

EXECUTIVE INN by the Space Needle

BRANDING



When the owners of the hotel decided to go independent they enlisted my services to rebrand the hotel. Initially I came up with a completely refreshed concept- **Hotel Luna**- using the icon of the moon to conceptually weave together “space” and sleep.



My vision was to remodel the building, create a contemporary boutique hotel with a layout that reflected the values of the next generation- a more free flowing floor plan with more common spaces for social gathering. I wanted to create a new ethos that would showcase our appeal to tourists rather than market ourselves to businessmen. We were one block from the Space Needle and tourists were our primary demographic. Unfortunately, it was a very conservative parent company and the hotel division was the red-headed step child of their commercial real-estate empire. They didn't want to put too much thought into the rebrand and as such insisted on keeping “Executive Inn” as part of the name. I created as sleek of a look as I could for a less than inspired brand refreshed. I had to push hard to put “by the Space Needle in the name.



EXECUTIVE INN by the Space Needle

BRANDING



WEBSITE



BUSINESS CARDS

EXECUTIVE INN by the Space Needle

BRANDING



AFTER



BEFORE



EXISTING



PROPOSED

