



- BRAND INTRODUCTION
 - Values
 - Mission
 - Vision
- BRAND STRUCTURE
 - Logo
 - Color Palette
 - -Slogan



BRAND INTRODUCTION

ROTELLA

Values | Mission | Vision



Vibrant Atmosphere

WE CREATE A LIVELY AND ENGAGING ENVIRONMENT

Innovative Service

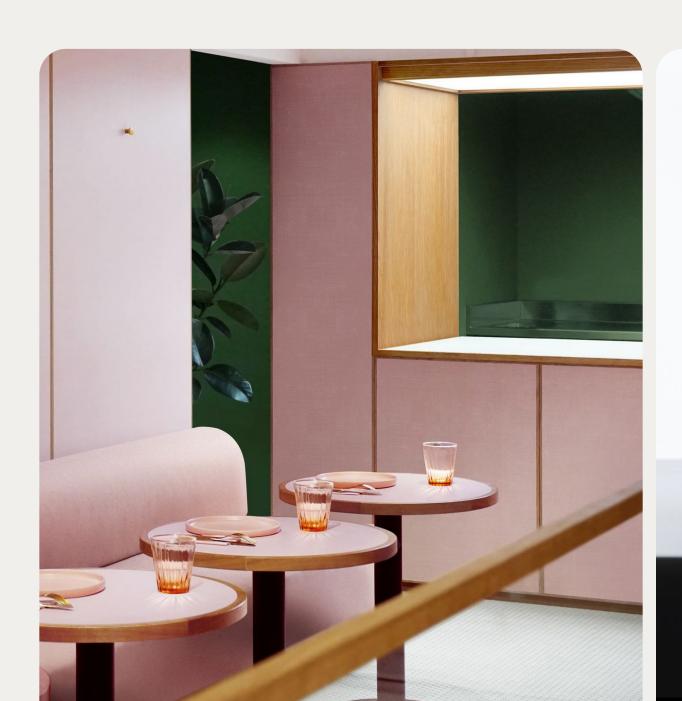
WE CONSTANTLY BRING NEW AND CREATIVE SOLUTIONS TO ENHANCE YOUR STAY

BRING NEW

Value for Money

WE ENSURE YOU GET THE BEST EXPERIENCE AT AN AFFORDABLE PRICE Inclusive Experience

WE WELCOME EVERYONE AND CELEBRATE DIVERSITY













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.





