

# The B-side

NEWS & MUSINGS FROM B&CO.

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PHOTO COURTESY OF DRIFTWOOD HOSPITALITY

## WHAT'S IN A NAME?

**Branding by Website  
and Webbed Feet**

**Brands You  
Can Wear**

**The Journey to  
End Homelessness**



# What’s in a name

A name is a brand’s first impression. It’s an invitation to learn more about what the brand is and what it's trying to do. There's no perfect formula for the perfect name, but the strongest names are rooted in compelling stories. We have plenty that we’re proud of. Check out a few of our favorites.



## Hotel Amalga

Derived from the word “amalgamation,” meaning the uniting and blending of cultures, Hotel Amalga becomes a beautiful Spanish woman’s name. Combined with the hotel's restaurant, Hugo’s, inspired by the French Huguenots that made up St. Augustine’s community alongside the Spanish for centuries, Hotel Amalga comes to life as the personification of a star-crossed lover.

## Hotel Trouvail

If you’re looking for a large, well-appointed room with a quaint ambiance in Miami Beach, you’re in luck. Inspired by the word for “lucky find” in French, Hotel Trouvail is in an iconic French-inspired Art Deco building. A hidden gem amongst the party scene that is Miami Beach.

## Sophy

Rooted in the Greek word "sophia," meaning knowledge, Sophy takes pride in the study of many disciplines. Sophisticated yet approachable, like the hotel itself, Sophy softens the complex symbolism of music, art, science, literature and mathematics found around each corner of the hotel experience.

## Libby McNeill's

Inspired by the Libby, McNeill & Libby Cannery, a historical Marshfield, Wisconsin staple, Libby McNeill’s was always meant to have local roots. What better way to create a community gathering place serving comfort food than to celebrate Marshfield’s place in American food history?

# B&Copinions

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. This is Skyler’s B&Copinion.

## Playing The Name Game

Chances are you’ve done it before

Naming. We’ve all done it. Humans have named everything from quarks to galaxies. Chances are you’ve named something too, from your first car to your first child. That oh-so-important single word or phrase attempts to encapsulate everything the subject is and will become.

Our branding process at B&Co. is intentionally structured so that a market analysis comes first, followed by the establishment of a brand story. Through this research and subsequent narrative, the foundation of any business in any market in any industry is rock solid. Only then can you delve into finding a name that communicates that story and places the brand at a location.

To keep us on track, our team has guideposts as to what a strong name should be:

**MEANINGFUL.** It should reference back to the brand narrative and look forward to fulfilling the brand promise. No need to worry about people not understanding what it means at first glance, as the name is an invitation for curious consumers and guests to want to learn more—and for you to tell your story.

**UNIQUE.** Besides the obvious obstacles of trademarks and copyrights, a name that is uncommon and own-able is also unforgettable. Instead of being concerned with why a proposed name hasn't been used in the industry or at all, be excited at the blank slate of opportunities to carve your brand's own path.

**TIMELESS.** For as long as you envision your business succeeding, the name should be able to withstand that same amount of trends, adversities and years. Names get into trouble when they attempt to capitalize on a recent boon or an antiquated thought process. If a name becomes undermined, so does the story, and that's never a good thing for a foundation.



Fretting over finding the perfect name is common. You envision yourself excitedly mentioning your new brand’s name to industry peers or customers Googling in your market. You’re uneasy that your friends' reactions will be lukewarm or a person on the internet will scroll past because they don’t know the definition of that word. But imagine following up with a couple-sentence synopsis of a captivating story or someone clicking on your website and staying on the homepage for minutes because the brand narrative reads like a novel.

The perfect name does not exist. But the perfect brand can when the foundation and experience are married together through that word or phrase. So, dig a little deeper when brainstorming the name of your next venture. Chances are you’ve done it before.



