

what  
the f\*\*\*  
is branding?

creativity since



H O . R E . C A   B R A N D I N G   S T R A T E G Y





## W H A T   W E   D O

# Since 1986, we create world-class brand strategies and top-of-the-line marketing services

At INK Design we help our clients tell their stories with intelligent branding that creates loyalty, value and competitive advantage.

Whether we work on a complete branding or a digital marketing strategy, a logo, a print ad, a package design, our goal is to develop and establish a consistent branding identity that will capture the customer's attention and convert it into engagement and sales.





# WHAT WE LOVE AT INK DESIGN

Branding

Concept creation

Storytelling

Smart digital strategy

Packaging



## PASSION PROPELS EVERYTHING WE DO



## WHAT WE AIM FOR

Give the brand a unique personality

Create a **buzz** and

Build **awareness** in order to

Grab “a bigger slice of the pie”



# POSITIONING STRATEGY

1

## CONCEPT

Brand Pillars | Point of Difference | Design Guidelines

2

## CREATION

Naming | Tagline | Logo | Brand Identity  
Collaterals Design | Environmental Design

3

## ONLINE MARKETING STRATEGY

Website | Social Media Strategy | Online Brand Awareness & Advertising



# CONCEPT



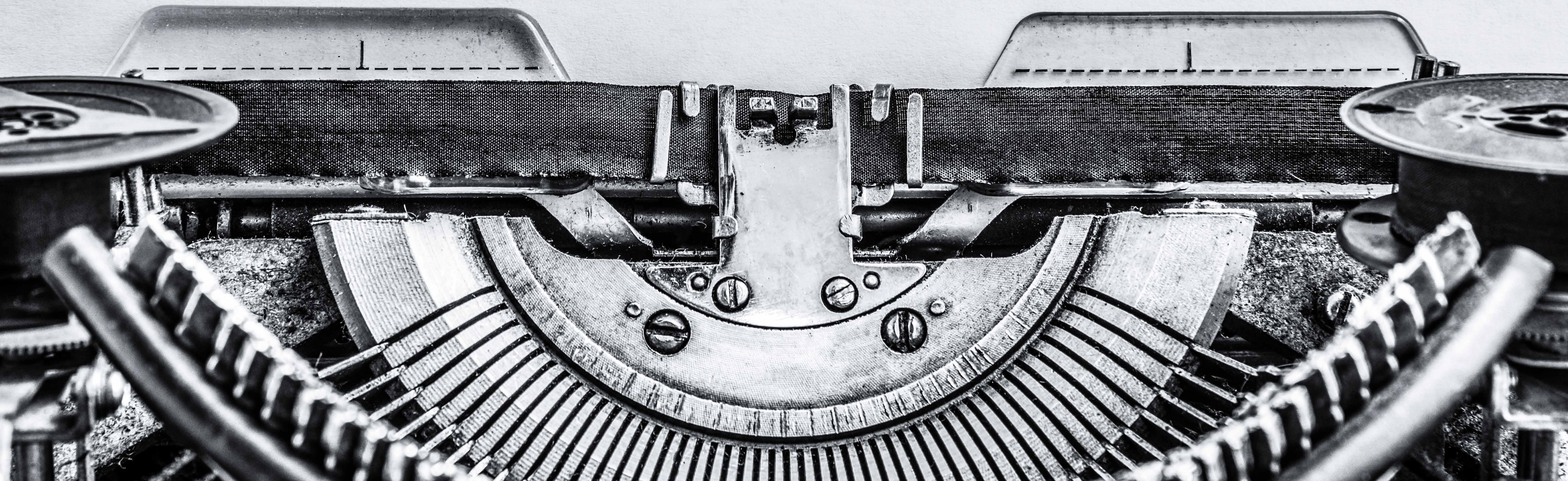


## N A M I N G / T A G L I N E

OVAC  
RESTAURANT BAR LOUNGE

Cavo Tagoo Santorini is one of the most iconic luxury hotels in Greece.

Finding a name for Cavo Tagoo's restaurant was not an easy task. An ideal brand name is simple to understand and memorable. It took us many brainstorming sessions until the idea hit us like a ton of bricks: reversing the brand name of the world-renowned hotel resulted in a visually-appealing logo that evokes all the sophisticated quality and elegance of the restaurant.





