



BRAND DEVELOPMENT

THE CHALLENGE

A horror-themed cabaret experience combining drinks, cocktails, finger food and live entertainment. The challenge was to create a brand that embraced horror without becoming predictable.

Horror is a genre with a relatively polarising audience, so understanding the intended customer was critical to positioning the concept. The target audience was defined as Generation X RPG gamers and lovers of sophisticated macabre — an audience with an appreciation for fantasy, storytelling, dark humour and theatrical experiences.

THE NAME

The Den

Short, memorable and non-threatening.

Other options were:

Den of Madness, Mouth of Madness & Arkham nights.

F E E D
Y O U R
D A R K
S I D E



THE BRAND STRATEGY

The Den is an exclusive, 18+ members-only experience, rather than a conventional restaurant. Food is part of the experience, with the offering focused on cocktails, drinks and sophisticated finger food.

Entertainment ranges from music, dancers and circus performers to performance pieces and dedicated RPG nights. The intention is to create somewhere people visited for the experience and the story, rather than simply for a meal.

This positioning allows The Den to become more than a horror-themed restaurant. It became a secretive, theatrical world — somewhere slightly unexpected, indulgent and memorable.

THE TONE OF VOICE

The Den speaks with a dark sense of humour using clever references, unexpected wordplay and a knowing wink. The tone is cheeky and theatrical, drawing on horror culture without taking itself too seriously.

The tag-line, ***"Feed Your Dark Side,"*** captures the voice perfectly: provocative enough to intrigue, but playful enough to invite people in.

This personality carries through the experience, from cocktails such as "Undeath in the Afternoon," "Bloody Hot Mary" and "Black Death," to food offerings including "Edgar Allan Roe" and "Black Phillip's Delight."

THE CREATIVE SOLUTION

The visual identity adopts a more artistic interpretation of horror, drawing inspiration from the theatricality and kitsch of Hammer Horror.

Highly stylised photography, vector graphic elements, distinctive typography, colour and iconography is combined to create a brand identity designed to communicate the experience rather than simply the theme.

Every element is intended to reinforce the same idea: **The Den is somewhere you don't simply go for food — you enter a world, become part of the story, and leave with a memory.**

LOGO: HERO



Full Colour



Full Colour, Reverse



Mono

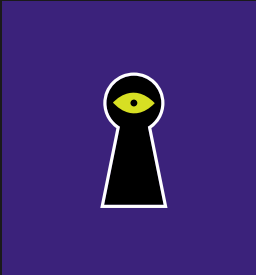


Mono, Reverse

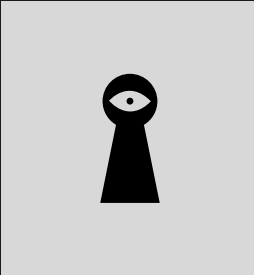
ICONS



Full Colour



Full Colour, Reverse



Mono



Mono, Reverse

HORIZONTAL, LEFT ALIGNED



Full Colour



Full Colour, Reverse



Mono



Mono, Reverse

HORIZONTAL, CENTERED



Full Colour



Full Colour, Reverse



Mono



Mono, Reverse

STACKED



Full Colour



Full Colour, Reverse



Mono



Mono, Reverse

LOGO COLOURS



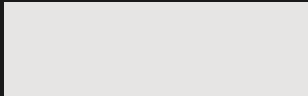
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CMYK: 20/0/0/100
RGB: 0/0/0
HEX:#000000
PMS: BLACK 6C



50%



20%



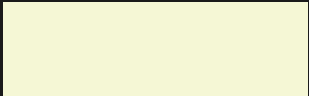
5%



COLOR: BILE GREEN
CMYK: 20/0/100/0
RGB: 215/233/35
HEX: #D6DF23
PMS:396



50%



20%



50%

SECONDARY COLOUR



COLOR: PUTRID PURPLE
CMYK: 90/100/0/20
RGB: 59/35/123
HEX:#3B227A
PMS:2735



50%



20%



5%

BRAND FONT

AINSDALE

FONT PAIRING

Azo Sans

SAMPLE PARAGRAPH USE + SPACING

HEADING:
FONT: AINSDALE
SIZE: BODY X 6 (60PT)

SUBHEAD:
FONT: AZO, BOLD
SIZE: BODY X 1.2 (12PT)
LINE HEIGHT: BODY X 1.4 (14PT)

