

PALA BRAND PLAYBOOK PROPOSAL

OCTOBER 26, 2017

saeshe



vision 2020

January 2020 will be the year Pala hits its stride, with a completed expansion, total interior redesign and a reinvigorated spirit.

By 2020 we will seek to:

- Re-establish the Pala brand overall
- Emphasize the lively, playful nature of the resort
- Offer guidance in further brand building
- Work together to develop big picture goals going into the next decade

And by starting work now, we will be ready on Day One to begin Pala's newest chapter.

goals

In 2018 as the resort interiors and amenities are being transformed, it's time to **review, reconsider** and **refresh** Pala's image overall.

2018:

- New hotel logo
- Reinforce Pala's image through TV, print and OOH
- New corporate identity
- Resort website redesign
- New signage
- Re-branded collateral materials

By 2019, with the hotel expansion complete, we will continue the re-branding effort from the front doors of the property to the doors of each guest room.

2019:

- Roll-out further design programs
- Develop new initiatives based on goals for the next decade

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brand essence

We know who Pala's guests are.

- They're looking for a **break** from the usual.
- Ready to attach **meaning** to their vacation choices
- They're educated, social, and eager to invest **emotion** into their personal experience.

We know what Pala stands for.

- We're about being welcoming and available to our guests
- To seeing the human side of their lives, and our role in it
- And it's all **connection, excitement** and **joy**.

brand essence: tagline

LET'S PLAY

Its **beauty** lies in its **simplicity**. But that simplicity speaks to a **rich, personalized experience** that **evolves** around the guests themselves. This is an invitation to craft their own **fun**, find their own level of **relaxation**, and redefine what a **real getaway** can be. All in a **welcoming, sophisticated** environment, **at their own pace**, and to their own tastes.

The first point of refresh is the Pala logo itself, going for a **clean, contemporary**, but still **familiar** look. There is ample equity in the logo which should not be discarded, but rather evolved to reflect the philosophical growth behind the resort's expansion and **reinforce the brand positioning**.

To create a more modern look and to herald the changes ahead for the property, we suggest the logo be simplified to a two-color execution, with the lock-up language/ symbology simplified to "**Casino Spa Resort.**"

There has been a marked trend toward such simplification in recent years, and the reasons are practical. In an increasingly digital world, **screen resolution** is an important consideration, with some details not holding up well in such environments. Additionally, with logos now existing in a series of ever-diversifying visual systems of patterns, photos, mobile, and web, as well as traditional avenues such as print advertising, a simplified logo is more **easily reproduced** in emerging dynamic new markets. Many brands are also eliminating details to **signal confidence** and ubiquity, knowing that **simplicity stands out**.

logo: option 1



logo: option 2





Bouncing off the logo redesign, we propose replacing the former "curve" and floral patterning with a more modern look that will:

- Update the **visual through-line** for all communications
- Enhance design **flexibility** through variable motif versions
- Mirror the **changing moods** of the guest experience

This element should appear **across all platforms** in order to create a coherent "family" feel. A contemporary "**Day To Night**" palette which both blends in and stands out from the rest of the neutral tones of the resort interiors, further reinforces the **playfulness** of the resort experience.

motifs: usage

The motifs are modular, and can be rotated and resectioned for variety and individual layouts.



motifs: color palette

TWILIGHT

PANTONE 661
PROCESS C100 M90
WEB 2d3e99

SKY

PANTONE 7468
PROCESS C85 M40 Y20
WEB 00759b

POOL

PANTONE 7465
PROCESS C75 M5 Y40
WEB 00blac

FOREST

PANTONE 7474
PROCESS C95 M30 Y40 K10
WEB 007e8a

DUSK

PANTONE 1675
PROCESS C20 M85 Y100 K10
WEB b84527

SUNSET

PANTONE 158
PROCESS M70 Y100
WEB f47421

DAYBREAK

PANTONE 871
PROCESS C40 M45 Y80
WEB 917b4c

DAWN

PANTONE 3935
PROCESS C5 M2 Y70
WEB f3e975

To further meet our goals of refreshing the overall look of Pala’s communications, we recommend utilizing a blend of three fonts for all printed and digital usages, each serving a unique purpose.

