
HOSPITALITY
VENTURES
REBRANDING

April 2011



OVERVIEW


- As we prepared to develop our three-year strategic plan, general managers, corporate associates, investors and brand partners were interviewed to understand their perceptions of HV, what we do well, where we can improve and how we compare to our competition
- One of the key findings was...those that know us well really appreciate and like doing business with us, but our name and “brand” is relatively unknown outside of our key stakeholders
- Subsequently, *To Establish and Grow the Hospitality Ventures Brand* became one of the five Strategic Objectives and we embarked on the journey to more clearly define and consistently communicate the HV brand
- What you are about to see reflects the of input many individuals; the undertaking was extensive and comprehensive across more than a four-month time span





HOSPITALITY VENTURES MANAGEMENT GROUP THREE-YEAR STRATEGIC PLAN

HOSPITALITY VENTURES
MANAGEMENT GROUP

<p>DRIVERS</p>	<p>Vision To be the most sought-after employer, operator and partner in the hotel industry and the leading solution provider for underperforming properties</p>			<p>Mission To maximize the value of our hotels in any business climate</p>		
<p>GROWTH OBJECTIVE >20% ANNUALLY</p>	<p>Investments Source opportunistic investment and joint-venture opportunities</p>		<p>3rd party Expand revenue through growth in 3rd party management</p>	<p>Other Services Diversify our revenue through selling other services and solutions</p>		
<p>MARKET DIFFERENTIATORS</p>	<p>Services We are able to offer a turn key and fully integrated platform of in-depth hotel solutions ranging from management to repositioning to advisory services.</p>	<p>People We have and we attract the most enterprising and ambitious general managers in the industry.</p>	<p>Leadership Our leadership team is experienced and operates with an ownership mentality. We provide comprehensive and proven support, tools and resources necessary to maximize results.</p>	<p>Results We have a history of superior operating and turnaround results that are supported by innovative and focused performance management systems and routines.</p>	<p>Brands We have established relationships with and insights into the major hotel franchisors and their brands.</p>	<p>Culture We have a unique and entrepreneurial culture. It is hands on, supportive, responsive, flexible, and nimble.</p>
 <p>STRATEGIC OBJECTIVES</p>	<p>Core Business Operations To maximize each of our hotels' financial and quality operating results</p>	<p>Organizational Development To develop systems and processes in support of growth and to attract, develop and retain the industry's best people who fit our culture and philosophy</p>	<p>HVMG Brand To establish and grow the HVMG brand and awareness throughout the hospitality industry</p>	<p>Franchise Partners To expand and strengthen current brand relationships and extend into new brands that fit our business model</p>	<p>Growth Sources To increase recognition of HVMG as a hospitality investment and deal-making leader with new capital partners and providers as well as existing capital relationships</p>	