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MEET  
Skyler

**MOST USED NOTES APP**  
That Would Make A Good Band Name

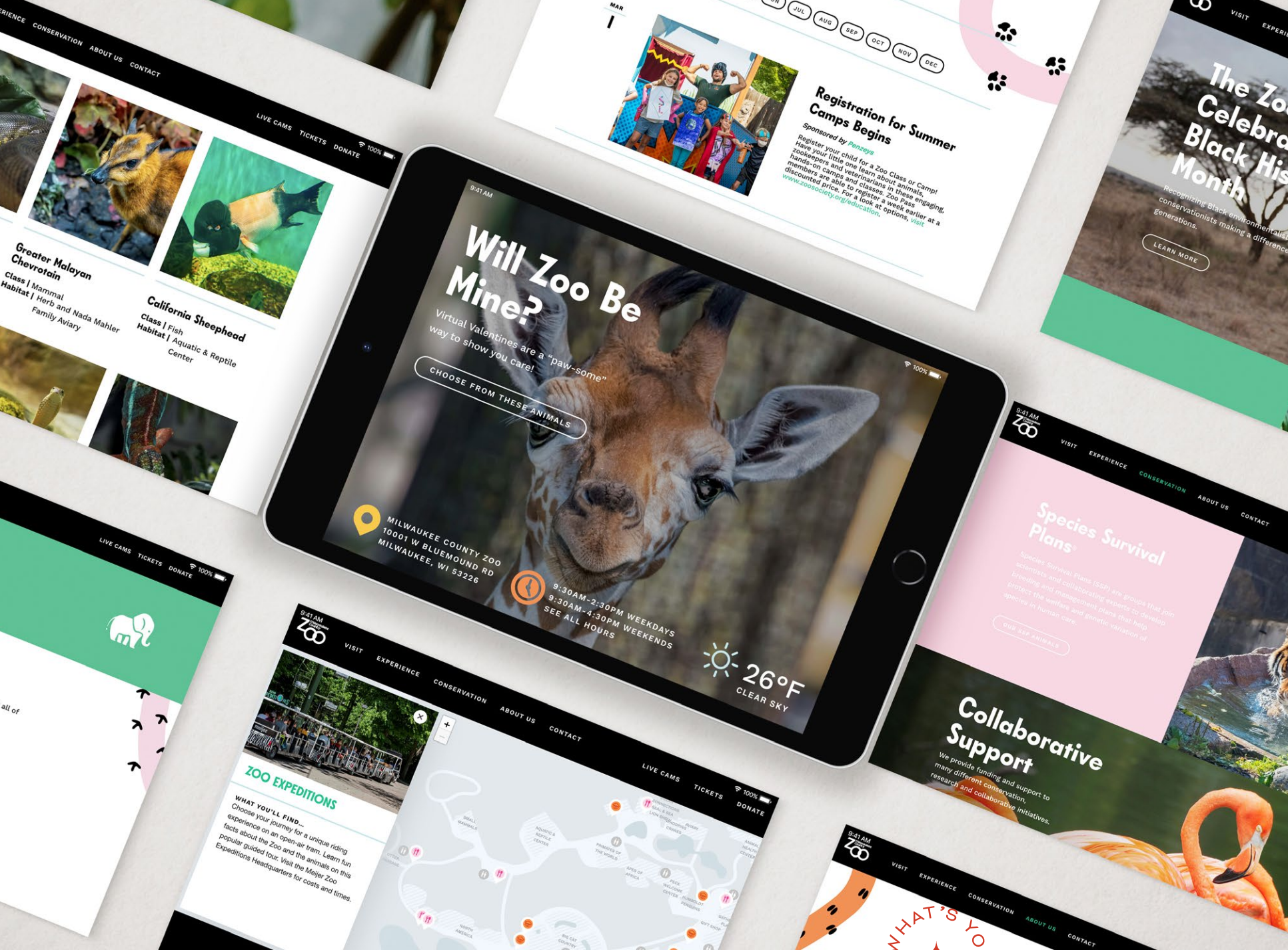
**PETS**  
The dogs of Pet Sitting MKE

**FAVORITE VACATION SPOT**  
Michigan Upper Peninsula

**NEVER TRAVELS WITHOUT**  
Liz Cooper’s discography downloaded

**MOST LIKELY TO**  
Owe someone a drink from a lost bet





## MILWAUKEE COUNTY ZOO

# Branding by Website and Webbed Feet

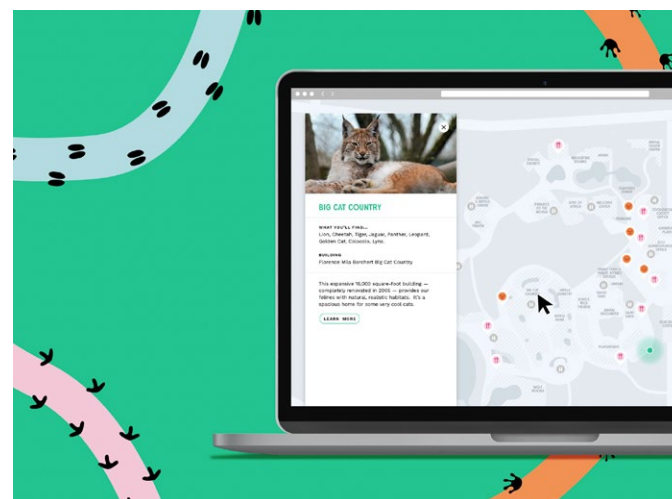
Years ago, when asked around the office what a dream branding project would be, one of us had a single and immediate answer—a zoo. A year later, in the throes of the pandemic, the Milwaukee County Zoo posted an RFP to revamp its website. We were all over it. It’s not often we get to work on a brand we’ve unknowingly been discovering since we were children, so being chosen was a joy.



