STEP HOTEL

MADINAH AL MUNAWWARAH

BRAND IDENTITY 2026

BRAND PRESENTATION · VERSION 1.0

01 / BRAND IDENTITY

A considered step.

A contemporary hospitality identity shaped in Madinah — precise, welcoming and quietly distinctive.

CORE IDENTITY / MADINAH

HOTEL PROJECT / IDENTITY 2026

STEP HOTEL

MADINAH AL MUNAWWARAH

BRAND PRESENTATION
VERSION 1.0

CORNER ELEVATION / EVENING

MAIN FACADE STUDY

AERIAL MASSING

STREET CONTEXT

ENTRANCE APPROACH

02 / THE PROJECT

A hotel, first.

STEP is a hotel project in Madinah Al Munawwarah. These 3D studies show the building the identity was designed for.

ARCHITECTURE / 3D STUDIES

03 / THE MARK

Motion within the name.

Split letterforms turn the STEP name into a system of rhythm, direction and recognition.

WORDMARK / CONSTRUCTION

03 — WORDMARK

STEP HOTEL

SPLIT FORMS · FORWARD RHYTHM · CLEAR RECOGNITION

04 Colour palette

CORE · SUPPORT · ACCENT

STEP HOTEL

04 / THE PALETTE

Four colours. One identity.

Primary red, charcoal black, soft gray and white — a clear, confident system drawn directly from the STEP identity.

COLOUR / SYSTEM

Where the colour comes from.

The building's light, shadow and directional geometry, together with Madinah's clarity, shaped the red, charcoal, gray and white system.

3D STUDIES / MADINAH

05 Colour origin

THE BUILDING · THE CITY

STEP HOTEL

01 — THE BUILDING, AT DUSK

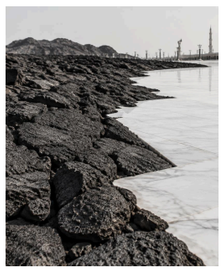
The building's pale volumes and deep evening shadows informed the white, soft gray and charcoal foundation.

02 — ENTRANCE & METAL DETAIL

The entrance's directional lines inspired a controlled red accent, used to signal movement and arrival.

03 — THE RED ROCK OF UHUD

Madinah's most recognisable landmark, Mount Uhud, carries a deep red stone. That red becomes the single accent of the identity.



04 — BLACK BASALT & WHITE MARBLE

The city's black volcanic harrat meeting polished white marble gives the identity its charcoal, soft gray and white structure.

06 / GUEST TOUCHPOINTS

Identity, made tangible.

Keys, amenities and wayfinding carry one precise visual language through the guest journey.

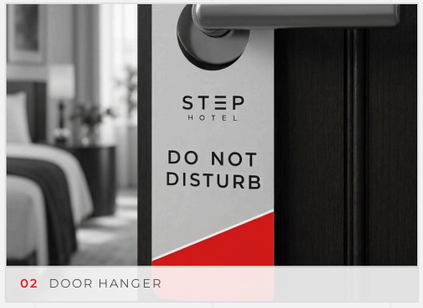
OBJECTS / IN-ROOM

06 Guest touchpoints

ACCESS · CARE · WAYFINDING

STEP HOTEL

01 ROOM KEY CARD



02 DOOR HANGER

03 AMENITY PACKAGING

04 NOTEBOOK

05 MUG

06 WAYFINDING PLAQUE

07 / UNIFORM SYSTEM

A composed welcome.

A coordinated wardrobe turns service into a recognizable and confident expression of STEP.

PEOPLE / SERVICE

07

Uniform system

SERVICE · PRESENCE · CONSISTENCY

STEP HOTEL

01 FRONT OFFICE — FRONT

02 FRONT OFFICE — BACK

03 HOUSEKEEPING — FRONT

04 HOUSEKEEPING — BACK

05 CAP

06 SERVICE APRON

08

Cards & credentials

PROFESSIONAL · TRUSTED · RECOGNIZABLE

STEP HOTEL

01 BUSINESS CARD — FRONT

02 BUSINESS CARD — BACK

03 ID CARD — FRONT

04 ID CARD — BACK

08 / CREDENTIALS

Professional at every scale.

From a personal introduction to an operational credential, the identity remains clear and consistent.

CARDS / IDENTIFICATION

09 / THE SYSTEM

One language. Every encounter.

A flexible identity designed to live across spaces, people and objects — unmistakably STEP.

IDENTITY / COMPLETE

01 KEY CARD

02 AMENITIES

03 UNIFORM

04 WAYFINDING

05 IN-ROOM

06 CREDENTIAL