

upshift

SeaCrest Hotel
Pismo Beach, CA

UpShift revamps
the storied brand of
a hotel in Pismo
Beach

OBJECTIVE
Seacrest Hotel, a well-known hotel perched on the cliffs of Pismo Beach with a 60+ years history, sought to refresh its brand to attract upscale travelers from Los Angeles and San Francisco.

SOLUTION
UpShift infused the new brand identity for Seacrest with a cool, effortless style inspired by Palm Springs and California beach culture. We redesigned the advertising, marketing collateral, and website to highlight its breathtaking ocean views and long-standing reputation, resulting in higher nightly rates, better guest reviews, and stronger web traffic.



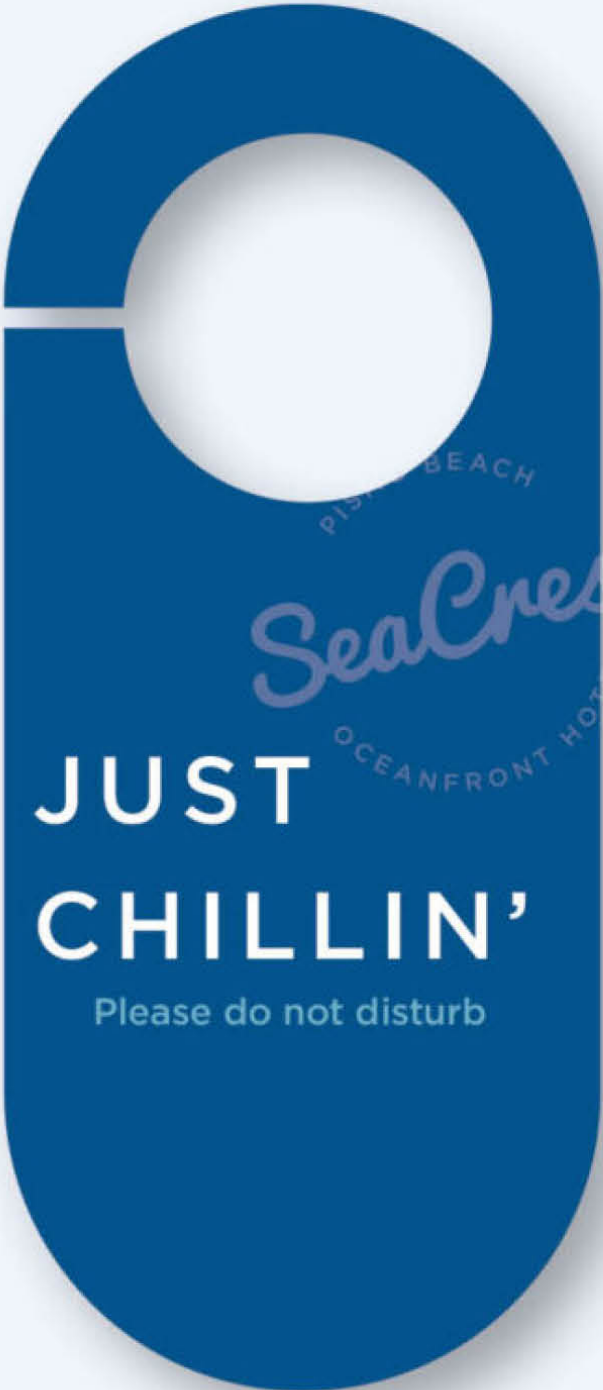
The logo for SeaCrest Pismo Beach. It features the word "SeaCrest" in a large, blue, cursive script font, with a small "TM" trademark symbol to the upper right. Below "SeaCrest", the words "PISMO BEACH" are written in a smaller, blue, all-caps, sans-serif font.

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SeaCrest Hotel
Pismo Beach, CA

Logo & Branding

SeaCrest
PISMO BEACH



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SeaCrest Hotel
Pismo Beach, CA

Stationery



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2241 Price St, Pismo Beach, CA 93449

www.SeaCrestPismo.com (800) 782-7400
2241 Price St, Pismo Beach, CA 93449

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SeaCrest Hotel
Pismo Beach, CA

