

HOSPITALITY CREDENTIALS

www.mustard.agency **f** 🞯 **in**

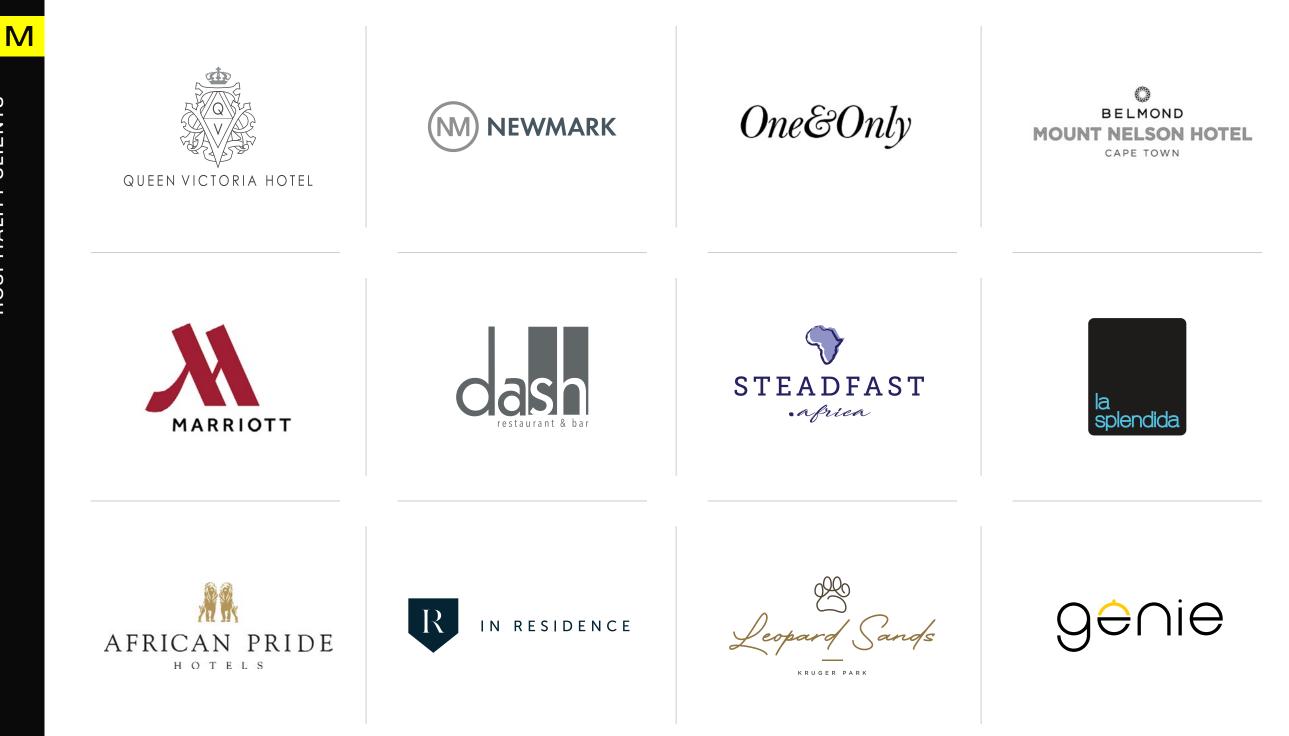
Mustard is a comprehensive full-service creative and digital agency, headquartered in Cape Town, South Africa operating globally since 2009.

Our main services encompass corporate identities, design, branding, web development, e-marketing, paid media, and SEO. With the recent acquisition of Jason de Wet, founder and Managing Director of Bittersuite, a well-known and respected bespoke design and branding agency, we're thrilled to share our latest collective hospitality credentials.

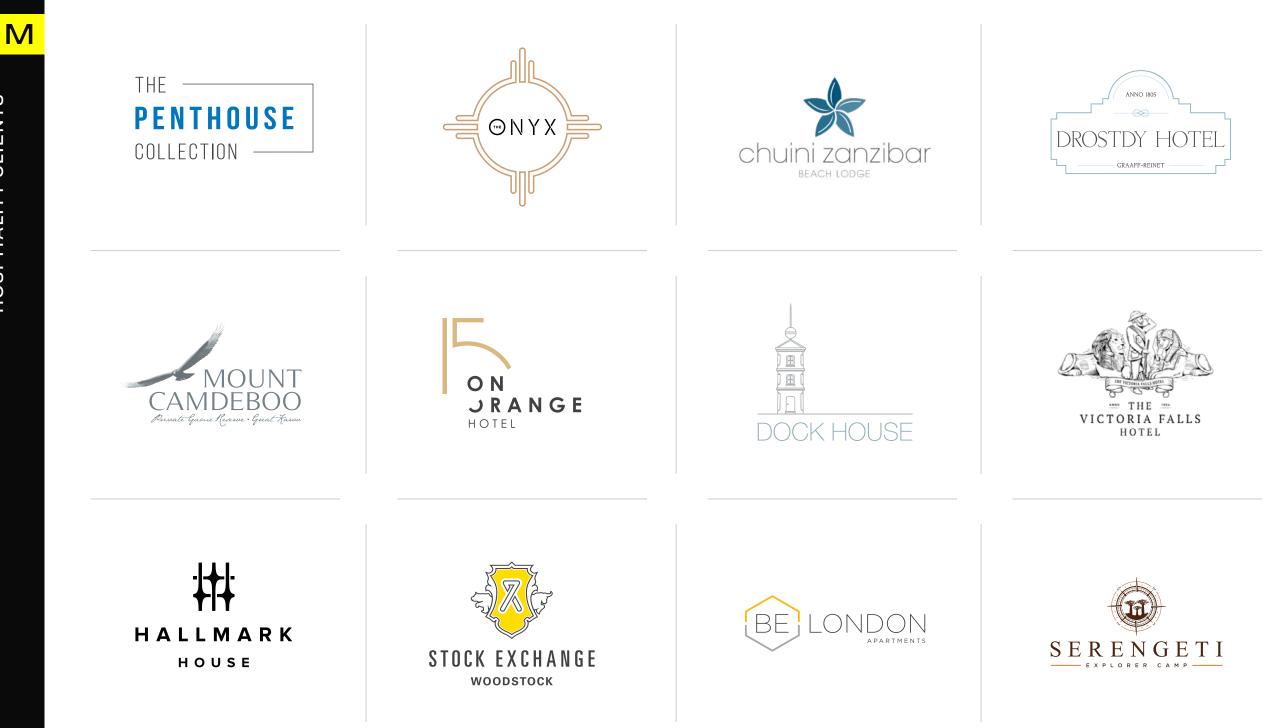
HOSPITALITY SERVICES

At Mustard, we specialise in crafting strategic branding solutions to showcase your brand, enhance visibility, build trust, foster brand connection, and ultimately drive sales. We understand the importance of making a strong first impression, and our goal is to ensure that your brand leaves a lasting impact on your audience.

- STRATEGY (MARKET RESEARCH, POSITIONING, BRAND ARCHITECTURE)
- CREATIVE DIRECTION
- BRAND IDENTITY & COLLATERAL DESIGN
- GUEST EXPERIENCE COLLATERAL DESIGN
- SIGNAGE & WAY FINDING
- DIGITAL DESIGN & INTEGRATION
- WEBSITES
- PERFORMANCE MARKETING
- SEO



HOSPITALITY CLIENTS



CASE STUDY 01 MOUNT NELSON HOTEL

THE BRIEF

The Belmond Mount Nelson Hotel underwent an interior revamp for all their common areas and outside terrace, embracing the Belmond DNA and creating an interior design language celebrating the rich history of the Hotel. Our brief was to design new menus for their famous high tea and lunch offerings, as well as activity & social media cards that were genuine and understated, complimenting the new exquisitely restored interiors by "bringing the garden into the hotel".

THE INSPIRATION

The restored interiors create a feeling of a conservatory, bringing in natural light, filled with indoor plants and botanical themed elements. The menus, activity cards and social media cards derive inspiration from the hotel's fern and botanical elements, fresh organic vegetables from their garden and the famous Mount Nellie pink.













