

# Sankara Hotel Nairobi by **Glazer**.™

## Visual Identity

Sankara set Glazer the challenge of combining the business values of an international five star luxury hotel, with an authentic African flavour.

All parties agreed this could be a delicate balancing act and, in particular, that an over-emphasis on local imagery could overwhelm global 'business' perceptions.

Our design solution flowed from a brandmark evolved from a zebra's face markings that created a symbol of international stature but with African roots.

This motif was carried onto the design of literature and merchandising materials as well as informing interior design and a comprehensive signage system. Local artwork was sourced and used as a vivid complementary element on selected designs, reflecting the vibrancy of Nairobi itself.

The result is a successful fusion of global and indigenous styles which sets new standards for Africa.

Following the branding project, Sankara Nairobi earned a listing in Wallpaper and Fortune magazine's best new business hotels.

Subsequently, the hotel also earned a coveted spot on the Condé Nast Traveller Hot List - being acknowledged as one of only 65 'extraordinary' new hotels and resorts around the world.

★ World Luxury Award Finalist

[glazer.co.uk](http://glazer.co.uk) +44 (0)20 7221 2595

