



REXAN
CORPORATE
BRAND IDENTITY

BRAND STRATEGY

EMOTIONAL BENEFITS:

- INSPIRING
- NOTEWORTHY
- CONFIDENCE
- VALUABLE

RATIONAL BENEFITS:

- EXCEPTIONAL HOTELS
- INSPIRING EXPERIENCES
- MODERN SOLUTIONS
- UNPARALLELED REWARDS

OUR BELIEF:

WE BELIEVE EVERY JOURNEY SHOULD ENRICH THE SOUL WITH THE WONDERS OF IRANIAN CULTURE AND ITS ARCHITECTURAL BEAUTY.

**BRAND
HOUSE**

OUR PROMISE:

WE PROMISE A LUXURIOUS FUSION OF IRAN'S TRADITIONAL HOSPITALITY AND ARCHITECTURAL ELEGANCE, MAKING EVERY STAY AN UNFORGETTABLE CULTURAL EXPERIENCE.

VALUES:

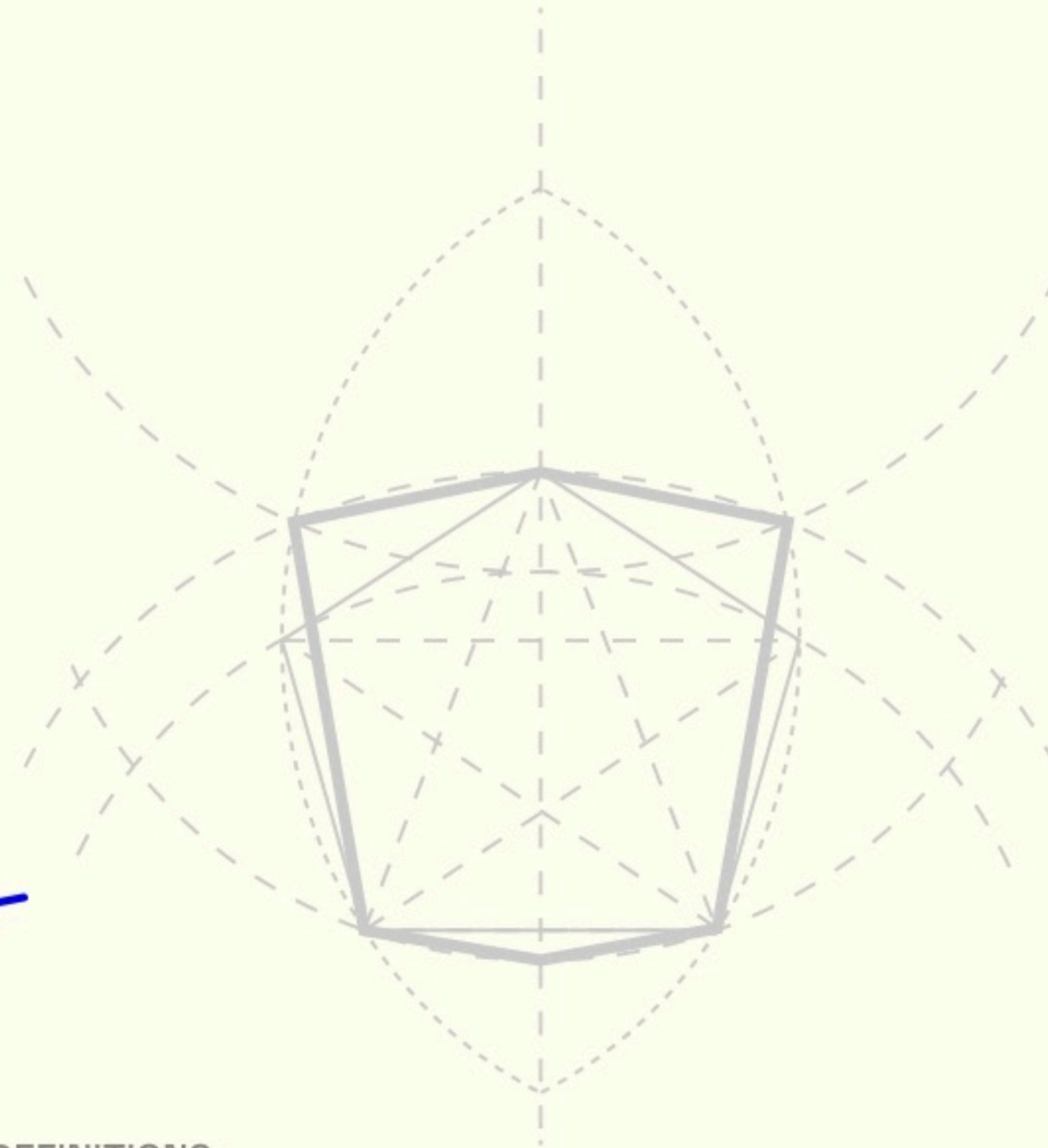
- GUEST-CENTERED FOCUS
- CREATIVE YET FAMILIAR
- OPEN TO ALL



REXAN
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CONCEPT

CONCEPT, IDENTITY AND APPLICATIONS



PRIMARY CONCEPT:

KEY STONE

A KEYSTONE IS THE TOP STONE OF AN ARCH OR VAULT.

