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## The Medina Style Guide

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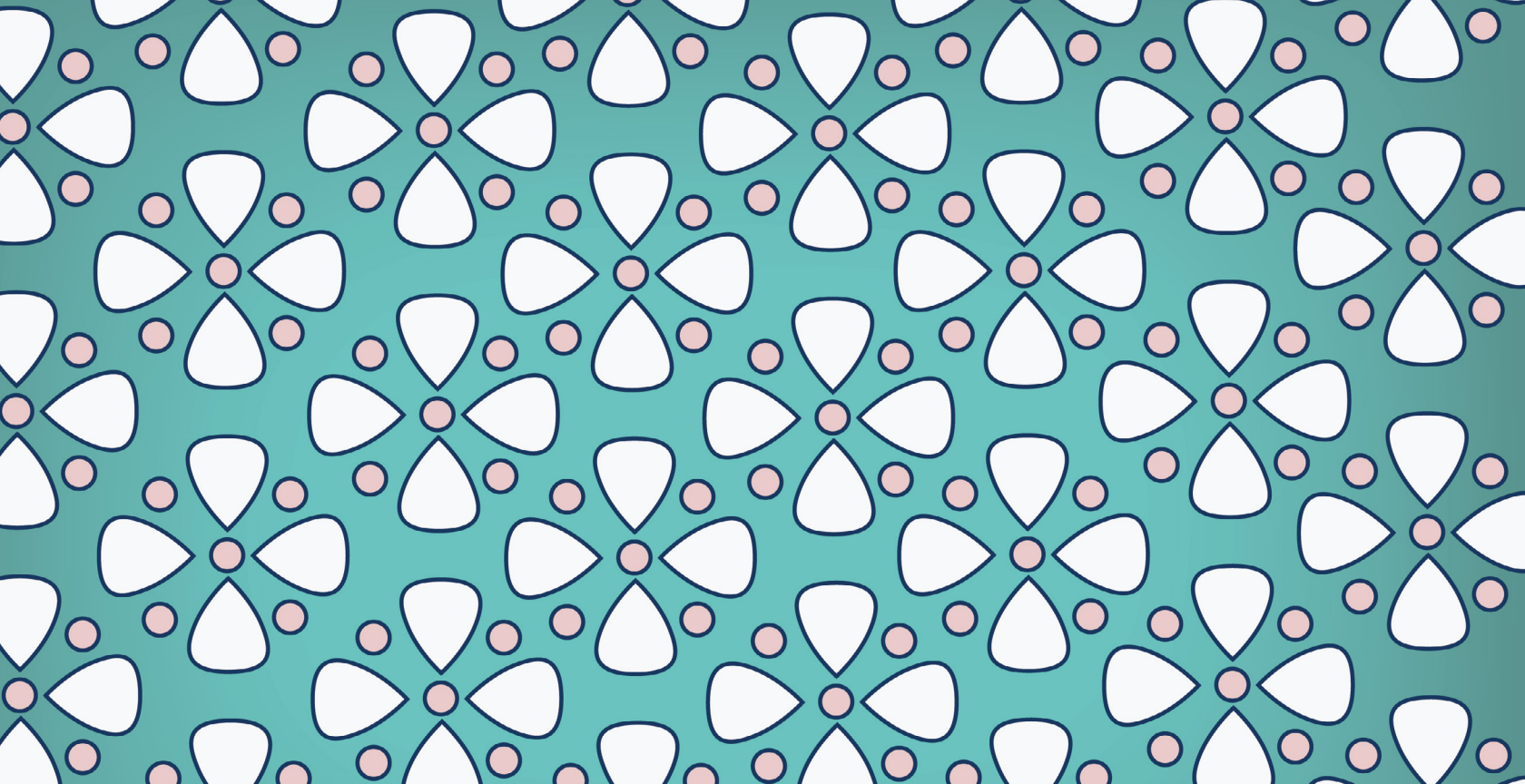
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“Beautiful outside, but  
what’s wrong with inside?”  
-Hikayat Morocco



*“Few desires,  
happy life.”*

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## BRAND DISCUSSION

The word ‘medina’ means old side of town in Moroccan, which is why this word was chosen to brand this venue. The Medina will rebrand the Beauty Bar in Downtown Las Vegas (“Old Vegas”) and will bring forward a moroccan vibe that has not been prominent around the valley. The Medina will cater to young adults seeking to see more up-and-coming artists perform in the city rather than mainstream powerhouses.

