

Branding

Sub-brand: Riyasat Hotel

An identity of premium luxury, heritage hotel brand being launched in Himachal Pradesh, India for the customers to experience rich, luxurious and lifestyle.

Mukta Gage
UID

Market Overview

The tourism and hospitality sectors in North India saw a strong rebound after the second wave of COVID-19 in 2021 compared to 2020 [CII-JLL Report 2022]. This growth was driven by a surge in domestic leisure travel.

The Indian hospitality industry, which includes North India, is expected to reach \$31.01 billion by 2029, reflecting a moderate growth rate [Mordor Intelligence].

Underserved Market: There's significant potential for hotel expansion in currently under-served areas of North India [Economic Times].

By Type	Chain Hotels Independent Hotels
By Segment	Service Apartments Budget and Economy Hotels Mid and Upper mid scale Hotels Luxury Hotels

India Hospitality Market Leaders

- 1 Oberoi Hotels & Resorts
- 2 The Park Hotel
- 3 ITC Hotels
- 4 Lemon Tree Hotels
- 5 Taj Hotels

*Disclaimer: Major Players sorted in no particular order

Key Competitors

Taj Chia Kutir Resort & Spa
Darjeeling



Brij Anayra

The logo for Anayra Dharamshala consists of the word "ANAYRA" in a large, white, serif font, with "DHARAMSHALA" in a smaller, white, sans-serif font below it, all set against a dark blue rectangular background.

ANAYRA
DHARAMSHALA

Wildflower Hall, Oberoi Group

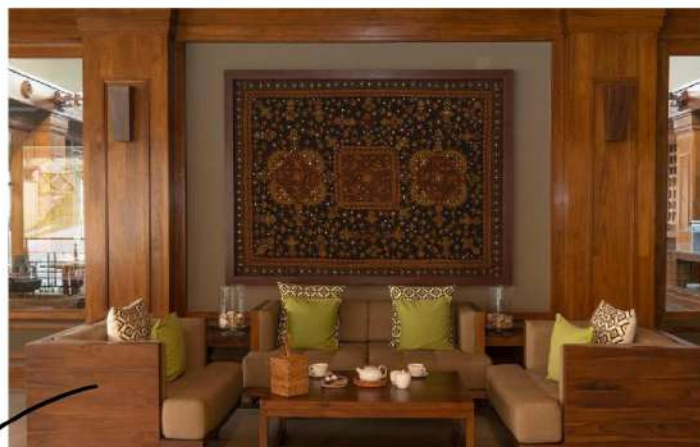


Visual Audit

Brands already in existence, helps to see where they are and appreciate and highlight issues.

Taj Chia Kutir

- Warm Colour palette
- strategic use of warm colour palette in cold climate
- inviting



- Minimalist Aesthetic
- traditional pieces hence remain 'heros'
- Structural
- balance & order

Brij Anayra

- Minimalist Approach
- pastel, soothing visual elements



- Nestled in Nature
- little focus on traditional heritage
- serene

Wildflower Hall

- Grandeur
- outdoor views with grand indoors
- vibrant traditional statement pieces



- Stately & Luxurious
- focus on Indian aesthetics

Verbal Audit

Words and phrases a brand/ company/ organization uses, can act as a stepping stone to improve language.

Taj Chia Kutir

Luxury and Exclusivity
 - evoke a sense of rich heritage, grandeur, and catering to a discerning clientele

Accomplishments
 - exceptional services

Royal Experiences

Experiences

Step onto the soft, white sand beaches of a secluded private island. Discover the hidden serenity of mist-draped hills. Experience the unmatched luxury of living in an opulent palace, and the wonder of uncovering the heritage of a country steeped in history. Explore the incredible beauty of India's great outdoors, where the tiger is master of all he surveys. Or revel in the joy of being surrounded by the sights and sounds of a thriving metropolis. Your search for a dream holiday ends here.

Formal Language - sense of sophistication - evocative

Lack of focus on the unique aspects of Darjeeling.

Brij Anayra

Touch of Luxury
 steeped in rich heritage and history

Immersive Experience
 engage in historical aspects

Immerse In History

Formal with a touch of invitation

Experience The Captivating Blend

Formerly known as 'White Haven', it was initially home to Tea Plantation and Explores, and later served as the residence of visiting British Viceroys. Adorned with a rich tapestry of historic tales, witness history come alive in its myriad ornate corners. Since the formation of figures such as Robert Barclay Sherrin, a British tea plantation owner, explorer, and diplomat, and William Jackson, a pioneer who revolutionized the tea industry in 19th-century North India, Joka Estate has been a part of the British Raj. Lord Curzon, Viceroy of India from 1899 to 1905 and Venetia Alexandrine Bruce (9th Earl of Elgin, Viceroy of India from 1894 to 1899) also graced this historic property with their presence.

EXPERIENCES IN DHARAMSHALA

Active Experiences:

Limited use of sensory language to describe the experience

Wildflower Hall

Warm and Inviting
 - sense of helpfulness and hospitality
 - courteous and individualized approach

Where would you like to dine?
 Take a seat at an indoor dining table or in the glass conservatory. Or opt for an al fresco table on the terrace, beside views of the Himalayas.

Inclusive Language sense of community

May we offer a little persuasion?
 A few more good reasons for you to stay with us.

A warm welcome at 2,515 metres.

Experiences.
 Fragrant cedar forests and endless mountain views. A fulfilling day and a romantic meal with someone special.

Featured Experiences.

Dinner at the Gazebo.
 Enjoy a four-course menu specially tailored to your taste buds along with a bottle of wine with the view ...
 Duration 2 hours
 EXPLORE >

Lutyens.
 Immerse yourself in the classic charm of Lutyens at Wildflower Hall. Indulge in an exquisite four-course dinner, elegantly served in our timeless English style ...
 EXPLORE >

Piwinkle.
 Enhance your dining experience with an evening at Piwinkle at Wildflower Hall, where gastronomy meets entertainment. Delight in a sumptuous four-course ...
 EXPLORE >

Colonial Heritage Tour.
 Take a guided walk through history on a full-day excursion to nearby Shimla, the erstwhile British summer capital. Spot colonial architecture and hear ...
 Duration 8 hours
 EXPLORE >

Little focus on cultural & heritage aspects of Himachal Pradesh

Behavioral Audit

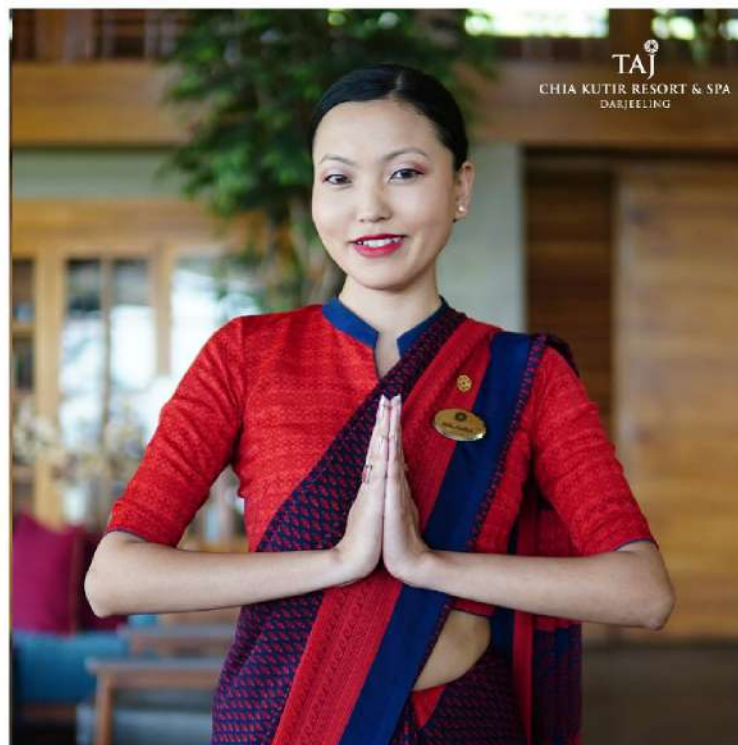
Interaction with consumers, how employees speak and talk and interact. Messages and signals they give off about the brand.

Taj Chia Kutir

Blend of modern and traditional attire

- sophisticated elegant

- style of greetings, service align with brand's image to create trust and authority



Brij Anayra

Uniforms are a blend of traditional and modern

- unparalleled service



Wildflower Hall

Uniforms primarily adhere to traditional attire

- reflects the traditional values of the brand



Traditional ways of greeting

Competitor Audit

Visual, verbal and behavioural - across all key competitions.



Nestled in nature

Inclusion of indian aesthetic

Blend of Traditional and contemporary styles, and services

Minimalist Approach

Professional, Sophisticated tone

Peer Audit

Kind of organization that company might aspire to/ benchmark often across multiple sectors.



Luxurious
Indigenous
Confident
Elegant

Purpose

To redefine luxury in Himachal Pradesh by offering immersive cultural experiences and a deep connection to the region's heritage, all delivered with a focus on responsible hospitality practices.

Mission

To curate unique and unforgettable experiences that go beyond comfortable stays, allowing our guests to discover the hidden gems, traditions, and local flavors of Himachal Pradesh.

Vision

To become the leading hospitality brand in Himachal Pradesh that celebrates the region's cultural richness and environmental beauty, making luxury accessible to all.

What problem is there to fix?

1. Hotels relying solely on their historical background without a unique brand story or experience
2. Missed opportunities to weave the local narrative and history into the guest experience, making it feel generic
3. Overemphasis on historical facts without evoking emotions or a sense of place can leave the brand unmemorable

Why does it matter?

1. Unified Identity
2. Diversification
3. Sustainable Practices

What are we doing about it?

1. Integrating Cultural Immersion
2. Bringing a modern twist to cultural identity

What we want others to do?

1. Bring an Indian approach

Values

Excellence

Delivering the highest standards in all aspects.

Authenticity

Offering genuine experiences that reflect the culture, heritage and essence of the hotel's location.

Supporting Community

Engaging with and giving back to local community, often through partnership, initiatives or programmes that promote local culture, artisans and traditions.

Brand Strategy

Who are we here for?

People of higher middle-class groups and above, of all cultures, races, genders, nationalities, communities

What we do?

We are here to preserve historical legacy, provide immersive cultural experiences, and deliver exceptional service that embodies the essence of Indian hospitality.

What makes us different?

