

BLUEBERRY NIGHTS

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BRAND PERSONA

ABOUT

Blueberry Nights is a hotel that tells a story. Apologies, I stand corrected, Blueberry Nights is a story.



This is a place that provokes feelings of urgent nostalgia, a soft and pleasant melancholy of memories we believe we have lost, but indeed are being played out right now, in front of us, in one of the cinematic rooms that would effortlessly embellish a neon-kissed interiors of 90s classics set anywhere between Hong-Kong to Buffalo.

ONE WORD PLAY

NOW IS NOW

AGE RANGE

28-43

HE OR SHE?

HE

ON REPEAT

***LANA DEL REY & MILES KEAN
DEALER***

THE STORY

"I just left... Didn't even pack, called a cab and took off. Gave her all my money, never once to regret. Only sent a voice memo, 10 seconds and thats all - "please, don't try to find me through my dealer", - I said

Four-hour flight, mineral water and sorry attempts to get sleep. Didn't work. Never should.

In the city I have never once been, with a single leather jacket and boots she got me for christmas, I lay on the floor of the hotel room with bunch of strangers, having a go on life, writing a new chapter of my time."



CINEMATIC

SCENIC

AESTHETIC

NICHE

FILM

25-50

MALE

FOREVER YOUNG

STORYTELLER

CULTURED

VALUES

At Blueberry Nights, our values are rooted in the belief that every guest experience is a unique story waiting to unfold. We celebrate and embrace the individuality of each visitor, fostering an atmosphere where uniqueness is cherished.



Love and respect for our customers are the cornerstones of our hospitality, ensuring that every interaction is infused with genuine care.

We are committed to creating an environment where joy and fun are integral elements, leaving a lasting impression of warmth and delight.

In every moment at Blueberry Nights, we strive to make every stay not just memorable but uniquely extraordinary.

WHERE WE ARE COMING FROM

ATTITUDE

We do things our way and we love it. We refuse to be defined by the standards of business of hospitality. We put our hearts in this hotel and we love seeing guests enjoying it as it is.

SINCERITY

Love and respect are woven into the fabric of Blueberry Nights. It's not just about providing excellent service; it's about treating our guests like dearest friends and family.

PLAYFULNESS

Blueberry Nights isn't just a destination; it's an experience filled with joy and playfulness. From charming design elements to unexpected delights, we inject a sense of fun into every moment.

VISION

“At Blueberry Nights, our vision goes beyond accommodation; it’s about creating a space where every guest, whether local or traveler, feels a genuine connection. We aspire to elevate everyday moments by infusing love, respect, and a touch of playfulness into every interaction. Blueberry Nights is more than a place to stay; it’s a Movie Produced in the moment, it is a memory lived in instant, it is a place where we will never be boring, because we are never bored.”



ARCHITECTS OF EXPERIENCE



Our vision is to be more than just a destination; we are architects of experiences, shaping a space that offers so much more than just a crash, boring luxury or review-hungry hospitality.

We want more and we are more. We strive to be the canvas for shared stories, where individuality is celebrated, heartfelt connections are fostered, and the spirit of playfulness infuses every corner.

Blueberry Nights envisions a haven where guests, both local and from afar, come together to forge connections and create unforgettable moments.

MISSION

At Blueberry Nights, our mission is to turn the everyday into the exceptional. Think of us as the curated space where locals and global nomads converge, each encounter a beat in the rhythm of our unique retreat. With an unmistakable attitude that embraces your individuality, we're here to redefine the essence of hospitality.

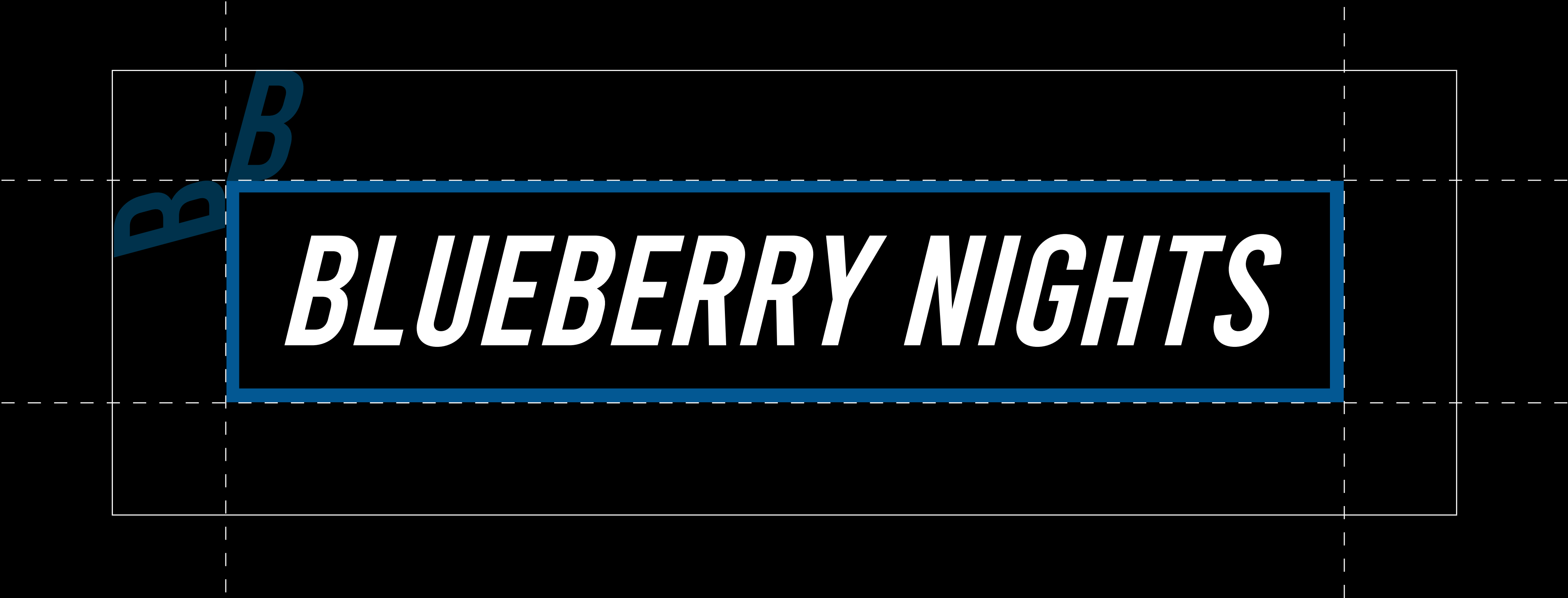


VISUAL IDENTITY

LOGOTYPE



EXCLUSION ZONE



LOGOTYPE MISUSE

Do not shear, rotate or warp the logotype in any way.



