

BRAND GUIDELINES



HELLO,

2

Brand Guidelines
Version 1.0

COVE BEACH



These guidelines outline the elements that make up the Cove Beach brand. They include an overview of the identity and all the rules to allow consistency across all applications.

This will help in designing and producing exciting Cove Beach brand communication with a high degree of creative flexibility.

All guidelines for usage of the Cove Beach brand and logo in this document applies to both the English and Arabic Cove Beach logos.



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Manifesto
Core Values

05
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BRAND



Cove Beach boasts a stunning locale that comprises of a restaurant, the one-of-a-kind Rosé Lounge and custom Cove Beach Rosé from Provance, France; all set to a unique and luxurious backdrop.

Fashioned in a contemporary and beautiful décor with a Mediterranean vibe and personalized service bringing us back to a motif that embodies our identity, making Cove Beach a special place in the heart of the city we are located in. Jet setters, influencers, celebrities, athletes as well as local residents revel in coming and enjoying the beach, pool and restaurant on a regular basis, either for our great food or our ambience.

The lounge is the heart and soul of the venue, strategically located to create and breathe energy throughout the beach club. An early glass of rosé from the Rosé Lounge, cutting edge, trend setting music and popping bottles of champagne will carry you off into the night. The restaurant Two.O by Cove Beach offers ultimate service and an unmatched atmosphere with the Cove Beach feel.

BRAND CORE

Cove Beach has five core values. These core values define the brand and inform its staff as to how to operate with customers. It is important that not only are they defined but are adhered to in order to maintain company standard and brand equity.

- ACCESSIBLE

Each part of the venue including entrance should give the customer the feeling that they not only want to enter but that they can.

- HOSPITABLE

Every customer should feel welcome at all times. From the moment they are greeted at the front door to the second they leave the venue.

- SERVICE EXCELLENCE

It is not just about food arriving in a timely manner or the correct order coming out and tasting good. It is key that each guest feels your happiness to have them and your willingness to make their stay amazing.

- DETAIL ORIENTED

Every small detail should be attended too from the placement of silverware to a clean eating surface. It is the small things that people

- TEAM FIRST

The team is the heart of Cove Beach. Loyalty is first and foremost, we want them to grow and have opportunity within the company. It is a family environment that we value.



BRAND PERSONALITY

A brand personality is something to which the consumer can relate. The brand personality is slightly feminine while remaining courteous and playful. It is important that we communicate that Cove Beach is a lifestyle destination. It is not the status quo it bucks the status quo.

- AUTHENTIC

The brand is a REAL persona. It is to the point and witty while remaining down to earth.

- VIBRANT

It is important that the persona remain vibrant and colorful in its communications.

- TIMELESS

Cove Beach Caesars Palace should always stand the test of time.

- PLAYFUL

Attracting celebrities, athletes, influencers, locals and families is important and being mindful of communicating in a clever and playful way will ensure that happens.





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VERBAL STYLE

VERBAL STYLE

TONE OF VOICE

At Cove Beach, we define our tone of voice as 'edgy & inclusive'. We try to demonstrate this through the language that we use and the style we adopt.

- CLEVER

- FRIENDLY

- HIGH SPIRITED

- YOUTHFUL

- WHITTY

- EDGY



2.2 VERBAL STYLE LEXICON

At Cove Beach, we define our tone of voice as 'edgy & inclusive'. We try to demonstrate this through the language that we use and the style we adopt.

- ADVENTUROUS
- AUTHENTIC
- DISTINCTIVE
- CREATIVE
- CHIC
- CURRENT
- FASHIONABLE
- EXPERIENCES
- LESS ORDINARY
- INDEPENDENT
- CULTURE
- INTRIGUING
- INSIDER
- LOCAL FLAVOR
- PROVOCATIVE
- UNIQUE
- ART
- FITNESS
- ELEGANT



2.2 VERBAL STYLE

SHORT FORM

At Cove Beach, we define our tone of voice as 'edgy & inclusive'. We try to demonstrate this through the language that we use and the style we adopt.

FACEBOOK | INSTAGRAM

For all social media platforms, the following #HASHTAGS should be used:

1. **#COVEBEACH**
2. **#LIFEISABEACH**
3. **#ROSÉALLDAY**





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LOGO

LOGO

THE BASICS

The "CB" is the primary signature of the Cove Beach brand. The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

Description

The main icon is an integral part of the Cove Beach brand. The "C" connected to the "B" represents the strong individuality of the loyal patrons whom frequent the venue. Its shape is not only an intricate combination of the first letters in the name but also shape the flow of a wave. It is the color of water which is a conduit and connector.



C O V E B E A C H



For location specific social media platforms see location guide pg.

3.2 LOGO VARIATIONS

There are two variations of the Cove Beach logo. These include the main logo icon and the full logo with simple typography.

The logo is always either in full color, white or applied artistically as an overlay. It must be legible and maintain the integrity of its form. Never show the Cove Beach logo in any other colours.

Marque

The main logo icon is used on business cards, letter head, or as a watermark.

Full Logo w/ Type

The full logo with simple typography is used on all brand applications.

