

R

DISCOVER THE
UNEXPECTED

RENAISSANCE®
HOTELS



A man with short brown hair, wearing a grey blazer over a white t-shirt with a red and black graphic, and bright green trousers, is looking up and holding a string of balloons. The balloons are a mix of yellow and green. He is standing in front of a textured blue wall with a small arched window opening to the left. The scene is brightly lit, suggesting daytime.

LOOK AND LOOK AGAIN

Renaissance Hotels has undergone an evolution. A bold, stylish design approach and foundation has dramatically transformed the physical spaces of our hotels. A refined positioning that celebrates discovery in the DNA of the local neighborhood and is channeled in three focused brand pillars—Evenings, Theatrical Design and Neighborhood Connections—together impact our guest programs, services and experiences.

Completing the transformation, Renaissance Hotels has launched a new visual identity that will inform all communication channels including on-property collateral systems and digital ecosystems, harnessing our vibrant positioning.





OPEN INVITATION

RENAISSANCE BRAND POSITIONING

INSIGHT

TRAVELERS WANT
TO FEEL LIKE THEY
HAVE EXPERIENCED
THE DNA OF THE
NEIGHBORHOOD IN
THE DESTINATION
THEY ARE VISITING,
AND MAKE THE MOST
OF THEIR TRIP.
THEY ARE LOOKING
FOR SOMETHING
UNEXPECTED.





POSITIONING

SPONTANEOUS DISCOVERY

Celebrating the spirit of the neighborhood, Renaissance Hotels connects you to the destination; transporting guests through an unexpected design aesthetic, to a place where skilled Navigators welcome you in, and evening rituals encourage travelers to mix with locals. Renaissance Hotels extends an open invitation to moments of spontaneous discovery, ensuring guests will always leave with a new sense of the destination.

BRAND VALUES



INDEPENDENT

Like our guests, we are independently minded and proud to be utterly original. We provide unique and fabulous options so guests can make the most of their time and their trip ... and make it their own.



INTRIGUING

Renaissance is an experience that inspires and provokes exploration at every turn—a sensory adventure that transports guests to a life less ordinary.



INDIGENOUS

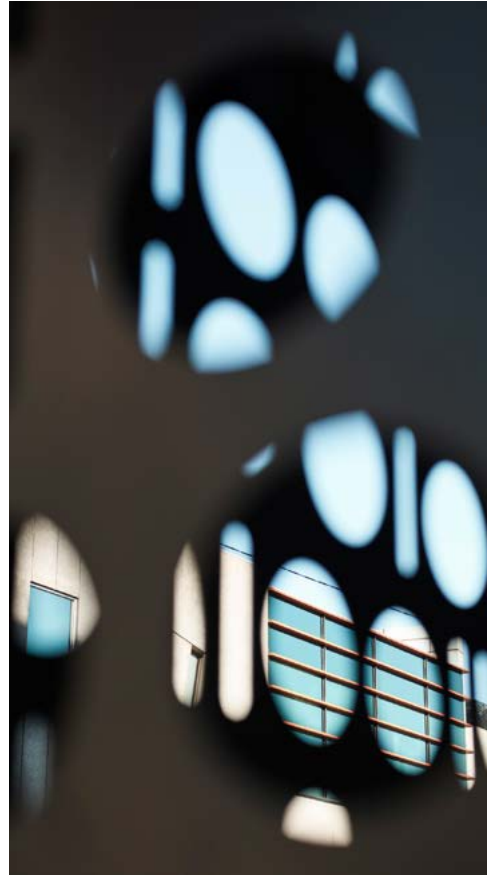
Renaissance echoes and embraces the locale in each hotel's point of view. It's the unofficial gateway to, and expert on, each locale for guests seeking a path of effortless discovery.

BRAND PILLARS



EVENINGS

Evenings at Renaissance encourage guests to discover curious and local experiences that shake up the day-to-day. Buzzy bars and lounges, unexpected collaborations and a vibrant cocktail culture transform the evening experience.



