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HOTEL CONCEPT

This boutique hotel is medieval themed. It will be called Throne Hotel. Here you will stay in a castle and experience things from the time period with some added excitement. This will be a family friendly place so kids are encouraged to come and enjoy the fun adventures at the Throne Hotel. When guests first arrive they will be greeted by knights and horses. The guests will be given descriptions of the three different Houses (families) that were battling for the throne. Then guests will choose which house they will join. This will allow guests a more personal and interactive experience. The idea is to get the guests involved in the events and adventures that the hotel has to offer. When the guest chooses their House, they will receive a key card which is designed for that particular House. They will then go to their chambers that is specific to that House. They will see many items for them including the house's personal do not disturb sign, memo pads, folder and more which has the House's crest on it. Outside, there will be a stable with horses that you can ride.

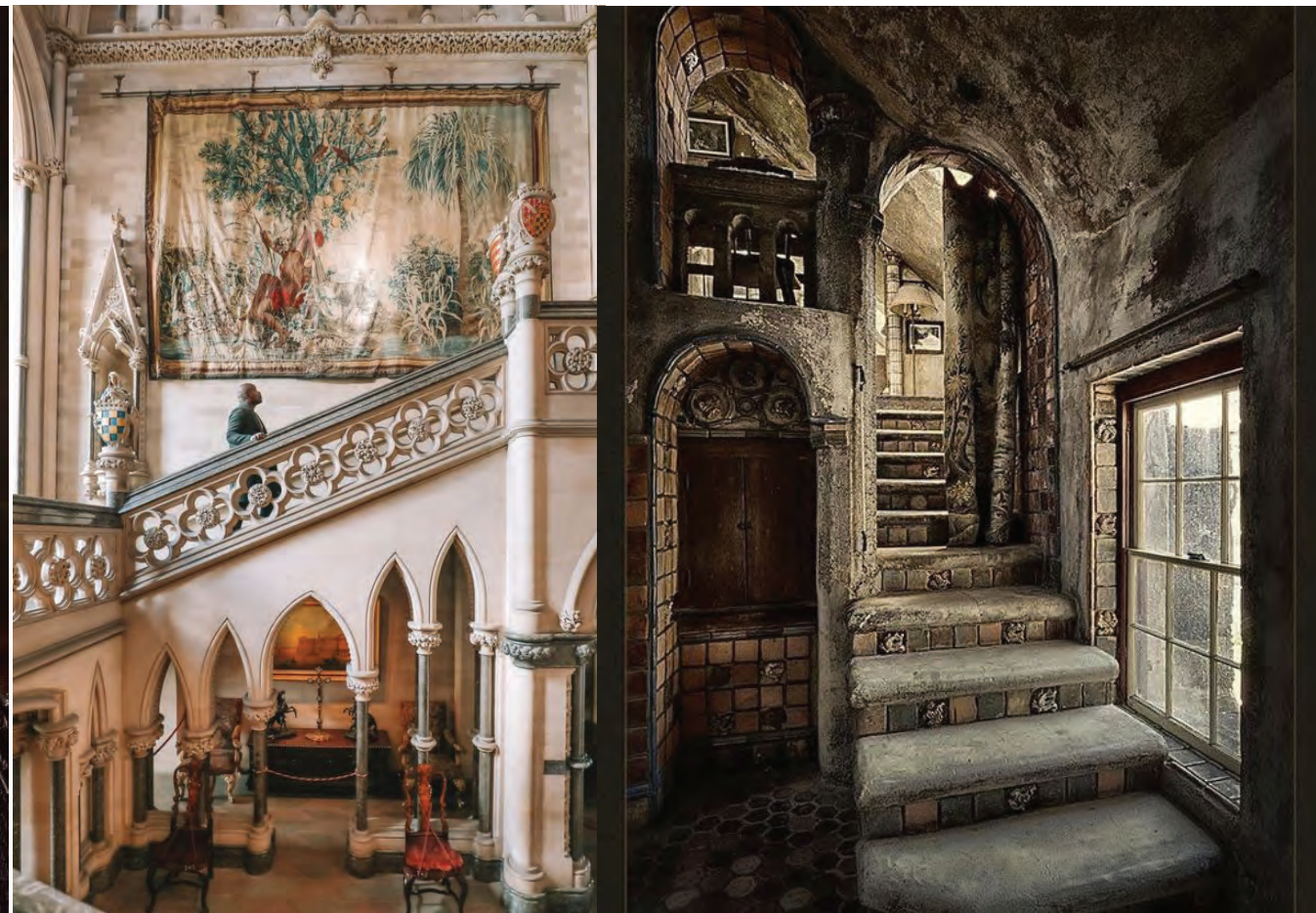
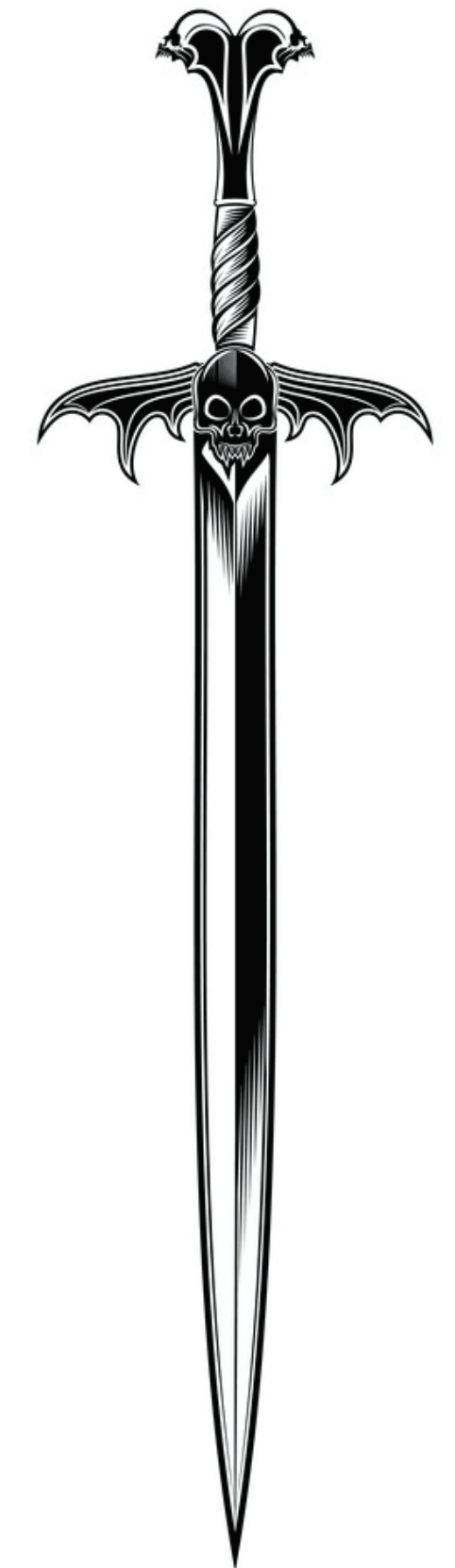
There will also be a place where you can learn how to sword fight, with fake swords. In addition, there will be a VR room that will make you feel like you are actually riding on the back of one of the dragons. Throne Hotel will have a stadium or colosseum-like area where there will be sword fights, battles and more that will keep the guests entertained. The guests can cheer for their House while they eat like Kings and Queens. They can also meet their knights at the show as well as around the hotel.

