

LEAH PERONI

A DESIGN STORY

WANDERLUX COLLECTION

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Wanderlux Collection is boutique hotel collective started up in 2018 by a seasoned travel advisor in Cape Coral, Florida. I was approached by the newly invested owner to create a logo, brand concept and website. Here is a brief story of the creative journey.



03 WANDERLUX COLLECTION

A DESIGN STORY

LOGO CONCEPTS AND DESIGN

When the owners came to me with their wishes for logo design, they had no real concept of what they wanted except for 2 pre-requisites:

1. A "W" was to be the main focal point of the design
2. Use of a "royal" color scheme
3. No tagline was to be incorporated.

At this time the company was to be called "Wanderlux", I provided 4 logo designs based on their requirements.

Once the client was able to review the first 4 logo designs, they were able to decide what direction they wanted to go in and provided more feedback. They selected the second version and requested that the next iteration of logos was to have a crown incorporated into the "W".

Three new designs were provided. Based on the second iteration of logos, they wanted to see more concepts based on their favorite on the sheet, outlined below.

LOGO DESIGN ROUND 1:



LOGO DESIGN ROUND 2:



03 WANDERLUX COLLECTION

A DESIGN STORY

LOGO CONCEPTS AND DESIGN

The clients reaction to the second round of logos, is that they would like a more "simplistic design" based of off the 3rd logo. The following logo designs were born. Based on the third iteration of logos, they wanted to see 3 more concepts based on their favorite on the sheet outlined here.

LOGO DESIGN ROUND 3:



03 WANDERLUX COLLECTION

A DESIGN STORY

LOGO CONCEPTS AND DESIGN

A final logo was selected. Modifications were requested, "Collection" was added to the name "Wanderlux" and a tagline was also added to create the final version.

LOGO DESIGN ROUND 4:



FINAL LOGO

COLOR:

GOLD

CMYK: 0%, 19%, 56%, 20%

RGB: 203, 165, 89

HEX: #CCA55A

FONT USAGE:

PROXIMA NOVA, BOLD - "WANDERLUX"

PROXIMA NOVA, MEDIUM - "COLLECTION"

PROXIMA NOVA, LIGHT - - "TAGLINE"



