

# The B-side

NEWS & MUSINGS FROM B&CO.

VOL. 1 / Q1 / 2022



BRANDING FOR YEAR-ROUND

## HOSPITALITY

WHAT WE'VE

**DISCOVERED**

WHERE MODERN MEETS

**HISTORIC**

BRANDING FROM A

**NEW ANGLE**



# What we've



# discovered

# about discovery

At B&Co., we believe that discovery is where the branding process begins. It's where we learn so much about our clients, their vision, each market and the unique opportunities for differentiation. Check out a few branding directions that came right from our initial visits.



Alta Peruvian's now often-used brand tagline, "You're always high in Alta," came directly from a guest sharing a beer in the hot tub. Or as they like to call it: **The Meeting Room.**

## FRENCH LEAVE RESORT

As spectacular as the aquamarine water and pink sands were on the island of Eleuthera, our arrival experience led us to recommend building a proper first impression: The Governor House. A cool tropical drink and transfer from car to golf cart set the tone for a true island escape.



## COYOTE SOUTH

As we walked through Santa Fe, we noticed every building had these flame red braids of chiles hanging in front of the doorways. They told us hatch chiles are locally grown and a symbol of hospitality. Those chiles informed some of our branding—and led to one spicy dinner!



## SAN JUAN

With the ground as colorful as the building façades, we learned from a local that those cobblestones, or "adoquines," are the same shade of blue as they were centuries ago. We knew we had found our color inspiration.



# We get around

Proud to be based in Milwaukee, but always excited to hop on planes to discover new markets. Since 2008, we've had the pleasure of exploring beaches, mountains and urban centers. Here are just a few exciting developments we've ventured off to, along with the logos we created for each.





# Modern meets historic

Built in 1898 by renowned Milwaukee architects, a treasured side-by-side has resided on Marshall Street in downtown for over 120 years, waiting to come back to life. In 2019, three locals - Juli Kaufmann, Patrick R. Jones and Andy Braatz - began the transformation of this historically-designated house into a 17-room indie hotel.

Renovations began prior to the pandemic with a dedication to carefully preserving the historic features of the building. We joined the team to lead branding. After the concept and brand pillars were established, we focused on naming. What emerged was Dubbel Dutch - a witty reference to the unmistakable Flemish architecture and playful disposition of the property. By working with a local designer and many artisans, the interiors brought to life the essence of "historic meets modern."



B&Co. created the visual art direction, including a clever logo, period-inspired typography, loose-hand illustrations, photography guidelines and an interior textile pattern drawn from the original brass doorknobs.

## PROPOSED NAMES

Buurman House

Dubbele House

Gezellig House

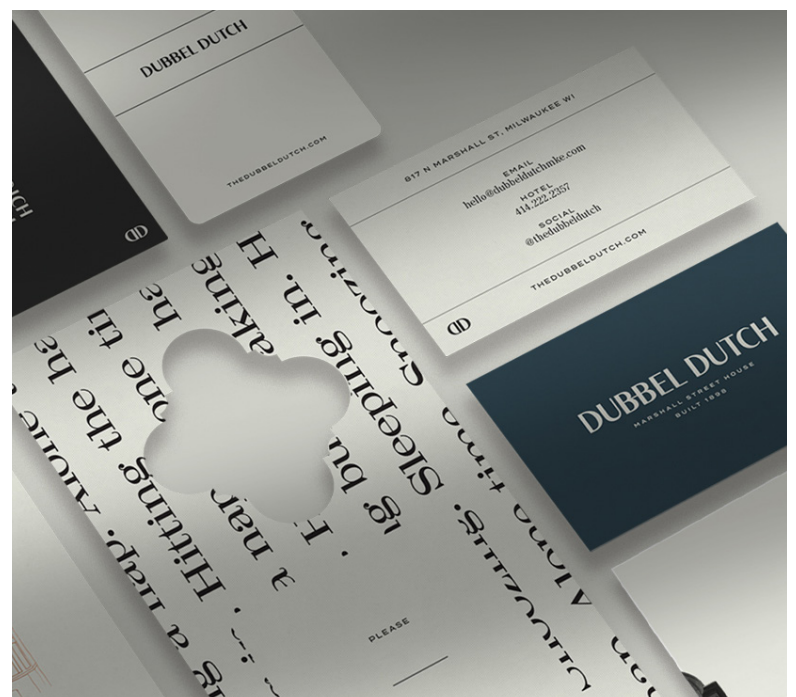
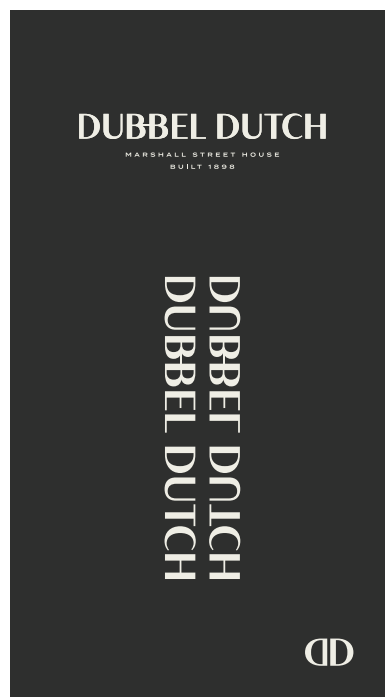
Meer House

