



bauhaus
hotel + kitchen

Brand book

Context

Step 1: planning

We have a logical and strategic approach to creative problem-solving and brand building.

All our brand development projects follow a clear and effective plan of action, set out and agreed in advance of the creative process.

Does your business plan and marketing plan join up?

We'll meet to clarify and formulate the creative brief and help to set clear objectives for both your business and marketing requirements.

Creating a brand for a boutique hotel

The bauhaus hotel + kitchen is a boutique hotel set in the heart of Aberdeen, comprising 25 contemporary rooms and an award-winning Japanese restaurant complete with dining pit.

The Art Department were approached by the client to create the new hotel's identity, website, print materials and interior branding for the launch in November 2009.

The creative brief

Our project brief was to create a contemporary brand, reflecting the architect's design-led interiors, which would appeal to business travellers, tourists and locals.

Research

Step 2: immersion

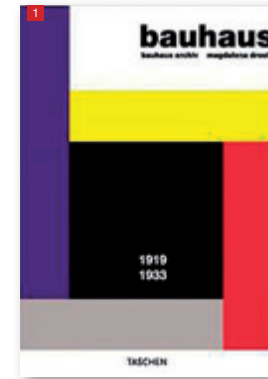
You can't create a brand in a vacuum. So we immerse ourselves in the client's world, the market sector and the subject to gain a clear understanding of the client's business needs and positioning strategy.

What is the Bauhaus?

A revolutionary school of art, design and architecture founded in Germany in 1919 by Walter Gropius, characterised by its severely economic, geometric design and by its respect for materials.

Opposite:

- 1 Front cover of Taschen's Bauhaus book.
- 2 Flyer for The V&A museum showing an exhibition of modernism.
- 3 Herbert Bayer's design for his typeface, ITC Bauhaus.
- 4 Herbert Bayer's design for his geometric sans serif typeface, Universum, 1925.
- 5 Herbert Bayer's design for his sans serif typeface, Bauhaus 93.
- 6 Magazine spread for an article about Herbert Bayer and the bauhaus style of typography.
- 7 Saab print advertising campaign featuring the Bauhaus school building.
- 8 Marcel Breuer's 'Club Chair' designed in 1925.
- 9 Mies van der Rohe's famous Barcelona chair.



- › Minimal sans serif typeface Architype Bayer, designed by Herbert Bayer in 1925

the new typography differs from the old in that it tries for the first time to develop its form from the function of the text.
jan tschichold
 abcdefghijklmnopqrstuvwxyz
 1234567890

Bauhaus typography and grid systems

Herbert Bayer was one of several Bauhaus typographers, including Kurt Schwitters and Jan Tschichold.

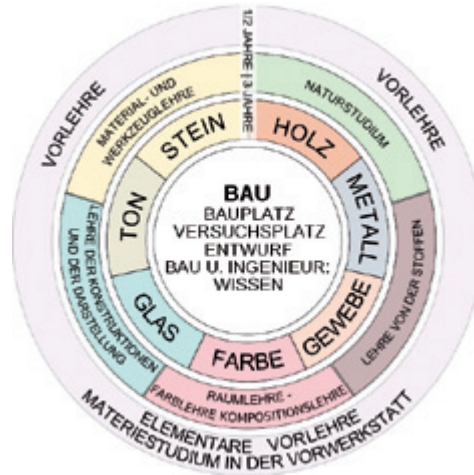
They experimented with the creation of phonetic-based alphabets and implemented grid systems for the arrangements of type and images.

They adopted the use of all lowercase, sans serif typefaces for most Bauhaus publications.

Steel, concrete and glass – new materials

Bauhaus architects set out to industrialise the building process. New construction techniques and the use of steel, concrete and glass would reduce costs and so allow more housing to be built.

Architects saw these materials as inherently 'new'. They admired steel for its tensile strength, concrete for its resistance and glass for its ability to admit light. They sought innovative and expressive ways to reveal these properties, and used steel and glass to create visual transparency – a quality that was greatly prized in the New Architecture.