We offer a unique blend of cultural immersion, and unparalleled service, catering to discerning travelers seeking an authentic and enriching experience.

Tone of Voice

Clear, Warm, Cultural Connection

Brand Personality

The Caregiver

COMPASSIONATE, NURTURING, AND DEDICATED

Rooted in a deep desire to serve others with the highest level of generosity, this archetype goes out of their own way for the greater good. The caregiver exhibits parental tendencies and takes great strides to make sure that people are taken care of in the best way possible.

The Magician

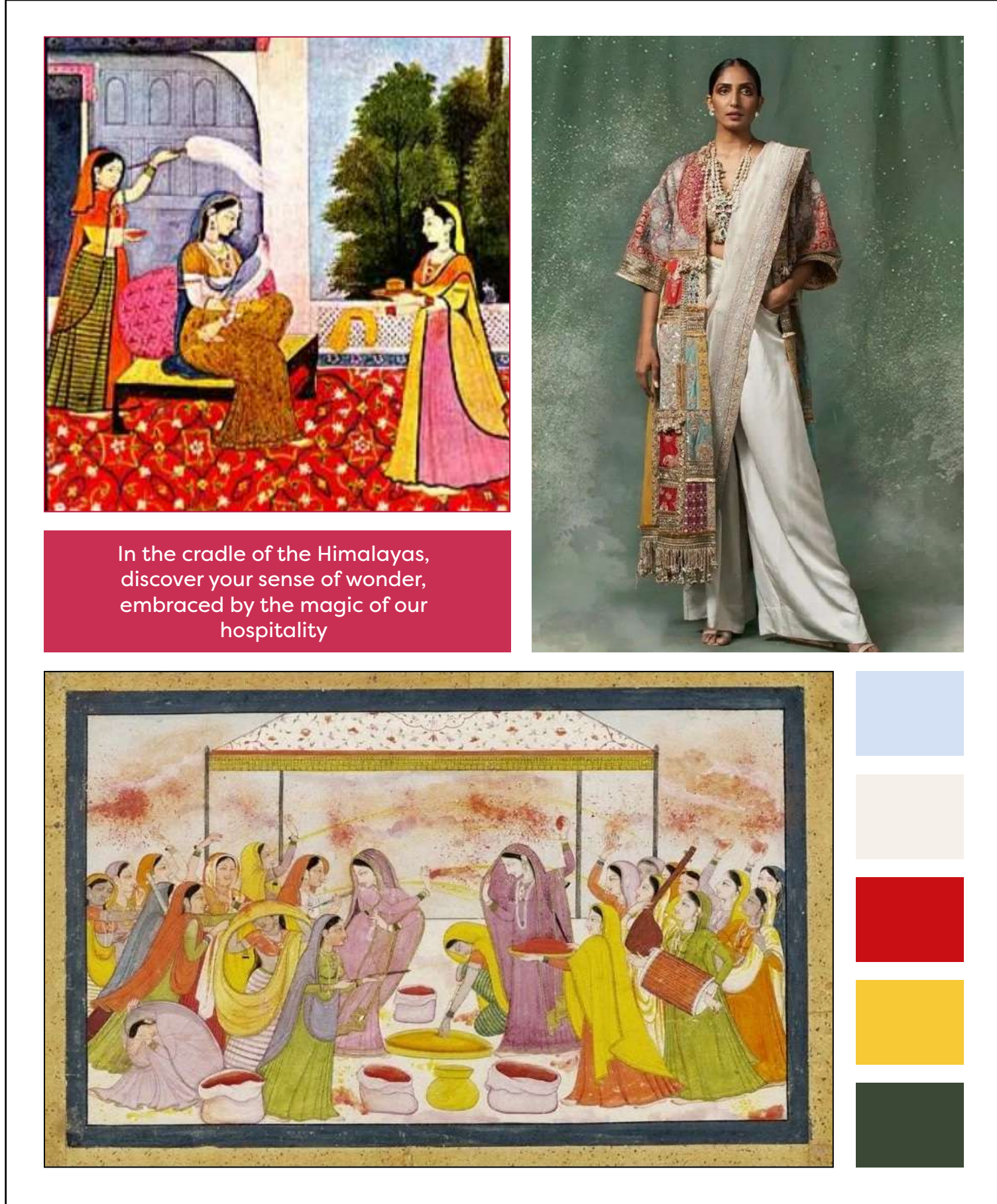
INTUITIVE, INSIGHTFUL, AND INSPIRING

The goal of this type is to help people transform their world, improving one's life and making things exciting. They show their audience the ability to rise above the typical crowd. This creates a confidence in the brand, creating attention and curiosity from customers. These brands tend to promote wonder, a promise for change, and transformation through their product or service.

The Explorer

INDEPENDENT, AUTHENTIC, AND CURIOUS

The Explorer archetype's goal: to live an inspiring and fulfilling life. The Explorer is authentic, curious, and independent.



In the cradle of the Himalayas, discover your sense of wonder, embraced by the magic of our hospitality