For a **display font**, we believe strongly in **Big Noodle Titling**. This font delivers excellent clarity in any medium, from print to digital. It is industrial in essence, but with a **contemporary** treatment that encapsulates the **spirit** behind the “**Let’s Play**” branding theme.

The **primary font** we’d like to use on all signage, corporate identity and collateral materials is **San Francisco Text**. Inspired by the classic Helvetica Neue, this font is optimized for readability in print and onscreen. With more **open letterforms**, it creates an overall impression of **friendliness** that works well with the brand message.

The **secondary font** we recommend is Avenir Next Condensed. This font is an update of Futura, but with the similar **warmth** and **approachability** of San Francisco Text. The condensed nature of the font provides for slightly tighter kerning but still plays nicely with the primary font.

primary font: san francisco text

San Francisco Text Regular – 18 pt.

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789 !@#\$%&

San Francisco Text Medium – 18 pt.

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789 !@#\$%&

San Francisco Text Semibold – 18 pt.

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789 !@#\$%&

San Francisco Text Heavy – 18 pt.

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
0123456789 !@#\$%&

San Francisco Text Regular – 12 pt.

The quick brown fox jumps over the lazy dog
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secondary font: avenir next condensed

Avenir Next Condensed Regular – 18 pt.

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Avenir Next Condensed Demibold – 18 pt.

The quick brown fox jumps over the lazy dog
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0123456789 !@#\$%&

Avenir Next Condensed Bold – 18 pt.

The quick brown fox jumps over the lazy dog
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Avenir Next Condensed Regular – 12 pt.

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corporate identity & signage

Establishing a strong **corporate identity** is the fount from which all else flows. It covers all lines, from internal communication to vendor relations to the resort's guests, so it should be clear, strong and representative of the brand essence. Having created a refreshed logo, we will then be able to apply it across all stationery encompassing **business cards, letterhead** and **envelopes**, for use in traditional printed channels as well as the digital realm.

Signage is one of the first touchpoints guests have with the resort, so **consistent, thoughtful** execution is key, from printed and LED directional signs, to informational posters, rostrums in conference rooms to easel displays. This guarantees a consistent through-line for a **seamless visual experience**.

