



Butterfly & Bee

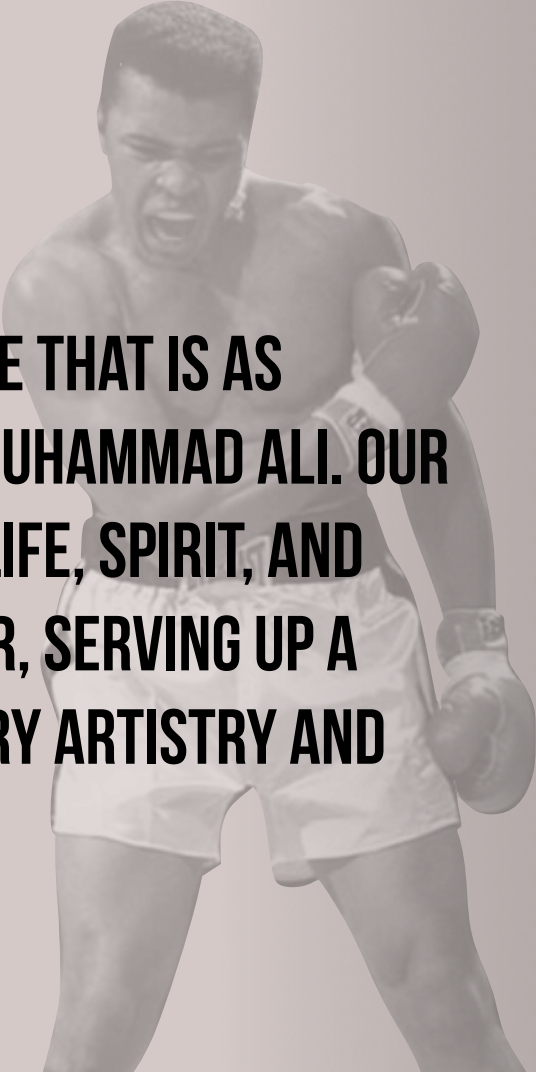
BRANDING GUIDELINES

Muhammad Ali

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STEP INTO A FINE-DINING EXPERIENCE THAT IS AS LEGENDARY AS THE MAN HIMSELF: MUHAMMAD ALI. OUR RESTAURANT PAYS HOMAGE TO THE LIFE, SPIRIT, AND ACHIEVEMENTS OF THE ICONIC BOXER, SERVING UP A KNOCKOUT COMBINATION OF CULINARY ARTISTRY AND INSPIRED DESIGN.

Brand Essence

Mission Statement

AT BUTTERFLY & BEE, WE DRAW INSPIRATION FROM THE INDOMITABLE SPIRIT OF MUHAMMAD ALI TO CREATE A FINE DINING EXPERIENCE THAT TRANSCENDS THE ORDINARY. OUR MISSION IS TO PAY HOMAGE TO THE LEGACY OF 'THE GREATEST' BY OFFERING A CULINARY JOURNEY THAT MIRRORS HIS TENACITY, PASSION, AND UNWAVERING COMMITMENT TO EXCELLENCE.

WE ARE DEDICATED TO DELIVERING A WORLD-CLASS DINING EXPERIENCE THAT MIRRORS THE ESSENCE OF MUHAMMAD ALI'S LIFE AND ACHIEVEMENTS.

OUR MISSION IS TO BE A PLACE WHERE CULINARY ARTISTRY, EXCEPTIONAL SERVICE, AND THE LEGACY OF MUHAMMAD ALI CONVERGE TO INSPIRE, DELIGHT, AND UNITE OUR GUESTS. BUTTERFLY & BEE IS MORE THAN A RESTAURANT; IT IS A CELEBRATION OF GREATNESS IN EVERY SENSE.

Core Values

1. CELEBRATE EXCELLENCE

WE HONOR THE SPIRIT OF EXCELLENCE THAT DEFINED MUHAMMAD ALI'S CAREER BY CURATING A MENU THAT SHOWCASES THE FINEST AND MOST INNOVATIVE CULINARY CREATIONS. WE STRIVE FOR PERFECTION IN EVERY DISH.

