



SIMPSON HOUSE INN

ESTD *Santa Barbara* 1874



Moodboard

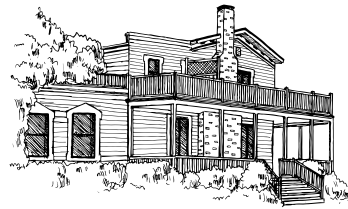
Escape
Nature
Relaxed
Earth Tones

Landscaped
Minimal
Cultured
Elegance
Hospitality



Logo Development

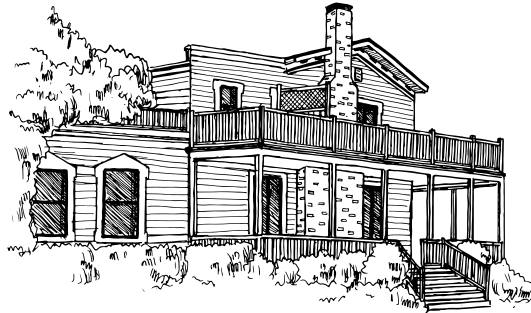
Logo



SIMPSON HOUSE INN

ESTD *Santa Barbara* 1874

Icon




Wordmark

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Color Palette



PANTONE 19-0509 TCX Rosin

PANTONE 18-0921 TSX Groundhog

PANTONE 12-0105 TCX Bone White

PANTONE 15-0525 TCX Weeping Willow

PANTONE 16-5804 TCX Slate Gray



Typography

SACKERS GOTHIC

Aa

SACKERS LIGHT //
TITLES

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()-_+={}

Goudy Oldstyle Regular

Aa

Goudy Oldstyle Regular //
Copy, Titles, Subtitles and highlights

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()-_+={}

Aa

Goudy Oldstyle Italic //
Copy, Titles, Subtitles and highlights

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
!@#\$%^&*()-_+={}

WELCOME TO PARADISE

SUBHEAD
SACKERS GOTHIC
TRACKING: 20
LEADING: 80
CAPS

R E T R E A T T O T H E
S I M P S O N H O U S E

HEADLINE
Goudy Oldstyle
Tracking: 1380
Leading: 31pt
Caps

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis

BODY COPY
Goudy Oldstyle
11pt
Tracking: 30
Leading: 10pt



Patterns / Textures





Graphic / Elements

SIMPSON HOUSE INN
Santa Barbara
ESTD 1874

Enjoy Your Stay





Photography



These images should invoke the perfect combination of historic charm and modern luxuries while experiencing the beauty of Santa Barbara. Photography should capture the essence of A boutique hotel nestled on an acre of English gardens.



Stationery



SIMPSON HOUSE INN
ESTD *Santa Barbara* 1874



SIMPSON HOUSE INN

SIMPSON HOUSE INN



JOHN DOE
NAME OF TITLE

121 E Arrellaga St,
Santa Barbara, CA 93101

805.963.7067
info@simpsonhouse.com



Brand In Action







SIMPSON HOUSE INN

ESTD *Santa Barbara* 1874



It's all in the details.

HOW WE KEEP OUR HOTEL

Enjoy yourself during your Santa Barbara vacation by booking a guest room or cottage at Simpson House Inn. Our ideal city boutique hotel is nestled on an acre of English gardens and Spanish Colonial villas that are in the Victorian Master Cottage Inn or English Cottages.

HANDS ON NATURE.

Our gardens have been awarded the prestigious "Santa Barbara Beautiful" Award. Situated in a Victorian estate built in 1874, Simpson House Inn invites you to relax with our perfect combination of historic charm and modern luxuries.

Enjoy Simpson House Inn

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TAKING CARE OF OUR GUESTS

Nobles Greenhouse and Nursery is a full service garden center that has been serving Live Oak, Lake City, North Florida and South Georgia gardeners since 1959. We are well known for our wide variety of old fashioned favorites as well as the newest plants available. We strive to provide our customers with the best selection of perennials, annuals, shrubs, trees, tropicals and houseplants. You'll also find a fantastic selection of edibles including fruit and nut trees, berries, grapes, and vegetable plants. To complement your plant selections we offer garden accents, statuary, fountains, pottery, wind chimes, and iron plant stands and benches.