Logo Marque



Logotype



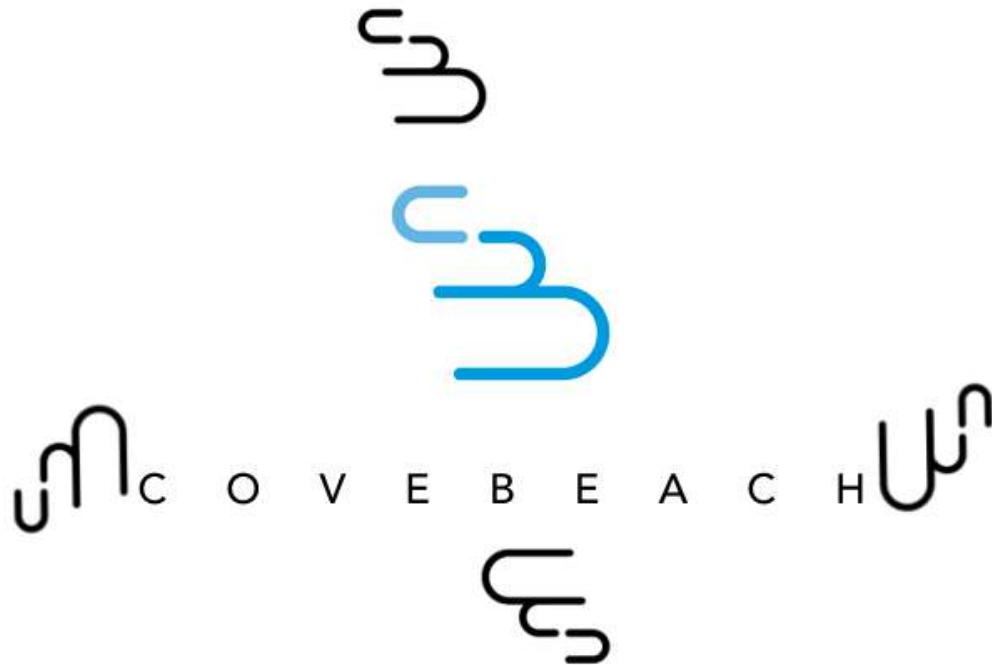
LOGO

CLEAR SPACE & MIN REQUIREMENTS

When you're using the logo with other graphic elements, make sure you give it some room to breathe.

Spacing

The empty space around the logo should be at least 150% of the width of the logo (125% for the right-aligned logo) and 300% of the height of the logo. To ensure the logo maintains its visual impact and is legible, do not make it any smaller than indicated on this page.

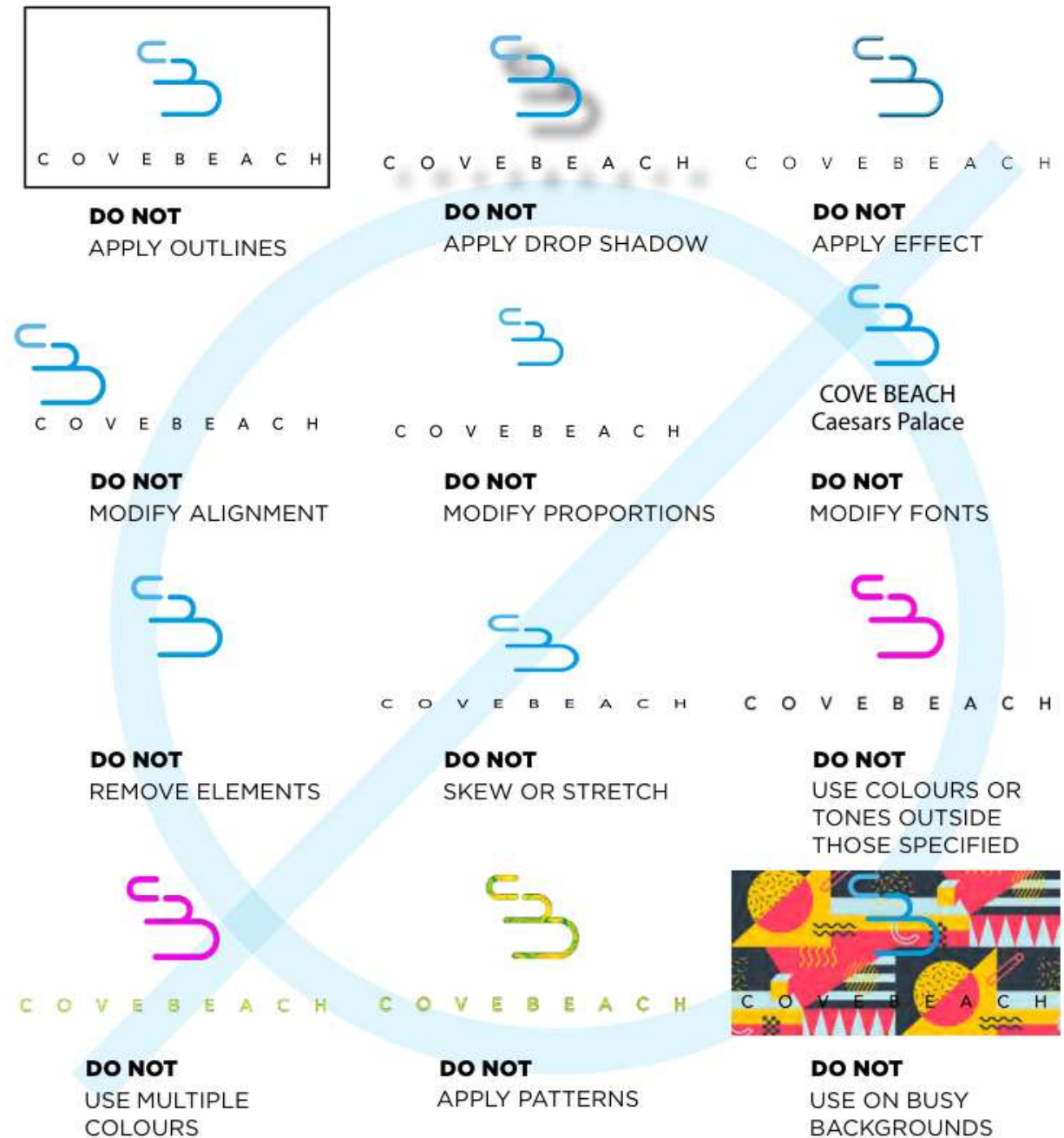


3.4 LOGO MISUSE

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Misuse of logo

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document - there are no exceptions. To illustrate this point, some of the more likely mistakes are shown on this page.

