

# À la Libanaise *Logo Proposal*

phase 1

26/08/2024



Presented by Emné Mroué



# Agenda

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# Overview

"À La Libanaise" is a culinary destination that brings the rich and vibrant flavors of Lebanon to the heart of France. Our brand is rooted in the traditions of Lebanese cuisine, but it is presented with a modern twist that makes it accessible and appealing to a diverse audience. The logo, color palette, and patterns are all carefully designed to reflect the joyous and welcoming spirit of the Lebanese people while resonating with the contemporary tastes of the French market.



# Brand *Objectives*

01

Deliver Authentic Lebanese Flavors with a Modern Twist

Our primary objective is to introduce the richness of Lebanese cuisine to a wider audience by offering dishes that stay true to their roots while incorporating contemporary elements that appeal to the French palate.

02

Build a Strong, Memorable Brand Identity

Through consistent use of our logo, color palette, and patterns, we seek to build a brand that is easily recognizable and associated with quality, freshness, and cultural richness.

03

Expand the Reach of Lebanese Cuisine

By making our brand approachable and appealing to a broad audience, we aim to increase the visibility and appreciation of Lebanese cuisine, encouraging more people to explore and enjoy it.

04

Promote Cultural Exchange and Understanding

Through our food, we strive to be a bridge between cultures, sharing the stories, traditions, and flavors of Lebanon with our guests and fostering a greater understanding and appreciation of our heritage.



# Brand *Values*

## 01

### Authenticity

We are committed to preserving the authenticity of Lebanese cuisine. Our dishes are made using traditional recipes and techniques, ensuring that every bite is a true reflection of Lebanon's culinary heritage.

## 02

### Freshness

At the heart of our cuisine is a dedication to freshness. We use only the freshest ingredients, sourced locally whenever possible, to create dishes that are vibrant, flavorful, and nourishing.

## 03

### Hospitality

Hospitality is a cornerstone of Lebanese culture, and it is a value that we hold dear. We treat every guest as if they were a member of our family, offering a warm welcome and attentive service that makes them feel at home.

## 04

### Community

We see "À La Libanaise" as more than just a restaurant—it's a community. We value the connections we build with our guests, our team, and our local suppliers, and we are committed to contributing positively to the communities we serve.

## 05

### Cultural Pride

We take pride in our Lebanese heritage and are passionate about sharing it with others. Through our food, our design, and our service, we celebrate the beauty and richness of Lebanese culture, inviting others to join us on this journey.



# Target Audience

## 01

### Young Professionals

- Profile: Young professionals aged 25-40 who are adventurous with their culinary choices and enjoy exploring different cultures through food. They are likely to dine out frequently, seek new experiences, and value quality and authenticity.
- Motivations: They are drawn to fresh, healthy, and flavorful food options that fit into their busy lifestyles. They appreciate a modern and vibrant dining environment and are likely to share their experiences on social media.

## 02

### Families

- Profile: Families with children who value a welcoming and inclusive dining experience. They are looking for a place where they can enjoy a meal together that is both satisfying and enriching.
- Motivations: They seek a comfortable and friendly atmosphere where they can introduce their children to new and exciting flavors. Fresh ingredients and balanced meals are important factors in their dining choices.

## 03

### Cultural Enthusiasts

- Profile: Individuals of all ages who have a deep interest in exploring different cultures, particularly through food. This group may include both Lebanese expatriates looking for a taste of home and locals who are passionate about global cuisines.
- Motivations: They are drawn to the authenticity of the cuisine and the cultural stories behind the dishes. They value the opportunity to learn about and experience the rich traditions of Lebanon through their meals.

## 04



# Logo 1

## *Rationale*

The logo for "À La Libanaise" captures the lively spirit of the Lebanese people, symbolizing cultural pride, community, and the warmth of Lebanese hospitality.













### **Dabke Figure with Tarboush:**

The central figure in the logo is inspired by the traditional Dabke dance, a celebration of joy and unity in Lebanese culture. The dancer, depicted with a Tarboush and arms raised high, represents the happiness and enthusiasm that the Lebanese people bring to every gathering.

The raised arms also symbolize the restaurant's catering services, embodying the act of serving and sharing, which is at the heart of "À La Libanaise."

### **Modern and Playful Aesthetic:**

The design is modern yet playful, ensuring it appeals to both contemporary and traditional audiences. The fluid lines and dynamic pose of the Dabke dancer create an inviting and energetic visual identity that reflects the restaurant's lively atmosphere.