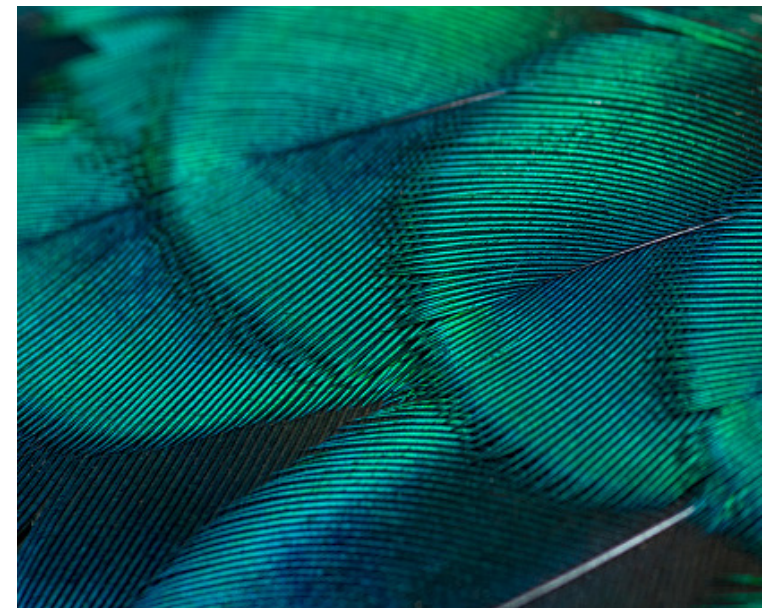
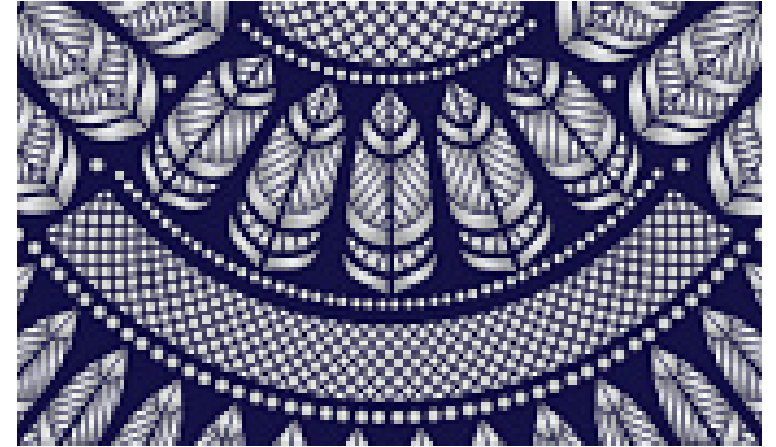
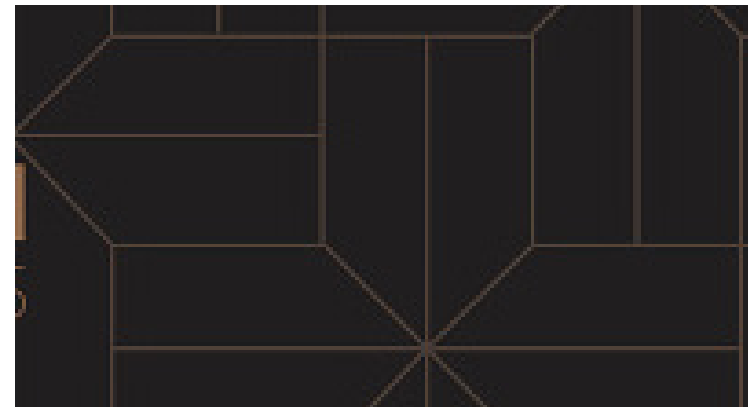
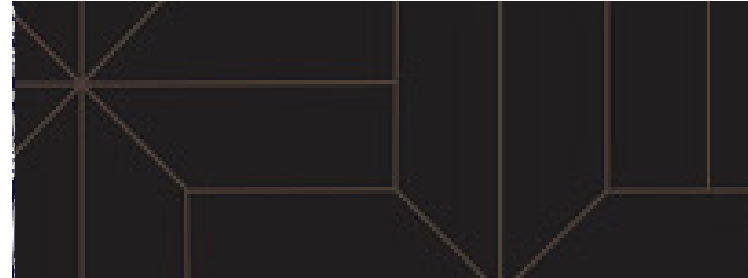
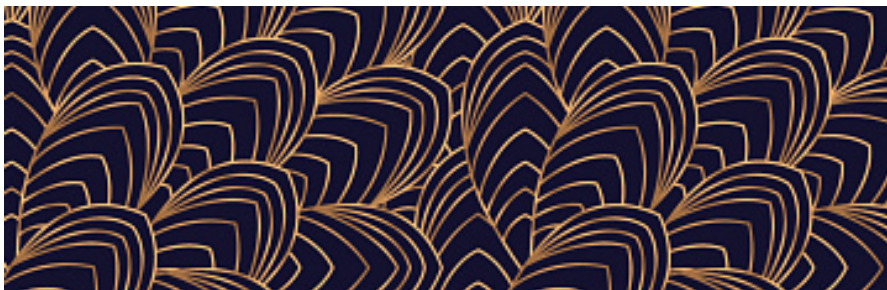
03 WANDERLUX COLLECTION

A DESIGN STORY

WEB DESIGN: FINDING DIRECTION

After gathering all web requirements using a questionnaire submitted to the client, I discovered that they wanted a whimsical, modern bohemian concept. I gave them 2 mood boards to pick from to determine which direction to take the website design.

