

**Executive Summary:** Within six weeks of acquisition, the in-house Creative Services team and an external advertising agency were challenged with creating a new logo that had global appeal and represented itself strongly alongside competitors—as if it been a part of the hospitality “*brandscape*” for a very long time.

**Target Market:** This nominee for Logo Design was created with three things in mind—1) to reposition the brand with a large existing owner base representative of the industry norm, 2) to help position a new brand image that would appeal to a wide range of first-time buyers including those who are increasingly more affluent, active and sophisticated, and 3) to represent the company’s changing culture—one that sought to offer existing and new owners alike the promise of simplicity, choice and comfort.

**Purpose:** Develop a logo that, when compared to the larger hospitality providers such as Sheraton, Hilton, Starwood and Wyndham, would represent a strong visual brand, easily recognizable and adaptable to all forms of media. This nominee for Logo Design was a collaboration of ideas between the company’s in-house Creative Services team and representatives of an outside agency. The company determined that this joint effort would garner the best logo design possible, enabling them to launch a worldwide hospitality organization committed to the new company culture.

**Total Circulation:** The resulting new Logo Design has been introduced to more than 360,000 existing owners through printed collateral and a myriad of other products for the company’s more than 110 branded and affiliated resorts throughout the continental United States and Hawaii, Canada, Mexico, the Caribbean and Europe. The Logo Design has additional international reach to potential guests and customers through a variety of internet sites, marketing efforts and advertising insertions including in-flight publications, vacation ownership industry trade magazines, regional visitor bureaus and other global arenas.

**Total Project Budget:** \$125,000

**Creativity. Professionalism. Intent. Impact.:** With the goal of designing a logo that must convey the brand identity with clean lines while incorporating a color palette synonymous with the earth, sand, sea and sky, the company's Creative Services team poured countless hours into transferring company and industry knowledge to the outside agency retained to assist with the project. Working hand-in-hand on a daily basis, the Creative Services staff provided the agency with every tool necessary to develop a strong Logo Design—one with worldwide appeal that would compete with well-recognized and established industry brands. The in-house team sketched, designed, mixed paint colors and collected ideas, and then provided those elements to the outside agency in an effort to convey the vision and brand exploration necessary. Through this professional collaboration, the two teams were able to develop one strong Logo Design that represented a company determined to imminently launch a solid, single brand in a crowded marketplace.