

Roundabout

brand identity development

march 16, 2020

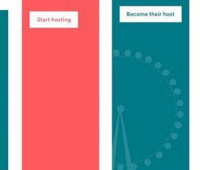
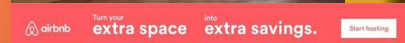
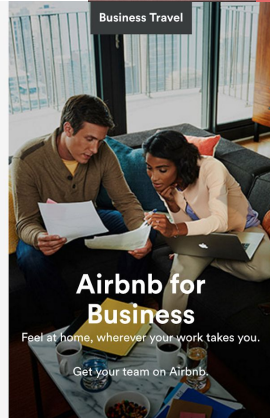
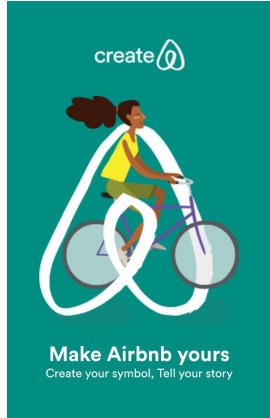
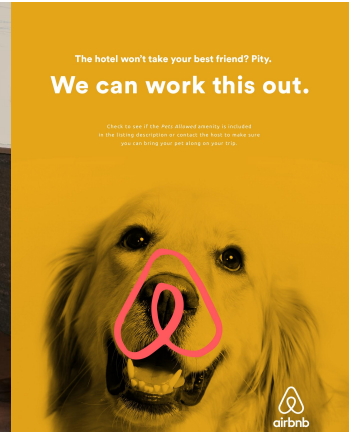
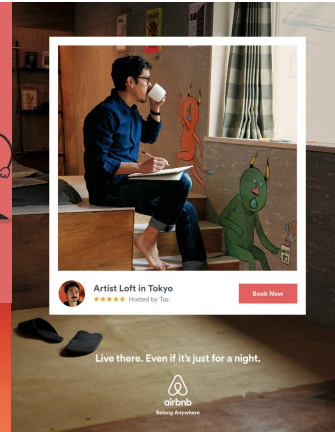
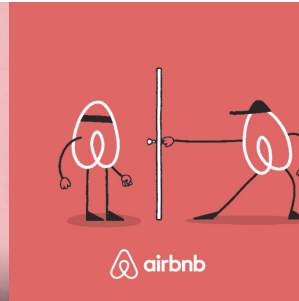
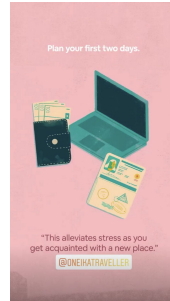
brief

- to create a brand identity for Roundabout Hostel
- located between the borders of Downtown, Yaletown, Chinatown, and Mount Pleasant
- has a bar and lounge that is open to the public
- brand insight: come as a traveller, leave as a Vancouverite

target market

- millennial solo travellers & urban explorers
- want to travel for unique and local experiences
- low-income
- looking for affordable options when travelling

competitors



competitors

ASSEMBLY



Our brand idea

GET UP & GO

Our walls don't separate guests from the world,
they connect people to the heartbeat of the streets.
To truly experience the city, you have to get up and go.



competitors



concept 1: connections

This territory is about travellers making a connection with the destination & locals

A photograph of a bright yellow wall with vertical paneling. In the lower-left corner, a black metal handrail is visible, suggesting a staircase. The overall scene is clean and minimalist.

adventurous

A close-up photograph of a person's feet on a yellow staircase. The person is wearing white socks with black polka dots and yellow socks underneath. They are wearing black sandals with two straps and buckles. The background is a yellow wall with horizontal lines.

friendly

A close-up photograph of a large number of bright yellow balloons. The balloons are clustered together, creating a dense, textured surface. The lighting is bright, highlighting the glossy texture of the balloons.

