

# Buffalo Lodge

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RESEARCH & CONCEPT | DESN 311

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Courtney Beka



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Proposed logo concepts with sample mockups

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# Introduction

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Introduction to Client  
Project Brief



# Introduction to Client

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## VISION

Buffalo Lodge aspires to be the premier venue in Edmonton that harmoniously blends historical significance with modern inclusivity, becoming the top choice for diverse and memorable gatherings.

### **Expectations**

- Inclusive atmosphere and community
- Versatile space
- Attract a dynamic audience
- Exploring new event concepts
- Enhance guest experience

### **Struggles**

- Cohesive and contemporary branding
- Competition
- History preservation
- Community Engagement
- Social Media



# Project Brief

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## PROBLEM STATEMENT

Currently lacks cohesiveness and struggles to show the true potential of the brand. Create a visual system that feels more contemporary, can gather more exposure, and better aligns with the updated values of inclusivity and community involvement.

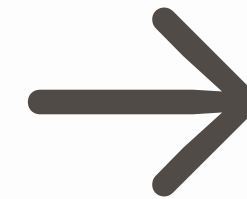
*History*



## HOW MIGHT WE?

How can we create a brand story focused on preserving special emotional memories, ensuring an inclusive and unforgettable experience for patrons who want to use the venue?

*Memories*





# Research

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Business Research  
Competitor Research  
Audience Research



# Business Research

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## The Business & Activities

Buffalo Lodge is a venue for weddings, corporate events, and community gatherings, combining history with modern appeal. By re-branding and expanding its services, it aims to attract diverse guests and enhance its role as a community event centre.

- Venue Rental, Event Hosting,
- Partnerships (Fever – Candlelight)
- Facility Management
- Customer Service



## Potential Product & Services

- Event Packages
- Merchandise
- Historical Books
- Historical Guides
- Membership Packages
- Event Tickets
- Event Rentals
- Food & Beverage Services
- Workshops or Classes



