

The upscale Royal Tulip hotel brand unveils its all-new identity blending nature and elegance

Royal Tulip is a collection of 20 exceptional upscale hotels located throughout Europe, Africa, Asia, Latin America and the Middle East. The Group's marketing experts worked together with the Landor agency to give this upscale brand an identity makeover while highlighting the special features of each hotel. This new brand ecosystem has been designed especially to promote the Group's development goals.

Introducing a harmonious new identity

Inspired by the enchanting settings of Royal Tulip hotels and strong brand appeal, the new identity plunges travelers into a lively, sophisticated universe with natural overtones. Designed to evoke a world of profusion, stimulating the senses, this new identity embodies the brand's upscale character.



"Forging this new identity was a process kindled by the perceptions of our clientele. Royal Tulip offers its clients a hotel experience that meets their expectations by combining premium features with natural elements such as lush greenery, while preserving its upscale DNA."

Sabrina Picazo-Esser, Upscale Brand Director, Louvre Hotels Group

Elegant colours, an elegant logo

The tulip - the identifying element of this Dutch brand - is redesigned as a crown jewel set on the Y, expressing both the simplicity of a modern brand and the refinement of a collection of upscale hotels.

Symbolizing a certain idea of profusion and premium, the brand identity features 3 colours: green, gold and white, to embody the hotel collection's sophistication and simplicity. Finally, the *Poppins* font was chosen for its characters that echo antique and modern lines, similar to the Royal Tulip logo which itself represents royal and contemporary symbols. This visual identity dovetails perfectly into the brand's DNA.

A lush leaf pattern designed especially for the brand

The differentiating element of this new identity is its unique and original pattern symbolising profusion and extravagance, appealing to the senses. Inspired by tulips and luxuriant plant life, this pattern upholds the brand values of abundance, beauty and inspiration while evoking noble pictorial art, namely the famous paintings of the Douanier Rousseau.

An intercultural marketing process

The Royal Tulip marketing teams, working together with the Landor agency, had to first define the global identity of an upscale brand for a collection of hotels located in countries with highly diverse cultures. To break down cultural barriers, they decided to use a creative process based on interviews with various stakeholders (hotel owners, clients, partners, etc.) and numerous workshops.

All new hotels and renovation works will integrate this new identity, and the brand plans to roll it out across all of its hotels by the end of 2020. These graphic elements will be present on the hotels' various communication materials, inviting clients on a journey into this enchanting new universe.



Examples of communication materials

Alain Sebah, President of Golden Tulip French-Speaking Africa and Eastern Africa, welcomes the rollout of the new identity:

“We are delighted to be able to reflect this new branding in our hotel in Nairobi. This identity conveys the Royal Tulip brand promise in a more sophisticated manner and will contribute to positive brand image on the African continent to ensure continued development.”

About Royal Tulip

Created in 2006, the Royal Tulip brand now has 20 hotels in its collection, based in 12 different destinations, in the heart of extraordinary locations, in city center or in business districts. 5 stars hotels that combine luxury, elegance and personalized services, the Royal Tulip hotels appeal to exceptional stays, combining international standards and local flavors. A stay at a Royal Tulip hotel is an opportunity to spend an unforgettable moment.

About Louvre Hotels Group

Louvre Hotels Group is a major player in the worldwide hotel sector, currently boasting about 1,400 hotels in 54 countries. They feature a comprehensive 1- to 5-star hotel offer including the iconic Louvre Hotels Group brands: Première Classe, Kyriad, Kyriad Direct, Campanile, Tulip Inn, Golden Tulip and Royal Tulip; the 5 brands of the Sarovar network in India, the Hôtels et Préférence Group as well as the Chinese brand, Metropolo. The group also has a distribution agreement with Barrière Group.

Louvre Hotels Group is a subsidiary of Jin Jiang International Holdings Co., Ltd., the world's 2nd largest hotel group.