

Alexis

A WORK OF ART

Identity |

**Result:**

GIRVIN worked with the Alexis team in developing a tagline for the hotel: A Work of Art. This tagline was used as the platform for the re-branding effort. The project included re-design of the brandmark, development of new business papers and the creation of a variety of integrated hotel amenities. The visual components took their lead from the many pieces of original art that are located throughout the Alexis. This integration of the interior elements of the hotel with the new design elements of the re-branding effort created an atmosphere that helped to ensure visitors they would have a memorable and comfortable stay.



| Packaging

Approach:

The Kimpton Group, known for their luxury boutique hotels, came to GIRVIN for help in visually communicating its elegant, confident and fashionable Alexis Hotel. It was important the hotel be seen as approachable and warm.



| Print