

# MARMOT RIVERFRONT

Brand Identity, Digital, Print & Packaging, 2025  
Process



Marmot Riverfront Retreat & Wellness is a luxury nature retreat located along the riverside landscapes of Vancouver, Washington. This hospitality branding project included the development of a full visual identity system—covering brand naming, logo design, guest experience elements, wine packaging, merchandise, and social media content.

Rooted in the textures of the Pacific Northwest—from misty mornings and forest canopies to tranquil riverbanks—the brand blends rustic charm with modern wellness. It’s designed for urban escape-seekers, outdoor enthusiasts, and design-conscious travelers, offering a serene connection to nature without sacrificing comfort.

The visual identity features an earthy, refined color palette, organic typography, and custom iconography inspired by local wildlife including the marmot, goldfinch, and steelhead. Deliverables included illustrated keycards, a bespoke red wine trio under the Stillwater Cellars label, embroidered patches, and a storytelling-rich Instagram presence.





DELIVERABLES

1. BRANDING

Visual Identity

Logo Design

Brand Typography

Color Palette

2. PACKAGING

Branded Wine Trio

3. PRINT

Illustrated Room Keycards

Door Hangers

Embroidered Patch Set

Welcome Tote Bag

3. DIGITAL

Social Media Posts

BRAND POSITIONING

PURPOSE

Marmot Riverfront Retreat & Wellness is a luxury riverside escape in Vancouver, WA, blending rustic nature with modern wellness. It offers design-conscious travelers a peaceful retreat rooted in the textures of the Pacific Northwest, combining indoor comfort with raw, immersive landscapes.

AUDIENCE

Marmot attracts urban professionals, creatives, and wellness-minded travelers seeking meaningful escapes. Guests are drawn to design-led spaces, quiet environments, and experiences that blend luxury with nature and simplicity.

VISION

To create a nature-first hospitality experience that lets guests embrace the raw beauty of the wild—from misty mornings to forest trails—while ensuring they always return to warmth, comfort, and calm at night. Marmot redefines luxury as intentional, grounded, and sensory, offering not just a place to stay, but a space to reconnect.

DIFFERENCES

Marmot offers luxury where you don’t expect it—deep in nature. Unlike typical rustic lodges or overbuilt resorts, it combines high-end comfort with raw, natural surroundings, creating a design-led escape that feels both wild and refined.

VALUES

**Connection**  
Foster harmony between people and place  
**Luxury**  
Comfort rooted in simplicity and intention  
**Adventure**  
Embracing the rugged beauty of the outdoors  
**Craft**  
Thoughtful design, tactile details, and high-quality materials  
**Authenticity**  
Celebrating the spirit of the Pacific Northwest

PERSONA

The Sage meets Caregiver archetype reflects Marmot’s identity—offering wisdom, restoration, and refuge. The brand nurtures the guest experience with intentional design, local textures, and a deep respect for the natural world.