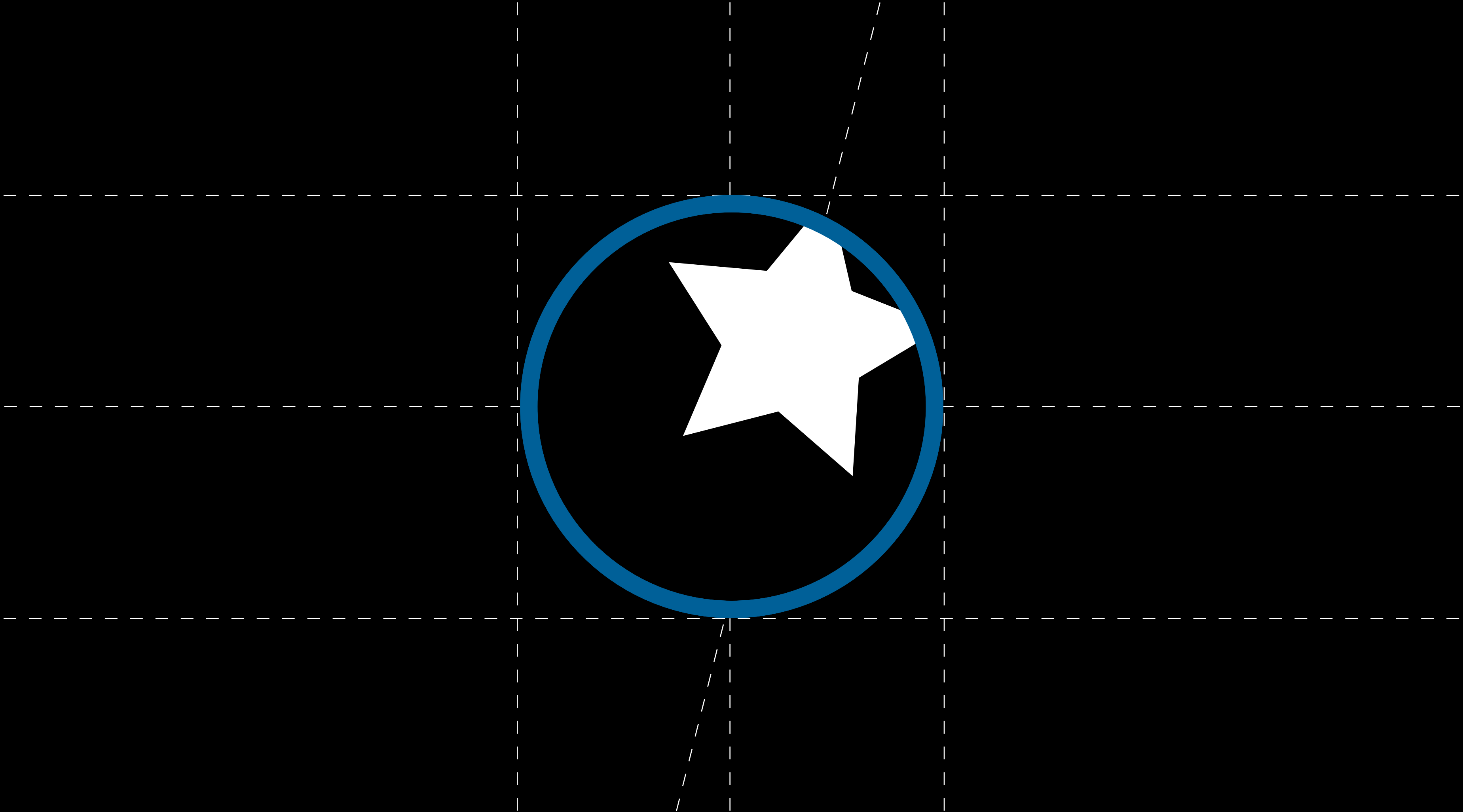
Do not change the logotype colors.