# Color Palette

The chosen color palette is a deliberate departure from traditional Lebanese colors, designed to make "À La Libanaise" feel approachable and modern within the French market.

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PRIMARY

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60%

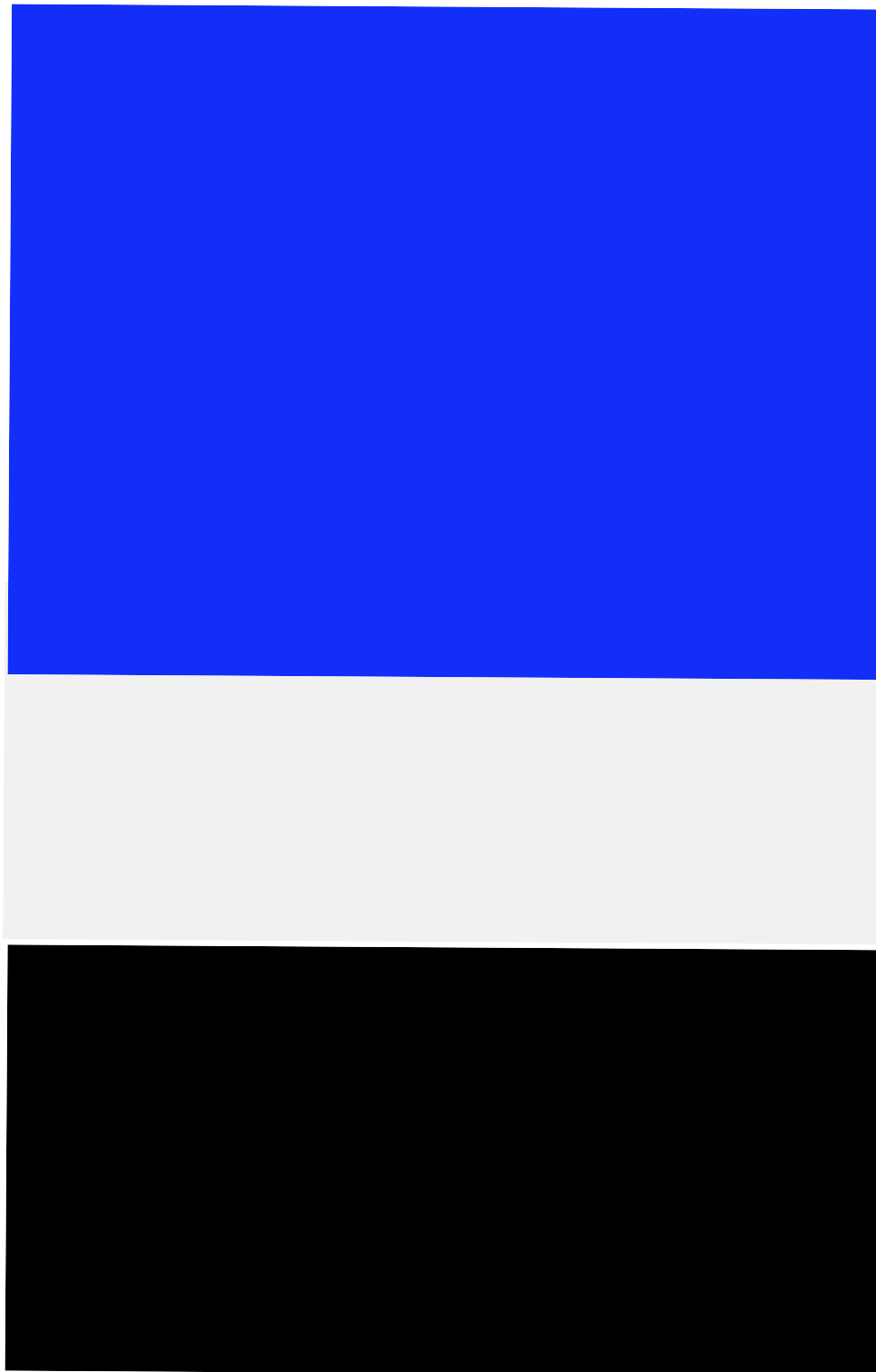
SECONDARY

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30%

COMPLEMENTARY





### **Modern Blue:**

The vibrant blue serves as the primary color, representing freshness, trust, and a connection to the Mediterranean Sea. Blue is also a color that resonates well within French culture, making the brand more relatable and approachable.