VOICE

**Character/Persona**  
Grounded  
Thoughtful  
Natural  
  
**Tone**  
Warm  
Calming  
Elegant  
  
**Language**  
Refined  
Sensory  
Poetic  
  
**Purpose**  
Slow down  
Reflect  
Reconnect



LOGO EXPLORATION

MARMOT COLUMBIA  
LODGE & RETREAT

MARMOT  
COLUMBIA  
LODGE & RETREAT

Marmot  
Columbia  
LODGE & REST

MARMOT  
COLUMBIA  
RIVERFRONT RETREAT

Marmot Columbia  
LODGE & WELLNESS

MARMOT COLUMBIA  
PACIFIC NORTHWEST

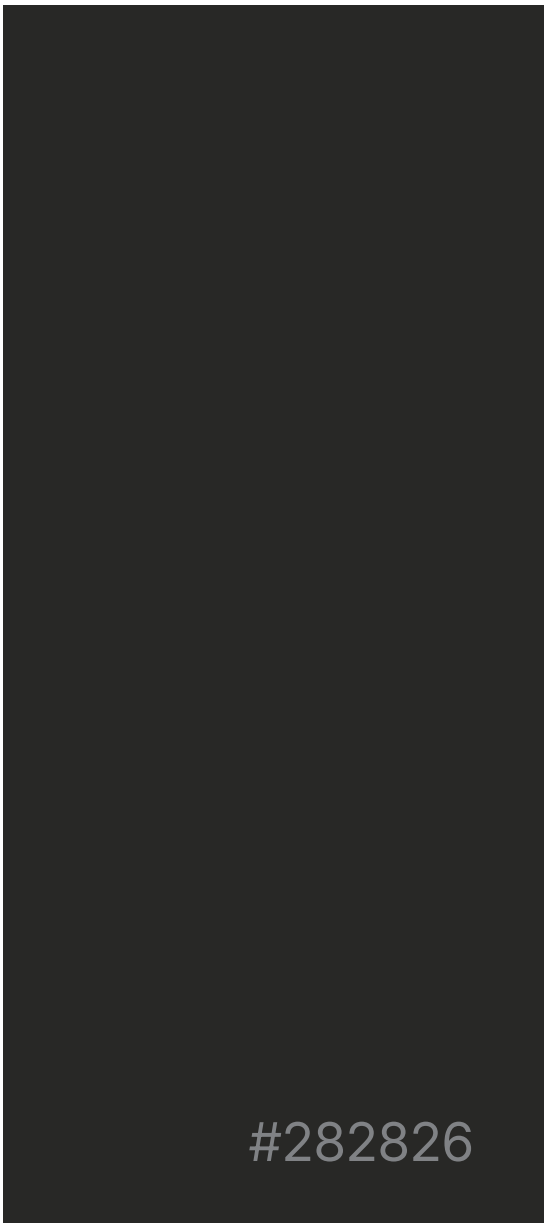
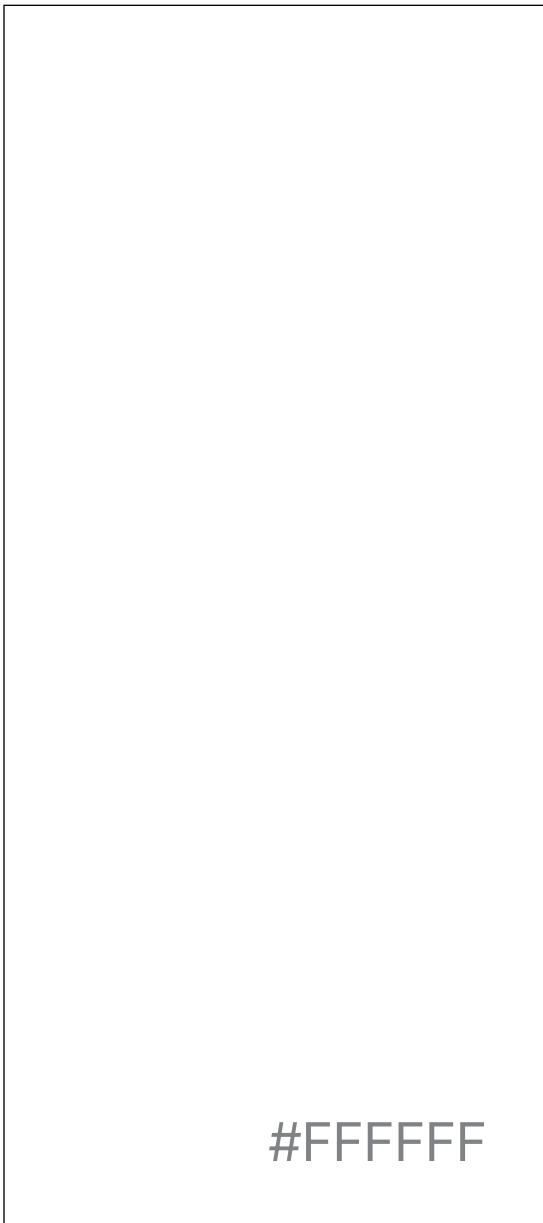
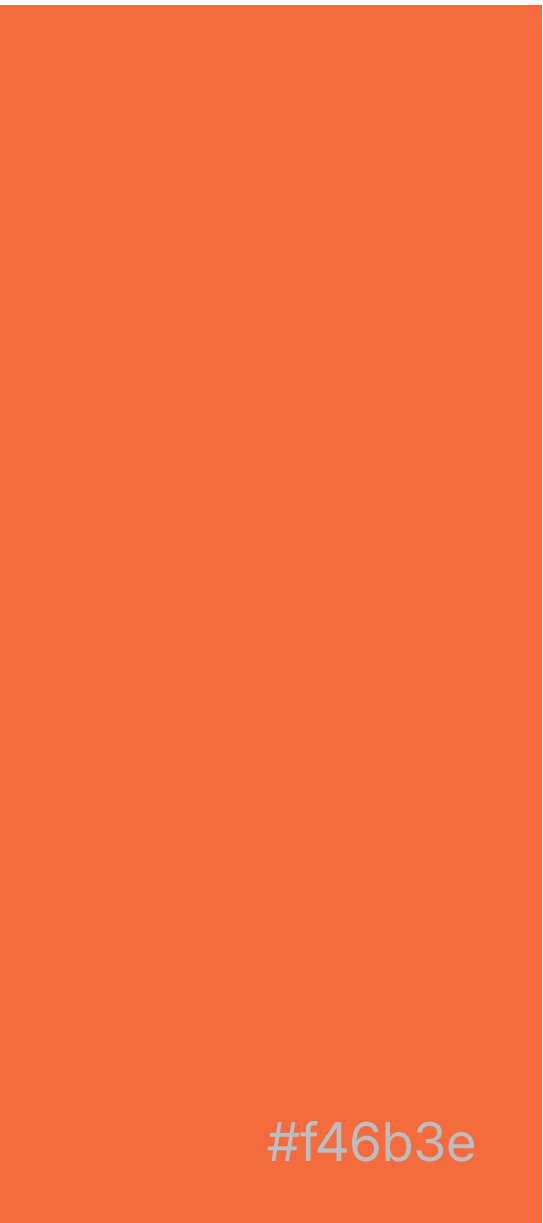


