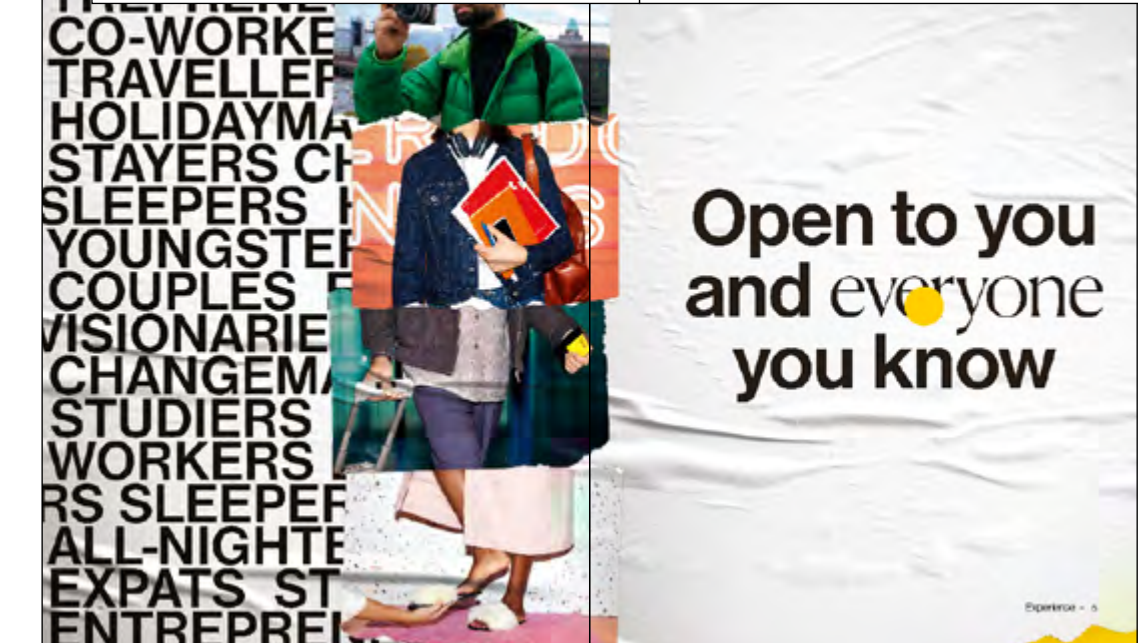
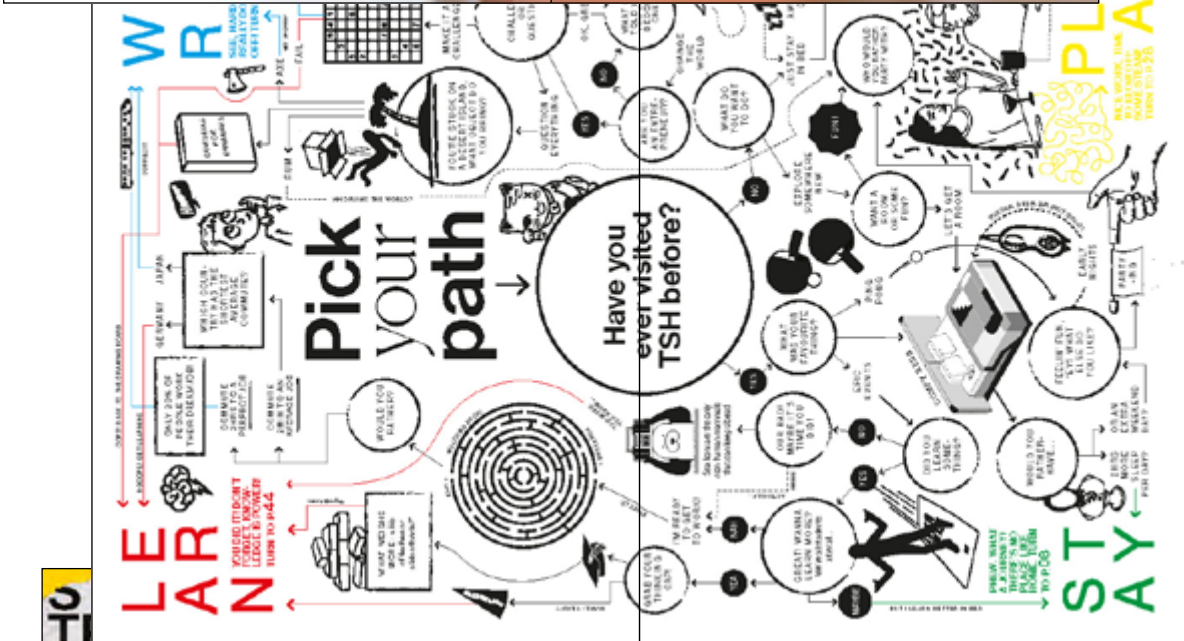


THE COMPLETE CONNECTED COMMUNITY POSTER



BRANDBOOK: BRAND



MINIBOOK: BRAND (THE COMMONS RESTAURANT)



## Business case

# The Student Hotel

## BrandBook

### CREATIVE DIRECTION

After the first released BrandBook - in 2016 - the time for a new, updated version has come.

I've led the team to foster innovation, integration of technology, different materials and printing techniques to represent the always unfinished Brand natural soul that keeps evolving.

My tasks were to mentor and inspire the team, guide them through full development of the chapters and find a reliable printing partner that reflects the principles of the Brand - sustainability, innovation and high-end design.

The book starts from the middle and it divides the brand from the experience into 2 (sub) books. To let people open it from the middle we've included an illustrated map that represent what can be found when entering TSH. Scenes are inspired by real activities and events. It also includes iconic characters such as the The Student Hotel's CEO.

The book is playful. It includes fun elements and 2 small booklet with stories of the people. It also has 2 covers, so it can be flipped around to be read upside down.

BRANDBOOK: EXPERIENCE



MINIBOOK: EXPERIENCE (OUR PEOPLE)

