



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 THEY 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...

DARING

SPICY

EVIL.

REPULSIVE

RISQUE

NAUGHTY

DEVILISH

DEMEANING

TRENDY

TANTALIZING

DIABOLICAL

FOUL.

seven isn't...

brand personality

EXCITEMENT

DARING

TRENDY

SPIRITED

FRESH
BOLD

IMAGINITIVE

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 DONT 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

RGB 129 57 55

CMYK 21 86 74 26

PANTONE 7609 C



HEX #000000

RGB 0 0 0

CMYK 0 0 0 0

PANTONE BLACK 6 C



HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

PANTONE 11-0601 TCX



HEX #F9DA00

RGB 249 218 0

CMYK 0 8 99 1

PANTONE 108 C



HEX #E538B1

RGB 229 56 177

CMYK 18 72 0 0

PANTONE 232 C



HEX #6F09D1

RGB 111 9 209

CMYK 72 73 0 0

PANTONE 266 C



HEX #52BDFF

RGB 82 189 255

CMYK 54 12 0 0

PANTONE 2190 C



HEX #CE1900

RGB 206 25 0

CMYK 3 82 99 10

PANTONE 2347 C



HEX #8FD046

RGB 143 208 70

CMYK 45 0 85 0

PANTONE 2285 C



HEX #F79144

RGB 247 145 68

CMYK 0 50 75 0

PANTONE 6017 C

10% 30% 60%



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

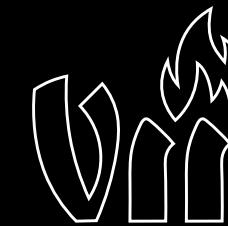
VOGUE PRIMARILY USED FOR BODY TEXT AND SUBHEADINGS.
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789!@#\$%^&*()

