

# FOUR SEASONS AMMAN

*Hotel Collateral*



FOUR SEASONS  
HOTEL  
AMMAN

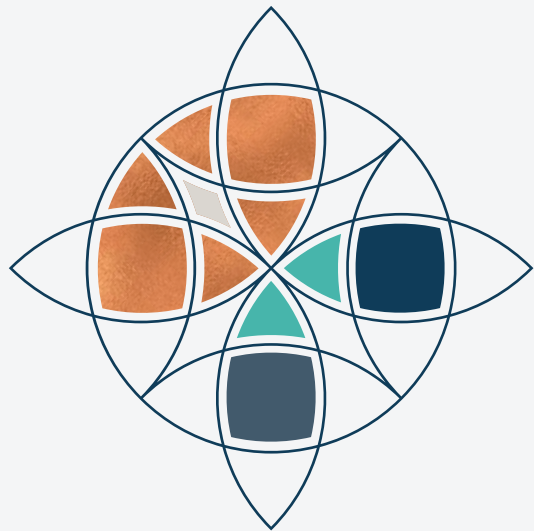
# rationale

The design rationale for the Four Seasons Hotel in Amman harmoniously blends tradition and modernity through a carefully curated palette of colors and patterns. Turquoise, light sand, midnight blue, and copper create an ambiance of elegance and warmth. Complemented by a Middle Eastern pattern of circles, the design resonates with cultural richness, lending a distinctive identity to the hotel.

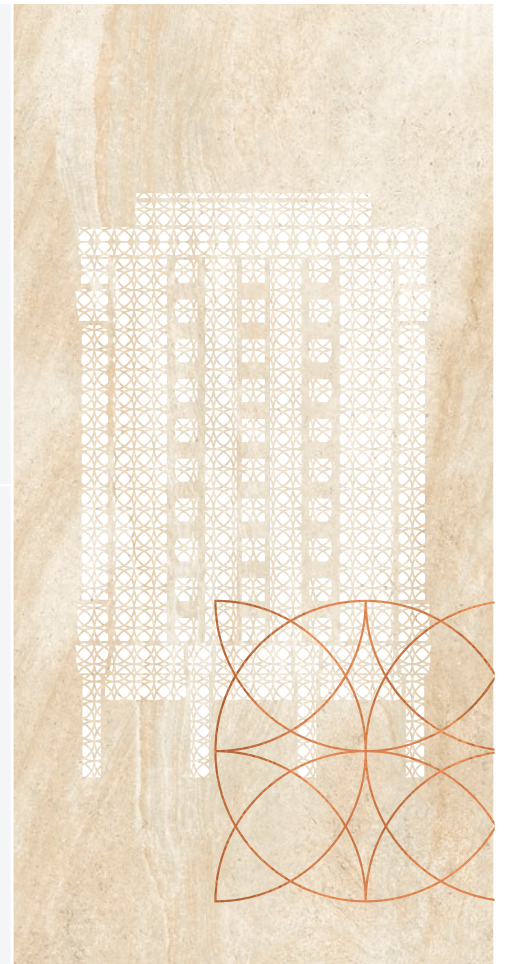
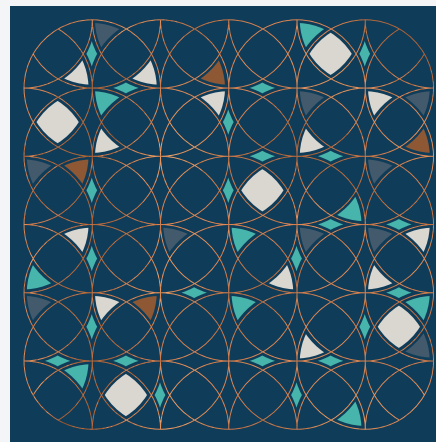
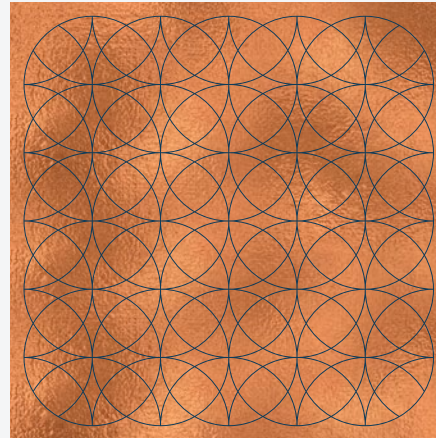
Throughout the design, a custom pattern inspired by the hotel's facade is selectively integrated, adding depth and continuity. Copper foil accents add a contemporary touch, enhancing the ambiance with their warm glow. This thoughtful integration of colors, patterns, and textures creates an atmosphere of timeless luxury and cultural authenticity, reflecting the hotel's sophisticated identity.



