



CIR2 Landing Tile



Event Header



CBE8DD 009C91 F79F87 F37151 1F5D6D

Sofia Pro Condensed (Bold)

Sofia Pro (Medium)

One of the main takeaways from our meeting was you wanted a design that would bring Hawaii's beauty from the outside to the inside of the hotel. That is exactly what this design does with the emphasis on the collage of tropical leaves that fill the background. The colors are warm and vibrant, giving you the feeling of the tropical environment no matter where this branding is encountered (Online, interior signage, etc.). The thin san serif font was chosen because it's delicate and modern characteristics allow it to be both welcoming and professional.



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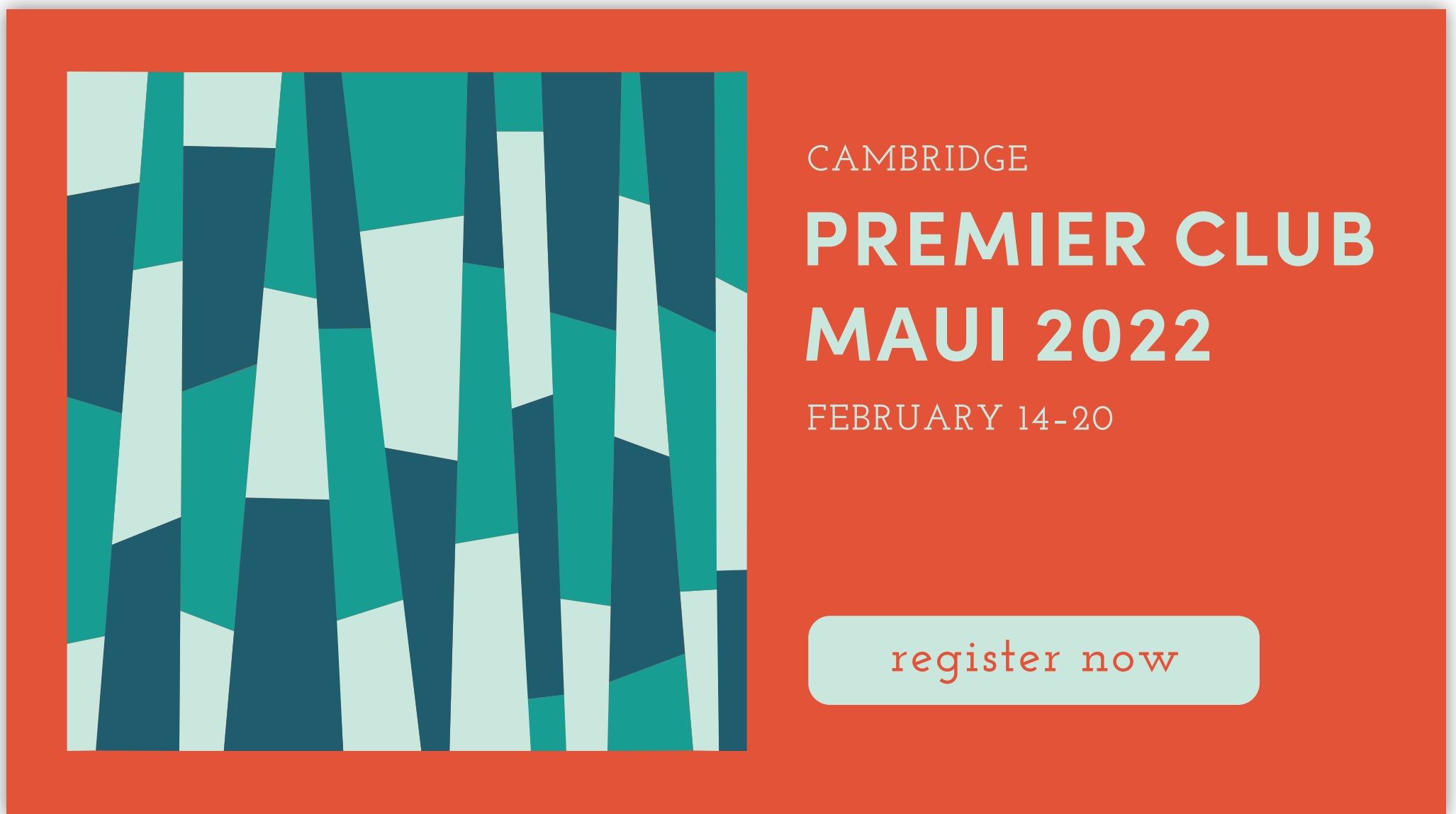