THEATRICAL DESIGN

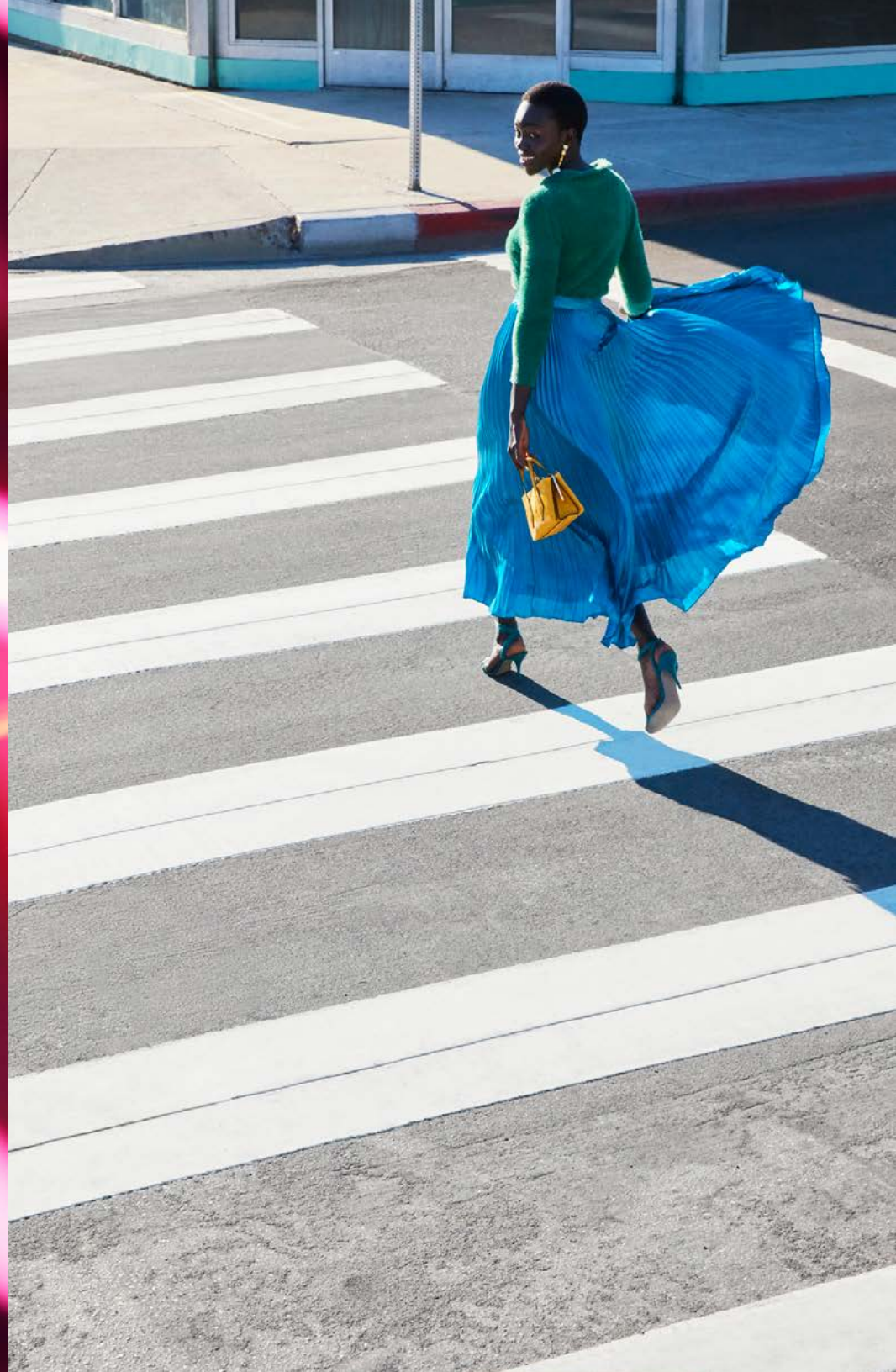
Renaissance Hotels' design aesthetic welcomes guests in, encouraging them to make each space their own. Look and look again moments engage guests while infused juxtapositions with high-low elements create a sense of true placemaking, embracing the DNA of the locale.



NEIGHBORHOOD CONNECTIONS

No matter where your travels may take you, Renaissance will always provide a sense of the community that it lives in—connecting you with locals and experiences deeply rooted in the neighborhood.