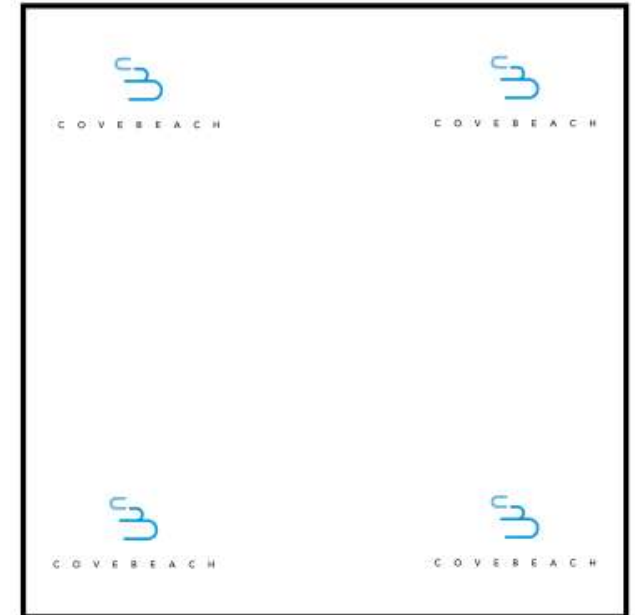
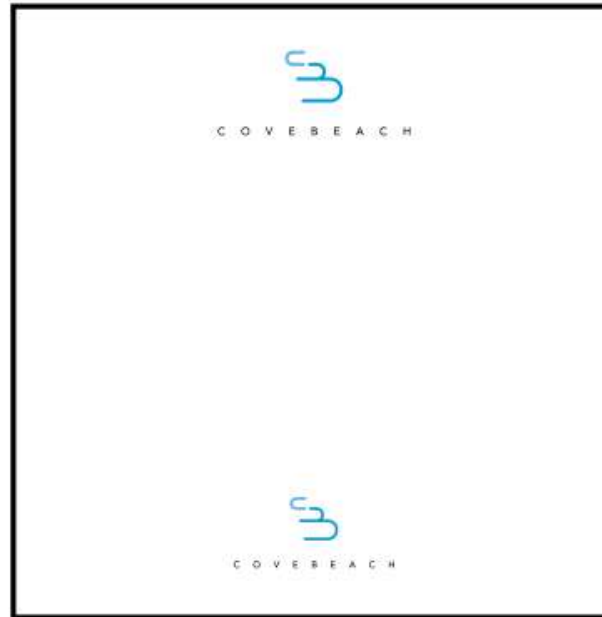


3.5 LOGO LOCATIONS

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Location of Logo

Regardless of communication size or dimension, the logos can only ever be placed in certain locations. This keeps logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the logo clear space requirements (15).likely mistakes are shown on this page.





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COLOUR

COLOUR

INTRODUCTION



Colour is important to us, it expresses who we are and how we feel.

The Cove Beach identity uses Classy & Cool colours intended to demand attention and distinguish the brand from its competitors. Together they help to communicate the rich, slick, multi-dimensional brand that is Cove Beach.

The Cove Beach brand has 2 master colours which are used for branding.

3.2

COLOUR COLOUR PALETTE

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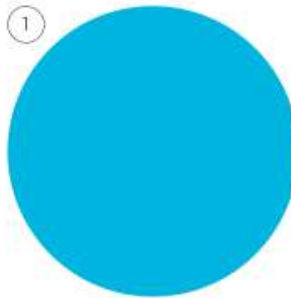
COVE BEACH



