

THE GILDED BOOKSHELF HOTEL  
PROJECT & PROCESS BOOK

# INTRODUCTION

## BUSINESS CHARACTERISTICS

Our boutique hotel, located in the heart of NYC, embodies cozy comfort, customer-centricity, and a profound love for literature. Our dedicated team delivers a unique and immersive experience through book-themed decor, curated libraries, author-inspired suites, and exceptional service, fostering a sense of community among a diverse range of guests.

## TARGET AUDIENCE

Our target audience consists of single, female-identifying individuals ages 23 to 38, with a higher education background, full-time jobs, and an annual income of 50k+. Living in a metropolitan area, they have an active, experience-driven lifestyle, value well-being and uniqueness, enjoy literature and social gatherings, and pursue hobbies like reading and travel.

## BUSINESS GOALS

Our primary business goals are to create a welcoming and cozy environment where guests can immerse themselves in the world of literature and receive exceptional, personalized service. Our goal is to foster a sense of community among book enthusiasts, provide unique and memorable experiences, and maintain a brand personality that invites guests to indulge in literary luxury and comfort.



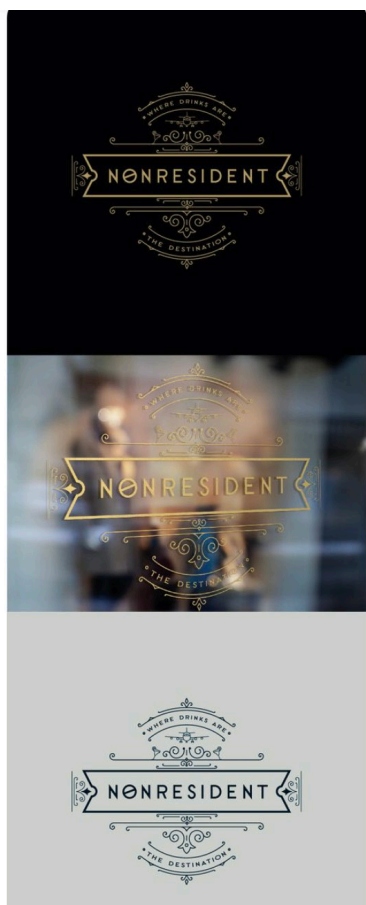
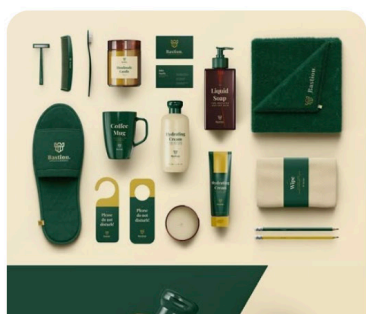
# MOODBOARDS



Tulsa Wedding Venue - Hayle...



How Jacques Garcia Turned ...



Modern art deco logo to attra...



Wallpaper Flapper cream...  
Wallpaper from the 70s



How Jacques Garcia Turned ...

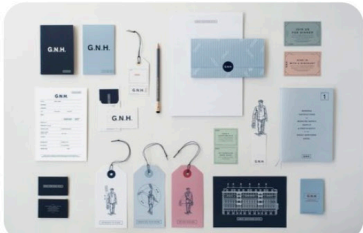
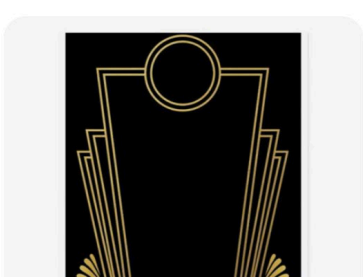


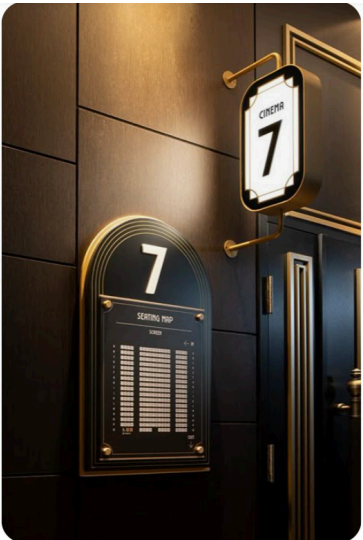
image inspiration on...



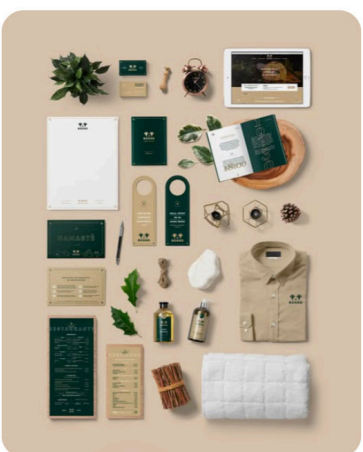
Cocktail Lounge Brand Design



COURTNEY D-SPAIN



LOTTE CINEMA Brand...



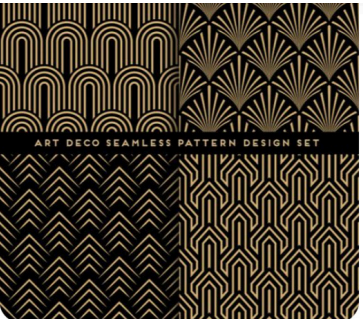
Del Barrio #branding #logo



The MMW Monogram



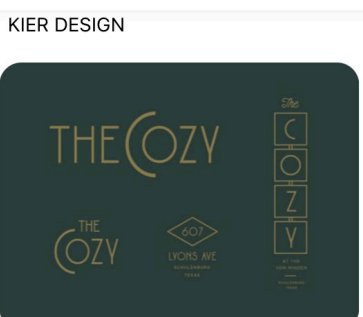
The Westendorff



Art deco style seamless...



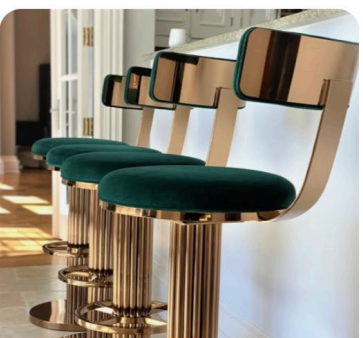
LA SOUGE / BRANDING



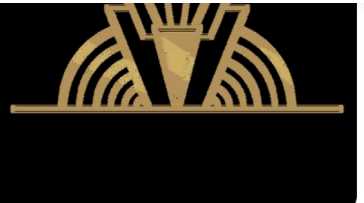
The Cozy



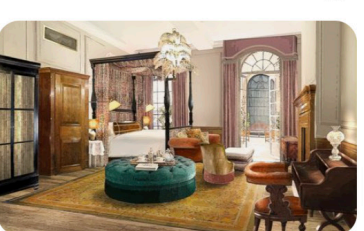
The Westendorff



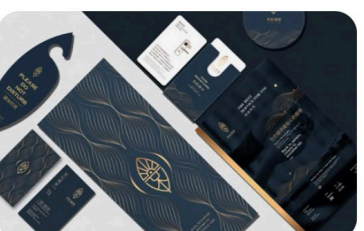
Art Deco Logos - 254+ Best ...



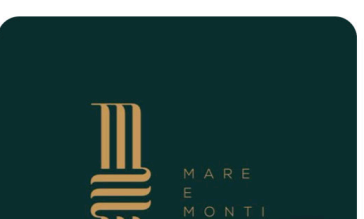
Cool Art Deco PNG & SVG...



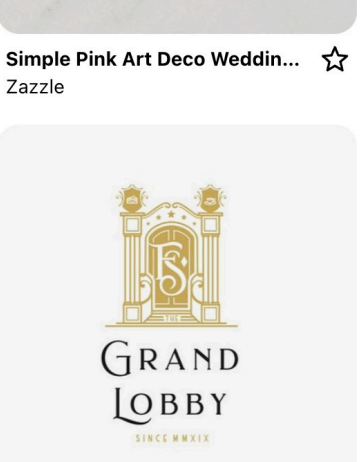
The Ned City of London I...