2. PROMOTE INCLUSIVITY

JUST AS ALI CHAMPIONED INCLUSIVITY AND UNITY, WE CREATE AN ENVIRONMENT THAT WELCOMES GUESTS FROM ALL WALKS OF LIFE. BUTTERFLY & BEE IS A PLACE WHERE DIVERSE CULTURES AND BACKGROUNDS CONVERGE AT THE DINING TABLE.

3. INSPIRE COURAGE

WE ENCOURAGE OUR TEAM TO EMBRACE THE PRINCIPLES OF COURAGE AND RESILIENCE IN THE FACE OF CHALLENGES, MUCH LIKE MUHAMMAD ALI DID IN THE RING AND IN HIS LIFE.

4. SUPPORT THE COMMUNITY

BUTTERFLY & BEE IS COMMITTED TO GIVING BACK TO THE COMMUNITY, BOTH LOCALLY AND GLOBALLY, IN THE SPIRIT OF THE HUMANITARIANISM THAT ALI EMBODIED.

5. ELEVATE THE DINING EXPERIENCE

WE ELEVATE THE DINING EXPERIENCE TO BE MORE THAN JUST A MEAL. WE AIM TO CREATE LASTING MEMORIES AND UNFORGETTABLE MOMENTS FOR OUR GUESTS.

What We Do

WE INVITE YOU TO EXPERIENCE THE 'ALI' LIFESTYLE — WHERE EVERY MEAL IS A CELEBRATION OF GREATNESS, AND EVERY GUEST IS TREATED LIKE A CHAMPION. SO, COME JOIN US AND DINE IN THE PRESENCE OF LEGENDS. WE'RE NOT JUST A RESTAURANT; WE'RE AN EXPERIENCE YOU'LL NEVER FORGET.

WE HAVE CRAFTED A MENU THAT PACKS A PUNCH, OFFERING AN ARRAY OF GLOBALLY INSPIRED DISHES THAT REFLECT ALI'S JOURNEY AND THE PLACES HE TOUCHED. EVERY PLATE IS A CULINARY MASTERPIECE, A TESTAMENT TO THE COMMITMENT, COURAGE, AND CHARISMA OF THE CHAMP.