### **Light Gray:**

The light gray adds a touch of elegance and balance, softening the boldness of the blue while maintaining a clean, sophisticated look. It acts as a neutral backdrop that allows other elements to stand out without overpowering them.

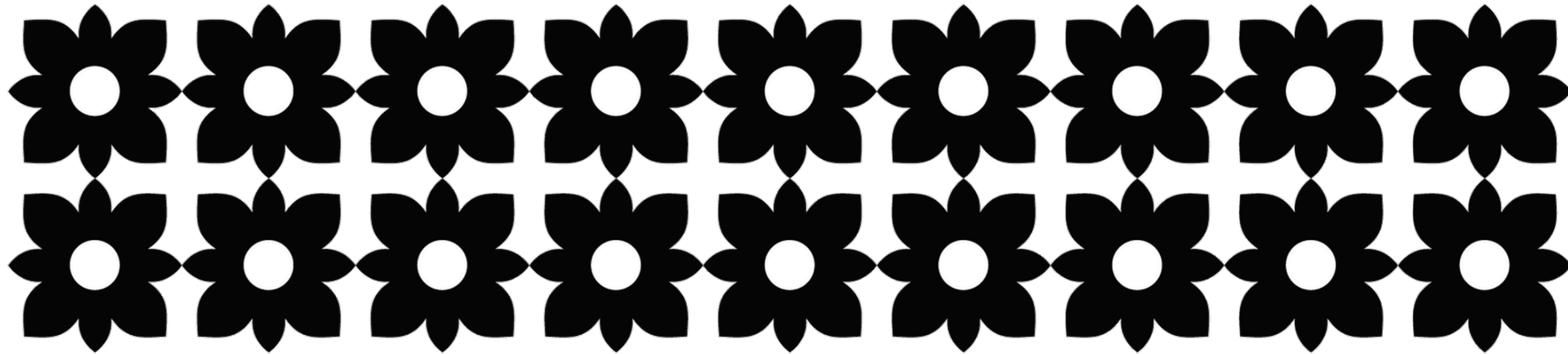
### **Classic Black:**

Black is used for contrast and emphasis, providing clarity and structure to the overall design. It grounds the logo, ensuring it remains striking and memorable across different applications.

# Symbols & *Patterns*

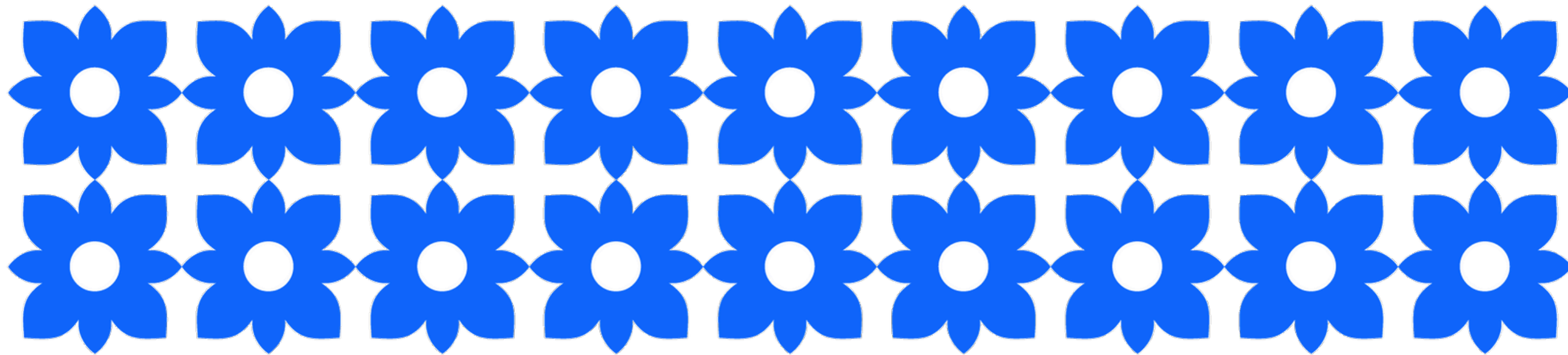
The pattern used in the brand identity is a modern interpretation of traditional Lebanese tiles, selected to complement the fresh and contemporary approach of the brand.





