



# G.A Brand Design Portfolio

1. Introduction to G.A Brand Design
2. Our Process & Services
3. Our Projects:
  - Hospitality
  - Residential
  - Venture Capital
  - Luxury Products & Services

# **Introduction to G.A Brand Design**

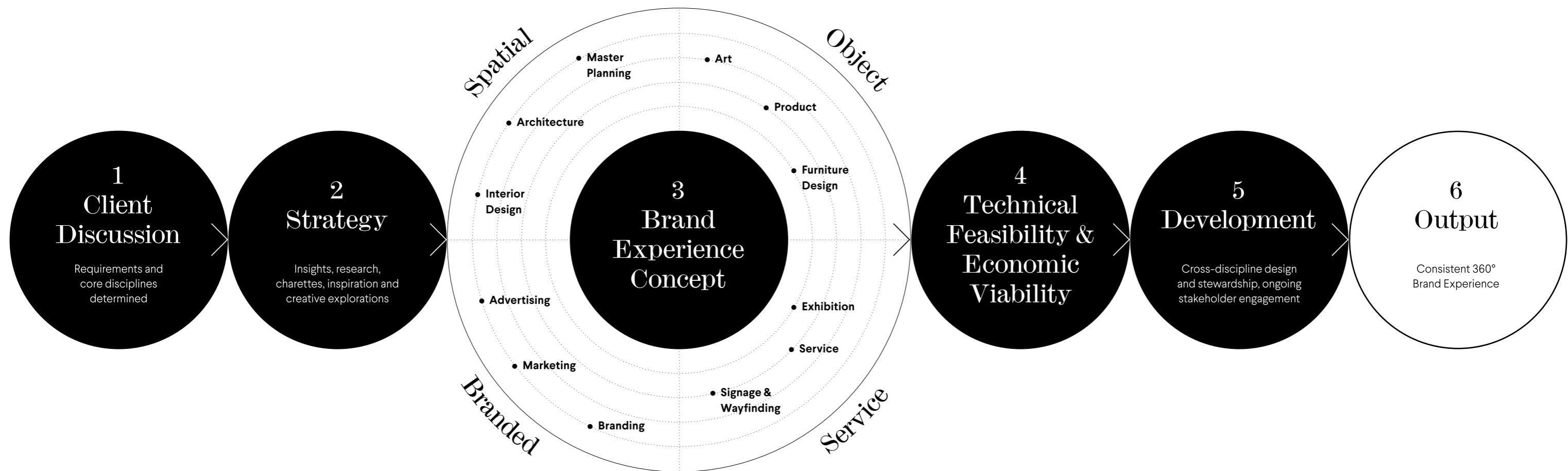
The G.A Group is a collection of independently owned design companies, who have been creating award-winning experiences for over 35 years. We specialise in luxury hotel and F&B interior design, residential interior design, master-planning, furniture and product design, brand design and communications.

## **Our Process & Services**

## Our Resonance Process

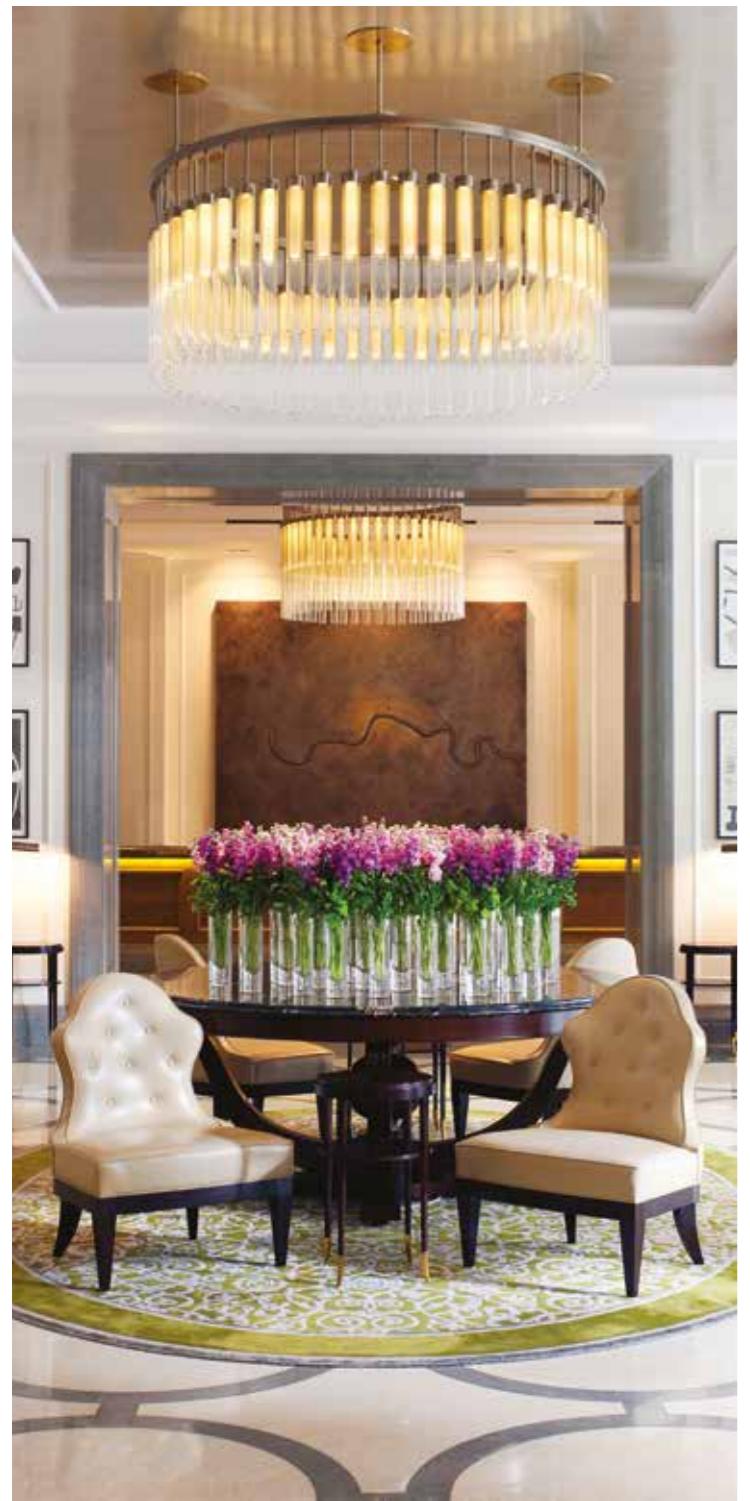
Design that resonates

Effective design should resonate with its intended audience. Design that resonates can only be the natural conclusion of a process that starts with listening and learning – about people, behaviours and the world in which we live. That's why our driving philosophy is one of Restless Curiosity



## Our Core Areas

Interior Design



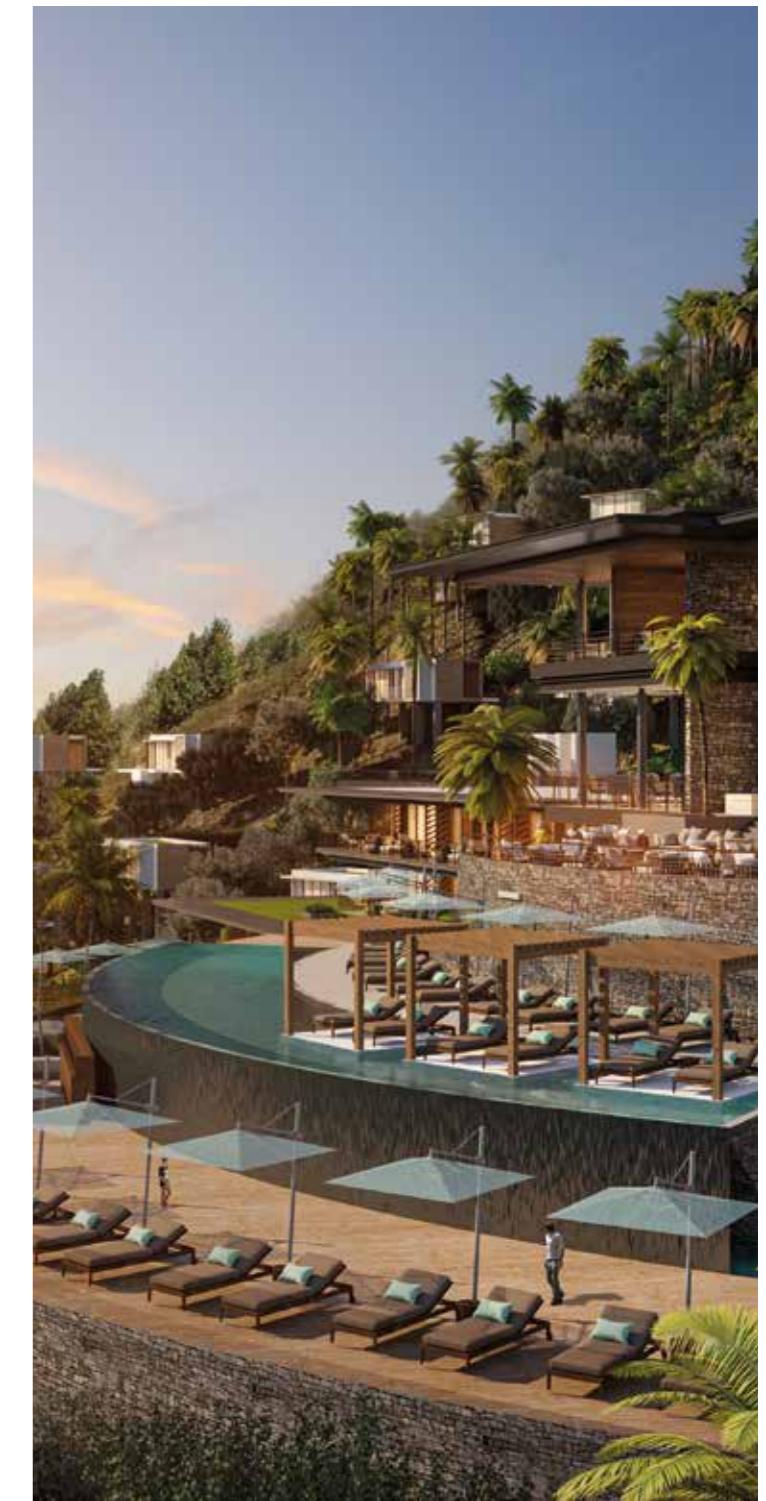
Brand Design



Product Design



Architectural Design



## Our Locations

- G. A Offices
- Project Locations





- Research, data & insights
- Brand strategy
- Brand experience concept
- Naming
- Brand identity & logo design
- Brand standards & guidelines
- Communications & advertising
- Marketing collateral
- Digital & UX design
- Graphics, signage & wayfinding
- SOP guidelines & implementation
- 360° cross-discipline brand stewardship



## **Our Projects**

### Hospitality

## **Le Meridien Hangzhou**

Project scope: Graphics and signage development.

Playing on the notion of creativity and a blank canvas, this signage concept for Le Meridien Hangzhou began by looking at the history of printing in China, and in particular that of moveable type.

