

Brand design proposal

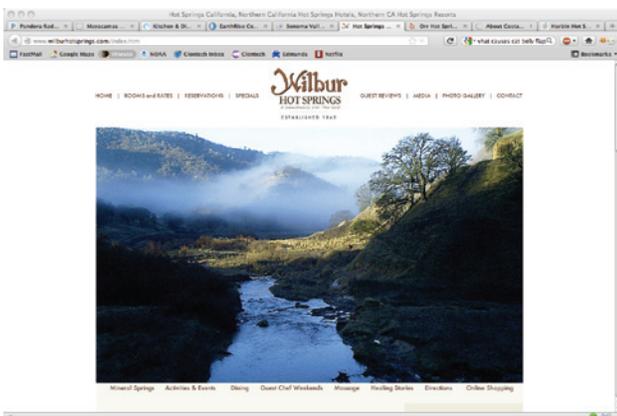
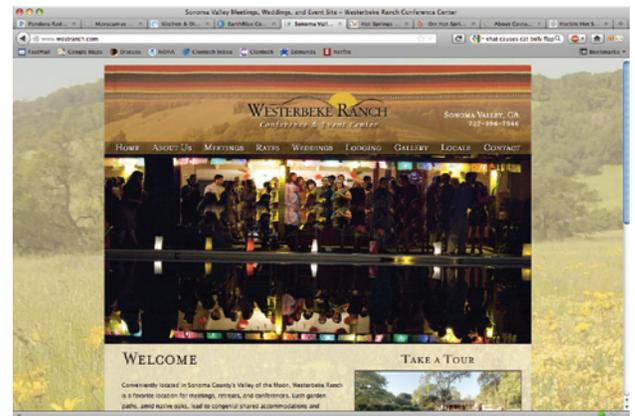
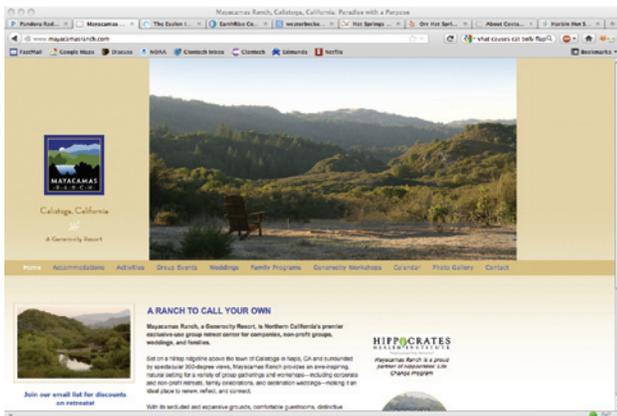
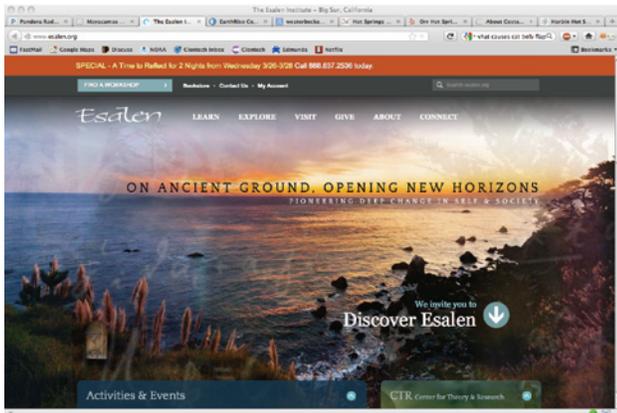
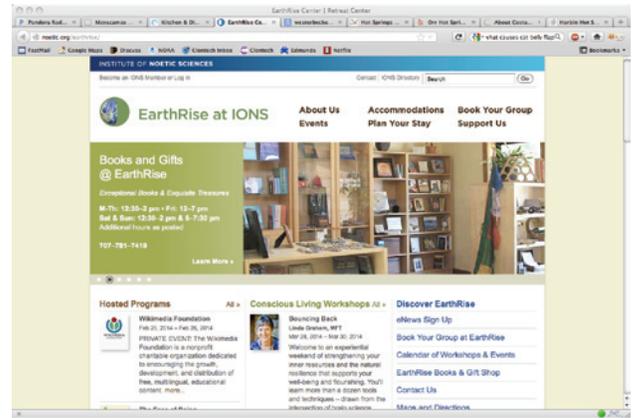
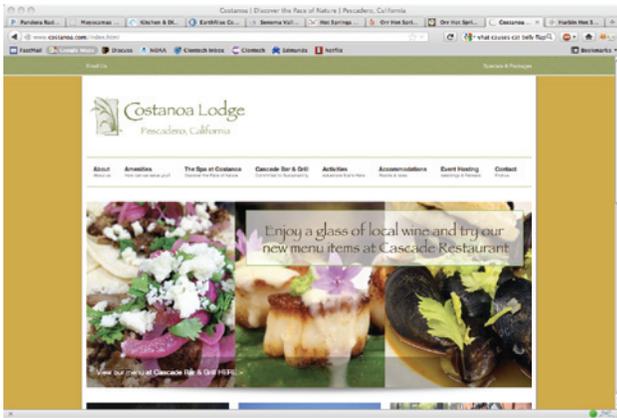
Reverie Retreat

Definition of “reverie” (paraphrased from various dictionaries)

Reverie is a pleasant, meditative and dreamy state of thought. Our usage shies away from it being fanciful or irreverent and focuses on being absorbed, reflection and understanding. Origins in old French evoke rejoicing and revelry (from “rever”: to be delirious), which brings in a sense of joy and play. Musing is a good catch-all word. Reverie: A state in which you are thinking about pleasant things.