**Lebanese Tile Inspiration:**

The pattern draws inspiration from the intricate designs of Lebanese tiles, which are an iconic element of Lebanese decor. The chosen motif resembles a flower, symbolizing growth, renewal, and the vibrant flavors found in Lebanese cuisine.



**Fresh and Inviting:**

The floral design brings a sense of freshness and liveliness to the brand, aligning with the restaurant's emphasis on fresh ingredients and a welcoming dining experience. The simplicity and repetition of the pattern make it versatile and visually appealing.

# Slogan Integration

The slogan, "Fraîcheur Libanaise, Coeur Méditerranéen," perfectly encapsulates the essence of the brand.

**Cultural Connection:**

The slogan emphasizes the freshness of Lebanese cuisine, while also highlighting the restaurant's deep-rooted connection to the Mediterranean. It conveys the idea that "À La Libanaise" brings the heart and soul of Lebanon to the French table.



Fraîcheur Libanaise, Coeur Méditerranéen



# Logo *Application*

## **Cultural Fusion:**

The brand identity of "À La Libanaise" is a harmonious blend of Lebanese cultural heritage and modern French sensibilities. Each element—from the logo to the color palette and patterns—has been thoughtfully designed to create a brand that is both authentic and contemporary.

## **Approachability:**

The use of modern colors and clean design elements ensures that the brand is approachable and appealing to a wide audience, making "À La Libanaise" a welcoming destination for anyone looking to experience the richness of Lebanese cuisine.

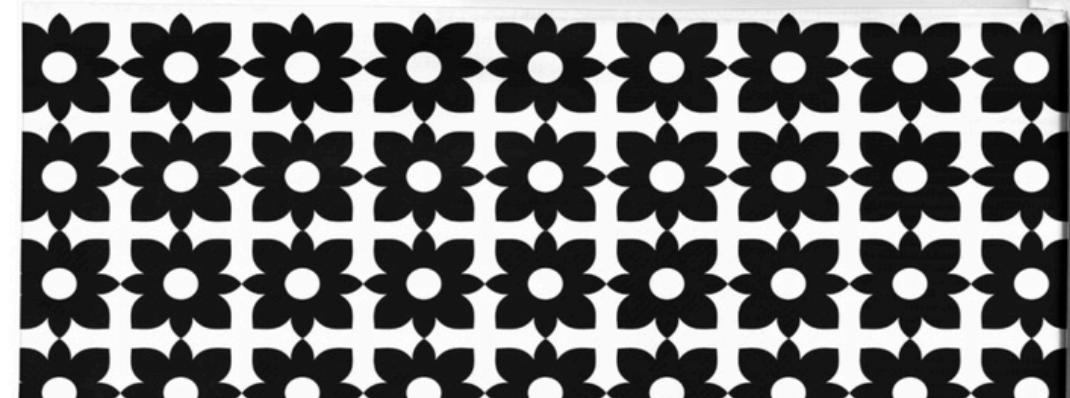
## **Versatility:**

The logo, color palette, and patterns are designed to be versatile, ensuring that the brand remains consistent and impactful across various mediums, from digital platforms to physical packaging.

















  
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# Logo 2

## *Rationale*

The logo for "À La Libanaise" encapsulates the essence of Lebanese culture, symbolizing the spirit of exploration and the enduring connection to Lebanese roots, no matter where in the world one might be.

À LA  
**LIBANAISE**



**À LA  
LIBANAISE**





### **Bird Symbol:**

The bird in the logo is a powerful metaphor for the Lebanese diaspora, representing the community's global presence and the spread of Lebanese culture and cuisine around the world. It symbolizes freedom, resilience, and the ability to adapt while keeping true to one's heritage. The sleek, minimalistic design of the bird conveys a sense of movement and dynamism, reflecting the brand's modern and forward-thinking approach.

### **Typography:**

The bold, clean typography of "À La Libanaise" balances the fluidity of the bird symbol, grounding the design and making it strong and memorable. The slight curve in the lettering adds a touch of playfulness, echoing the bird's movement.



# Color Palette

The chosen color palette for "À La Libanaise" is fresh, summery, and designed to break away from traditional Lebanese colors, making the brand feel contemporary and approachable within the French market.

