

A Visual Moniker for New Hotel Brand

THE WALDORF=ASTORIA — the storied Park Avenue grand hotel — was acquired by Hilton several years ago. Currently, the hotelier is launching an international hotel brand by leveraging the value of the Waldorf=Astoria's rich reputation and namesake.

challenge

4sight was engaged to facilitate and develop a new brand signature mark for future W=A hotels, properties and merchandise. The brand mark needed to reflect the historical legacy of the Waldorf Astoria name and simultaneously appeal to contemporary hotel guests.

actions

An initial series of team conversations helped Hilton define some strategic parameters that would appeal to today's luxury travel customer. A series of creative reports and facilitated conferences provided rich possibilities for discussion and feedback.

Critical to our approach was our guidance and leadership during the creative development stage. We developed visual solutions that stretched expected parameters and presented tremendous food for thought.

results

Offered an expanded scope of potential, Hilton chose to pursue direction that had not been previously considered. The new brand mark emerged as a classic victor's wreath, at once stylish and sporty.

You will likely see the new mark once Hilton launches the first Waldorf Astoria Collection properties in Orlando, Florida and Singapore, Indonesia.

FINAL IDENTITY



THE
WALDORF=ASTORIA
COLLECTION



WALDORF=ASTORIA
BEVERLY HILLS

MARK CONCEPT ALTERNATIVES

