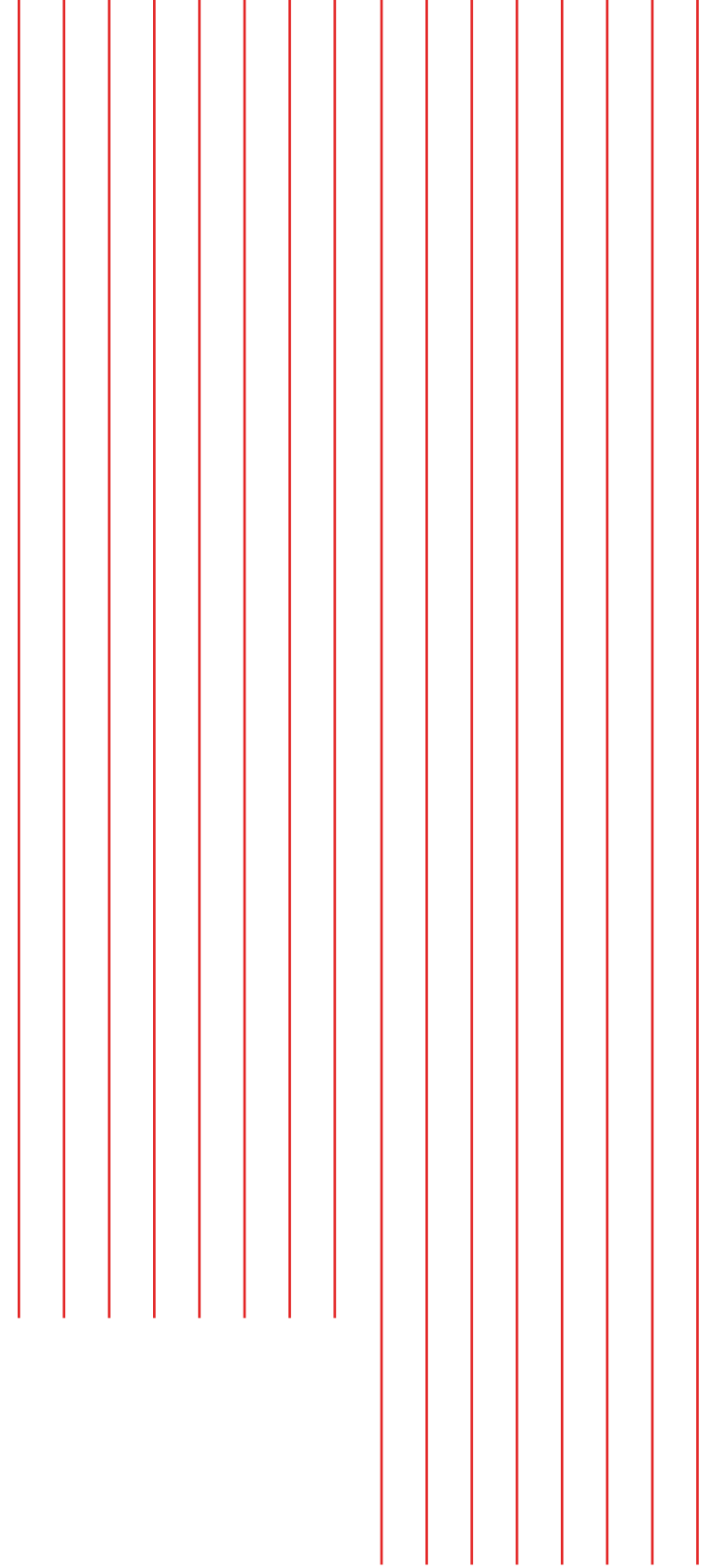


GRAN

PIANO LOUNGE



BRAND HISTORY

The Gran Piano Lounge is a new piano bar opening up in Mexico City. The owner, Mateo Rodriguez Fernando, is a chef who was born in Uruguay and moved to Mexico City 10 years ago. In order to combine his two passions, music and food, he decided to open up the Gran Piano Lounge.

BRAND POSITIONING

The Gran Piano Lounge is the only piano bar in Mexico City that combines all piano bar styles into one piano bar, depending on the day. Mondays are instrumental only, Tuesdays feature local musicians, Wednesdays are Broadway style with musicians and waiters singing together, Thursdays are sing-alongs, Fridays are duelling pianos, Saturdays are open mic and Sundays are a combination of the above styles.

BRAND PILLARS

PURPOSE

To create an enjoyable atmosphere that combines two passions, food and music.

