

CGCM130: Design and Layout

Branding Identity Project

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Submitted to: Jay Wong

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Objective

The purpose of this proposal is to create the brand identity for a family focused resort style boutique hotel in Cusco, Peru. Not only is Cusco close to Machu Picchu, but it's also a good home base when exploring the Sacred Valley of the Incas and the ruins that surround the city. On top of that, the city itself is full of museums, galleries, and restaurants that cater to all demographics.

Creative Strategy

The brand designs will use aspects of local landmarks in order to link the hotel to the city. The logo and colour scheme are inspired by a mountain near Cusco known as *Montaña de Siete Colores*, or *Mountain of Seven Colours* due to its colourful mineral strata. Overall, the designs will be fairly simple, since the hotel is a boutique resort and independent ownership (rather than a conglomerate) is a major draw, so nothing too impersonal. Colour will be an important element of the designs so as to (hopefully) better catch the attention of younger demographics.

Appendix A: Designs that inspire me

Logos

What I like: Use of colour/gradients to create depth, form with no outlines



<https://dribbble.com/shots/5845296-A>

What I like: Simple but still recognisable, negative space



<https://dribbble.com/shots/14467817-Peak>

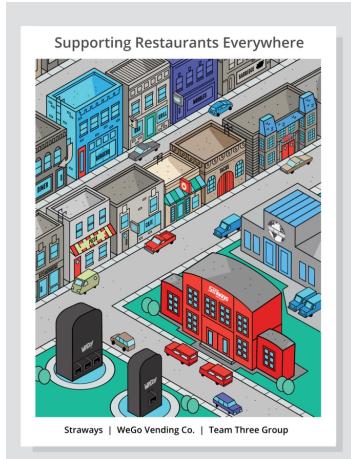
What I like: use of colour/line to form mountain



<https://dribbble.com/shots/15890120-Mountain-Sky>

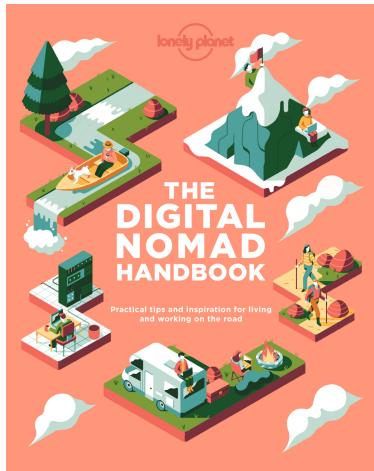
Magazine Ads (not all magazine ads, but inspiring nonetheless)

What I like: Isometric design



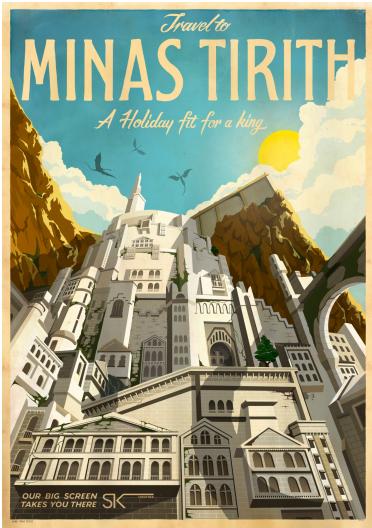
<https://dribbble.com/shots/11149225-Food-Fanatics-Magazine-Advert-Concept>

What I like: colour, isometric, people



<https://folioart.co.uk/illustrator/muti/#illustration=the-digital-nomad-handbook>

What I like: perspective, colour, font



<https://folioart.co.uk/illustrator/muti/#illustration=muti-folio-illustration-movie-poster-vintage-minas-tirath>

Shampoo and Conditioner

What I like: colour



<https://creativebonito.com/shampoo-packaging-designs-for-inspiration/>

What I like: colour, shapes

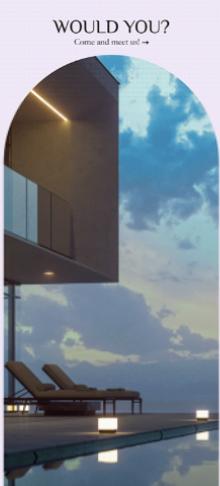


<https://99designs.ca/profiles/siliciumstudio/designs/1855307>

Social Media Ads

What I like: CTA, shapes

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We will tell you the plan you can have depending on the sunny spaces.

