



# BRAND GUIDELINES



## ABOUT US

The Allure Lounge is a sophisticated cocktail bar where guests can enjoy an extensive selection of craft cocktails. The atmospheric ambiance and stylish decor make it the perfect place for a night out. Whether you're in the mood for a classic martini or a creative mixed drink, the experienced bartenders are ready to provide you with an unforgettable experience.





THE  
*Allure*  
LOUNGE  
COCKTAIL BAR





## ABOUT THE LOGO

The Alure Lounge logo represents the refined, warm spirit of the cocktail bar. Its deep red color reflects energy, passion, and a sense of evening luxury, while the flowing cursive element adds a gentle, personal touch. Together, these parts create a symbol that feels inviting yet confident. The logo is designed to work in both quiet and lively settings, always keeping the same warm personality.

When using the logo, it is important that it always stays clear and easy to recognize. The red tone should remain consistent, and the cursive part should never be changed or redrawn.

The logo should have enough space around it so it can breathe and stand out, no matter where it is placed. It works well on soft backgrounds that do not compete with its color. The logo should not be stretched, rotated, or decorated with extra effects, so its calm and elegant style stays the same.

This design is meant to express what Alure Lounge stands for: a place where guests can relax, enjoy crafted cocktails, and feel at home in an atmosphere full of character. The logo supports that feeling by being warm, stylish, and simple in a way that stays true to the identity of the bar.

# LOGO USAGE

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## LOGO DESIGN GRID

Minimum size of the square-format logo:  
20px x 20px



Square-format logo

Minimum size of the banner-format logo:  
50px x 15px



Horizontal logo

Clear space: define the minimum space around the logo to ensure it isn't crowded by other elements.

# LOGO USAGE

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## COLOR VARIATIONS



White logo



Black logo



Grayscale logo

# LOGO USAGE

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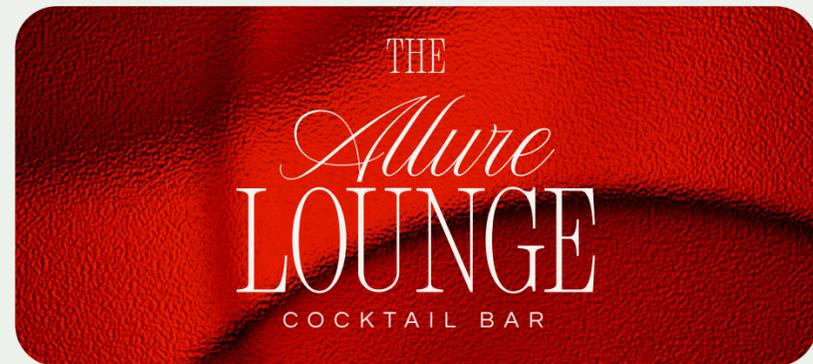
## BACKGROUNDS



