



## BRAND AND IDENTITY GUIDEBOOK

GABBI HANES



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AT THIS SINFUL SPEAKEASY, YOU WILL JOIN THE  
seven sinners  
AND give into temptations  
AS YOU SIP ON  
devilish cocktails  
AND ENJOY  
diabolical bites  
AT THE EARTH'S MOST INNER CORE



brand  
identity

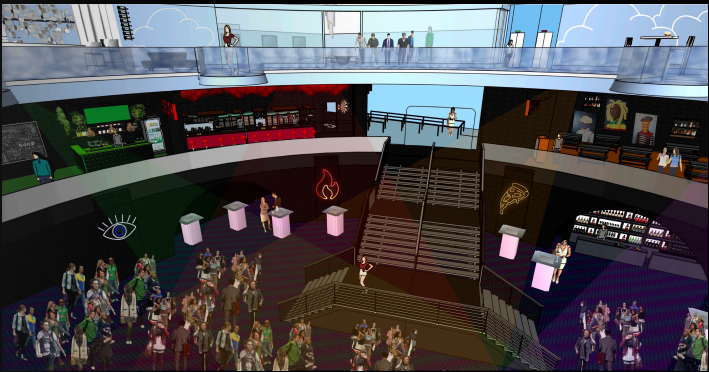
# the big idea

THE SEVEN DEADLY SINS ARE EXPRESSED THROUGH VERY BASIC AND COMMON REPRESENTATIONS OF THEM. FOR EXAMPLE, THE USE OF MIRRORS IN PRIDE OR THE USE OF FIERY DRINKS IN WRATH. THEY DO NOT SHOW PEOPLE COMMITTING TERRIBLE ACTS OR ENCOURAGE PEOPLE TO DO THINGS THAT ARE TRULY HARMFUL. INSTEAD, THEY EXPRESS FEELINGS AND EMOTIONS THAT MOST PEOPLE FACE ON A REGULAR BASIS. THIS SHOWS PEOPLE THAT, NOT ONLY IS IT NORMAL AND HUMAN TO HAVE THESE FEELINGS, BUT THAT IT'S NOT SUCH A BIG DEAL TO EMBRACE AND ACCEPT YOUR EMOTIONS AND FEELINGS SOMETIMES, EVEN IF IT IS SOMETHING THAT IS CONSIDERED A “BAD” EMOTION TO HAVE. HOPEFULLY, THESE REPRESENTATIONS OF THE SEVEN DEADLY SINS MAKE PEOPLE THINK ABOUT WHAT EACH SIN MEANS TO THEM AND HOW THE CAN INDULGE A LITTLE SOMETIMES.

AT SEVEN, WE WANT PEOPLE TO HAVE A GOOD TIME; TO LOOSEN UP AND TO LET IT ALL GO (INSTEAD OF FOCUSING ON WHAT THEY “CANNOT” DO). INSTEAD OF GETTING HUNG UP ON INSECURITIES AND STATUS QUO, FOCUS ON FEELING CAREFREE AND HAVING FUN WITH THE PEOPLE AROUND YOU. AT SEVEN, IT IS TIME TO ACCEPT THAT WE ARE ALL HUMAN BEINGS; WE ARE NOT PERFECT, WE WILL NOT ALWAYS BE “GOOD,” AND SOMETIMES, WE JUST WANT TO HAVE SOME FUN.

THE USE OF A ROTUNDA-LIKE BUILDING FOR SEVEN CREATES THE IDEA OF THE SINNER'S CIRCLE VS. THE INNER CORE. THE SINNERS CIRCLE ALLOWS YOU TO FLOW THROUGH ALL OF THE DIFFERENT SINS, WHILE LOOKING DOWN ON THE INNER CORE INSTEAD OF BEING CLOSED OFF FROM IT. ONCE YOU DESCEND THE STAIRCASE, IT GIVES THE INNER CORE AN EPIC FEEL. WE USE “THE INNER CORE” TO REPRESENT THE BOTTOM FLOOR AND “BLISS” TO REPRESENT THE TOP FLOOR, INSTEAD OF HELL AND HEAVEN, RESPECTIVELY. ALTHOUGH, THEY ARE CLEARLY REPRESENTATIVE, CHANGING THE LANGUAGE PREVENTS IT FROM FEELING MORE DEMONIC AND HOPEFULLY LEAVES ACTUAL RELIGIONS OUT OF IT AS MUCH AS POSSIBLE.