<https://www.behance.net/gallery/132603303/Instagram-Stories>

What I like: colours, illustration style

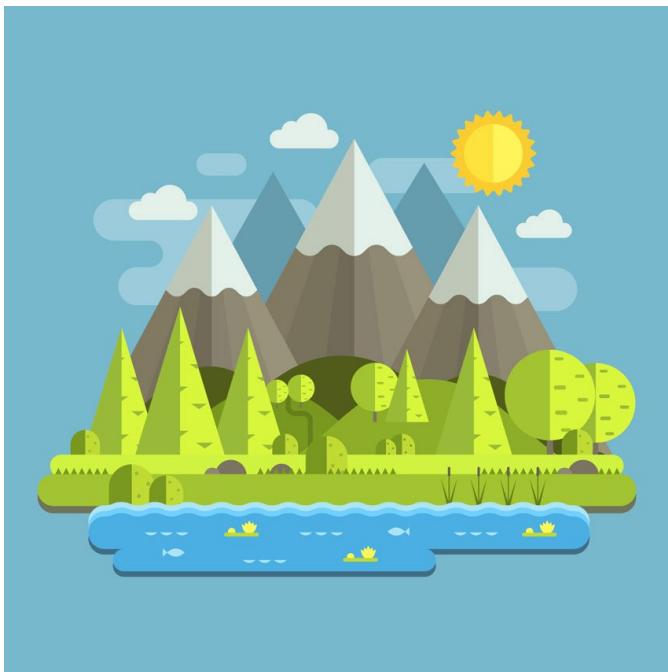


What I like: simple, not cluttered

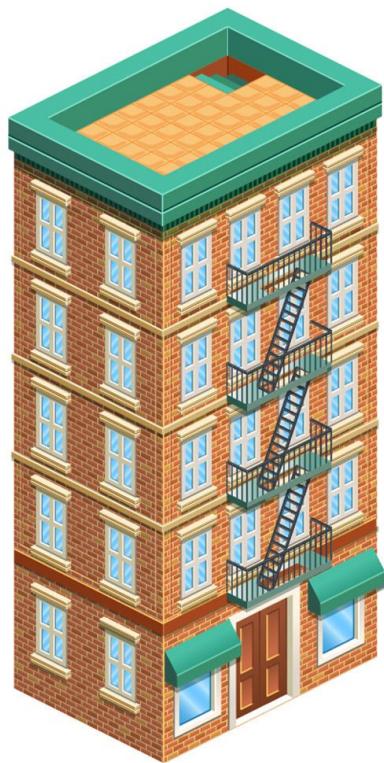


https://stock.adobe.com/ca/contributor/206542697/wavebreak-media?load_type=author&prev_url=detail

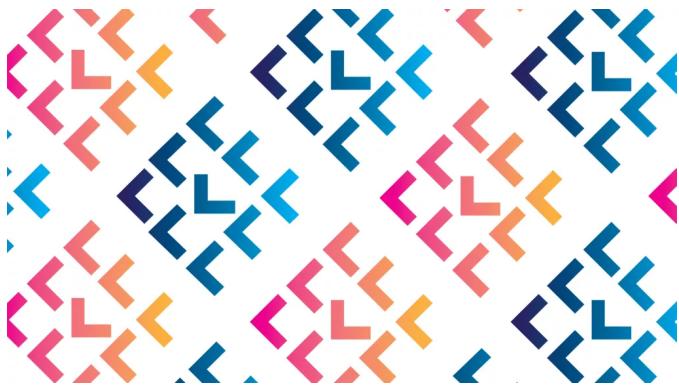
Appendix B: Tutorials I'd like to complete



<https://design.tutsplus.com/tutorials/how-to-create-mountain-landscape-in-flat-style--cms-28759>



<https://design.tutsplus.com/tutorials/create-a-detailed-isometric-building-in-adobe-illustrator--vector-6041>



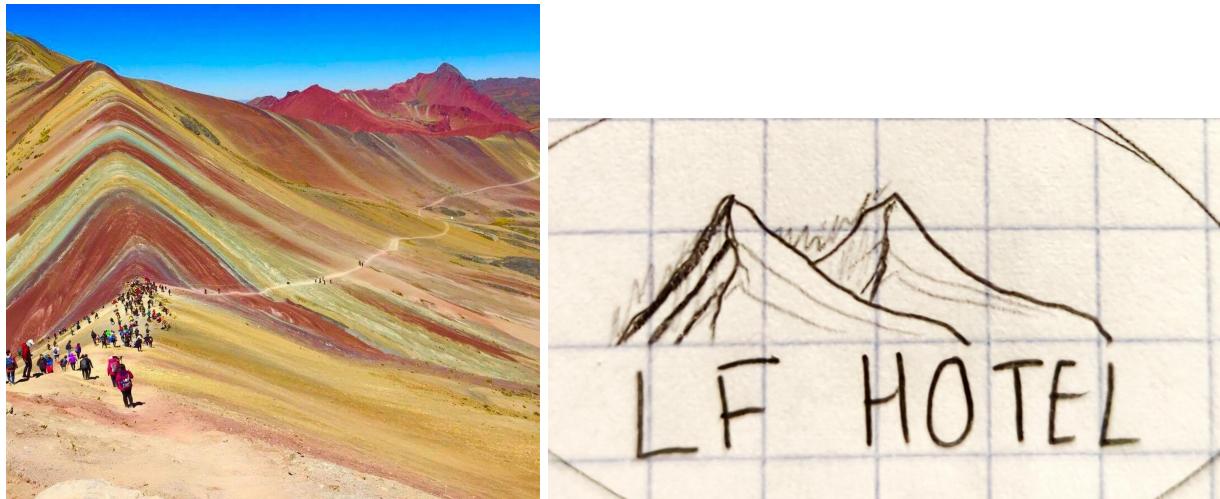
<https://www.creativebloq.com/how-to/create-a-perfectly-geometric-logo-design-in-illustrator>



<https://www.creativebloq.com/how-to/create-a-busy-city-scene-in-illustrator>

Appendix C: Rough logo, colours, typefaces

Logo



The full colour version will resemble the seven colour mountains, which will give the grayscale version good contrast.

Colours



https://www.tripadvisor.ca/Attraction_Review-g294314-d10311540-Reviews-Montana_de_Siete_Colores-Cusco_Cusco_Region.html#/media-atf/10311540/353019991:p/?albumid=-160&type=0&category=-160



<https://www.behance.net/gallery/124078127/Idea-to-a-talkshow/modules/705131751>

Typefaces

Spirits



<https://fonts.adobe.com/fonts/spirits>

Basic Sans



<https://fonts.adobe.com/fonts/basic-sans>

Los Feliz



<https://fonts.adobe.com/fonts/los-feliz>

Barricada



<https://fonts.adobe.com/fonts/barricada>

References

<https://www.alongdustyroads.com/posts/things-to-do-in-cusco>

<https://en.wikipedia.org/wiki/Cusco>

<https://wikitravel.org/en/Cuzco>