COMPLEMENTARY CONCEPT:

FIBONACCI

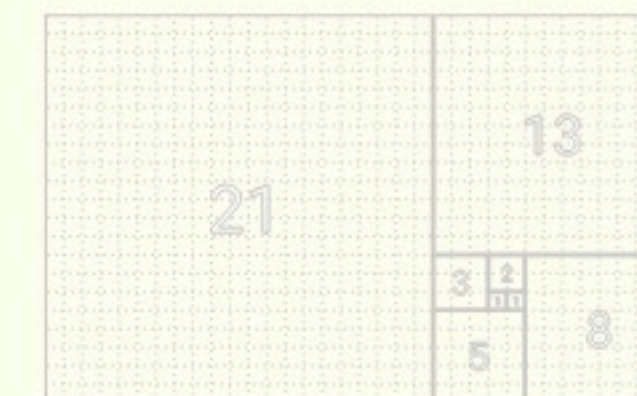
THE FIBONACCI SEQUENCE ADDS EACH NUMBER TO THE ONE BEFORE IT.



THE CONCEPT HAS TWO MAIN DEFINITIONS:

KEYSTONE: THE KEYSTONE SYMBOL SIGNIFIES STRENGTH, LUXURY, AND PRECISION, EMBODYING REXAN HOTELS' TIMELESS EXCELLENCE IN ONE PLACE.

FIBONACCI: THE FIBONACCI SEQUENCE IS USED AS A COMPLEMENTARY METRIC, GUIDING THE PROPORTIONS AND STRUCTURES WITHIN THE IDENTITY DESIGN TO ENSURE HARMONY AND BALANCE.





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WORDMARK

WORDMARK INTERPRETATION CONCEPT

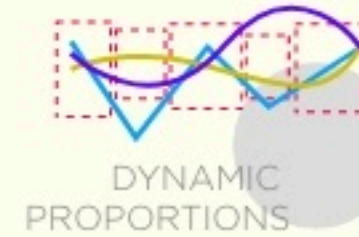
WORDMARK DESIGN

THE WORDMARK BLENDS SERIF AND SANS-SERIF FONTS, BALANCING CASES WITH FIBONACCI METRICS TO REFLECT KEYSTONE PRINCIPLES OF HARMONY AND STRENGTH.

WORDMARK DESIGN JOURNEY

THE WORDMARK IS CRAFTED TO EMBODY THE CORE VALUES THE BRAND AIMS TO CONVEY DURING THE AWARENESS PHASE OF ITS COMMUNICATIONS PLAN.

IT REFLECTS CONCEPTS SUCH AS DYNAMIC PROPORTIONS, HAPPINESS, AND SYMBOLISM, WHILE HIGHLIGHTING THE JOURNEY, MOMENTS, STRUCTURE, AND PERSPECTIVE THAT DEFINE THE BRAND.



DYNAMIC PROPORTIONS



TICKER, YIN AND YANG SYMBOL



CULTURAL GLYPHIC SYMBOL



HAPPINESS SYMBOL



JOURNEY MOMENTS



BUILDING AND PERSPECTIVE STRUCTURE EMPHASIZING

INCORPORATE ELEMENTS

DRAWING FROM CULTURAL AND GLYPHIC INFLUENCES, IT INCORPORATES ELEMENTS LIKE THE TICKER AND YIN-YANG, CREATING A HARMONIOUS AND MEANINGFUL REPRESENTATION OF THE BRAND'S IDENTITY.