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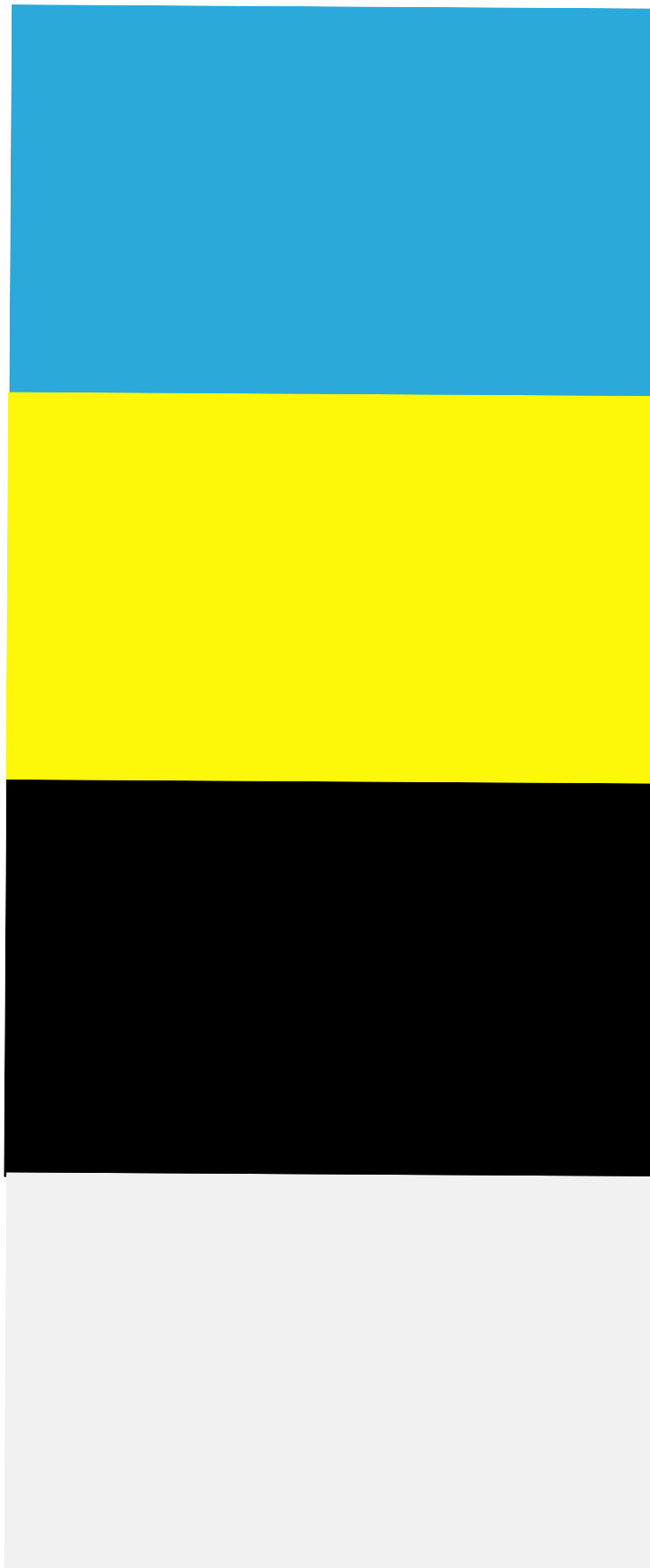
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**Light Blue:**

The light blue reflects the clear skies and pristine waters of the Mediterranean, evoking a sense of calm, freshness, and openness. This color reinforces the connection to the Mediterranean and the idea of travel and exploration.

**Sunny Yellow:**

The bright yellow adds a burst of energy and warmth, symbolizing the sun and the vibrant spirit of Lebanese culture. It brings a cheerful, optimistic tone to the brand, making it feel welcoming and lively.

**Classic Black:**

Black is used for contrast and clarity, giving the logo a solid and professional appearance. It ensures that the design remains impactful and easy to recognize across various applications.