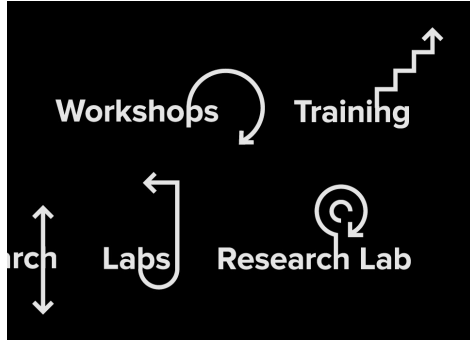
bonded

moodboard 1

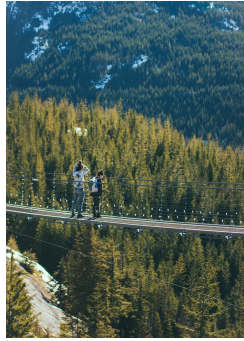
text can be a path



use of arrows



photography with people



line illustration with
halftone dots



friendly, sans serif type

concept 1

Logo sketches

This idea is about how Roundabout will help travellers make a connection with the destination and locals.

A face icon as the logo adds to Roundabout's friendly character, showing visitors a familiar face.

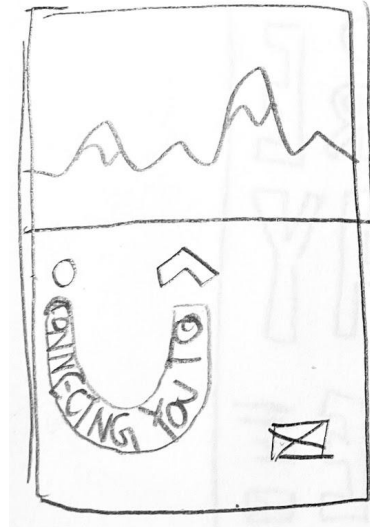
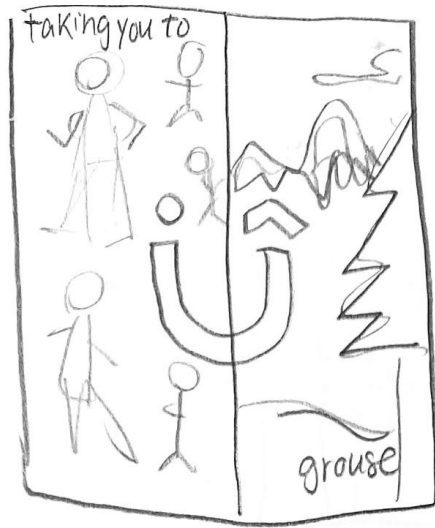
connecting you to:
beautiful sights
and new friends