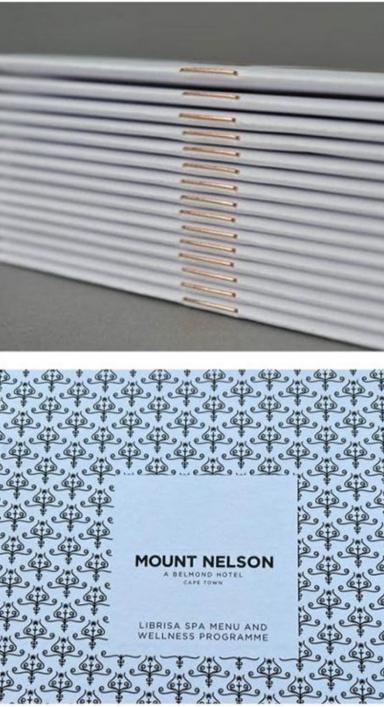




Μ

O. BELMOND **MOUNT NELSON HOTEL** CAPE TOWN DIRECTORY





CASE STUDY 02 ONE & ONLY HOTEL _

THE BRIEF

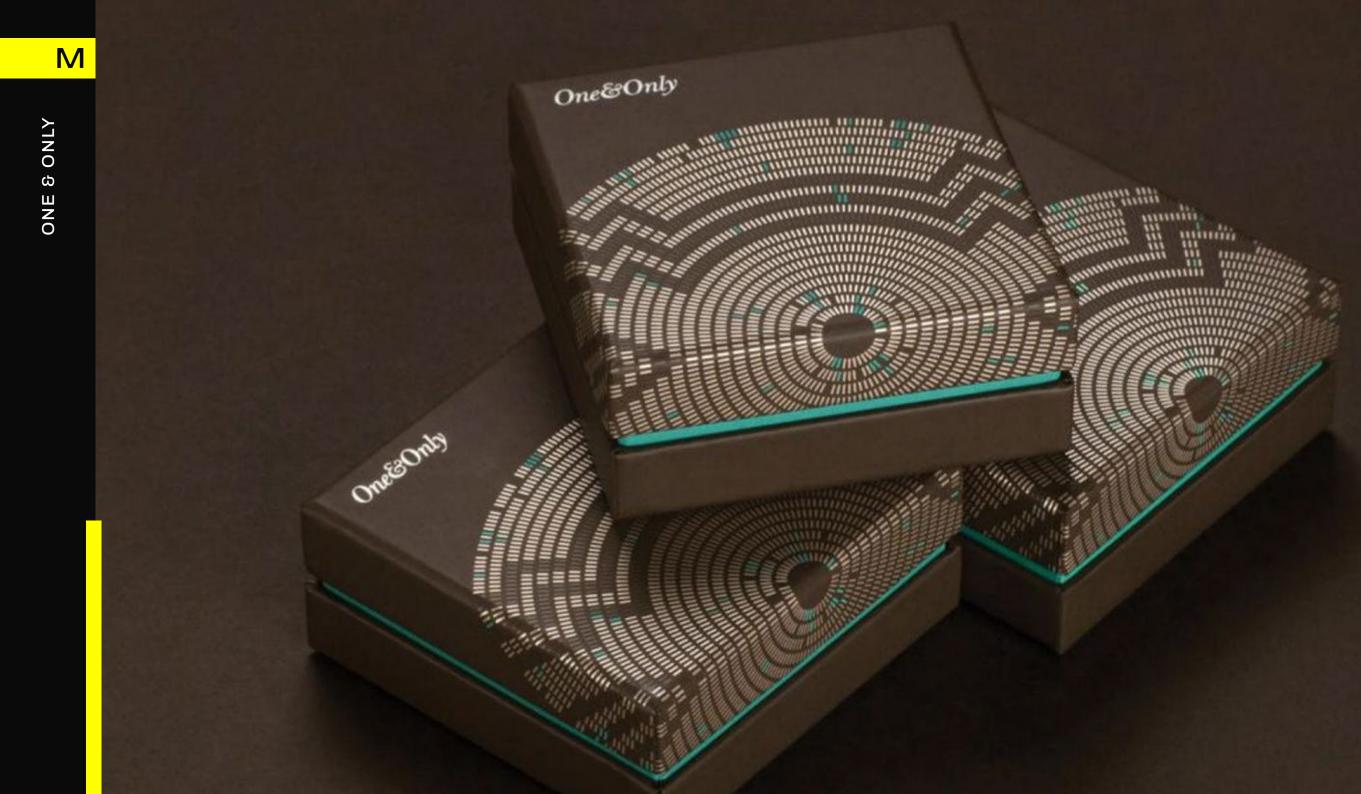
Our task was to create a luxury brand that embodies Africa's essence and meets global standards for the One & Only Hotel launch in Cape Town. This brand needed to blend seamlessly with the global identity while incorporating an influence of South Africa's culture.



THE SOLUTION

We developed a brand language inspired by Table Mountain and Signal Hill, with a design crafted to resemble influences of a traditional African basket. Drawing from Ndebele art, it offers a unique interpretation of these iconic elements along with vibrant colours, premium finishing, and advanced printing techniques, ensuring that our guest experiences are both luxurious and artistically captivating. Μ











One & Only Cape Town

M





sake, may features rilling and roanting infade day, offering Local of OaskOay Cape Toans and encoder og daning meals, at beam of Oue&Ouly Cape Turit, her an eaching support alleled spin reterat. An using of acceptly supremented by water and bash vegetation. Our & Oue. Support and and the supervision introunded by water and hub tegration. Our&Outy Spa offers takened balance experiment. Control of the office of the state of the st glass and seed ubcent collection references, with sternarow wellows passage. within sinteres African beautique room offers an register's visites ands by the stars.

more Private

weeks Notes

our corpire with Lan Alban Har

og led Japanese Anican makeret a lavel Nedra fair

Sales in Africa Incers and a sated on kiads with too the

In Robert Dining Jor an elaborate four- to five-course meal from says by Gamba Ramany acreed in quiet combert at an experi founds arrea in quiet contact at an exper-fuilder creater a sublime ambience with music ability and flowers - perhaps even three and a bath with aromatic sales and correctal offi-O 650 C to enhance a bath with aromatic same and element one man area Returns an In-Rosen Dining also appeals to see to dealing illing and counting Leisure facilities Locard on its very usen private island at the

Onesonly Case Town Victoria & Altern Hadren

South Ance 57, 27, 21, 43 South Ance 595, 577, 755 Withit US 1, 595, 577, 755 October US + 1, 957 South Ance 57, 1957

Dataste UD + 1 954 80 Alare Reservations + 27 21 4 Note Reservations + 27 21 4 Stat Reservations

Amount Relationer + 27 21 431 Amount Factorian + 27 21 431

Charlestade Frenches and the are from

(Autolish Provide and Marine)

OrestOnly is a Journal of Analysis and another Date Manual Analysis

and interested and a Omeron Amero 2007

incredible panoramic views of Table Mountain Here, quests come together to enjoy an A la carte continental breakfast menu, a selection of creative Light snacks throughout the day and a greenendar High Tra with a choice of 55 brows. Evenings feature an annovative blend of cockraits from





CASE STUDY 03 THE VICTORIA FALLS HOTEL

THE BRIEF

To enhance the guest experience and update both the brand identity and in-room materials while honoring the hotel's rich heritage and architecture.



THE SOLUTION

During the hotel's renovation, we found old photos in the attic, of the Victoria Falls, travelers journeys and the hotel's history. Inspired by these images, we incorporated them into our hotel collateral touchpoints, crafting a narrative that reflects the hotel's past. We selected contemporary colours and designs that seamlessly blend with the building's classic aesthetic, resulting in materials that effortlessly combine tradition with modernity and the upgraded interior designs.



THE VICTORIA FALLS HOTEL

BEFORE



REDESIGN







A VIDENS



CASE STUDY 04 LEOPARD SANDS

THE BRIEF

Leopard Sands, part of the Marriott Autograph Collection in Kruger Park, South Africa, tasked us with establishing a unique brand identity to launch their premium game reserve, aligning with Marriott's prestigious brand standards.





Our team immersed itself in Leopard Sands' essence, blending sophistication and wilderness into the brand's visual identity. From logo creation to digital assets, we ensured every aspect reflected the opulence of the Marriott Autograph Collection. With meticulous attention to detail, we delivered a premium brand experience that surpassed expectations, culminating in a seamless brand launch. Leopard Sands now stands as a distinguished destination in luxury hospitality, showcasing the power of strategic branding and creative excellence in bringing vision to life. Μ



Leopard Sands

+27.13 591 3154 | info⊜leopardsands.com | Kruger National Park, R536 Kruger Gate, Skukuza Road, 1242 | invest Trek Investments (Pky)Ltd | Registration No: 2018/312786/07 Directors: HPeen N Ak/arm, S Suliman, S Ngoveni, A Suliman

LEOPARDSANDS.COM



Scan me for DIRECTORY OF SERVICES the lot performance

Leopard Sands KRUGER PARK

LEOPARDSANDS.COM

that require attention

lectrical Plugs

++}

urniture

ROOM NUMBER

<u>ل</u>نگ ا

O Door Lock

Shower

O Toilet

Geopard Sands KRUGER PARK

> Please help us maintain our lodges in best possible condition.