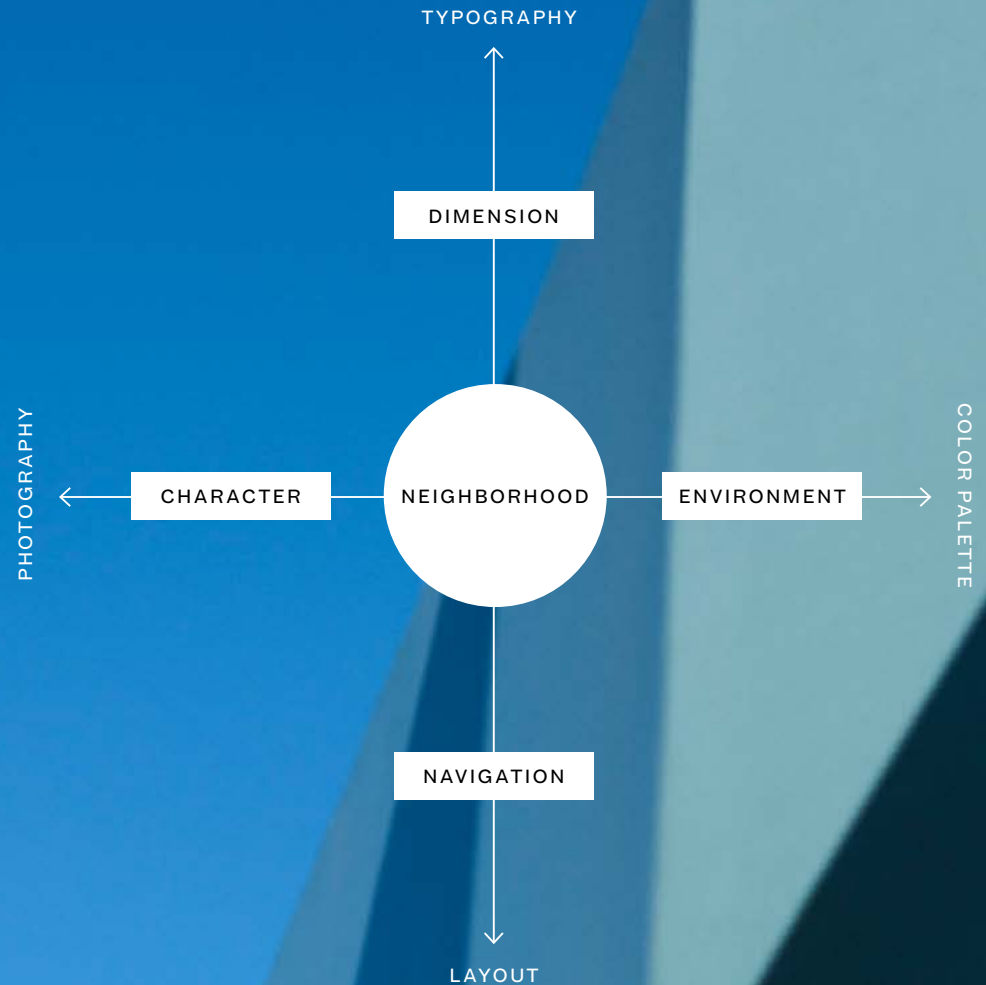
NOTES FROM THE NEIGHBORHOOD

RENAISSANCE VISUAL IDENTITY

DESIGN CONCEPT

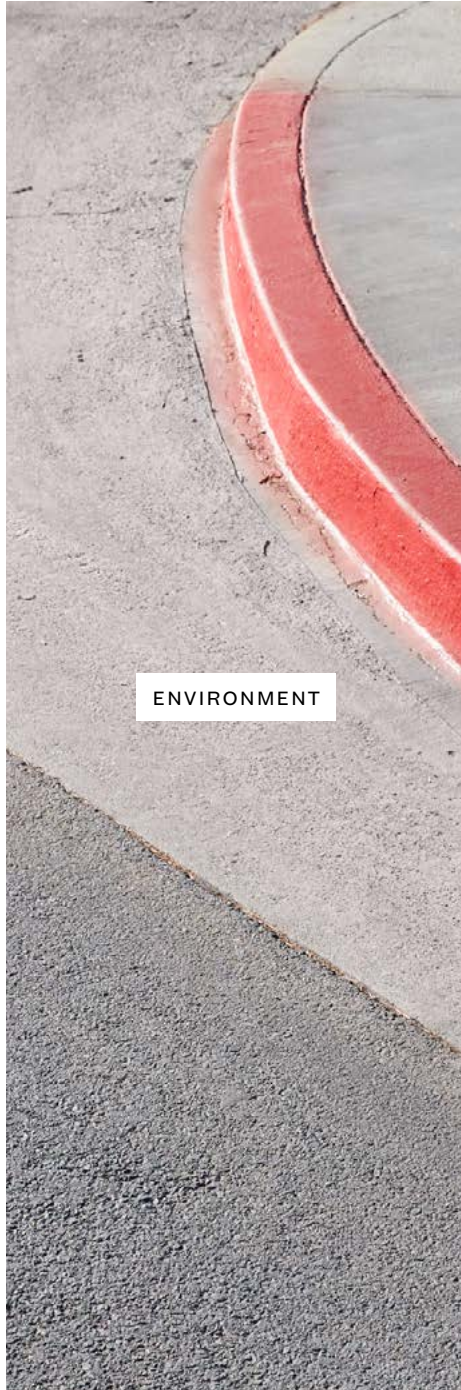
The modern traveler writes their story with every street they cross, detail they photograph and note they make.

From modern city guides, signage and wayfinding, to architectural shapes and forms, to murals, textures and color, our design expression looks at the ways a neighborhood reveals itself, one street at a time.





DIMENSION



ENVIRONMENT



NAVIGATION



CHARACTER



DIMENSION

TYPOGRAPHY

DIMENSION

We looked for fonts with a distinctive, structural presence and a hint of eccentricity. Their contrast gives energy to the design system.

SWISS 721 AND MAPLE RH

