

# The B-side

NEWS & MUSINGS FROM B&CO.

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PHOTOS BY KEITH KAMIKAWA



## B&CO. TURNS 15

UNLIMITED PTO

**LIMITLESS TRAVEL**

COMING

**SOON**

OUR FAVORITE

**BRANDS**

# Travel Junkies

## And what we've learned from our new perspectives

We often say "we're hotel junkies" around here, but in truth, we're travel junkies. We've enjoyed renting Airbnbs with friends, staying with family throughout the country, camping while hiking and scuba diving from liveboard ships. For our team, love of travel is a common thread - whether it's a client discovery trip or personal travel.

B&Co. recently implemented an unlimited PTO policy that shifted the focus from prescribed vacation days to a focus on project deadlines and workflow. What has resulted is the ability to take on a great number of new projects while allowing for more flexible R&R.

In 2023 alone, our team has visited more than 32 cities and 8 countries. Each trip results in discovering new ideas that inspire our work. Here are just a few from over the years:

**TARA'S TRIP TO VANCOUVER, BC** I didn't know what to expect in Vancouver, now one of my absolute favorite cities, but from the very start of the journey, when we first took the breathtaking Amtrak Cascades train from Seattle, I knew I was in for a treat. From delicious Japadogs to the Aquabus water taxis to the Skyride up Grouse Mountain, each corner turned and each page flipped was a congenial moment of surprises and delights. Vancouver asks very little from you but certainly gives a lot in return. More importantly, it taught me that sometimes, going into travel without any expectation whatsoever delivers the greatest moments and memories of all.

**CATE'S TRIP TO DENVER AND ROCKY MOUNTAINS, CO** Hiking in the Rocky Mountains is fun until it's in the 20s overnight, you have to wear all your layers in your tent, and debate if going to pee at 3am with a chance of a bear lurking or seeing the stars is worth it or not. Nothing brings appreciation to a bathroom and plush bed like camping, but seeing the starry sky is always worth it. Whether it's a solo trip, family trip, or one with my good buddies, I always try to spend some of my travel partly in nature and in the city. It's the best way to feel both adventurous and rejuvenated.

**SKYLER'S TRIP TO THE SUPERSTITION WILDERNESS, AZ** Thrown off our intended path during a four-day backpacking trip in the Arizona desert, we stumbled upon a property called Apache Lake Marina & Resort. The front desk employee checked us in, drove us to our room, served us cold drinks at the bar, and then woke up early the next morning to drive us to our final destination. This interaction cemented my belief that hospitality is, above all, still defined by the people who truly make travelers feel right at home.

**BRIGETTE'S TRIP TO HAVANA, CUBA** The warmth of the Cuban people is experienced with every interaction. Equal parts beauty and decay, color and crumbling infrastructure, Havana is like no city I've ever visited. Consumer goods are hard to come by, so Cubans get creative, like vinyl records for placemats and coasters.

**JOSH'S TRIP TO ASHEVILLE, NC** I think when people travel for leisure, they usually travel for one of five reasons. Nature, history, food, art/music or architecture. With all of those things considered, a really good way to get into "what locals do" is food. As touristy as it sounds, doing the right food tour is the fastest way to get into the places you would overlook on a blog or list site. We took a coffee tour through Asheville and uncovered not only coffee but history, events and food places we didn't even know were there.

**JEFFREY'S TRIP TO BOSTON, MA** Taking full advantage of being in Boston for work, I decided to experience some "bleisure time" and spent a long weekend in Beantown. Boston is one of those places where every time I go, I always discover something new and interesting. While roaming through the dawn of US history along The Freedom Trail and enjoying delicious food (and drinks), I recognized fascinating examples of how historical significance and modern culture can beautifully coexist. Until next time, Boston.

**ANDREA'S TRIP TO SERBIA** I was invited by dear friends to join them in Serbia and it was one of the most enriching travel experiences I've ever had. I met wonderful people, ate great food and visited some of the most beautiful places I've ever seen. All of this in a country that doesn't see a large number of tourists, with a born-and-raised local. It doesn't get much more authentic than that.

WHAT'S YOUR STORY?  
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WHAT'S YOUR STORY?



