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Introduction

Introduction to Wander

Wander is a rooftop bar and lounge that feels like a great traveller's residence. Designed in classic Le Corbusier colours that are warm and metropolitan, the space is dynamic and highly engaging due to its wonderful collections – photos, books, wines, objects, art, music.

Wander also plays on the contrast and synergy of East and West, both blurring and highlighting the beauty of both sides of our planet.

This is an inclusive place. A place that brings the world to a rooftop through the individualism of travellers.

These guidelines have been developed so that you can become familiar with and use our identity with consistency, accuracy, confidence and purpose – one brand, one voice.

The following pages clearly outline the core elements of the identity so that we can deliver at every opportunity on our brand positioning: Wanderful Experiences.



Brand Strategy Vision Statement

An escape for the wanderlust

Wander aims to become a Hilton signature rooftop destination, bringing the spirit of travel and wanderlust to different cities around the globe.

An engaging and recognizable bar and lounge for hotel guests and neighbours to escape to throughout the year, Wander seeks to be a dynamic space, highlighting the best of the East and West.



Brand Strategy

Mission Statement

- To make Wander a must visit rooftop destination within each city, taking inspiration from the art, culture and character of each locale.
- To give hotel guests and city residents alike an experience that is immersive into a cultured traveler's world.
- To blend the East and West, curating the best cocktails, food and entertainment of the city and beyond.
- To bring to life a space that is social, dependable and active through the day and into the night.
- To create a rooftop bar and lounge that can be taken to multiple cities without feeling impersonal or functional.
- To contribute to Hilton's vision of delivering exceptional experiences by continuously innovating and keeping a finger on the pulse of the industry.



Brand Strategy

Brand Positioning

Wanderful Experiences

A rooftop experience curated by a cultured traveler, created for all those with wanderlust.

Wander is a dynamic Hilton signature rooftop bar and lounge inspired by the stylish residence of the modern day global nomad.

An engaging and comfortable escape, Wander takes the best of the East and West, creating an energetic and vibrant experience for those who have a passion to explore.

Found across cities, Wander is a destination within the neighbourhood, always promising a good time.

Grab a drink, have a bite, enjoy the moment and make it your own. Wander on.... Wander often.



Brand Strategy

Brand Values

Fun

We are here for a good time. Energetic, laid-back and lively, order your favorite drink and let the evening come alive. Enjoy our space, it's your hideaway. Transport yourself above the busy streets and leave your responsibilities aside. We are here to make your day brighter, creating memories with you. Explore without going the distance. Follow your interests. Find what makes you truly happy. Dance to the rhythm of the music, find yourself lost in the prints on the walls. Let loose and don't take life too seriously. We are always up for a laugh and ready to celebrate. There is no time to waste.

Innovative

We are the early adopters. The trend-setters. There is always something new to explore, learn or do. We are naturally curious. We believe discovery and innovation is the key to success in today's globalized society. We like to do things differently, stick out from the crowd. We are critical thinkers, questioning the norms. We are worldly in our outlook and believe in continuous self-enrichment. We are striving to make our offering, culture and programming stand out and be on trend. We are always ahead of the game.

Inclusive

We celebrate the similarities and differences found in all of us. The world is a small place, getting smaller day by day. We are for everyone, bringing together traditions, culture and specialties from East and West. We are cultured, but never pretentious, stylish but never assuming. Food and drinks are a universal language, they unite us. We believe that our neighbour are not only the people who live next door, but all of those whose lives are connected to our own. Whether your home is the local city or far away, you are always welcome. Everyone is entitled to explore a bit deeper and dream a bit bigger.

Passionate

We have a passion to share the beauty and charm of the world we live in. We believe travel is a means of expression and growth. We have a passion to innovate and create the best of experiences for all those who visit. We want you to find something that makes your heart skip a beat and brings joy to your day. We take our mission of creating memorable "wanderful" experiences seriously. We are enthusiastic and driven, adventurous and expressive.



Brand Strategy Tone of Voice

Our tone of voice is relatable and relevant. It is today's voice - the voice of the Millennials - fresh, well-travelled and egalitarian in tone. When communicating, we don't use jargon or complicated, flowery sentences. We speak articulately and clearly. We understand that communication must move beyond just words and into suitable emojis and hashtags. However, we stop short at unnecessary acronyms, such as *tbh.

Wander is fun, but not childish, cool but not exclusive. Our words are aspirational and inspiring, but also rooted and reflective of our locale. There is an energy to our sentences, a positivity to our rapport. We are authentic, individual and contemporary.

wander

Brand Strategy

Brand Name

Always distinguish Wander from surrounding text by capitalizing the “W” in Wander - with the exception of URLs.