- ◁ The Bauhaus school curriculum in 1922



- ◁ A modular grid system showing the proportional divisions of an A4 page for flexible layouts

- › The Bauhaus Building in Dessau, Germany



Strategy

Step 3: strategic recommendations

Gaining a clear understanding of the business, market and brand, we breathe life into positioning and develop a clear, compelling and enduring brand idea as the springboard for all communications.

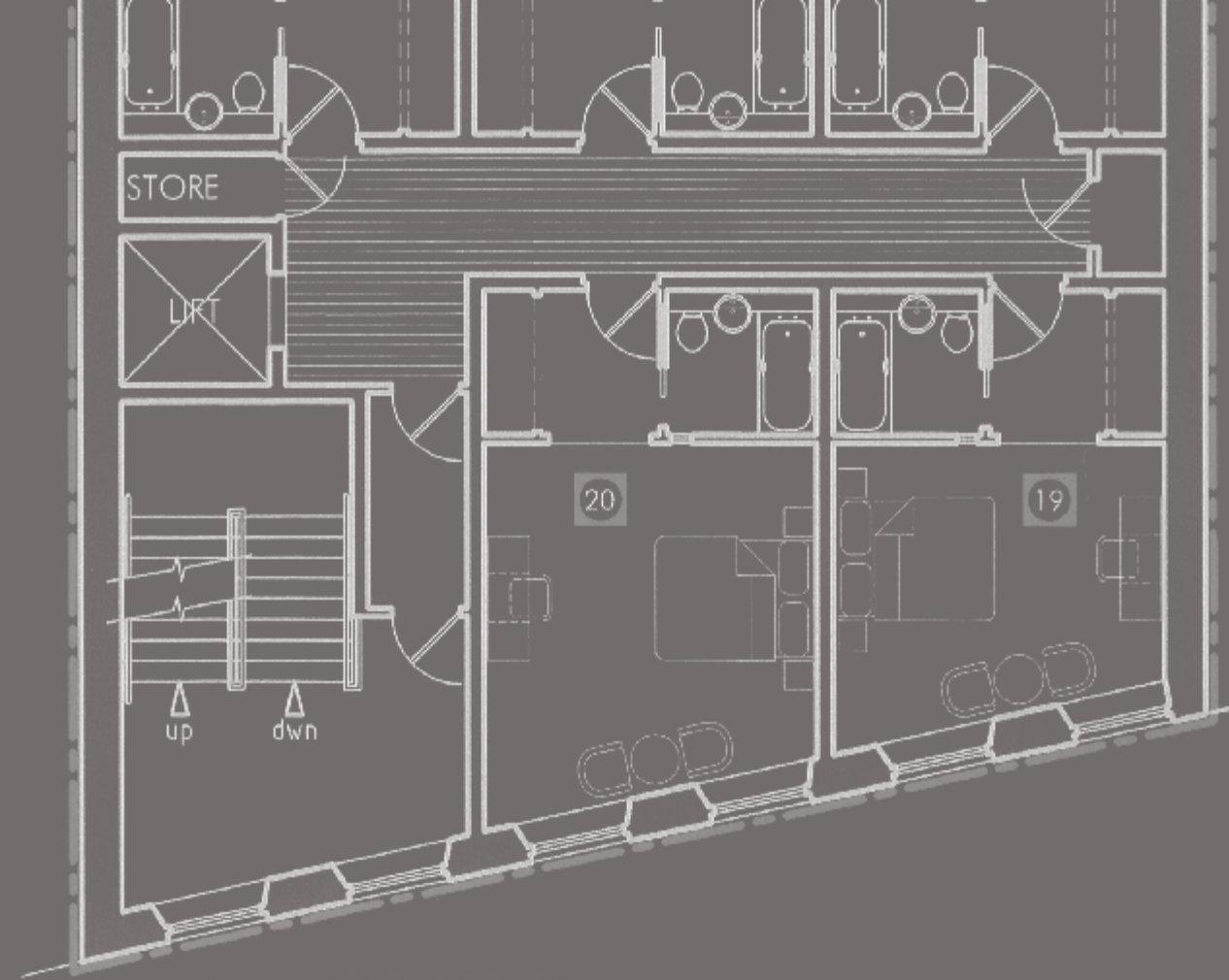
What's the plan?