# Brand Elements

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## Primary & Secondary Logo



## Primary & Secondary Logo

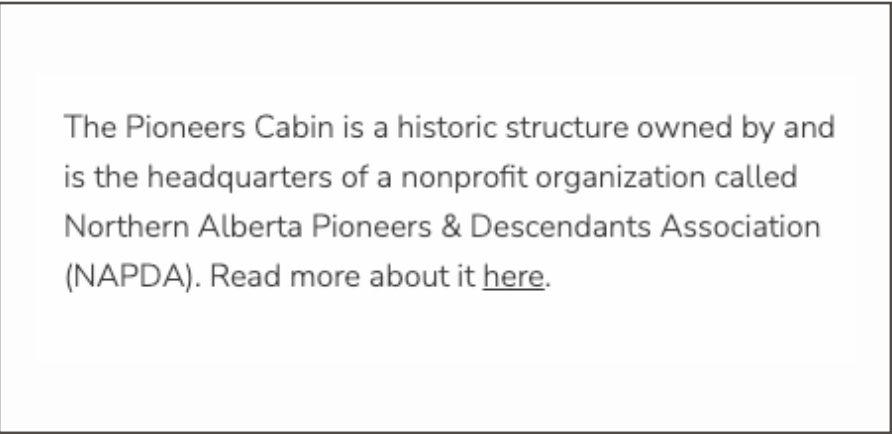


## Fonts

Logo:  
Regards Script &  
YD Gothic 200 220

Website Header  
Cormorant

Website text  
Nunito Sans





# SWOT

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## **STRENGTH**

Versatile Venue



