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## Me&Dave prepares Suna to expand into premium hotel interiors market

Mon, 15 Oct 2012 | By [Tom Banks](#)

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Me&Dave has repositioned interior consultancy Suna, which is moving into the luxury hotel interiors market.



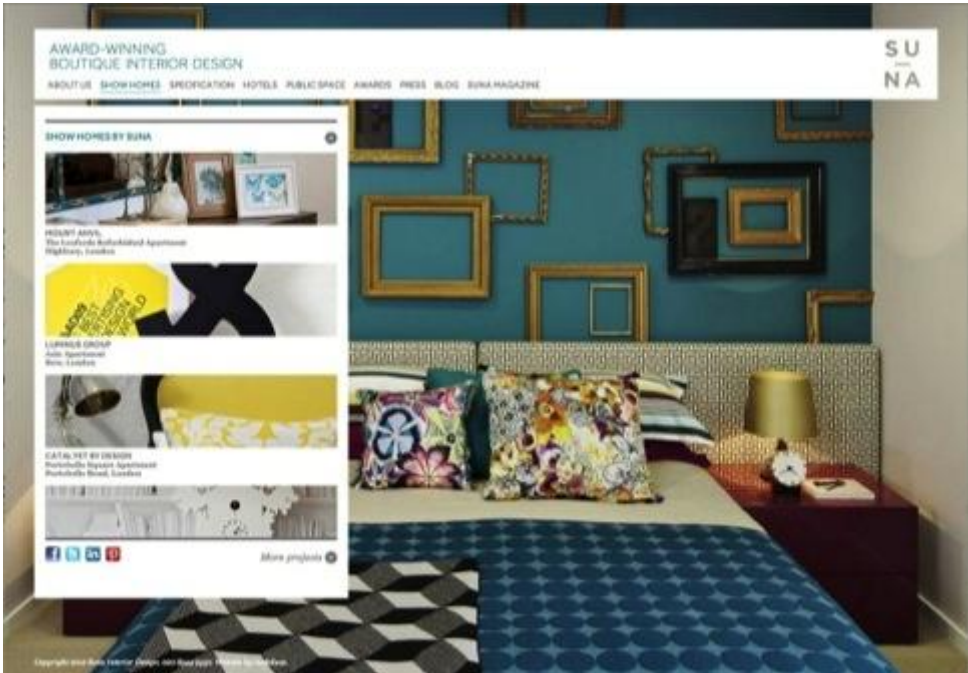
The new Suna identity

Me&Dave was appointed directly in June and began by suggesting a name change from Suna Interior Design to Suna, and a proposition which would comprise a flexible identity and a 'strong photographic approach.'



New Suna business cards

Suna is making a transition from retail estate interiors to high-end developments and boutique hotels.



The new Suna website

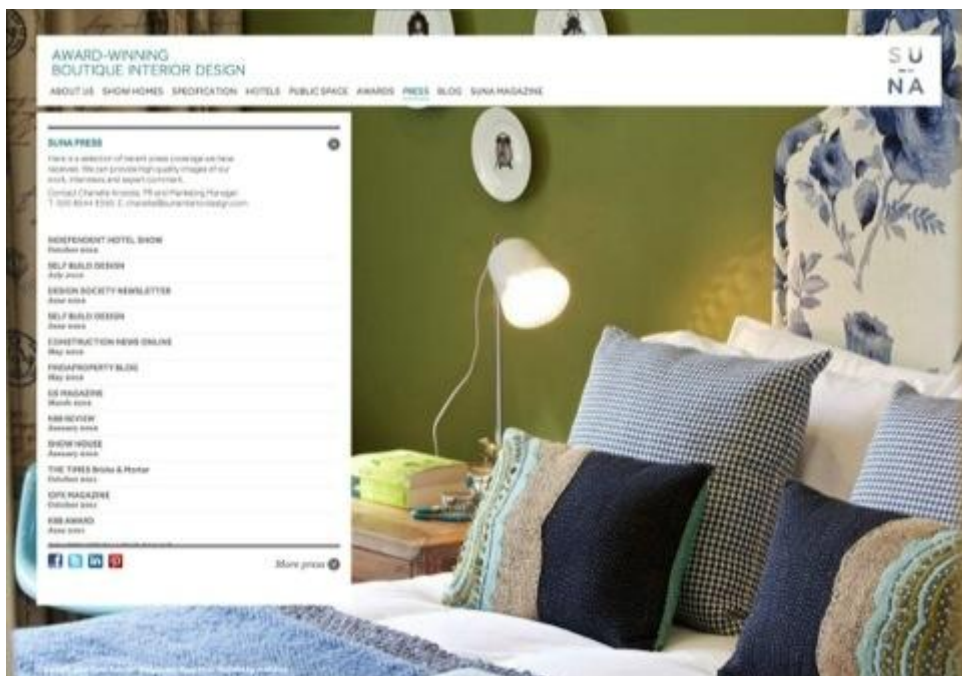
The challenge was 'to create a distinctive brand that transcends style and trends yet represents the breadth and diversity of the Suna's work to deliver a bespoke creative solution every time without signature or house style', according to Me&Dave.

The consultancy adds that the new branding needed 'to highlight Suna's growth into new sectors' whilst building on their current client portfolio.



The new Suna website

The identity takes the form of a 'traditional stamp', says Me&Dave, and sits in a bar which can be applied to images of textiles, patterns and colours.



The new Suna website

In its guidelines Me&Dave advises 'To bring the Suna brand to life and add drama it is encouraged that colour comes from paper stocks, photography and textiles.' A ten colour palette comprises cool and warm greys.



The new Suna identity

Me&Dave has designed a website for Suna to stand as the 'cornerstone' of the rebrand and redesigned a template for the Suna magazine which takes on the new look.