Rather than developing a traditional website, we emphasized the user experience above all. We wanted a scroll through the site to feel like a stroll through the zoo, stopping often to be surprised and delighted.

The Milwaukee County Zoo is world renowned with a diverse array exhibits and offerings. Everything from weekly events to conservation efforts to an online gift shop needed to be not only eye-catching and accessible to the viewer, but also intuitively editable from the backend. We created an easy-to-navigate and easy-to-populate website.

As hospitality branding specialists, we view our work with the Milwaukee County Zoo as an extension of destination marketing. A website is any company's single-most important, long-term marketing vehicle. It's the face of the brand and the promise of a future experience. And the Milwaukee County Zoo can now promise an engaging, colorful digital experience more reflective of its global destination—whether that’s North America or Adventure Africa.

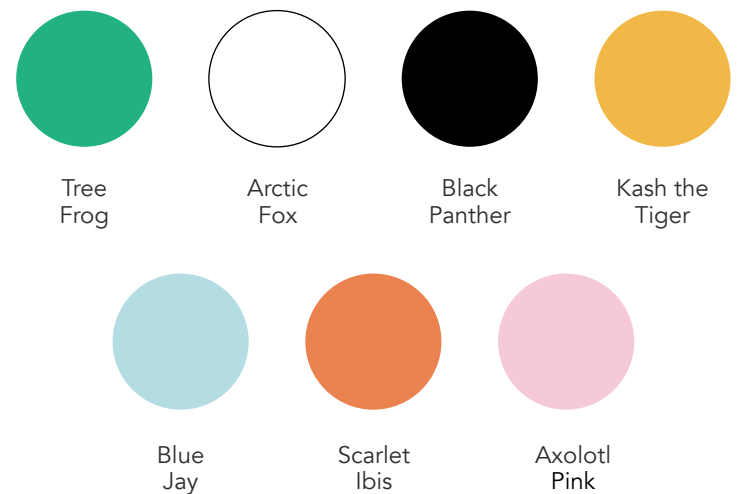


The new website includes interactive elements like a Zoo Map and “Meet Our Animals” profiles. It's also sprinkled with a new visual art style, like animal tracks across the webpages, and new playful messaging, complete with plenty of puns. While not hired to rebrand the zoo, we like to call these new elements “branding by website.”

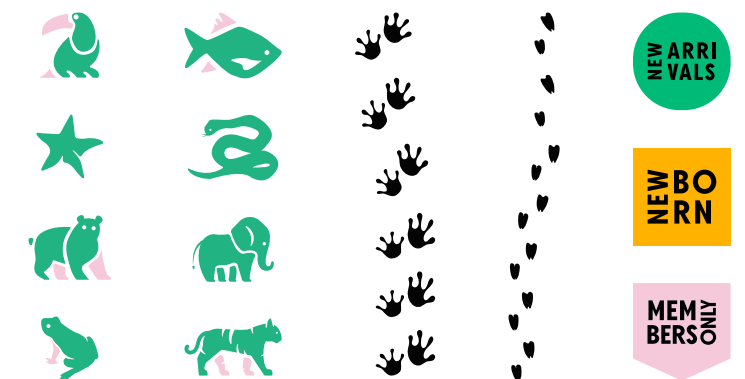
## COLOR INSPIRATION



## COLOR PALETTE



## SUPPORTING ELEMENTS AND ICONOGRAPHY



## TYPOGRAPHY

## GET YOUR TICKETS

# LIVE THE WILDLIFE

We've got some party animals you should meet at the zoo!



# Brands You Can Wear



## The Last Hotel

The Last Hotel in St. Louis is an adapted reuse of a shoe factory—the largest in the world in its heyday. So, when it came to implementation, branding by footwear was a shoe-in. Available for purchase in the lobby market were, among many custom items, shoelaces with branded patterns and colors to pay homage to the long shoemaking history of the building.

