



# SOLUNA BEACH

Brand Guidelines



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# OUR STORY

Nestled amid the alluring Dubai coastline, the latest addition to the flourishing Beach Club scene from The First Group offers a contemporary Mediterranean experience in the heart of The Palm Jumeirah.

Catering to residents and hotel guests alike, this vibrant family friendly oasis boasts endless sun-kissed beaches and glistening blue waters with a variety of chic lounging areas offering sweeping views across the iconic skyline.

With three uniquely appointed restaurants serving up an extensive menu of globally inspired cuisine, guests will discover a stylish haven set against the backdrop of warm-hearted hospitality and sublime interiors.



# WHAT IS SOLUNA?

The beach club's name 'Soluna' comes from the words sun and moon in Spanish, a Romance language and widely spoken in different parts of the world. Representing the multi-cultural, laid-back vibes of the Mediterranean facet of the beach club. Sol is the sun, whereas luna is the moon. Merged together as one to remind us of the simple pleasures of life and its natural beauty, The 'sun' symbolizes life, energy, and positive energy and is something the entire world witnesses on a daily basis, it is one of the most highly revered symbols in the world, whereas the moon stands for beauty, calmness and the silent rhythms of time. Both symbols remind us to slow down, relax and enjoy life and the place to do it is 'Soluna' beach club.

A beach club that works with the accents of nature, the simplicity, and the whole-heartiness of Mediterranean lifestyle and cuisine to offer a pleasurable lifestyle available to all. Soluna is also a place one can enjoy during the day for some sunbathing, swimming, and various activities but also indulge in during the evening with sun-downers, a lovely dinner to the sound of the waves, and ultimate relaxation.



# OUR PILLARS



## FAMILY

A beach retreat with soul. Where unforgettable moments filled with laughter are made with family and friends. A place with no strangers, only friends you haven't met yet.



## HAVEN

Unwind and relax in a welcoming sanctuary. Indulge in a variety of cuisines, influenced by the serenity and embracing warmth of the Mediterranean.



## ESSENCE

Free spirited and wondrous, a beach club for everyone to enjoy filled with activities for the doers, the dreamers and the daring!



## CONSCIOUS

Eco-chic, organic and socially responsible from the food to the décor. Live in the moment of absolute, natural bliss, finding love for yourself and the environment.

# tone of voice

## Brand Identity

Soluna Beach Club is a perfectly nestled and secure escape from the hustle bustle of everyday life. Where you get to take off your shoes, and truly be yourself.

The place where family, friends, loved ones and strangers get together and collectively enjoy the ambiance of true Mediterranean hospitality and warmth in the heart of the city. With a variety of cuisines and activities to choose from, there is a space, a place and taste for everyone to indulge in.

Soluna is an organic way of life, reminding you to get in touch with yourself, your true essence, and your soul. To really unwind and feel the sand under your toes and the ocean breeze in your hair, with an exquisite dash of Dubai's skyline views.

Enjoy every moment, savor every smile and indulge in every bite. Soluna is the embodiment of soul, warmth, youth, and wisdom.

Soluna urges you to connect with yourself, your family and friends and the earth. To be selfless, yet purposeful in the way that you love and take care of yourself.



# TONE OF VOICE

## Copy Development

The tone of voice should always remain easy-going, welcoming, and organic. Use simple, family-friendly phrases that put emphasis on togetherness, connectivity, culture, traditions, and activity.

Communications should be kept simple, warm-hearted, and casual. Not forceful, but evoking a sense of participation at the same time. Terms like hearty, embrace, indulge, retreat, relax, unwind, family and traditional can be used when describing occasions. An integration of the Mediterranean can be introduced subtly into communication, reflecting their way of merging various cultures and cuisines.



## PRIMARY LOGO

The preferred application of the primary logo is green on a white or light background. This application of the logo should always be considered as the preferential logo selection.



# ICON

The preferred application of the icon is green on a white or light background. The icon should only be applied if the available space is too small for the full logo.



SECONDARY  
LOGO VARIATIONS

Beige Logo



Navy Logo



Turquoise Logo



# LOGO USAGE



## Do:

Use the approved colour palette.

Utilize clear space around the logo. The logo must be at least 50% of the logo mark height away from illustrations, photographs, rules, page edges, or other type.

Only one colour should be used for the logo.

Make sure the logo is clearly legible on the selected background.



## Do Not:

Change the logo colours to any outside of the approved palette.

Warp the logo in any way.

Rotate the logo. It should always appear straight.

Change the wording of the logo.

Use the logo without 'BEACH' accompanying it.