Nomenclature

Shringa

Viran

Himtal

Himaansh

Himalayan Hymns

Rajasi

HimTales

Rijhan

Riyasat

- 1. state of richness or wealthiness***
- 2. princely state***

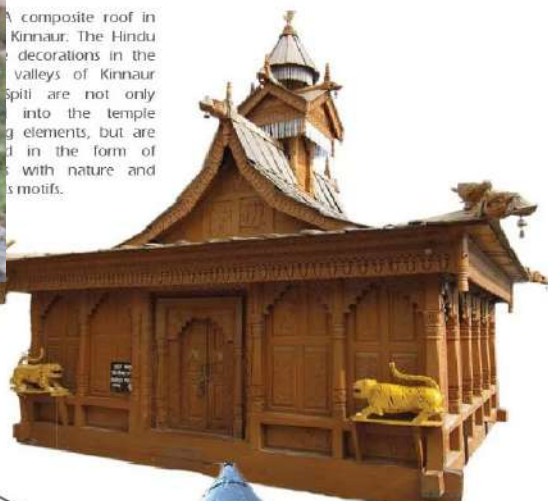
Inspiration Board



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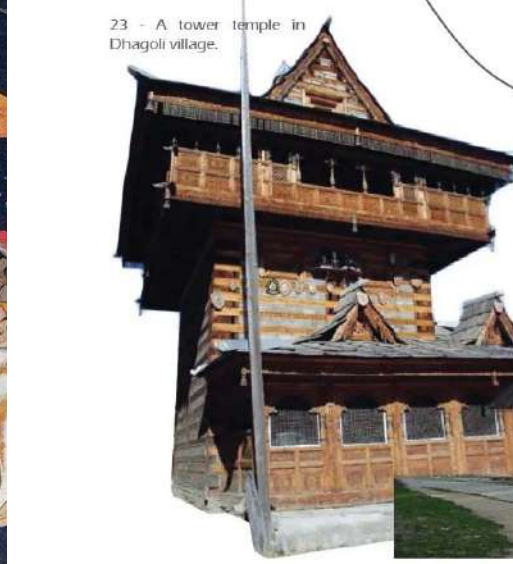
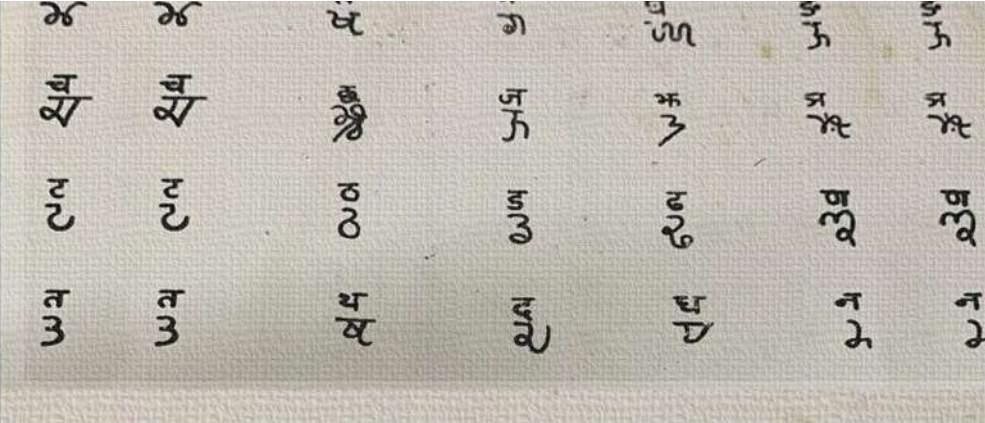
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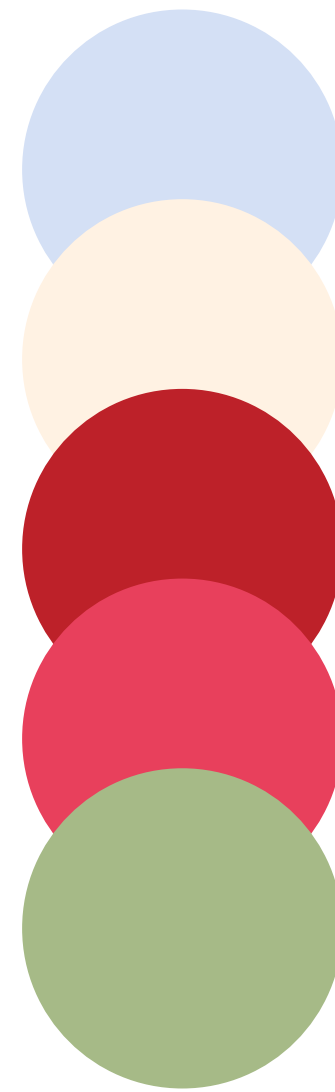
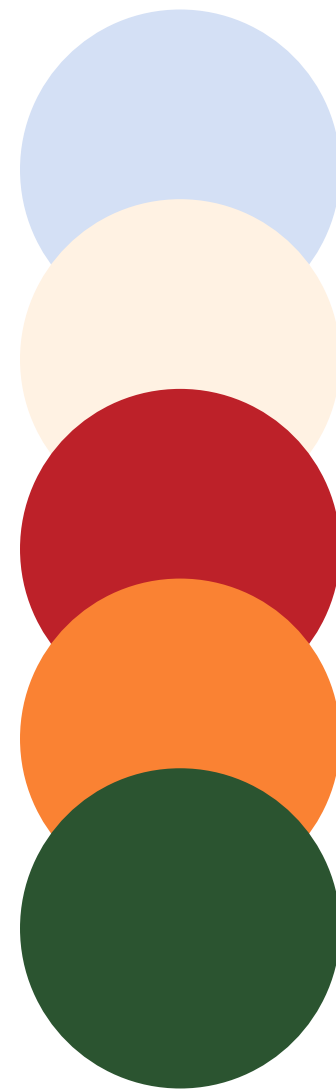
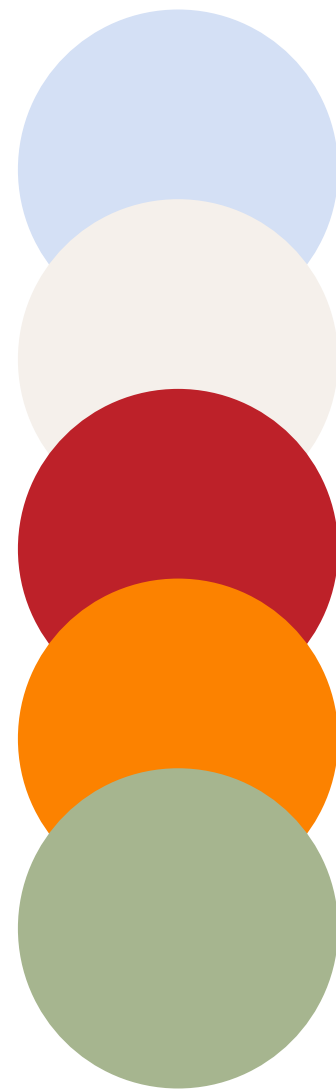
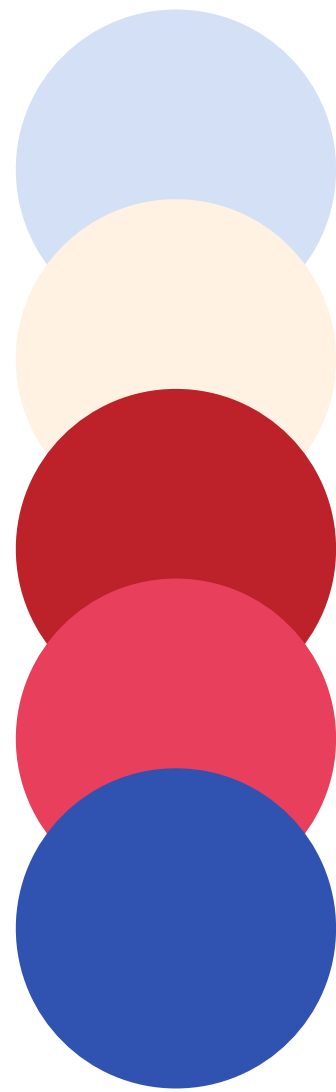
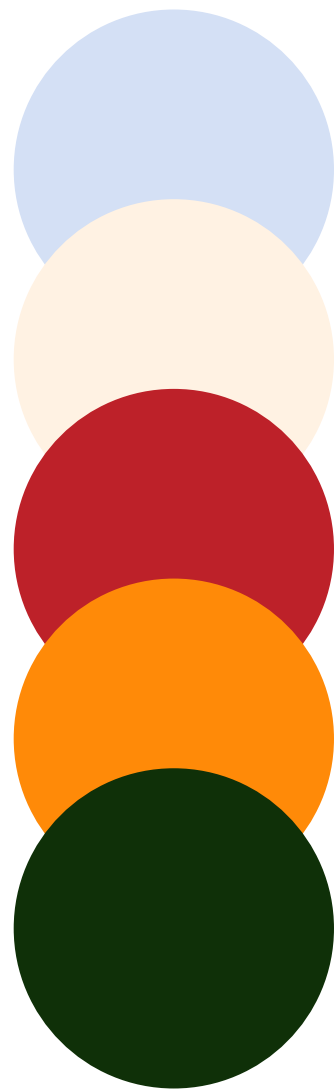
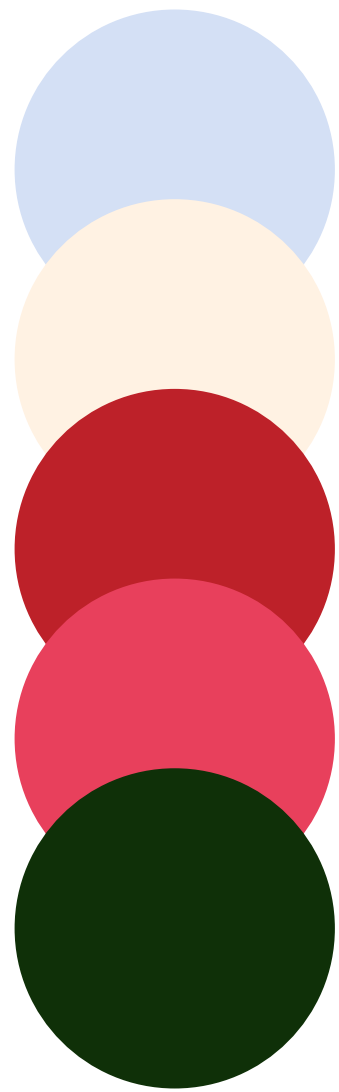
A composite roof in Kinnaur. The Hindu decorations in the valleys of Kinnaur spill are not only into the temple elements, but are also found in the form of motifs with nature and animals.

ਮੰਡਿਬੰਗੀ



23 - A tower temple in Dhagoli village.

