

Consolidating the Group's
Brand Architecture and Image

ISÈRE HOTEL GROUP

Creating Brand Tools for an International Hotel Company

Isère Hotel Group is a fresh and dynamic international hotel corporation with a focus on fusing contemporary luxury with traditional architecture.

Base Creative helped to position Isère for its planned growth through offering a unique and authentic hotel experience.

Business Strategy

Brand Strategy

- Management Interviews
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Unique Positioning Statement

Design and Touchpoints

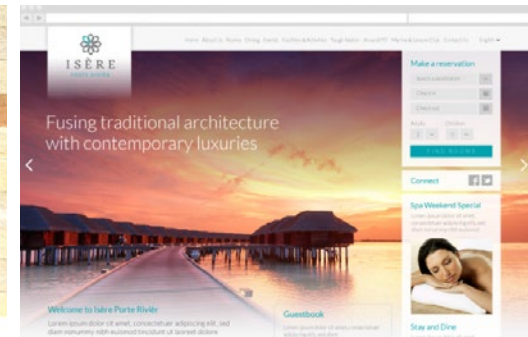
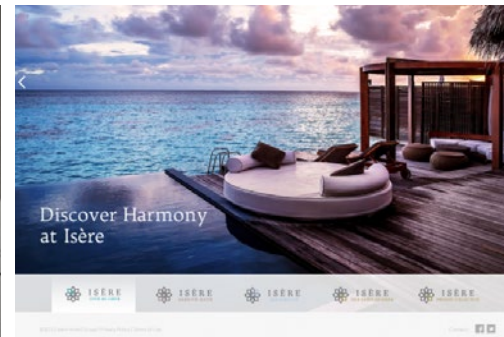
- Brand Identity
- Brand Grid
- Writing & Translation
- Brand Guides
- Hotel Environment
- Rendering

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics

Isère Hotel Group Brand Creation and Website

Positioning a Hotel Brand for Planned Growth



Base Creative helped Isère to create its brand tools, sales communications, website and advertising campaigns with print, outdoor and marketing collaterals, conveying the brand story and values to external and internal audiences.

Scope of Work

Business Strategy

Brand Strategy

- Management Interviews
- Brand DNA
- Brand Differentiation
- Brand Architecture
- Unique Positioning Statement

Design and Touchpoints

- Brand Identity
- Brand Grid
- Writing & Translation
- Brand Guides
- Hotel Environment
- Rendering

Digital & Social Media

- UI and UX Design
- Brand Website
- Analytics