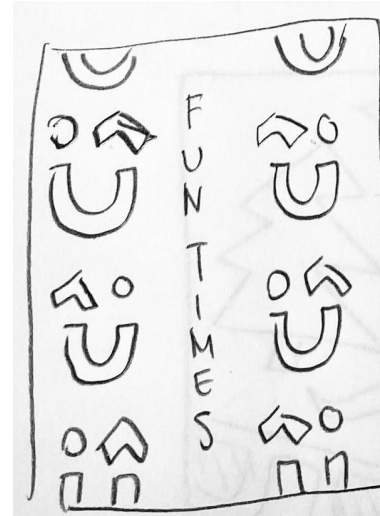
ROUND
ABOUT

concept 1

System ideas



type on path in the
shape of the logo



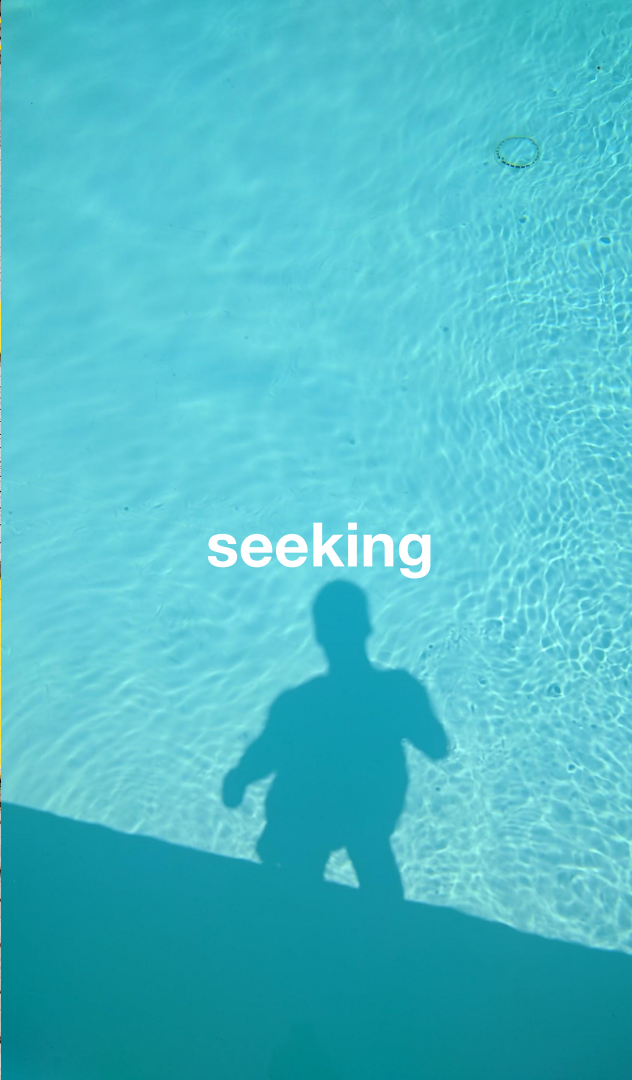
logo overlaid over
type of vancouver spots
to check out

concept 2: pathways

This territory is about going off the beaten path



guided



seeking



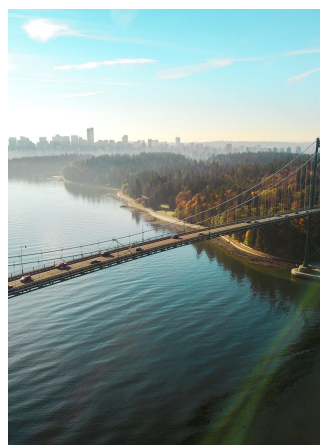
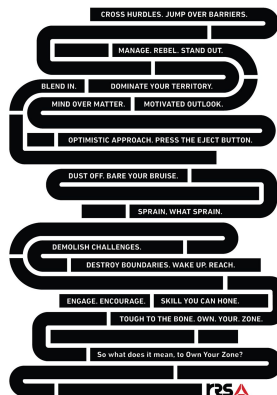
fun

moodboard 2

ligatures



words follows path



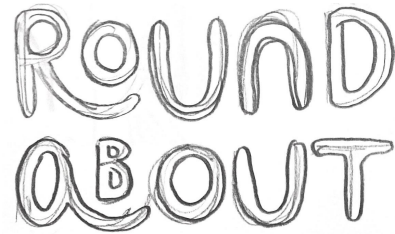
cheeky tone of voice

bright, vibrant, scenic photography

concept 2

Logo sketches

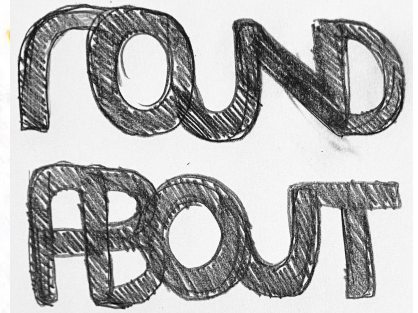
This idea is about going off the beaten path in Vancouver.



