

TRAVEL AND HOSPITALITY

Mandarin Oriental ushers in next chapter with updated visual identity

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The company is making sweeping changes to its corporate aesthetic for the first time in nearly 40 years. Image credit: Mandarin Oriental

By ZACH JAMES

Hospitality brand Mandarin Oriental is signaling the beginning of a new era.

This week, the company unveiled its refreshed brand identity, featuring a streamlined take on its fan logo and a proprietary typeface. By updating its iconography, the label is looking to modernize its look while maintaining its legacy and tradition in the high-end space.

"Luxury is so much more than just aesthetics it is about emotion, storytelling and the seamless integration of heritage with innovation," said Alex Schellenberger, SVP of brand at Mandarin Oriental, in a statement.

"Our refined visual identity is a natural evolution that aligns with our guest's expectations: personalized, distinctive and deeply rooted in cultural authenticity," Mr. Schellenberger said. "This is just the beginning of an exciting new chapter for Mandarin Oriental."

Internal insight

While the refresh serves to modernize the company's branding, it also aims to salute its roots, which date back nearly 150 years.

Following long independent histories, the Mandarin and Oriental hotel labels merged in the 1970s, combining decades of heritage and luxury legacy under the signature fan logo soon after. Since its introduction in 1985, the central icon of Mandarin Oriental has remained unchanged; now, it takes on a more refined look.

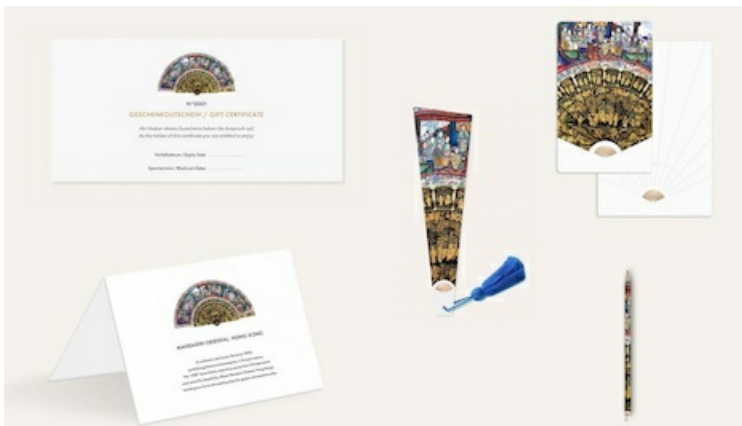


The company is seeking to elevate its "icon status" among its core clientele. Image credit: Mandarin Oriental

The new version of the hotelier's logo features a smaller overall footprint, with its monochromatic color palette taking on greater contrast between its light and dark elements.

Mandarin Oriental's signature typeface has been completely overhauled from an elegant font chosen in the mid-80s to "MO Exceptional," a proprietary alphabet crafted specifically to align better with the fan's geometric silhouette. In the process, the typeface takes on a sleeker, more modern appearance, also cutting "The Hotel Group" from the logo.

Alongside the branding update, the hospitality company is also expanding its color palette to include more than its trademark black, white and gold shades, now integrating "Celadon Green" into the equation. The hue is inspired by Thai and Chinese glazed ceramics, which bear a similar color.



The update will roll out globally in the coming months, ushering in the company's next chapter. Image credit: Mandarin Oriental

Despite the image refresh, some of the hotelier's branding will remain unchanged. Each of the company's 41 hotels around the world feature fully personalized branding and a fan exclusive to the property that is themed around its respective location's local culture; around a third of these items will stay as-is to ensure each spot maintains its distinct identity and artistic expression.

The new fan and typeface will soon be integrated into every touchpoint of the guest's travel journey with the company, from signage to immersive, experiential moments during their stay, as the label looks to forge deeper connections with its global clientele.

With the reinvention, Mandarin Oriental states that it is not just updating its visuals, but that its new iconography evolves and reaffirms its philosophy of "creating meaningful connections with guests through craftsmanship, storytelling and immersive experiences."

The rebrand closely follows the announcement of a new strategic growth plan at the end of 2024, with the company planning to double its luxury offerings in the coming decade, with a particular interest in expanding its footprint in the Middle East, Japan and North America, alongside cultural capitals across Europe ([see story](#)).

Fresh identities

Mandarin Oriental is far from the only luxury name receiving a new coat of paint.

In the past few months, several labels have announced updates to their respective brand identities, with new focuses ranging wildly.

[View this post on Instagram](#)

A post shared by Mandarin Oriental (@mo_hotels)

Late last year, Singaporean five-star resort Marina Bay Sands unveiled a multi-million dollar rebrand as a part of a \$1.75 billion revamp aimed at improving the guest experience ([see story](#)).

In February, diamond company De Beers Group made sweeping changes to its flagship label, changing its name to De Beers London and introducing the update to the public via a campaign starring British supermodel Adwoa Aboah ([see story](#)). Shortly after, British automaker Aston Martin refreshed its iconic winged logo to include the Coat of Arms of the British sovereign; the change reflected its award of a Royal Warrant from King Charles III ([see story](#)).

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