间客房  
6-16 GUESTROOMS

高尔夫练习  
5 CREATION

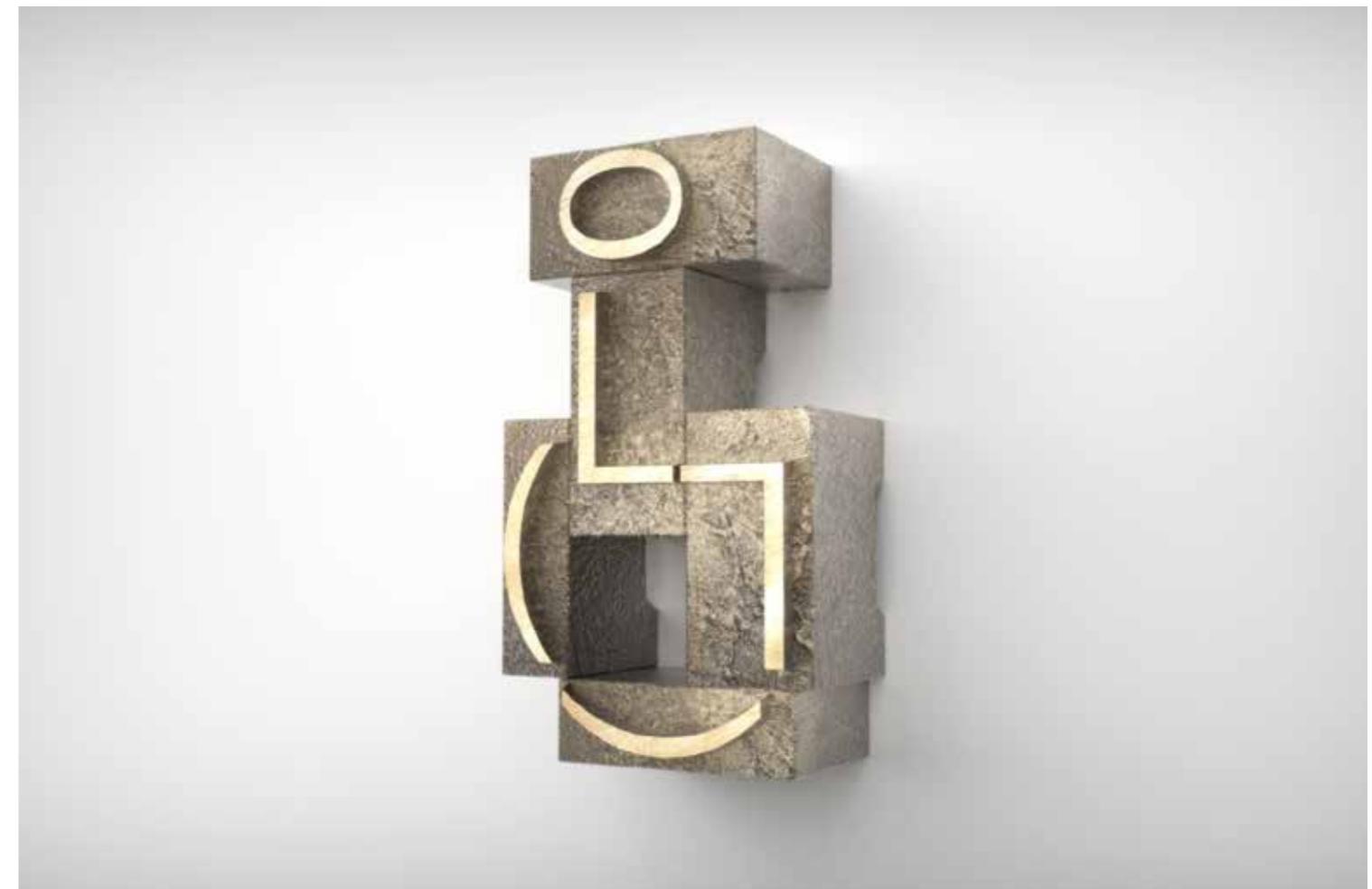
餐馆  
3 RESTAURANTS

大宴会厅  
2 BALLROOM

大堂  
1 LOBBY



Graphics and Signage



Le Meridien Hangzhou

G.A Brand Design

## **The Datai Langkawi**

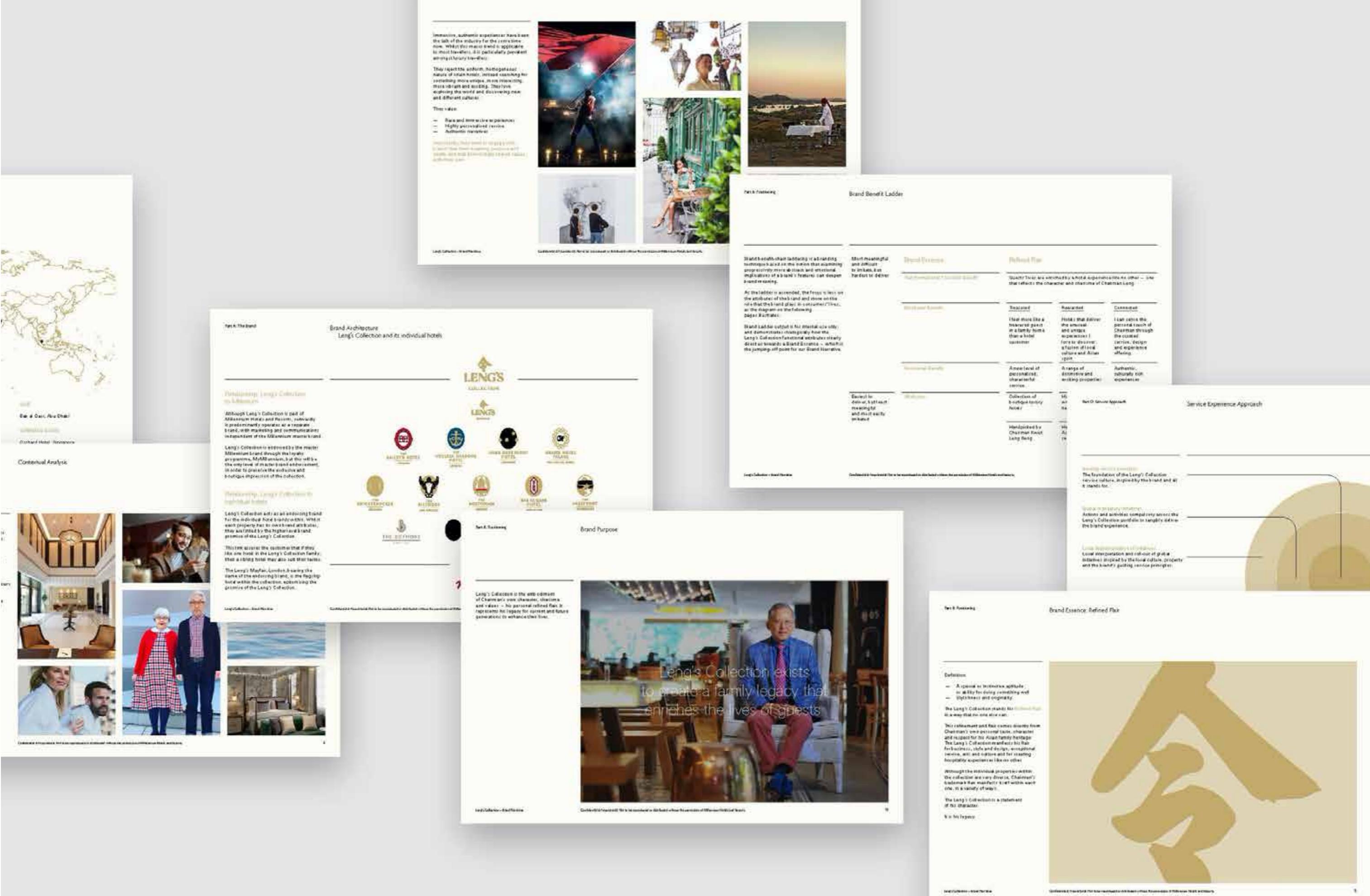
Project scope: Graphic design of printed hotel collateral, including that for dining events and set menus, around the brand concept of “Where nature’s wonders meet luxury”.





## **Leng's Collection**

Project scope: Brand architecture & strategy, brand design, brand guidelines, consumer insights, website, advertising (ATL and digital) and film..



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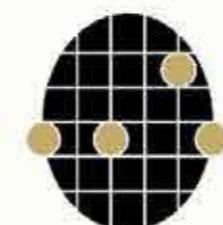
**LENG'S**  
COLLECTION



THE  
BAILEY'S HOTEL  
LONDON



THE  
CHELSEA HARBOUR  
HOTEL  
LONDON



HARD DAYS NIGHT  
HOTEL  
LIVERPOOL



GRAND HOTEL  
PALACE  
VIA VENETO, ROMA



THE  
KNICKERBOCKER  
CHICAGO



THE  
BILTMORE  
LOS ANGELES



THE  
BOSTONIAN  
BOSTON



BAB AL QASR  
HOTEL  
باب القصر



THE  
LAKEFRONT  
ANCHORAGE



## **M Social**

Project scope: Brand architecture & strategy, brand design, brand guidelines, consumer insights, website, mobile application, advertising (ATL and digital) and film.

## Brand Essence

# (Freedom to) be yourself

## Brand Purpose

Born from a **Singaporean spirit**, we believe wonderful things happen when **you create an environment where harmony between people, ideas and food from across the globe is championed**.

## Brand Pillars

### Creativity

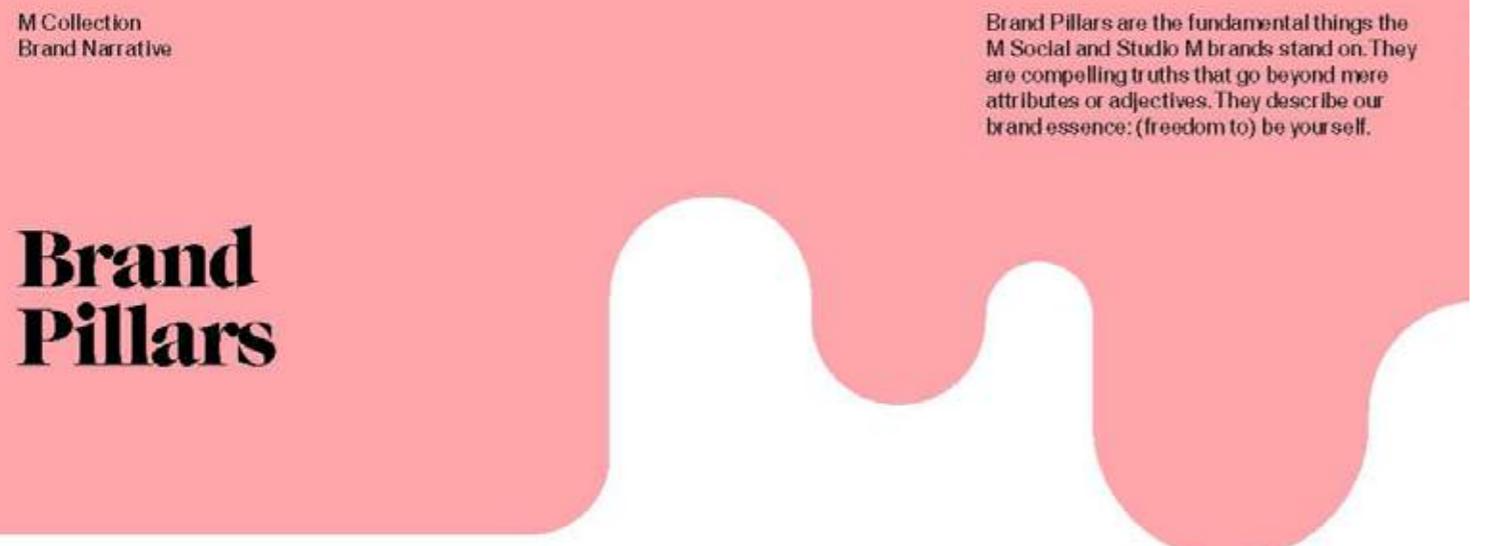
Creativity is our life blood. Bland is banned. Everyone should have the freedom to express themselves in whatever ways they want. We open our minds to possibility and embrace diversity as an explosive force for good. For us, creativity isn't just about art – it's about ideas, business and technology.

### Sociability

Sociability sits at the heart of everything we do. We represent today's global community – a vibrant mix of cultures, people and ideas. We don't stand on ceremony; we are inclusive and welcome everyone equally. We believe in the power of community and shared ideas, and actively aim to bring different people together, for work, rest and play.

### Experimentation

We avoid the well-trodden path and instead embrace experimentation. We are bold, brave and unpredictable, energetic and joyful. The Singaporean can-do attitude runs through everything we do. We are unafraid of change and trying new things. We like to do things differently.



## Strapline

# #makeityours

Our strapline is the outward-facing summation of our Brand Essence: (freedom to) be yourself.

It's a call to action, inviting people from all walks of life to actively engage with us and become part of the M Social and Studio M community.

It articulates our belief in celebrating difference – it puts ownership of our brands in their hands and welcomes them to create their own, personalised experience with us.

## Brand Values

### Playful

We take a genuine interest in people, places and ideas. We're open-minded, enthusiastic and imaginative. We want to see what happens when different things come together in exciting new ways. This is the modern Asian way – a blend of East and West, North and South.

### Inclusive

We welcome everyone regardless of age, race or religion. We want people to feel relaxed and welcomed whenever they're with us – Asian hospitality at its warmest and most personal. We care about people and the planet. We actively encourage connections, be they virtual or real.

### Innovative

We have a progressive outlook. As a forward-facing Singaporean company, we embrace the possibilities that new technologies and ideologies bring. We see failure as an opportunity to learn and improve. We don't stand still.

