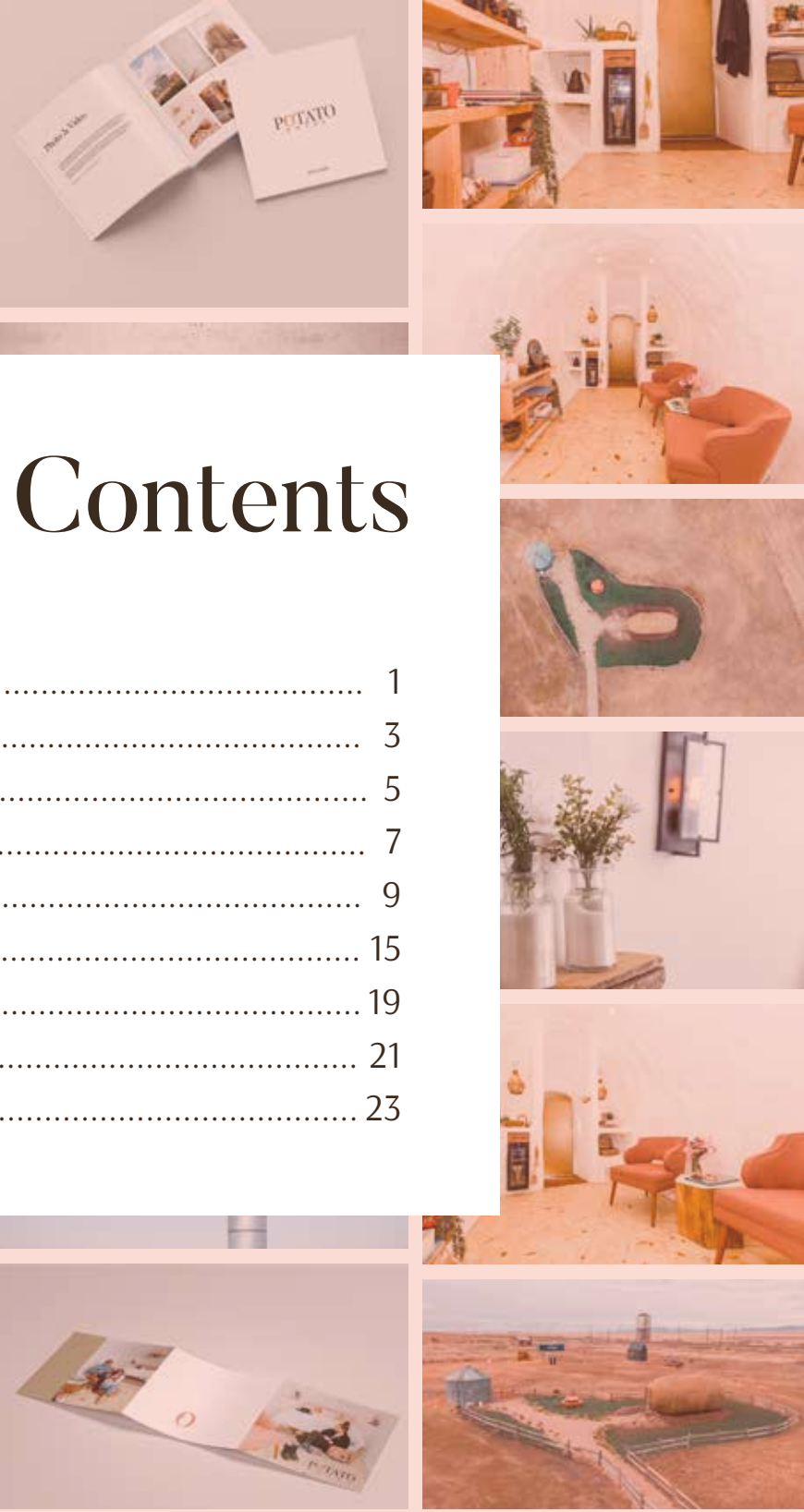




# POTATO HOTEL

Branding Package Proposal



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## What Is The Potato Hotel?

Kristie Wolfe, a tiny home builder, went on tour with the “Famous Idaho Potato.” It was gifted to Kristie after its seven years of traveling the United States on the back of a semi. Kristie remodeled the potato into a beautiful hotel space that can be rented out to guests in Boise, Idaho.

## Why a Branding Package?

With the unique experience and rustic homey feel the Potato Hotel radiates, it was sure to be a popular vacation destination for potato-loving-locals and tourists alike. But it was lacking the brand-unity it deserved. This branding package allows potential guests a sneak peek into what they will experience during a stay at the Potato Hotel.

## What’s Included?

Our talented team of designers and creatives are proud to present a full brand package. This includes a new logo, product design, style guide, brochure, souvenirs, website design, social media content, outdoor signs, online advertisements, photo and video. Our team has achieved a fully-developed new brand for the Potato Hotel. The personality of the brand was built around the aesthetic of the hotel’s interior and has been elevated to become something remarkable.





# Meet The Team



**Kayla Tayco**  
Project Manager | Social Media Design



**Benjamin Greenwood**  
Photography | Videography



**Elsa Bowman**  
Photography | Social Media Design



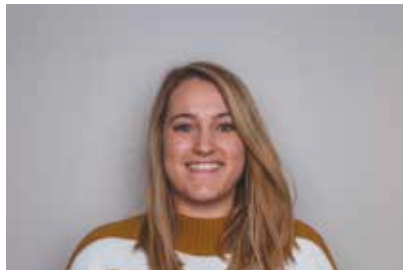
**Jacie Mustard**  
Souvenir Design



**Courtney Smith**  
Creative Director | Graphic Design



**Tiffany Berg**  
Web Design



**Laura Hancock**  
Marketing



**Makenzie Wilson**  
Photography | Videography



## Style Guide

Creating a style guide allowed all other designs to feel cohesive and solidified brand style.

Go to the link below to view the entire style guide.  
<https://tinyurl.com/qwof9rp>



## Logo Design

For our logo design, we wanted to combine the symbol of a potato with the elegance found within the walls of the Potato Hotel. We ended with a recognizable mark that represents the Potato Hotel well and will stand the test of time.

Word Mark:

POTATO  
HOTEL

Pictorial Mark:



## Product Design

We created label branding for products located in the bathroom of the Potato Hotel. We wanted the design to reflect the elegance that the inside of the Potato Hotel displayed, while also involving potatoes. And thus, a simplistic design that combines the words “spud” and “luxurious” was born.





# Souvenirs

We wanted to have a fun way for guests to remember their stay at the Potato Hotel, so we created 10 different souvenirs for them to enjoy. A shirt, hat, postcard, key-chain, ornament, magnet, water bottle, shot glass, several stickers and three different mugs.



# Brochure

The brochure was designed to be a beautiful addition to the hotel's atmosphere. It was designed to inform guests about the hotel and give them a physical item that they can enjoy and share with friends. The brochure is an asset to the hotel and elevates the experience for guests. It is a beautiful reflection of the hotel's aesthetic.



## Website Design

A great way to get Kristie's Potato Hotel out there where people could learn more was to create a website promoting this fabulous tourist destination. We designed a simple yet elegant site to entice viewers to take a night off and spend some time in Idaho's first Potato Hotel.

Go to the links below to view the entire website

Desktop: <https://xd.adobe.com/view/6a0ccc01-e1da-4db2-4147-0569f8f3683e-1c3d>.

Mobile: <https://xd.adobe.com/view/c95efb63-b720-49ff-488e-d0ecd3308e8b-bf6f>

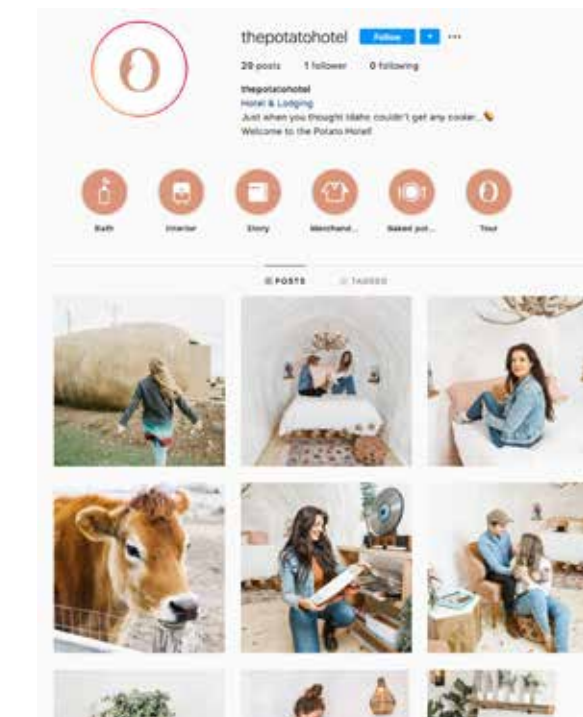


## Instagram

For our social media, we completely re-designed the Instagram, created a Facebook, and created all the content necessary for this. We created four weeks worth of Instagram posts and captions. We also created six highlight icons and six sets of stories for each of the highlights. We created Facebook content and designed the page. We defined a clear editing style to be a pattern for future posts and branded our social media to have a clear, and distinctive style that will set the Potato Hotel apart from competitors.

Go to the link below to view the Instagram page:

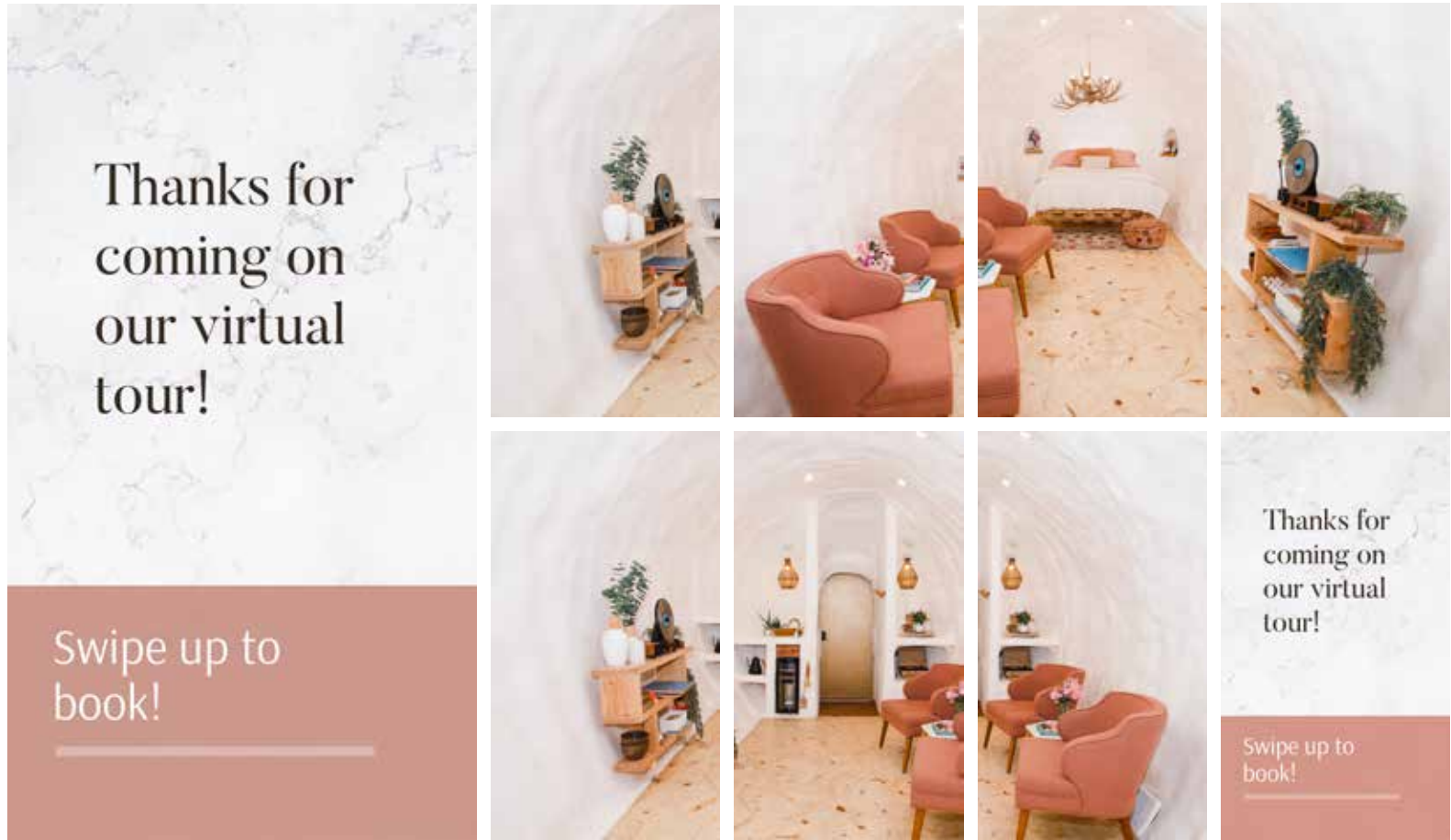
<https://www.instagram.com/thepotatohotel/>



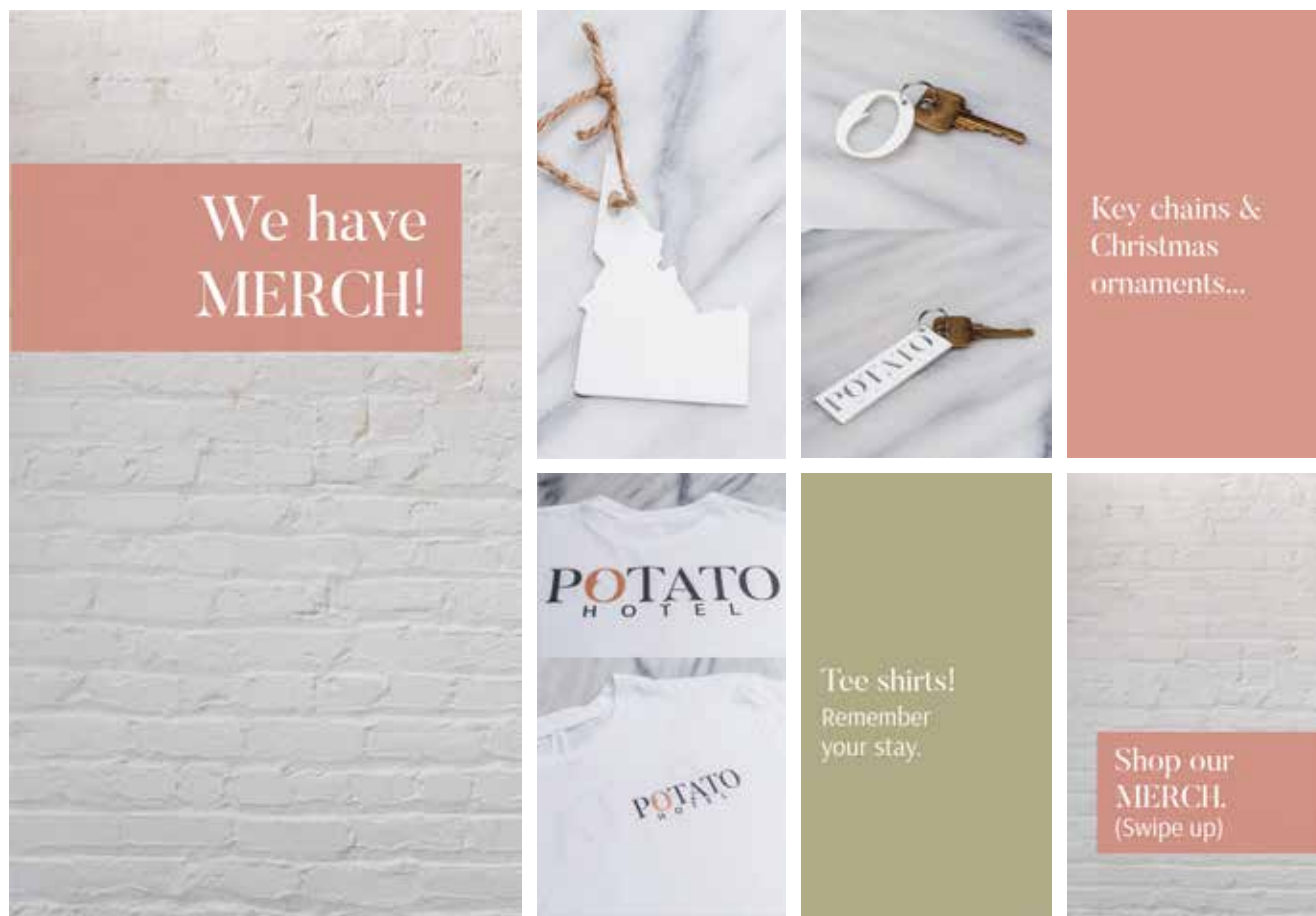


# Instagram Stories - Virtual Tour

Creating a style guide allowed all other designs to feel cohesive and solidified brand style. Go to the link below to view the entire style guide. Creating a style guide allowed all other designs to feel cohesive and solidified brand style.



# Instagram Stories - Souvenirs

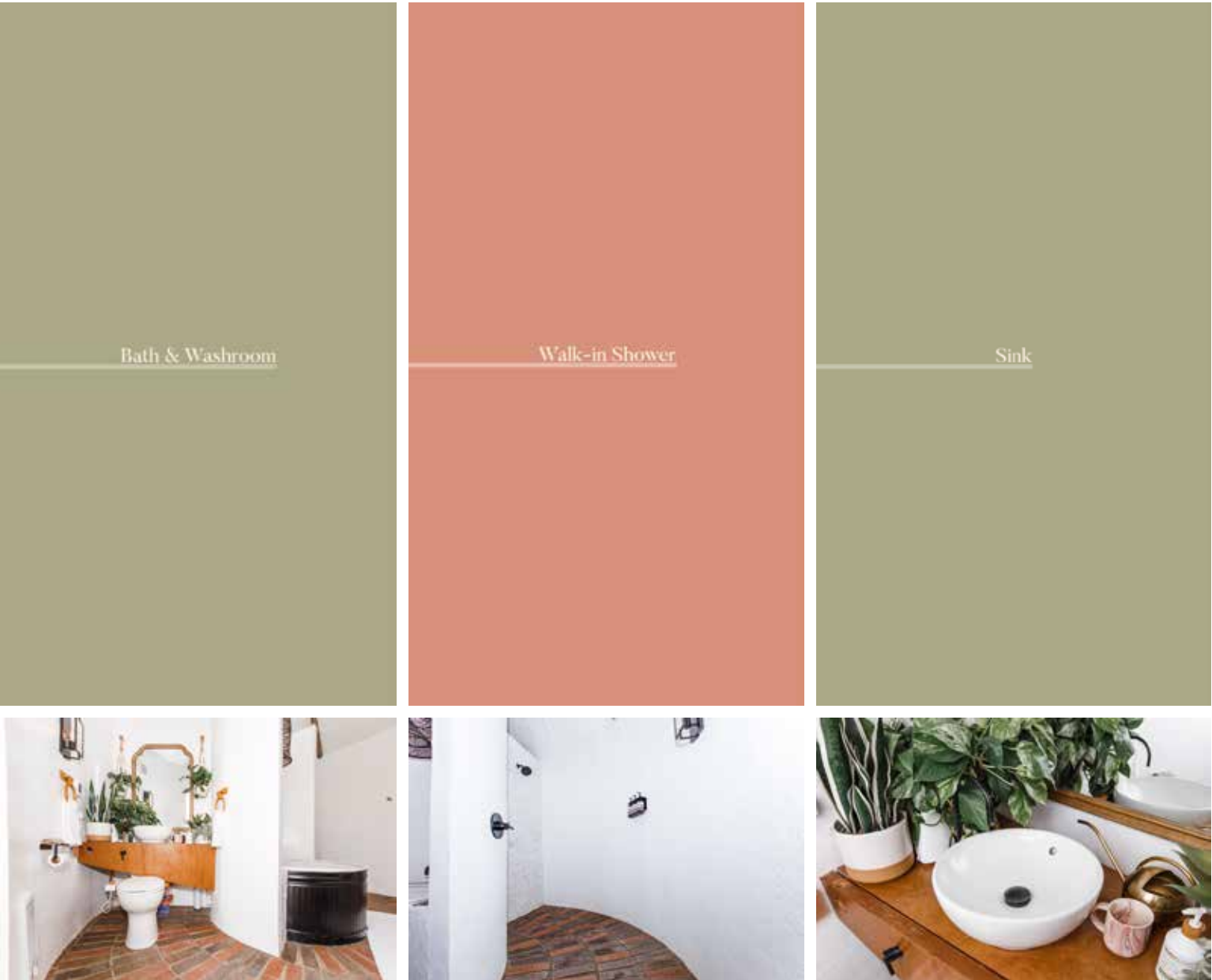




# Instagram Stories - Inside The Potato



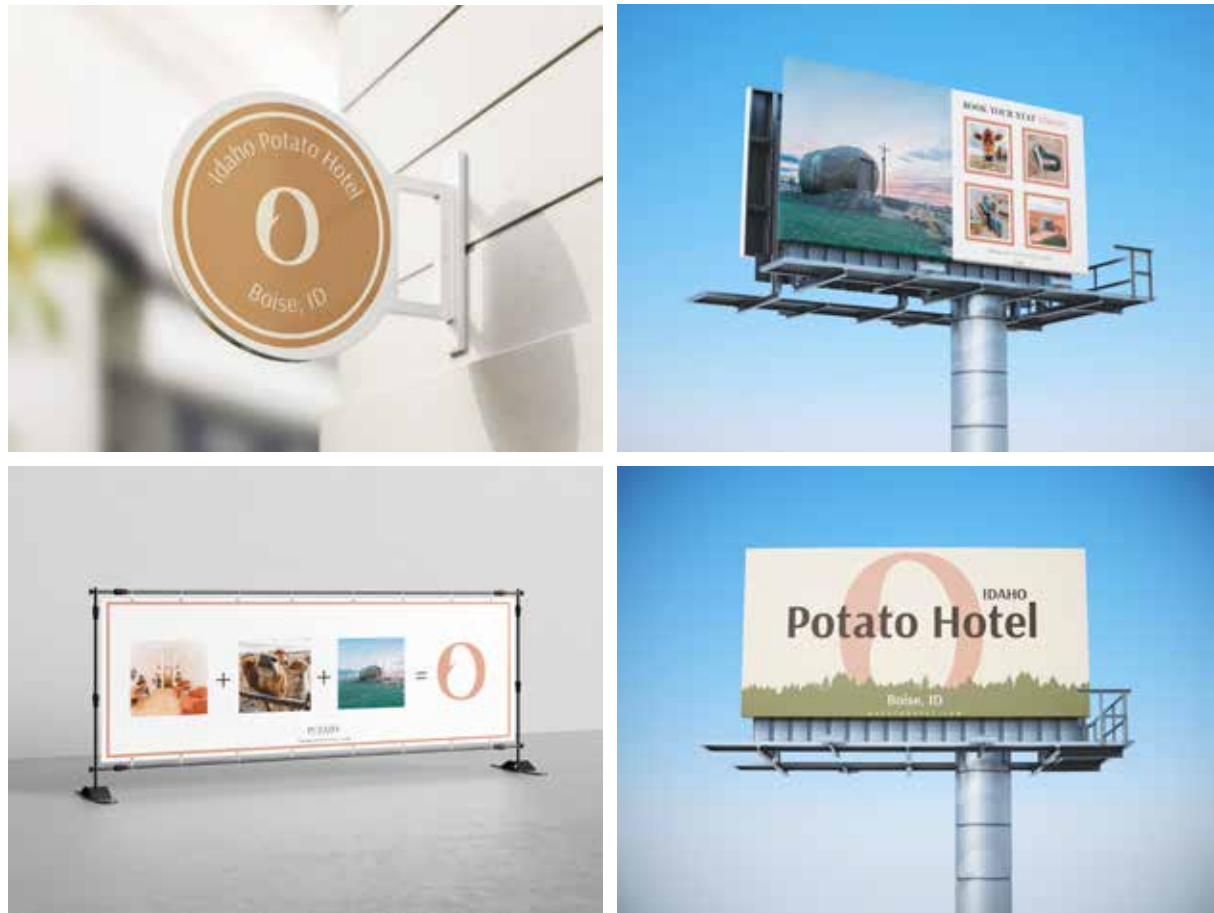
# Instagram Stories - Inside The Silo





# Outdoor Signs

We knew a very important aspect of branding The Potato Hotel would be marketing. We worked hard to create several different advertisements and marketing options for many platforms and mediums that would highlight the unique vacation spot that is The Potato Hotel.



