



**Primary Logo**

# *Brief:*

To position Summit Green Hotels & Resorts as one of its kind vegetarian line of hotels in and around the Himalayan belt; to distinguish and identify it from its Parent Summit Hotels & Resorts; to establish Summit Green as a corporate business venue within the comfort of Leisure hospitality brand for our esteemed vegetarian communities.

# *Objective:*

To be the preferred line of Hotels & Resorts catering pure vegetarian cuisines within the comfort of Leisure hospitality destinations.

To highlight Summit Green as a corporate business venue for vegetarian communities.

To establish its visibility and recognition in the competitive market scenerio.

# Fonts

## Summit

Josefin Sans Font

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Cormorant Font

## Hotel & Resort

Alegreya Sans Font

# *Strategy:*

To establish Summit Green Hotels & Resorts as a conveniently located exclusive vegetarian corporate business Hotels & Resorts.

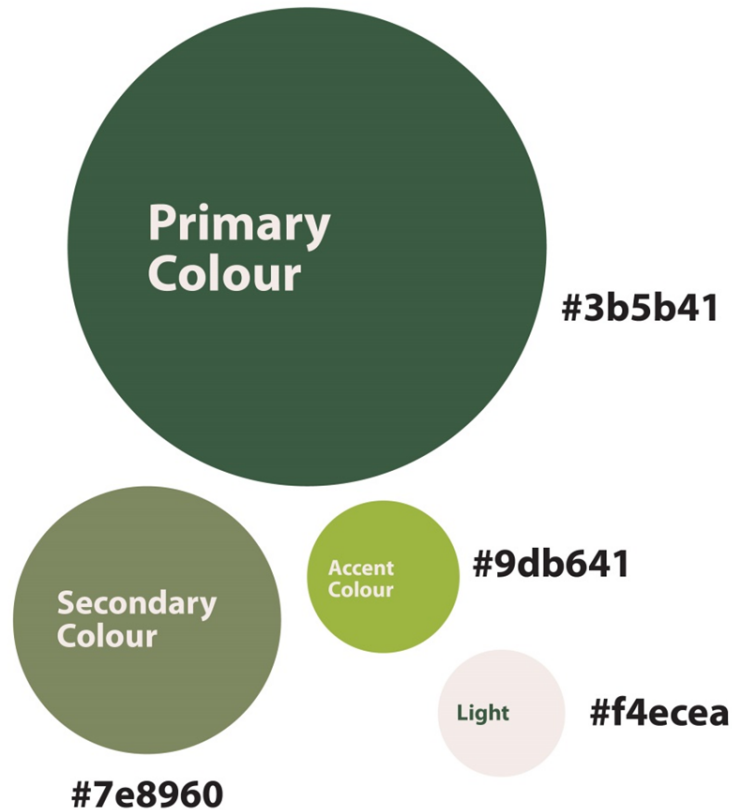
Target meaningful collaboration to highlight it as India's one of its kind finest vegetarian line of hotels and resorts. Launch Summit Green with a view to build a sophisticated identity apart from its competitive counterparts.



**Primary Logo**



**Secondary Logo**



## BRAND PALETTE

The brand colours used in the logo are shades of green and white. The colours are carefully selected to symbolise nature as its inspiration. The colour green also depicts a sense of growth – a new venture in the vegetarian line of hotels.

The white colour is associated with health and purity which imparts a tranquilising effect.



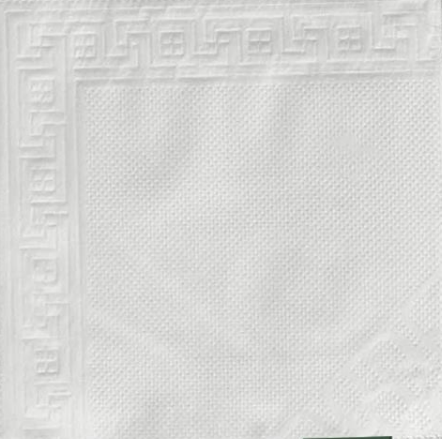
# Mockups







 **summit**  
*Green*







Cover



DO  
NOT  
DISTURB







# Outdoor Branding