





Designing for others is second nature to us. Designing for ourselves? That was a whole different challenge.

We've spent a decade shaping identities of restaurants, hotels, and hospitality groups through the east coast and throughout the country. But this year, it was our turn to step into the role of client. When it came time to reimagine our own identity, we knew it would take more than just a new coat of paint and hanging up a few picture frames. It meant taking a step back, asking ourselves the same tough questions we ask our partners, and being brutally honest about who we are at the core and where we're headed next.

As we grew, one thing became obvious: our brand no longer fit. It felt like we weren't trying to connect with our clients or speak to them. Which is ironic, because that's exactly what we help our clients do every day. We realized that if we wanted to stand out as *the* hospitality branding studio, it was time for our own studio to finally reflect the way we show up for others.

Rebranding ourselves reminded us of what our clients experience—the vulnerability, the excitement, the clarity that comes from rediscovery. It forced us to practice what we preach, and in doing so, we found a new sense of alignment.



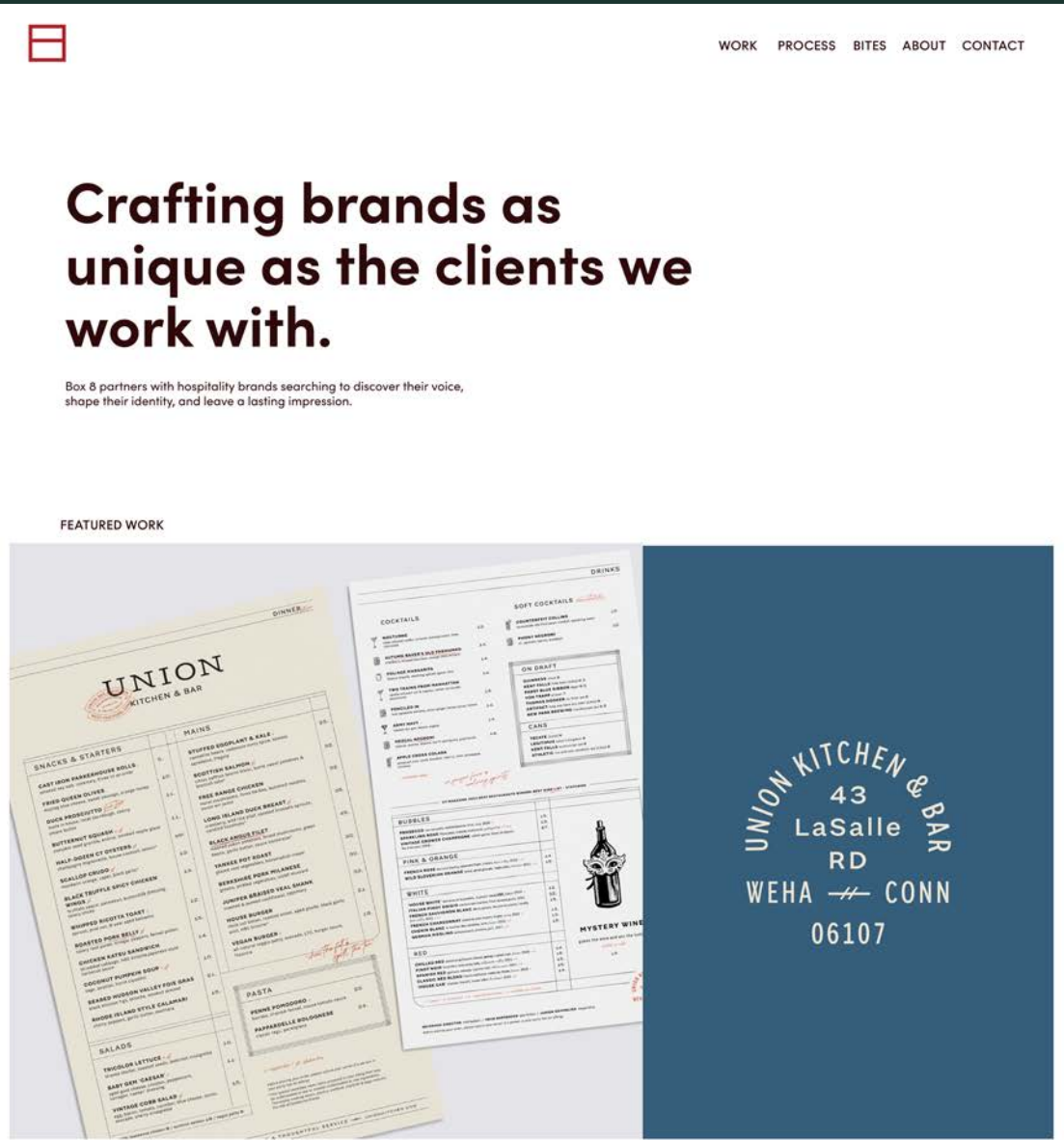
BEFORE

BOX EIGHT

AFTER

BEFORE

AFTER



Union Kitchen Pinkies up!