White logo on the dark red background



Red logo on the light abstract background



White logo on the gradient background

# LOGO USAGE

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## INCORRECT USAGE



Do not rotate the logo icon



Do not alter the alignment of the logo wording

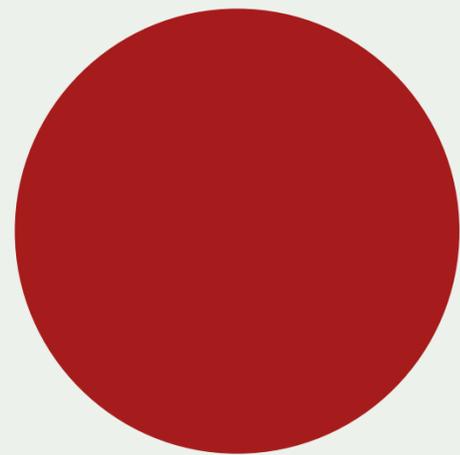


Do not use different colors for the logo icon and wording

# COLOR PALETTE



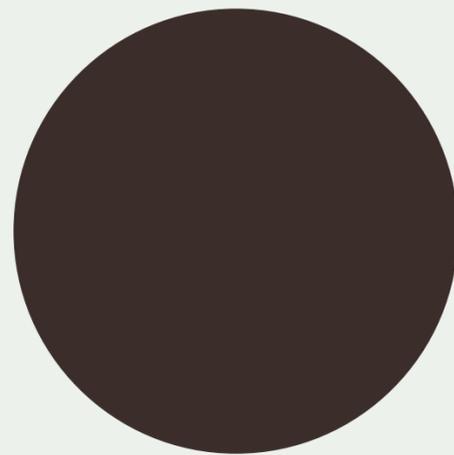
## PRIMARY & SECONDARY PALETTE



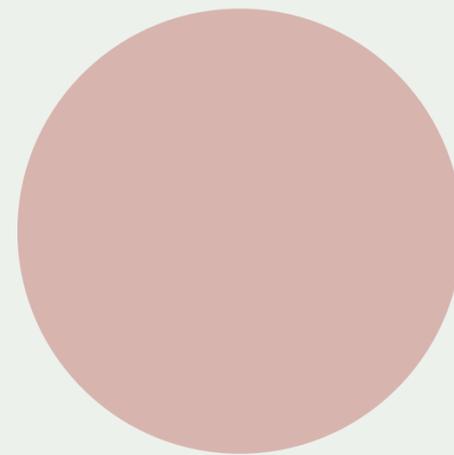
DEEP RED  
#7A1E1E  
122, 30, 30  
0, 75, 75, 52



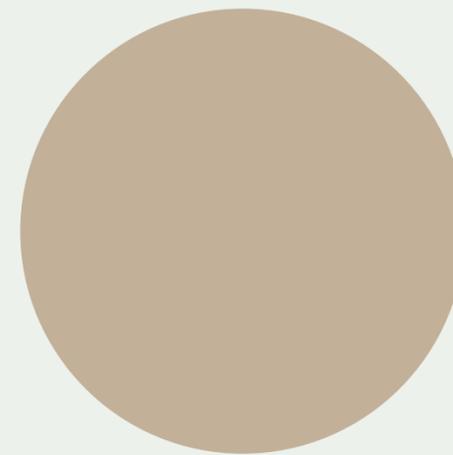
OFF WHITE  
#F7F4EF  
247, 244, 239  
0, 1, 3, 3



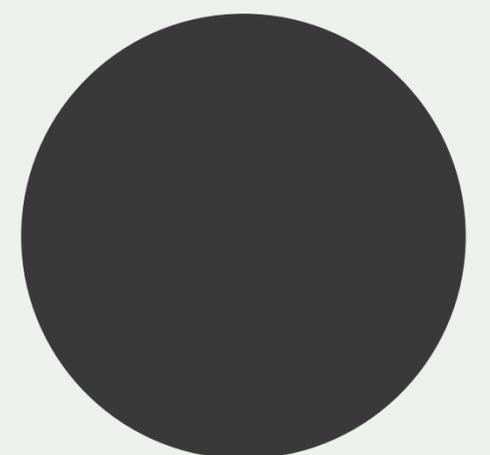
DARK TAUPE  
#3B2E2A  
59, 46, 42  
0, 22, 29, 77



DUSTY BLUSH  
#D8B4AE  
216, 180, 174  
0, 17, 19, 15



WARM BEIGE  
#C2B099  
194, 176, 153  
0, 9, 21, 24



DARK GRAY  
#C2B899  
174, 146, 133  
1, 7, 23, 79

Primary colors

Secondary colors

# TYPOGRAPHY

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## HEADING

A title or label introducing a content section. Specify whether to use bold, italics, or other formatting for headings.

## SUBHEADING

A secondary title providing specific context within a section. Specify whether to use bold, italics, or other formatting for this secondary title.

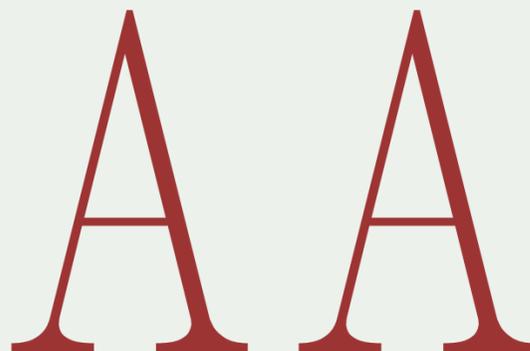
## Body text

The main content of a document or webpage. Indicate whether bold, italics, or other formatting should be used.

