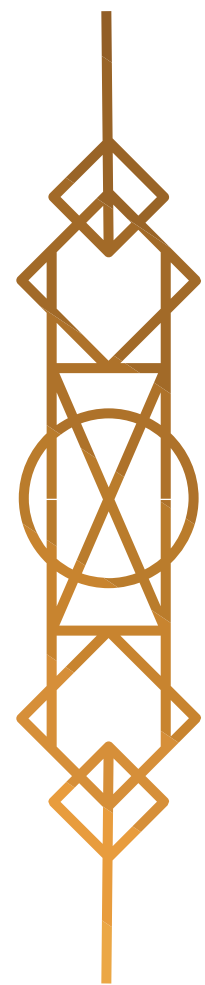


PROJECT: BOUTIQUE HOTEL BRAND PLANNING & RESEARCH

Abstract Space

Airship Hotel



Hotel Name: Abstract Space

Theme: Steampunk Airship

Location: London, UK

Competitor #1: Hotel Charles Lindbergh in Phantasialand, Germany

Competitor #2: The Megaro Hotel - Kings Cross St Pancras, London

Created By: Sterling Bridgmon

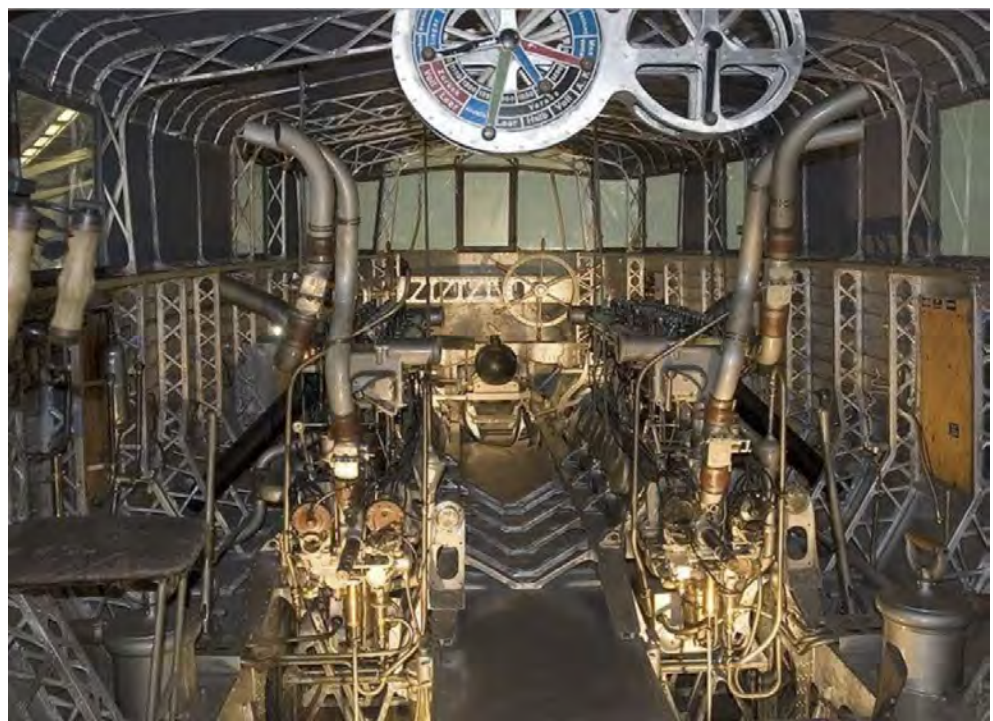
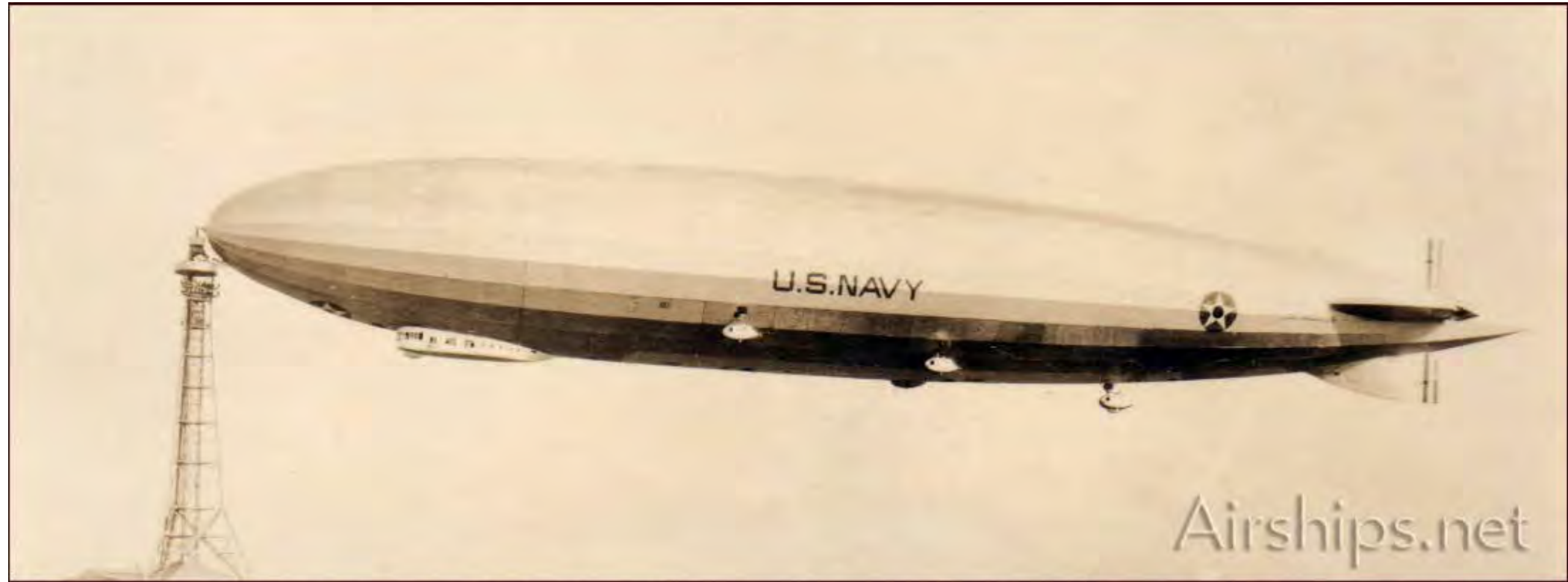
BRAND OVERVIEW