# key concept art





seven is...

seven isn't...

DARING

SPICY

EVIL

REPULSIVE

RISQUE

NAUGHTY

DEVILISH

DEMEANING

TRENDY

TANTALIZING

DIABOLICAL

FOUL

brand personality

EXCITEMENT  
DARING  
TRENDY

SPIRITED  
FRESH  
BOLD

IMAGINATIVE  
UNIQUE  
INDEPENDANT  
CONTEMPORARY

guest  
experience  
guidelines

EVERYBODY HAS A VICE; SOMETHING THAT THEY KNOW IS INHERENTLY BAD, BUT THAT TEMPTS THEM NONETHELESS. FROM A YOUNG AGE, WE ARE TAUGHT TO DO WHAT IS RIGHT... TO IGNORE WHAT YOU WANT, AND TO DO WHAT YOU HAVE TO DO. BUT WHAT IF WE HAD A CHANCE TO GIVE IN TO ALL OF OUR GUILTY PLEASURES? WHAT IF WE COULD INDULGE IN THE DESSERT WITHOUT WORRYING ABOUT OUR DIET, OR WE COULD TAKE AS MANY MIRROR SELFIES AS WE WANT WITHOUT GETTING EMBARRASSED?

AT SEVEN, YOU FINALLY CAN.

SCENE 1

UPON ENTERING SEVEN, YOU WILL BE IN THE LOBBY ON THE FIRST FLOOR. THIS LOBBY AREA IS DARK AND UNASSUMING, WITH NO INDICATION AS TO WHAT IS INSIDE. ONCE YOU HAVE SIGNED YOUR SOUL OVER TO THE SINNERS (AND OF COURSE, PAID THE COVER CHARGE THAT COMES ALONG WITH THAT), YOU WILL BE INVITED TO CROSS OVER TO THE SINNER SIDE. THE ENTRANCE TO THE ACTUAL SPEAKEASY IS ON THE SECOND FLOOR. TO GET TO THE ENTRANCE, THERE WILL BE A STAIRCASE ADORNED WITH ALL OF THE MOST DEVILISH ARTWORK, THAT WILL LEAD GUESTS UP TO THE SINNER'S CIRCLE. THERE WILL ALSO BE AN ELEVATOR AVAILABLE FOR USE.

SCENE 2: PRIDE + LUST

UPON YOUR ARRIVAL TO THE SECOND FLOOR, YOU WILL SEE THE ENTRANCE TO THE SPEAKEASY. IN ORDER TO ENTER THE SPEAKEASY, YOU WILL HAVE TO START IN PRIDE. PRIDE CONSISTS OF A SHORT MIRROR-MAZE THAT MAKES IT ALL ABOUT YOU, RIGHT FROM THE START. THIS WILL EVENTUALLY REVEAL LUST, AND THE REST OF THE SINNER'S CIRCLE. LUST IS A PSYCHOLOGICAL FORCE TO BE RECKONED WITH. GUESTS CAN ENJOY DANCING, DECADENT DESSERTS, AND PASSIONATE COCKTAILS, IN A DARK, ROMANTIC SPACE.





## SCENE 3: GREED + SLOTH

YOU BETTER GET READY TO PLAY AND SHOW YOUR COMPETITIVE SIDE, BECAUSE GREED IS ALL ABOUT WINNING. A VARIETY OF GAMES ENCOURAGE A LITTLE HEALTHY COMPETITION, SO THAT YOU CAN SEE WHICH FRIEND TAKES IT ALL. BY THE TIME YOU GET TO SLOTH, YOU HAVE ONLY COMMITTED THREE SINS SO FAR, BUT YOU STILL HAVE THREE MORE TO GO. TAKE YOUR TIME IN SLOTH. RELAX ON THE SOFAS, RECHARGE MENTALLY (WHILE YOU RECHARGE A PHONE), REFRESH MAKEUP... YOU CAN STAY HERE ALL NIGHT IF YOU REALLY WANT TO, WHILE SCENES FROM THE PARTY ARE LIVE-STREAMED RIGHT BESIDE THEM ONTO THE TELEVISIONS.



