



ETHAN S. ALTSHULER



# MANTA RAY

*Resort & Spa*

PROCESS BOOK





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## IDEATION

A beach resort & spa located in Bora Bora, French Polynesia where guests would be in for the ultimate experience of a lifetime having the opportunity to interact with manta rays in ways like never before. Guests are provided with casitas built on top of an extensive manta ray filled lagoon, which come with a personalized dock and a built-in underwater acrylic glass viewing gallery to provide a whole new up close and personal perspective. Guests can swim with the rays in the resort's designated diving lagoon which is specifically designed for human-to-ray interactions.

The resort also has a marine animal rehabilitation clinic to rescue and rehabilitate injured marine animals before releasing them back into the wild, along with a turtle incubation hatchery to protect and repopulate endangered sea turtle species.





## RESEARCH

Upon conceptualizing this resort, I knew I had to make it atypical from most beach resorts & spas by incorporating the feature of human-friendly marine animals, especially in a facilitated environment that would establish an interactive everlasting experience with guests.

Additionally, the incorporation of sea turtle hatcheries into beach resorts is highly uncommon, as there are only very few beach resorts around the world that have sea turtle hatcheries, which are located as far away as Central America, the Caribbean, the Pacific & Indian Ocean.





# MOOD BOARD



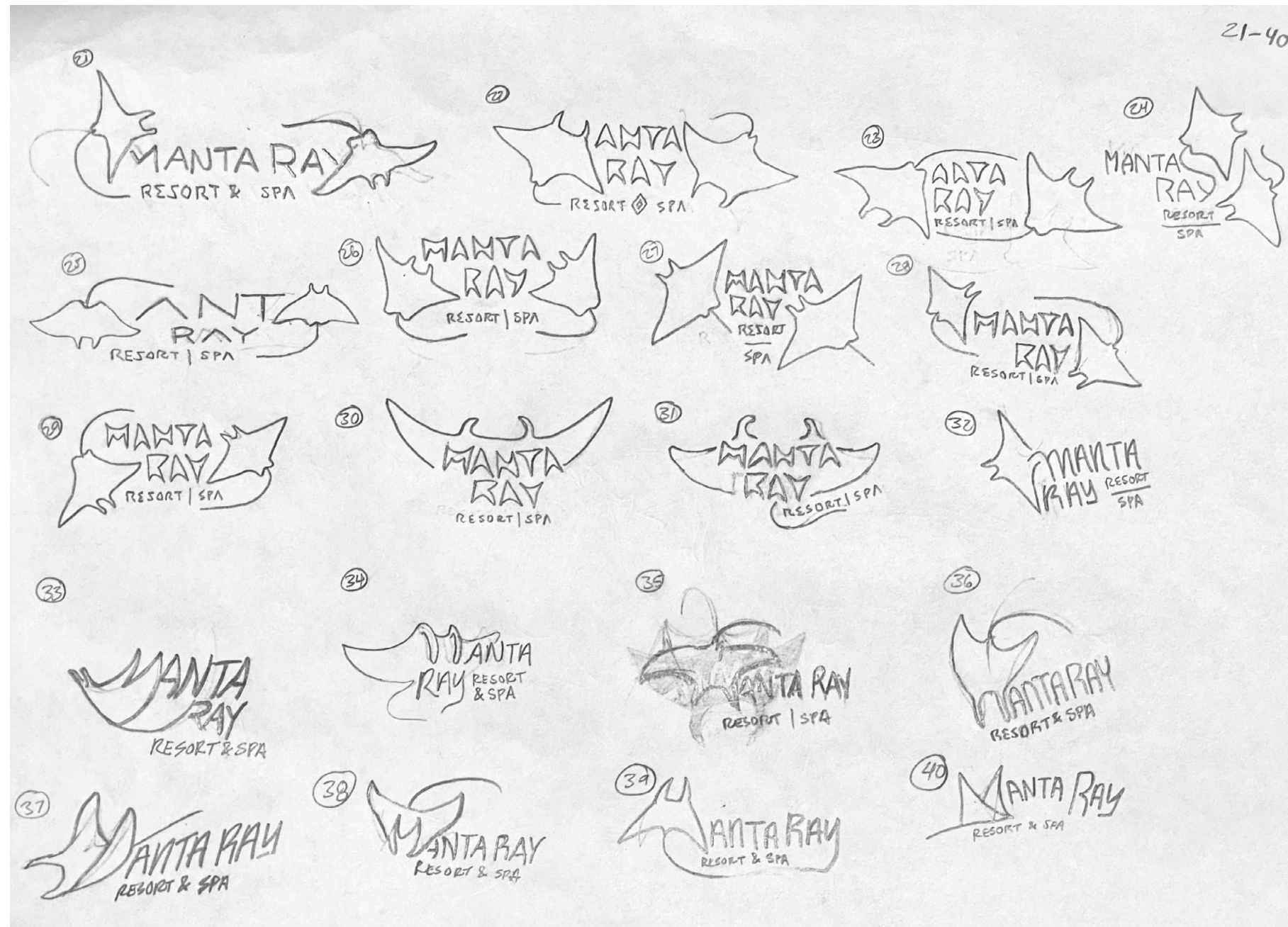


# ROUGH SKETCHES



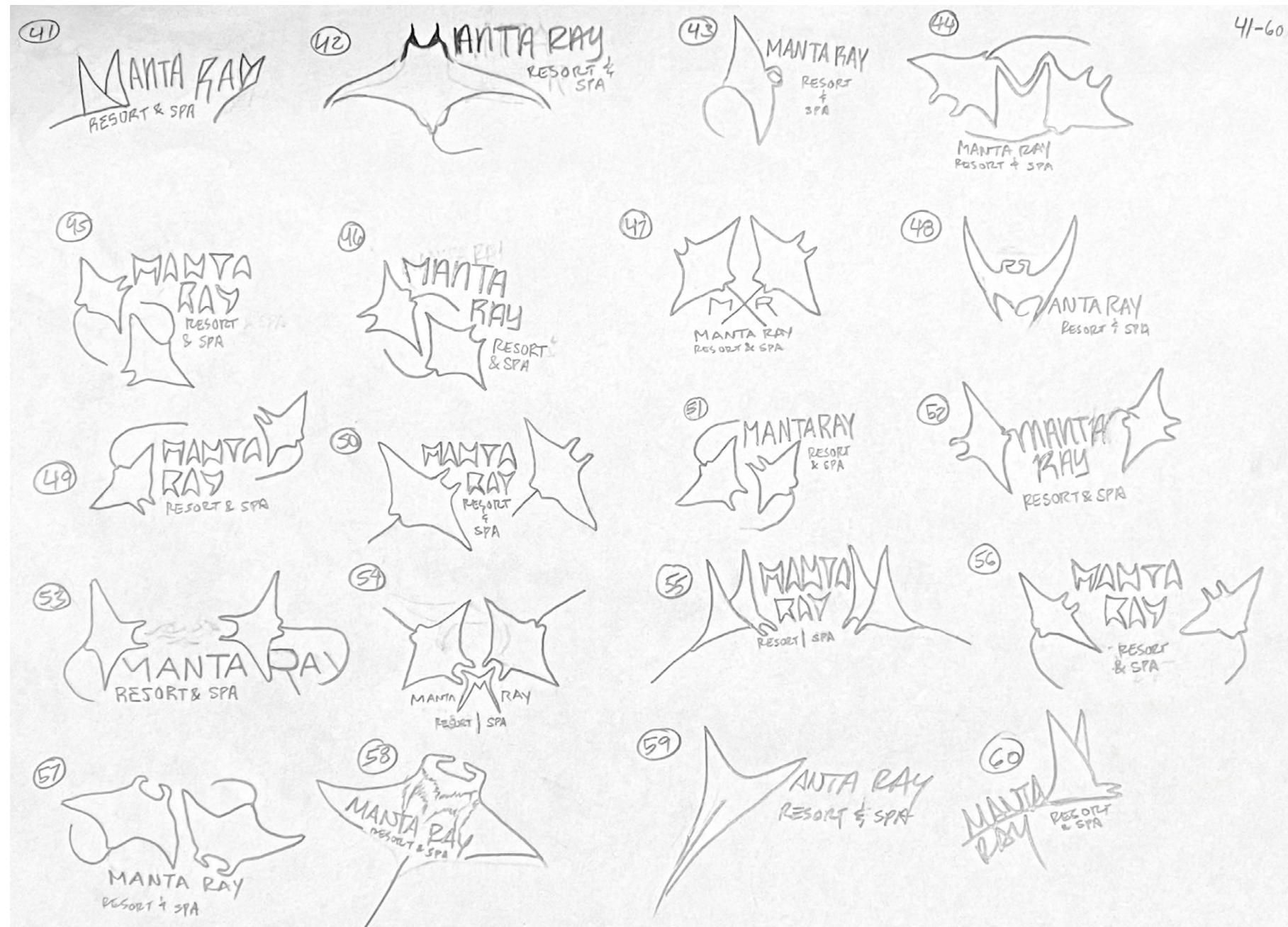


# ROUGH SKETCHES



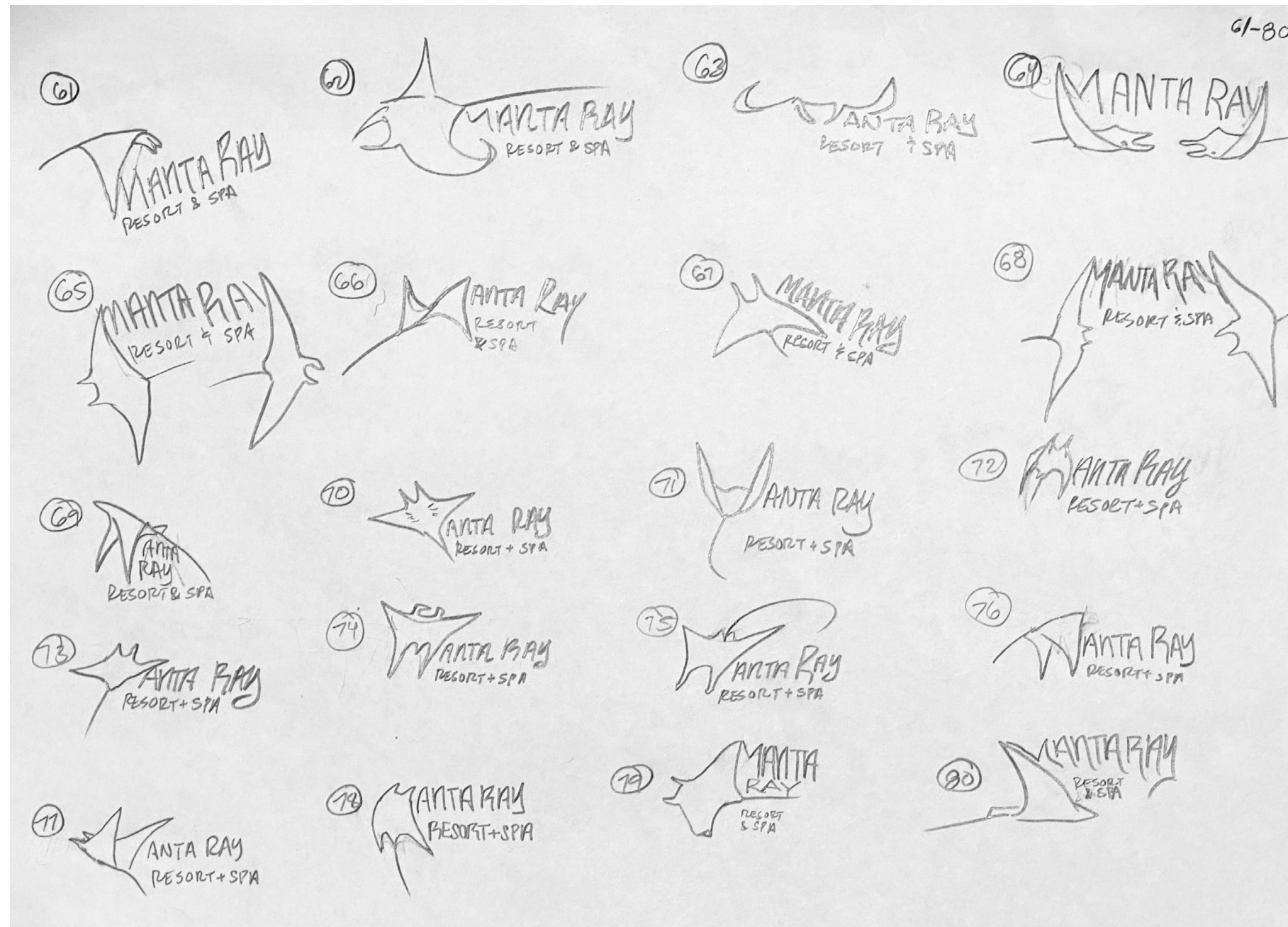


# ROUGH SKETCHES



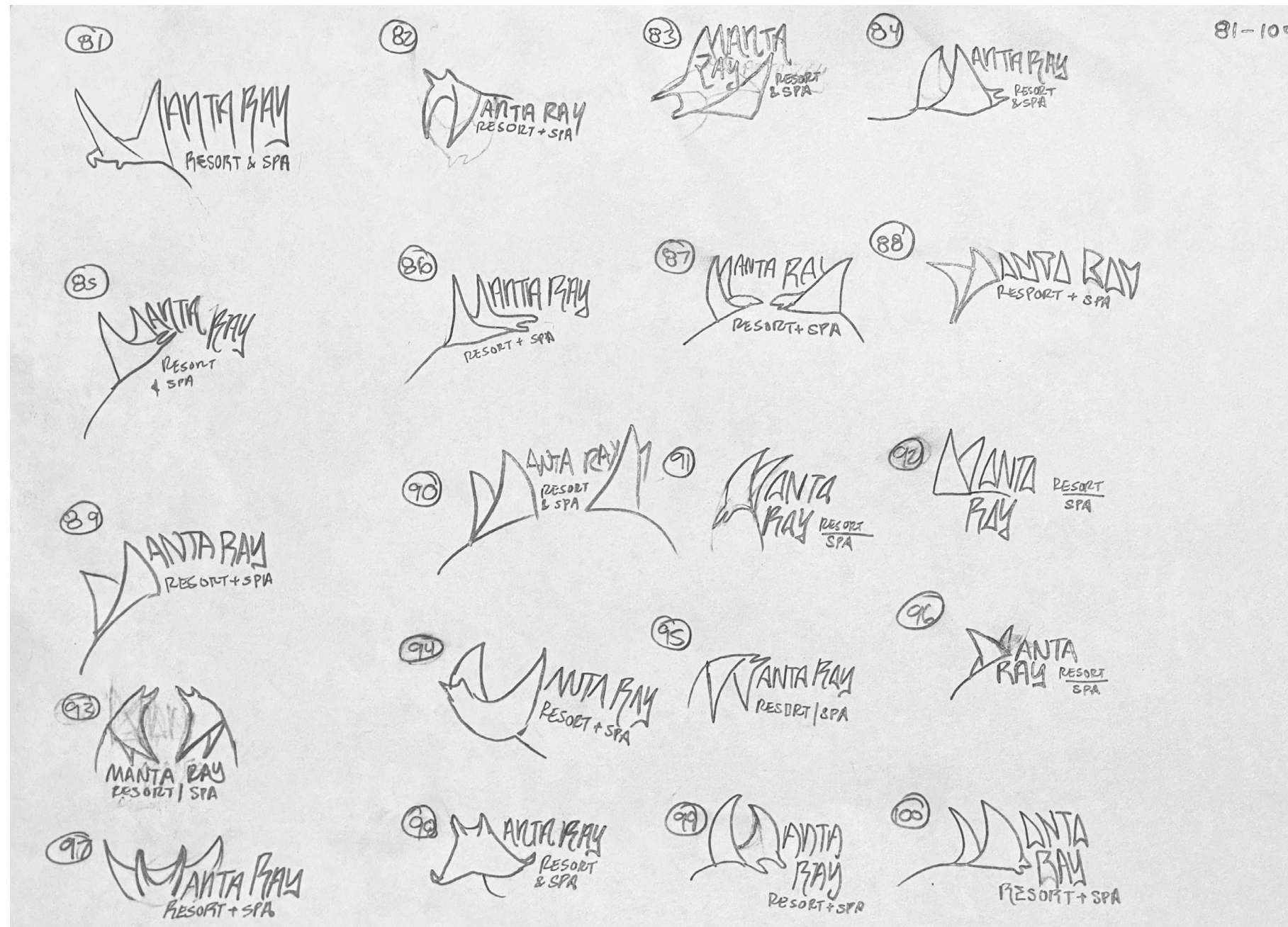