VALUE

To give patrons an enjoyable experience that focuses on unique and ever changing entertainment and food.

DIFFERENCE

To combine all piano bar styles into one piano bar so that the music and how the patrons interact with it changes daily.

EXECUTION

By changing the piano bars style daily and by fusing Uruguayan, Mexican and American influences.

COMPETITION



MORPHOLOGICAL APPROACH



PRIMARY BRANDMARK

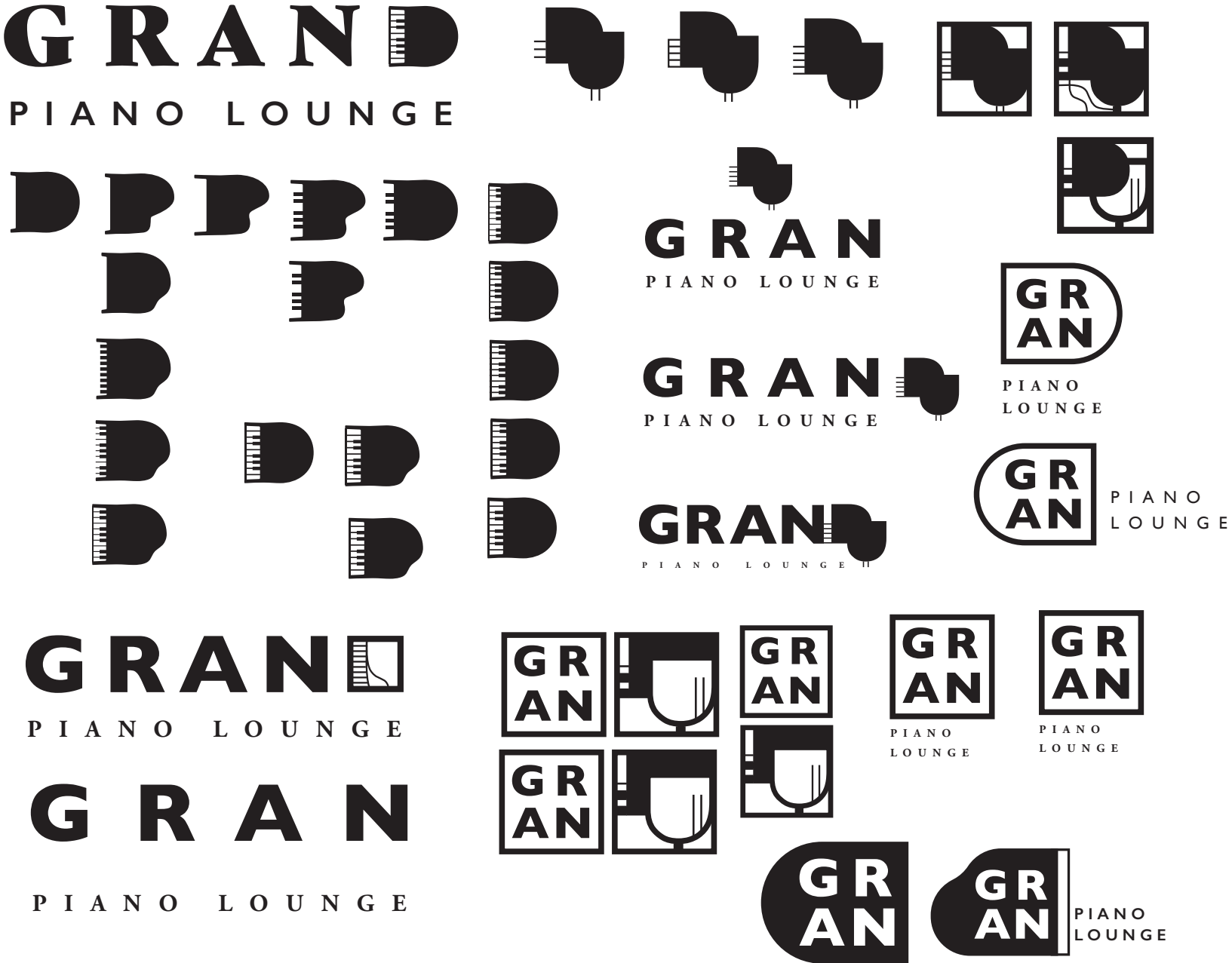


PIANO
LOUNGE

SECONDARY BRANDMARK



BRANDMARK PROCESS



BRANDMARK PROCESS

The diagram illustrates the brandmark process for GRAN PIANO LOUNGE. It begins with a color palette consisting of black, gold, red, green, and dark green. The name 'GRAN GRAN PIANO LOUNGE' is presented in a bold, sans-serif font. The process then explores various typographic and iconographic options, including different font weights, sizes, and alignments. It also shows the development of icons for a piano and lounge, which are combined into a single brandmark. The final stage shows a refined set of brandmarks, including a logo with a piano icon, a logo with a lounge icon, and a logo with a combined piano and lounge icon, all presented in various orientations and combinations with the text 'GRAN PIANO LOUNGE'.