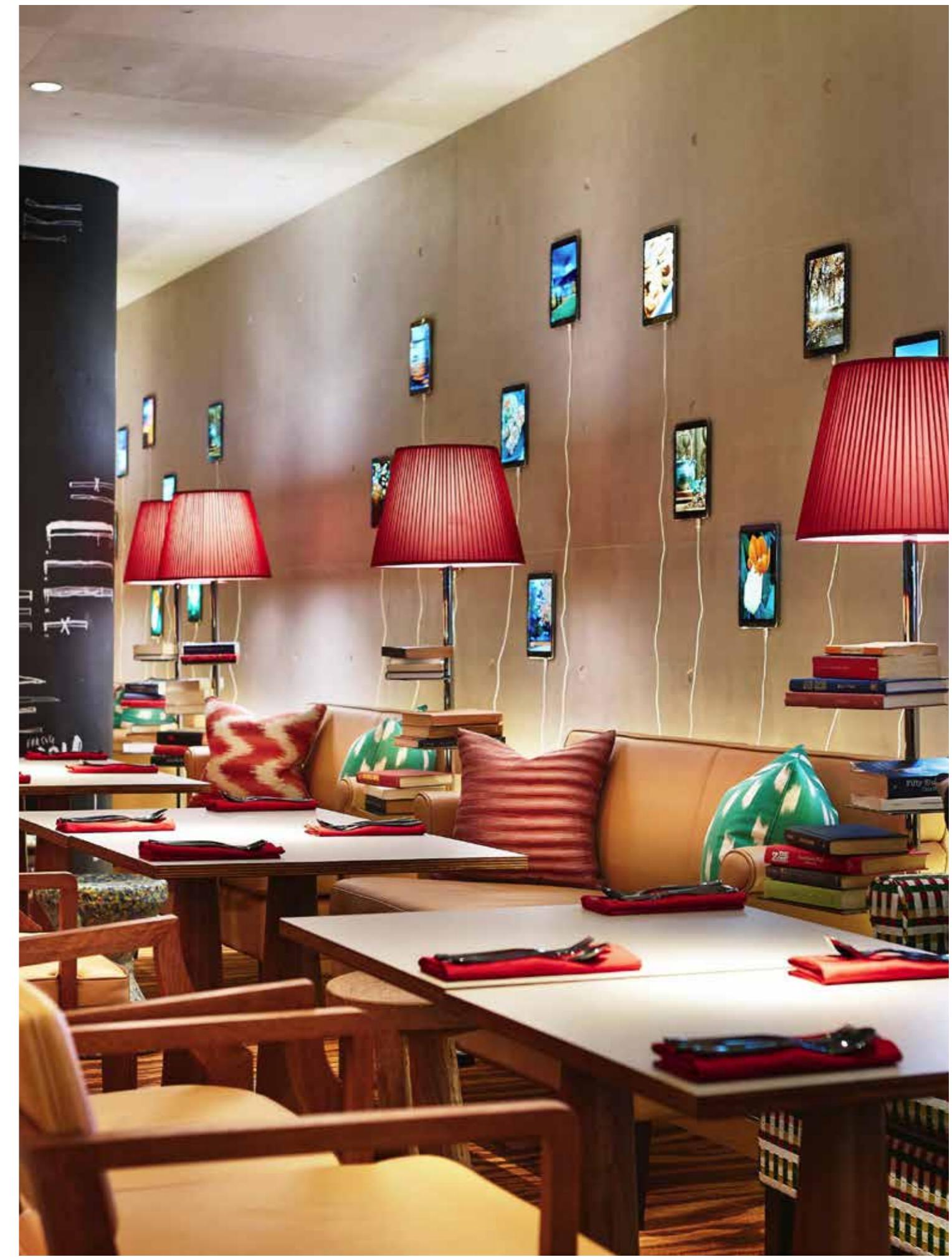


# Brand Experience



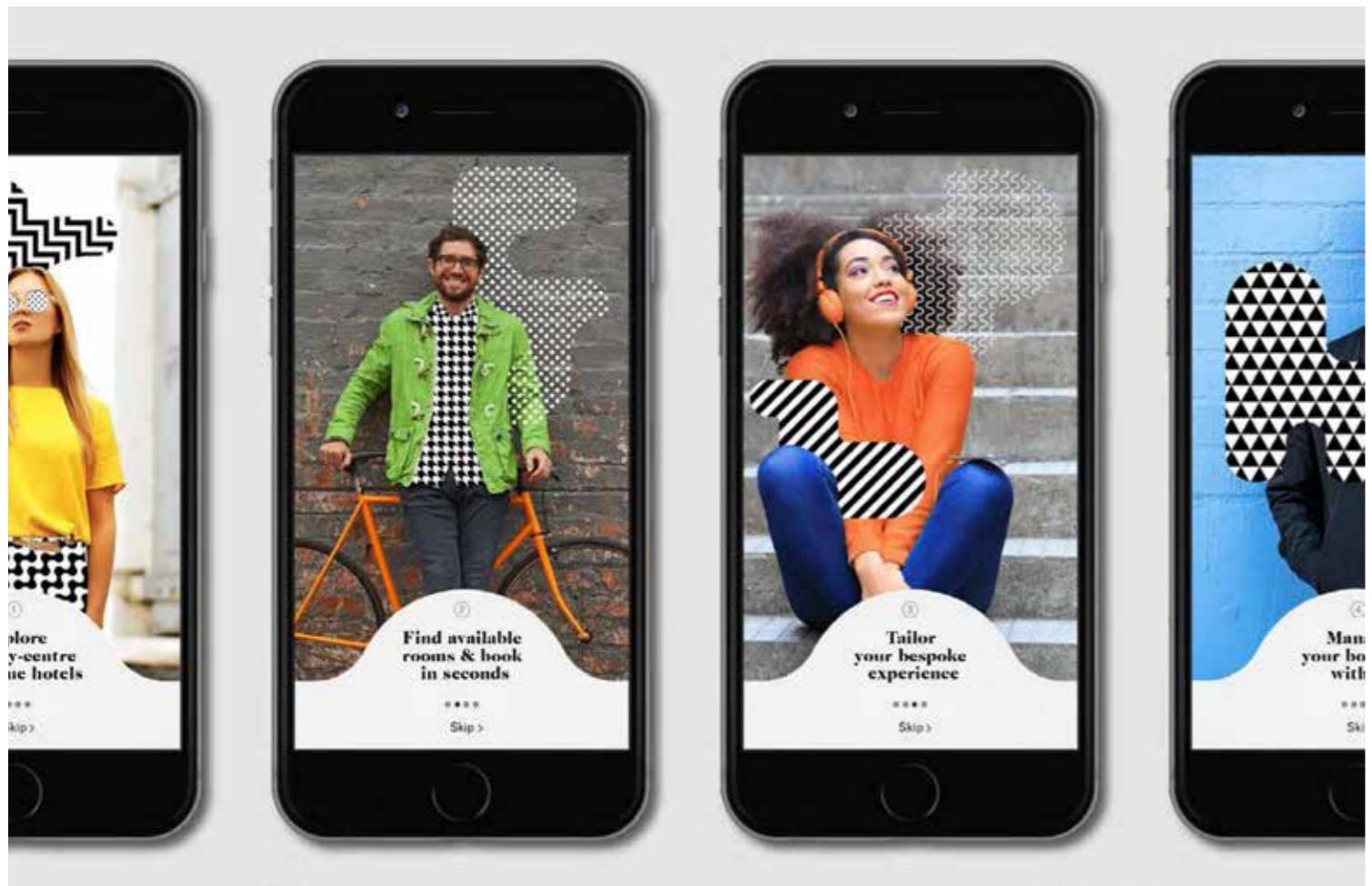
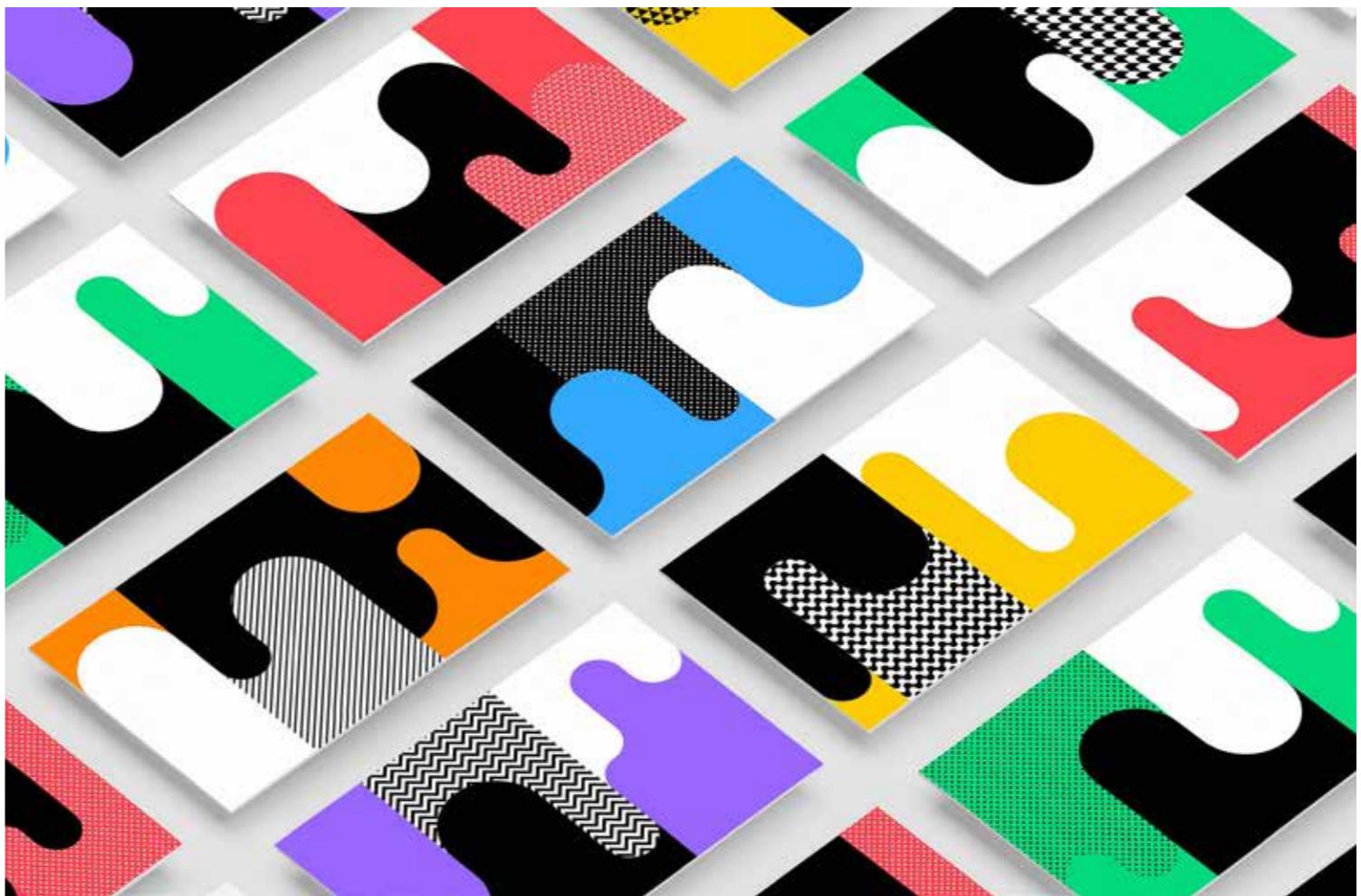