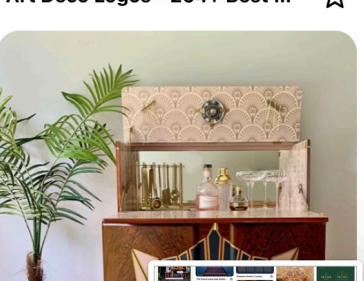
HOTEL BRANDING



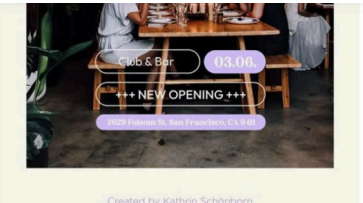
Simple Pink Art Deco Weddin...



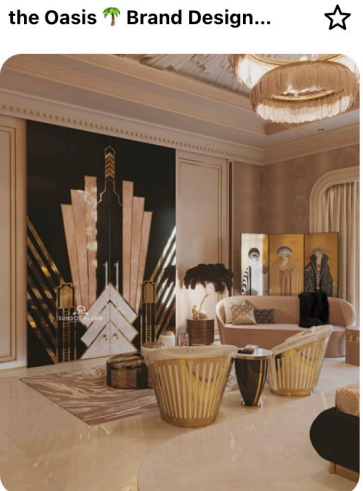
Grand Lobby



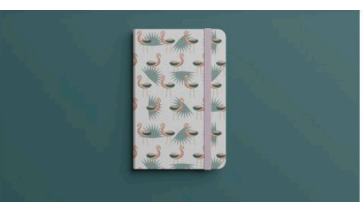
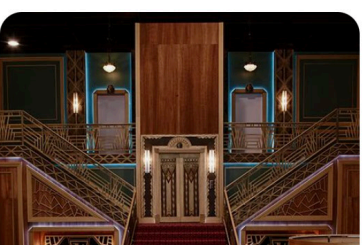
Art Deco Logos - 254+ Best ...



the Oasis Brand Design...



ART DECO - Sundos Alsaïd



Tropical Art Deco vintage...



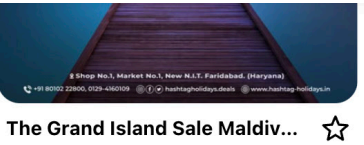
Tropical Art Deco vintage...



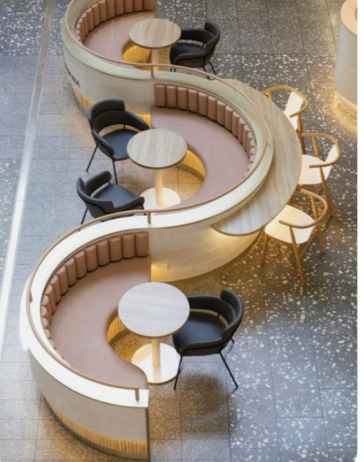
Letter A Monogram Brand Ma...



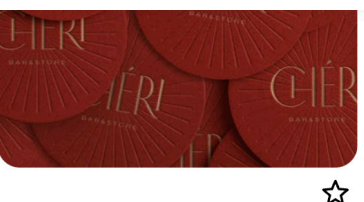
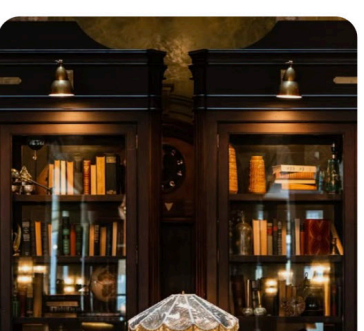
Letter A Monogram Brand Ma...



The Grand Island Sale Maldiv...



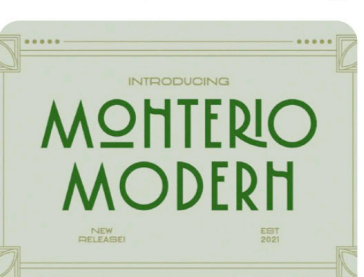
Gotcha Macarthur Square



Dividers collection in art dec...



Dividers collection in art dec...



Gallery of 299 Soper Place /...



Gallery of 299 Soper Place /...



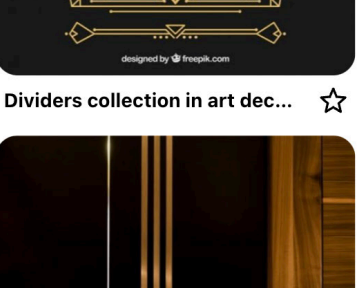
Premium Vector | Luxury...



ellis design studio adds art...



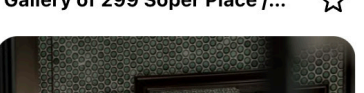
This item is unavailable - Etsy



This item is unavailable - Etsy



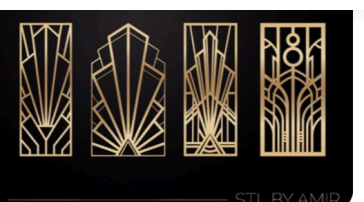
Logo design inspiration -...



Logo design inspiration -...



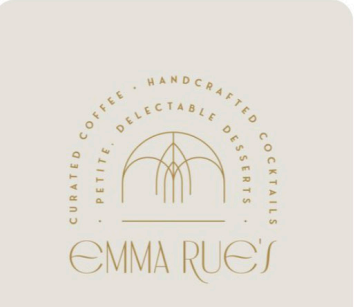
DJ Mia Moretti's Guide To Art...



World Cannary's US. Aviation CO.



World Cannary's US. Aviation CO.



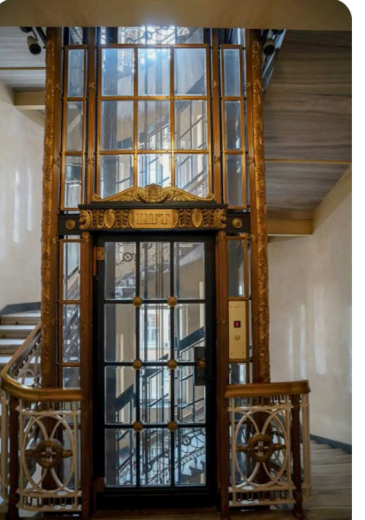
UI8 | The Ultimate Marketpla...



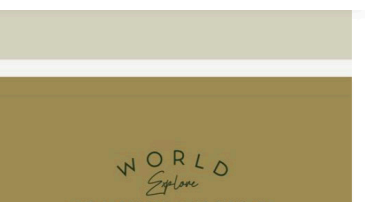
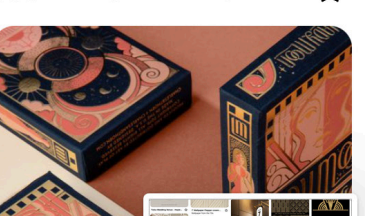
UI8 | The Ultimate Marketpla...



The village people pub group...



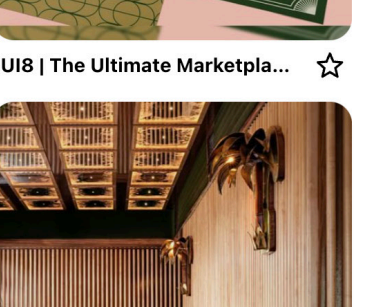
Дореволюционные лифты в...



World Cannary's US. Aviation CO.



World Cannary's US. Aviation CO.



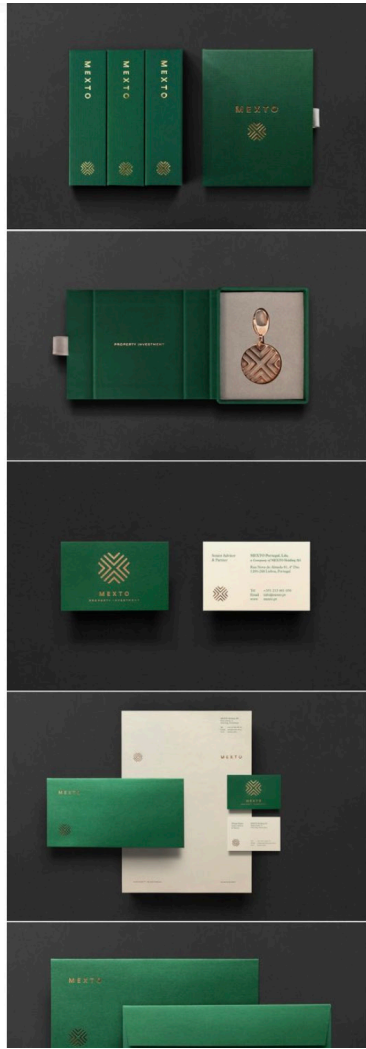
UI8 | The Ultimate Marketpla...



