

Brand Overview

What is it?

Shaka Beach Retreat

shaka
Costa Rica

Where is it?

Shaka is located in Playa Hermosa on the pacific coast of Costa Rica.



What is the story?

Shaka was started by Frank Bauer. Frank grew up in Florida and started surfing from a young age. He opened Shaka in 2008. In 2013 Mike Bienz purchased a stake of Shaka. Mike was an employee of Shaka before becoming a part owner. They both really love surfing and Playa Hermosa Costa Rica.

What does it offer?
Key attributes?

Shakas main draw is that it is right next to a beach and the main activity they offer is surfing. They have good local surf coaches that teach people of all levels. Shaka also has daily Yoga classes in the Jungle. They also give you the option to venture outside of the beach and explore the nature of Costa Rica.

Target Demographic/ Competitors

Who is the target demographic?

Shaka Beach Retreat is interesting when it comes to demographics because it is an activity based hotel. They do not let anybody younger than 15 into the hotel. It is a surf camp for adults. Adults usually aren't surfing above the age of 70.

For the rebrand I am thinking of making Shaka into less of a Surf Camp but more of a boutique surf hotel that has some taste and trend. The demographic would be more experienced surfers between 25-45.

Who are the competitors?

The town of Playa Hermosa is filled with a lot of other options for stay. Some include:
Zopilote Surf Camp
Dream Surf House
Lua Villas
Hermosa Treehouse
El Chante Surf House
Villas Argan

What separates Shaka the most is that it has an age minimum of 15 years old. There are a few other places in the same vicinity that offer both surfing and yoga.

Brand Design Assessment

Logo

shaka

Costa Rica

shaka

A COSTA RICAN
SURF RETREAT

Shakas logo is not good.
Very geometric and cold.

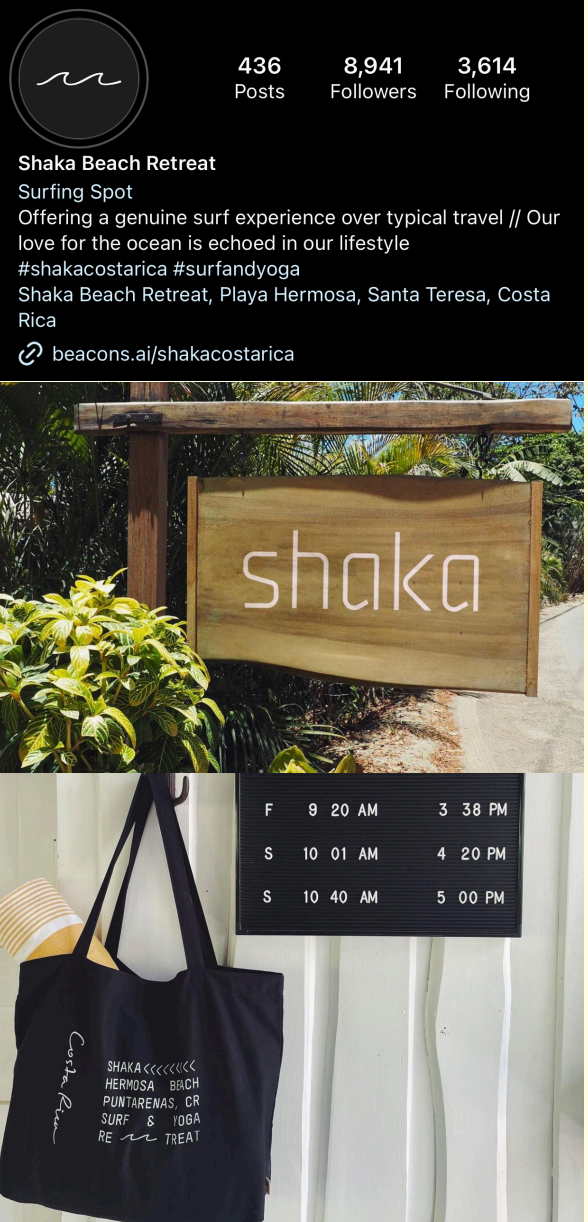
Brand System/ Graphic System

The current brand system is a little all over the place. I would say based on their website that their colors are black, white, and blue. They mostly use photos of the hotel grounds and the beach. On their website they use 6 different fonts on just the homepage of their website. The main problem here is that there really isnt anything making the brand pop. It doesnt feel like a brand.