The August

Paar House

Double Dutch

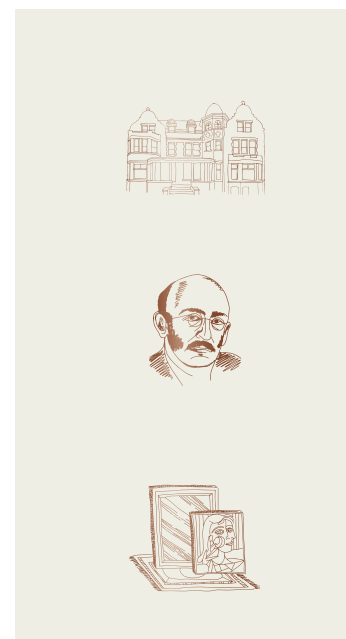
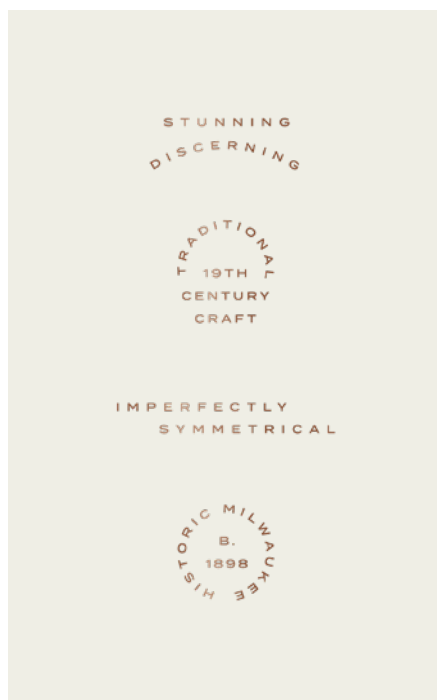
Dubbel Dutch



STORYTELLING, YOUR  
STRATEGY, WHAT'S  
STORY, & BRAND



The journey of the guest was considered in our recommendations, from an easy touchless check-in and European-style coffee and pastries served daily in the lobby to hand-painted wayfinding signage and in-room repurposed water glasses etched with the DD moniker.



In just over a year since opening, Dubbel Dutch impressively brings rare architecture together with a modern experience, all immersed in an urban story of Milwaukee then and now.







# Gateway to the seasons



Door County, often dubbed “the Cape Cod of the Midwest,” is one of Wisconsin’s most visited destinations year-round.

And Sister Bay has been the peninsula’s crown jewel for generations. However, downtown was lacking a modern, soft landing place that could be counted on around the calendar.

Enter The Dörr. Inspired by Scandinavian roots, The Dörr presents a modern, Nordic, completely independent experience that revels in the variety of seasons and the joy of bringing people together.

It’s easy to promise a hotel that operates year-round, but another thing to follow through with the space.

Along with our visual branding, we consulted on experiential

branding to ensure that promise was a reality. Aligning with the Scandinavian roots, the hotel took our advice for a European-style check-in at the lobby bar. Branded cribbage boards can be found in the common spaces for those cold Wisconsin winter days. And for the occasions guests want to brave the elements, rentable equipment lockers are available to accommodate any adventurous request.





Over the past 13 years, B&Co. has developed a process for branding that has earned us approval by Marriott to brand properties for the Luxury Collection, Autograph Collection and Tribute Portfolio. Here are just two of our projects for the pioneer in hotel soft brands.