THE APPROACH

Understand our current state and aspirations for the future

Identify current perceptions of our company and brand

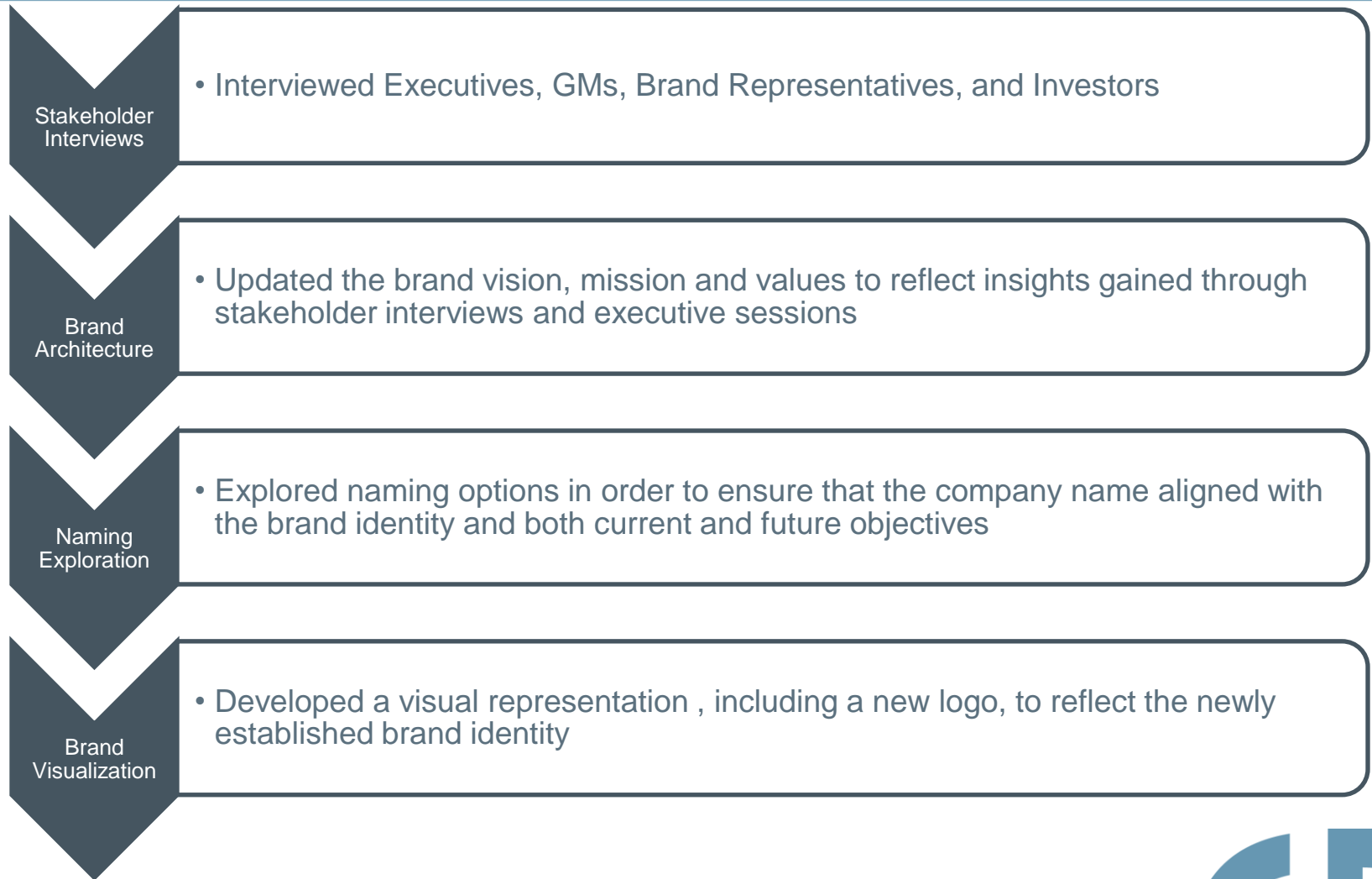
Develop a brand architecture based on this knowledge




Arrive at a contemporary and relevant brand identity



THE PROCESS





Stakeholder Interviews

What we heard

Results Oriented

“We do a good job of turning properties that are underperforming. I think we hire people that do that well.” – GM

Motivated

“We’re different from other companies because we’re performance based and reward for delivering.” – GM

Entrepreneurial Spirit

“...roadblocks to others are absent here. We have a powerful entrepreneurial spirit and a willingness to look at situations from different perspectives. The willingness to take a calculated risk is in our DNA.” – GM

Seasoned

“They have so much experience together – having all that history and having done so much business together puts them in a different league.” – Investor

Sense of Family

“Sense of family is important no matter what size we become. We want people to feel that we really care about you as a person. If someone is in need, we’ll do everything for you we can.”
– Corporate Office

