

Asseeva

Nadezhda© Resort Hotel
Brand Conception

2003
2004

ASSEEV



brand pyramid

"Role models...Stars...Success"

how will you be memorable?

essence

personality

emotional benefit

rational benefit

attributes


status

experienced,
connoisseur, self-confident

dear place, be overword,
special aura, calm

all at one place (therapy, business and rest),
service, safety, prestige

multi-programms, well organised infrastructure,
medical care, Russia (no needs for visa)

Nadezhda SPA & Sea Paradise Brand Conception  september 2003

Brand Conception

(text 30 pages and schemes)

2003
2004

ASSEEV

Logo usage

ИСПОЛЬЗОВАНИЕ



Sea Paradise



Фирменный стиль НАДЕЖДА SPA & Морской Порт, Севастополь, 2003

Firm Style & Brand Book

(text 30 pages and schemes)

2003
2004

ASSEEV

Logo usage

ИСПОЛЬЗОВАНИЕ



Plastic Bag&Envelope

2003
2004

Asseeva

ВИЗИТКА ДЛЯ СОТРУДНИКОВ
(цвет синий перламутр)



ВИЗИТКА ДЛЯ СОТРУДНИКОВ
(цвет синий перламутр)



ВИЗИТКА ДЛЯ МЕНЕДЖЕРОВ
(синий и серебро)



ВИЗИТКА ДЛЯ МЕНЕДЖЕРОВ
(синий и серебро)



ОБЩАЯ ВИЗИТКА
(синий и серебро)



business cards

2003
2004

Asseeva

книга передняя часть



книга внутренняя часть



книга задняя часть



folders

2003
2004

Asseeva



paper bag

2003
2004

Asseeva



Plastic Bag

2003
2004

Asseeva

www.nadezhda.ru
(86141) 90-500

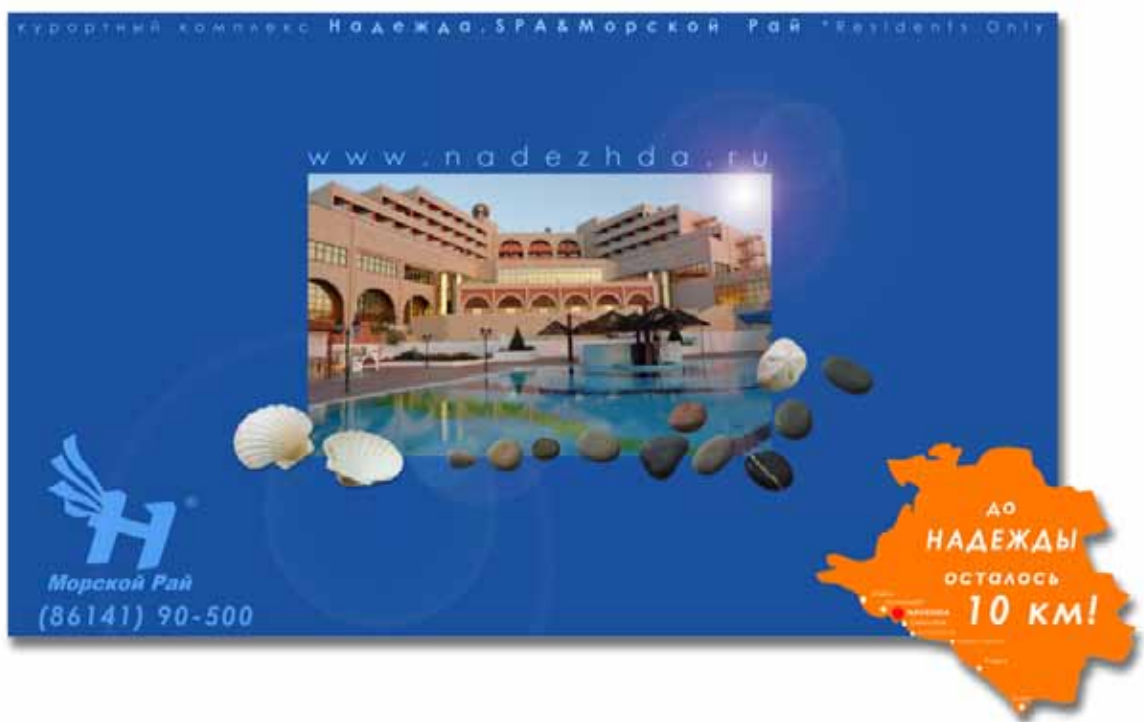
Надежда® SPA & Морской Рай
курортный комплекс

