

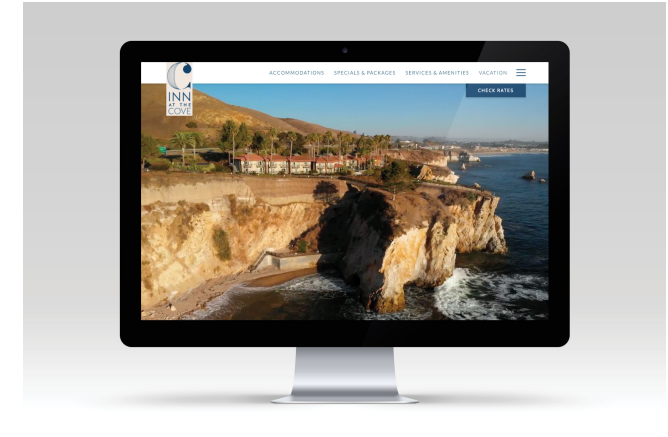
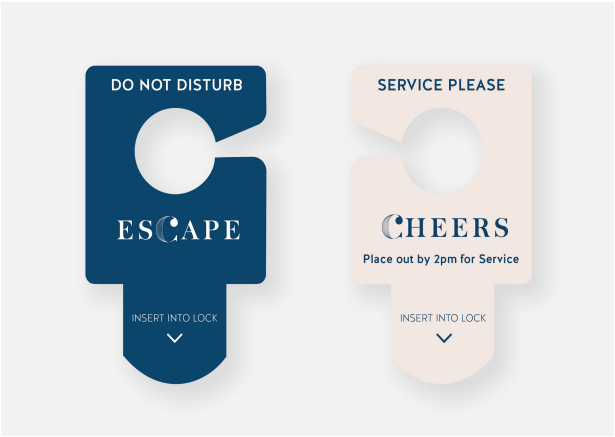
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