



The Bahá'í Gardens

A Bahá'í Community in Málaga, Spain



Contents

BRAND ESSENCE	4
Background	5
The Big Idea	6
Brand Pillars	6
Image, Style, Voice	7
GUEST EXPERIENCE GUIDELINES	8
Scenes	9
Map of the Grounds	12
BRAND IDENTITY	13
Our Logo	14
Logo Misuse	15
DESIGN TOOL BAG	16
Textures	17
Fonts	18
Colors	19
Rack Card	20
Website	21

Brand Essence

Background

In the Bahá'í Faith, we believe in the three onenesses: the oneness of God, the oneness of religion, and the oneness of humanity. There is one God and as we go about our lives, our main purpose should be to find Him and to attain his presence. He has revealed his messages through many forms and prophets throughout time, and Bahá'u'lláh is neither the first, nor the last, of these messengers. Although our relationship with God and our spiritual lives should always be a priority, creating the ideal civil society is highly important. Socializing and giving back to others in our community only helps us in our spiritual journey.

“It is with such thoughts in mind that Bahá'ís enter into collaboration, as their resources permit, with an increasing number of movements, organizations, groups and individuals, establishing partnerships that strive to transform society and further the cause of unity, promote human welfare, and contribute to world solidarity.”

— the universal house of justice —

The Big Idea

The Bahá'í Gardens are meant to be a space that bring all facets of the religion together. Every aspect of the Bahá'í faith is represented in the gardens, and it is meant to be a practical place for everyone to worship, study, socialize, and reflect. The gardens will be located in the beautiful port city of Málaga, Spain, surrounded by golden beaches, a mountainous backdrop, and a lot of history. Taking care of the community is a top priority in the Bahá'í faith, which is why the many dependencies surrounding the gardens makes it an even better location.

Brand Pillars

WORSHIP * STUDY * SOCIALIZE * REFLECT

Image

Calming	Authentic	Welcoming
Serene	Genuine	Accepting

Style

Nature	Minimalist
Elegant	Seamless

Voice

Warm	Welcoming
Cheerful	Positive

Guest Experience Guidelines

Scenes

SCENE 1: ENTRANCE

The entrance features large, open gates that are welcoming to everyone. The general area features a hedge fence, as to not feel too closed off, while still keeping the space special. Around the grounds, there are packed sand walkways leading to all areas.

SCENE 2: GARDENS

Our diverse gardens feature 19 different species of plant-life, as well as agriculture that is used to feed our community and those in need. The entire grounds inspire a connection with nature and with God. Roses and nightingales are prominent throughout the grounds as a reminder of the Bahá'í origins in Shiraz. The number nine is important to the Bahá'í Faith as well, and can be found represent in many ways. Volunteers help us maintain our gardens and harvest our agriculture to provide food to the community.

SCENE 3: THREE WATERFALLS

The river that flows throughout the grounds flows from our three waterfalls, which represent the three onenesses, and is home to even more diverse wildlife.

SCENE 4: EDUCATION CENTER AND LIBRARY

Our extensive library contains all of the Bahá'í literature and sacred scripture. Further, there are great resources to be found of a plethora of subjects, including (but not limited to) math/science, history, music/art, and languages. All pieces are free for unlimited use, but must remain within our library. The communal workspace holds almost 30 people and encourages collaboration. There are limited computers that may be used on the premises, and it is the perfect space to host any type of study group. We have small group study and tutoring sessions, as well as volunteer-lead lectures. These sessions are open to everyone, but do require that you sign up in advance.

SCENE 5: COMMUNITY PATIO AND COFFEE BAR

We want as many people as possible to join in and feel welcome in our community. We created an extensive space for everyone to join together. The fire pit is our socialization area for our 19 Day Feast. The rest of the month, it is available for use for any group gatherings, by request. We invite you to grab a coffee and chat with a friend. Our coffee bar is pay what you can and features ingredients from our gardens.

