

The B-side

NEWS & MUSINGS FROM B&CO.

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BRANDS THAT

COME ALIVE

HOTELS THAT

LIVE THE BRAND

DISTINCTLY

HYDE PARK

WE BUILT

A BAR

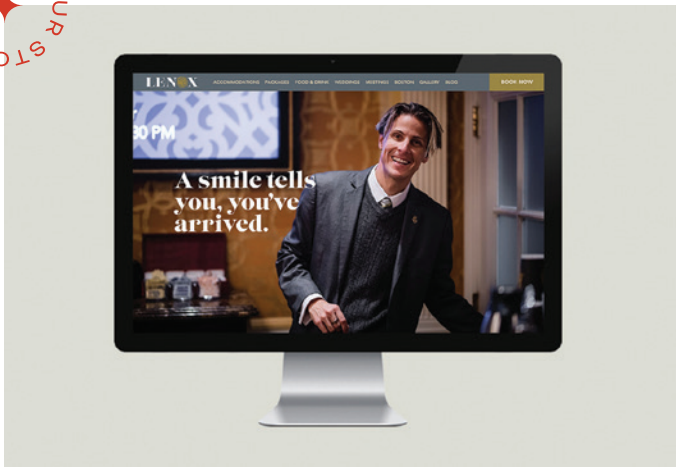
Hotels that live the brand

Brand activation is a critical deliverable for the hotel story to come to life. The development of a brand is fully realized by great hoteliers on property. Here are a few clients that live it.



THE IRON HORSE HOTEL

B&Co.'s first branding project is still one of our favorites. This Milwaukee hotel is for the moto-enthusiast and the biker-curious. Thursday Bike Nights are famous in The Yard. Locally-made leather goods from Milwaukee Boot Co. are in the shop. There's a Koss headphones listening station in The Library. And a self-guided map helps guests discover dozens of stories hidden throughout this 1907 warehouse.



THE LENOX HOTEL

Whether you walk through their storied doors or visit the website we designed for them, The Lenox Hotel is all about a warm welcome. The service is legendary, so we made the staff the hero through this content-packed site. This hotel's G2G (or "good to great") philosophy is experienced by guests every day.



ART OVATION

It's one thing to say you're an arts hotel in an art-centric community like Sarasota, but this Autograph Collection property brings it to life. Art Ovation Hotel offers everything from in-room leather sketch books we designed to musical instruments for guests to check out. Whether you enjoy the ever-changing art installations or the natural beauty of the sunsets from the rooftop, this property we branded provides guests with plenty of memories to take home.

B&C opinions

► Our small team brings a variety of backgrounds, experiences and passions to work every day. Here's our chance to share a bit about us. First up, Jeffrey.



“For a front desk operation, it starts with the right people in the right roles that take pride in making the guest feel special.”

Five years at “The Desk”

WHAT I LEARNED AS AN OPERATOR THAT I PUT TO WORK IN BRANDING TODAY

When a friend of mine asked if I wanted to come work with her at our local Radisson hotel, I thought to myself “Why not?! That's got to be an easy job.” But as you can suspect, “easy” is not the word to describe a hotel front desk.

In the five years I worked “the desk,” I quickly learned that this area was more than where

guests simply check in and check out. It was evident that it was the epicenter – the soul of the hotel. I was representing not only the brand, but was setting the tone for the entire guest experience. My General Manager said to me early on, “Out here, you're on stage, so smile and have fun.”

While that seems pretty standard in customer service, there are so many things that compete for attention at the hotel's front desk. From ringing phones to answering guests' questions to collaborating with colleagues and even jumping over the desk to keep the 16-foot Christmas tree from falling over, it all centered around the front desk.

During my time at the desk, I met thousands of people who, when given the opportunity, loved to share stories from their day. Similarly, I worked side-by-side with some of the most passionate people who loved hospitality and shared a common goal. And that goal was to be the best hotel, no matter what the brand was or what small town it was in.

At B&Co. we often discuss the importance of the guest journey, including touchpoints related to service that can be seen and felt throughout a stay. These experiences should be intentional, thoughtful and on brand – and they don't have to come with a heavy price tag. It's about finding the right moment to impress the guest. For a front desk operation, it starts with the right people in the right roles that take pride in making the guest feel special.

From training and motivating a small team to lending a hand doing laundry and making beds, my hotel experience taught me a bevy of life skills. I was empowered to do what it takes to make the guest happy. I've carried these skills with me throughout my professional career.