Interior Reference Images



M Social

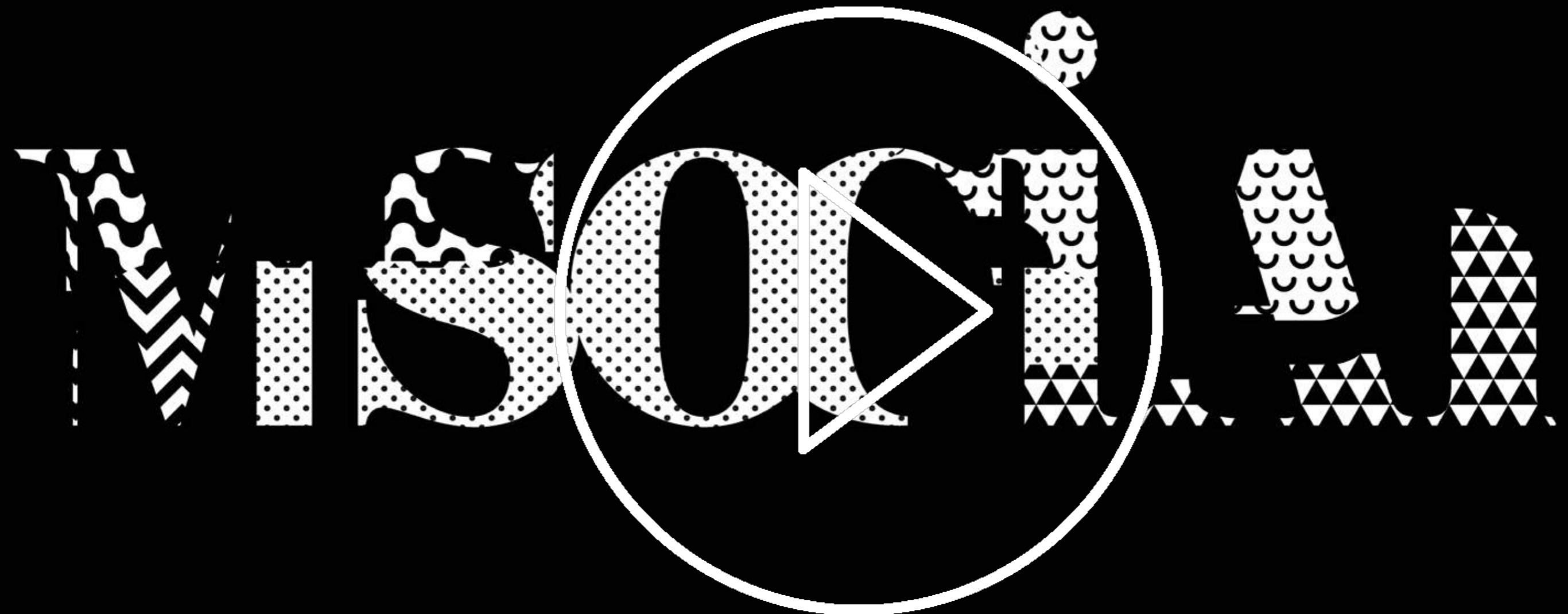
G.A Brand Design



Brand Collateral

M Social

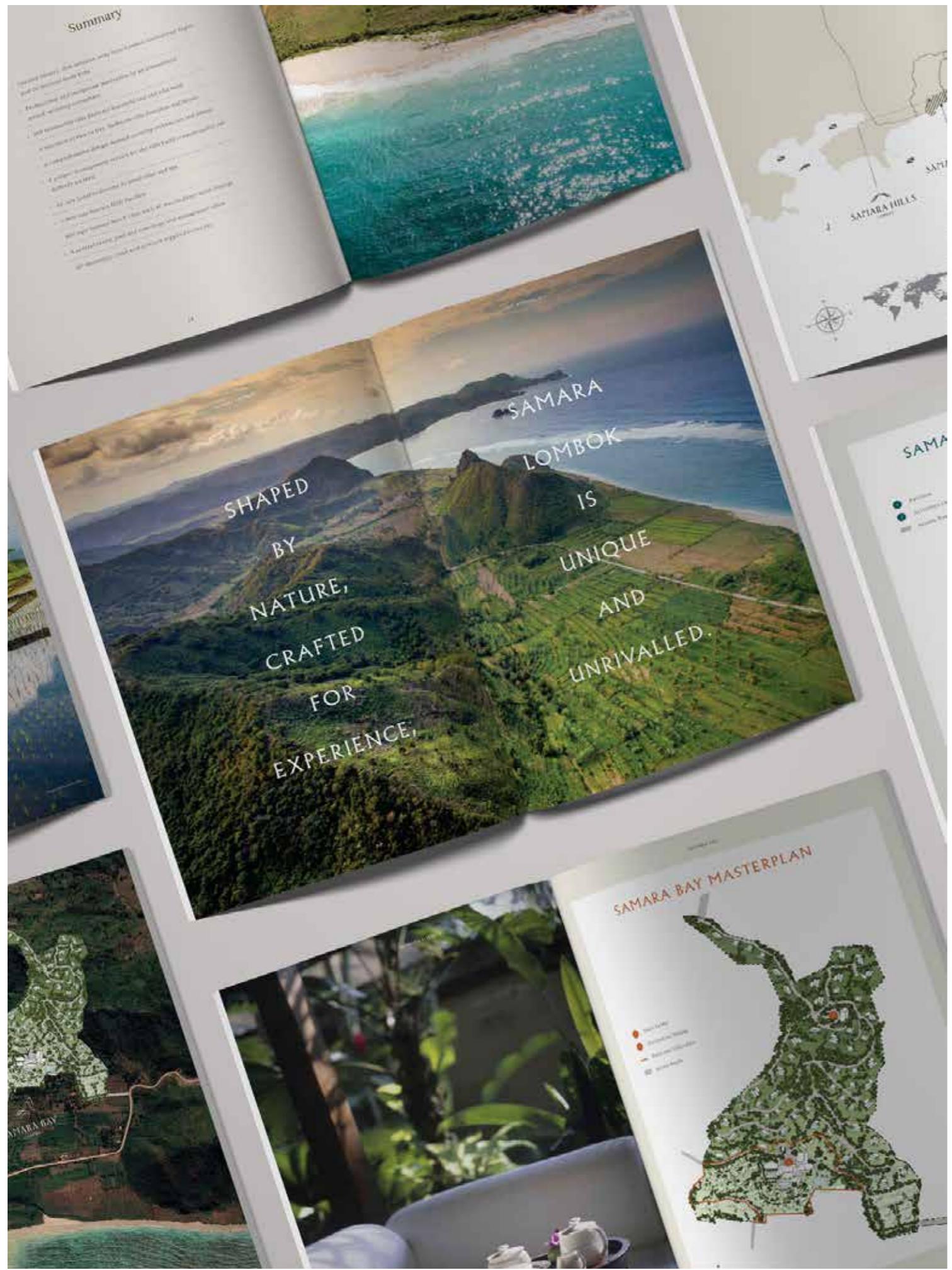
G.A Brand Design



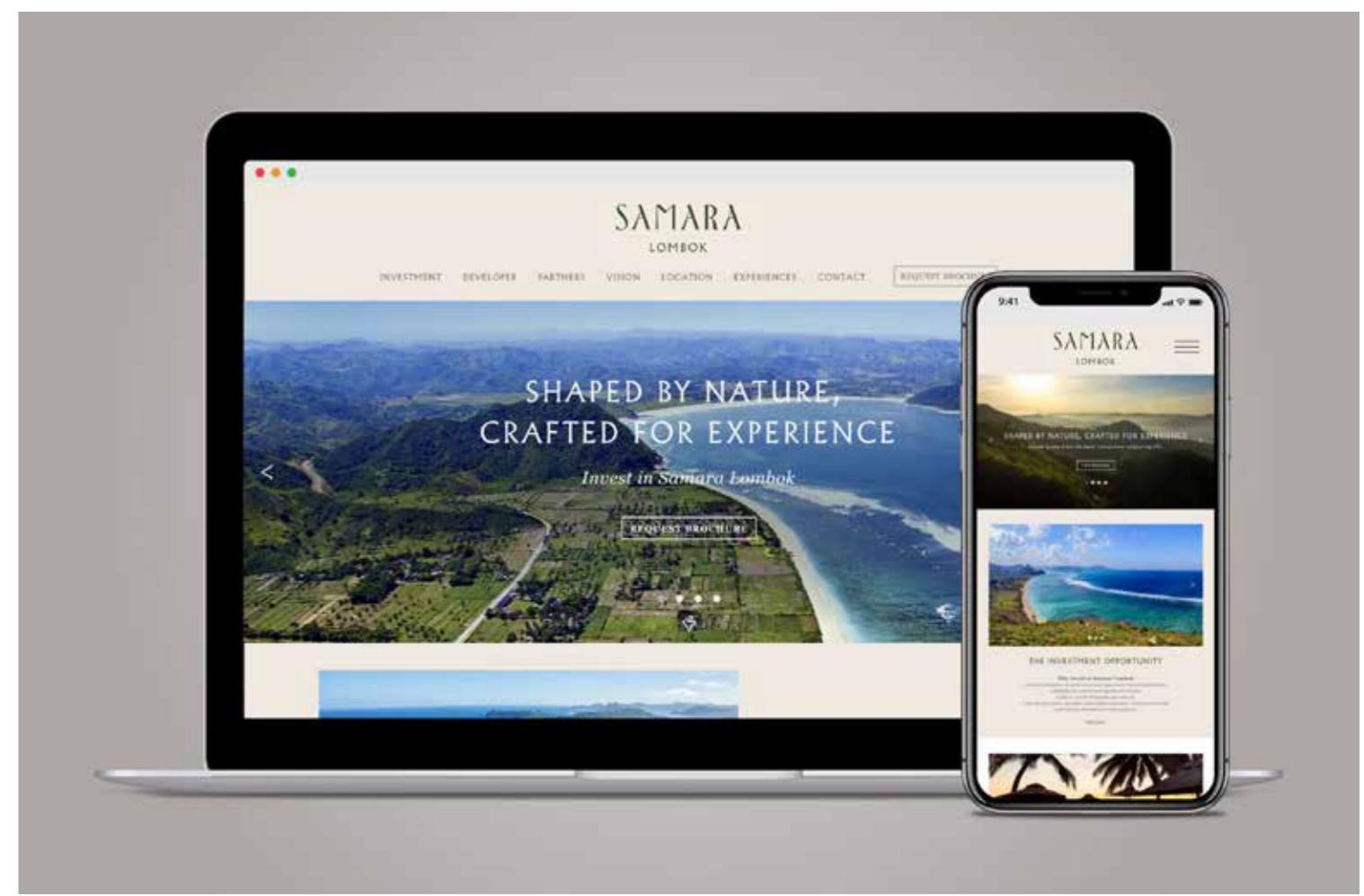
## **Samara Lombok**

Project scope included: Brand architecture & strategy, brand design, brand guidelines, consumer insights, website, mobile application, advertising (ATL and digital) and film.





Brand Collateral



Samara Lombok

G.A Brand Design

## **JW Marriott Hotel Nara**

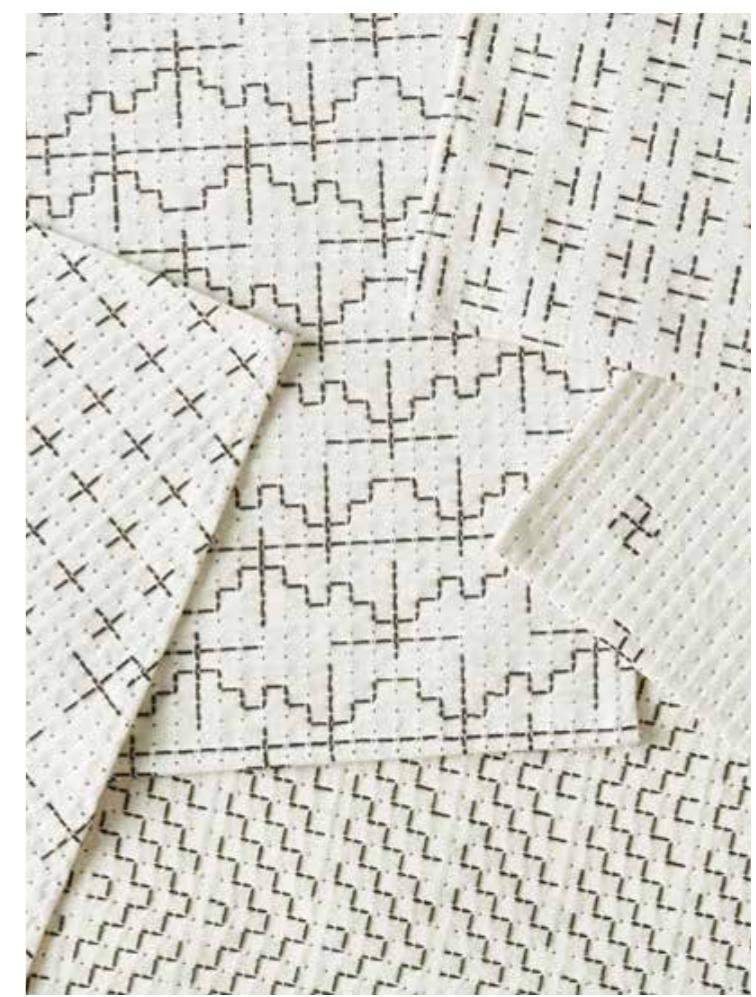
As G.A's interior designers developed the schemes for public spaces, guestrooms and F&B areas, G.A Brand Design worked alongside the interior design team to create three brand identities for the hotel's restaurants.

**JW Marriott Hotel Nara**  
Silk Road Dining (All Day Dining)

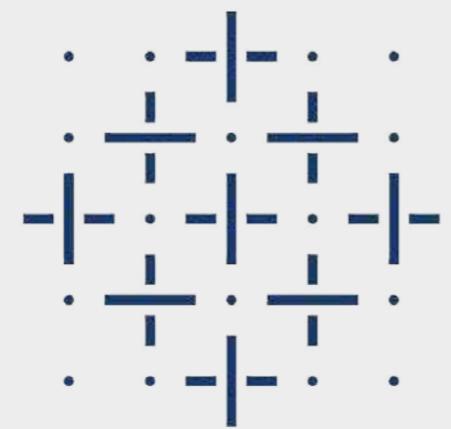


Interior and Reference Images

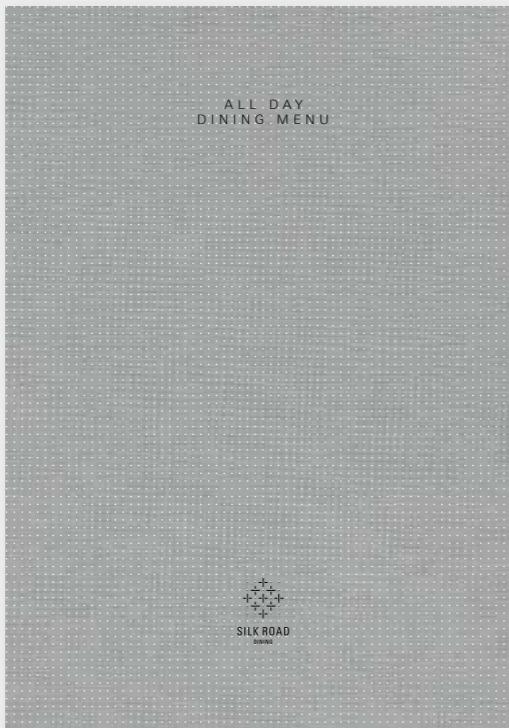
Silk Road Dining (All Day Dining)



G.A Brand Design



# SILK ROAD DINING



**JW Marriott Hotel Nara**  
Azekura (Premium Japanese Restaurant)



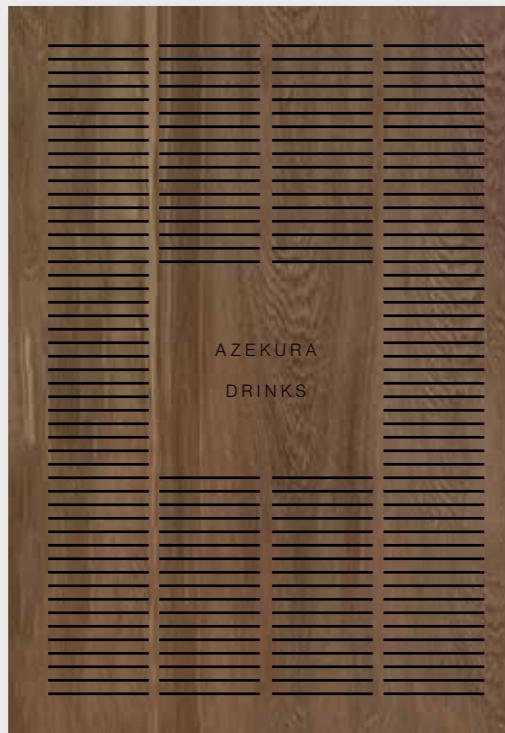
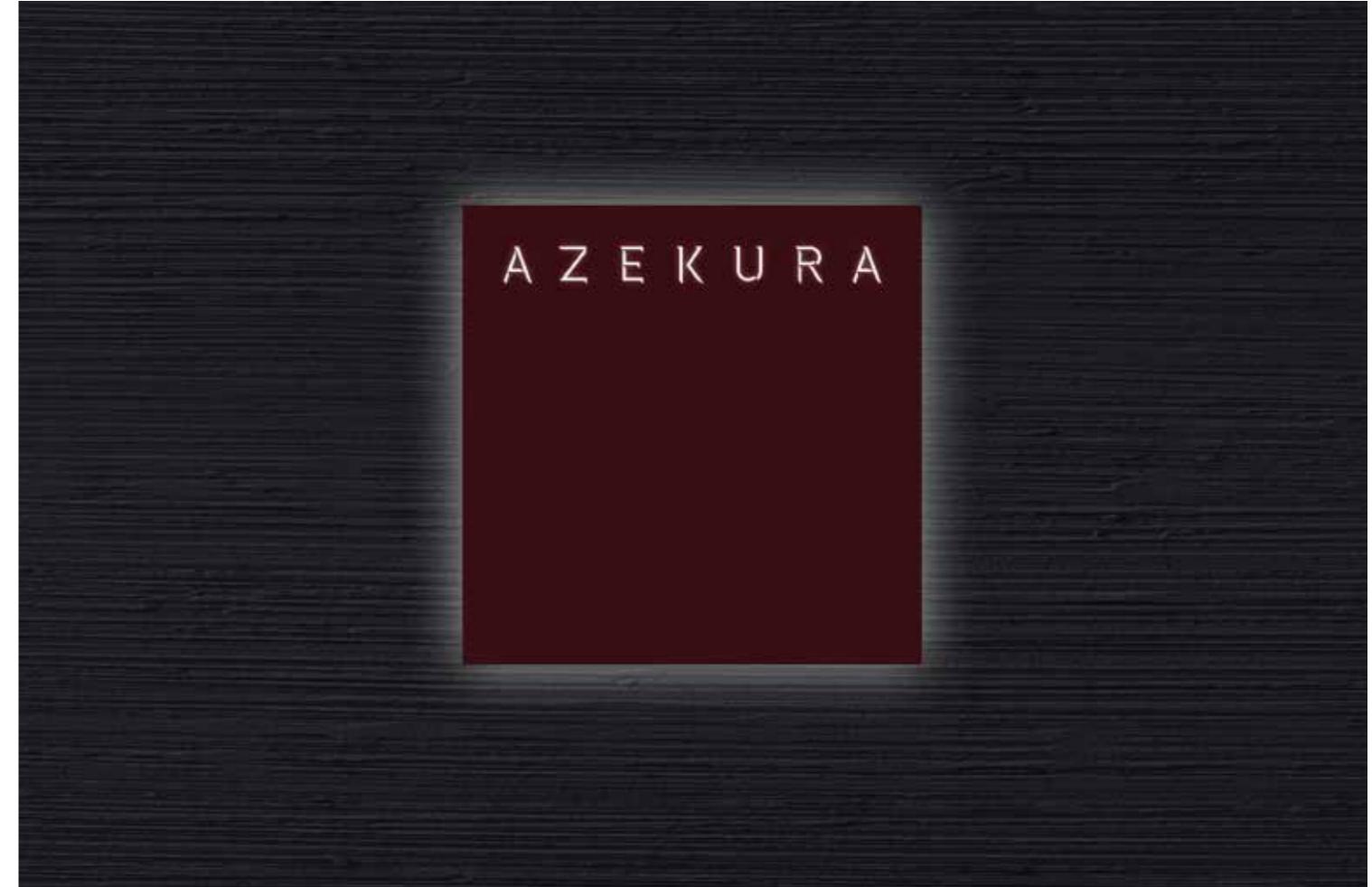
Interior and Reference Images

Azekura (Premium Japanese Restaurant)



G.A Brand Design

# AZEKURA



日本	シャンパー
<u>日本</u>	<u>シャンパー</u>
<u>White Wine</u>	<u>ニュ</u>
白ワイン	Champagne
2015 Jacquot Cuvée Alpha ジャクカル キュヴェ アルファ	35,200
2008 Dom Pérignon ドンペリニヨン	44,000
2008 Dom Pérignon ドンペリニヨン	44,000
2015 Hishiyama Blanc de Tokiwa 美山ブラン 鳥居平今村	8,400
2015 Hishiyama Blanc de Tokiwa 美山ブラン 鳥居平今村	8,400
2015 Tomi White Tonino Oka Winery, Yamanashi 登美 白 登美的丘ワイナリー	35,200
2015 Tomi Red Tonino Oka Winery, Yamanashi 登美 赤 登美的丘ワイナリー	35,200
2016 Tomi Red Tonino Oka Winery, Yamanashi 登美 赤 登美的丘ワイナリー	35,200
2015 Krap Grande Cuveé クリップグランデ キュヴェ	36,000 / 56,000
1995 Charles Heidsieck Blanc des Millénaires シャルル エドシック ブラン デ ミレニアール	60,000
2008 Tattinger Collection Sébastien Salgado タッティンガー コレクション セバス チャン サルガド	88,000
2004 Cristal Brut Louis Roederer クリスタル ブル ルイ・ローデル	88,000
2000 Dom Pérignon P24,000 ドンペリニヨン P2	94,000
2006 Perrier-Jouët Cuvée Belle Époque Blanc de Blancs ペリエ ジュエ キュヴェ ベル エポック ブラン ド ブラン	135,500
2007 Salon サロン	185,000

表記料金に別途消費税・サービス料12%を加算させて  
いただきます。  
All prices are subject to consumption tax and 12% Service Charge.