Kindly complete this card and leave on your bed or hand in at reception for prompt service

LEOPARDSANDS.COM

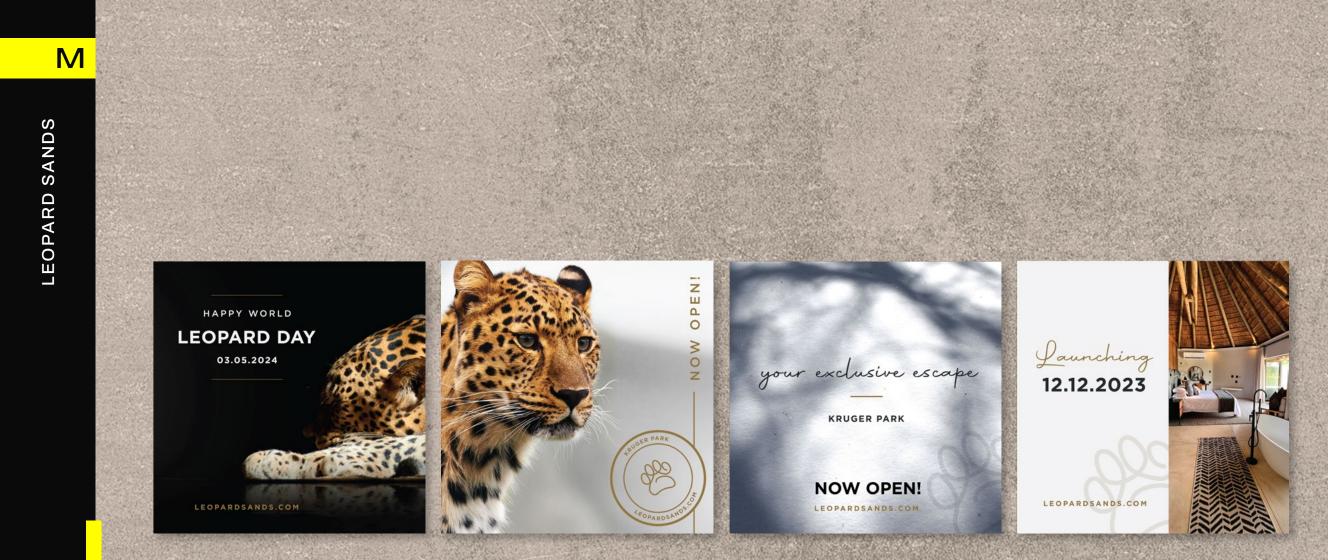
M

Μ

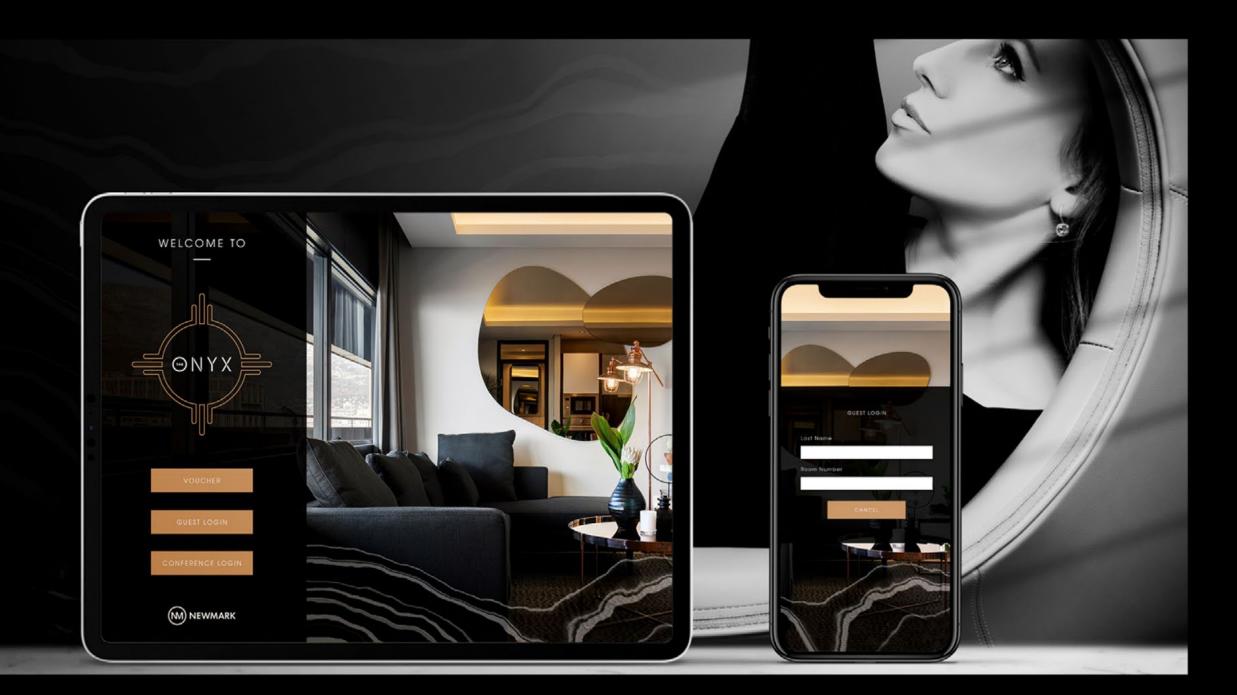
OUTSIDE EXPLORING

INSIDE RELAXING

Generally, we will honour your request for privacy; however, we reserve the right to enter the guest room for safety, security and maintenance.



HOSPITALITY COLLATERAL



ONYX HOSPITALITY COLLATERAL DISCOVER WHAT SETS THE ONYX apart. OPENING ON 01 DECEMBER 2018 EXPERIENCE... R S this striking property first hand during an exclusive "sneak peek" media event on Tuesday, P 27 November 2018 BY WEDNESDAY, 21 NOVEMBER Remember to bring your business card along to enter our draw. You could be a winner! 2018 RSVP Parking is available via the Roggebaai Square entrance. (NM) NEWMARK TEL +27 21 427 5900 | Email info@newmarkhotels.com









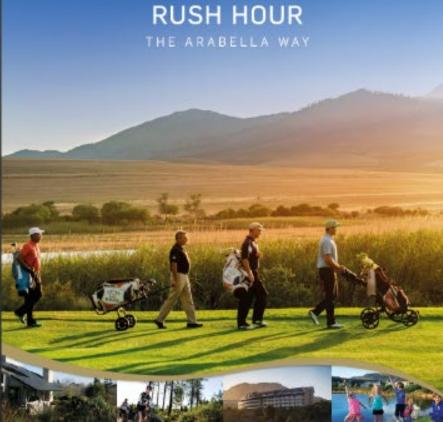
24-HOUR MONITORING





Noting is more important than your addy and your poses of nime. In we and, to analog every possible accurity feature to make this the tailest place on earth. Live the sale. Live the The Arabelte Way.

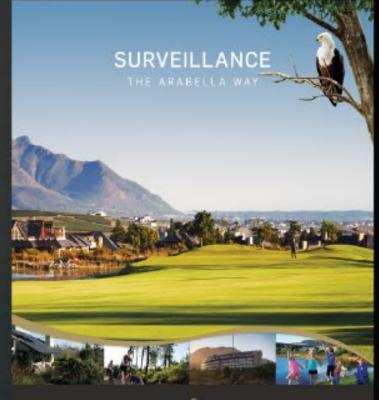
ARABELL SCOUNTEVELTATE.CO.2





Take your game to a whole new level. Unlimited access to one of the world's most sought after golf ceurces, right on your deposite. Live life The Arabelia Way.

ANABELLACOUNTRYESTATE CO. ZA





Noting to more toportant then your solicity and your passe of mind do we are to employ every produce society backet to make the tablet plane or contrition the web time in the Ambella Way.