# ICON USAGE



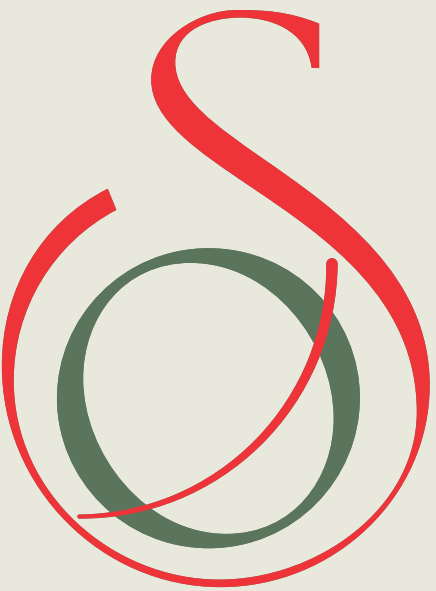
## Do:

Use the approved colour palette.

The icon must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

Only one colour should be used for the icon.

Make sure the icon is clearly visible on the selected background.



## Do Not:

Warp the icon in any way.

Rotate the icon. It should always appear straight.

Use more than one colour.

Use the logo in combination with the icon.

Place the icon on a busy background. It should always be clearly visible.

## MONOCHROME LOGOS / ICONS

SOLUNA  
BEACH

SOLUNA  
BEACH



# COLOUR PALETTE

Green is often associated with a healthy demeanor, and evokes feelings of relaxation and calm.

The use of blue reflects the ocean and sky and is associated with trust, security, and confidence.

Beige offers a sense of energy, strength, and dependablilty, while still being conservative and flexible.

Green

Hex:  
61785b

CMYK:  
63, 35, 65, 22

Turquoise

Hex:  
91c0a7

CMYK:  
49, 8, 41, 0

Beige

Hex:  
efece4

CMYK:  
8, 6, 12, 0

Navy

Hex:  
1b3557

CMYK:  
98, 78, 38, 33

# TYPOGRAPHY

## HEADING

### CASEY – REGULAR

AA BB CC DD EE FF GG HH II  
JJ KK LL MM NN OO PP QQ RR  
SS TT UU VV WW XX YY ZZ  
1234567890

## GLYPHS

A B C D E F G H I J K L M N O  
P Q R S T U V W Y Z

## SUB HEADING

### Runalto - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

## BODY COPY

### Work Sans – Light / Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

# IMAGE TREATMENTS

## Textures:



Use beige earthy tones for background imagery.

Use the palm shadow overlay as a tool to bring consistency to assets/collaterals.

## Photography:



The Soluna Green should be used as an overlay on lifestyle imagery and photography.

Naturally lit photography should be used to amplify the relaxed feeling of the venue.

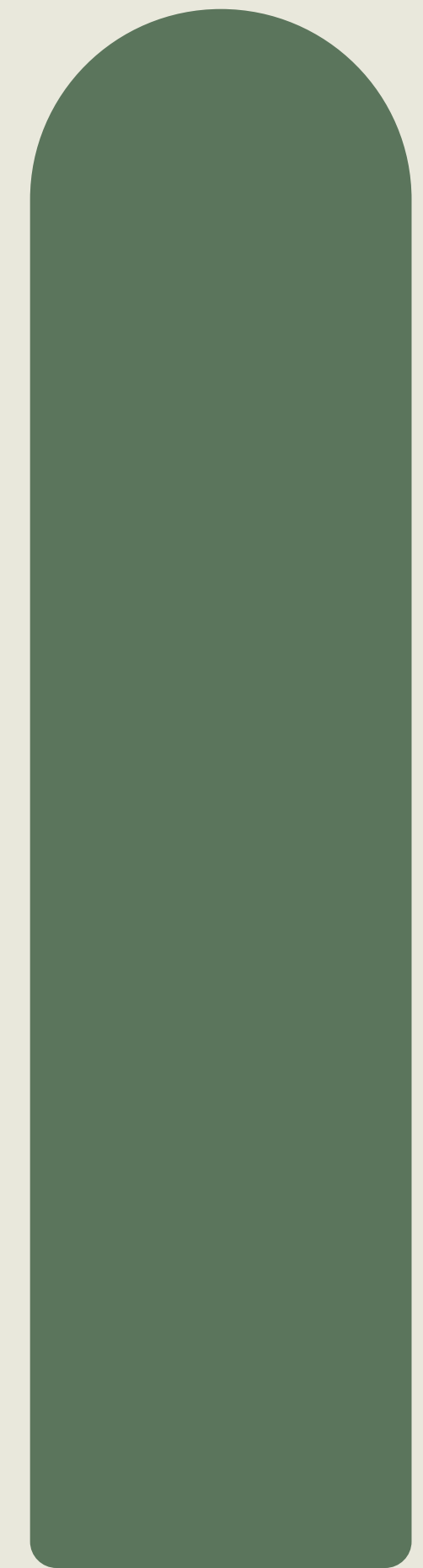
Close-up images of food, drinks and guests should have a narrow depth of field to enhance a welcoming and personal feeling.