REFINE LOGO SET





BRAND COLORS





BRAND TYPEFACE

PRIMARY TYPEFACE

ADSO REGULAR

SECONDARY TYPEFACE

PRATER BLOCK FILL PRO

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9



BRAND CHARACTERS



STEELHEAD

Found in local rivers, the steelhead reflects flow, resilience, and renewal—capturing the rhythm of nature and the guest journey.



MARMOT

Pacific Northwest native, the marmot symbolizes rest, retreat, and grounded comfort, echoing the peaceful escape the brand offers.



GOLDFINCH

As Washington’s state bird, the goldfinch brings a sense of grace, lightness, and attention to detail, aligning with the brand’s thoughtful, uplifting tone.

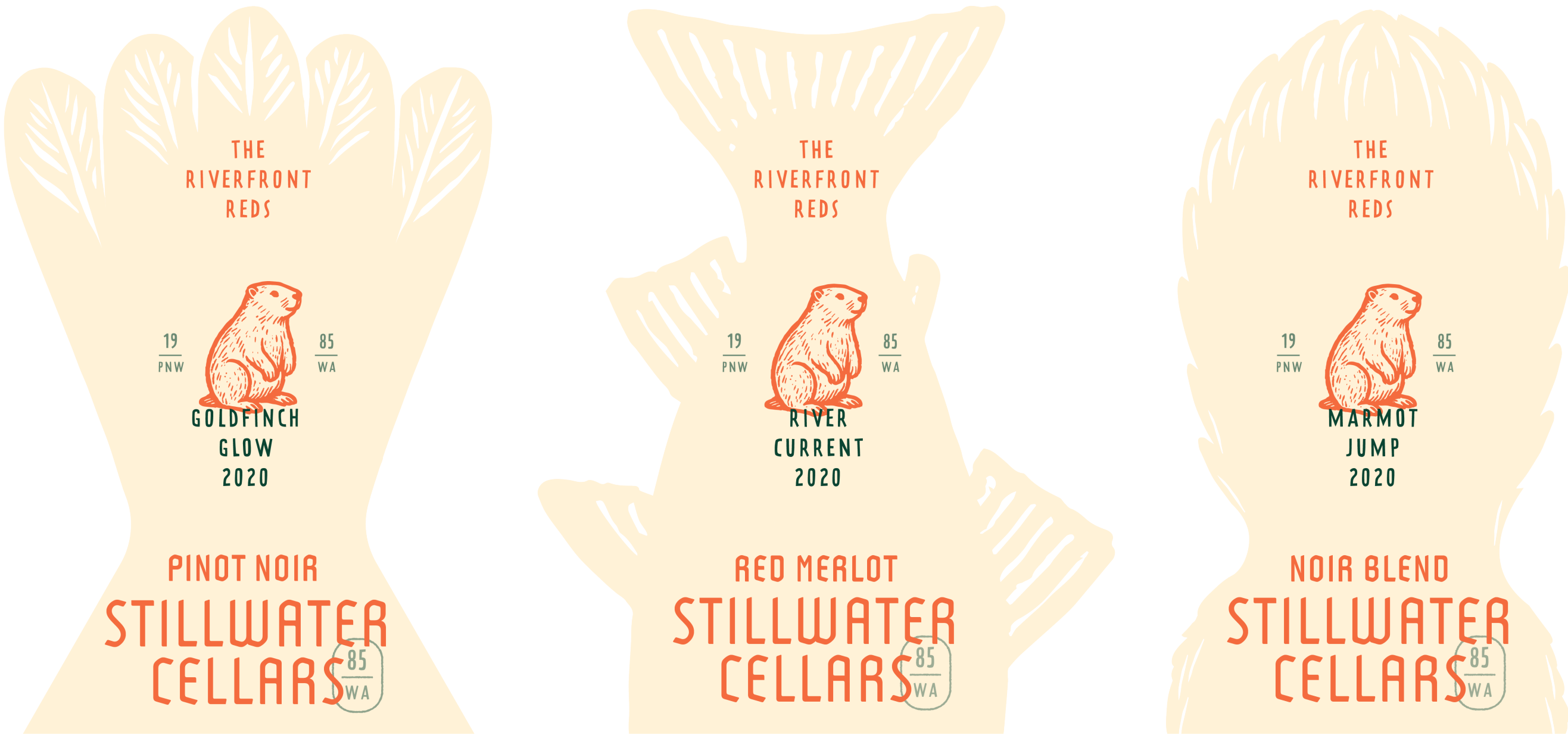


BRANDED WINE TRIO WIP

ITERATION 1



ITERATION 2



GOALS

- Reflect the elegance and tranquility of the riverside retreat
- Use natural textures and muted tones to echo the Pacific Northwest
- Incorporate custom iconography to tie into the Marmot brand story
- Design for a premium, collectible feel with subtle detailing
- Ensure the bottle feels elevated yet grounded, like luxury in the wild

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# WELCOME TOTE

EMBROIDERED PATCHES



TOTE BAG



WELCOME TOTE



## GOALS

- Highlight brand mascots with tactile charm
- Add a crafted, collectible detail to the wine tote
- Enhance storytelling and presentation through texture and symbol
- Reflect the PNW identity in a subtle, stylish way



KEY CARDS

ITERATION 1



ITERATION 2



GOALS

- Create a memorable first-touch experience for guests
- Feature mascots and iconography to reinforce brand identity
- Use illustration and texture to evoke the surrounding landscape
- Reflect the retreat’s balance of wilderness and comfort in a pocket-sized design



## DOOR HANGERS

### GOALS

- Use clever, engaging copy to add personality
- Let the fish head signal “enter” and the tail signal “away”
- Communicate through simple, intuitive visuals
- Ensure the design feels playful yet cohesive with the overall brand identity



