**Seafood Restaurant Brand Brief**

**The Concept**

We are establishing a seafood restaurant in a major Middle Eastern city. The restaurant will capitalize on residents’ love of seafood and the city’s seaside location. The specifics of the concept are in development, but we envision a restaurant that serves fresh fish and other seafood prepared in a number of ways that are popular with local residents (grilled, fried, sautéed, etc.). The overall style of preparation and flavor palette will be Middle Eastern and Mediterranean, for example Turkish, Spanish, French, Lebanese and Egyptian dishes. Seafood will be complemented by Middle Eastern appetizers (mezze), popular side dishes (potatoes, fries, rice, fresh bread, vegetables, salads, etc.), classic desserts, and possibly, a sheesha (water pipe) terrace (under consideration). For people who do not like seafood, alternatives such as steak or chicken dishes will also be available. The menu is still in development, but the overall direction is known. So far it is envisaged as an a la carte concept rather than a buffet. However, there will be a fresh fish counter where guests can select fish and seafood displayed on a large bed of crushed ice (long display case).

In terms of positioning, the restaurant will be considered to be “upscale casual dining” with widespread appeal. The brand shall be positioned in between casual dining chains (TGI Friday’s, Chili’s, Ruby Tuesday, etc.) and five star hotel restaurants (Intercon, Park Hyatt, Hilton etc.). The brand should not have an overly “American” positioning (like Red Lobster or Legal Seafoods) and cater more to local/regional tastes with an international feel. International benchmarks might include upscale restaurants you can find in coastal resorts in the Mediterranean or cities such as Istanbul.

**Brand Name**

The name of the restaurant shall be “Marbella”, which describes Spain’s most exclusive, upmarket seaside resort which has also been popular among Arabian Gulf elites for decades. A favorite stomping ground of the international jetset, Marbella connotes glamor, easy living, sunshine, and the deep blue Mediterranean. The name “Marbella” also means “beautiful sea’ in Spanish, and has a classic association with high end positioning and quality.

Sub-brand naming like “Seafood Restaurant, “Fresh Seafood Dining,” “Seafood Favorites,” “Specialty Seafood Dining” etc. has not yet been determined. I may provide an update on this in the next 24-48 hours.

**Target Market**

The restaurant is targeting A and B+ consumers, both foreign and local/national residents. The restaurant will be an appealing destination for single friends, family outings, and business customers. The flagship location in a prime business area caters to higher income demographic segments. The target audience may skew slightly younger, e.g. customers in the 25-40s age range. The average cheque size is expected to be approx. $40-45 dollars per head.

**Facility Guidelines**

Facilities will have a subtly nautical, relaxed feel that is upmarket but not overly formal. The décor is expected to be comfortable / transitional, i.e. not too cutting edge/modern, and not too chintzy or classic/old fashioned. Good lighting, quality materials, and an airy feel will underscore the feeling of freshness, healthy eating and contemporary lifestyle.

The facilities are likely to be on the larger side (100-150 covers); there are no plans for small or express formats.

**Logo Applications**

The expected applications of the logo will be as follows:

* Signage (high-end cutout signage, visible from the street but not too large)
* Door signage (elegant plaque at the door)
* Menus
* Business cards, stationery, invoices (bills), etc.
* Website
* Influence on décor, e.g. color scheme, materials, “feeling” that matches the branding
* Social media (look and feel only)

Please note the logo/mark will also be ARABIZED in addition to having the English version which you will design.

**Look & Feel**

The look and feel of the logo should be elegant and upscale; it could be classic script, modern, symbolic etc or whatever the designer feels best captures the spirit of the concept. Typography will be very important. We are not looking for wild or cutting edge design, overly modern feel, or too old-fashioned. We are open to branding concepts, but would like to see at least one concept that emphasizes light, airy, fresh brand attributes, to conjure up images of the relaxing ocean breeze and the easy glamor of a Mediterranean seaside resort.

Other words to describe the brand feel could be contemporary, elegant, classy, international, cosmopolitan, upscale, quality, clean, fresh, etc.

Colors to be used are up to the designer – but focus on an elegant, understated palette that may draw on nautical references or upscale elegance.