Below are some examples.

- Wander is a dynamic Hilton signature...
- To make Wander a must visit rooftop...
- www.wander.com
- facebook.com/wander

Our Logo

Master Brand Mark

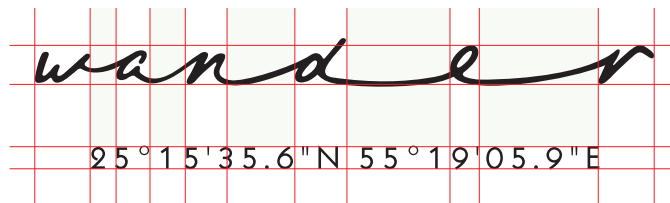
Our brandmark must always appear in the proportions and colours shown in this guide, and no attempt should be made to redraw, stretch, squeeze or distort the brandmark in any way.

wander

25°15'35.6"N 55°19'05.9"E

Our Logo
Logo Grid

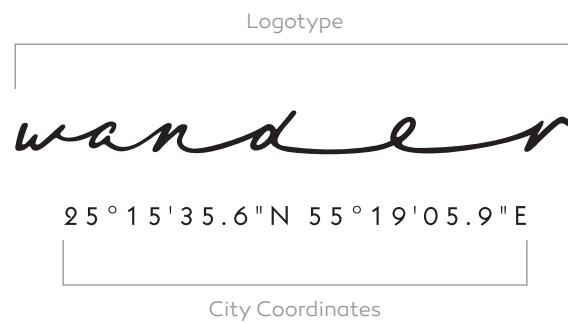
Our logo is meticulously designed using a grid. Please do not try to recreate or redesign it. Always use the master files provided with this document.



Our Logo Logo Elements

The Wander Brand-mark is made up of two parts: logotype and city coordinates. Wander logotype is consistent throughout all Wander rooftops around the world. The coordinates change based on the rooftop

location in city we are in. A setup up open file is attached with this guideline which will allow you to adapt the Wander logo to the different cities. Logo adaptation is explained next on page 15.



Our Logo

Logo Adaptation

To make sure our logo stays consistent across all Wander rooftops, we created an open file with the font, font size and tracking setup to adapt to different Wander locations. We used Avernus URW Medium for the coordinates font. We also set up few more rules to keep everything consistent. The height of the coordinates should always be equal to half the height of the logotype.

wander

Font used for city coordinates
Avernus URW Medium

00°00'00.0"N 00°00'00.0"E

x  wander

1/2 x  00°00'00.0"N 00°00'00.0"E

Our Logo
Logo Variations

Wander logo should work across all media.
Below are the three colours that can
be used for our logo. Brand colours are
further broken down on page 26.



Gold Foil

wander

25°15'35.6"N 55°19'05.9"E



Pantone Warm Gray 3 C
CMYK C20 | M22 | Y30 | K0
RGB R213 | G198 | B180

wander

25°15'35.6"N 55°19'05.9"E



Pantone Black C
CMYK C0 | M0 | Y0 | K100
RGB R29 | G29 | B27

wander

25°15'35.6"N 55°19'05.9"E

Our Logo
Reverse Logo

Our logo can also be used in white (reverse) on any colour or background as long as it is clearly visible.



wander

25° 15' 35.6" N 55° 19' 05.9" E

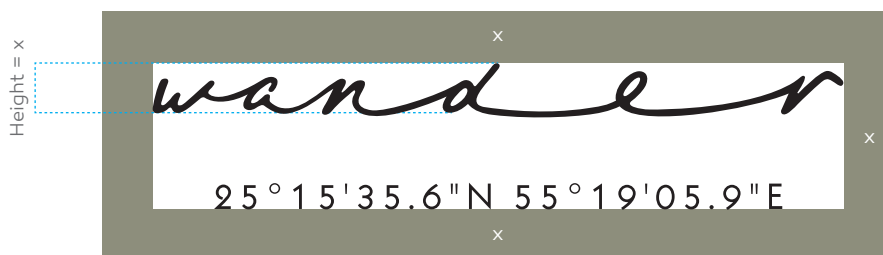
Our Logo Clear Space

The Wander logo should always be surrounded by a minimum area of space. This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using the height of the letter "d" in Wander logo, which is referred to as "x" in the diagram.

A margin of clear space equivalent to "x" is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is the minimum required and we recommend increasing it wherever possible.



