

Brand  
Identity

Brand introduction  
& structure

VIV

BY TIME

designed by  
STUDIO ROTELLA

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# *BRAND* INTRODUCTION

Values | Mission | Vision



# VALUES



Vibrant  
Atmosphere

WE CREATE A LIVELY AND  
ENGAGING ENVIRONMENT



Innovative  
Service

WE CONSTANTLY BRING NEW  
AND CREATIVE SOLUTIONS TO  
ENHANCE YOUR STAY



Value  
for Money

WE ENSURE YOU GET THE BEST  
EXPERIENCE AT AN AFFORDABLE  
PRICE



Inclusive  
Experience

WE WELCOME EVERYONE AND  
CELEBRATE DIVERSITY





# VALUES



## Vibrant Atmosphere

### WE CREATE A LIVELY AND ENGAGING ENVIRONMENT

At VIVI Hotel, we believe in creating a vibrant atmosphere that **reflects** the **energy** and excitement **of modern travel**. Our **spaces** are **designed** to be **aesthetically pleasing** and **full of life**, with **lively décor**, engaging **social areas**, and a **calendar of events** that **brings guests together**. We aim to **make every corner** of our hotel **a place** where **guests can** feel the buzz of the city, **socialize**, and create **memorable experiences**.



# VALUES



## Innovative Service

WE CONSTANTLY BRING NEW AND CREATIVE  
SOLUTIONS TO ENHANCE YOUR STAY

Innovation is at the heart of VIVI Hotel. We are dedicated to staying ahead of the curve by **integrating cutting-edge technology** and **creative solutions** into our services. From **smart room** features and **mobile check-ins** to personalized guest experiences and unique amenities, we continuously seek ways to enhance comfort and convenience. Our goal is to **surprise** and **delight our guests** with fresh ideas that make their stay more enjoyable and effortless.





# VALUES



## Value for Money

WE ENSURE YOU GET THE BEST EXPERIENCE AT AN AFFORDABLE PRICE

At VIVI Hotel, we are committed to providing exceptional value for money. We believe that a **high-quality hotel experience** should be **accessible to everyone**. By carefully balancing affordability with superior service and comfort, we ensure that our guests receive the best possible experience without compromising on quality. From competitive room rates to **special offers** and **inclusive packages**, we make sure that our guests feel they are getting **great value at every step of their stay**.





# VALUES

## Inclusive Experience

### WE WELCOME EVERYONE AND CELEBRATE DIVERSITY

We are proud to offer a **warm** and **friendly atmosphere** for everyone, regardless of background, culture or identity. Our staff is highly qualified to ensure a tailor-made welcome, **respecting** the **needs of each guest**. We **actively support diversity** and **inclusion**, both in our team and in the surrounding community. **We recognise** and **value** the unique contribution of each individual, striving to make **each guest feel valued, respected and at home**. Welcome to VIVI Hotels, where diversity is an asset and inclusivity a daily reality.





# MISSION

“At VIVI Hotel, our mission is to **be the preferred destination for modern travelers** by offering a **vibrant, innovative, and inclusive experience**. We strive to provide exceptional **value for money**, ensuring every guest enjoys a **fresh and youthful stay** that exceeds expectations”.





# VISION

VIVI Hotel aspires to **become** the leading **choice** for **modern travelers** seeking a **dynamic, youthful, and affordable** **hospitality experience**. We envision a future where our **vibrant and innovative services** **set new standards** in the industry, making **every stay** **memorable** and **accessible** to all.





# *BRAND STRUCTURE*

Logo | Colour Palette | Slogan

Latin master logo

Arabic master logo



“Vivi is not just a destination, but a contemporary and youthful place where sociability and dynamism are promoted. It is a place capable of inspiring customers”.

Latin master logo

Arabic master logo



“Vivi is not just a destination, but a contemporary and youthful place where sociability and dynamism are promoted. It is a place capable of inspiring customers”.



Latin master logo

Arabic master logo



“Vivi is not just a destination, but a contemporary and youthful place where sociability and dynamism are promoted. It is a place capable of inspiring customers”.



PANTONE 200 C

Latin master logo

Arabic master logo



“Vivi is not just a destination, but a contemporary and youthful place where sociability and dynamism are promoted. It is a place capable of inspiring customers”.





“Vivi is not just a destination, but a contemporary and youthful place where sociability and dynamism are promoted. It is a place capable of inspiring customers”.



YEAR 2024

\*\*\*  
Hotel



“Vivi is not just a destination, but a contemporary and youthful place where sociability and dynamism are promoted. It is a place capable of inspiring customers”.





01

PRINCIPAL

PANTONE 200 C  
#BA0A2E

02

SECONDARY

PANTONE 20-0083 TPM  
#E5DCD2

03

SUPPORT

PANTONE 000 C  
#FFFFFF

04

SUPPORT

PANTONE 419 C #1F2421





“You really matter”

VIVI  
BY TIME

STUDIO  
ROTELLA  
architettura&designmilano

designed by  
STUDIO ROTELLA