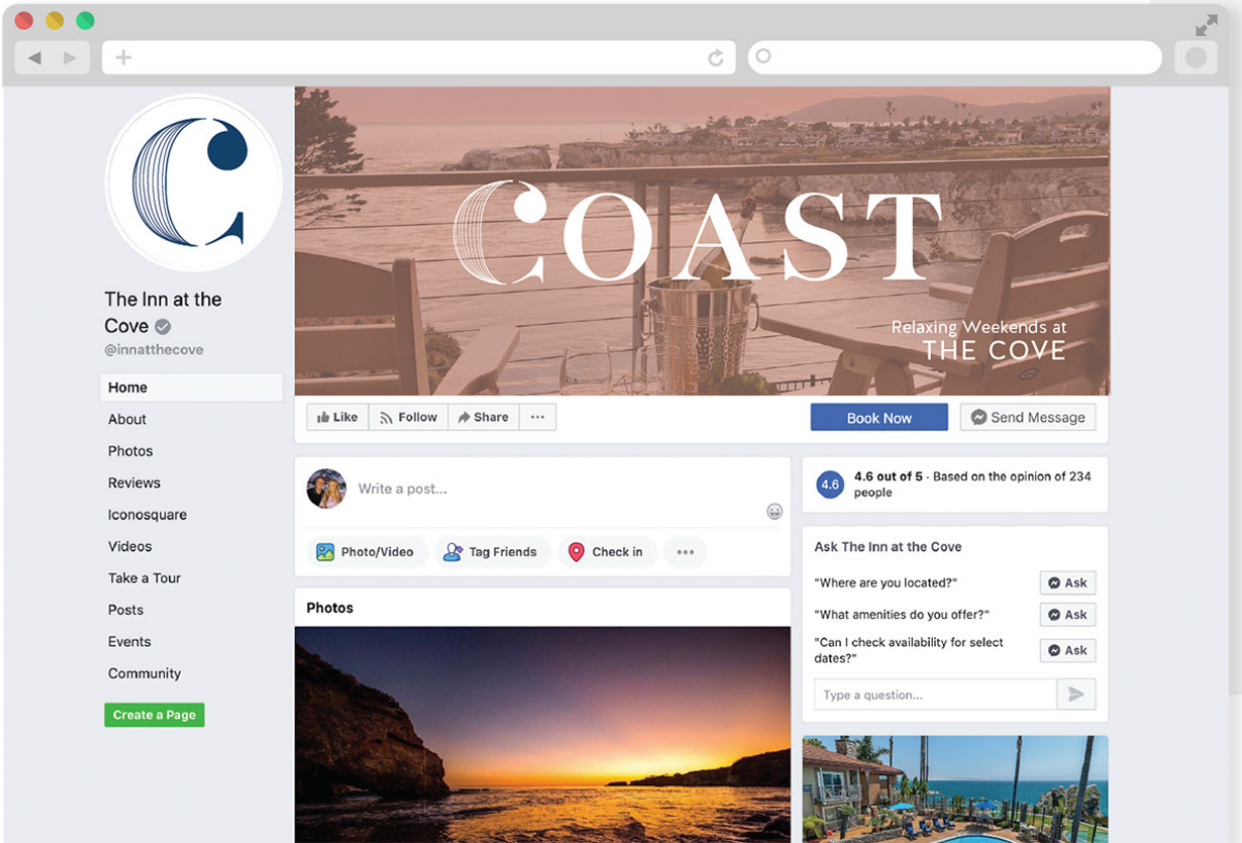
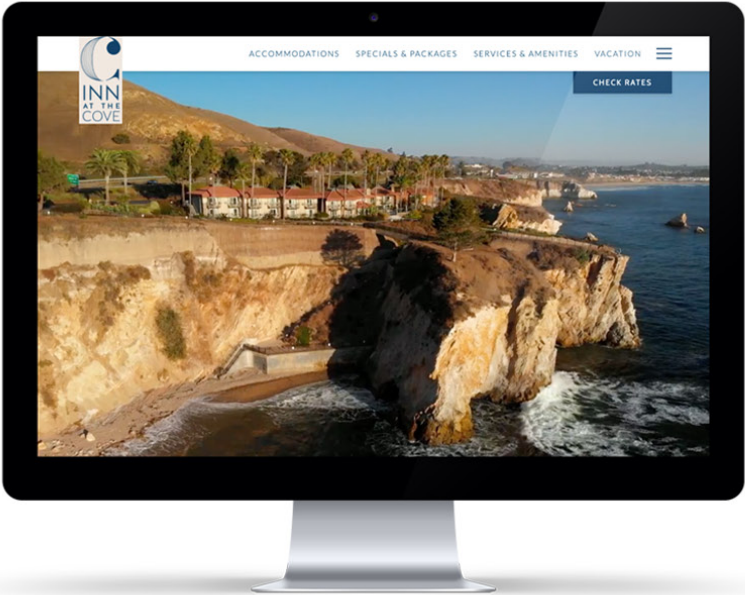
Inn at the Cove
Pismo Beach, CA