Room Key Card



CHECK IN

CHECK OUT

4^{PM}

11^{AM}

BREAKFAST HOURS

7 AM-10 AM

THIRST AID DELIVERY

2 PM-10 PM

2241 Price Street

Pismo Beach, CA 93449

(800) 782-8400

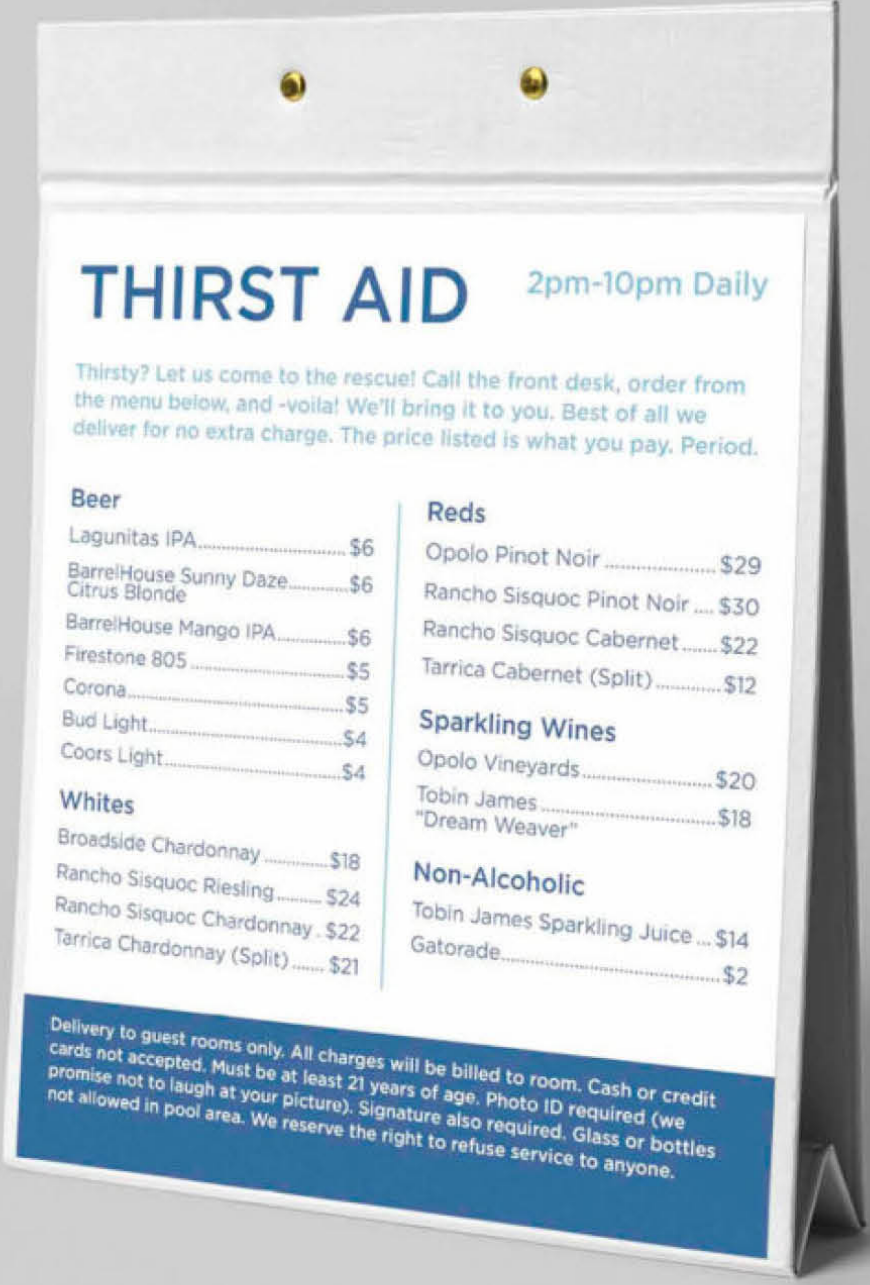
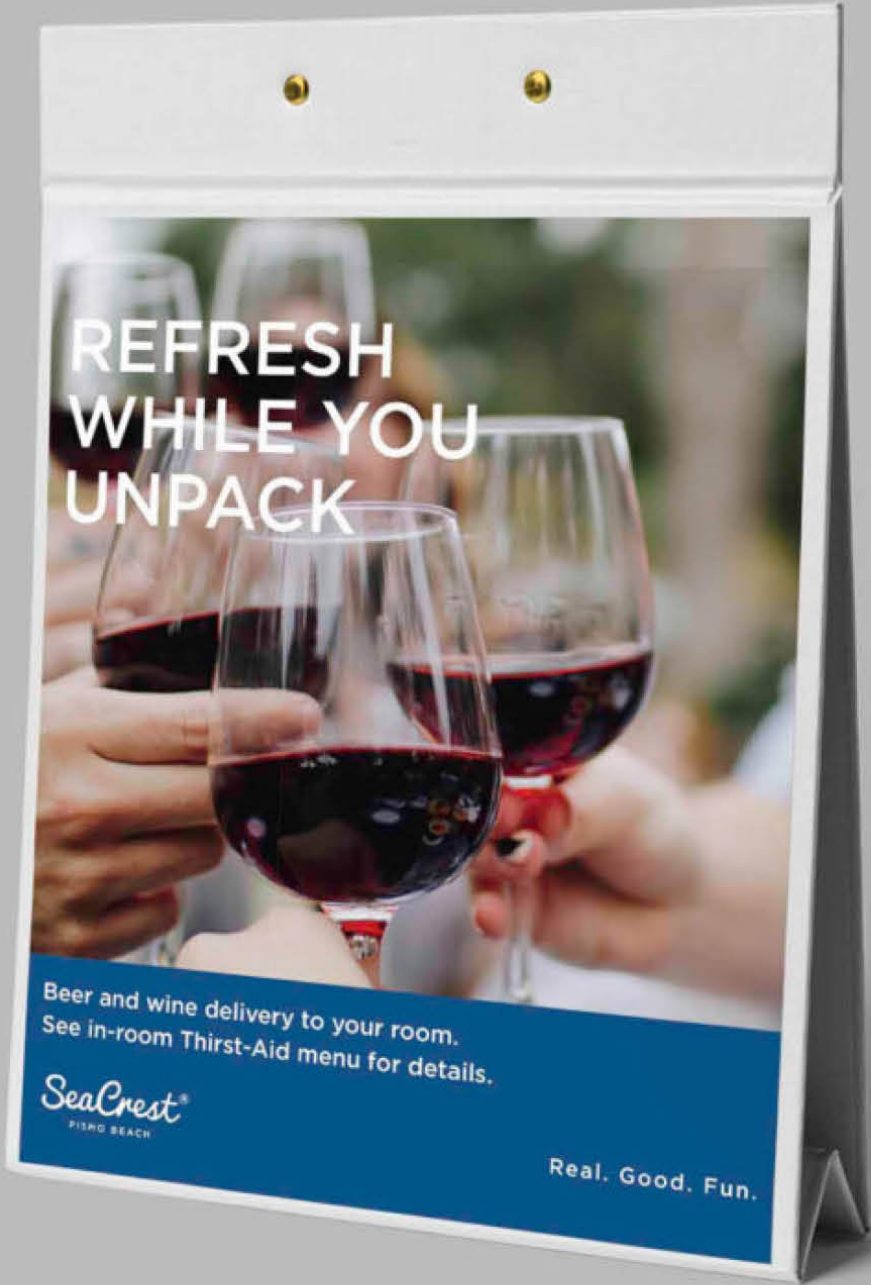
www.SeaCrestPismo.com