This castle has its own vineyard. This allows us to make the most elegant, intense flavored, well-balanced handcrafted wines. We also provide wine tastings to our guests (21+). There is also wine pairings where guests can try different foods with different wines and see how they work together. You can also buy a bottle of wine at the gift shop. We have our own Michelin-Star restaurant, The Tavern, ran by Chef Jasmine Greene, as well as our Royalty cafe. Both of these places provide fresh locally sourced food that keeps the guests wanting more. The rooms are comfortable and modern, unlike many of the other areas of the castle. This is to ensure that our guests are as comfortable as possible during their stay. This hotel is meant to entertain guests, keep them engaged and bring them joy as they play out the life of a King/Queen.

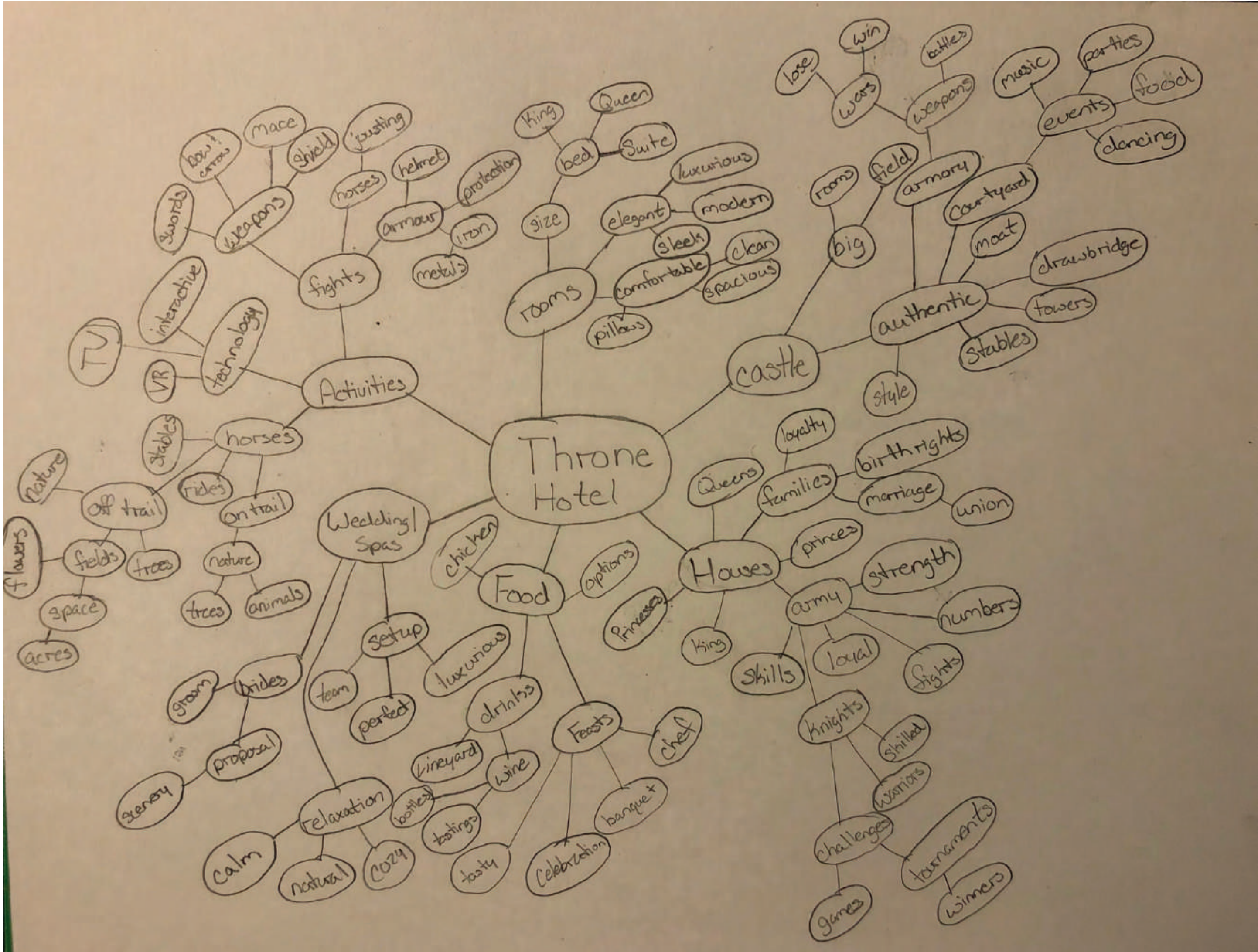
HOTEL BACKGROUND

- **Location:** Located on the outskirts of Orlando Florida at 1357 Royalty Court, Orlando, Florida, 32832.
- **Size:** This beautiful castle is 121,000 square feet and has 107 rooms, four levels underground, and four above-ground levels.
- **Amenities:** Our peaceful chambers offer plush, comfortable beds, wireless internet, fireplaces, Jacuzzi tubs, bath robes, cable TV and more. Following seasonal patterns, our chef Jasmine Greene, produces traditional cuisine reinvented with elegance and finesse, bringing a boldness to the classics. Our goal is to make elegant, intense flavors and well-balanced wines. Have your dream wedding at The Throne Hotel where we can accommodate wedding events of all sizes, whether the Big Day is luxurious, elegant, formal or fun. With the expertise of our therapists and the phyto-aromatic nature of our products combined, our spa has been designed in a cosy and confidential manner, providing you with an incredible and extraordinary experience. Watch as the houses battle for the crown. We provide tours, wine tasting and food and wine pairing experiences daily. Come fly with the dragons! Dive into the immersive world of Virtual Reality. We offer access to horses and riding facilities through our equestrian riding program. Come experience the thrill of swordfighting, the combat, and the profound joy of self-discovery.
- **Mission:** Our mission is to provide our customers with an amazing, interactive medieval experience.
- **Vision:** Our vision is for guests to come and enjoy a lavish yet authentic medieval experience. The guests will stay in a castle with a courtyard for guests to enjoy their food, stables for the horses, a stadium for the fights and entertainment. There will also be dragons around the castle.

