



SOHO GARDEN

BRAND GUIDELINES SEPTEMBER 2017

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Soho Garden is a playground of discovery, an entertainment experience of Dubai that is unlike any other. It caters to our innate human desire for surprise, to be inspired and to be part of a social phenomenon.

A cosmopolitan enclave on the edge of the city, Soho garden is part buzzing urban scene, part tranquil walled garden offering a uniquely diverse mix of dining, pool lounging and nightlife experiences.

Our brand identity – the Soho Garden Bee – represents the essence of who we are. Equal parts elegant, premium and surprising, it is a potent symbol that represents the richness of life, energy and elegance at the heart of our garden of entertainment.

This document has been prepared as a guideline for how to use our brand identity and ensure that we project a premium image at all times.

FULL LOGO  
(BEE & WORDMARQUE)

This is the full logo which we use in corporate applications and all top line communications.



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## BEE LOGO

This is the Bee logo which we use in decorative or interior applications or in applications where we want the Bee to be more prominent than the wordmark.



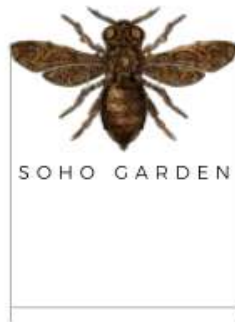
## SIZING THE LOGO

Because the Bee is an intricate and detailed image, it looks most impressive and has most impact use at large sizes.

Artwork files have been created for use in large format printing, normal sized print, and on screen use.

The full logo and Bee logo should not be printed smaller than 30mm width.

For large formats, the largest file size allows printing up to 1000mm wide at 300dpi. See back of document for details.



MIN PRINTED BEE: 30MM

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## FLEXIBILITY OF THE BEE & WORDMARQUE

The Bee and wordmarque can be used as separate assets for applications where we want the Bee to look as prominent as possible while ensuring the wordmarque retains its elegance and doesn't become too overpowering.

Note: in addition to the Full logo and Bee logo, the wordmarque is supplied as an outlined vector file. It should never be recreated or edited. See back of document for details.



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## BACKGROUND COLOURS

The Full logo and Bee logo is used on white, black and green backgrounds.

When on a white background the wordmarque is black. When on a black or green background the wordmarque is bronze.

Artwork files for use on white, black and green backgrounds are supplied. See back of document for details.



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## MINIMUM SPACE

To guarantee our logo looks as premium as possible always ensure there is at least the minimum space around it and that nothing encroaches into its space.



## TYPEFACES

Montserrat is used as the primary Soho Garden typeface. In addition to being used as the wordmarque, it is used for titles. It can be used in two different weights.

Domaine Regular is the secondary typeface and is used for body copy.

### MONSERRAT REGULAR

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

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

USED FOR TITLES. UPPERCASE WITH 215PT TRACKING

### MONSERRAT LIGHT

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

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

USED FOR TITLES. UPPERCASE WITH 215PT TRACKING

### Domaine Regular

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

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

USED FOR BODY COPY. SET WITH 0PT TRACKING.

## COLOUR PALETTE

In printing, we use these colours to reproduce the Soho Garden logo. They may also be used in corporate applications. Note: the artwork files detailed at the back of this document are created with pre-assigned colours and should not be altered.



**FOILCO  
6817**



**PANTONE  
875 C**

C:28 M:55 Y:90 K:23  
R:161 G:106 B:40  
HEX: #A16A28



**PANTONE  
BLACK 2 C**

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



**PANTONE  
316 C**

C:98 M:47 Y:57 K:63  
R:0 G:55 B:57  
HEX: #003739



**WHITE**

C:0 M:0 Y:0 K:0  
R:255 G:255 B:255  
HEX: #FFFFFF





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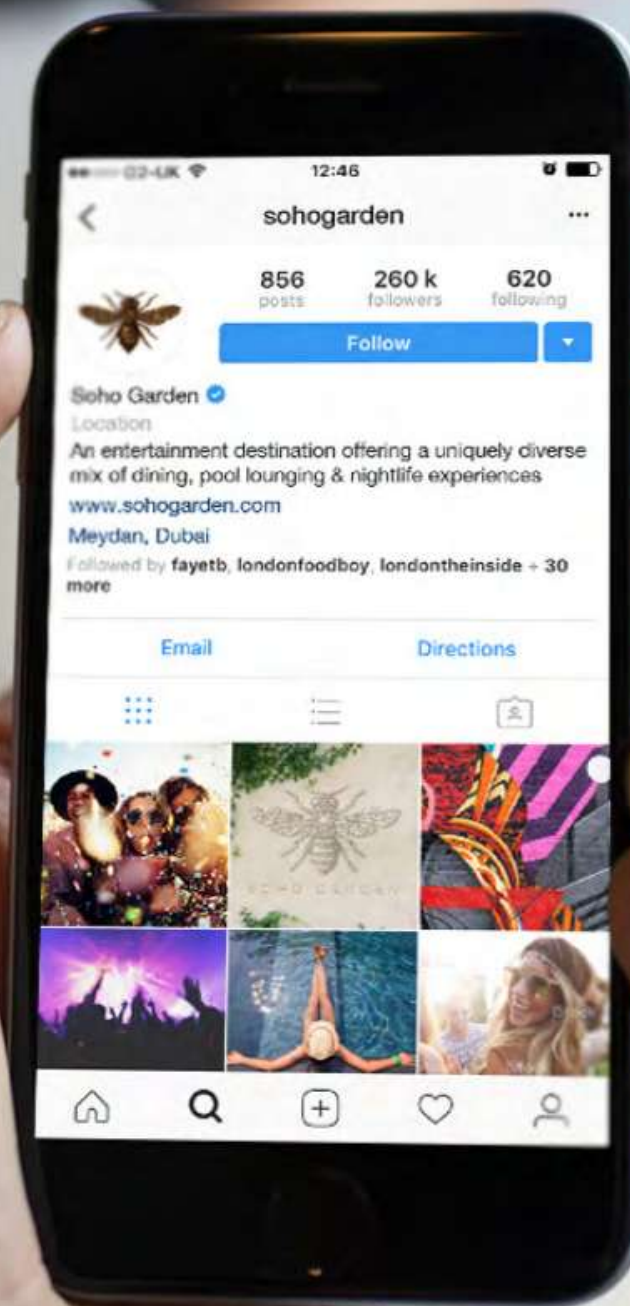