Swiss 721 offers a modern take on iconic building signage, while the strong lines and unique curves of Maple Regular create the typographic foundation. Both can be used as headline and subhead fonts. Only capital letters should be used throughout the system.

MILLER TEXT RH ROMAN

Miller Text RH Roman recalls the typographic style of editorial city guides, juxtaposing with the sans-serif display fonts to capture the meeting of modern and classic, iconic and fleeting. This font should be used for body copy.

SWISS 721 BOLD OUTLINE

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %
^ & * ?

MAPLE RH REGULAR

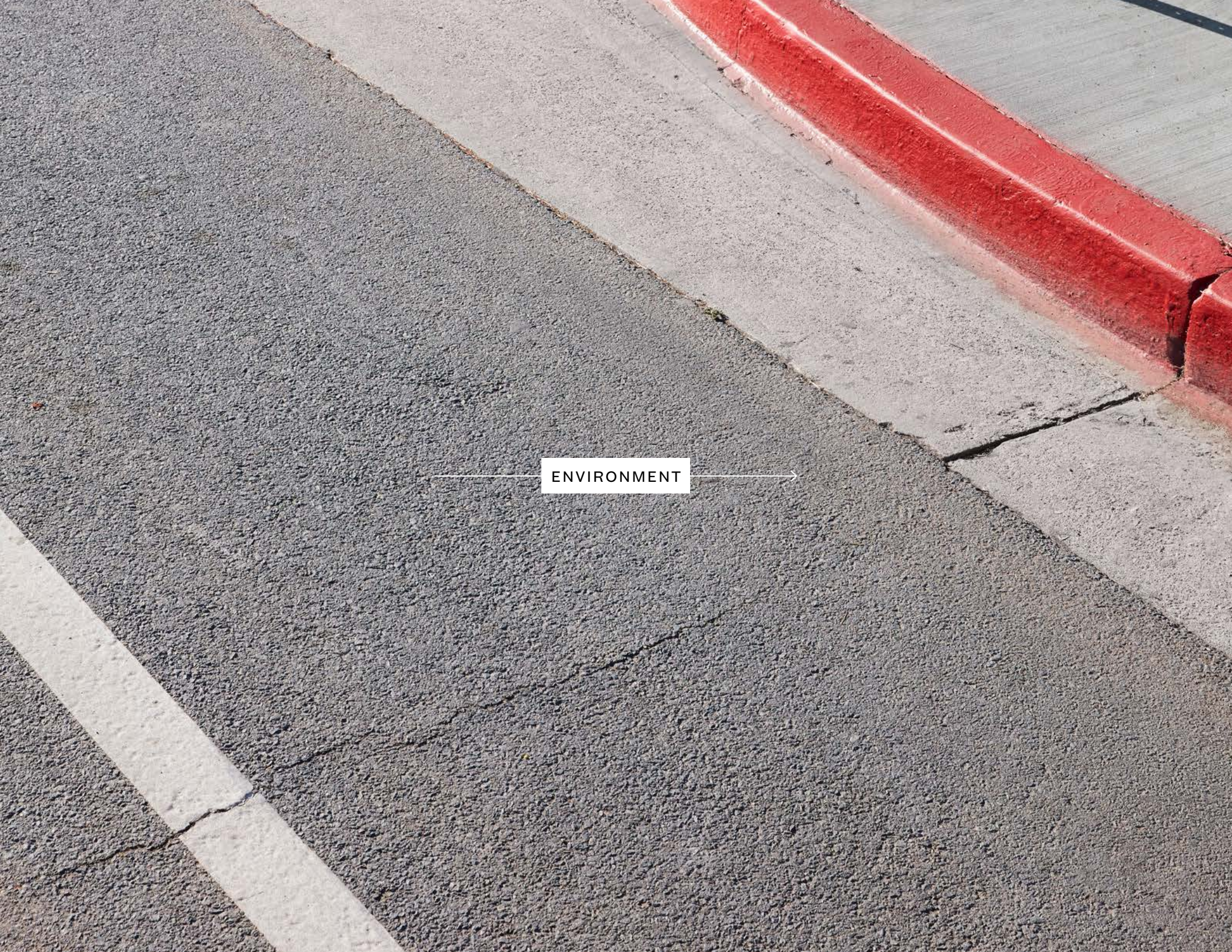
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %
^ & * ?

