

HOSPITALITY

STRATEGY. DESIGN. EXPERIENCE.



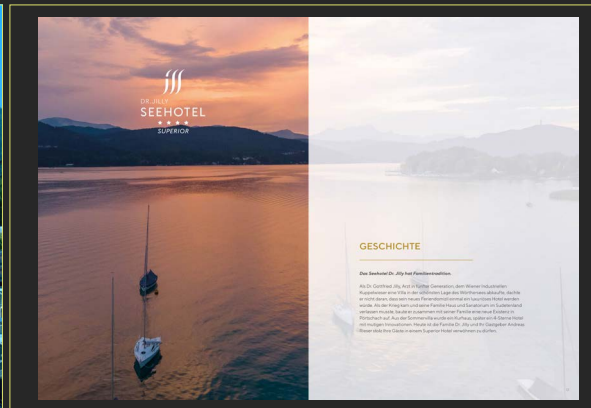
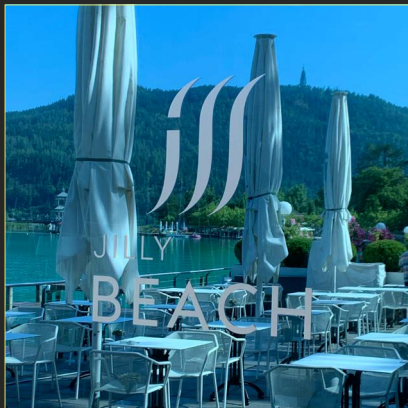
In the world of hospitality, the holistic experience counts - it shapes atmosphere, identity and memory. It transforms spaces into stories, combines aesthetics with function and translates brand promises into lived reality - sensually and down to the last detail. Good hospitality design touches people and creates places that stay because they offer more than comfort: meaning.

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WE CAN DO IT.

Hospitality service portfolio

DESIGN

PRODUCT

INTERIOR DESIGN ANALYSIS

Analysis of the needs of the various functional zones,
investigation of movement flows on site
Customer/staff requirements for interior design

INTERIOR DESIGN DEVELOPMENT

Development of a 'signature' interior language
Functional and aesthetic concept
Development of 2D and 3D design of interior elements
definition of shapes, colours, materials, surfaces

INTERIOR DESIGN EQUIPMENT

Support, help with concrete realisation on site
Best contacts to furniture/interior industry (DE, IT, CH), product expertise fabrics, furniture through to lighting systems

INFORMATION DESIGN

Concept for CI/CD-compliant signage systems (interior/exterior), concept for trade fair stands, event design

ACCESSOIRES / PACKAGING/ EVERYDAY ITEMS

Conception & design of give-aways, merchandising, packaging design for in-house products, continuation of CI/CD into functional design (clothing ...)

ARCHITECTURAL SUPPORT

Design planning, energy consulting, refurbishment, structural calculations, electrical planning, HVAC planning, tendering / awarding, construction supervision and coordination

BRANDING

MARKET

MARKET POSITIONING

Competitor analyses
Best in class / worst in class assessments
Market expectation matrix (offer & customer expectation)
Positioning idea, concept
Definition of customer types, personas, needs
Derivation of the unique market positioning
Market development strategy (sales, communication)

BRAND VALUES

Development of corporate vision
Ethics (marketing & operational behaviour)
Brand pyramid
Definition of core brand values

CUSTOMER JOURNEYS

Analysis of customer interactions
Definition of all touchpoints
Development of a consistent message (experience)
Development of customer journey (1st contact - invoice)
Harmonisation of off-site / on-site / digital experience

DIGITISATION

Analysis of degree of digitalisation
Scrutinising ALL business processes
Identification of digitalisation potential (customer benefit)
Development of new (digital) services
Utilisation of digital competitive advantages

VISUALS

APPEARANCE

CI/CD DEVELOPMENT

Brand value/brand visualisation concept
Logo / design elements (new or redesign)
Development of claims, product logics / names
Corporate Colours & Signature
Corporate Wording
Strategy

BUSINESS EQUIPMENT

Stationery, envelopes
Business cards, MFGs
Quotation and invoice templates

COMMUNICATION

Magazine / Catalogue / Price lists / Folders
Daily information & daily items
Advertising campaigns, adverts / advertisements
Direct mailings, newsletters
Pictograms & signatures
Presentation templates

DIGITAL

Website Design (Graphical, Functional & Technical)
Social Media Post Templates & Campaign Ideas
Google Ad Design (Idea & Creative)

CI/CD/ DESIGN SPARINGPARTNER

Clearing centre for CI/CD/design issues (materials, communication, on-site, interior,...)