## **OPPORTUNITY**

Rebranding Efforts

# **BUFFALO LODGE**



## **WEAKNESS**

Branding & Marketing



## **THREATS**

Competiton



# Marketing Audit

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## Current Social Platforms

- Instagram
- Twitter
- Facebook



## Potential Platform

- Tiktok

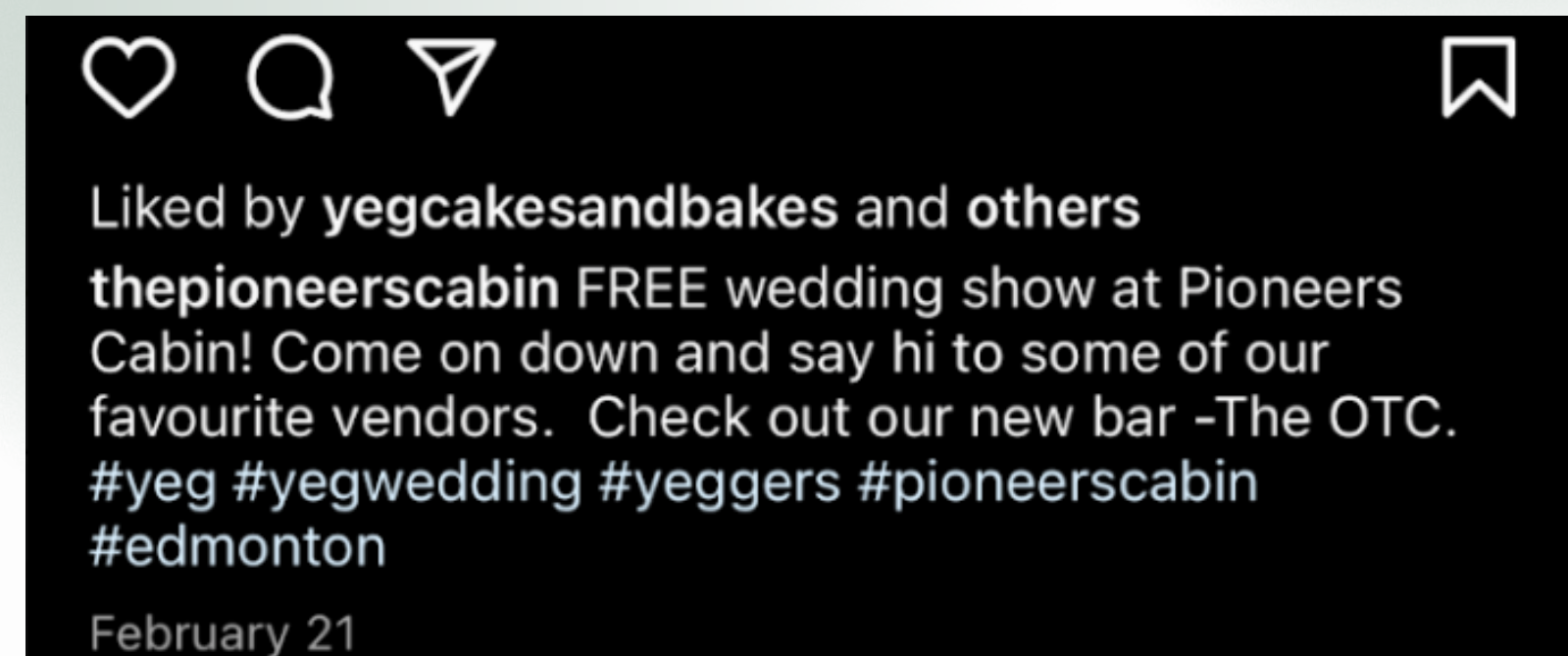
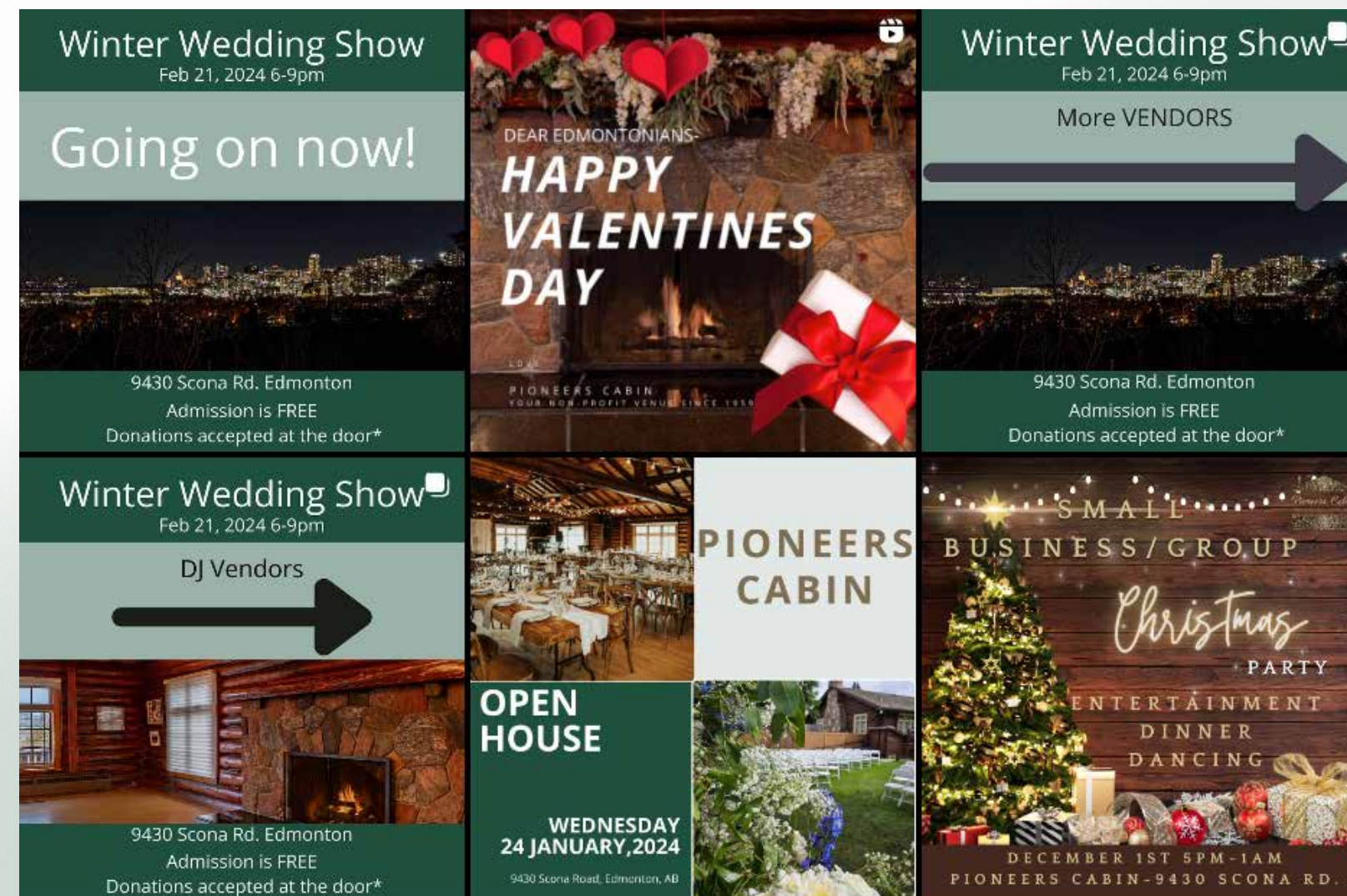


