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# GROVE HOUSE BRAND GUIDE

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# BRAND CONCEPT

# THE INSIDERS' BROOKLYN

A concept that goes beyond the cliches of Brooklyn to deliver a guest experience marked by touches of unexpected wit, curious artistic discoveries, and other cultural twists.

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- Artistic and witty takes on the ordinary
- Contemporary, avant-garde vibe
- Humorous but never crass



# VISUAL IDENTITY

# LOGO

The verticality of the letters in the logotype and the logo mark reference the vertical shape of the building

Primary Logotype



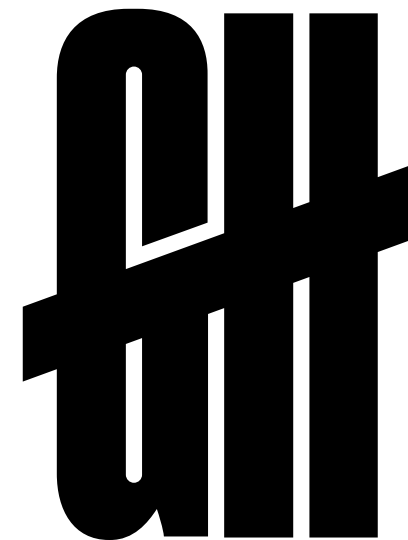
GROVE HOUSE

Primary Stacked Logotype



GROVE  
HOUSE

Logomark

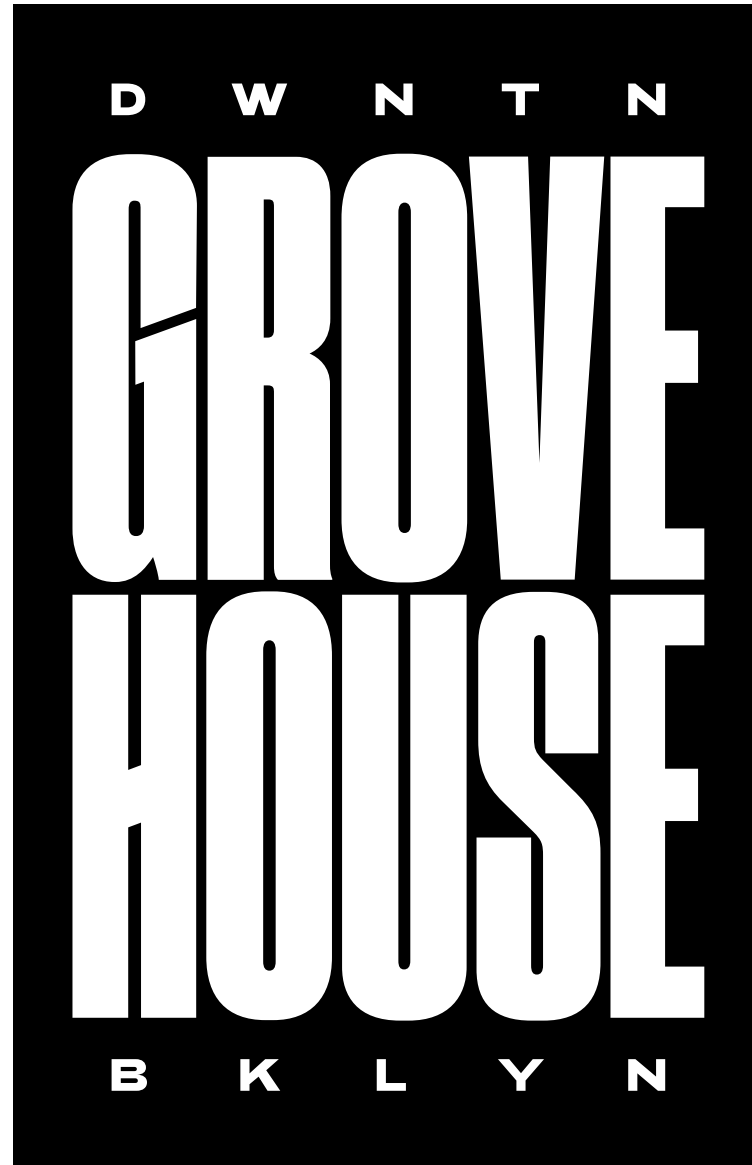


GH

# LOGO VARIATIONS

Secondary marks can be used in large applications where the descriptor can be legible.

