

**Proposed Brand Kit:** Amor Superhost

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## **I. Brand Overview**

**Amor Superhost**, born from a playful reversal of the host's name Roma by close church family friends, embodies a universal warmth and hospitality that go beyond borders. The name "Amor," meaning love in multiple languages, creates a charming connection with international guests, fostering a welcoming atmosphere both online and in person. With fully furnished homes that avert the uniformity of hotels, our homestay experience delivers simplicity and comfort. The mismatched sheets and pillowcases emphasize a warm, inviting atmosphere while adding a personal touch. Amor Superhost's flagship listing, "Neat Room in the City," has received the most reviews since it began in 2016. This reputation for outstanding hospitality is a testament to our dedication to giving each and every guest an unforgettable experience.

## **Mission Statement**

To create unforgettable experiences inspired by the ambiance and style of Airbnb, providing exceptional hospitality and a home-like environment for our guests in Dubai and around the world.

## **Vision Statement**

To be the leading provider of property management and hospitality services, setting the standard for excellence and innovation in creating memorable stays.

## **Core Values**

- **Warmth:** We embody warmth by creating a welcoming and friendly atmosphere, ensuring every guest feels at home.

- **Hospitality:** We prioritize hospitality, offering exceptional service and genuine care to guarantee our guests' comfort and satisfaction.
- **Authenticity:** Amor Superhost provides a unique and personalized experience that reflects the host's genuine personality and style.
- **Connection:** We build meaningful connections with guests, fostering a sense of community and belonging.

## **Brand Personality**

Amor Superhost's brand is warm, inviting, and genuine, reflecting a universal concept of love and hospitality. Rooted in the playful reversal of the host's name, Roma, to create "Amor," meaning love in multiple languages, the brand fosters connections that go beyond borders. Our homes offer a cozy, personalized experience that sets us apart from standardized hotels. With a commitment to exceptional service and a welcoming atmosphere, Amor Superhost strives to provide unforgettable experiences that make every guest feel at home.

## **Brand Tagline**

Below is a selected list of brand taglines designed to capture the spirit of Amor Superhost and connect with its intended audience.

1. Inspired Stays, Exceptional Experiences at Amor SuperHost.
2. Roam Sweet Home with Amor SuperHost.
3. Find Your Way Home: Amor SuperHost Awaits.
4. No Place Like Home? Try Amor SuperHost.
5. A Place that Feels Like Home, Hosted by Amor SuperHost.

## **II. Brand Visual Foundation**

## Proposed Color Palette



**Gallery**  
#EBEAEA

**Scorpion**  
#5C5C5C

**Radical Red**  
#FC3F5F

**Gray**  
#8C8C8C

These colors symbolize a blend of modernity, professionalism, warmth, and friendliness, aligning with AmorSuperhost's brand values of exceptional hospitality and creating unforgettable experiences. They evoke a sense of comfort, relaxation, and reliability, reflecting the brand's commitment to providing a welcoming atmosphere and personalized experiences for every guest. By using this color palette consistently throughout the website, from the homepage to every element found within, Amor Superhost ensures brand recognition and creates a cohesive visual experience that resonates with its audience, reinforcing the brand's unique personality and commitment to exceptional hospitality.

- **#EBEAEA - Light Gray:** This color would symbolize neutrality and calmness, reflecting a sense of comfort and relaxation that guests might experience during their stay. It could also convey a modern and clean aesthetic, aligning with AmorSuperhost's focus on exceptional service and cleanliness.

- **#5C5C5C - Scorpion:** This dark gray color may represent stability and professionalism, suggesting a reliable and trustworthy brand. It could also add depth and contrast to their branding, enhancing the overall visual appeal.
- **#FC3F5F - Radical Red:** The bright red color signifies passion, energy, and excitement, reflecting the warmth and friendliness that AmorSuperhost aims to provide. It can evoke a sense of welcome and hospitality, making guests feel cared for and valued.
- **#8C8C8C - Gray:** Similar to the Scorpion color, this medium gray shade adds a touch of sophistication and elegance to the brand. It complements the other colors well and reinforces the brand's commitment to quality and professionalism.

## Website Logo

Our logo proposals, crafted with Canva, an innovative online graphic design tool, embody our core values of warmth, and hospitality and authenticity. The chosen logo will be prominently featured across our website domain and promotional materials, ensuring a cohesive and impactful brand presence.

Logo #1: The first logo features the letters "A" and "S," representing Amor Superhost, with a small heart inside the "A" symbolizing warmth and love. The entire design is enclosed in a house shape, emphasizing the brand's focus on providing a welcoming and homely environment for guests.

Primary Logo

Secondary Logo



Logo #2: The second logo features the word "AMOR" mirrored to "ROMA," the host's name, symbolizing the personal touch and connection with guests. A house icon at the top emphasizes the brand's focus on hosting homes, creating a warm and inviting atmosphere for guests.

Primary Logo

Secondary Logo



Logo #3: The third logo features the word "Amor Superhost" positioned under multiple houses, symbolizing the variety of house listings offered by Amor Superhost. The tagline "Happy Home Heals" complements the image, emphasizing the brand's focus on providing healing and happiness through their diverse range of accommodations.

Primary Logo	Secondary Logo
	
<p>Logo #4: The fourth logo is simple, featuring a house to represent what the brand offers, with a little heart inside to symbolize warmth and love, along with the name "Amor Superhost" for easy recognition.</p>	
Primary Logo	Secondary Logo
	

## Size and Spacing

### Logo Size and Spacing Guidelines:

#### 1. Primary Logo

- The primary logo should be prominently displayed on all branding materials, including websites, business cards, and promotional materials.
- The minimum recommended size for the primary logo is 150 pixels wide for digital use and 1.5 inches wide for print use to ensure legibility and visual impact.

- For large-scale applications, the primary logo can be scaled up proportionally while maintaining its aspect ratio for optimal visibility.

## **2. Secondary Logo**

- The secondary logo should be reserved for smaller-scale applications where space is limited or where a simplified version of the primary logo is needed.
- The minimum recommended size for the secondary logo is 50 pixels wide for digital use and 0.5 inches wide for print use to ensure clarity and legibility without compromising its visual integrity.

## **Typography**

The combination of League Spartan and a Helvetica-like font is perfect for the Amor Superhost website due to its modern and sleek appearance, conveying a sense of contemporary style and sophistication. These fonts are highly readable and versatile, ensuring a cohesive and professional design across various elements of the website.

### **Primary Font**

League Spartan is chosen as the primary font for the Amor Superhost website because it embodies the brand's values of warmth, hospitality, and authenticity. Its bold and modern appearance reflects the brand's commitment to providing a memorable and contemporary experience for guests. The font's clean lines and strong presence convey a sense of professionalism and reliability, aligning perfectly with Amor Superhost's dedication to exceptional service and creating a welcoming home-like environment.

### **Secondary Font**

Helvetica-like fonts are often chosen as secondary fonts for their versatility and readability. It works well with League Spartan in the context of Amor Superhost because they provide the company a cleaned classic look that highlights its dedication to authenticity and simplicity. Its simple and modest style lets the information take center stage while keeping the website's various design components looking polished and unified.