Colour Palette Explorations



Final Colour Palette



Inspirations



Indigenous



Prideful

Graceful

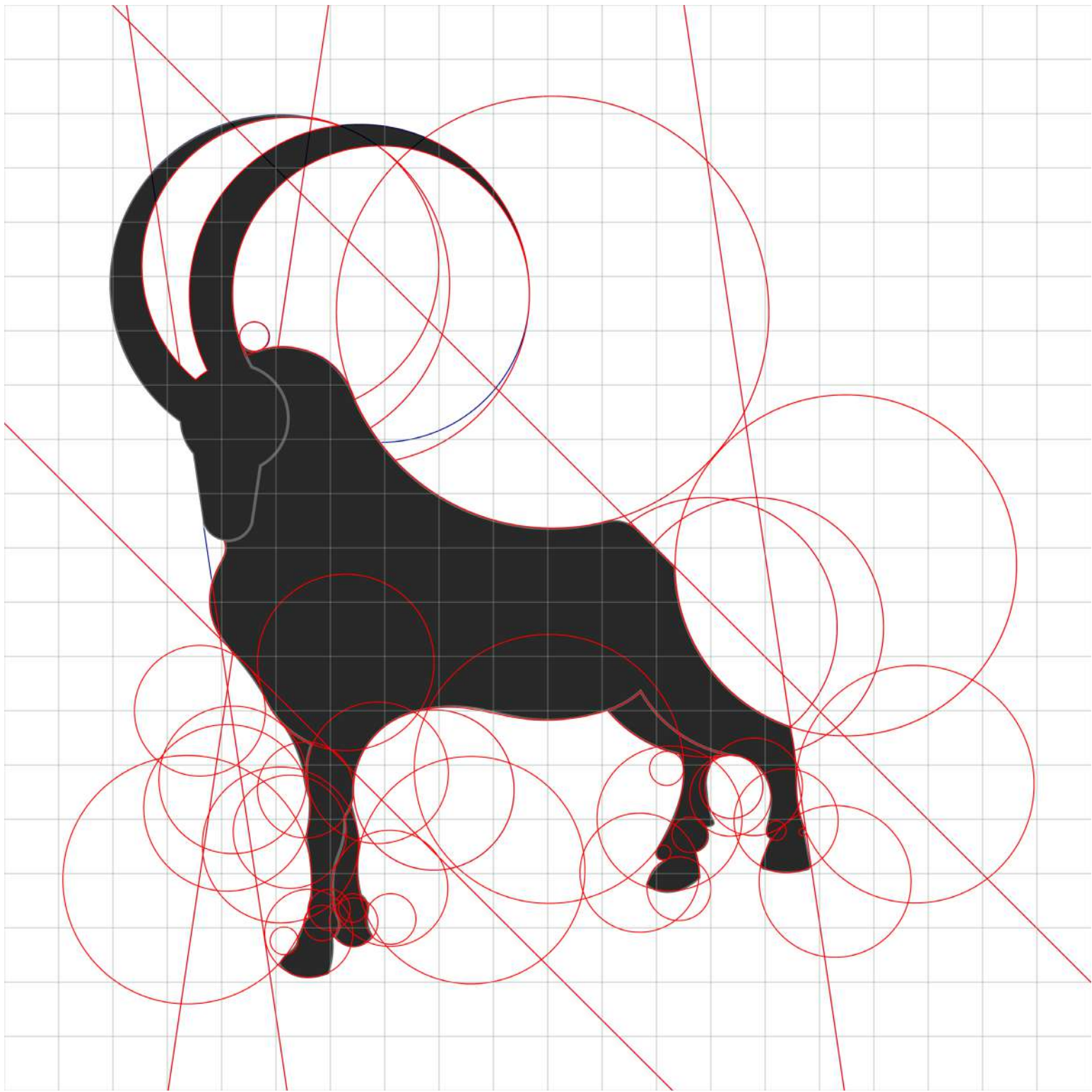
Spirit of Himalays



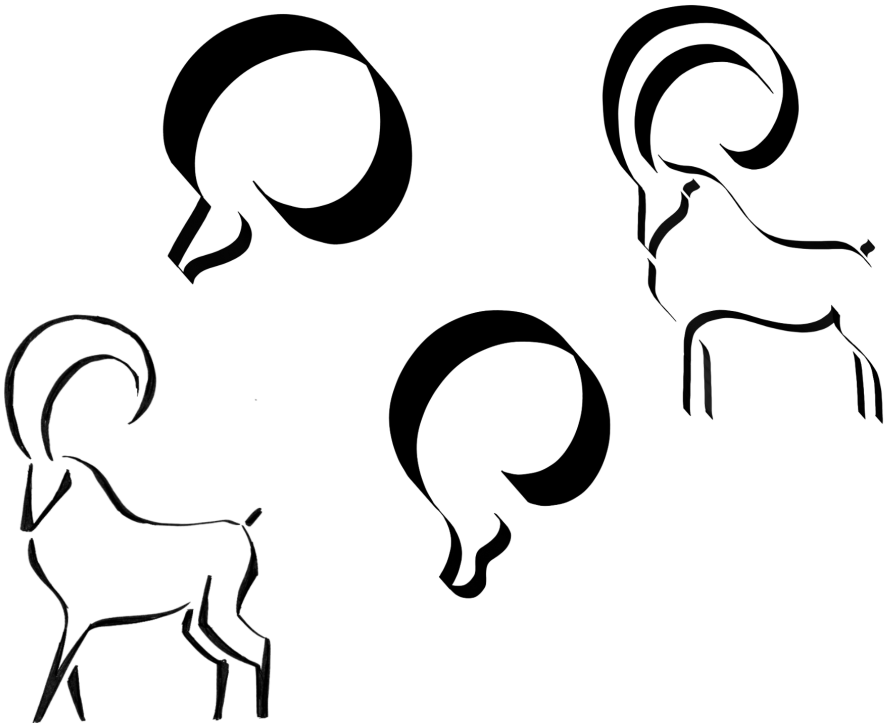
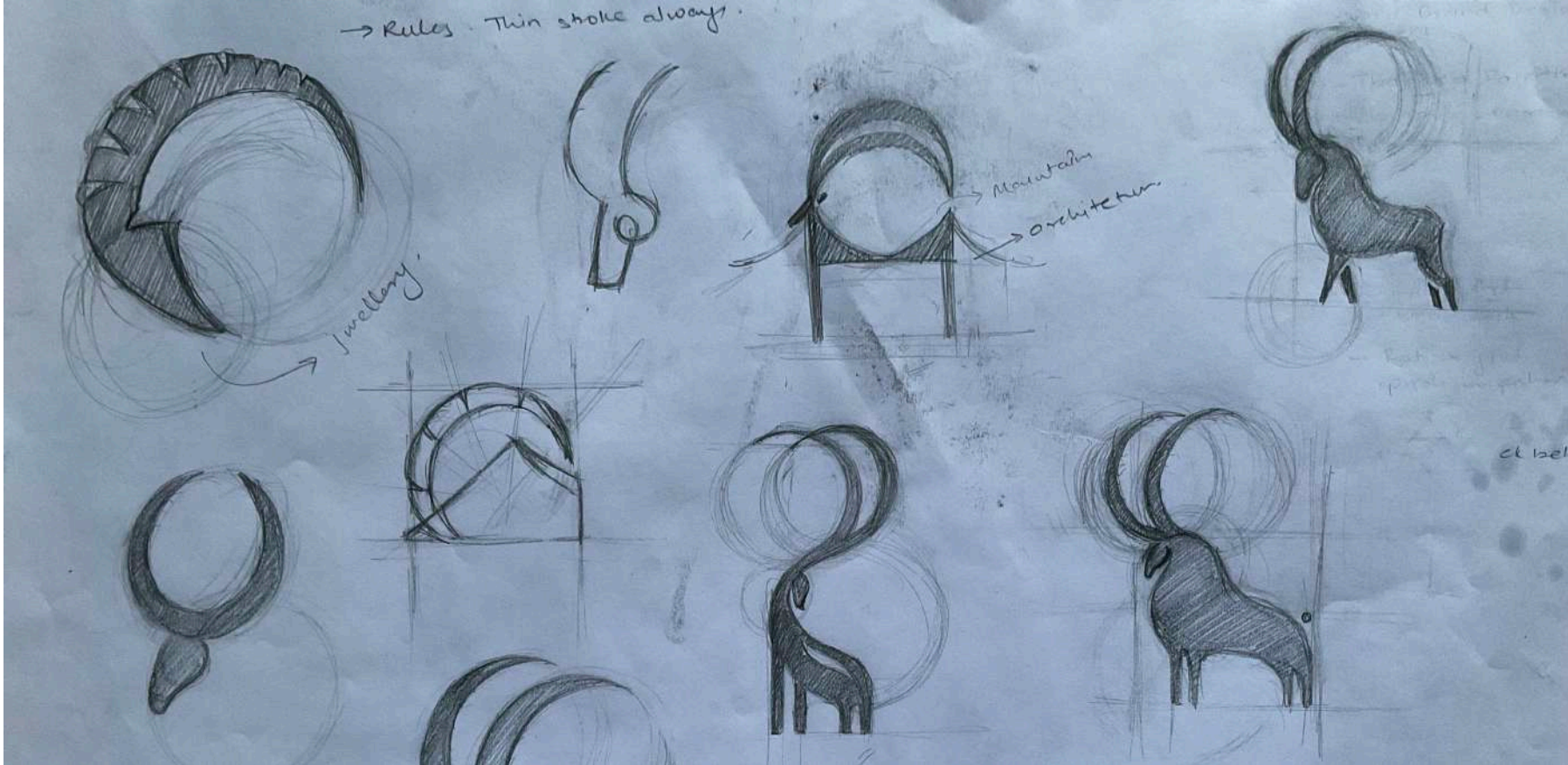
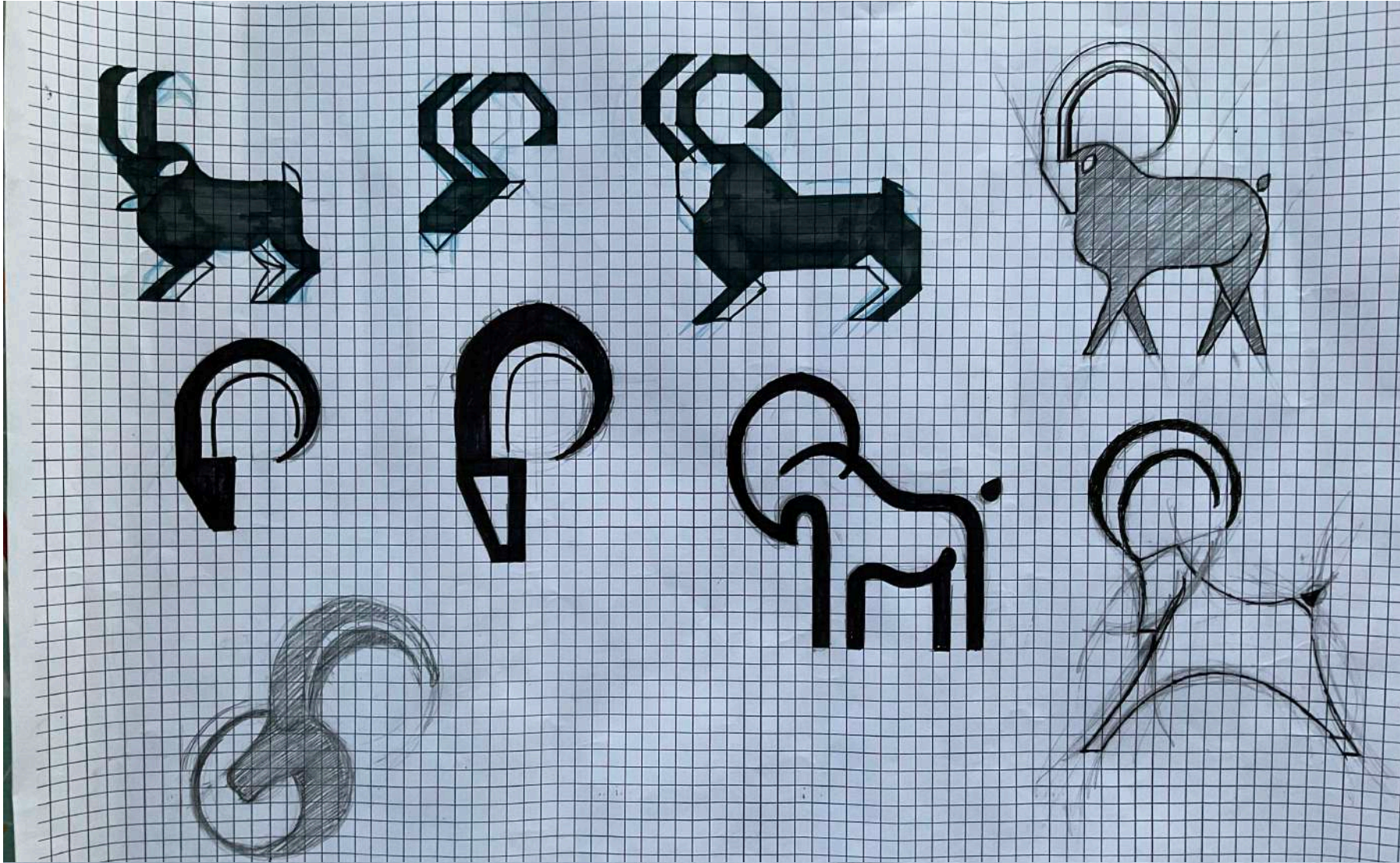
Elegant