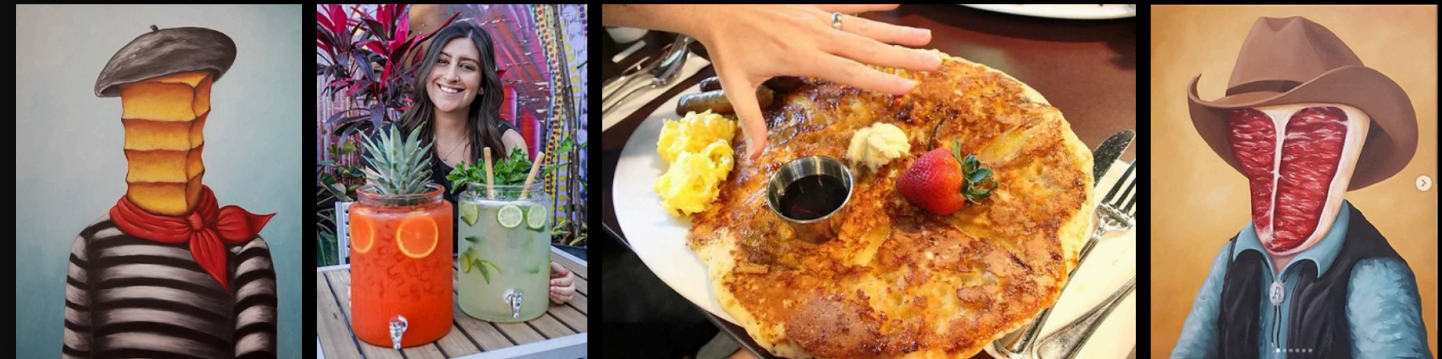
## SCENE 4: ENVY + WRATH

ONCE YOU ARE READY TO LEAVE SLOTH, THE ENVY BAR HAS DRINKS THAT WILL MAKE YOU GREEN WITH ENVY IF YOU ARE THE ONLY ONE NOT INDULGING. GUESTS CAN VISIT OUR ANONYMOUS ENVY BOARD TO LET THEIR DEEPEST SECRETS SPILL. ENVY IS A SMALL WALK-UP BAR, FOR DRINKS ON THE GO. HEAD TO WRATH, NEXT, WHERE YOUR FIERY SIDE WILL BE RELEASED. ENJOY FOOD AND DRINKS WITH A KICK WHILE RELEASING RAGE ON PUNCHING BAGS, DART BOARDS, AND MORE.



## SCENE 5: GLUTTONY

IN GLUTTONY, EVERYTHING IS LARGER THAN LIFE (AND LARGER THAN NECESSARY). GUESTS CAN ENJOY SHAREABLE DRINKS AND MENU ITEMS IN OUR SIT-DOWN RESTAURANT.



## SCENE 6: INNER CORE

AS WE LIKE TO SAY, "IF IN HEAVEN YOU DON'T EXCEL, YOU CAN ALWAYS PARTY DOWN IN HELL." ONCE YOU HAVE PASSED THROUGH ALL OF THE SEVEN DEADLY SINS, YOU ARE READY TO PERMANENTLY JOIN THE PARTY. DESCENDING THE GRAND STAIRCASE LEADS YOU RIGHT TO THE INNER CORE, AND RIGHT INTO THE MIDDLE OF THE DANCE FLOOR. ONCE ADMITTED TO THE INNER CORE, THERE ARE ENDLESS DRINKS, ENDLESS DANCING, AND ENDLESS PARTYING. THE DJ BOOTH WILL ALWAYS HOST THE HOTTEST DJ'S ON THE SCENE AND THE VIP BOOTHS WILL ALLOW FOR AN EVEN MORE PERMANENT RESIDENCE IN THE INNER CORE. THERE IS ONE WAY OUT OF THE INNER CORE: GUESTS HAVE A CHANCE TO CONFESS THEIR SINS, IF THEY FEEL THEY HAVE HAD ENOUGH, AND WILL FIND THEMSELVES BACK IN THE EMPTY ROOM THEY STARTED IN, DREAMING OF THE PARTYING THEY JUST EXPERIENCED.