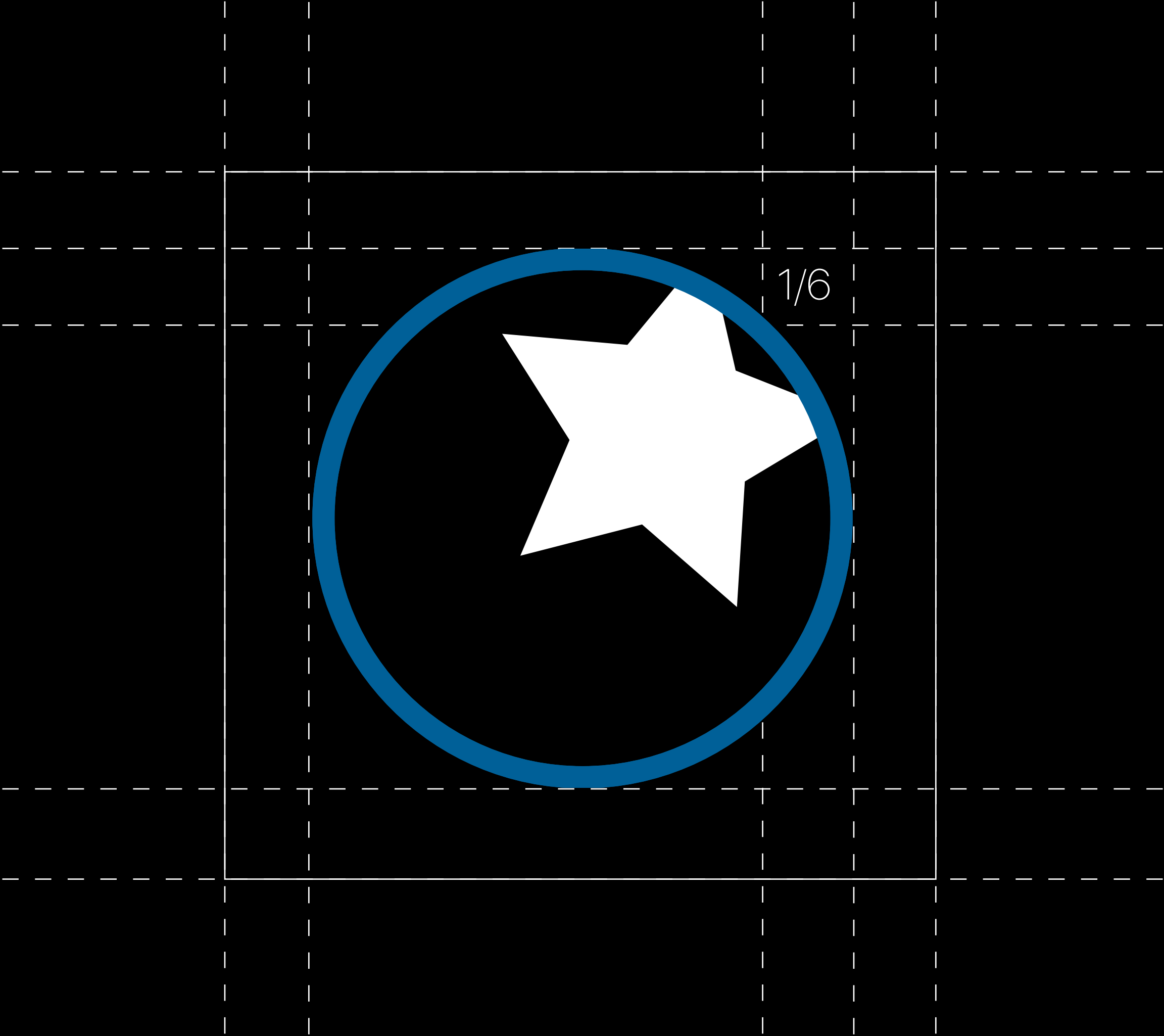
Do not change shearing of text or logotype shape.



ICON



EXCLUSION ZONE



LOGOTYPE MISUSE

Do not rotate, shear or warp the icon in any way.

Do not change the icon colors.



When paired with logotype, place on top with corresponding exclusion zone.

Align through middle.

Icon Height:Logotype height = 3:2

DO NOT PAIR ANY DIFFERENTLY



TYPOGRAPHY

BEBAS REGULAR 15 ° Shear

TITLE

200 PT

BEBAS REGULAR

HEADLINE

130 PT

SF PRO DISPLAY THIN All Caps

HEADING

70PT

SF PRO DISPLAY THIN

Body. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Molestie ac feugiat sed lectus vestibulum. Lacus vestibulum sed arcu non odio euismod lacinia. Tincidunt arcu non sodales neque sodales ut etiam. Adipiscing vitae proin sagittis nisl rhoncus mattis rhoncus urna neque. Sociis natoque penatibus et magnis dis. Faucibus turpis in eu mi bibendum neque egestas congue.

35 PT

TYPE LAYOUT

IF USING
HORIZONTAL
LAYOUTS, DIVIDE
THE PAGE INTO TWO

Spread out the text and images throughout the divided page parts, as seen here.

Do not hyphenate paragraphs.

Preferably use dark mode, light colored text on a dark background.

The title can be placed in the center (refer to 'type layout title in this place').

Align the left side to the right. Align the right side to the left.

TYPE LAYOUT

IF USING VERTICAL
LAYOUTS,
PAGE CAN ALSO BE
DIVIDED INTO TWO.

Align the left side to the left.

Align the right side to the right.