Your gardening success is top priority at Nobles Greenhouse. We have a friendly and knowledgeable staff to help you choose the best plants and best solutions for your gardening needs. We love gardening questions! Showcase your style with these easy tips for a dynamic outdoor container garden display that lasts throughout the year. It's actually so fun to have a new couch! Here's how to create a stylish setting in winter, spring, summer and fall! Plant your garden containers with perennials and trees...you'll have a focal point that performs for you year after year. Go for easy-beeey romantic pink flowers like Hydrangeas and Roses massed on your front porch. Or, enjoy the bright-colored foliage of Japanese Maples trees in large pots over a seating area in part shade.

Understanding your guests

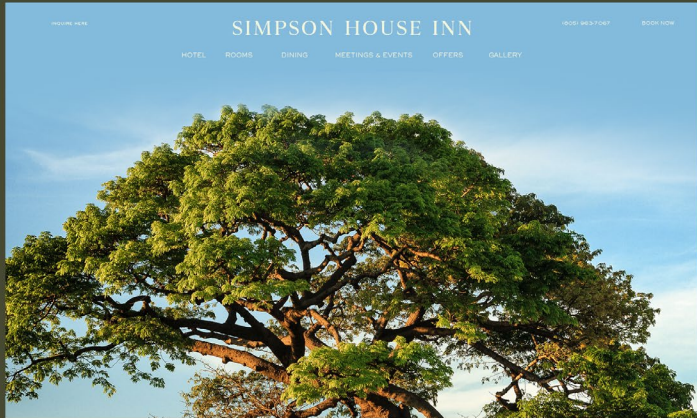
Enjoy Santa Barbara

04

Simpson House Inn is a full service Award winning Hotel and Installation Company that has been successfully in business in Santa Barbara since 1980. The family is native to the California area and Landscape Association.

Come in and enjoy a piece of paradise from exotic landscapes, warm hospitality, vintage furniture, home decor and our very popular specialty orchids. We offer flowers of every kind, arranged on the premises by one of our many talented designers.





A HERITAGE OF
ELEGANCE

IN ONE OF THE WORLD'S MOST BEAUTIFUL CITIES.

Every guest stay includes afternoon refreshments, an evening wine and heavy hors d'oeuvres reception, dessert bites, and a gourmet served breakfast in the morning which can be served in the main house or in your room.

OUR HOTEL

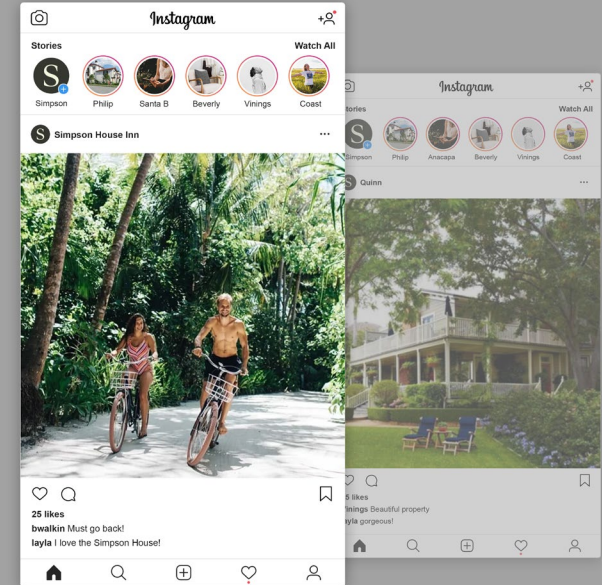


AMENITIES



Every guest stay includes afternoon refreshments, an evening wine and heavy hors d'oeuvres reception, dessert bites, and a gourmet served breakfast in the morning which can be served in the main house or in your room.

- Daily housekeeping
- Concierge
- Baggage storage
- Photocopying
- Laundry







Uncomn[®]
Strategy. Design. Marketing

Powering your brand's identity.