Culturally Significant

Graphical Representation



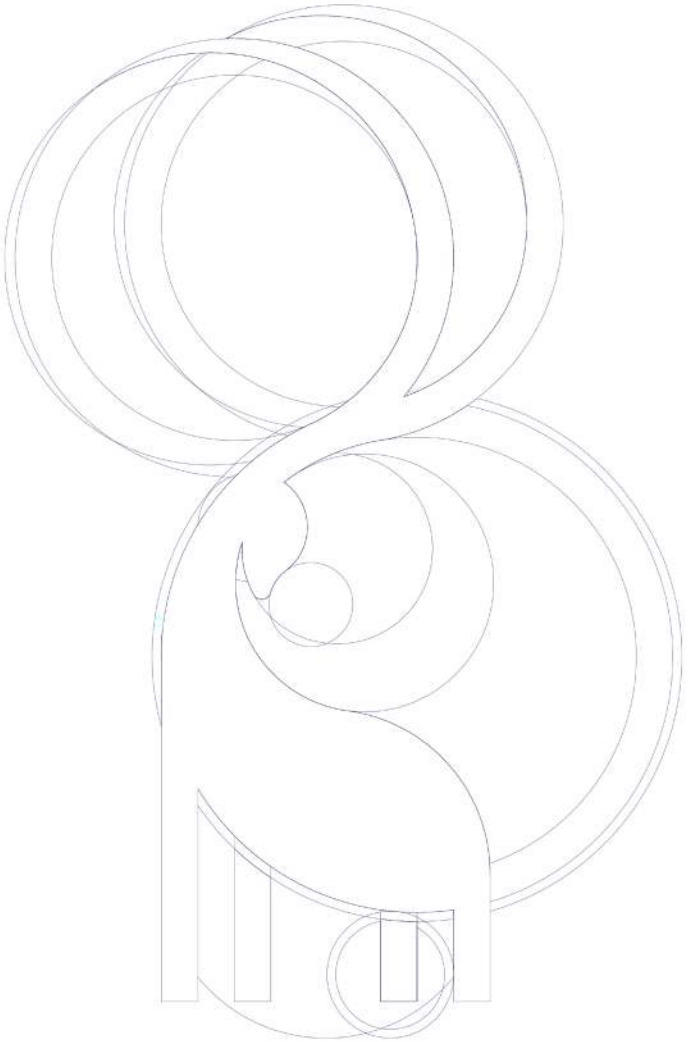
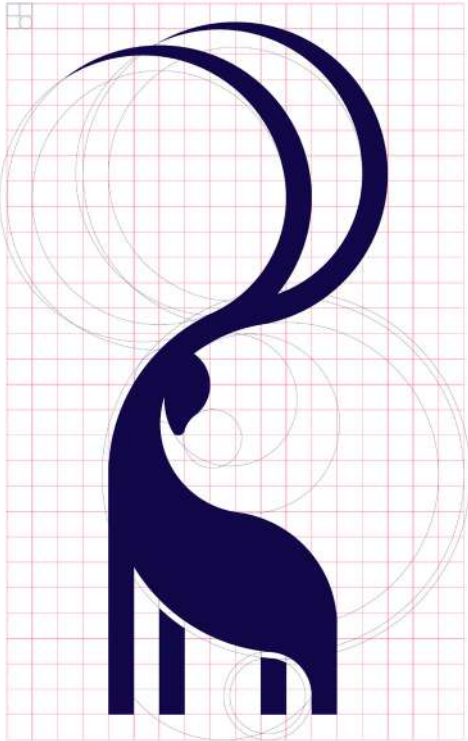
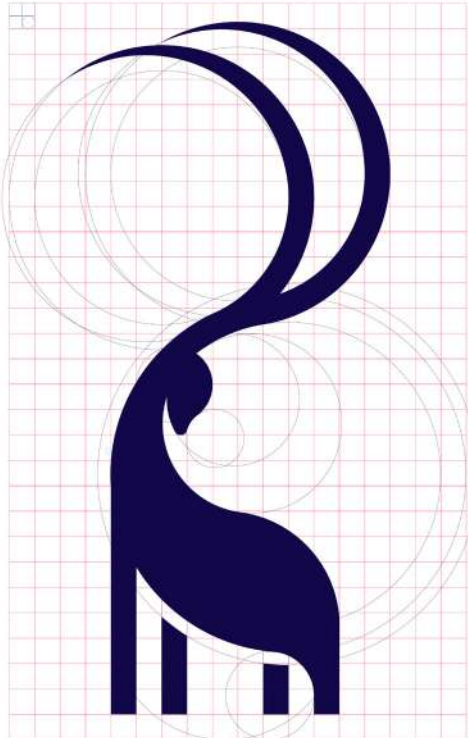
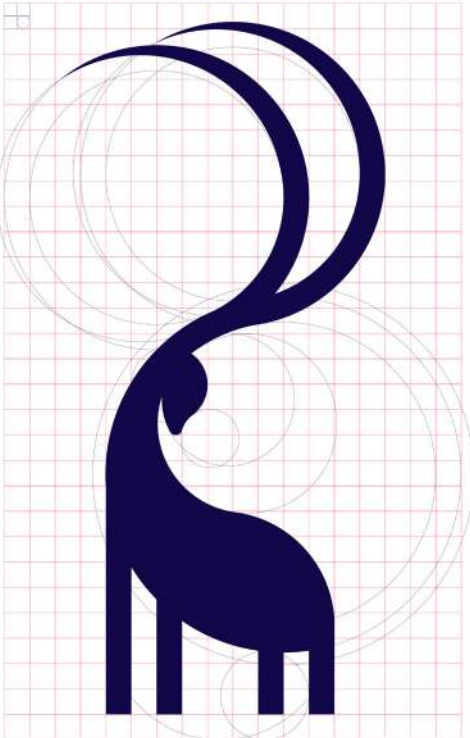
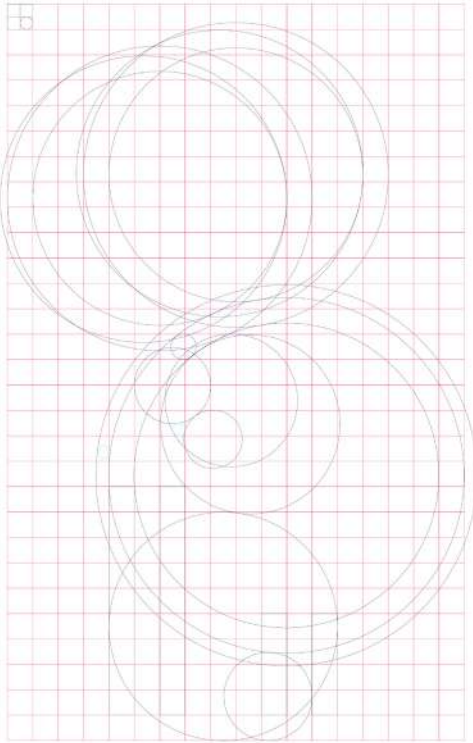
Abstractions



