

POSITIONING

A boutique hotel on Lake Lugano with the comfort of a well-kept Italian house – **run on Bitcoin principles**: privacy, autonomy, sound money.

Caroline, in Brusimpiano, is the first.

MISSION

To set a new standard for boutique hospitality: private by principle, as little friction as possible, paid in the money the guest prefers — and to bring independent hotels under the Bitcoin Hotel umbrella in whichever way suits them: ownership, partnership or management.

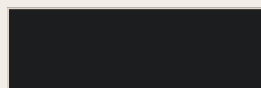
VISION

A family of independent boutique hotels, each with its own character, sharing one way of running the house.

VALUES

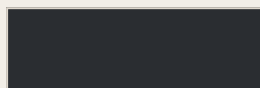
Privacy by default.	We collect only what the stay needs.
Autonomy.	Self check-in, your own schedule, and reception whenever you want it.
Sound money, your choice.	Bitcoin on-chain or Lightning, card or cash: never a requirement, never a sermon.
Hospitality first.	The lake, the pool, the breakfast and the house dog matter more than the technology behind them.
Honesty.	Plain words, real photos, and a clear line between what is built and what is still being built.

COLOUR



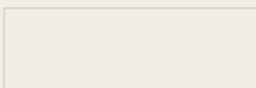
Graphite

#1C1D1F · CMYK 10 6 0 88



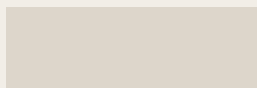
Graphite 2

#2A2D31 · CMYK 14 8 0 81



Cream

#F2EEE7 · CMYK 0 2 5 5



Stone

#DDD6CB · CMYK 0 3 8 13



Ink 2

#4A4844 · CMYK 0 3 8 71



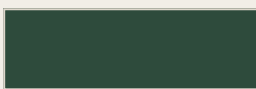
Gold

#E3A52F · CMYK 0 27 79 11



Deep gold

#7A5410 · CMYK 0 31 87 52



Verde

#2E4B3C · CMYK 39 0 20



Salvia

#A9BDAE · CMYK 11 0 8 26



Lake blue

#2C5A78 · CMYK 63 25 0

53

TYPE

A boutique hotel
on Lake Lugano

Display Anybody · 780 (headlines 240 / 860) · 40–170 px

Body Space Grotesk · 400 · 17 px, leads 19–23 px

Labels Space Grotesk · 600, capitals, .14em tracking · 12–13 px

LOGO

- Use only the canonical files.
- Never redraw, retype, recolour, outline or filter the logo.
- Clear space: the height of the B, on all sides.
- Minimum 44 px on screen, 12 mm in print.
- The BH symbol alone only where the full logo also appears.



Proof of Taste
— RESTAURANT —
Fine Dining Experience

VOICE

- Warm, plain, calm; never salesy, never jargon.
- “Welcome home, Bitcoiner.” “Pay in bitcoin, or don’t.”
- Bitcoin Hotel Caroline: Caroline is the house, Bitcoin Hotel is the brand.

BITCOIN, QUIETLY

- A small mark, never a hero; listed last among the ways to pay.
- No neon, no coins, no charts, no casino visuals.

AI VISUALS

- Realistic and true to the house, never fantasy.
- The real logo file on top; never a generated logo.
- Labelled as illustrative; never shown as bookable rooms.