## Content Goals & Ideas

- Broaden range of demographics
- Showcase behind-the-scenes events
- Share historical anecdotes
- Collaboration with YEG influencers
- Stay up to date with trends

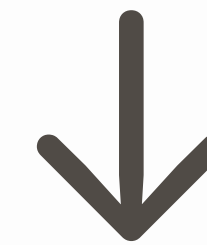


# Language Audit: Instagram



## Current Language

- Low viewer engagement
- Text heavy images

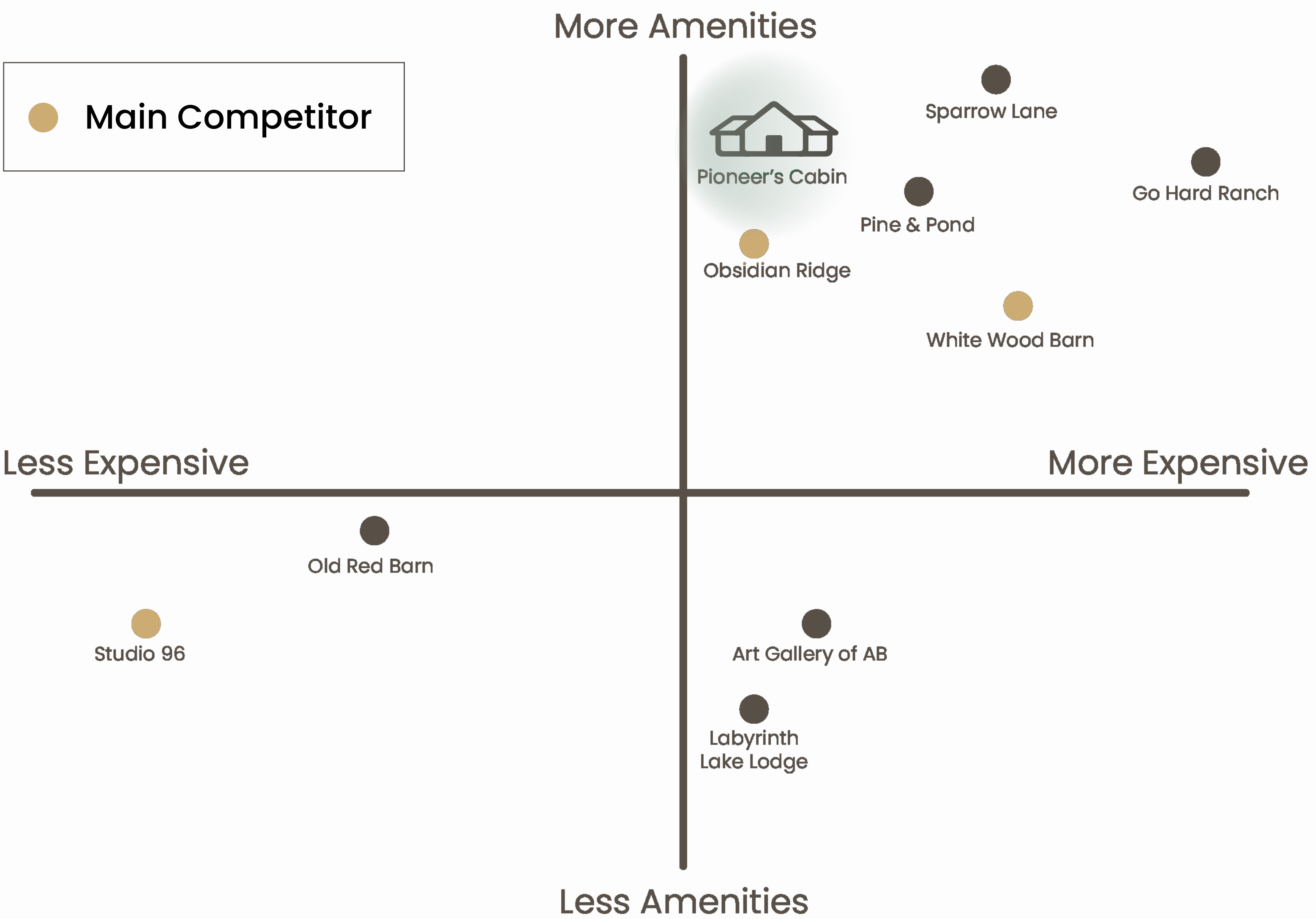


## New Language

- Prompt audience's feedback
- Short and sweet descriptions



# Positioning Map





# Key Competitors

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## WHITEWOOD BARN

**\$15,500**

Spaces: 2 ceremony spaces, 2 fire pits, patio, bridal suite, bar, camp area,

Capacity: barn/ceremony area capacity is 180. Covered patio is 150.

Amenities: set up/clean up (tables and chairs only), podium, wooden cross back chairs, sound system, wooden ceremony arch, signing table, 3 solid raw edge wooden tables, 20 custom made rectangle wooden tables, 6 round wooden tables, removal of garbage, outdoor yard games.



## OBSIDIAN RIDGE

**\$12,995**

Spaces: foyer, main hall with dance floor, bar in main hall, catering area, lounge, bridal suite,

Capacity: lounge capacity is 90. dinner seating is 150. Audience seating is 175

Amenities: 1-2 hour planning meeting, event specific floorplan, on-site coordinator, cleaning before and after event, set-up and take down of studio 96 tables and chairs, bose sound system with cordless microphone, general and directional stage lighting, stage and dance floor, projected personal backdrop,



## STUDIO 96

**\$3,965**

Spaces: ceremony site, reception tent, wooden framed lounge, bridal suite, grooms den, bonfire pit, outdoor kitchen, space for outdoor games, botanical garden

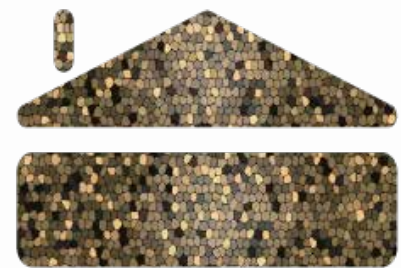
Capacity: amphitheater/ceremony site capacity is 200 (some might have to sit on rocks), reception tent is 200, and botanical garden is 50

Amenities: benches, wine barrels and hexagonal arch at ceremony site, lighting and greenery within reception tent, 16 rectangle tables, 2 round wooden tables, 3 live edge head tables, wine barrel podium in reception tent, in house PA stereo system and 75" HD tv, set up and take down services of tables and chairs, licenced bar service, outdoor lounge furniture and wine barrels, event day coordinator, venue wide sound system, wifi for wedding party, rowboat, outdoor games, LOVE sign, 1.5 hour rehearsal (must be booked in advance), and general clean up.



# Key Competitors

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## **BUFFALO LODGE**

**\$12,999**

Spaces: Access to full Lodge and surrounding grounds

Capacity: for weddings 250 guests is recommended.

Amenities: set-up and take down of decor and provided table and chairs, provided table linens and dinnerware, sound system and mic, standard clean after, recommended floor plans, projector and screen, wifi, rehearsal time prior to event. certified wedding planner consultations including: additional planning sessions, vendor assistance, decor and design assistance, stress mitigation.



## **Advantage over Competitors**

- Price: Very good value for what we offer in comparison to other venues.
- Capacity: Against these competitors we are able to host the largest number of guests for a wedding.
- Spaces: Access to entire Building and grounds
- Amenities: we have the widest range of amenities available outside the standard.
- History: Historical aspect that other venues dont.
- Parking: free

# Persona: Newly-wed Couple

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*Matt Scavo &  
Valeria Britt*

28 & 26, Edmontonians

## ✓ Vision & Values

- Cozy cottage core theme
- Craft memorable experiences
- Prioritize affordable choices
- Personalized venue where all guest can enjoy

## 👤 User Statement

We just got engaged and are aiming for a memorable, charitable, and authentic wedding. Being young, budget-friendly choices are crucial. Family is everything to us, so making sure everyone approves and has a blast is a top priority!

## ⚠️ Challenges

- \$10,000 Budget constraint
- easily accessible location
- Reception planning inexperience
- Entertain and create joyful setting for all guests



# Brand Story

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Brand Essence  
Strategic Direction  
Moodboard



# Brand Essence: Archtype

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*Magician*

## Magician

- Real, grounded authentic,
- Catalyst for change and magical moments
- Intention to make people's dream come true.