# Advertisements





# Photography

Photography was a large portion of our branding package. Our images were used to showcase the Potato Hotel in almost every aspect of our branding including; social media, marketing, website, and so much more.

Go to the link below for our full photography collection:

<https://drive.google.com/drive/u/0/folders/1bRpVA5Io0HAtXtOP894vvvaXQZIVEVu0>

<https://photos.app.goo.gl/oerMVydBtCkur77NA>

<https://picti.net/0wlQV>





# Videography

We created several different videos to be used on the Potato Hotel's social media pages, as well as the website. The videos can be used to showcase and advertise for the Potato Hotel.

Drone Video Link: <https://www.youtube.com/watch?v=qS2ZNuOCFLc>  
Potato Hotel Walk-through Link: <https://youtu.be/R0qK7x4b2ck>  
Potato Video Link: <https://www.youtube.com/watch?v=dKQGeg2EY8w>  
IGTV Video Link: [https://youtu.be/ll35\\_AzyLek](https://youtu.be/ll35_AzyLek)  
Instagram Stories (Dolly The Cow): <https://youtu.be/b91-qqxMgj0>  
Instagram Stories (Mini Potato Tour): <https://youtu.be/djLD74V6DTQ>  
Instagram Stories (Mini Silo Tour): <https://youtu.be/48IUXrzDlcw>  
Instagram Stories (Guests at Potato): <https://youtu.be/NpCWVAqbhjs>





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Instagram: [@Benjamin.Greenwood](https://www.instagram.com/Benjamin.Greenwood)

Linkedin: <https://www.linkedin.com/in/benjamin-greenwood/>

# Benjamin Greenwood

Photographer | Videographer

## Main Projects:

Photography of Potato

Portrait Photography

Product Photography

Drone Photography/ Videography

Instagram Video

Benjamin was raised in Maple Valley, Washington. He grew up playing baseball and spending time with his family. He discovered his love for photography in his 20's and it consumes his life. He is happily married to his beautiful wife. They were married in September of 2019. Benjamin studied Visual Communication at BYU-Idaho. He currently works for a company that takes product pictures for clients on Amazon.com.

Photography of Potato  
Portrait Photography  
Product Photography  
Drone Photography/Videography  
Instagram Video





# The Goal

The goal that I had was to capture the true beauty of The Big Idaho Potato Hotel. Although the potato was small, I wanted to capture all of its glory as if you were the one spending the night. The idea in mind was to keep it bright, light and airy. I wanted to make sure the pictures looked as natural as possible. The owner expressed her love for the cow and how she is a vital asset to the experience. That's why Dolly, the cow, is in so many pictures.

Before going to The Big Idaho Potato Hotel I looked up pictures and videos of the inside of the potato to get an idea of what I would be photographing. I liked the design elements that were used to decorate the interior and I wanted to highlight those in my pictures. I thought of how the products would look with all the greenery that was inside of the potato as well as the bathroom. I also noticed the antler chandelier and wanted to capture its uniqueness. Before traveling four hours to The Big Idaho Potato Hotel I took lots of pictures of confined spaces to practice. I knew that this was not going to be easy and I wanted to get all the practice in that I could before I traveled to the hotel. I also kept in mind the benefits of having the correct lighting. Flashes can make or break your pictures. I was able to take around 1300 pictures in total for this project.



# The Process





# The Final Product

The final product is light and airy but staying on the warm side. Each picture was designed to highlight the small things to show the difference they make in the space. As mentioned before it is a small space but I was able to capture more of the space at once because of it being small. I used my light stand with three flashes and an umbrella. These flashes lit up the entire hotel giving the appropriate feel of what it is like to be there. I used a canon 16-35mm lens so that I could capture more of the potato at once. I did what I could to get different angles and different perspectives of the hotel. Although it is small it offered a lot and that is what I wanted to show. Pictures are the sink and lazy Susan that carries multiple mugs that are at disposal for the guest. The room also has earthy tones and that is why we stuck with keeping our pictures warm so that it would read more true. The decor is to give a bohemian rustic vibe and I wanted to accent that with the lighting and editing.



Photography | Benjamin Greenwood



# The Goal

I offered to fly my DJI Mavic 2 Zoom drone while at The Big Idaho Potato Hotel. I wanted to capture the potato in a way that no one has seen before. I was able to get aerial photos as well as videos of the potato. I was even able to capture Dolly the cow in her own element. The goal was also to show the uniqueness of this hotel. Not many people know about this potato let alone that it's a hotel. I wanted to create something that would catch someone's eye if they were scrolling on social media.

I also made another fun little video that can be featured on Instagram. This video was a baked potato being made. The goal of this video was to make something that was light and fun that someone at home could follow along and do. The reason that I chose to make a baked potato was that it is such a staple food not only in Idaho but in America. A lot of people can relate to this delicious food.



Videography | Benjamin Greenwood

# The Process-Color Grading

## Before



## After





# The Final Product

In the end for the video of The Big Idaho Potato Hotel, it was a lot about capturing Idaho and what it is all about. Idaho is known for growing potatoes and owning farms with animals. As you drive through Idaho you see different wildlife such as cows. Uniquely, the hotel has its own in house cow who greets you when you arrive. I wanted Dolly to be apart of the video because of the impression she leaves on every single guest. When I was filming her she was calm and not camera-shy. She loved the attention. I believe she was a great bonus to have as part of the drone video because she is such a big impact on the experience. The drone video shows the entire area which I wanted to show because you do not see that anywhere else. This hotel is an experience like no other before and it needs to be shown in its true form. That form being homegrown and rooted.



<https://www.youtube.com/watch?v=dKQGeg2EY8w>



<https://www.youtube.com/watch?v=qS2ZNuOCFLc>

Videography | Benjamin Greenwood







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LinkedIn: [Courtney Smith](#)

# Courtney Smith

Graphic Designer | Creative Director

## Main Projects:

Logo Design  
Product Design  
Style Guide Design  
Case Study Design

Courtney was raised in Clovis, California and was brought up to appreciate creativity. After marrying her high school sweetheart in 2016, she graduated with a general associate's degree and got a job producing videos for a food blogger. This job introduced her to a love for visual media and ultimately led her back to BYU-Idaho to get a Bachelor's degree in Visual Communication.

Logo Design  
Product Design  
Style Guide Design  
Case Study Design



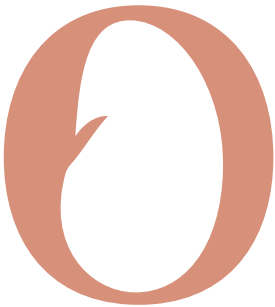
# The Final Product

In the end, we were able to create a logo that paired the organic charm of a potato with sophistication and elegance. The dark brown made more sense than a harsh black for the typography, and the pink shade was the brand color to represent the Potato Hotel. Our decision to use the serif font, Butler, helped create a sophisticated final product due to the contrast of thick and thin lines. Writing “hotel” in our sans serif font, Arsenal, allowed the logo to feel modern and fresh.

Word Mark:



Pictorial Mark:



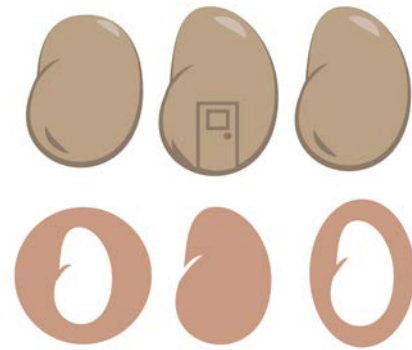


# The Goal

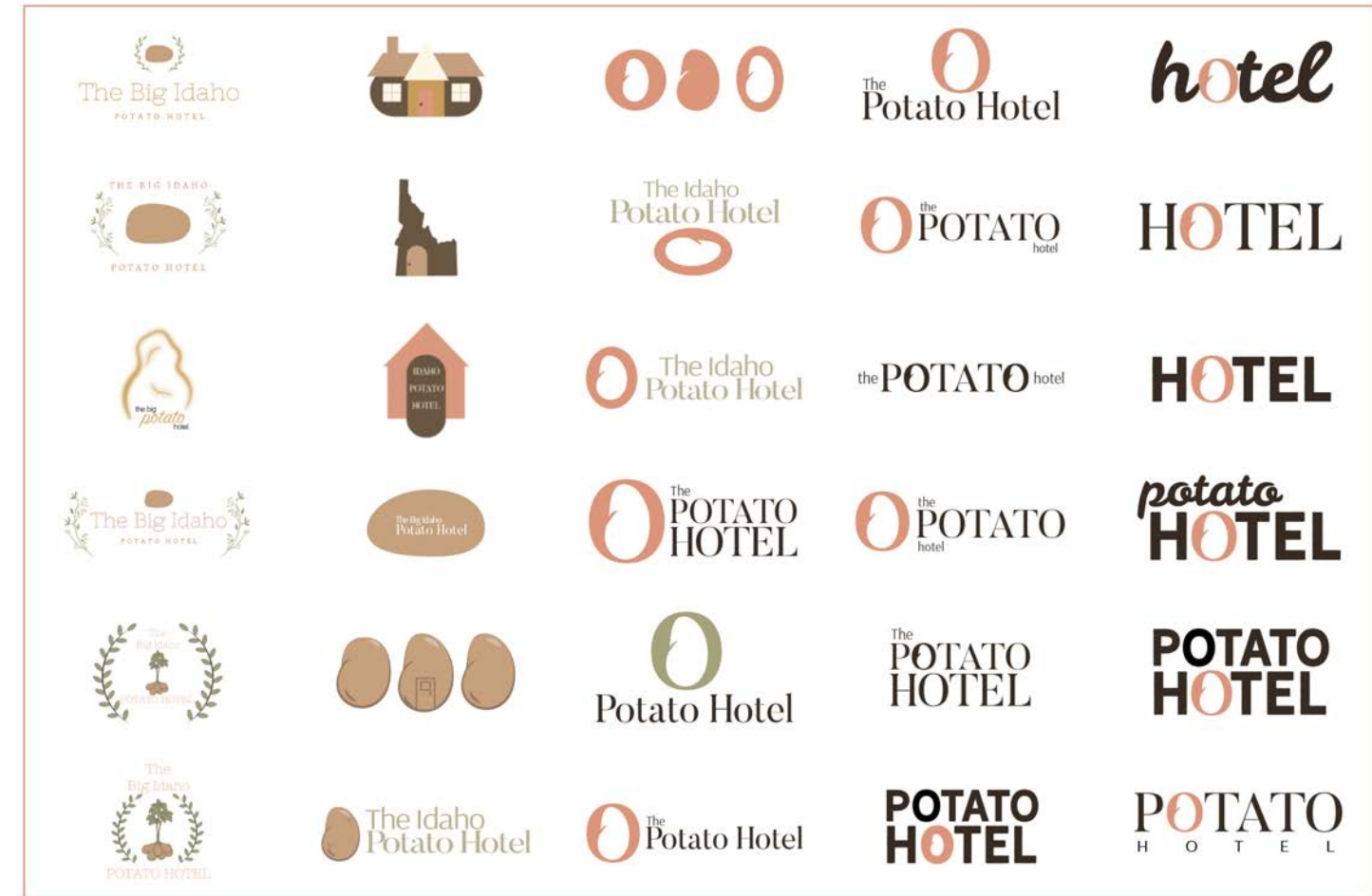
We had a few key goals that the logo needed to meet. First, we needed the logo to communicate the same elegance that the interior of the potato displays. Second, we wanted the logo to be timeless, professional, and iconic. Getting to the final product would prove to be a challenge.

We began the process by sketching hundreds of logo concepts as a jumping-off point. From there, our graphic designer began to bring a select few sketches to life using Adobe Illustrator. Once we had a few solid concepts created, we discussed traits that were strong about certain logos and what other logos seemed to be lacking.

When we came up with the iconic potato shape, we knew we were onto something. The shape was clean and easily recognizable as a potato. The breakthrough came once the symbol was thought to replace the letter “o” in potato.



# The Process



# The Goal

Our goal with product design was to create something that sparked enough curiosity that someone would ask about if they happened to see it laying around a previous guest's bathroom. Courtney set off to create something that could combine potatoes with the luxurious feel the inside of the hotel, which was a hard mission to accomplish. Initially, she played with using brand colors as the base for the design. But this quickly felt too crowded and overwhelming. We needed something more minimalistic. It was then that she began trying to use text to communicate our message.

The words "potato" and "luxury" seemed to be what we needed to incorporate somehow. With a lot of brainstorming, Courtney decided to look into other words that relate to potato. "Spud" quickly seemed like the perfect word to combine with "luxury". She decided to begin playing with options by combining the two words and creating somewhat of a logo for our products.



# Potato + Luxurious



# The Process





# The Final Product

In the end, Courtney came up with a design that was minimalistic and combined our two words, "potato" and "luxurious". By physically combing the two words through the extended "p" in the design, it brought unity to two utterly contrasting words.

After some trial and error with the type sizes, she landed on something that was travel-sized, legible and communicated sophistication. The final result is a brand of product that will hopefully spark conversation when guests take it home after their stay.

The Potato Hotel can continue to use this marking with other products as time goes on, and can easily switch up the backgrounds and type colors to create a different feel per product.

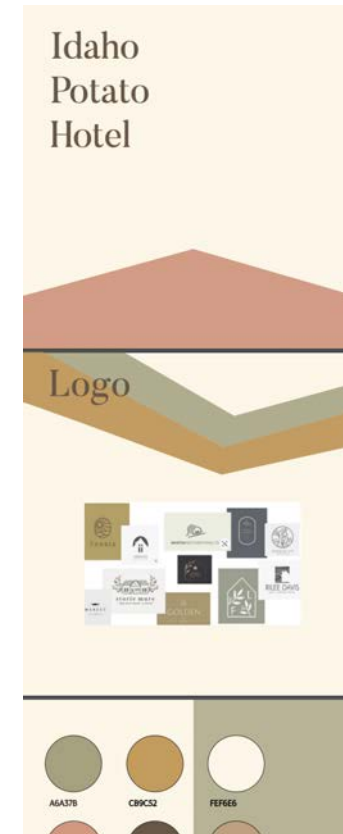


# The Goal

For our style guide, we wanted something minimalistic that easily showed what our brand style guidelines were. This was to be a tool for all designers to reference and ensure all designs we cohesive and met brand guidelines. One of our goals was for our style guide to not be too long. We felt the style guide should be short enough for designers to familiarize themselves with the design rules. We needed our style guide to have main sections about our audience, mission statement, brand colors, brand voice, proper logo usage, typography, and photo/video rules.

The style of the style guide itself needed to be the keystone of all designs done for the brand. We wanted it to be mostly minimal, while still representing what the feel of designs should be in our brand. We realized quickly with one version of the style guide, that there were design decisions that hadn't been implemented in other parts of our project, and therefore the style guide needed so be simplified.

# The Process



\*Elsa's Work\*





# The Final Product

After a few revisions, we were left with a style guide that was simple and represented our brand. This final style guide was functional, legible, and communicated what our brand should stand for. By leaning more simplistic in the style guide's design, it allows new designers who are referencing the style guide to have a fresh eye when designing new pieces. Ultimately, it answers questions that are asked by brand designers and helps to give an overview of what the brand strives to be.



# The Goal

When coming up with the design for our case study, we knew we needed it to be simplistic and reflect the whole of our branding package designs. This was a fine line to walk, as we didn't want the case study to seem overwhelming with the amount of information it would hold.

# The Process

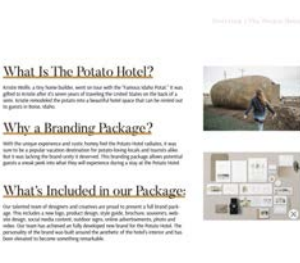
Title page:



Table of Contents:



Overview Page:



Example Appendix Page:



Title page:



Table of Contents:



Overview Page:



Example Appendix Page:

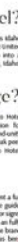




Courtney decided on an ultra-s case study. This way, it resembled o throughout our branding package, a with the information displayed in th



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Visual Media Assets	7
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Instagram: [@elsabowman](https://www.instagram.com/elsabowman)

## Elsa Kunzler

**Social Media Specialist | Designer**

### Main Projects:

Social Media Design  
Photography  
Brochure Design

Elsa grew up in Ogden, Utah. She gained a love for photography in high school but didn't pick up a DSLR until she was in college. Social media is also one of Elsa's interests. She has worked for Acanela expeditions on their social media, and started her own social media account where she creates content regularly. Elsa is a visual communications major who is excited about creating beautiful things.

Social Media Design  
Photography  
Brochure Design





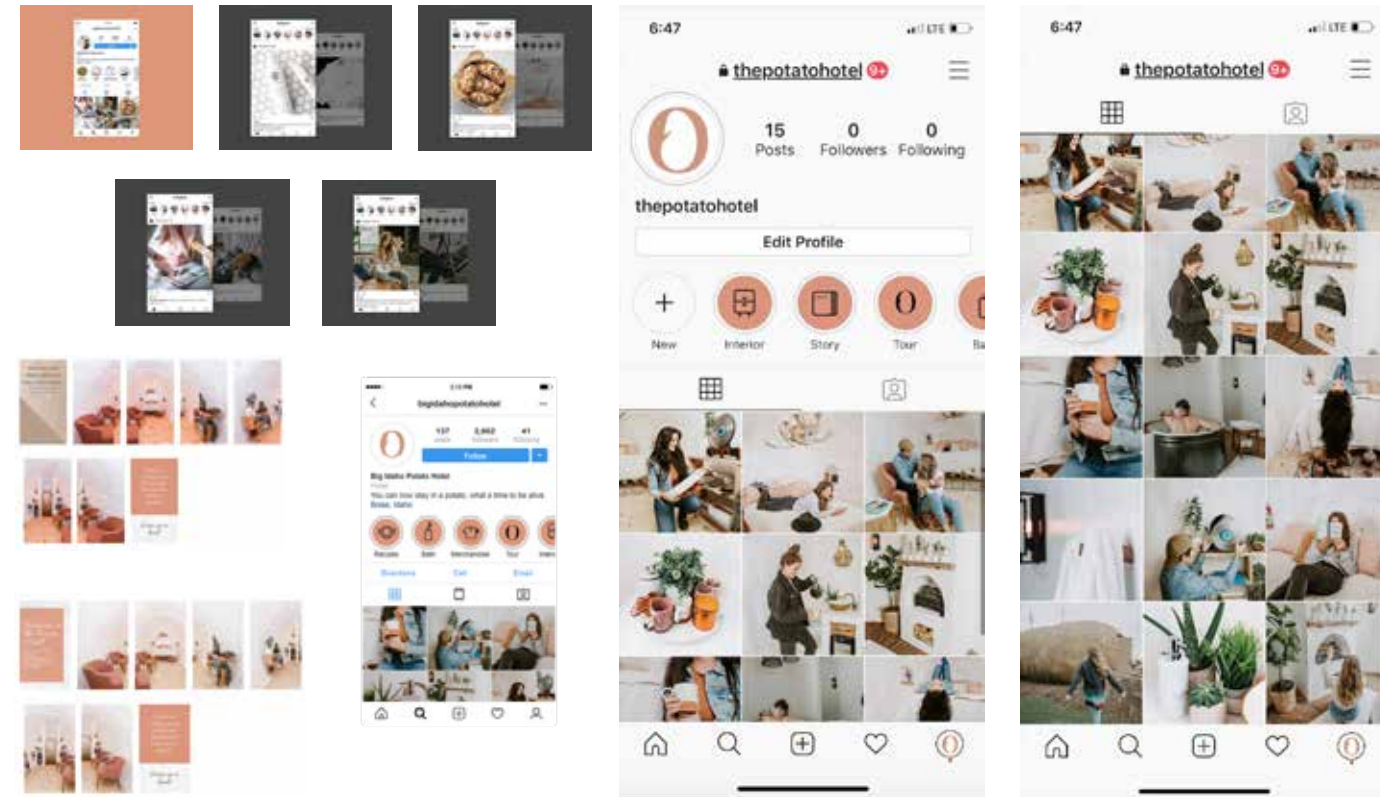
# The Goal

The main goal with the social media was to brand the social media account and to give it a more cohesive feel. We wanted to give the Potato Hotel a strong social media presence and show off the best aspects of the hotel. Social media should be a place where potential guests can visit and get a taste of what staying at the hotel might be like. They can see lifestyle content which helps them to picture themselves at the hotel. We wanted to create content that would entertain, inform, and inspire potential guests to make the trip out to Idaho to stay at the potato hotel.