MAPLE RH BOLD

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ %
^ & * ?

MILLER TEXT RH ROMAN

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ?



ENVIRONMENT

COLOR PALETTE

ENVIRONMENT

The color palette captures the mix of high and low, architectural and natural, raw and polished, that makes up a modern neighborhood. To create our primary color triptych, we looked to muted and rich colors from grayish Pavement to deepest Midnight to downtown Cargo.

Our secondary colors are inspired by details from around the neighborhood. Spark borrows the eye-catching yellow of street signage and road markings, while Wave references the ocean, the pool or a glimpse of city sky for an unexpected accent.

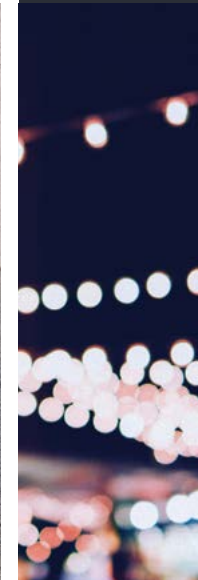
CARGO



PAVEMENT



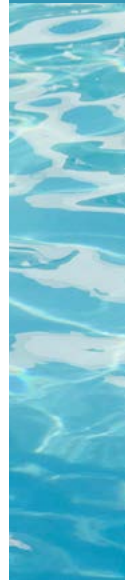
MIDNIGHT



SPARK



WAVE



PRIMARY

SECONDARY



NAVIGATION

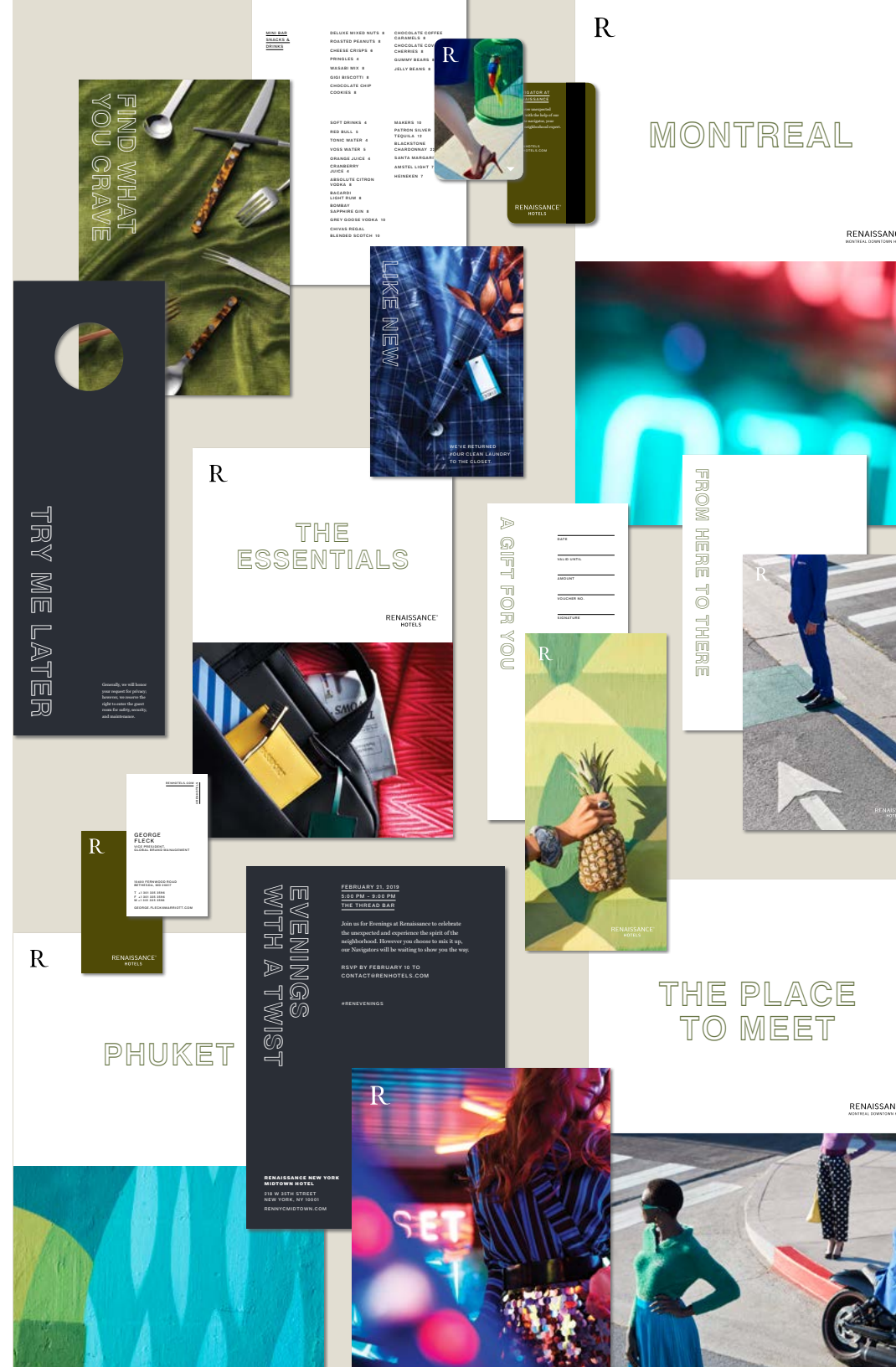
The image shows two 'ONE WAY' street signs mounted on a pole, pointing to the right. The signs are white with black text and a black arrow. They are set against a background of a brick building with green window frames. A white rectangular box with the word 'NAVIGATION' in black capital letters is positioned between the two signs. Two thin white vertical lines with arrowheads at the bottom point from the 'NAVIGATION' box to the two signs, indicating a navigation or flow from the text to the signs.

LAYOUT

NAVIGATION

Anchored by the four cardinal directions that offer limitless paths in between, we borrowed the visual language of wayfinding to create our clean yet detailed layout style.

The vertical elements create continuity, like streets to be navigated, allowing us to create a unified system with an eclectic, downtown sensibility.





← CHARACTER →

PHOTOGRAPHY

CHARACTER

The Renaissance brand photography captures the spirit of the neighborhood and uses a narrative style to tell a larger story about experiencing the destination.

LIFESTYLE IMAGES

These images capture the Spontaneous Explorer in unscripted moments, with the movement and feeling of a snapshot: lighthearted yet sophisticated. They juxtapose high and low, using contrast to create a bold look and look again effect. Saturated, vibrant pops of color create a modern approach infused with theatricality.

STILL LIFE AND TEXTURES

Dynamic and unexpected patterns and textures inspired by neighborhoods complement our lifestyle photography.