Our Logo
Minimum Size

The Wander logo has been designed to be reproduced at a minimum height of 7 mm.

The minimum size of the logo in online applications is 18 pixels height.

There is no maximum reproduction size for the logo.

If the logo has to be reproduced in a size smaller than 7mm or 18px, please drop city coordinates.



Incorrect Logo Usage

It is important that the appearance of our brand remains consistent.

The logo should not be misinterpreted, modified or added to. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown below.



25°15'35.6"N 55°19'05.9"E

Do not add any kind of effects like a drop shadow to the logo.



25°15'35.6"N 55°19'05.9"E

Do not outline the logo.



25°15'35.6"N 55°19'05.9"E

Do not change the colour of the logo.



25°15'35.6"N 55°19'05.9"E

Do not stretch, condense or change the dimensions of the logo.



25°15'35.6"N 55°19'05.9"E

Do not change proportion to the logo.



25°15'35.6"N 55°19'05.9"E

Do not use gradient colour.



25°15'35.6"N 55°19'05.9"E

Do not place logo in a frame.



25°15'35.6"N 55°19'05.9"E

Do not use on background that creates low contrast.

Typography
Primary Typeface

Canaro is our san serif primary typeface. It should be used in all communications. Canaro is available in a variety of weights that should only ever be used for body copy and sub headlines.

Canaro

Light

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Figures

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

Typography
Secondary Typeface

Harriet Display is our secondary serif font. It compliments our primary typeface and should only be used for headlines.

Harriet Display

Light

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Bold

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z

Figures

1	2	3	4	5	6	7	8	9	0
---	---	---	---	---	---	---	---	---	---

Typography
System Typeface

When it is not possible to use our brand primary and secondary fonts, use Tahoma and Times New Roman for emails, word documents, and powerpoint presentations.

Tahoma

Regular	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z
Figures	1	2	3	4	5	6	7	8	9	0			

Times New Roman

Regular	A	B	C	D	E	F	G	H	I	J	K	L	M
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
	a	b	c	d	e	f	g	h	i	j	k	l	m
	n	o	p	q	r	s	t	u	v	w	x	y	z
Figures	1	2	3	4	5	6	7	8	9	0			

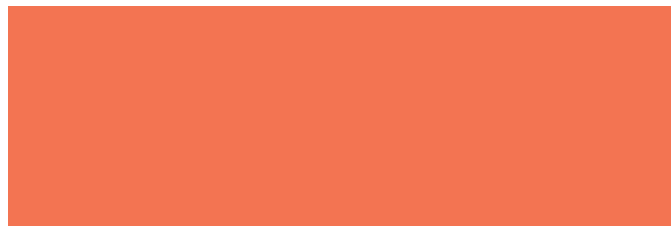
Colour Palette
Colour

Wander uses a colour palette that defines it as a brand and reflects its personality. Always stick to the brand colours especially when used on actual materials like leather or wood.

Pantone: 161 C
CMYK: C24 | M70 | C100 | K50
RGB: R121 | G62 | B10
Web: #793e0a



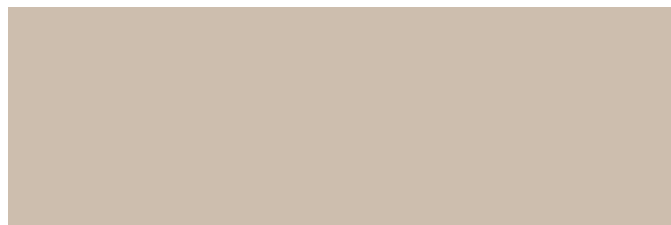
Pantone: 178 C
CMYK: C0 | M68 | Y70 | K0
RGB: R237 | G110 | B76
Web: #ed6e4c



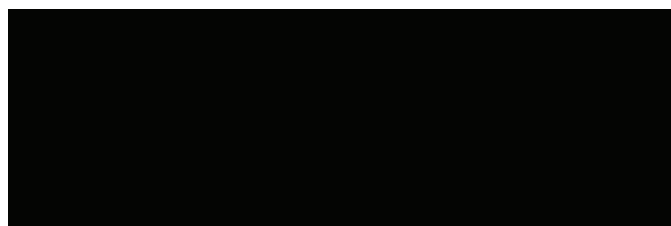
Pantone: 5625 C
CMYK: C50 | M40 | Y55 | K0
RGB: R148 | G144 | B122
Web: #94907a