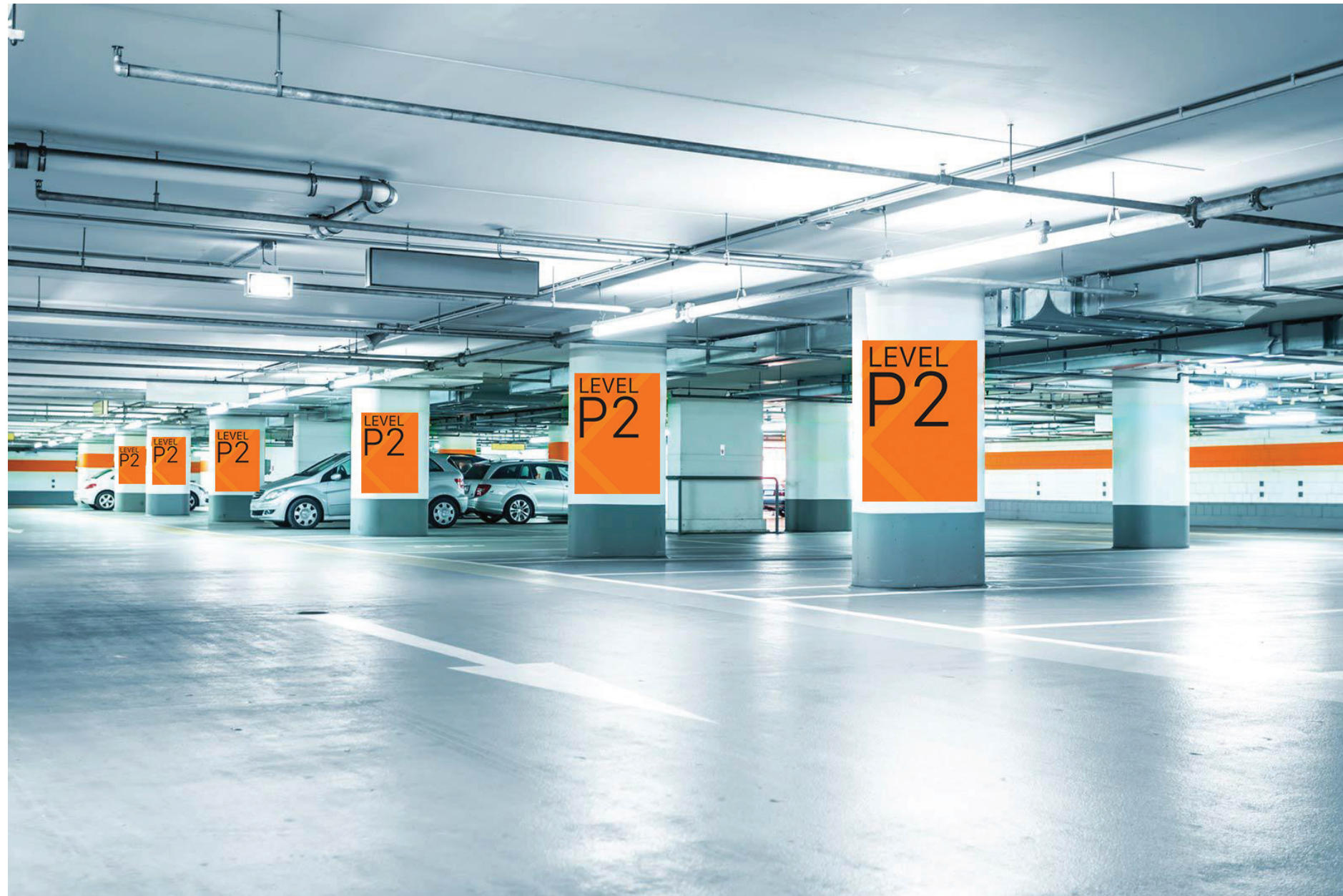
corporate identity & signage: stationery



corporate identity & signage: signage



corporate identity & signage: parking garage



corporate identity & signage: directory



corporate identity & signage: public notices



applications

Building from the newly-established corporate identity, a set of design templates will be created to encompass a new visual system of brochures, rack cards, room key cards and other collateral materials. Again, the watchwords are **simplicity**, **user-friendliness**, and the **casual elegance** that is the hallmark of Pala.