# SHAPES OF SOLUNA

The following elements should be used to add visual depth and complexity.

The 4 archway shapes can be used in a number of creative ways, including: color blocks, overlays, image frames, text frames and layering.

All image frames should have rounded edges.



# KEY VISUALS

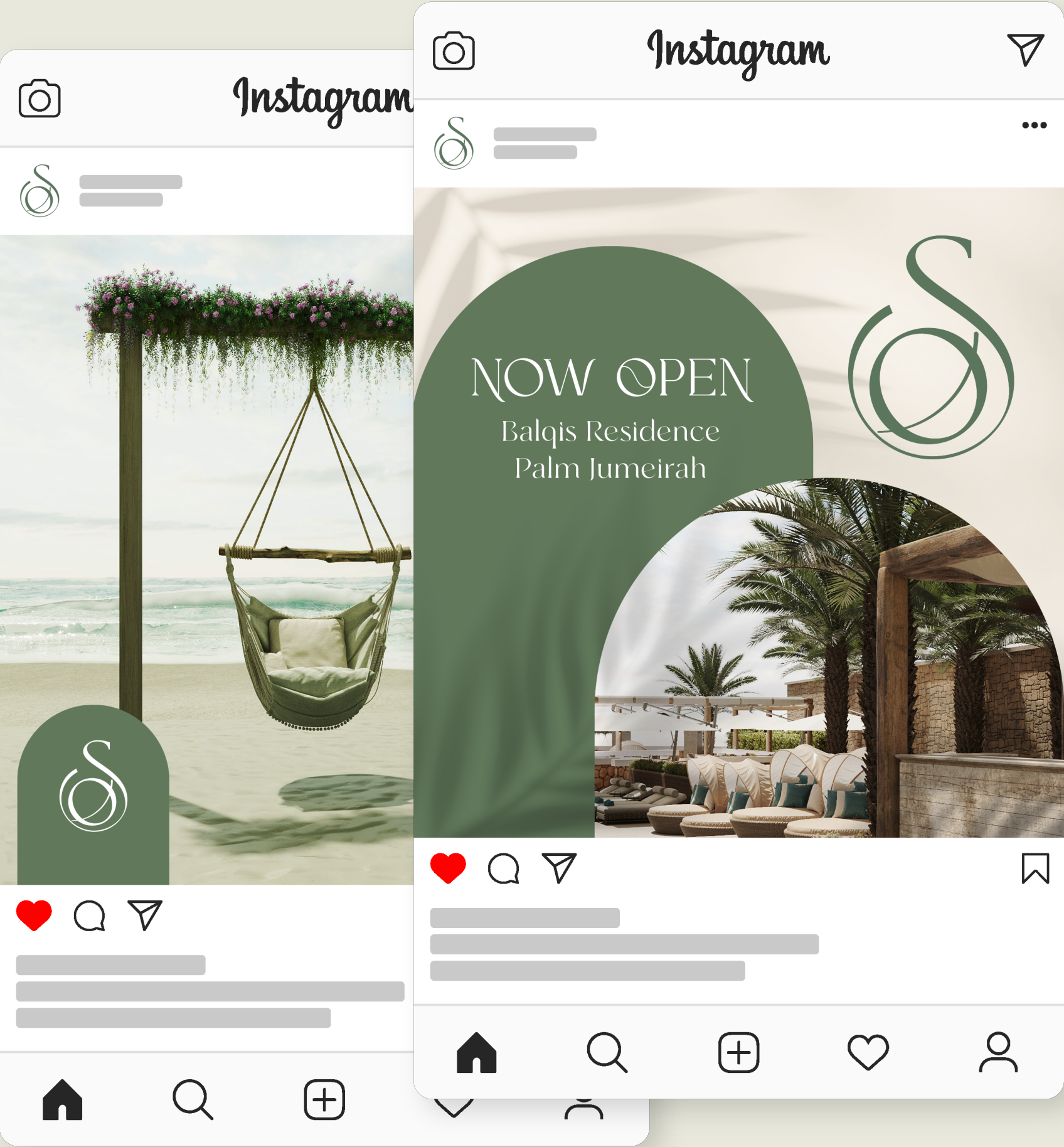
Key visuals should always have a balanced blending of all elements:

- Archways
- Textures/Shadows
- Imagery
- Headline

All featured imagery should be relevant to the content included in the visual.