Pantone: Warm Gray 3 C
CMYK: C20 | M22 | Y30 | K0
RGB: R213 | G198 | B180
Web: #d5c6b4



Pantone: Black C
CMYK: C75 | M68 | Y67 | K90
RGB: R0 | G0 | B0
Web: #000000



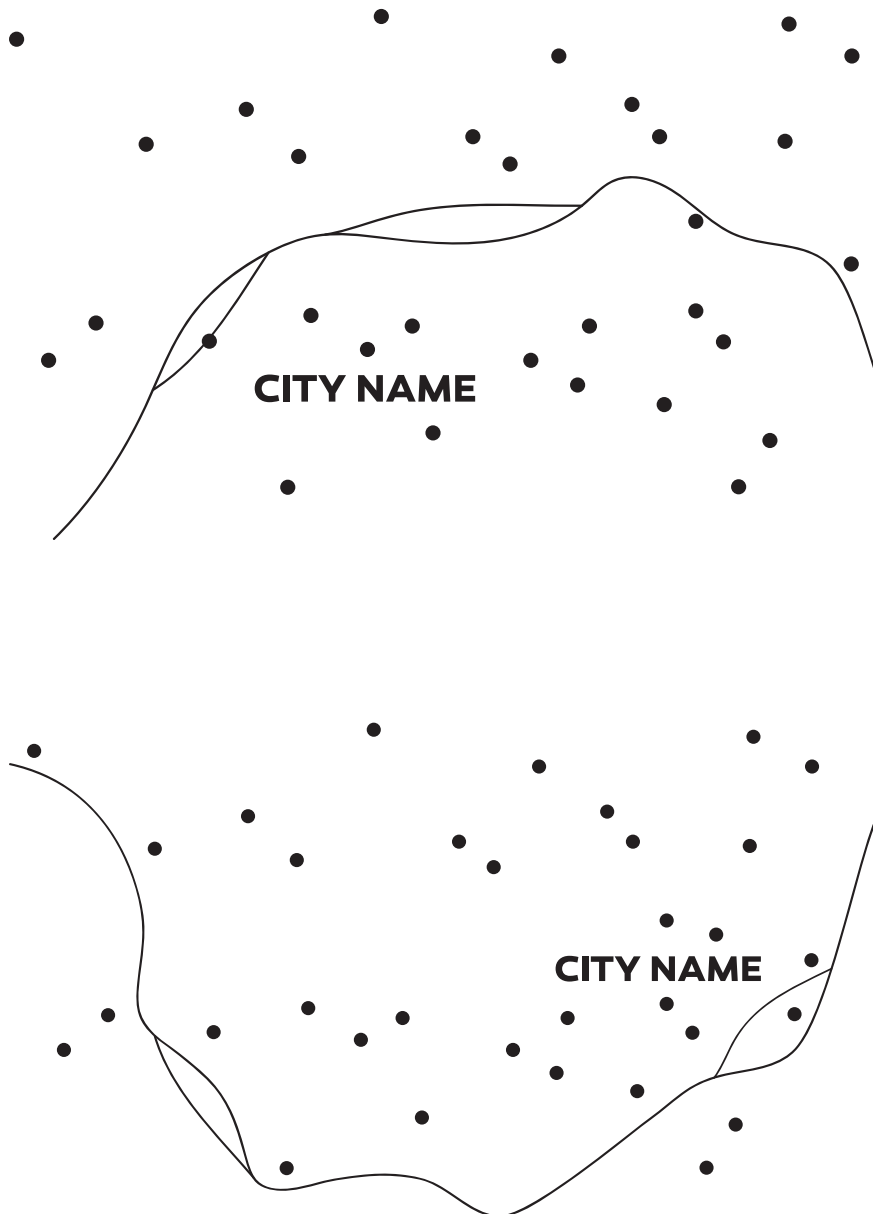
Graphic Device
Graphic Device

In order to fully create Wander's identity, the brand uses the below graphics to support the principles already established by the colours, typography and photography. It is preferred to use these graphic devices subtly on some applications as supporting elements.

The dots represent the cities travellers visit and the lines illustrate the paths and routes

travellers take. These dots and lines change from one city to another. In collateral used within one Wander venue, the local city name is used, however multiple city names are highlighted on general collateral that is used throughout multiple Wander locations.

Below are some examples of how our graphic device change. Each Wander rooftop should have its own graphic device.





wander
25°15'35.6"N 55°19'05.9"E

A photograph of a 3D gold-colored metal sign. The word "wander" is rendered in a cursive script. Below it, the coordinates "25°15'35.6"N 55°19'05.9"E" are also in a 3D, gold-colored font. The sign is mounted on a dark, textured surface.