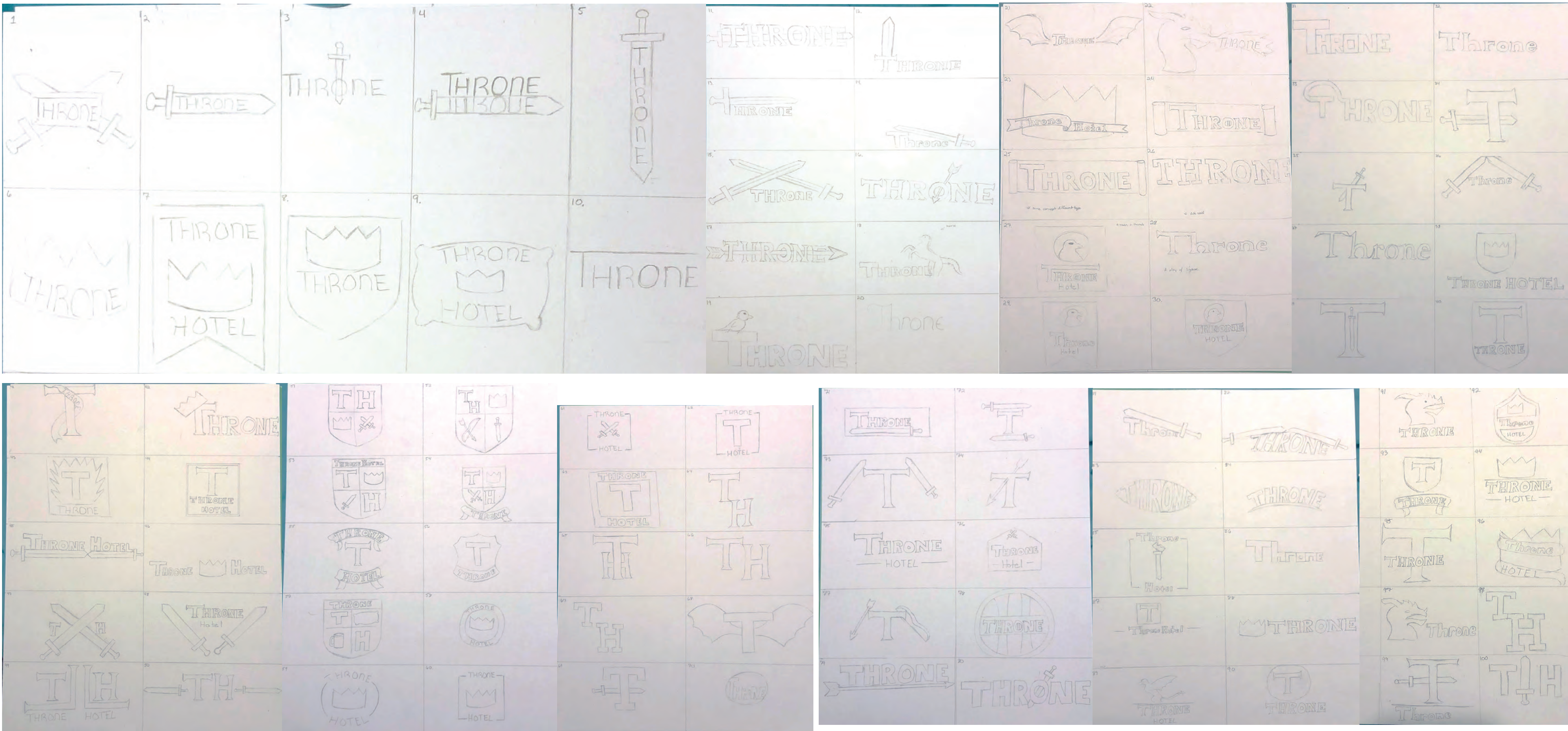
VISIONBOARD



MIND MAP



LOGO DESIGN



LOGO OPTIONS

1.



2.



3.



LOGO COLOR OPTIONS

1.



2.



3.



4.



5.



6.



7.



8.



