

# Technical Brief – Logo Creation

**Project:** *Le Golfe Azur « Cabanon de plage – Saint-Tropez »*

## 1. Context & Brand Positioning

*Le Golfe Azur* is a new beachside restaurant located in Saint-Tropez, offering dining, sun loungers, a lounge-style ambiance, and sunset views. The brand is positioned within a **bohemian chic** and **eco-conscious** universe, highlighting a strong connection to nature through raw wood, organic materials, and an immersive, sensory experience.

The venue is designed to be **refined yet understated**, appealing to a clientele that values **contemporary aesthetics, comfort, and ecological principles**. The brand should reflect the **spirit and values of the South of France**.

## 2. Logo Objectives

- Design an **emblematic and recognizable** logo that is visually striking yet **minimalist** in construction
- Convey the values of **nature, elegance, warmth, and relaxed sophistication**
- Reflect a **trendy, bohemian, and inviting** atmosphere
- Ensure the logo is **highly adaptable** across multiple formats: wooden signage, textiles, engraving, signage, web, and various print materials
- The logo must work **in monochrome** (on both light and dark backgrounds) **without losing clarity**

## 3. Text to Include

- **Primary name (dominant):** *Le Golfe Azur*
- **Secondary text (baseline):** *Cabanon de plage – Saint-Tropez*  
(in smaller text, integrated subtly into the composition without overpowering the main name)

## 4. Graphic Guidelines

**Style:** Elegant, modern, minimalist. Prioritize a balanced design.

### a. Overall Style

- Contemporary minimalism
- Organic simplicity, avoiding clutter and excessive ornamentation

- **Bohemian chic** ambiance: natural, elegant, sun-inspired

## b. Typography

- Primary typeface: **sans-serif or semi-serif**, simple yet refined
- Optional: subtle mix with a **handwritten or artisanal touch**
- High legibility at small sizes
- Avoid overly ornate serifs and retro styles

## c. Colors

Preferred palette (final values to be refined in hex):

- **Warm ochre** (#DFA85F – to be adjusted)
- **Soft tarragon green** (#A2B29F – to be adjusted)
- Secondary tones: **sand, linen, light wood, pale terracotta**

## d. Iconography & Symbols

- Avoid **literal pictograms** (e.g., no drawn sun or explicit waves)
- Favor abstract or semi-geometric shapes suggesting:
  - **Sunset** (stylized half-circle, subtle gradient)
  - **Sea or water movement** (refined undulations, flowing lines)
- Aim for a **strong iconic form**, which could become a **monogram or signature mark** if needed (e.g., initials, integrated graphic symbol)

# 5. Technical Constraints

## a. Required Formats

- Main logo (horizontal format)
- Secondary version (stacked or square format)
- Monogram or icon-only version (optional but recommended)
- Deliverables in:
  - **Vector formats** (.AI, .EPS, .SVG)
  - **High-resolution PNG** (transparent background)
  - **Optimized JPEG** (for web and print)

- Versions in **CMYK, RGB**, and **black/white**
- **Color palette** with HEX, Pantone, and CMYK codes

#### **b. Intended Uses**

- Textile printing (t-shirts, cushions, parasols)
- Wood engraving / laser cutting
- Exterior signage
- Stationery / menus / cards
- Website & social media

## **6. References & Visual Inspirations**

**Include a moodboard.**

Inspirations may include:

- **Eco-luxury beachfront hotels** (Ibiza, Tulum, Costa Rica)
- Branding of **natural or coastal restaurants**

## **7. Deliverables**

- Logo must be approved within **12 days**
- Final delivery of the **main logo in high resolution** (both vector and web formats)
- **Monochrome versions** (on light and dark backgrounds)
- Any **necessary variations** (icon, visual signature, etc.)