Upshift

Inn at the Cove

Pismo Beach, CA

Relaxed, Upscale Energy in California's Central Coast

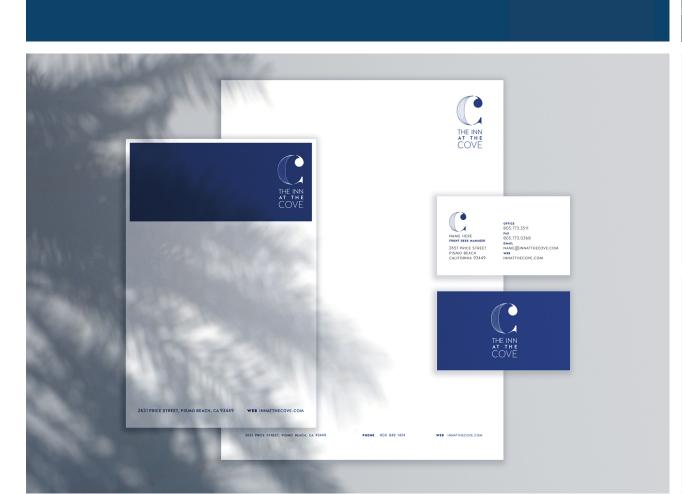
OBJECTIVE

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.

















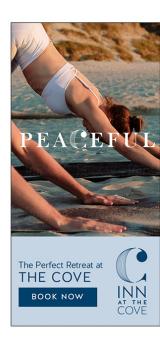
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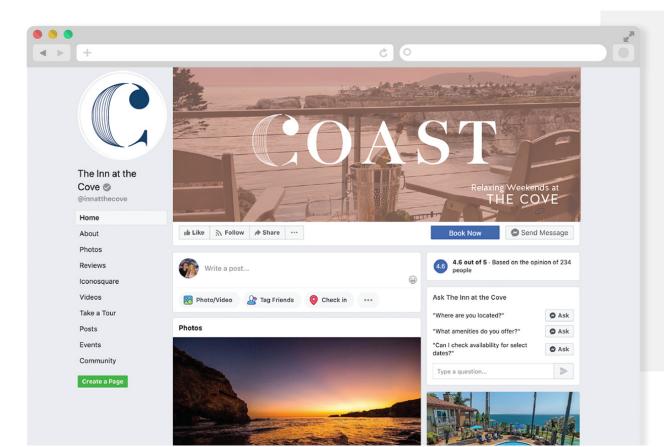
Pismo Beach, CA

Overview











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Logo & Hotel Signage



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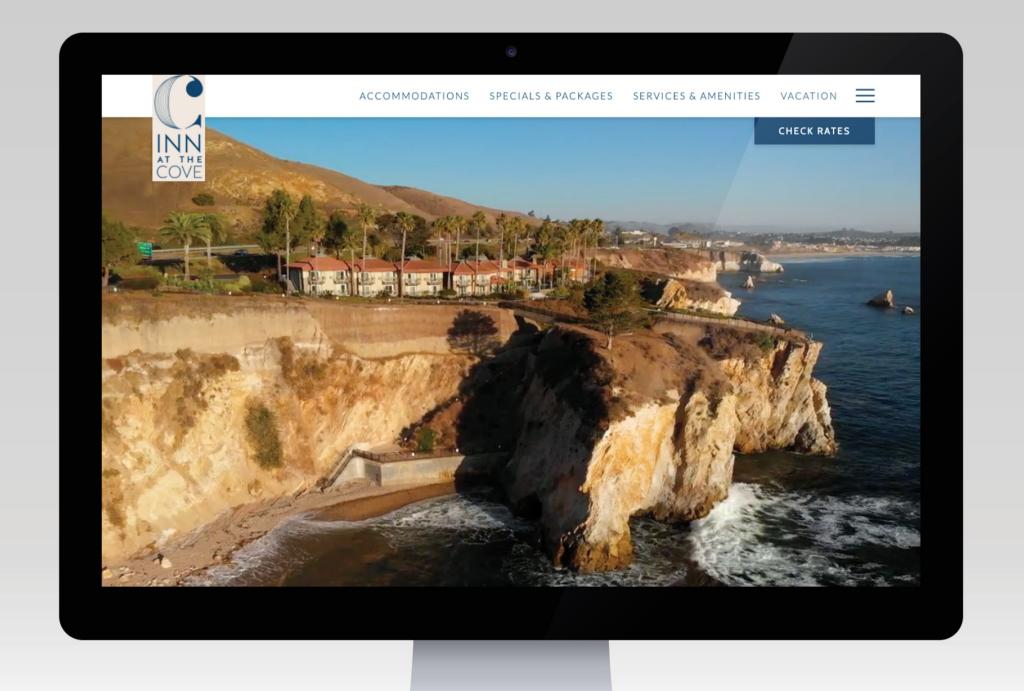
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Stationery



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Website Design



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Website Design



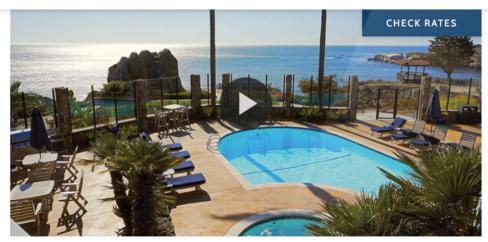
ACCOMMODATIONS SPECIALS & PACKAGES SERVICES & AMENITIES VACATION



DISCOVER

WHAT YOU GET

From our pet-friendly rooms to complimentary perks like a continental breakfast, Wi-Fi, self-parking, a lending library, and an electric car charging station, we've thought of everything necessary for the perfect Pismo Beach getaway. Learn more about our amenities.