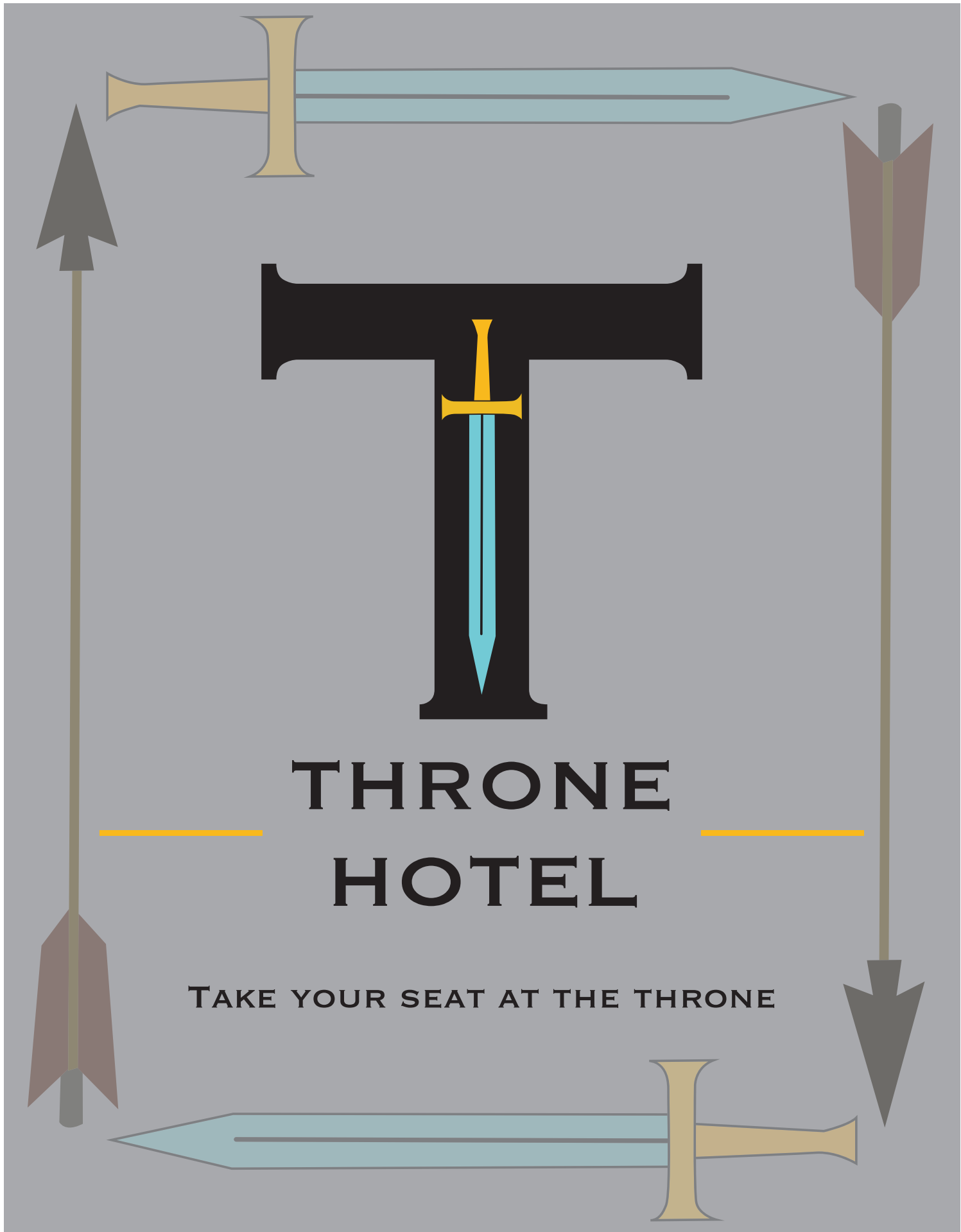
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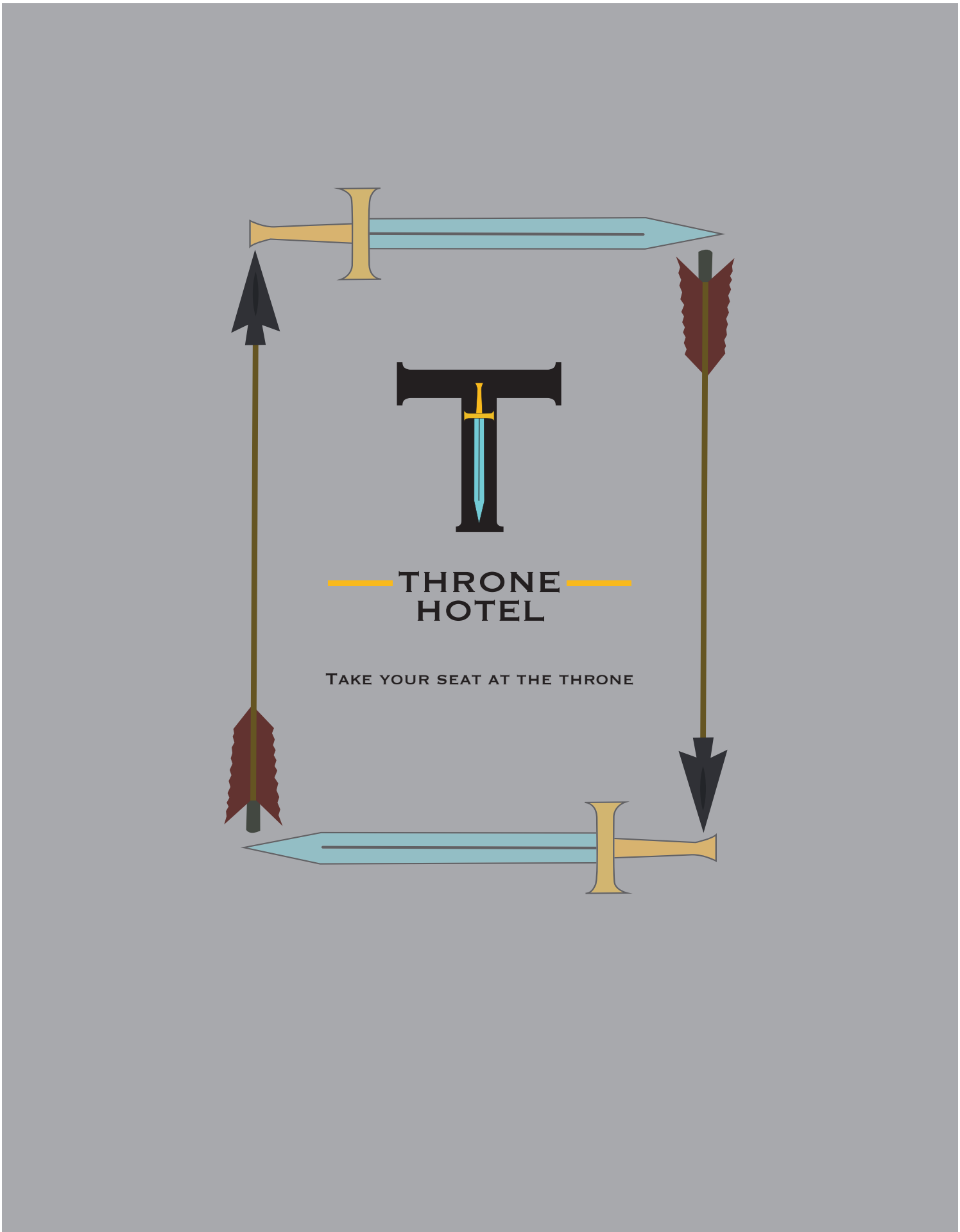
10.



COVER OPTIONS




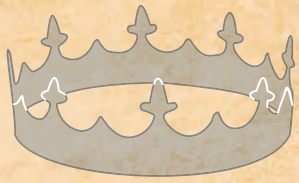
1.



2.


INTRO SPREAD OPTIONS








About Us


The Throne Hotel is located on the outskirts of Orlando Florida. Throne Hotel is a boutique hotel that gives you an experience of a lifetime. Our mission is to provide our customers with a great, interactive medieval experience. Here, you will learn what it really means to be a knight, a King and a Queen. You'll have to fight for the throne and defend it from those who wish to take it from you. There will never be a dull day as you fight for what yours.




HEAR YE, HEAR YE!

Located on the outskirts of Orlando Florida, the Throne Hotel is a boutique hotel that gives you an experience of a lifetime. Our mission is to provide our customers with an amazing, interactive medieval experience. Here, you will learn what it really means to be a knight, a King and a Queen. You'll have to fight for the throne and defend it from those who wish to take it from you. There will never be a dull day as you fight for what yours.



