



A
MULTI-FACETED
GEM

"Going to the mountains
is going home."

JOHN MUIR

THE FUTURE OF THE JORDAN HOTEL

Puelle Design Branding Work Overview

Complete branding work available on JordanOwners.net





Immense Size. Intimate Soul.

If the Jordan were a person, this is how a guest should describe us. Our personality is expressed through our interactions with guests, the quality of our resort environment and telegraphed with words and images in all our communications.

- | | | |
|-------------------|----------------------|-------------------|
| HONEST | RELAXED, RESTFUL | CONSIDERED |
| FRIENDLY | SERENE | THOUGHTFUL |
| INCLUSIVE | LOW-KEY, LAID-BACK | CONTENTED |
| WARM | EASYGOING | CONFIDENT |
| WELCOMING | LEISURELY | COMPOSED |
| GENEROUS | UNHURRIED | |
| WHOLE-HEARTED | PATIENT | |
| OPEN | SOOTHING | |
| EFFORTLESS | INTREPID | |
| UNCONSTRAINED | ADVENTUROUS | |
| UNDERSTATED | INDIVIDUALIST | |
| GRAND | | |
| UNSPOILT | | |
| COMPOSED | | |

FINAL COLOR PALETTE MOOD BOARD



WARMER

COOLER

THE FUTURE OF THE JORDAN HOTEL

TruexCullins Design Draft
Design work is still being completed and final design may differ