After listening closely to what our client was trying to achieve, we began researching the hotel industry in Aberdeen and the UK, and positioned the new hotel within the 'affordable boutique' category, which helped to shape the friendly and slightly quirky tone of voice.

We mapped out the complete journey of guests staying in the hotel from check-in to check-out and analysed the possible areas where the guests would come into contact with the brand.

From this, we proposed a list of items that would enhance their experience and enable them to have an enjoyable and comfortable stay.

The outcome is a considered approach to design with visual impact.



fourth floor plan

Step 4: creative development

We believe in the power of ideas. Ideas are the engine of the creative powerhouse. They transform commercial strategy into impactful reality and are the first essential building blocks of successful brands.



Concept

The Bauhaus movement's ethos for absolute simplicity, and its bold geometric shapes influenced our creative thinking.

Inspired by Bauhaus typographers, we utilised the design grid (not normally printed) to show the guiding principles of geometry and the harmonious arrangement of elements in a space – an intrinsic part of Bauhaus teachings.

Given the emphasis of steel, glass and concrete within the Bauhaus movement, we used these textures throughout the corporate identity, highlighting qualities of strength, resistance and light that were so revered in these construction materials during the period.

The designs are visually light and clean, and reflect the Modernist goal of weightlessness and transparency.

Identity

Our service areas

We operate across four main areas:

> **Identity**

> Print

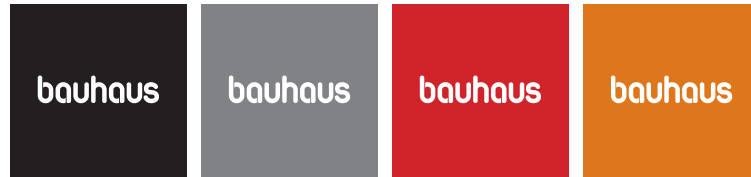
> Digital

> Environment

The logotype

The logotype design is influenced by Bauhaus typographer Herbert Bayer and captures the Bauhaus ethos of simplicity and geometrics.