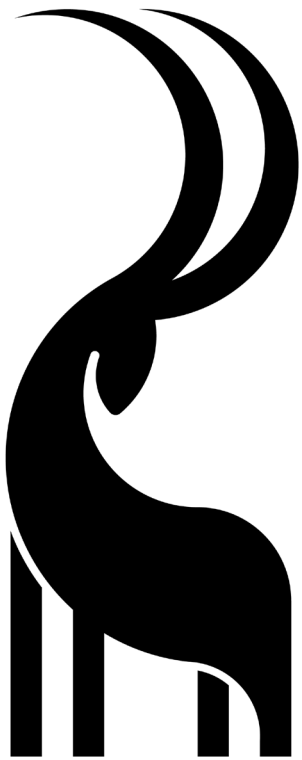
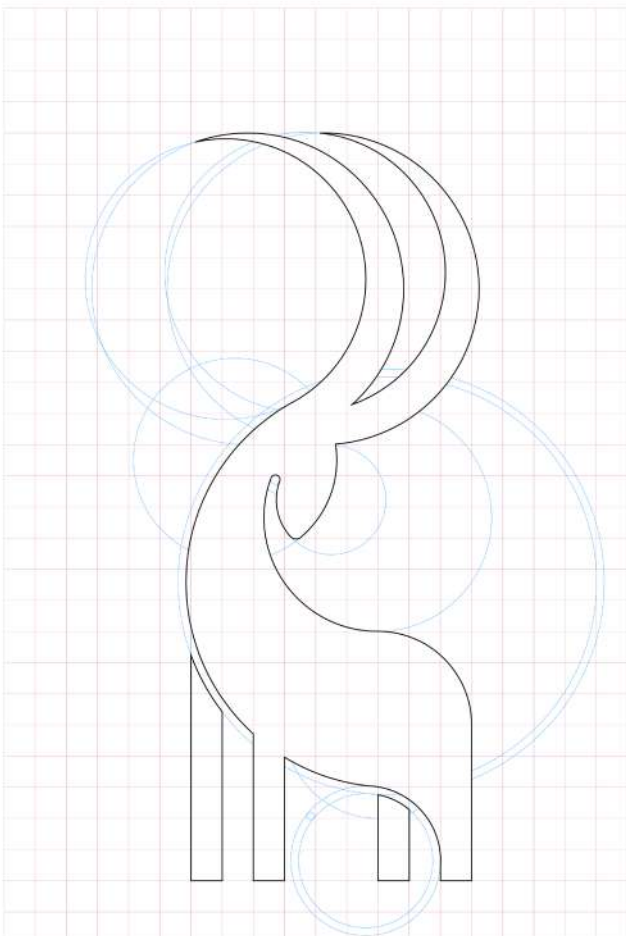
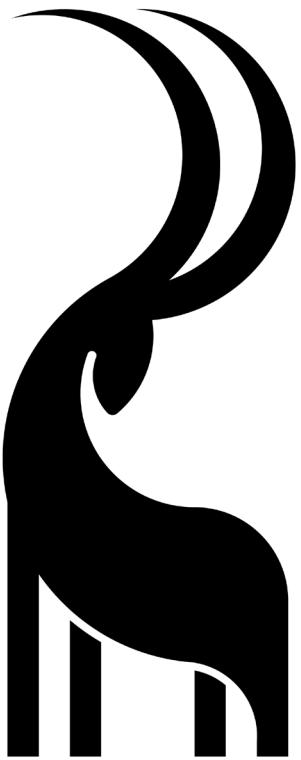
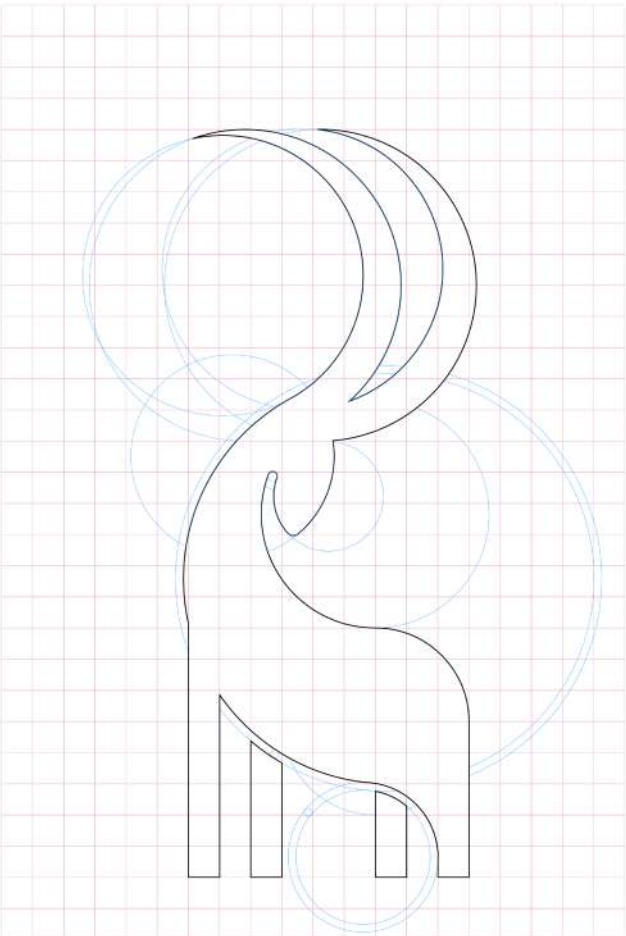
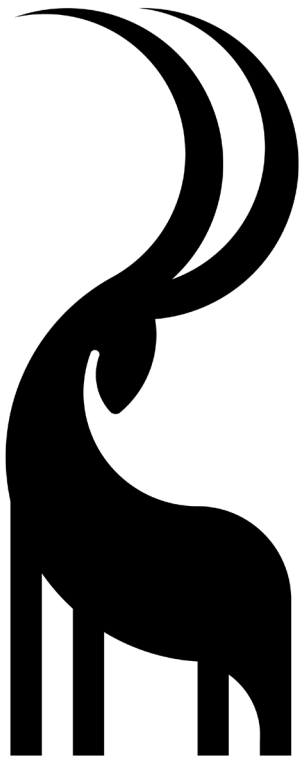
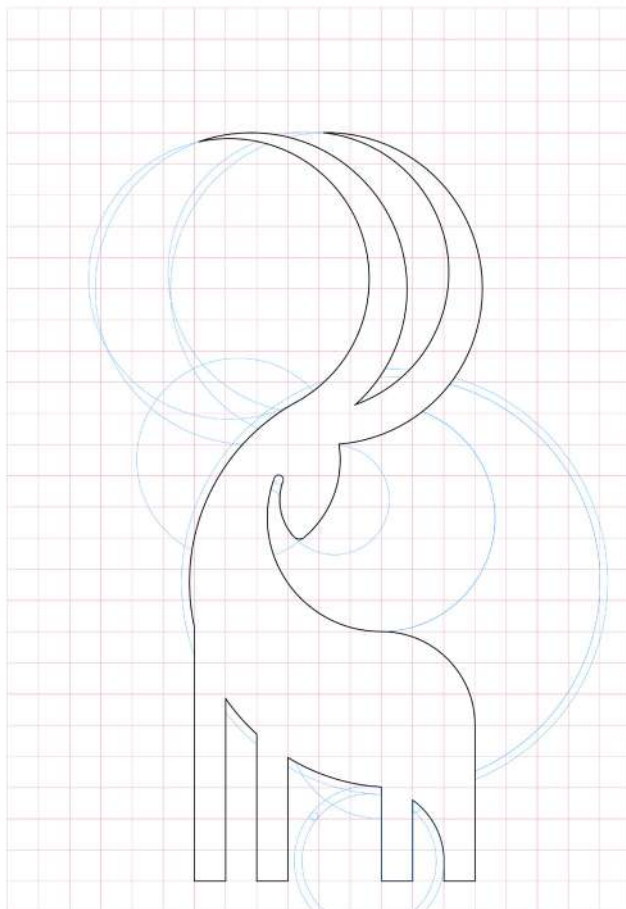
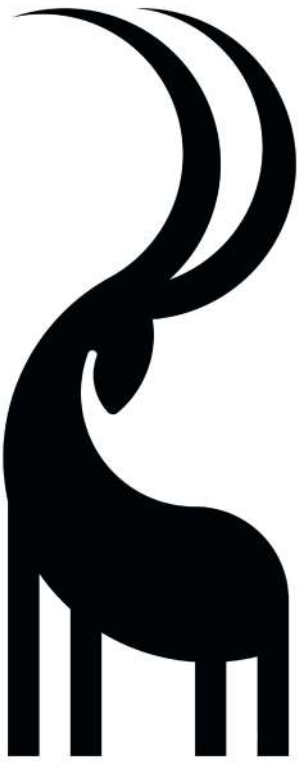
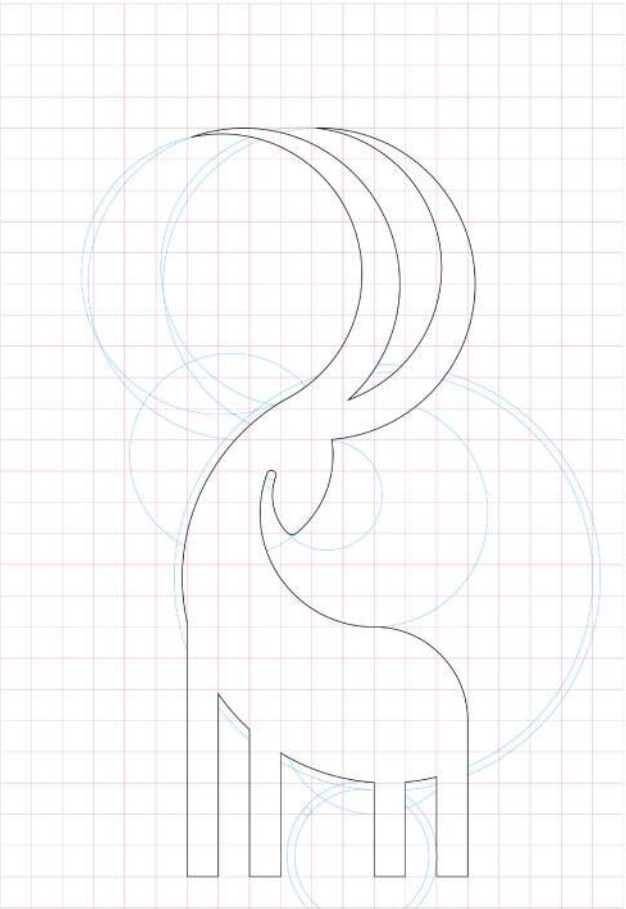
Finalised Form



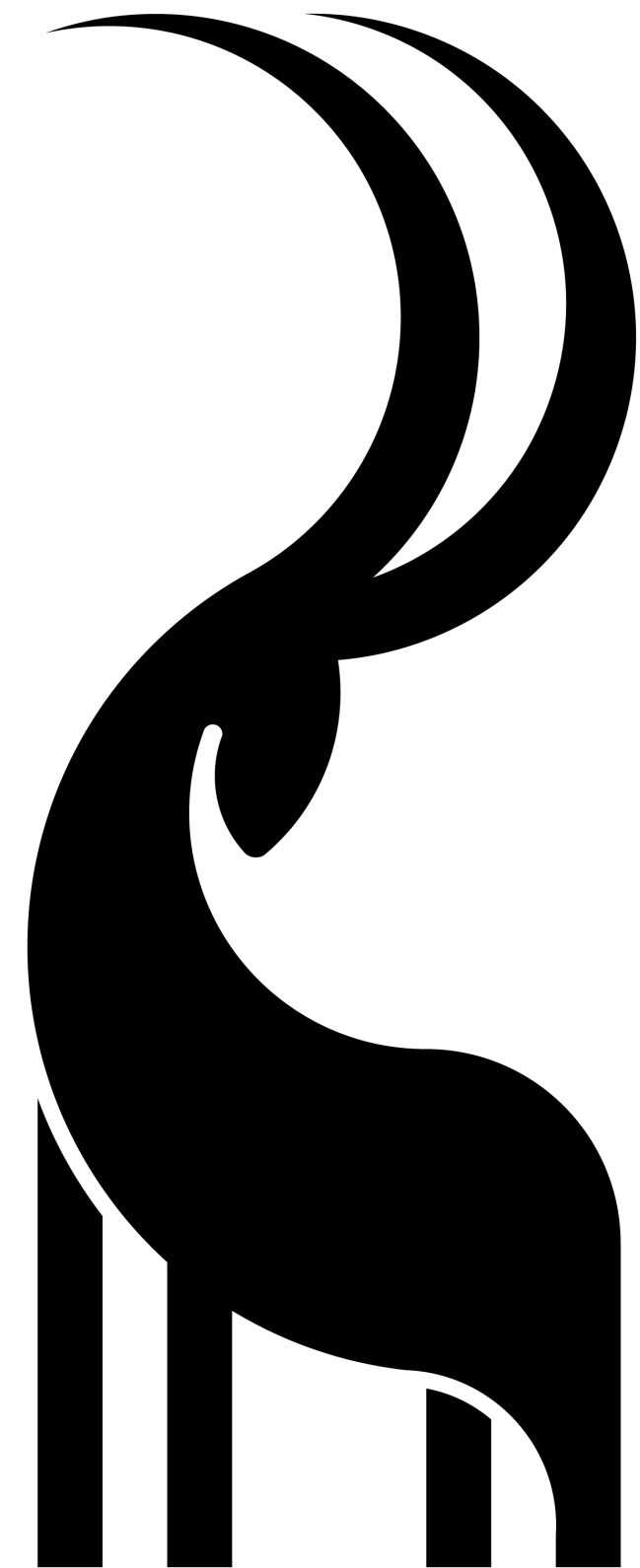
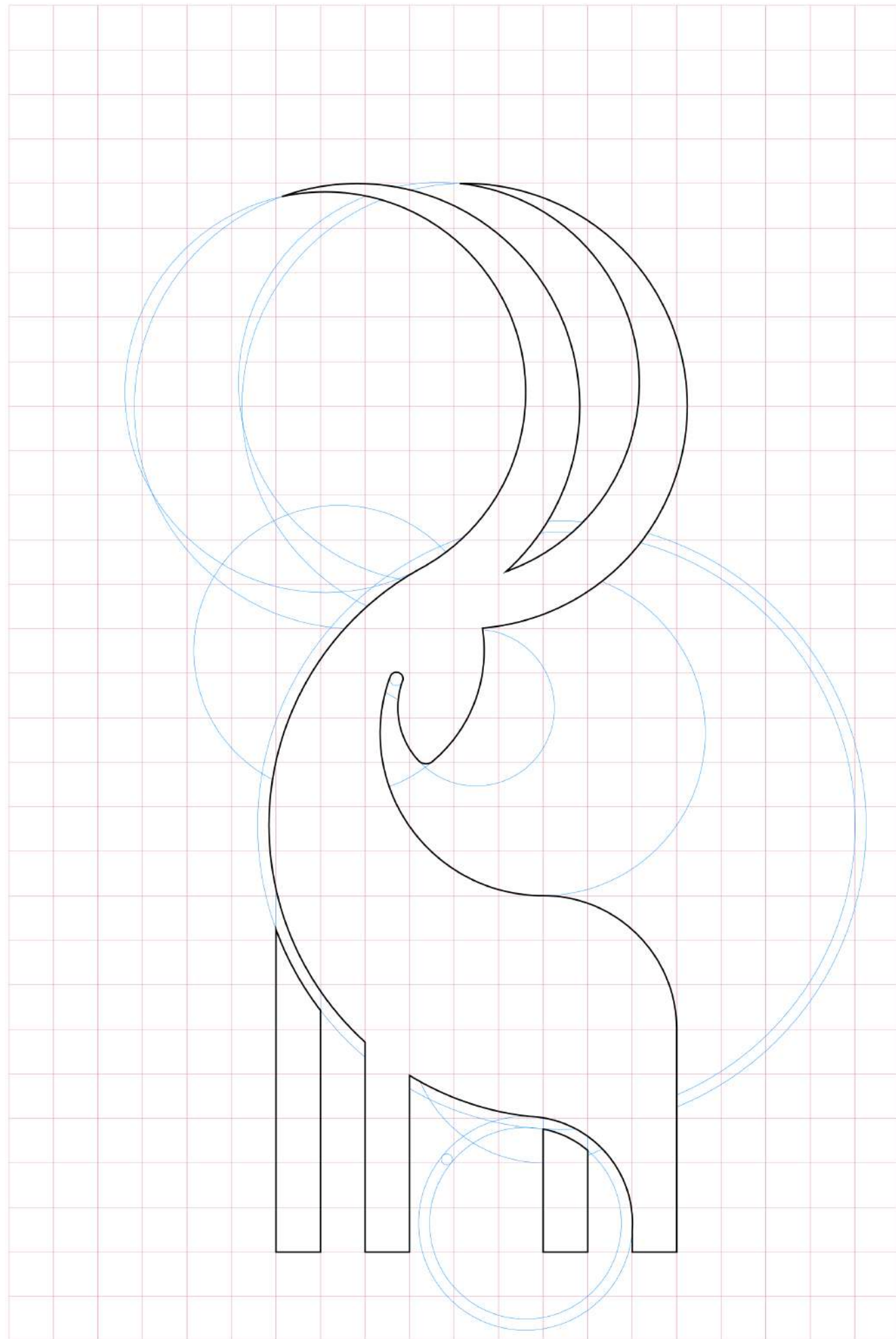
Iteration Phase 1



