

# DEAUVILLE BRANDING DIRECTIONS

## EVERYTHING OLD IS NEW AGAIN

Embracing a grand opportunity for Deauville to take back its rich heritage and capitalise on the current obsession for everything that's retro.

Interweaving of modern graphics with old designs helps in creating a modern vintage appeal. People have a tendency to associate "value" with old things. Retro designing aims to reap this normal tendency. While value element helps in drawing visitors, modern design elements keep them hooked.

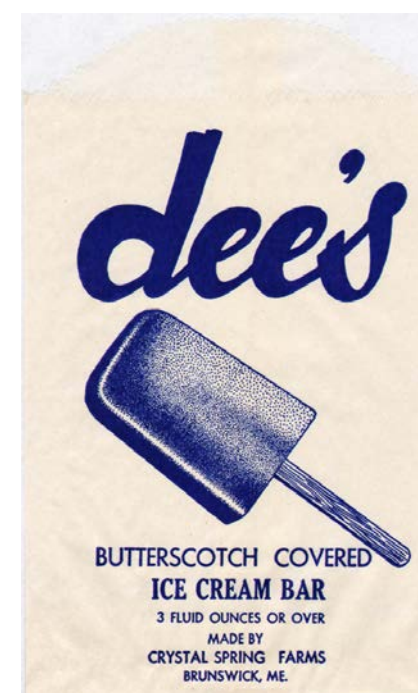
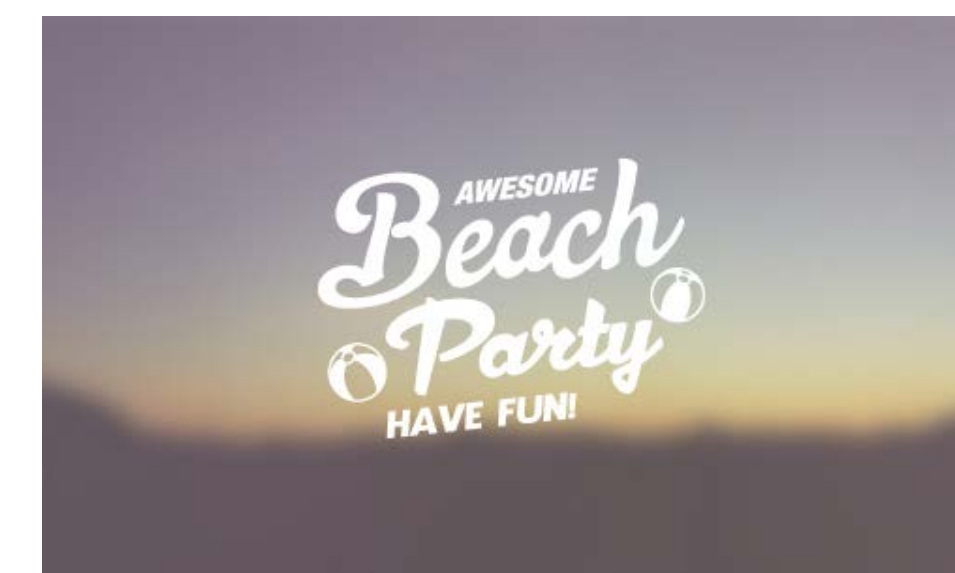
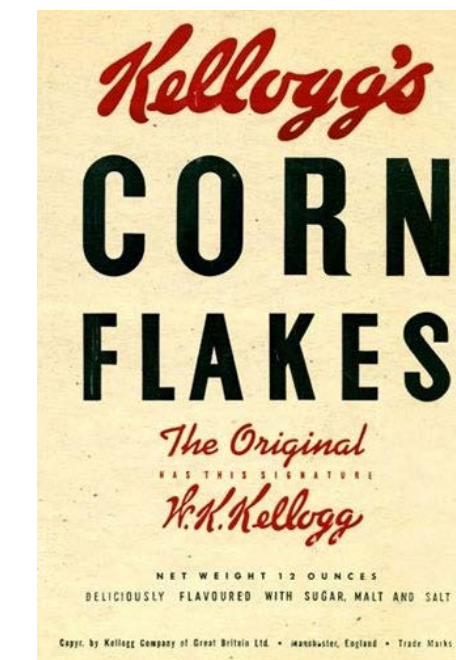
By mastering the art of modern-vintage style and defining a character through typography, colour and image, Deauville can shine once again.