Stacked Large



Display



# TYPOGRAPHY

## Display

**Druk Medium**

**Druk Wide  
Medium**

## Body

Suisse Int'l Light

**Suisse Int'l Book**

**Suisse Int'l SemiBold**

**Suisse Int'l Bold**



# COLOR PALETTE & PATTERNS

White

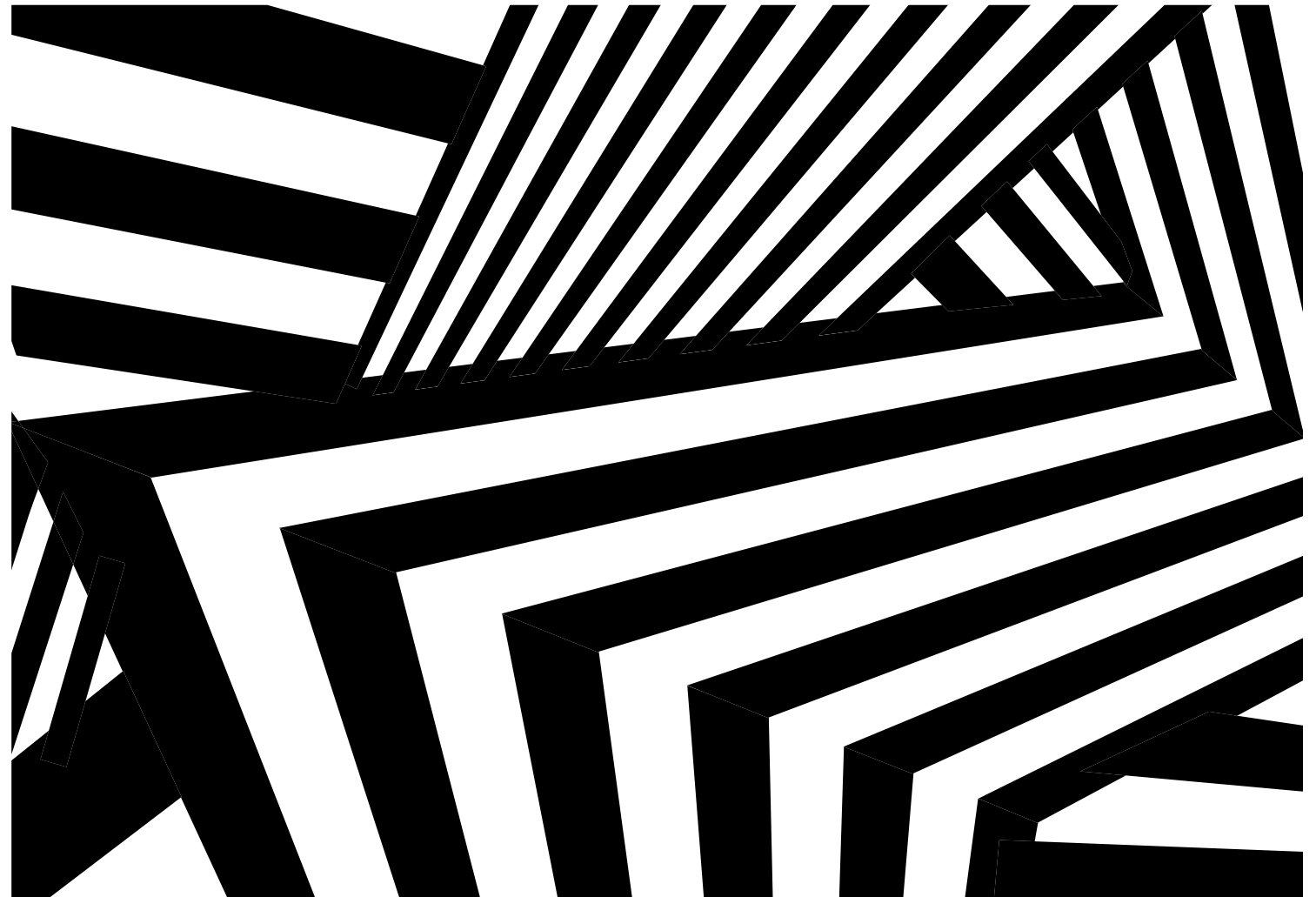
**CMYK** 0 0 0 0  
**RGB** 255 255 255  
**PMS** White U

Black

**CMYK** 75 68 67 90  
**RGB** 0 0 0  
**PMS** Black U

Red

**CMYK** 14 100 100 5  
**RGB** 200 32 39  
**PMS** TBD



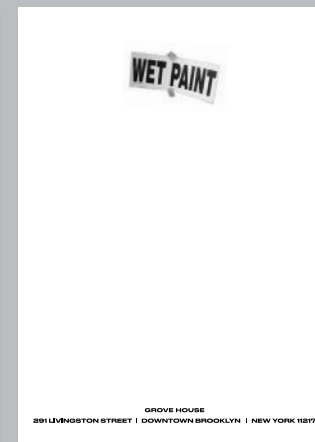
# PHOTOGRAPHY DIRECTION

Any communication that requires photography for Grove House should convey...

