Sleeve
- Sugar Sachet - Brown Sugar
- Sugar Sachet - White Sugar
- Coaster
- Placemats
- Menu Board
- Menu
- Room Service Menu

7. SALES & MARKETING

60,000,000 đ

- Sales Brief
- Simple Factsheet
- Detailed Factsheets
- Sales Presentation
- Room Promotion Flyer
- Room Tariff Flyer
- Brochure
- Sales Kit Folder

Cost total:

405,000,000 đ

In order to ensure the best brand identity, we recommend to use all the designs categories be implemented in a consistent manner.

Project estimate persons: 4 pax

- 01 - Creative Director
- 01 - Account Project
- 02 - Graphic Designer

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PLEASE NOTE:

1. This proposal is valid within 07 days from the date.
2. Exclusive of arising fee or changing from client.
3. Workshop in Ho Chi Minh City.
4. Working time: The project should be operated within 30 days from Monday to Friday, excluded Saturday & Sunday with the best effort from both parties.
5. Final maquette for approval and receive the CD of complete files.

For more information, please do not hesitate to contact us at telephone listed below and we wish to have a long-lasting business relation with your Business.

Best regards,

Client's Approval

I sign here to approve this proposal no. _____
issued on _____ and agree to get CCV
Studio proceed this as an order following the details
above.

Name: _____

Position: _____

Date: _____