# Where We've Been

From business to leisure to bleisure travel, we act on our love of hospitality and experience the rest of the country—and the world.

# We're Getting Old

OUR 15TH ANNIVERSARY

But we can still get down like we did in our single digits. In June, we threw a party celebrating our 15th anniversary. It was both a night to remember and a nostalgic reunion. To those who came or sent gifts from afar, we thank you from the bottom of our hearts.

We've always marked milestones at B&Co. From our 10th Anniversary Alley Party (those who know, know) to team member birthdays, we love to celebrate life's moments. So 15 years was a big deal.

Since 2008, we've branded more than 100 hotels, bars, restaurants and lifestyle brands. That's 15 years of telling stories—your stories. So, we invited past and present clients, partners and employees to share some of those stories in person.



Clients and colleagues, new and old, joined us from near and far to help us celebrate. The evening was a whirlwind of catching up on the past decade and a half, along with live music, plenty of champagne and a sea of red outfits.

A heartfelt thank you to everyone who celebrated with us, in person and in spirit.



For our out-of-town guests staying at The Iron Horse Hotel, we kicked things off with our signature drink in the form of an in-room Margarita Kit. Our little soirée was held at Madcap Lounge, an intimate and impeccably designed event space created by our friends and clients, HF Hospitality. Our welcome cocktail? You guessed it, a margarita for good measure.



◀ “ I recently heard Tom Hanks say that the best part of his career hasn't been the movies he was in. The thing he's loved the most is what he called 'the hang.' Those moments in between the work that are funny and make you laugh and connect with people and make your coworkers feel like your family. I couldn't agree more. I think we do good work. But it's 'the hang' and these people that I love the most. ” **BRIGETTE**

# Every Brand Should Have a Brand Book

We've seen it many times before. A hotel or business is flourishing but its branding is inconsistent and messaging is unclear. And it's noticeable.



Legacy brands often operate for years without a Brand Book. After a property opens and time passes, it's common to see staff develop brand visuals and messages that work just well enough to resonate with guests. But there comes a time when revisiting branding can recreate cohesiveness and consistency.

Inn by the Sea is a luxury coastal Maine hotel to which families and couples have been retreating for generations. Their rates are the highest in the market, with a tremendously consistent repeat guest stay. But The Olympia Companies recognized that it was time for a brand refresh to firmly establish this legendary hotel's voice and visuals.

We got to work first on retelling the story, complete with brand positioning, promise, pillars and personality. Then we revamped the visual identity, creating technical guidelines for everything from the logo suite and color palette to new graphics and typography. Finally, Inn by the Sea had its established brand all in one place.

Recognizing that a Brand Book can sit in a drawer without team involvement, Olympia asked us to take the entire staff through it to ensure the brand is fully understood and comes to life on property every day.

While hotels and businesses can run just fine without going through a brand refresh, the role that establishing foundational branding can have on operations and marketing often proves to move the needle ever further.



# Keep Your Eyes Peeled

We're excited to see a few hotels we've branded opening soon.

WHAT'S YOUR STORY?



## ASHORE RESORT & BEACH CLUB

**OCEAN CITY, MD** The first and only Resort & Beach Club in Ocean City, Maryland is launching in summer 2023. For beachgoers chasing a past feeling or finding their future selves, Ashore delivers new branding and fresh interiors by KKAD throughout the property, including a full-service restaurant, beachside bar and an inventive gathering hub.



## HOTEL RUMBABO

**OLD SAN JUAN, PR** Located on the waterfront of the Caribbean's most traveled port and Puerto Rico's oldest city, Hotel Rumbabo is Old San Juan's modern gateway into another world. A Tribute Portfolio Hotel, this "key to Old San Juan" connects travelers to locals with a vibrant and romantic approach.



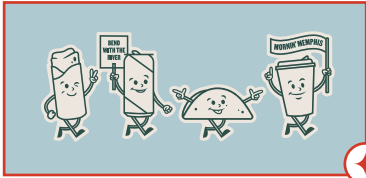
## WOLFE'S

**MOAB, UT** Those who travel to Moab, Utah are often said to be "enchanted with this strange country." Wolfe's, an adaptive-reuse roadside hotel, captures and conveys the spirit of Moab and its people. Get ready for a naturally activated, soulfully connected and unapologetically edgy stay in late 2023.