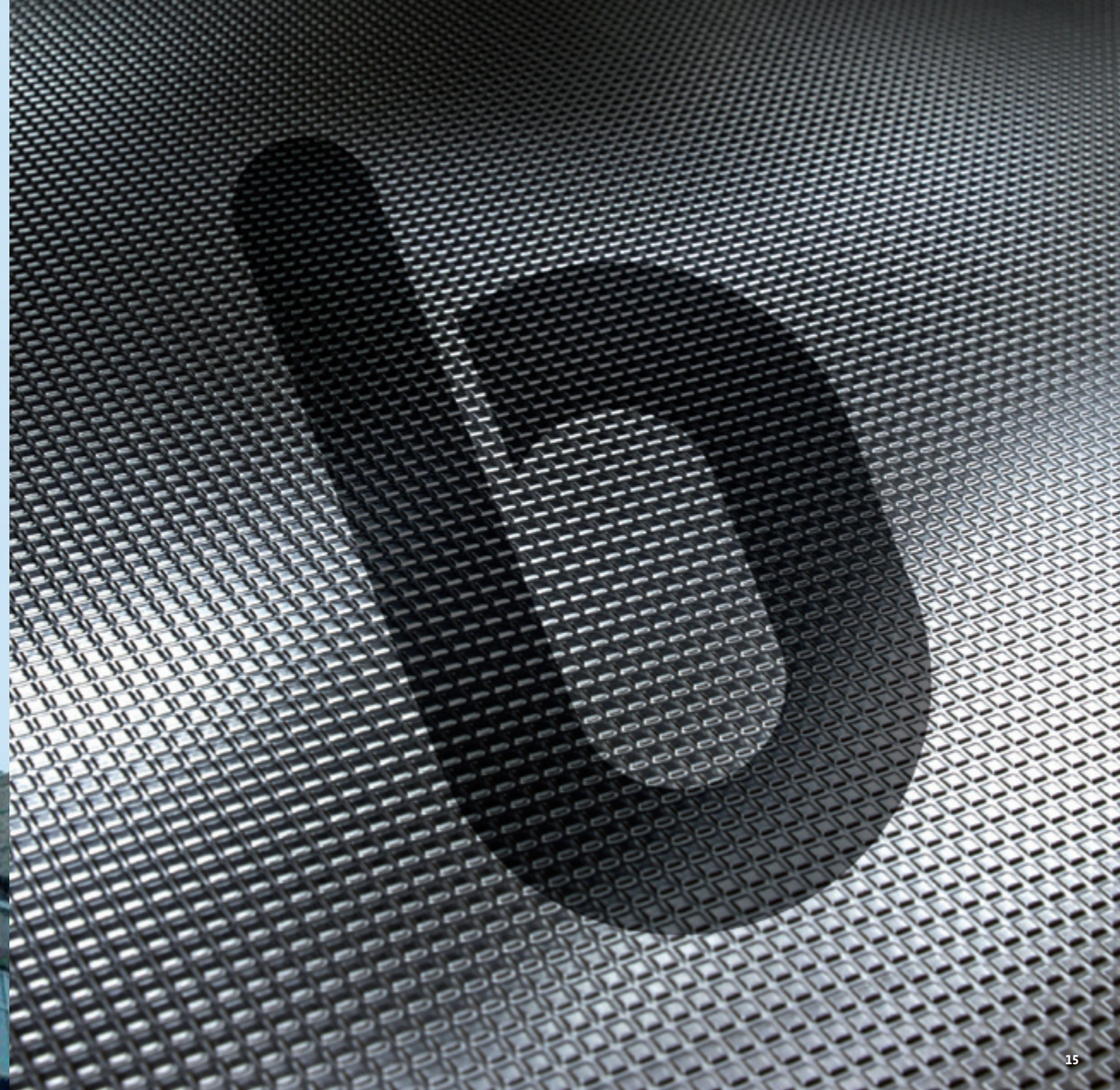
We created the tagline “hotel + kitchen” and introduced the four colourways below. We combined these components with printed grid patterns to create a unique and cohesive branded system.



bauhaus
hotel + kitchen



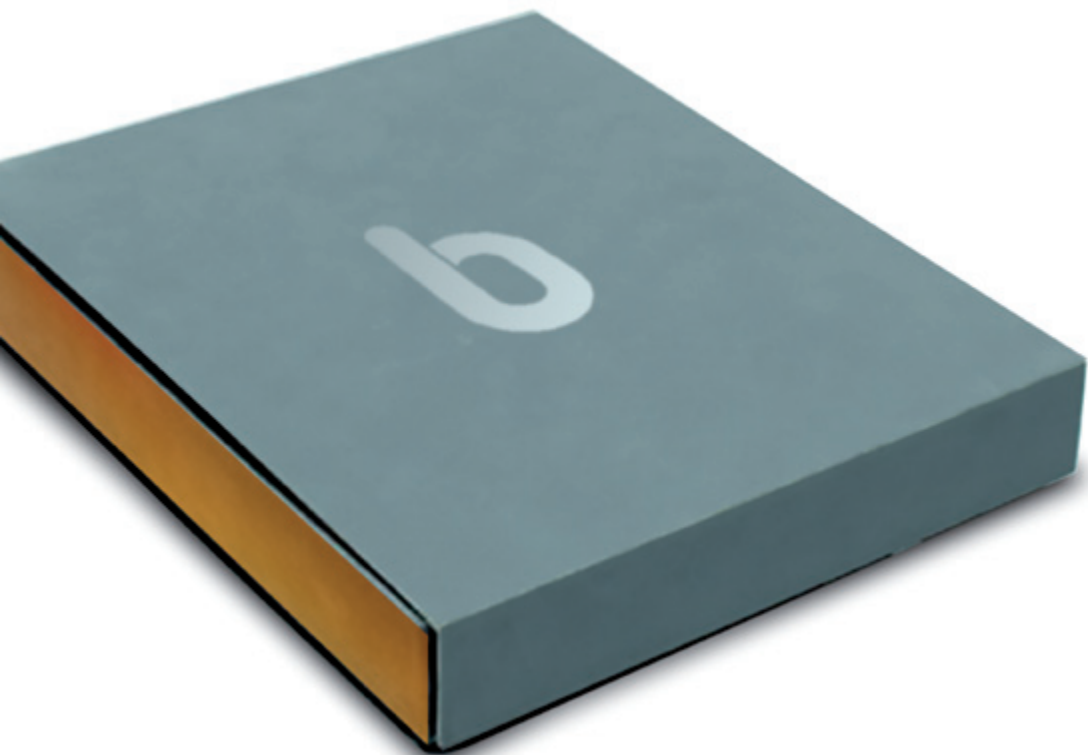
◀ Design visual of a large format banner to announce the new arrival during the build and construction period