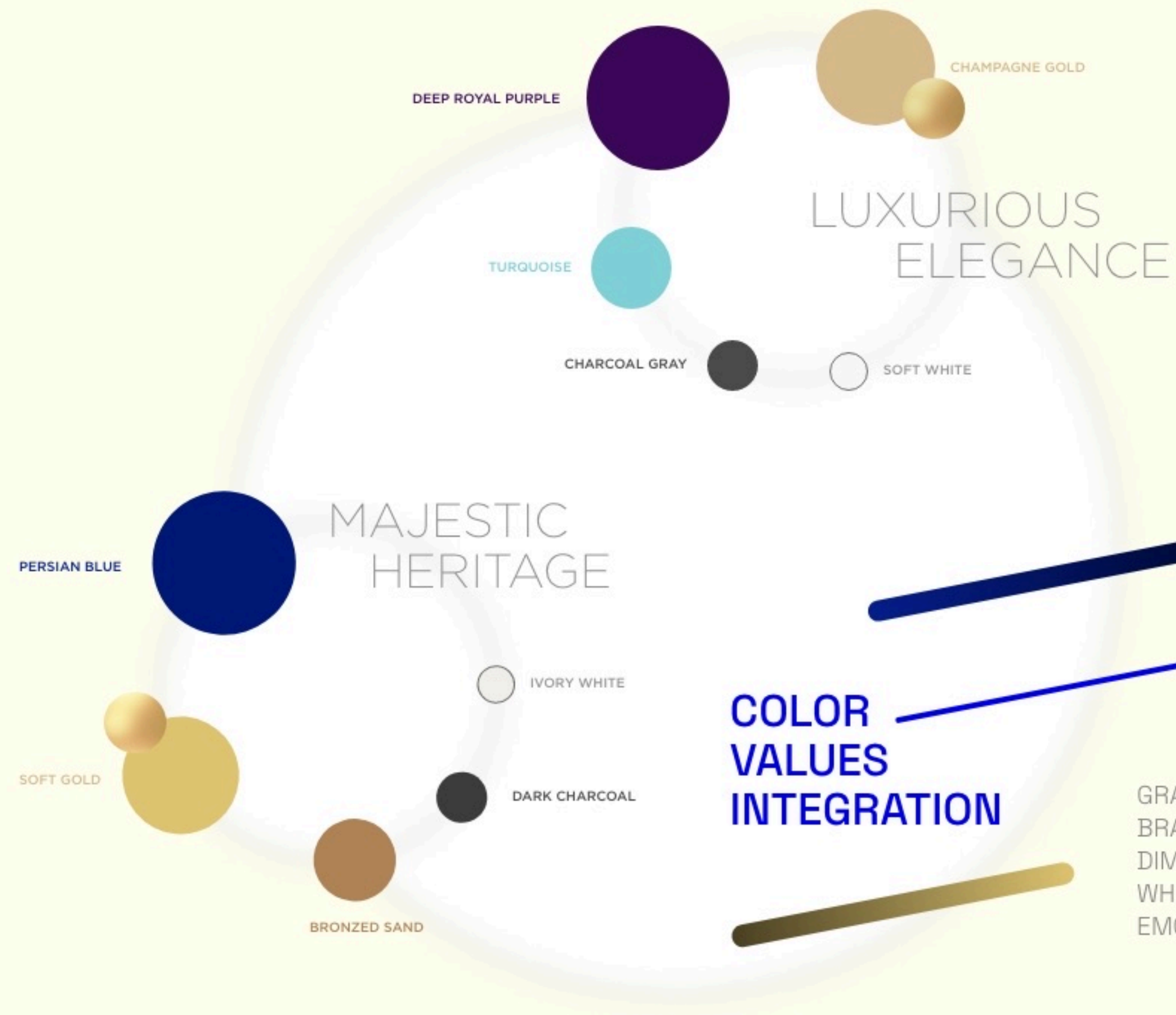
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COLORS

KEY CRITERIA

THE COLOR PALETTE IS CAREFULLY CHOSEN TO ALIGN WITH THE BRAND'S CORE VALUES, ENSURING CONSISTENCY ACROSS ITS IDENTITY

BY CONSIDERING KEY CRITERIA, WE SELECTED UNIQUE PRIMARY, SECONDARY, AND HIGHLIGHT COLORS THAT REINFORCE THE BRAND'S ESSENCE AND VISUAL IMPACT.



COLOR VALUES INTEGRATION

GRADIENT COLORS ARE USED TO EXPAND THE BRAND'S DEFINITIONS, ADDING DEPTH AND DIMENSION THAT REFLECT THE BRAND STORY, WHILE ENHANCING THE VISUAL NARRATIVE AND EMOTIONAL CONNECTION.



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STRUCTURE



GUIDELINES

DETAILED STRUCTURE
THE TRADEMARK DESIGN FEATURES
DISTINCTIVE DETAILS TO ENSURE UNIQUENESS
AND ALIGN WITH BRAND VALUES.

TYPOGRAPHY

THE TYPOGRAPHY REFLECTS THE BRAND'S
PERSONALITY, BALANCING READABILITY AND
AESTHETICS TO CONVEY UNIQUENESS.

TYPEFACE FAMILY

Tenor Sans
Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 \$&@?!+(,;:)

Effra
Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 \$&@?!+(,;:)

Swis721
Aa
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 \$&@?!+(,;:)

