



INTRODUCING

MISS DUBAI

BRANDING GUIDELINES



MISS DUBAI

OUR BRAND STORY

MISS DUBAI will be an exclusive community for all strong woman aspiring to enhance their health and happiness – showcasing deals and discounts for all concepts important to keep an active, social lifestyle.

The app categories will include Bars and nightlife, Spas and Salons, Health & Fitness, Retail and Leisure, Cafe & Restaurants and Special Events



HERE'S OUR LOGO AND
WHAT IT MEANS TO US...

THE DESIGN

Our logo is a bold, pretentious display that conceals real importance, with a feminine touch.

Shown in dramatic form inspired by Love Heart Sweets, it is elaborate, a public spectacle illustrative of what we represent - strong, powerful women.

THE CONCEPT

The name MISS DUBAI has a pageant theme. Why? A pageant is a show consisting of a participants and events. It represents a community of independent women.

THEMES & WORD ASSOCIATIONS

THEMES:

LOVE HEART
PAGENT THEME
QUEENS

CONNOTATIONS:

POWER
AFFIRMATION
DIVAS
GIRL POWER
EMPOWERMENTS

WOMAN SUPPORTING WOMAN

LOOKING AND FEELING GREAT:

BEAUTY / MAKEUP
GLAMOUROUS EVENTS



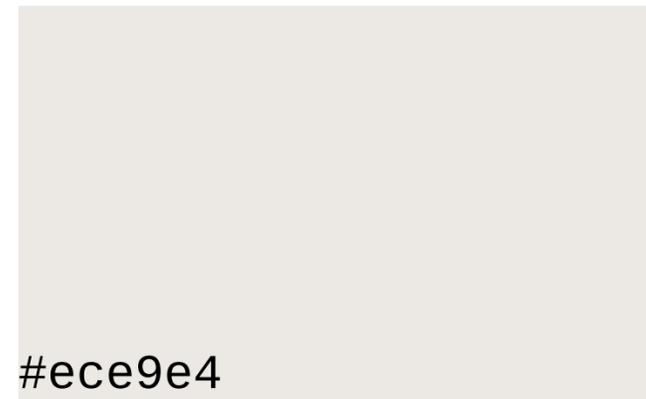
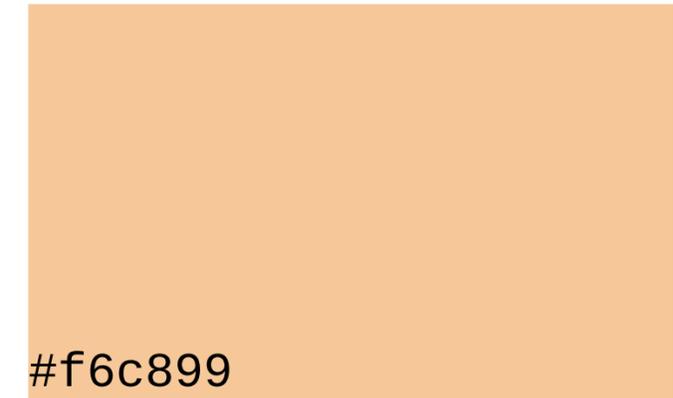
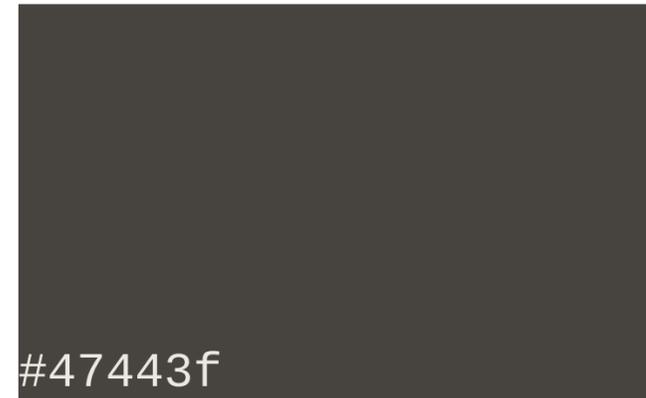
LOGO: PRIMARY COLOURS



Colour Palettes

These are our colour palettes.

SECONDARY COLOURS



Typography.

These are the fonts we use and why we chose them. . .