We offer meditation and yoga classes on our grounds. We have both large and small group classes and heavily emphasize your connection to your mind and with the presence of God. We believe that socializing with the community and your peers is an essential part of becoming close to God and improving your community as a whole. Personal time and self-reflection is important, but needs to be paired with quality community time. We strive to create a welcoming atmosphere for anyone joining our community.

SCENE 6: HOUSE OF WORSHIP

The grounds alone are a spectacular place for personal worship, but our House of Worship is another beautiful place to go. It's distinct glass ceiling allows you to maintain your connection with the outdoor grounds, even once you inside.

Circular seating inside promotes a sense of unity and equality, while still allowing space in the center, usually for our choir or volunteer speakers during our devotional gatherings

Our devotional gatherings are a time for us to unite together to read and reflect on the words of the sacred scriptures. The gatherings have no leaders and we are always looking for volunteers to help read out loud. Any one can join our choir that performs at select devotional gatherings. This is a great way to honor God and join the community.

We welcome and honor marriage ceremonies and/or receptions on our grounds and in our House of Worship.

SCENE 7: VOLUNTEERING & GIVING

Giving back to the community is an important part of the Bahá'í Faith. Not only do we prioritize charity and service, but this also helps with the elimination of extreme wealth. Please consider giving back to our community in whatever way works for you, so that we may continue cultivating this beautiful environment. There are nine collection boxes around our grounds. Once per month, we feature a special service project that varies based on community needs.



1. Grounds entrance
2. Three waterfalls
3. Education center and library
4. House of worship
5. Community patio
6. Coffee bar

Brand Identity

Our Logo



Logo Misuse



Do not distort or alter the proportions of the logo



Do not change any elements respective to each other



Do not add drop shadow or glow to the logo



Do not rotate the logo to any angle



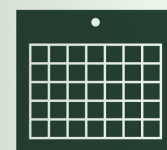
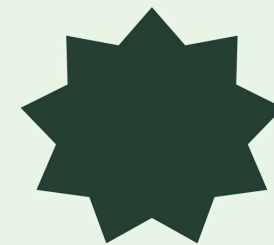
Do not change any colors in the logo



Do not remove saturation from the logo

Design Tool Bag

Iconography



Fonts

primary font
combardia script primarily used for titles and headings

abcdefghijklmnopqrstuvwxyz 0123456789 !@#\$\$%^&()*

secondary font
baskerville primarily used for body text

abcdefghijklmnopqrstuvwxyz 0123456789!@#\$\$%^&*()

Colors

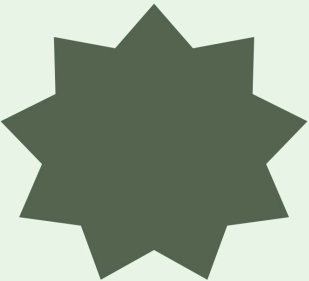


2D3F36

45 63 54

81 48 69 46

6189 C



566753

86 103 83

69 42 69 18

6186 C

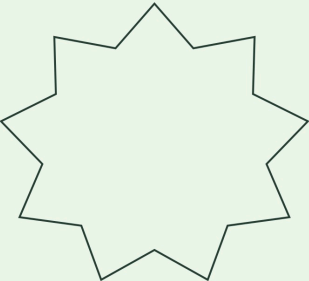


C7E6B9

199 230 185

24 0 31 0

7485 C



EEF7EB

238 247 235

7 2 7 0

649 UP

Rack Cards

WORSHIP // House of Worship & Gardens

Find many opportunities for personal reflection and meditation, as well as group worship at our devotional gatherings.

STUDY // Education Center

Study sacred scriptures and a variety of other topics with the extensive resources from our library, and join study groups in our communal workspace.

SOCIALIZE // Community Patio

Enjoy a terrace chat or cup of coffee on our community patio, with the beautiful views of Málaga in your backdrop.

GIVE

All over the grounds, you will find new opportunities to give back to the community.