PRIMARY COLOR PALETTE



PANTONE Black 6 C
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RGB: 16 24 32
HEX: 101820

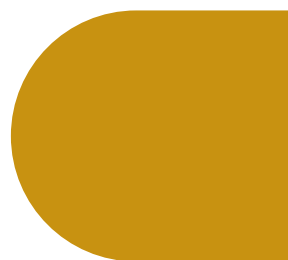


PANTONE 485 C
CMYK: 6 98 100 1
RGB: 225 37 27
HEX: e1251b



PANTONE 7473 C
CMYK: 81 19 52 2
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HEX: 18988b

SECONDARY COLOR PALETTE



PANTONE 1245 C
CMYK: 22 42 100 2
RGB: 200 146 17
HEX: c89211



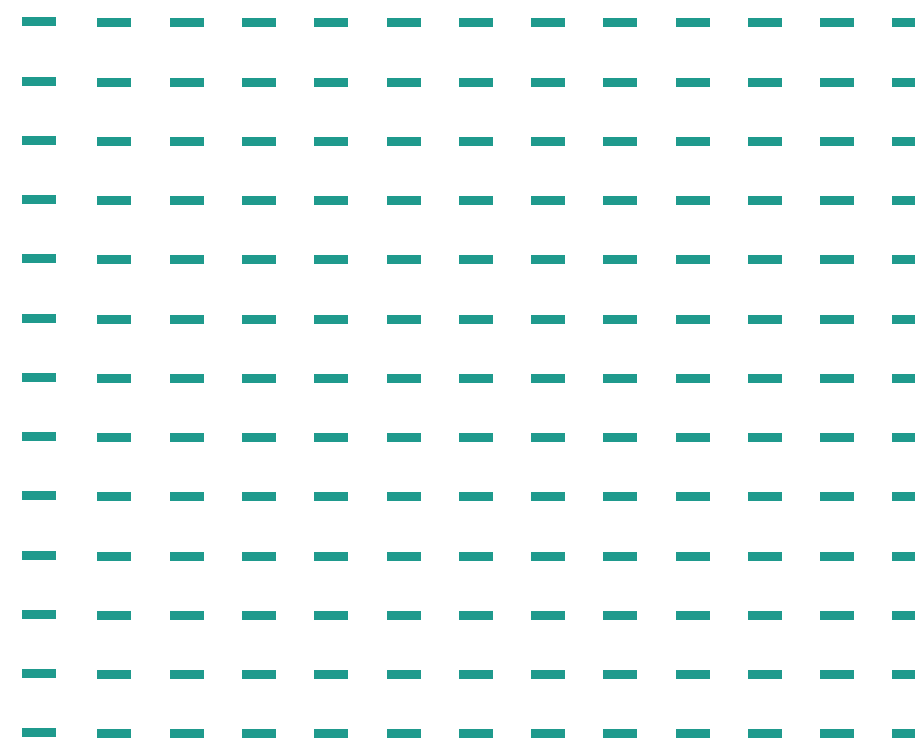
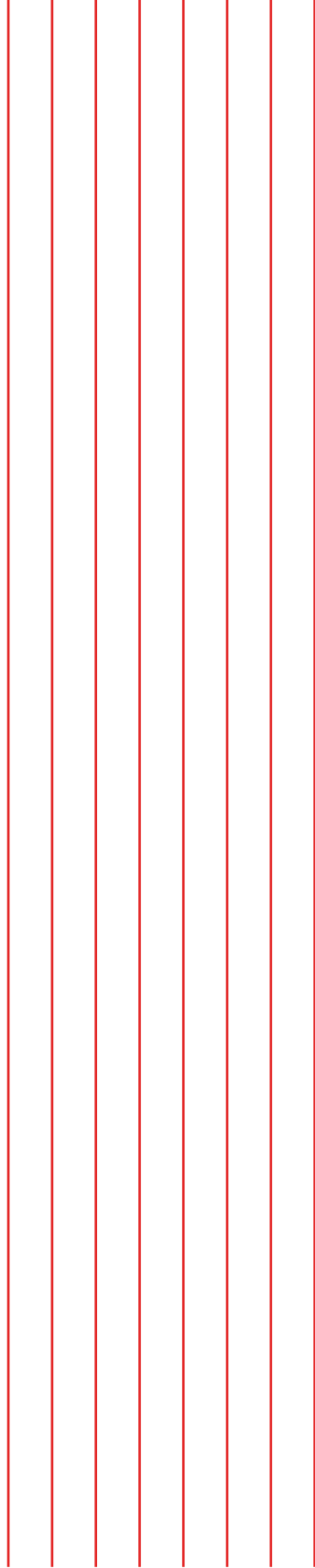
PANTONE 3308 C
CMYK: 91 47 73 50
RGB: 0 68 56
HEX: 004438