**KEY WORDS:** Morocco, Arabic, live music, lounge, full bar



The logo will use a subtle light that will give it a mysterious and curious overall look to attract the client’s eyes to it. The front face of The Medina will be very simple, before bringing the guest into a complex and heavily decorated space. Morocco’s second native language is French and we will blend that in as well. Think: French renaissance, by the ocean, bayside.



The images of the abstract sun and moon will be apparent throughout our space. From napkins to designs on the doors, we will use these two images to keep our consistency throughout the experience. We are working to allowing our two symbols to work alone as recognition pieces for The Medina.

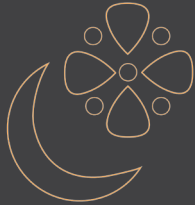
## ALTERNATIVES



Interior look of the lounge will focus on the complex designs and patterns of the Moroccan lifestyle. We will use low leveled seating and ottomans for our hookah lounge area. Low lighting will create the dim and intimate lighting we are aim for. We will also use a lot of lanterns around the space, considering Moroccans have heavily perfected and reinvented the lantern design over and over again throughout the years.



## LOGO & VARIATIONS

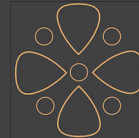


THE MEDINA  
VENUE & LOUNGE

The Medina logo includes two abstract symbols of the moon and the sun, with a classy typeface in a pastel yellow that clings to almost being a gold tone.



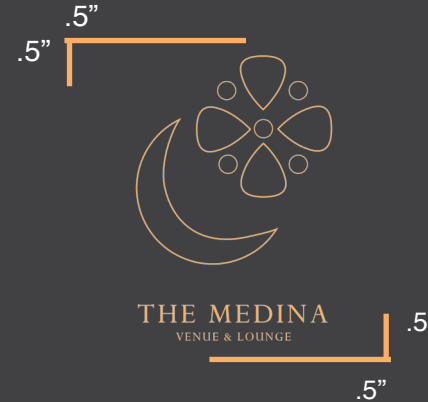
The horizontal version of The Medina's logo, should be treated with the same .5 inches white space around it as the original version. This will maintain it consistent in the logo's clean and spaced out feel. If text is too cluttered move down to .3 inches of white space at the VERY least.



The logo's iconography includes an abstract version of the sun, resembling Islam's rose with eight petals symbol. The symbol stands for peace and tranquility.



The moon iconography was used in Islam to signify a pharmacy of some sort, or a place you would go to feel well.



The Medina's logo should be displayed on any type of paper, signage or other marketing piece with the logo centered and .5 inches of white space around it. This will keep it from looking too cluttered with the text around it.



An example of the cover of the menu. The logo is inscribed into the leather bound menu and placed in the middle of a highly decorative pattern. Black is preferred for this piece because of the manner in which the logo stands out a little bit more in this color scheme.

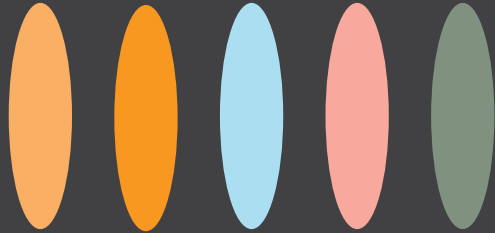
## VISUALISATIONS





## COLOR & COLOR PALETTES

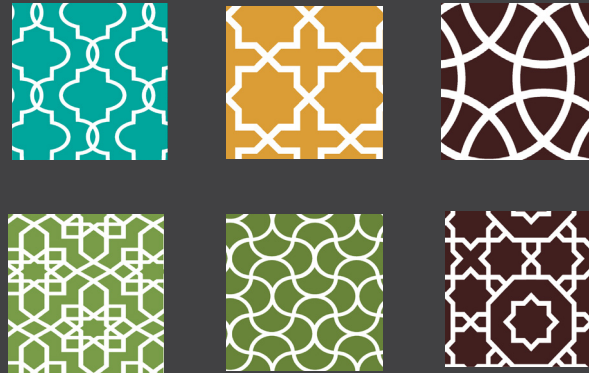
### PALETTE



#993218 #143892 #983412 #762142 #873165  
Pantone Pantone Pantone Pantone Pantone  
571C 571C 571C 571C 571C



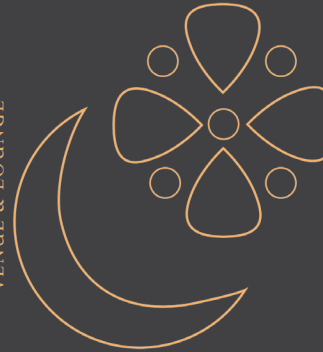
### ACCEPTED PATTERNS



The logo should never be written in black unless completely necessary. Although this color scheme was declined by the group, we understand technology limits business at times in what color choices we have available. For employee meeting notices and new employee paperwork, the brand will use a white border with black lettering, but should be avoided otherwise as best as possible.