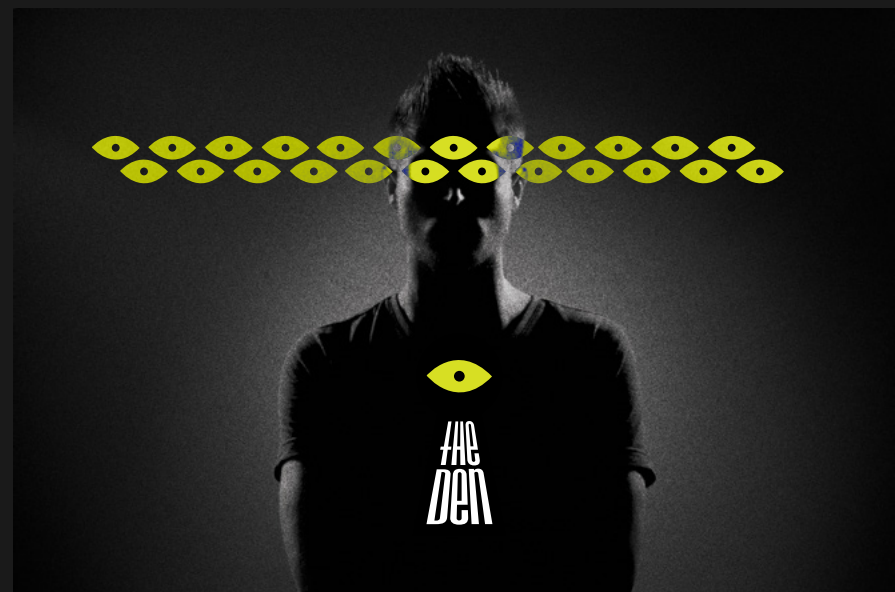
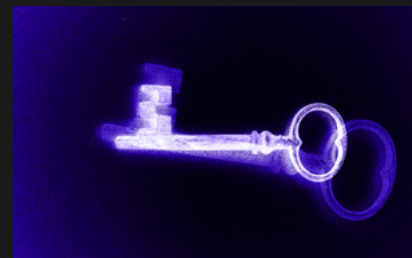
BODY:
FONT: AZO, REGULAR
SIZE: 10PT
LINE HEIGHT: BODY X 1.3 (13PT)

BRAND LANGUAGE:
- SOPHISTICATED
- LITERARY HORROR
- ENTERTAINING

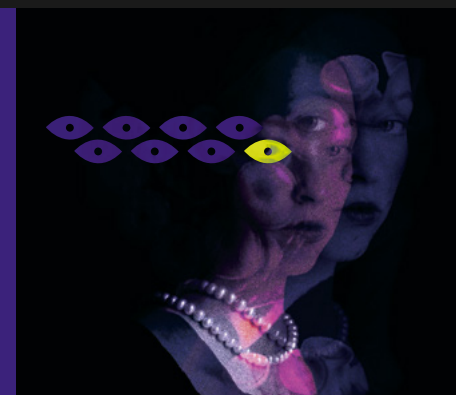
MACABRE DREAMS

**Down the hall to the right, You
find a room with little light.
Squinting to see what you can,
Seeing something your mind
doesn't understand.**

You see a chair, or is it there? A petite woman with a bloody face, slow your heart down, as it pounds a race. Lights flicker and flash around the room, Your mind soon does register; This place is your final tomb.



DECORATIONS & PATTERNS





CUSTOM
OCCULT
SYMBOLS



THE DEN

FEED YOUR DARK SIDE

Undeath in The Afternoon **\$38**
Absinthe + Chilled Champagne.
Served In Blue Crystal Flute

Kiss of Dracul **\$35**
Champagne, Vodka + Raspberry
Liqueur. Garnished With Red Sugar

Black Death **\$25**
Vodka, Coffee Liqueur + Cola.
A Black Maraschino Cherry

Bloody Hot Mary **\$30**
Tomato Juice, Vodka, Worcestershire
Sauce, Tabasco + A Roasted Jalapeño

PRINT



Promotional Poster



Bile Green Foil logo on Matte Stock

PRINT

DIE-CUT KEYHOLE REVEALS PAGE INSIDE



Menu: A6 Booklet with keyhole die-cut cover. Cover 200GSM, Pages 120GSM Matte Stock

PRINT

This tiny menu booklet is easy to carry with you, in your purse or pocket. People are encouraged to take a copy home as a memento, so they can be reminded of what they drank and ate and the great time they had.