Abstract Space

Abstract Space is a boutique steampunk airship hotel that blends old-world travel with a futuristic twist. Inspired by Victorian engineering and early airship travel, it creates a unique “hotel in the sky” experience.

The design combines industrial elements like gears, metal, and structure with the feel of a high-end European hotel. Rooms are inspired by classic airship cabins, while shared spaces like lounges and dining areas bring back the social side of travel.

Everything is built to feel immersive. It’s not just themed—it feels like stepping into another world where travel is slower, more intentional, and more memorable.



VISUAL ANALYSIS + BRAND ANALYSIS



TARGET AUDIENCE



Abstract Space is designed for design conscious travelers, creatives, and experience driven guests who want more than a standard hotel stay. Typically aged 25 to 40, this audience includes steampunk enthusiasts, photographers, designers, and couples looking for something unique and memorable. They are drawn to immersive environments, strong visual identity, and storytelling, valuing atmosphere and originality over traditional luxury. For them, travel is not just about comfort, it is about discovering something different, capturing it, and being part of the experience.

PERSONA 1



Persona 1 – The Design Explorer

Name: Lucas

Age: 29

Lifestyle: Freelance designer, travels for inspiration, works remotely from unique spaces.

Lucas is always searching for environments that fuel his creativity. He avoids generic hotels and instead looks for places with strong visual identity and atmosphere. He spends his time photographing interiors, sketching ideas, and sharing his travels online. He is drawn to industrial textures, vintage details, and spaces that feel intentional. When he discovers Abstract Space, he is pulled in by its steampunk airship concept and immersive design. For Lucas, the stay becomes both a creative retreat and a source of content, blending work, inspiration, and experience in one place.

PERSONA 2



Persona 2 – The Experience Seeker Couple

Names: Ava & Jordan

Age: 55 & 42

Lifestyle: Older professionals, travel a few times a year, prioritize unique and memorable stays.

Ava and Jordan don't travel often, but when they do, they want it to feel special. They look for boutique hotels that offer something different from standard chains. They enjoy storytelling, themed environments, and spaces that feel immersive without being overwhelming. Abstract Space stands out to them because it feels like stepping into another world. The airship concept, moody lighting, and detailed interiors create a shared experience they can enjoy together. For them, it is not just a place to stay, but a memory they will talk about long after the trip.