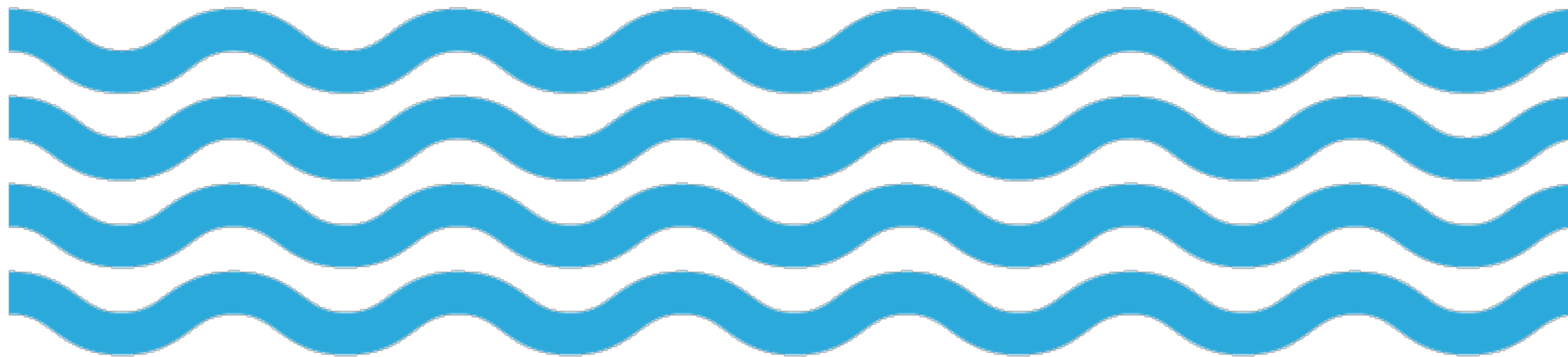
**Soft Beige:**

The soft beige introduces a neutral tone that complements the other colors, adding warmth and balance to the overall palette. It also represents the sandy beaches of the Mediterranean, further enhancing the summery feel.

# Symbols & *Patterns*

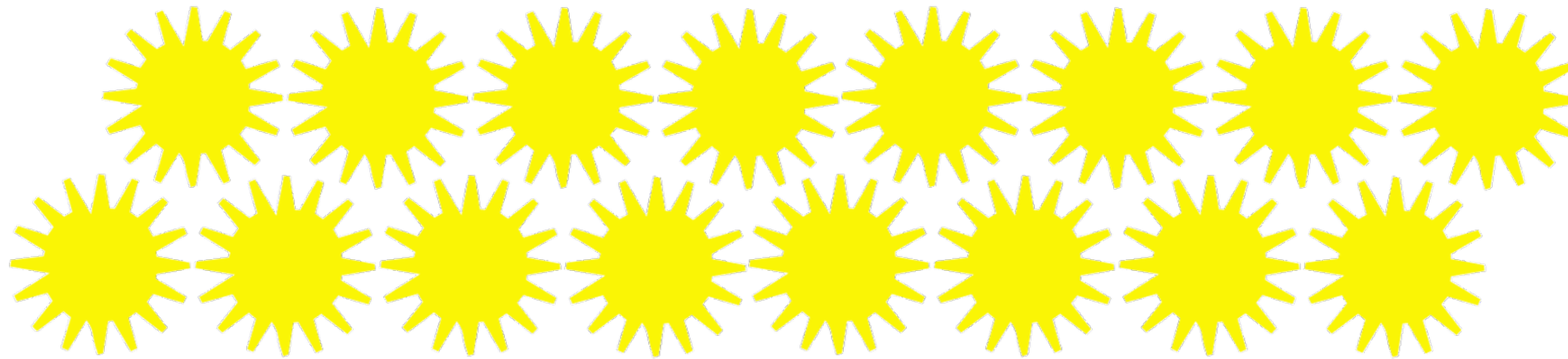
The patterns used in the brand identity are inspired by elements of the Mediterranean landscape, chosen to evoke a sense of freshness and connection to the region.





**Waves:**

The wave pattern symbolizes the Mediterranean Sea, a central element of Lebanese culture. The flowing lines are reminiscent of the sea's gentle waves, representing fluidity, freshness, and the continuous journey of the Lebanese people across the world.



