

The Park Hotels unveils its new look



EH STAFF - Mumbai

The Park Hotels has introduced a new brand experience with a new visual identity. The new logo is in homage to The Park being the place to be and to be seen and focuses on 'The'. It is also a tip of the hat to The Park's position as the original 'The Park Hotel' in India. Furthermore, the identity's black and white rendition helps bring the colours and richness of The Park's environment to the fore, and helps differentiate it from its competitors. The branding will be rolled out on April 1, 2013.

Priya Paul, chairperson, Apeejay Surrendra Park Hotels said, "The Park Hotels is where unusual experiences are possible. We are known for creativity and innovation that is ingrained in our collective DNA. As we continue to grow, we realised the need to communicate boldly the strength of our brand. The fresh design language strongly reflects contemporary India and our ethos. It is strikingly bold and captures our personality perfectly."

The fresh visual identity system is made up of unique contemporary patterns, created from motifs that symbolise quintessential India. The new identity has been brought to life through a range of applications, including digital, collaterals, signages and a creation of a highly impactful brand video. The brand revitalisation exercise has taken more than two years and has spends of about ₹12 crore. This process not only entails the creation of the new look and feel across all the hotels, but also integrates the execution of unique experiences that are rooted in the brand promise of 'Anything But Ordinary'.

"Generations of global travellers share a strong connection with our brand identity. Our name and core mark are both recognisable and powerful. The Park redefines new luxury. The redefinition comes through design, entertainment and creation of unique service experiences. This evolution reflects the modern style that defines our brand today," said Vijay Dewan, managing director, Apeejay Surrendra Park Hotels. ■