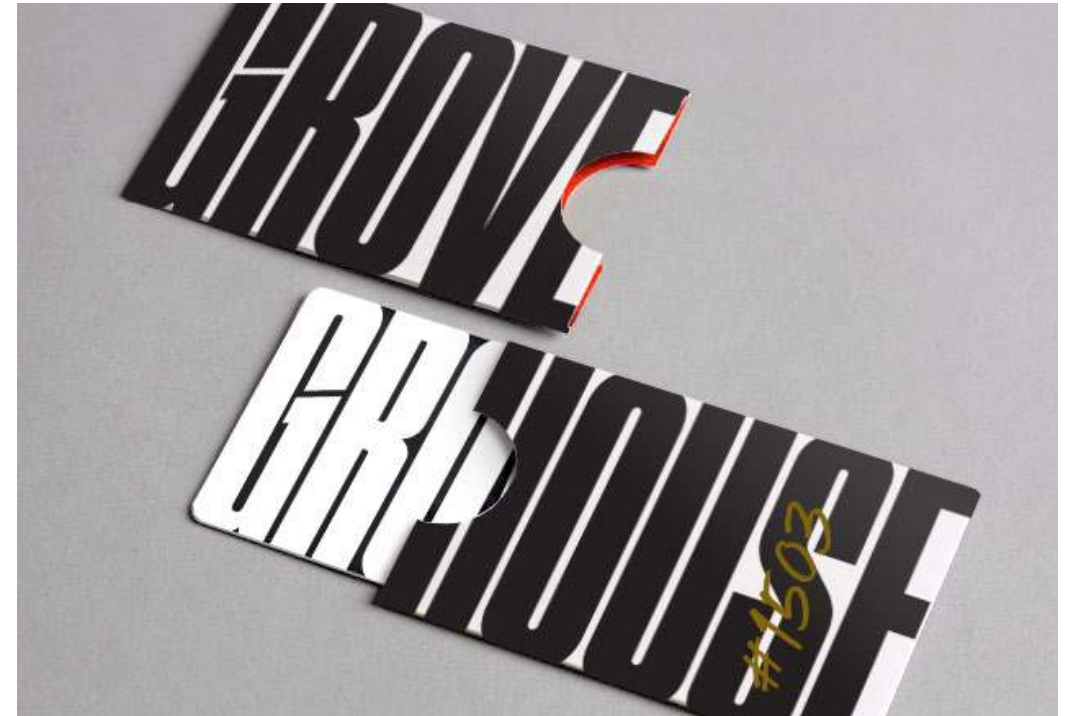
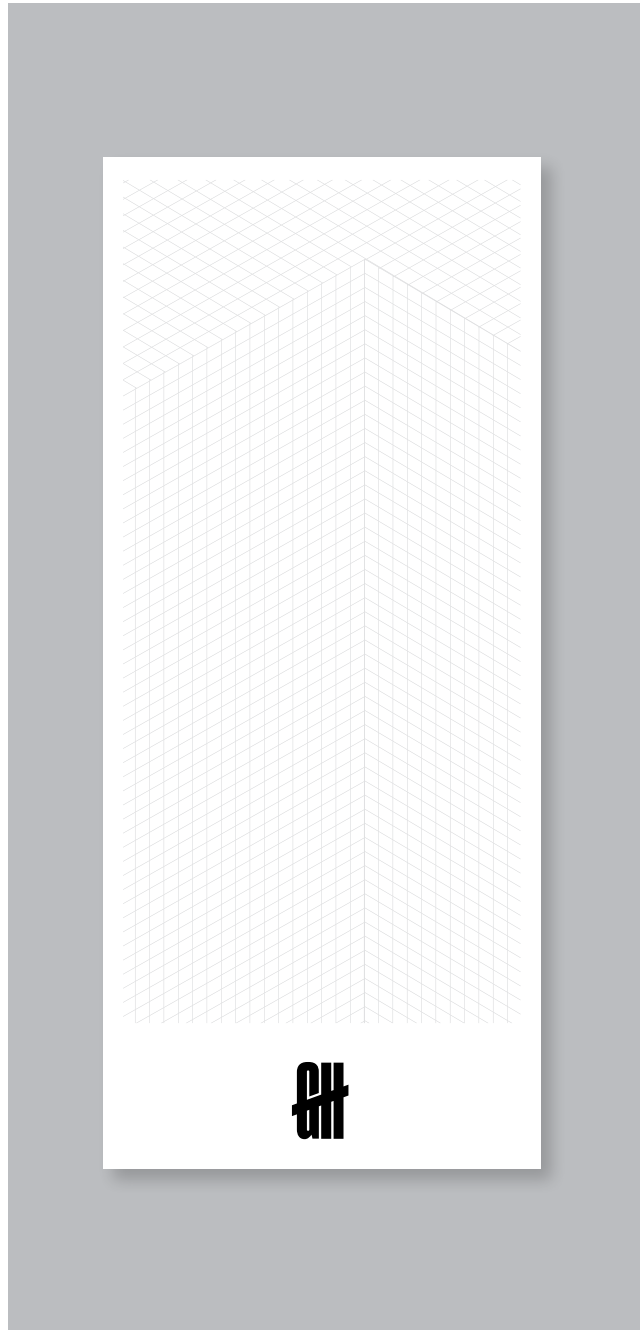
- People engaged in spaces, not posing
- A sense of the Brooklyn context and a distinct sense of place
- Bright and bold saturated colors
- Bright, bold, saturated colors