TYPOGRAPHY

GILL SANS BOLD

Chaparral Pro

PATTERNS



BUISSNESSCARD



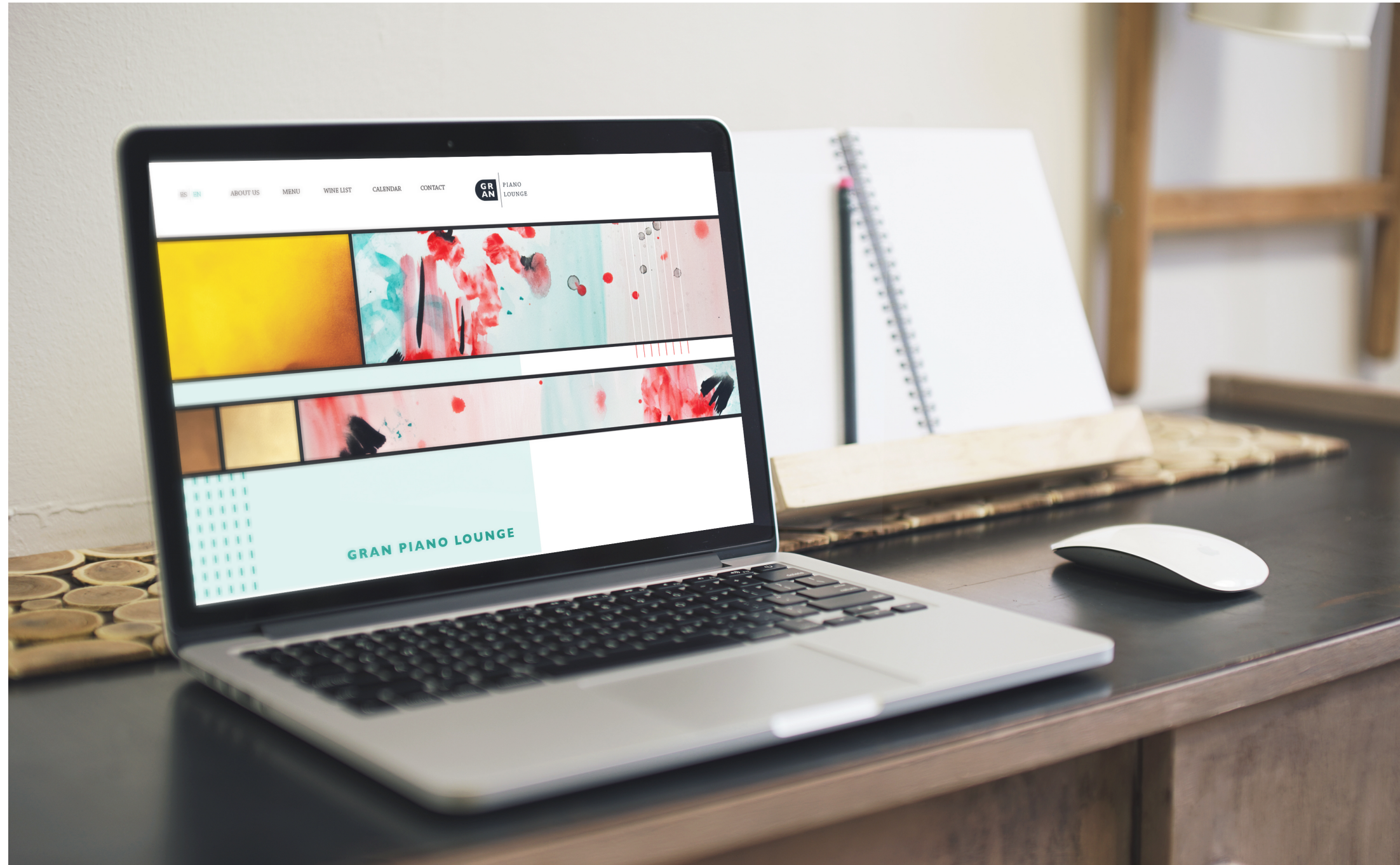
LETTERHEAD



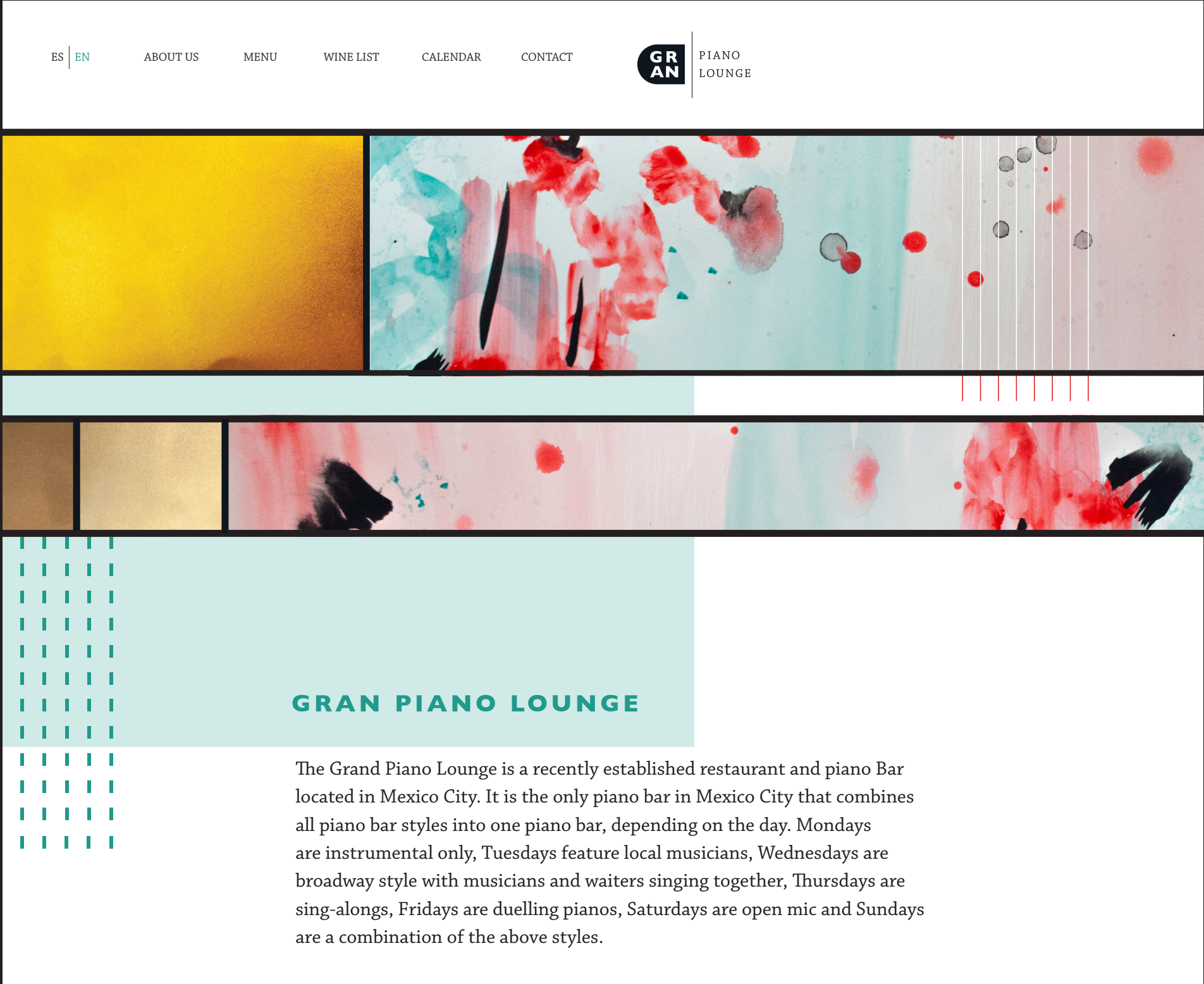