Iteration Phase 2



Finalised Logomark



Logo Typography Explorations

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Typography Iterations

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Iteration 1 Wordmark

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Iteration Phase 2

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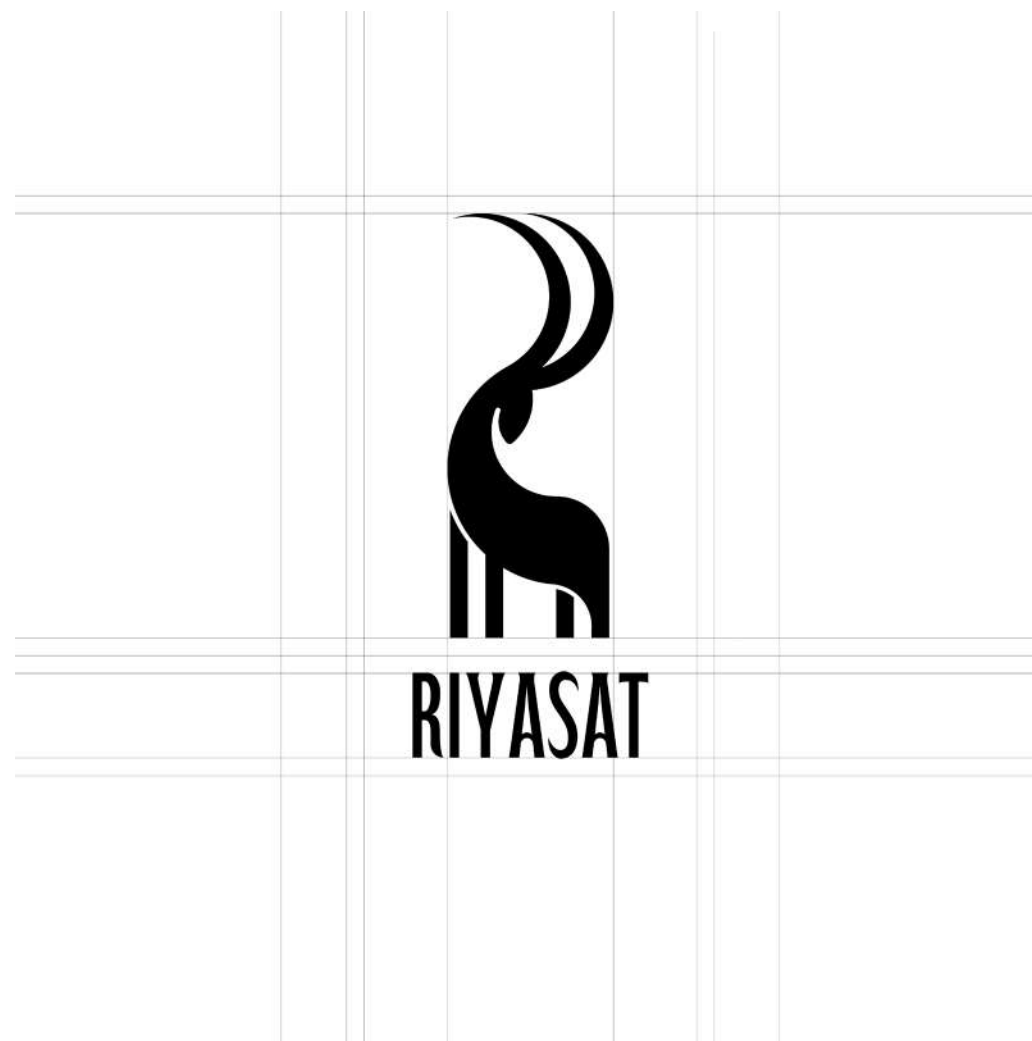
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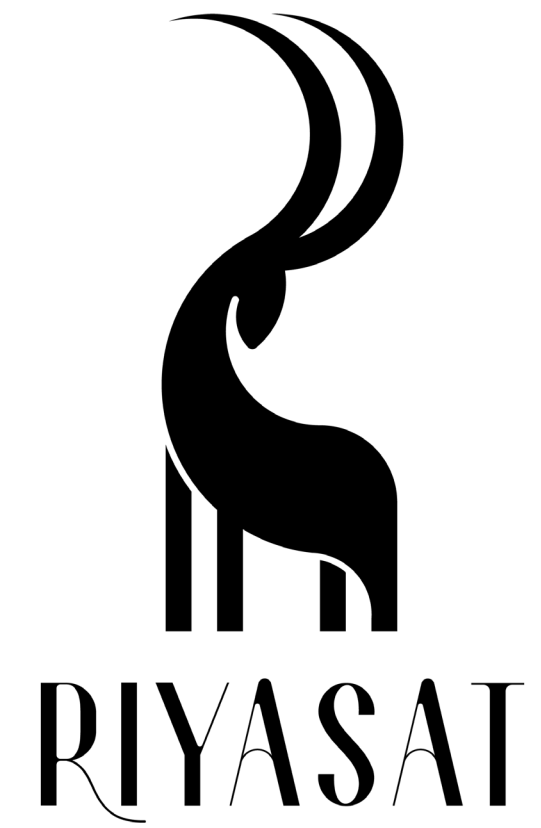
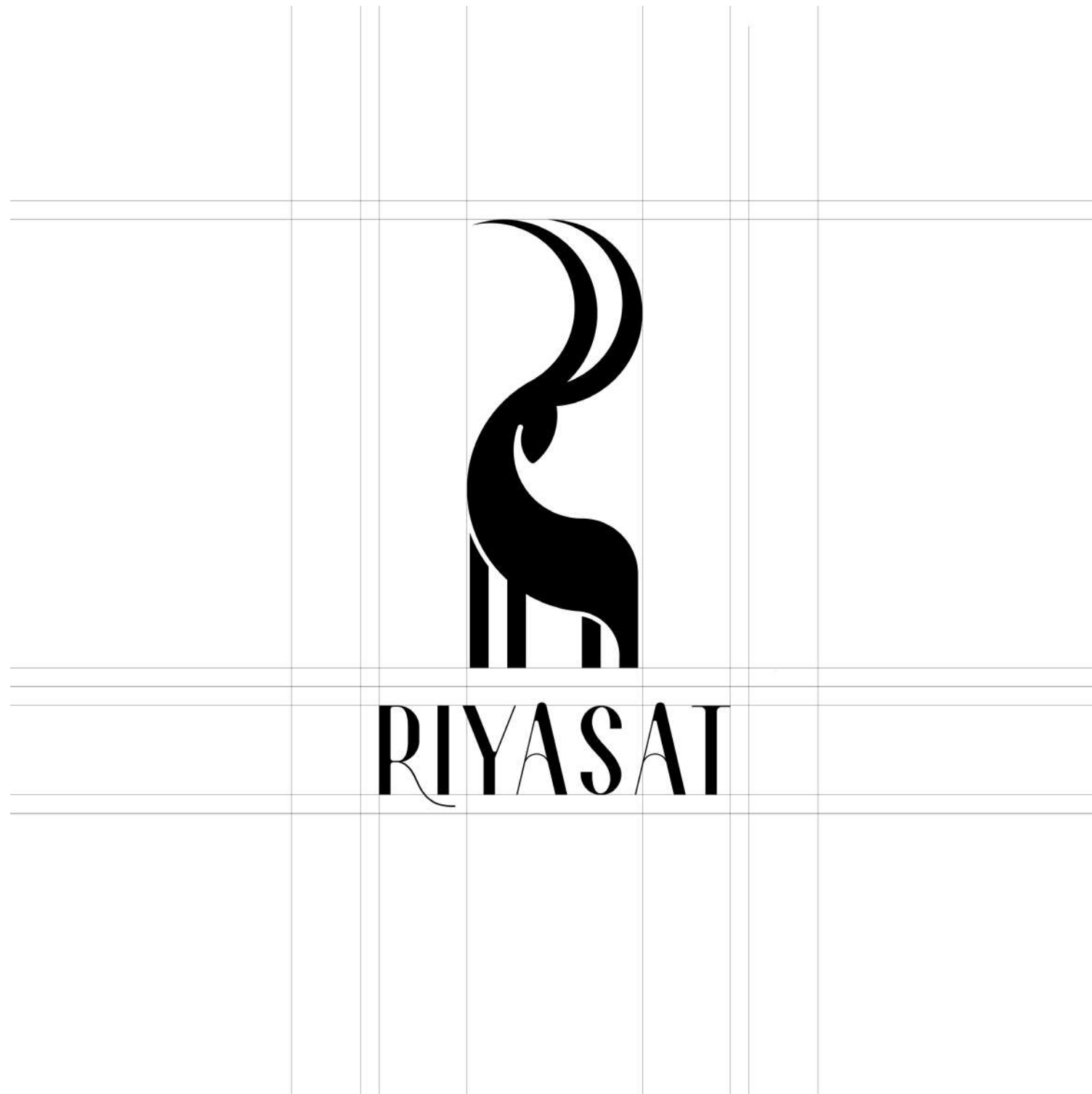
Final Wordmark