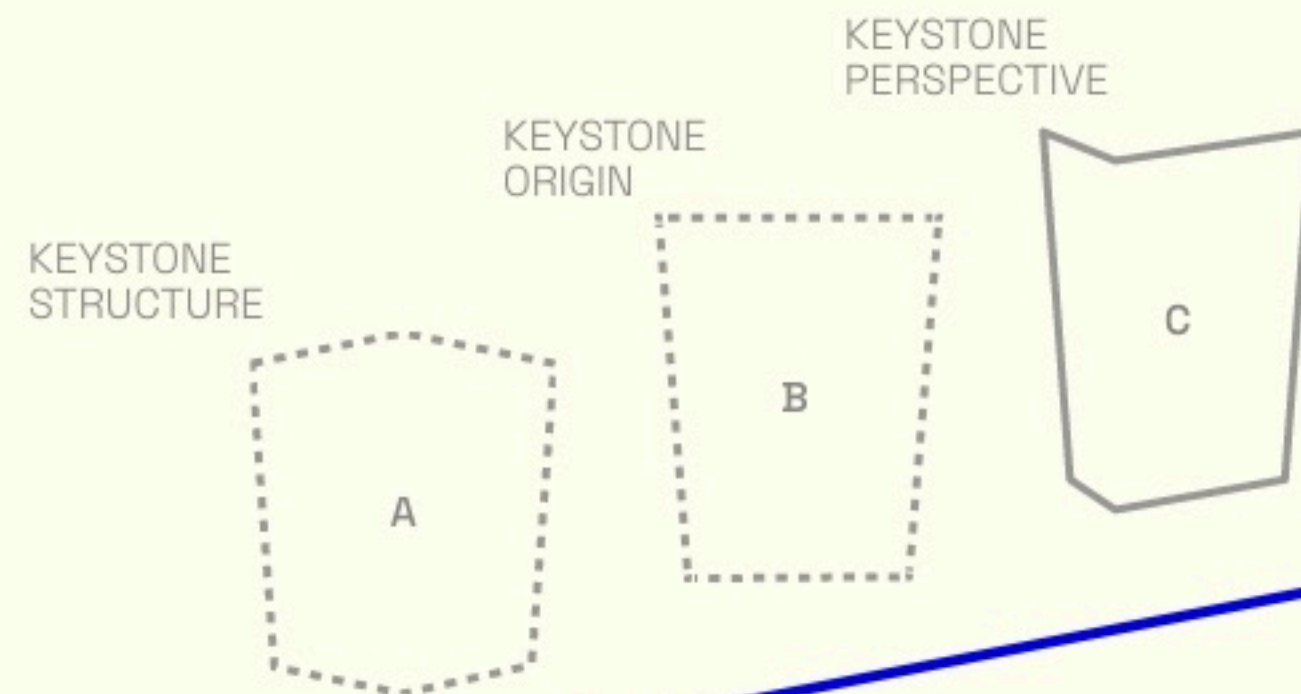


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VISUAL ASSETS

EVOLUTION

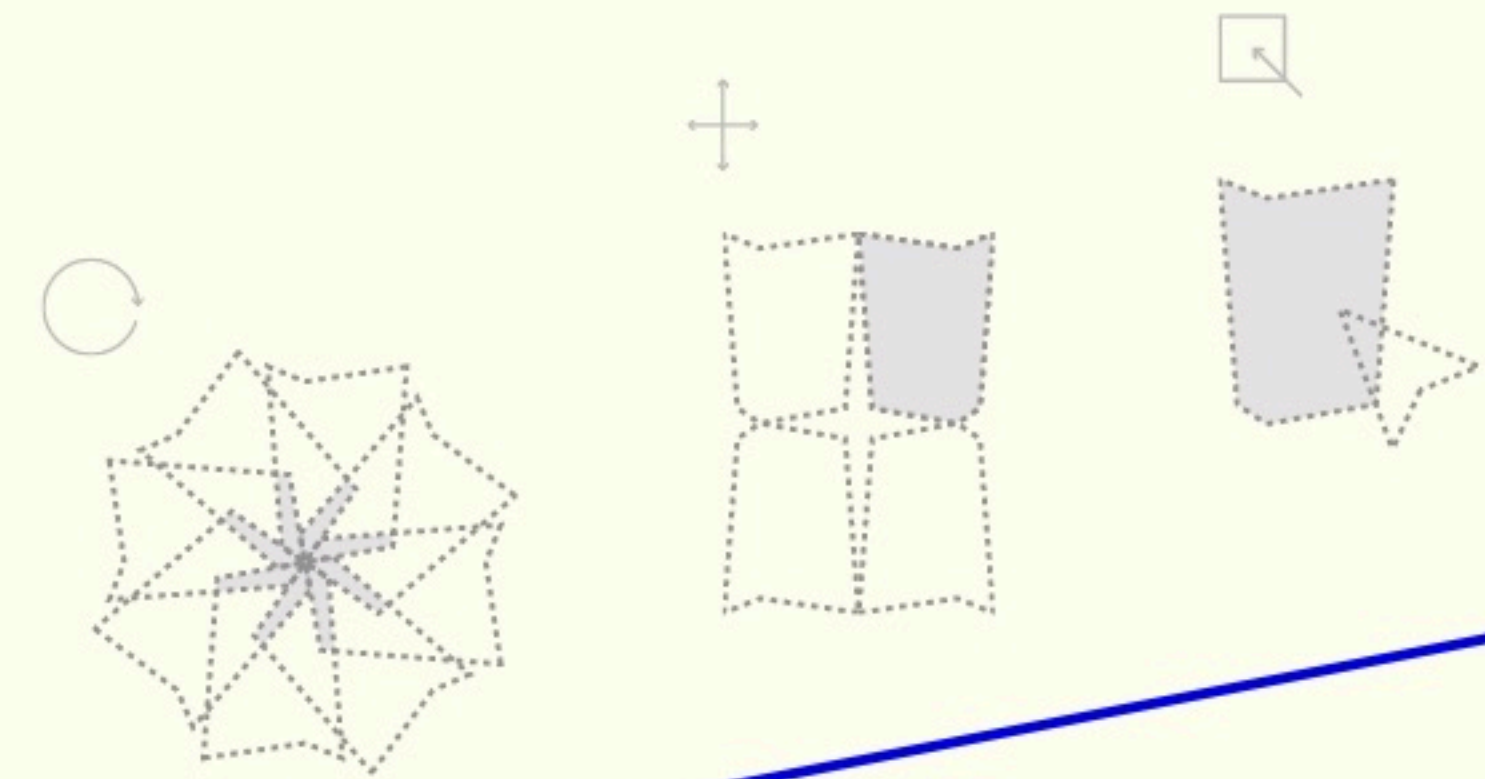
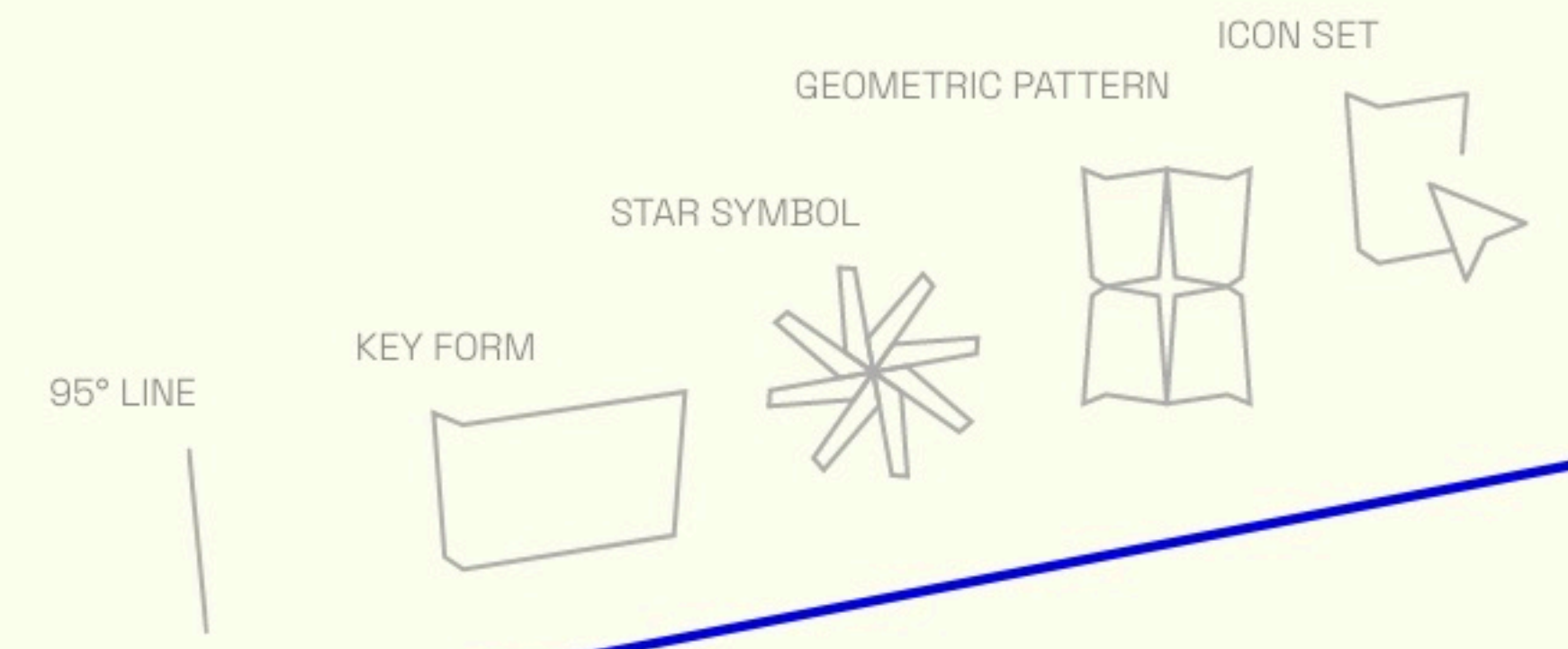