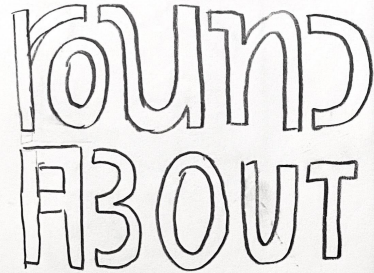
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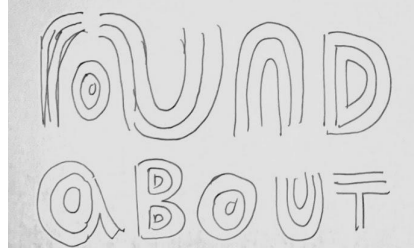
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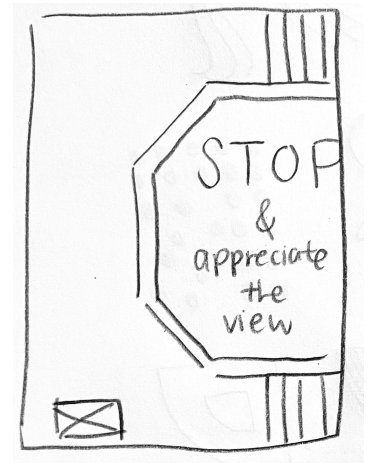
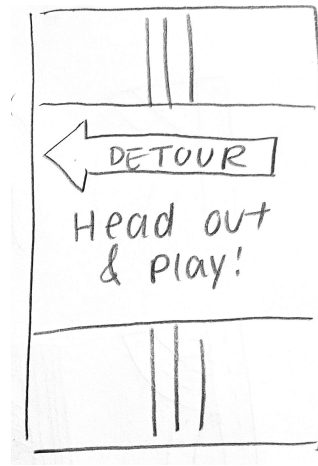
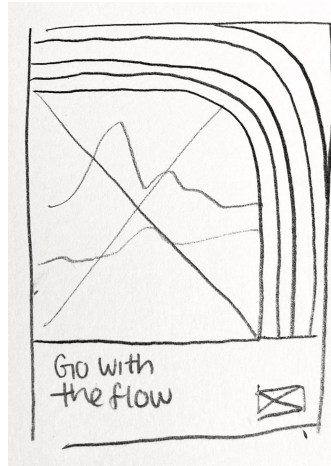
ROUND
ABOUT



ROUND
ABOUT

concept 2

System ideas



concept 3: mosaic city

This territory is about Vancouver's diverse-city



city



diverse

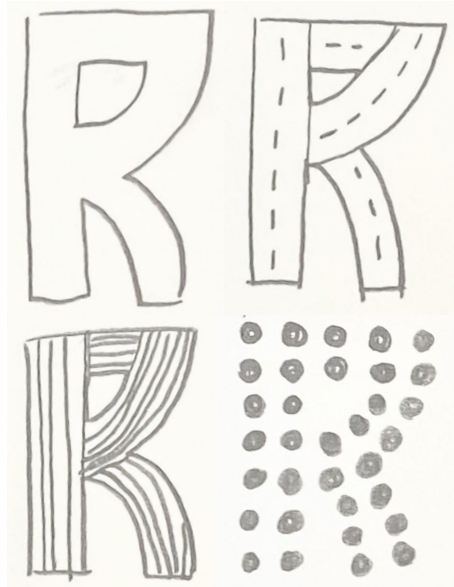


welcoming

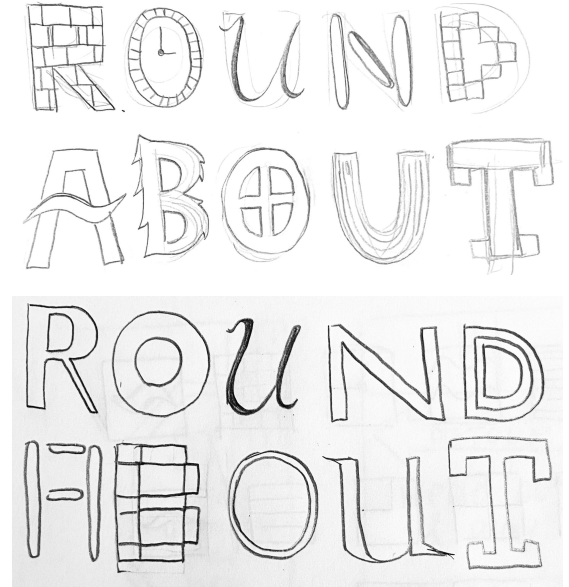
concept 3

Logo sketches

This idea is about the mosaic city we live in; first version being surrounded by city and nature, second version being being surrounded by unique neighbourhoods



