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PERSONIFY ADDS PERSONALITY TO NEW PARK JAMES HOTEL



By Egotist / October 12, 2018 /

Bay Area-based branding firm Personify was tapped to infuse the new Silicon Valley boutique Park James hotel with a distinct personality rooted in its quaint, yet forward-thinking Menlo Park neighborhood heritage.

Along with branding, the identity, print and digital collateral for Park James Hotel and its Oak+Violet restaurant, Personify designed a suite of details including the entire hotel color palette, art directing photography, designing key cards, coasters, and monogrammed blankets, crafting the wayfinding signage, and advising on wall art.



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