UI8 | The Ultimate Marketpla...



# MOODBOARDS



Close your eyes and dream of...



this is possibly the most...



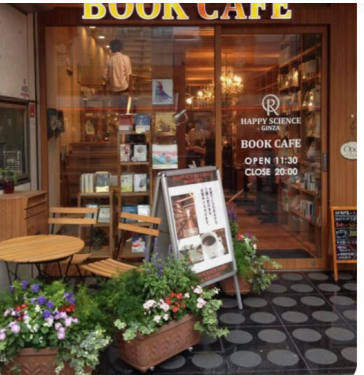
Mesmerizing images of vinta...



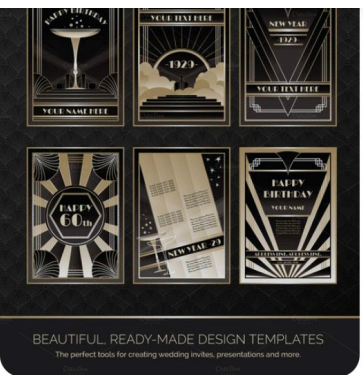
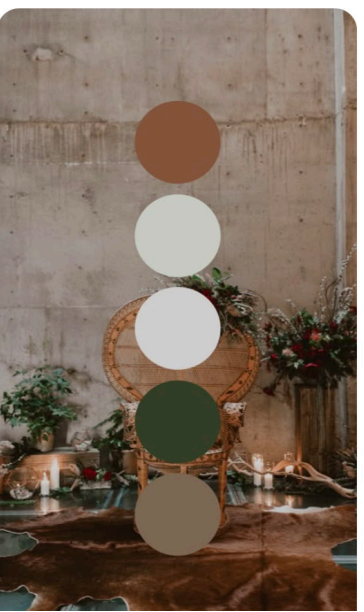
so many fragile things



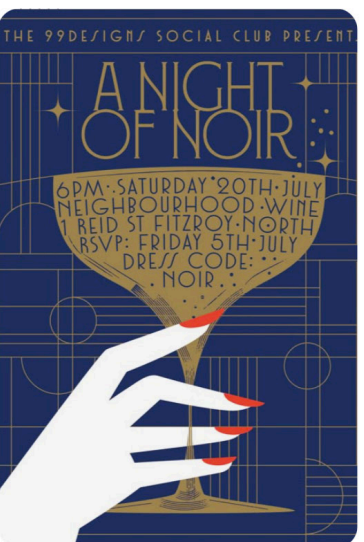
The Luxury Collection: Hot... ASSOULINE



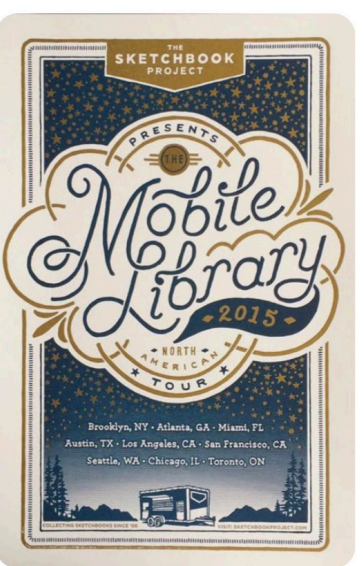
20 Bookstore Cafe Decoratin...



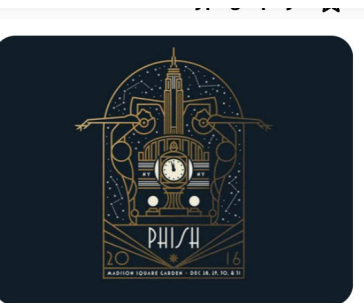
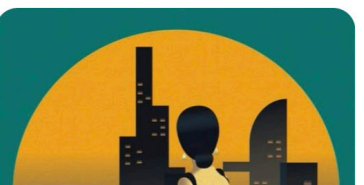
Pig Roast @ Vino Salida this...



7 inspiring color trends for...



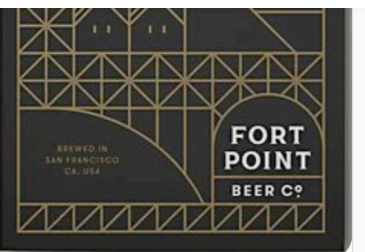
Bonitos pósters



Fort Point Beer Company...



Solan de Cabras - Mads Berg



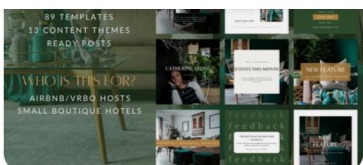
ESTONIA



ESTONIA



Cabana x Ginori 1735 |... Cabana Magazine



89 Instagram Templates for...



MAKE YOURSELF FIT



Nike Print Magazine Ads: The...

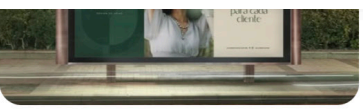


Mobile Design and Brand...



DANCE NIGHT

Premium PSD | Billboard sign...



ALLEGRO JOIAS - John John...



DANCE NIGHT



Work From Hotel



50 brilliant billboard ads that...



