



BRAND GUIDELINES



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# *Identity*



Inspired by its timeless predecessors such as Paradise in Asbury Park, Figtree is a nightclub. It is a place within no place. It is a utopia, meant to transport you.

*Intro*



At Figtree, we want to create an escape that is fully immersive, where everyone can find their version of paradise through good music and meaningful connection. Figtree is a sanctuary for all. We want you to have fun and be your authentic self. Here, don't be afraid to be unapologetically alive!

*Brand Mission*





Community  
Inclusivity  
Fun  
Whimsy  
Atmosphere

# *Brand Values*

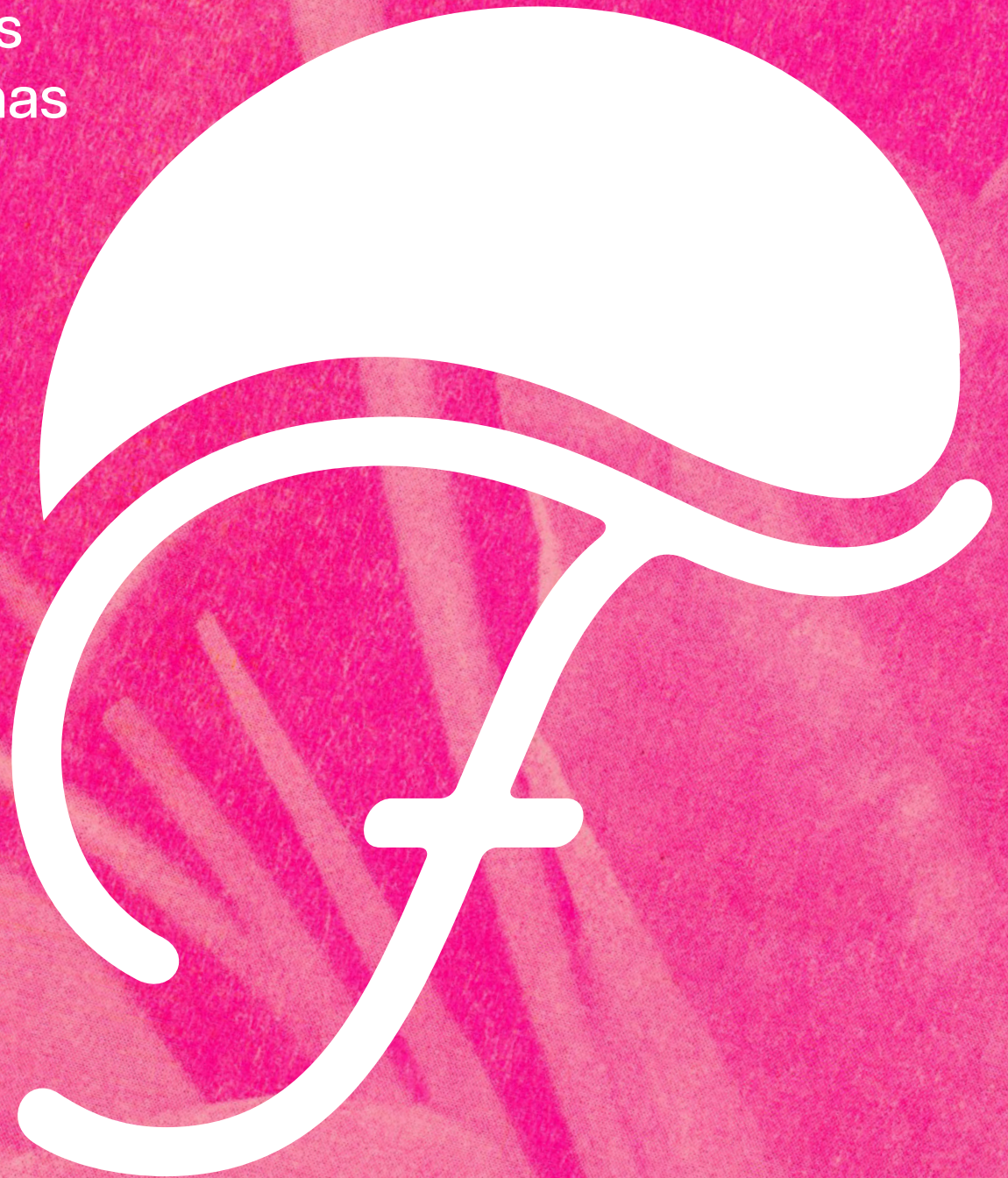




*Logo*

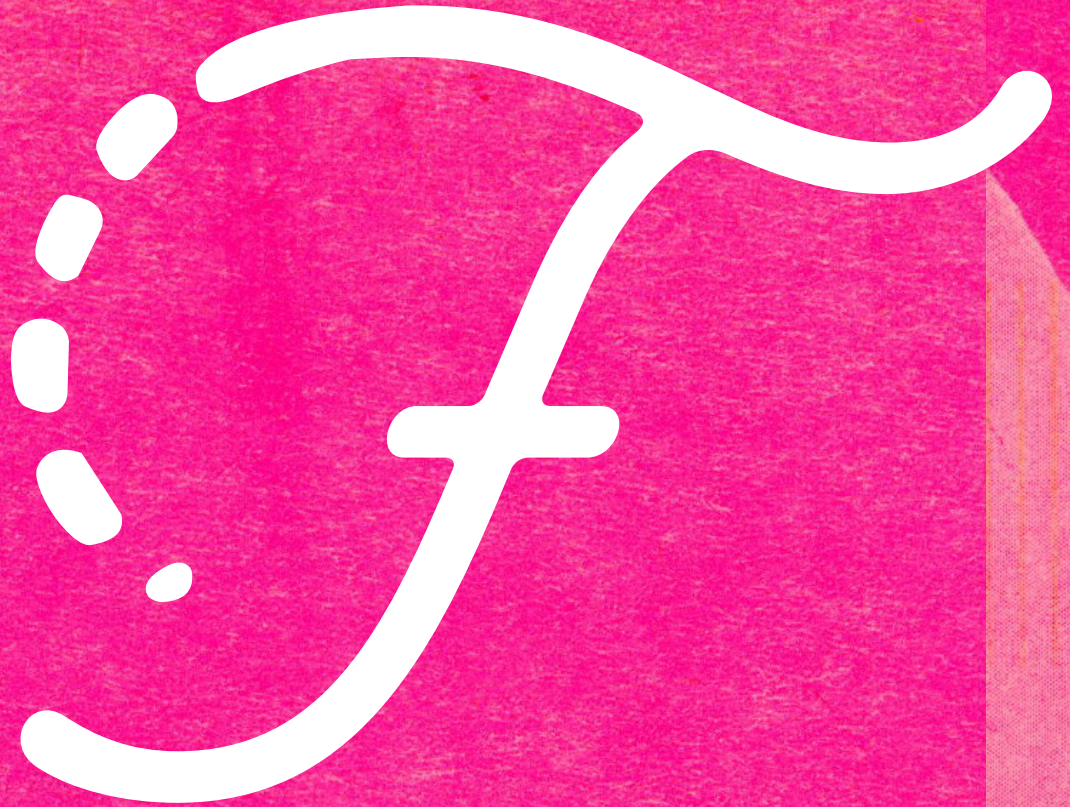


This primary logo mimics a wave and a setting sun. It is smooth, streamlined and has movement. It is meant to evoke temporality.