PERSONA 3



Persona 3 – The Steampunk Enthusiast

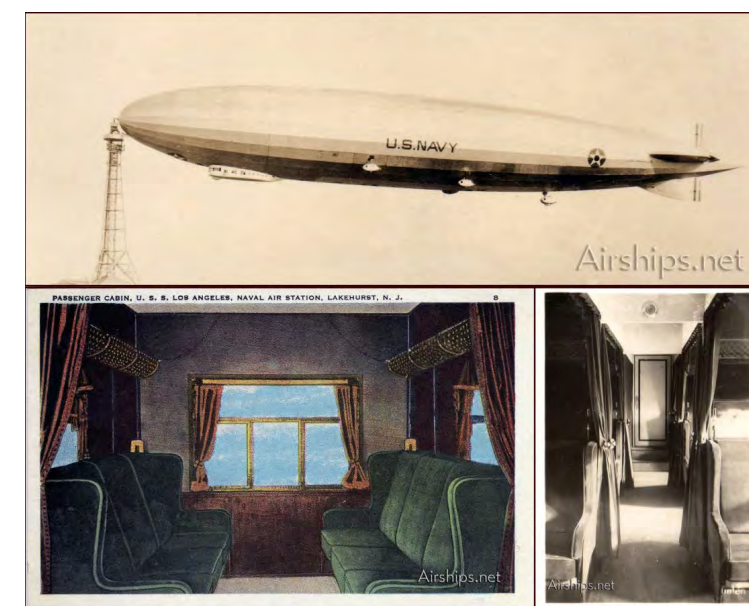
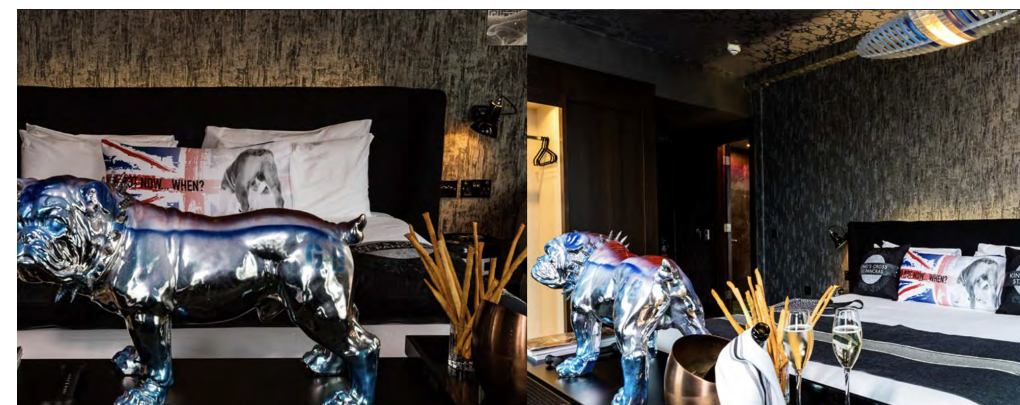
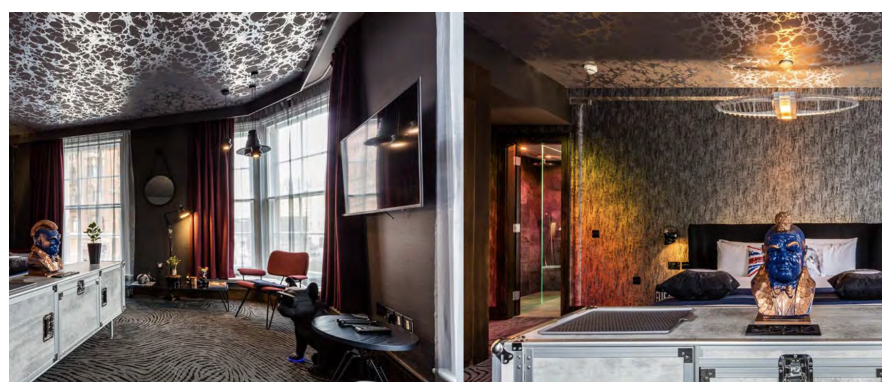
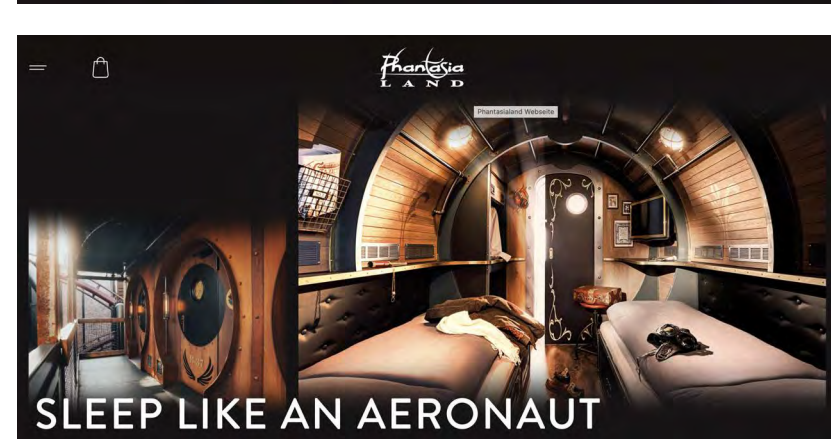
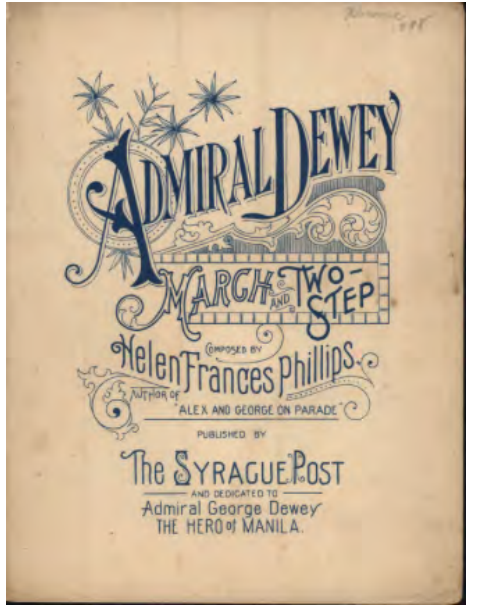
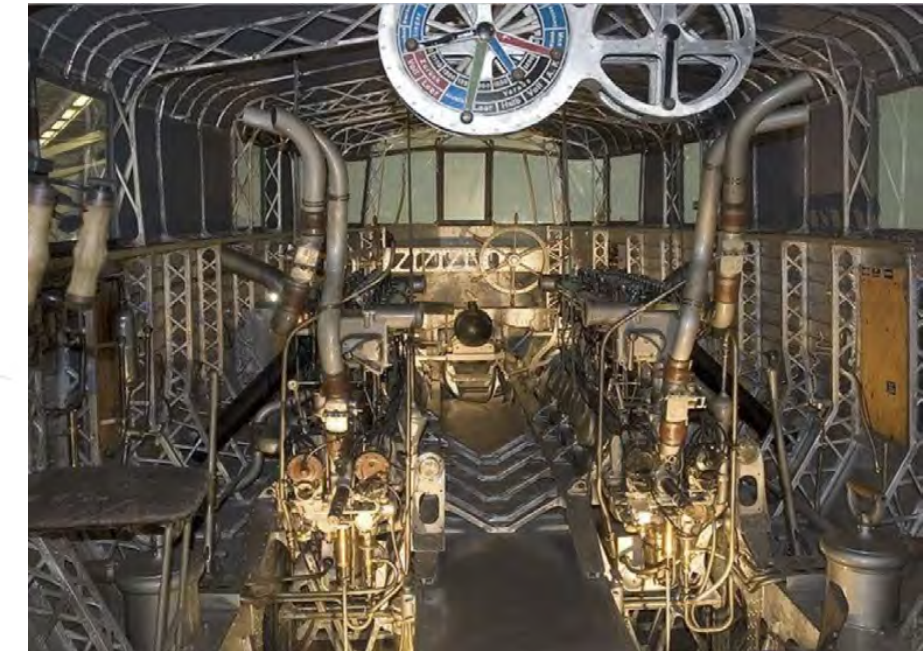
Name: Theo