Pets are welcome in Pet Friendly rooms only.

Smoking is not permitted in guestrooms, on balconies or patios. Please see property map for designated smoking areas

SeaCrest

PISMO BEACH





SeaCrest

PISMO BEACH

SEE WHAT MAKES SEACREST REAL, GOOD, FUN.

- Direct Beach Access
- Heated Outdoor Pool and 3 Hot Tubs
- Scenic Rooftop Terrace and Firepits
- Gourmet Coffee Makers
- Refrigerators and Microwaves
- iPod Docking Stations and Alarm Clocks
- Plush Pillow Top Mattresses
- Free WiFi Internet Access
- Complimentary Daily Continental Breakfast
- Spacious Complimentary Parking
- Flat Panel HDTVs with DirecTV
- Dog Friendly Rooms
- In-Room Beverage Service
- On-Site Dining



IDEAL LOCATION

- Between Los Angeles and San Francisco
- Walking distance to downtown Pismo Beach
- In the heart of central coast wine country
- One hour from Hearst Castle, 10 minutes from San Luis Obispo, 45 minutes from Solvang

MEMORABLE STAY

- 158 beautifully appointed rooms and suites
- 73 rooms with 2 queen beds
- Most balconies and patios overlook the Ocean
- 3,000 square feet of banquet and event space

NOW OPEN

Willow

Full service restaurant located on site, just steps away from the SeaCrest Hotel

www.SeaCrestPismo.com (800) 782-7400
2241 Price St, Pismo Beach, CA 93449

PICTURE PERFECT PISMO BEACH.

SeaCrest
PISMO BEACH

Real. Good. Fun.