ONEPIC FEAST



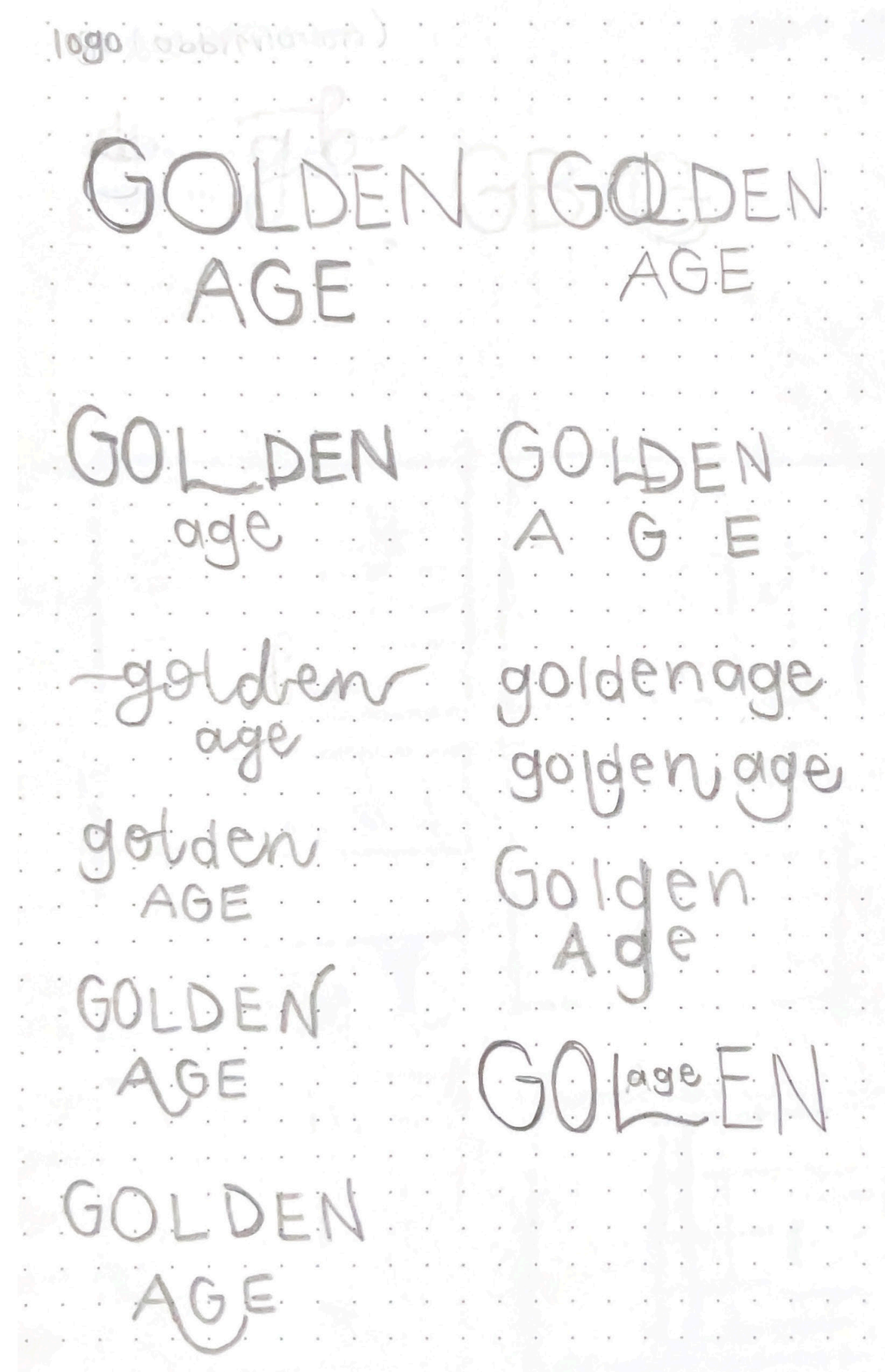
Work From Hotel

## SETTING THE SCENE

To kick off the project, I created a series of moodboards to capture the visual direction I envisioned for *The Gilded Bookshelf Hotel*. I've always been drawn to the elegance and sophistication of Art Deco, so I wanted this aesthetic to be a driving force behind the design. I gathered inspiration from Art Deco interiors, focusing on furniture, fixtures, and ornamental details that reflect the era's bold geometry and luxurious materials. I also looked to artwork from the 1920s, incorporating its stylistic elements to further reinforce the theme. My goal was to craft a visual world that felt immersive and transportive— something that would make guests feel like they were stepping into an adventure to the past.



# LOGO SKETCHES



## NAMING NARRATIVES

At the beginning of the project, I wasn't sure what to name the hotel. I explored a few options, *Grand Legacy*, *Golden Age*, and *The Gilded Bookshelf*, all of which carried an Art Deco flair. To help guide the decision, I began sketching out logo concepts for each name to see how they might visually come to life.



# LOGO SKETCHES

logos (written character)

Sept 11

GRAND  
LEGACY

GRAND  
Legacy

grand legacy

grand  
legacy

GRAND  
legacy

GRAND  
begacy

GRAND  
LEGACY

GRAND  
LEGACY

GRAND  
LEGACY

GRAND  
LEGACY

GRAND  
LEGACY

GRAND  
LEGACY

logos (abbreviation)

GL GL gl gl

GL gl gl GL

GL GL GL gl

(initial)

G G g



# LOGO SKETCHES

logos (written character)

Sept 17

GILDED  
BOOKSHELF

GILDED  
bookshelf

Gilded  
Bookshelf  
gilded —  
bookshelf

Gilded  
Bookshelf  
GILDED  
BOOKSHELF

GILDED  
BOOKSHELF

GILDED  
BOOK  
SHELF

GILDED  
BOOKSHELF

gilded  
bookshelf  
GILDED  
bookshelf

Submark/icon

25 Sept



THE GILDED BOOKSHELF



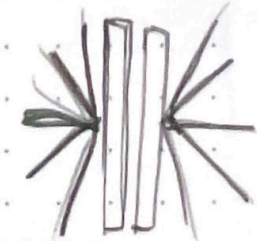
GB

GB



-GB-

varying sizes of  
open books



LOGO LOCKUP

25 Sept

THE  
GILDED  
BOOK  
SHELF  
HOTEL

THE  
GILDED  
BOOK  
SHELF  
HOTEL

THE  
GILDED  
BOOK  
SHELF  
HOTEL

THE  
GILDED  
BOOK  
SHELF  
HOTEL



# LOGO CONCEPTS

GOLDEN AGE  
GOLDEN AGE  
GOLDEN AGE  
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age*

**SKETCH TO STORY**

After sketching out initial logo ideas, I narrowed my top name choices down to *Golden Age* and *The Gilded Bookshelf Hotel*. I ultimately ruled out *Grand Legacy*, as it felt too generic and lacked the distinctive personality I was looking for. With my

sketches in hand, I began exploring typefaces that aligned with the tone of each concept and started digitally developing logo variations to see how they could visually support the brand identity.



# LOGO CONCEPTS

GILDED BOOKSHELF  
GILDED BOOKSHELF  
GILDED BOOKSHELF  
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GILDED BOOKSHELF  
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bookshelf

THE

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BOOK  
SHELF

GILDED  
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SHELF 

GILDED  
BOOK  
SHELF

GILDED  
BOOKSHELF

gilded  
bookshelf

GILDED  
BOOKSHELF

GILDED  
BOOKSHELF

Gilded  
Bookshelf



# FINALIZING THE LOGO

THE  
— —  
GILDED  
BOOK  
SHELF  
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HOTEL

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## THE MARK OF THE STORY

In the end, I chose *The Gilded Bookshelf* as the final name because it most fully captured the vision I had for the hotel. While I wanted to embrace the elegance of 1920s Art Deco design, I also wanted to push the concept further. The book-themed twist added a layer of storytelling and intellectual charm that helped build a more immersive, imaginative experience.

I created a logo lockup that visually echoed the form of bookshelves, which reinforced the literary concept. I was especially drawn to the way I could incorporate Art Deco flourishes; ornamental lines, symmetry, and geometric shapes.



## THE LOGO SUITE

— THE —  
GILDED  
BOOK  
SHELF  
HOTEL  
— ▽ ▴ ▽ —

— THE —  
GILDED BOOKSHELF  
— HOTEL —

THE GILDED BOOKSHELF HOTEL

### VERSATILE IMPRESSIONS

I ultimately selected a logo that features subtle Art Deco elements, aligning with the overall aesthetic of the brand. To ensure flexibility across different applications, I developed two horizontal logo variations to complement the primary vertical mark. These alternate versions are intended for use in layouts where vertical

space is limited. One horizontal logo maintains the Art Deco detailing, while the other is a simplified, text-only version with no flourishes which will be ideal for clean, minimal applications where clarity is key.



# TYPOGRAPHY

## MAIN DISPLAY TYPE

MONTECANTINI PRO  
STRETTO MEDIUM

ABCDEF

12345!@#\$\$%

### TYPOGRAPHIC VOICE

For the display type, I chose Montecantini Pro, which is also used in the logo. This typeface strongly embodies the Art Deco style with its monoline weight, elegant serifs, and distinctive character. I was especially drawn to the ligatures in the typeface, which allowed me to create custom, eye-catching headlines that felt both sophisticated and unique.

## PARAGRAPH TYPE

CENTURY GOTHIC PRO  
REGULAR

ABCDEF

abcdef

12345!@#\$\$%

To complement Montecantini Pro, I selected Century Gothic Pro as the supporting body copy typeface. Its clean, geometric aesthetic pairs well with the decorative flair of the display type. While more minimal, Century Gothic still carries a subtle Art Deco influence, making it a cohesive and functional choice for extended reading.