# PRIMARY TYPEFACE

## NEW ICON

New Icon is the brand's primary typeface, chosen for its clean style and steady character. It brings a calm, modern look that supports clear and confident communication.



A A

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890(,.;'\$%&\* )

# SECONDARY TYPEFACE

Aileron

Aa

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890(,.;'\$\$%&\* )

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*New teen script*

*Aa*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890(,.;'\$\$%&\* )*



# TONE OF VOICE

This is where most brands mess up, they either go too stiff luxury or too casual bar.  
You want: controlled, seductive, minimal, confident

Core Traits:

- Refined but not distant
- Sensual but not explicit
- Confident, never loud

Minimal wording, maximum impact

Writing Style:

- Short sentences
- No unnecessary adjectives
- Slight mystery > full explanation

Always sounds intentional

Examples:

Instead of:

"Come enjoy our delicious cocktails in a cozy atmosphere"

Allure tone:

"Stay a little longer."

Instead of:

"We offer high-quality drinks and great service"

Allure tone:

"Every detail, considered."

Instead of:

"Join us for an unforgettable night"

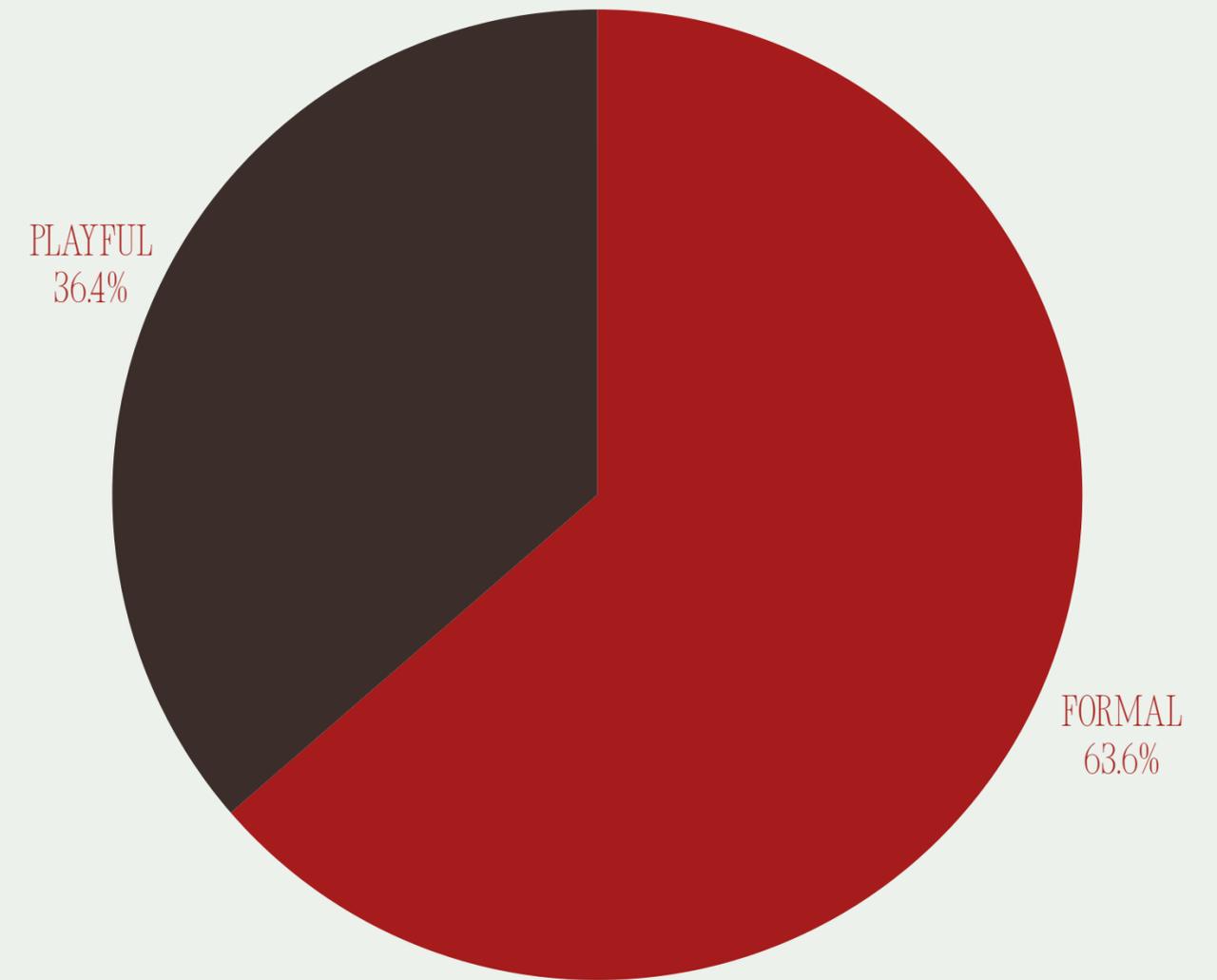
Allure tone:

"Not every night should be remembered. This one will be."

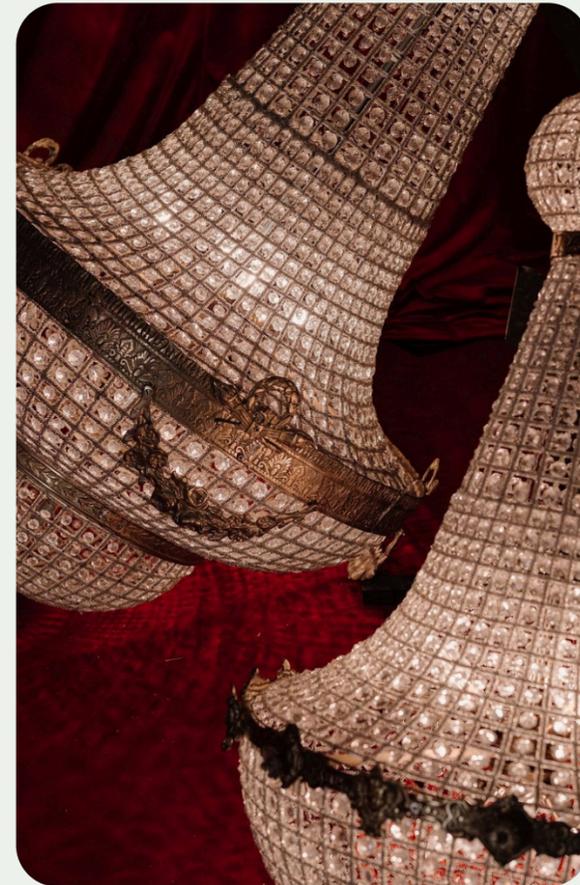


# BRAND VOICE DIMENSIONS

Formal ↔ Casual: 70% formal  
Playful ↔ Serious: 40% playful  
Loud ↔ Quiet: Quiet luxury  
Accessible ↔ Exclusive: Slightly exclusive