Having a cohesive social media presence is an important part of the branding process. I started this process by making a mood board and figuring out what our aesthetic would be. When we decided on what the style would be for our content, I began to sketch and brainstorm content ideas. I collected royalty-free inspiration photos and created mock-ups of the Instagram account to get my ideas out. This was an important part of the process because it helped me be able to visualize what our account would look like and nail down the style. Next I went out and took mock photos.



# The Process



I took more mock photos. I tried to re-create shots that I wanted to get on the photoshoot day at the potato hotel in other environments before I got there. This made all the difference in this project. I was able to practice the photos and get a lot of feedback before the photoshoot which helped me immensely on the day of. On the day of the shoot, I was very prepared. I was able to go in and know exactly what I needed to do. The photos turned out great. I edited and re-edited until our team was satisfied with the style. Then I was able to form a content calendar for Instagram. I created three weeks worth of posts. I created Instagram high light covers and spent loads of time reworking them. I created Instagram highlight content and I am so pleased with how the Instagram turned out.

One struggle that we ran into was getting cohesive Instagram story content between my designs and my team mate's designs. We solved this issue by establishing some branding rules such as typography and elements that would tie everything together.



# The Process





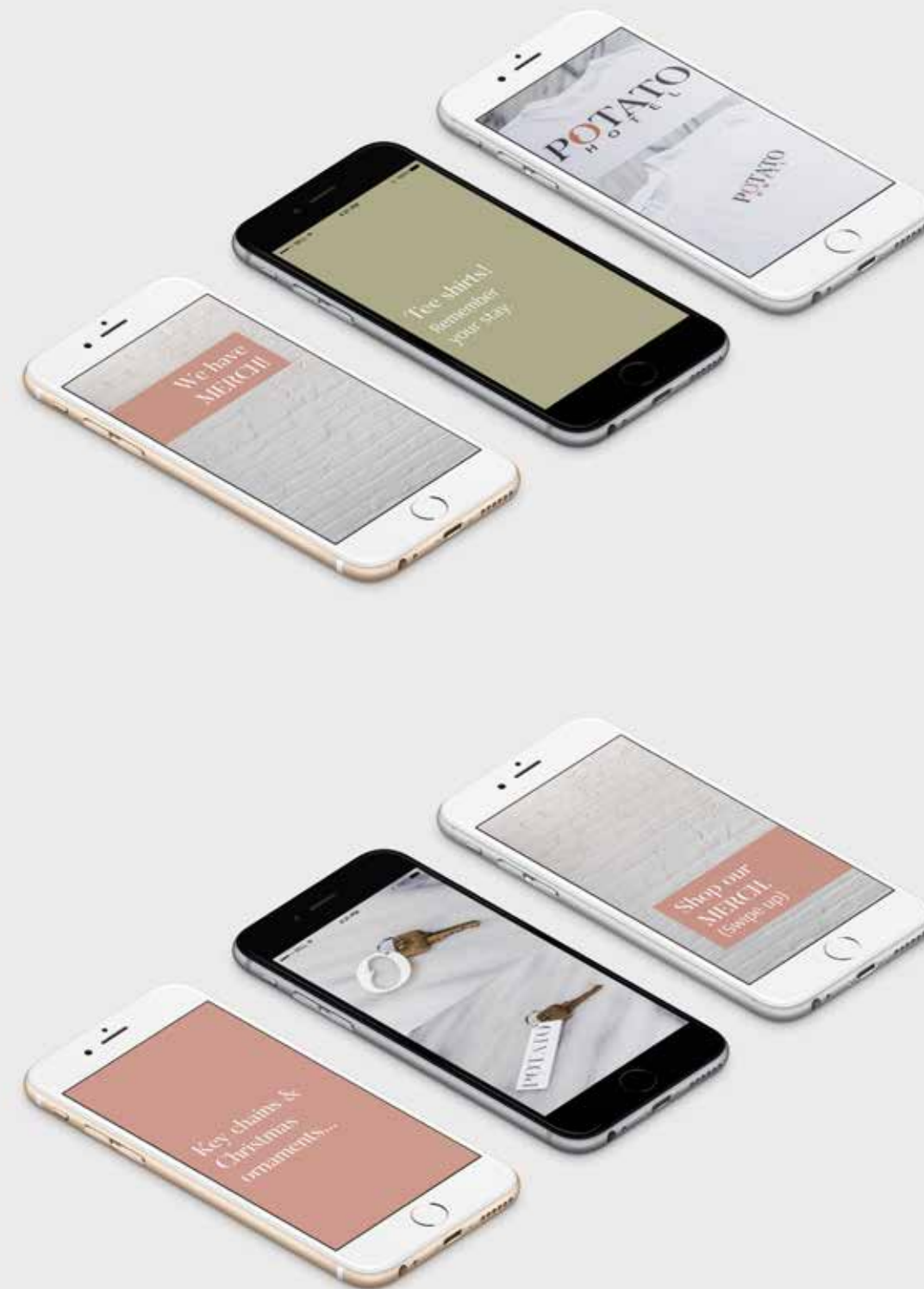
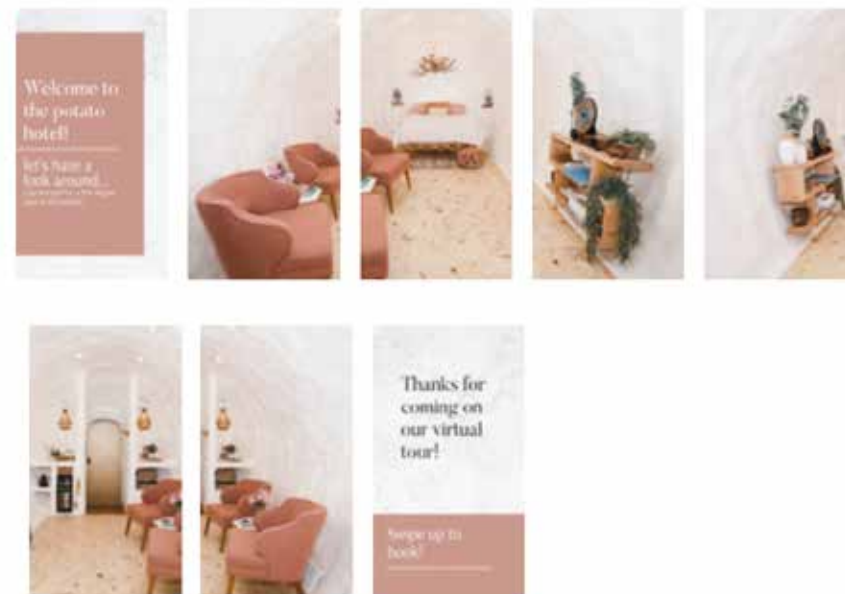
# The Final Product

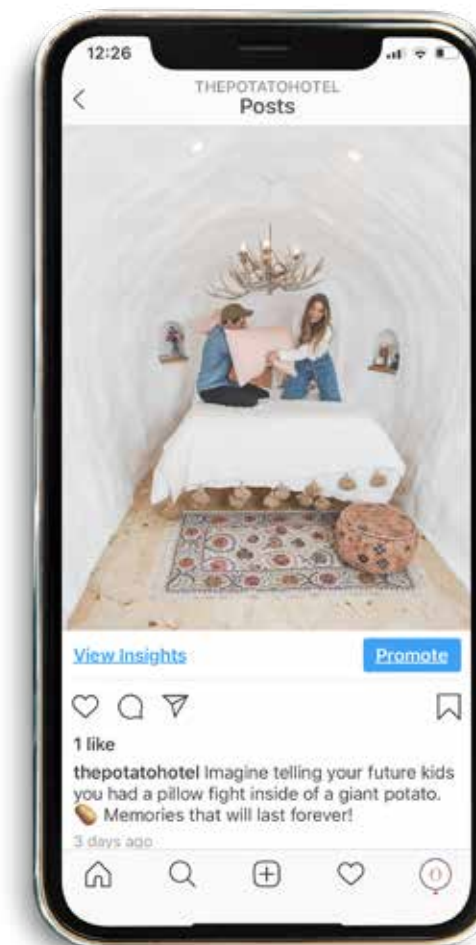
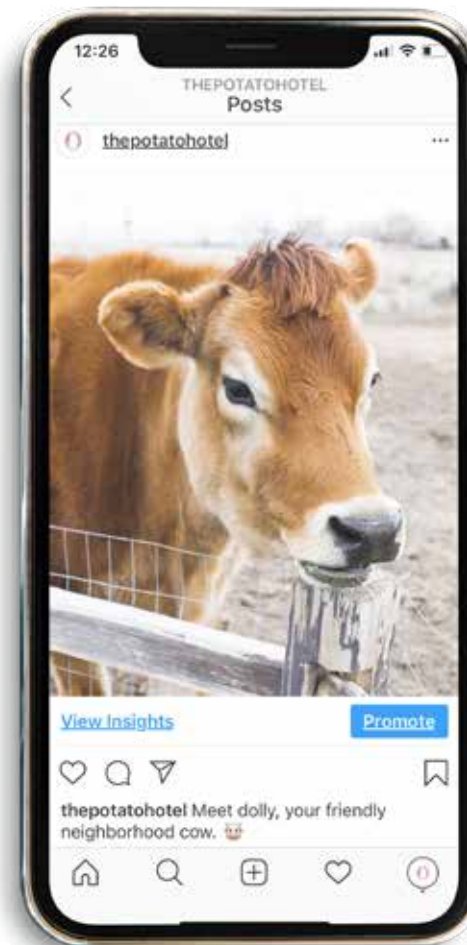
The final product for our social media was three weeks worth of beautiful social media content, Instagram story content, IGTV videos, Story highlight covers, and Facebook content. I contributed many of the shots that were used for our social media, Instagram highlight covers, and Instagram story content.

Branding and creating our social media was a long process but it was so rewarding. It was amazing to be able to take the brand and the style and translate that into a social platform. The posts and stories and all of the content that we created took on the brand's personality.

Focusing on creating a social media for the brand was a very important part of the branding process. In this day and age, social media contributes so much to a brand's voice and presence.

There was a lot to be done on the social media in such a short time, but we worked hard and we came out with an amazing result. We are thrilled to present our social media content and branding. Check out the full instagram account at: <https://www.instagram.com/thepotatohotel/>







# The Goal

There were several goals that we had as a photography team. The first was to deliver beautiful images that could be used to brand The Potato Hotel. The second was to use these images to further establish the brand voice and style. The third goal was to enhance each of the assets we created with professional imagery.

To achieve these goals, many steps were taken. I began by creating mood boards and sketching potential shots that I had ideas for in my head. From there I took things a step further by creating a shot list. I knew that we would only have one opportunity to shoot The Potato Hotel, so I wanted to make sure I was fully prepared to get everything that I needed before I showed up. I recreated the shoot in places that I could find that were similar in style or space to The Potato Hotel and did mock shoots to get ready for the big day. A few of my mock shoots were at local apartment complexes that had a similar interior style as The Potato Hotel.



# The Process





# The Final Product

My final mock shoot was in my airstream trailer, a space that was extremely similar to The Potato Hotel in shape and size. This shoot prepared me the most, because it got me more practice on working in a small space.

Along the way I showed my team of creatives and my mentors my photos and sought after their feedback. This feedback was crucial in my preparation. I can not stress enough how important getting this feedback was in this project. When the day finally came, I felt more than prepared. I was able to execute the shoot smoothly and I had a sense of direction and knew exactly what I needed to do. I felt calm and prepared.

One major takeaway was that you can never be overprepared for a big photoshoot like this one. There will always be unexpected hiccups, and it is good to be prepared for those. When hiccups happen, you need to be a quick thinker and a problem solver. You need to be able to think of creative solutions when things inevitably go a little different than you planned.



Photography | Elsa Kunzler





# The Final Product

The final product turned out even better than I had hoped. On the big day, I took over 700 photos and I ended up with 349 edited photos. It was a long day of shooting, but it was all worth it for the photos that we took.

On the day of the final photoshoot, it was important to have backups of everything. We did great in this aspect. We had all of the gear that we needed and then some. Luckily, our gear preformed well for us during the photo shoot. However, we were prepared and had a lot of back up plans in case things didn't go to plan. That gave us a lot of peace of mind on the day of the photoshoot. We knew that we were prepared for anything.

I am proud to present my final photos. You can view the entire collection by visiting this link:  
<https://drive.google.com/drive/u/0/folders/1bRp-VA5Io0HAtXtOP894vvvaXQZIVEVu0>



Photography | Elsa Kunzler



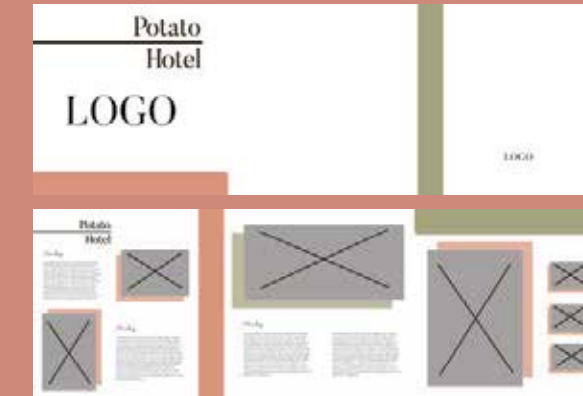
# The Goal

The goal of the brochure was to create a beautiful display item for the hotel. The brochure will be a great addition to the hotel. The brochure has come a long way. I wanted to achieve a bright, airy, minimalist design. All I can say is, minimalism is easier said than done. Achieving a well designed minimalist product is so much harder than it looks. Many of my efforts ended up in the wrong direction. I had to restart quite a few times and continue to try new things until I finally got on the right track. Once the design was finally headed in the right direction, I was ready to start fine-tuning. The fine-tuning process took the brochure to a whole new level that could not have been reached otherwise.

After countless hours of tweaking, editing, and fine-tuning the brochure has gotten to a place that I am very proud of. I am thrilled with the final result. I have finally been able to translate the vision I had for the brochure into reality. It turned out even better than I imagined it would.



# The Process

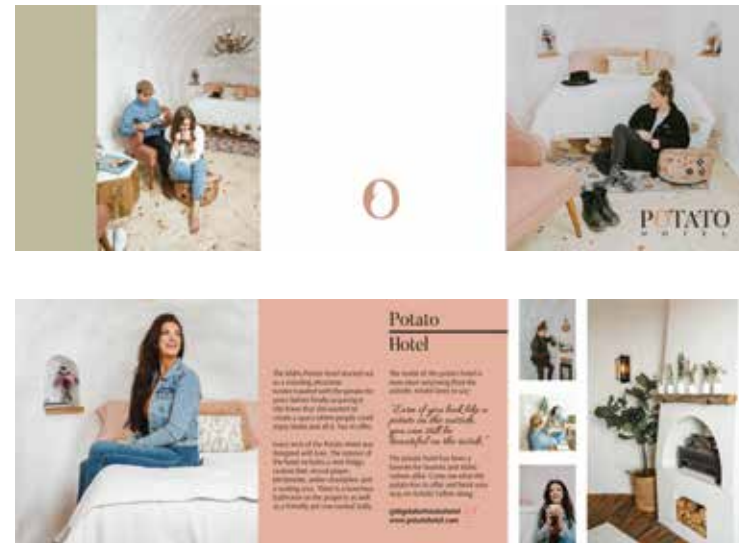




# The Final Product

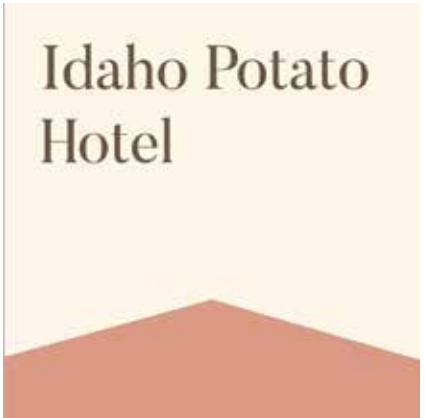
My final product is a trifold square brochure that highlights the best corners and features of the hotel. It showcases the hotel's origin and creator. It is a bright, clean, minimal design that fits the aesthetic of both the style guide we established for the brand, as well as the interior of the actual potato itself. The potato is stunning on the inside, and our brochure surely showcases the potato in all of its glory. One of the struggles that I overcame in creating this brochure was learning that sometimes, less is more. Minimalism is a style I have always admired and felt drawn to, but I have never known quite how to approach it. I kept working with my teammates and my mentors until I was completely satisfied with the minimalist design. As I was persistent, I was able to translate the vision into reality.

The brochure was a labor of love. All of the effort was worth the beautiful end result. I learned a lot about minimalist design throughout this process and that is something I will take with me into future projects. I am so pleased to present an airy, bright, minimalist brochure that the Potato Hotel can use for years to come.

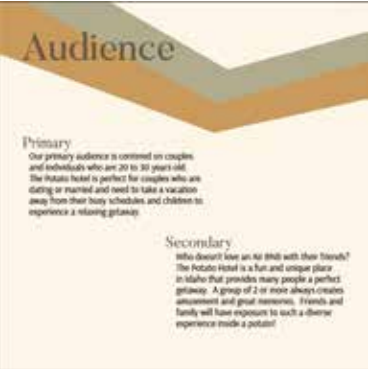


# Other

My other design work included creating the first draft of the style guide. For this task, I collaborated with my teammates to ensure that we all had a clear vision of what the branding would be. I talked and met with other members of the team and came up with mood boards, did sketches, and made sure that we were all on the same page for the branding. I then took our compiled efforts and turned them into a style guide. I chose colors, and designed a cohesive document for our team to base their efforts on. This style guide established rules and branding for the Potato Hotel. Later on, the style guide was refined and finished by Courtney, our creative director. She added more brand rules and refined the vision for The Potato Hotel.



## Other Design Work | Elsa Kunzler







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Instagram: kaylatayco

## Kayla Tayco

Graphic & Social Media Designer | Project Manager

### Main Projects:

Instagram Page Design  
Instagram Story Highlights Design  
Facebook Page Design  
Case Study Design

Kayla was born and raised in Orange County, California. During her high school education, she spent the last two years as a part of the yearbook staff as an editor which sparked her interest in Visual Communications. Kayla will receive a Bachelors Degree in Visual Communications by the end of the year at Brigham Young University - Idaho. She enjoys spending time with family and friends, apparel, the outdoors, and leisure reading.