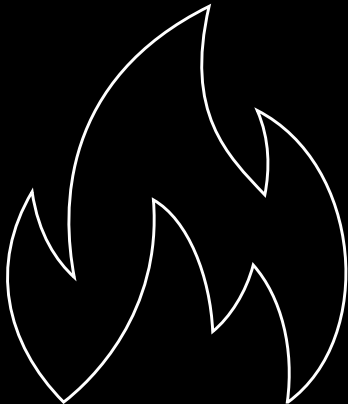
## SCENE 7: BLISS

INSTEAD OF DESCENDING TO THE INNER CORE, YOU MAY BE DEEMED WORTHY OF PROCEEDING UPSTAIRS, INSTEAD. OUR VIP GUESTS WILL JOIN THE HEAVILY GATHERING ABOVE IN BLISS. IT IS A STEP ABOVE THE REST, WITH PRIVATE BARS, SPECIALIZED MENUS, AND COMFORTABLE LOUNGE SPACES. BUT DON'T WORRY... EVEN THE VIRTUOUS LIKE TO HAVE A LITTLE FUN. THE GLASS FLOORS AND BALCONY AREAS ALLOW YOU TO STILL BE INCLUDED IN THE PARTY AND SEE THE FUN BELOW, WHILE STILL ENJOYING YOUR EXCLUSIVE SPACE.

# colors and usage



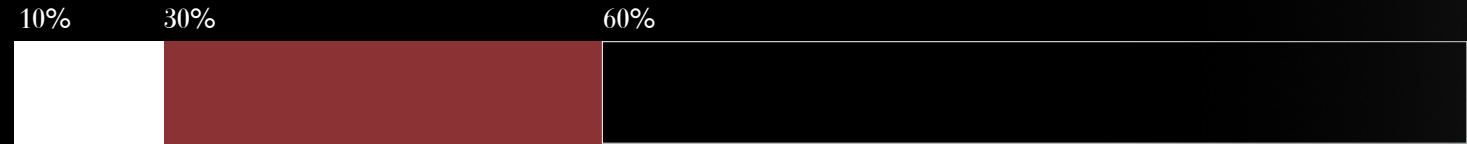
HEX #813937  
RBG 129 57 55  
CMYK 21 86 74 26  
PANTONE 7609 C



HEX #000000  
RBG 0 0 0  
CMYK 0 0 0 0  
PANTONE BLACK 6 C



HEX #FFFFFFF  
RBG 255 255 255  
CMYK 0 0 0 0  
PANTONE 11-0601 TCX



HEX #F9DA00  
RBG 249 218 0  
CMYK 0 8 99 1  
PANTONE 103 C



HEX #E538B1  
RBG 229 56 177  
CMYK 18 72 0 0  
PANTONE 232 C



HEX #6F09D1  
RBG 111 9 209  
CMYK 72 73 0 0  
PANTONE 266 C



HEX #52BDFF  
RBG 82 189 255  
CMYK 54 12 0 0  
PANTONE 2190 C



HEX #CE1900  
RBG 206 25 0  
CMYK 3 82 99 10  
PANTONE 2347 C



HEX #8FD046  
RBG 143 208 70  
CMYK 45 0 85 0  
PANTONE 2285 C



HEX #F79144  
RBG 247 145 68  
CMYK 0 50 75 0  
PANTONE 6017 C

THESE COLORS SHOULD ONLY BE USED IN ASSOCIATION WITH THEIR RESPECTIVE SINS



# typeface

PRIMARY FONT  
**deutsch gothic** primarily used for headings and titles, all lowercase.  
abcdefghijklmnopqrstuvwxyz 0123456789!@#\$%^&\*()

