

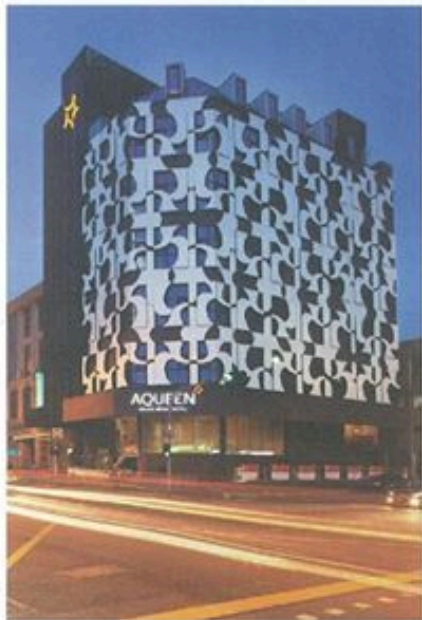
Royal treatment at the AQUEEN Hotel

A contemporary travel experience that will appeal to the modern day traveller

AQUEEN Hotel

Singapore

Directors: Saxone Woon, Stanley Tan, Theresa Yong & June Lee (brand engagement)



AQUEEN is a 3-star hotel chain with a niche market position catering to independent and business travellers looking for mid-priced hotel accommodations in Singapore. Intent on building a reputable brand with an expansive network throughout the Asia Pacific region, the owner Crescendas Group appointed Immortal to provide their brand engagement services, which included brand strategy and creation of a visual identity system.

A brand audit revealed the intrinsic values of the AQUEEN brand while findings from interviews with stakeholders and extensive market research formed the foundations of AQUEEN's brand strategy. After establishing the brand promise, values and personality, Immortal went on to develop a comprehensive visual identity system - from collateral, amenities, uniforms to environmental branding such as signage and graphic patterns for interior design - to reposition the AQUEEN brand.

A new AQUEEN brandmark was created at both corporate and retail levels. The star icon - a well-known feature in the hospitality industry representing assurance in product and service quality - is incorporated into the brandmark to emphasise AQUEEN's uncompromising stance on delivering its brand promise of quality service. The customised logotype injects a modern and contemporary feel; its purple colour is a visual reference to the royal connotation of the brand name and becomes a signature colour to support the brand's future expansion in the region.

The creation of an entire line of complementary F&B and service brands including PETIT MENU Café, A BAR, SINGLETS N SHOTS Bar Lounge as well as Zenti Spa and Fitness completes the AQUEEN experience. The result is a contemporary hospitality brand that caters to the modern day traveller. ✪



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