LOCATED ALONG THE SCENIC CALIFORNIA CENTRAL COAST

RELAX IN STYLE

- 5-Acre OceanFront Setting
- Direct Beach Access
- 158 Beautifully-Appointed Guestrooms
- Heated Pool, Three Jacuzzis and Outdoor BBQ Area
- Scenic Rooftop Terrace
- Fantastic Location for Weddings and Meetings

STAY IN COMFORT

- Free Continental Breakfast
- Family Suites, Signature Deluxe, and Spa Deluxe Room
- Free WiFi
- Flat-Panel HDTVs
- Keurig Coffee Makers
- iPod Docking Stations
- Plush-Top Mattresses

SeaCrest
PISMO BEACH

(800) 782-8400
SeaCrestPismo.com

@SeaCrest-Pismo



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SeaCrest Hotel

Pismo Beach, CA

Monument Sign



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SeaCrest Hotel

Pismo Beach, CA

Banners







Seacrest Pismo
Hotel

@SeaCrestPismo

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16 hrs ·

Views Like Whoa



Like Comment

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

Artist

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SeaCrest OceanFront Hotel is a unique, modern classic in Pismo Beach

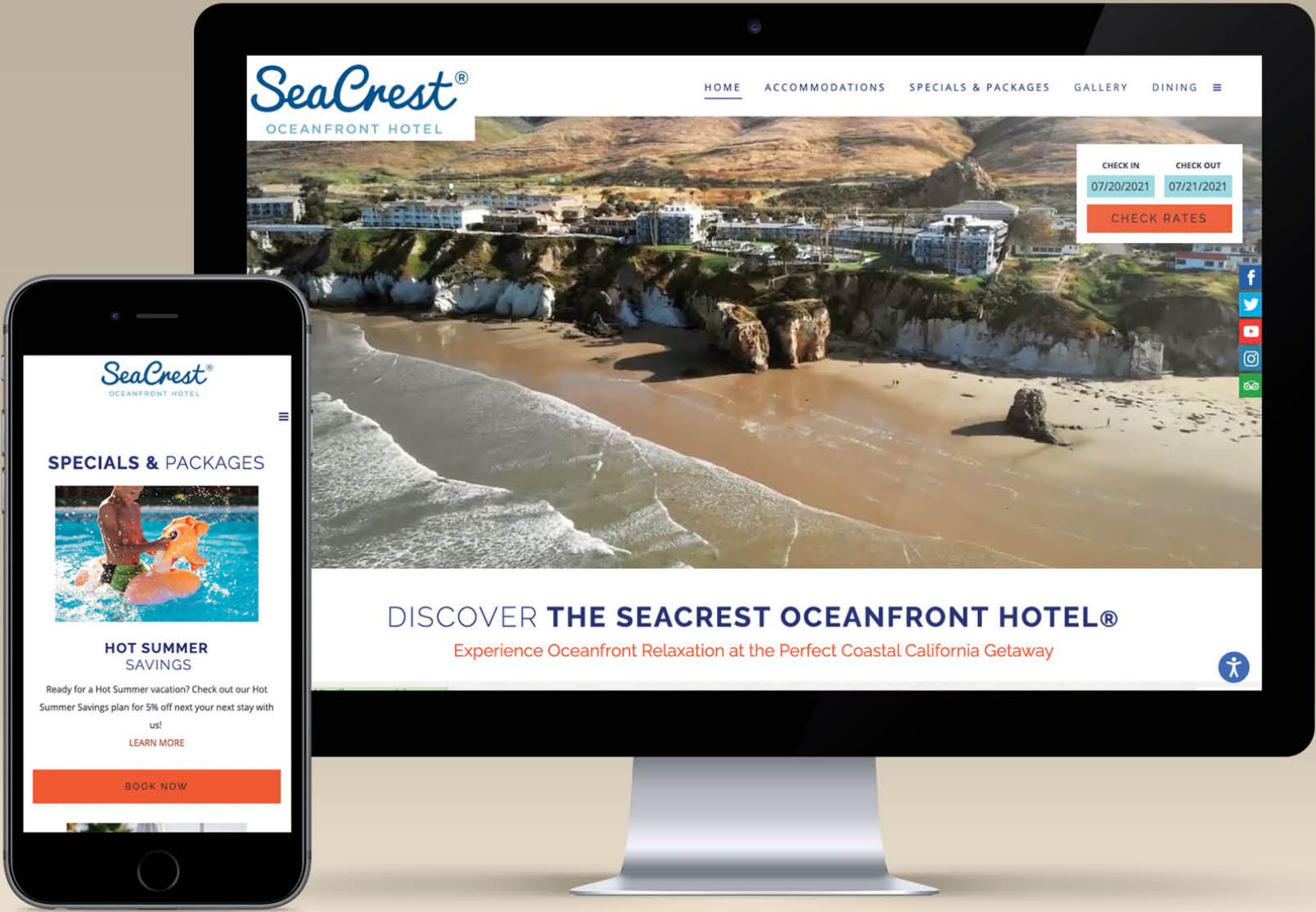
20,803 people like this and 20,779 people follow this

About

See All

twitter.com/SeacrestOceanfront Hotel

Hotel



upshift

SeaCrest Hotel
Pismo Beach, CA

Hotel Swag