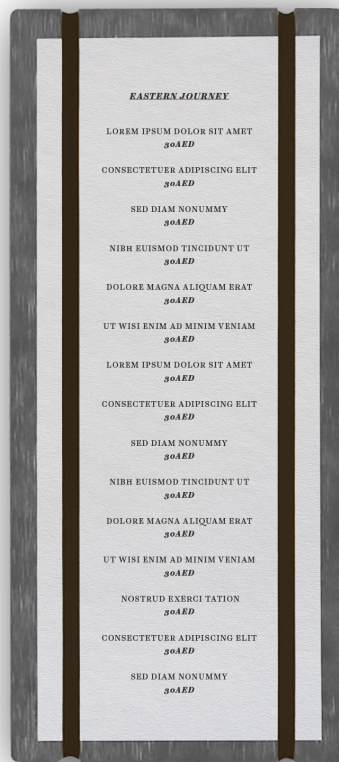


wander
25°15'35.6"N 55°19'05.9"E

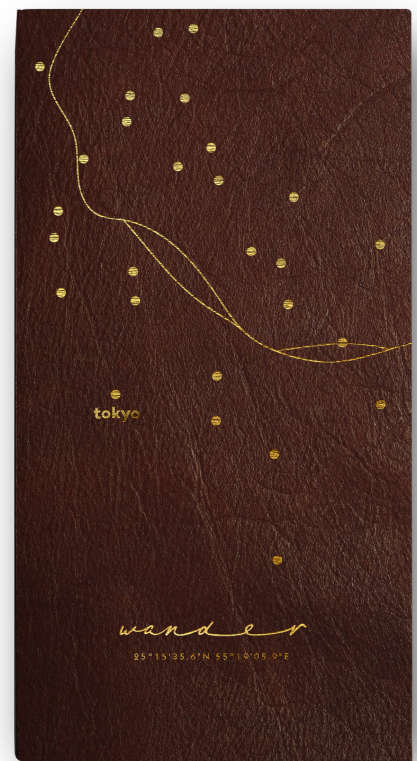
A photograph of a 2D black-colored sign. The word "wander" is rendered in a cursive script. Below it, the coordinates "25°15'35.6"N 55°19'05.9"E" are in a simple, black, sans-serif font. The sign is mounted on a dark, textured surface.

Brand Applications
Menus

Drinks/ Cocktail Menu



Food Menu

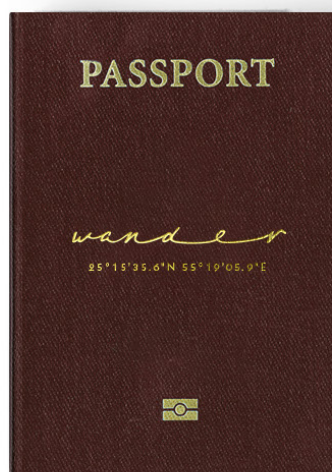


Brand Applications
Collateral

Cheque Holder



Passport Used for Activations



Brand Applications
Collateral

Matchbox



Coasters



Bottle (Oil/Concentrates (etc.))



Cloth Napkin



Brand Applications
Collateral

Chopsticks



Cheese Board



Brand Applications
Collateral

Bartender Kit



Brand Applications
Collateral

Limited Edition Postcard



Scarf





Photography Interior Photography

There are two types of photography styles to follow when photographing Wander's interior - wide angle shots of the space, as well as detailed shots of the design and accessories. Both photography styles can be in either landscape or portrait. The wide angle shots showcase the beauty of the space as a whole, while the detail shots focus on certain aspects and signature design elements.

Wander's interior is primarily photographed during the day and during sunsets, right before dark, always focusing on the design attributes of the concept and should communicate the warm, relaxed, residential nature of the space.

Photographs should feel mature, classy and grown up whilst accentuating a sense of travel and escapism.

Stage your shots to create a residential feel, capturing interior colours and textures for an editorial look, with a strong focus on design - décor, finishes and furnishings. Accessorizing with

curated props can make the picture look more interesting. For example, something as simple as adding a menu item, a flower arrangement or a magazine on the table can add life and depth to the photograph. Refrain from having people present in interior photography.

A few rules to follow when photographing Wander's interior:

- The images should be clean and well lit, illustrating the environment and emotions from the space.
- The interiors should never be portrayed as dark, but rather as warm and intimate, even in the evenings.
- Pictures used should not be busy with people and action.
- The space should be clean and neatly set up, depicting the concept ethos as a whole.
- There should be no filter treatment or wash used on the photography.
- Photos should not be blurry and of the highest resolution.
- All photography should be in full colour.