# Brand Essence: Character

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## Rufous Hummingbird

- Messengers of happiness
- invites you to live in the moment
- Symbol to find beauty in life and appreciate every moment

*Hummingbird*

# Brand Essence: Colour

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## Orange Brown

- Earthy Elegance
- Practical, warm, dependable
- Grounded and Close



*Dark Amber*

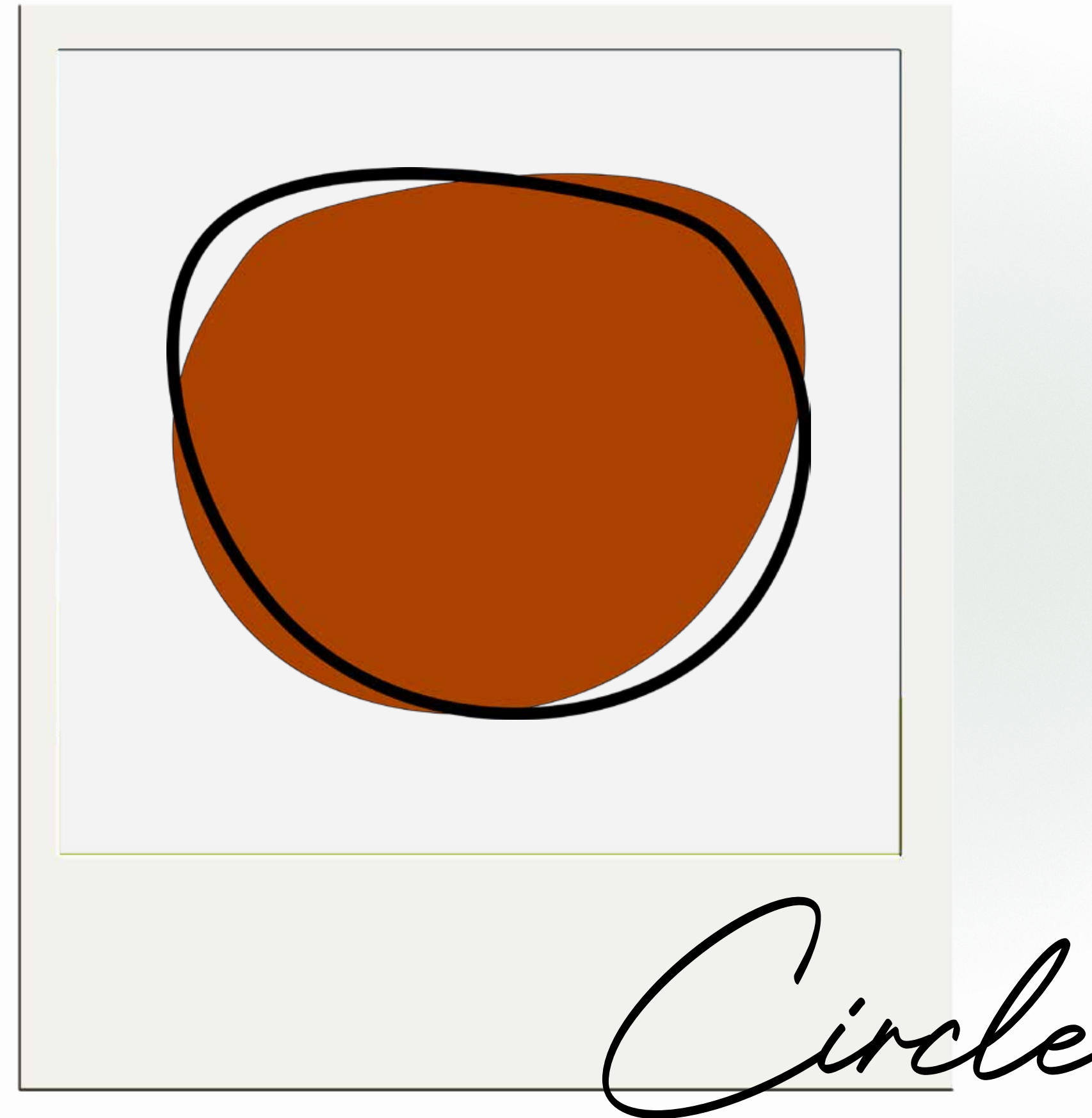


# Brand Essence: Shape

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## Circle

- Unified community
- Friendly and welcoming
- Positive emotional message



# Strategic Direction

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## **PRESERVING THE PAST, WELCOMING THE PRESENT**

### **Community & Collective Memories**

- Resonate with all ages
- Collecting and preserving history more focused on pathos; memories stick better when others have an emotional connection to it.
- Potential imagery: Stamps, letters,
- Make the brand be the guide and destination for that provides opportunities to create happy memories.