FFF5CC 23A496 DD5248 248842

Musubi (Black)

Josefin (Regular)

Hawaii is the perfect vacation spot, equally fun and relaxing. This design finds the balance between those features, incorporating a bold expressive title using a font reminiscent of something that could be found on a surfboard shack, along with a delicate strand of minimalistic hibiscus flowers, which are found naturally on the island. The cute strand of flowers gives the impression that the text is wearing a lei. The design is peaceful and the font is playful.



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Cvent Header

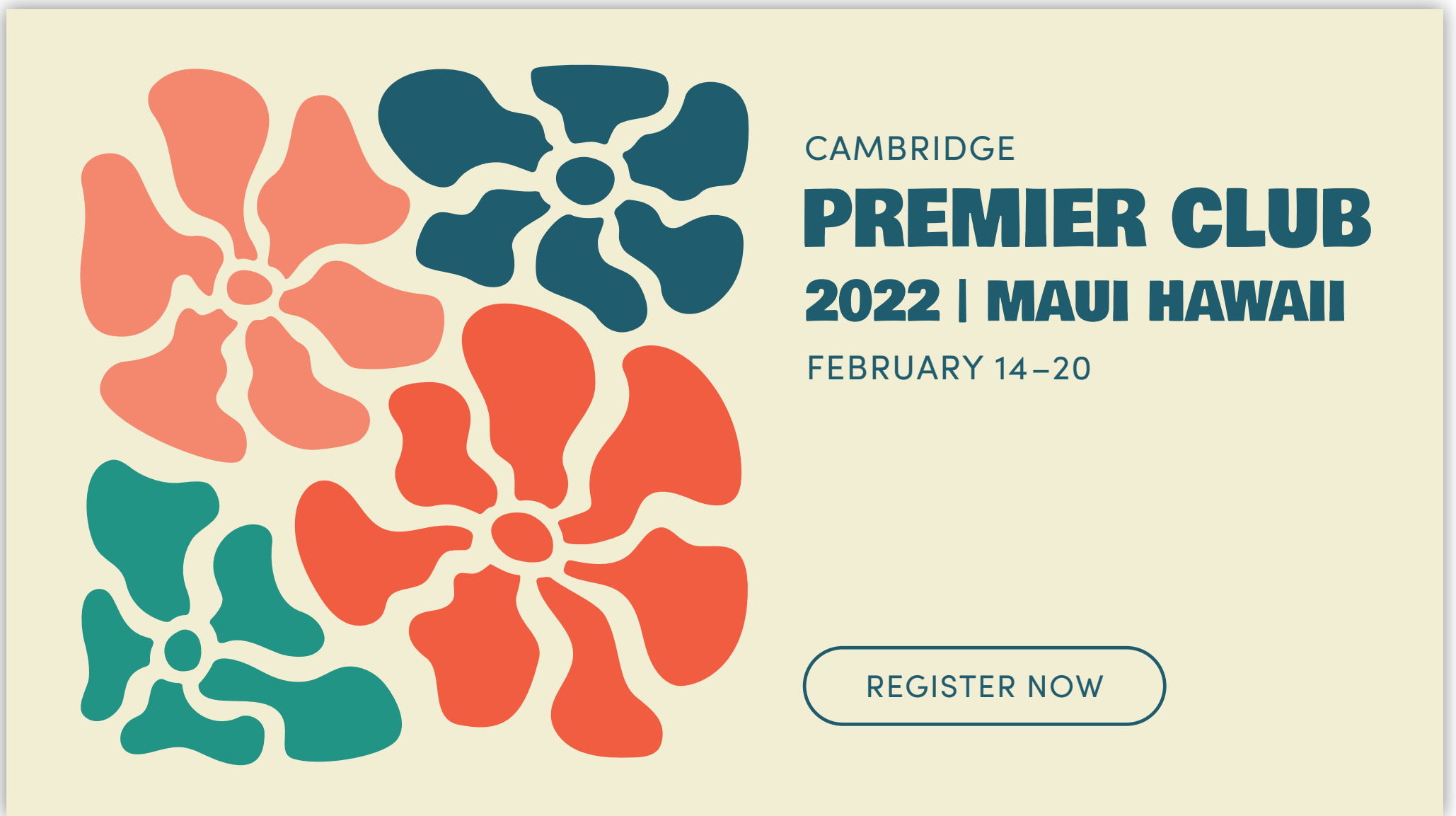


CBE8DD 009C91 1F5D6D E25539

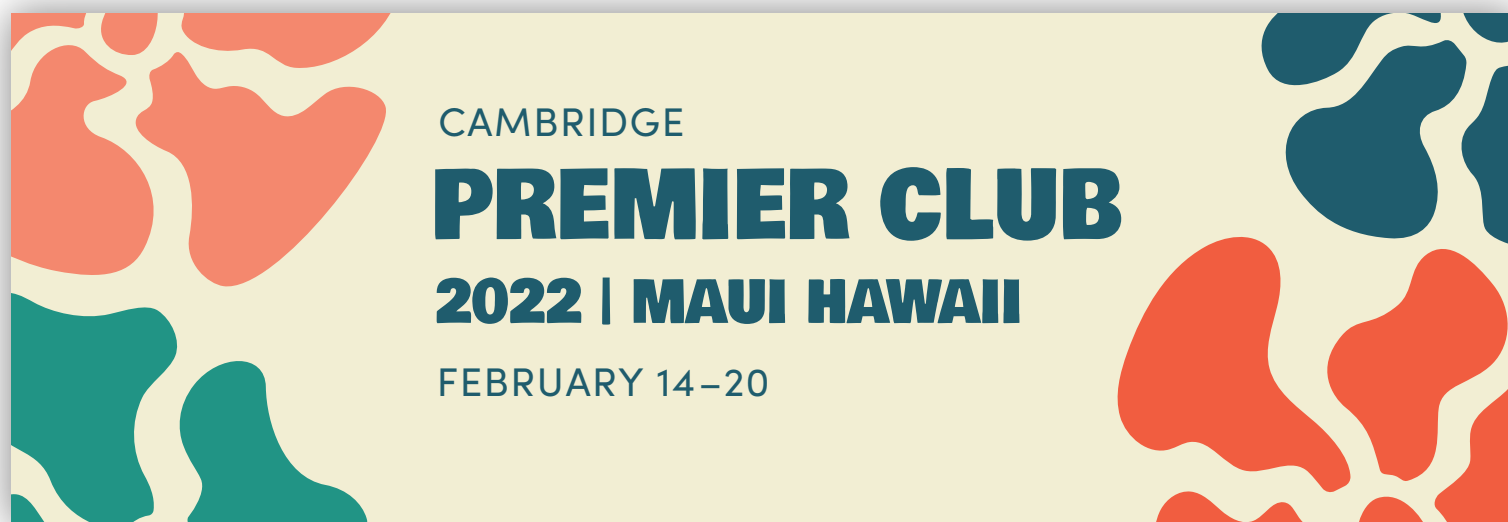
Sofia Pro (Bold)

Josefin Slab (SemiBold)

We want our financial professionals to feel like they are receiving that highest quality treatment during the conference. This design portrays the luxuriousness of not only the hotel but the island of Maui. The seemingly abstract design is directly inspired by the resort's stone installation piece behind the reception desk. It's geometric, sleek, and highly sophisticated, just like the hotel. The color pallet was intentionally made of bold colors that can be found naturally on the island. This design brings together a unison of interior and exterior paradise.



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F2ECD1 F5876E F15E42 189384 1F5D6D

Bowlby One (Regular)

Sofia Pro (Regular)

Focused on appealing to the financial professionals, who are a majority from an older generation, a retro themed design is appropriate. Inspired by “hippie” flower designs, which represents the same themes that Hawaii’s style of life provokes; relaxed and free flowing. During the conference, this design will provide visitors with feeling of calm and ease. The flowers themselves and the tropical colors mimic Maui’s abundant flora. The font was chosen because it’s bold “blobby” characteristics complement the design.