< 1/2 >



Complimentary Wi-Fi



Daily complimentary Breakfast



Oceanfront Pool & Spa



Accessible Amenities

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Property Map Brochure



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Pismo Beach, CA

Drink Menu





LIBATIONS AT THE COVE

Wanting to relax with a drink? Swing by the front desk and grab an item from the menu below to enjoy in your room or out in the sunshine.

Beer	Whites
BarrelHouse\$6/single Mango IPA	Tolosa Chardonnay\$22/bottle
Sunny Daze\$6/single	Tolosa Pinot Gris \$22/bottle
Citrus Blonde	Rancho Sisquoc\$22/bottle
Corona\$6/single	Chardonnay \$22/bottle
agunitas\$6/single	Sterling Chardonnay \$18/can
oors Light\$5/single	Reds
ubbly	Tolosa Pinot Noir\$28/bottle
FJ Champagne\$20/bottle	Rancho Sisquoc\$28/bottle Cabernet



2pm-10pm Daily

Sterling Rose.....\$18/can

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Pismo Beach, CA

Door Inserts



SERVICE PLEASE



Place out by 2pm for Service

INSERT INTO LOCK



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Pismo Beach, CA

Key Card





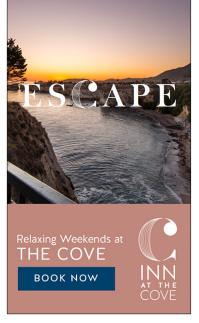
805.773.3511 InnAtTheCove.com 2651 Price Street Pismo Beach, CA

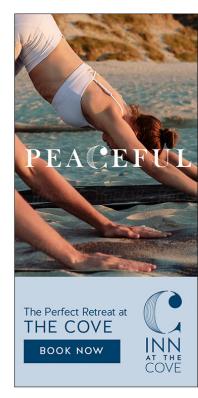
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Digital Ads





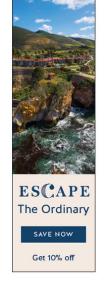


















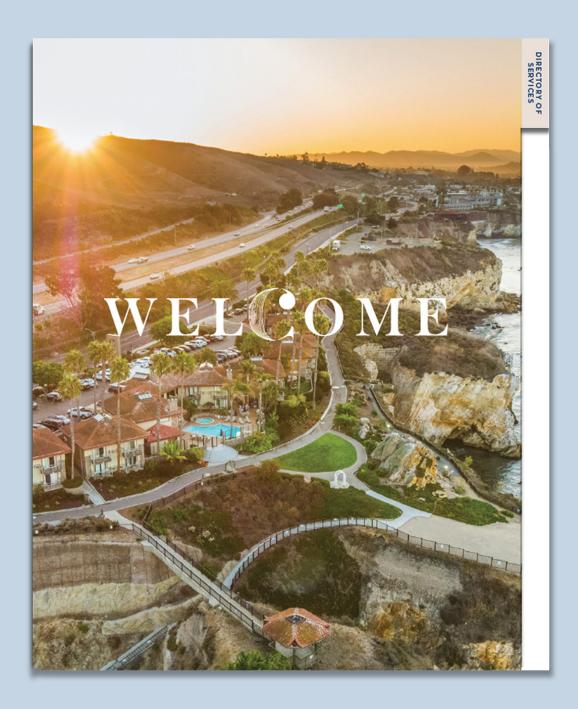
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Promotional Items



Pismo Beach, CA

In-Room Directory



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 206 ESPN HD 282 Animal Planet HD 209 ESPN2 HD 401 Aqui 207 ESPNEWS HD 71 AUDHD 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 219 FOX Sports 1 HD 329 BET 353 Bloomberg TV HD 348 Free Speech TV 237 Bravo HD 311 Freeform HD 248 FX HD 374 BYUtv 447 Cartoon Network (East) 259 FXX HD 296 Cartoon Network (West) 404 Galavision HD 97 CASH 363 GEB America 228 GEM Shopping Network 179 CINE 80 GETIT 147 CINE HD 92 GO4IT 152 CINE HD 158 CINE HD 365 GOD TV 312 Hallmark Channel HD 160 CINE HD 565 Hallmark Movies & Mysteries HD 161 CINE HD 162 CINE HD 501 HBOeHD 166 CINE HD 502 HB2eHD 327 CMTHD 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



DIRECTY CHANNELS

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Advertisement