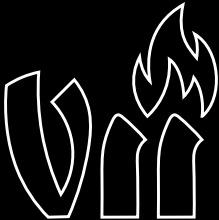
SECONDARY FONT  
**VOGUE** PRIMARILY USED FOR BODY TEXT AND SUBHEADINGS.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%^&\*()

TERTIARY FONT  
**TRENDY UNIVERSITY** PRIMARILY USED FOR DECORATIVE TEXT AND ACCENTS.  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!\$%^&\*()



design  
tool bag

logo



SECONDARY LOGO



SECONDARY LOGO WITH TEXT



TO ENSURE THE LOGO IS CLEAR OF ANY VISUAL DISTRACTION, INCLUDING GRAPHICS AND TEXT, A MINIMUM CLEAR (EXCLUSION ZONE) HAS BEEN DEVELOPED. THIS DISTANCE IS CALLED “CLEAR SPACE.”

THE MINIMUM CLEAR SPACE MUST BE 1/4 OF THE TOTAL HEIGHT OF THE LOGO. WHEREVER POSSIBLE, THE CLEAR SPACE SHOULD BE INCREASED.

# 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 SCREEN THE LOGO WITH OTHER IMAGES.



DO NOT FILL WITH PATTERNS OR ADD SPECIAL EFFECTS.



DO NOT OVERPRINT THE LOGO ON COMPLEX PHOTOGRAPHS OR TEXTURES.



DO NOT ROTATE THE LOGO TO ANY ANGLE



DO NOT CHANGE ANY COLORS IN THE LOGO



DO NOT REMOVE SATURATION FROM THE LOGO



DO NOT ADD OR CHANGE TYPEFACE OF LOGO TYPE.



DO NOT REPLACE ANY PARTS OF THE TEXT.

HOMEABOUTMENUEXPERIENCEGALLERY

RESERVATIONS

join the seven sinners and give into temptations

FEATURED IN...

4 unique bars around the club

CLICK ON EACH BAR TO SEE THEIR UNIQUE MENU OFFERINGS

lust

envy

wrath

inner core

gluttony

IN GLUTTONY, EVERYTHING IS LARGER THAN LIFE (AND LARGER THAN NECESSARY). SINNERS CAN ENJOY SHAREABLE DRINKS AND MENU ITEMS IN OUR SIT-DOWN RESTAURANT.

TO EAT IN OUR RESTAURANT, YOU MAY ADD IT ON TO YOUR CLUB RESERVATION, OR YOU MAY ADD YOUR NAME TO THE LIST UPON ARRIVAL. YOU MUST HAVE A RESERVED TIME SLOT TO ENTER THIS AREA.

RESERVATIONS > MENU >

bliss

INSTEAD OF DESCENDING TO THE INNER CORE, YOU MAY BE DEEMED WORTHY OF PROCEEDING UPSTAIRS INSTEAD. OUR VIP SINNERS WILL JOIN THE HEAVILY GATHERING ABOVE IN BLISS. IT IS A STEP ABOVE THE REST, WITH PRIVATE BARS, SPECIALIZED MENUS, AND COMFORTABLE LOUNGE SPACES.

BUT DON'T WORRY... THE GLASS FLOORS AND BALCONY AREAS ALLOW YOU TO STILL BE INCLUDED IN THE PARTY AND SEE THE FUN BELOW, WHILE STILL ENJOYING YOUR EXCLUSIVE SPACE.

RESERVATIONS >

bottle service packages

SILVER

GOLD

HIGH ROLLER

PLATINUM

private events and bookings

SPECIAL OCCASION? BOOK YOUR CELEBRATION TODAY!

bliss

RESERVE THE TOP FLOOR VIP AREA FOR YOUR GROUP. CAPACITY FOR BLISS IS 150 SINNERS AND FEATURES LUXURIOUS BESPOKE LOUNGE SEATING, MULTIPLE HD FLATSCREEN TVS, AND THREE PRIVATE BARS.

