



vijayshree resort  
HAMPI

## Managing Director's Note

Date: 11-09-2023

Dear Distinguished Guests and Esteemed Partners,

Namaskara!

It brings me immense joy to unveil a momentous chapter in our journey. In my role as the Managing Director of Vijayshree Resort Hampi, I am honored to share the essence of the recent transformation you may have observed, especially the evolution of our logo.

Change is an integral facet of progress, akin to the remarkable transformation witnessed in the ancient city of Hampi over the centuries. Our brand has consistently embodied values of excellence, luxury, and a profound commitment to environmental stewardship – values that resonate deeply with the cultural heritage of this historic land.

Our decision to rejuvenate our logo was a contemplative one. It signifies our readiness to adapt and flourish in a swiftly evolving industry while remaining rooted in our core brand identity, just as Hampi's magnificent structures endure through time.

The choice of colors in our revitalized logo carries profound meaning. Green, symbolizing nature and sustainability, remains the cornerstone of our ethos. It mirrors our enduring pledge to preserve the environment while providing an opulent experience that is both eco-conscious and indulgent, much like the harmonious blend of nature and architecture seen in Hampi.

The introduction of earthy tones in our logo embodies the warm and authentic connections we aspire to foster with our guests. It evokes the inviting ambiance one encounters when exploring the ancient alleys of Hampi, where history meets heartfelt hospitality. It is a reminder that, amidst our expansion, we will forever offer a welcoming haven.

Our brand's unwavering commitment to delivering unparalleled service and experiences remains steadfast. In fact, we are elated to announce our brand's expansion, featuring new hotels and resorts and enchanting destinations that echo the allure of Hampi's timeless heritage.

We extend our heartfelt gratitude for being part of this remarkable journey. Your trust and unwavering support are invaluable, and we are genuinely excited about the future we are collectively shaping.

With warm regards,



Raju Bhurat Jain

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## Reasons for Changing the Logo

Logo has been changed keeping various reasons including rebranding efforts or updates to reflect a company's evolving identity. Here are a few potential reasons:

- **Rebranding:** A company might change its logo as part of a broader rebranding strategy to modernize its image or better align with its current values and goals. Also positioning us as a luxury brand operating at Hampi.
- **Expansion:** If a brand is expanding, especially into new markets or demographics, a logo change can signify growth and change.
- **Evolution:** As a company evolves, so too can its logo to reflect its evolving mission, values, or products/services.

## Hampi

- Our logo transformation isn't merely about modernization; it's about paying homage to the ancient traditions and heritage that echo through the streets of Hampi. It's an endeavor to weave those echoes into our brand identity, connecting us more deeply with India's rich cultural tapestry.
- Expansion, the Hampi Way: In the spirit of Hampi's architectural expansiveness, we're extending our reach to new regions and demographics. Just as Hampi's monuments stand as testaments to time, our brand seeks to leave its mark on diverse landscapes, each with its own unique charm and character.
- Evolution, Inspired by Hampi's Legacy: Just as Hampi evolved from a bustling medieval city to a UNESCO World Heritage Site, our logo evolves to reflect our ever evolving journey. We draw inspiration from the resilience and adaptability that Hampi's legacy embodies.

**2. Meaning of Logo Color (Green - Earthy/Luxury):** The meaning of logo colours can vary depending on the brand's intentions and the emotions we want to evoke.

- **Green:** Green is often associated with nature, growth, and sustainability. It can symbolize environmental responsibility, health, and wellness. In the context of luxury, it might suggest eco-consciousness and a premium, environmentally friendly experience. Also, it depicts reminiscent of the grandeur of the Vijayanagara Empire that once thrived in Hampi. It evokes a sense of opulence and luxury, inviting guests to experience a majestic stay akin to the empire's heyday.

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- **Earthy Tones:** Earthy tones like brown, beige, or taupe can convey a sense of groundedness and authenticity. They are often used to create a warm and inviting atmosphere, which can be associated with luxury in the context of hospitality or travel. Also The earthy tones pay homage to Hampi's rugged landscapes and the structures that have stood the test of time. These hues capture the authenticity and warm hospitality that define Hampi's culture, offering a genuine and inviting embrace to all.

3. **Brand Remains the Same, Expanding with New Hotels/ Resorts and Destinations:**

It sounds like the company is keeping its core brand identity intact while expanding its reach by adding new hotels and destinations. This is a common strategy for established brands looking to grow and diversify their offerings. The logo change may serve as a visual indicator of this expansion, showcasing a commitment to maintaining the brand's values while embracing new opportunities.

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