

MIGO BRAND BOOK

V1.0.0

A unified brand identity and experience for Migo, a VVIP party and private gathering destination within the Mangrove Beach resort.

Your Squad. Your Rules.



Energetic, Rebellious and
most impotantly Private

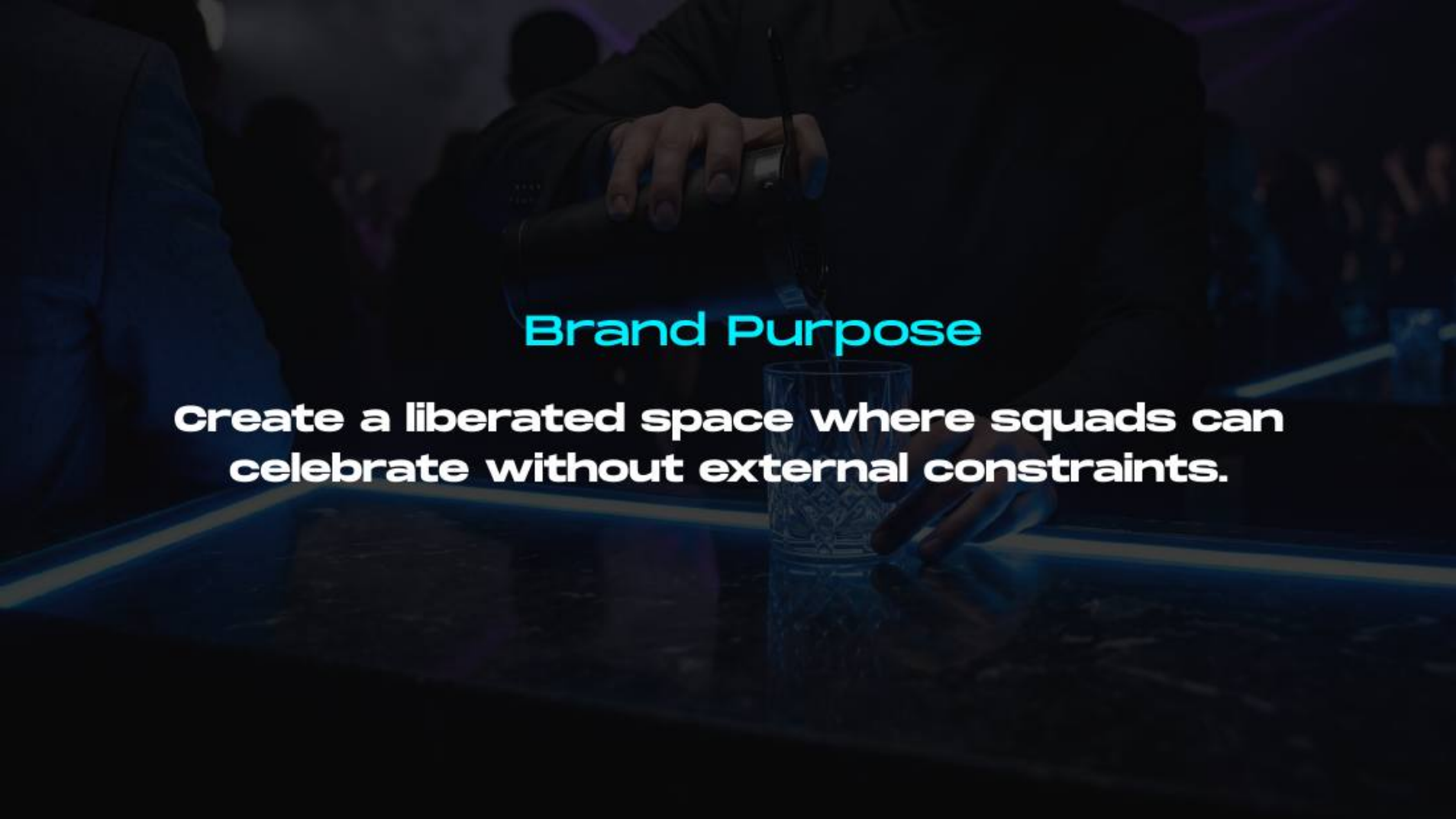
Vision

To become the premiere, secret VVIP destination in Jeddah for squads seeking total freedom and energy.



Mission

Deliver elite, high-octane experiences through a seamless blend of private villa luxury, yacht-based parties, and bespoke VIP services.



Brand Purpose

Create a liberated space where squads can celebrate without external constraints.

Perception

An invite-only, high-energy, mysterious escape for those who want to set their own rules.

Target Audience

Primary

High-net-worth social squads, event-driven young professionals.

Secondary

Luxury-seeking tourists, bachelor/bachelorette groups, influencers.

The "Squad Leader"

Aged 22-38; the decision-maker;
prioritizes status, privacy, and curated "VVIP" service over cost.



STRENGTHS:

- Private yacht access
- 12 entry permits
- Absolute privacy
- high-contrast energy against the surrounding resort



Brand Personality

Edgy, Mysterious,
Vibrant, Exclusive.