Age: 35

Lifestyle: Works in tech, attends conventions, deeply interested in steampunk culture and alternative design.

Theo has always been fascinated by Victorian engineering, airships, and speculative worlds. He attends conventions, collects themed items, and seeks out experiences that align with his interests. Most themed environments feel surface-level to him, but Abstract Space feels authentic. The mechanical details, materials, and attention to design make it feel believable rather than decorative. Staying there allows him to fully immerse himself in a world he already loves. For Theo, the hotel is not just exciting, it feels like it was made for him.

M000000D B000000ARD



SabbathBlack OT Regular
Abstract Space Hotel
SabbathBlack OT Heavy
Abstract Space Hotel

VISUAL ELEMENT BREAKDOWN

Abstract Space
Airship Hotel

The primary wordmark draws from Victorian blackletter influences, giving the brand a sense of heritage, luxury, and timeless presence. Its ornate structure feels rooted in an era of craftsmanship and grandeur, positioning the hotel as an experience rather than just a destination.

In contrast, the “Airship Hotel” subtitle introduces a mechanical, engineered tone. Its clean, constructed letterforms echo industrial design and retro-futuristic systems, reinforcing the idea of the airship as a functional, built environment. The type feels precise and intentional, like something found on machinery or navigation panels.

STYLE GUIDE

LOGO USAGE

Abstract Space
Airship Hotel

Abstract Space
Airship Hotel

TYPOGRAPHY

Armstrong

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Amador

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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Icon

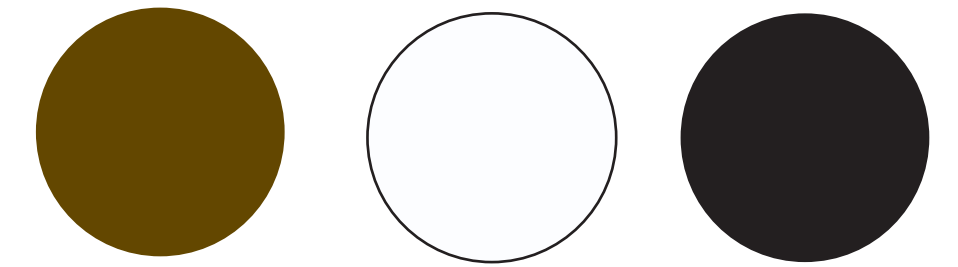
AS
Airship Hotel

AS
Airship Hotel

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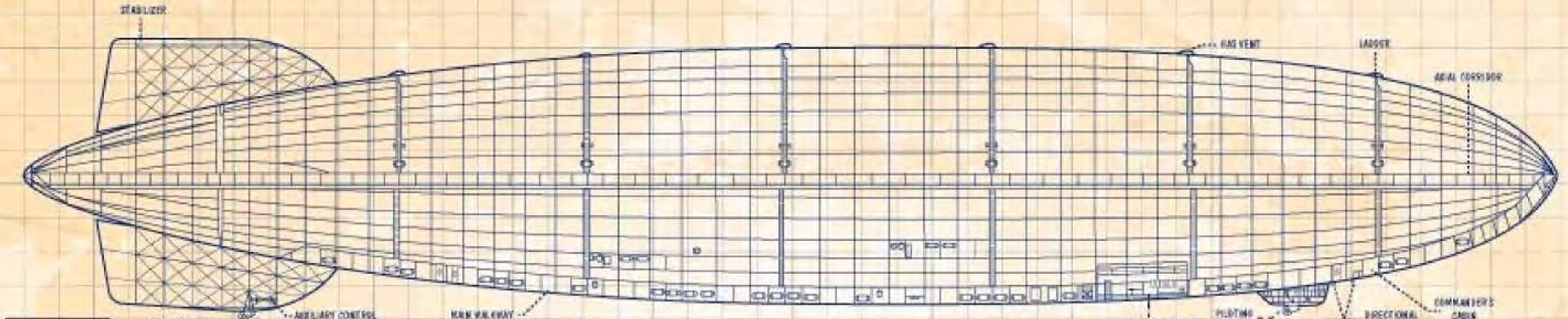
COLOR PALETTE



