

Hotel Vitale

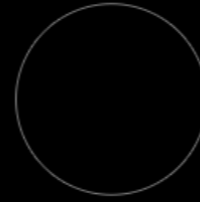
A large, light gray watermark of the letter 'R' is positioned on the left side of the page, extending from the top to the bottom. The letter is stylized with a thick vertical stem and a curved top and bottom. The text 'REBRAND' is centered horizontally and partially overlaps the right side of the 'R' watermark.

REBRAND

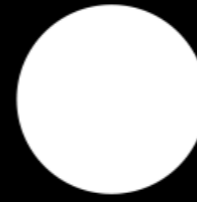
LOGO

Hotel Vitale

COLOR



RGB: 0, 0, 0
HEX: 000000



RGB: 255, 255, 255
HEX: FFFFFFFF



RGB: 226, 28, 144
HEX: E21C90



RGB: 152, 214, 215
HEX: 98D6D7



RGB: 241, 216, 161
HEX: F1D8A1

TYPOGRAPHY

HEADLINE TYPE - OSWALD LIGHT

Body Type - Garamond Regular

Subhead - Garamond Regular Italic

LAND'S END TRAIL

Hiking Trail

This is a trail for everyone, no hiking experience necessary. You will get stunning views of the Pacific Ocean, the channel that leads into the Bay, and the Golden Gate Bridge. You can take some amazing pictures of the Golden Gate Bridge. On a clear day you can see straight to Marin, plus the entire bridge. When the fog rolls in, you'll get to hear the fog horns and watch the span between San Francisco and Marin County fill with the cool mist.

ICONOGRAPHY





PROBLEM

When people visit new cities they often times plan their days by pulling information from numerous sources like Yelp and other sites that have recommendations and reviews. This takes a lot of effort from the visitor's part since they have to manually search and go through the reviews for each activity.



SOLUTION

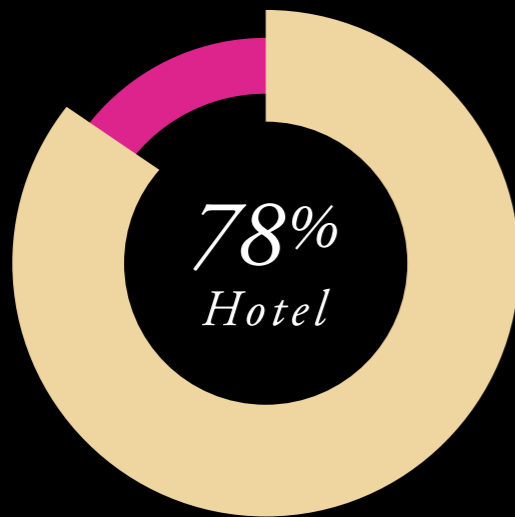
User's home base is the hotel so having a virtual concierge in each room will allow users to have a tailored experience. The virtual concierge will curate an activity package based on the mood of the user. Users will take a quiz to convey their mood. Users can sync the information to their phones to reference when they're out exploring.

A large, light gray, stylized letter 'R' graphic that serves as a background element. It is positioned on the left side of the page, with its vertical stem extending from the top to the bottom. The curved part of the 'R' is on the right, tapering off towards the bottom right.

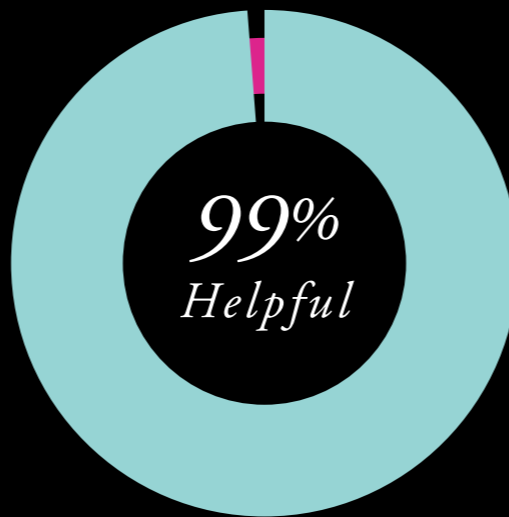
RESEARCH

Survey questions about activity planning when traveling.