Most importantly today, it is why I believe branding alone cannot deliver an experience. Branding provides the tools and framework for the right experience to flourish.

Meet Jeffrey

HUSBAND Matthew “Matty” Mackai

FUR BABY Beauregard Frederick Devereaux or “Beau”

FAVORITE VACATION SPOT South Beach

NEVER TRAVELS WITHOUT Wet Wipes (even before COVID)

MOST COMMON EXPRESSION (AS VOTED BY THE STAFF) “Did you check Slack for that?”

MOST LIKELY IN THE OFFICE TO remember your birthday and bring you something special

Distinctly Hyde Park

Chicago's **Hyde Park** is built on creativity, diversity and intellectual achievements. The University of Chicago and The Olympia Companies challenged B&Co. to create a brand as **deep, connected** and **meaningful** as the **community** itself.

Themes of the university's main disciplines – art, music, science, and mathematics – offered a rich story palette. B&Co. was able to draw upon the community's academic and artistic contributions to create the Sophy brand.



SOPHY

▼ The visual identity leads with a thoughtful, geometric and artistic logo. It combines the three universal symbols of wisdom: the triangle, known to symbolize the human thought process; the owl, to anthropomorphize wisdom itself; and the literary motif of a seasoned and sage whale. This strong mark is supported by abstract art, symbols from the periodic table and a rich color palette evocative of academia.



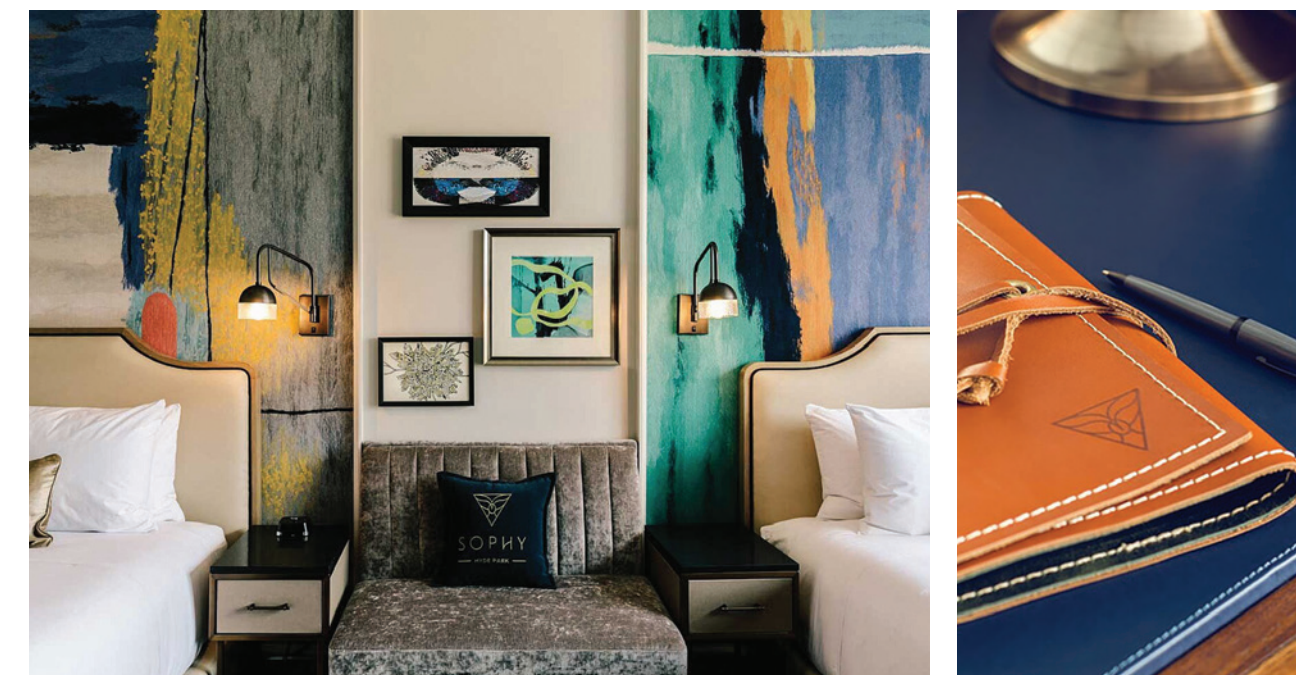
THE NAME

The name 'Sophy' refers to the study of many disciplines. Rooted in the Greek 'sophia', meaning knowledge, the name is sophisticated yet approachable, much like the design of the hotel itself by Stonehill Taylor. As a name, it softens some complex symbolism in the branding and is also reflective of the personal approach the hotel intends for its style of service and hospitality.



