

An aerial photograph of a tropical island resort. In the foreground, a large, modern hotel building with a blue roof and a swimming pool on the roof is visible. The hotel is surrounded by lush greenery and palm trees. In the middle ground, there is a dense cluster of smaller buildings, likely guest houses or villas, with various colored roofs (red, green, blue, white). The resort is situated on a narrow strip of land that curves along a white sandy beach. The ocean is a vibrant turquoise color, and the sky is a clear, bright blue. The overall scene is idyllic and serene.

# THE ZEN DEN

Brand Identity

astar

### Marengo

Marengo has the hex code #525662. The equivalent RGB values are (82, 86, 98), which means it is composed of 31% red, 32% green and 37% blue. The CMYK color codes, used in printers, are C:16 M:12 Y:0 K:62. In the HSV/HSB scale, Marengo has a hue of 225°, 16% saturation and a brightness value of 38%.

### Peach-Orange.

The color name of hex code #F0CD94 is Peach-Orange. The RGB values are (240, 205, 148) which means it is composed of 40% red, 35% green and 25% blue. The CMYK color codes, used in printers, are C:0 M:15 Y:38 K:6. In the HSV/HSB scale, #F0CD94 has a hue of 37°, 38% saturation and a brightness value of 94%.



Master Logo

### Inspiration

## The Zen Dan: Balance and Harmony

The logo for The Zen Dan is an elegant and simple design that is inspired by the principles of Zen philosophy, including peace, harmony, and balance. The logo features three pebbles stacked on top of each other, forming the shape of a house. The pebbles are carefully balanced to create a sense of stability and groundedness in the composition.

In addition, a morning sun rising above the house formed by the pebbles is included in the logo. The morning sun symbolizes the start of a new day and the beginning of a journey, which is fitting for tourism-related purposes. The minimalist design of the morning sun incorporates simple lines and geometric shapes, complementing the overall aesthetic of the logo.

The pebbles in the logo represent the natural world and its interconnectedness, which is significant in Zen philosophy. The image of the house formed by the pebbles suggests finding inner peace and a sense of home through the practice of Zen mindfulness. Overall, the logo for The Zen Dan is a powerful representation of the



Grey Scale Positive



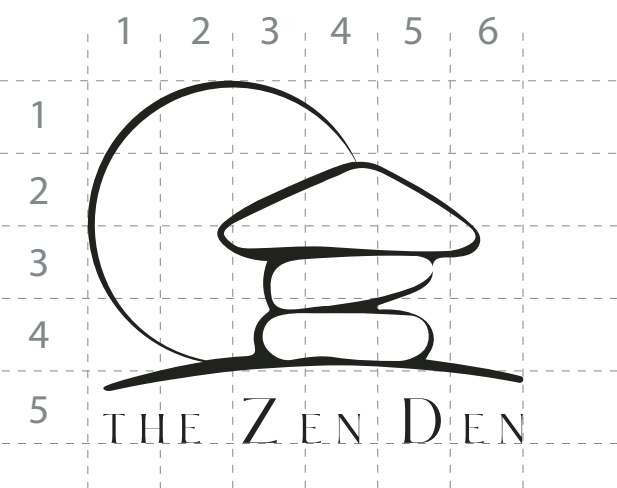
Negative Logo



Logo usage on lighter image



Logo usage on darker image



Proportion



Minimum Clear Space

Minimum Size ( Digital)



40 px

Minimum Size ( Print)