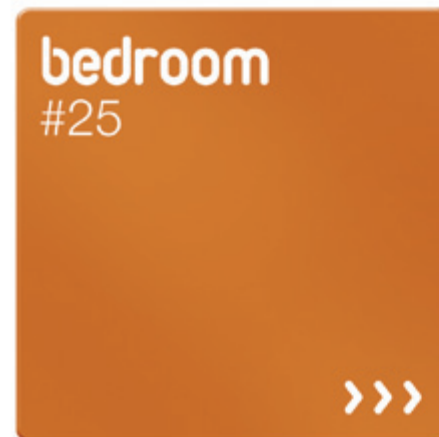


^ Design idea for a bathroom mirror
and acrylic product holder

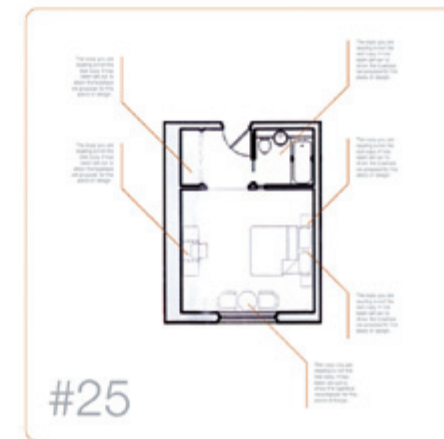




^ Room box to house tourist information



- ~ Design concepts for the room welcome card.
The reverse of the card uses an architectural drawing to inform guests of the location of room items such as the hairdryer, safe and fridge.



Effective design is in the detail...



^ Designs for staff uniforms



Print

Our service areas

We operate across four main areas:

- > Identity
- > **Print**
- > Digital
- > Environment

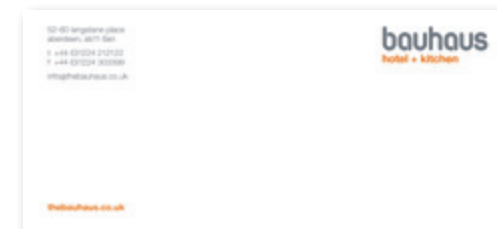
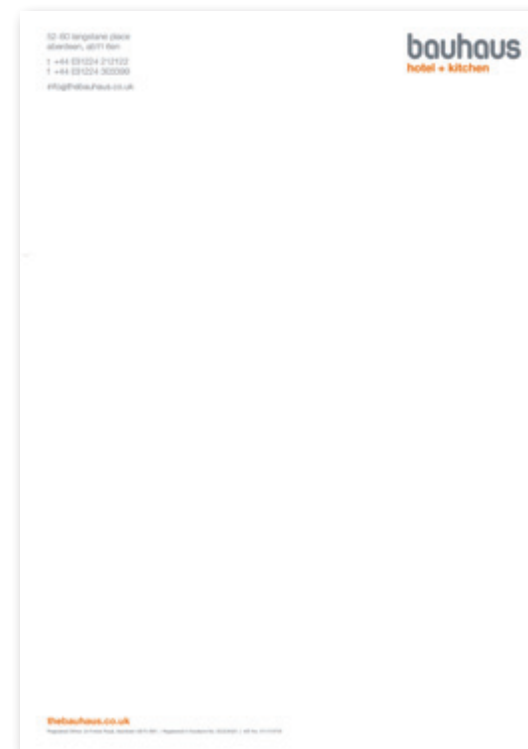
Stationery set