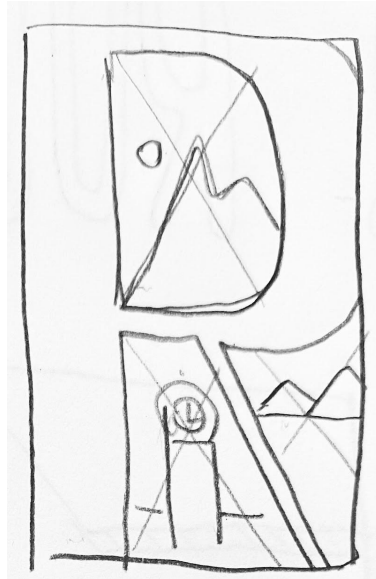
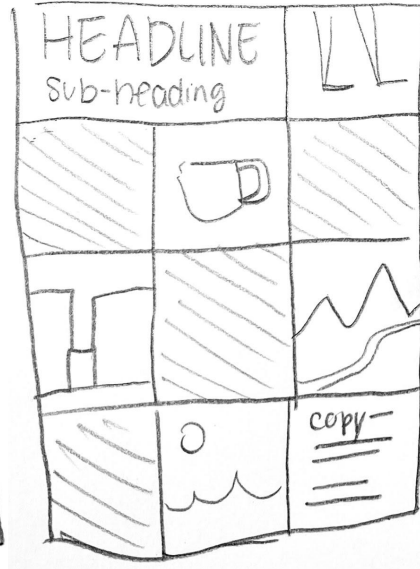
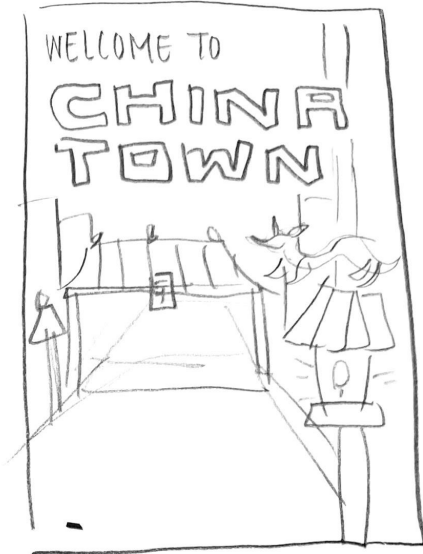
version 1



version 2

concept 3

System ideas



series of posters with the respective letter, merging illustrations of the neighbourhoods with it

