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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

Serene

Authentic

Genuine

Welcoming

Accepting

Style

Nature

Elegant

Minimalist

Seamless

Voice

Warm

Cheerful

Welcoming

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-led 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. Its 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 rotate the logo to any angle



Do not change any colors in the logo



Do not add drop shadow or glow to the logo



Do not remove saturation from the logo

Design Tool Bag

Iconography



Fonts

primary font

lombardia script

primarily used for titles and headings

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

secondary font

baskerville

primarily used for body text

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

Colors

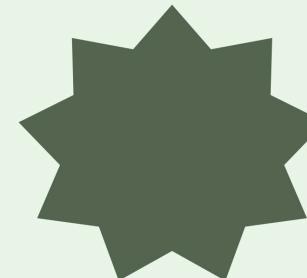


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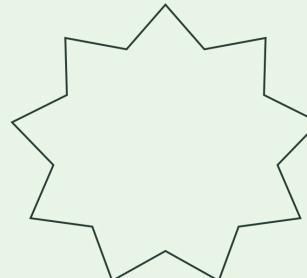


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Rack Cards

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 fireside chat or cup of coffee on our community patio with the beautiful views of Málaga as your backdrop.

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

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

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.

THE BAHÁ'Í GARDENS
C. Guillén Sotelo, 31, 29016, Málaga, Spain
1-800-000-000

The Bahá'í Gardens

Our diverse gardens feature 10 different species of plant-life, as well as agriculture that is used to feed our community and those in need. 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. Our 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.

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.

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) math/science, 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 BAHÁ'Í GARDENS

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 environment is a priority, and 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)
- Nearest train station: Málaga
- Hostel: Málaga Host Elizaso
- Pharmacy: Farmacia Malagueta
- Supermarket: La Adulsa Vieja
- University: Universidad de Málaga
- Fitness center: Atlas Fitness Center
- Library: Biblioteca Málaga

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
- International center and social patio
- House of Worship with devotional gatherings
- Community events to worship and join together

Monthly we feature a service project that varies based on community needs. Please consider donating.

There are nine collection boxes around our grounds. Please consider donating.

Website

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

THE GROUNDS
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.

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 environment is a priority, and we take pride in the many dependencies surrounding us. Here is a quick list for some you may need to access:

STUDY AND LEARN
Find many opportunities for personal reflection and meditation, as well as group worship in our devotional gatherings.

WORSHIP // House of Worship and Gardens
Find many opportunities for personal reflection and meditation, as well as group worship in our devotional gatherings.

SOCIALIZE // Community Patio
Enjoy a fireside chat or cup of coffee on our community patio with the beautiful views of Málaga as your backdrop.

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.

THE BAHÁ'Í FAITH
In the Bahá'í Faith, we believe in the three onenesses. There is one God, one religion, and one humanity. These are the three fundamental principles of the Bahá'í Faith. The Bahá'í Faith is a religion that emphasizes the oneness of God, the oneness of religion, and the oneness of humanity. The Bahá'í Faith is a religion that emphasizes the oneness of God, the oneness of religion, and the oneness of humanity.

Community Patio

Give

Community patio
Community patio

Collection boxes
Collection boxes

Volunteer
Volunteer

Service projects
Service projects

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