

**Ritz-Carlton
Laguna Niguel, California**

The renowned resort, Ritz-Carlton Laguna Niguel, sits on the bluffs above Salt Creek Beach in Southern California. It offers not only luxury service and accommodations, but also ocean-inspired amenities and stunning views of the Pacific Ocean and the Southern Channel Islands, including Catalina.



In 2019-2020, The Acorn Group developed a series of interpretive panels positioned along the hotel’s walkway to the beach. They weave a story about this famed coastline—its historic landmarks, mariners past and present, and destinations that beckon locals and visitors alike.

The Acorn Group worked closely with the marketing staff of the Ritz-Carlton to identify messages that help the reader appreciate this site’s long-standing ocean-connected human history. We crafted a series of messages that reflect the following theme:

The Dana Point coastline has long attracted people. Mariners, merchants, surfers, and visitors past and present are all drawn to this special place, though for different reasons.

The panels feature an organic edge that emulates the ocean’s waves. Two of the panels serve an additional purpose. One sporting an oversized surfboard and the other the tail of a gray whale, these particular panels serve as selfie stations. The overlays work as photo backdrops and the panel copy includes a Ritz-Carlton hashtag for posting photos on Instagram.