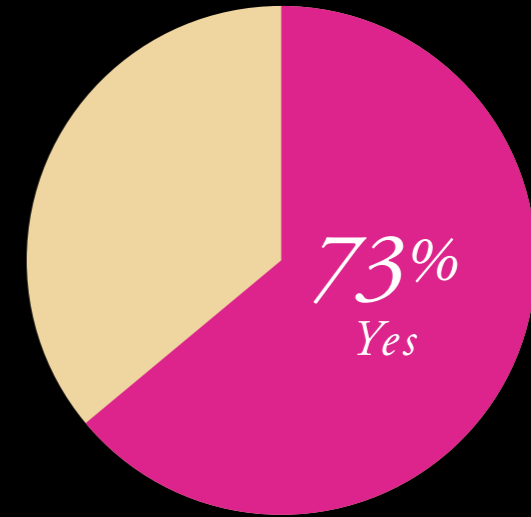
MAIN CHOICE
OF LODGING



RECOMMENDATIONS
BASED ON MOOD



PLAN ACTIVITIES
IN ROOM



WHEN PLANNING YOUR ACTIVITIES, WHICH DO YOU PREFER?





DESIGN

THREE MENU CHOICES



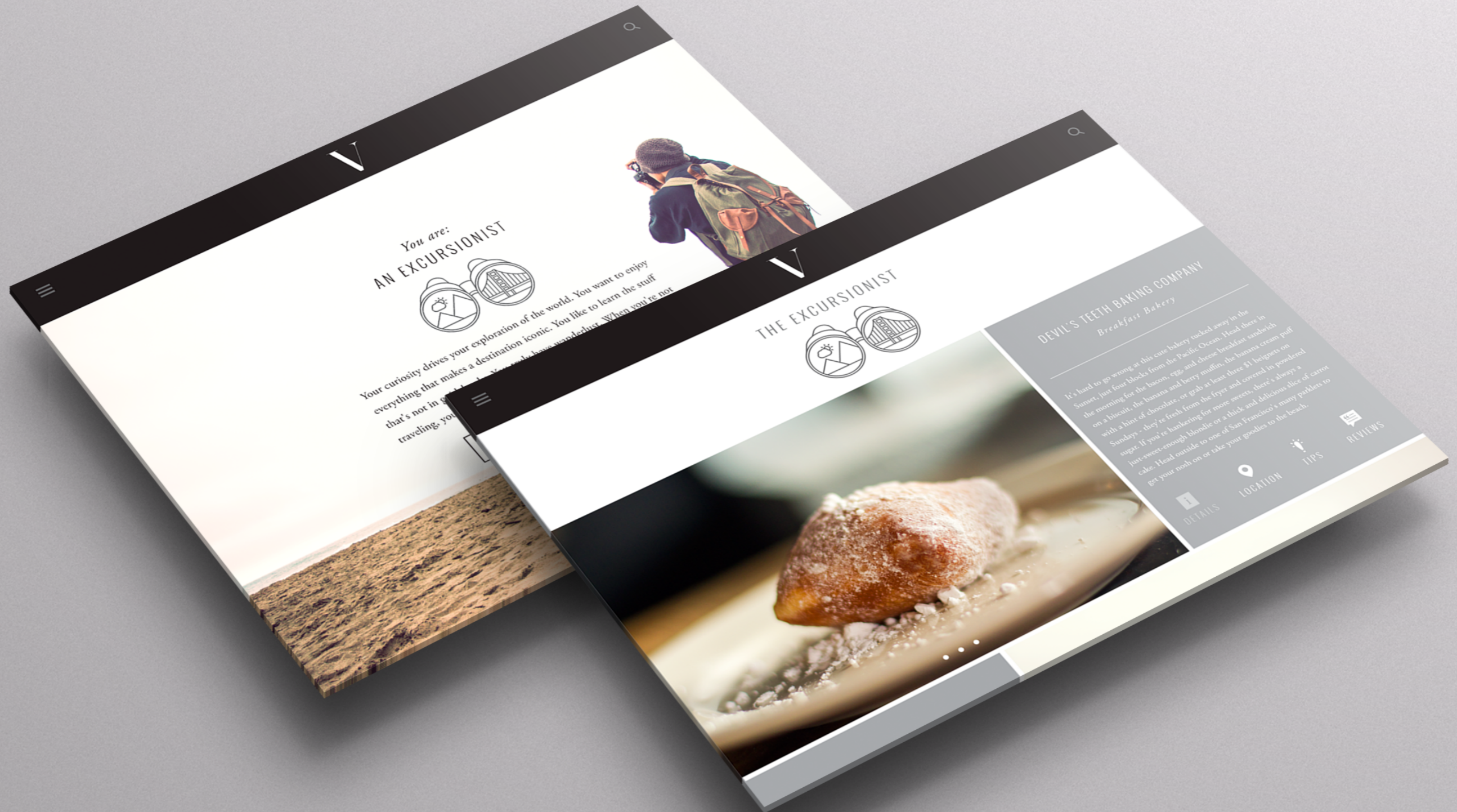
HOTEL INFORMATION



QUIZ TO DETERMINE USER'S TRAVEL PERSONA



TRAVEL PERSONA & CURATED PACKAGE



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