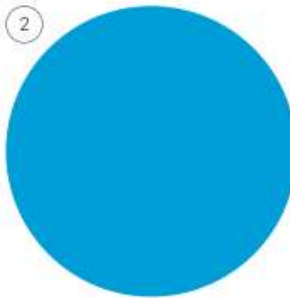
1. Sunrise

CMYK 71 / 05 / 05 / 00
RGB 118 / 179 / 223
HEX #76B3DF

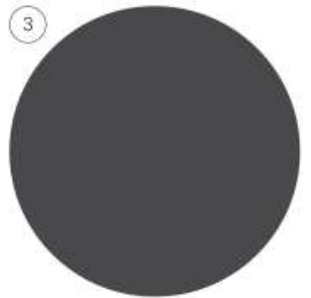
1



2



3



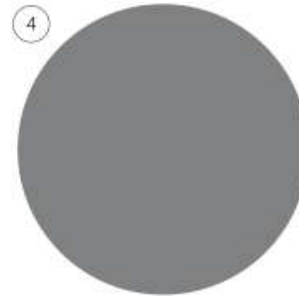
2. Daytime

CMYK 92 / 13 / 02 / 01
RGB 68 / 154 / 216
HEX #449AD8

3. Granite

CMYK 67 / 60 / 56 / 38
RGB 74 / 71 / 72
HEX #4A4748

4



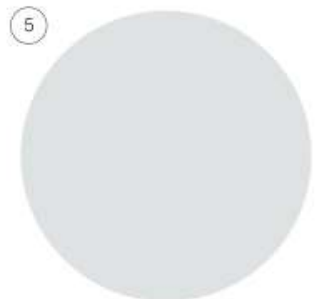
4. Carbon

CMYK 52 / 43 / 42 / 7
RGB 132 / 129 / 128
HEX #848180

5. Silver

CMYK 11 / 07 / 07 / 00
RGB 231 / 231 / 231
HEX #E7E7E7

5



3.3 COLOUR BACKGROUND COLOUR

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Background Colour

The Cove Beach identity uses Classy & Cool colours intended to demand attention and distinguish the brand from its competitors.





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TYPOGRAPHY

5.1

TYPOGRAPHY

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COVE BEACH
Caesars Palace



Gotham is our corporate typeface, it should be used in all instances where typography is required. It is simple, clean and legible typeface that compliments our logo.

We use four weights of Gotham; Black HTF, Bold, Medium, Book. Cera Pro and Grotesk can be used as a body text.

Typography shouldn't be overlooked as a key element within our toolkit.

It is important to adhere to the leading, tracking and text arrangement specified in this document to help achieve brand consistency throughout.

5.2

TYPOGRAPHY

PRIMARY

TYPEFACE

Gotham Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)
Character Tracking: +40

About Gotham

Gotham celebrates the attractive and unassuming lettering of the city. New York is teeming with such letters, handmade sans serifs that share a common underlying structure; an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers.

Gotham Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)
Character Tracking: +40

Gotham Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)
Character Tracking: +40

Gotham Black HTF
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890\$&?/+”(.,:;)
Character Tracking: +40





BOOK

MEDIUM

BOLD

BLACK HTF

TYPOGRAPHY

SECONDARY

TYPEFACE

Cera Pro Light
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 01234567890\$&?/+“(.,:;)
 Character Tracking: +30

About Cera Pro

Cera Pro is distilled from elementary shapes and brings simplicity, elegance and a certain warmth wherever a contemporary geometric typeface is needed.

About Brandon Grotesque

Brandon Grotesque is influenced by the geometric-style sans serif faces that were popular during the 1920s and 30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

Cera Pro Medium
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 01234567890\$&?/+“(.,:;)
 Character Tracking: +30

Brandon Grotesque Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 01234567890\$&?/+“(.,:;)
 Character Tracking: +40

Brandon Grotesque Medium
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 01234567890\$&?/+“(.,:;)
 Character Tracking: +40





Light
Medium
Regular
Medium

5.4

TYPOGRAPHY

USE OF TYPE

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Description

Gotham is suitable for headings. Do not use for body copy. To ensure Gotham maintains its visual impact and is legible, do not make it any smaller than 9pt for print and 20pt for web/mobile.

**Bold or Black
is our headline**

**Medium and Regular are
our body copy weights.**

Light is used for captions and small
bodies

Thin can be used when a more delicate weight is needed.



TYPOGRAPHY

TYPOGRAPHIC

HIERARCHY



HEADLINE 1

AaBbCcDdEeFf

HEADLINE 2

AaBbCcDdEeFf

HEADLINE 3

AaBbCcDdEeFf

HEADLINE 4

AaBbCcDdEeFf

HEADLINE 5

AaBbCcDdEeFf

HEADLINE 6

AaBbCcDdEeFf

BODY COPY

AaBbCcDdEeFf

CAPTIONS

AaBbCcDdEeFf



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6.0

LAYOUT APPLICATION

LAYOUT APPLICATION

INTRODUCTION



We carefully chose the layout principles as they support how our brand is viewed, these rules reflect what how we should be portrayed. It is important to also have in mind all the other sections: logo, typeface, colors, photography and the unfold while creating a new asset.

6.2 LAYOUT APPLICATION SOCIAL MEDIA

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Brand Guidelines
Version 1.0

COVE BEACH



Description

Social media is integral to building our brand customer acquisition and engagement. It is also often the first impression a customer gets of our brand and how they gauge our brand personality. That's why it so important to ensure we represent the brand in the best way possible. Please be mindful of logo placement, colour, typography, colour, typography, photography and image layout (refer to pages 4-14). Best practice when posting on social media is to keep copy to a minimum on the social tile itself and to include full details in the copy of the post. Our ratio for brand vs product posts is two product posts to one brand post, with ideally one product post being from the brand and one customer generated product post.



