



Currently...

Super 8 Worldwide
is a chain of affordable accomodations
for the traveller in search of wanderlust.

What we want it to be...

Super 8 wants to stay true to its core... but with a twist.

Super 8 is a place for the community and meeting new people while taking a break from the road.

Our customer is someone who stops by Super 8 not only to rest, but also seeking the thrill of conversation and meeting new people.

Why?

We want the best experience possible for Super 8 guests.

We believe that conversation can lead to incredible experiences.

It's just a little push that is needed. Conversation is vital, and it is becoming more and more obsolete. We want to create a more wholesome experience where conversation isn't something to fear, but rather another adventure.

COMPARATIVE LANDSCAPE

ECONOMY PLUS



Best
Western®

HIGH END



FOUR SEASONS
HOTELS AND RESORTS



Hilton
HOTELS & RESORTS



Holiday Inn®



CHOICE
HOTELS®

BUDGET

BUDGET W/ BENEFITS



Super 8 is an **affordable** accomodation
for the **wandering spirits** looking to
meet great minds and engage in the
thrill of discussion because we believe that

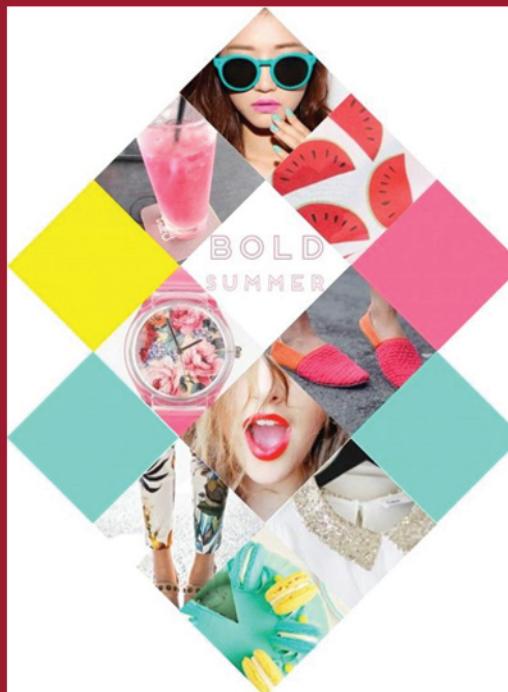
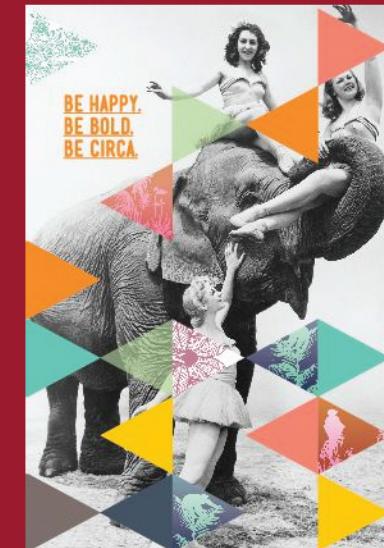
**all great minds think alike and
all great ideas are born out of
conversation.**



A collage of magazine covers from 2012, featuring various celebrities and large yellow numbers (e.g., 20, 18, 10, 8) overlaid on the images. The covers include:

- Innehåll** (Cover 1)
- Redaktionen** (Cover 2)
- Snapshot** (Cover 3)
- Herr Judit** (Cover 4)
- Curtis Kulig** (Cover 5)
- Mode** (Cover 6)
- Matressa** (Cover 7)
- Close Up** (Cover 8)
- Kultur** (Cover 9)
- Musik** (Cover 10)

The collage is set against a background of a man in a panda mask standing next to a wall with graffiti.



COMPARATIVE LANDSCAPE

ECONOMY PLUS



Best
Western®

8



Holiday Inn®



BUDGET W/ BENEFITS

HIGH END



FOUR SEASONS
HOTELS AND RESORTS



Hilton
HOTELS & RESORTS



BUDGET

LOGO

8

8

8

8 8 8

LOGO EXPLANATION



The combination of the S and 8 elements emphasize the idea of community and unity. The exploded section of the logo is meant to represent the idea of a communal table.

COLOR PALETTE & TYPE

Franklin Gothic Heavy

Franklin Gothic Book

Tracking - 50

#9b1b2f

#fdb94b

#ffd649

#121212

