

BE REST

Year: 2023

Service: logo design and color scheme, naming

During the project, the naming and logo for the entertainment center was developed. This place has an updated interior design in English style, displays exclusivity, provides an opportunity to have fun with family and friends.

The whole project is made in a minimalist style in a dark color scheme that emphasizes the American style, as well as exclusivity.

BE REST



BE REST

Naming development

~~Centoom~~
~~Tower~~
Be Rest
FUNWILL
~~BB Mall~~

Be Rest

The main options and tasks for naming an entertainment center:

No registered names of competitors have been found. The domain be-rest.com is available. Be-rest - easy to write. "Be-rest" - to rest. Easy to pronounce, can be misspelled in writing. Be-rest means relaxation (a place to rest). Be-rest - rest, tranquility, relaxation, homey place. High memorability. The name corresponds to the entire target audience.



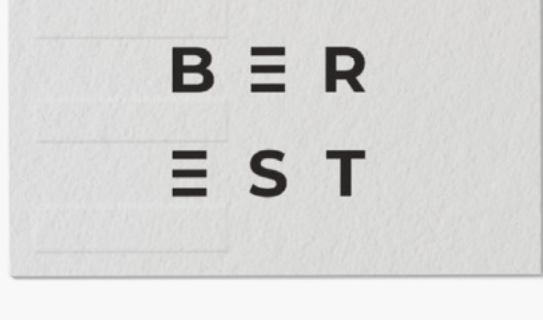
1st floor Beauty products

The logo idea

behind the logo is inspired by a popular element in web design - the top menu.

The menu hides a list, which can include entertainment options, products, and more.

Additionally, this element replaces the letters "E" and forms a clever logo.



Visual

identity does not follow a strict order.

It's graphic and cool!

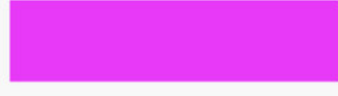


Floors of shopping & intertainment mall



Colors

CMYK: 0:100:0:0
#fc00ff



CMYK: 0:0:0:0
#ffffff



CMYK: 0:0:0:100
#000000



happiness

satisfaction

pleasure

Visual language

Navigation