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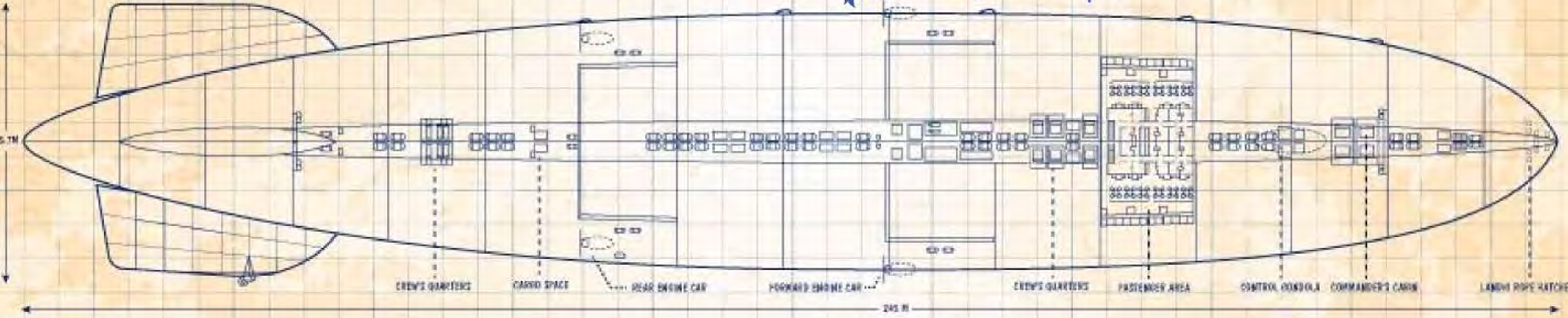
BRAND TONE

