

BRANDING

Cape Royale

Brief

Design a brand identity and launch communications collateral for a high-end spa destination within the luxury Cape Royale Hotel and Residences.

Solution

An intricate symbol of two interlocking "e's" were designed to represent the equinox – the bi-annual occurrence when the sun crosses the celestial equator and when the length of day a night are of equal length. To compliment the rich and luxuriously decorated interior of the spa, a sophisticated palette of black and midnight blue was used in minimalist proportions, and combined with timeless art to create a sense of grandeur and opulence.