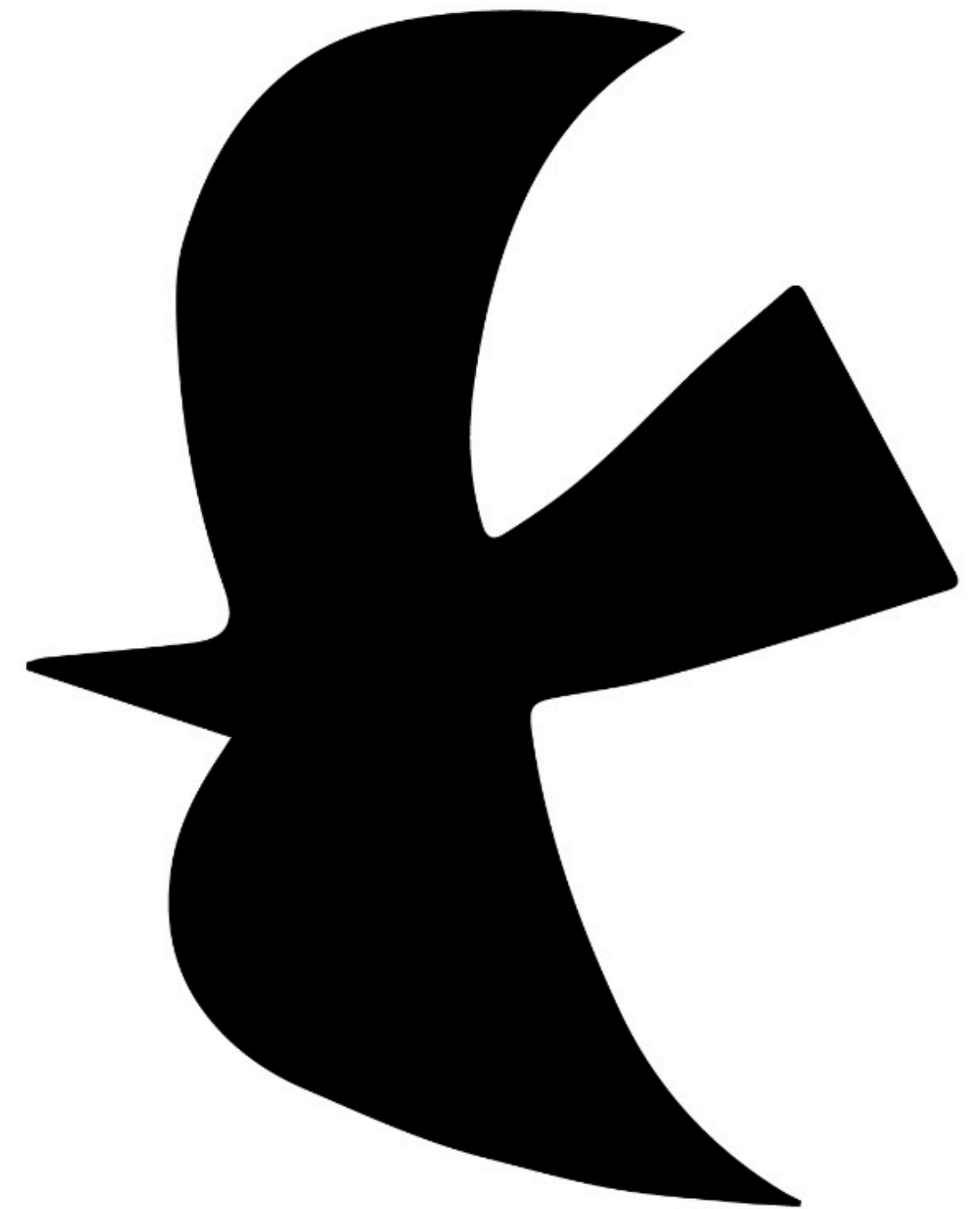
**Sun Motif:**

The sun pattern brings a sense of warmth and energy to the brand, mirroring the sunny disposition of Lebanese culture. It reinforces the idea of brightness and hope, qualities that the brand seeks to embody.



# Slogan Integration

"Le messenger de la Méditerranée" adds a poetic and cultural dimension to the brand, emphasizing its role in conveying the rich flavors and traditions of the Mediterranean region. This slogan suggests that the brand not only offers Lebanese cuisine but also serves as a bridge to the broader Mediterranean culture.



**À LA  
LIBANAISE**  
*Le messenger de la Méditerranée*

# Logo *Application*

## **Cultural Connection:**

The brand identity of "À La Libanaise" is deeply rooted in the cultural heritage of Lebanon, yet it is presented in a way that feels fresh and relevant to a contemporary audience. The bird symbolizes the global reach of Lebanese culture, while the summery color palette and patterns evoke the warmth and freshness of the Mediterranean.

## **Approachability:**

The out-of-the-box color choices make the brand feel more accessible and modern, appealing to a French audience that appreciates innovation and creativity. The use of vibrant and fresh colors ensures that the brand stands out while remaining true to its cultural roots.

