

Hotel Nielsen

The graphic profile seeks to emphasize the warm customer-oriented nature of the hotel. Royal and earthy colors give a slightly exclusive feel to the brand but maintain a certain degree of humbleness. The logo carries a highly abstracted letter “n” and is quite modern in its simplicity. It signals the wish of the hotel chain to be recognized as a modern European establishment. On the other hand, the small building that hides itself inside the letter “n” and the typeface used in “Hotel Nielsen” point elsewhere. They remind us that the chain wants, to a certain extent, to remain “small”, traditional and close to the customer. The theme of simplicity is carried throughout the graphic profile as something that gives the hotels recognizability and a feeling of cleanliness and efficiency. In order to avoid an office-like sterile feeling, the curly typeface and warm colors counteract the simplicity.

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Hotel Nielsen

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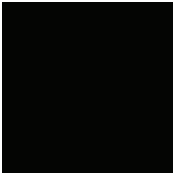
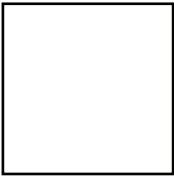
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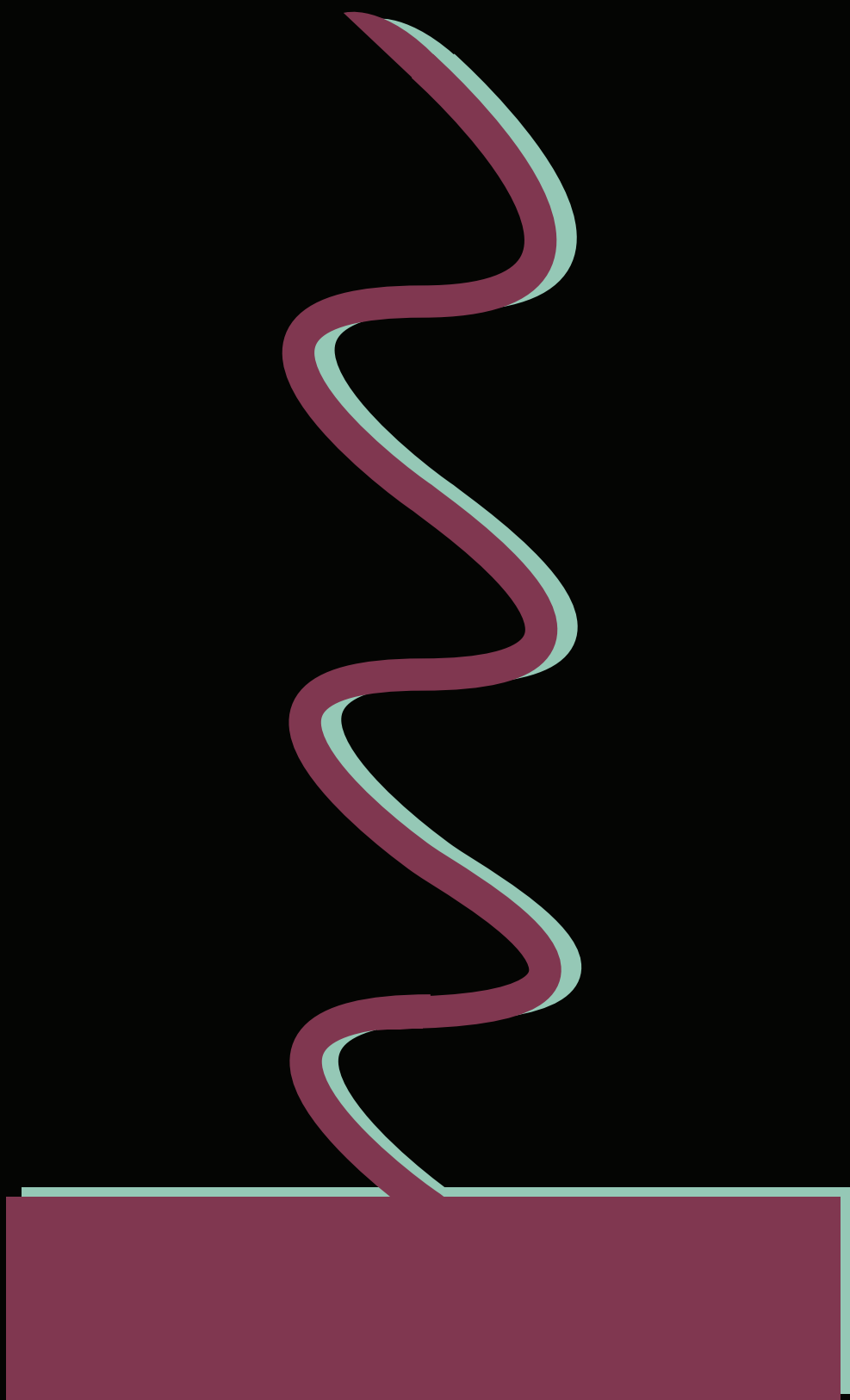
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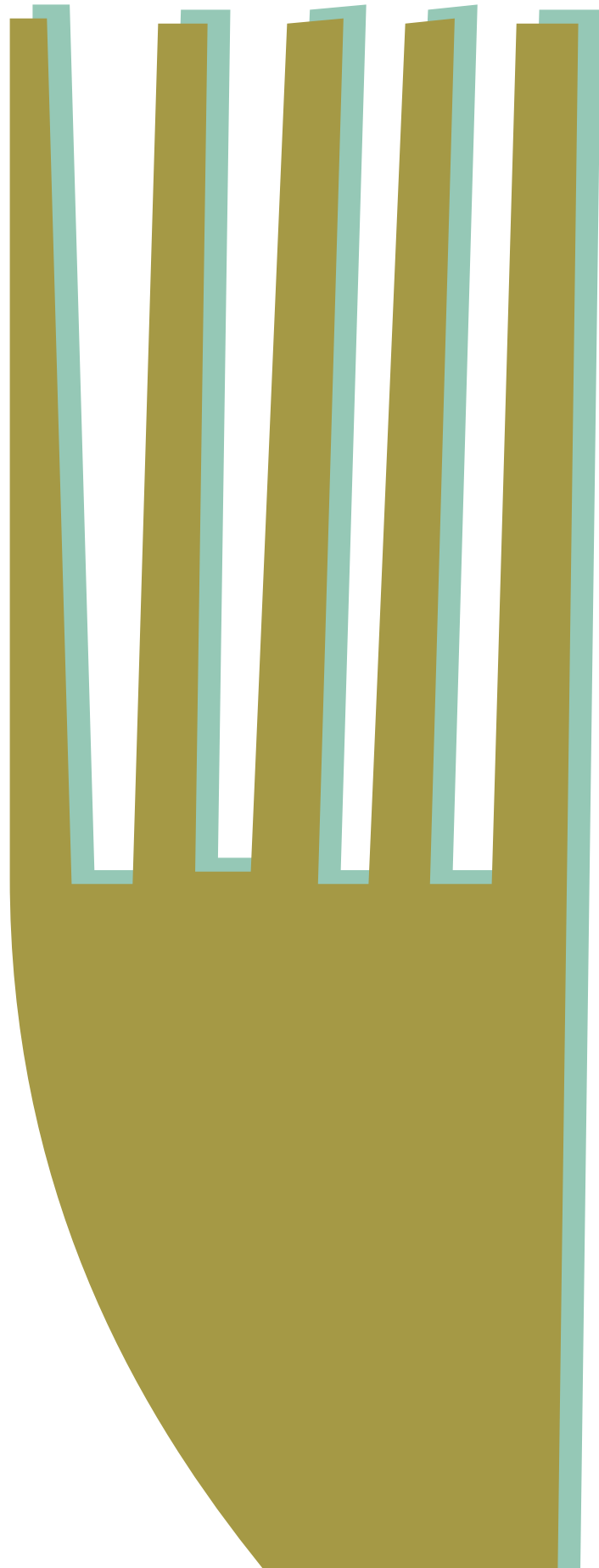
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