**Relaxed, Upscale
Energy in
California's Central
Coast**

OBJECTIVE
UpShift was tasked with rebranding an oceanfront hotel in Pismo Beach to reflect its sophisticated yet relaxed spa-like ambiance. The goal was to appeal to travelers from Los Angeles and the Bay Area who seek a relaxed staycation.

SOLUTION
We redesigned the hotel's logo, updated marketing collateral, and enhanced digital, social, and web strategies. Despite 2020's challenges, our rebranding work helped them maintain strong bookings and robust guest reviews. We continue to focus on quality design and innovative marketing in our ongoing partnership with this hotel client.





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Pismo Beach, CA

Logo & Hotel Signage



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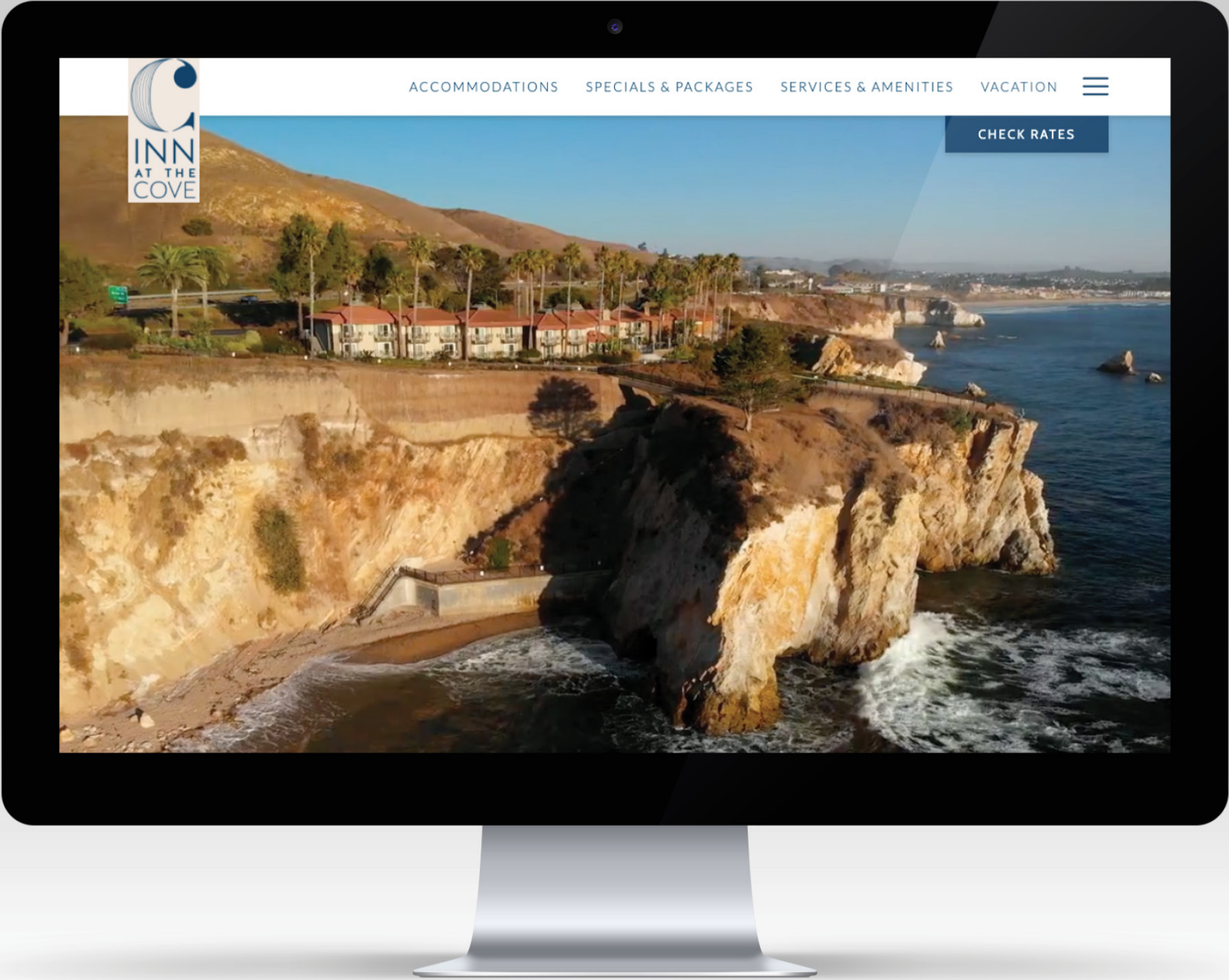
Stationery