# LOGO





# LOGO





# C O R P O R A T E I D





# C O R P O R A T E I D





A D

# SANTA MARINA RESORT & VILLAS MYKONOS



# UNLOCKING A LEGENDARY LIFESTYLE



**buddha-bar beach**  
SANTA MARINA - MYKONOS  
RESTAURANT & BAR • Beach Club

**COLONIAL**  
POOL RESTAURANT

**OASIS** POOL & LOUNGE  
AT MYKONOS

**GINKGOSPA**

**SANTA MARINA**  
RESORT & VILLAS  
MYKONOS  
THE  
**LUXURY**  
COLLECTION

Ornos Bay, 84600 Mykonos | +30 22890 23220 | [info@santa-marina.gr](mailto:info@santa-marina.gr) | [santa-marina.gr](http://santa-marina.gr) | [luxurycollection.com/santamarina](http://luxurycollection.com/santamarina)



A D



# The Ultimate Escape



  
**apanema**  
Aegean Luxury Villas  
Mykonos

  
**ambassador**  
Aegean Luxury Suites and Villas  
Santorini

[www.aegeanluxuryhotels.com](http://www.aegeanluxuryhotels.com)

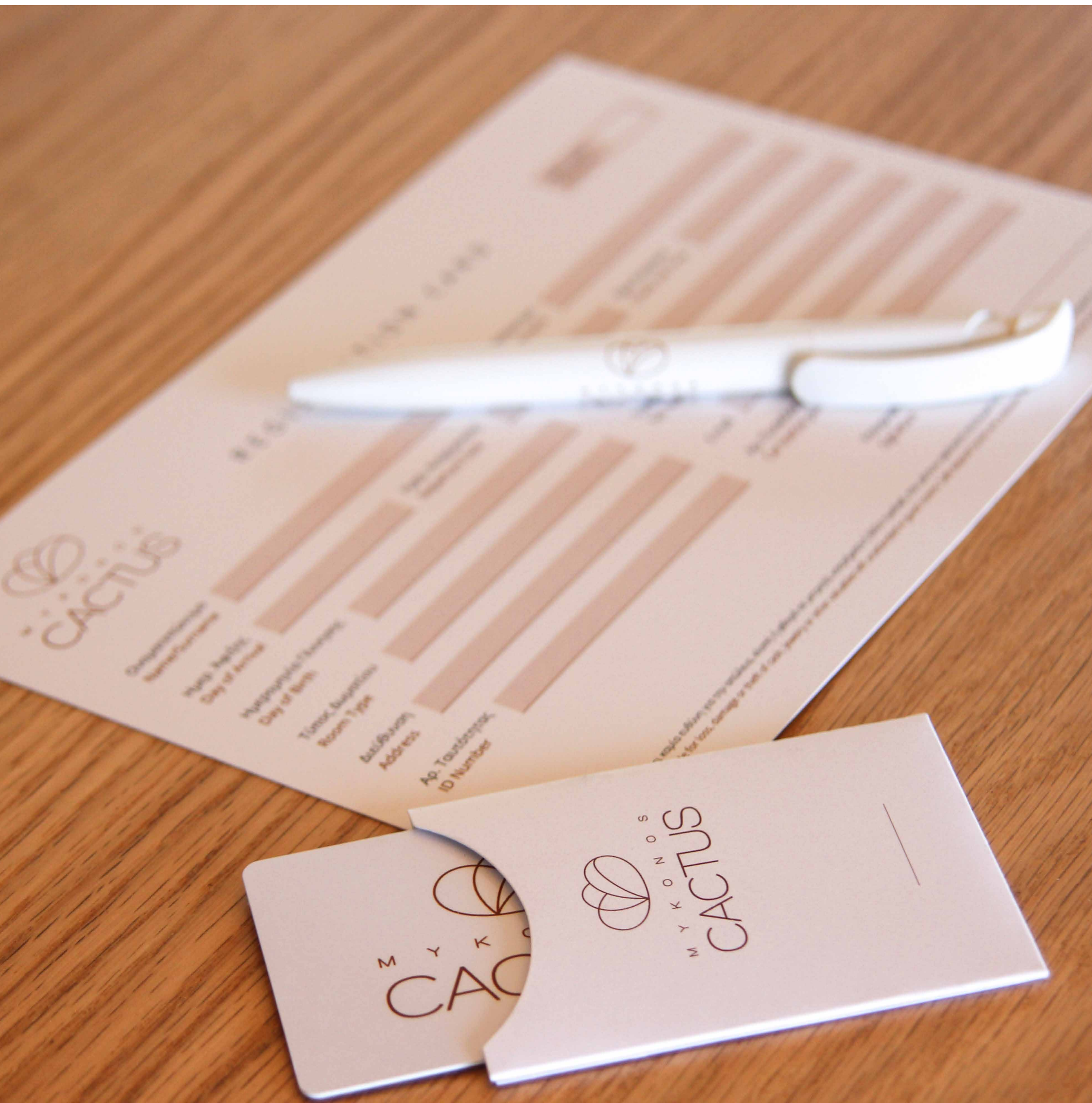


COLLATERAL DESIGN