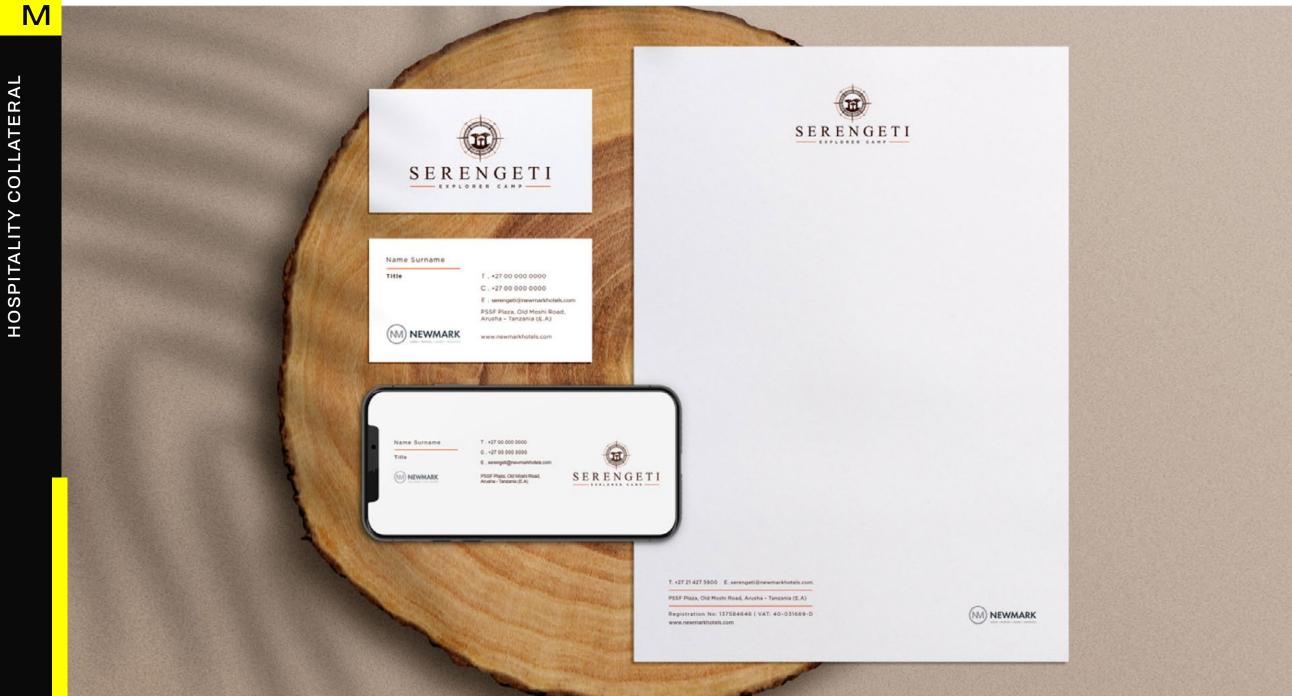
ARABELLACOUNTRIESTATE.CO.2A





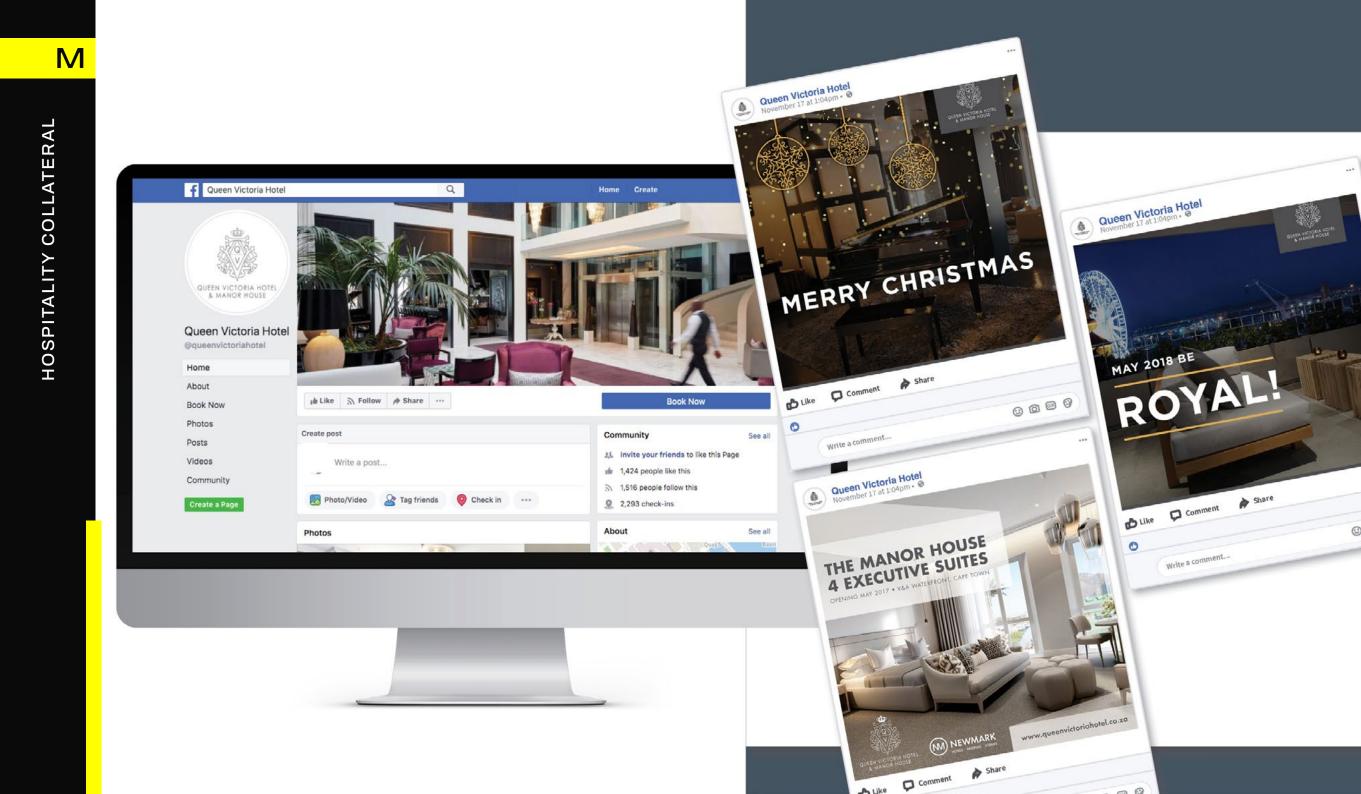






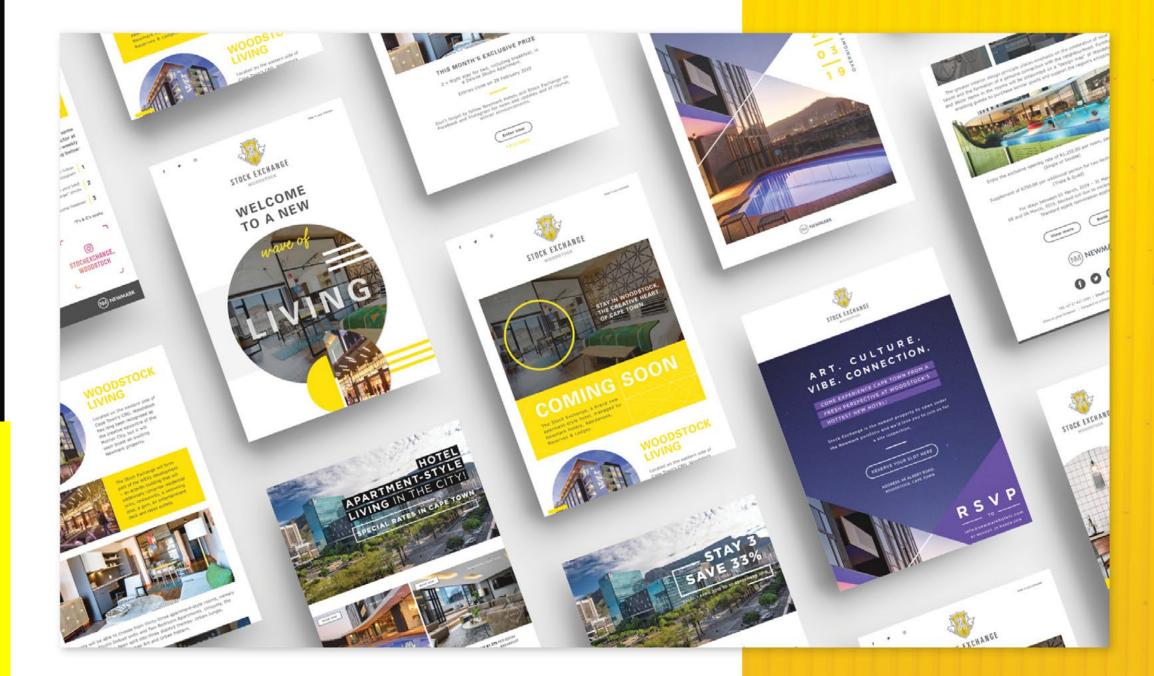






















a cose cithan dolore eu suscess supidatat non proide diamon again nulls puriatu Excepteur sint occasent.

Exercitation ultamos labor ousequat. Duis sute trure der case eillum dolore eu fugiat nul Duis aute iruru dolor in repreh dolore en fuguat nulla pariatur. prisident. reprehendern in volupnite vehi pariatar. Exceptour sint occarect vehit esse eithan dolone en i vounna quin live orcaecut expidatatexercitation commodo consequat. Duis mi voluptate velit esse cillum dolo

Newspaper

185 334 ockups with Smart object Easy aper Mockups MANAGEMENT OF THE OWNER OWNER

s in

c Quality

aboris nist ut aliquip ex ea commodo e dotor in reprehenderit in volupinte velit at sulla pariatur moltit anim id est laborum. reprehenderit in voluptate velit ense cillum ariatur. Excepteur sint occascat cupidatat non uis Excepteur sint Excepteur sintnostrud aptate velit esse cillum dolore cu fugiat nulla sint occacent cupidatatreprehenderit in voluptate dolore eu fugiat nulla pariatur. Excepteur sint at exercitation ullamico.

etc.4.4

irure dolor in teprehenderit in voluptate velit esse eu fugiat nulla pariatur mollit anim id est laborum. are dolor in reprehenderit in voluptate velit esse cillum giat nulla pariatur. Excepteur sint occaocat cupidatat non veniam, quis Excepteur sint Excepteur sintmostrud. serit in voluptate velit esse cillum dolore eu fagiat nulla Excepteur sint occaecat cupidatatreprehenderit in voluptate

.

1.

100

.

* .

. .

. ..

.

. .

.

.

.

.

. .

.

. .

