



Identity and communication package for Poesis

Timișoara, June 12th 2008 – X3 Studios was chosen to create and implement the identity and online presence for the first boutique hotel from Satu Mare, Romania. The project included the creation of a complete communication package, that would provide the hotel with a powerful marketing instrument.

Located in the town centre in a historical building, dated back in the 19th century, Poesis is more like a small antiques “museum” than an actual hotel. The name stands for the first poetry magazine from Romania, issued after 1989. Nowadays it also stands for the location (hotel and restaurant) where cultural events and gatherings take place.

The verbal and visual identity elements that were created sustain the location’s affiliation to the cultural world. “Same as a poem, the symbol part of the logo has to be read and interpreted. The square from the symbol suggests an environment that protects the cultural life. The two gaps represent the two different entities (hotel and restaurant). The lines from the inside are similar to the lines of a poem” said Sorin Bechira, Art Director at X3 Studios.

After completing the logo, the next step was to create the communication materials. Choosing the printing materials and stationary to implement the graphics was a very thorough process. Along with the design, the materials’ textures had to sustain the client’s identity.

The visual experience was carried on by developing the online visual experience www.poesis.ro. The site is available in four languages, has a dynamic interface and adopts a minimalistic and sophisticated style where images create the atmosphere. “It was very important for us that the website communicates emotionally with the virtual visitor, by expressing the personality and atmosphere of the hotel, to determine him or her to actually come visit Poesis” said Ștefan Szakal, Creative Director at X3 Studios.

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About Poesis: Poesis is the first boutique hotel from Satu Mare, Romania. The hotel has 10 rooms of three and four stars, a restaurant, conference room and garden. It addresses tourists and business people and hosts cultural, business and personal events. For more details visit www.poesis.ro.

About X3 Studios: X3 Studios (www.x3studios.com) is a design studio, founded in 2001 in Timișoara, Romania. Among the services that X3 Studios can provide are the following: branding, print design, advertising design and interactive design. The X3 Studios portfolio includes over 400 projects created for international clients and over 100 projects created for national clients. Some of the awards the company received are: Rebrand 100 Awards, Eulda, LogoLounge, and Internetics.