The Bahá'í Gardens
A Bahá'í Community in Málaga, Spain

THE BAHÁ'Í FAITH

In the Bahá'í Faith, we believe in the three onenesses: the oneness of God, the oneness of religion, and the oneness of humanity. There is on God and as we go about our lives, our main purpose should be to find Him and to attain his presence. He has revealed his messages through many forms and prophets throughout time, and Bahá'u'lláh is neither the first, nor the last, of these messengers. Although our relationship with God and our spiritual lives should always be a priority, creating the ideal civil society is highly important. Socializing and giving back to others in our community only helps us in our spiritual journey.

THE BAHÁ'Í GARDENS
C. Guillen Sotelo, 31, 29016, Málaga, Spain
+34904 0007 0000

THE BAHÁ'Í GARDENS

Welcome to the Bahá'í Gardens in Málaga, Spain. We welcome anyone, regardless of religion, to come learn and grow with our community, as we worship, socialize, study, and reflect.

We are located in the beautiful port city of Málaga, surrounded by golden beaches, a mountainous backdrop, and a lot of history. Taking care of our community is our top priority, which is why we take pride in the many dependencies surrounding us. Here is a quick list for some you may need to access:

- Bank: Banco de España
- Nearest bus stop: Paseo del Parque (#163)
- Hospital: Hospital Dr. Gálvez
- Hospital: Málaga Head Clinic
- Pharmacy: Farmacia Malagareta
- Supermarket: La Aduna Viaja
- University: Universidad de Málaga
- Fitness center: Atlas Fitness Center
- Library: Biblioteca Municipal

Our grounds are completely open to the public, everyday from sunrise to sunset. We invite anyone to come visit us, regardless of religion, and we offer free access during all of our open hours.

- Diverse garden and agriculture grounds
- Close proximity to multiple dependencies
- Educational center and social patio
- House of Worship with devotional gatherings
- Community events to worship and join together

STUDY GROUPS:

Our communal workspace holds almost 30 people and encourages collaboration. There are limited computers that may be used on the premises, and it is the perfect space to host any type of study group.

COMMUNAL WORKSPACE:

Our communal workspace holds almost 30 people and encourages collaboration. There are limited computers that may be used on the premises, and it is the perfect space to host any type of study group.

LIBRARY:

Our extensive library contains all of the Bahá'í literature and sacred scripture. Further, there are great resources to be found of a plethora of subjects, including (but not limited to) mathematics, history, music/art, and languages.

A CAPELLA CHOIR:

Any one can join our choir that performs at select devotional gatherings. This is a great way to honor God and join the community. We ask that you attend at least one rehearsal before performing with the choir.

YOGA & MEDITATION:

We offer meditation and yoga classes on our grounds.

The free pit is available for use for any group gatherings. By request.

Our coffee bar is pay what you can and features ingredients from our gardens.

We created an extensive space for everyone to join together.

Volunteer to help us maintain our gardens and harvest our agriculture.

Monthly, we feature a service project that varies based on community needs.

There are nine collection boxes around our grounds, please consider donating.

Website

The Bahá'í Gardens
A Bahá'í Community in Málaga, Spain

A Bahá'í garden community

Welcome to the Bahá'í Gardens in Málaga, Spain. We welcome anyone, regardless of religion, to come learn and grow with our community, as we worship, socialize, study, and reflect.

ABOUT US

WORSHIP // House of Worship and Gardens

Find many opportunities for personal reflection and meditation, as well as group worship at our devotional gatherings.

STUDY // Education Center

Study sacred scriptures and a variety of other topics with the extensive resources from our library, and join study groups in our communal workspace.

GIVE

All over the grounds, you will find new opportunities to give back to the community.

SOCIALIZE // Community Patio

Enjoy a terrace chat or cup of coffee on our community patio, with the beautiful views of Málaga in your backdrop.