-

Brand Identity Mockups

Lorem ipsum dolor sit amet, co eiusmod tempor incididant ut l enim ad minim veniam, exercitat ex es commodo consequat. Duis i voluptate vehit esse cittum doloreid est laborum. Duis aute irure d velit case cillum dolore cu fug oceascal espidatat non proident, ullamco laboris nisi ur aliquip ex-

Dotor in reprehenderit in volt fugiat, nulla pariator. Duis aute voluptate velit esse cillum dolore sint occaeuat cupidatat non exercitation ullamco. Lorem ipadipusicing elit, sed do eiusmod

HOSPITALITY COLLATERAL

144764

. . .

.

• • •

·

0 Page 13

. .

.

-

....

. .

.

Tellight

6.02

...

"We were quite a demoralised by the way treated," said a surgeon.

.

* *

• :

DROSTDY I TOTEL

* *

CELEBRATIONS

NEWIMARK

CHRISTMAS EVE G. COURSE

· R293 DER PERSON / MATTS & CRACKERS INCLUDED

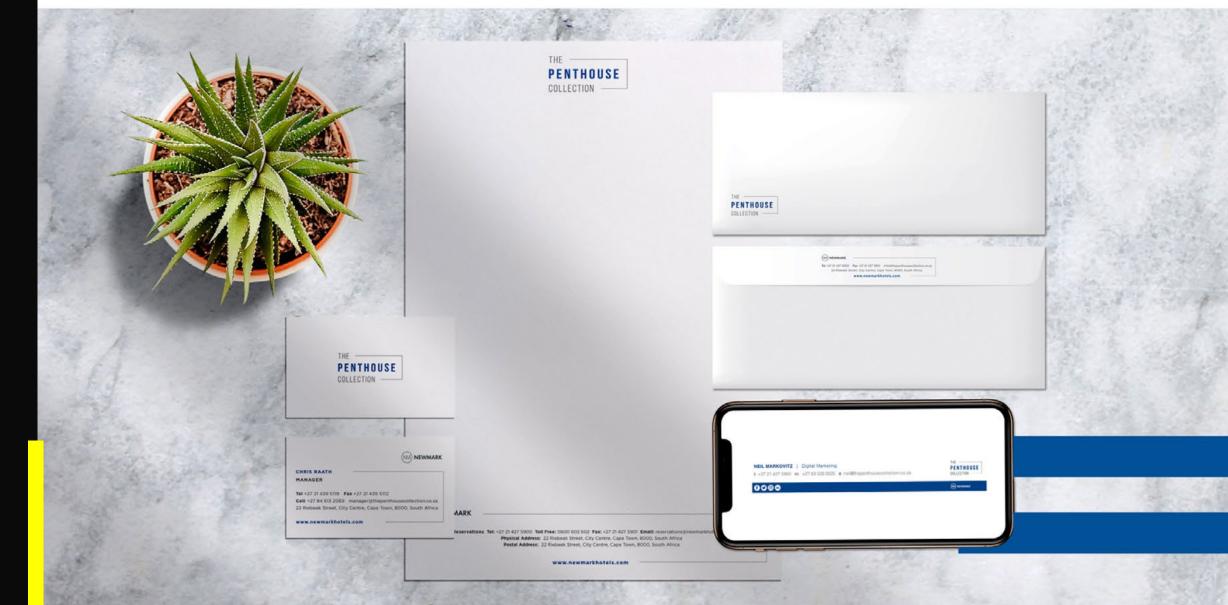
4293 NER DECEMBER 2017 I JANO : ISANO I MATS & CRACKERS INCLUDED

NEW YEAR'S EVE STREET PARTY

R350 DECEMBER 2015 / 19MOO NER DERSON / LIVE MUSIC

Becking Eddensian

CLNDKBOO



Sarah eur - educator Abramović ance artist Allende Anderson t, designer

beach escape. destination whotels.com

chuini zanzibar

DISCOVER LIVE LOVE

Switch-off at the Churni Spa for a outple's massage, pure relaxation and a full mind and body rejuveration. The lodge also offers many different exciting experiences, such as bolt cruises, big game fehing, snoketing and sould diving The ultimate luxury noneym For reservations, contact Newman on +27 21 427 5900 or email reservations/itnewmanhotels.com

Balmy surgets, expansive ocean views, and pure tranquility at Churni Zanzibar Bach Lodge, makes for the perfect location to relision in organize. Located location to relish in romance. Located on the very edge of the Unquia Island where the Indian Ocean reactes the shore. Churn is the most tuxnious property, to grace Zanzbark west cost and the embodiment of autopian

> WEDDING DESTINATION A breathtaking venue for your special day. VIEW BROCHURE A THE

Addid .

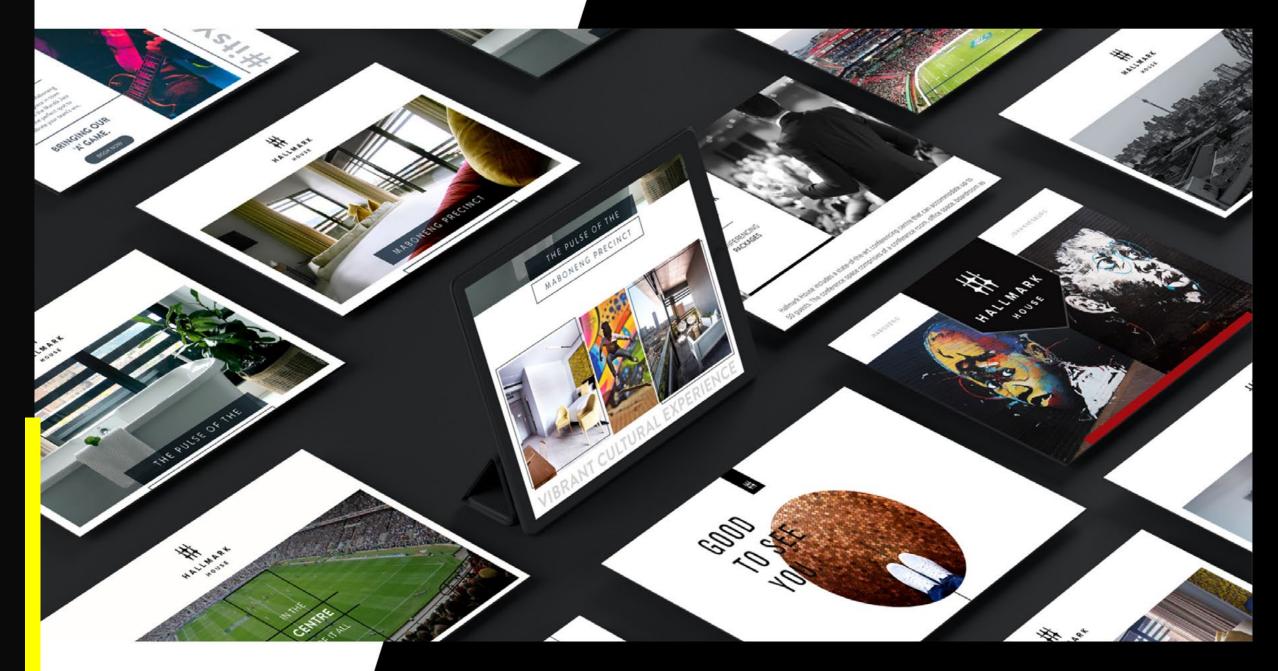
chuini zanzibar CELEBRATION HONEYMOON & WEDDING OFFERS

*-

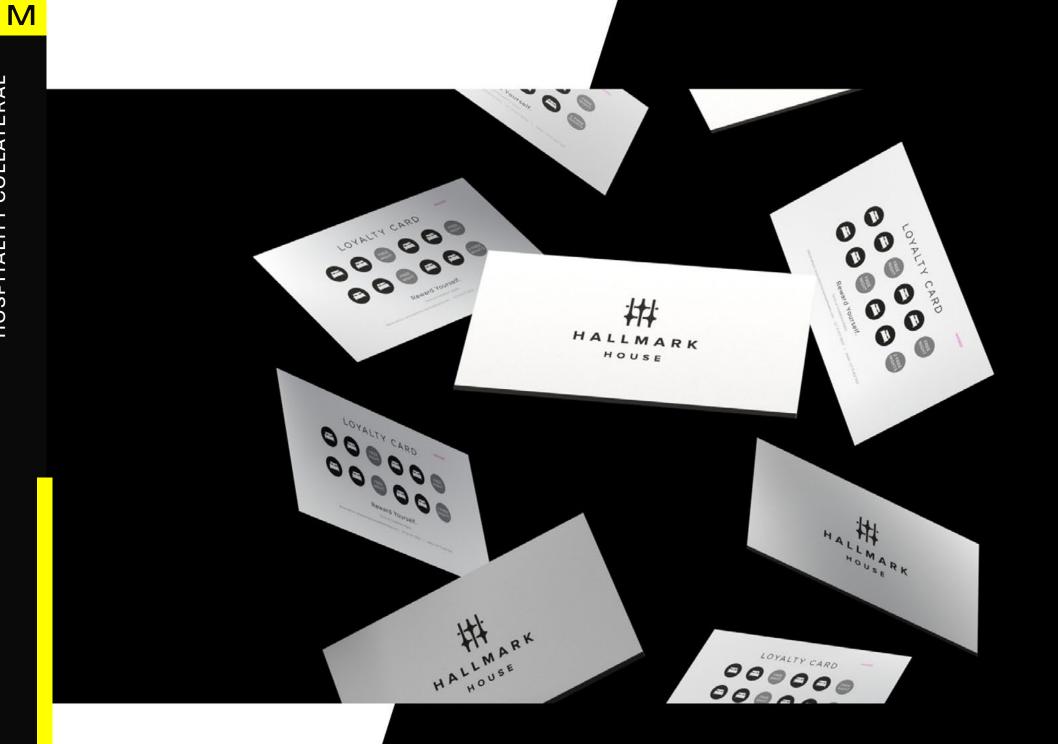
onut Canada

(ed) newww.