ENVELOPE



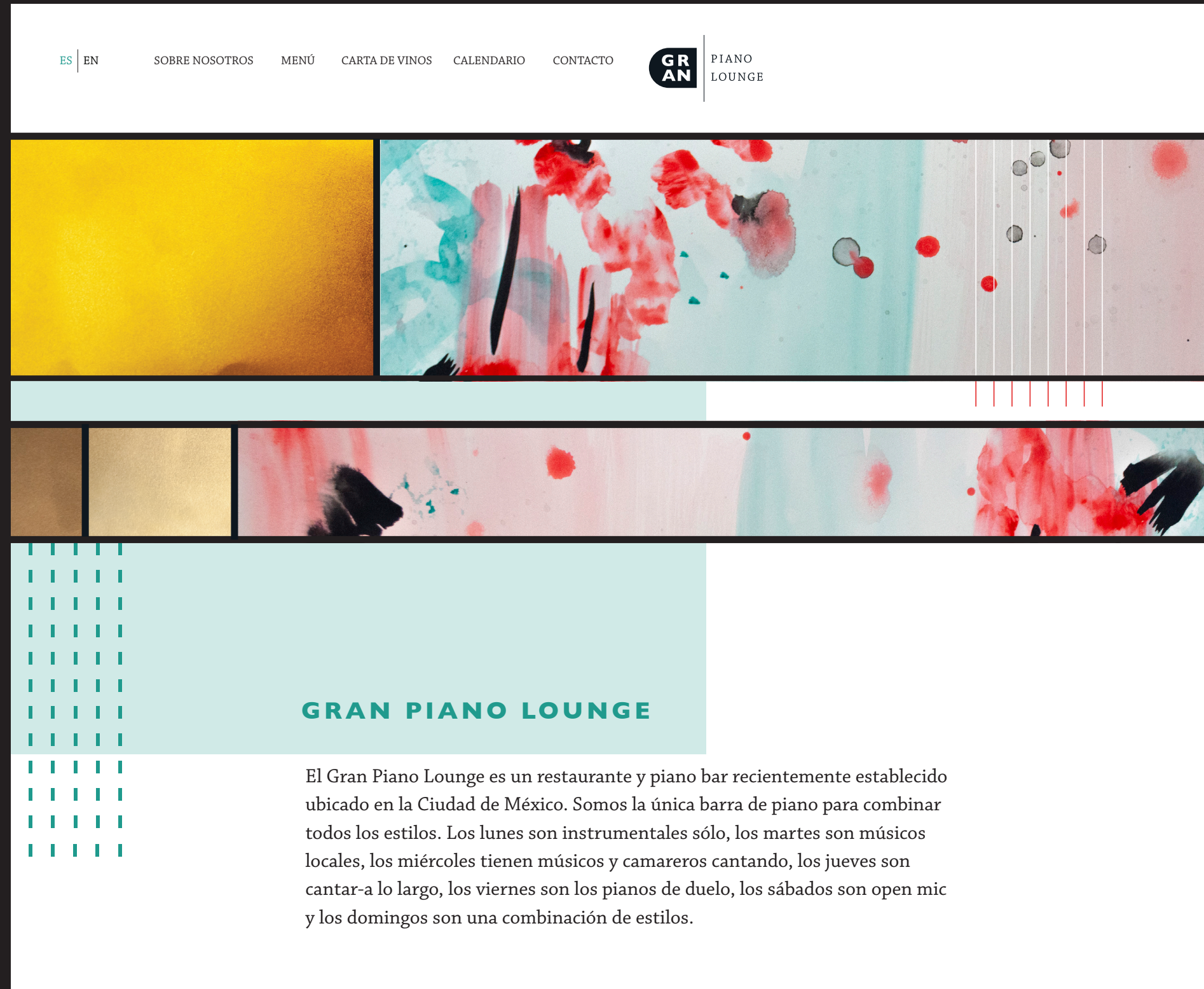
WEBSITE



WEBSITE



WEBSITE



MENU



ENTRADAS

- EMPANADAS**
selección de setas cortas o pasilla,
chimichurri, salsa de tomatillo 100
- PULPO A LA BRASA**
cítricos adobados, rebozados en cerveza,
chile ancho y chile de árbol pimienta,
chimichurri, arúgula, tomatillo, mayonesa
de habanero 180