**JW Marriott Hotel Nara  
Flying Stag (Lobby Lounge)**



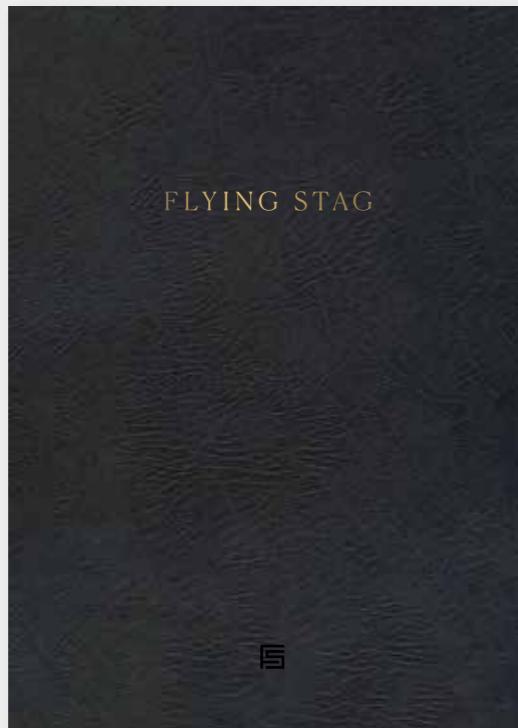
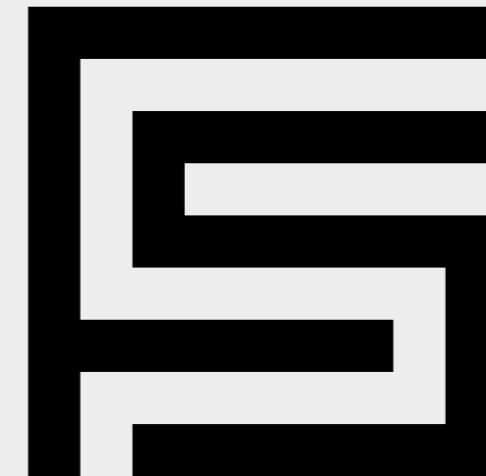
Interior and Reference Images

Flying Stag (Lobby Lounge)



G.A Brand Design

# FLYING STAG



## GOURMET SANDWICH グルメサンドイッチ

All sandwiches served with fresh or  
vegetable chips.

フレンチフライまたはスティックサラダヒュームに

**Chickpea Salad Sandwich**  
2,650  
Sourdough bread  
Mashed chickpeas, sprouts, lemon juice,  
celery, green onion, hummus, micro greens + (soy  
butter optional)

**豆よごし豆サラダサンドイッチ**  
2,650  
Sourdough bread  
Mashed chickpeas, sprouts, lemon juice,  
celery, green onion, hummus, micro greens + (soy  
butter optional)

**Chefs Nigiri Selection**  
Assorted (Nigiri Sushi) 6pc  
握り寿司盛り合わせ6貫

6,000  
12:00-14:30 and 17:30-20:30

校倉より 12:00-14:30 and 17:30-20:30

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校倉より 12:00-14:30

## **Crowne Plaza Jeddah**

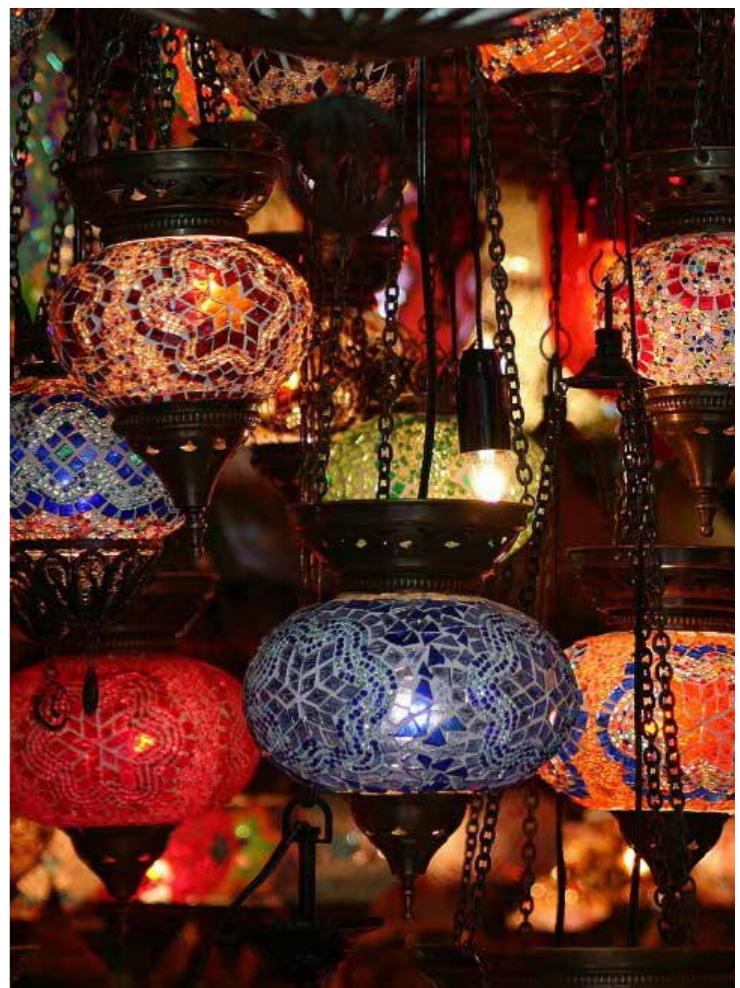
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**Crowne Plaza Jeddah**  
Mavi (All Day Dining)

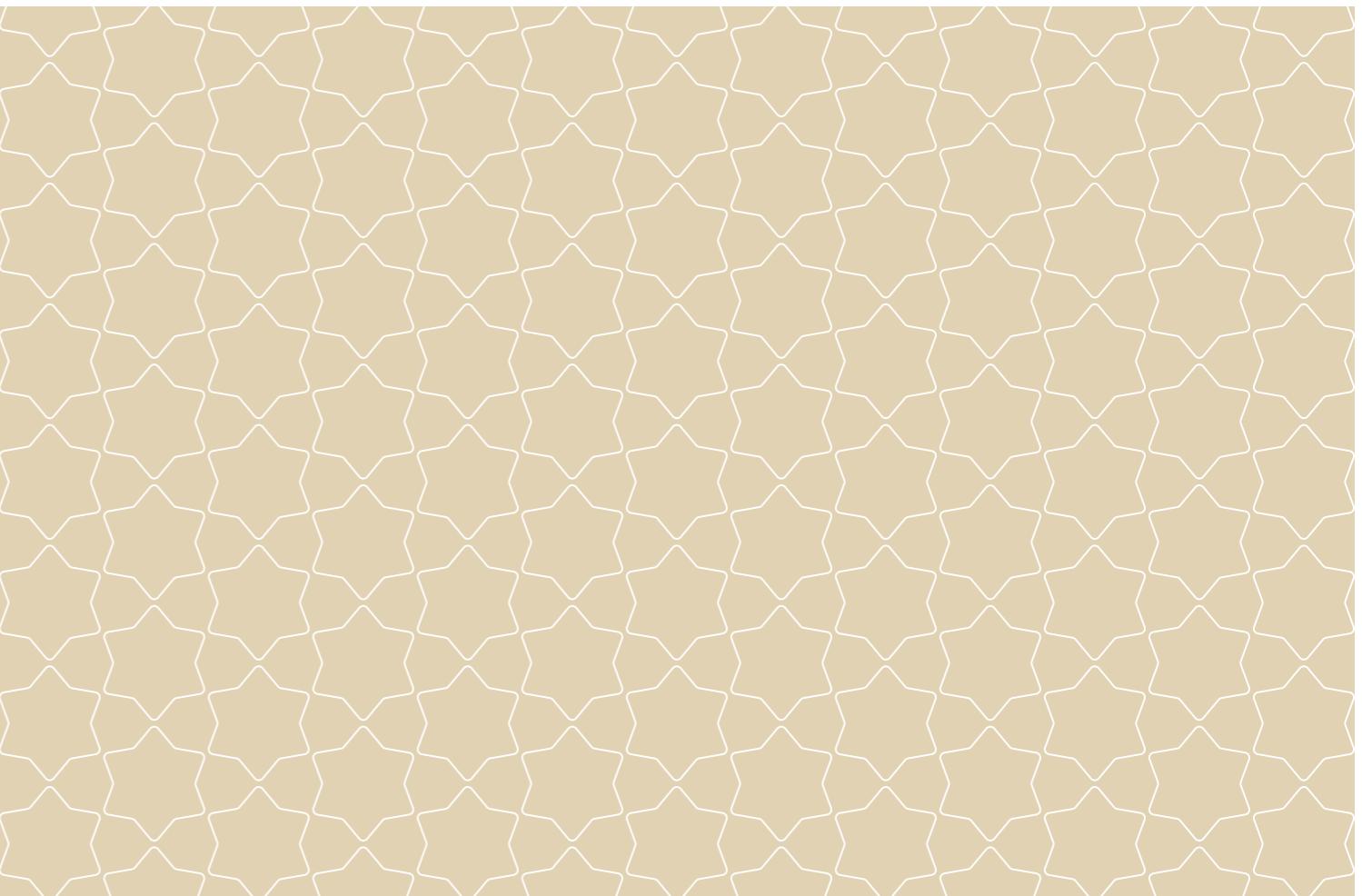


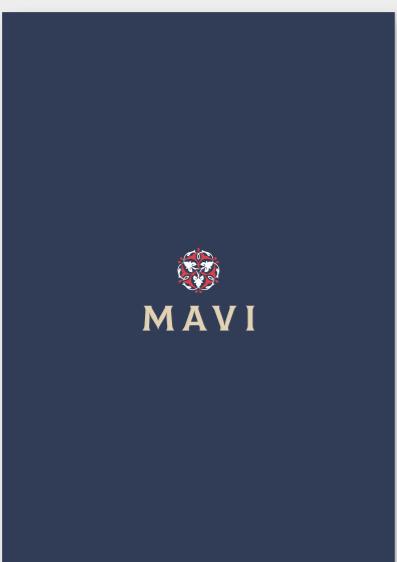
Interior and Reference Images

Mavi (All Day Dining)



G.A Brand Design



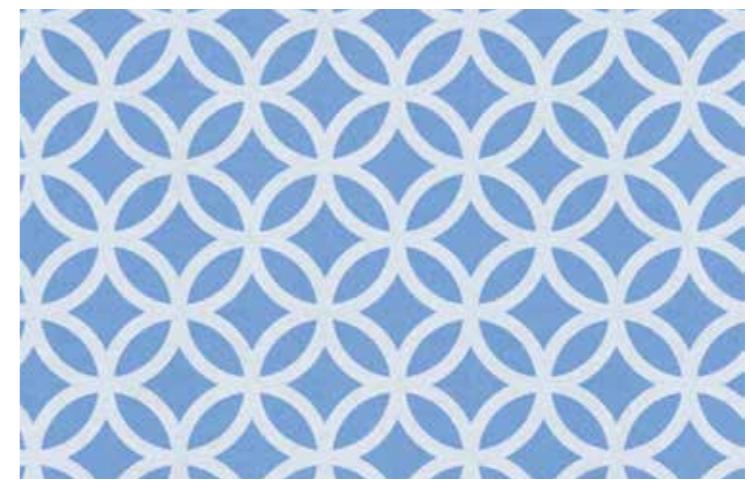
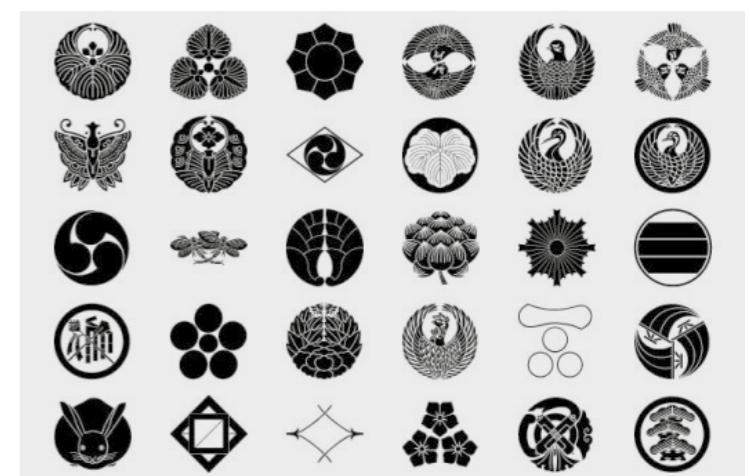


**Crowne Plaza Jeddah**  
Ryōma (Premium Japanese Restaurant)

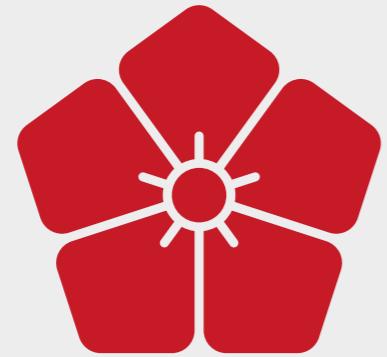


Interior and Reference Images

Ryōma (Premium Japanese Restaurant)