COLLATERAL DESIGN





COLLATERAL DESIGN



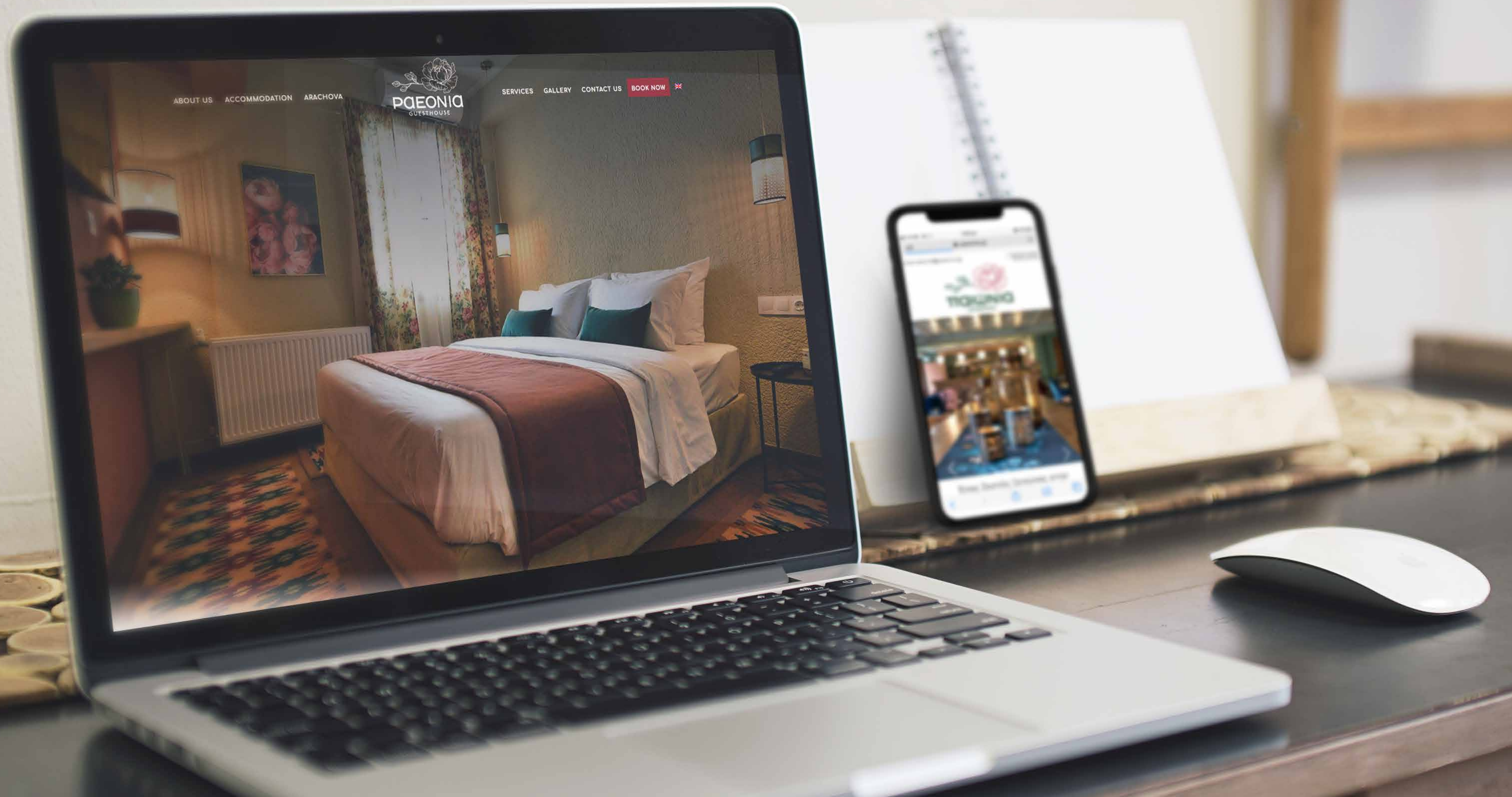


# ENVIRONMENTAL DESIGN



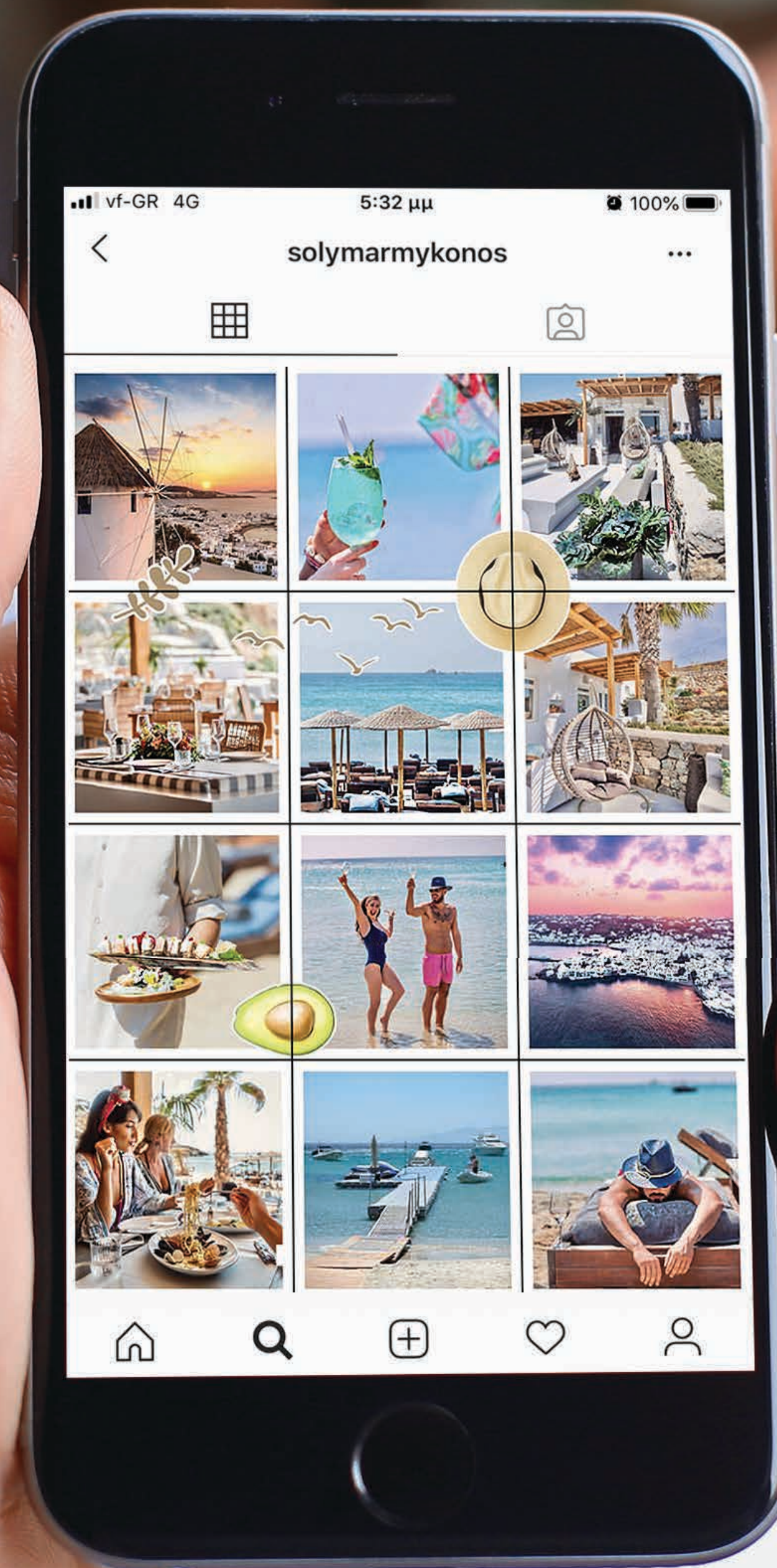


# ONLINE MARKETING STRATEGY



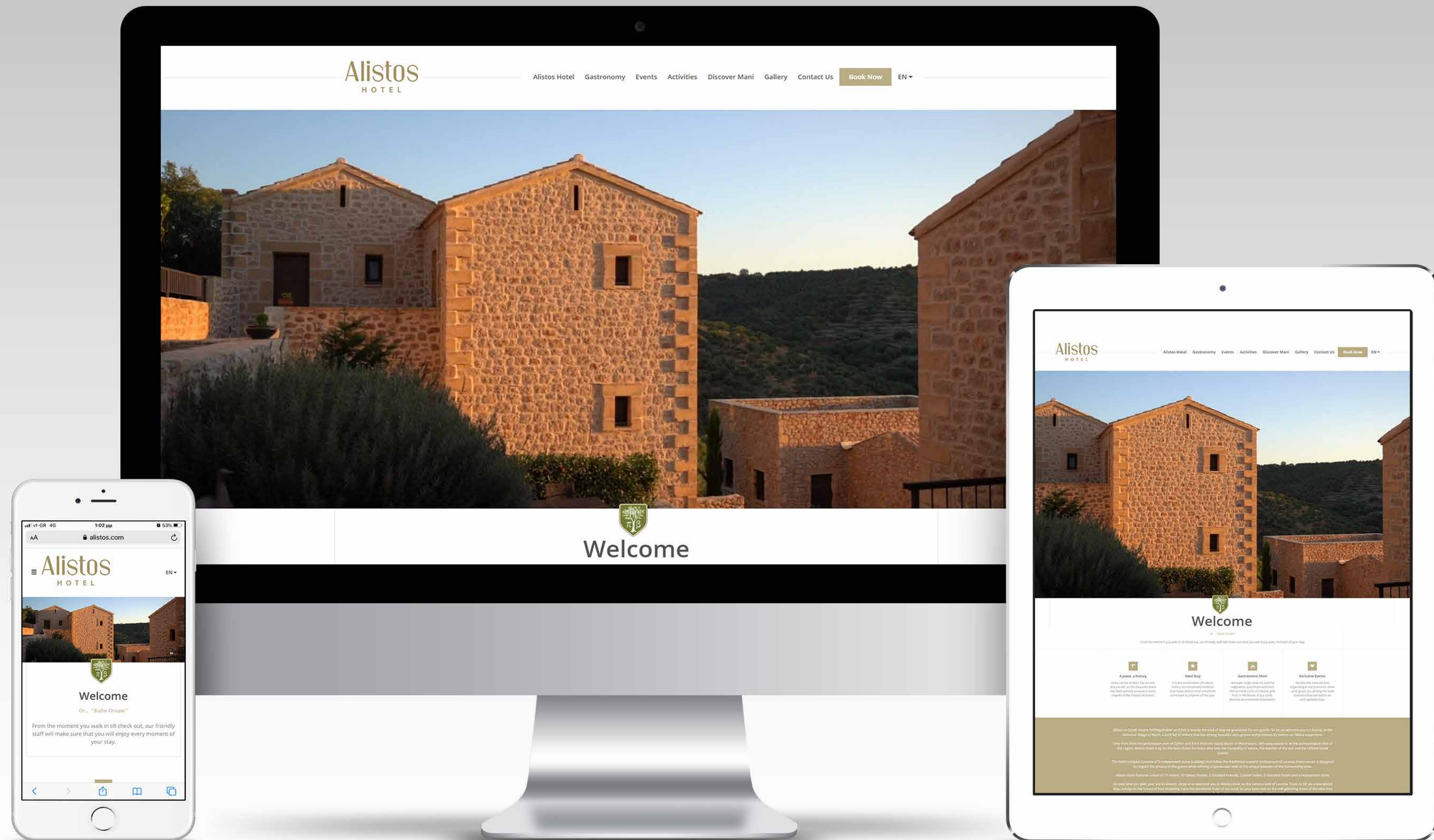