The original designs used steel, glass and grungy concrete textures for the reverse of cards. We stripped these back and used a single colour onto utilitarian, coloured paper to give a Germanic and contemporary look and feel.

bauhaus
hotel + kitchen

thebauhaus.co.uk

> Business card: printed one PMS colour onto Pale Grey Colourplan



^ Stationery set
Letterhead, compliments slip
and business cards

Advertising concepts

The brief was to design a spectacularly long banner to run the whole length of the pitch at Pittodrie football stadium in Aberdeen.



beautiful bar

bauhaus
bauhaus hotel + kitchen
www.thebauhaus.co.uk

boutique hotel, budget price

bauhaus
bauhaus hotel + kitchen
www.thebauhaus.co.uk

blissful sleep

bauhaus
bauhaus hotel + kitchen
www.thebauhaus.co.uk

be there

bauhaus
bauhaus hotel + kitchen
www.thebauhaus.co.uk

beds from £99

bauhaus
bauhaus hotel + kitchen
www.thebauhaus.co.uk

book online

big bites

bauhaus
bauhaus hotel + kitchen
www.thebauhaus.co.uk

> Sections from the printed banner which runs from A to B. Note the deliberate absence of the bauhaus orange.

✓ Teaser campaign:
Adshell design visuals



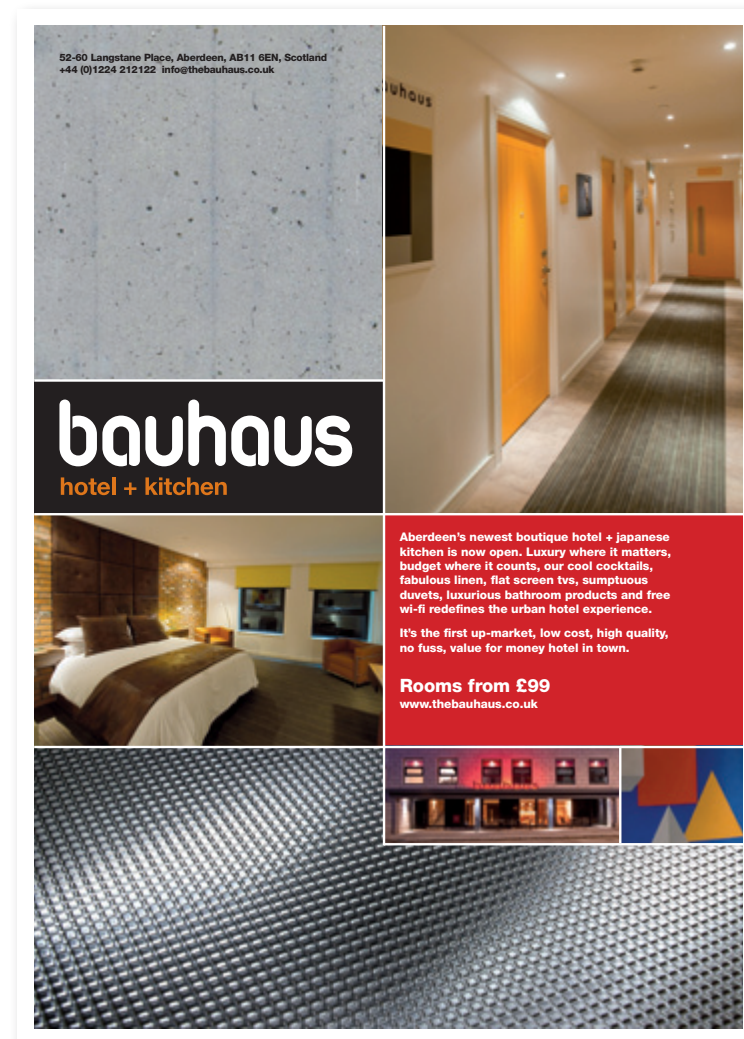
^ Teaser campaign:
48-sheet billboard
design visuals



> Design for a right-hand page,
single page, A4 colour advert



^ Teaser campaign: 48-sheet billboard design visual



Designs for various sizes of press ads



Idea for a mailshot aimed at 50 carefully selected HR personnel within the energy sector. Contains a scented candle with an invite to attend a business breakfast at the hotel.



