

BUSINESS HOTEL

Overview

Mr. _____, a successful businessman from the United Arab Emirates, is looking to invest funds to establish a stylish, luxury hotel in Amman Jordan. Promising polite, efficient service, high-speed Internet connections, comfortable beds, outstanding room service and a rewarding breakfast buffet, the hotel will cater to business travelers from Europe, the Middle East and Africa, as well as guests from the Arab States of the Gulf. In addition, the hotel will be positioned to attract royalty, government officials and diplomats.

As the hotel is in its planning stages, Mr. _____ is initially seeking a name and identity to establish his brand.

With the above in mind, Elder-Marini Group is pleased to present a proposal to create a name and identity/ brand designed to reflect the promise of the new hotel and establish it as a star amongst the competition.

Description of Assignment:

Conceive a name and logo for the new hotel that:

- Captures and promotes the personality, quality and essence of the values established by the Founder and his advisors;
- Serves as a viable marketing tool and supports overall branding strategy;
- Communicates professionalism, trust and innovation;
- Distinguishes the hotel from the competition;
- Is trademark eligible and works as a viable domain name;
- Presents a modern, sophisticated and elegant identity that allows it to compete at an international level;
- Adapts easily to related media (e.g.: exterior signage, print collateral, menus, web, brochures, annual reports etc...)
- Is consist across all forms of the hotel's communication (print, web, social media);
- Lends pride to the Founder and hotel employees.

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PROCESS - NAMING

A. Discovery

The project starts with a discovery phase: Who are the guests? What appeals to them? What are their tastes? What are the overall goals of the brand? What is the tone and style of the identity?

Elder-Marini Group will conduct research to find the attributes that will make a successful name for the hotel. We will ask the Founder to identify immediate, short and long term goals and key brand qualities. In addition, we will conduct competitive research to examine other hotels to assess the competition and review best practices.

B. Develop Naming Criteria

Based on the brand attributes identified in Phase A, we will develop the main criteria for naming the hotel.

C. Brainstorming - Develop Initial List of Names

We will then generate a range of names for initial consideration and review this list with you to discuss the pros and cons.

D. Shortlist Names & Taglines

At this stage we will refine the list of proposed names and create taglines as a basis for evaluating names. We will present this list to you, edit the list to the top names, explore potential conflicts and check URL availability.

E. Confirm URL and Trademark Availability

After feedback, we will discuss the names with you and rank the top three names. (We will only provide names that have a potential domain address.) The next step is having an attorney do a database search for name availability and trademark infringements.

F. Finalize name

This phase includes deciding on the final name and refining the tagline.

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PROCESS – IDENTITY

A. Visual Design

Using the creative brief and research from Phase A of the naming process, Elder-Marini Group will create three mood boards to reflect our color suggestions and other important design elements. You will choose one mood board.

Based on your choice of the mood board, we will design and propose three visual solutions for the logo. We offer two rounds of revisions for one design choice.

B. Revisions, Finalization, and Approval

Through meetings and client feedback, Elder-Marini Group will make revisions and finalize one design.

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FEE SUMMARY

Name

Logo

Project Management

Courtesy Discount

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Upon acceptance of our proposal, Elder-Marini Group will submit project agreement, terms and conditions.

We would like to thank you for the opportunity to present you with this proposal and we look forward to working with you.

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