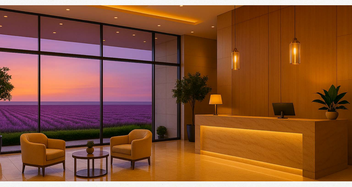
Project essence

Lavend Hotel & Spa — a visual identity concept for a boutique hotel nestled in Provence's lavender fields. The brand draws on the region's soft landscapes and understated beauty: delicate serif logo marks, minimalist grids, natural textures, and a muted color palette that together evoke refined simplicity and organic elegance.

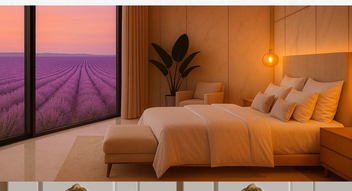
Goal

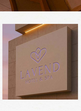
To develop a visual language that translates the serenity of the Provençal lavender countryside into a premium yet approachable brand experience. The aim is to attract guests who want to slow down, restore balance, and savor the quiet charm of southern France.



Positioning

Lavend Hotel & Spa positions itself as a boutique sanctuary for discerning travelers seeking restorative stays rather than mere accommodation. Through a harmony of minimalism, tactile materials, and muted tones, the brand communicates authenticity, calm, and quiet luxury — an elegant refuge for those who appreciate subtlety over spectacle.





THANK YOU FOR WATCHING!

Always open to meaningful collaborations.

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