Integrity

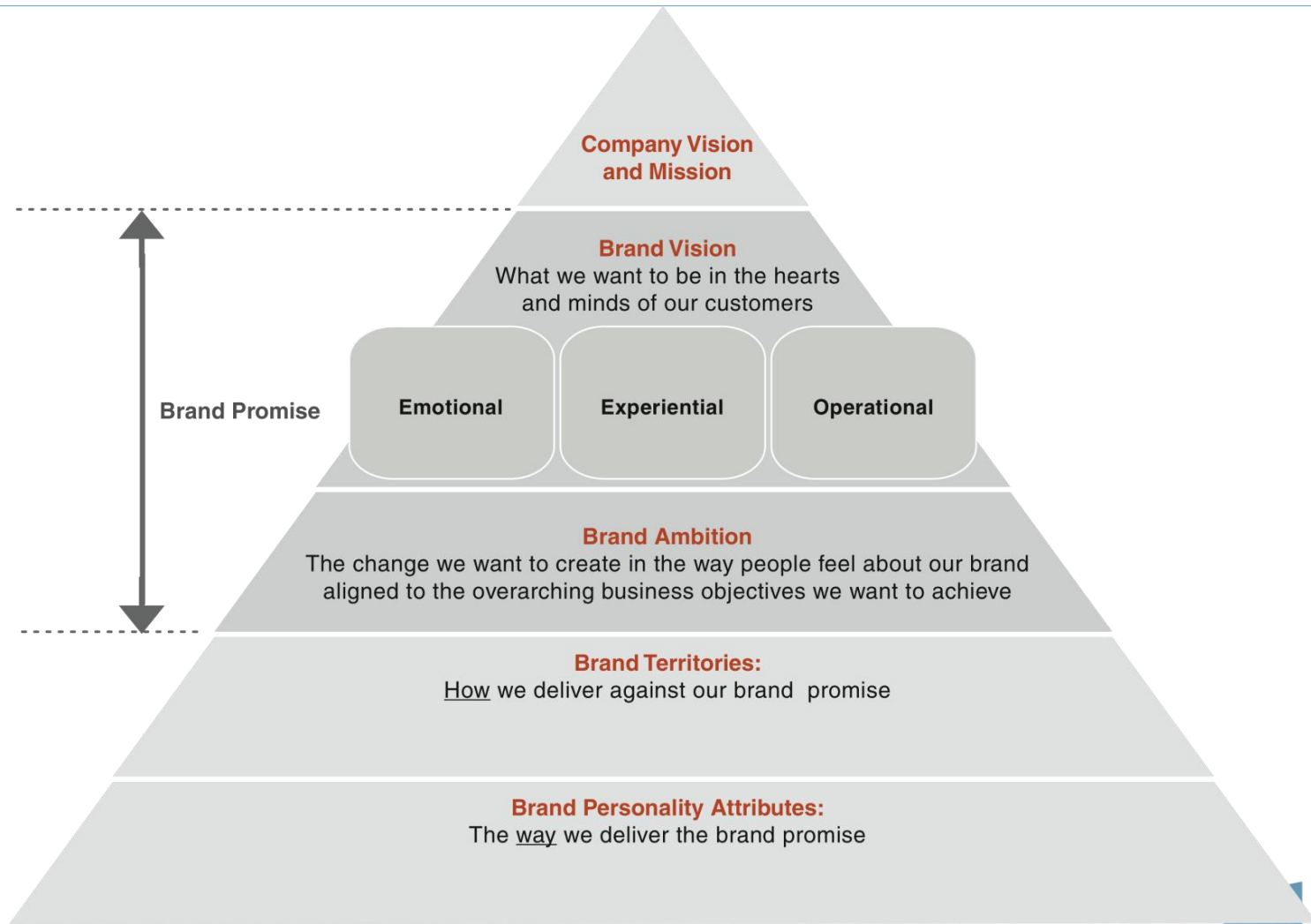
“They do what they say they’re going to do. We’ve had a 15 year relationship of investing together through a lot of different ups and downs. The relationship has survived some tough times.”
– Investor





