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The Ritz London  
Design Case Study

Exclusive Hotel  
Brand Identity

Deep

Deep  
Design Agency

We are an independent agency, offering clients sophisticated design, innovative solutions and individual attention. Showcasing the creative work we have completed for the Ritz London's Centenary, this case study shows how our design guidelines can implement a brand strategy across different media for a luxury brand.

## Putting on The Ritz

Imagination and cutting edge design, are just two of the qualities that reflect the work Deep has created for The Ritz brand. Their understanding of our core branding requirements has enabled us to preserve the traditions and elegance associated with The Ritz yet move forward with award winning designs.

Andrew M Love  
Deputy Chairman, The Ritz London  
Chairman and Chief Executive, The Ritz Club London

Identity

Brief

To celebrate 100 years since the opening of The Ritz Hotel, the owners wanted the existing brand evolved into a commemorative crest to be used on new marketing collateral to mark the prestigious event.

Solution

The new crest was created to be applied to a wide range of materials from napkins, menus, glassware and a commemorative plaque. New stationery was designed with a die-stamp and finished with a bespoke watermark set in the paper.



## Identity Guidelines

### Brief

Following an audit of the existing brand throughout the hotel and its marketing, it became clear that the visual identity was segmented and there was no cohesion internally and externally.

### Solution

Identity guidelines were provided to ensure the brand is presented as stylish, understated and elegant as is expected of one of the world's finest hotels. The guidelines cover brand values, specialist logo applications, stationery, photography and brochure styling and tone of voice.



### Design Principles

Fundamental graphic and organizational schemes have been established for The Ritz London's Corporate Identity. These foundations refer to the most basic of design principles - colour, form, shape, size - and the spatial dimensions or intervals between these elements.



### THE RITZ LONDON

#### Graphic Layout

There is no specific grid system for most parts of the marketing material but we can guide with suggestions and preferences.

- clear and uncluttered organization
- images must be left-aligned
- white space around all page design should be used
- page should be given a clear header



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### THE RITZ LONDON

- with 3 different sizes of text can be applied per marketing piece
- mandatory size 12pt with 10pt leading as minimum of 12pt with 10pt leading as recommended
- capital 12pt with 10pt leading as minimum of 12pt with 10pt leading as recommended
- the space between upper and lower case letters should be the same as the space between the letters



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Advertising

Brief

Engaging advertisements were required to be placed in national press and luxury lifestyle magazines.

Solution

Black and white photography was chosen to represent the timeless romance of the hotel, and to reinforce their brand values of elegance, sophistication and distinctly British.



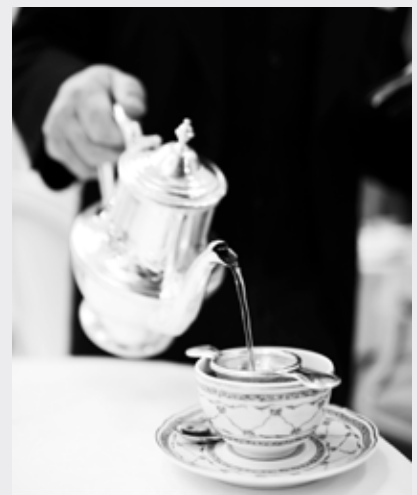
Photography

Brief

One of the largest aspects of the project was to show all the various facets of the hotel through photography.

Solution

Four photographic routes were taken: large room shots that emphasise the impressive architecture and luxurious interiors; detail and ornamental shots that show the attention to detail and artistic heritage; guest experience images showing the romance and glamour of staying at the hotel; and timeless images of the staff to recognise the superior service and attentiveness.



#### Clients

Alma Media  
Amano  
Arenson  
Below Zero  
Benoy  
Boss Design  
Bovis Lend Lease  
Cafod  
Campbell Reith  
Chapman Taylor  
Cloudy Bay  
Crombie  
Cromwell Hospital  
Deep Restaurant  
Disney  
Easyjet  
Financial Times  
Garrington  
Harper Collins  
HBL Media  
ICA  
Indigo Capital  
Land Securities  
Liquid Communications  
Macquarie Bank  
Maris Interiors  
Morgan Motor Cars  
Newham Council  
Norbain Security  
Octopus Investments  
Open Architecture  
Parkview International  
Paul Davies London  
Paypal  
Penguin Books  
Prima Restaurant  
Q Developments  
Rankin Photography  
Ritz Fine Jewellery  
The Radiator Company  
The Ritz London  
The Ritz Club London  
The Sunday Times  
Thomson Scientific  
Whole Foods Market  
Veuve Clicquot



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