



**GALAXY**  
**MINYOUN**  
HOTELS COLLECTIVE  
明宇尚雅集锦酒店

大千璀璨，任由探索

DISCOVER DIFFERENT DESTINATIONS



A couple is seen from behind, sitting at the edge of a rooftop swimming pool. They are looking out over a dense city skyline, likely New York City, with numerous skyscrapers and a body of water in the distance. The scene is bathed in the warm, golden light of sunset or sunrise. The pool's edge is a light-colored stone or concrete. The couple's reflections are visible in the water.

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# 简介及发展历程 BRAND STORY

“大千璀璨， 任由探索”是明宇尚雅集锦酒店品牌永远的追求，也是我们向顾客的不变承诺。拒绝一成不变，各类产品各具风采，为享受当代生活方式的新一代都市人提供引人入胜的品牌氛围。



“DISCOVER DIFFERENT DESTINATION” IS THE UNCHANGING PURSUIT OF GALAXY MINYOUN HOTELS COLLECTIVE AND ITS LONG-STANDING COMMITMENT TO THE GUESTS. WE DELIVER PRODUCTS AND EXPERIENCES THAT ARE CONSTANTLY INNOVATING AND DIVERSIFIED, CREATING FASCINATING AMBIENCE FOR THE NEW GENERATION OF TRAVELERS WHO ENJOY CONTEMPORARY LIFESTYLE.

# 品牌标识 BRAND IDENTITY

指引消费者探索不一样的目的地，给予非凡的异地体验，满足消费者的好奇心和新鲜感。以“指南针”为设计灵感，将主标识中英文字母化身为指南针，指向的区域运用不同的色彩，体现品牌拥有探索未知的能力，与品牌理念“大千世界，任由探索”互相呼应。

**GALAXY  
MINYOUN**  
HOTELS COLLECTIVE  
明宇尚雅集锦酒店



THE BRAND ENCOURAGES GUESTS TO EXPLORE THE DESTINATION FROM A UNIQUELY DIFFERENT PERSPECTIVE AND DELIVERS EXTRAORDINARY LOCAL EXPERIENCES THAT SATISFY THEIR CURIOSITY AND DESIRE FOR SOMETHING NEW. INSPIRED BY THE COMPASS, THE LETTER “O” IN THE BRAND LOGO IS DESIGNED AS A COMPASS WITH THE NEEDLE POINTING TOWARD BRIGHT AND VIVID COLORS, IMPLYING THE BRAND’S CAPACITY TO EXPLORE THE UNKNOWN WHICH REFLECTS THE CONCEPT OF “DISCOVER DIFFERENT DESTINATION”.

# 品牌音乐 BRAND MUSIC



明宇尚雅集锦酒店品牌以现代且富有世界风情的音乐，作为酒店的背景音乐，其中包括了来自英国、法国、德国、斯堪的纳维亚半岛、东欧、美国，当然还有中国的音乐，为酒店打造了更加丰富的环境氛围。来自世界各地的音乐包含了爵士乐、歌手和作曲家的原创音乐、现代流行乐和电子音乐，以适应成熟且旅行经验丰富的都市旅人的特点，也充分体现了“大千璀璨，任由探索”的品牌理念。

THE GALAXY MINYOUN HOTELS COLLECTIVE  
SOUNDTRACK FEATURES MODERN AND WORLD-CLASS  
MUSIC AS THE HOTEL'S BACKGROUND MUSIC SELECTED,  
INCLUDING MUSIC FROM THE UK, FRANCE, GERMANY,  
SCANDINAVIA, EASTERN EUROPE, THE UNITED STATES  
AND CHINA TO CREATE A RICHER MORE DIVERSIFIED  
ENVIRONMENT FOR THE HOTEL. THE TRACK LIST  
INCLUDES ORIGINAL MUSIC FROM JAZZ, ORIGINAL MUSIC  
PIECES PRODUCED BY SINGERS AND COMPOSERS,  
MODERN POP AND ELECTRONIC MUSIC TO SUIT THE  
CHARACTERISTICS MOODS OF OLDER MATURE AND  
EXPERIENCED WELL-TRAVELLED URBAN TRAVELERS  
GUESTS FROM CITIES. MUSIC FROM ALL OVER THE  
WORLD NOT ONLY THE TRACK LIST REFLECTS  
CELEBRATES THE BRAND CONCEPT OF “DISCOVERY  
DIFFERENT DESTINATION”, BUT ALSO HOPES THAT  
THROUGH THESE SOOTHING AND BEAUTIFUL TRACKS, IT  
WILL BRING GUESTS A RELAXED AND ENJOYABLE  
FEELING LIKE HOME.