Brand Archetype

THE REBEL



Emotional Benefits

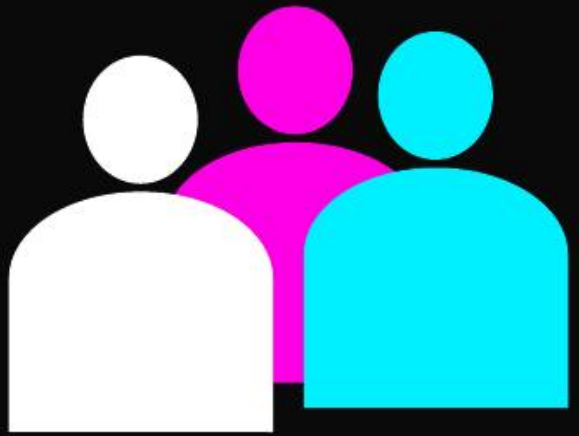
- Empowerment
- Adrenaline
- Freedom
- Belonging

Functional Benefits

- Yacht parties
- 12-guest passes
- Unrestricted enviroment
- Visual/auditory privacy




Brand Keywords
Squad, Neon, Nightclub, VIP, Rules, Yacht, Energy, Exclusive, Beats



Customer Journey

Tease (Social Media) → Book (Exclusive) → Arrive (VVIP Check-in) → Experience (Yacht/Villa) → Share (Mysterious Social Content)

Logo Guidelines

This section defines how the Migo logo should be constructed and displayed to ensure maximum impact.

Primary Logo
A modern typography-based wordmark. It should look like a high-end nightclub neon sign.



Clear Space
Maintain clear space equal to the height of the letter 'M' to ensure the logo stands out.



Approved Versions
Primary: Glowing **Neon** on Black.
Secondary: Crisp **White** on Black.

OR



OR



OR



Incorrect Usages:

(!) Do NOT place the logo on light, daytime photography or pastel backgrounds.

(!) Strictly avoid full-color backgrounds that dilute the dark aesthetic.





Color System

Midnight Black (#0A0A0A)



Typography

Typography establishes the visual voice of Migo. The selected typefaces must communicate boldness, exclusivity, and modern nightlife.

English Primary
Monument Extended

For high-impact headings, signage, and core brand messaging. (Bold, wide, aggressive).

Secondary Typeface
Montserrat

For body paragraphs, long-form reading, and interface elements (Clean, readable, modern).

Typography

Heading Weight
Bold / **Black** / Extrabold
H1 - H3 (Should demand attention).

Body Weight
Regular / **Medium**
*Paragraphs and details.

*Use tight letter-spacing (tracking) for headings to create a blocky, impactful look.
*Ensure high contrast (**White** / Neon text on Black).



Layout System

Use overla ng layers

Always prioritize dark backgrounds (Midnight Black).

Your Squad.

Center align bold and singular statements

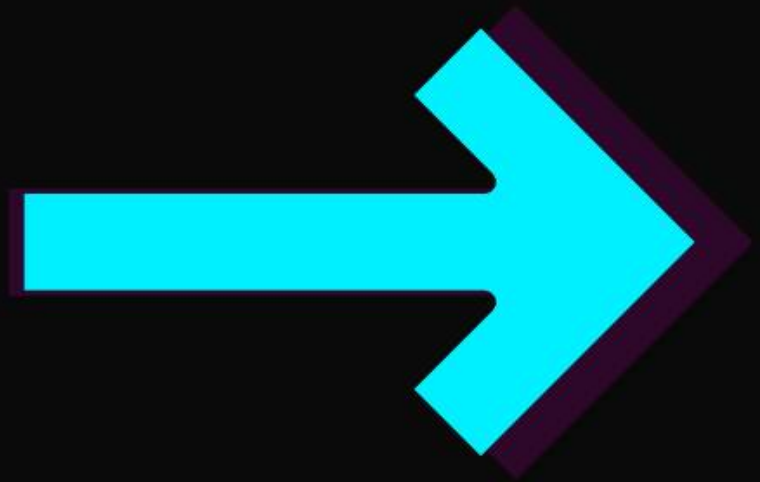
Your Rules.



Edge-to-edge photography with high-contrast color overlays (Electric Blue or Neon Pink gradients).

Iconography

The icon system should reflect Migo's nightlife and VIP hospitality with sharp, glowing visuals.



Solid or thick-line icons with a subtle neon glow effect. Avoid soft, rounded, or friendly edges.

Photography Direction



VVIP Lifestyle

Capture squads looking confident and stylish. Focus on high-energy moments, toasting, and dancing.



Paparazzi/Flash Style

Direct flash photography against dark backgrounds. This creates an authentic, exclusive, "caught in the moment" VIP vibe.





The Yacht & Sea

Nighttime or deep sunset shots. Focus on the spray of the jet ski, the glowing lights of the yacht against the dark water, and motion blur to imply speed.

Details

Close-ups of DJ equipment, laser lights, premium bottle service, and neon signs inside the villa.

NO PEOPLE = NOT APPROVED

Editing Style

High contrast, deep shadows, desaturated skin tones with popping neon accents.

Physical items

For a VVIP club, Migo's printed and physical items must be high-status collector items, acting as symbols of access.



VIP Access Cards (Keys)

Replace standard plastic hotel key cards with heavy, matte-black metallic NFC-enabled cards.



Wristbands

Use premium, woven fabric wristbands (black with electric blue/neon pink threading).



"Do Not Disturb" Signs

Use bold, edgy phrasing: "Squad Only," "Do Not Enter," or "The Night is Still Young."



Welcome Notes

WiFi password, the schedule, and a direct WhatsApp number for the "Migo Concierge".



Bottle Service Menus

Heavyweight, dark acrylic with crisp white and neon typography. Use minimal text

Signage & Wayfinding

Signage for Migo should not scream for attention to the general public; it should be discreet to outsiders but highly recognizable to those who are invited. It's about building anticipation.