6.3 LAYOUT APPLICATION MENU

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Brand Guidelines
Version 1.0

COVE BEACH



Cove Beach Drink Menu

CHAMPAGNE				
BRUT	GLASS	75CL	150CL	300CL
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
SPARKLING WINE				
BRUT	GLASS	75CL	150CL	300CL
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
WINE BY THE GLASS				
WHITE	GLASS	75CL	150CL	300CL
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
RED	GLASS	75CL	150CL	300CL
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
REMY	75	150	300	600
SIGNATURE COCKTAILS				
CALDA	75	150	300	600
VENUS	75	150	300	600
NEPTUNE	75	150	300	600
PHOENIX	75	150	300	600
JANTHUSIA	15	30	60	120
SURA	80	160	320	640
NOBULUS	70	140	280	560
INDIA SALLICA	70	140	280	560
SIGNATURE MOCKTAILS				
VANILLA ICE ICE BABY	40	80	160	320
CASAP'S COCO	45	90	180	360
HELDER	45	90	180	360

Cove Beach Food Menu

SIDE DISHES	
HAND CUT FRIES	10
SAUTERED GREEN BEAN	10
STIR FRYED POTATO WITH DRESSING	10
GRILLED ASPARAGUS	10
POTATO GRATIN	10
GRATED BRANDED	10
SAUTERED MUSHROOMS	10
DESSERT	
VOLCANO CHOCOLATE FONDANT WITH VANILLA	10
CHERRY ANGUS	10
APPLES RELLE FROUSE	10
LEMON MERISQUE ALMOND CRUMBLE	10
CHOCOLATE RASBERRY TART WITH CARRANILLA ICE CREAM	10
STARTERS	
SOUP DE POISSON	10
SOUP DE MER CRU	10
SALADE DE MOULLES	10
MOULLES DU JOUR	10
BOUQUET TARTARE	10
CREVETTE GRATINÉE	10
SALADE D'ENDIVES	10
SAUCISSE AUX PRIMAIGES	10
SALADE DE CHARS ROYAL	10
CONFIT DE CANARD	10
SALADE NICHOISE	10
MOULLES GRATINÉES	10
THE GRILL	
STEAK	10
CHICKEN	10
PORK	10
FISH	10
VEGETARIAN	10

Cove Beach Beverage Menu

SOFT DRINKS & JUICES	
Orange Juice	10
Apple Juice	10
Strawberry Juice	10
Pineapple Juice	10
Water	10
COFFEE & TEA	
Espresso	10
Latte	10
Cappuccino	10
Tea	10
WATER	
Bottle	10
Tap	10
BEER	
Domestic	10
Import	10
SIGNATURE COCKTAILS	
MOCKTAILS	10
WINE	10
RED WINE	10
WHITE WINE	10
SPARKLING WINE	10

6.4 LAYOUT APPLICATION BUSINESS CARDS

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Description

Our branded stationery includes a letterhead, with compliments slip and business card. To ensure global consistency, it must be printed on: Letterhead: 200gsm uncoated stock with compliments slip: 250gsm uncoated stock Business card: 400gsm uncoated stock with spot varnish for the logos (front and back).



6.5 LAYOUT APPLICATION STATIONERY

Our branded stationery includes a letterhead, with compliments slip and business card. To ensure global consistency, it must be printed on: Letterhead: 200gsm uncoated stock with compliments slip: 250gsm uncoated stock Business card: 400gsm uncoated stock with spot varnish for the logos (front and back).

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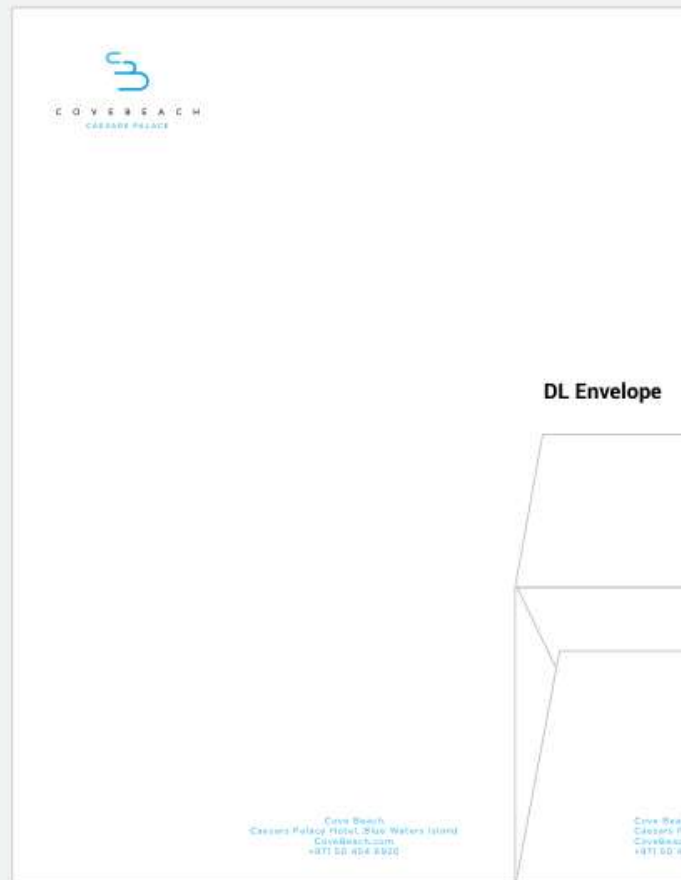
COVER BEACH