INQUIRIES: PDR@SEVENSPEAKEASY.COM

pride

greed

sloth

HOMEABOUTMENUEXPERIENCEGALLERY

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Search

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Seven S

Timeline

Intro

Seven Speakeasy

GIVE INTO TEMPTATION

Seven S

Edit profile

Seven Speakeasy

@sevenspeakeasy

Las Vegas, NV

854 Following241 Followers

TweetsTweets & repliesMentionsLikes

Seven Speakeasy

Oh snap this is all

Seven Speakeasy

Landing at @sevenspeakeasy

Instagram

Log InSign Up

Seven Speakeasy

Follow

35 posts271 followers27 following

Seven Speakeasy

give into temptation...

sevenspeakeasy.com

POSTSTAGGED



menus

COVEN

SIGNATURE COCKTAILS

GIVE INTO TEMPTATION

devil's kiss

MARTI GOLD / SWEET VERMOUTH / LEMON JUICE / GRAND MARINER

pride

HEAVEN'S DOOR BOURBON / MAPLE SYRUP / ANGOSTURA BITTERS / LUXARDO CHERRIES AND ORANGE PEEL

lust

AMARETTO / KAHULA / IRISH CREAM / HEAVY CREAM / CHOCOLATE DRIZZLE

greed

HEAVEN'S DOOR BOURBON / ORANGE JUICE / APPLE SODA / GOLD SUMMER

sloth

STOLI VODKA / ESPRESSO / MOZART CHOCOLATE COFFEE LIQUEUR / SIMPLE SYRUP

envy

MARTI SILVER / BLUE CURACAO / PINEAPPLE JUICE / LEMON JUICE / SPRITE / SMOKE

wrath

AMARETTO / DON Q 151 / FIRE / VICTORY PRIMA PILS

gluttony

CAMERNA BLANCO / LIME / AGAVE SYRUP / FROZEN & BLENDED / CORONA

heavenly

NIGATA SAKÉ / ST. GERMAN / LIME JUICE / SNOWBERRIES

saintly

PINEAPPLE JUICE / BERRY GATORADE / GLACIER FREEZE GATORADE / CHANBERRY SPRITE

lust

SIGNATURE COCKTAILS

GIVE INTO TEMPTATION

climax

BANFI ROSA REGALE / WHITE CHOCOLATE RIM

french kiss

CICLES GLADIATOR '19 PINOT NOIR / CHOCOLATE RIM / WHITE CHOCOLATE DRIZZLE

love potion no. 69

GIN LANE 1751 / LUXARDO MARASCHINO LIQUEUR / LIME JUICE / ROSE WATER

blowjob shot

IRISH CREAM / AMARETTO / WHIPPED CREAM

better than sex

FRANGELICO HAZELNUT LIQUEUR / COGNAC / KAHULA / ICE CREAM / WHIPPED CREAM / BLENDED

sex in the shower

99 BUTTERSCOTCH LIQUEUR / ORANGE JUICE / BLUE CURACAO

adult apple

ANGRY ORCHID / CAMEL RIM

for the ringins

safe sex on the beach

ORANGE JUICE / PEACH JUICE / CHANBERRY JUICE

eat it up

missionary

BANANA CREAM SPRING ROLLS / VANILLA ICE CREAM / CARAMEL

on the edge

CHOCOLATE LAVA CAKE / DARK CHOCOLATE SAUCE / STRAWBERRY

morning sex

LAYERED STRAWBERRY CAKE / SWEET BISCUIT / CHANTILLY CREAM

g-spot

RASPBERRY SMOKEY DARK CHOCOLATE FLAKES

birthday suit

CREAM RIBS / RUMINO MILK / HEAVY CREAM / WHITE CHOCOLATE RIM

morning after

STRAWBERRIES / LIME JUICE / MAPLE SYRUP / NON-ALCOHOLIC RUM / CHOCOLATE-CRUMBLED STRAWBERRY

milfshake of the month

envy

SIGNATURE COCKTAILS

GIVE INTO TEMPTATION

covel

WATERLOO NO. 9 / MARASCHINO LIQUEUR / CHANTREUSE LIQUEUR / LIME JUICE

desire

CAPTAIN MORGAN SPICED RUM / TRIPLE SEC / ORANGE JUICE / SPRITE / BLUE CURACAO

green-eyed monster

CUCUMBER / STOLI VODKA / DRY WHITE VERMOUTH / ST. GERMAN

yearn

CAMERNA BLANCO / LIME JUICE / CUCUMBER / JALAPENO / TRIPLE SEC

crave

CREME DE MENTHE / CREME DE CACAO / HEAVY CREAM

resent

JAMESON / BAILEY'S / KAHULA / CREAM

evil eye

MIDORI / LIME JUICE / LEMON JUICE / SODA WATER

mocktails

covel

PINEAPPLE JUICE / KIRI / APPLES / HONEY / GINGER BEER

poison apple

SPRITE / GRANNY SMITH APPLE SYRUP / LEMONADE

wrath

SIGNATURE COCKTAILS

GIVE INTO TEMPTATION

blaze

CAMERNA BLANCO / CHILE-INFUSED APEROL / GRAPEFRUIT JUICE / LIME JUICE / SIMPLE SYRUP / CLUB SODA

phoenix

BUTTERFLY PEA INFUSED GIN / LEMON AND ELDERFLOWER SYRUP / BACARDI 151 RUM

inferno

HENNESSY / WHITE CREME DE MENTHE LIQUEUR / CAYENNE PEPPER

eruption

CHILE PEPPER / GRAND MARINER / BANKS 5-ISLAND RUM / LIME JUICE / PINEAPPLE JUICE / COCONUT MILK

fiery

BAILEY'S IRISH CREAM / KAHULA / SAMBUCA / BLUE CURACAO

burning man

THYME AND RASPBERRY SYRUP / LEMON JUICE / BACARDI RUM 151

sweet revenge

MARSHMALLOW CREME / GRAHAM CRACKERS / HOT CHOCOLATE / MARSHMALLOW VODKA / GODIVA CHOCOLATE LIQUEUR / HEAVY CREAM / BACARDI 151