COLOR PALETTE

PRIMARY

BLACK
RGB #000000
C 91%
M 79%
Y 62%
K 97%

WHITE
RGB #FFFFFF
C 0%
M 0%
Y 0%
K 0%

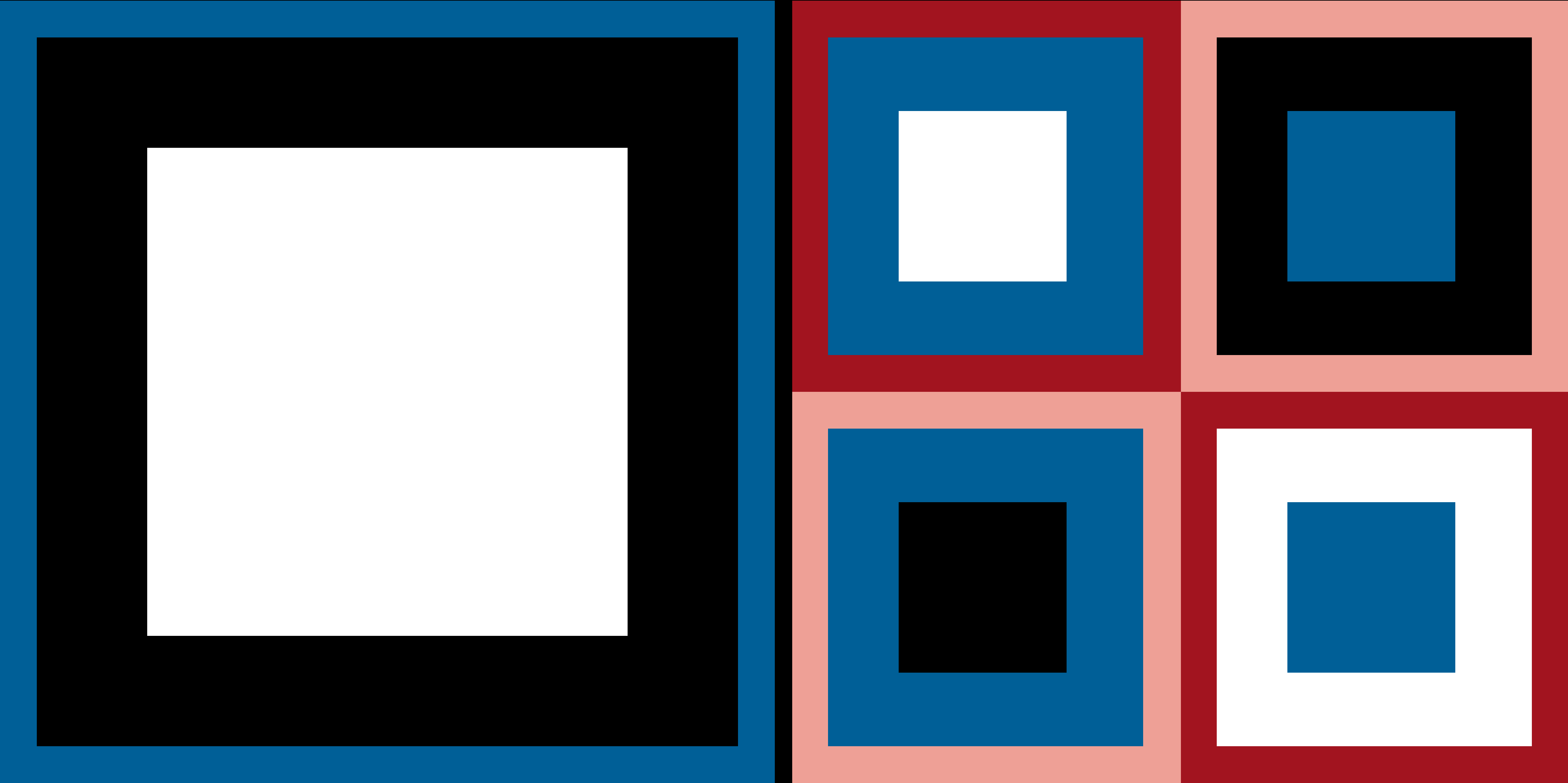
BLUEBERRY BLUE
RGB #005F97
C 93%
M 58%
Y 16%
K 3%