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PRESENTATION TITLE



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## FULL LOGO ARTWORKS

Print and on screen artworks with white, black and green backgrounds are included in the assets folder and are listed below.

There is also an artwork for very large format printing. This is supplied as a layered PSD file and is designed to be used by design agencies. These large format files allow printing up to 1000mm wide at 300dpi.



# SOHO GARDEN

### FULL LOGO ON WHITE

#### FOR PRINT

SohoGarden\_FullLogo\_WhiteBG\_CMYK.tif  
SohoGarden\_FullLogo\_WhiteBG\_CMYK.jpeg

#### FOR LARGE FORMAT PRINTING

SohoGarden\_FullLogo\_WhiteBG\_XLFORMAT\_CMYK.psd

#### FOR SCREEN

SohoGarden\_FullLogo\_WhiteBG\_RGB.png  
SohoGarden\_FullLogo\_WhiteBG\_RGB.jpeg



# SOHO GARDEN

### FULL LOGO ON BLACK

#### FOR PRINT

SohoGarden\_FullLogo\_BlackBG\_CMYK.tif  
SohoGarden\_FullLogo\_BlackBG\_CMYK.jpeg

#### FOR LARGE FORMAT PRINTING

SohoGarden\_FullLogo\_BlackBG\_XLFORMAT\_CMYK.psd

#### FOR SCREEN

SohoGarden\_FullLogo\_BlackBG\_RGB.png  
SohoGarden\_FullLogo\_BlackBG\_RGB.jpeg



# SOHO GARDEN

### FULL LOGO ON GREEN

#### FOR PRINT

SohoGarden\_FullLogo\_GreenBG\_CMYK.tif  
SohoGarden\_FullLogo\_GreenBG\_CMYK.jpeg

#### FOR LARGE FORMAT PRINTING

SohoGarden\_FullLogo\_GreenBG\_XLFORMAT\_CMYK.psd

#### FOR SCREEN

SohoGarden\_FullLogo\_GreenBG\_RGB.png  
SohoGarden\_FullLogo\_GreenBG\_RGB.jpeg

## BEE LOGO ARTWORKS

Print and on screen artworks with white, black and green backgrounds are included in the assets folder and are listed below.

There is also an artwork for very large format printing. This is supplied as a layered PSD file and is designed to be used by design agencies. These large format files allow printing up to 1000mm wide at 300dpi.



### BEE LOGO ON WHITE

#### FOR PRINT

SohoGarden\_BeeLogo\_WhiteBG\_CMYK.tif  
SohoGarden\_BeeLogo\_WhiteBG\_CMYK.jpeg

#### FOR LARGE FORMAT PRINTING

SohoGarden\_BeeLogo\_XLFORMAT\_CMYK.psd

#### FOR SCREEN

SohoGarden\_BeeLogo\_RGB.png  
SohoGarden\_BeeLogo\_WhiteBG\_RGB.jpeg



### BEE LOGO ON BLACK

#### FOR PRINT

SohoGarden\_BeeLogo\_BlackBG\_CMYK.tif  
SohoGarden\_BeeLogo\_BlackBG\_CMYK.jpeg

#### FOR LARGE FORMAT PRINTING

SohoGarden\_BeeLogo\_XLFORMAT\_CMYK.psd

#### FOR SCREEN

SohoGarden\_BeeLogo\_RGB.png  
SohoGarden\_BeeLogo\_BlackBG\_RGB.jpeg



### BEE LOGO ON GREEN

#### FOR PRINT

SohoGarden\_BeeLogo\_GreenBG\_CMYK.tif  
SohoGarden\_BeeLogo\_GreenBG\_CMYK.jpeg

#### FOR LARGE FORMAT PRINTING

SohoGarden\_BeeLogo\_XLFORMAT\_CMYK.psd

#### FOR SCREEN

SohoGarden\_BeeLogo\_RGB.png  
SohoGarden\_BeeLogo\_GreenBG\_RGB.jpeg

## WORDMARQUE ARTWORKS

The Soho Garden Wordmarque is available in black (to be used on white backgrounds) and in bronze (to be used on black and green backgrounds). It is supplied as vector files and can be used for both large and small formats.

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### WORDMARQUE ON WHITE

#### FOR PRINT

SohoGarden\_Wordmarque\_WhiteBG\_CMYK.eps

#### FOR SCREEN

SohoGarden\_Wordmarque\_WhiteBG\_RGB.eps

SOHO GARDEN

### WORDMARQUE ON BLACK

#### FOR PRINT

SohoGarden\_Wordmarque\_BlackBG\_CMYK.eps

#### FOR SCREEN

SohoGarden\_Wordmarque\_BlackBG\_RGB.eps

SOHO GARDEN

### WORDMARQUE ON GREEN

#### FOR PRINT

SohoGarden\_Wordmarque\_GreenBG\_CMYK.eps

#### FOR SCREEN

SohoGarden\_Wordmarque\_GreenBG\_RGB.eps