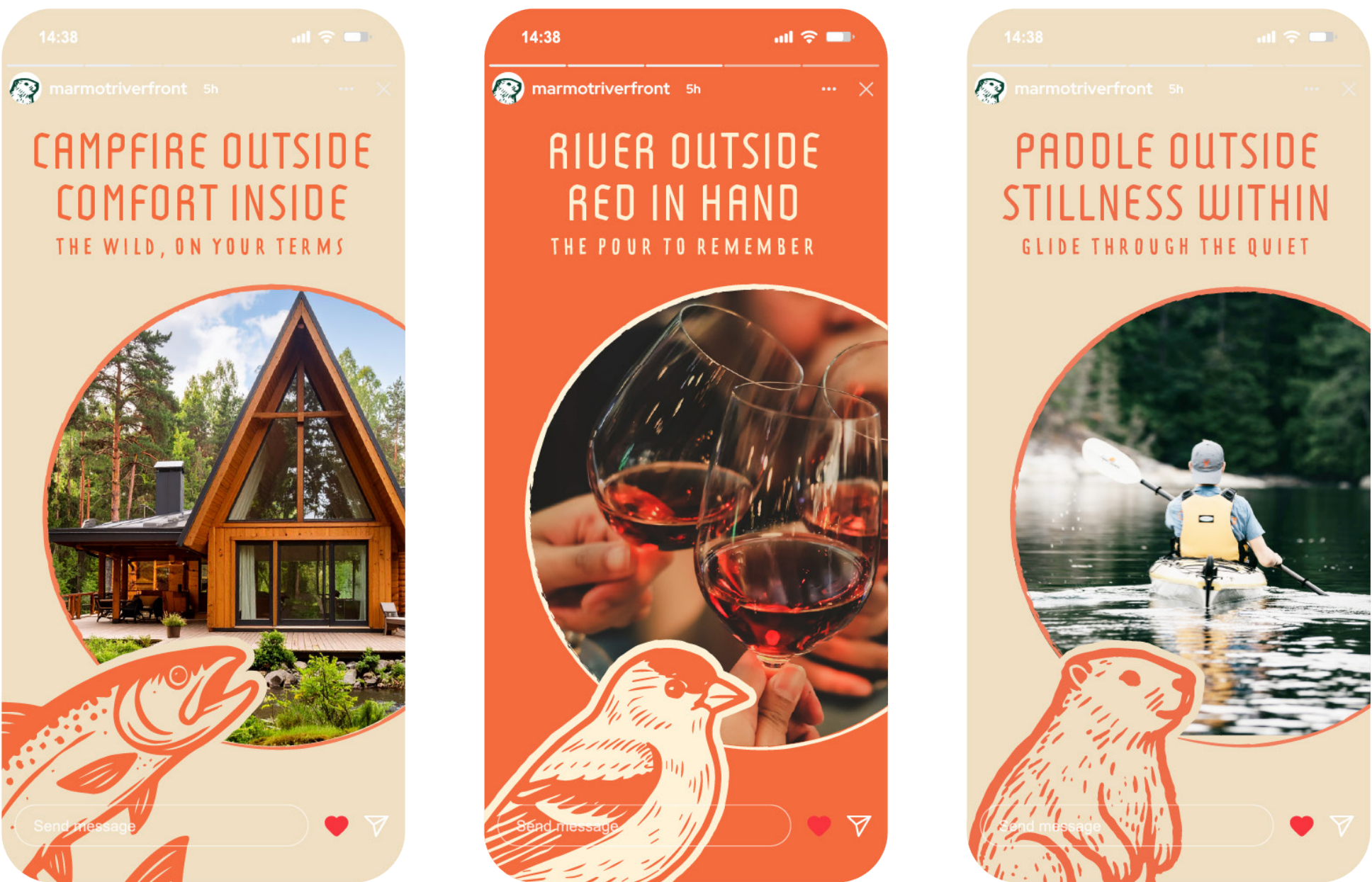


SOCIAL MEDIA

ITERATION 1



ITERATION 2



GOALS

- Build a calm, nature-inspired digital presence
- Share immersive visuals that reflect the retreat’s atmosphere
- Highlight design details, guest experiences, and local textures
- Strengthen brand identity through consistent tone and storytelling
- Foster a community of design-conscious, wellness-driven travelers



POSTCARDS

GOALS

- Keep the design simple and meaningful
- Use minimal text and clean visuals