# COLOR TREATMENT

<b>INKWELL BLUE</b>  RGB: 2/23/56 CMYK: 99/87/45/59 HTML/WEB: #021738	<b>GATSBY GOLD</b>  RGB: 191/133/67 CMYK: 23/49/85/5 HTML/WEB: #BF8543	<b>ENCHANTED IVY</b>  RGB: 39/64/41 CMYK: 77/49/83/55 HTML/WEB: #274029	<b>PARCHMENT CREAM</b>  RGB: 255/229/204 CMYK: 0/11/19/0 HTML/WEB: #FFE5CC
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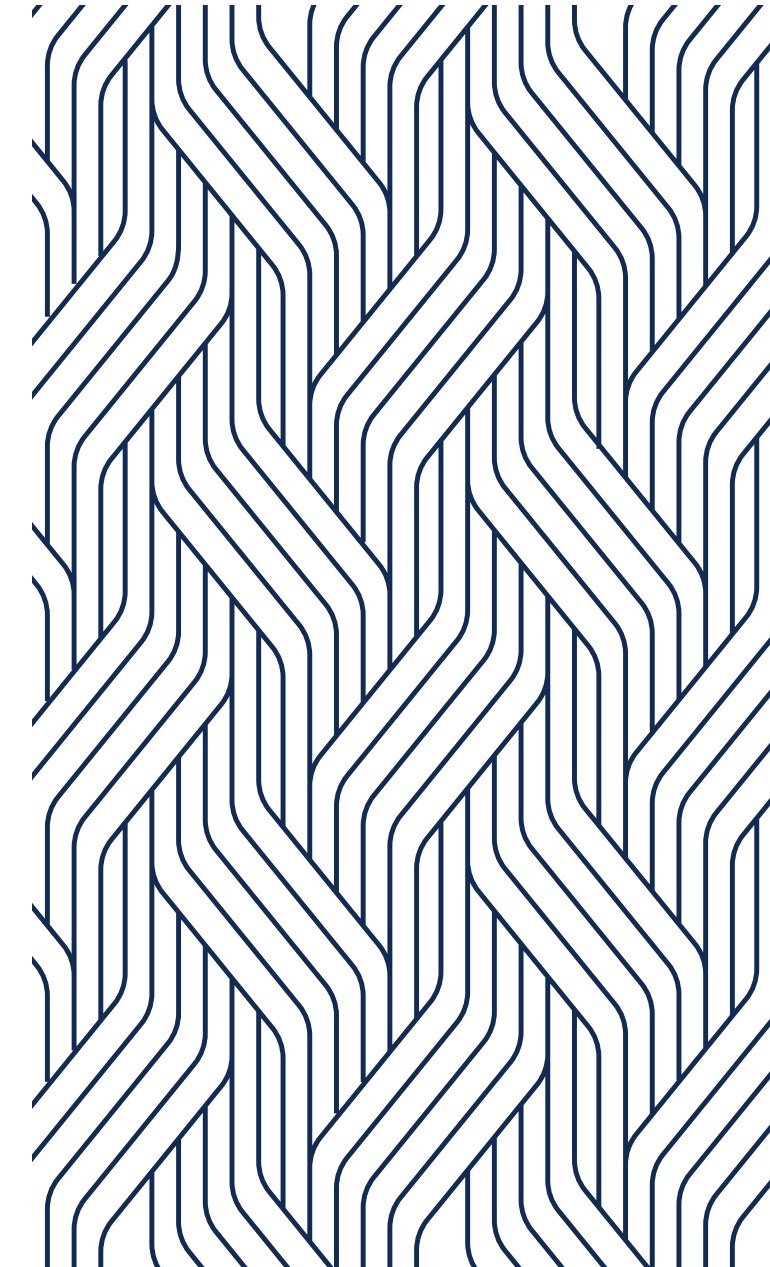
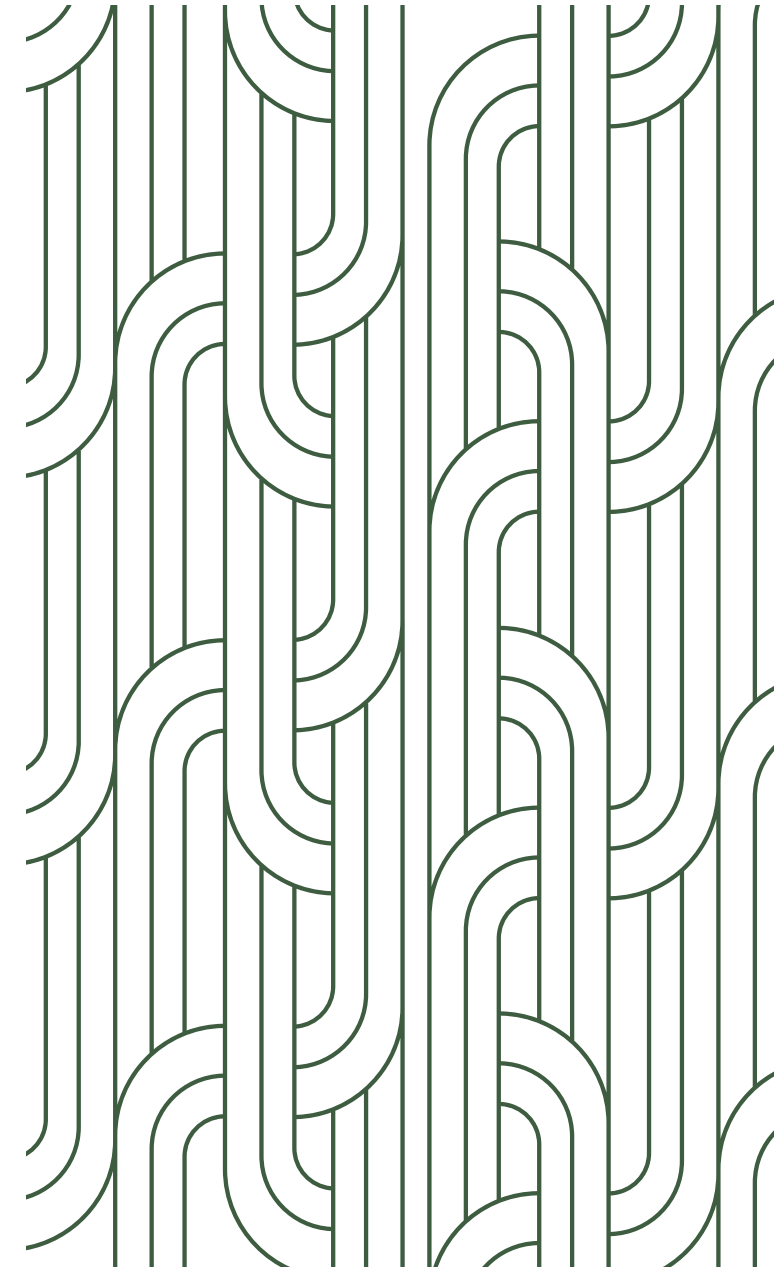
## TONES OF THE TALE

I've always felt that color has the power to transport someone into a specific place or mood. When developing the color palette for the hotel, I wanted to capture the spirit of the Art Deco era while also paying subtle homage to literature. As an avid reader, I noticed that many book trilogies often feature blue, red, and green covers. Drawing inspiration from that, I chose rich jewel tones, blue and green, to echo that tradition.

Since red didn't feel quite at home within the refined Art Deco aesthetic, I replaced it with a luxurious gold. I also added a soft cream to use as a background color, which felt more inviting and vintage-inspired than a stark white. To fully embrace the narrative theme of the hotel, I gave each color a name: *Inkwell Blue*, *Gatsby Gold*, *Enchanted Ivy*, and *Parchment Cream*.



# GRAPHIC ELEMENTS



## VISUAL MOTIFS

While building my moodboards, I noticed a strong presence of line art in many Art Deco-inspired designs. Inspired by that, I developed a set of custom line illustrations to add depth and visual interest to the brand. These include an open book with a sunburst, a row of stylized books, and decorative line patterns that echo the geometry and elegance of the era.

These graphic elements are designed to be versatile; perfect for use across print materials, signage, and digital applications. They enhance the brand's visual identity while reinforcing the themes of storytelling and sophistication at the heart of *The Gilded Bookshelf*.



# MARKETING CAMPAIGN

## MARKETING GOALS

Create brand awareness and establish *The Gilded Bookshelf* as a preferred destination for our target audience.

## TARGET AUDIENCE

Our target audience consists of single, female-identifying individuals ages 23 to 38, with a higher education background, full-time jobs, and an annual income of 50k+. Living in a metropolitan area, they have an active, experience-driven lifestyle, value well-being and uniqueness, enjoy literature and social gatherings, and pursue hobbies like reading and travel.