MAR Y TIERRA

- TOSTADA DE AGUACHILE DE PULPO**
pulpo adobado en chile serrano y limón,
guacamole 100
- PIPIAN VERDE BACALAO DE ALASKA**
semilla de calabaza y salsa de verdura
chamuscada, maíz, viruta de col rizada 350
- PIZZA CHIVITO**
solomillo de ternera, jamón crujiente, pesto
de cilantro, huevo frito, crema 200
- COSTILLAS DEL ASADO**
salsa bbq ancho tamarindo, mac & cheese 350
- BIFE PANCETA HAMBURGUESA**
ribeye y chicharrón, queso de chihuahua,
setas, salsa de pepino-habanero, patatas
fritas de yuca 300

STARTERS

- EMPANADAS**
choice of short rib or pasilla
mushrooms, chimichurri, tomatillo salsa 100
- GRILLED OCTOPUS**
citrus marinated, half beer-battered,
ancho & árbol pepper chimichurri,
arugula, tomatillo, habanero mayo 180

SEA & LAND

- OCTOPUS AGUACHILE TOAST**
serrano-lime marinated octopus, guacamole 100
- PIPIAN VERDE ALASKAN SABLEFISH**
pumpkin seed & charred vegetable sauce,
corn, kale chip 350
- PIZZA CHIVITO**
beef tenderloin, crispy ham, cilantro
pesto, fried egg, crema 200
- BARBEQUE RIBS**
ancho tamarind bbq sauce, mac & cheese 350
- RIBEYE PORK BELLY BURGER**
ground ribeye & pork belly chicharrón,
chihuahua cheese, mushrooms,
cucumber-habanero sauce, yucca fries 300

BEBIDAS

- MIEL PERA MARGARITA**
tequila, jugo de pera, licor de triple sec,
miel, romero, canela 80
- MICHELADA**
cerveza, jugo de limón, tabasco,
salsa inglesa, chile en polvo 80
- HORCHATA**
arroz blanco, leche de almendra, canela,
jarabe de arce, vainilla 80
- BLOODY MARIA**
tequila, tabasco, salsa inglesa, jugo de
tomate, rábano picante, jugo de limón 100
- FRISKY WHISKY**
whisky irlandés, licor de miel, jugo de
naranja, bitter de angostura 100
- MARYUM'S GRASS SKIRT**
ron, whisky de centeno, licor de rosa,
jugo de piña, biters, cerezas 100
- CAFÉ MEXICANO**
tequila, licor de café, canela, helado
de vainilla 80
- SCOVILLE SIPPER**
tequila, amargos, agua mineral, agave,
jugo de limón, jalapeño, cilantro 100
- PALOMA**
tequila, jugo de toronja, agua mineral,
jugo de limón, agave 100
- TOMAHAWK PONCHE**
bourbon, licor de chile ancho, miel,
jugo de limón, biters de angostura,
sidra espumosa, nuez moscada, canela 100

DRINKS

- HONEY PEAR MARGARITA**
tequila, pear juice, triple sec liqueur, honey,
rosemary, cinnamon 80
- MICHELADA**
beer, lime juice, tabasco, worcestershire,
chili powder 80
- HORCHATA**
white rice, almond milk, cinnamon, maple
syrup, vanilla 80
- BLOODY MARIA**
tequila, tabasco, worcestershire, tomato
juice, horseradish, lime juice 100
- FRISKY WHISKEY**
irish whiskey, honey liqueur, orange juice,
angostura bitters 100
- MARYUM'S GRASS SKIRT**
rum, rye whiskey, rosehip liqueur,
pineapple juice, bitters, cherries 100
- MEXICAN COFFEE**
tequila, coffee liqueur, cinnamon, vanilla
ice cream 80
- SCOVILLE SIPPER**
tequila, bitters, sparkling water, agave, lime
juice, jalapeño, cilantro 100
- PALOMA**
tequila, grapefruit juice, sparkling water,
lime juice, agave 100
- TOMAHAWK PUNCH**
bourbon, ancho chili liqueur, honey, lime
juice, angostura bitters, sparkling cider,
nutmeg, cinnamon 100