# RETRO TYPOGRAPHY





# TYPOGRAPHY

## IT'S ALL IN THE DETAIL

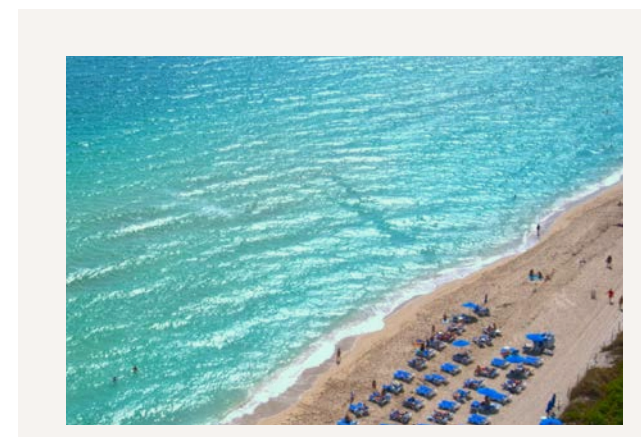
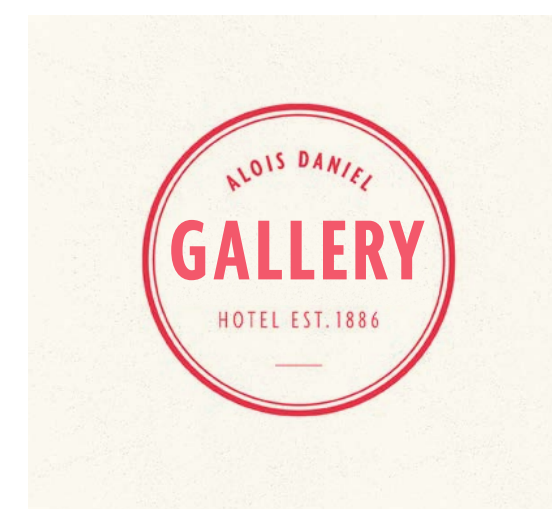
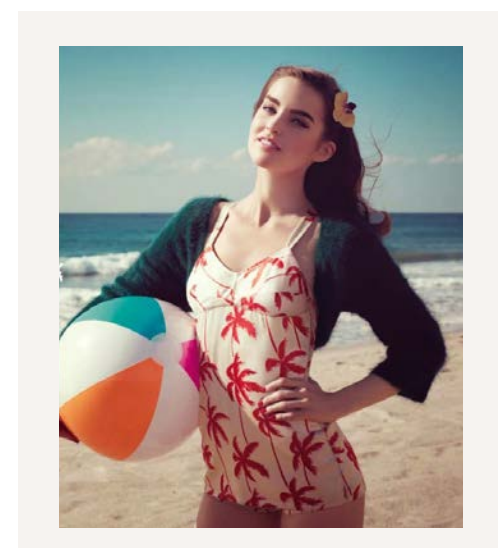
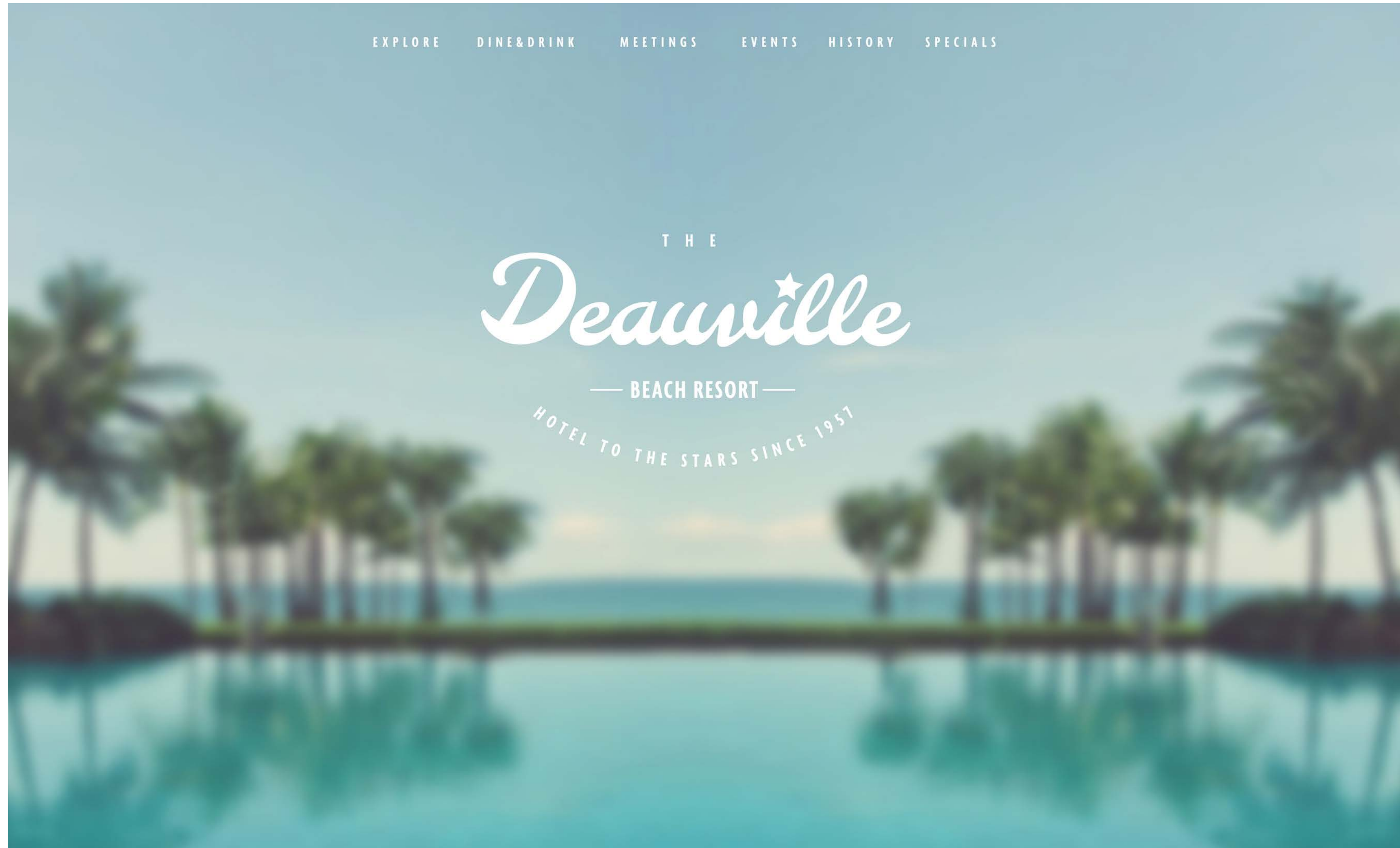
Typography has always played a vital role in designing a modern retro brand. Designers of the retro eras used simple techniques like creating logo badges, duplicating and pixel strokes for adding unique flavor to a design. Eclectic mixing of consistent fonts helps create an exciting but identifiable and strong brand.