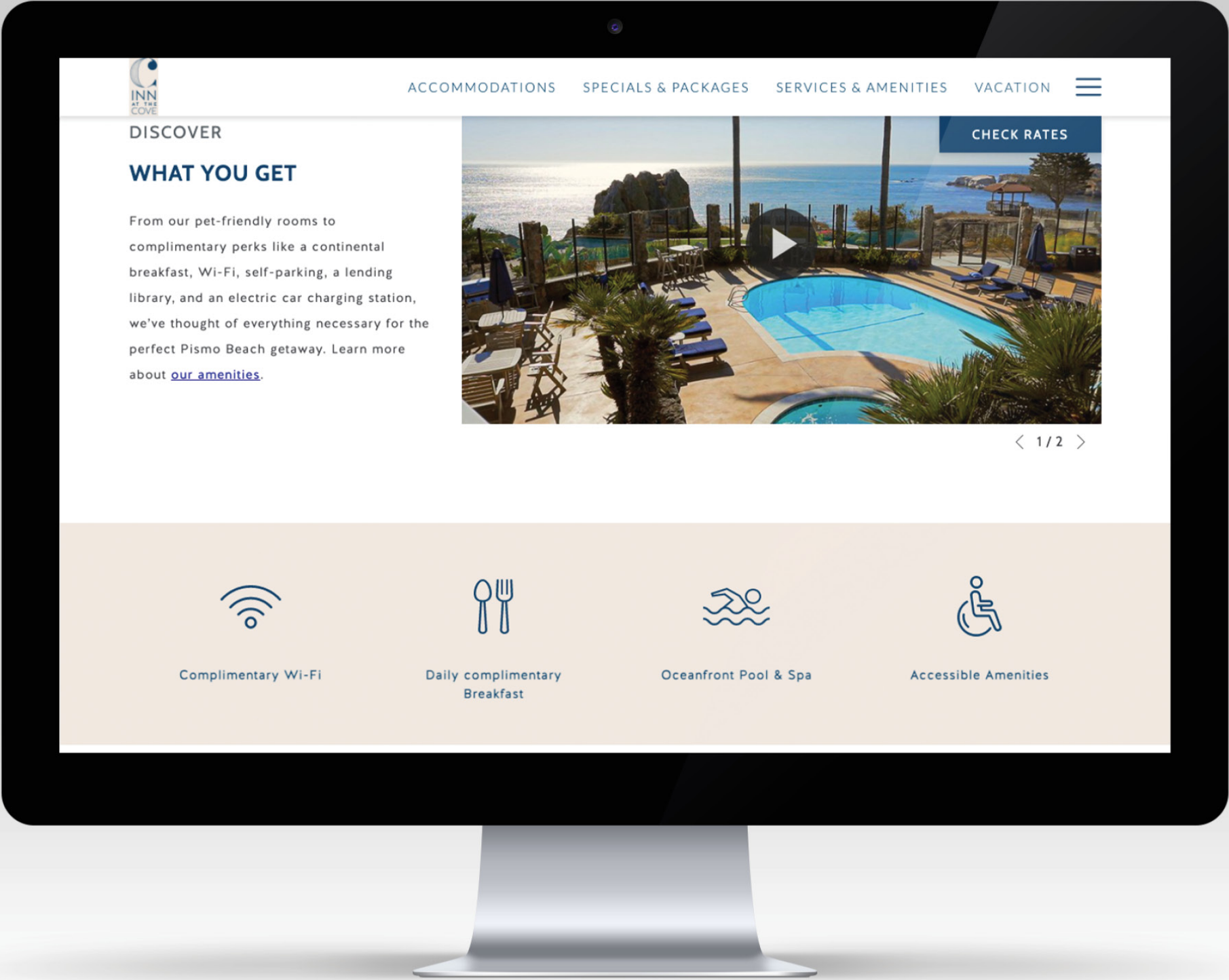


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Website Design

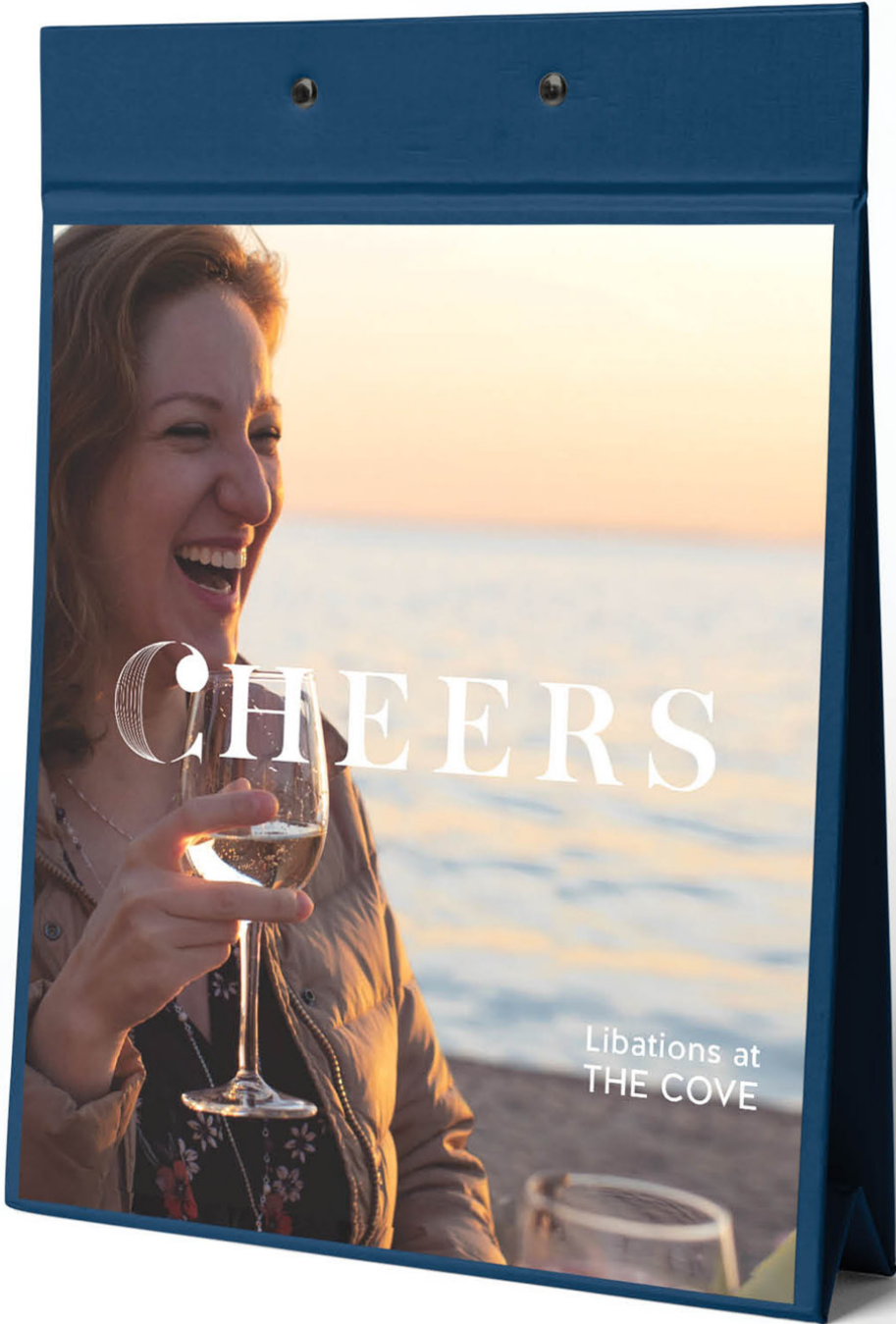




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Property Map Brochure



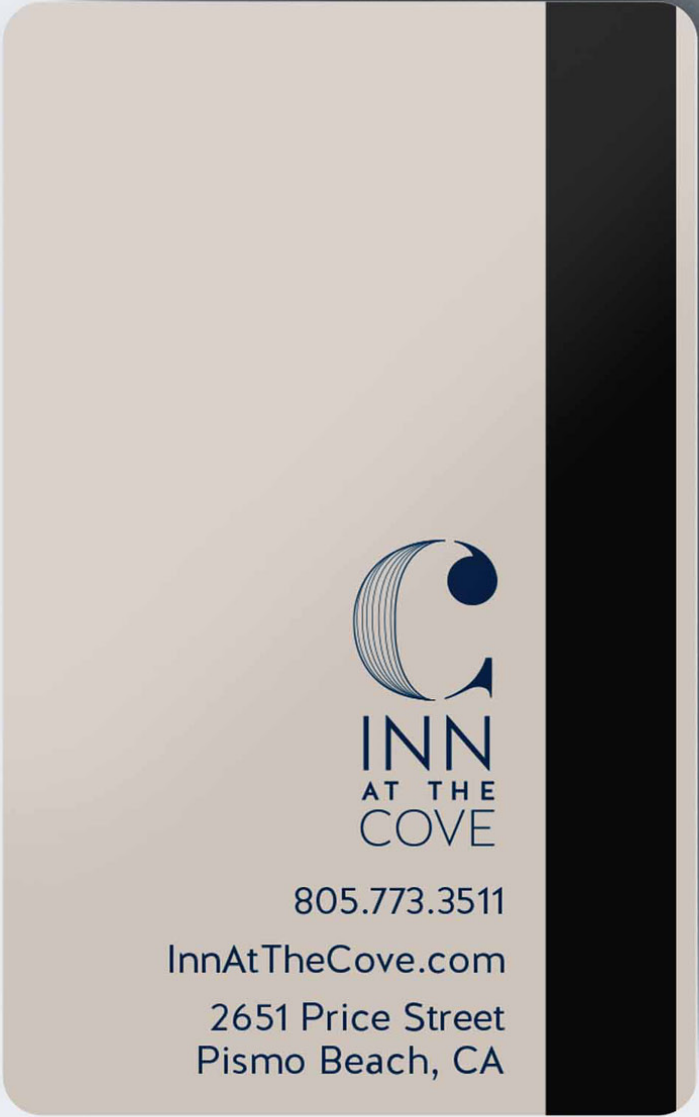




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Key Card

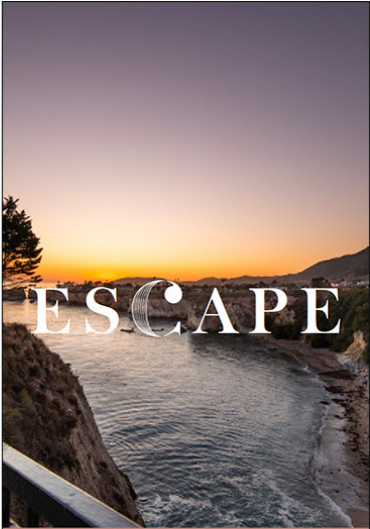




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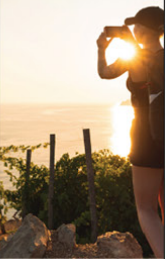
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Promotional Items





DIRECTV
CHANNELS

265	A&E HD	291	Disney Channel (West)