Adventurous | Fantasy | High energy



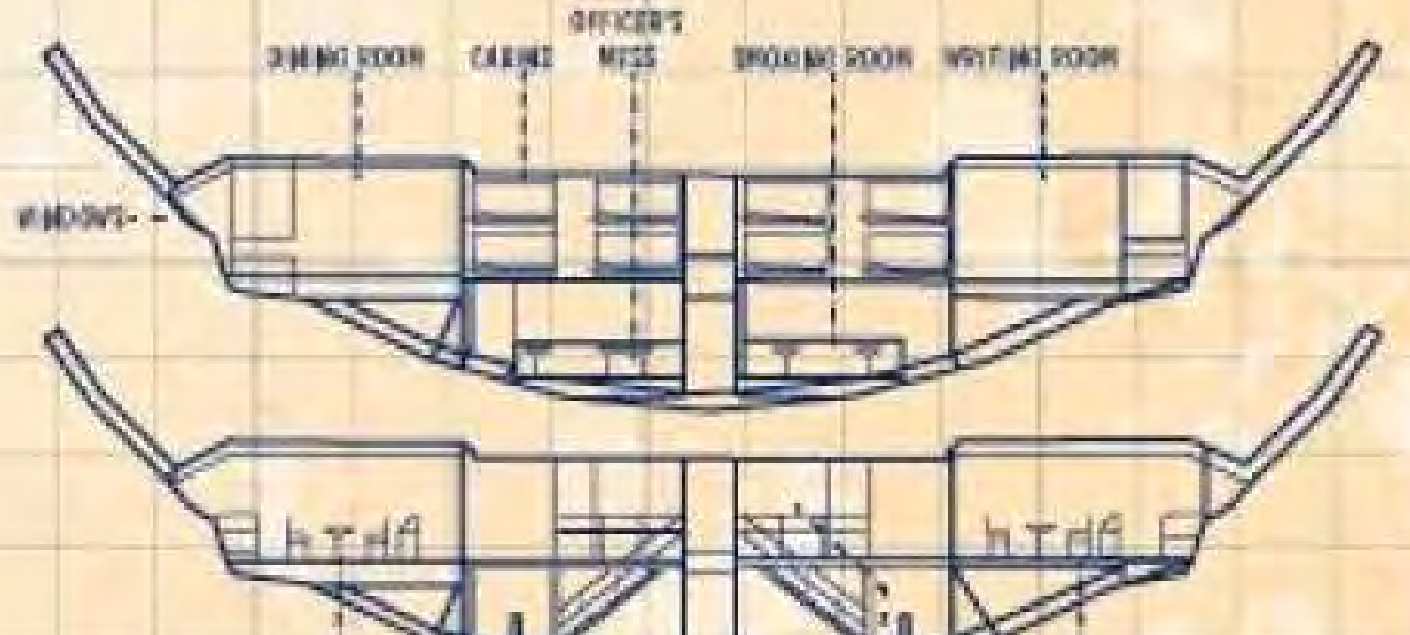
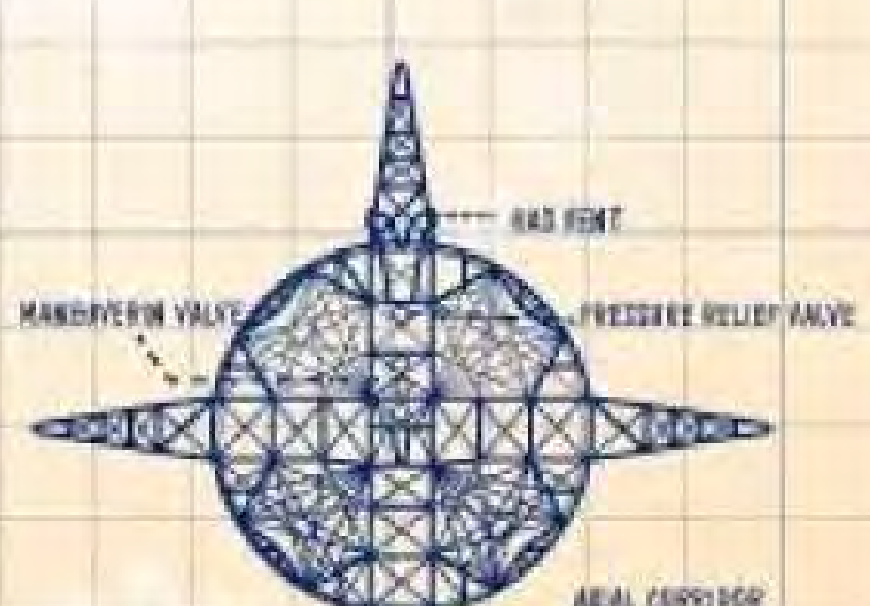
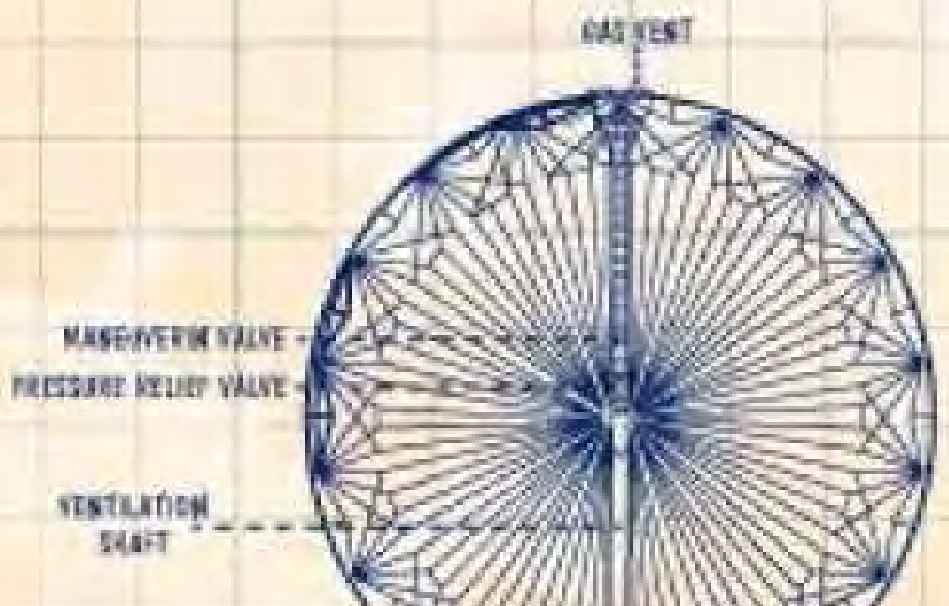
SIDE VIEW