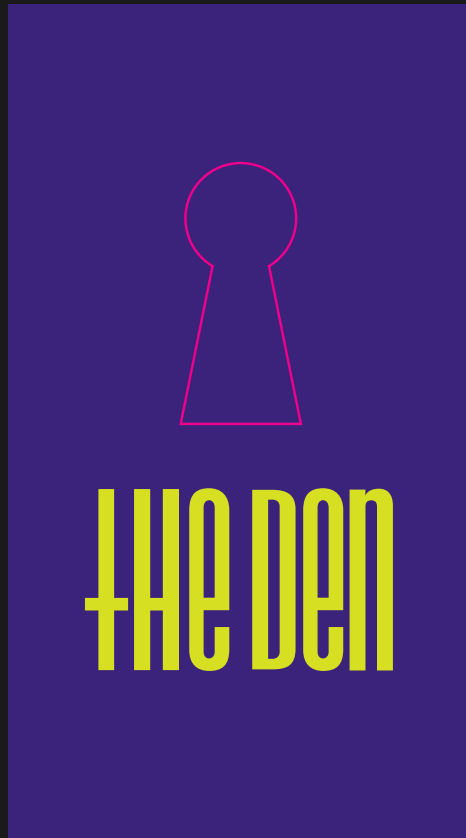


Die-cut

Menu A6 Booklet layout

PRINT

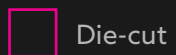
The style of business card would be something people will hang onto. With the playful die-cut keyhole it is unique and fun - people can peek through it! The thick stock of 400gsm will give the card a nice valuable feel.



Business cards with keyhole die-cut

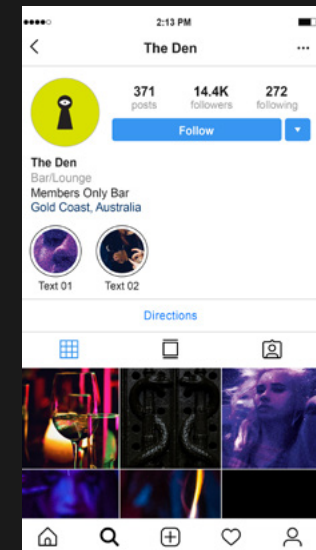
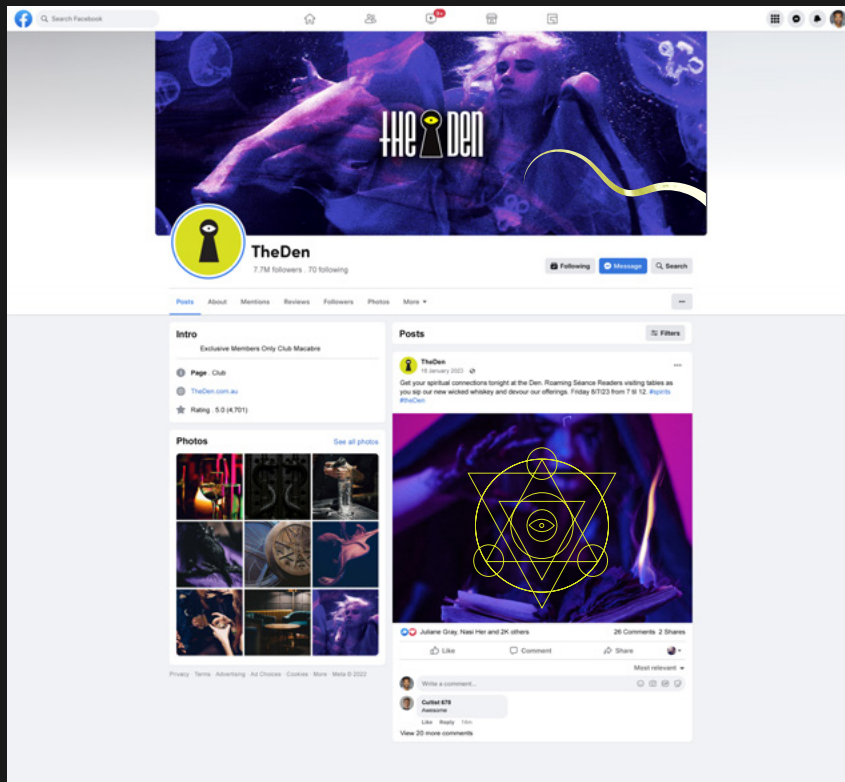