# ONLINE MARKETING STRATEGY



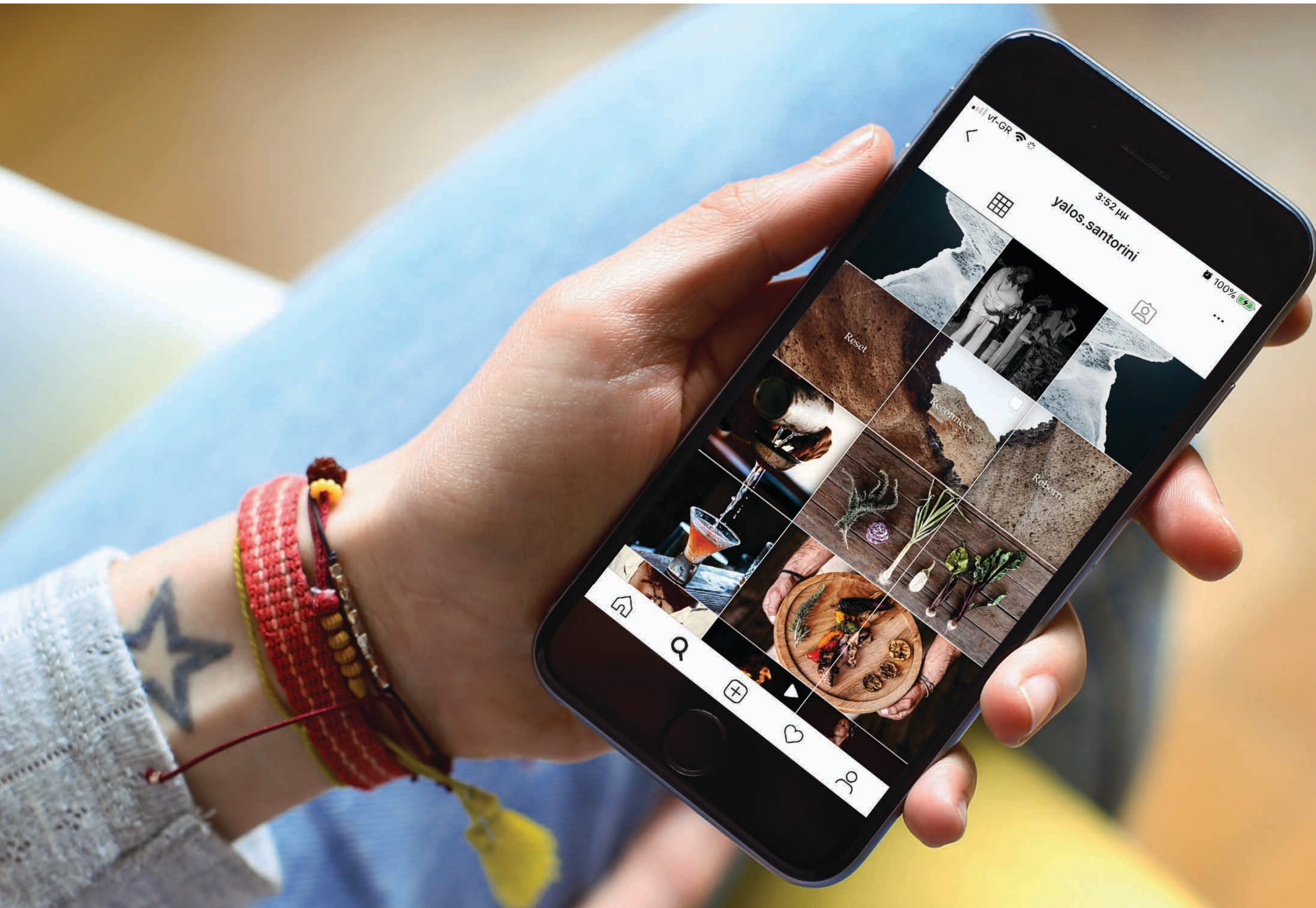


# ONLINE MARKETING STRATEGY



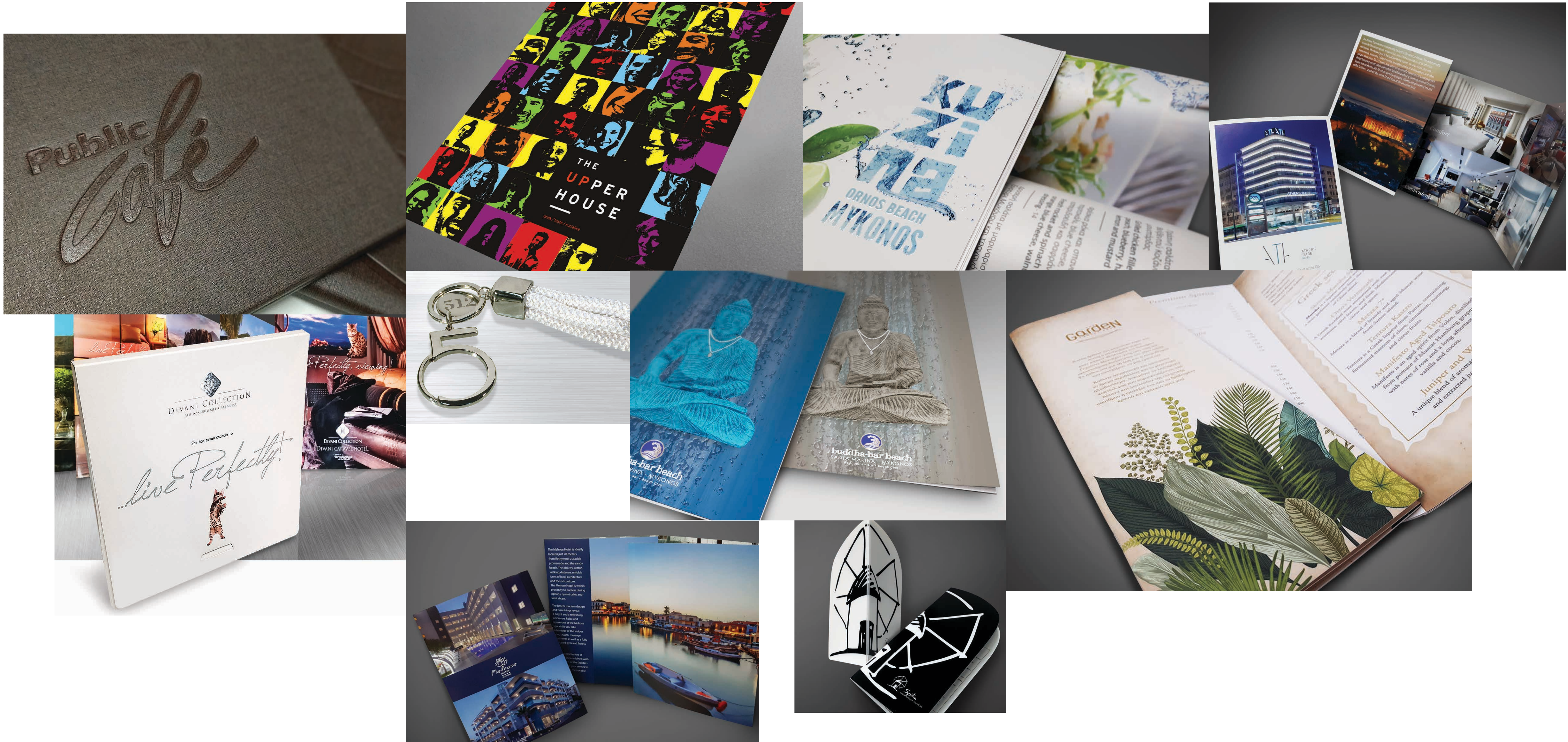


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