Instagram Page Design  
Instagram Story Highlights Design  
Facebook Page Design  
Case Study Design

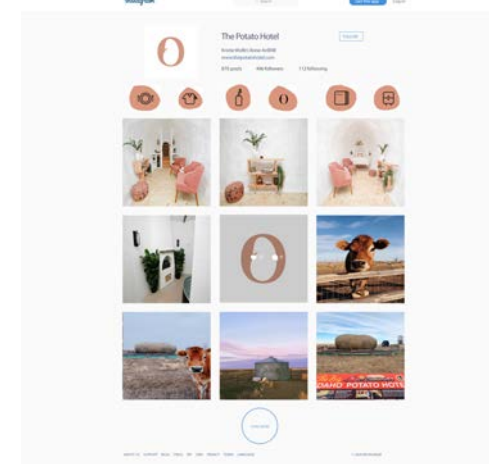
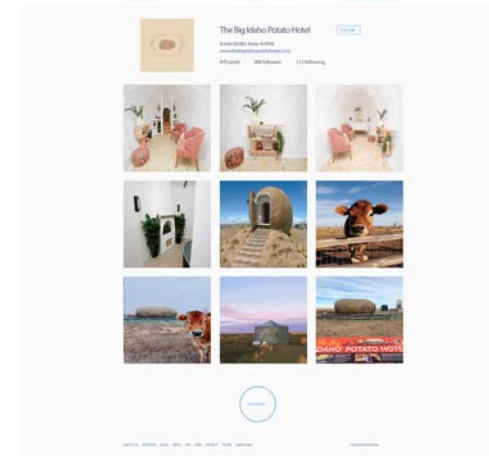
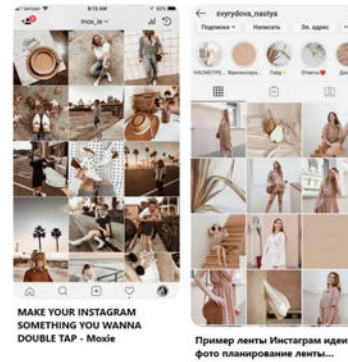


# The Goal

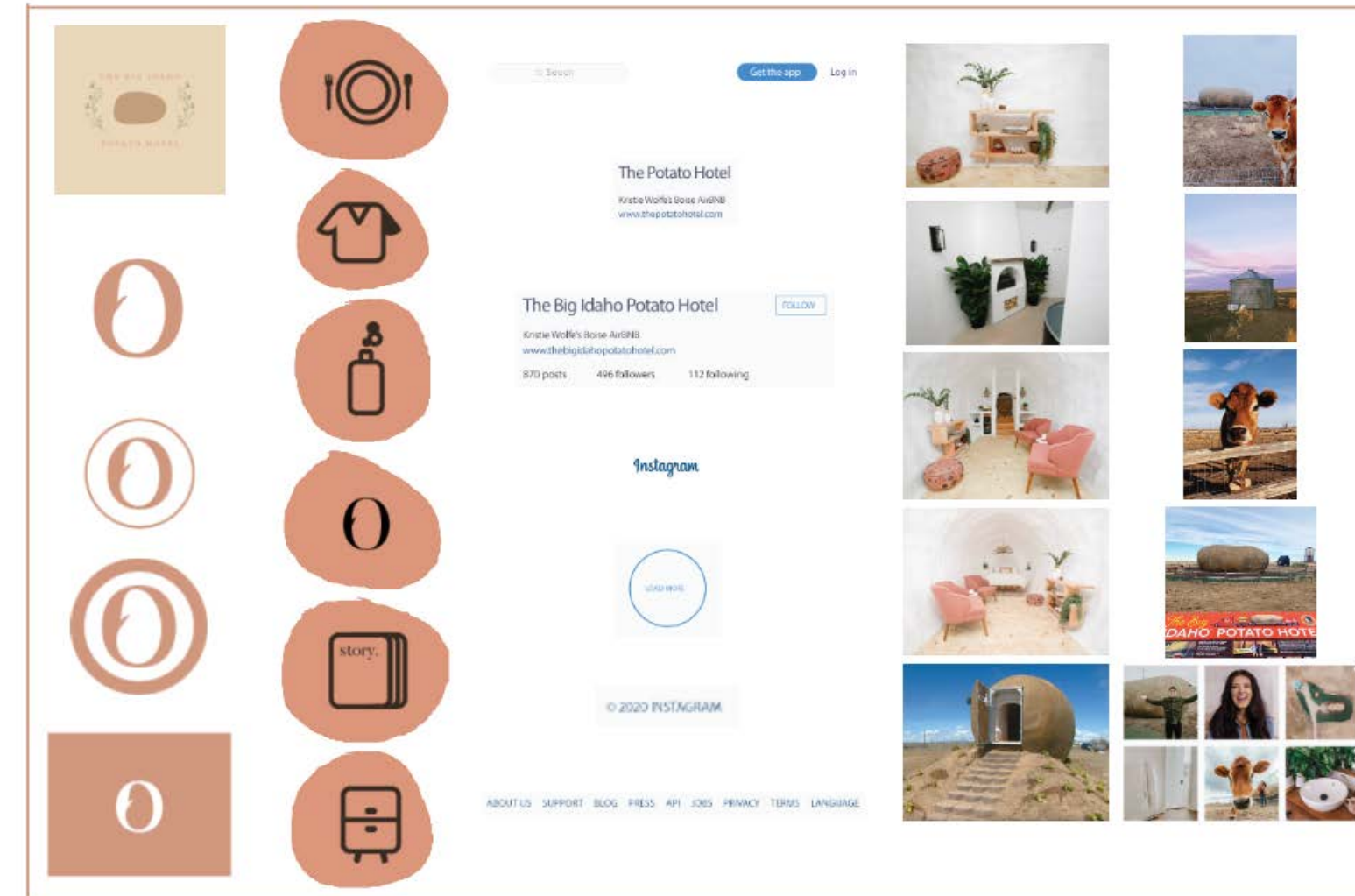
Elsa and I had a goal to create a social media Instagram page for Kristie Wolfe's Big Potato Hotel. We wanted the Instagram page to be an updated version of the one that Kristie already has. With this in mind, our goal was to create an asthetically pleasing Instagram that was trendy and would reach our target audinece.

We began our process by reviewing the Instagram page that Kristie Wolf is currently using to market her potato hotel and then looked at a variety of different Instagram pages through Pinterest. From there we each made our own moodboards and complied images from Pinterest that we thought fit the theme and asthetic goal we were working towards.

In addition, we began sketching and creating mock ups for our Potato Hotel Instagram page. I created two different mockups using Adobe Photoshop and created different layers to add in images that we had permission to use from individuals who had the experience of visiting the Big Potato Hotel. Later I added some of the designs that our team worked on such as the logo and Instagram story icons.



# The Process



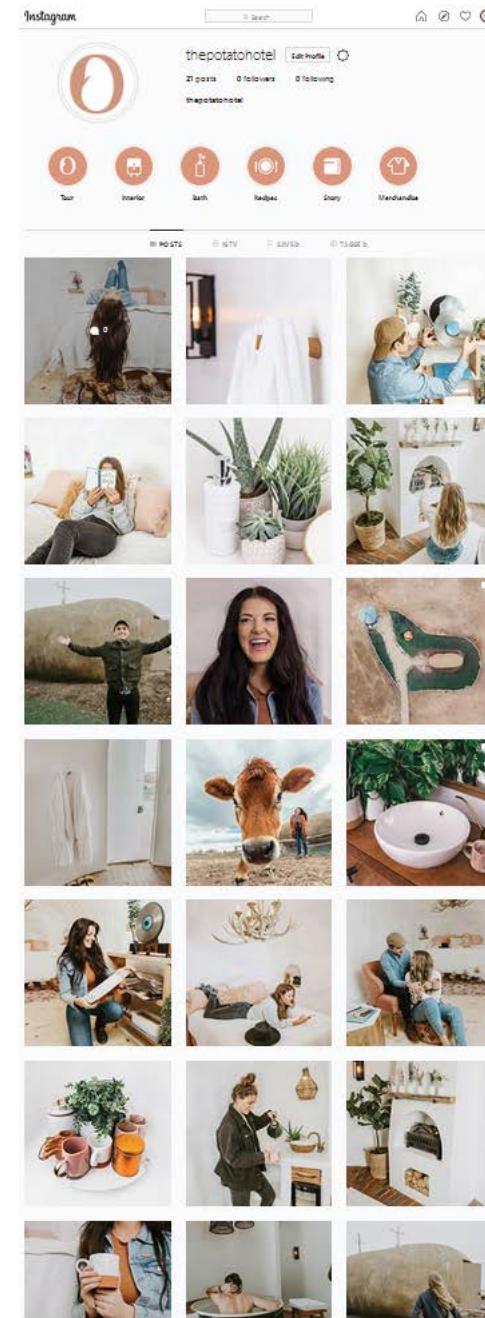
POTATO  
HOTEL



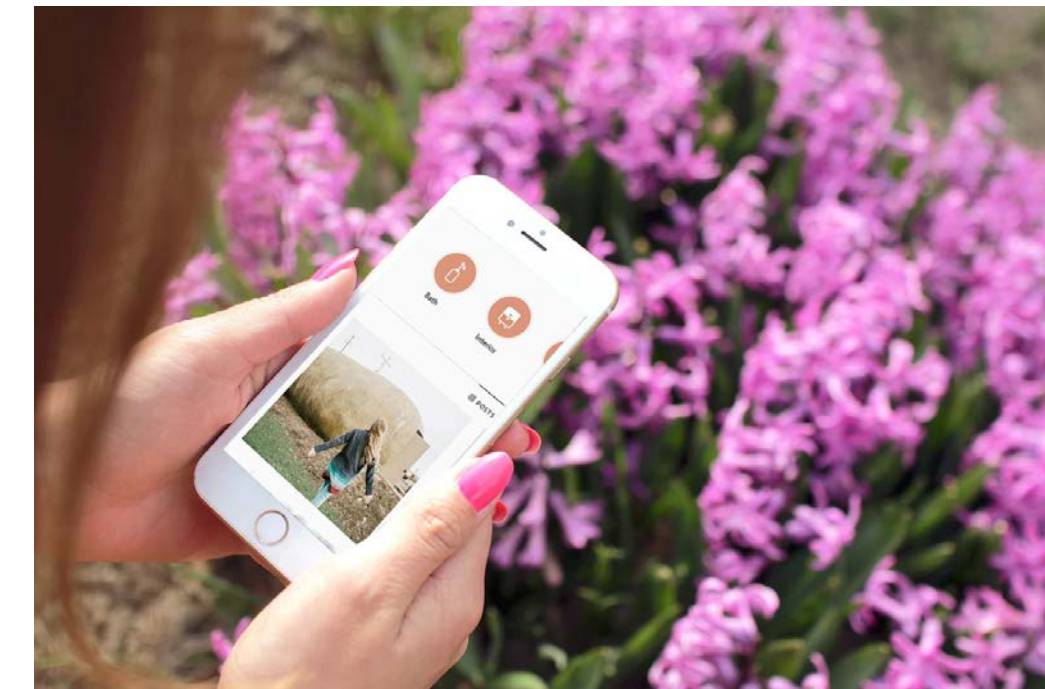
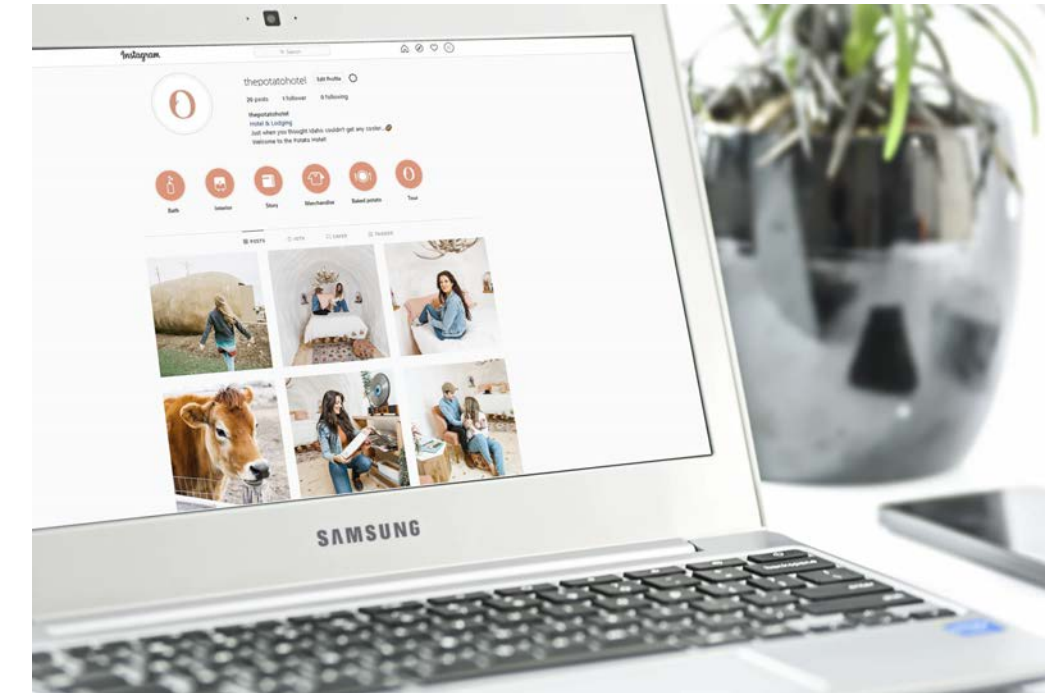
# The Final Product

We were pleased to be able to create an Instagram account that is a new and revised version of the account Kristie Wolf currently has for her Potato Hotel. Elsa and I uploaded images to the account that our photography team shot and edited. We added captions to each image and created story highlights to feature different aspects of everything that comes with the hotel and what's on location.

As our goal was to update the current account for the Potato Hotel and develop it in a way that is aesthetically pleasing towards Kristie Wolf's audience, we have already seen viewers interested in the account and work we've designed and currently have one follower on the private account.



## Instagram Page Design | Kayla Tayco



# The Goal

Kristie Wolf has an account for her Potato Hotel, and we wanted to be able to re-create an updated version of the account she currently runs. We also wanted these highlights to be cohesive with the way we designed the Instagram account and to be aesthetically pleasing to viewers.

I created a private Instagram account and Elsa and I started uploading photos that our team took of the Potato Hotel and added captions to each image and we also created content to upload to the different story icons.

I created two different pieces of content using Adobe Illustrator for the interior of the potato and the interior of the silo. I used our theme colors and typography and made many revisions as our creative director helped me to make the designs more cohesive and simplistic to our overall goals as a team.



Inside the Silo



Our Custom  
Luxury Hand Soap



Bath  
and  
Washroom



Bed & Lounge



“The prettiest  
natural lighting  
and  
hanging lights  
I’ve ever seen!”

# The Process



POTATO  
HOTEL



POTATO  
HOTEL



# The Final Product

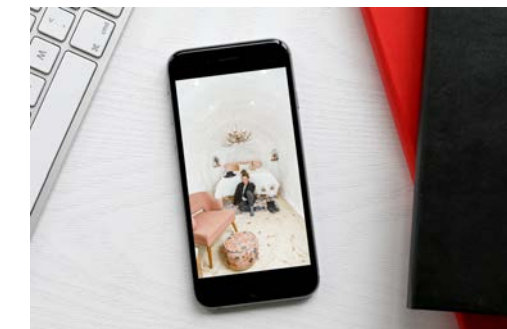
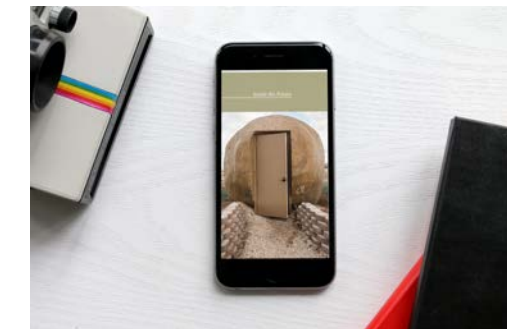
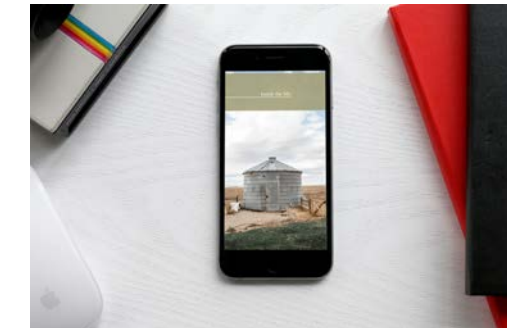
In the end, I was able to create two different Instagram highlights showcasing the interior of the Potato Hotel and the interior of the silo. I made many changes and revisions to each highlight to make my work cohesive with Elsa's highlights and our goal, which was to create an aesthetically visually pleasing Instagram highlights that would target Kristie Wolf's audience.

I keep our color scheme the same and used various opacities for the added stroke underneath each text in Adobe Illustrator. I also changed some photos to the most recent and updated versions that were edited by our photography team.

We were pleased to be able to create different highlights for the Instagram page that is up and functioning for viewers and an audience that is interested in staying in the Potato Hotel. These highlights feature the inside of the Potato Hotel and the silo, which allow viewers to get a sneak peek at their stay on sight in Boise, Idaho.



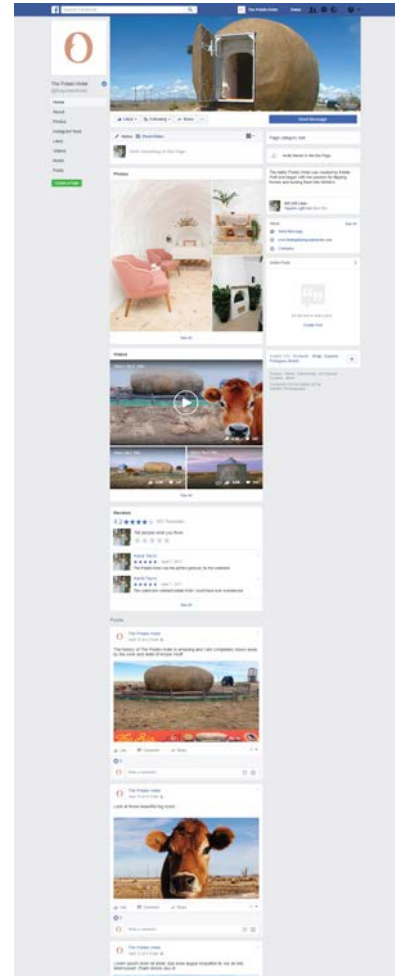
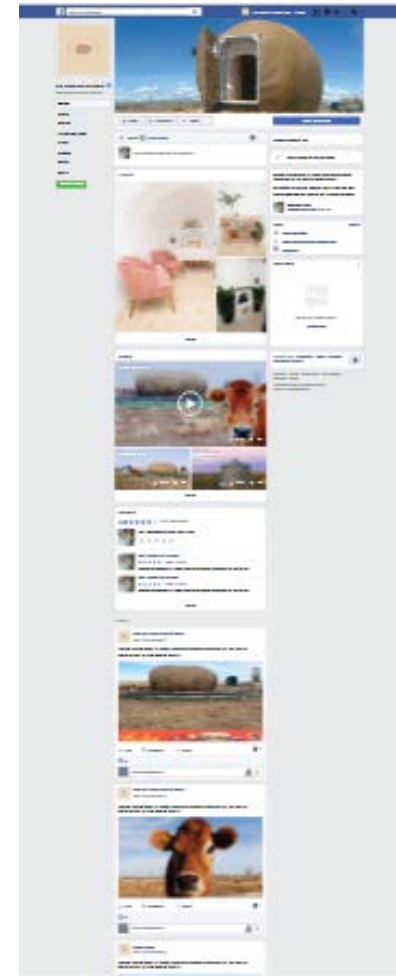
## Instagram Story Highlights Design | Kayla Tayco



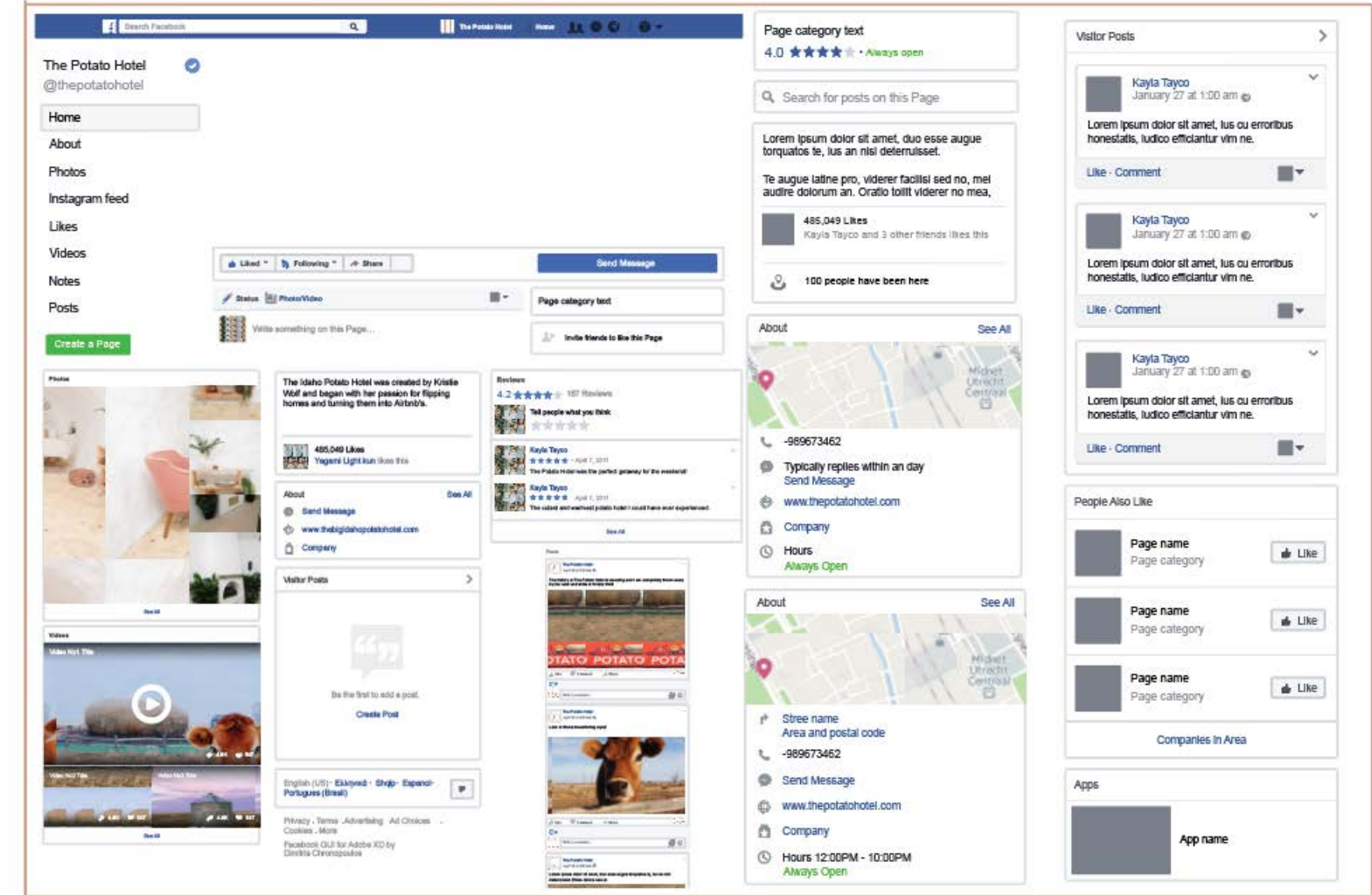
# The Goal

Along with creating an Instagram platform for the Potato Hotel, Elsa and I also wanted to create a Facebook page for Kristie as well. I reviewed the Facebook page that Kristie is currently using to market her potato hotel and came to the same conclusion as we did with the Instagram. A new and improved version of the Facebook page needed to be created. This page needed to also carry the same cohesive and aesthetically pleasing content that our Instagram account would have to reach our target audience.

