

# The B-Side

NEWS & MUSINGS FROM B&CO.

VOL. 9 / Q2 / 2026



A BREATH OF FRESH AIR

## NEW CHAPTER, STORIED BUILDING

A HUB AWAY

**FROM HOME**

THE BRAND

**DIALOGUE**

LAUREN SAYS

**SERVICE FIRST**

Photo by Nick Argires

# The Dialogue Between Brand & Interior Design

Not Just a Pretty Space: The Creative Tension that Delivers

In hospitality, space conveys a story, but the way that story comes to life depends on the many voices shaping it.

As a branding studio, we've developed great working relationships with some incredibly talented interior design firms. We've also come to the conclusion that they are distinctly different disciplines.

Branding begins in the intangible. It asks foundational questions about purpose, positioning, and experience. Why does this place exist? What does it stand for? What does it promise a guest before they ever arrive?

Interior design brings that meaning into the physical world. It considers scale, light, materials, acoustics, and flow. It takes into account how a guest moves through a space, how staff operate within it, how it shifts from morning coffee to evening cocktails. It transforms narrative into atmosphere.

When these disciplines work independently but in tandem something powerful happens. There's a natural dialogue. Branding may push for a sharper point of view or a more distinct personality. Interior design may respond with insights about spatial logic, operational realities, or sensory nuance. That exchange doesn't dilute the idea, it strengthens it.

Creative tension, when it's rooted in mutual respect, produces depth.

Hospitality is layered. It lives in the name, the voice, the website, the menus, the service rituals, and the programming. Branding safeguards the consistency of that ecosystem. Interior design ensures that the physical environment embodies the brand in a way that feels authentic and enduring.

Guests may never see the process behind a hospitality project, but they feel the outcome. They sense when the physical environment and the brand narrative are in conversation rather than simply aligned. Separating branding and interior design isn't about drawing hard lines. It's about honoring the depth of both disciplines.

Hospitality is expected to be visually impressive. What truly differentiates a space is clarity of purpose expressed in layered, thoughtful ways. That clarity is strongest when branding and design meet as collaborators and elevate each other.

Of course, there are incredibly talented firms that offer both branding and interior design under one roof. When those teams are structured thoughtfully, that model can produce beautiful, seamless work. Integration has real advantages. But even within that structure, we found that the most compelling projects emerge when branding and interiors operate as distinct disciplines with their own priorities and perspectives.



Photo by Nick Argires



Photo by Nick Argires

## MAISON TWENTY SEVEN

# The Spirit of Le bien-être

Maison Twenty Seven recently debuted in beautiful Santa Monica, California. This is the second Palihouse conversion B&Co. has had the pleasure of branding. For this intimate 38-room historic building, we leaned into the architecture and the neighborhood to tell the story.

Little in terms of interiors was needed for this gem of a hotel in the heart of Santa Monica. Instead, we aligned this lush landmark villa in Southern California with a French, Mediterranean sanctuary.

Today, Maison Twenty Seven takes its inspiration from coastal Mediterranean living.

It invites guests to slow down, savor, and immerse themselves in a sense of tranquility. Here, soul, spirit, and life are honored through every detail of the guest experience. This ethos is not only strategically conveyed in the visual brand and voice, but it is also an operational promise that sets the property apart.

This brand evokes both elevated freshness and grounded heritage. Warm cream, rich brown, and deep green creates a palette that's harmonious with the building's historic tones and verdant courtyard. The visual identity is as relaxed as it is elegant and takes design cues from the labels of vintage parfum bottles and leisurely hand-drawn illustrations.

The iconography and pattern pull from signature architectural details that adorn the walls and windows, like the crest around the property icon. Branded collateral is richly felt and artistic in its expression, through painted signage, textured papers, and glints of foil.

The guest experience invites ease and a touch of wellness, in the spirit of le bien-être. Guestroom books, property journals, and various walking maps immerse guests in their own private experience while listening vignettes, daily-made refreshments, and concierge boards create a sense of connection to Santa Monica itself.



Photo by Three Sixty

B&Co. worked with Three Sixty through our AllDay collab to create Waking Daisy in Milwaukee.



Photo by Lang Schwander

The talented team at Lang & Schwander brought our Hotel Rumbao brand story to life in Old San Juan, PR.

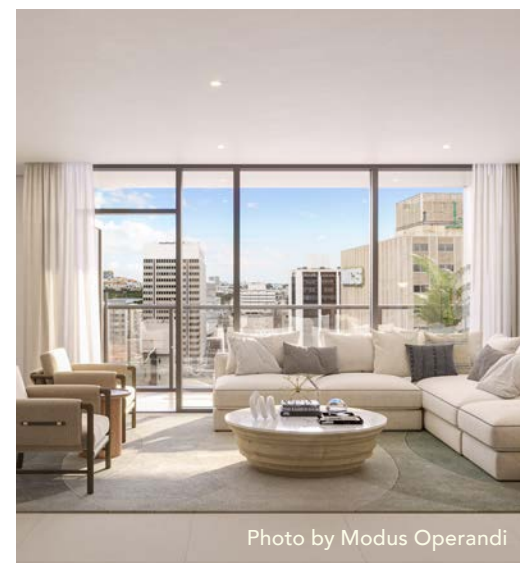


Photo by Modus Operandi

Modus Operandi delivered the elevated story of Oro Residences in San Juan's financial district.