bites

stuffed jalapenos

MANGO MARCHESSO-STUFFED JALAPENOS WITH CURRY CORNMEAL CRUNCH / CHARRED HIBBITO PEPPERS

loaded fries

LOADED PORTLAND FRIES / CHEDDAR / BACON / GAY'S CHEESE / SCALLIONS / SOUR CREAM

spicy swiss chard and artichoke dip

PICKLED JALAPENOS / TORTILLA CHIPS

spicy asian wings

DRY BEER / SWEET & SPICY SAUCE / RED PEPPER / SCALLIONS / SESAME SEEDS

gluttony

FOOD

MENU

classic pancake

WHIPPED CREAM & MAPLE SYRUP / ADD CHOCOLATE CHIPS

chicken & waffles

TWO FRIED CHICKEN BREASTS / HICKORY-SMOKED BACON WAFFLE TOWER / HOT SYRUP REDUCTION / FRIED LEEKS

cheeseburger & fries

FRESH BEEF PATTY / BRIOCHE BUN / LETTUCE, PICKLE, TOMATO, RED ONION / SWISS OR AMERICAN CHEESE

blooming onion

HAND-CARVED / COOKING GOLDEN / SIGNATURE SAUCE

philly cheesesteak & fries

WHIZ, AMERICAN, OR PROVOLONE / ADD FRIED ONIONS OR PEPPERS

chicken tenders & mac

HONEY MUSTARD OR BBQ / SPICY CHEDDAR BEER CHEESE MAC 'N CHEESE

nacho platter

SEASONED GROUND BEEF / CHEDDAR JACK CHEESE & QUESO / BLACK BEAN CORN SALSA / AVOCADO RANCH

spicy tuna roll

FRESH TUNA / SPICY MAYO / CUCUMBER / SHIRASHI HOT CHILI SAUCE / SCALLIONS

buffalo chicken salad

FRIED BUFFALO CHICKEN / ICEBERG / BACON, RED ONION, CHEDDAR / TORTILLA STRIPS / CILANTRO-RANCH DRESSING

birrira tacos

SLIGHT SPICY BEEF STEW / CORN TORTILLA / ONIONS, CILANTRO, LIME RADISH / SALSA

cheese pizza

JUMBO SLICE OF CHEESE PIZZA / ADD PEPPERONI

gluttony

SWEETS

DRINKS

sweets

banana split sundae

VANILLA, CHOCOLATE, & STRAWBERRY ICE CREAM / BANANAS / HOT FUDGE / WHIPPED CREAM / CHERRIES

leaning tower of donuts

MINI DONUTS STACKED UP / GLAZED, CHOCOLATE, BOSTON CREAM, SPINKLES, OLD FASHIONED, BLUEBERRY, & FEATURED