## Big River Market

A compact urban grocery market in Memphis's South Main District filled a huge need for food and convenience store options for the entire neighborhood. Alongside hot sandwiches and local coffee, the branded apparel is extensive and exceptional. The store has everything, from illustrated tote bags to branded t-shirts to even the Waylon Line, featuring BRM owner Nick Barbian's Chesapeake Bay Retriever, Waylon.

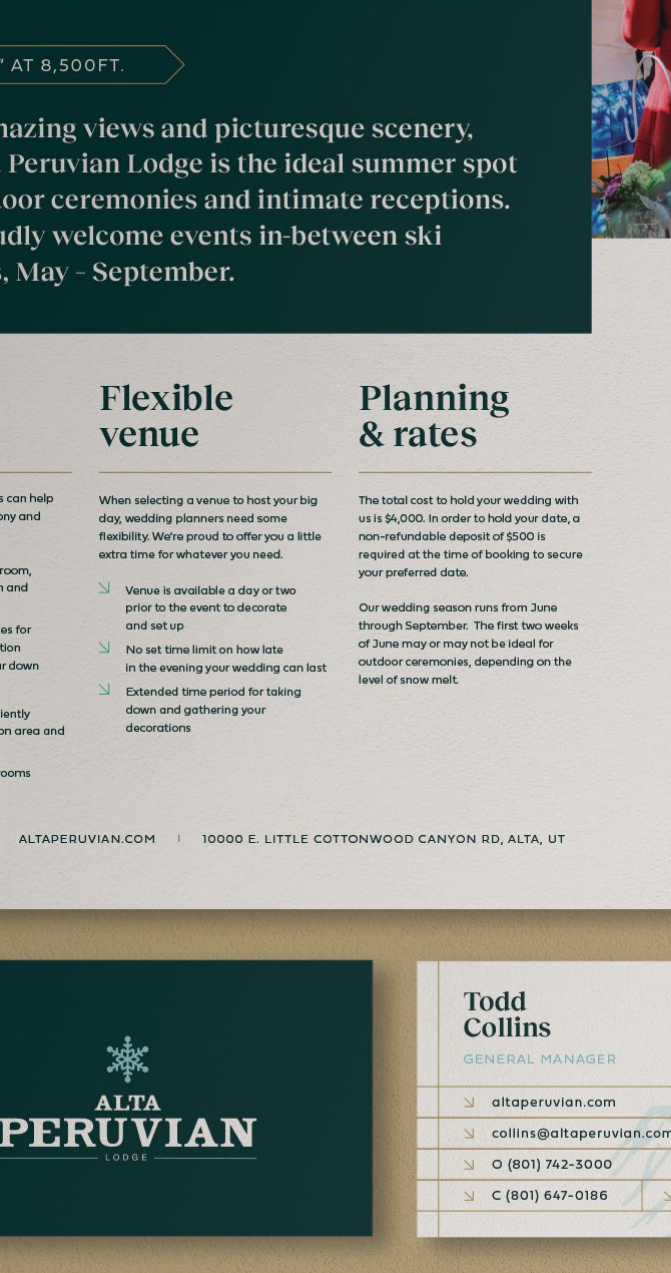


► The ultimate sign of a strong brand? When people start wearing it. Whether it's a hotel, B2B company or grocery store, corporate brands can be found everywhere in plenty of different ways. Just ask Waylon!



## 3Dhealth

3Dhealth partners with health systems across the country to streamline their operations and staffing. When working with such big enterprises, you have to look good. After the rebrand, 3Dhealth started donning their new branded pullovers, golf tees and more, to trade shows and partner meetings. You know what they say: look good, feel even better.



# Alta Peruvian: For the Skiers' Skiers

**The Alta Peruvian Lodge at the foot of the Alta Ski Area in Utah has spent the last seven decades being true to who it is. However, as industry trends evolve and skiers have more options for travel, The Peruvian strives to remain nimble and stay at the top of its game.**

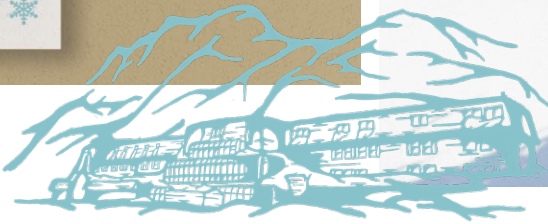
As the lodge's ongoing marketing team, B&Co. decided that refreshing the branding ahead of the 2022-23 season would work wonders with keeping the Peruvian relevant, yet still authentic. In essence, it was a gut check to ensure that the messaging, photography and overall visuals still resonated with past, current and future guests.