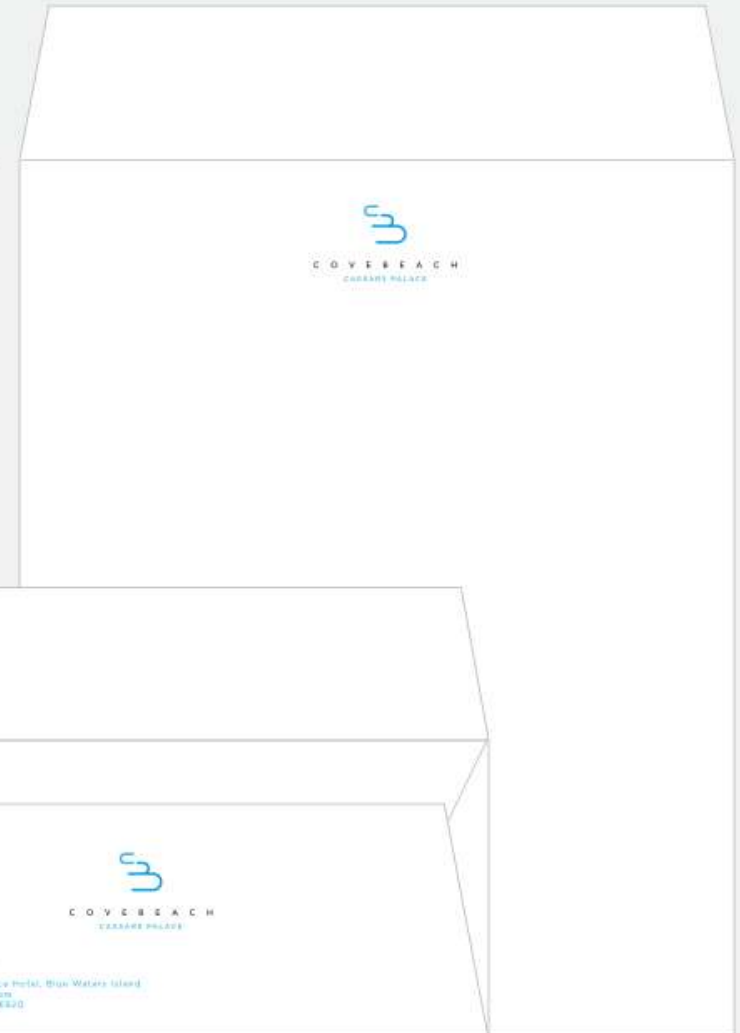
Business Card



Letterhead



Large Envelope



DL Envelope



6.6 LAYOUT APPLICATION E-SIGNATURE

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COVE BEACH



6.7 LAYOUT APPLICATION ELECTRONIC DIRECT MAIL

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Description

EDM is used as tailored (and targeted) content to customers. It is an excellent opportunity to deliver a succinct product or brand message. It should always reflect the overall brand voice and prescribe to the same graphic and brand messaging conventions as other forms of brand communication. The most effective EDMs are driven by a strong, well composed image.

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COVE BEACH



6.8 LAYOUT APPLICATION MERCHANDISE

Cove Beach Snapback



Cove Beach Towel



6.9 LAYOUT APPLICATION EVENT COLLATERAL

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Description

When configuring brand placement for event collateral, the same brand guidelines should apply across colour and typography. Typically, event collateral is for external use and aimed at interacting with existing customers but should also be easily identifiable to those not familiar with the brand. This application is where the icons and the brand name are utilised in a more oversized fashion. When planning an event, considering the visual composition and impact of the overall site.