Therefore, I created mock-ups of the Facebook page using Adobe XD and looked at a Facebook page to recreate each individual box and text. I also used images that I had permission to use and updated the logo as the process continued. Moreover, we brought the Facebook page to life as we created a private page through Facebook to showcase the Potato Hotel and the great experiences that different individuals are creating by using photos and captions.



# The Process



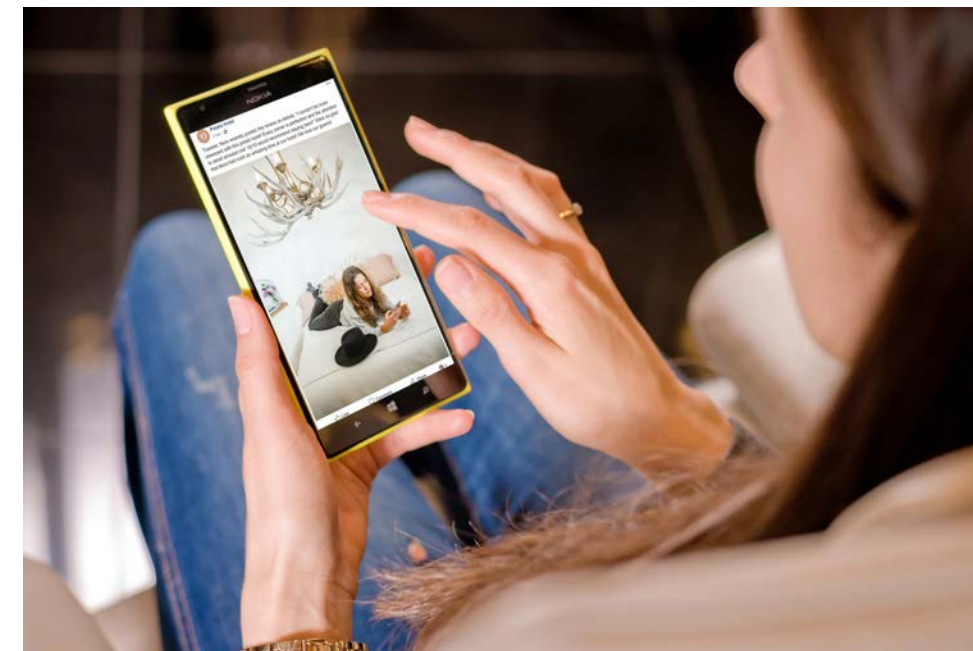
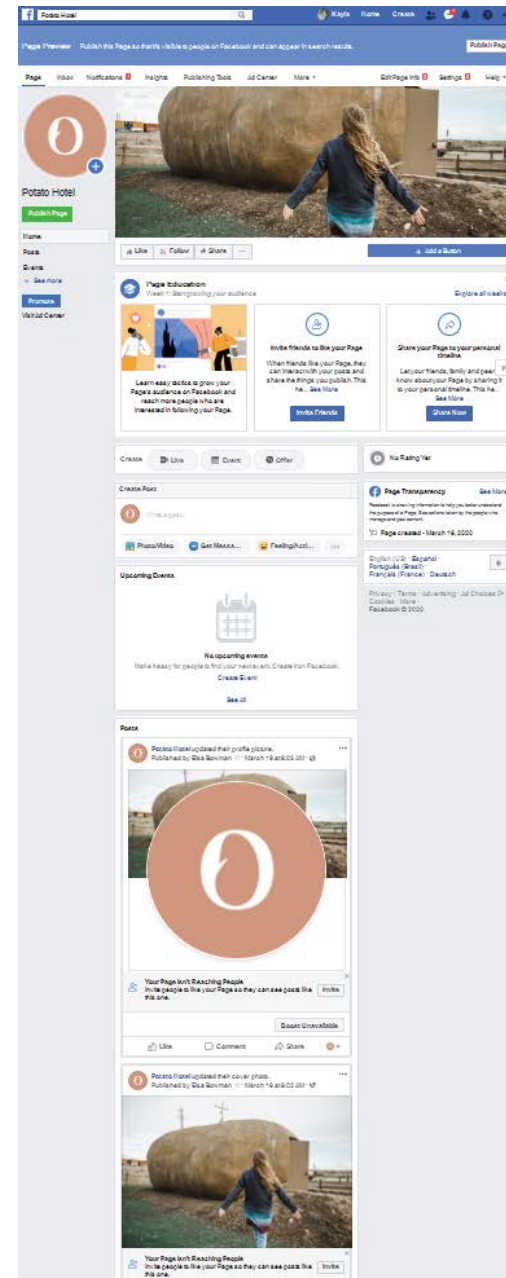


# The Final Product

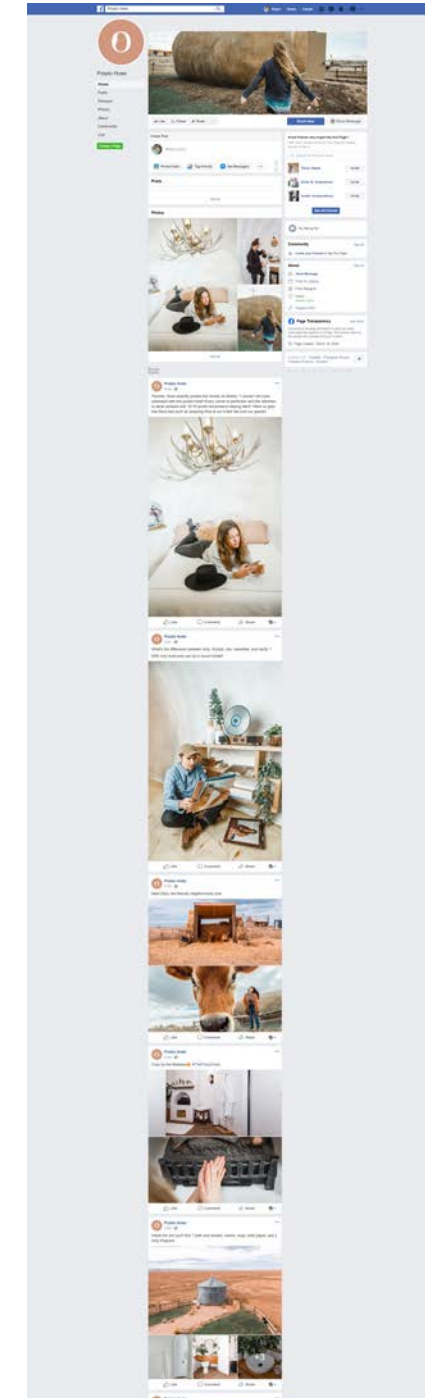
In the end, we were able to create a new and updated Facebook page for Kristie Wolf that is functioning and open to the public. I created a “book now” button that is linked to the Airbnb site for the Potato Hotel with all of the amenity information and bookings available.

In order to create a mock-up, I first had to view the Facebook page not as an admin and instead as a viewer. After screenshotting the page I pulled it into Adobe Lightroom, Photoshop, and then Illustrator to hide the viewer page bar at the top of the account. In Illustrator I was able to place a rectangular box over the bar and used the eyedropper tool to make it the same color as the grey background.

We were pleased to be able to create a Facebook page that is up and functioning for viewers and an audience that is interested in staying in the Potato Hotel. This Facebook page allows these viewers to have the opportunity to get an insight into what the Potato Hotel is all about.



## Facebook Page Design | Kayla Tayco





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## Makenzie Wilson

**Video Lead | Photographer**

### Main Projects:

Potato Walkthrough Video  
Instagram Story Highlight Videos  
IGTV Video  
Case Study Video  
Photography

Makenzie is from a small town in Alberta, Canada. Her passion for creativity was sparked at a young age through video. She would video everything possible and make edits or music videos to show her family and friends. After a few semesters studying generals at Brigham Young University-Idaho, she came to learn that she could make videos for "homework" in the communications department. Makenzie will graduate with a bachelor's degree in visual communications this April 2020.

Potato Walkthrough Video  
Instagram Story Highlight Videos  
IGTV Video  
Case Study Video  
Photography





# The Goal

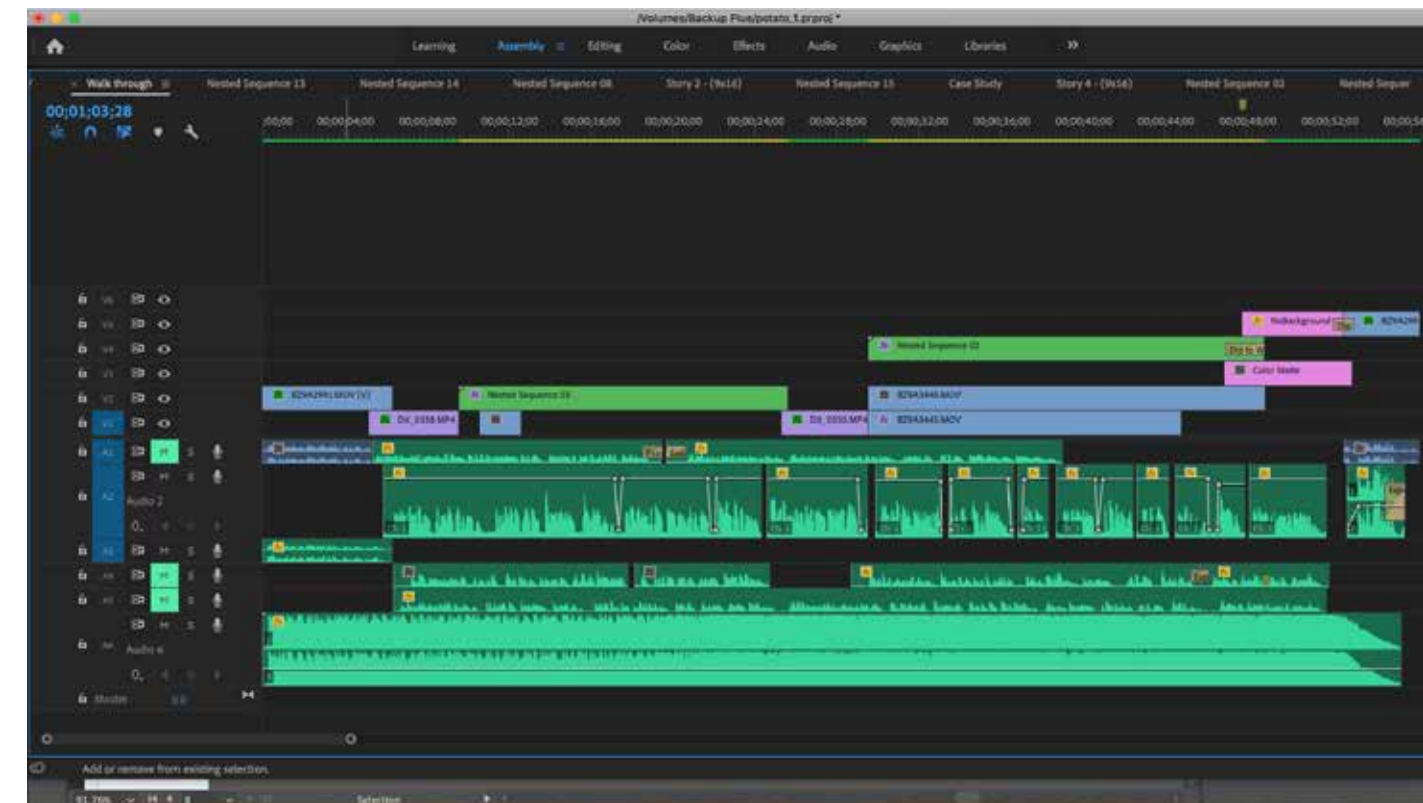
The main goal of the potato walkthrough video was to have our viewers being left with a wow factor, that you can sleep in a potato. Not only is it a potato, but a beautifully designed, comfortable and elegant hotel space. We want our audience to have a clear visualization of what the Potato Hotel looks like both inside and out. We wanted to educate our audience on some of the features that are included inside the potato. Those being; running water, air conditioning, custom-built bed, a record player, old records, a mini-fridge and so much more.

I did a few practice video shoots and edits before filming on site. In post-production I spliced all the videos together, licensed music, smoothed transitions, record voice-overs, corrected the audio, as well as the color.

The main use of the walkthrough video is for marketing purposes. This 60-second video will be found on our social media accounts including; Instagram and Facebook. The video would also be found on the Potato Hotel website.



# The Process

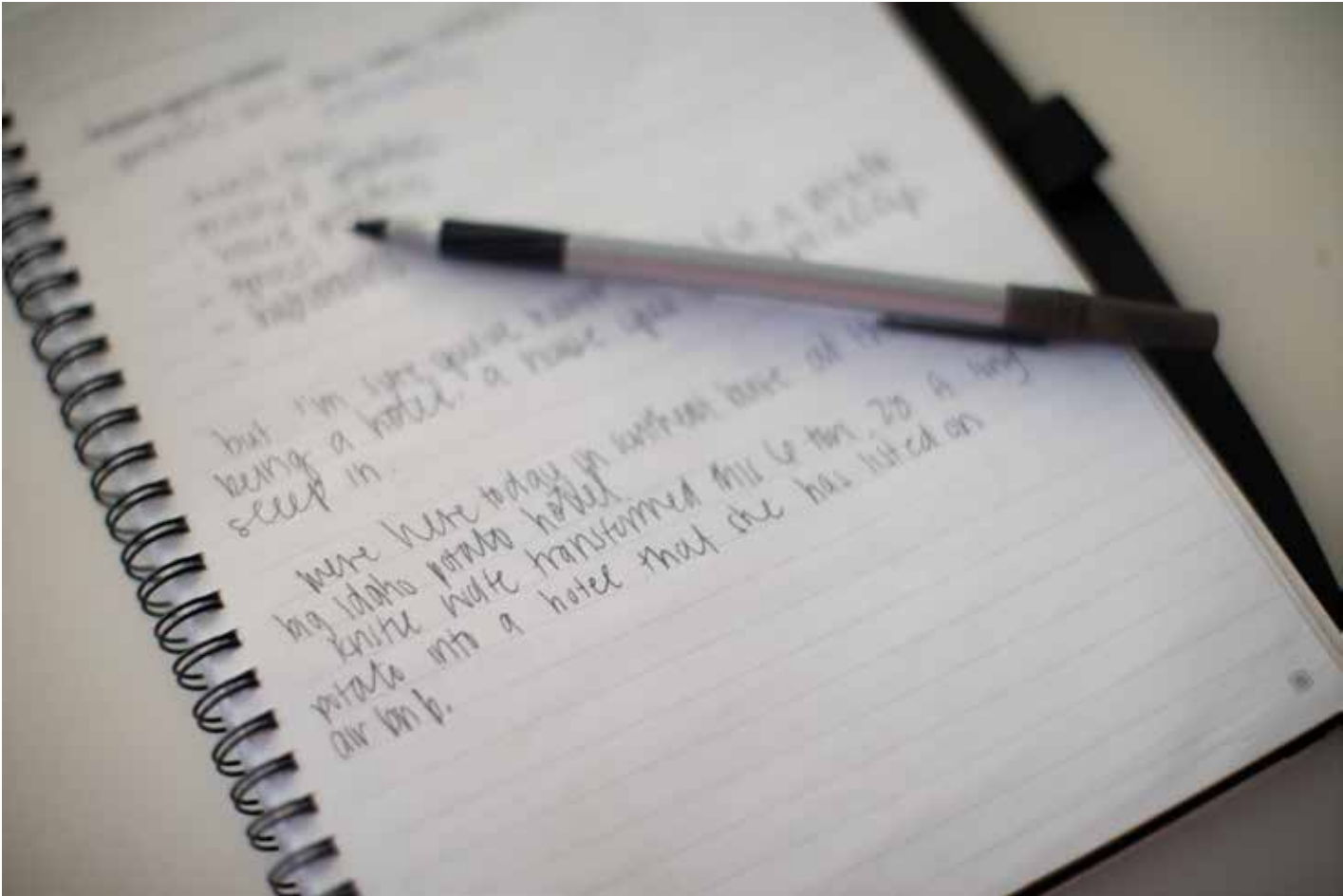


Watch the process and final product here:  
[https://www.youtube.com/playlist?list=PLbBWk6tM5V\\_WJQbtcXzsMcsTvx2L8PSf3](https://www.youtube.com/playlist?list=PLbBWk6tM5V_WJQbtcXzsMcsTvx2L8PSf3)

# The Process

Script Process:		
Edit #1 Student: “Potatoes are extremely versatile, they can be; French fries, mashed potatoes, hash browns, chips, baked potatoes and so much more. But did you ever think a potato could be a hotel?”	Edit #2 Voiceover: “Inside the potato hotel, you’ll find a white, bright and airy theme. With a custom-built bed, some light woods, and an antler chandelier. There’s a record player, a mini-fridge, some pink chairs, running water and air conditioning.	Edit #3 Kristie; “I am Kristie Wolfe, and I am the builder and owner of the big Idaho potato hotel in Boise Idaho.”
We're here today in southeast Boise at "The Big Idaho Potato Hotel."	The luxury bathroom is located just outside the potato. It has the same aesthetic and feel like the potato hotel but includes some farm and Idaho elements including; a wicker chandelier, heated brick flooring and lots of plants.	Voiceover: “Inside the potato hotel, you’ll find a white, bright and airy theme. With a custom-built queen bed, an antler chandelier and some light woods. There’s also a record player, a mini-fridge, some pink chairs, running water and air conditioning.
Kristie Wolfe, a tiny-home entrepreneur, has transformed this 6 ton, 28 ft long potato into a hotel, that you can sleep in. Let's show you around.”		The luxury bathroom is located outside the potato in a custom build silo. It has the same aesthetic and feels as the potato hotel with some fun farm and Idaho elements which include; a wicker chandelier, a fireplace mantel, heated brick flooring and lots of plants.
	What are you waiting for? Come stay the night at the Potato Hotel here in Boise, Idaho.”	
		What are you waiting for? Come stay the night at the Potato Hotel here in Boise, Idaho.”
		Kristie: “Thanks for stopping by!”

# The Process





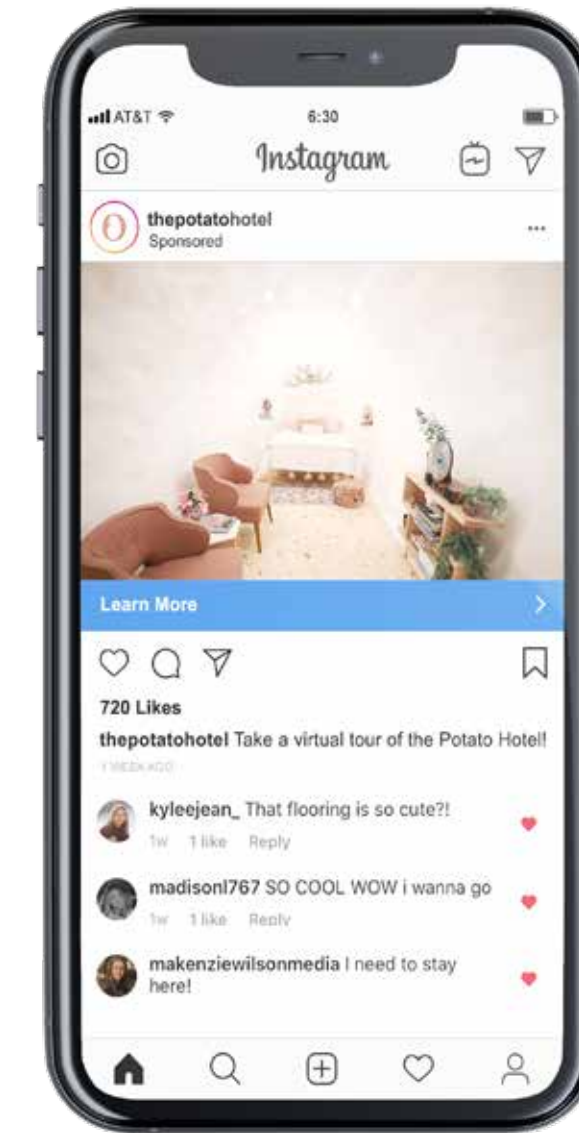
# The Final Product

I'm very happy with the outcome of the potato walkthrough video. It showcases the inside of the potato, the design elements of the potato, the feel and fun features that are included in your stay at the Potato Hotel.

