



Saint Kate

The frame becomes the focal point of this visual identity by ONE DESIGN for this hotel and community arts initiative.

In response to questions such as whether a hotel could be an arts venue and a bridge between communities, One Design Co. developed a name, positioning, and visual identity for Saint Kate, an arts hotel in Milwaukee. The hotel is named after Saint Catherine, the patron saint of artists, and the studio developed a visual identity built around an oval frame, a reference to printer seals, crests, and vignettes of the past, which is set at the center of the applications. This could be seen both as a metaphor for the hotel as a focal point for the community, and as a literal frame to celebrate and hold various works of art. As a point of meeting, serif and sans-serif type come together around this frame and build out across hotel communications and products, modulated to change tone and fit different contexts.