# SAMPLE BRAND EXPRESSIONS







# BRAND PILLARS

# BRAND PILLARS

**CREATIVE**  
**BROOKLYN**  
**BOLD**  
**YOUTHFUL**



# CREATIVE

Grove House delivers a fresh take and a unique, creative, and witty twist on the hospitality experience

## Our Delivery:

- Statement exterior visuals
- Unexpected lobby design
- Wit and whimsy salted into materials
- Rooms with fun moments and discoveries
- Creative partnerships with local artists and makers

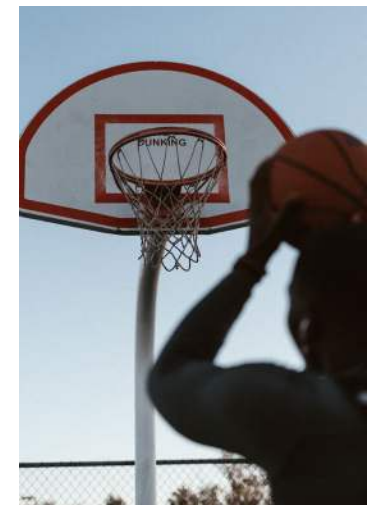
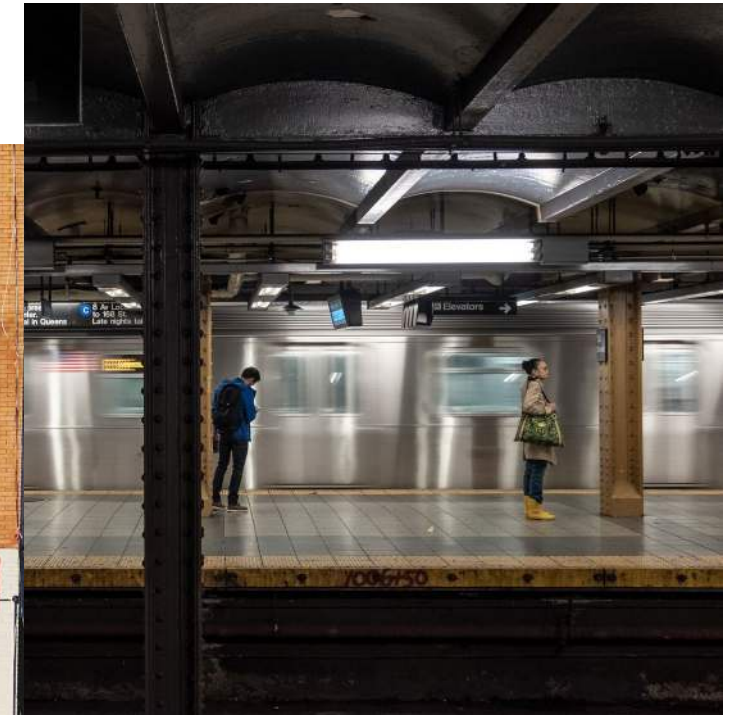


# BROOKLYN

At Grove House, guests can expect an unmistakably Brooklyn Experience that goes beyond its cliches.

## Our Delivery:

- Central location in Downtown Brooklyn
- Coffee shop in partnership with a local purveyor
- Interiors inspired by the culture and texture of Brooklyn
- F&B program informed by the neighborhood and city at large



# BOLD

The bold attitude of Brooklyn is signaled at different touchpoint throughout the Grove House experience

## Our Delivery:

- Razzle Dazzle motif on the exterior of the building
- Graphics and messaging inspired by the street art scene and city signage
- Materials design with a range of bold, Brooklyn-inspired styles and references



# UNEXPECTED

At Grove House guests can expect the unexpected

## Our Delivery:

- “Secret” access to Grove Alley, one of the only alleys in the city
- Notable service offerings
- Unique touches in the rooms such as basketball hoops and swings



L&W