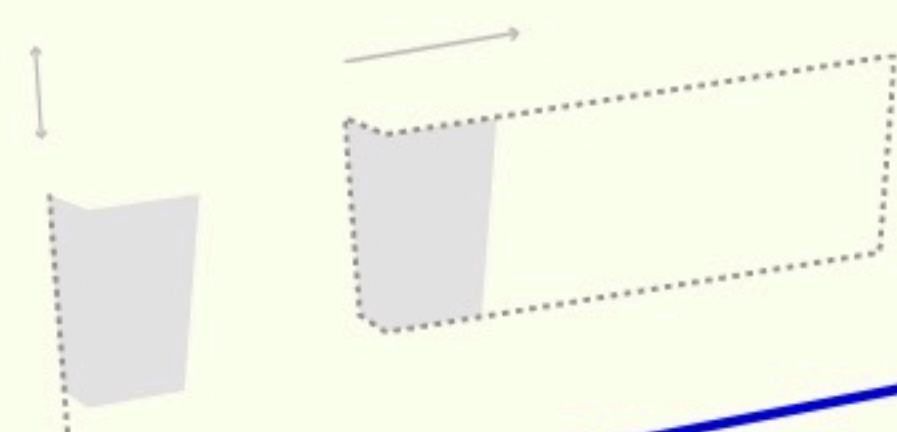
IN REDEFINING THE ABSTRACT MARK, THE VISUAL CONCEPT EVOLVED BY BLENDING INSIGHTS FROM ARCHITECTURE BOOKS, MATHEMATICAL DRAWINGS, AND GEOMETRIC SHAPES.