## **Versatility:**

The logo, color palette, and patterns work seamlessly together to create a versatile and cohesive brand identity. Whether applied to digital platforms, packaging, or restaurant interiors, the design elements ensure that "À La Libanaise" is instantly recognizable and memorable.





À LA  
**LIBANAISE**  
*Le messenger de la Méditerranée*

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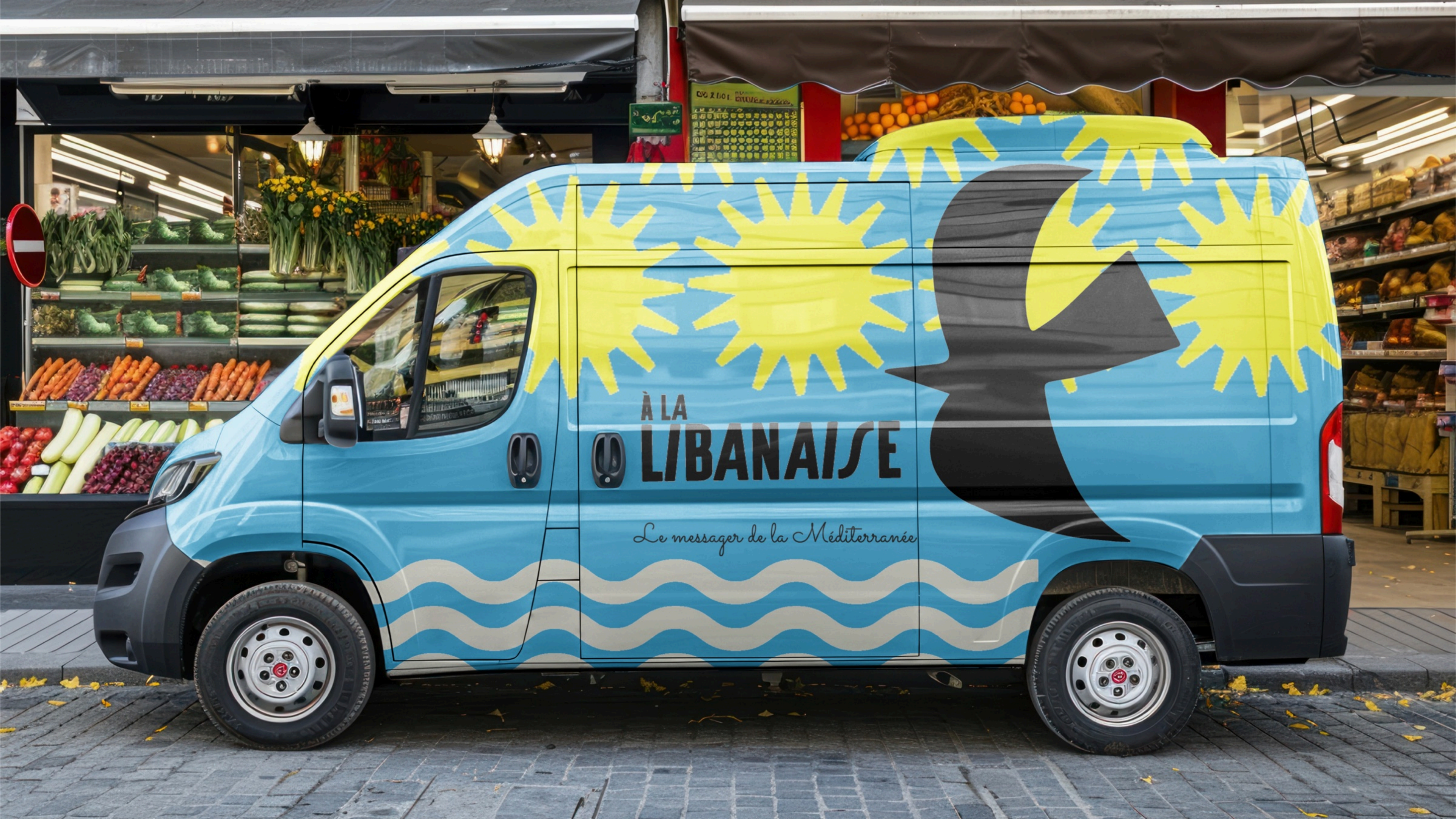
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Thank you

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