7.0

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Introduction
Inspiration

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IMAGERY

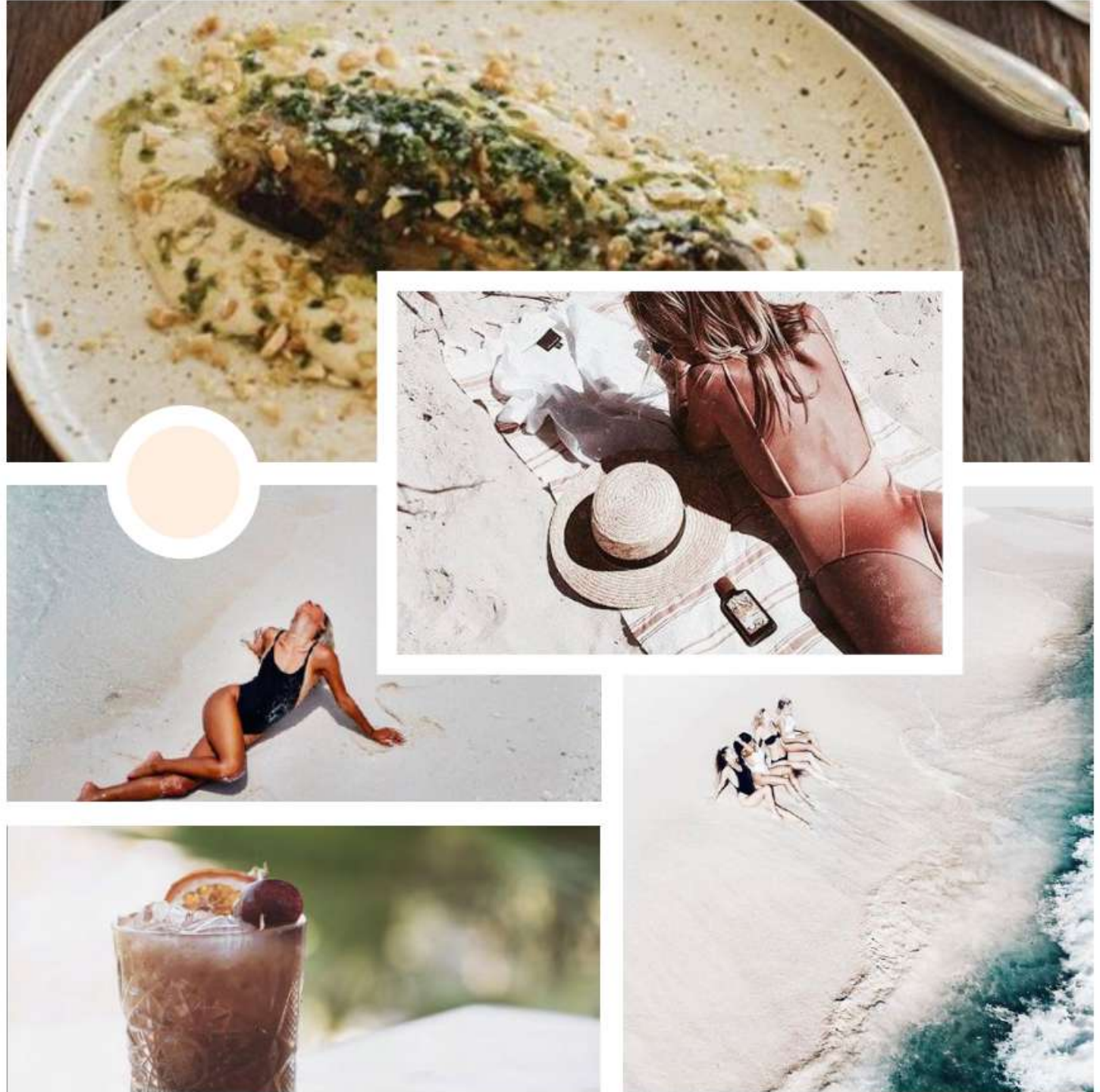
IMAGERY

INTRODUCTION



Choosing the right images and composition for brand communication is very important.

Capturing dynamic postures can enhance the authenticity of the image and indicate intended use. Be mindful of remaining natural and ensuring that the product remains the hero.





IMAGERY PHOTOGRAPHY

Imagery

Within the venue the images should always communicate the vibe of Cove Beach. It should be fun, cool, energetic and on trend. It is about a beautiful time, real personalities and a lifestyle.



IMAGERY PHOTOGRAPHY

Description

Cove Beach is the star and should always remain so. The venue is unique and speaks to the persona of its clientele as well as its team. The idea is that Cove Beach always maintain its identity through its interior and cuisine.



IMAGERY PHOTOGRAPHY

Description

Cove Beach is the star and should always remain so. The venue is unique and speaks to the persona of its clientele as well as its team. The idea is that Cove Beach always maintain its identity through its interior and cuisine and cocktails.



IMAGERY PHOTOGRAPHY

Description

Cove Beach is the star and should always remain so. The venue is unique and speaks to the persona of its clientele as well as its team. The idea is that Cove Beach always maintain its identity through its interior and cuisine and cocktails.





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BRAND ACTIVATIONS

8.1 BRAND ACTIVATIONS

INTRODUCTION

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Brand activations at Cove Beach are specialized campaigns, events, and experiences that enable our brand to engage directly with consumers and build a loyal brand community around our product and service.



8.2 BRAND ACTIVATIONS

ROSÉ ALL DAY

Rose All Day is a one of a kind activation and inextricably linked to the Cove Beach brand. It was the first of its kind in the Emirate that its flagship venue is located.

From 12pm to 5pm every Wednesday ladies are invited to enjoy free-flowing Cove Beach Rosé wine, a food platter from the buffet and complimentary house beverages. They also receive a towel and access to the single day beds on a first come first serve basis.

Rosé
ALL DAY

8.3 BRAND ACTIVATIONS

FRSH

FRSH is a one of a kind activation and inextricably linked to the Cove Beach brand. It is spearheaded by Dany Neville, an iconic and innovative DJ and Radio Host. FRSH is the “freshest” Friday day party at the gorgeous Cove Beach. Inspired by Dany Neville’s passion and power of connecting the world through music, this event brings an experience that is currently untapped. A place where tastemakers come to enjoy a perfect balance of food, scenery and nostalgic music.

The word "Frsh" is written in a bold, orange, brushstroke-style font. The letters are thick and have a hand-painted, textured appearance with visible brush marks and varying line weights.



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UP'S'S

UPS'S INTRODUCTION



A well-crafted USP (for Cove Beach that is UNIQUE STYLE POINT) can help you communicate your brand's advantage in a clear and persuasive manner and differentiate your company from the rest of your competitors.

Cove Beach is a lifestyle brand whose USP's differentiate it from every other beach club.

We value art and the anti-status quo. In every venue there will always be certain art pieces which make the venue easily identifiable as Cove Beach.

9.2 UPS'S COVE BEACH ROSÉ

We're proud to feature our signature Rosé, the exquisite Cove Beach Original Rosé de Provence from our award-winning partner winery Chateau Barbeiranne in Southern France.



UPS'S UNIQUE ART



The Cove Beach Man



**Octopus
By Anothony Howe**

**The Cove Beach Woman
by RocketByz**



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10.0

DIGITAL FACE

10.1

DIGITAL FACE

INTRODUCTION

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C O V E B E A C H
Caesars Palace