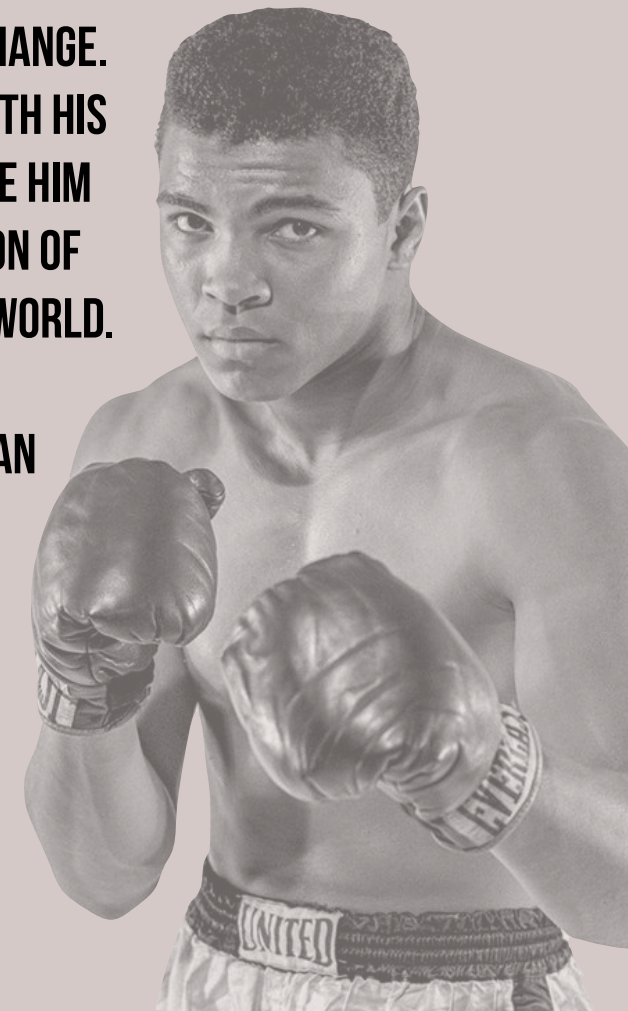
Who We Are

"FLOAT LIKE A BUTTERFLY, STING LIKE A BEE" IS A FAMOUS CATCHPHRASE COINED BY MUHAMMAD ALI. THE PHRASE ENCAPSULATES THE ESSENCE OF MUHAMMAD ALI'S BOXING STYLE, WHICH COMBINED THE GRACE AND AGILITY OF A BUTTERFLY WITH THE POWER AND PRECISION OF A BEE'S STING. IT BECAME AN ICONIC REPRESENTATION OF HIS CHARISMA AND FIGHTING PROWESS.

Brand Personality

CONFIDENT
RESILIENT
DYNAMIC
PASSIONATE

ALI TRANSCENDED THE WORLD OF SPORTS TO BECOME A SYMBOL OF COURAGE, CONVICTION, AND SOCIAL CHANGE. HIS UNPARALLELED BOXING TALENT, COMBINED WITH HIS UNWAVERING COMMITMENT TO CIVIL RIGHTS, MADE HIM NOT ONLY THE GREATEST IN THE RING BUT A BEACON OF HOPE AND INSPIRATION FOR PEOPLE AROUND THE WORLD. ALI'S CHARISMA, BOLD PERSONALITY, AND WILLINGNESS TO STAND UP FOR HIS BELIEFS LEFT AN INDELIBLE MARK ON SOCIETY, PROVING THAT ATHLETES CAN BE POWERFUL ADVOCATES FOR JUSTICE AND EQUALITY. HIS LEGACY LIVES ON AS A SYMBOL OF RESILIENCE, PRINCIPLES, AND THE ENDURING FIGHT FOR A BETTER WORLD.