Through the exercise, we learned a few things. We realized that that color palette was coming off a bit too loud for the Peruvian personality. We learned that the bold typography began to distract from the gorgeous photography. And we were reminded that the Peruvian is vintage in nature—so why not allow the graphic elements to naturally complement the physical space.

The result: a refreshed visual system that balances the history of the lodge with a modern ski culture. The look is now a fun tug-of-war between vintage and modern. This can be seen most vividly through worn hand-drawn sketches juxtaposed against

today's badge icons. The hand-drawn sketches embody all those who have previously skied Alta, leaving their print in the form of a doodle. The Peruvian-only ski badges pay homage to the modern culture, adorning walls and jackets with badges and lift passes from mountains conquered.

At the end of the day, this lodge is always going to be “for the skiers' skiers.” It's just who they are. But now, the Peruvian has a refreshed identity that reflects the qualities and values of all guests—vintage and modern.





# Restoring Hope and Dignity



An article by B&Co.'s Brigette Harenda



In 2018, I was invited by friends to attend a local gala. That night, I started to learn about the realities of homelessness.

There are so many assumptions about homelessness. That people choose to be homeless. That substance abuse is the primary root cause. That it's mostly men. None of these are even close to accurate.

Hebron House is the oldest non-profit in suburban Milwaukee dedicated to men, women and families struggling with homelessness (yes, it exists in the suburbs). The organization operates emergency short-term shelters and provides case management to assist guests in finding stable housing.

By 2019, B&Co. volunteered to take on the rebranding of the organization originally named Hebron House of Hospitality in 1982. As a company that specializes in

hospitality, we were moved by the name and the tradition of calling those it serves "guests."

Rebranding led with a name change to Hebron Housing Services to capture all that the organization does in the community. After establishing key messaging and developing its new visual identity, the team designed a new website. Our goals were simple: offer vital information about finding the shelters, share facts about the organization important to the community, and provide a portal for accepting donations.

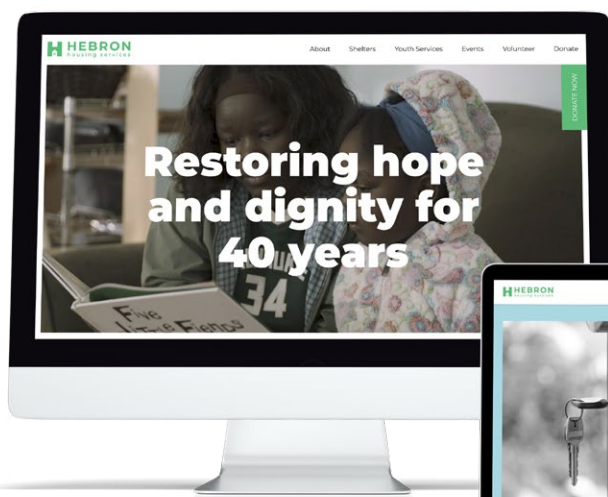
Last year, Hebron Housing Services celebrated its 40th anniversary, having served more than 10,000 men, women and children since it first opened its doors. Today, I'm honored to serve as Vice President on the board of directors and thank former B&Co. staff member Nick Argires of Chow Content who has produced some wonderful video content and photography.



## FACTS ABOUT

## Homelessness

- In the 1980s, families accounted for less than 1% of those experiencing homelessness. Today, it's 30%. Not since the Great Depression (1929-1939) have so many families been homeless in the United States.
- Simple economic issues are the primary reason for U.S. homelessness: lack of affordable housing, poverty, lack of employment opportunities, and low wages.
- People living close to the edge of economic instability are vulnerable, as one financial setback, such as job loss, car troubles, illness, divorce, abandonment, or any unexpected expense can lead to the loss of housing.
- Non-economic factors including mental illness, physical disabilities, learning disorders, post-traumatic stress disorder, medical conditions, drug and alcohol dependence, a history of childhood abuse, sexual abuse, or some combination of these can play a role in homelessness.
- Domestic abuse is the leading cause of homelessness among women. An estimated 84% of women who are homeless have experienced severe physical or sexual abuse at some point in their lives.



TO LEARN MORE VISIT:

[HEBRONHOUSE.ORG](http://HEBRONHOUSE.ORG) AND

[VIMEO.COM/HEBRONHOUSINGSERVICES](https://VIMEO.COM/HEBRONHOUSINGSERVICES).

TO DO MORE, DONATE TO A LOCAL HOMELESS SHELTER. NO COMMUNITY IS IMMUNE.

