

Ambassador Hotel of Waikiki

INTEGRATED BRAND CAMPAIGN

The Ambassador Hotel opened in 1968. It was built by businessman William “Bill” Mau on the site of the famous Lau Yee Chai restaurant on Oahu. This era introduced the world to many of Hawaii’s favorite sons, daughters and *ambassadors*, embodying aloha through warmth, charm and grace. This enchanting spirit permeated Waikiki.

Over the years, the property has been a landmark, welcoming residents and visitors with the distinctive marquee. That history and know-how, now matched by a refreshed style transports you to an idyllic Hawaiian escape that feels authentic and modern at the same time.

The updated brand identity pays tribute to the original but with modern refinements to the typographic signature, and along with it, a fresh color palette that compliments the newly updated hotel decor. A new custom illustrated floral pattern provides a sense of place and the striped motif are a nod to the newly reimagined signature pool deck.



A

The
AMBASSADOR

HOTEL of WAIKIKI



The
AMBASSADOR
HOTEL of WAIKIKI

PRIMARY LOGO

The
AMBASSADOR
HOTEL of WAIKIKI

HEADLINES / SUBHEADS **ALTERNATE GOTHIC ATF COMPRESSED REGULAR**

RESTING UP FOR THE
NEXT ADVENTURE

BRAND PATTERN



HORIZONTAL LOGO

The **AMBASSADOR** HOTEL of WAIKIKI

HEADLINES / SUBHEADS **CASLON IONIC REGULAR**

Aloha from the
gateway to Waikiki

SECONDARY MARK



The
AMBASSADOR
HOTEL of WAIKIKI

The
AMBASSADOR
HOTEL of WAIKIKI

BODY / SUBHEADS **ACRE FAMILY**

We're here to share our Waikiki with you: Our favorite spots to lay out a towel when the sun beckons - to expand our perspective, discover the sounds that transport us, and explore the mix of flavors and cultures that connect us.

#E8FAEC

PMS 9063

CMYK C 7, 0, 9, 0

CMYK U 7, 0, 9, 0

#5D8466

PMS 4214

CMYK C 58, 21, 65, 31

CMYK U 59, 23, 57, 32

#FFA688

PMS 1625

CMYK C 0, 41, 39, 0

CMYK U 0, 38, 44, 0

#FF8163

PMS 2024

CMYK C 0, 62, 68, 0

CMYK U 0, 58, 70, 0

#FDF0D2

PMS 9184

CMYK C 1, 4, 19, 0

CMYK U 1, 4, 19, 0

#AA9F66

PMS 4515

CMYK C 20, 22, 59, 10

CMYK U 21, 23, 51, 10

#9ED3A7

PMS 344

CMYK C 35, 0, 35, 0

CMYK U 38, 0, 40, 0

#5B5539

PMS 4228

CMYK C 47, 42, 69, 49

CMYK U 47, 39, 54, 45

#5B5539

PMS BLACK

CMYK C 65, 66, 68, 82

CMYK U 50, 48, 51, 59

poolside
COCKTAILS
CONCIERGE

ALL-DAY RESTAURANT

The
AMBASSADOR
HOTEL of WAIKIKI

This is how we Waikiki.

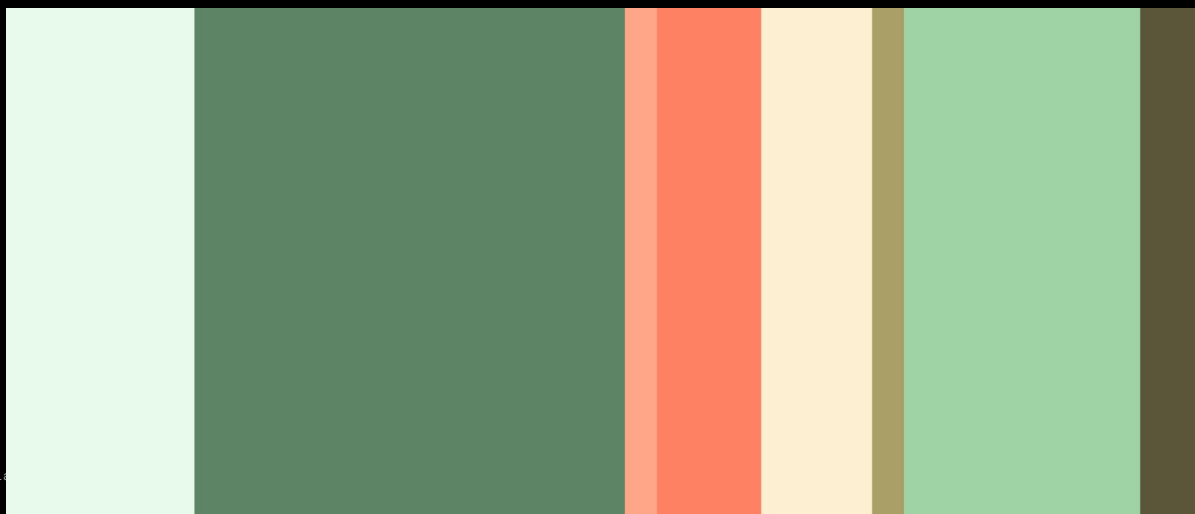
We're here to share our Waikiki with you: Our favorite spots to lay out a towel when the sun beckons – to expand our perspective, discover the sounds that transport us, and explore the mix of flavors and cultures that connect us.



**MAGNIFICENT
VIEWS OF
DIAMOND HEAD,
THE MOUNTAINS,
AND THE SEA.**

STEPS AWAY FROM WAIKIKI BEACH

We know that with a little guidance from us all paths can lead to new adventures. When you get there, tell them the Ambassador sent you.







Aloha from the gateway to Waikiki

STAY — AWHILE

A

The
AMBASSADOR
HOTEL of WAIKIKI



GET ALL SUN DECKED OUT

STAY
ALL
DAY



Bunk Bed Family Suites

1 KING
2 BUNK BEDS
SLEEPS 5
650SQ FT
PRIVATE LANAI



POOL

Waikiki Swim & Social Club

Pool Hours: 8AM - 10PM
Bar & Lunch: Daily 10:30AM - 5PM



FUEL







The AMBASSADOR HOTEL of WAIKIKI

The
AMBASSADOR
HOTEL of WAIKIKI

- 3 Hawaiian Tour
- 4 Watumull's at
- 5 Gump's

9 Waikiki

10

Queen's Surf
Natorium
To Coral Stra