I faced a lot of challenges throughout this video process. As prepared as I thought I was, I realized in post-production that I could have benefited from a larger variety of shots. Although I did numerous test shots previous to the video shoot, I could have greatly benefited from more pre-production work.

Getting the shots I needed all in one smooth take was another challenge I faced. Along with that, there was the challenge of properly lighting the inside of the potato. If we were to use lights to brighten the room we faced the challenge of getting the lights in the shots, and possibly having to edit them out in post-production. Luckily the potato was lite well enough on its own that we didn't need to lighten the room, and I was able to get the shots I needed without anything interfering.

I accidentally shoot all the footage interlaced, something I'm not well educated on. Luckily I was able to reverse that effect and now know to never shoot in that setting again.



# The Goal

Our Instagram page features different parts of the Potato Hotel through a series of images, but we wanted to showcase those same aspects through four different videos. These videos are solely used as Instagram highlights. They are 15-seconds long and have an aspect ratio of 9x16 to properly fit the Instagram story dimensions.

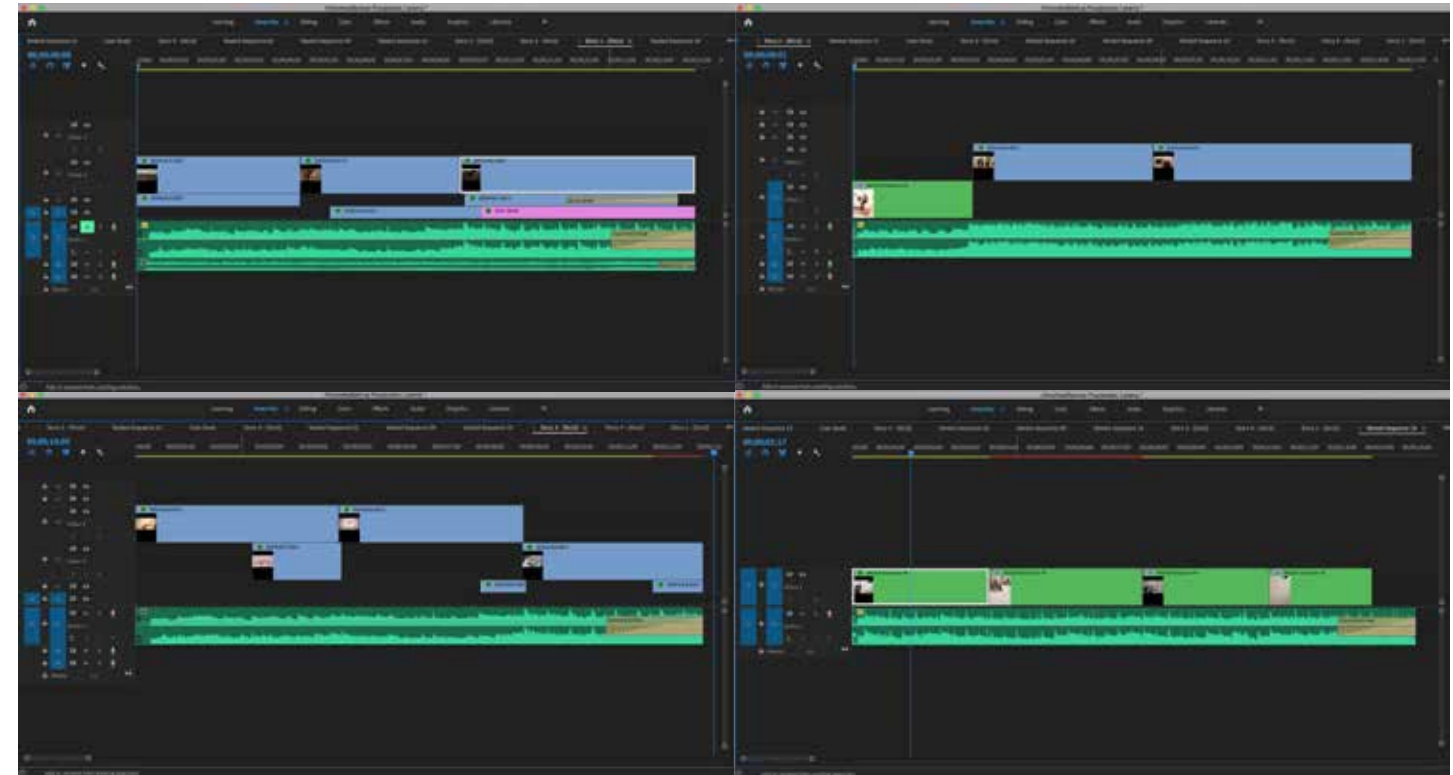


Before



After

# The Process



Watch the process and final product here:  
[https://www.youtube.com/playlist?list=PLbBWk6tM5V\\_v788q8jZbesfWliYWf3aoW](https://www.youtube.com/playlist?list=PLbBWk6tM5V_v788q8jZbesfWliYWf3aoW)



# The Final Product

The final product of these videos is very intriguing, featuring some of the most interesting aspects of what the Potato Hotel has to offer in only 15-seconds.

These videos went through a series of adjustments as I had originally edited them with the incorrect dimensions (1920x1080.) I was able to fix them by auto reframing the sequence through Adobe Premiere Pro, or by finding completely new footage that would fit the correct frame size.

I licensed four separate songs for these videos, to give them each their own unique sound and flare. Each song is upbeat and fun, perfectly setting the tone to what the viewer is watching.

Each clip is color graded to keep a consistent look throughout the video itself and the other videos as a whole.

This project was quite challenging as a whole, but I think something that will greatly benefit the Potato Hotel's Instagram page and add a variety of content.

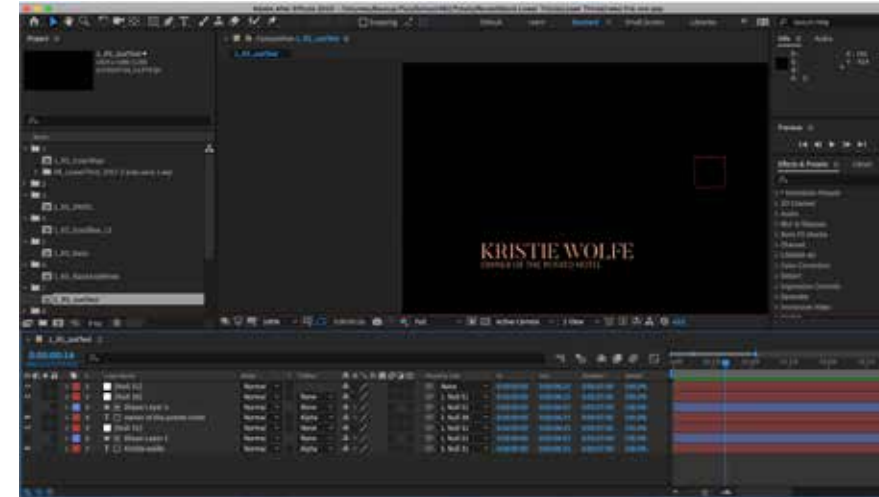


# The Goal

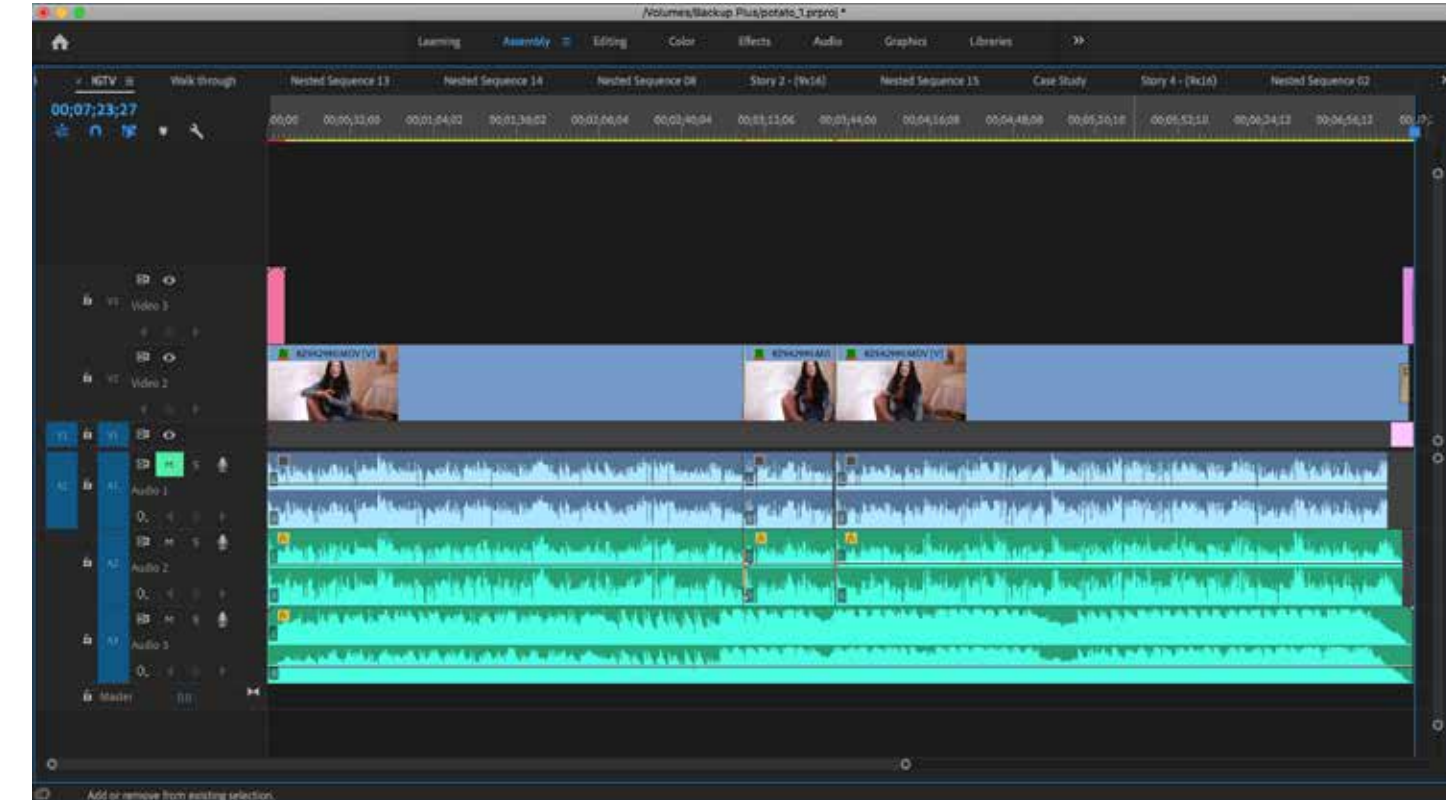
The IGTV video's main goal is to educate the audience on how the potato came to be the "Potato Hotel." An insight into the builder and owner of the Potato Hotel, Kristie Wolfe's life. How and why she choose to tour with the famous potato, how she got the potato, and how she builds it into livable hotel space. The video also educates viewers on how Dolly the cow found her home here at the Potato Hotel.

There was no preparation done for this video, instead, it was something that was done on the whim.

The main purpose of this 7-minute video is to be used on Instagram's IGTV's channel. However, because of the proportions and content within the video, it can be used on other social media platforms including, Facebook and Youtube.



# The Process



Watch the process and final product here:  
[https://www.youtube.com/playlist?list=PLbBWk6tM5V\\_VJmxGivIA1z-WczSFSkCIU](https://www.youtube.com/playlist?list=PLbBWk6tM5V_VJmxGivIA1z-WczSFSkCIU)



# The Final Product

There was no pre-production involved for this Instagram IGTV video. it was something we, as a team, decided to film on a whim. luckily we had the necessary camera and audio equipment to accomplish it. Kristie did an amazing job on the spot, she was willing to be interviewed and answered the questions with confidence and surety.

Post-production was challenging as we decided to use only one of the two camera angles. This made the cut scenes challenging when we had to cut out the audio of the narrator's questions. It looked very choppy and awkward, however, we applied a morph cut effect in Adobe Premiere Pro and it now looks almost seamless.

The video perfectly portrays the message we wanted to share.

IGTV Video | Makenzie Wilson

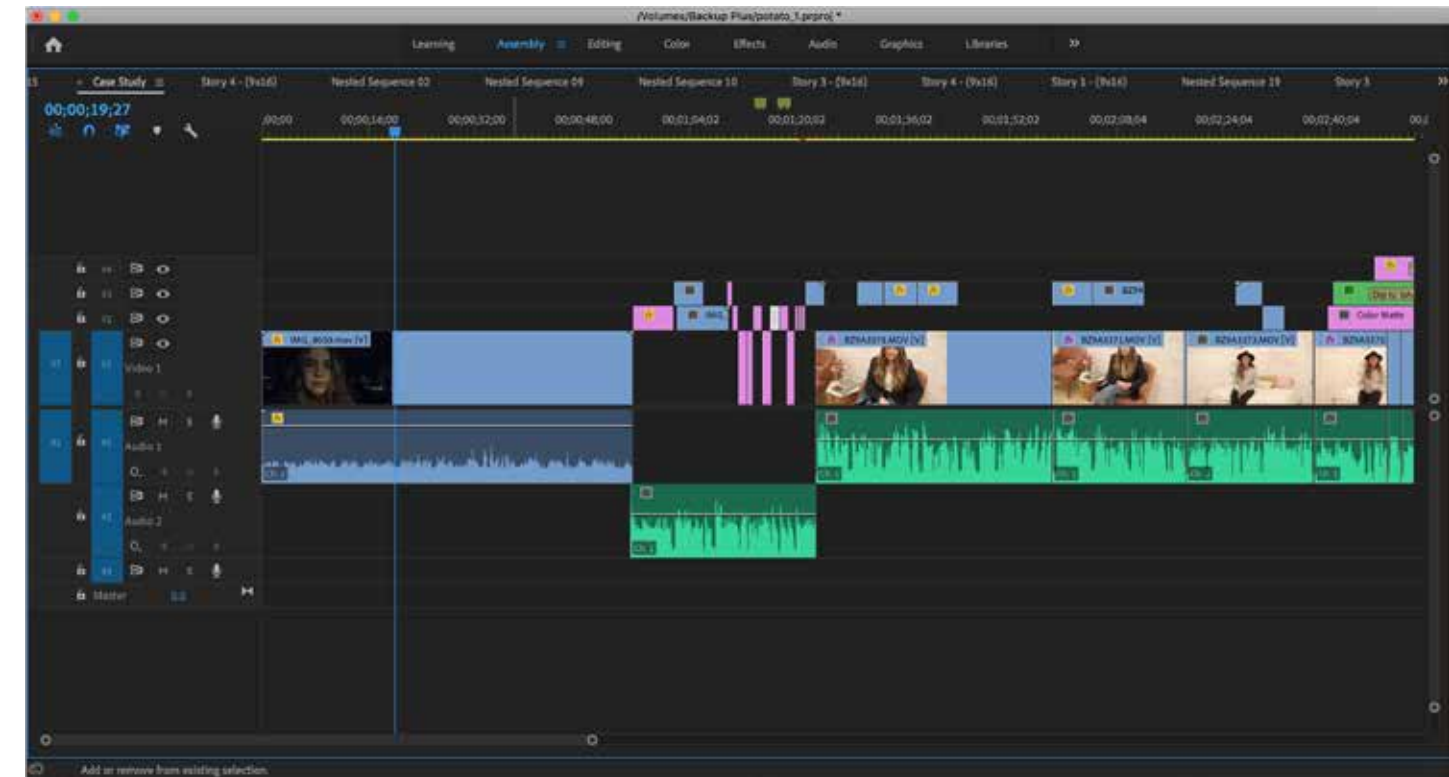


# The Goal

The concept behind the case study video was to show all the hard work and dedication we, as a team, put into the branding package for the Potato Hotel. The video recaps how the photo and video team captured the content needed on-site.

Photography and videography were a large portion of our branding package. Our photos and videos were used to showcase the Potato Hotel in almost every aspect of our branding including; souvenirs, website design, social media, marketing, brochure, and much more. The case study video showcases the products that each team member accomplished and the photo and video assets that were used.

# The Process



Watch the process and final product here:

[https://www.youtube.com/playlist?list=PLbBWk6tM5V\\_Xq\\_xVHvI4o5uFXTJ2Oxabcq](https://www.youtube.com/playlist?list=PLbBWk6tM5V_Xq_xVHvI4o5uFXTJ2Oxabcq)



# The Final Product

The final product of the case study video visually displays all the hard work each team member did throughout the past 13 weeks. It shows behind the scenes of our group meetings, the products each team member produced, as well as the photo and video team on-site at the Potato Hotel in Boise, Idaho. There are interviews with a few group members who share their experiences shooting at the Potato Hotel.

An issue I faced with the production of this case study video was making everything look cohesive and on-brand. I had a variety of images with different dimensions (some horizontal and some vertical) and had to make the different proportions look visually appealing. The videos were shot on different devices which gave off different color tones which I had to color match.

The final video as a whole looks similar in color and on-brand. The video educates viewers on how a team of eight students from Brigham Young University-Idaho worked together and created a branding package for the Potato Hotel.



# The Goal

I knew I wanted my images to portray a message and display the beauty and unique features that the Potato Hotel had to offer. I did this by capturing numerous shots before the on-site photo shoot. I took photos of both my apartment complex and my own apartment. This helped me get a better idea of what images I wanted to capture and helped me be better prepared for the big day on-site.

How we edited our images was a very important aspect. We wanted our images to match the Potato Hotel's theme of being light, bright and airy. This was accomplished through a preset I previously purchased from Light and Airy Photography ([http://lightandairyphotog.com/the-l-and-a-lifestyle-mobile-presets?utm\\_source=google&utm\\_medium=search&utm\\_campaign=brand&gclid=Cj0KCQjwsYb0BRCOARIsAHbLPhFkRGgxKQdI3Bp-IS4nCDqNvRclwPk93f8ZUsQ5FqsCfrrruUa1E14aAvmfEALw\\_wcB](http://lightandairyphotog.com/the-l-and-a-lifestyle-mobile-presets?utm_source=google&utm_medium=search&utm_campaign=brand&gclid=Cj0KCQjwsYb0BRCOARIsAHbLPhFkRGgxKQdI3Bp-IS4nCDqNvRclwPk93f8ZUsQ5FqsCfrrruUa1E14aAvmfEALw_wcB).) This preset was used to brand our images and keep them all the same between three separate photographers.

# The Process



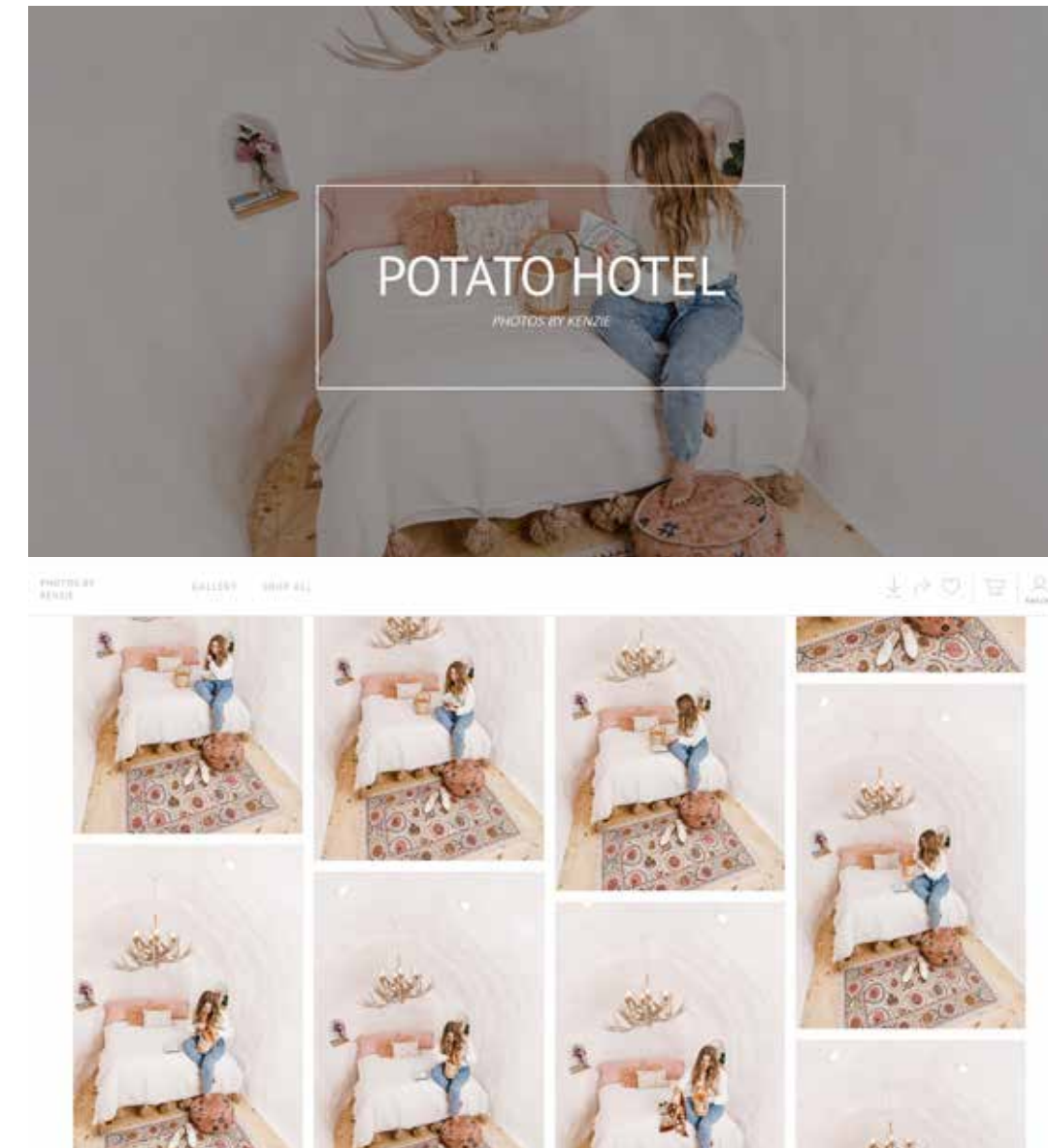


# The Final Product

We captured hundreds of images at the Potato Hotel in Boise, Idaho to be used specifically for our branding package. I took over 300 images on-site at the Potato Hotel and edited over 170 of them for my team members to use for their projects. I also edited about 100 images of my team member, Benjamin, images to help them stay light, bright and airy.