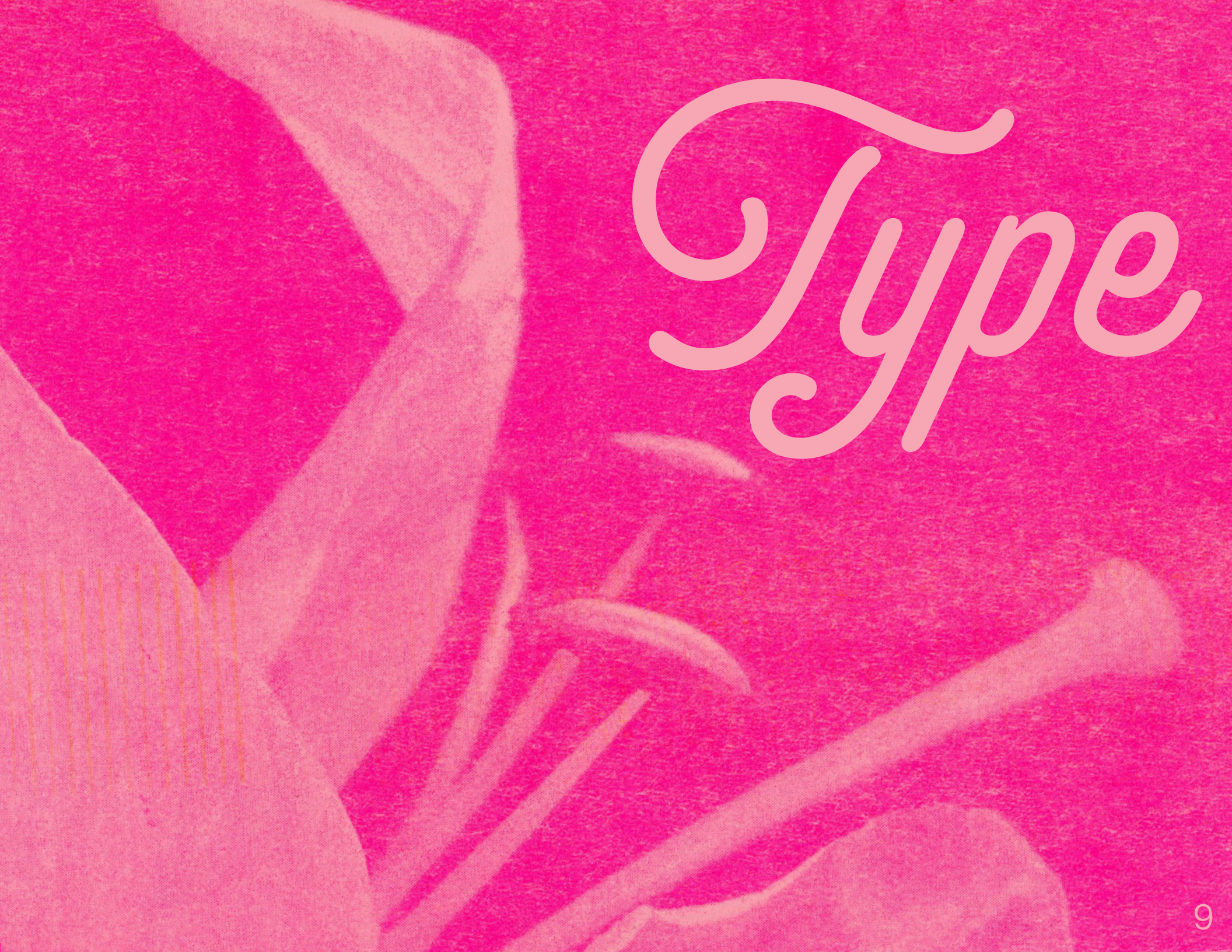




The secondary logo is meant to similarly evoke paradisaical imagery, as well as temporality, as the dotted pattern has a linear quality that connotes a firework.







# Type



A B C

Calder is a typeface inspired by vintage post cards. It is bold, easy to read and has a slight edge.

Selfie Neue Round is a whimsical script. It is modern and exciting and reflects the playful image of Club Figtree.