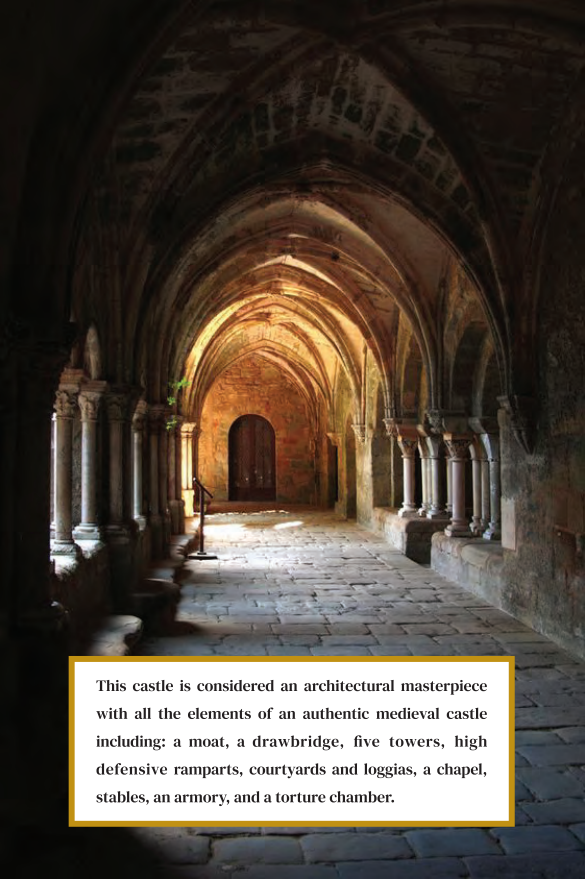


It took more than 8,000 tons of hand-chiseled local stone and nearly 1 million antique bricks imported from Europe in order to complete the castle. More than two hundred containers of old materials and furnishings were shipped over from Europe to decorate the interior. The construction took 15 years.



CASTLE DESIGN

Surrounded by lush, green woods and with panoramic views, this stunning property was built to resemble a 13th century Tuscan Castle. Dario Sattui only used old, hand-made materials and built it employing the same methods and materials that would have been used 700-800 years ago. This is the ideal setting for those who want to live in an environment rich in history and charm with modern comforts.



This castle is considered an architectural masterpiece with all the elements of an authentic medieval castle including: a moat, a drawbridge, five towers, high defensive ramparts, courtyards and loggias, a chapel, stables, an armory, and a torture chamber.

1.

2.

NEXT SPREAD OPTIONS



What other hotel do you know of that has jousting...

and teaches you how to fight like a knight?



1.

This beautiful castle is 121,000 square feet and has 107 rooms, four levels underground, and four above-ground levels. We take pride in our history while still providing our guests with all of the contemporary amenities and services they require to stay relaxed and connected. Lounge on our signature bedding with custom duvets and plush mattresses. Our peaceful chambers offer plush, comfortable beds, wireless internet, fireplaces, Jacuzzi tubs, bath robes, cable TV and more.



THE QUEEN'S ROOM

This is for someone who appreciates a modern aesthetic with effortless luxury. Put the world at your beck-and-call with blackout shades and an integrated media center with high-speed Wi-Fi and an HD LCD TV. Slip into a lux robe and slippers before falling into the Serta pillow-top mattress.

The Knight's Suite has amenities that sync luxury and technology so well are here for the taking – along with views that never let you forget you're in the seat of power. Our suite offers a regal family stay, sleeping up to 3 with additional pull-out beds for children.



THE KING'S SUITE

The King's suite has custom automated lighting and integrated media center await your next command. A comfortable seating area, executive business desk and plush king-sized Serta pillow-top mattress accommodate and accentuate your every move.



2.