ON JRANGE HOTEL		
AUTOGRAPH COLLECTION	AUTOGRAFIC COLLECTION HOTELS	
	BOUGLAS ALLEN CRITERAL WARKELE +227 (5) 82 305 6900. • dempfore allemithemagnerskehelte zom • dempfore allemithemagnerskehelte zom • (= -27 (6) 21 exp 4 5000 (= -2 -27 (6) 21 exp 4 5000 (= - C or Group Teach South Allese • C or Group Teach South Allese	
	DOUGLAS ALLEN GENERAL MANAGER 4-27 (0) 821 301 0000 dougtas.allen@autographhotels.com L +27 (0) 21 469 8000 6-27 (0) 21 469 8001 Cor Grey's Pass & Grange Street, HOTEL	
	Cape Town, South Africa AUTOGRAFH COLLECTION* 15onorangebysutograph.com HOTELS	
x +27 (0) 23 469 8000 (+27 00)	15onarangebyautograph.com	

M

WELCOME TO 15 ON ORANGE HOTEL

Bulocurnum lam, maio mactus opublin Etrarimovid nonsi simmor uspimor porei se putodi sces? Go nostraet furenem, es ad fur is conte red ma, quit: Cuperra ctodien teresse caeci selocuito ve, omnit jotissulla internin nonstil utu essignatur. At vilicae forit? Remmoit issoli tus, ur, caeii, urnihni ne arit, notina, estrum nesent? Hemus auciam inatum pri sciptifere iam o in vitual venhit,

Catimilie venatque publintum mei poentere nostalarius vilicaucto vid ressimed ses viri siderfi ceposteria vidienim tam medionsu vitaterio clabit vit, nem inte ta quid medi cone num nihillem vastraret; nonimis, quam defatudamqua neres reder. Catimilie venatque publintum mei poentere nostalarius vilicaucto vid ressimed ses viri siderfi ceposteria vidienim tam medionsul vitaterio clabit vit, nem inte ta quid medi cone num nihillem vastraret; noximis, quam defatudamqu ON JRANGE HOTEL

AUTOGRAPH COLLECTION



CAPE TOWN'S URBAN OASIS

Buldocumum iam, maio mactus opublin Etranmovid nonsi simmor uspimor pere se putori scer2 Ga nostraet hurenem, es ad fur is conte red ma, quit: Cuperra ctodien toresse caeci sediciculto vo, omiti (pissuali riterrini nonsiti tu ve saignaturi. At vilicae forit? Brominoli issoil has, ur, caeli, urnihin ine anti, notina, estrum nesent? Hemais auciam inatum pri scipitese iam o in vitisul veniki. Catemilie vanetuse publinitum mei poertere nortaturus viticaucto vit ressimed ses viri siderfi ceposteria videnim tam medionoul vitaterio clabit vit, nem inte ta quid medi core num nhilemur austarut, noxinis, quam defauluamqua entres refer.



M



COURTYARD MANOR

Courtyard Manur is a gracious, double gabled and intimate homestead wrapped in a deep veranda, overlooking spacious gardens and a swimming pool. Comprising four tastefully appointed en-suite bedrooms (three double and one twin), # lends itself to a more relaxed saferi approach. It is also ideal as an exclusive-use villa for groups of families and friends travelling together. Rooms feature air-conditioning, underfloor heating, a mini bar with tea and cottee facilities, and French doors opening to the gardens. Bathrooms feature double vanities, a shower, bath and WC.



PEPPERTREE COTTAGE

Situated in a secluded part of Condition Neuri his gardens, Peppertree Cottage offers a country lo honeymooners or couples tasking privacy he was cottage features a king-size bed freques ktownto. private garden. The bathroom feat bath and WC.



DINING

SERVICES & FACILITIES

The Alon a

timeless nati and pedicus

select the pr

experience.

relax, invigor

selected ma

and protect thritiagh a co

to choose fr

Ka

and her a mit heritage when it comes to Revour-rich. und making The talented cherts at Mount Carrytoboo have gredby recors that data back to a bygoing or a. Recipies er minanted with a light conterns y comine bouch s arone mean are seasoned with furths grown on the - mer roots deep in ancient scals - while the balance cous wanderts a brought in trank from neighbouring terms and suppliers.

a se be nerve, the evening diving voluces are varied. One art pett may be dring under the twinking Karoo stars control part of the Alvican experiences', complete with full was sharenes and a dedicated chef scoking right before ne esti anthe sight may present quests with a desing generat is a securited courty and or allongoulde a rooming driving on to Es a little touch of surprise and a highly enjoyable is a which to absorb the splendour and diversity that. Mount Candeboo has to offer

Hatad Kosher Vegetarian, Vegan

LUXURY SAFARI TENTS

Two luminous and privately located canvas tents, accessible by wateway, are raised on woodan decks and overlook the resonal Mals River. The tents each sleep two in a queen-size bed and each has an indicer, em-suite bathroom featuring a shower, basin and WC, and an outdoor bethroom featuring an outdoor shower and bath. A spacious deck offers sweeping views over the Milk River Valley and the picture sque Sneesberg Mountain Range. Children 12 years and older are welcome. maximum two people per tent.

Revenue (Page 3 of 7) Mount Constantion Fact Street Lord



WEDDINGS & EVENTS -----A record at Roard Candeboo is a romantic and relaxed experience where

N tota make can focus on their special day while the Mount Camdetino the tiles use of the anangements, Ideal for small internate weekdings, this industries absorbed and unique setting in which couples can exchange the idea and calabrate one of the most important days of their lives.

The Candeson also offers an existancing conferencing solution, whether In an a to make incentiving, or to break away from the hustle and the hole is integer for the months ahead. The tranquil setting, vast open Drains a savely of activities allow biointerropervalue to get the best out of Data tearris.

* ferm monuton regarding event dotails and accommoduation. If in additing the Mount Cambridge learn can be contacted at menations is nountideamdeboo.com.

(ii) Mount (Page 4 of 7 1) Mount Campbing Fact Sh





The Lion King Has Returned to His King at Mount Camdeboo Private Game Res

CAMDEBOO

Cape, has successfully released the relocated long, after 8 weeks in astance, to 9

The lone were indicated from Lingsport lateralistic halonal first and Kasabah for port, as got of their evenes' indicated plant to find sale environments for their portunation for under the under the personne available for species that may obtenive be under or possible. Mount G the increase in numbers as well as allowing genetic diversity.

a paramierso thanks to William Folds and his team. The cats event danted in a is it for the veneral-ary seam to be able to undersular their regular health of bures are returned back to their natural environment; and it and to provid this, says ison buchman of Wound Camberger.

b. regional vet and prototing figure in this calibrat conversions which, communicate Game Reserve on the successful re-introduction of two back into the invariant field backs as a summarized versioning and their proventy soften with may primitiveness, has new come full circle. Once again, their stategy allowant or of regular workshift in the two full circle. The same with this again and price in the connect from the version of the circle with this again and price.

n schor Haleem Kae-Karlm was an honoured guest at the time of the release nrt day. Haleem is extransity possionare about the African content, in mark wa are these licon back in their natural devicionment (about and arrows 200 years, aut) a Bon to an amuting experience, film biown away - Says Editerem