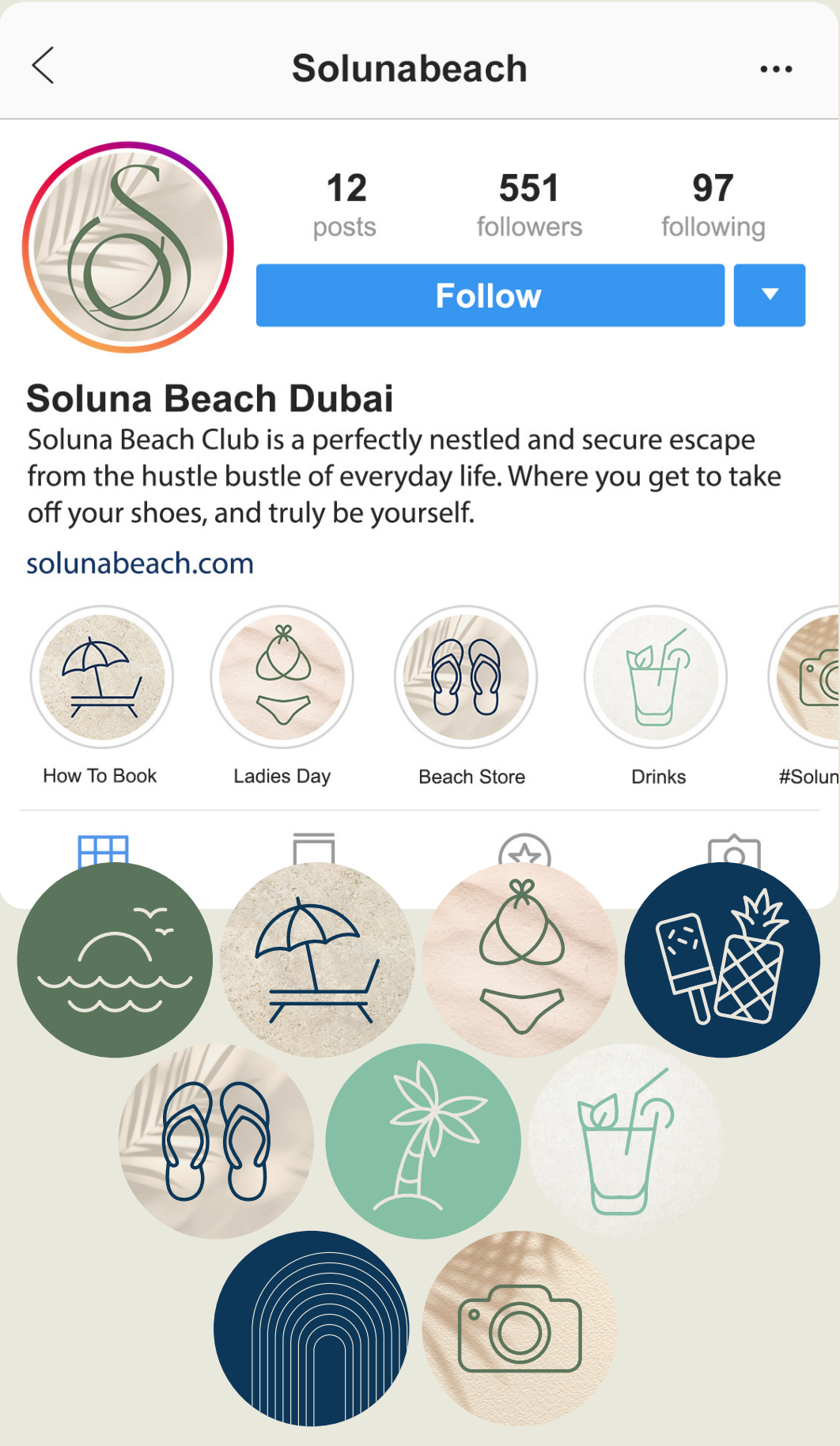
# SOCIAL MEDIA



Instagram Posts



Instagram Stories



Instagram Highlights

DIGITAL MEDIA



Web Banners

# STATIONARY



BUSINESS CARDS



MEMO PADS



NOTEBOOKS

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