TYPEFACE BREAKDOWN

Titles:
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Intro's Body Copy:
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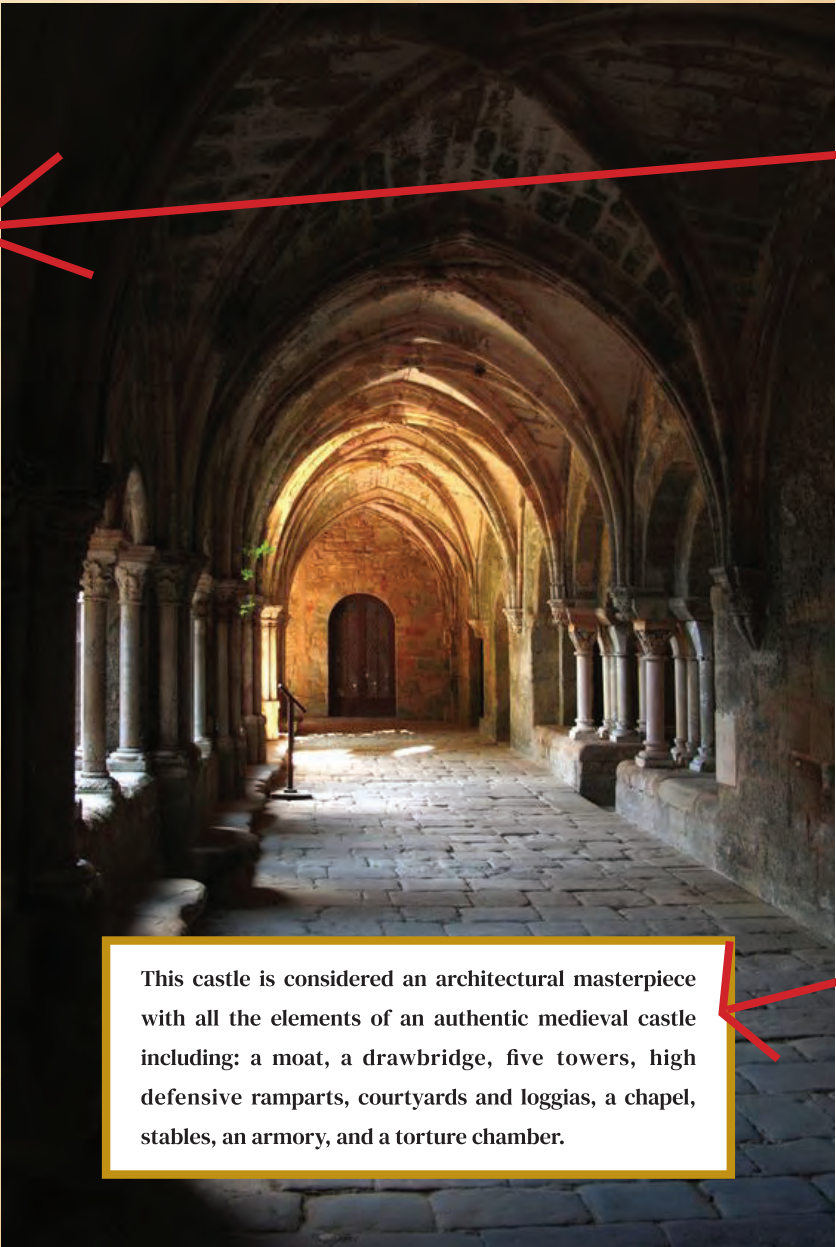


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Intro's Body Copy:
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Captions:
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Captions:
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TOILETRIES



1.

2.

CAFE MENU

ROYALTY

CAFE

COFFEE

	HOT/ICED	FRAPPE
ESPRESSO	2 (SHOT)	
CAFE LATTE	4	5
CAFE MOCHA	4	5
CAPPUCINO	4	5
MACCHIATO	5	6
AMERICANO	4	5
MOCHA	4	5

TEA

PASTRIES

MATCHA 3	BAGUETTE 3
EARL GREY 3	CROSSIANT 3
ICED TEA 3	MUFFIN 3
CHAI LATTE 3	SCONE 3
CHAMOMILE 4	CARROT CAKE 5

SANDWICHES

SWISS PANINI	8
TURKEY, SWISS, TOMATO, DILL DRESSING, WHEAT BREAD	
GRILLED CHEESE 8	
AMERICAN CHEESE ON WHITE BREAD	
ITALIAN SUB	8
PEPPERONI, PROVOLONE, SPINACH, RED ONION, ITALIAN DRESSING, FLATBREAD	
HAM CIABATTA	8
HAM, SWISS, PICKLES, MUSTARD, CIABATTA BREAD	
VEGGIE SANDWICH 8	
CREAM CHEESE, TOMATO, BLACK OLIVES, CUCUMBER, SWISS, WHEAT BREAD	
TURKEY WRAP	8
TURKEY, TOMATO, CUCUMBER, LETTUCE, GARLIC HERB WRAP	
BREAKFAST SANDWICH	8
HAM, EGG, YOUR CHOICE OF CHEESE ON CIABATTA BREAD	

1.

ROYALTY

CAFE

COFFEE

	HOT/ICED	FRAPPE
ESPRESSO	2 (SHOT)	
CAFE LATTE	4	5
CAFE MOCHA	4	5
CAPPUCINO	4	5
MACCHIATO	5	6
AMERICANO	4	5
MOCHA	4	5

TEA

PASTRIES

MATCHA 3	BAGUETTE 3
EARL GREY 3	CROSSIANT 3
ICED TEA 3	MUFFIN 3
CHAI LATTE 3	SCONE 3
CHAMOMILE 4	CARROT CAKE 5

SANDWICHES

SWISS PANINI	8
TURKEY, SWISS, TOMATO, DILL DRESSING, WHEAT BREAD	
GRILLED CHEESE	8
AMERICAN CHEESE ON WHITE BREAD	
ITALIAN SUB	8
PEPPERONI, PROVOLONE, SPINACH, RED ONION, ITALIAN DRESSING, FLATBREAD	
HAM CIABATTA	8
HAM, SWISS, PICKLES, MUSTARD, CIABATTA BREAD	
VEGGIE SANDWICH	8
CREAM CHEESE, TOMATO, BLACK OLIVES, CUCUMBER, SWISS, WHEAT BREAD	
TURKEY WRAP	8
TURKEY, TOMATO, CUCUMBER, LETTUCE, GARLIC HERB WRAP	
BREAKFAST SANDWICH	8
HAM, EGG, YOUR CHOICE OF CHEESE ON CIABATTA BREAD	

OPEN EVERYDAY 6AM-11AM

2.