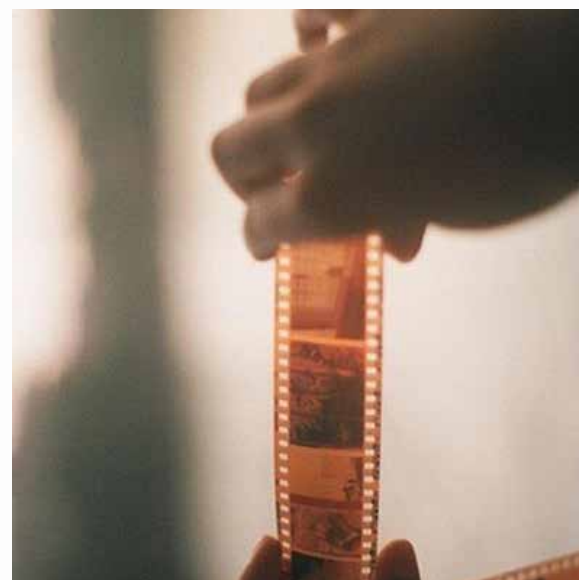
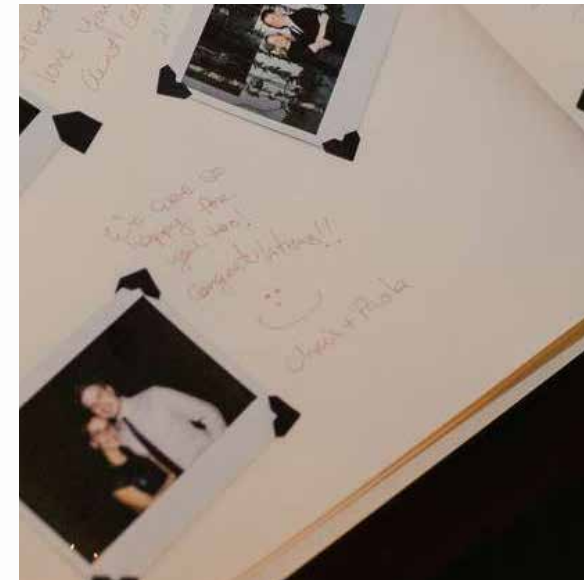
### **Growth & Sustainable**

- More exposure online and in person
- Timeless look and flexible use



# Moodboard

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- **Memorable**
- **Personal**
- **Cozy**
- **Earthy**
- **Timeless**





# Conclusion

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## **How Might We**

Making history into  
cherished memories



## **Sustainable Identity**

Timeless, concrete yet  
flexible identity



## **Research Continues**

Learn from event and  
wedding planners



# Logo Concepts

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Proposed logo concepts  
with sample mockups