FOUNDATION

USING UNIQUE 95° ANGLES AND A TWO-POINT PERSPECTIVE, THE CORE VISUAL ELEMENT WAS CREATED, FORMING THE FOUNDATION FOR OTHER ELEMENTS.

BASIC VISUAL ELEMENTS



THESE ELEMENTS ALIGN WITH THE BRAND VALUES AND HOLD SIGNIFICANT POTENTIAL FOR EXPANSION.



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PHOTOGRAPHY

AUTHENTIC, ENGAGING IMAGES SHOULD BE CAPTURED TO REFLECT THE BRAND'S IDENTITY.

EXPERIENCES

USE EXPERIENTIAL PHOTOGRAPHY TO ENRICH THE BRAND STORY, SHOWCASING UNIQUE ON-PROPERTY OFFERINGS AND OFF-PROPERTY EXCURSIONS.

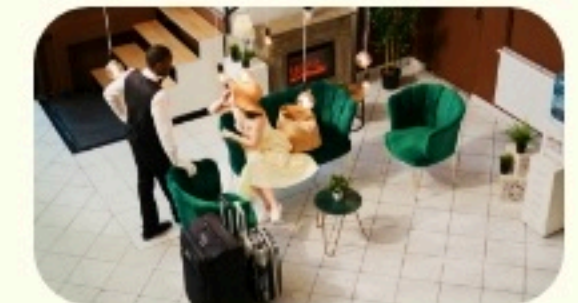
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PROPERTIES

BEGIN WITH PROPERTY PHOTOGRAPHY THAT SHOWCASES ITS BEST FEATURES AND ESSENCE. INCLUDE SUBTLE SIGNS OF RECENT ACTIVITY FOR WARMTH AND STORYTELLING.

%60



CURATING PHOTOGRAPHY

DESTINATIONS

USE A DESTINATION PHOTO WHEN THE PRIMARY GOAL IS TO HIGHLIGHT THE LOCATION OR WHEN PROPERTY PHOTOGRAPHY DOES NOT MEET BRAND STANDARDS.

%30



CLEAN COMPOSITION, NATURAL LIGHT, AND WARM TONES ARE TO BE USED TO HIGHLIGHT KEY SUBJECTS AND CREATE A COHESIVE VISUAL STORY.