G.A Brand Design

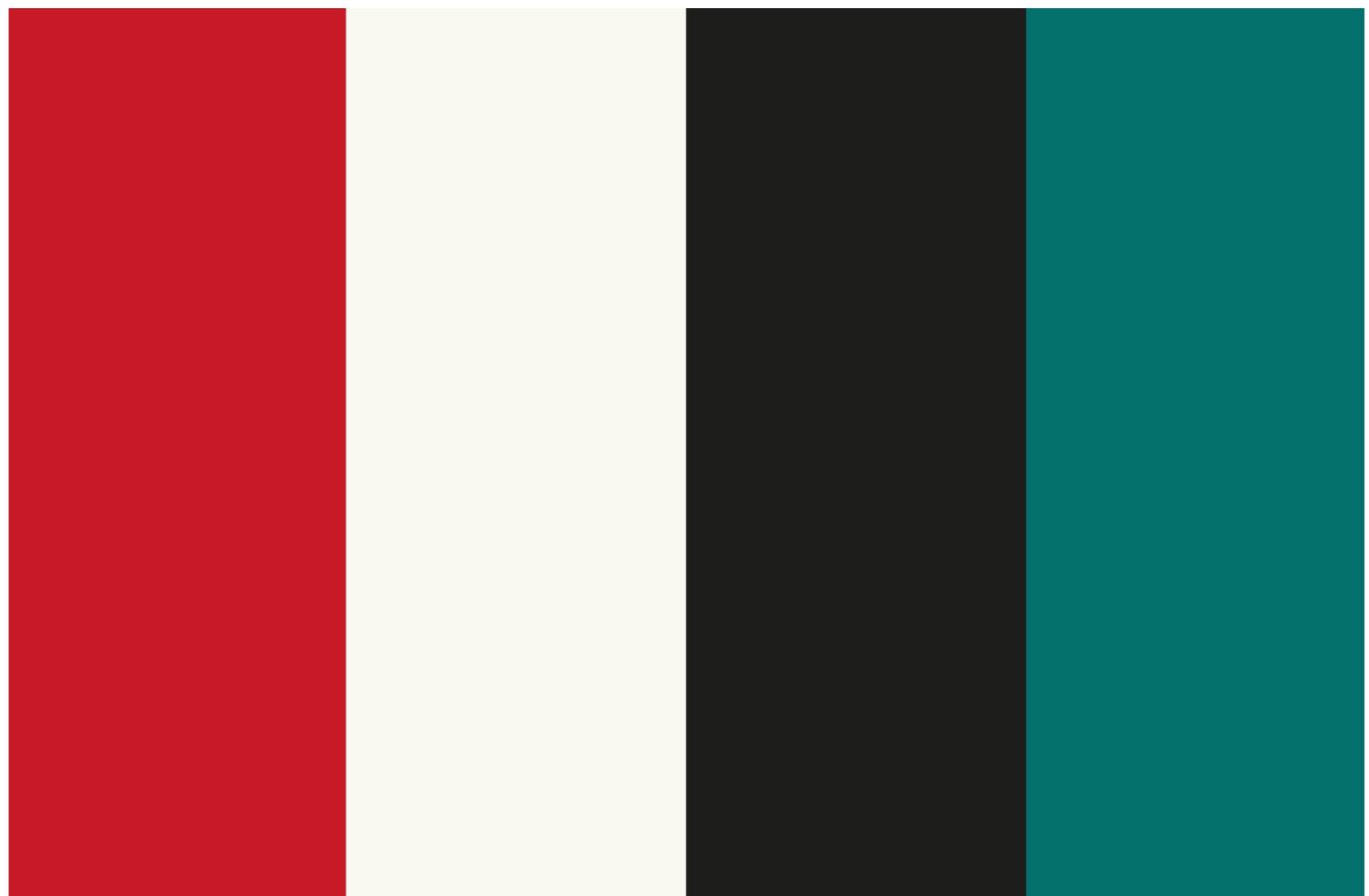


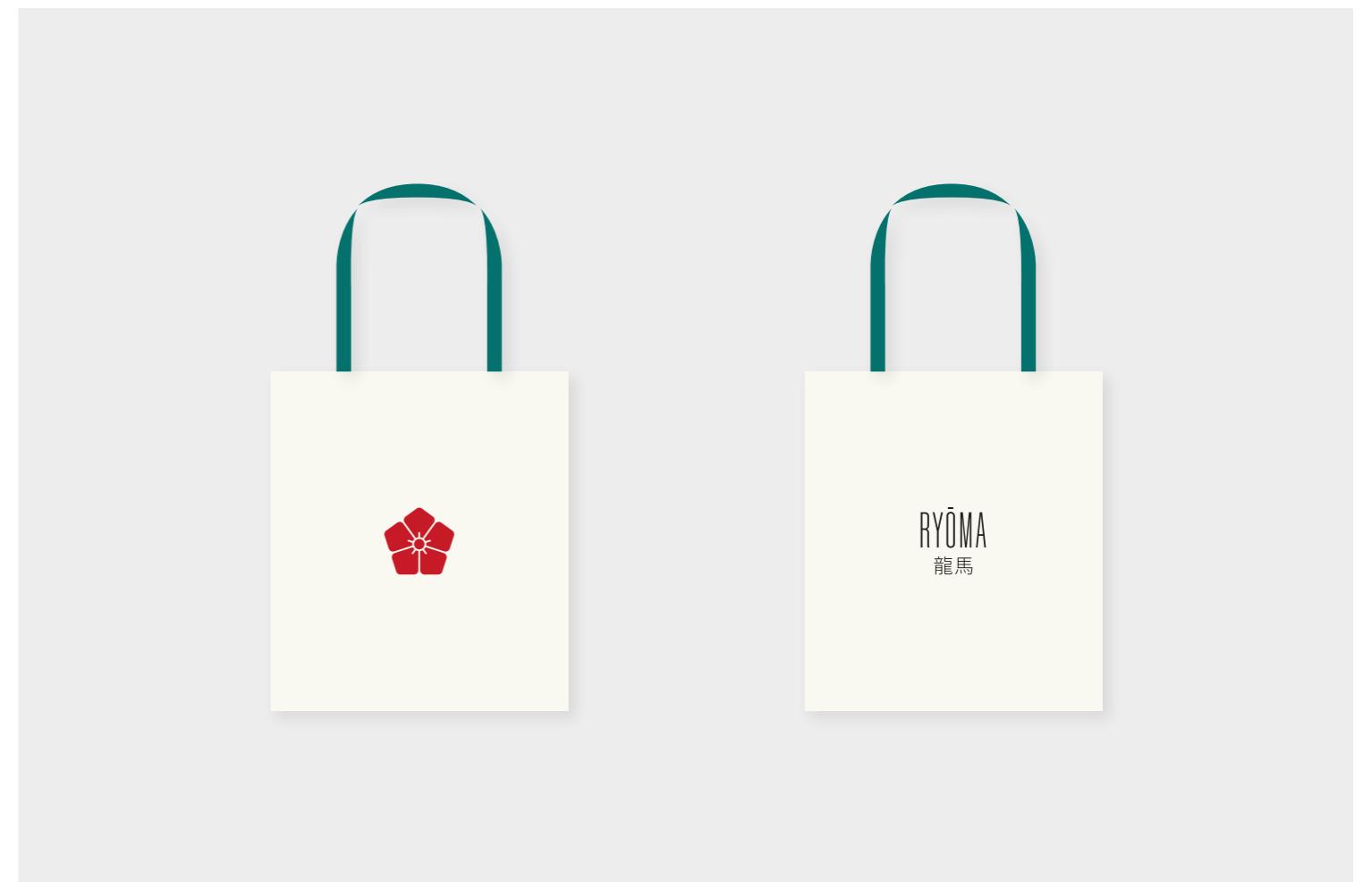
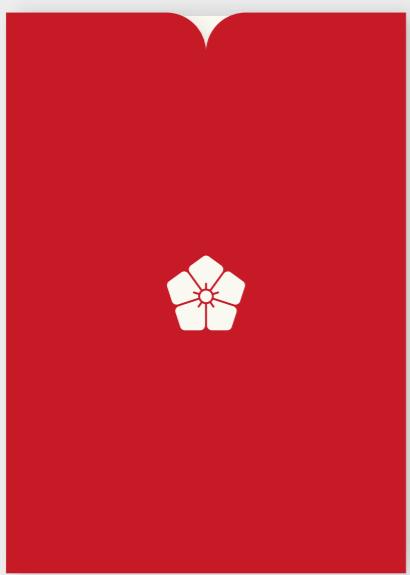
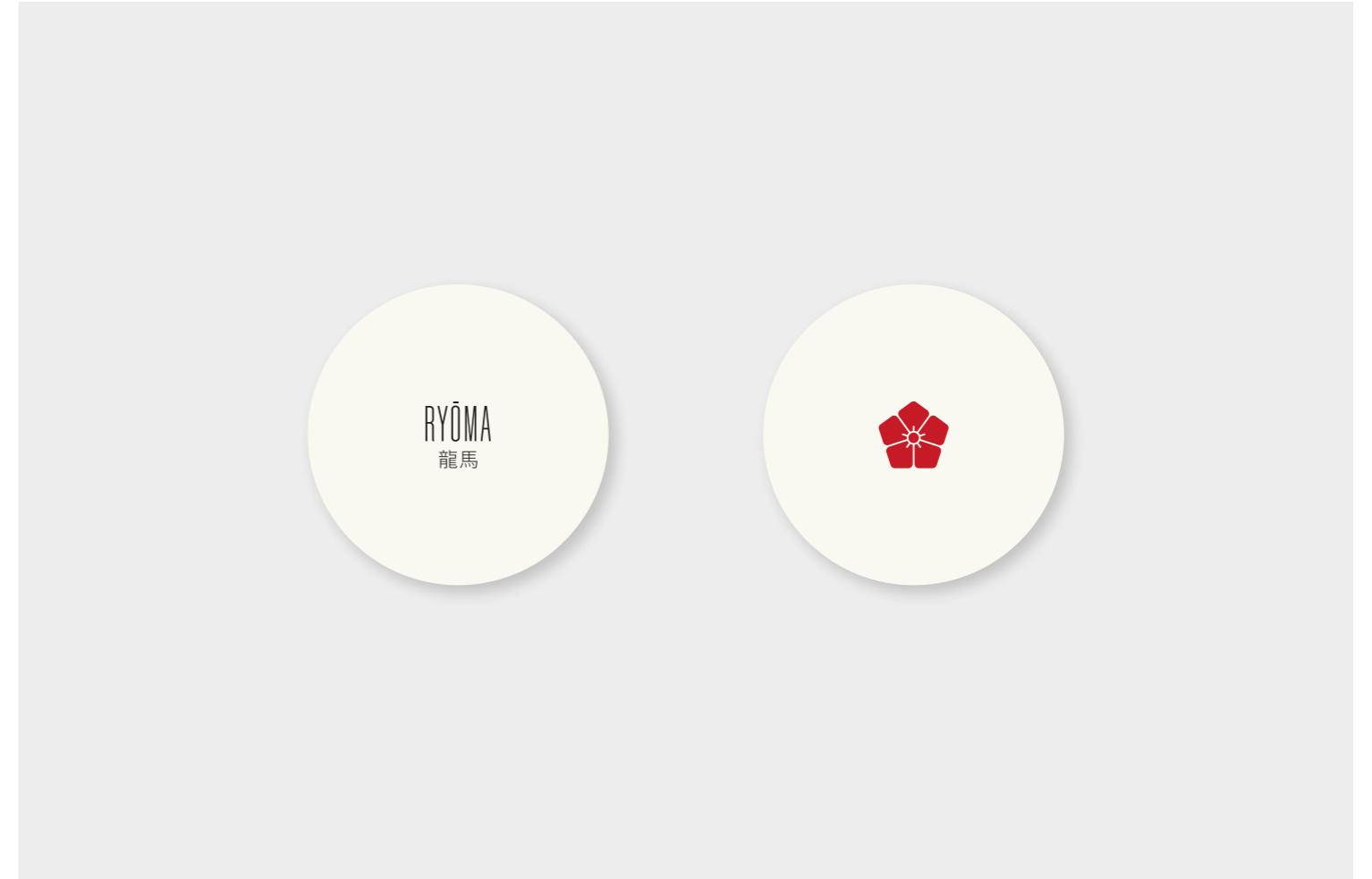
RYŌMA

龍馬



RYŌMA  
龍馬





**Crowne Plaza Jeddah  
Orta (Turkish Coffee Shop)**



Interior Visual and Reference Images

Orta (Turkish Coffee Shop)