COMPLIMENTARY

CHERRY RED
RGB #A2141F
C 24%
M 100%
Y 90%
K 20%

LYCHEE PINK
RGB #EEA096
C 3%
M 47%
Y 35%
K 0%

COLOR COMBINATIONS



IMAGERY GUIDELINES

DO

DON'T

Film Photography

Black & White

Full Width

Frames

Voyeurism

Reveal Too Much

Graphics

Screenshots

DO Film Photography



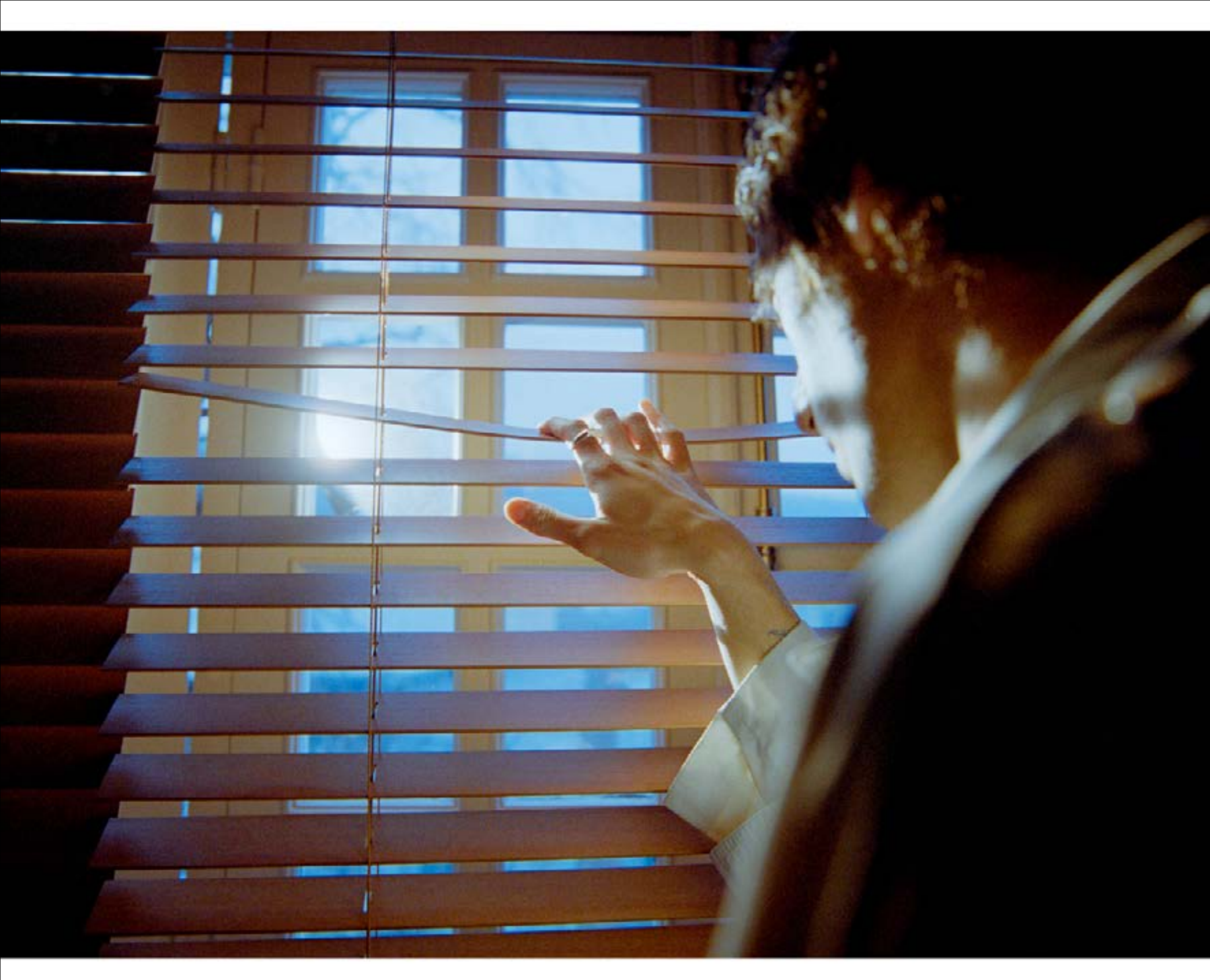
DON'T Black & White



DO Full Width



DON'T Frames



DO Voyeurism

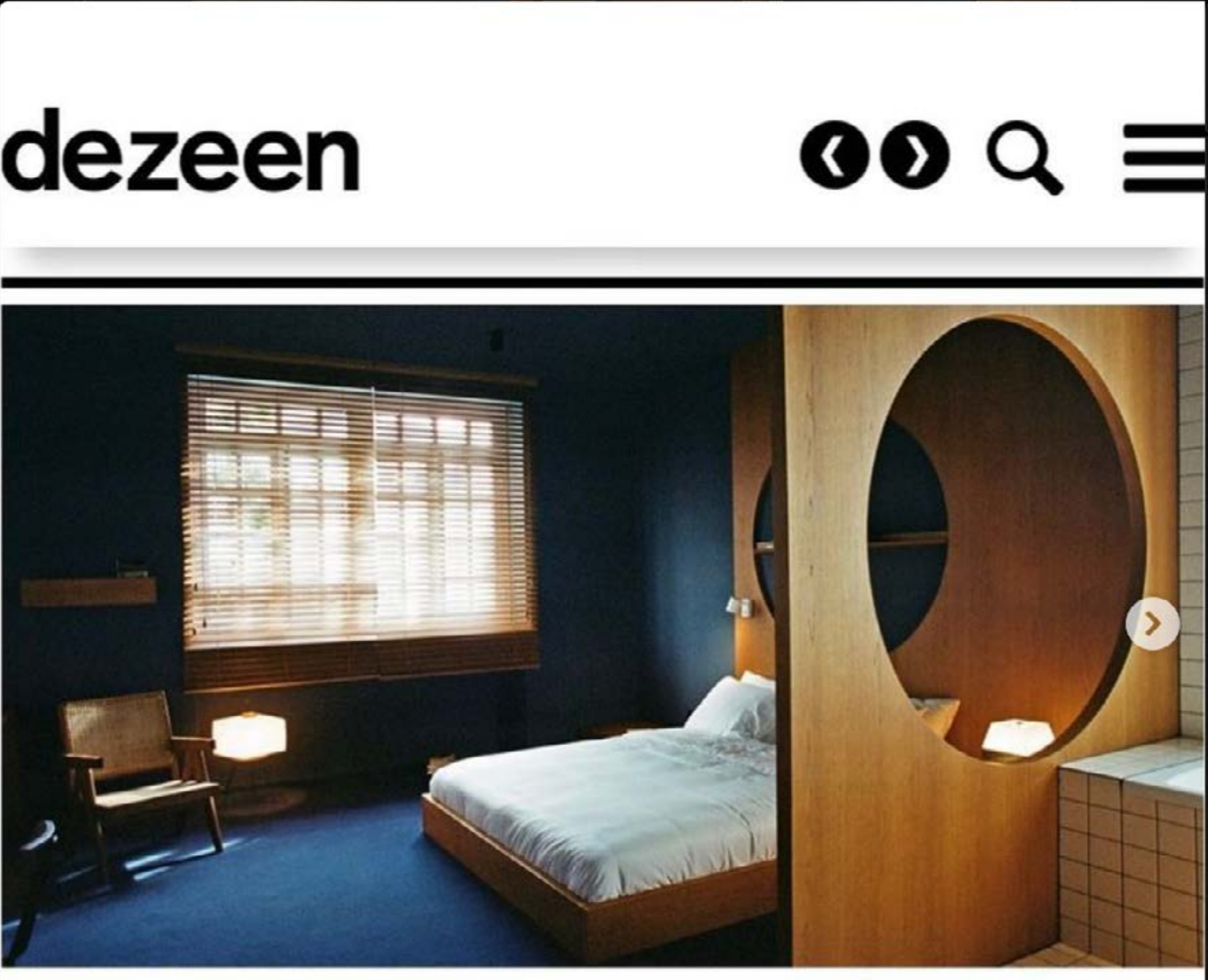
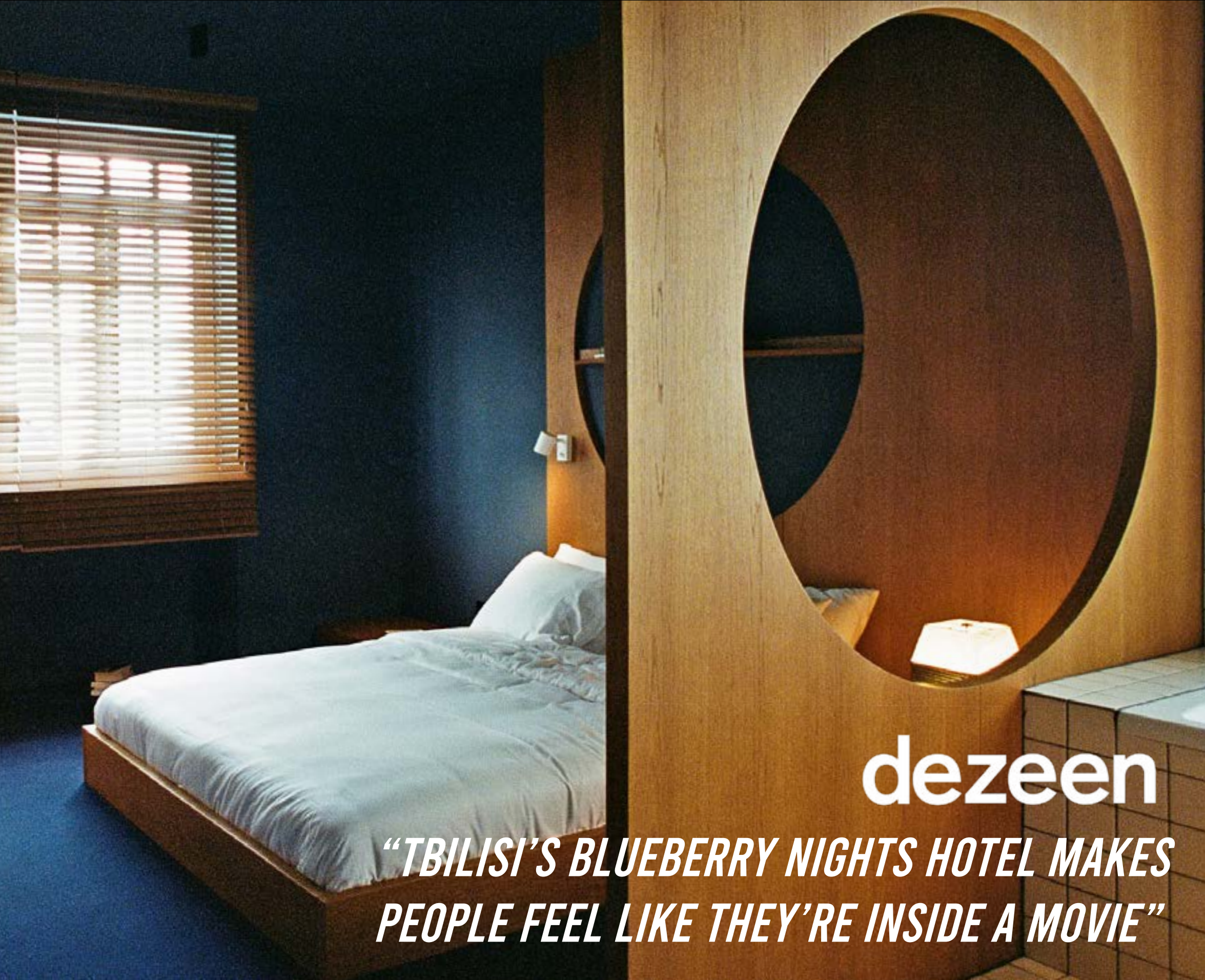