Brand Message/ Narrative

The brand is devoid of narrative and has no message.

Brand Implementations



Very little.

Rebrand Intent

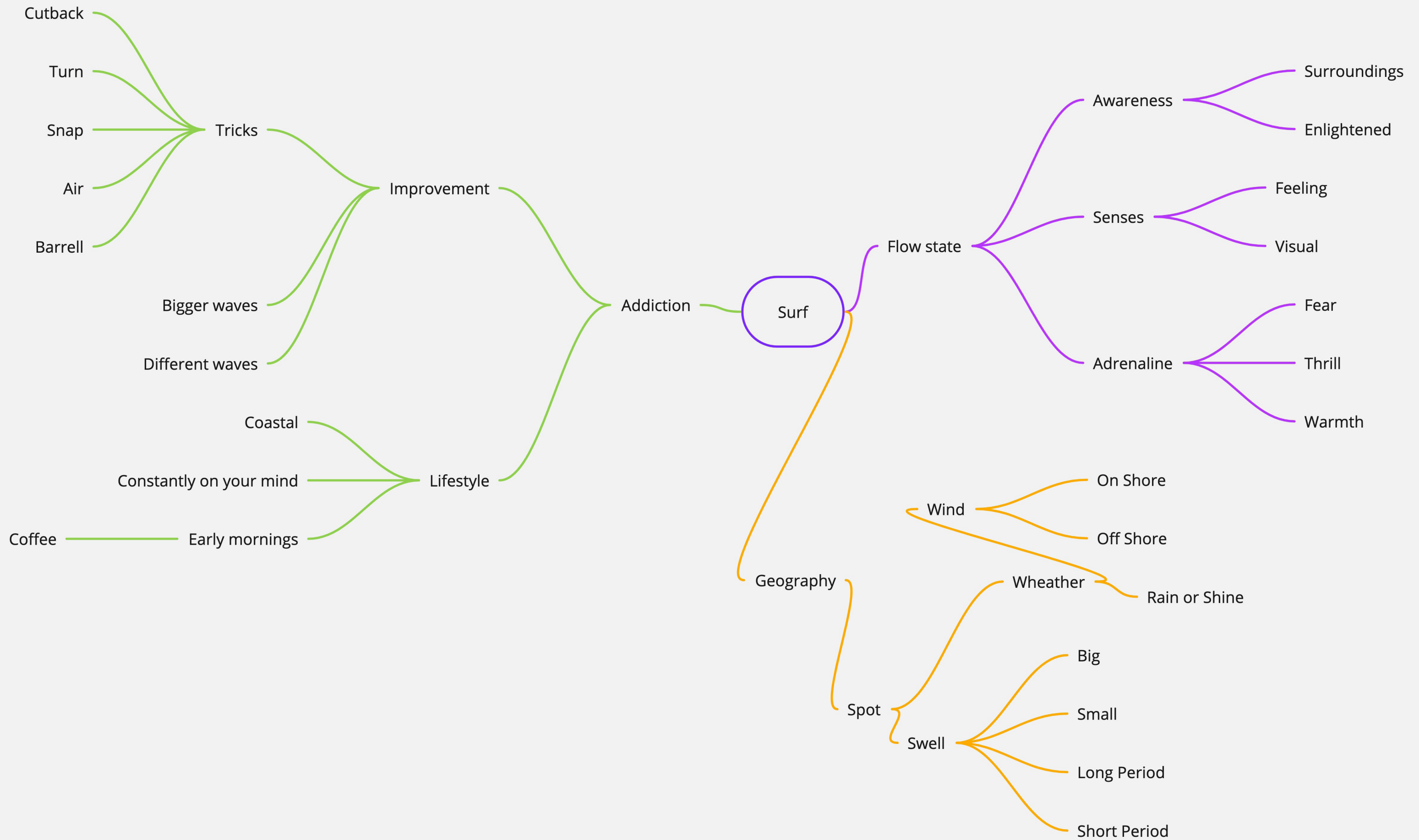
Why?