Photo by Anna Barzin

▶ **WTF typographic lockups are inspired by vintage flight badges. The tongue-in-cheek brand voice made them ideal for everything from menus to social GIFs.**

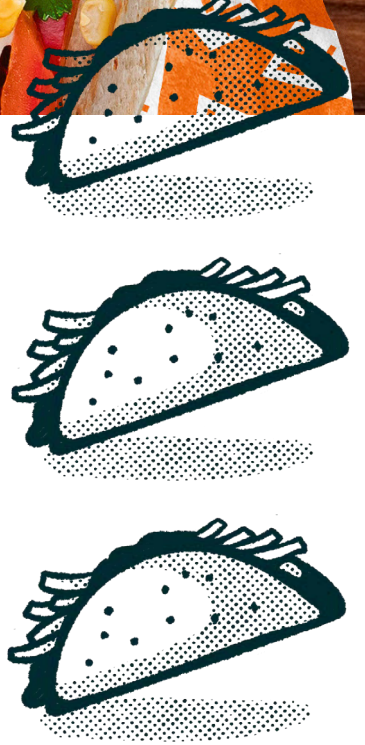
The restaurant sits just a mile from Moore County Airport, a detail that quickly became a source of inspiration for us. Pairing that influence with the developer's Midwestern roots led us to a name that was the best of both worlds: Wisco Taco Foxtrot, or simply WTF.

We think the name says it all. Borrowing from the phonetic alphabet, Wisco Taco Foxtrot combines aviation language with the delightfully unexpected idea of Wisconsin tacos. Contradictory? Maybe. But that playful collision and cheeky humor became the foundation for a brand that's irreverent, nostalgic, and a little homesick for the Midwest.

The aesthetic leans into vintage flight ephemera—retro textures, bold graphics, and playful illustrations—while the guest experience lands somewhere that would make any Wisconsinite long for home. Think Old Fashioneds, cheese curd tacos, and even euchre lessons.

Working alongside our partners at Three Sixty, we brought the concept to life inside the space through large-scale murals and custom signage that carry the brand's color palette throughout the restaurant. We worked closely with operator, Early Bird Night Owl, to build the brand's long-term foundation—developing menus, voice and tone guidelines, and a social media strategy to support the restaurant as it grows.

The result? A dining experience that is unmistakably its own—a place where guests can land, refuel, and enjoy a little Midwestern hospitality before jetting off on their next adventure.



WTF IS HAPPENING IN PINEHURST

# A Hub Away From Home

Pinehurst, North Carolina is best known for its golf resorts and growing residential communities, but beyond the fairways, dining options are limited. When a Wisconsin-born developer approached us to create a taco restaurant that would bring a little Midwestern fun to the South, we happily jumped into the cockpit.



# Linking Past and Present

The Janney is the latest classic motel turned hip hotel in our portfolio. B&Co. is no stranger to repositioning limited-service, roadside properties into sought-after lifestyle accommodations, however, The Janney is our first project within the Unscripted by Hyatt portfolio, and we couldn't be more excited to share the result.

Our charge was simple: create an independent identity rooted in a sense of place. The launchpad positioning of a limited-service motel and the influence of Durango, Colorado's rich railroad culture naturally resulted in a story of connection. A "Janney" train coupler was a unique and revolutionary mechanical design to link rail cars in the late 1800s. Like the couplers themselves, The Janney connects guests to Durango's landscape, culture, and experiences.

The brand invites guests to embark on a journey, experience a rhythm, and come together. Warm, welcoming, and energetic, the voice is translated into brand visuals that feel grounded and expressive with well-worn Western details.

Elements like the TJ logo—designed to resemble a branding iron—and the layered topographic pattern inspired by Durango's landscape highlight the area's heritage. The Janney's overall design blends a rugged, refined look with a modern edge, creating a setting that feels both grounded and inviting for gathering, exploring, and connecting.



Photo by Durango & Silverton Narrow Gauge Railroad

STRATEGY, STORYTELLING, BRANDING, WHAT'S YOUR STORY?