Photography

Food & Drink Photography

Wander's product photography style is two fold – Focal photography and flat lay. Images should feel as natural as possible, even when staged, and taken in full colour using the appropriate dishware or presentation accessories. Use only the two angles for maximum impact and consistency.

Focal photography places the emphasis on the product itself and its stylization and/or preparation. It is used as a means to convey the craft, beauty and flavor of the offering. These should be taken either from a front or side view.

Flat lay is when we focus on items that naturally work together as part of a meal and are usually shot in a top view table format. Table setting plays a key role and can be shot with people and without.

A few rules to follow when photographing Wander's food and beverage:

- The images should be clean and well lit.
- All product shots should be taken in good daylight conditions with full natural light. If necessary, place the table near a window or door.
- Don't place big bright lights near your food.
- All photography should be taken in full colour.
- There should be no treatment or wash used on the photography.
- Photos should not be blurry and of the highest resolution.
- Use a photo studio of some kind
- Arrange your food artistically whilst keeping it natural.
- Emulate what you see in magazines.



Photography Lifestyle Photography

Moving away from rigid, corporate looking photography, Wander's lifestyle photography is inspired by how people would genuinely act when they photograph themselves. A staged social media approach that captures a sense of travel and escapism done with a professional photographer in the mindset of a travel blogger.

Wander's lifestyle photography is defined by two types of photography styles.

- A panorama, which shows people in situ naturally engaging with the environment around them. They are a part of the photo but not the focal point. The photo should be crisp and the light even toned.
- Foreground focus and background focus depth of field photography. Background focus is a softer way of showing activity taking place in the background. Foreground focus depth of field photographs feature an out of focus product or design detail placed directly in the frame foreground whilst focusing on customers engaging in the background.

A few simple rules to follow when taking Wander's lifestyle photographs are to always ensure that when placing focus on Wander's customers that there is a minimum of 2 subjects present in each photograph (with the exception of foreground depth of field photos since the background is out of focus). They need to look natural, engaged with each other, the product or the service staff as well as completely immersed in their environment - Always interacting with one another and never with the camera. Always having a good time. Avoid any deliberately posed photographs.

Wander's customers should always look well groomed, their actions (while we encourage spontaneity and fun) should at all times represent the reputable and respectable establishment that is Wander.



Photography People of Wander

There are two types of photography styles to follow when photographing the people of Wander.

Portrait photography, which focuses attention on the individual, showcasing their personalities and unique style. And action photography, highlighting the staff member in action, doing what they do best. Their individuality and personality should shine though in every image.

Don't be afraid to be playful and use accessories to further communicate the staff members personality as well as roles and responsibilities.

Detail shots can be used to highlight the subjects various skill sets, focusing on their hands hard at work. High lens shutter speeds must be used to capture these photographs and avoid defocus and blurring.

Wide angle photography can be used to portray the subjects interacting with their surrounding environment. The example