WINE LIST



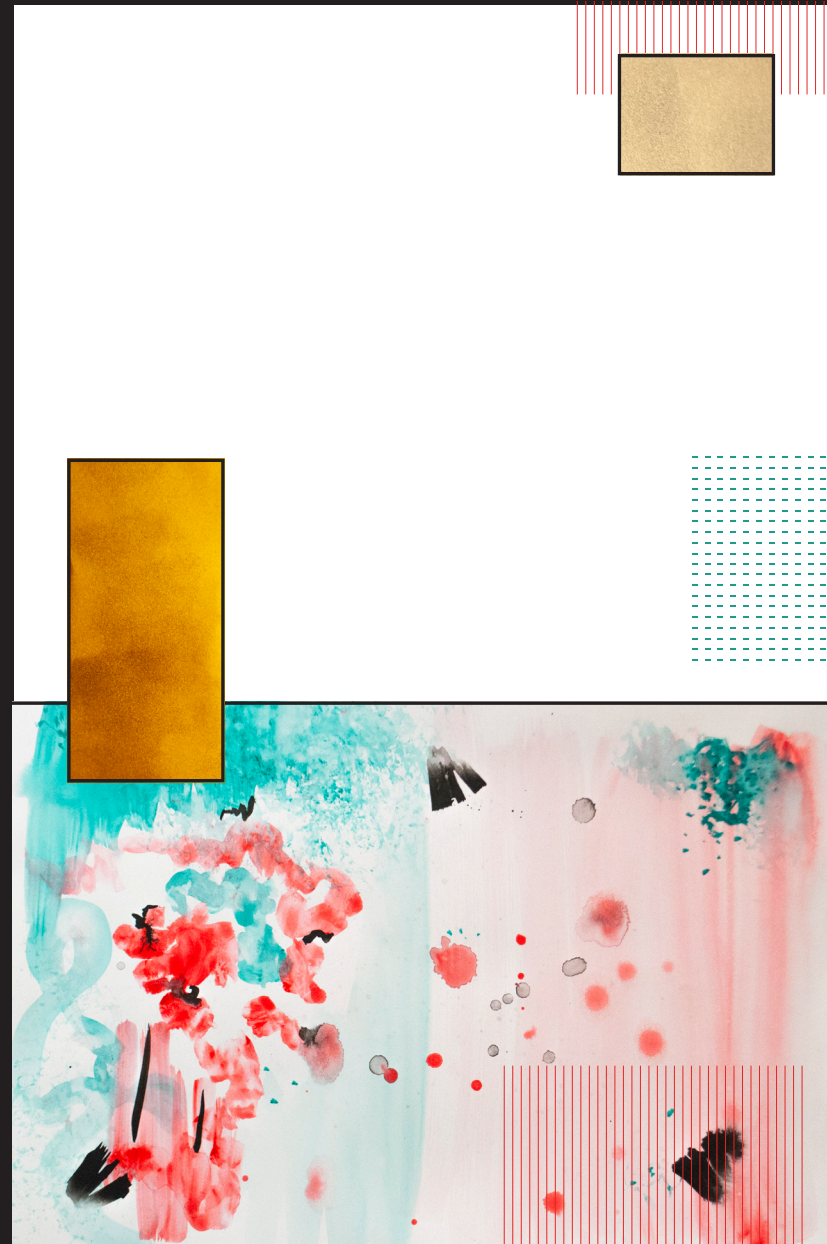
VINOS TINTOS	
BOUZA MERLOT cereza, frambuesa, floral	80
BOUZA MERLOT TANNAT frutas rojas, vainilla tostada, balsámico	80
BOUZA TEMPRANILLO TANNAT fruta madura tostada, mora	80
BOUZA TANNAT bayas rojas, cassis, clavo, vainilla	80
BOUZA MONTE VIDE EU tannat, merlot, tempranillo mezcla	70
BOUZA MERLOT PAN DE AZÚCAR violetas, frambuesa, floral	70
VINOS BLANCOS	
BOUZA CHARDONNAY melocotón, piña, vainilla	80
BOUZA ALBARIÑO floral, especia, vainilla	70
BOUZA COCÓ chardonnay, albariño mezcla	70



RED WINES	
BOUZA MERLOT cherry, raspberry, floral	80
BOUZA MERLOT TANNAT red fruits, toasted vanilla, balsamic	80
BOUZA TEMPRANILLO TANNAT toasted ripe fruit, blackberry	80
BOUZA TANNAT red berries, cassis, clove, vanilla	80
BOUZA MONTE VIDE EU tannat, merlot, tempranillo mix	70
BOUZA MERLOT PAN DE AZÚCAR violets, raspberry, floral	70
WHITE WINES	
BOUZA CHARDONNAY peach, pineapple, vanilla	80
BOUZA ALBARIÑO floral, spice, vanilla	70
BOUZA COCÓ chardonnay, albariño mix	70



ART



MEMBERSHIP CARD



11016001466469

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COMPETITION



PIANO
LOUNGE