DON'T Reveal Too Much



DO Graphics

DON'T Screenshot



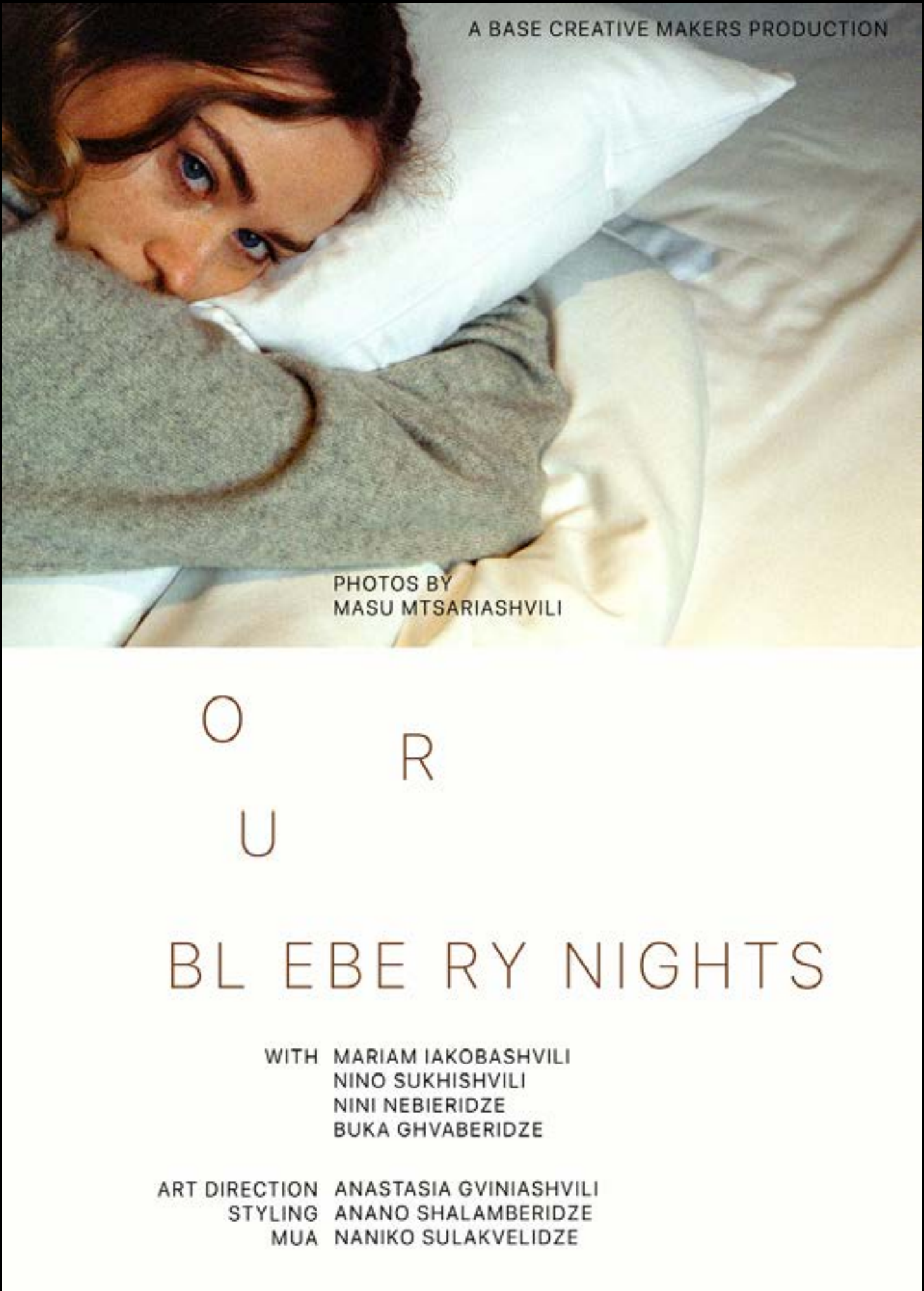
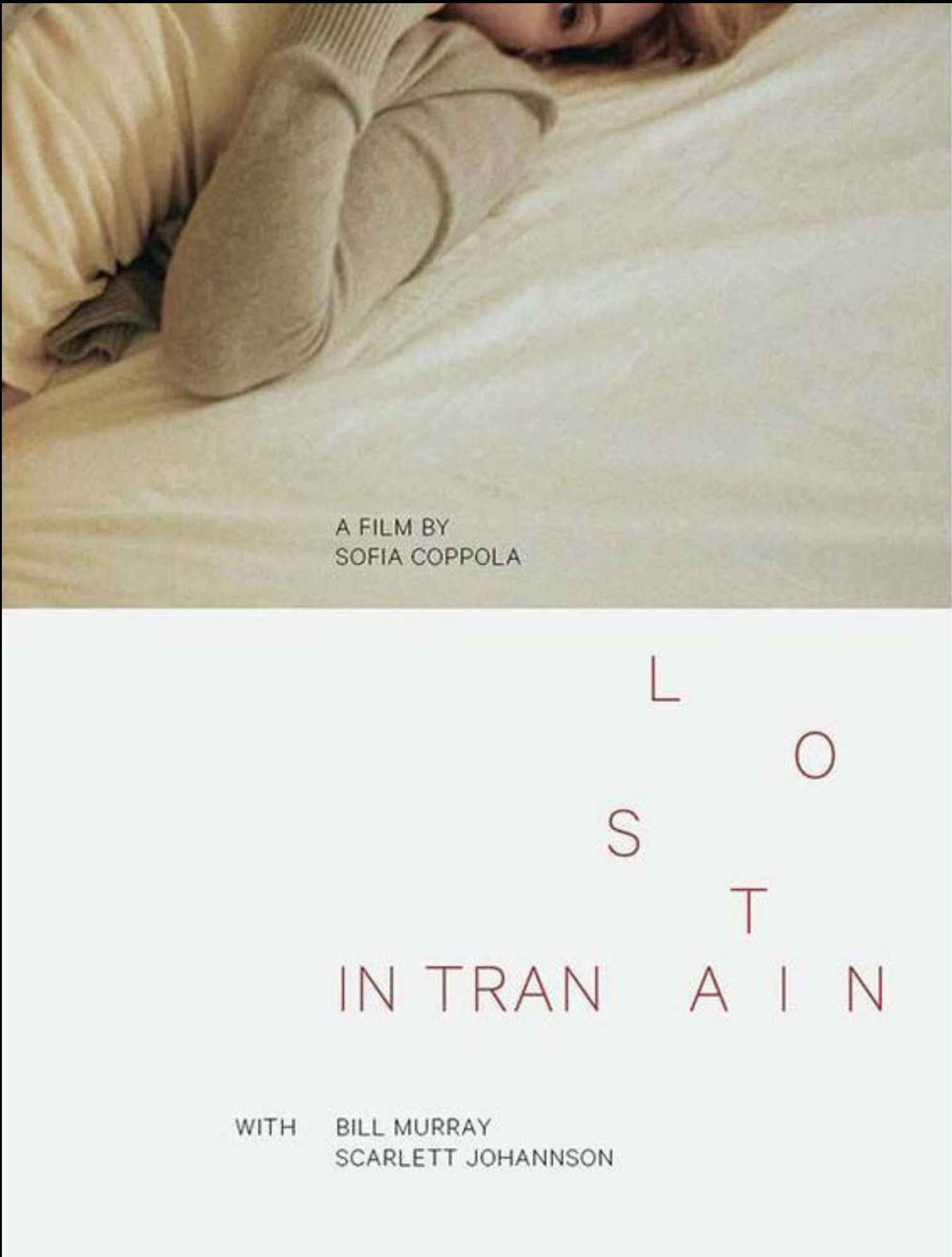
APPLICATION