VISION REALIZED

Today, Sophy is a vision realized – a gathering place for the community and university that firmly embraces the pride of Chicago's South Side and its commitment to learning and leadership.



The Last Pantry



The Last Hotel in St. Louis envisioned an on-property pantry stocked with housemade and local goods that guests could take home after their stay. We obliged by designing packaging for hot sauces, pickled vegetables, cocktail bitters, and even The Last's own branded gin and whiskey (which won multiple awards from the American Distilling Institute).



BTG



When the pandemic shut down the hospitality industry overnight, Dallas' favorite French brasserie launched Bullion: To Go, or BTG. Tasked with crafting a brand to deliver the same swanky French meals in a more informal setting, we brought this highly successful operation to life through playful French phrases, lively hand-drawn illustrations and a color palette that would make every to-go meal feel like opening a birthday present.

Che Figata



Che Figata is a restaurant concept that truly embodies what it means to be Italy-to-Table, from its ingredients to its staff to its branding. Custom to-go packaging was designed to emulate the housemade pastas and gravies you'd find in a marketplace in Florence. The hand-written specifications elevates the brand collateral by including that authentic, hand-made Italian experience.

Over the past 14 years, B&Co. has developed a process for branding that has earned us approval by Hilton which allows us to brand properties for their Curio and Tapestry collections.



HIGGINS

Sharing history with a New Orleans hotel

Celebrating the story of The Greatest Generation

The National WWII Museum consistently ranks in the top five museums in the country. Drove of visitors from the U.S. and internationally – including our remaining WWII veterans – travel to experience its moving exhibits. B&Co. was honored to work with the museum board to create the branding for this very special property.

Located in New Orleans' Arts & Warehouse District, The Higgins Hotel, a Curio Collection property, was named for NOLA shipbuilder, Andrew Higgins, whose famous shallow-water boats stormed the beaches of Normandie.

While careful not to create "the WWII hotel," B&Co. worked with Kay Lang + Associates on art and environmental branding for the hotel and all four F&B outlets. The result is branding that celebrate an era when Americans unified to bring freedom around the world.



Weaving Houston together with finesse

THE CHIFLEY

Houston is growing fast. So we decided to create a hotel that weaves all of this growth together by reflecting the people's identities and personalities.

The Chifley, located in Houston's Galleria district, is a spirited outlier among a sea of hotel sameness. With an independent brand personality, The Chifley fashions its energy from this multi-cultural community and stitches its spirit from Houston's trailblazing nature.

The name comes from the schiffli weaving process, local to Houston and distinct for its

intricate pattern – a striking metaphor for Houston's intertwined cultures, artistry and industry.

The visual identity of The Chifley brand can be found throughout the space. The pattern, inspired by punch cards used for industrial sewing of schiffli lace, is present in the guestrooms and public spaces, creating a cohesive branded experience.

Special thanks to Driftwood Hospitality, the Tapestry Collection by Hilton team and HVS Interiors for helping us take a complex concept and bring it to life throughout this new hotel.



We built a bar



and now we live there



Anyone who knows us, probably knows we celebrate the week with margaritas. B&Co. Margarita Friday is a thing of legend, and we like to think those noon-hour gatherings keep us bonded (and drinking coffee in the afternoon). But another secret to our esprit de corp is Black Sheep – the bar located right below us. But did you know we built that bar?

In 2013, B&Co. signed a lease for the top floor of a historic print shop building located in Milwaukee's Walker's Point, the area dubbed "Milwaukee's foodie neighborhood" by none other than The New York Times. Despite lots of incredible local eateries in this pocket of Milwaukee, missing was an upscale watering hole. So we worked with the developer (today, Brigitte's husband) to create Black Sheep.

Our team developed the brand and identity, along with print-shop window graphics and a two-story exterior mural. We also worked with the architect to design the space and floor plan, selected all finishes and fixtures, created

custom artwork, and designed the cheeky unisex bathrooms and lower level cellar. All that earned us the 2014 Mayor's Design Award in Milwaukee. We'll drink to that!

On any given day, you'll see our people at the bar during happy hour or out for Sunday brunch on the curbside dining (created long before COVID made them necessary).



Our Black Sheep Favorites



JEFFREY Rosé

ANDREA Vinho Verde

BRIGETTE Truffle Fries

JOSH Manhattan

CATE Dirty Martini

SKYLER Sangria

TARA Pino Noir

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