## Hygge

ELLIOT PARK HOTEL

### A warm, welcoming “Minnesota nice” brand personality

Minneapolis’ East Town was prime for an upscale, independent hotel concept for its newest Autograph Collection property. We developed a brand that was wholeheartedly warm in nature for this cold-weather city while paying homage to its Nordic history.

While the name was drawn from the immediate neighborhood, the logo reflects Minnesota’s landscape and culture. A symbol of tranquility, the loon was paired with a geometric grid that speaks to bold and structured Nordic design. With Hygge as one of its brand pillars, Elliot Park Hotel embraced cozy guest experiences that reflected the welcoming nature of those in a

downtown proud of their description as “Minnesota nice.”

Research into the market told us that a northern Tuscan-style menu was not only missing but would be warmly embraced. We helped name and concept Tavola as the hotel’s restaurant, delivering a gathering place complete with the sights, sounds, and smells of a wood-fired oven.

The logo represents the casual sophistication of the restaurant with its organic and bespoke typography mark.

Special thanks to Wilkinson Corporation and Courty Hospitality for choosing us for this project, to Marriott’s Autograph Collection team for guiding our work, and ESG for an amazing execution of the brand through the interiors.



## A love story set in St. Augustine

HOTEL AMALGA

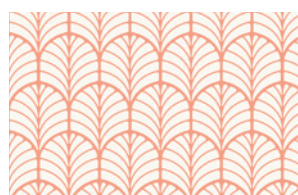
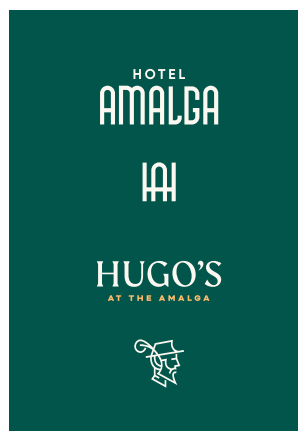
### A new ground-up development in the Nation’s Oldest City required our team to get creative. So we wrote our own story reflective of the clash of two cultures.

Amalga, a beautiful Spanish woman, and Hugo, a French misunderstood Protestant, stood on opposite sides of St. Augustine’s history. But their passion and determination to come together is the lifeblood of the hotel’s brand.

Hotel Amalga and the rooftop bar, called Hugo’s, is currently under construction

in this storied Florida city. The branding captures the fictional story of these star-crossed lovers, layered into a contemporary and serene hotel atmosphere. We crafted a number of guest experiences and touchpoints that allows the brand to come to life – a hallmark of Tribute Portfolio properties. We are excited to see how the story begins with an opening scheduled for 2022.

Thank you to our client Anand Jobalia of Jobalia Development, the creative team at KMC&A Design, Driftwood Hospitality Management, and Marriott’s Tribute Portfolio team.



# F&B to B2B projects

## From hole in the wall, to neighborhood watering hole

WATERLIN



An underperforming restaurant can drain a hotel. Such was the case at a property in Menomonee Falls, Wisconsin set to rebrand as Delta by Marriott. The owners needed an entirely new F&B concept to keep the locals coming back. It was on us to find that special sauce.



The former space was nothing spectacular, from an uncomfortably configured bar to a lack of any story. Understanding that locals love “The Falls,” we relied on the ground beneath our feet and developed a concept that pays homage to the area’s ice harvesting history. Waterlin was born.

Once the story was developed, we conceptualized the visual branding, designed the menus and created custom murals to enhance the interior design. Waterlin transitions throughout the day, from morning coffee shop and business lunch spot to nightly dinner and evening cocktails. Special thanks to Hostmark Hospitality for working with us to bring this concept to life.

## Investing in Branding

VERAKIN



Three established hospitality developers, owners and operators on the West Coast decided to join forces and needed a brand for their new collaboration. But this time, rather than a traditional hotel, we were tasked with building a hospitality capital group’s story from the ground up.

The founders, Bimal Patel, Rupesh Patel and Hiten Suraj, needed not only a name and identity, but also a pitch deck to build relationships with prospective investors. The name Verakin was born out of Latin roots “ver” and “kin,” meaning “truth” and “generational” to communicate their goals to build trusted relationships and generational wealth.

With a name, visual identity and messaging guidelines solidified, we designed a comprehensive pitch deck for potential collaborators in their co-investment structure. Including everything from writing founder bios to researching market opportunities to designing investment strategy infographics, we were able to articulate a vision in the personalities of each member. And that’s the power of co-investing.



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