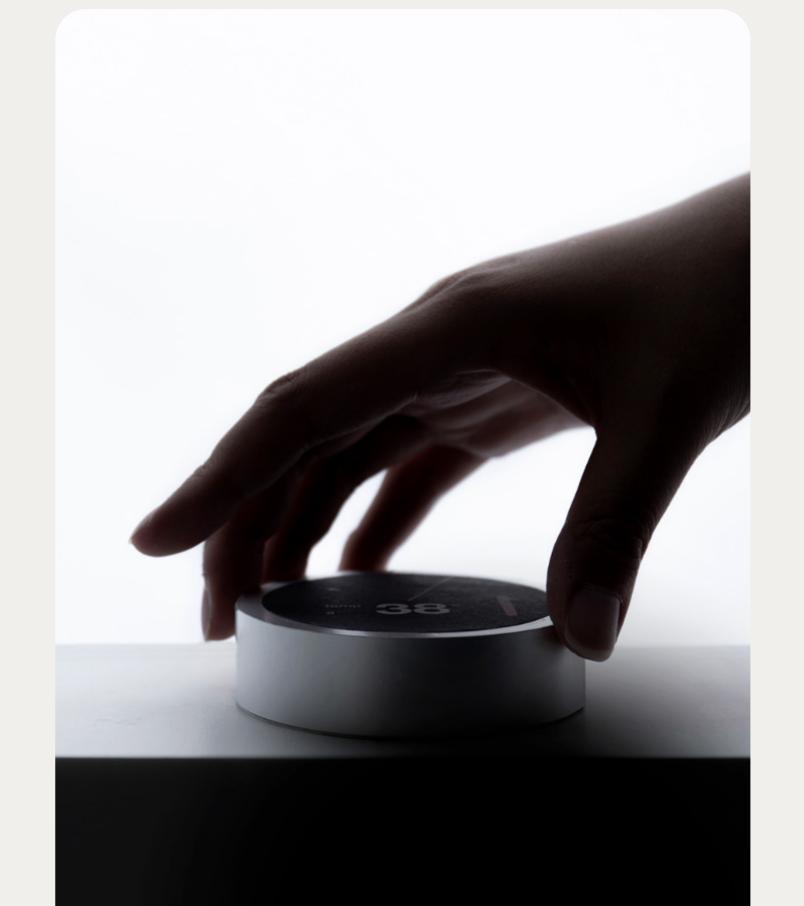
TI'ME



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.









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.





TI'ME



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.



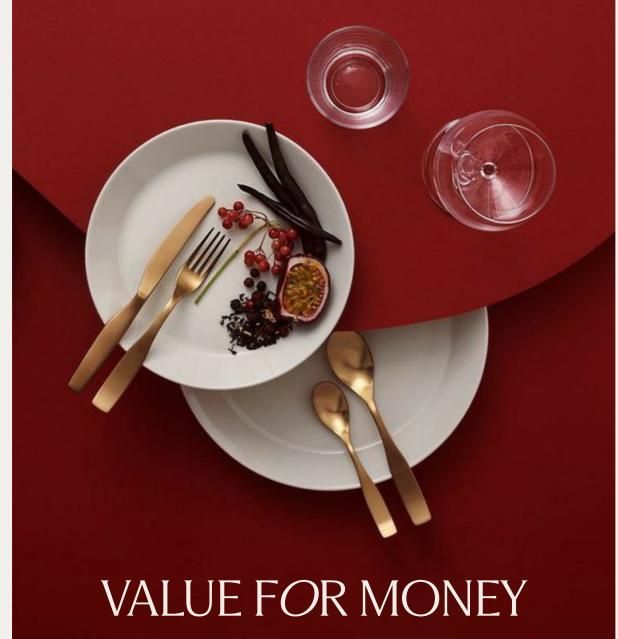


VIVI BY TI'ME HOTELS

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".







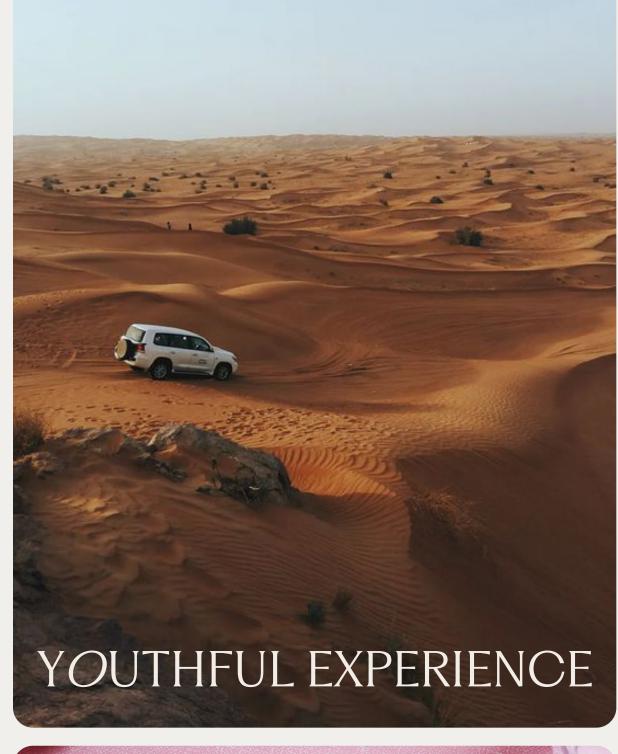


VISION

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

S T U D I O ROTELLA

Logo | Colour Palette | Slogan



Arabic master logo





PANTONE 419 C





Arabic 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".









02 03 PRINCIPAL SECONDARY SUPPORT PANTONE 200 C PANTONE 000 C PANTONE 20-0083 TPM #E5DCD2 #FFFFFF #BAOA2E SUPPORT PANTONE 419 C #1F2421



"You really matter"





designed by STUDIO ROTELLA