Aa Bb Cc

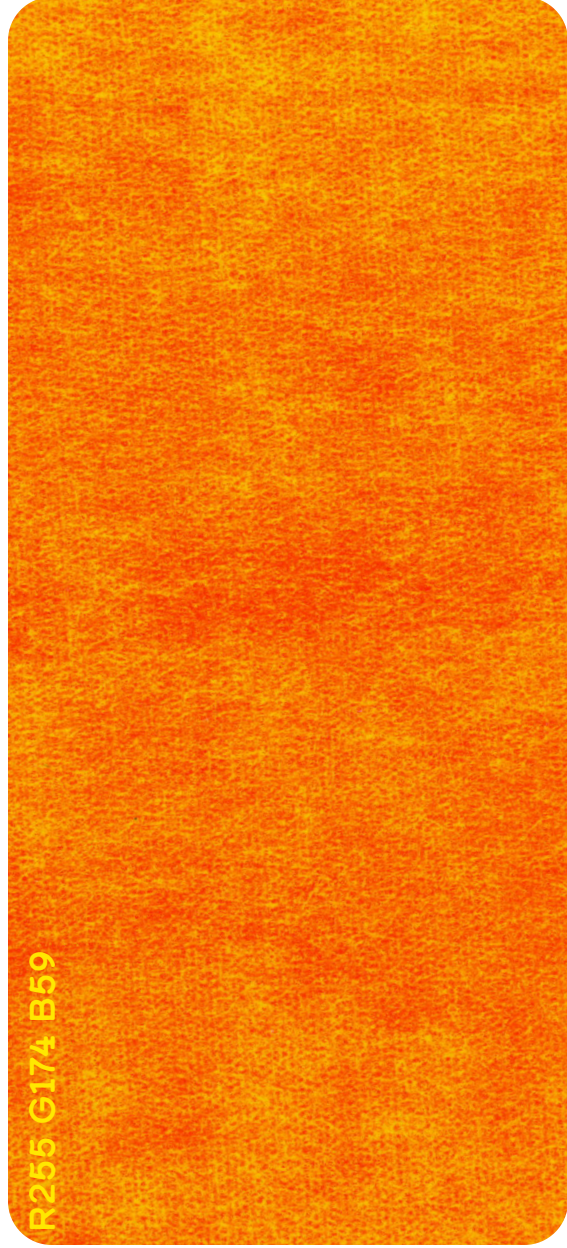




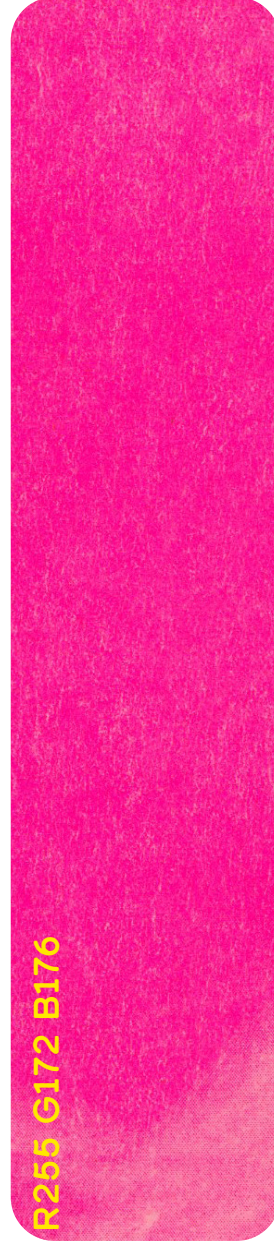
# *Color*



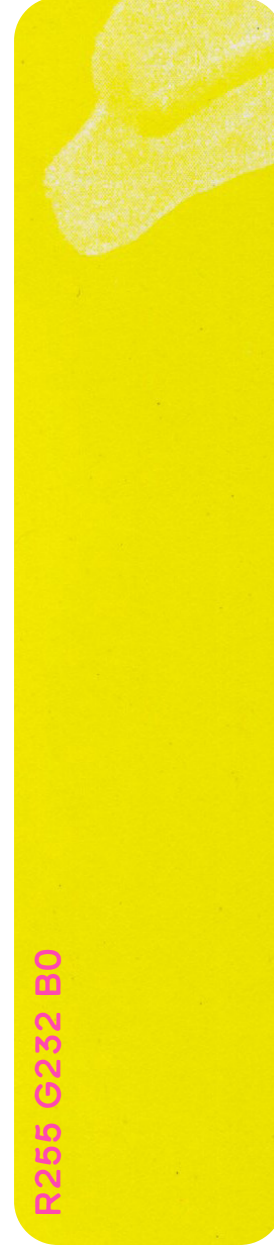
# PRIMARY COLOR PALETTE - PRINT



AMBROSIA



PARADISE PINK



DAYLGLOW



# PRIMARY COLOR PALETTE - WEB



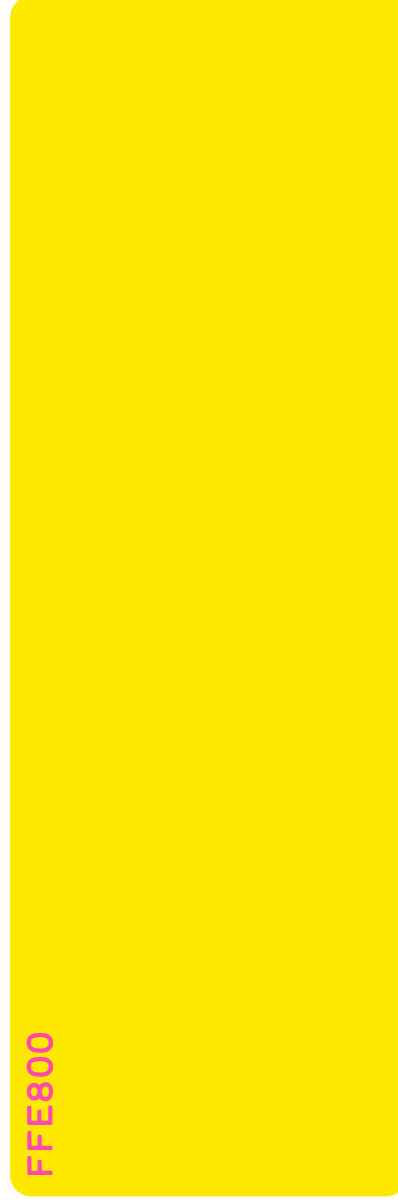
A62679

AMBROSIA



F207B4

PARADISE PINK



FFE800

DAYGLOW