# 15 Brands We Love

CHEERS  
TO  
**15**  
YEARS

We asked the team to name a few of their favorite projects over the years. We landed on 15. Because, y'know, it's our 15th birthday.



1

## 3DHEALTH | JEFFREY'S PICK

"We don't do a lot of B2B, but when we do, we have fun with it. From what they described as 'cobbled to cohesive,' we gave 3Dhealth a fresh new look, coupled with fun yet direct messaging to help grow their business."

2

## BIG RIVER MARKET | CATE'S PICK

"An oasis in the form of a compact urban grocery market? I'm in. The brand perfectly mixes inspiration from Memphis, vintage delis and modern bodegas into a bold personality for anyone and everyone."



3

## BLACK SHEEP | ANDREA'S PICK

"I may be biased as it's one of my favorite places, but the classic style and great people are all I need. And I'm a sucker for turn-of-the-century typography and line work."

4

## COYOTE SOUTH | JOSH'S PICK

"It was just so fun to come up with a name that didn't have to follow the traditional hotel rules—it doesn't even have 'hotel' in the name. It's playful and it ties in history all the way through to the logo, color palette, and pattern."



5

## DUBBEL DUTCH | SKYLER'S PICK

"An independent hotel with 17 completely unique rooms? Check. A cheeky name rooted in the Brand Story? Dubbel check. And it's downtown in my favorite city? You can't top that."



6

## HOTEL AMALGA | TARA'S PICK

"Hotel Amalga is a romantic, Romeo-meets-Juliet story between French Huguenots and Spanish Conquistadors in St. Augustine, Florida. If the Art Nouveau inspired arches don't pull at your heartstrings, the color palette will!"



7

## HOTEL TROUVAIL | BRIGETTE'S PICK

"I've been visiting Miami Beach for 45 years, and the small Art Deco hotels are my absolute favorites. This project allowed our team to give a historic property a new clever name and fresh visual look."

8

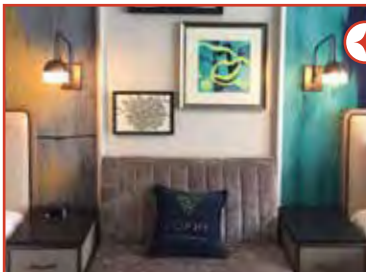
## ROUSE | SKYLER'S PICK

"As a former service industry worker and current hospitality branding professional, concepting a menu that complemented the restaurant's brand story tied both my lives together perfectly."

9

## SCHLITZ PARK | TARA'S PICK

"Schlitz is beloved by the City of Milwaukee - heck, it made us famous! When the former brewery-turned-office park asked us to create an updated brand, we were elated. I'm so proud of the vibrant and authentic end product."



10

## SOPHY | JEFFREY'S PICK

"Embodying its unique Hyde Park neighborhood, this brand is packed with intellect, warmth and intrigue. It stirs up the senses all while making you feel right at home. This was also the first hotel I ever named, which is cool."

11

## THE CAMP AT CARMEL VALLEY | ANDREA'S PICK

"This brand's summer camp nostalgia got me right away, and I love the illustrative style of the maps and signage."

12

## THE COMMON GOOD | CATE'S PICK

"This brand's angle is in its placemaking for global comfort food while infusing a nature-inspired color palette, imagery and overall visual identity. This restaurant is easily one of my favorite projects."

13

## THE DAYTONA | BRIGETTE'S PICK

"I didn't expect to love this branding because we inherited the logo. But I'm a car girl, and Josh really developed a fantastic visual identity that references everything from a classic stick shift to sweet tire treads."



14

## THE DÖRR | JOSH'S PICK

"One of my favorite design quotes is by Paul Rand: 'Design is so simple and that's why it's so complicated.' This project was that in a nutshell, creating an identity that was so dang simple was difficult but so rewarding. Seeing that embodied in the interior design was the icing on the cake."

15

## THE LAST HOTEL | BRIGETTE'S PICK

"We leaned hard into the provenance of the former International Shoe Company to create a rich brand narrative and visual identity for this St. Louis property."