## METHOD

Using metaphors engage the audience emotionally, creating memorable mental images, and also facilitate compelling storytelling that deepens the connection with the brand. Metaphors establish an emotional bond with the audience, a tool for fostering brand loyalty.



## THE METAPHORS

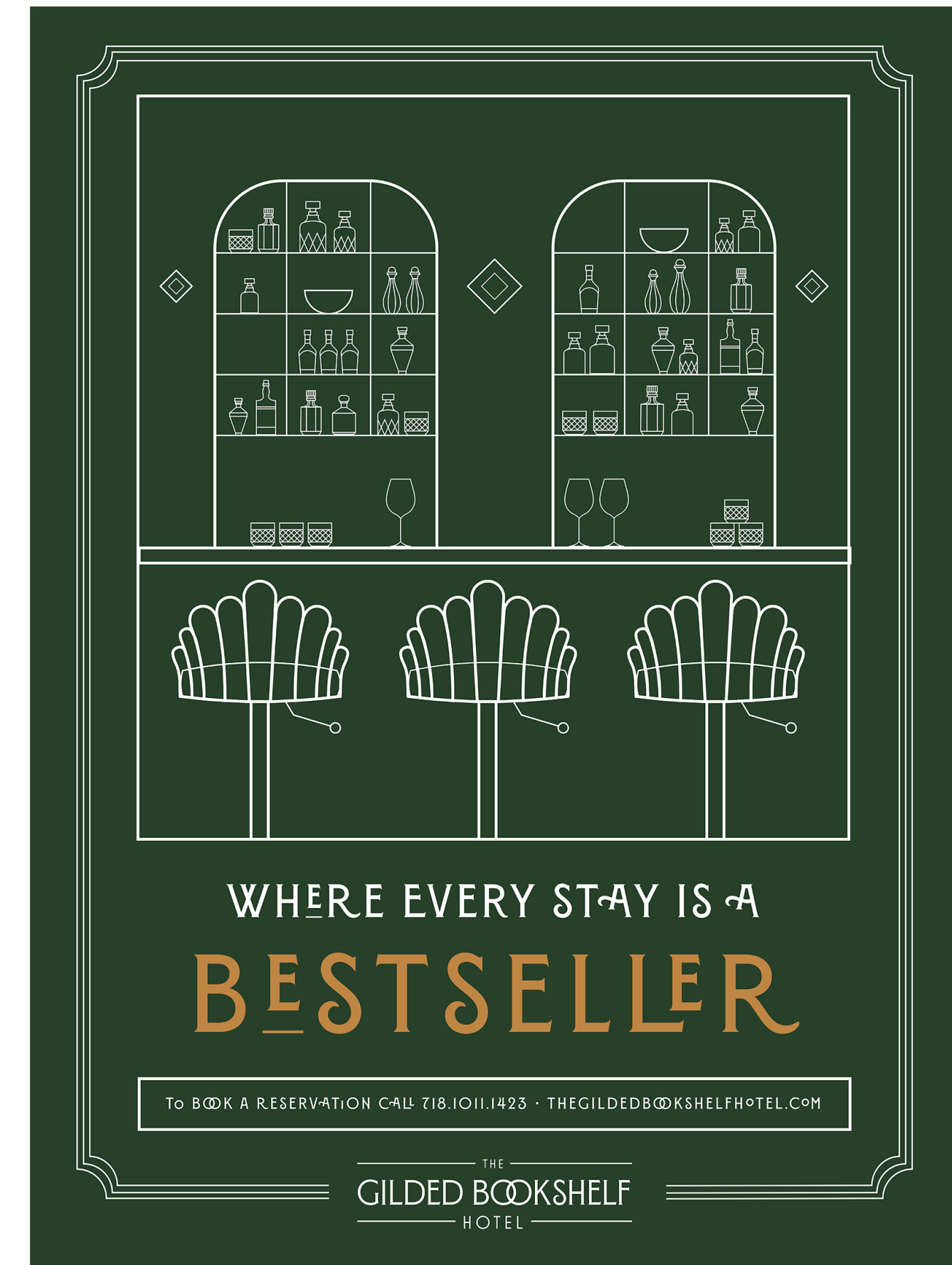
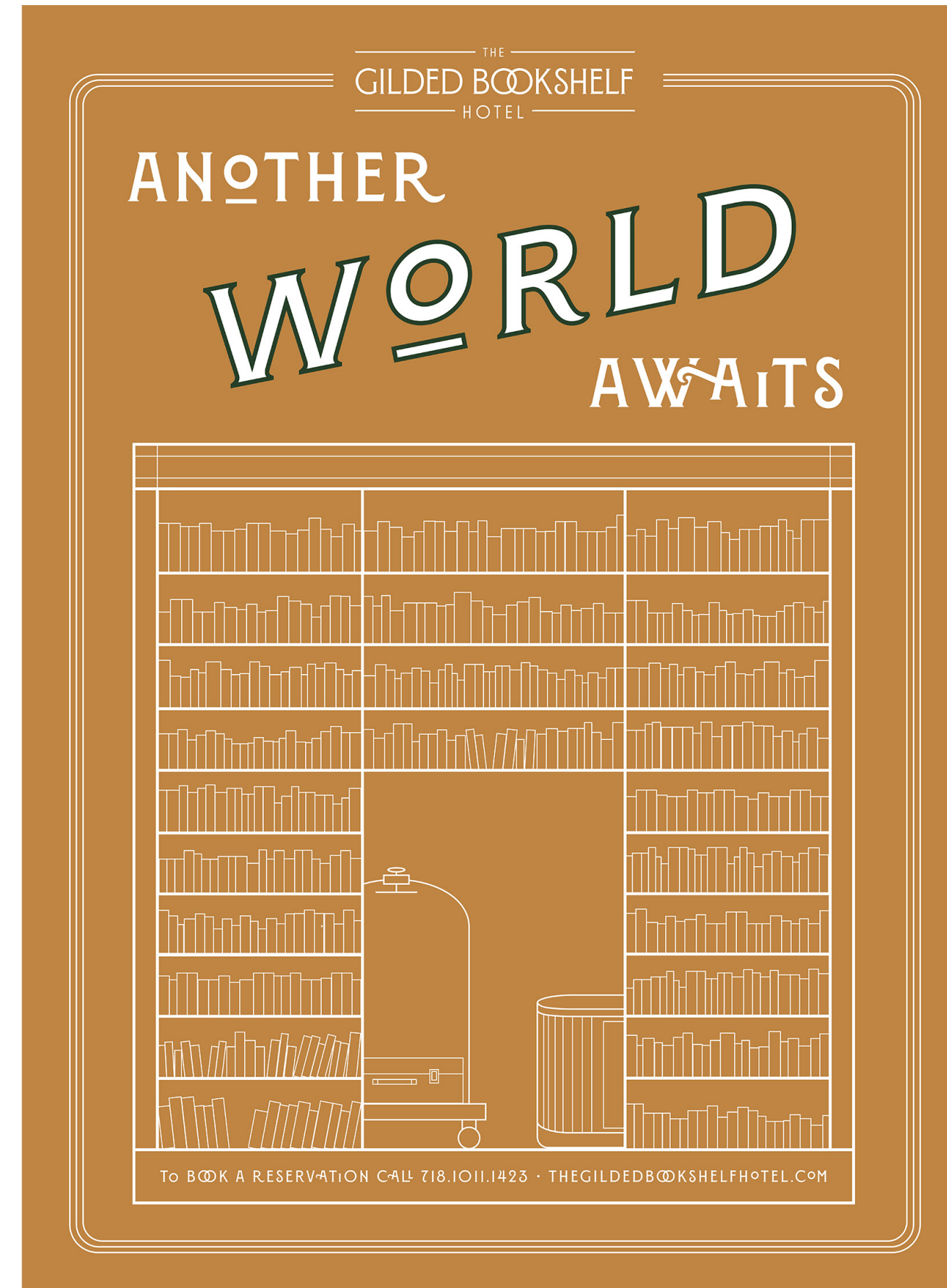
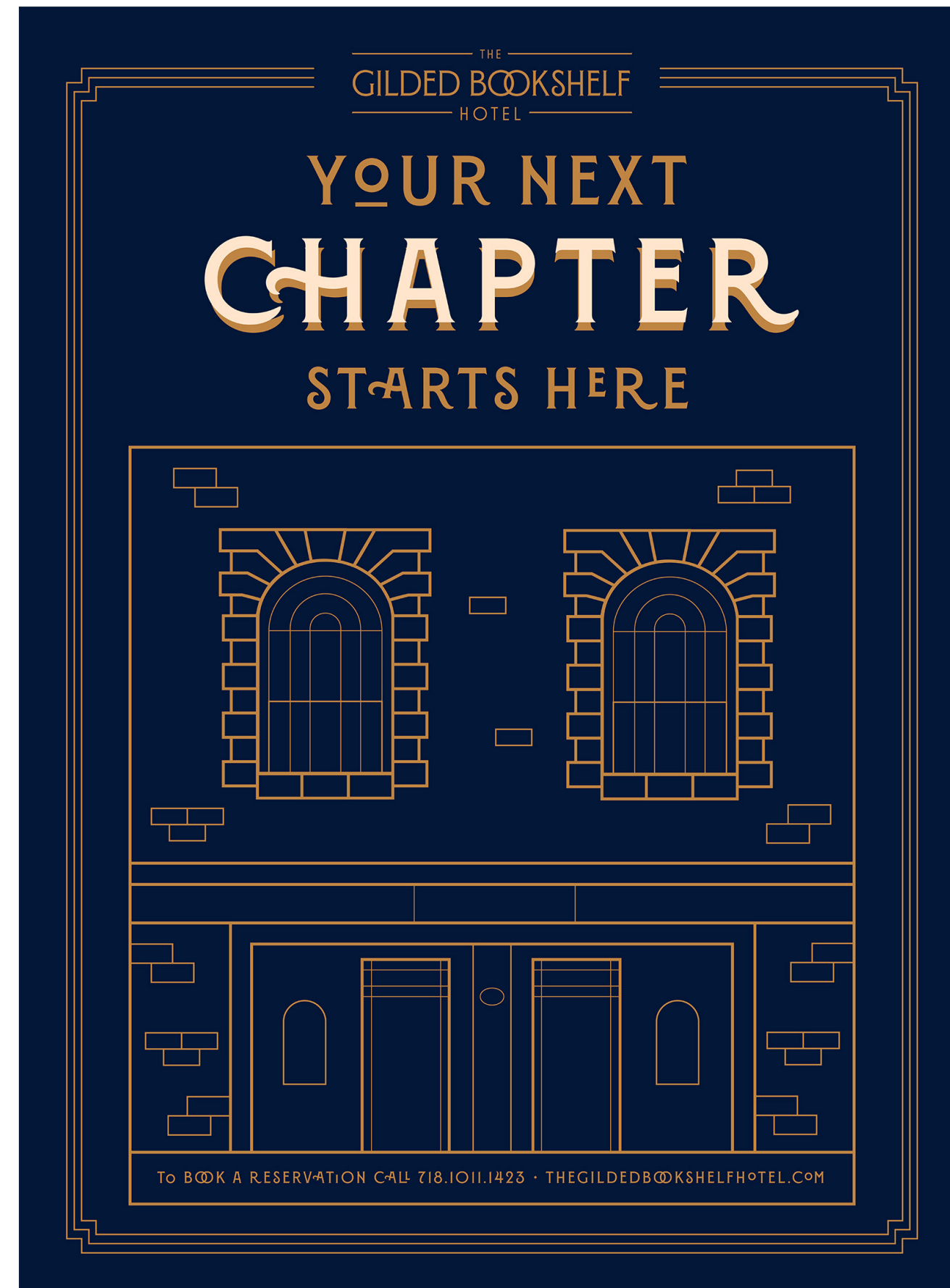
YOUR NEXT CHAPTER STARTS HERE  
ANOTHER WORLD AWAITS  
WHERE EVERY STAY IS A BESTSELLER