I want to rebrand the Shaka beach retreat because my favorite thing to do is surf. I have been surfing for a long time and I haven't had an opportunity to do a surfing adjacent branding project at Art Center. I am interested in maybe working in the surf industry because it is based here in Southern California.

Surf tourism is a very new idea and there hasn't been very much innovation in the hospitality aspect. Most of the hotels cater to a learning surfer rather than one that has experience and wants to try new waves. The design of a surf hotel for experienced surfers would look a lot different to a place welcoming new surfers.

Shaka itself is a very generic name for a surfing related entity. There is a shaka hotel in Italy a shaka resort in Belize and a Shaka beach bungalow hotel in Florida. There is definitely a better solution to set the brand apart.









"THE UGLY"

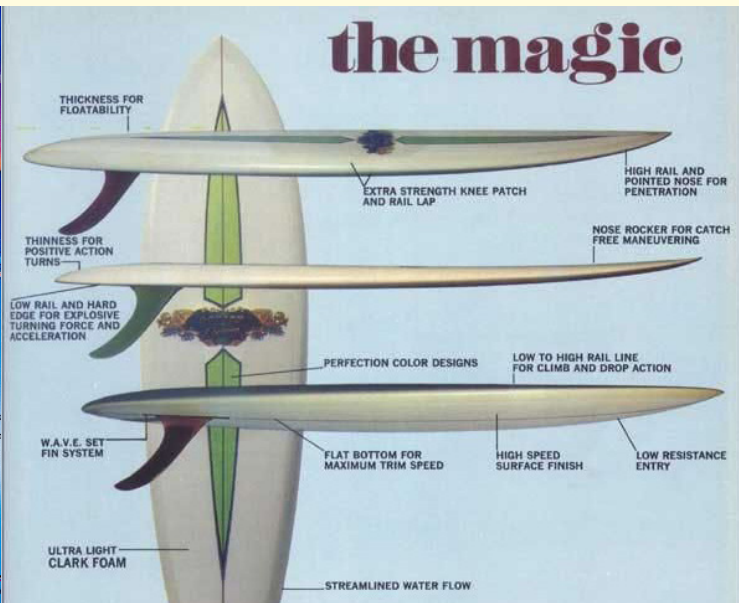
IT'S CALLED

EVERYBODY WANTS IT ANYWAY! No matter how you look at it, it's the only beautiful thing about THE UGLY is the way it handles in the water. There is nothing better than a handplane that is nearly 100% full weight and built off air for cut back. Beauty goes all over the board for the same reason: water that runs down the rail of the nose, or down the center of the board from the nose. And that's why the UGLY is the only board that looks like a surfboard, but acts like a water and glass downward pressure board as the rail for the nose. It's the only board that is easy to use that nobody cares how it looks. Because it was designed for function as an all-around board as well as a handplane!

CON SURFBOARDS
824 PCH ST. W.
SANTA MONICA, CALIFORNIA 90404

Get layered

TAKE ON THE ELEMENTS IN STYLE. O'Neill's layer concept gives you the ability to design your own degree of warmth that's right for any season. Any weather. What's more, layers explode in color & style combinations that point to rathole from the edge of the beach to the boundaries of your imagination. Buy them as you need them. Separately or together. Get layered by O'Neill. The water choice.



SUNDEK

SUNDEK-WAVECRAFT, INC.
722 S. Industry Rd.
Cocoa, Florida 32922

SUNDEK-METRIC, I, INC.
21 A Panama Way
Newport, California 94647

tracks

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HARBOUR

HARBOUR Surfboards

surfing

hawaii

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bank light

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HOTEL MAMORA

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St. Lucia

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GRAND HOTEL VILLA

GAROET

HOTEL

C.KEUR

ZANDVOORT (BAD) HOLLAND

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HOTEL EIN HAYAM

ISRAEL

TEL. 3788

P.O.B. 1078

LA TOJA

PONTEVEDRA (ESPAÑA)

BANCO CENTRAL DE COSTA RICA

10 MIL COLONES

5 MIL COLONES

2 MIL COLONES

CORREOS DE COSTA RICA

EXPOSICIÓN NACIONAL

GUARÍA MORADA

1c

1c

AGRICULTURA INDUSTRIAL

COMERCIO DICIEMBRE 1957



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Pablo Robin