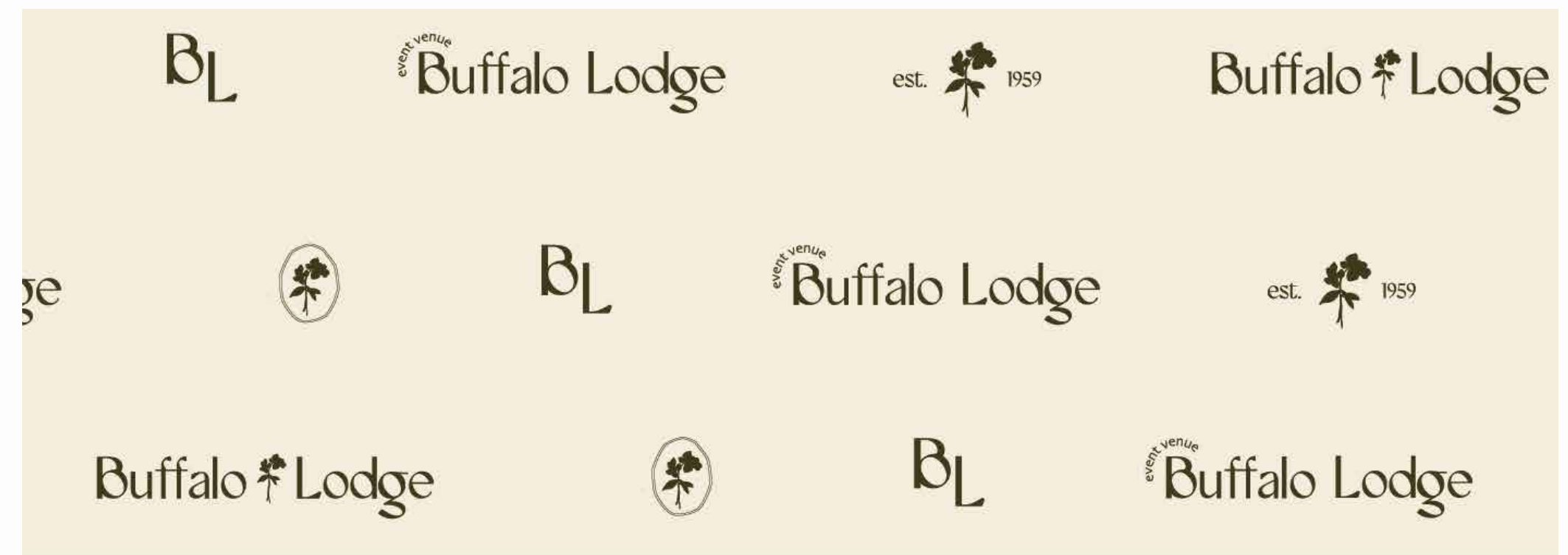


# CONCEPT | Piper

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est.  1959  
Buffalo Lodge

- **Typeface:** Rustic yet luxurious blend
- **Flower:** Buffalo bean silhouette
- **Colour Palette:** Neutral colors