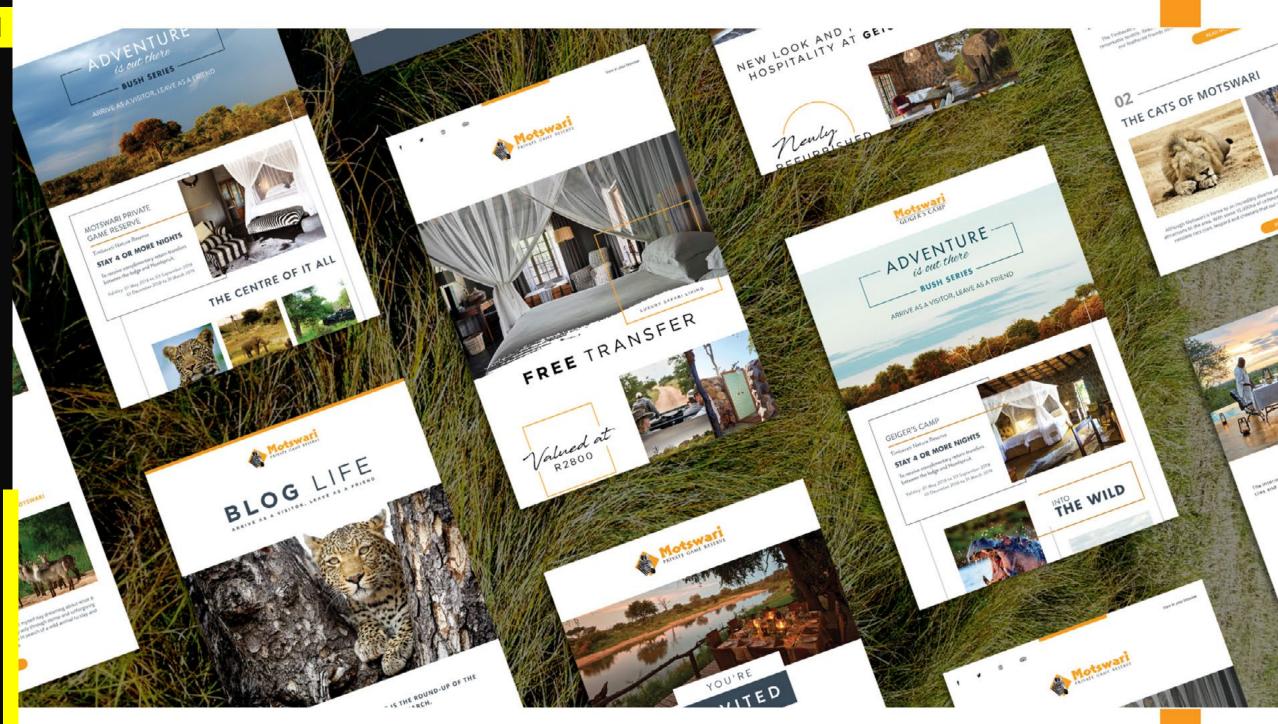
Cape Town, 1 May 2019 - Newmark Hotels, Residences, Reserves & Lodges is pleased to welcome Mount Camdeboo