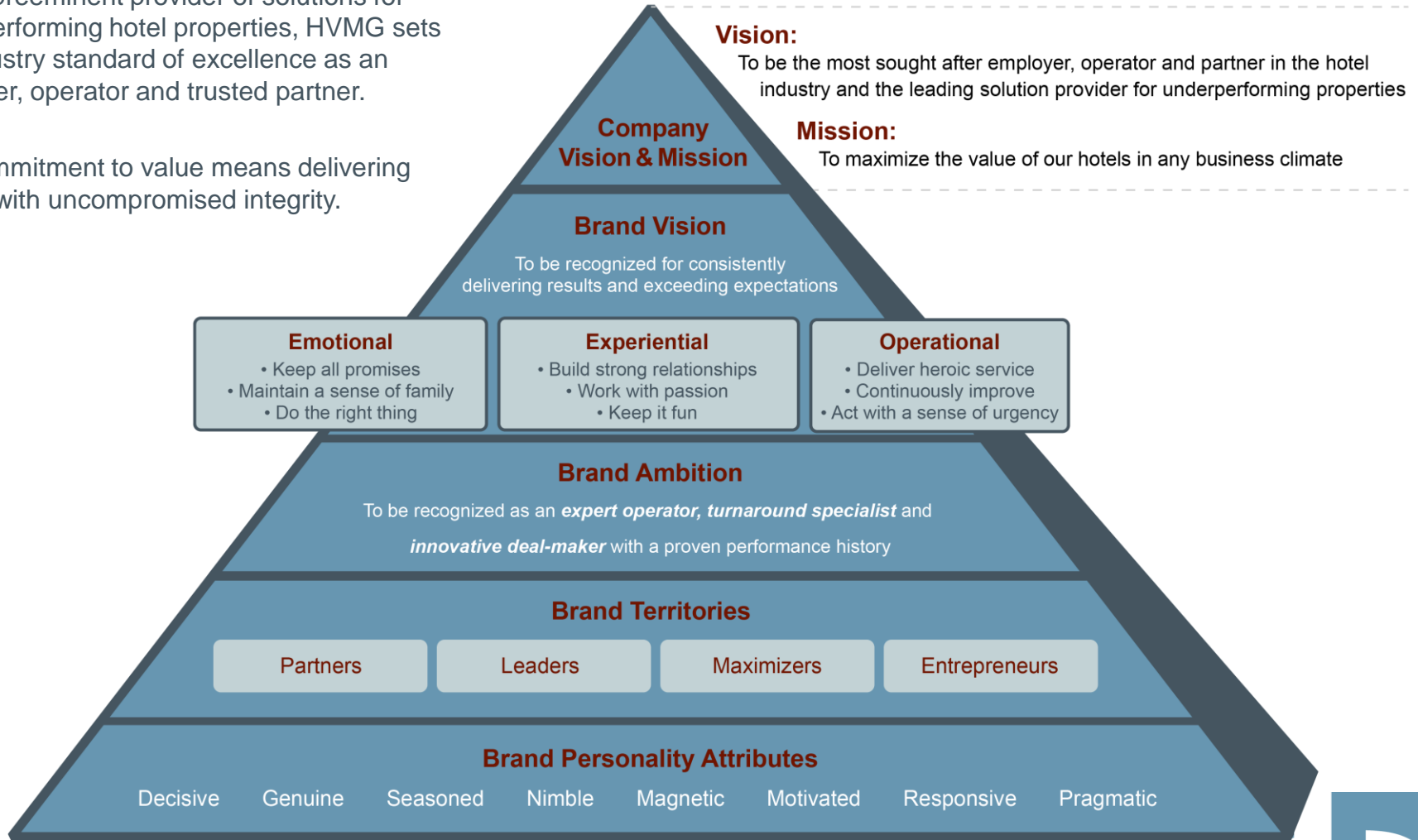
Brand Architecture
Turning Insights into Strategy