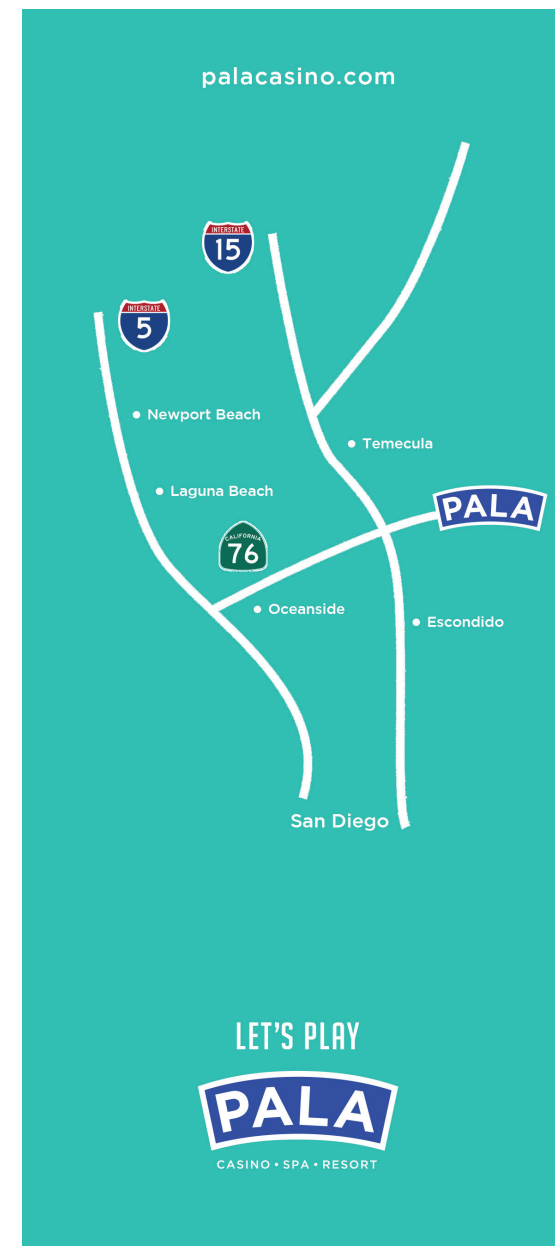
applications: brochures

Sections of the brand's motif enlarged to show detail



applications: brochures

Sections of the brand's motif enlarged to show detail



applications: brochures

Sections of the brand's motif enlarged to show detail



applications: brochures

Sections of the brand's motif enlarged to show detail



applications: poster



applications: rack cards



**WIN A CAR
EVERY FRIDAY**



**Win a 2017 Toyota 86
Every Friday in October**

Earn entries daily at the Toyota 86 Giveaway kiosk
& additional entries by using your Privileges Card

Grand Prize Drawings
Friday October 6, 13, 20, & 27, 2017

6:00 PM	\$1,000 Winner
6:30 PM	\$1,000 Winner
7:00 PM	\$1,000 Winner
7:30 PM	\$1,000 Winner
8:00 PM	\$1,000 Winner
8:30 PM	\$1,000 Winner
9:00 PM	\$1,000 Winner
9:30 PM	\$1,000 Winner
10:00 PM	\$1,000 Winner
10:30 PM	\$1,000 Winner
11:00 PM	2017 Toyota 86 Winner

Must be present to win



CASINO • SPA • RESORT

Please Gamble Responsibly.
Gambling Hotline 1-800-522-4700



**Leap to
Riches**
\$130,000 Giveaway

**Win your share of
\$130,000**

Step up to one of our Shell Out the Cash video machines
and win **free** entries to our Grand Prize Drawings.

Grand Prize Drawings
Wednesday October 25, 2017

6:00 PM	\$1,000 Winner
6:30 PM	\$1,000 Winner
7:00 PM	\$1,000 Winner
7:30 PM	\$1,000 Winner
8:00 PM	\$1,000 Winner
8:30 PM	\$1,000 Winner
9:00 PM	\$1,000 Winner
9:30 PM	\$1,000 Winner
10:00 PM	\$1,000 Winner
10:30 PM	\$1,000 Winner
11:00 PM	\$1,000 Winner

Must be present to win



CASINO • SPA • RESORT

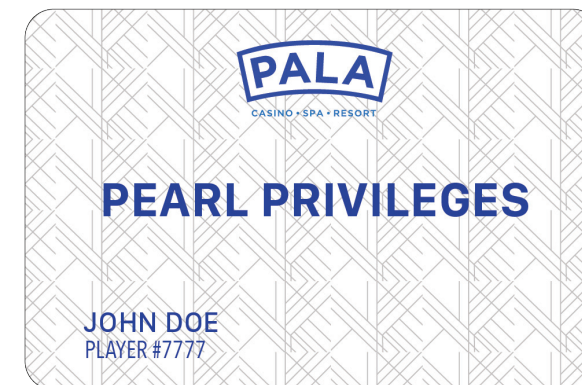
Please Gamble Responsibly.
Gambling Hotline 1-800-522-4700



applications: tent card



applications: privileges cards



applications: room key cards



conclusion & recommendations

With the growth and evolution of the property—and of Pala itself—**carefully managing design elements** can serve to **strengthen, define** and **determine** the resort's future, and position it for the roll-out of changes over the next two years.

To recap, we recommend:

- Creating a strong rebranding of the resort
- Applying the positional tagline "Let's Play" across all campaign executions
- Simplifying and modernizing the Pala logo
- Developing a new corporate identity system
- Deploying a new visual language (with design templates) across all signage, collateral, and public-facing materials

Thank you for the opportunity to present these thoughts and recommendations.