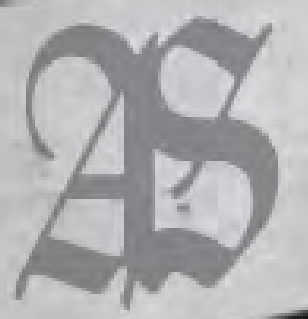
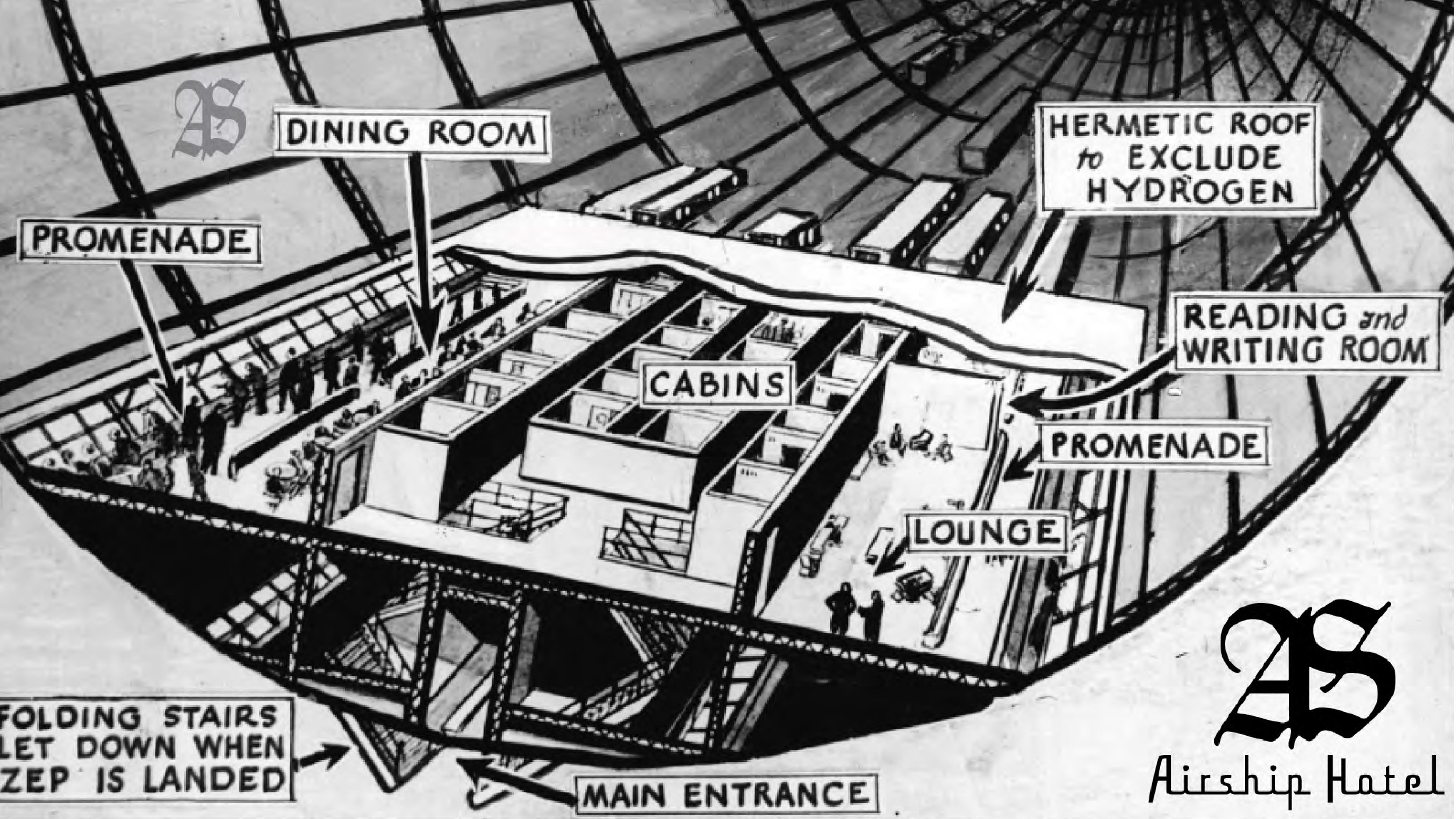
Abstract Space Airship Hotel