### WORDS THAT WELCOME

I crafted a series of metaphor-driven taglines: “*Your next chapter starts here,*” “*Another world awaits,*” and “*Where every stay is a bestseller,*” to immerse guests in the literary theme of the hotel from the very beginning. These phrases not only reinforce the storytelling aspect of the brand, but also invite guests to see their stay as part of a larger narrative, making the experience more personal and memorable.



# POSTERS



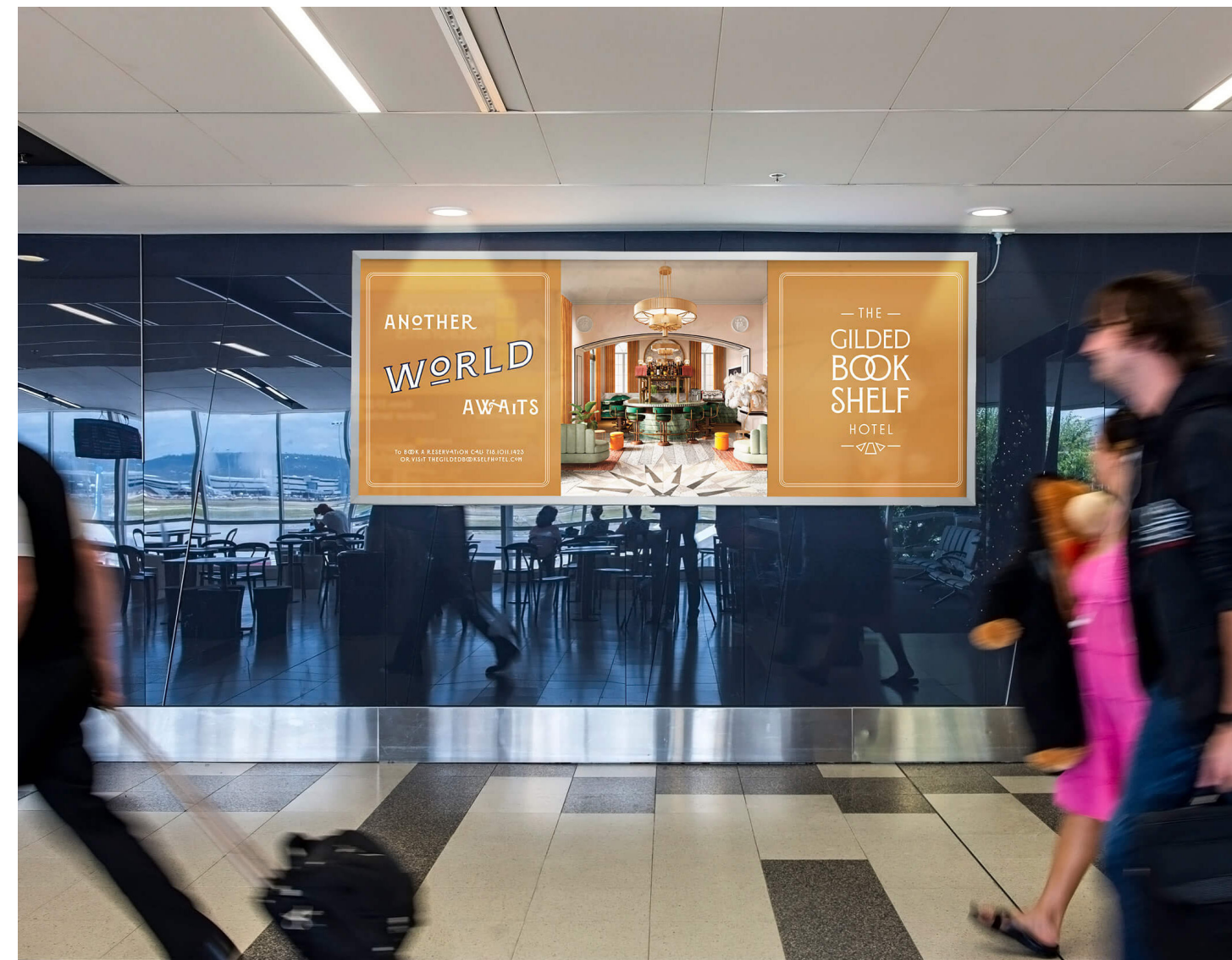
## CHAPTER ONE: THE HERO POSTERS

I designed a set of three primary posters, each in one of the brand's signature colors. These posters feature custom line art inspired by Art Deco motifs and incorporate the metaphor

taglines. I adapted them into bus shelter ads and street placements to maximize public visibility and reinforce the brand identity in a high-traffic, urban environment.