This was a great project that I feel very accomplished in as I can visually see my work across all aspects of the branding for the Potato Hotel.

Photography | Makenzie Wilson



View the complete photo album here:  
<https://makenziewilsonmedia.passgallery.com/-potatohotel>



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Phone: (208) 881-3172

LinkedIn: [Laura Burton Hancock](#)

## Laura Hancock

**Graphic Designer | Marketing**

### Main Projects:

Outdoor Signage Design

Online & Print Advertisement Design

Style Guide Design

Laura is from the Central Valley of California and grew up playing sports as a young child, into young-adulthood. She felt like she hadn't ever found the right outlet for her creativity until she began college and discovered her love for photography and design. Through many trails and errors, she landed in the area of Communication with a Visual Media emphasis at BYU-Idaho, graduating with a Bachelor's degree in April 2020.

Outdoor Signage Design  
Online & Print  
Advertisement Design  
Style Guide Design





# The Goal

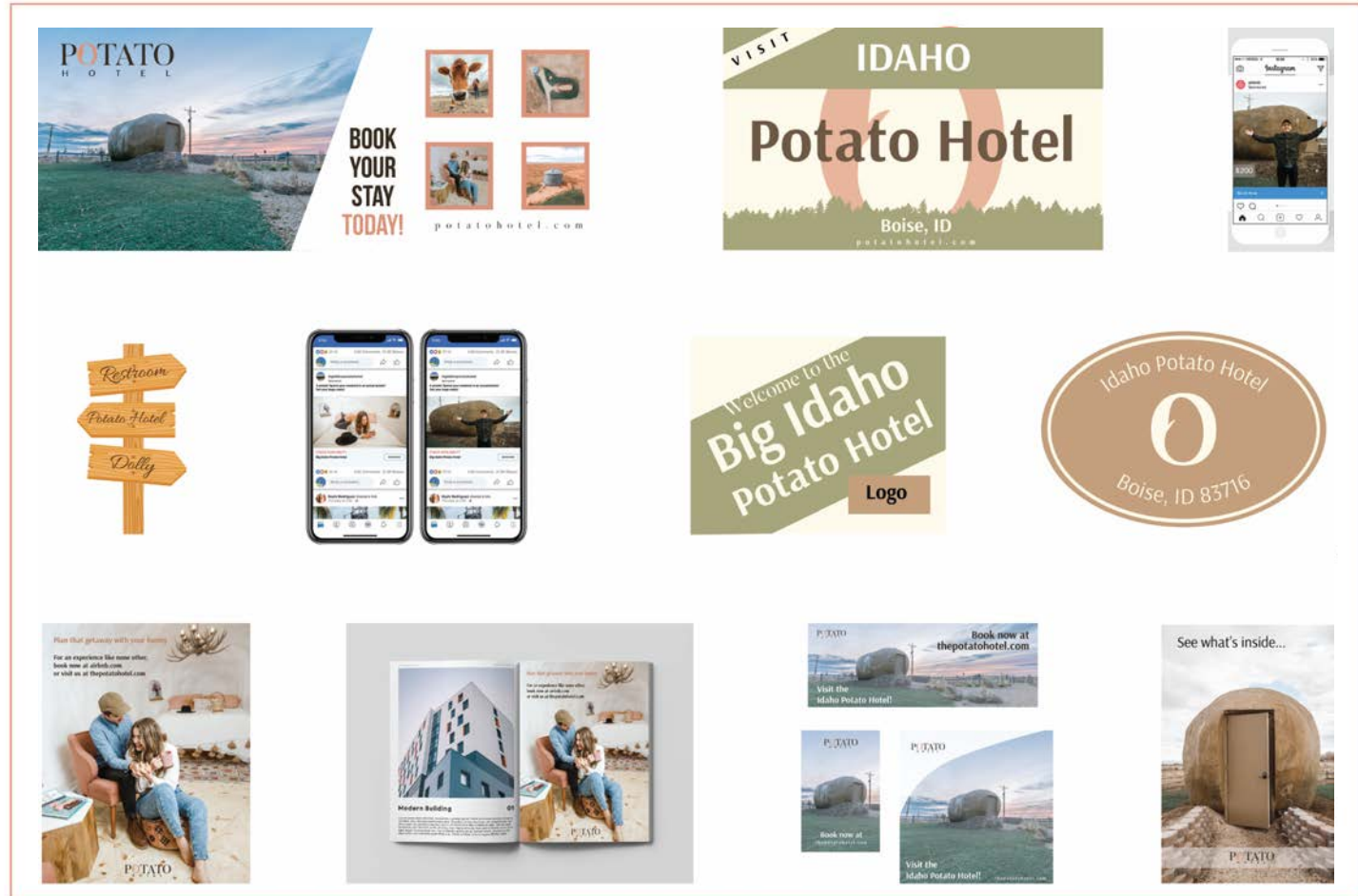
The main goal of marketing advertisements is to get viewers to pay attention to what you have to say. Whether that be to get them to stop scrolling, to give you their one second of attention as they drive by your billboard, stop in their tracks to read what your banner has to say, or just add to the aesthetic of your property. So, creating attention-grabbing designs for an advertisement is of the utmost importance. And an attention-grabbing design is a design that is creative, flows well, and is on-brand with the message and product.

For these advertisements, we decided to focus on outdoor signs for the property, billboards, social media advertisements (for Facebook and Instagram), Google advertisements, advertisements for magazines and posters.

With this goal of attention-grabbing designs in mind, we started by researching striking billboard advertisements and then started sketching. Throughout the development of these advertisements, we looked at details about them that would make them better and more striking. With much refinement, we feel that these convey a clear message to the viewer and for The Potato Hotel.



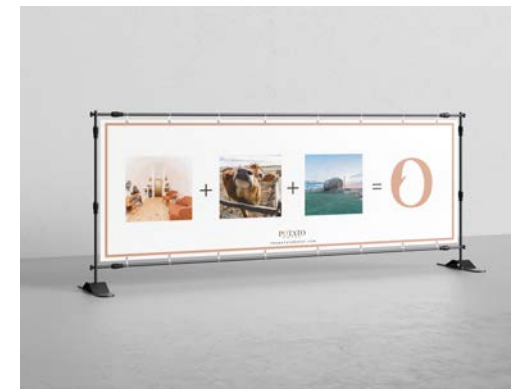
# The Process



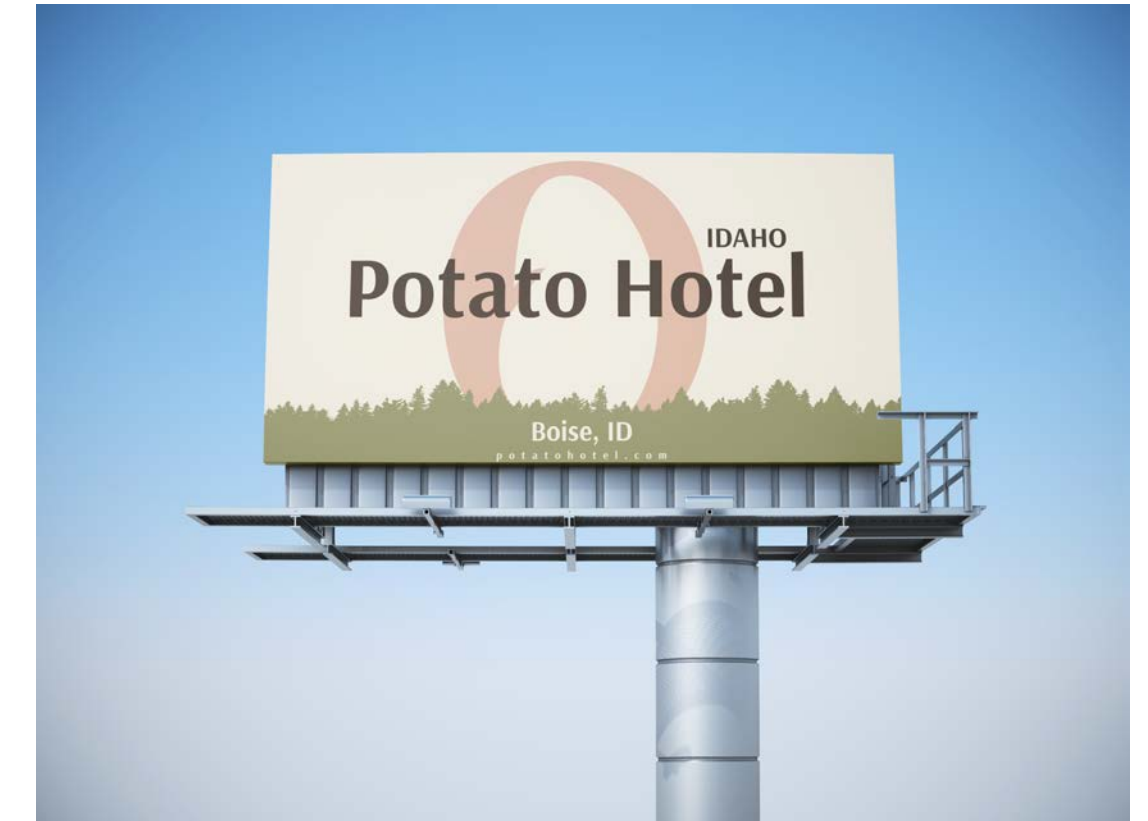
# The Final Product

The final product you see here is a series of outdoor signage for use on the property of the hotel and advertisements for billboards and banners.

These advertisements and signage have been pieces that have gone through the most refinement and adjustment to the clarity of message to viewers. The message of advertisements, especially at this size and scale is particularly important to get correct to make the most of the short amount of time that viewers give to you. We feel that these signs give the right amount of “striking-design” to get them to pay attention to what the advertisement has to say and will pique curiosity and interest.



Outdoor Advertisements & Signage Design | Laura Hancock





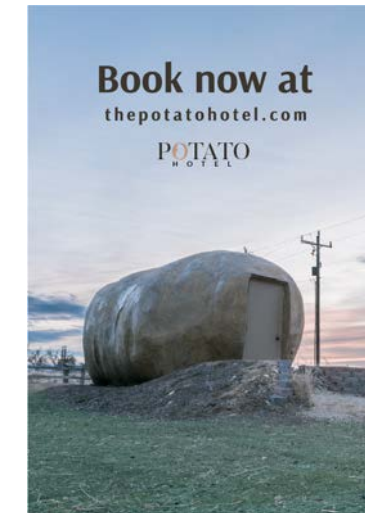
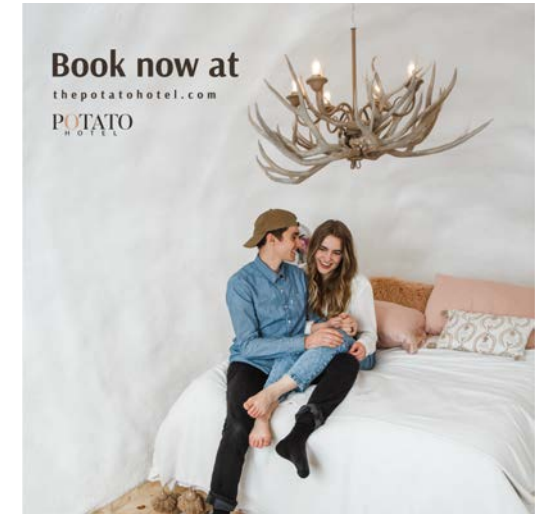
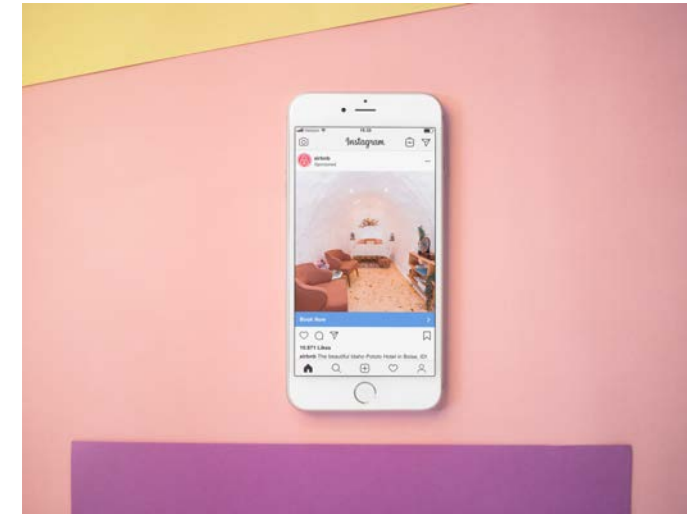
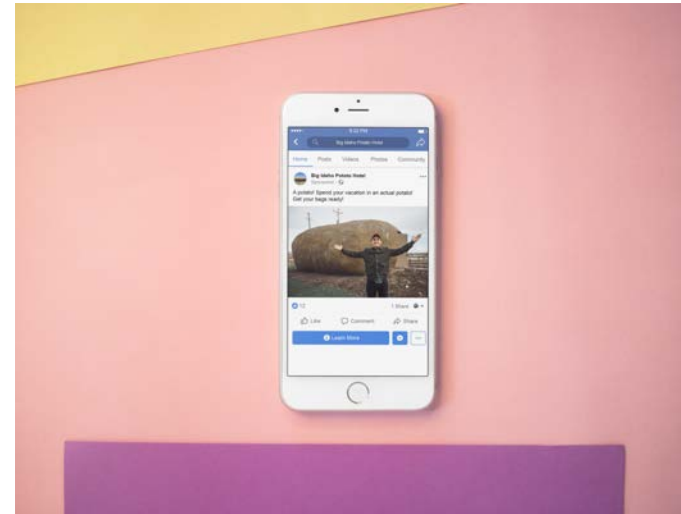
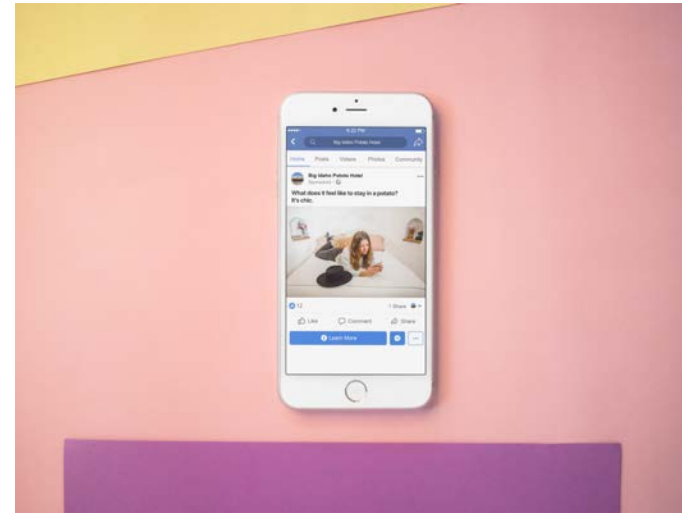
# The Final Product

The final product you see here is a series of google banner advertisements to use on a webpage and multiple advertisements for social media platforms such as Facebook and Instagram.

We wanted to create advertisements that you would expect to see for this business with posts for Airbnb and Facebook sponsored ad posts. We then placed these designs in mock-ups to bring them to life.

These online advertisements are clean, minimal and on-brand with the feel of the Potato Hotel with the use of specific angles in the photography and the use and placement of typography.

There has been much trial and error with the design of all of these advertisements and marketing tools. We are pleased with the result of how these have turned out and would love to see them used in real life.

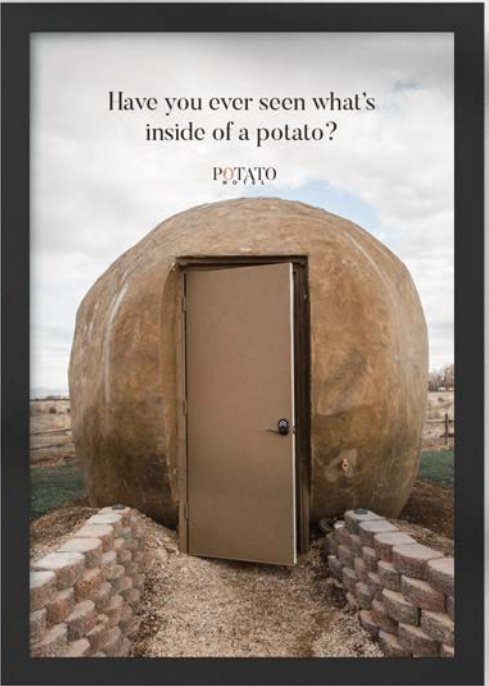


# The Final Product

The final product you see here is a series advertisements to be used for print such as in magazines.

We aimed to create advertisements for magazines and posters that could be used in print where our main demographic would be most likely to see them. Which with our brand style and purpose would fit females aged between late twenties to early fifties.

These advertisements, having also gone through extensive alterations and refinement, we feel convey the message of the brand with the happy couple on one and a chic looking potato on the other.







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# Jacie Mustard

Graphic Designer | Souvenir Designer

## Main Projects:

Logo Design  
Style Guide Design  
10 Souvenir Design

Jacie is from Midway, Utah and is number seven in her family with three brothers, three sisters, and 18 nieces and nephews. She studies Visual Communications at BYU-Idaho, who plans to graduate in December of 2020 with her Bachelor's Degree. She found her passion for design when she took some visual media classes in High School. She loves to play golf, spend time with friends and family, and to laugh and smile.

Logo Design  
Style Guide Design  
10 Souvenir Design



# The Goal

The goal with the souvenirs was to make them look as professional as we could, yet have them be something that a guest would want to purchase to show that they stayed in a potato! Plus, it's always nice to have a representation of the place where you stayed.

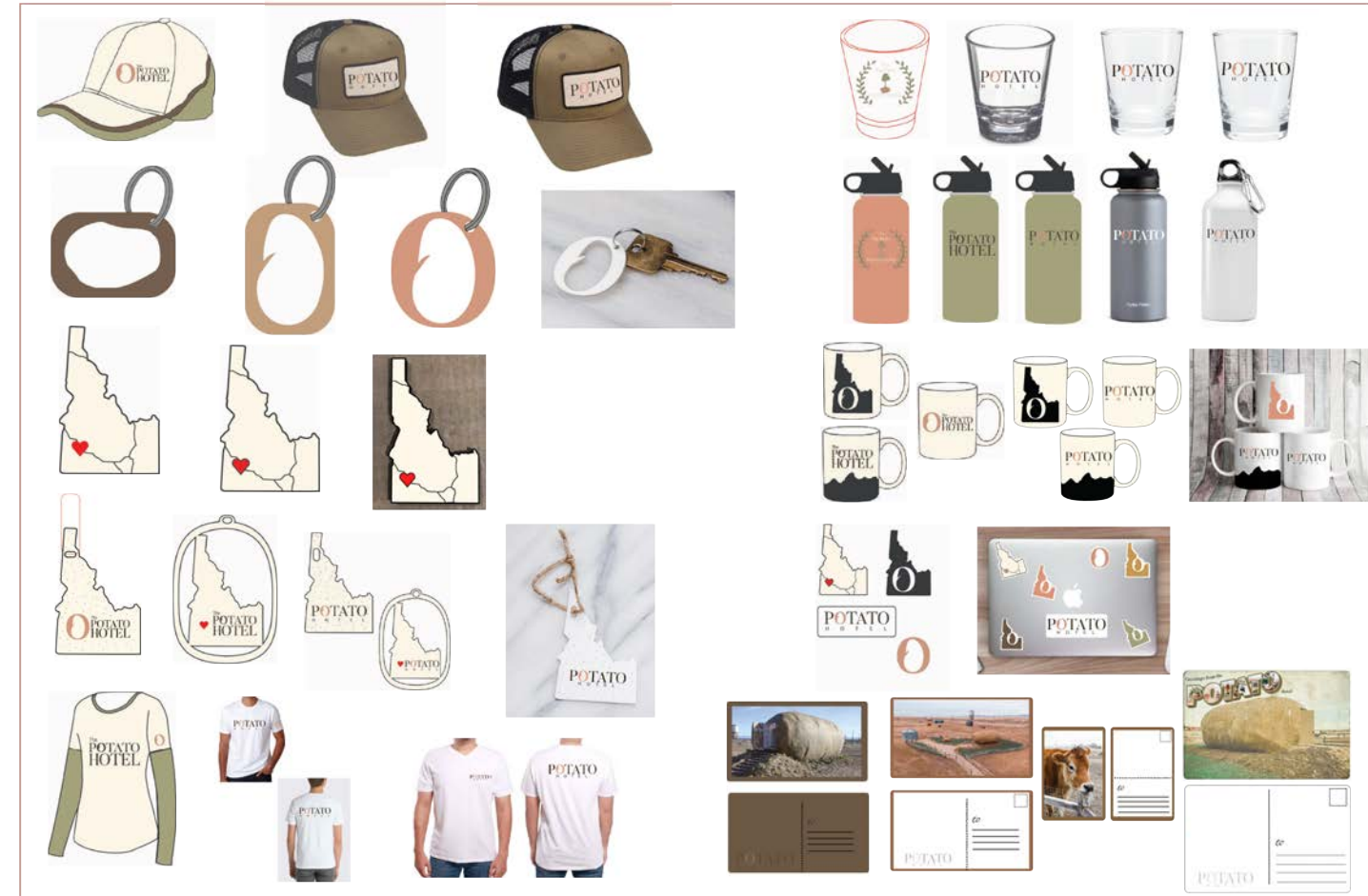
We decided as a group that we wanted to have ten souvenirs. A shirt, hat, mug, key-chain, ornament, magnet, stickers, postcard, shot glass and a water bottle. I had done some research and found out that these were the most popular of souvenirs that people had bought. With that in mind, I went straight to work designing.