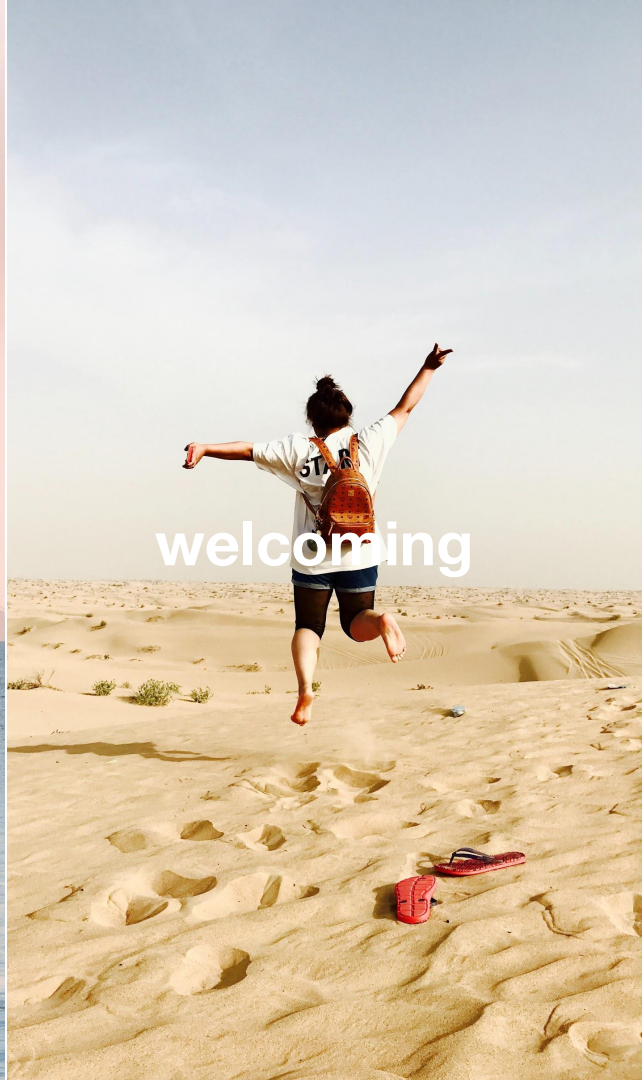
concept 4: **accommodating everyone**

This territory is about the different types of travellers

free



welcoming

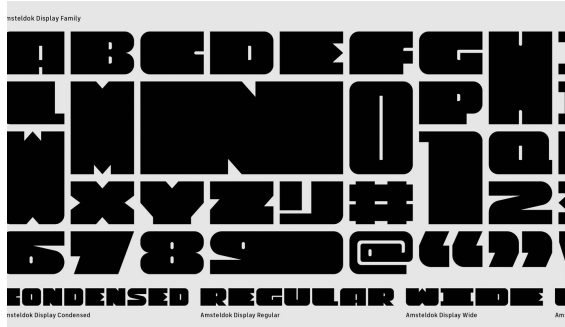


diverse

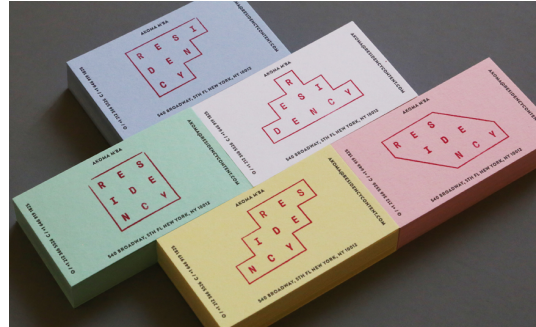


moodboard 4

modular



modular



loose style of illustration



images can be masked and placed into shapes



images fit within shapes

concept 4

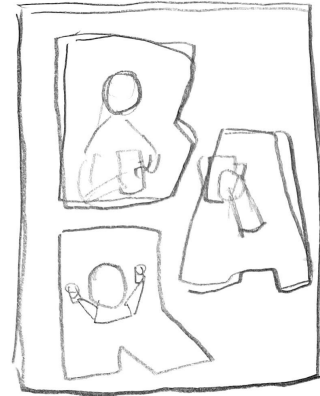
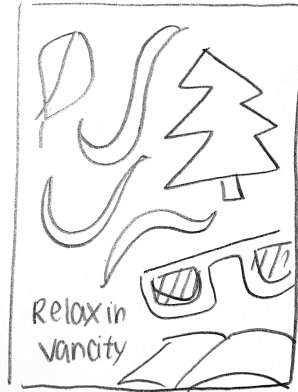
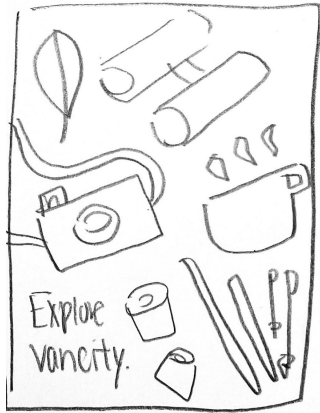
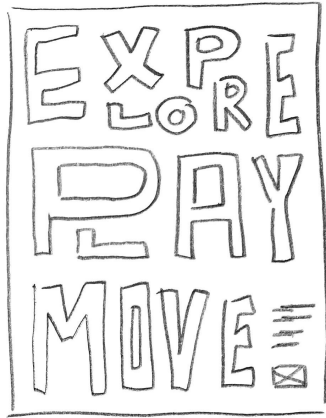
Logo sketch

This idea is about showing the diversity in people, as well as fluidity in terms of accompanying all types of travellers; the quiet, the loud, the nature lovers, the party lovers.



concept 4

System ideas



(signage)



(signage)