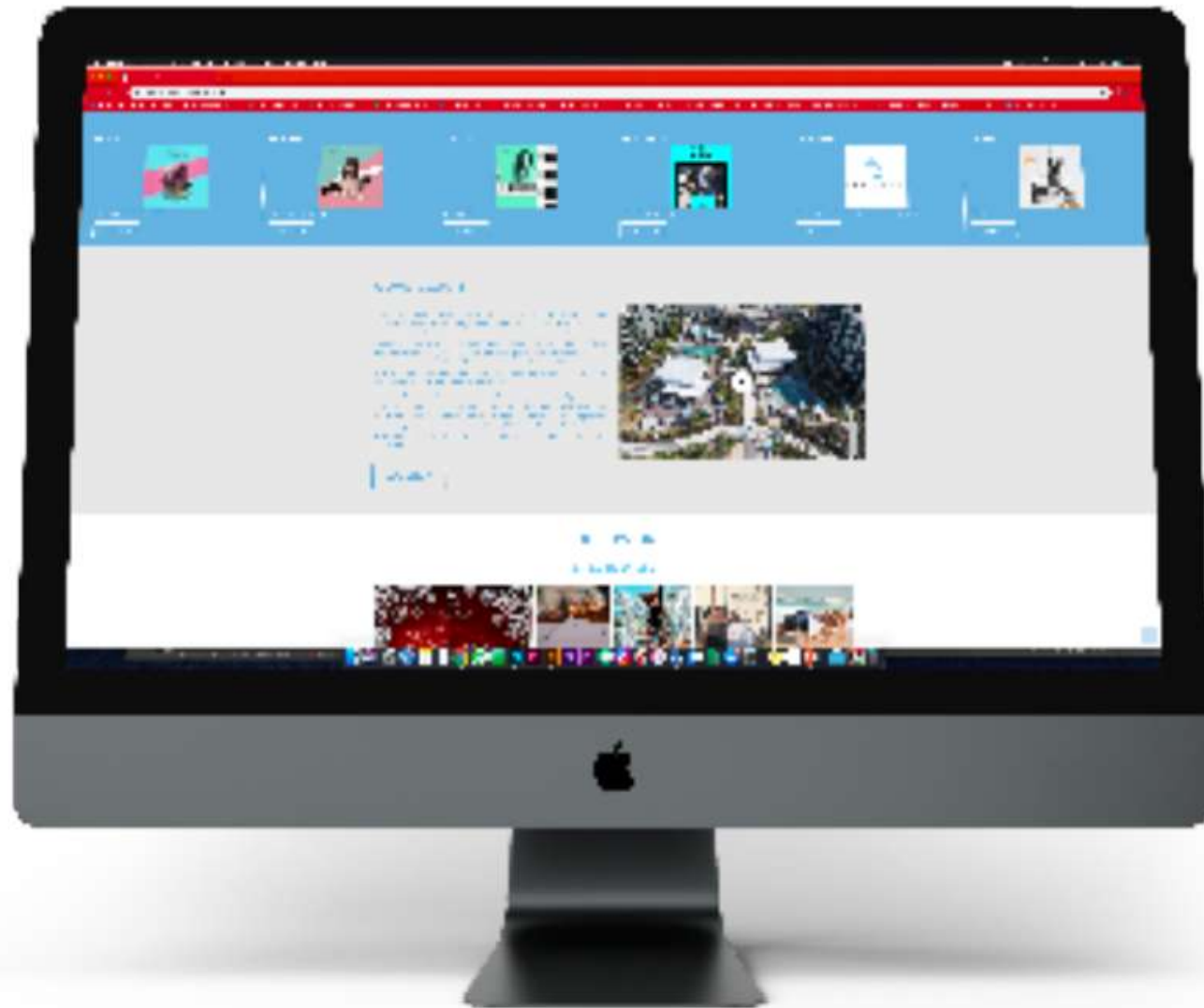


Choosing the right images for your digital introduction to the potential consumer base is very important.

Capturing dynamic images showcasing the venue's most unique selling points while also communicating the brands identity and is key for Cove Beach.

10.2 DIGITAL FACE WEBSITE

COVE BEACH WEBSITE



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10.3 DIGITAL FACE SOCIAL MEDIA

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For all social media platforms for other locations the handle should always be parent first and location second.

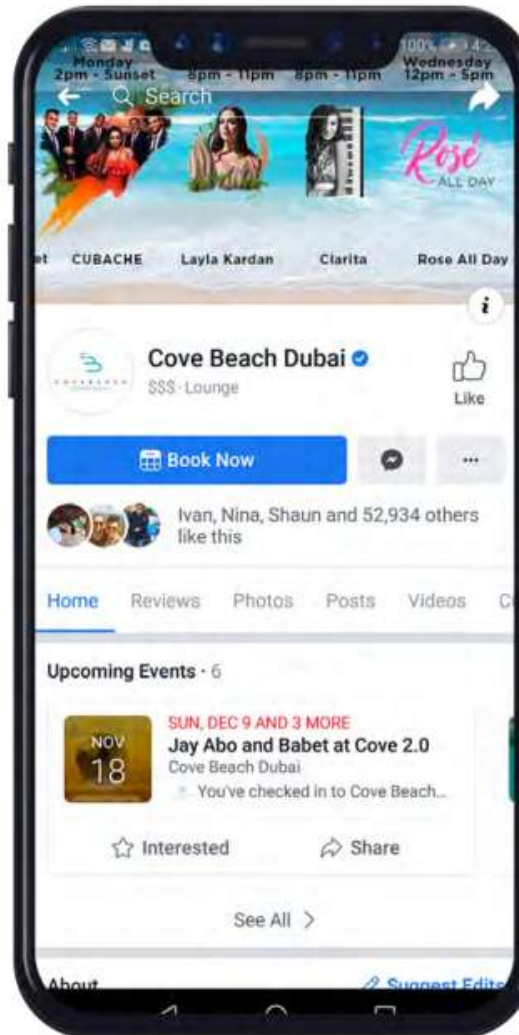
@COVEBEACH(LOCATION)

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FACEBOOK | INSTAGRAM



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Caesars Palace

Bluewaters Island

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