# AIRPORT ADS



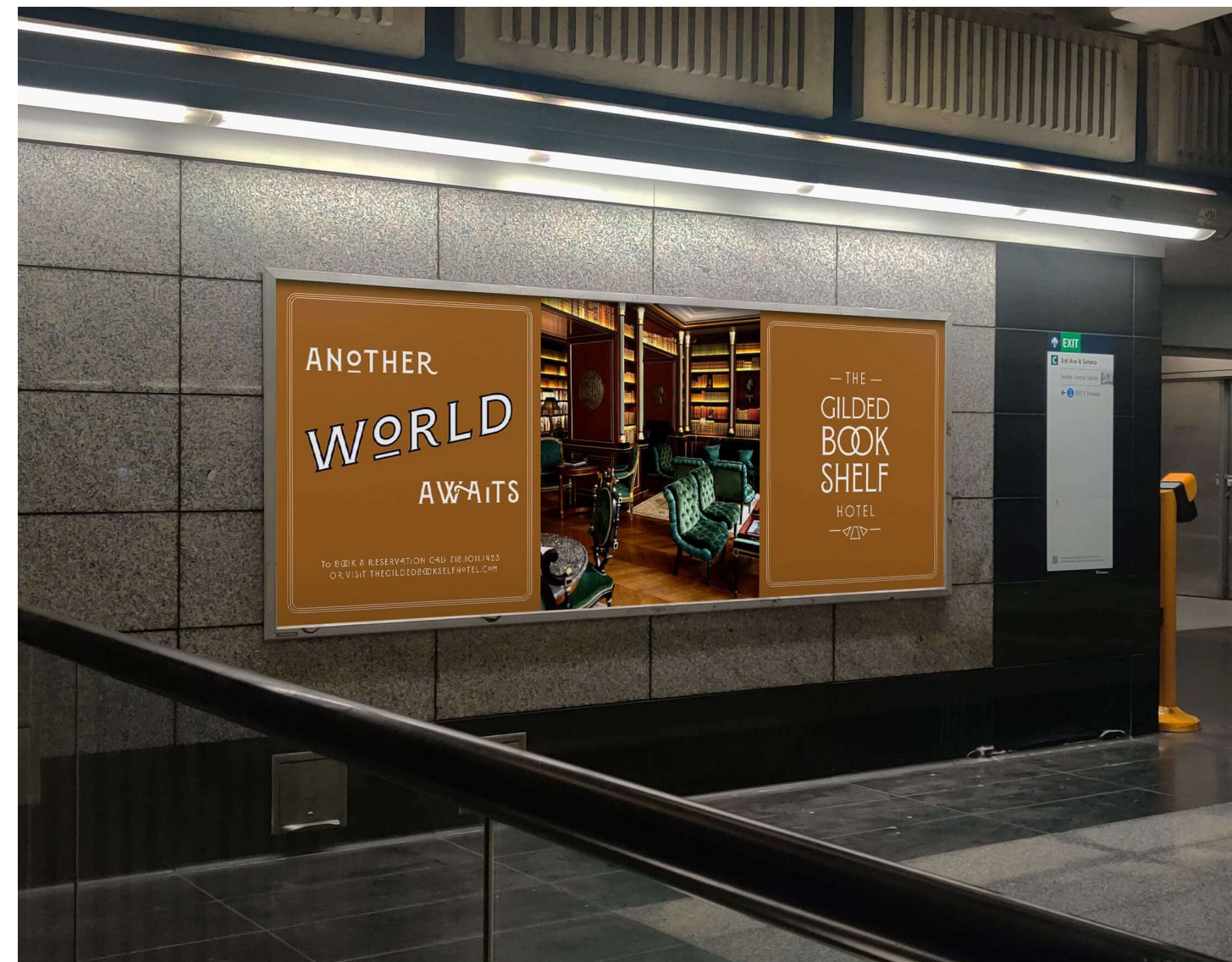
## BETWEEN CHAPTERS

To expand the campaign, I created airport advertisements targeting travelers— an audience already in motion and open to new destinations. These ads incorporate Art Deco-inspired elements but go beyond line art by using atmospheric

photography of the hotel to evoke curiosity and invite future bookings. They aim to capture attention and plant the seed for a luxurious, story-filled stay.



# SUBWAY ADS



## UNDERGROUND NARRATIVES

Building on the airport ads, I translated the concept into subway advertisements. Subways are high-traffic environments with thousands of daily riders, making them ideal for brand exposure. These ads carry the same visual identity, photographic elements

mixed with Art Deco design, and target commuters who may be planning a stay or looking for a last-minute booking.



# BILLBOARD ADS



## BIG CITY CHAPTERS

To further expand the hotel's visibility, I created a series of billboard advertisements. Since *The Gilded Bookshelf* is located in a major city, large-scale outdoor advertising made sense. These billboards

take a minimalist approach, featuring only the hotel's logo and a brand slogan for quick, impactful recognition as people drive or walk by.



# KEY CARDS



## THE KEY CARD DESIGNS

I designed a set of three double-sided door hangers, each themed around literary language. The “Do Not Disturb” side includes playful phrases like “*Quiet reading hour,*” “*Wandering through worlds,*” and “*Page-turner in progress.*” The “Maid Service” side features lines such as “*Ready to refresh the tale,*”

“*Reset my literary landscape,*” and “*Wipe away yesterday’s plot.*” These fun, thematic touches enhance the immersive guest experience and make even small hotel moments feel branded and intentional.

# DOOR HANGERS



## THE DOOR HANGER DESIGNS

I designed a trio of double-sided door hangers, each some with literary charm. The “Do Not Disturb” side includes playful, book-themed phrases like “*Quiet reading hour,*” “*Wandering through worlds,*” and “*Page-turner in progress.*” On the reverse, the “Maid Service” side features creative lines such as “*Ready to refresh the*

*tale,*” “*Reset my literary landscape,*” and “*Wipe away yesterday’s plot.*” These whimsical details transform a practical hotel item into an extension of the guest’s narrative experience.



# MATCHBOXES



## TINY SPARKS

Inspired by vintage hotel keepsakes, and the cozy ambiance readers often create, I designed branded matchboxes as guest souvenirs. Matchboxes were once common at a variety of establishments and are making a comeback today. Each one features a literary-themed phrase: *“Reading by matchlight,”*

*“Flame of knowledge,”* and *“Ignite your imagination.”* These small details connect back to the hotel's identity and offer guests a tactile, nostalgic takeaway.

# CREDIT CARD & STATIONERY SUITE



## A KEY TO THE STORY

As part of the full hospitality experience, I designed a simple, elegant hotel credit card. It features only the *Gilded Bookshelf* logo to keep it discreet and minimal in appearance, something guests can carry without clashing with the aesthetics of their wallet, while still reinforcing brand identity.



## THE STATIONERY SUITE

The stationery suite was designed to allow important information, like the addresses and letter content, to remain the focal point. To subtly reinforce the brand identity, I incorporated the open book and sunburst graphic as a decorative yet functional element. These quiet details maintain a sense of elegance while ensuring the hotel's personality shines through in even the smallest printed materials.



# WINE BOTTLES



## POURED PROSE

Since The Gilded Bookshelf includes a bar as part of the guest experience, I created exclusive in-house wine labels to add a unique and memorable touch. The labels use brand patterns and colors and include whimsical, book-themed names: “Cozy

*Cabernet Sauvignon,” “Quill & Quirk Rosé,” and “Bookish Pinot Noir.”* These details tie the literary theme into every corner of the guest’s stay.

THANK YOU