# CONCEPT | Piper

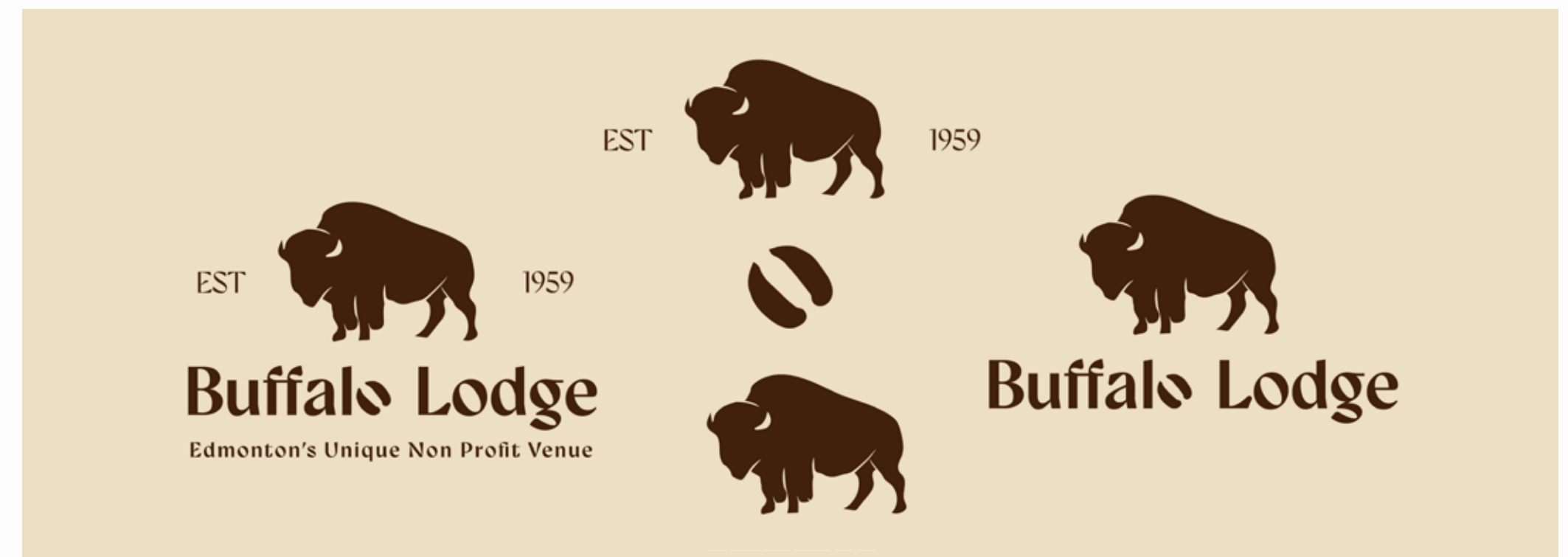


# CONCEPT | Don

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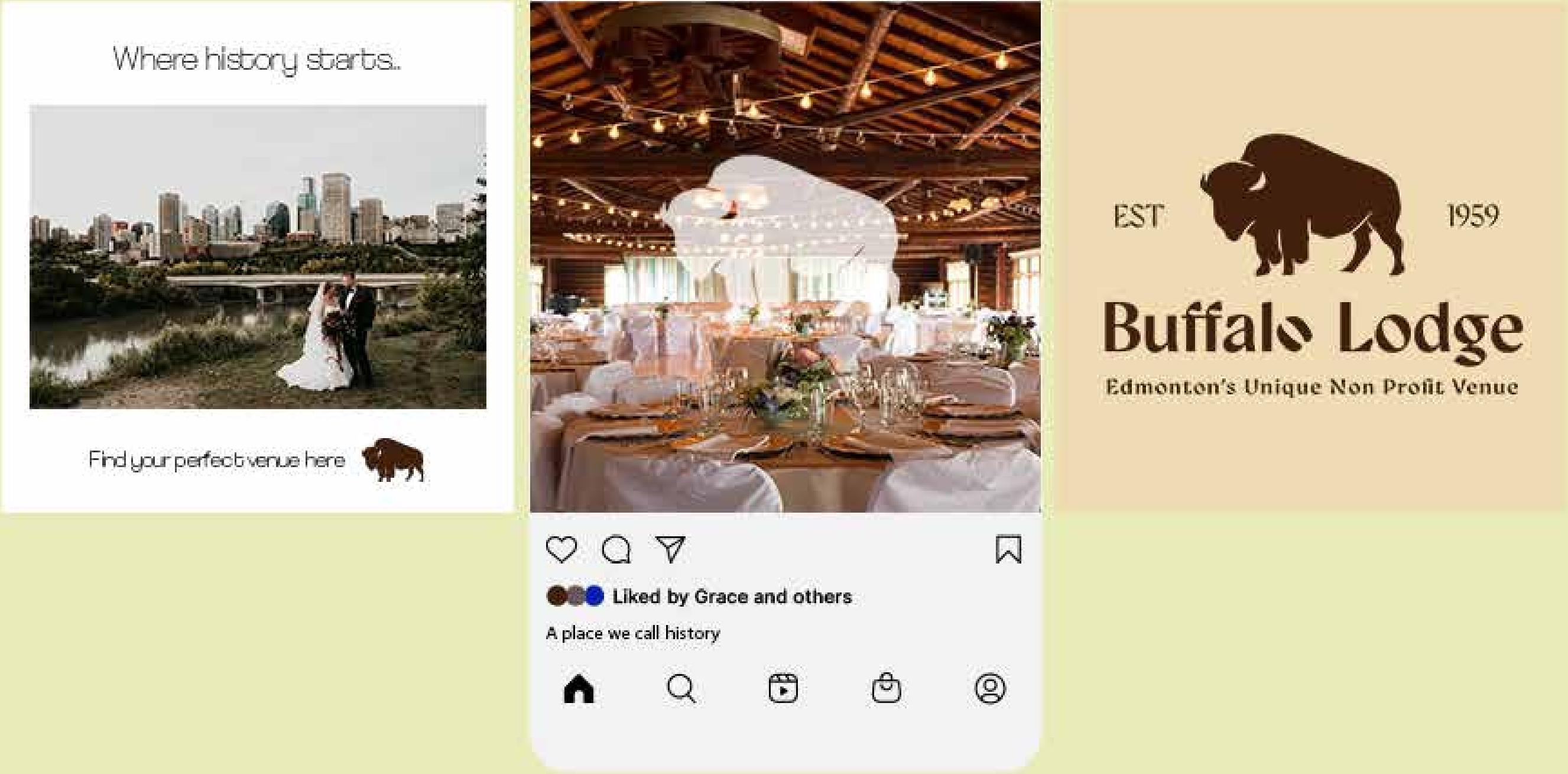


- **Bison Foot Print:**  
Enhances branding identity comprehension
- **Bison Symbolism:** Strength, unity, abundance
- **Typeface:** Modern sans serif with captivating cursive serif for historical luxury blend
- **Color Palette:** Raw sienna





# CONCEPT | Don



# CONCEPT | Courtney

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- **Buffalo Head Emblem:** Honors Indigenous heritage, embodies brand identity
- **Typeface:** Sinete selected for its classy, elegant, and modern traits.
- **Color Palette:** Earthy tones chosen





# CONCEPT | Courtney





## CONCEPT | Sydney

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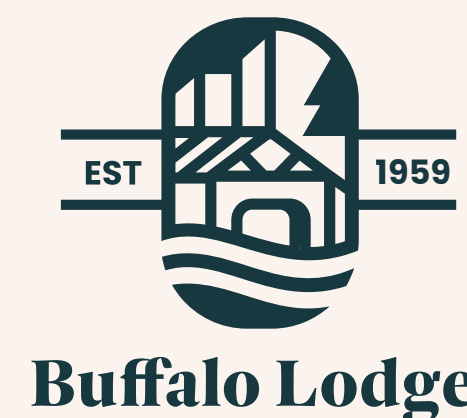


# Buffalo Lodge

- **Scenery:** The River valley, pine trees, and city view. Capture the venue's memorable location
- **Typeface:** classic and welcoming bold serif for any occasion
- **Color Palette:** Rich hues reflecting the environment's essence.



**Buffalo  
Lodge**





# CONCEPT | Sydney



# ROLES

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## **COURTNEY**

Client intro  
Problem statement  
Business research

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## **DON**

Research brief  
Audience research  
Moodboard

**GROUP**  
Brand Essence

## **PIPER**

Initial Statement  
Competitors  
Brand Positioning

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## **SYDNEY**

How might we  
Brand strategy  
Process document



# Thank you

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TEAM 4

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Courtney

Don

Piper

Sydney