BUILDING BRANDS FOR THE
DREAMERS & DO-ERS



PREVIOUS SEE ALL WORK NEXT

OUR CAPABILITIES

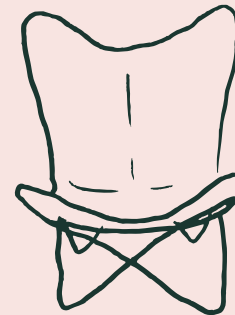
- BRAND IDENTITY
- NAMING
- BRAND VOICE
- WEB DESIGN
- DIGITAL DESIGN
- ART DIRECTION
- BRAND REFRESH
- BRAND MESSAGING



FRIENDS OF THE INDUSTRY

The new Box Eight identity is rooted in clarity and character. The refreshed word mark is confident but unfussy—reflecting our belief that strong design doesn’t need to shout. A refined color palette and typographic system bring a modern sensibility that feels elevated yet approachable, much like the hospitality brands we champion.

We are undoubtedly, and forever will be, friends of the hospitality industry. It was important that our rebrand embodied that, as a nod to our partners, friends, and the future of Box Eight. Subtle moments of hospitality peak through, like the vintage warmth of the color palette, the welcoming tone of the brand messaging, and the intentionally curated type layout and styling. It sparks trust, feels welcoming, and showcases our immense attention to detail. It is a reflection of who we are and the impact we aim to have through our passion of building brands and telling your story.





AN IDEA
BORN ON A
NAPKIN





WE ARE A NEW HAVEN-BASED
BRANDING STUDIO, FRIENDS
OF THE INDUSTRY, AND YOUR
CREATIVE PARTNER.

FOREVER MAKING COOL STUFF
AND BUILDING BRANDS FOR THE
DREAMERS & DO-ERS.

BOX8CREATIVE.COM

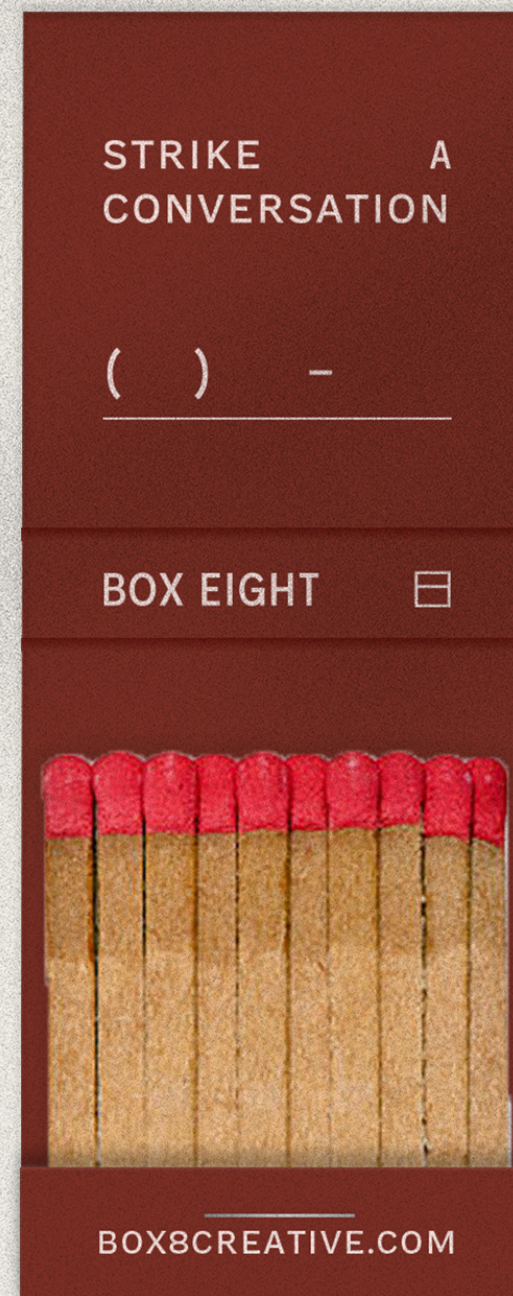
@BOX8CREATIVE

BOX EIGHT

RIENDS OF THE INDUSTRY

MAKE COOL STUFF









WE SAVED YOU A SEAT

Because at the end of the day, the Box Eight brand isn't just about design. It's about the people, the ideas, and the experiences that make hospitality such a meaningful space to create for.