THE BAHÁ'Í FAITH

In the Bahá'í Faith, we believe in the three onenesses: the oneness of God, the oneness of religion, and the oneness of humanity. There is on God and as we go about our lives, our main purpose should be to find Him and to attain his presence. He has revealed his messages through many forms and prophets throughout time, and Bahá'u'lláh is neither the first, nor the last, of these messengers. Although our relationship with God and our spiritual lives should always be a priority, creating the ideal civil society is highly important. Socializing and giving back to others in our community only helps us in our spiritual journey.

The Bahá'í Gardens are located in Málaga, on the Costa del Sol in Spain.

C. Guillen Sotelo, 31, 29016, Málaga, Spain

ANY QUESTIONS? CALL OR EMAIL:
+34904 0007 0000

The Bahá'í Gardens
A Bahá'í Community in Málaga, Spain

THE GROUNDS

Welcome to the Bahá'í Gardens in Málaga, Spain. We welcome anyone, regardless of religion, to come learn and grow with our community, as we worship, socialize, study, and reflect.

ABOUT US

THE TOWN

We are located in the beautiful port city of Málaga, surrounded by golden beaches, a mountainous backdrop, and a lot of history. Taking care of our community is our top priority, which is why we take pride in the many dependencies surrounding us. Here is a quick list for some you may need to access:

- Bank: Banco de España
- Nearest bus stop: Paseo del Parque (#163)
- Hospital: Hospital Dr. Gálvez
- Hospital: Málaga Head Clinic
- Pharmacy: Farmacia Malagareta
- Supermarket: La Aduna Viaja
- University: Universidad de Málaga
- Fitness center: Atlas Fitness Center
- Library: Biblioteca Municipal

Our grounds are completely open to the public, everyday from sunrise to sunset. We invite anyone to come visit us, regardless of religion, and we offer free access during all of our open hours.

- Diverse garden and agriculture grounds
- Close proximity to multiple dependencies
- Educational center and social patio
- House of Worship with devotional gatherings
- Community events to worship and join together

THE BAHÁ'Í FAITH

In the Bahá'í Faith, we believe in the three onenesses: the oneness of God, the oneness of religion, and the oneness of humanity. There is on God and as we go about our lives, our main purpose should be to find Him and to attain his presence. He has revealed his messages through many forms and prophets throughout time, and Bahá'u'lláh is neither the first, nor the last, of these messengers. Although our relationship with God and our spiritual lives should always be a priority, creating the ideal civil society is highly important. Socializing and giving back to others in our community only helps us in our spiritual journey.

The Bahá'í Gardens are located in Málaga, on the Costa del Sol in Spain.

C. Guillen Sotelo, 31, 29016, Málaga, Spain

ANY QUESTIONS? CALL OR EMAIL:
+34904 0007 0000

The Bahá'í Gardens
A Bahá'í Community in Málaga, Spain

The Grounds

Welcome to the Bahá'í Gardens in Málaga, Spain. We welcome anyone, regardless of religion, to come learn and grow with our community, as we worship, socialize, study, and reflect.

ABOUT US

STUDY AND LEARN

Study sacred scriptures and a variety of other topics with the extensive resources from our library, and join study groups in our communal workspace.

COMMUNAL WORKSPACE

Our communal workspace holds almost 30 people and encourages collaboration. There are limited computers that may be used on the premises, and it is the perfect space to host any type of study group.

SOCIALIZE

Enjoy a terrace chat or cup of coffee on our community patio, with the beautiful views of Málaga in your backdrop.

COMMUNITY PATIO

Enjoy a terrace chat or cup of coffee on our community patio, with the beautiful views of Málaga in your backdrop.

GIVE

All over the grounds, you will find new opportunities to give back to the community.

The Bahá'í Gardens are located in Málaga, on the Costa del Sol in Spain.

C. Guillen Sotelo, 31, 29016, Málaga, Spain

ANY QUESTIONS? CALL OR EMAIL:
+34904 0007 0000