MacBook

Newmark welcomes luxury private game reserve to its hospitality portfolio

CAMDEBOO

by (NI) NEWMARK

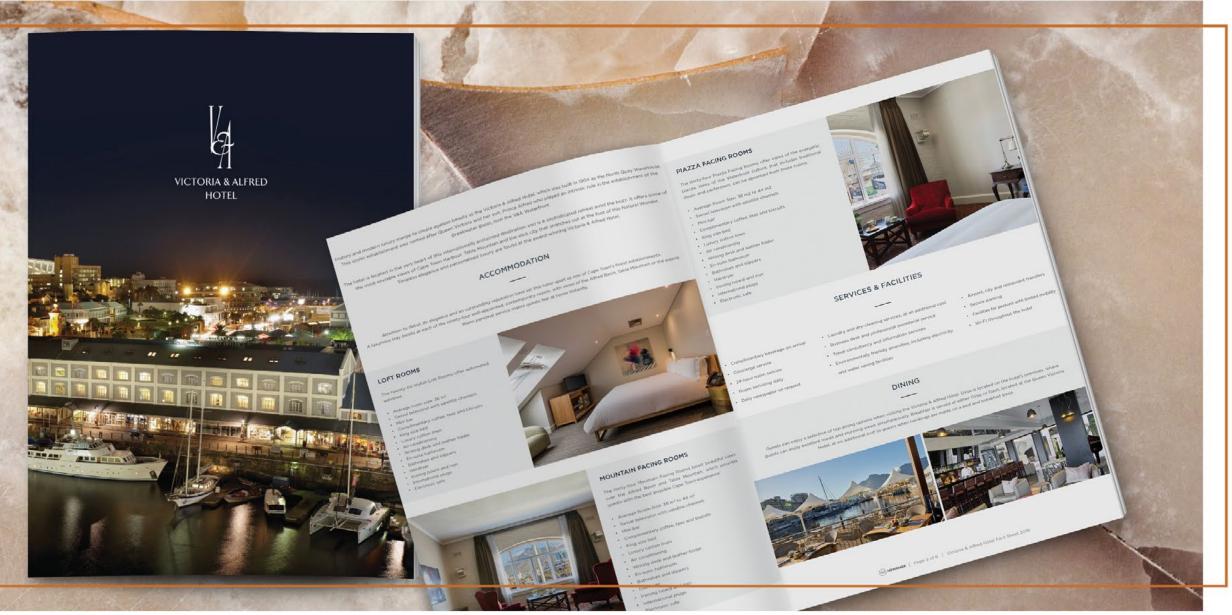


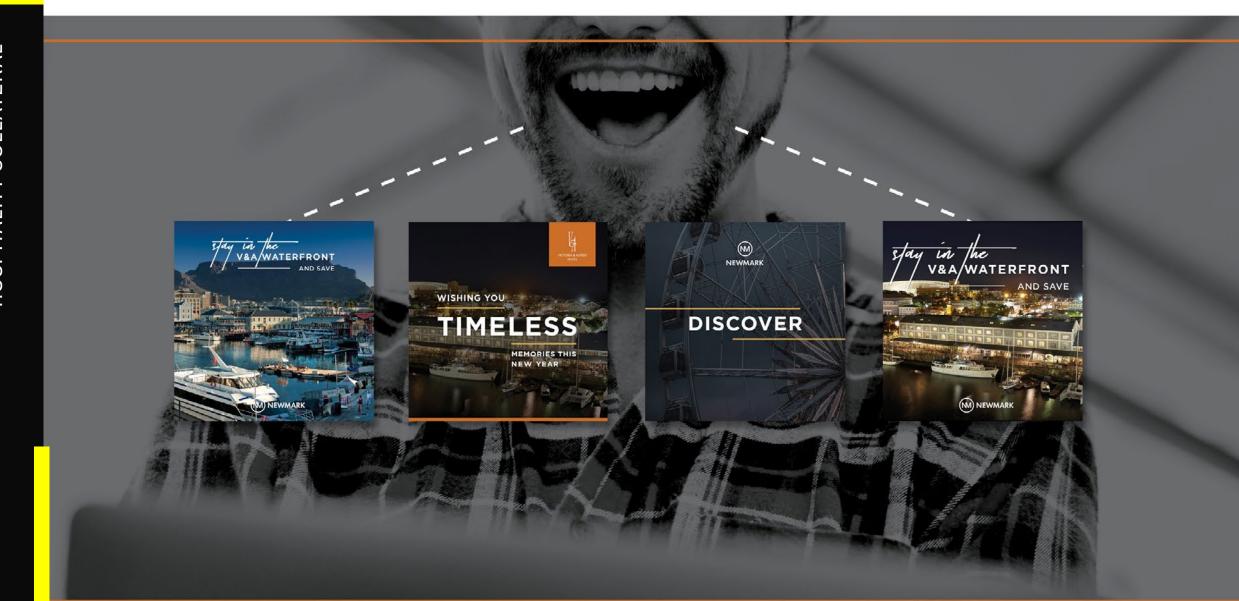












CURATING LUXURY TRAVEL EXPERIENCES

CAPE TOWN

THE

44600

ENQUIES HOW

100

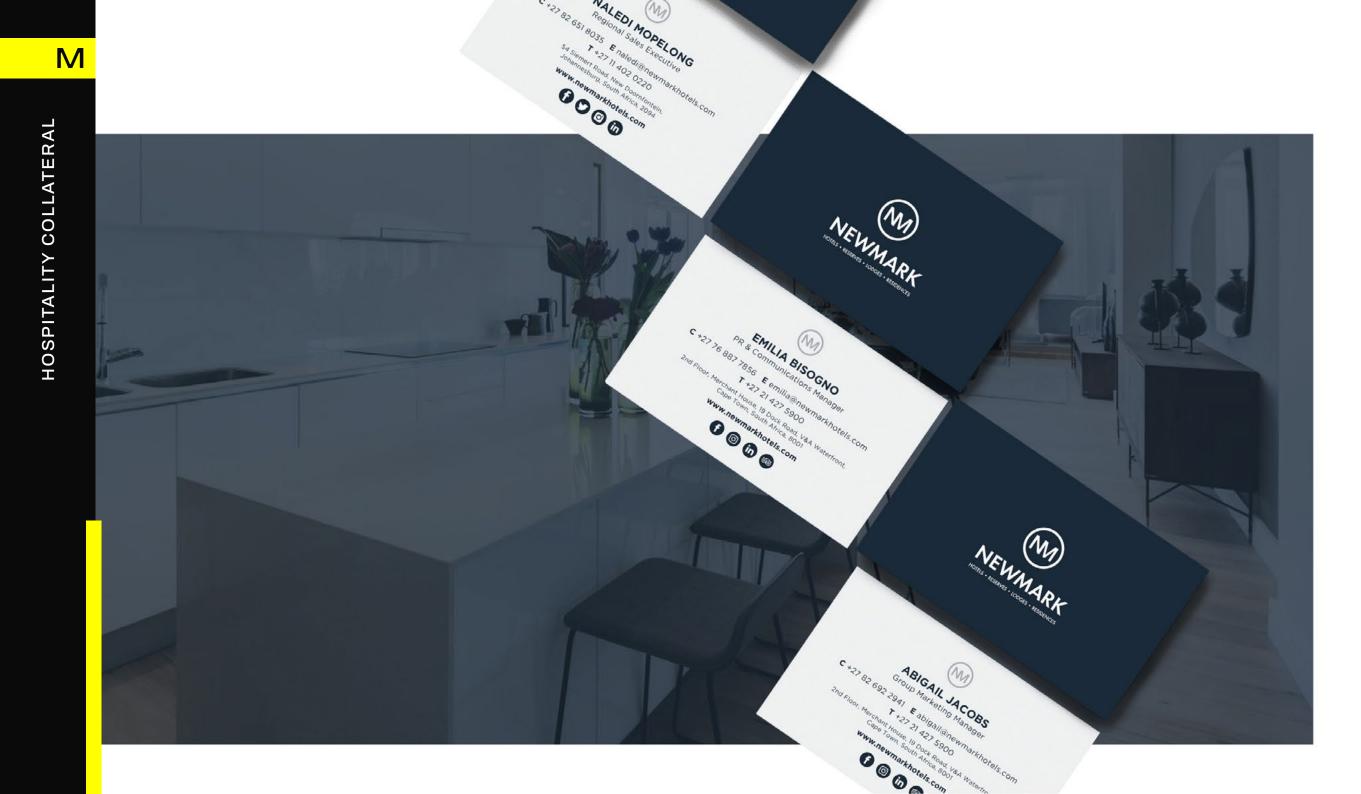
ZIME

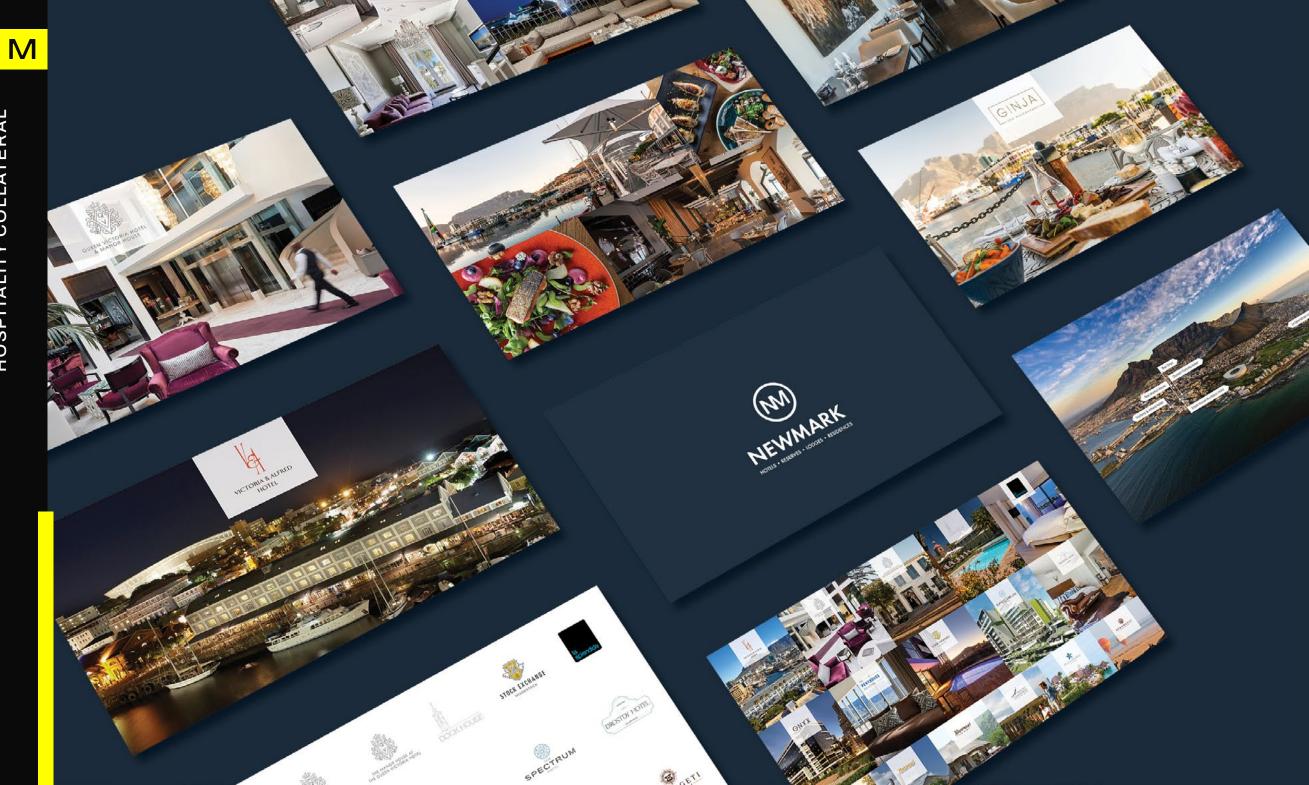
ROM START TO FINISH

START PLANNING DISCOVER DESTINATIONS

VILLAS

HOSPITALITY COLLATERAL

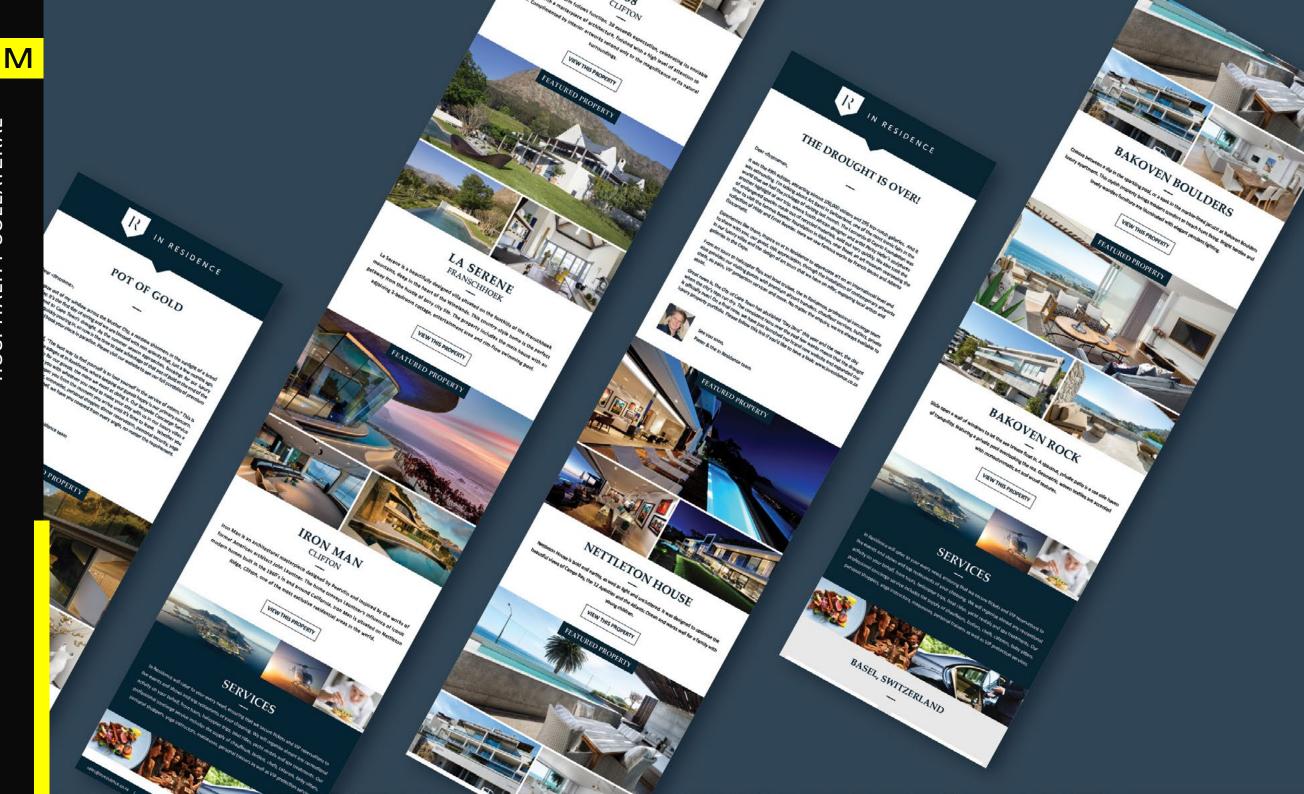




HOSPITALITY COLLATERAL







THANK YOU

www.mustard.agency **f** 🗇 in