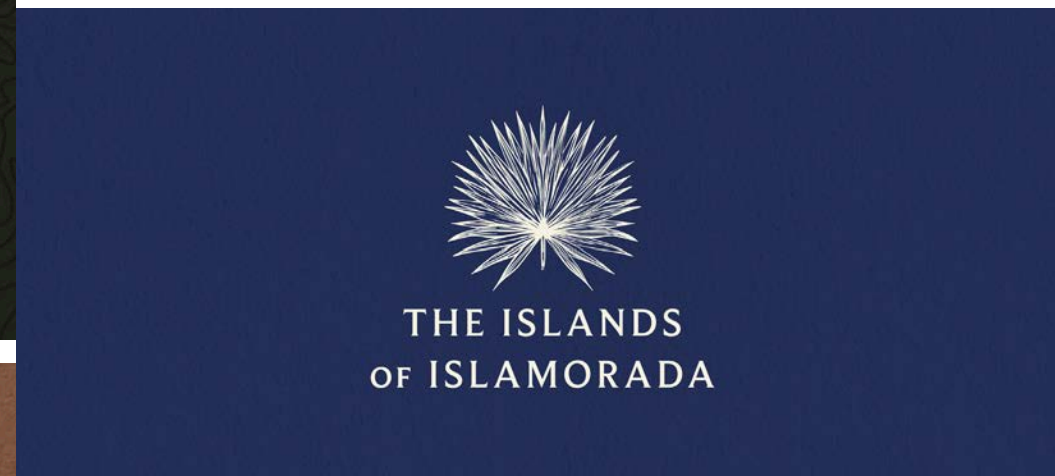


Photo by Nickolas Sargent

## THE ISLANDS OF ISLAMORADA

# When Luxury Means Freedom to Choose

Luxury travel is undergoing a notable shift, where privacy and intimacy have become more desirable than spectacle and nightlife. Today's seasoned traveler is often less interested in crowded destinations and high-energy social scenes. Instead, they are more drawn to quiet, personal experiences and places that offer space, discretion, and a sense of calm.

Seclusion has become a new form of status, while thoughtful, low-density environments and highly personalized service define modern luxury.

In this landscape, the most compelling destinations are those that prioritize how a place feels over how it performs—creating room for restoration, connection, and meaningful escape.

Tucked away in the Florida Keys, The Islands of Islamorada is exactly that. A secluded resort of waterfront residences and oceanfront villa-style suites. Our mission at B&Co. was to revitalize the brand with a fresh identity and narrative that resonated with modern luxury travelers: those who crave personal experiences, spontaneous adventure, and soul-deep relaxation.

Where many resorts in the Florida Keys highlight laid-back leisure, we leaned into something more refined. At The Islands of Islamorada, luxury means freedom—the freedom to choose how and when you unwind.

Whether it's an early morning paddle at sunrise, a private chef's dinner at sunset, or simply doing nothing at all, the experience is

curated, not constrained. We positioned the brand story and voice around relaxed luxury and adventure on demand—a brand that embodied bespoke experiences as defined by each guest.

Our role included creating more distinction in the brand visuals and an expanded design toolbox. But the truly impactful deliverables were recommendations for resort activations that blended curated experiences, such as cacao ceremonies and coral preservation.

Whether a reaction to today's chaotic world or a lingering effect of the pandemic, affluent travel is no longer about access to "the most." The role of the brand experience is to promise personal choice and meaningful connection.

# 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. This is Lauren's B&C opinion.

## Service Comes First

Applying the Steps of Service to Branding

My first introduction to hospitality didn't come from a meeting room; it came while I was on my feet, balancing trays of cocktails, rolling silverware, and taking dinner orders. Friday evenings and Sunday brunches spent weaving between tables helped support my studies—and it's where my understanding of hospitality took shape. Even now, as a graphic designer, service still comes first.

Both hospitality and branding are built on sensitivity: knowing when to step forward or step back, when to keep an interaction brief and when to linger. You quickly learn the power of paying attention. Small, behind-the-scenes gestures can matter just as much as what happens on the dining room floor.

Branding is no different. A striking logo may stand out, but a thoughtfully built brand system—with clear, consistent, intentional use—is what creates real impact. The details matter because they're felt, even when they're invisible.

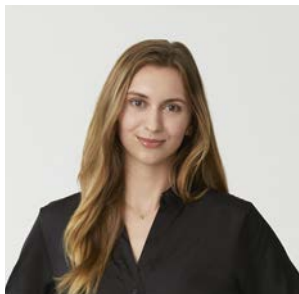
The first, and often most critical, step of service is the greeting. Within sixty seconds, we aim to make meaningful, genuine contact: introduce ourselves, build trust, and reassure guests they're in good hands. Branding works similarly. The first glance at signage or a homepage sets the tone for the whole experience. Color, shape, typography, and scale quietly communicate what guests can expect before a word is read. Like a server approaching a table, a brand's silent body language can speak as loudly as its message.

As service continues, the focus shifts from guiding to listening. A great server quickly reads their table, tailors recommendations, and adjusts their approach to guest preferences. Strong brands do the same. They understand their audience, balancing consistency with flexibility while leaving room for personality and emotional connection. Finally comes the farewell—the chance to leave a lasting impression



and invite a return. Branding works the same way. It isn't a single moment, but an ongoing relationship that extends long after the immediate experience ends. The most memorable brands, like the best service, stay with you.

Hospitality has taught me that whether you're executing a brand on your feet or from behind a desk, the goal is the same: make people feel seen, supported, and valued. I'm fortunate to work with a team that shares this belief and treats branding not as decoration, but as an extension of care.



MEET

Lauren

**CURRENTLY READING**

Knots by Gunnhild Øyehaug

**FAVORITE PASTIME**

Expanding my CD collection

**NEVER TRAVELS WITHOUT**

Peppermint Ice Breakers Gum

**CURRENTLY WATCHING**

The Godzilla franchise in chronological order

**MOST LIKELY TO**

Bring up The Muppets completely unprovoked