Design Tool Bag

Logo



Logo Misuse



DO NOT DISTORT OR ALTER THE PROPORTIONS OF THE LOGO



DO NOT CHANGE ANY ELEMENTS RESPECTIVE TO EACH OTHER



DO NOT ADD DROP SHADOW OR GLOW TO THE LOGO



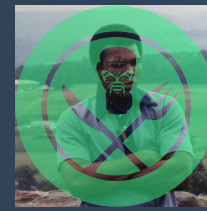
DO NOT ROTATE THE LOGO



DO NOT CHANGE ANY COLORS IN THE LOGO



DO NOT PLACE THE LOGO ON A BACKGROUND COLOR OUTSIDE OF THE PALETTE



DO NOT SCREEN THE LOGO WITH OTHER IMAGES



DO NOT FILL WITH PATTERNS OR ADD SPECIAL EFFECTS



DO NOT ADD OR CHANGE TYPEFACE OF LOGO TYPE



DO NOT REPLACE ICONOGRAPHY WITHIN THE LOGO



DO NOT CUT OFF ANY PART OF THE LOGO

Tone & Voice

CHARISMATIC
INSPIRATIONAL
BOLD
CAPTIVATING

Typography

PRIMARY FONT

Yonitta Signature

Primarily used for headings and titles

abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&()-_+*

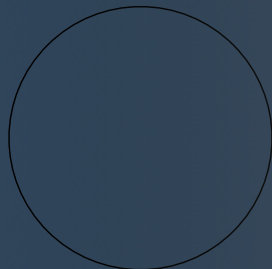
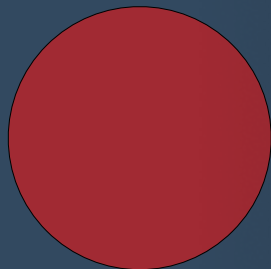
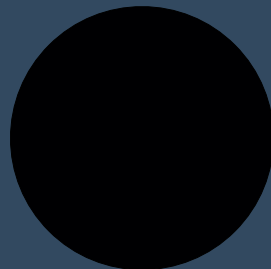
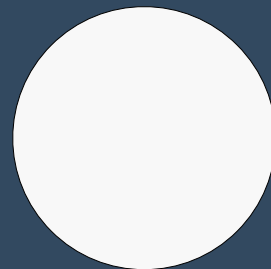
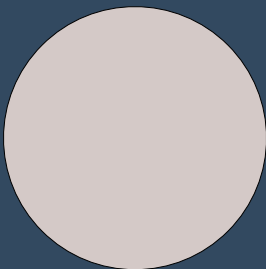
SECONDARY FONT

BEBAS NEUE BOLD

PRIMARYLY USED FOR BODY TEXT AND SUBHEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#\$%^&*()-_+=

Color Palette



HEX #D2CAC8

RBG 210 202 200

CMYK 0 4 5 18

FRENCH GREY 30%

PC 1070

HEX #F8F8F8

RBG 248 248 248

CMYK 0 0 0 3

WHITE PC 938

HEX #000002

RBG 0 0 2

CMYK 100 100 0 99

BLACK PC 935

HEX #943537

RBG 148 53 55

CMYK 0 64 63 42

TERRA COTTA PC 944

HEX #37485E

RBG 55 72 94

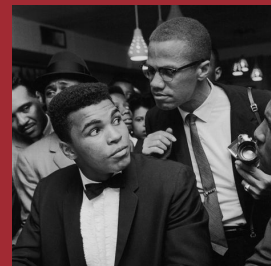
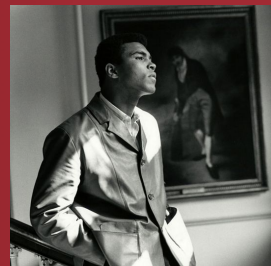
CMYK 41 23 0 63

COOL GREY 90%

PC 1067

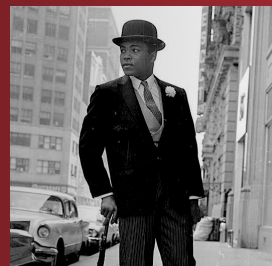
The Style

WE INVITE YOU TO EXPERIENCE THE 'ALL LIFESTYLE' — WHERE EVERY MEAL IS A CELEBRATION OF GREATNESS AND EVERY GUEST IS TREATED LIKE A CHAMPION. SO COME JOIN US AND THE PRESENCE OF LEGENDS. WE'RE NOT JUST A RESTAURANT, WE'RE AN EXPERIENCE YOU'LL NEVER FORGET.



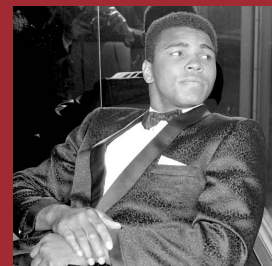
The Legacy

ALL TRANSCENDED THE WORLD OF SPORTS TO BECOME A SYMBOL OF COURAGE, CONVICTION, AND SOCIAL CHANGE. HIS UNPARALLELED BOXING TALENT, COMBINED WITH HIS UNWAVERING COMMITMENT TO CIVIL RIGHTS, MADE HIM NOT ONLY THE GREATEST IN THE RING BUT A BEACON OF HOPE AND INSPIRATION FOR PEOPLE AROUND THE WORLD. ALI'S CHARISMATIC, GOLF PERSONALITY, AND WILLINGNESS TO STAND UP FOR HIS BELIEFS LEFT AN INDELIBLE MARK ON SOCIETY, PROVING THAT ATHLETES CAN BE POWERFUL ADVOCATES FOR JUSTICE AND EQUALITY. HIS LEGACY LIVES ON AS A SYMBOL OF RESILIENCE, PRINCIPLES, AND THE ENDURING FIGHT FOR A BETTER WORLD.