Peer websites



Trends

- Beautiful photography
- Natural tones
- Advertise amenities

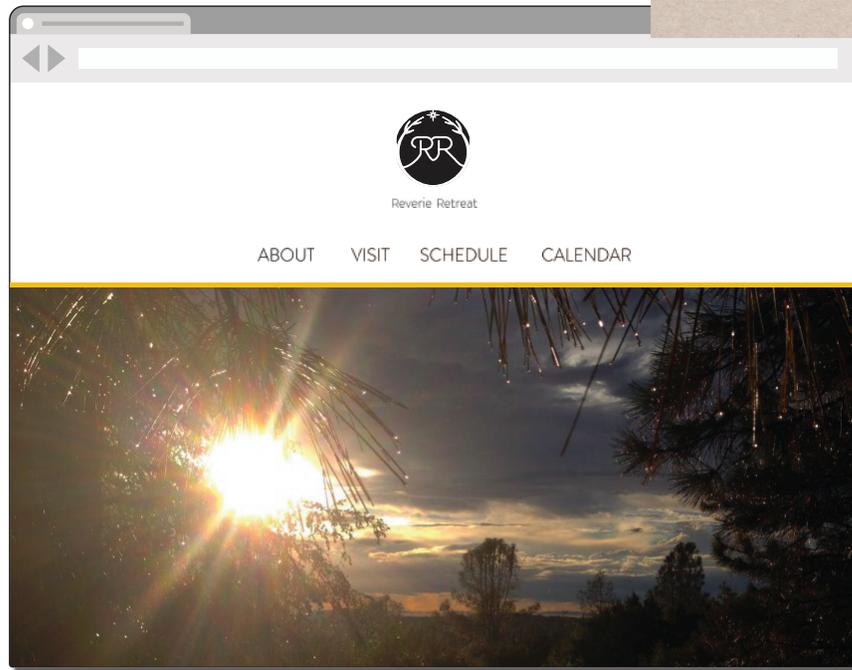
Analysis

- Some are bloated (too much info) or a bit pretentious
- Others are a little bland and/or lack definition
- Harbin and Esalen are established and advertise to their niche: wealthy new-agers and somewhat lofty hippies

Conclusion

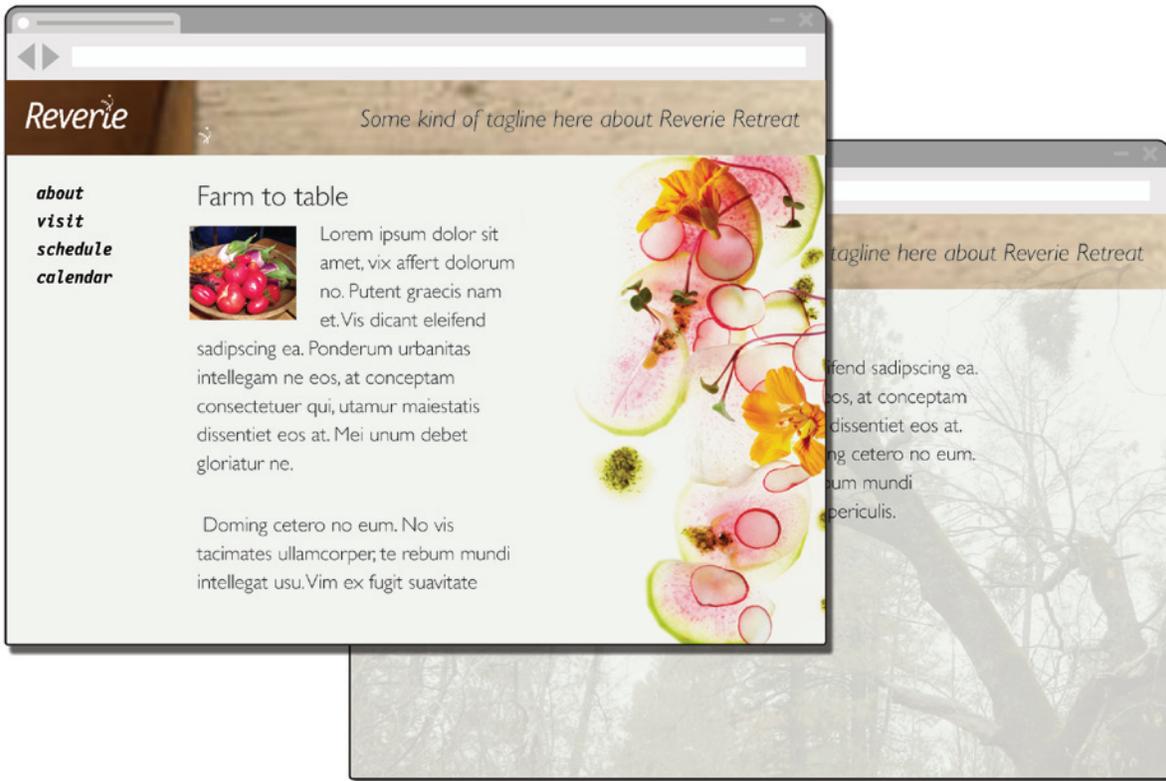
Reverie has the natural beauty but not the built up grounds or hot springs; the brand should focus on current strengths: Availability, great food, companionship, getting out under the stars, something fresh and modern, diverse audience, etc.

Logo/identity comp 1



Concept focuses on very bold, minimal elements. Logo is simple and serene with a just touch of retro glamour. Design will emphasize luscious photography with touches of bright colors and subtle textures (craft paper, wood, etc.,) to add vibrance.

Reverie



Direction is slightly playful. Muted natural colors play a backdrop to lively artistic photos of the food and grounds. Logo has movement and is simplified to “Reverie”; the full term “Reverie Retreat” would be used when written out as text. Wood textures act as highlights to further warm up the look.