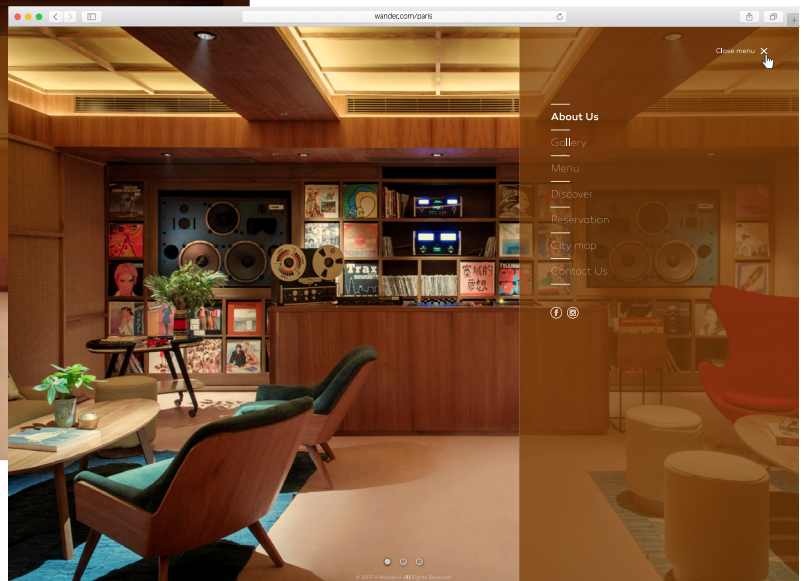
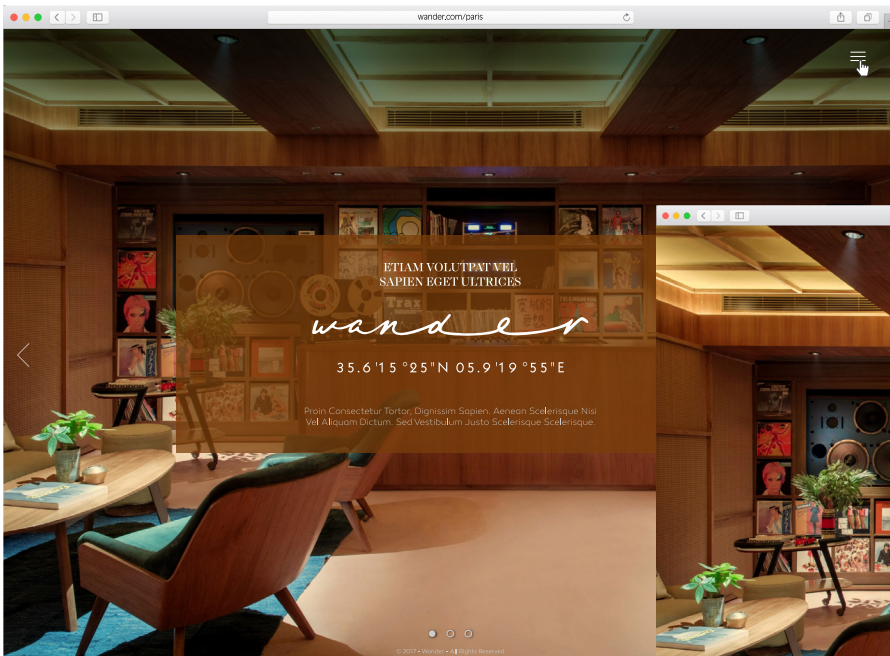
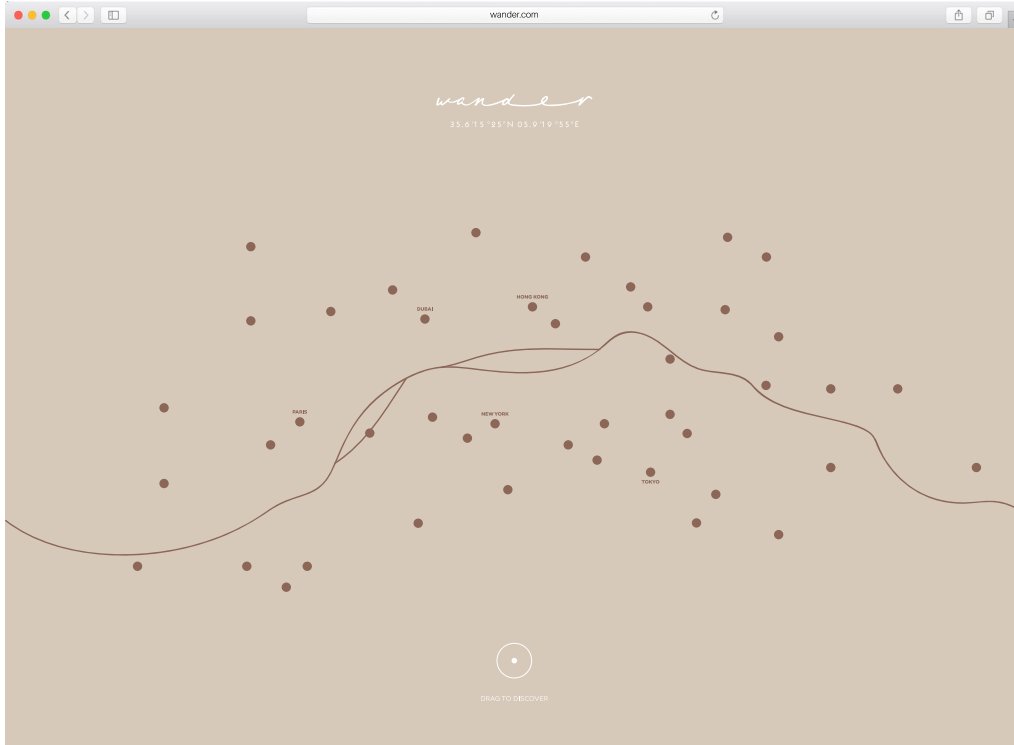
below portrays the Chef immersed in his element – his kitchen. In this case, equal attention must be given to the subject the product and surrounding environment. To ensure photo realism the subject should refrain from making eye contact with the lens and remain immersed in their environment.

