

REGAL

Hospitality · China

CLIENT	Regal Concord International
YEAR	2018
PROGRAMME	Hospitality
STATUS	Completed

The logo for Regal Concord International, a premier chain of five-star hotels in China, elegantly embodies the essence of timeless sophistication. Drawing inspiration from the Red-crowned Crane—an emblem of grace and longevity—the design features a refined blend of terracotta and imperial jade tones. These colors reflect the historical majesty of the Terracotta Army and the serene elegance of jade, harmonizing traditional Chinese heritage with modern luxury.









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