30 mm

Minimum Size



## Correct Logo Proportion

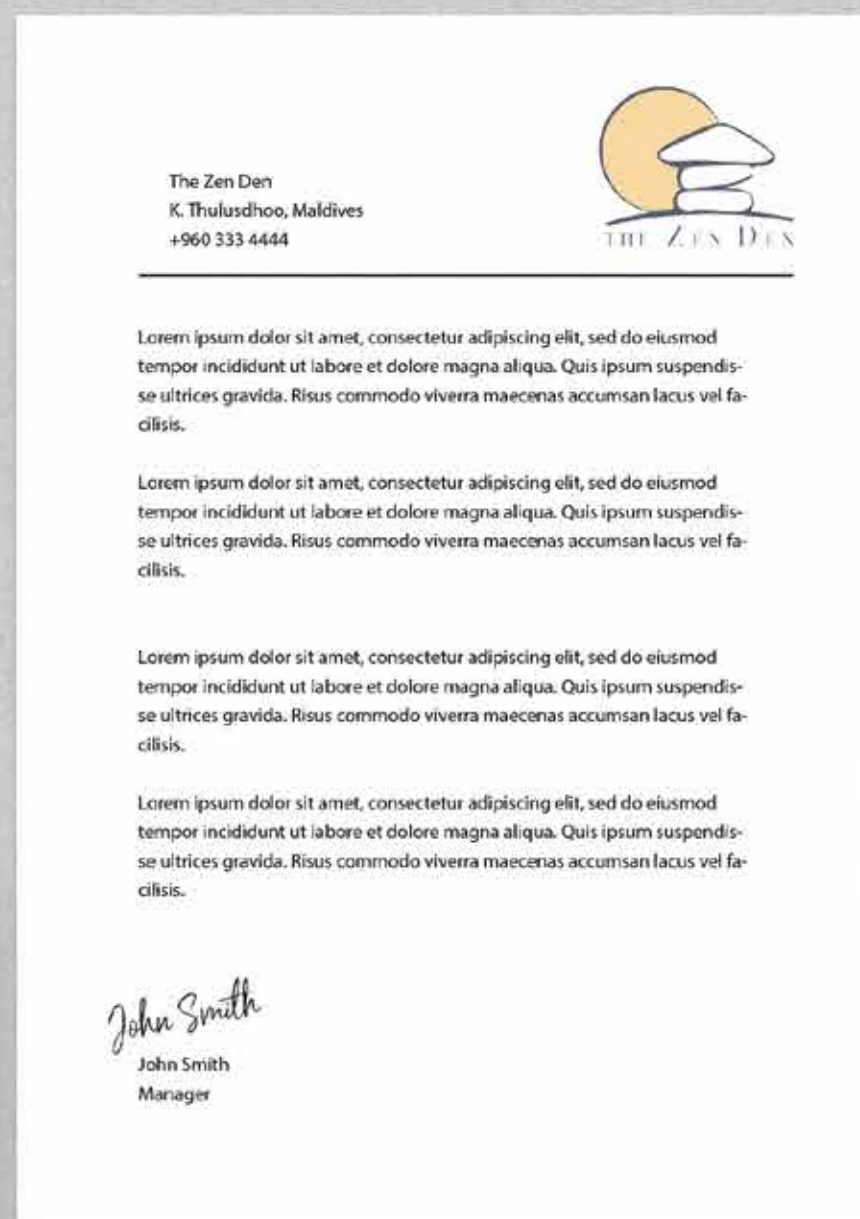
The logo for The Zen Dan is designed with great care to ensure that the proportion of each element is balanced and harmonious. The corporate logo represents perfection, and as such, altering any shape, color, or proportionate relationship is strictly prohibited. The visual relationship between each element in the logo is fixed and must not be re-proportioned, redrawn, or modified in any way. To maintain the maximum impact of the logo, the area around it must be kept relatively clear to ensure that it is easily visible. It is essential that the authenticity logo is visible at all times, and its impact must not be compromised by any other visual elements in its vicinity.

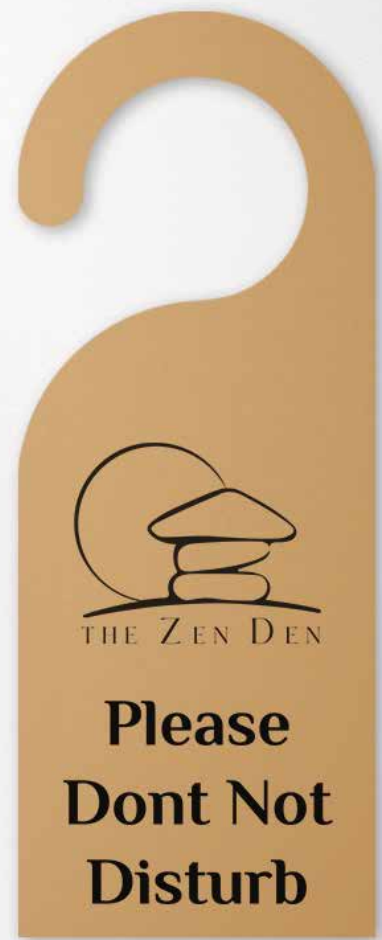
## Brand Touch-points

The brand touch-points for The Zen Den are essential guidelines for representing the brand in everyday use. These guidelines are based on a grid system, which ensures a distinctive brand image while retaining flexibility in the application range. The corporate identity and colors are all intended to support the brand and provide essential information to our customers.

To maintain consistency across all touch-points, this visual will provide brand templates for various stationery items, including letterheads, business cards, stamp, drinkware, signage, and corporate clothing. These templates serve as a starting point for creating brand assets, providing a general idea of how the brand should be applied across various touch-points.

It's important to note that these templates are not the final artwork for the brand assets, but rather serve as a guide for applying the brand consistently and effectively. By adhering to these guidelines, it is important to ensure that brand is always represented in a professional and coherent manner, strengthening the brand image and reputation.





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