TERTIARY FONT

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

design
today

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



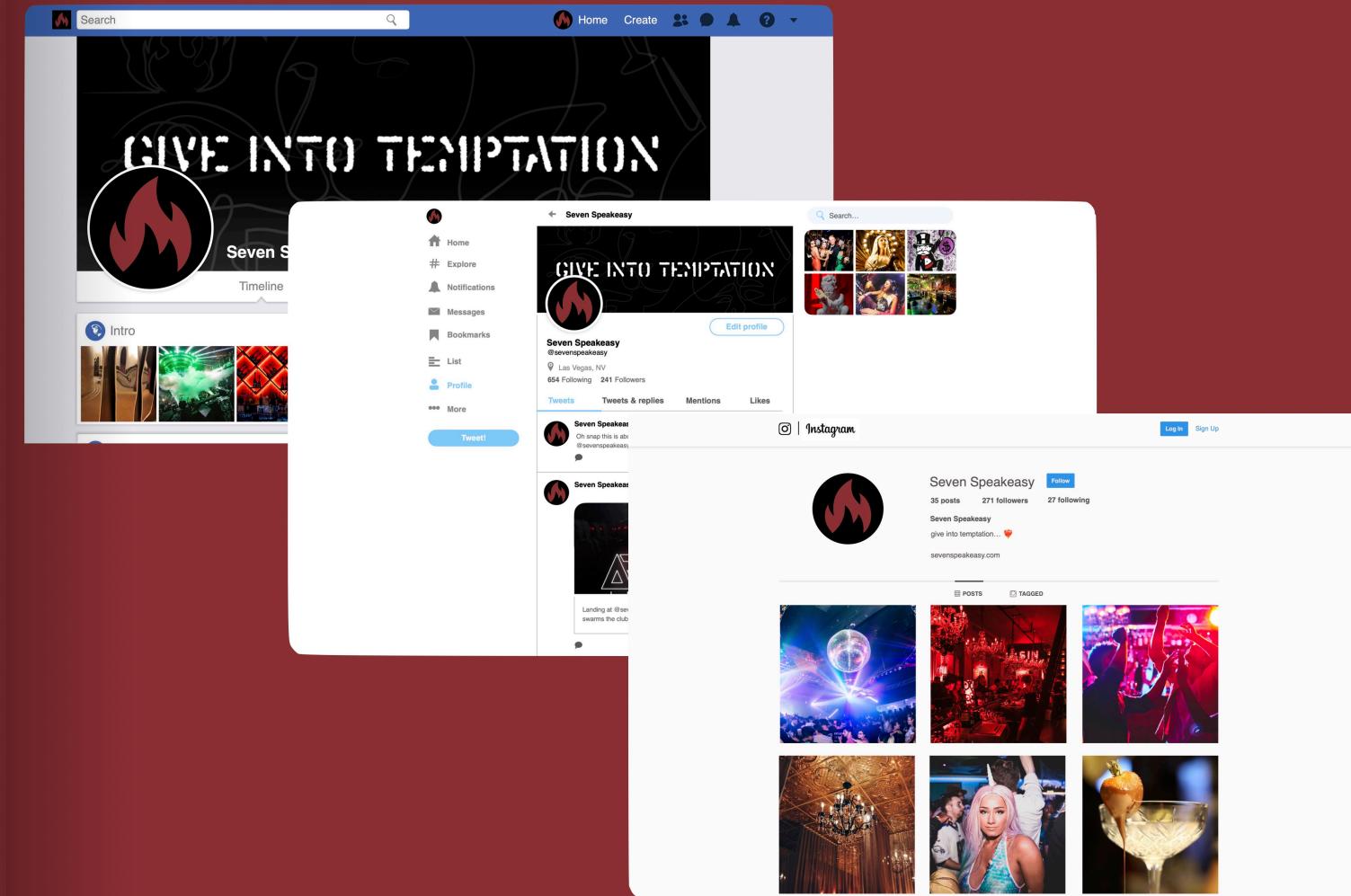
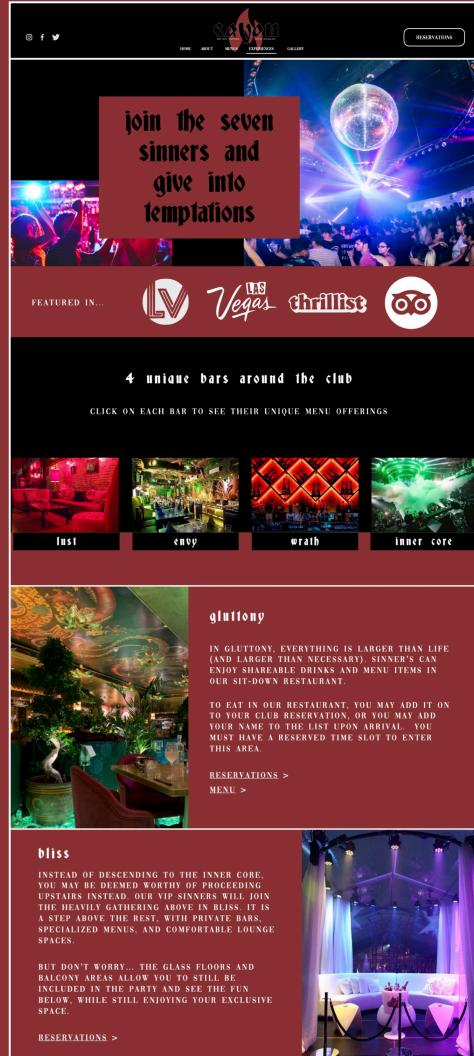
DO NOT REMOVE SATURATION FROM THE LOGO



DO NOT ADD OR CHANGE TYPEFACE OF LOGO TYPE.



DO NOT REPLACE ANY PARTS OF THE TEXT.



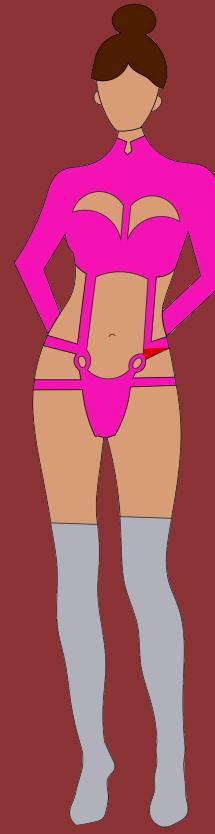
menus



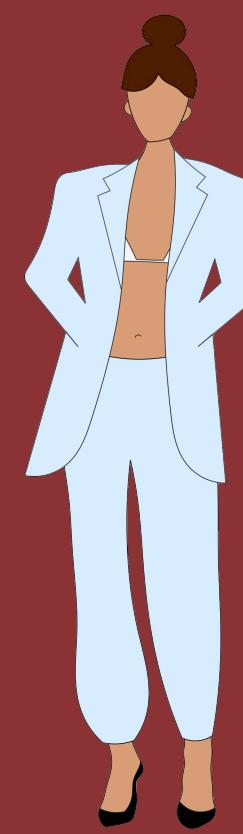
costume examples



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

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

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

FONTS

primary font: deutsch gothic
SECONDARY FONT: VOGUE