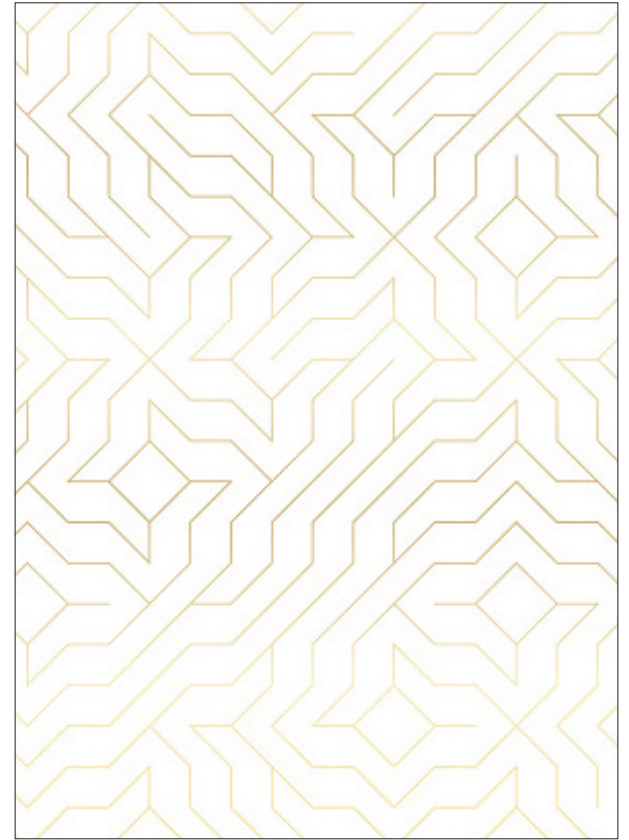
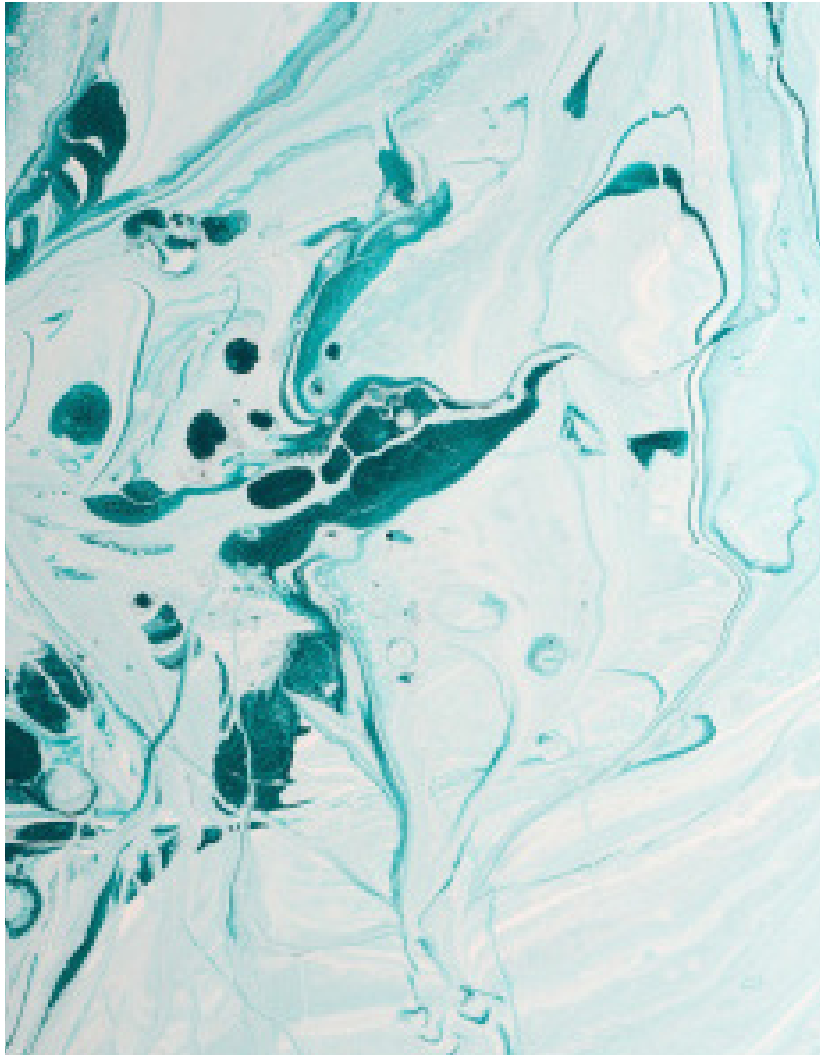
MOOD BOARD 1:



03 WANDERLUX COLLECTION

A DESIGN STORY

MOOD BOARD 2:



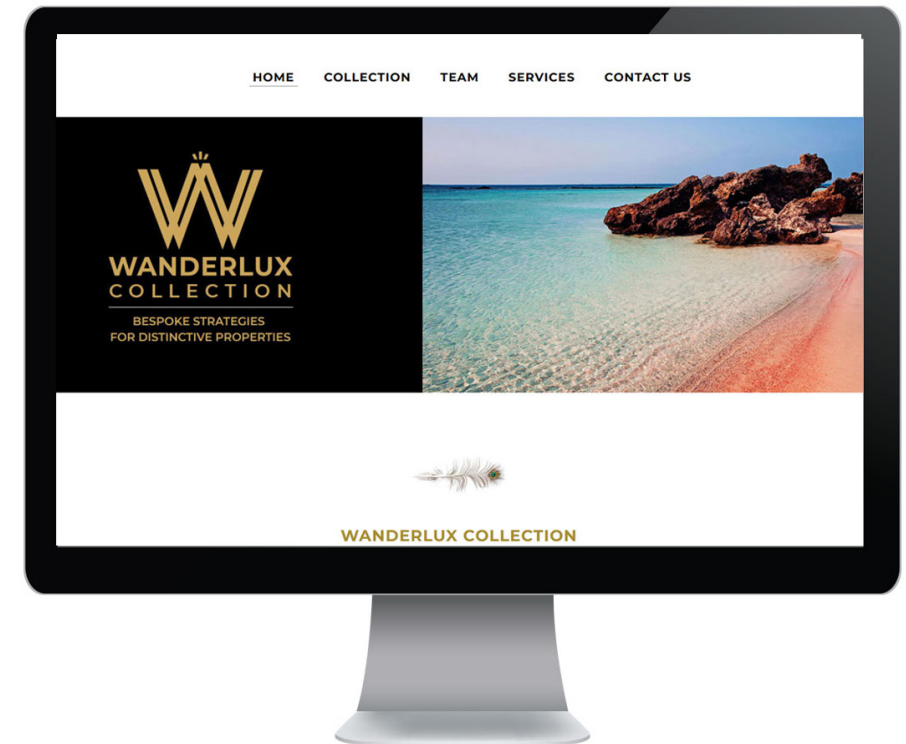
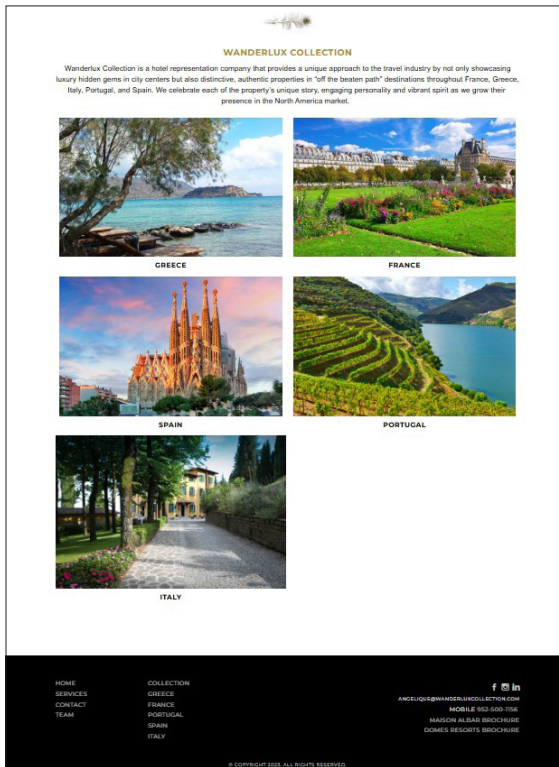
03 WANDERLUX COLLECTION

A DESIGN STORY

WEB DESIGN: FINALIZATION

Upon meeting with the client to discuss the mood boards, they felt that #2 fit their style completely. This was used as the basis for the entire site build. Since it's conception in 2018, the Wanderlux Collection site has been through a series of web updates, including photography and property additions, movement from a lighter theme to dark and more. They've managed to grow their business 60% in the last few years and it is now flourishing.

Visit www.wanderluxcollection.com to see the finished site.



THANK YOU.

LEAH PERONI

For more of my work please email leah.peroni@gmail.com and I will provide samples pertinent to your project. The work you have just viewed is a small sample. Thanks for looking, and remember to check for updates on [www.peronidesign.com!](http://www.peronidesign.com)