

Designer

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Client

Roundabout

Purpose

With the recent popularity with Airbnb, Couchsurfing, and other hotel alternatives, the popularity in hostels have significantly decreased. Roundabout is a community-oriented hostel located in downtown Vancouver, that is looking to develop a strong identity to become the preferred accomodation for Millennial visitors.

Target

Millennial solo travellers and urban explorers who want to travel for unique and local experiences at an affordable cost, but specifically individuals who haven't had a hostel experience that are on the fence of doing so.

Insight

Roundabout: an authentic Vancouver experience; come as a traveller, leave as a Vancouverite

Key Message

Roundabout is not a place for tourists, but the place for curious travellers, who want to immerse themselves into the city and its dwellers.

Proof

Hostels may be intimidating or have less appeal compared to hotels or Airbnbs, but people travel to immerse themselves and learn the local culture, which is hard to do so when spending nights in a hotel room alone. By putting emphasis on the experience the stay has to offer, Roundabout can help draw in more first time hostel stayers.

Tone/Character

Adventurous, Friendly, Quirky, Trustworthy, Casual

Deliverables

Creative Brief
 Visual Audit
 Moodboards
 Logo
 Visual Language
 3-5 Notionals TBD

Timeline

Week 1 • February 24: create brief, start visual audit and moodboards
 Week 2 • March 2: review visual audit and moodboards, start logo ideation
 Week 3 • March 9: review logo ideation, start logo execution for top 3
 Week 4 • March 16: choose logo, start developing visual language
 Week 5 • March 23: review visual language, begin notionals
 Week 6 • March 30: continue notionals
 Week 7 • April 6: finish up notionals, start building presentation deck
 Week 8 • April 13: presentation

CREATIVE
 BRIEF