# ROUGH SKETCHES





# ROUGH SKETCHES







## DESIGN DEVELOPMENT

It was important to emphasize the mention of Manta Rays in the resort's title along with the logotype since that is what our resort is all about, along with incorporating a medium-light shade of a turquoise-blue color to accurately represent the beaches of Bora Bora. It was also important to include our marine animal rehabilitation and reintroduction practices in our mission statement as another incentive to increase traction by highlighting our efforts in environmental conservation.





# DIGITAL ROUGHS



LOGO FINAL HORIZONTAL

LOGO FINAL VERTICAL





## FINAL SOLUTIONS

Upon narrowing down all my logo ideas, the one manta ray logo design that particularly stood out was the one that was divided into four different tints and hues. From however one may view it, it may be seen as if it looks like a wave breaking onto the shore.

Yet, the actual intent behind this logo design was to emphasize the location of Bora Bora which is south of the equator, which is why the manta ray is deliberately pointing downward. Additionally, the beaches of Bora Bora's shallow waters getting deeper are accurately represented through the varying tints and hues.

It was also important to experiment with the header typography in terms of placing the two words "MANTA RAY" on two separate lines so that there could be a condensed logo variation. This way, the logotype could be expanded a lot more than the traditional horizontal logotype when placing it on merchandise or any other label.



# DIGITAL FINALS



LOGO FINAL HORIZONTAL



LOGO FINAL VERTICAL



# EXECUTED FINALS



LOGO FINAL HORIZONTAL



LOGO FINAL VERTICAL





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