### DECLINED VARIATIONS



The logo should never be written in black unless completely necessary. Although this color scheme was declined by the group, we understand technology limits business at times in what color choices we have available. For employee meeting notices and new employee paperwork, the brand will use a white border with black lettering, but should be avoided otherwise as best as possible.





## TYPOGRAPHY

### FONT FOR LOGO

# THE MEDINA

Typeface for large logo, when original not available  
Font: Perpetua, regular, 34 point  
Color: C=0 M=0 Y=0 K=0

# THE MEDINA

Typeface for large logo, final version  
Font: Perpetua, regular, 34 point  
Color: R=250 G=175 B=100

## VENUE & LOUNGE

Typeface for large logo, text underneath larger text  
Font: Perpetua, regular, 20 point  
Color: C=0 M=0 Y=0 K=0

### OTHER FONTS

#### HEADER

Typeface for title when info begins on page  
Font: Helvetica, bold, 14 point  
Color: C=0 M=0 Y=0 K=0

#### SUBHEADING

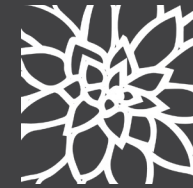
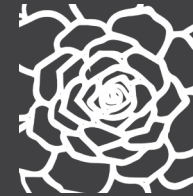
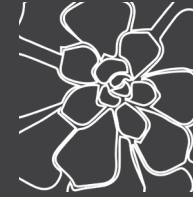
Typeface heading, below the title, to label new category  
Font: Helvetica, regular, 14 point  
Color: R=250 G=175 B=100

#### MAIN TEXT

Typeface for main text i.e drink names, dishes, etc.  
Font: Helvetica, regular, 10 point  
Color: C=0 M=0 Y=0 K=0

#### SMALL DETAILS

Typeface for small details i.e vegetarian dish notice, food allergy warnings  
Font: Helvetica, regular, 8 point  
Color: C=0 M=0 Y=0 K=0



### SUCCULENT SYMBOLS

These symbols will be used at the top of our menus to signal a new title to a new page. The succulent represents Morocco's curious mix of desert and tropical plants that make the country a unique place to travel. The succulent signage should show the cropped plant into a square shape with thin white lining of no more than 2 points, with no fill color.

Three different variations have been provided, the company will add more upon necessity and or brand progressing.

### OTHER SYMBOLS







## APPLYING THE BRAND

The logo will be placed in an arrangement of things, these images have been altered to include our logo in it and are just shown as examples of what things would look like when finalized.

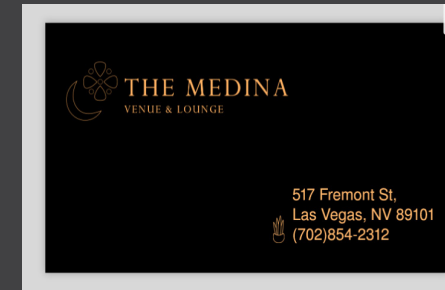


A team uniform will be provided to entire staff. Colors of t-shirts will distinguish staff members between who works in what department. I.e the dark grey t-shirt is given to kitchen staff while the black color is given to the concert venue staff. \*colors subject to change.

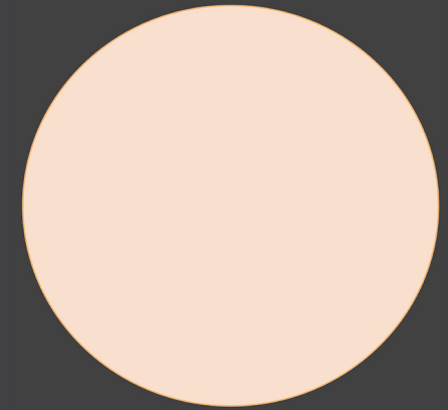


The Medina will be a part of personal catering and serving other events outside of its walls. The staff will also be trained in driving truck around and working as a team in food truck events around the city.

Our logo will also be displayed in a variety of printed material. Including our napkins, business cards, and specific letterheads sent to clients who have booked the venue for private events. The logo will be altered accordingly by design team to fit on any surface that is asked for the lettering. This includes moving the lettering away from the sun and moon symbols, or maybe changing the colors to white.



## LOGO ON PRINT



THE MEDINA  
VENUE & LOUNGE



*“If you want to walk fast, walk alone.  
If you want to walk far, walk with others”*

