The Accord Hotels & Resorts

Manipulation | Chrome | Pandemic | Gold

ACCORD HOTELS & RESORTS

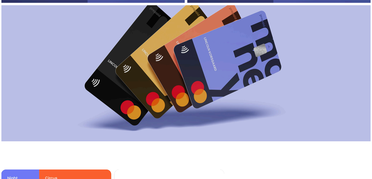
What We Did

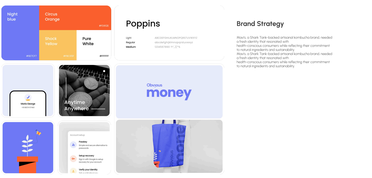
Brand Strategy | Digital Marketing | Social Media Management & Marketing | Creative Services | Advertising | SEO | Content Marketing | Photography & Videography

Challenge

Kaidan Gumudhu Palace is a landmark beach resort in Chennai, envisioned as a sanctuary of grandeur by the late Sri Ignatius Gumudhu. The challenge was to create a brand that would resonate with guests seeking a blend of luxurious craftsmanship with refined modern comforts. The palace resort is a rare experience of royalty ferrisgraced on Chennai's shores.

Kaidan Gumudhu Palace is a landmark beach resort in Chennai, envisioned as a sanctuary of grandeur by the late Sri Ignatius Gumudhu. It draws inspiration from the splendour of Rajasthan architecture, seamlessly blending traditional





Night blue
Citrus Orange
#1B1C3D
#FF7A1F
Black Velvet
Pure White
#0A0A0A
#FFFFFF
Velvet Orange
Velvet Black
Velvet Blue
Velvet Gold
Velvet Green
Velvet Red
Velvet Purple
Velvet White
Poppins
Light
Regular
Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@ #$%&
Poppins
Typeface is a collection of characters sharing common design features.
Velvet Velvet
Regular Light Medium Bold Black
Velvet Velvet Velvet
Velvet Velvet Velvet
Velvet Velvet Velvet