

Creative Brief

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Project Title: Savoy Hotel Website

Project Overview

The goal of this website is to introduce the storied Savoy Hotel to a general audience. The main focus will be shedding light on the history of this hotel and sharing any unique facts/stories about it. So many interesting events have happened on the grounds of the Savoy, and many interesting people have walked its halls. Let's share these stories!

Resources

Main text and information can be found on the Wikipedia page:

https://en.wikipedia.org/wiki/Savoy_Hotel. More historical information can also be found on the Savoy's website here: <https://www.thesavoylondon.com/about-us/history-heritage/>. There are a few photos on the Wikipedia page, but additional photos can be found on the Savoy's website and Google Images.

Audience

Probably for people who are interested in history, architecture, and hotels. However, unlike most hotel websites, it is not a review site, so the website should not include any reviews, amenities, features, or any other information that may help someone decide whether to stay at the hotel. It is a strictly informational website that showcases the hotel and its history.

Message

I want to focus on the glamorous history of this luxurious hotel — the famous guests, the soirées, the famous hoteliers who have managed the hotel, the famous bands that have played in the hotel.

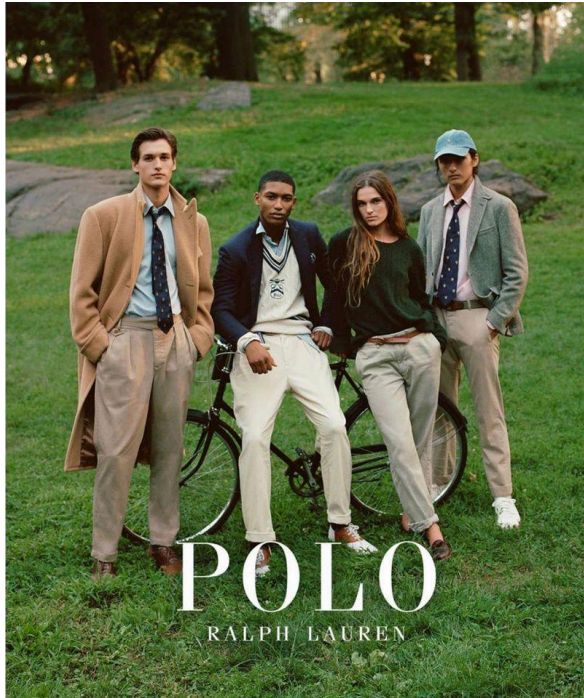
Tone

The tone is not just historic, but also a sense of royalty and luxury. This is a luxury hotel that uses its heritage and connections to famous people/art/the Royal Family as its branding. The website should convey this.

Visual Style

A mix of black and white photos (for the historical ones) but also current photos that show the hotel in its glitz and glamor today. A darker theme to create a sense of exclusivity. I want to go for an old-money/aristocratic vibe. Look at the Savoy's website for some inspiration. Their website also uses a combination of serif and sans-serif fonts. This is something I want to incorporate too since it shows both the historic and current sides of the hotel. It's modern/relevant yet historic at the same time.

Some photos for the old-money vibe (may need to recolor some photos to match the color palette):





*A Better
Sweater*

Sleek, supersoft, knit from the
world's finest cotton: Supima®.

Mix of serif and sans-serif fonts

Brillant
Tempête
Lingot
Pin
Cool Box
Léonce

or elegant serif font