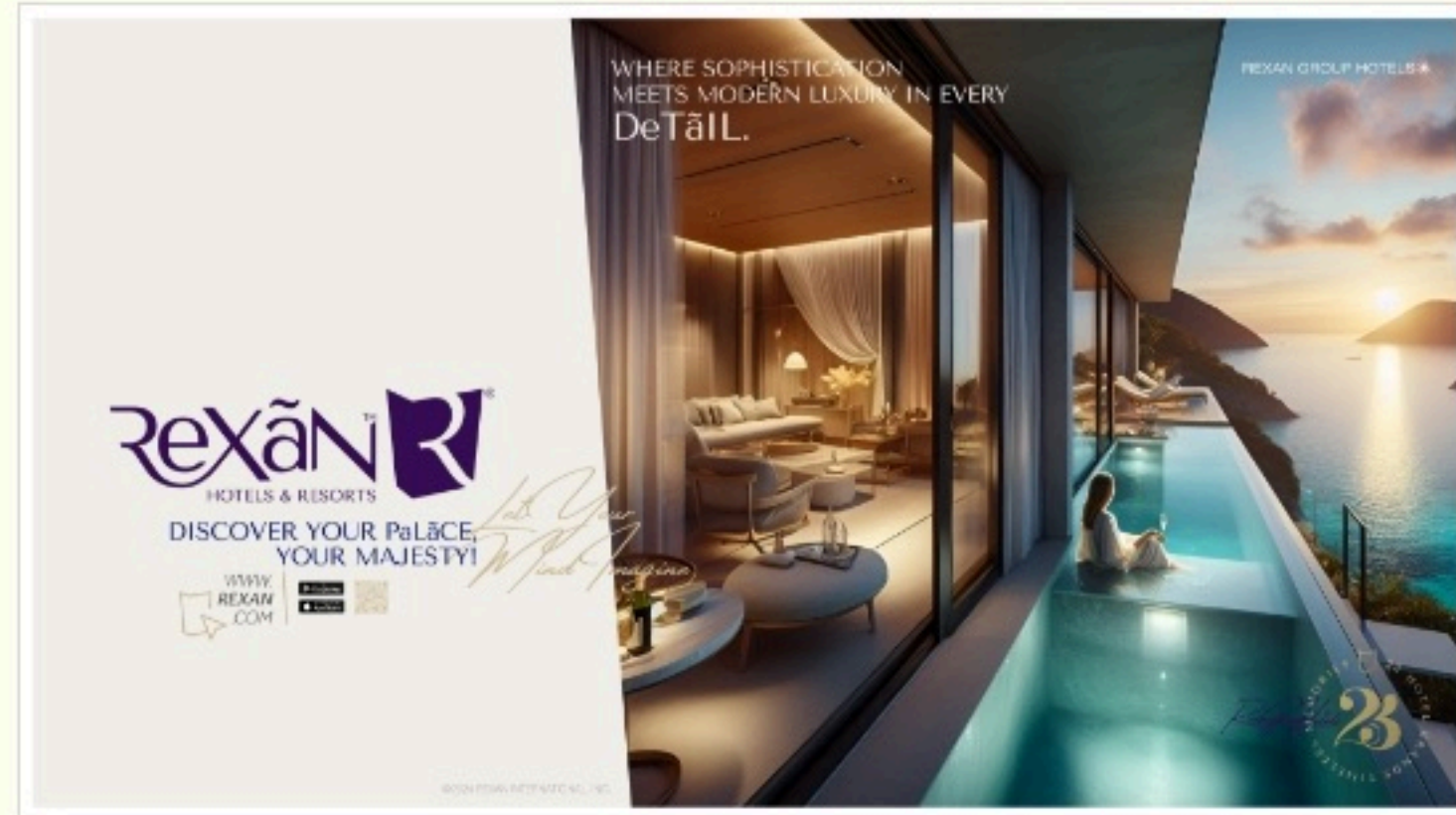
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DESIGN DEVELOPMENT

VISUAL COMMUNICATION

FRAMEWORK

THIS SECTION OUTLINES HOW THE STYLE ELEMENTS CREATE A UNIQUE AND FLEXIBLE FRAMEWORK FOR REXAN GROUP HOTEL COMMUNICATIONS, MAKING IT EASY FOR PARTNERS AND TEAMS TO IMPLEMENT IN MARKETING EFFORTS.



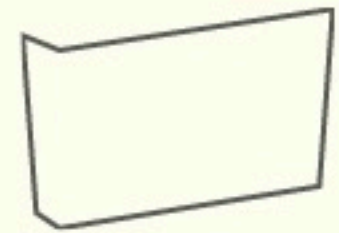
EACH EXPERIENCE IS FRAMED LIKE A CLASSIC POSTCARD, BOLD AND CINEMATIC, YET CLEARLY CONNECTED TO OUR BRAND.





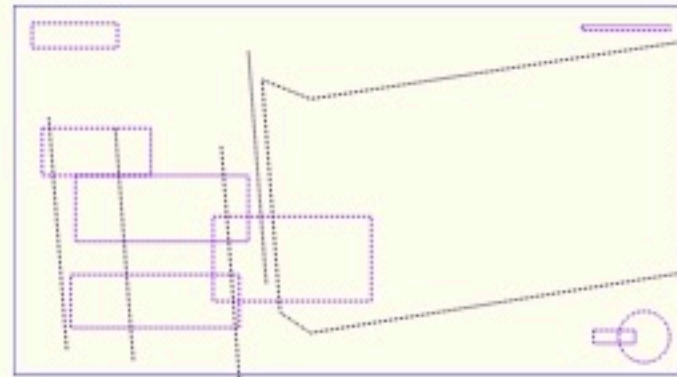
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VISUAL HIERARCHY



KEY FORM

THE "KEY FORM" IS A CENTRAL VISUAL ELEMENT USED IN ANIMATED BANNERS, STATIC ADS, AND OCCASIONALLY IN OOH AND DOOH (BILLBOARDS, DIGITAL SCREENS) TO CREATE A CONSISTENT, RECOGNIZABLE BRAND IDENTITY ACROSS DIFFERENT PLATFORMS.