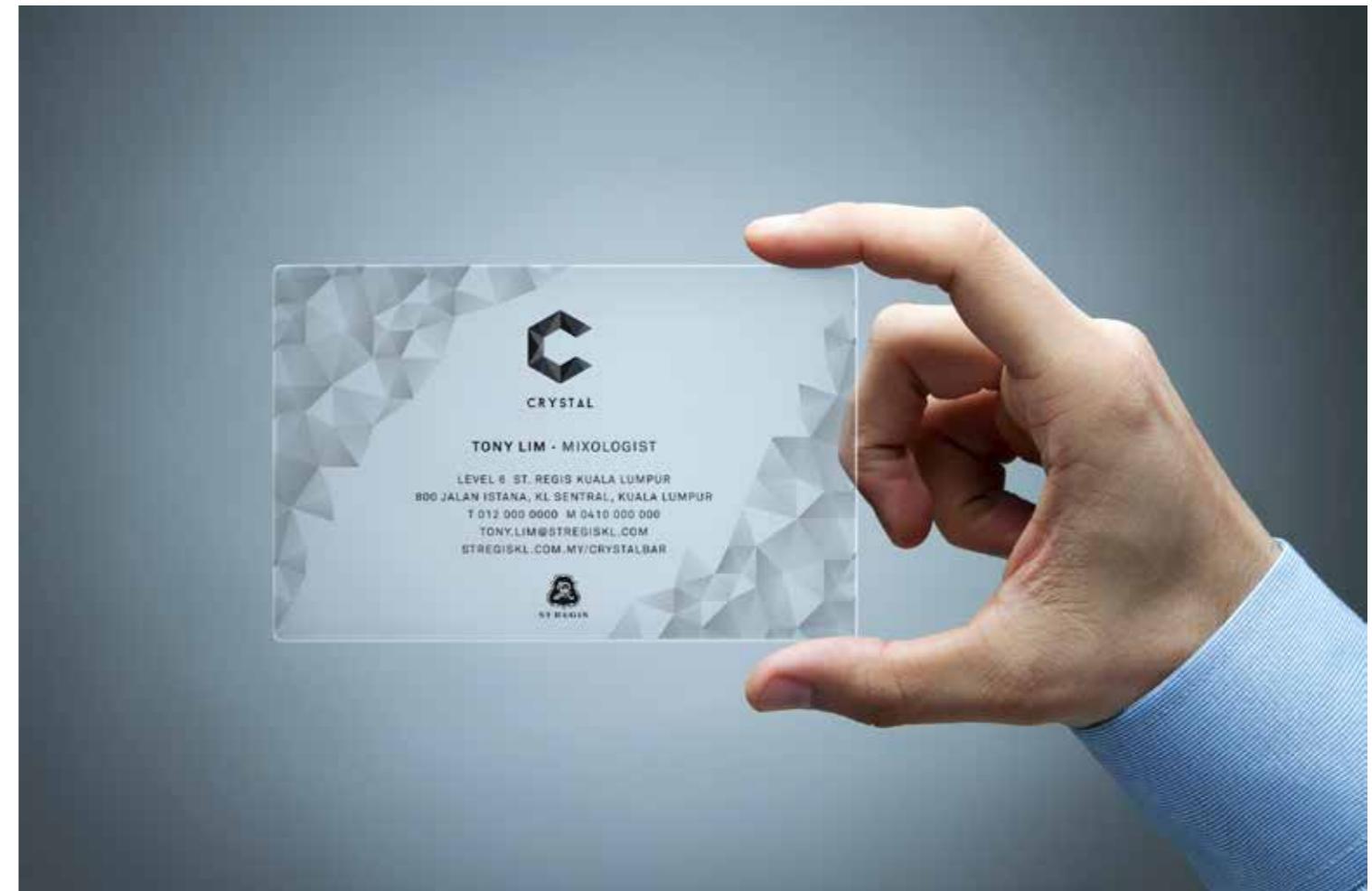
G.A Brand Design

# ORTA





# **The St. Regis Kuala Lumpur Crystal Bar**



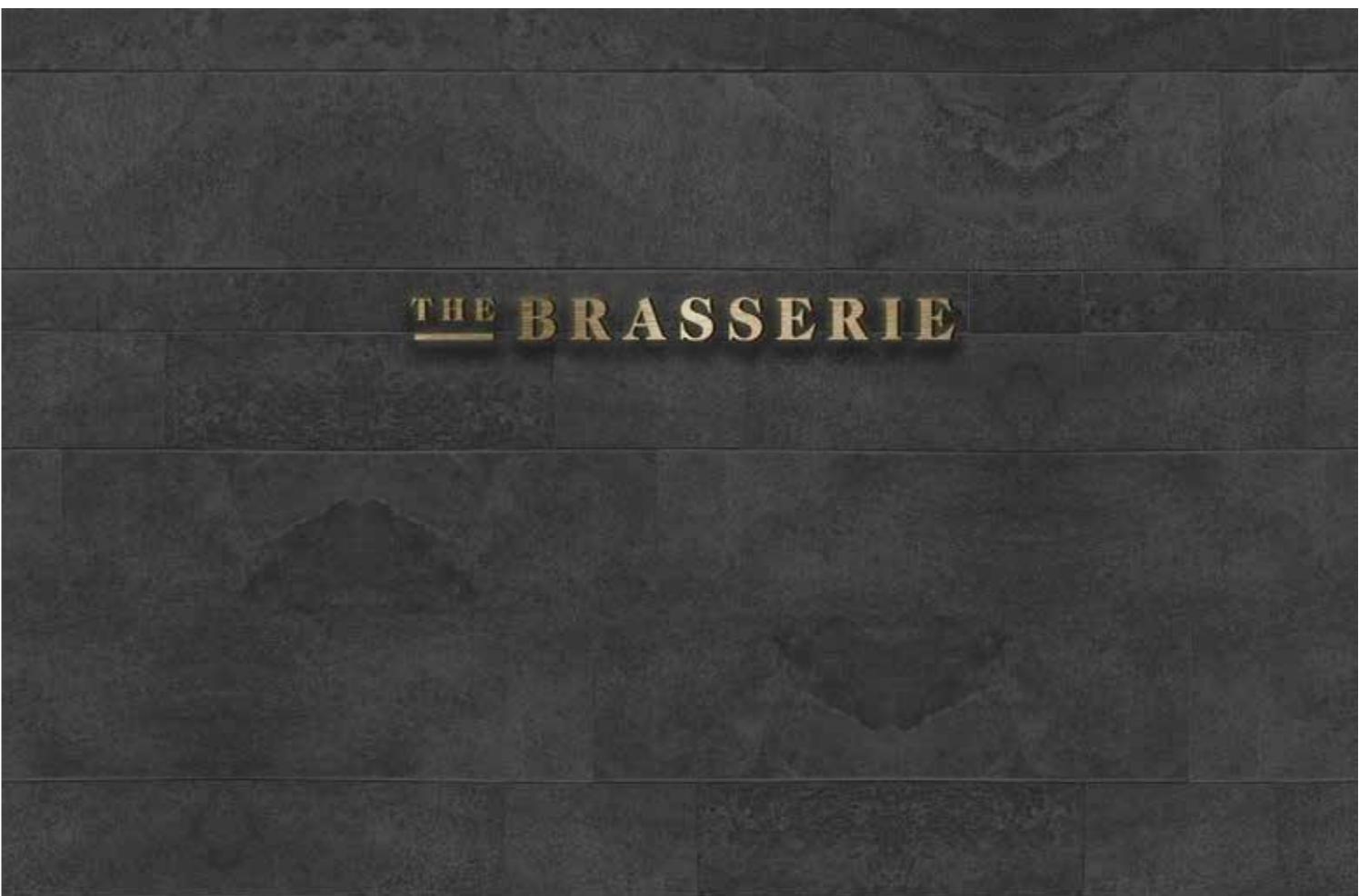
Brand Collateral

Crystal Bar

G.A Brand Design

# **The St. Regis Kuala Lumpur**

## **The Brasserie**



# **The St. Regis Kuala Lumpur**

## The Drawing Room



Brand Collateral



The Drawing Room

G.A Brand Design

## **Pinch Bistro, Kuala Lumpur**

# PINCH.



Logo and Brand Collateral

Pinch Bistro

G.A Brand Design

## **Our Projects**

### Residential

## **Alya Kuala Lumpur**

Project scope included: Brand architecture, press advertising, digital advertising, website, EDM, film, collateral, sales gallery renovation (ID), art consulting and signage..







JENDELA  
ALYA





## **Aspire Tower**

Project scope included: Branding, press advertising, digital advertising, website.

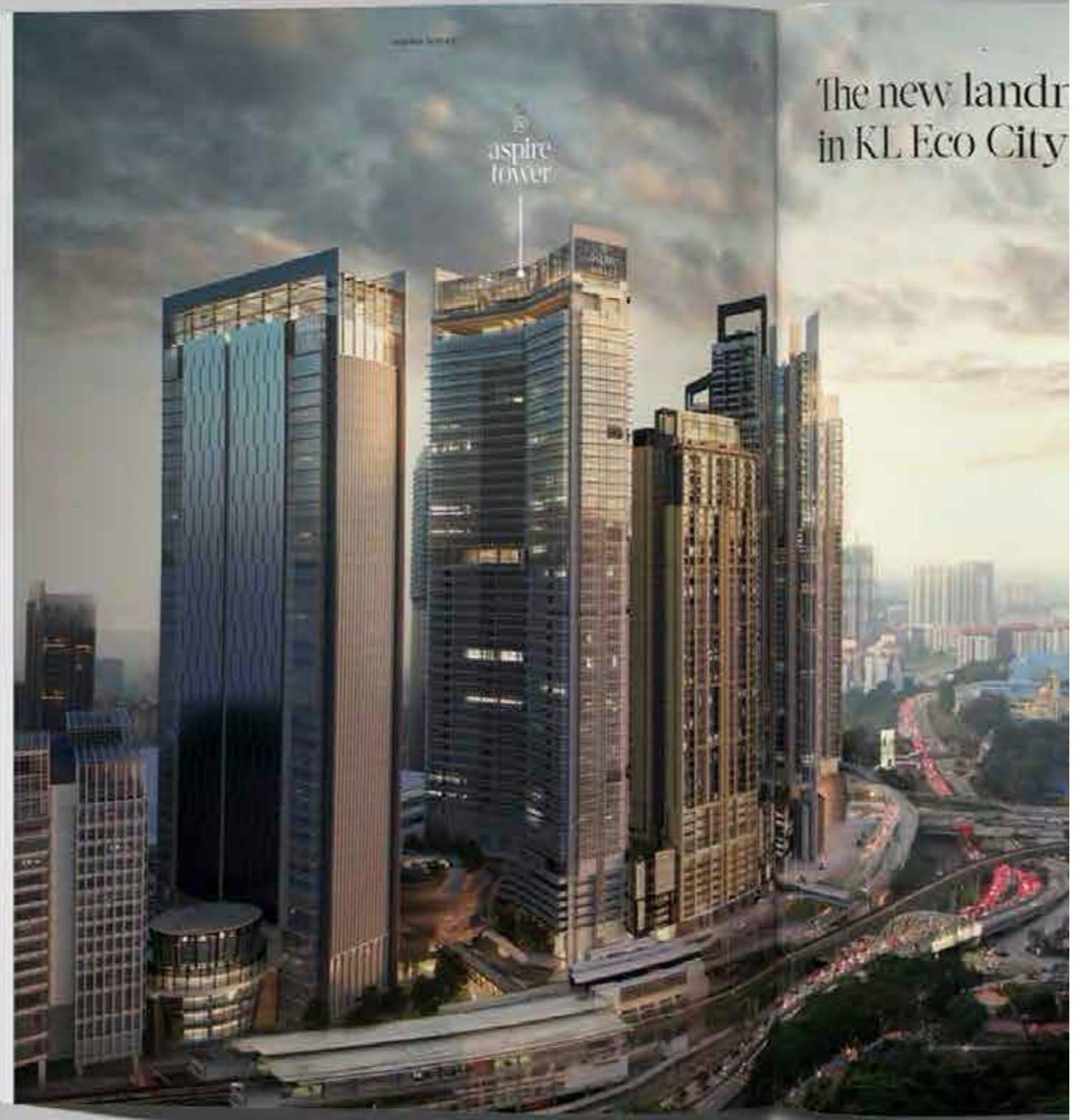
@  
aspire  
tower

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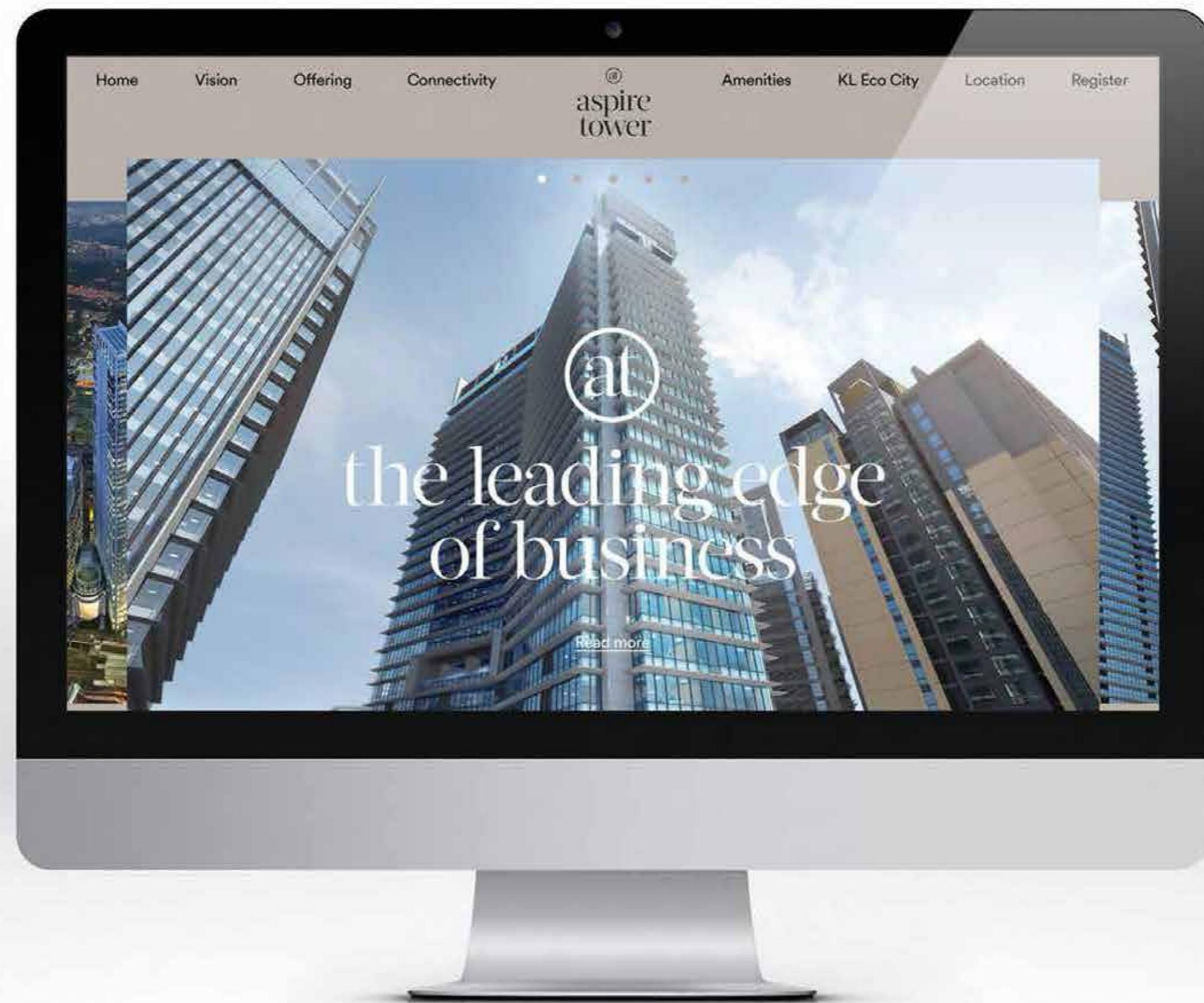


## workstyle at aspire tower

A dynamic new concept heralding  
the future of business, today.



The new landr  
in KL Eco City



# **Our Projects**

## Venture Capital

## **Rascal Republic**

Project scope included: Branding, website, film, brochures,  
In-boat collateral, online magazine.