When photographing the people of Wander, ensure that they are always well groomed with crisp, clean uniforms and that their actions (while we encourage spontaneity and fun) should at all times represent the reputable and respectable establishment that is Wander.

A few rules to follow when photographing the people of Wander:

- The images should be clean and well lit.
- All photography should be in full colour
- Subjects should be dressed and groomed to reflect the brand
- There should be no treatment or wash used on the photography.
- Photos should not be blurry and of the highest resolution.

Website
Website Look & Feel



Social Media

Social media is one of the most powerful tools in your marketing arsenal. If you use it correctly, you can create a strong personal connection with your prospective customers. However, marketers often make the mistake of diving into social media without a clear plan. At best, this is a waste of time – and at worst, it can lead to a PR disaster. To benefit from social media, you need to build a clear strategy that takes into account what you're trying to achieve, who your customers are and what your competition is doing.

Best practices include:

- To optimize your social media presence, ensure that the images and the content used to represent your brand are consistent and of the highest quality.
- It is highly recommended not to use photo filters or effects such as Instagram presets or colour effects.
- The images should be clean, similar in tone and clear at all times so that all the feeds are consistent in style.
- Images with no filters have higher engagement as they look more authentic, as well as being more in line with a reputable business environment.
- Pictures that are posted should have sharp and clear imagery. Avoid the use of fuzzy and blurry pictures.
- Use pictures with good overall composition and lighting. Avoid shadows caused by on-camera flash and blur from low light conditions. Photos should be taken at the maximum possible resolution, even with a phone. Define a tone and a strategy always maintaining your identity through your content.
- Always be on the lookout for good pictures, they don't need to be tied to a particular event but can be used to maintain a strong social media presence.
- Encourage those on your team who are good at taking photos to share photos with your marketing team as these too can be posted from the main account.

Note: within lifestyle, make sure that all events are covered using the same stringent guidelines.

- Ensure that all event photos are taken prior and at the beginning of events to ensure that you capture your clients in their best form.

Social Media
Facebook

The image shows a Facebook page for a brand named "Wander". At the top, there is a navigation bar with the Facebook logo, a search bar containing "Your page", and the brand name "Wander" next to "Home" and other icons. The main header features a large cover photo of an outdoor lounge area with wooden tables and chairs. A profile picture is a brown square with the word "wander" in a script font and coordinates "25°13'33.6"N 55°19'05.9"E". Below the cover photo are navigation tabs: "Timeline", "About", "Photos", "Likes", and "More".

On the left sidebar, it shows "24k people like this" by "Marijo Zlatic and 83 other friends" and an "Invite friends to like this Page" button. Below is an "ABOUT" section with a question mark icon, a paragraph of Lorem Ipsum text, and a link to "http://www.wander.com". A "PHOTOS" section follows with a right-pointing arrow and three small photo thumbnails.

The main content area contains a "Post" creation box with a "Write something..." text field and a "Post" button. Below it is a post from "Your page name" made "38 mins" ago, featuring a photo of a lounge area at night with a city skyline in the background and a paragraph of Lorem Ipsum text.

On the right sidebar, there is a "Create Page" button, a "Recent" section with years "2015", "2014", "2013", and "Founded", a "Sponsored" section with a small icon, and a dark blue advertisement with the text "THE VALUE OF AN IDEA LIES IN THE USING OF IT." and a link to "behance.net/marijozlati". Below the ad is a short bio: "Searchig for a designer? behance.net/marijozlati I'm always looking for new projects, experiences and career opportunities. If you like what you saw, feel free to contact me."

Social Media
Instagram



Search



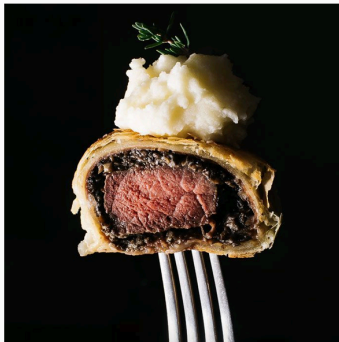
wander

Following



137 posts 1,442 followers 242 following

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce lobortis ultricies felis in ultricies. Sed eu erat tempor, scelerisque felis sit amet, consectetur mi.
www.wander.com





Developed by