~ Design options for the front and reverse of hotel key fobs



- Design for a pocket Z-Card with a fold-out map, providing guests at the hotel with a boutique tour of Aberdeen city's galleries, music venues, shops, restaurants, bars and clubs



Digital

Our service areas

We operate across four main areas:

- > Identity
- > Print
- > **Digital**
- > Environment

The website

The website was designed to be both functional and in keeping with the bauhaus grid structure developed through all material.

The site included a comprehensive CMS (content management system) allowing people with no programming experience to delete, add or edit all content (images and text), choose different layouts and update flash banner adverts when required. It also integrates with the hotel's fully automated booking system.





Environment

Our service areas

We operate across four main areas:

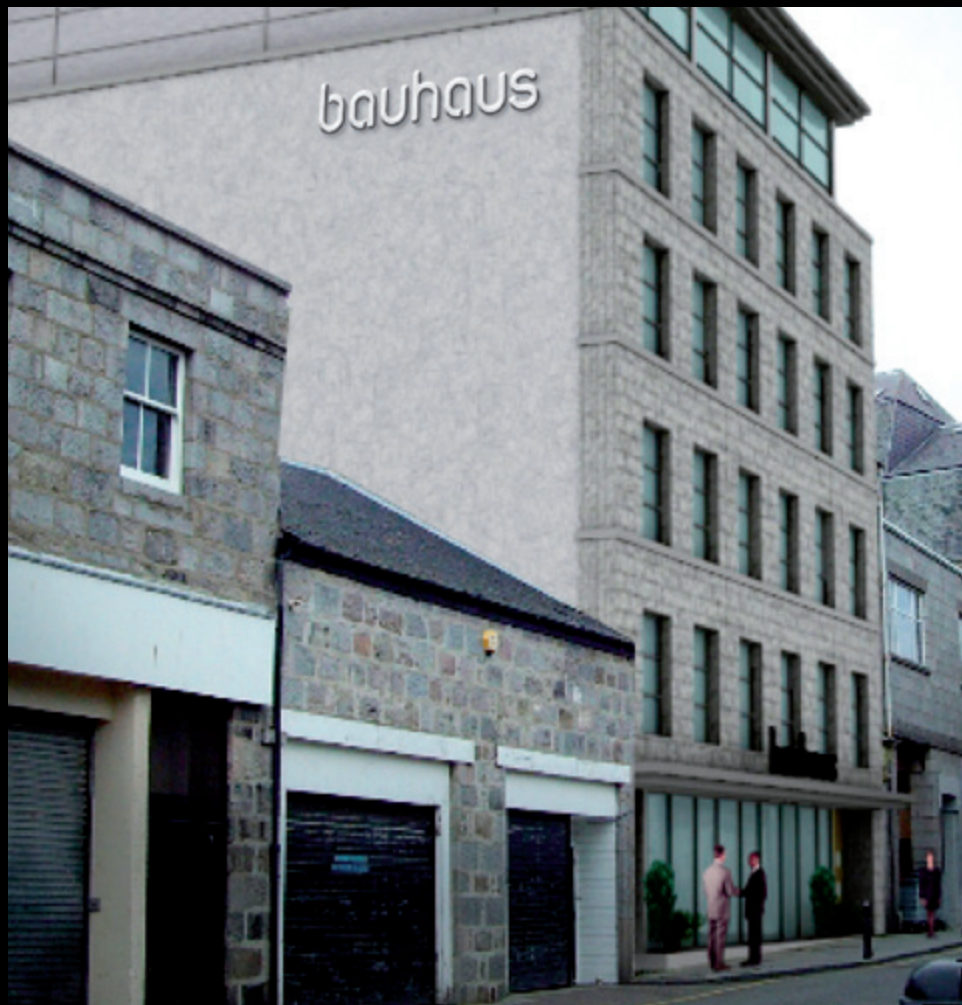
- > Identity
- > Print
- > Digital
- > **Environment**

Interior signage

As part of our creative brief, we put forward a range of ideas for internal branding to reinforce the bauhaus identity and create a lasting impression of quality and attention to detail.