DARK MODE

LIGHT MODE



START
YOUR
JOURNEY



BOOK
NOW!

WWW.
REXAN
.COM



ICON LAYOUT

WADD LAYOUT

TIMELESS MARK

THE ELEMENTS—VISUAL HIERARCHY, ALIGNMENT, AND SPACING—ENSURE CLARITY, ORGANIZATION, AND BALANCE.

REXAN
HOTELS & RESORTS

REXAN GROUP HOTELS*

START YOUR JOURNEY

BOOK NOW!

ELEGANCE
IN A TIMELESS
PERSPECTIVE!

Let Your Wind Imagine

WWW.
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Where sophistication meets
modern luxury in every detail.

23 HOTEL BRANDS

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BRAND CONSISTENCY

VISUAL ASSETS ARE EXPANDED AT KEY TOUCHPOINTS WHERE BRAND CONSISTENCY IS MOST CLOSELY FELT BY CUSTOMERS, ENSURING A SEAMLESS AND COHESIVE EXPERIENCE.

SHAPING IDENTITY

BY DEFINING PROPORTIONS, ALIGNMENT, AND VISUAL FLOW, THE KEY FORM SHAPES THE IDENTITY, CONSISTENCY, AND IMPACT OF THE BRAND, CREATING A SEAMLESS AND COMPELLING EXPERIENCE.



FUNDAMENTAL STRUCTURE

THE KEY FORM PLAYS A FUNDAMENTAL ROLE AS THE STRUCTURAL AND AESTHETIC FOUNDATION OF DESIGN. MUCH LIKE A KEYSTONE IN AN ARCH, IT HOLDS ALL ELEMENTS TOGETHER, ENSURING BALANCE, COHESION, AND STRENGTH.



LIKE A KEYSTONE, THE KEY FORM
HOLDS EVERYTHING TOGETHER,
ENSURING **BALANCE AND**
COHESION.



BRAND COHESION

THE **COMBINATION OF VISUAL ELEMENTS** ENSURES BRAND CONSISTENCY,
SHAPES IDENTITY, AND STRENGTHENS STRUCTURE. BY **ALIGNING ASSETS**
ACROSS KEY TOUCHPOINTS, IT CREATES A SEAMLESS EXPERIENCE,
REINFORCING **RECOGNITION AND TRUST.**

NOTE

WHEN A BRAND PRESENTS A COHESIVE AND RECOGNIZABLE IMAGE, IT BUILDS FAMILIARITY AND REINFORCES ITS CREDIBILITY IN THE MARKET. THIS CONSISTENCY NOT ONLY ENHANCES CUSTOMER EXPERIENCE BUT ALSO ENSURES THAT THE BRAND DELIVERS ON ITS PROMISED VALUE. BY ALIGNING VISUAL AND MESSAGING ELEMENTS ACROSS ALL PLATFORMS, THE BRAND CREATES A SEAMLESS AND TRUSTWORTHY PRESENCE, ALLOWING CUSTOMERS TO CONFIDENTLY ENGAGE WITH AND RELY ON ITS OFFERINGS.



RECOGNITION AND CREDIBILITY

THE VISUAL IDENTITY SHAPES BRAND PERCEPTION BY ENSURING CONSISTENCY ACROSS ALL TOUCHPOINTS. THIS UNIFORMITY REINFORCES BRAND RECOGNITION, MAKING IT EASIER FOR AUDIENCES TO RECALL AND CONNECT WITH THE BRAND.

THE PERSPECTIVE SHAPE AS A DEFINING BRAND ELEMENT

THE USE OF VISUAL ELEMENTS, PARTICULARLY THE PERSPECTIVE SHAPE OF THE LOGO, SERVES AS A KEY DESIGN FEATURE THAT PLAYS A CRUCIAL ROLE IN DEFINING THE BRAND'S IDENTITY. THIS SHAPE FUNCTIONS AS THE PRIMARY ELEMENT, EMBODYING THE ESSENCE OF THE HOTEL'S VISUAL LANGUAGE.



CONSISTENCY AND RECOGNITION

FOR BOTH INTERNAL AND EXTERNAL STAKEHOLDERS—INCLUDING EMPLOYEES, INVESTORS, AND CUSTOMERS—THIS DESIGN CHOICE ENSURES A COHESIVE AND RECOGNIZABLE BRAND PRESENCE. THE PERSPECTIVE SHAPE SYMBOLIZES STABILITY, SOPHISTICATION, AND A FORWARD-THINKING APPROACH, REINFORCING THE HOTEL'S CORE VALUES. BY MAINTAINING CONSISTENCY IN THIS VISUAL IDENTITY, THE BRAND ESTABLISHES A STRONG AND ENDURING CONNECTION WITH ITS AUDIENCE, EFFECTIVELY COMMUNICATING ITS COMMITMENT TO EXCELLENCE, HOSPITALITY, AND TRUST.