TEMPLATES

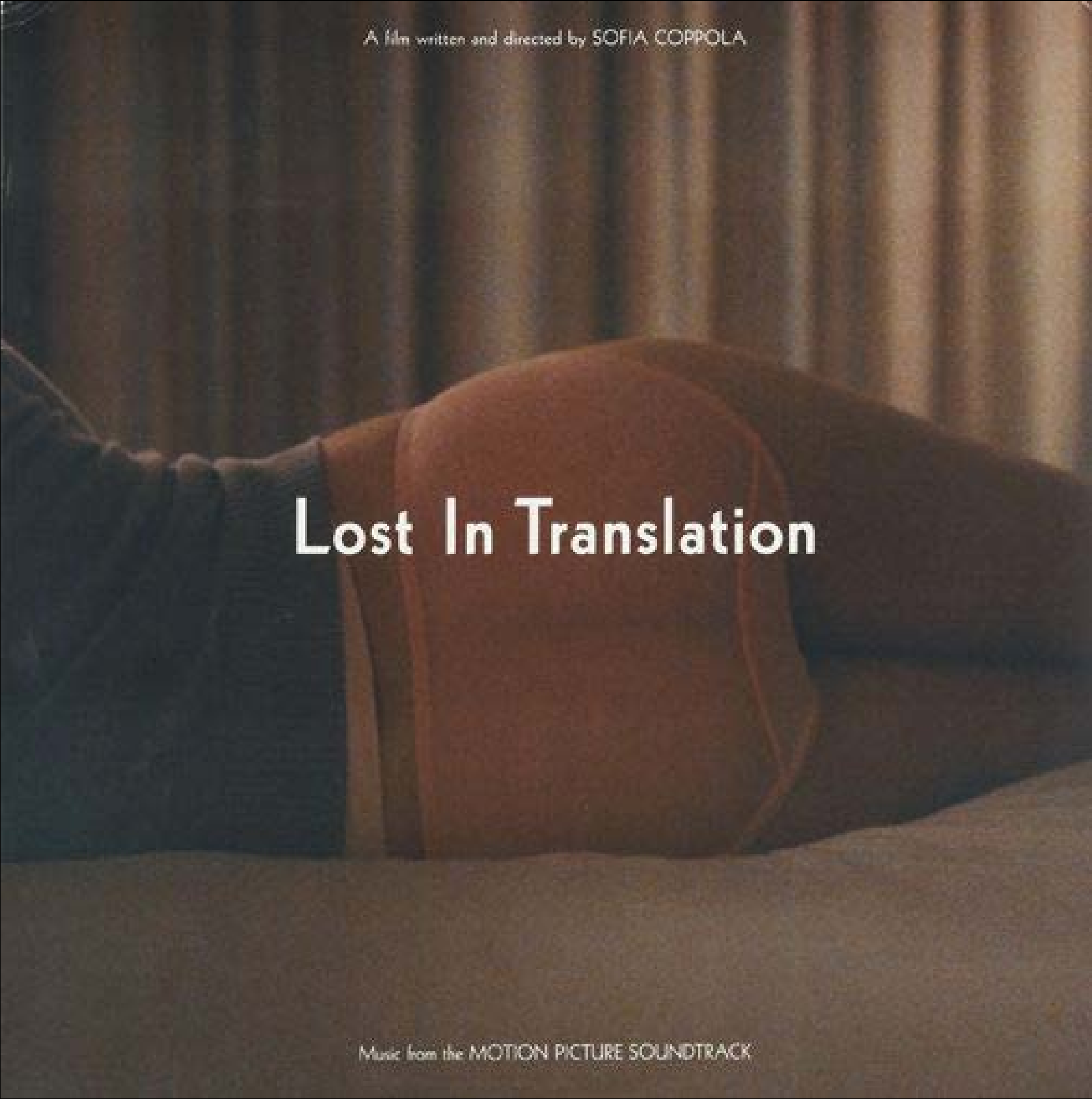


IMAGES WITH QUOTES

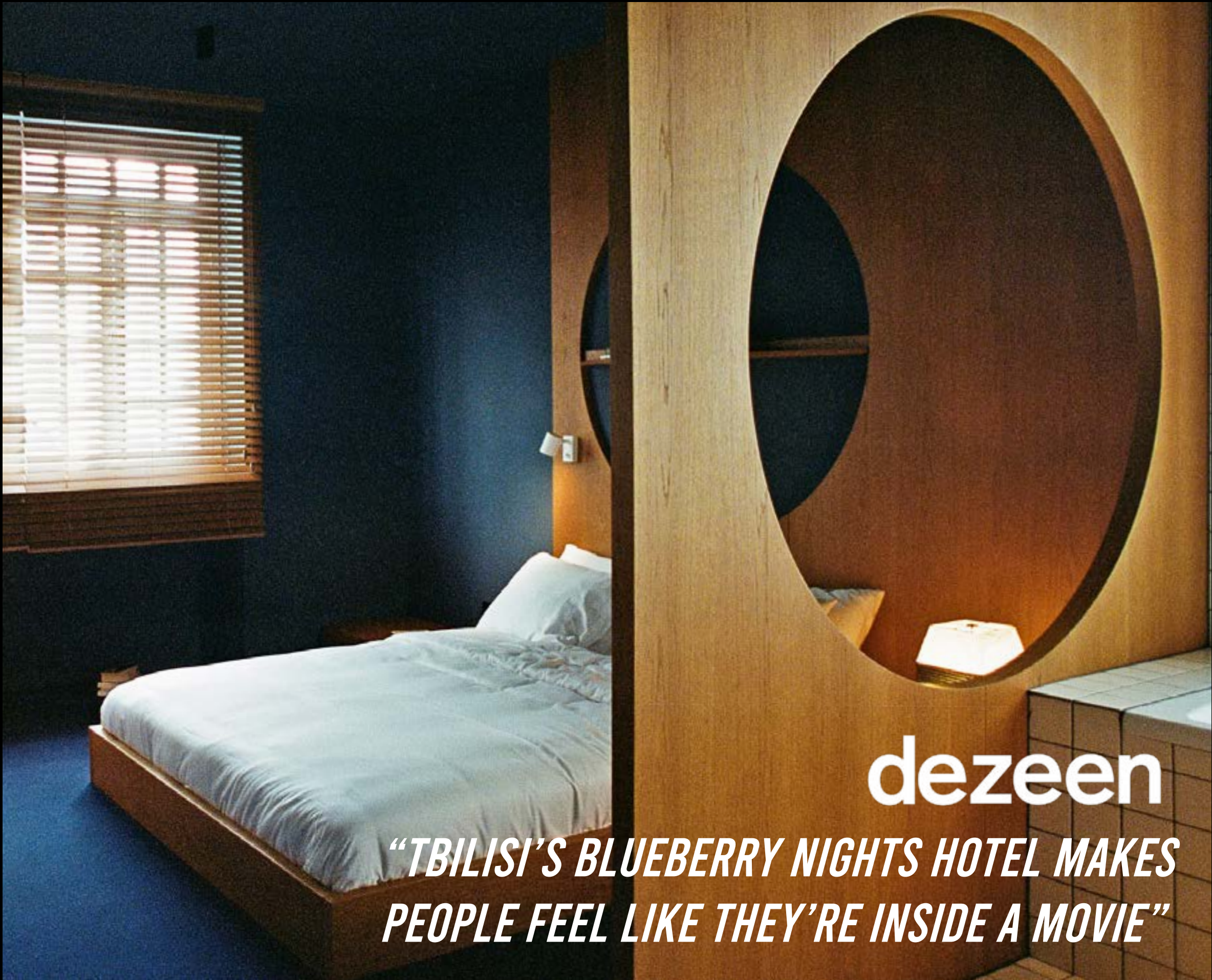
MOVIE POSTER RECREATION



MOVIE POSTER RECREATION



MEDIA ANNOUNCEMENT



dezeen

*“TBILISI’S BLUEBERRY NIGHTS HOTEL MAKES
PEOPLE FEEL LIKE THEY’RE INSIDE A MOVIE”*

PRINTABLES



CONDOMS



MATCHES



MINI-BAR MENU



BUSINESS CARDS

THANK YOU!