We looked at the user experience, mapping out the journey of check-in to check-out, and addressed the various 'touchpoints' of where a guest would be likely to come into contact with the brand.





A joined-up approach

Right from the outset, the architectural firm working on the project was made aware of the brand development work we produced, resulting in a cohesive approach to the brand, the identity, and in all aspects of the interiors.

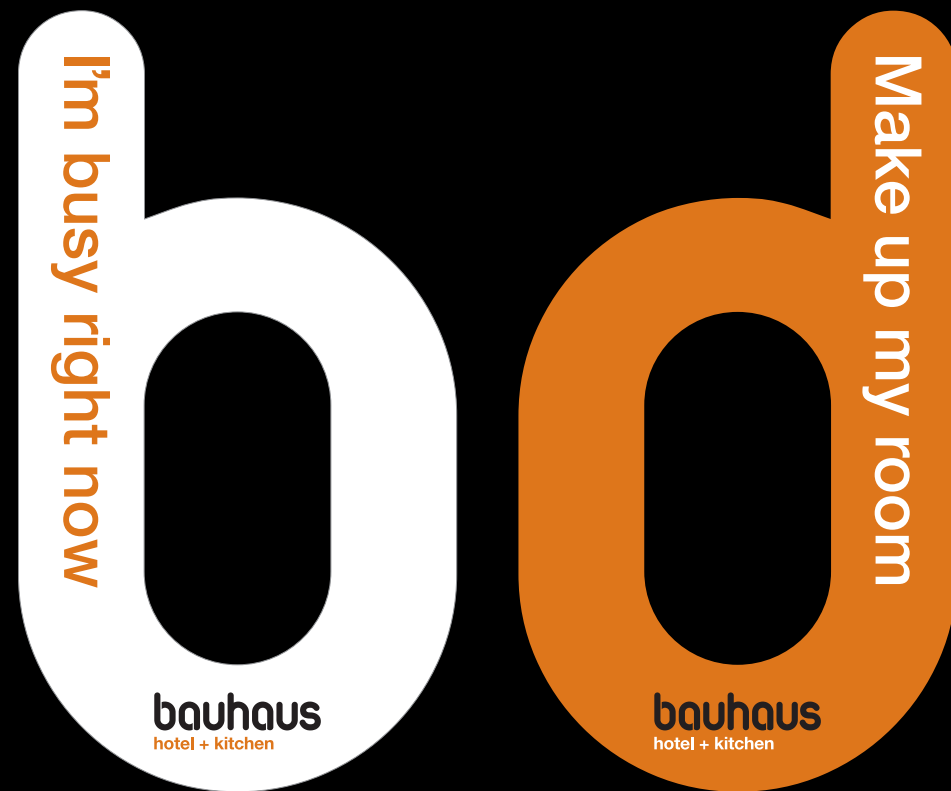
How do you sell a hotel when it's a building site?

One of the main challenges we encountered with the project was the fact that we had to promote the hotel prior to any of the interiors, fittings and furnishings being completed.

The hotel industry relies heavily on visual stimulus to promote and sell rooms to business travellers and tourists.

Not many people would book a hotel without seeking out images of the hotel on its website first.

To solve this problem, we used abstract stock library images, sympathetic to the overall look and feel, along with 3D visuals. Then when the building was near completion, a photoshoot was organised and the website was updated using the content management system.









department

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About us

This book has been lovingly crafted by our design team at the Art Department to shed light on our creative process.

We hope you share our passion and enthusiasm for design, and appreciate the quality of work that goes into our projects.

We recognise the value of ideas and the power of design, and the difference it can make to your business and your bottom line.

If you would like to discuss creating a brand, or further developing your existing brand, please contact Gerry Kelly at:
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