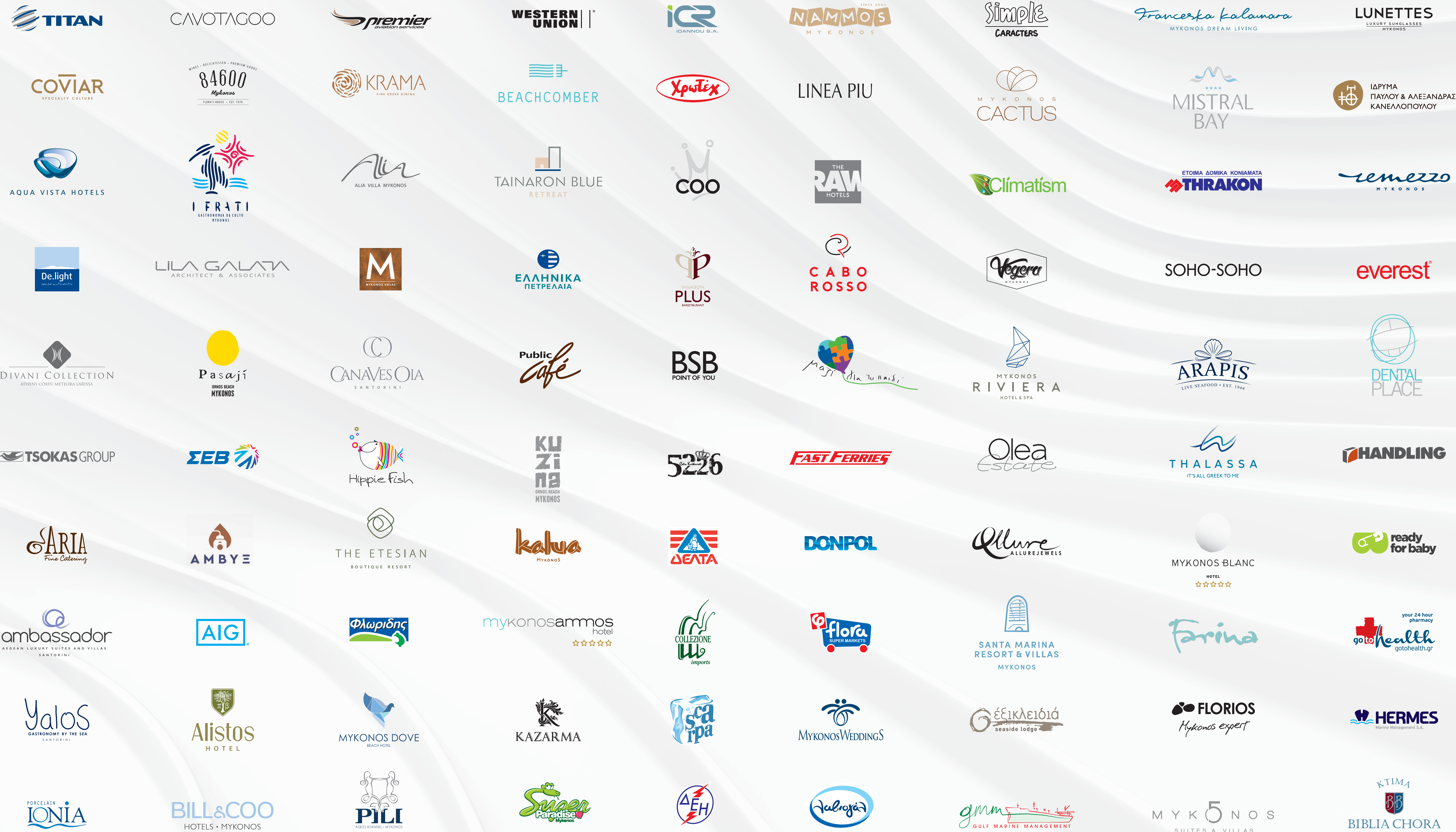


## MORE DESIGN





We proundly present over 1000 companies in various projects since 1986...





# upgrade

based on  
experience and feeling





m o r e   b r a n d i n g

i n k . g r