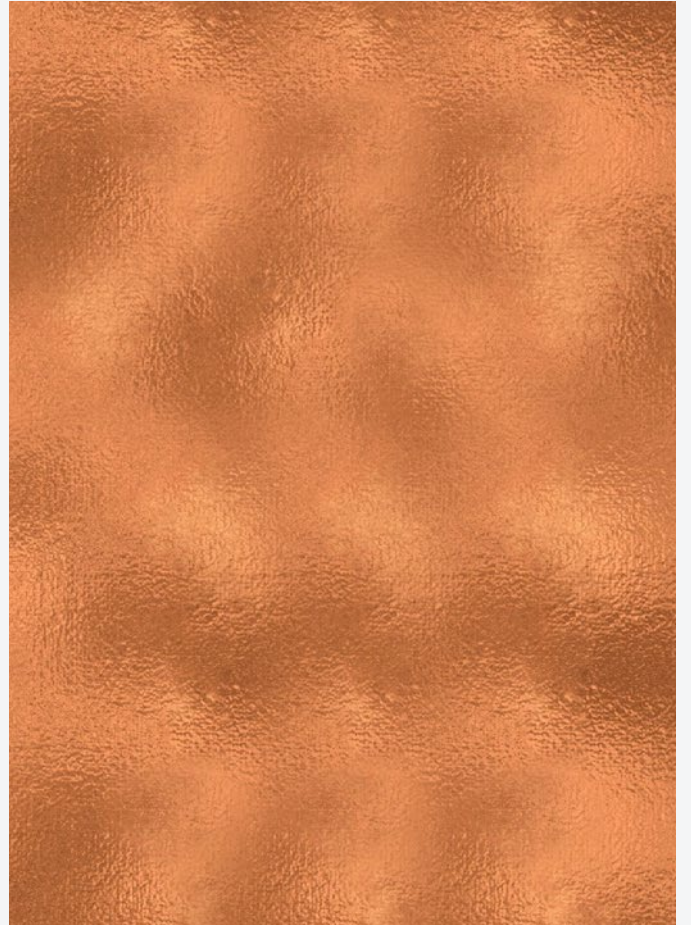
colours



pattern

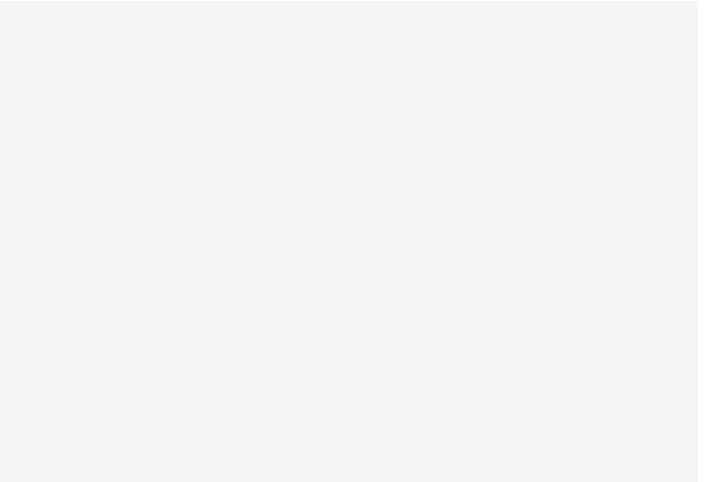


textures





# photography



# collateral

DO NOT DISTURB SIGNS



# collateral

LOOK BOOK





# collateral

CLOTHING





# collateral

## BREAKFAST CARDS