The Experience

STEP INTO A FINE-DINING EXPERIENCE THAT IS AS LEGENDARY AS THE MAN HIMSELF. MUHAMMAD ALI RESTAURANT PAYS HONORAGE TO THE LIFE, SPIRIT, AND ACHIEVEMENTS OF THE FIGHTING GREAT, SERVING UP A KNOCKOUT COMBINATION OF CULINARY ARTISTRY AND INSPIRED DESIGN.



The Location

MIAMI WAS A PIVOTAL LOCATION IN MUHAMMAD ALI'S CAREER, REPRESENTING BOTH HIS BOXING ACHIEVEMENTS AND HIS GROWING ROLE IN THE CIVIL RIGHTS MOVEMENT. MIAMI WAS WHERE ALI TRAINED FOR SOME OF HIS MOST ICONIC FIGHTS. IT IS ALSO WHERE ALI DECLARED HIS OPPOSITION TO THE VIETNAM WAR AND BEGAN TO SPEAK OUT AGAINST SOCIAL INEQUALITY. HIS TIME IN THE CITY MARKED SIGNIFICANT MILESTONES IN HIS JOURNEY TO BECOMING ONE OF THE GREATEST BOXERS AND MOST INFLUENTIAL FIGURES IN THE 20TH CENTURY.



The Queen

LAILA ALI, THE DAUGHTER OF THE LEGENDARY MUHAMMAD ALI, IS A RENOWNED FIGURE IN HER OWN RIGHT. SHE IS A FORMER PROFESSIONAL BOXER WHO MADE HER MARK AS ONE OF THE MOST SUCCESSFUL FEMALE FIGHTERS IN THE SPORT'S HISTORY BEYOND HER ACHIEVEMENTS IN THE RING. LAILA IS ALSO A TELEVISION PERSONALITY, AN ADVOCATE FOR HEALTH AND WELLNESS, AND A SOURCE OF INSPIRATION FOR WOMEN IN SPORTS AND BEYOND. HER LEGACY IS MARKED BY A COMMITMENT TO STRENGTH, DETERMINATION, AND A COMMITMENT TO EMPOWERING OTHERS, MAKING HER A RESPECTED FIGURE BOTH IN AND OUTSIDE OF THE RING WORLD.



The Food

WE HAVE CRAFTED A MENU THAT PACKS A PUNCH, OFFERING AN ARRAY OF GLOBALLY INSPIRED DISHES THAT REFLECT ALI'S JOURNEY AND THE PLACES HE TOUCHED. EVERY PLATE IS A CULINARY MASTERPIECE, A TESTAMENT TO THE COMMITMENT, COURAGE, AND CHARISMA OF THE CHAMP.



The Form

"FLY LIKE A BUTTERFLY, STING LIKE A BEE" IS A FAMOUS CATCHPHRASE COINED BY MUHAMMAD ALI. THE PHRASE ENCAPSULATES THE ESSENCE OF MUHAMMAD ALI'S BOXING STYLE, WHICH COMBINED THE GRACE AND AGILITY OF A BUTTERFLY WITH THE POWER AND PRECISION OF A BEE'S STING. IT BECAME AN ICONIC REPRESENTATION OF HIS CHARISMA AND FIGHTING PROMISES.



The Drinks

THE COCKTAILS ARE THE EPITOME OF ELEGANCE AND CRAFTSMANSHIP. EXPERT MIXOLOGISTS CRAFT THESE BEVERAGES WITH THE FINEST INGREDIENTS. EACH COCKTAIL IS A WORK OF ART, NOT ONLY IN FLAVOR BUT ALSO IN PRESENTATION. SERVED IN ELEGANT GLASSWARE AND GARNISHED WITH EXQUISITE DETAILS, THESE DRINKS OFFER A TRANSCENDENT DRINKING EXPERIENCE, WHERE EVERY SIP IS A JOURNEY INTO SOPHISTICATION AND INDULGENCE. THESE COCKTAILS ELEVATE THE TRADITIONAL BAR EXPERIENCE, PROMISING A TASTE OF THE EXTRAORDINARY IN EVERY GLASS.

