

We build a relaxed, luxurious brand for an experiential hospitality group in California.



challenge

AutoCamp by Prospect Hotels is a unique boutique hotel, featuring customized Airstream accommodations, stylishly appointed with luxury details. With another location opening in Sonoma's Russian River in summer 2016, AutoCamp was ready for a fresh look and a new website. Prospect Hotels brought UpShift on board to refresh their branding and logo to project a modern image of relaxed luxury.

solution

UpShift refreshed their logo and branding to focus on the unique experience at each location. We created simple new icons for their upcoming locations, creating a system that can grow as they do. The website is a thoroughly modern experience that seamlessly ties together many of the latest trends in user experience and technology — these include a responsive site, booking software, a thorough CMS, social media, Spotify, and video.

results

The AutoCamp team was extremely happy with the new brand and website. As we get closer to the opening of the Russian River location, UpShift has also been brought on board to assist with marketing collateral and social media. As we ramp up for the summer opening, UpShift will be on board to ensure the launch goes smoothly and their website is tweaked and maintained to remain a top-of-field experience.

industry

- hospitality
- luxury consumer

deliverables

- logo/icon design
- brand strategy
- web site design
- business collateral