BRAND STRATEGY PROCESS STARTS WITH RE-EVALUATING THE VISION AND MISSION

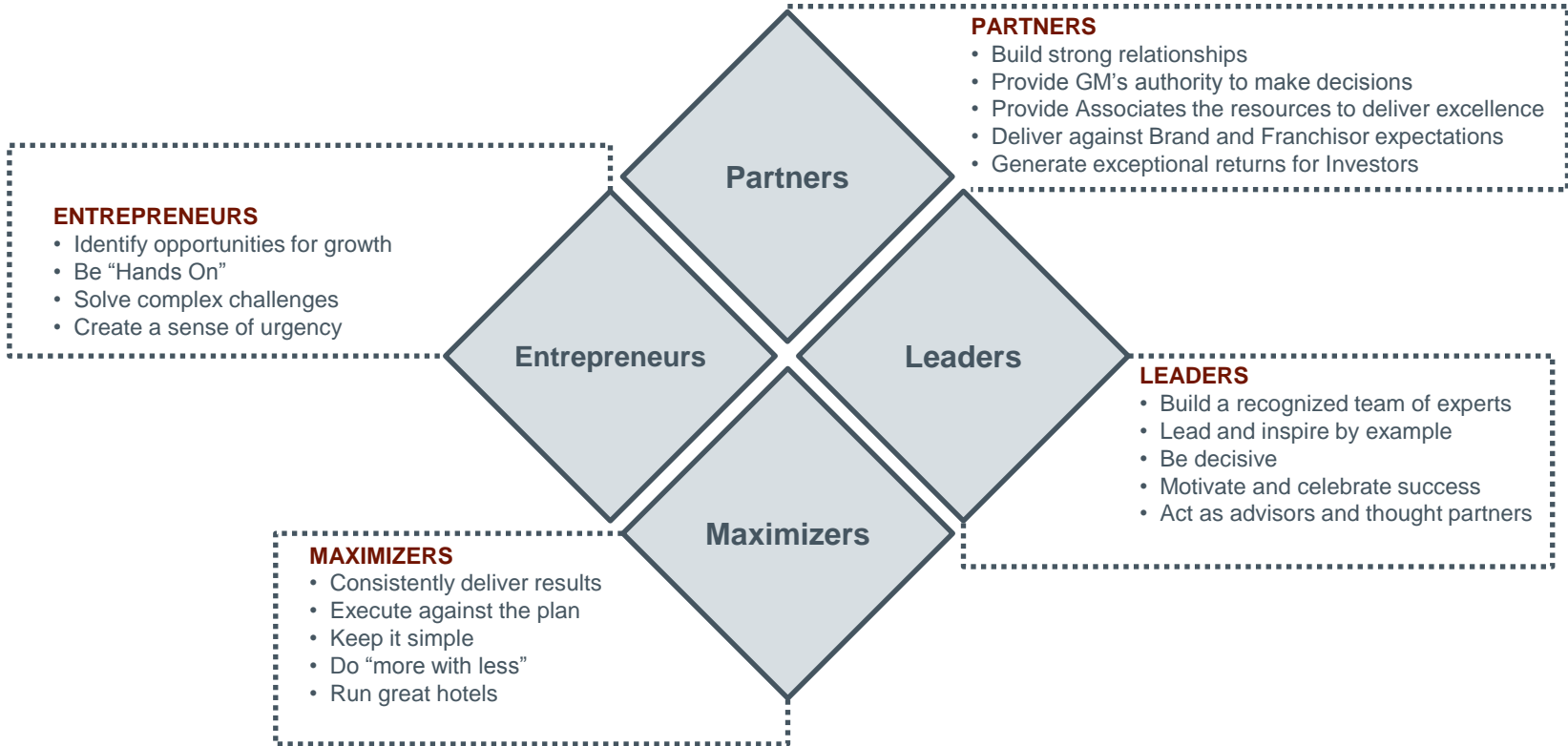



As the preeminent provider of solutions for underperforming hotel properties, HVMG sets the industry standard of excellence as an employer, operator and trusted partner.

Our commitment to value means delivering results with uncompromised integrity.



Qualities of Hospitality Ventures that describe how we deliver against our brand promise; as...





Naming Exploration
*Aligning the Name to the Brand
Strategy*

WHY CONSIDER EVOLVING THE NAME?

- Stakeholder interviews indicated that Hospitality Ventures may not accurately reflect our capabilities in operations or management to those who don't know us
- Hospitality Ventures may not fully represent the various solutions and areas of specialty that we will offer as our company grows



Hospitality Ventures Management Group

hvmg.com

- People who know us may continue to say Hospitality Ventures or HV, but modifying the name gives us the platform to talk about other capabilities
- Maintain brand equity built so far
- Allows for shortened domain name to be used in email addresses
- Provides multiple options for brand mark expression




Hospitality Ventures Management Group

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- ✓ Has real meaning to others
- ✓ Describes what we do
- ✓ Reinforces the Vision and Mission statements
- ✓ Aligns with current and future strategy
- ✓ Expresses the brand personality
- ✓ Easy to reinforce graphically in an intuitive way
- ✓ Easy to say, spell and remember
- ✓ Invokes an emotional connection






Brand Visualization
*AN UPDATED VISUAL
REPRESENTATION OF THE
BRAND*

THE LOGO IS THE VISUAL MANIFESTATION OF THE BRAND STRATEGY

17

- The HVMG logo is designed to convey the feel of an established company that is contemporary, smart and solid in its bearing. You can trust this company with mission critical solutions that will improve your business.
- The letter forms are simple, yet bold and foundational. The “G” depicted as  has an altered orientation and color to draw attention to a graphic interpretation of company’s focus as a turnaround solution provider



THE RESULT – NEW NAME AND LOGO ALIGNED WITH BRAND STRATEGY 18

HV HOSPITALITY VENTURES
MG MANAGEMENT GROUP



HOSPITALITY VENTURES
MANAGEMENT GROUP



HV HOSPITALITY VENTURES
MG MANAGEMENT GROUP

Font Choice

- Combination of two contemporary fonts convey both the stable, professional nature of the brand as well as the company's approachable, forward-thinking spirit

Color Choice

- Blue conveys importance and confidence without being somber or overstated. This color is often associated with intelligence, stability, unity, and conservatism.
- Combining light and dark shades of blue and gray provide a subtle contrast that creates a conservative but sophisticated look.
- Incorporating red as the accent color achieves an unexpected but balanced palette that offers variety and presentation options.



THE FUTURE BRAND MARK OF HVMG?