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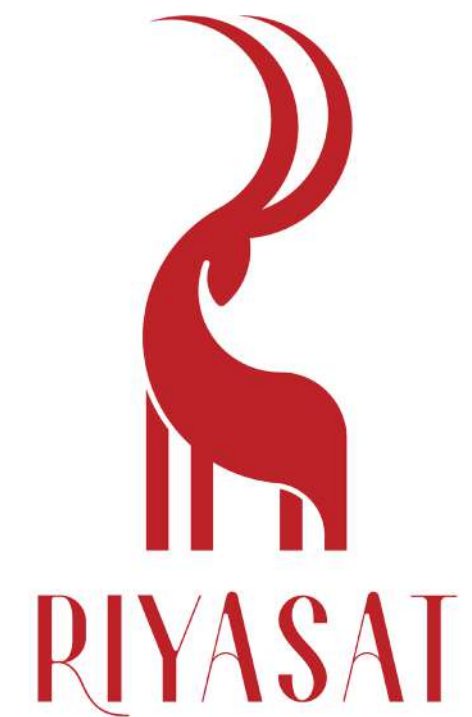
Logo Grid Explorations



Iteration Logo



Logo in colour



Final Logomark



RIYASAT

Typography Iterations

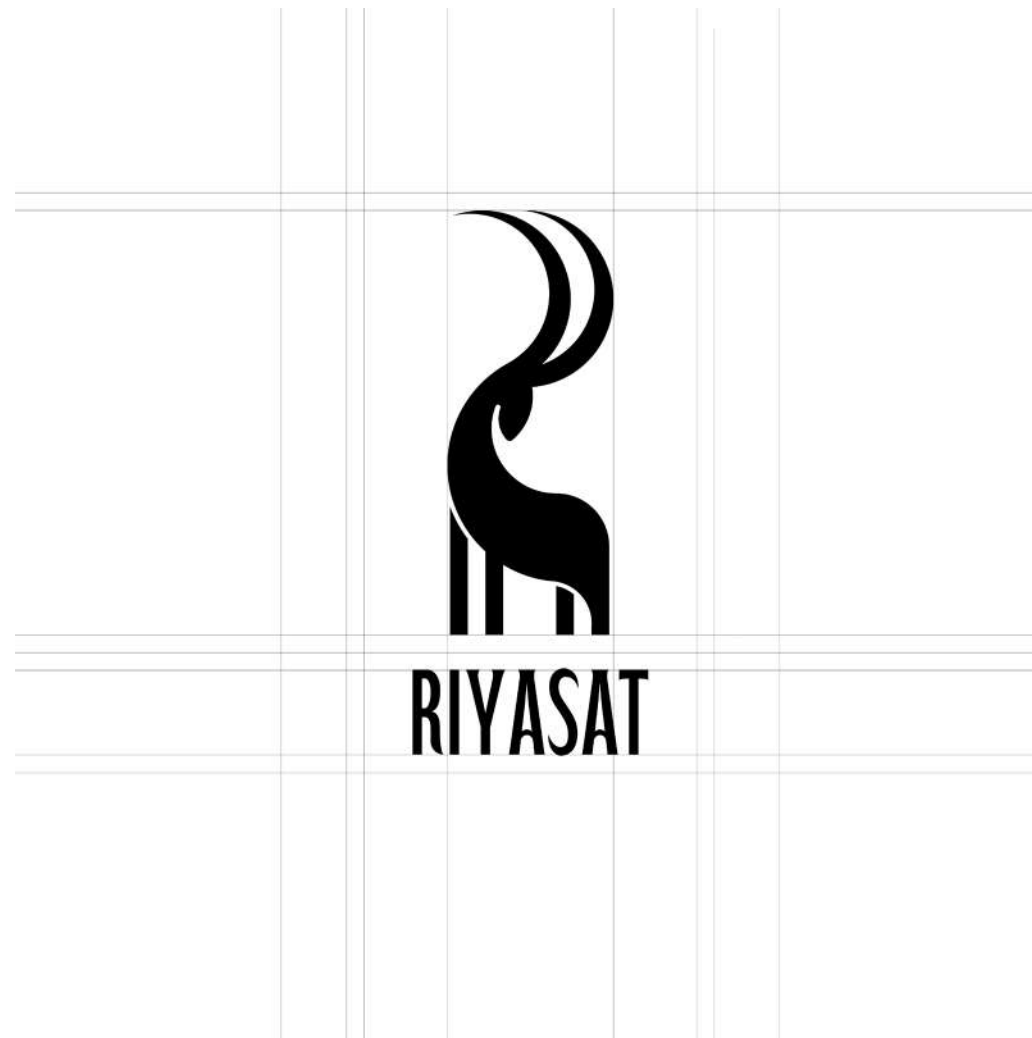
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Logo Grid Explorations



Iteration Logo



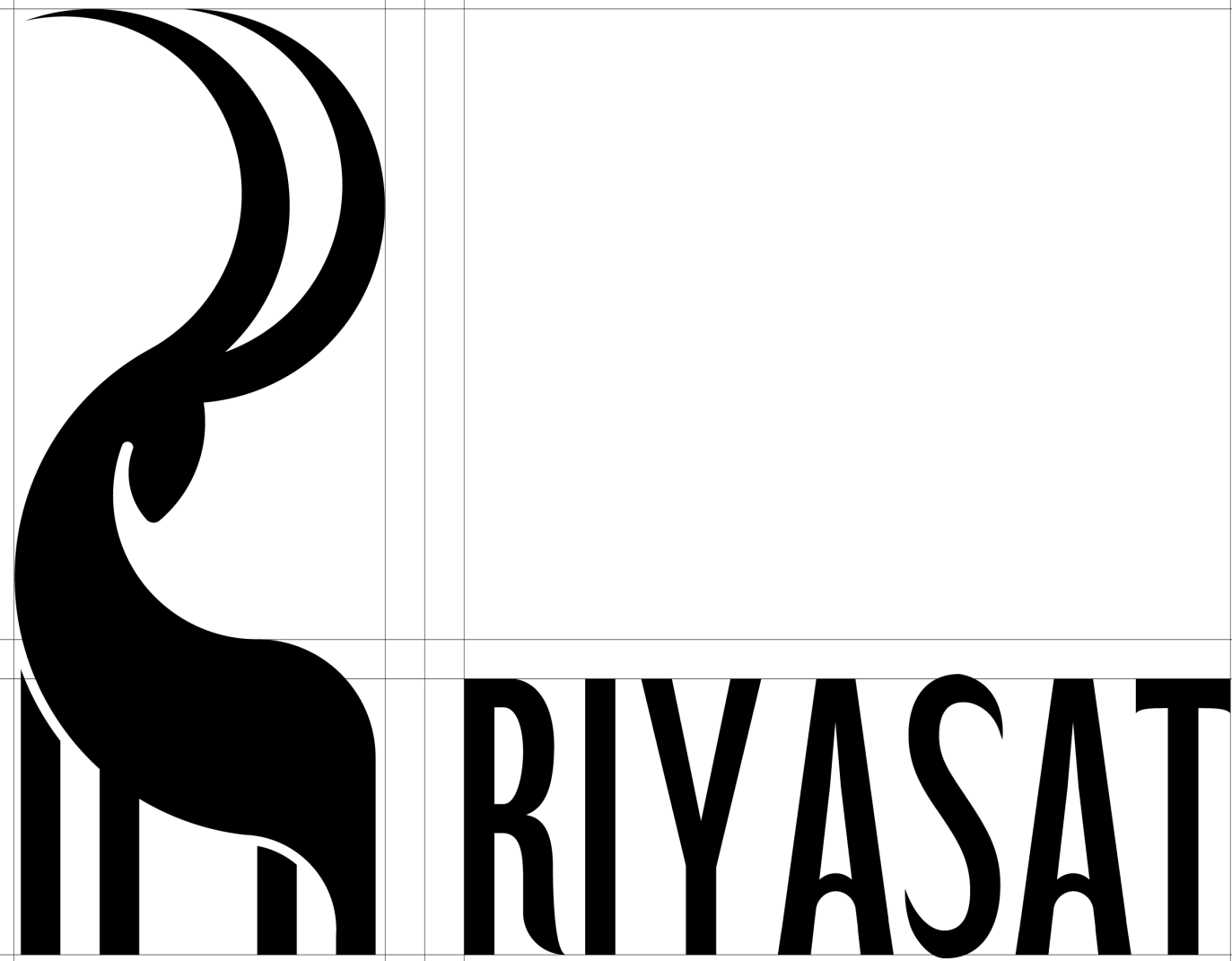
Logo in colour



Final Logomark



Final Logomark



Typography

Primary Typeface

Cormorant Garamond

Secondary Typeface

Filson Pro

Accent Typeface

Cormorant Garamond Italic

Collateral Expolrations



Collateral Expolrations



Collateral Expolrations



Collateral Expolrations



Collateral Expolrations



RIVASAT

COCKTAIL MENU

— Authentic blends served with a twist —



Sips of Himachal

Sura Sangria
A bubbly celebration of Sura, infused with fruits and spices 250 ml. 980

Chulli Crush
The famous Kinnauri apricot delight, served chilled over ice. 250 ml. 750

Lugdi Sunrise
A traditional rice brew, infused with warming spices 250 ml. 800

Jhol Fizz
A feisty Jhol cocktail with a ginger kick and touch of fizz. 200 ml. 690

Chhang Fiesta
A tangy refreshment of Chhang, bursting with seasonal fruits 200 ml. 890



Collateral Expolrations