12-1	ALERTS	289	Disney Junior HD
254	AMC HD	236	E! HD
324	America's Auction Network	448	Enlance
282	Animal Planet HD	206	ESPN HD
401	Aqui	209	ESPN2 HD
71	AUDHD	207	ESPNEWS HD
101	AUDHD	208	ESPNU HD
501	AUDHD	316	EVINE
239	AUDIENCE® HD	73	EVINE
340	AXS TV HD	370	EWTN
293	BabyFirst TV	91	FIX
264	BBC America HD	231	Food Network HD
88	BEST	360	FOX News Channel HD
329	BET	219	FOX Sports 1 HD
353	Bloomberg TV HD	348	Free Speech TV
237	Bravo HD	311	Freeform HD
374	BYUtv	248	FX HD
447	Cartoon Network (East)	259	FXX HD
296	Cartoon Network (West)	404	Galavision HD
97	CASH	363	GEB America
179	CINE	228	GEM Shopping Network
147	CINE HD	80	GETIT
152	CINE HD	92	GO4IT
158	CINE HD	365	GOD TV
160	CINE HD	312	Hallmark Channel HD
161	CINE HD	565	Hallmark Movies & Mysteries HD
162	CINE HD	501	HBOeHD
166	CINE HD	502	HB2eHD
327	CMT HD	503	HBSeHD
355	CNBC HD	504	HBOwHD
202	CNN HD	506	HB2wHD
249	Comedy Central HD	507	HBOCHD
95	CSHP	508	HBOFe
350	C-SPAN	509	HBOZHD
351	C-SPAN 2	511	HBOLHD
376	CTN	505	HDFw
7	CW	229	HGTV HD
369	Daystar	371	Hillsong Channel
87	DEALS	269	HISTORY HD
278	Discovery	461	HITN TV
290	Disney Channel (East) HD	204	HLN HD



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