Краснодарский край, г. Геленджик, пос. Кабардинка, ул. Мира, 3

Banners

2003
2004

Asseeva



Billboards

2003
2004

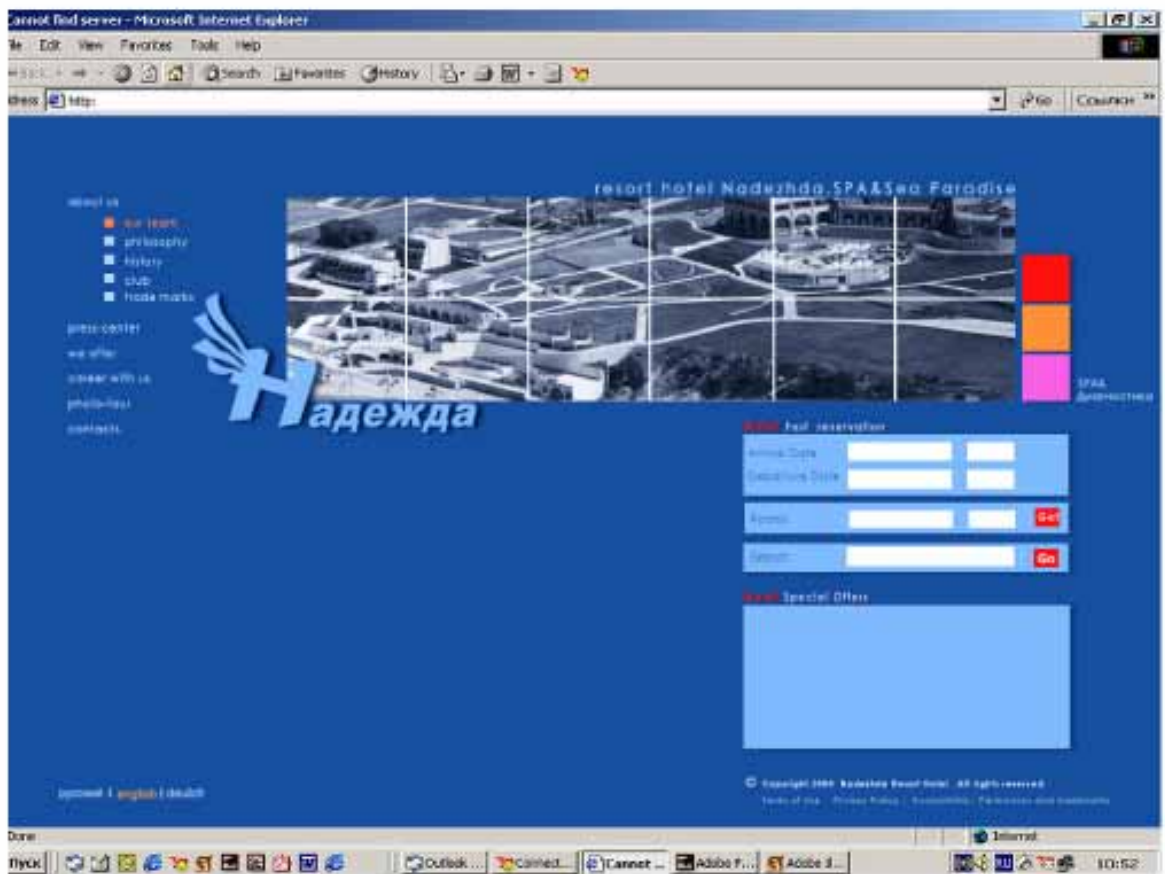
AsseevA



Billboards

2003
2004

Asseeva



web-site

2003
2004

Asseev



Animated internet banner

2003
2004

Asseeva



POS materials

2003
2004

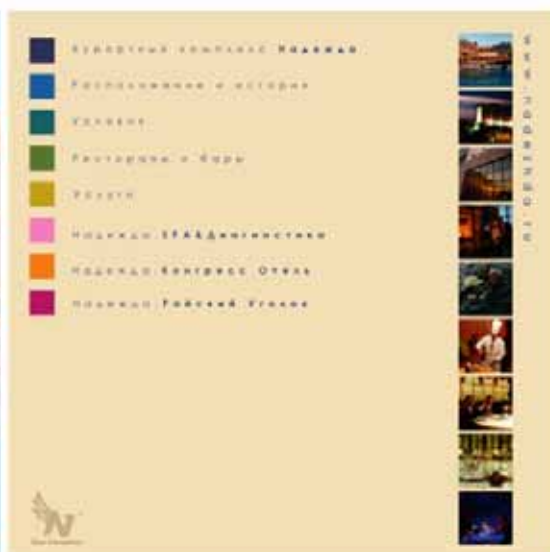
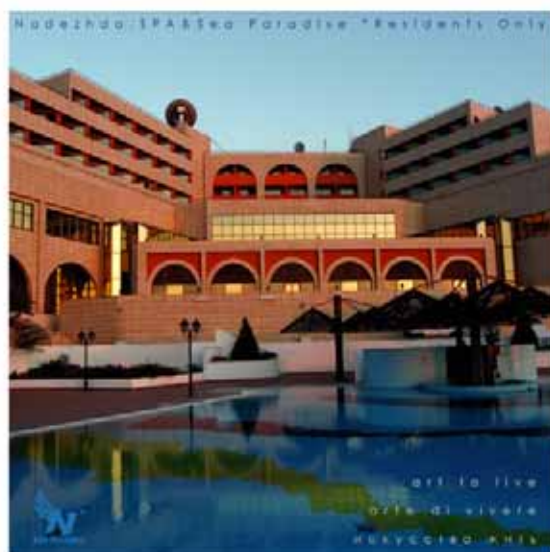
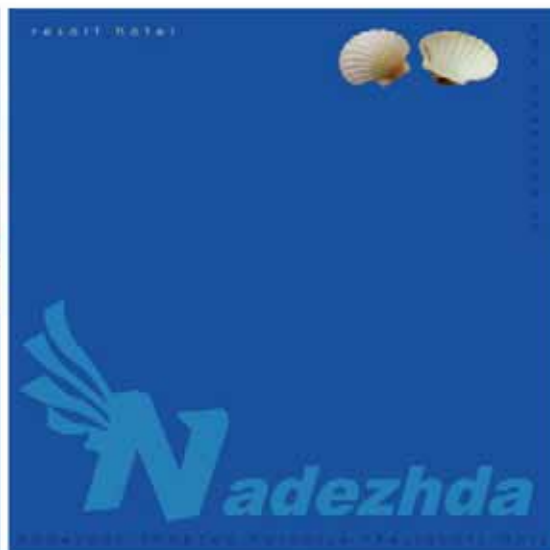
Asseeva



POS materials

2003
2004

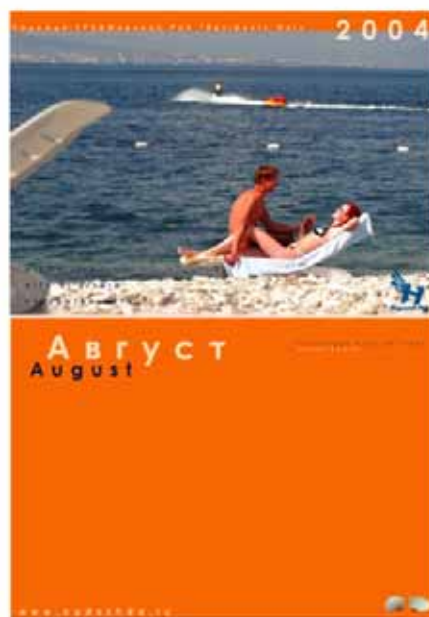
AsseevA



Booklet (layouts)

2003
2004

AsseevA



Calendar

2003
2004

Asseeva



SPA&Diagnostics booklet

2003
2004

Asseeva



Aphrodite SPA center booklet

2003
2004

Asseeva



Congress Hotel booklet

2003
2004

Asseeva



Paradise Resort booklet

2003
2004

AsseevA



Nadezhda.SPA&Sea Paradise booklet

2003
2004

Asseev



folders

2003
2004

Asseeva



Polygraphy complex for Nadezhda Resort Hotel

2003
2004

Asseev



Polygraphy complex for Nadezhda Resort Hotel

2003
2004

Asseeva



Polygraphy complex for Nadezhda Resort Hotel

2003
2004