1AD96D

FRONDESCENCE



# SECONDARY COLOR PALETTE

22DBB3

SEA FOAM

90E4CE

SEA GLASS

F27ECA

LAST SKY

A62679

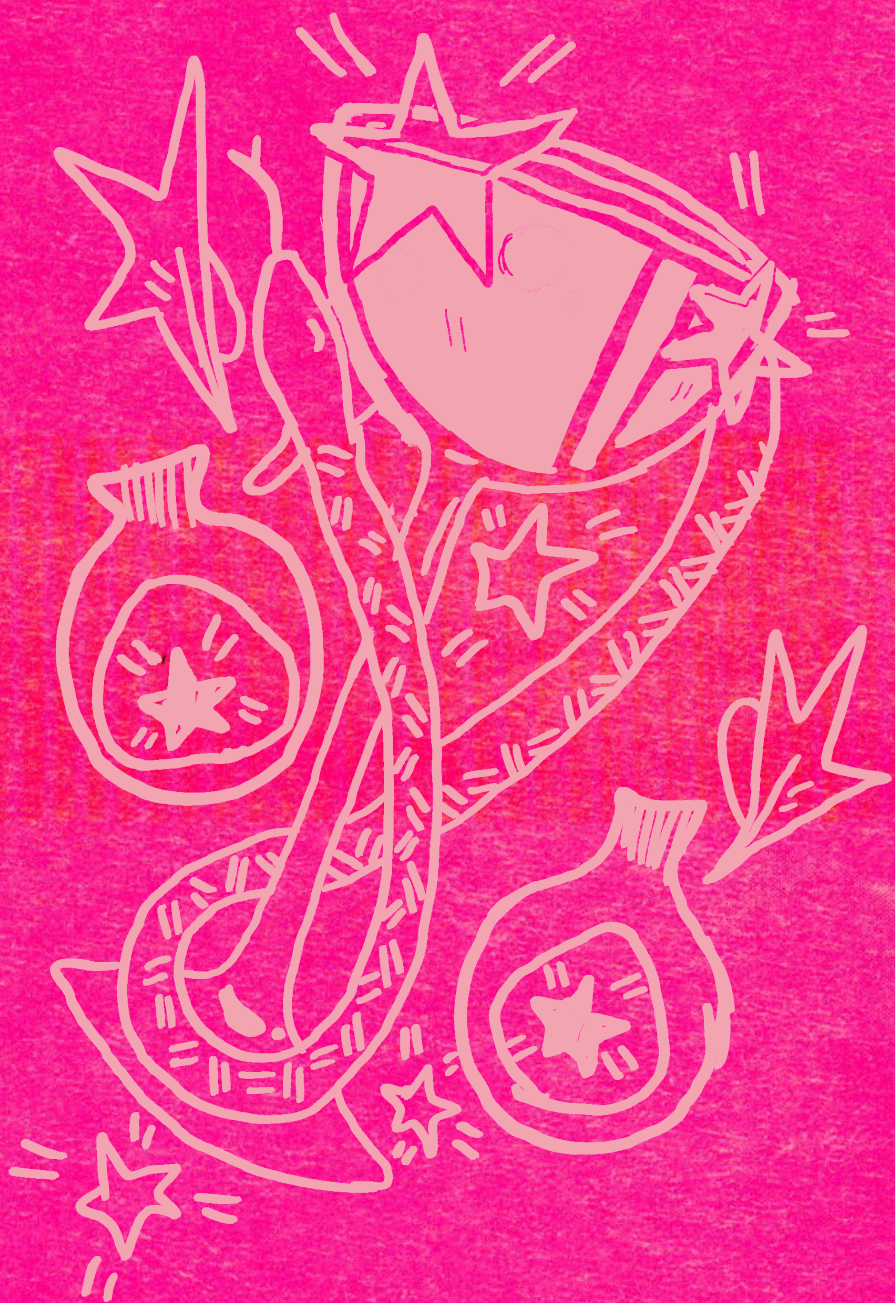
MULBERRY





# *Elements*

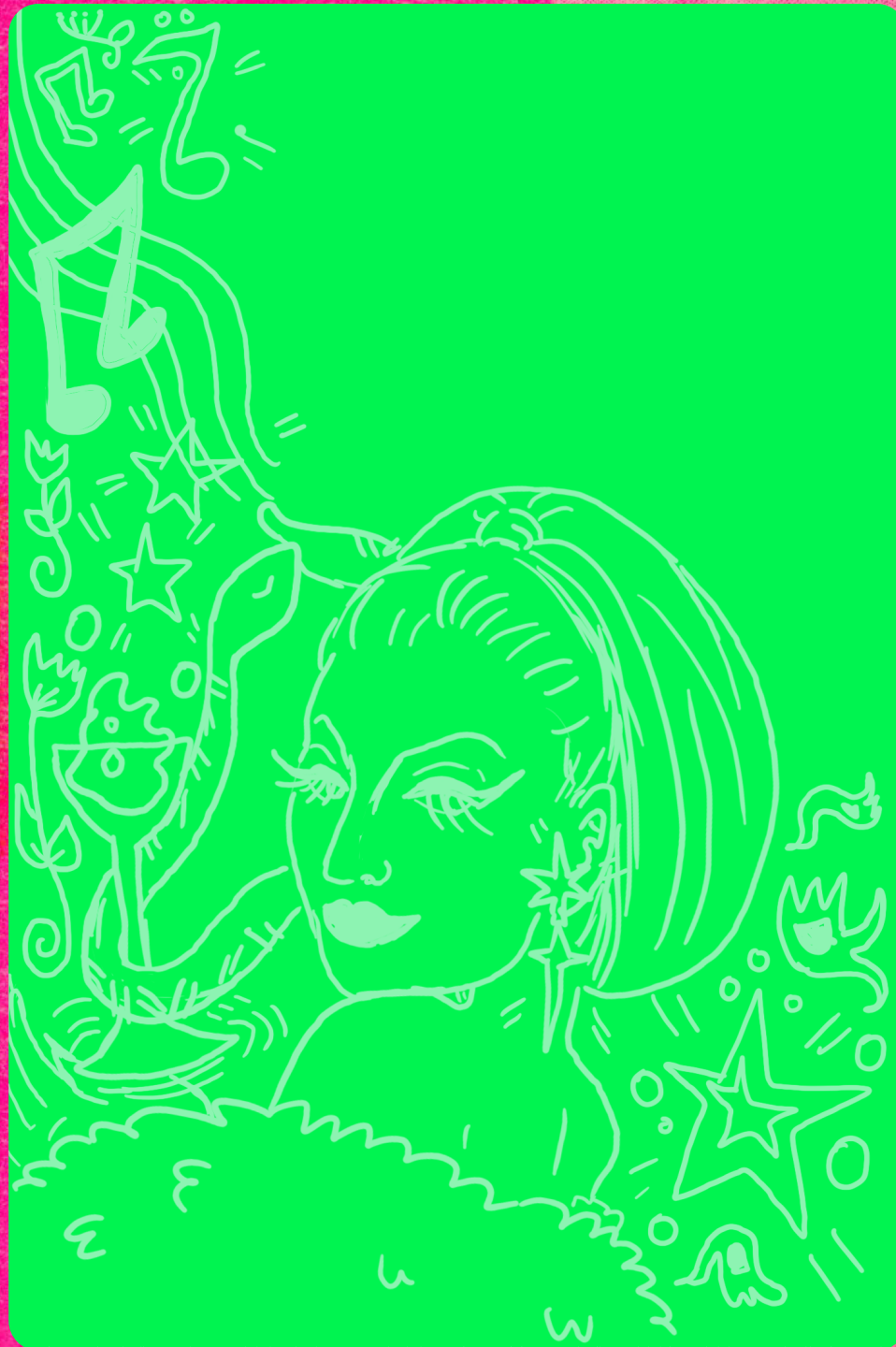














# *Applications*





# Figtree

Club Figtree's divinely chosen  
selection of specialty cocktails.

## AMBROSIA

honeysuckle, fresh orange, white rum,  
vanilla, citrus mist. 18

## ELYSIAN BREEZE

mint, lime, coconut, pineapple, white rum,  
sparkling water. 18

## CELESTIAL NECTAR

peach liqueur, prosecco, rosewater,  
lemon 14

## SUNSET IN PARADISE

passionfruit, rum, aperol,  
lime, vanilla 16

## FIGTREE TONIC

Fig liqueur, black tea, amaro,  
lemon. 17