# 品牌香氛 BRAND SCENT

时尚、融合、新意探索 STYLISH, DIVERSIFIED,  
INVENTIVE AND ADVENTUROUS

香阵满三千，青纵开万朵。柠檬与佛手柑在橙花与茶  
香中闪耀，等待探险家们探索其中的粉彩。如同探险  
家的乐园，探索未知，乐此不疲。

PLAYFUL NOTES OF LEMON AND BERGAMOT  
ARE ADDED TO THE AROMAS OF ORANGE  
FLOWER AND TEA TO CREATE A SENSUAL  
PARADISE FOR THE ADVENTURERS TO ENJOY  
AND EXPLORE THE UNKNOWN.



# 设计风格 STYLE & DESIGN

兼具时尚与创新、色彩鲜艳与线条成熟，拒绝一成不变的当代建筑风格

STYLISH AND INNOVATIVE,  
VIVID COLORS COMBINED  
WITH SLEEK SILHOUETTES,  
EVER-EVOLVING MODERN  
ARCHITECTURAL STYLES



# 市场营销 MARKETING APPROACH

数字营销、  
社交媒体、  
公共关系

DIGITAL  
SOCIAL MEDIA  
PUBLIC  
RELATIONS



A couple is walking away from the camera on a dirt path that winds through a field of tall, golden-brown grass. The man, on the left, is wearing a dark long-sleeved shirt and shorts. The woman, on the right, is wearing a white short-sleeved dress. They are holding hands. In the background, there are rolling hills under a bright, hazy sky where the sun is setting or rising, creating a warm, golden light. The overall mood is peaceful and romantic.

# 客群画像 GUEST PROFILE

30-40岁不等的，享受当代生活方式的新一代商旅人群，厌倦一成不变，期待每一次出行都能探索到不一样的精彩。

THE NEW GENERATION OF BUSINESS TRAVELERS AGED BETWEEN 30-40 WHO ENJOY CONTEMPORARY LIFESTYLES. THEY ARE TIRED OF THE UNVARYING CONSTRAINTS AND LONG FOR A UNIQUELY DIFFERENT EXPERIENCE ON EACH JOURNEY.

# 发展历程 DEVELOPMENT MILESTONES

2011年 – 隆重推出明宇尚雅集锦酒店品牌

2011 – GALAXY MINYOUN HOTELS COLLECTIVE  
OFFICIALLY LAUNCHED



# 成都明宇尚雅饭店

2011年3月15日 - 成都明宇尚雅饭店正式亮相成都

March 15th 2011 - Galaxy Minyoun Chengdu Hotel unveiled in Chengdu



# 重庆仙女山明宇尚雅酒店

2014年6月6日 - 重庆仙女山明宇尚雅酒店正式亮相重庆

June 6th 2014 - Galaxy Minyoun Chongqing Xianny Mountain Resort unveiled in Chongqing



# 南充天府尚雅酒店

2018年7月1日 – 南充天府尚雅酒店正式挂牌亮相南充

July 1st 2018 - Galaxy Minyoun

Nanchong Hotel unveiled in Nanchong



# 内江明宇尚雅酒店

2018年2月10日 – 内江明宇尚雅酒店正式亮相内江

Feb 10th 2018 – Galaxy Minyoun Neijiang Hotel unveiled in Neijiang



# 阆中天府尚雅酒店

2018年9月28日 - 阆中明宇尚雅酒店正式  
亮相阆中

Sept 28th 2018 - Galaxy Minyoun  
Langzhong Hotel opened in Langzhong



# 山东烟台静海明宇尚雅酒店

2019年2月01日 - 山东烟台静海明宇尚雅酒店

1st Feb 2019 - Shandong Yantai Mingyu Galaxy Hotel



# 筹建酒店 UPCOMING HOTELS

重庆云阳江来明宇尚雅酒店

Chongqing Minyoun Galaxy Hotel



# 筹建酒店 UPCOMING HOTELS

贵阳明宇尚雅酒店

Guiyang Minyoun Galaxy Hotel



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