# LOGO BADGE DIRECTIONS





# WEBSITE MOODBOARD



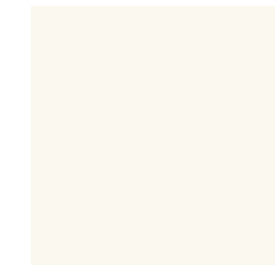


# FONTS & COLOUR

## HERO BRAND COLOUR



## SECONDARY COLOURS



## FONTS

**AGENDA CONDENSED BOLD**

*Thirsty script medium*



# LOGO COLOUR





# PROMOTIONAL POSTCARDS



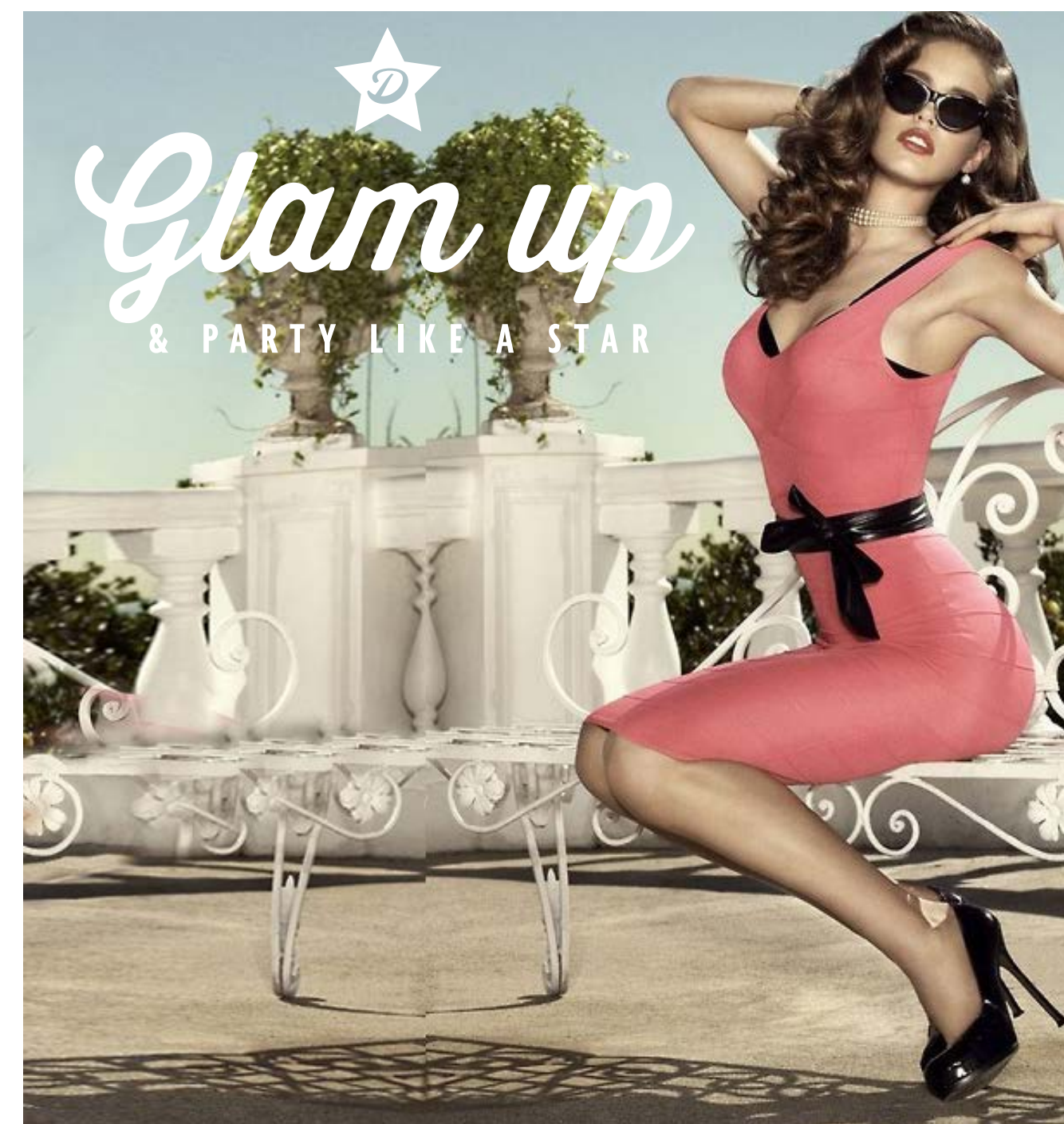


# BUSINESS CARDS





# EVENT & SOCIAL MEDIA PROMOTION



WEDDINGS *and* EVENTS \* *Cafe de la ma* \* **EAT&DRINK** \* **VIP CABANAS** \* *hire for parties*



THE  
*Deauville*  
— BEACH RESORT —  
HOTEL TO THE STARS SINCE 1951