Printed on thick card - 400GSM Matte Stock



DIGITAL

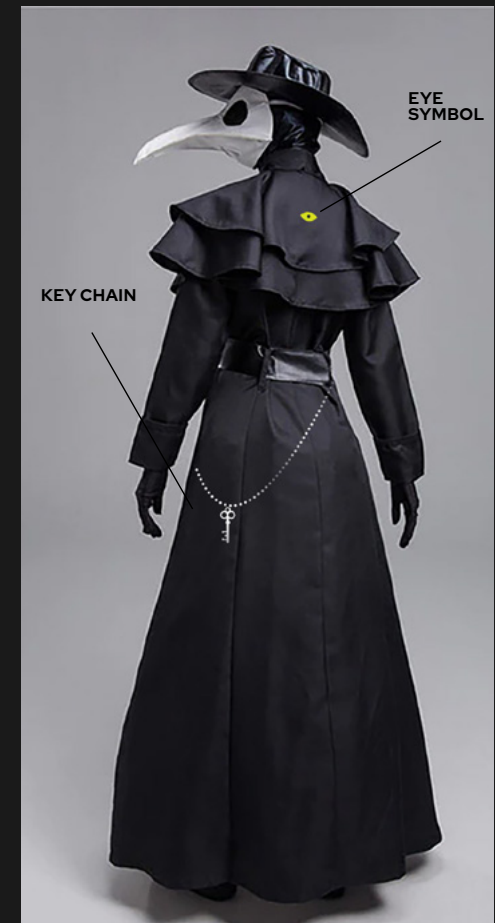
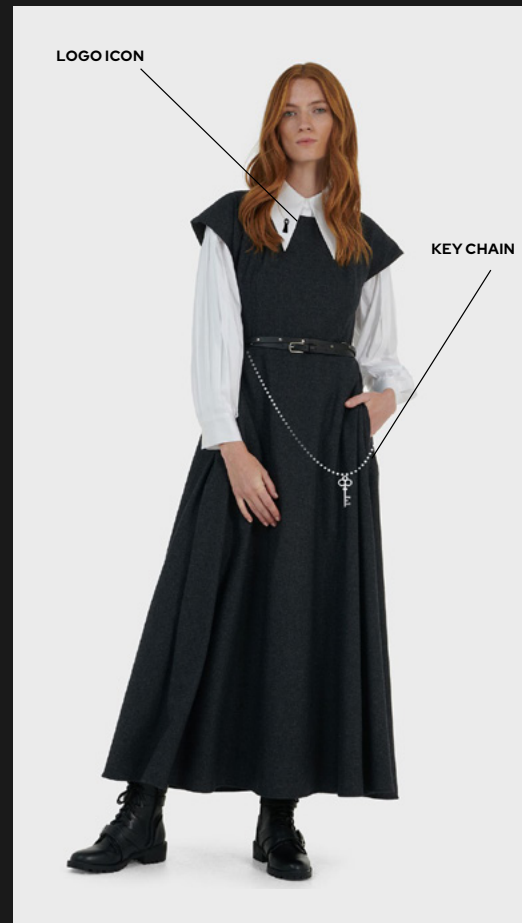
In social media it is important to stand out with punchy graphics and enticing language. The use of bright purple and lime green colours stand out. The logo icon and image style used across all social media accounts be the same to ensure cohesive brand message.



UNIFORM

The staff uniforms should align with the brand – A simple Gothic/witchy outfit with a modern bent. Comfortable and stylish. The 'Host' wears a plague doctor outfit.

The logo on the uniform should be very minimal.

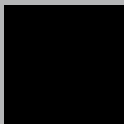




BEHIND THE SCENES

SOME OF WORK THAT SHAPED THE BRAND

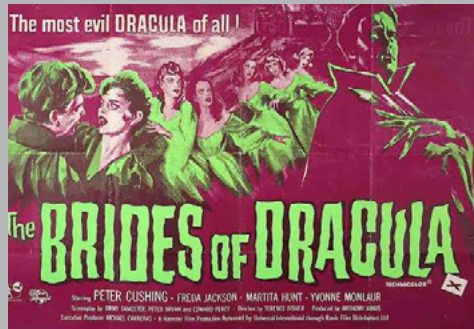
MOOD BOARD



STRONG COLOURS
+ BLACK

DETAILED
ART

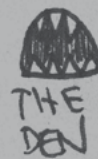
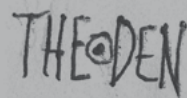
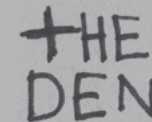
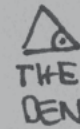
MOOD BOARD – HAMMER HORROR INSPIRATION



STRONG COLOURS
+ BLACK

MANIPULATED & COLOURISED PHOTOGRAPHIC
+ VECTOR ART

LOGO SKETCHES



LOGO IDEA DEVELOPMENT

