



## HOTEL SELENE

01. Logo



02. Interior



03. Stationery

## Hotel Selene TOTAL CONSUMER EXPERIENCE - 2007

Dot Kite | Lab developed the new Brand Identity of Hotel Selene in order to distinguish itself in this competitive market.

In addition, our company delivered cutting edge graphics in order to supply a unique and consistent brand image.

Dot Kite | Lab integrated the conceptual work of the interiors with the Best Western | Hotel Selene brand in the best possible way

The deliverable package included:

- Branding, Brand Management and Corporate Identity
- Stationery design (Business Cards, Letterheads, Envelopes, Fax cover sheet)
- Menu Design with innovative solutions and materials
- Exterior facility sign

COMPANY INFO [info@dotkitelab.eu](mailto:info@dotkitelab.eu)

Dot Kite - Lab offers professional design services in many different areas, from furniture to consumer electronics, from packaging solutions to graphics, and design identity/branding programs.

Through our high design process, deep understanding of people, culture and societies we are able to deliver appropriate solutions to improve peoples lives and deliver new design value for companies.



04. Interior



05. Soupla



06. Interior

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