EXPERIENCE

THE



GREAT

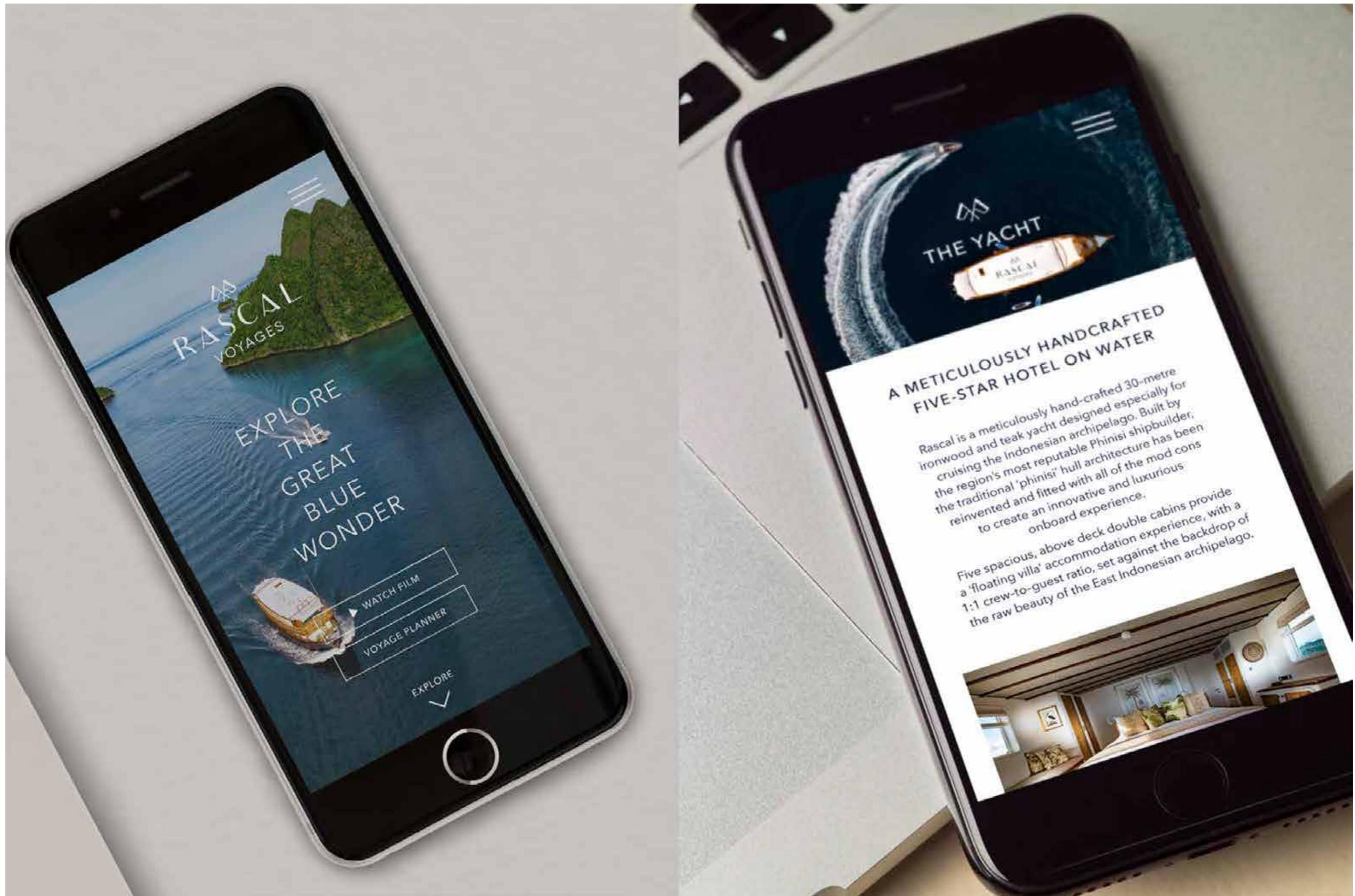
BLUE

WONDER

LAUNCH YOURSELF  
ON AN OFF-THE-GRID  
ADVENTURE WITH  
NO COMPROMISE  
ON LUXURY

OUR PHILOSOPHY  
OUR APPROACH  
DESTINATIONS  
THE YACHT  
EQUIPMENT ON BOARD  
ITINERARIES  
ACTIVITIES & RECREATION  
ACTIVITIES & EXCURSIONS  
VOYAGES  
SERVICE & DINING  
CONTACT

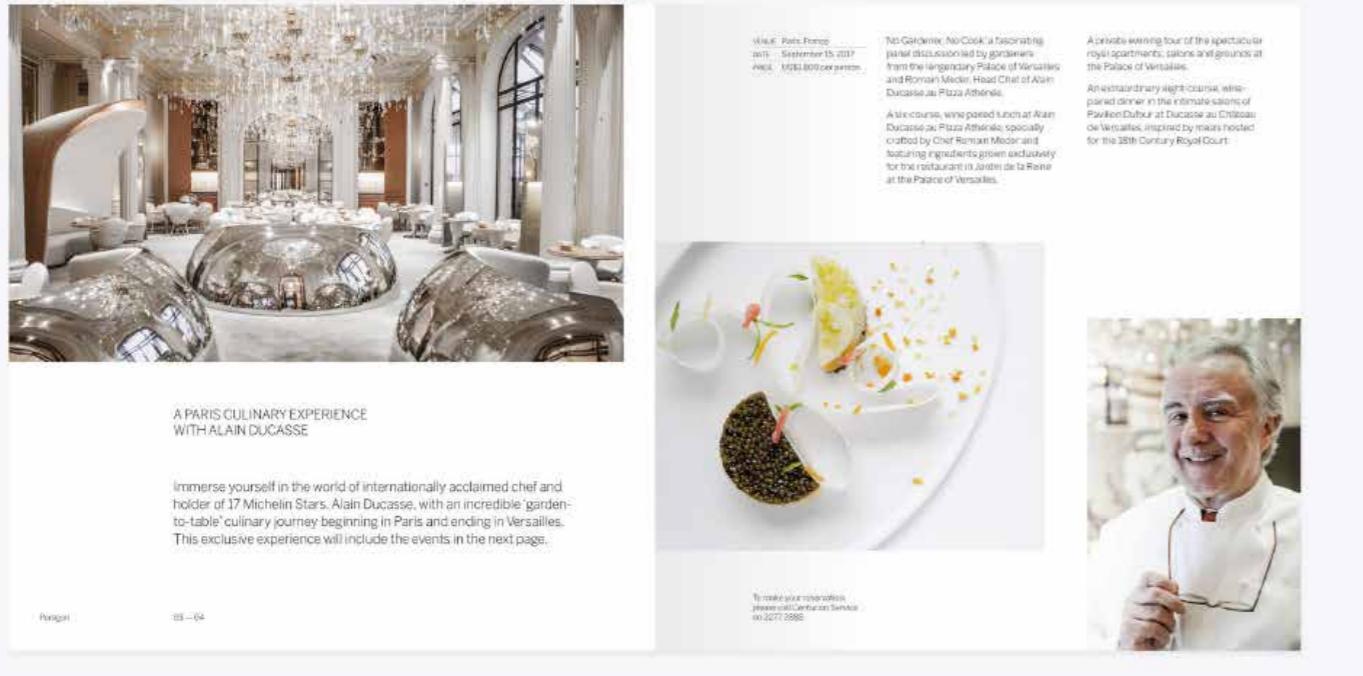


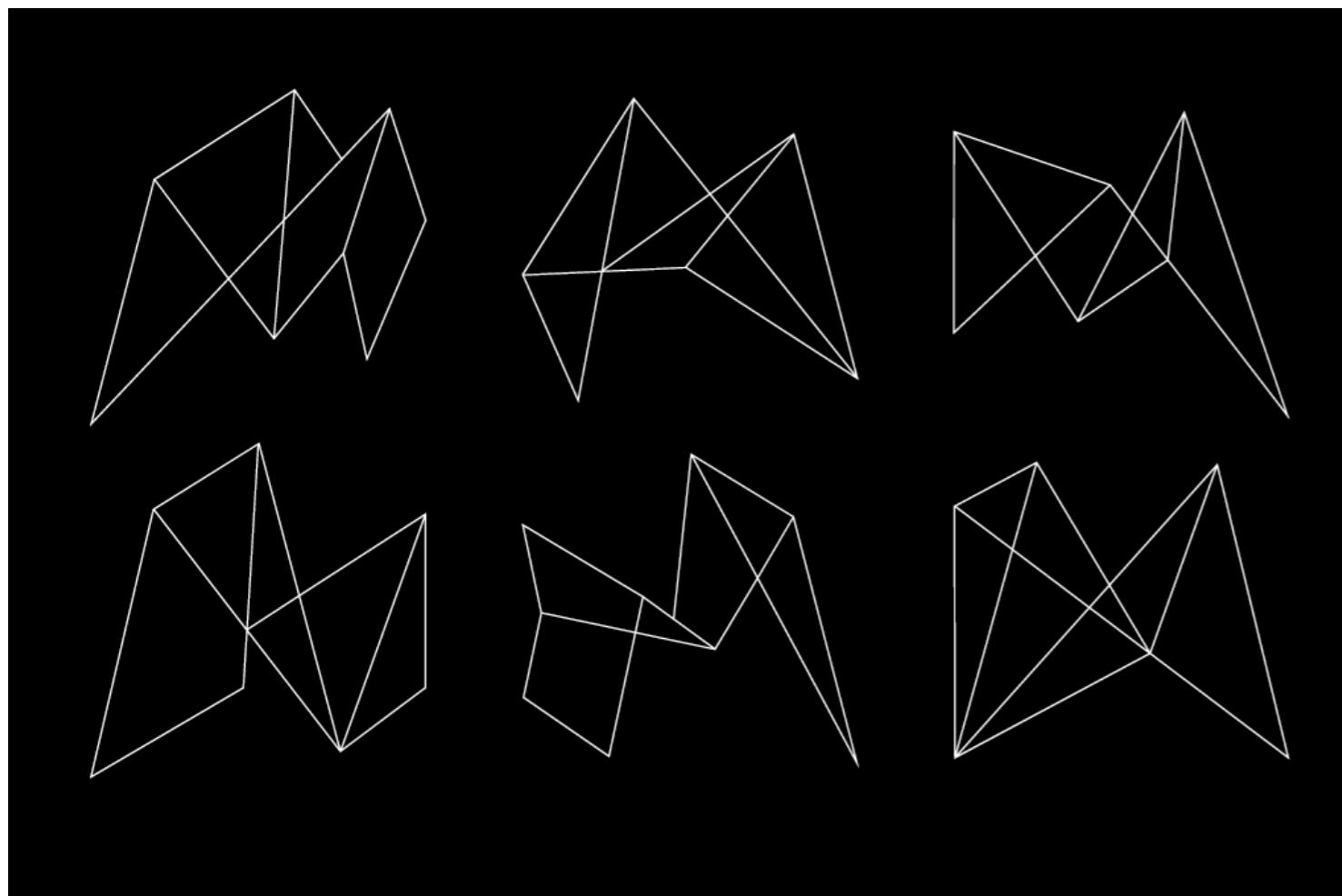
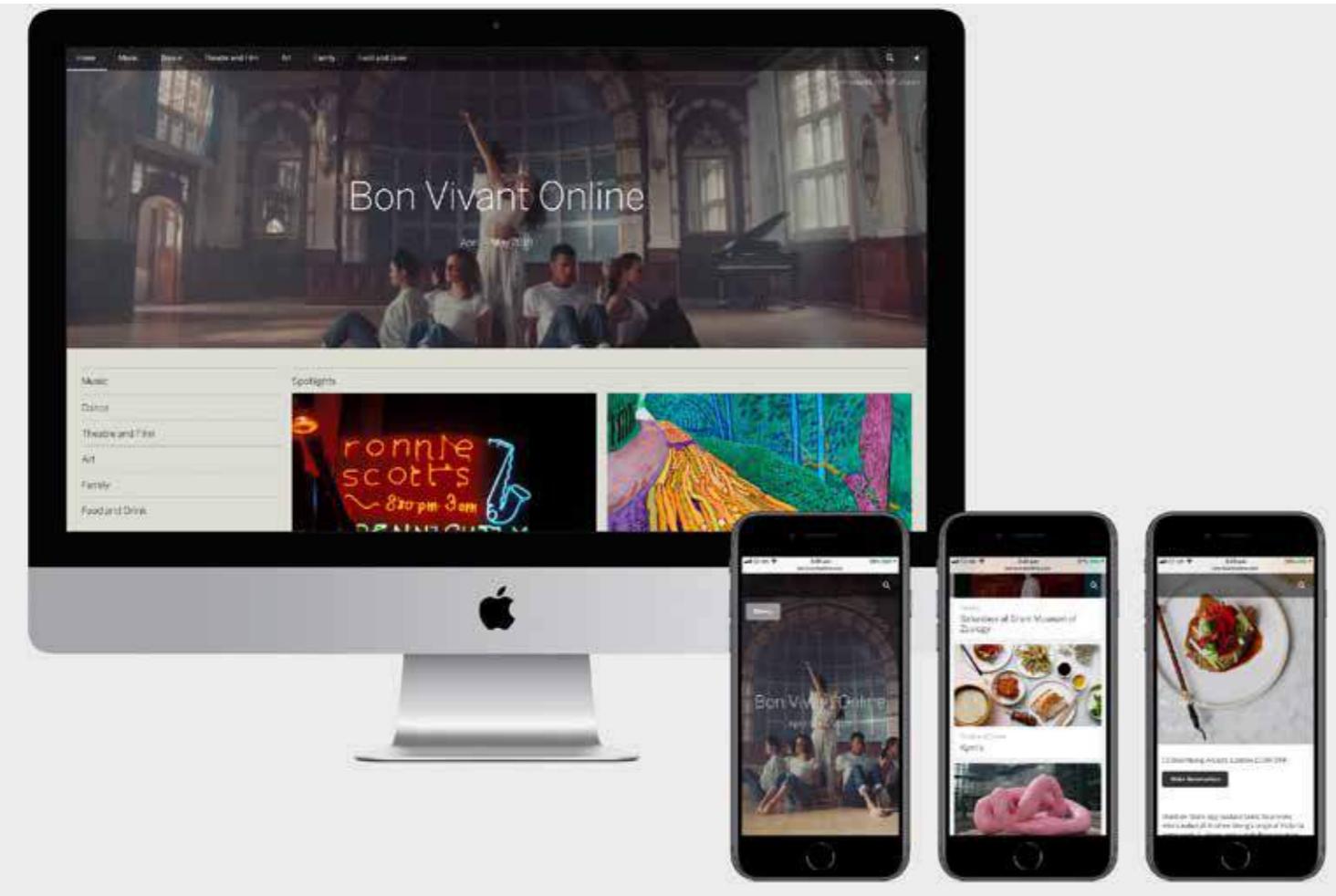


## **Our Projects**

### Luxury Products & Services

**American Express Centurion**  
Curating the very best cultural picks for top-tier  
Amex Centurion customers.

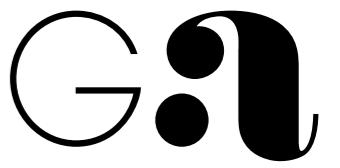




Brand Collateral

American Express Centurion

G.A Brand Design



Thank you.