s'mores cheesecake

GRAHAM CRACKER CRUST / CHOCOLATE CREAM CHEESE FILLING / MARSHMALLOW TOPPING & CHOCOLATE CHIPS

banana pudding pie in a jar

PIE CRUST CRUMBLE / VANILLA WAFERS / BANANA PUDDING / CHANTILLY CREAM

cookie of the month

3/4 POUND COOKIE / FEATURED FLAVOR

specialty drinks

coconut mojito pitcher

RUMHAVEN COCONUT RUM / SIMPLE SYRUP / LIME JUICE / MINT LEAVES

blueberry lemonade bowl

STOLI BLUEBERRY / WESTERN SONS LEMON VODKA / BLUEBERRIES / SIMPLE SYRUP / LEMON JUICE

ocean water punch

RUMHAVEN RUM / STOLI VODKA / SOUR MIX / PEACH SCHAFFPS / BLUE CURACAO / PINEAPPLE JUICE / CLUB SODA

unicorn slush

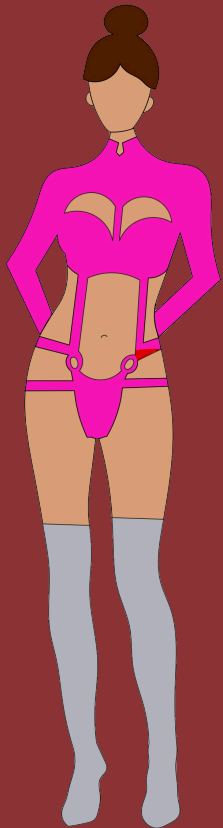
TRIPLE SEC / STOLI HAZBET / ABSOLUT JUICE STRAWBERRY / COTTON CANDY



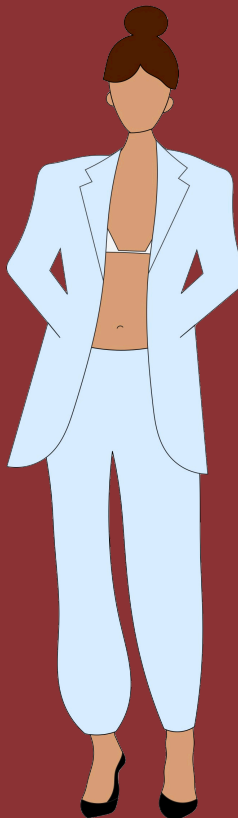
# costume examples



BARTENDER IN THE  
INNER CORE



BARTENDER IN THE  
LUST BAR



VIP STAFF IN  
BLISS



STAFF IN THE  
INNER CORE



BRAND NAME **seven**

CONCEPT **themed nightclub with unique experiences**

CUISINE **american, "bar food"**

USP **telling a story to bring a new meaning to the nightclub environment; high-quality food and beverage that contributes to the experience**

BRAND STORY **at this sinful speakeasy, you will join the seven sinners and give into temptations as you sip on devilish cocktails and enjoy diabolical bites at the earth's most inner core**

LOGO



BRAND COLORS



HEX #801393  
RBG 129 57 55  
CMYK 21 86 74 26  
PANTONE 7609 C



HEX #000000  
RBG 0 0 0  
CMYK 0 0 0 0  
PANTONE BLACK 6 C



HEX #FFFFFF  
RBG 255 255 255  
CMYK 0 0 0 0  
PANTONE 110601 TCX

FONTS

**primary font: deutsch gothic**  
SECONDARY FONT: VOGUE