I started by sketching different ideas, which didn't take a lot of time, since it was pretty easy to sketch (for example) a water bottle. I then took those sketches into Illustrator where I began to design them. I used the pen tool to make the sketches come to life. Once I had those designs, I got some great feedback from my team.

There were some days where I wasn't able to work on some of them because we kept changing our logo design. Because I had to wait on the updated logo, I was able to go back and fix some minor details on the souvenirs that I already had made. I was able to get really good feedback along the way from my team members and mentors.



# The Process





# The Final Product

I am very pleased with how the final products came out! I wanted to print out a hat and do a sticker order, but we ended up with just doing some mockups instead to make it easier. I did end up printing out a t-shirt which came out looking good.

I also 3-D printed two keychains and one ornament. In my original designs I had the keychains and the ornament a different color, but with 3-D printing them, you can only do one color. I'm very pleased with the white, and how professional it looks. They also match the rest of the souvenir's which helps it to look cohesive all together.

Overall, I love how they turned out and even though it was a challenge trying to come up with some ideas, it made me put my mind to work which I'm very grateful for. My team was a big part of this process because they provided the feedback that I needed to make adjustments. My mentors as well, because I valued their opinions and wanted to make the result not only showcase my best work but also showcase the overall look and feel of the hotel.





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# Tiffany Berg

Website Designer

Main Project:  
Website Design

Although Tiffany wasn't born in Idaho, she grew up and spent most of her school years in the Potato state. After attending Brigham Young University-Idaho, she was rewarded with a Bachelor's Degree in Web Design and Development. Tiffany enjoys spending quality time with family and friends laughing, smiling and creating life-long memories.

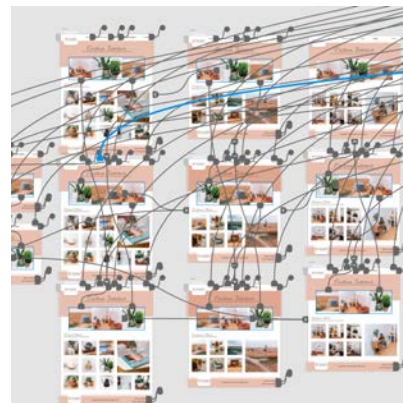
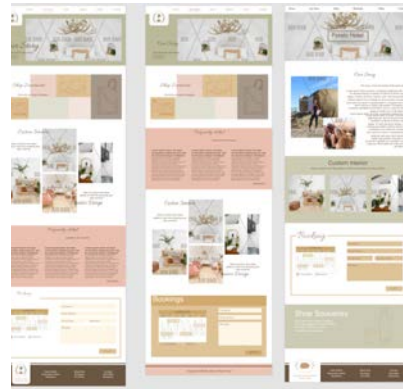
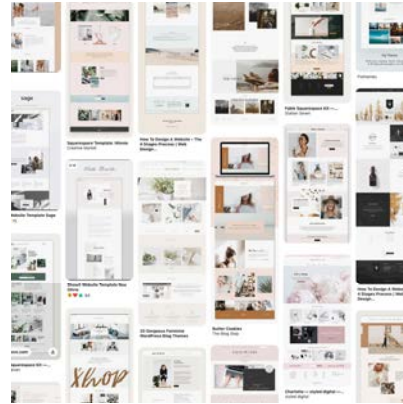
# Website Design



# The Goal

We wanted a great way to get Kristie's Potato Hotel out there where people could learn more, what better way than a beautiful website promoting this tourist destination. We wanted to design a simple yet elegant site that would entice viewers to take the night off and go stay in Idaho's one and only Potato Hotel! To promote the Potato in the best way possible, we wanted our site to accomplish several tasks. We wanted it to give a quick back story of the Potato, answer frequently asked questions, showcase our newly designed Potato souvenirs, and finally, give the user a way to contact Kristie or book a night stay.

We started the design process with mood boards and sketches so we would know what our expectations were. From there we moved on to wireframes and digital drafts. Because the project would be made in Adobe XD, creating clickable realistic buttons meant lots of time spent in the prototype section of Adobe XD creating paths for each clickable region. Sometimes these paths got a little confusing and tangled adding to the time. However, the result allows the user to interact with the prototype in a very realistic way.

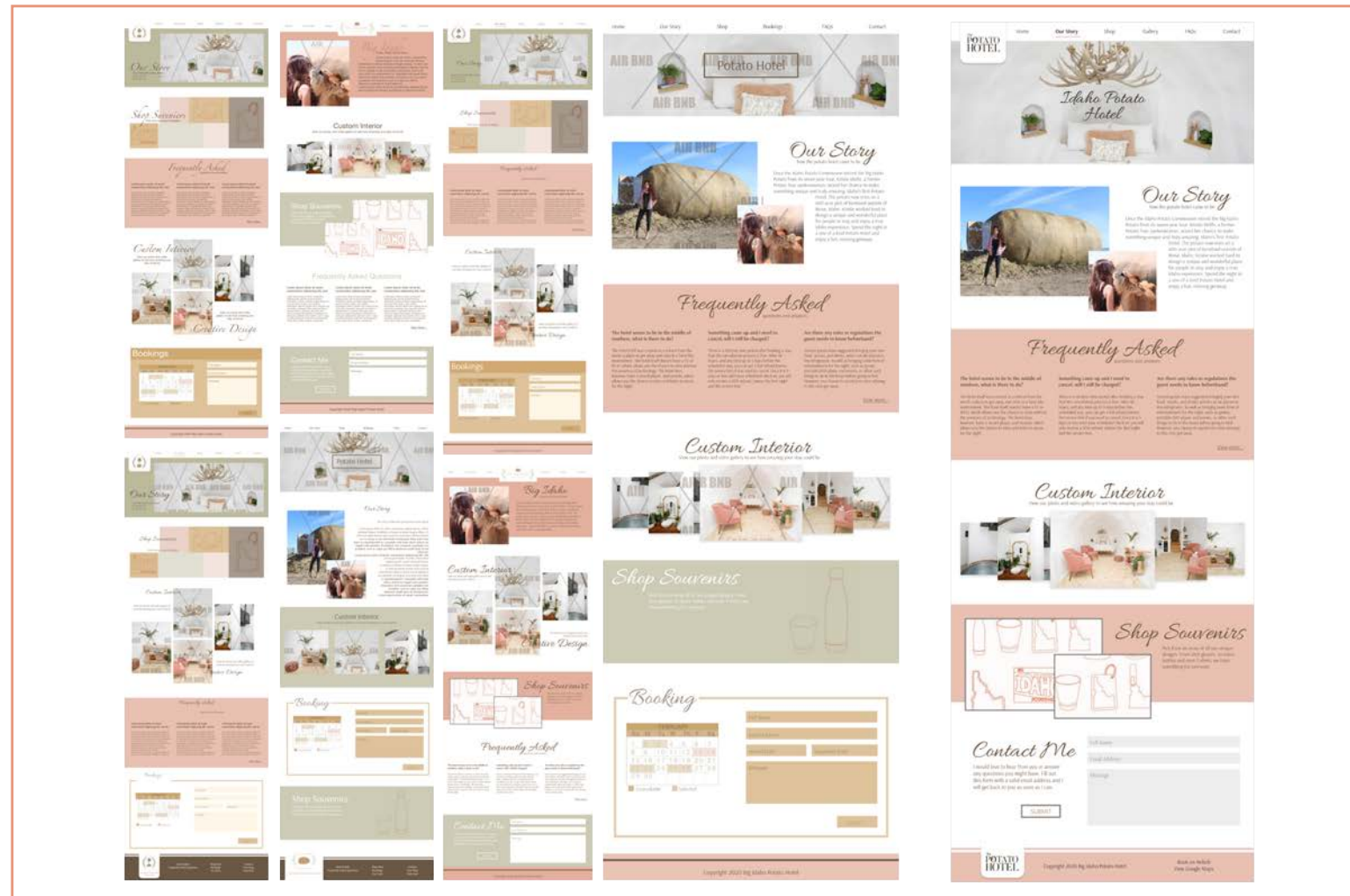


# The Process

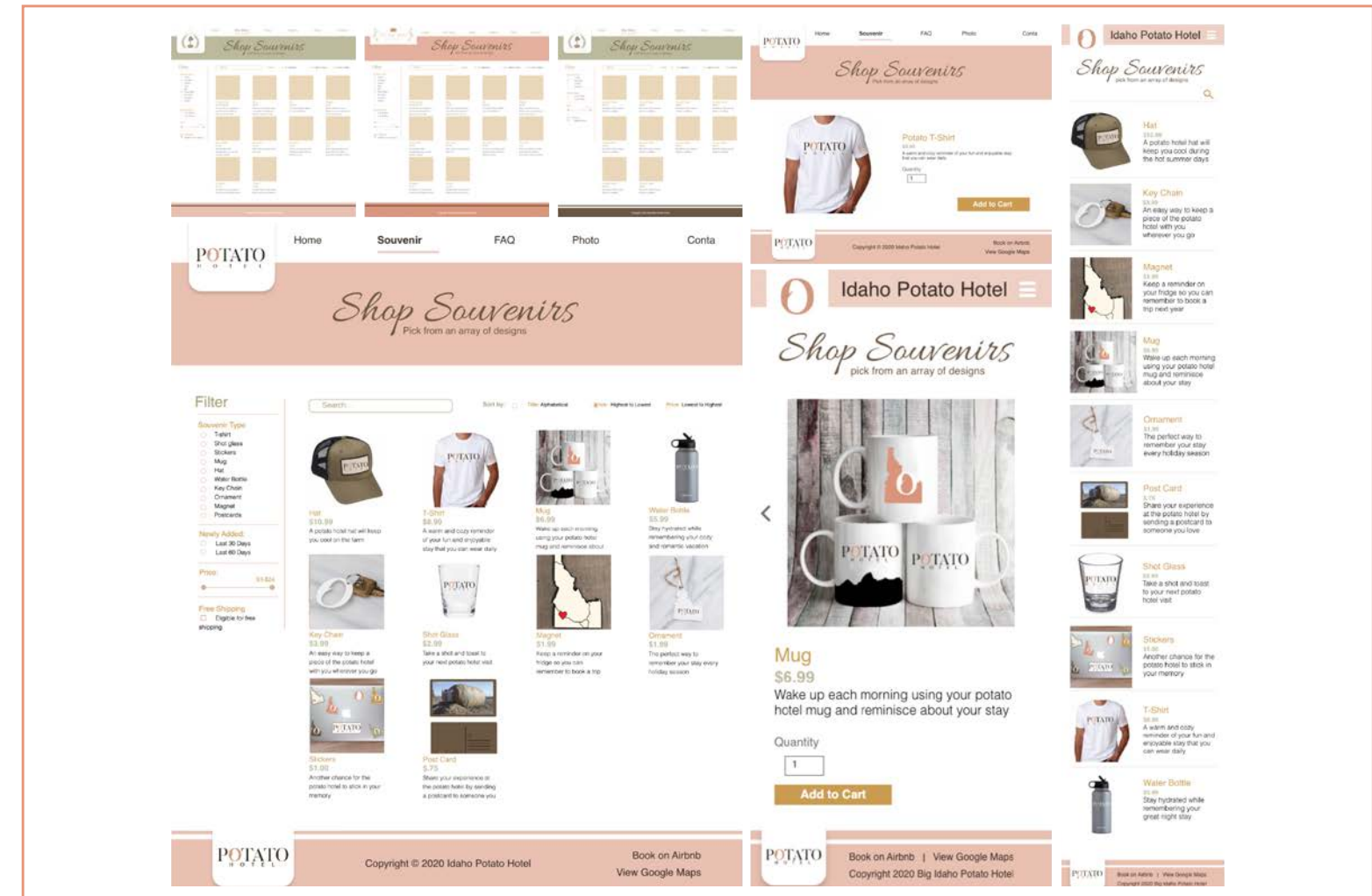




# The Process

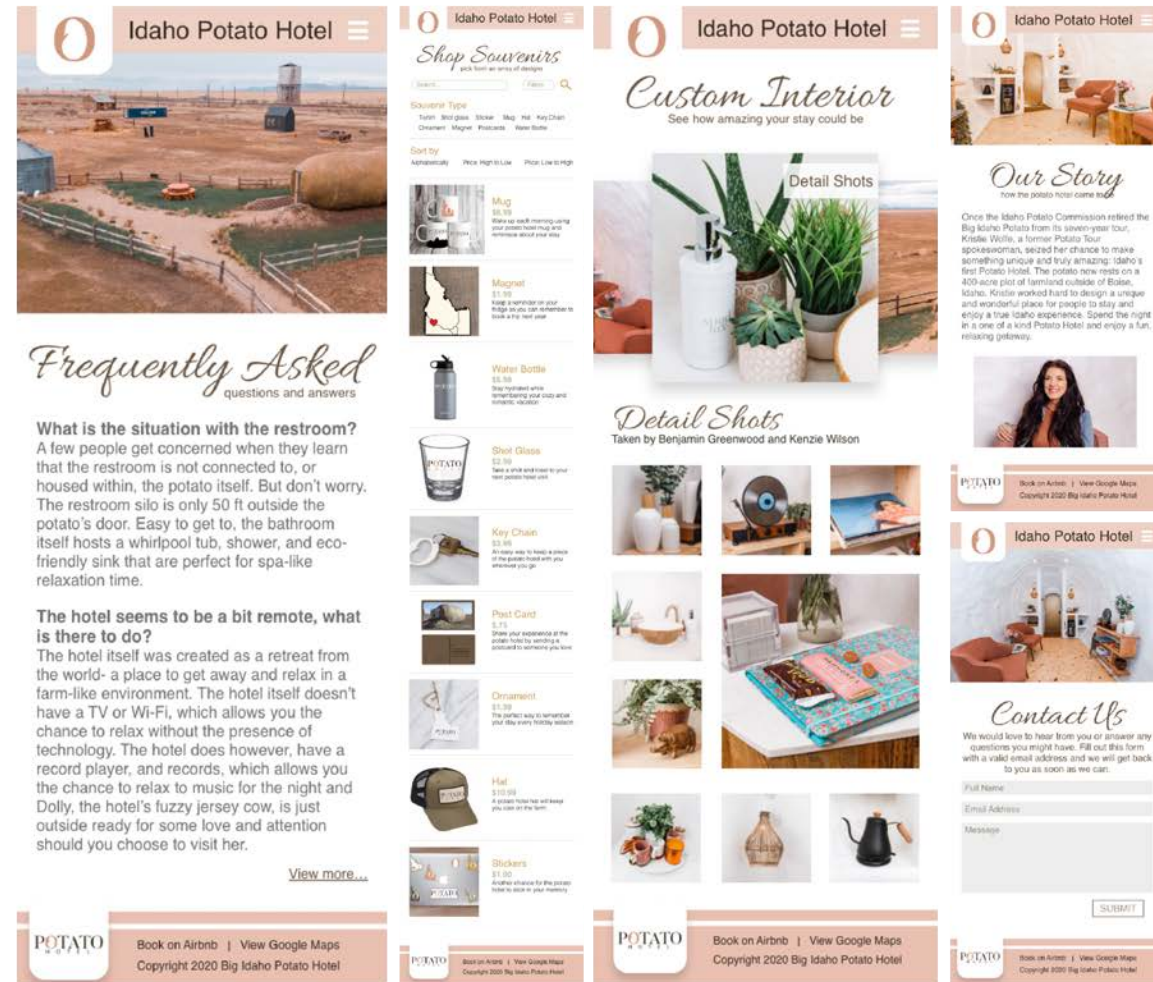


# The Process

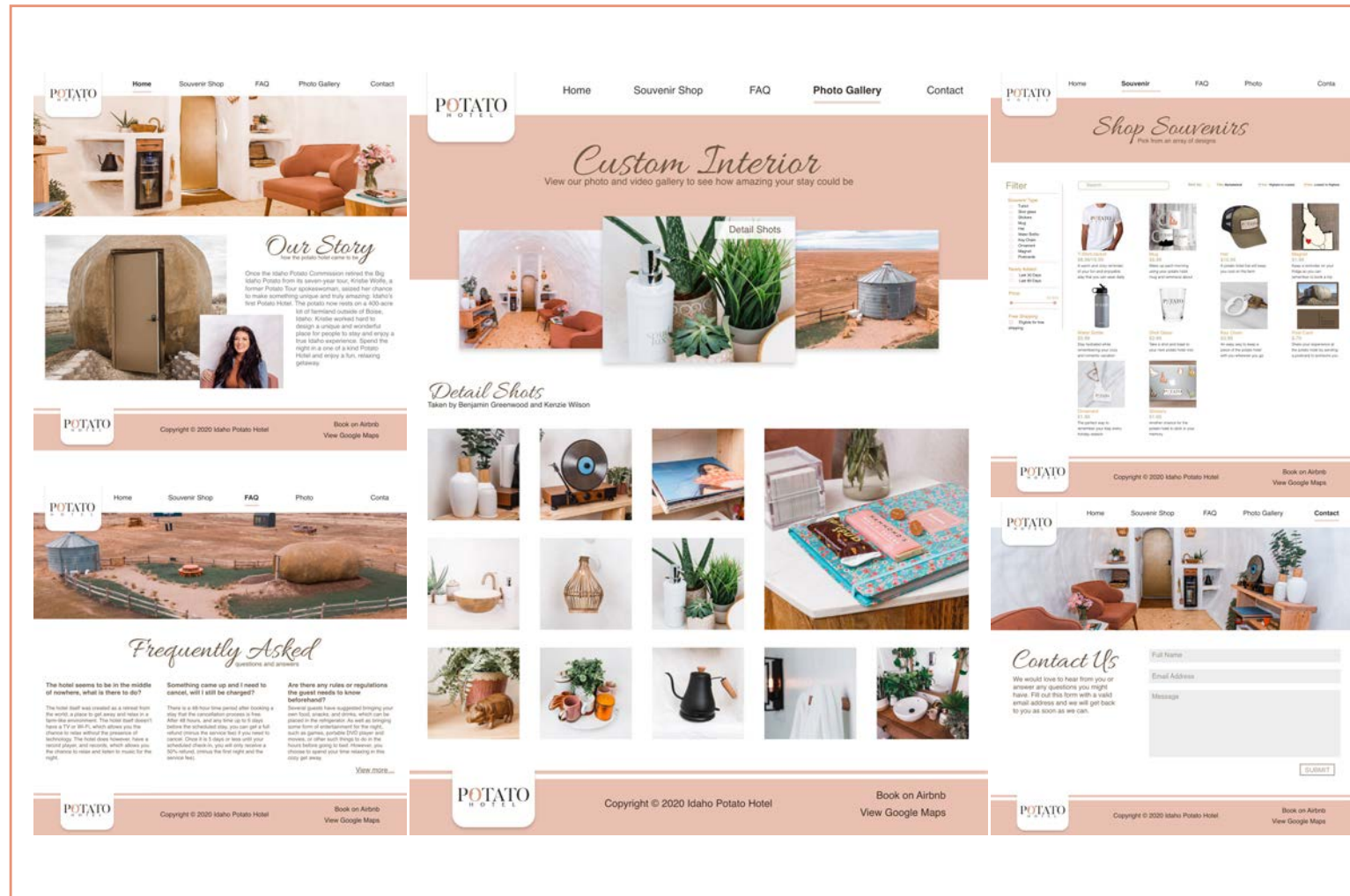




# The Process



# The Process





# The Final Product

The final design goes well with the look and feel of the branding package. The bright, airy feeling our group has consistently been striving for can be felt with the white background, light pastel colors, and good use of whitespace. The website accomplishes all the outlined tasks decided in the beginning. Our home page gives the user a quick glimpse into how the Potato Hotel was created; the FAQ page gives answers to questions any user might have about staying in a potato for a night. Our gallery page showcases beautiful images taken by our photographers and videographer; the souvenir page gives the user a way to search for, filter and purchase some of our newly designed pieces, and last but not least, our contact form allows the user a way to approach Kristie with any comments or concerns. Our website is designed in a way that gives users a clean, beautiful place to learn more about their stay in Idaho's first Potato Hotel!

Desktop Prototype: <https://xd.adobe.com/view/6a0ccc01-e1-da-4db2-4147-0569f8f3683e-1c3d/>

Mobile Prototype: <https://xd.adobe.com/view/c95efb63-b720-49ff-488e-d0ecd3308e8b-b6f6/>

## Website Design | Tiffany Berg