# Mood Board

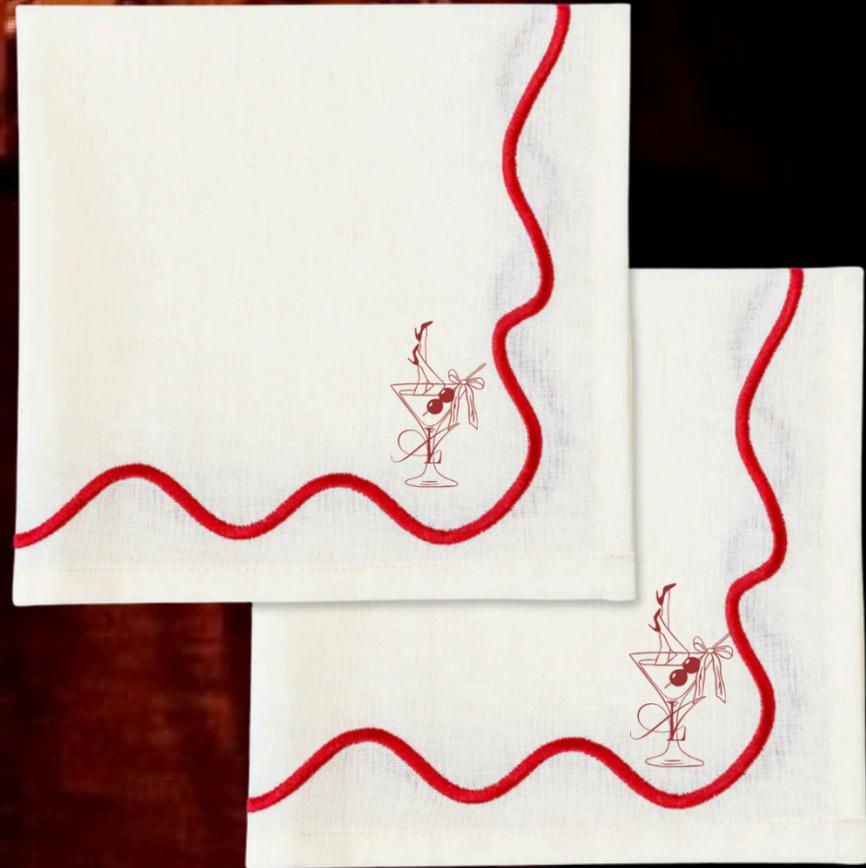


# TABLEWARE

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GLASS



NAPKINS



COASTERS

# CORE VALUES

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## SOPHISTICATION

We believe luxury should feel natural, never forced. Allure Lounge delivers refinement without stiffness, where elegance flows as easily as the drinks.

## ATMOSPHERE

Every detail exists to shape a feeling. From lighting to music to glassware, we design moments, not just a venue.

## CURATED

Nothing is random. Every cocktail, ingredient, and visual element is intentionally selected to maintain a consistent, elevated standard, creating an experience that feels seamless from the very first impression to the final sip.

## INTIMATE

We create a space where guests can disconnect from the outside world and fully immerse themselves in the experience. Private, warm, and slightly seductive.



# SENSORY BRAND GUIDELINES

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## SOUND

Deep house / jazz-infused / lounge beats.  
No commercial playlists

## SCENT

Warm, slightly woody, maybe  
amber/vanilla tones

## LIGHTING

Low, golden, flattering  
No harsh white light, **ever!**

# Menu



## Menu

### SPICED PUMPKIN MOJITO

A classic mojito with an autumn twist: pumpkin purée, mint, lime, white rum, and a touch of cinnamon.

### GINGER-PEAR MULE

A refreshing twist on the Moscow Mule with pear juice, ginger beer, and vodka, garnished with a slice of fresh ginger.

### FIG WHISKEY SOUR

A fruity twist on the classic whiskey sour with fig jam, lemon, and bourbon.

### CHOCOLATE-CHERRY MARTINI

A decadent mix of chocolate liqueur and cherry brandy, with a hint of cream.

### CARAMELIZED ORANGE OLD FASHIONED

A rich mix of bourbon, caramelized orange, and a hint of bitters, served with an orange peel.



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# EVENTS

20 OCT

ENTRANCE  
20\$

*Cocktail*  
**PARTY**

STARTING  
AT 08:00PM

123 ANYWHERE ST.,  
ANY CITY ST 12345

DRINKS  
LIVE MUSIC

RSVP TO OLIVIA  
+123-456-7890

# IMAGE GUIDLINES



The guidelines for the cocktail bar's images include the sultry appearance that the red-colored bar exudes. The deep red hue of the bar evokes energy, passion, and a sense of evening luxury. This color forms the core of the visual identity, which feels inviting and confident. The bar's sultry character is enhanced by the flowing lines and warm appearance.

When using images or designing the bar, it is essential that the red color remains consistent and the sultry appearance is maintained. This ensures a recognizable and unchanging look, regardless of the setting in which the bar is presented.