ROOM SERVICE MENU

THE TAVERN

OPEN EVERYDAY 11AM-MIDNIGHT

STARTERS

WINGS
CRISPY CHICKEN WINGS WITH OUR SIGNATURE SEASONING. \$16

SPINACH DIP & CHIPS
SPINACH & ARTICHOKE IN A CREAMY CHEESE DIP SERVED WITH TORTILLA CHIPS. \$12

SLIDERS
FOUR BEEF PATTIES ON MINI BUNS, GRILLED ONIONS, LETTUCE, PICKLES. \$18

ENTREES

8 OZ WAGYU BURGER
CHOICE OF CHEESE, LETTUCE, TOMATO, SHAVED ONION, BRIOCHE BUN. \$20

NEW YORK STRIP STEAK
ROASTED FINGERLING POTATOES, TOMATO PROVENCAL, HOUSE STEAK SAUCE. \$40

HALF ROAST CHICKEN
BUTTERMILK MASHED POTATOES, SAUTEED GREENS, FRIED CAPERS. \$26

ATLANTIC SALMON
FLAME-BROILED OR BLACKENED SALMON FILLET, LEMON CHARDONNAY BUTTER SAUCE, RICE PILAF, STEAMED BROCCOLI. \$22

MARGARITA PIZZA
FRESH TOMATO SAUCE, FRESH MOZZARELLA, OLIVE OIL & BASIL. \$16

CHICKEN TENDERS
FRESH, JUICY AND HAND-BREADED FRIED CHICKEN TENDERS SERVED WITH HONEY MUSTARD SAUCE. \$15

FRIED SHRIMP
JUMBO BUTTERFLIED SHRIMP HAND DIPPED IN BUTTERMILK AND BREADED, SERVED WITH COCKTAIL SAUCE. \$22

SALADS

CAESAR SALAD
HERB CROUTONS, PARMESAN, CAESAR DRESSING. \$20

HOUSE CHOPPED SALAD
CRISP ROMAINE, BLUE CHEESE, TOMATO, EGG, AVOCADO, BACON, HERB CRACKER, HONEY MUSTARD VINAIGRETTE. \$24

GREEK SALAD
TOMATOES, GREEN PEPPERS, CUCUMBER, OLIVES, RED ONIONS AND FETA CHEESE WITH LEMON VINAIGRETTE. \$21

DESSERTS

CHOCOLATE STAMPEDE
SIX TYPES OF CHOCOLATE IN PEAKS AND LAYERS THAT ARE SERVED WITH VANILLA BEAN ICE CREAM.

BAKED CHEESE CAKE
BAKED CHEESE CAKE DRIZZLED WITH MIXED BERRY COMPOTE



1.

THE TAVERN

OPEN EVERYDAY 11AM-MIDNIGHT

STARTERS

WINGS
CRISPY CHICKEN WINGS WITH OUR SIGNATURE SEASONING 16

SPINACH DIP & CHIPS
SPINACH & ARTICHOKE IN A CREAMY CHEESE DIP SERVED WITH TORTILLA CHIPS 12

SLIDERS
FOUR BEEF PATTIES ON MINI BUNS, GRILLED ONIONS, LETTUCE PICKLES & KETCHUP 16

FRENCH ONION SOUP
TOPPED WITH BRIOCHE CROUTONS AND GRUYÈRE CHEESE 14

ENTREES

8 OZ WAGYU BURGER
CHOICE OF CHEESE, LETTUCE, TOMATO, SHAVED ONION, BRIOCHE BUN 20

NEW YORK STRIP STEAK
ROASTED FINGERLING POTATOES, TOMATO, STEAK HOUSE SAUCE 40

ROAST CHICKEN
BUTTERMILK MASHED POTATOES, SAUTEED GREEK FRIED CAPERS 26

ATLANTIC SALMON
FLAME-BROILED OR BLACKENED SALMON FILLET, LEMON CHARDONNAY BUTTER SAUCE, RICE PILAF, STEAMED BROCCOLI 22

MARGARITA PIZZA
FRESH TOMATO SAUCE, FRESH MOZZARELLA, OLIVE OIL & BASIL 16

CHICKEN TENDERS
FRESH, JUICY & HAND-BREADED FRIED CHICKEN TENDERS SERVED WITH HONEY MUSTARD SAUCE 16

FRIED SHRIMP
JUMBO BUTTERFLIED SHRIMP HAND DIPPED IN BUTTERMILK & BREADED, SERVED WITH COCKTAIL SAUCE 22

SALADS

CAESAR SALAD
HERB CROUTONS, PARMESAN, CAESAR DRESSING 20

CHOPPED SALAD
CRISP ROMAINE, BLUE CHEESE, TOMATO, EGG, AVOCADO, BACON, HERB CRACKER, HONEY MUSTARD VINAIGRETTE 24

GREEK SALAD
TOMATOES, GREEN PEPPERS, CUCUMBER, OLIVES, RED ONIONS & FETA CHEESE WITH LEMON VINAIGRETTE 21

DESSERTS

CHOCOLATE STAMPEDE
SIX TYPES OF CHOCOLATE IN PEAKS & LAYERS SERVED WITH VANILLA BEAN ICE CREAM 10

BAKED CHEESE CAKE
BAKED CHEESE CAKE DRIZZLED WITH MIXED BERRY COMPOTE 10



2.

16