BOTTOM VIEW

PROJECT: BOUTIQUE HOTEL BRAND MOCK UPS





DINING ROOM

PROMENADE

HERMETIC ROOF
to EXCLUDE
HYDROGEN

READING *and*
WRITING ROOM

CABINS

PROMENADE

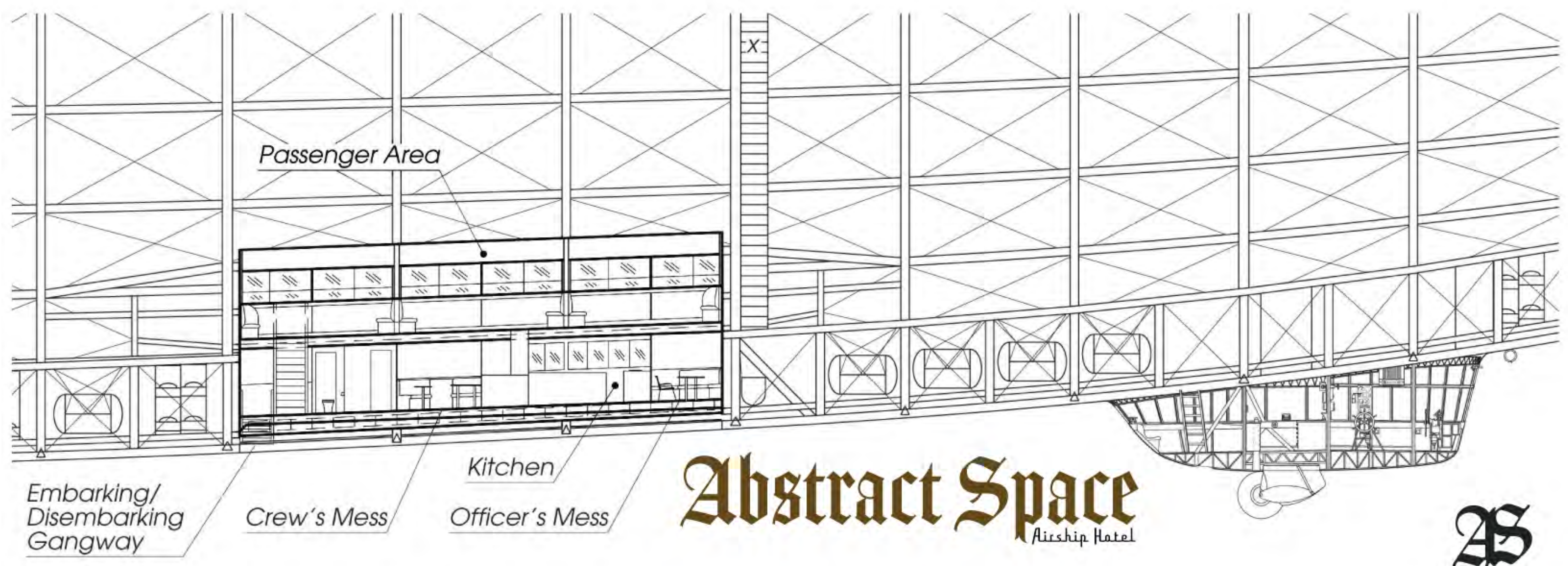
LOUNGE

FOLDING STAIRS
LET DOWN WHEN
ZEP IS LANDED

MAIN ENTRANCE



Airship Hotel



Abstract Space
Airship Hotel







AS
Airship Hotel

HL2

HL1



Abstract Space
Airship Hotel

Caravaggio
Vermeer
I GUARDI
I COVCHI
TIPOLO



Airship Hotel



Abstract Space *Airship Hotel*

AS

Airship Hotel

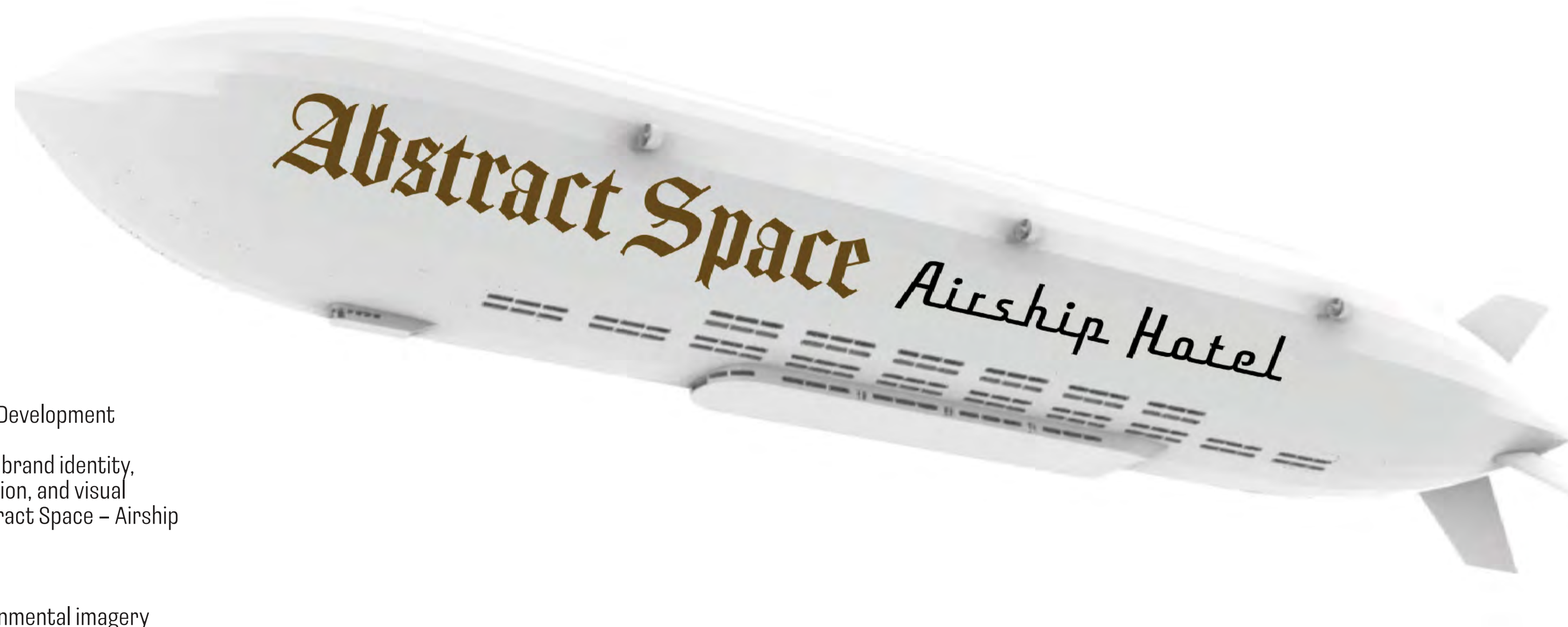
Skyport District | London | United Kingdom



Abstract Space
Airship Hotel

MF

THANK YOU



Credits

Design & Concept Development
Sterling Bridgmon
Concept creation, brand identity,
typography selection, and visual
direction for Abstract Space – Airship
Hotel.

Image Assets

Airship and environmental imagery
sourced from Vecteezy.com and
Unsplash.com.

Specific contributors include:

Greg Rasenke (Unsplash)
Haley Parson (Unsplash)
Hannah Busing (Unsplash)

Additional vector and illustration
assets sourced from Vecteezy
contributors under standard license.

AI Assistance

Concept development support, writing
refinement, and project structuring
assisted by ChatGPT (OpenAI).