Headings: Anton, 72

Subheadings: Cousine, 32

Body: Cousine, 28





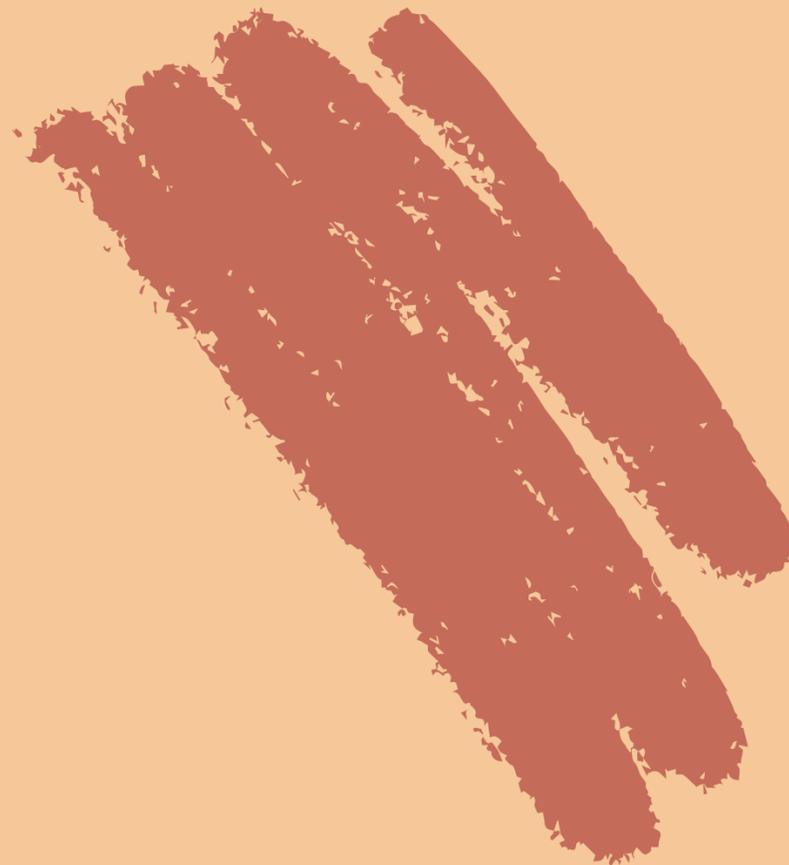
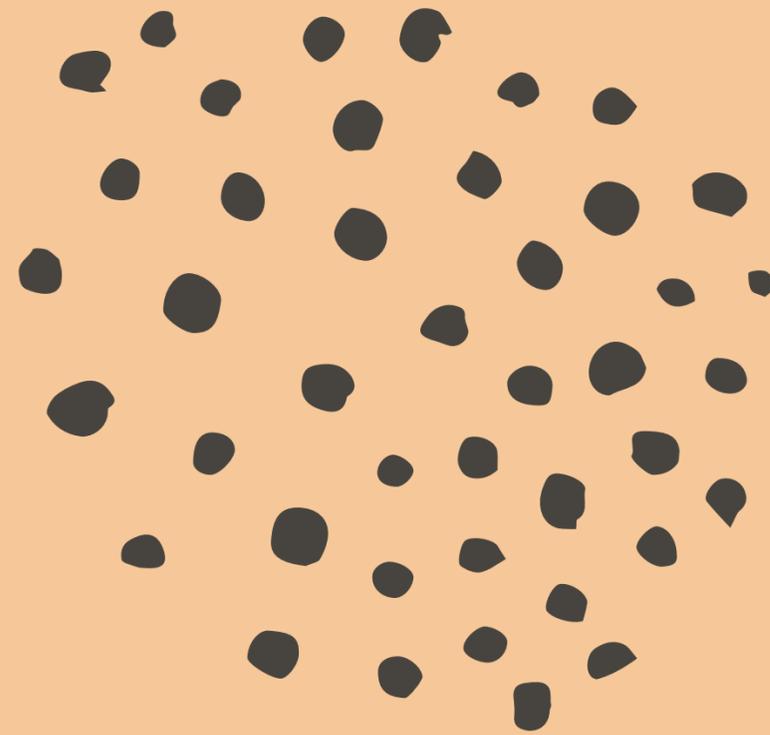
**I WORK HARD
AND PLAY HARD**

**I AM GRATEFUL FOR
LIFE & I LIVE IT**

- MAYA ANGELOU

SQUIGGLES

- Represent make up smears and drops of powder (all girls can relate to this)
- 4 types of smears that vary, these can be used in any of our colours and turned to any angles. They can also be half on/half off the page.
- 1 type of dots, can be used in any colour and rotated in any way.



TYPES OF IMAGERY



TYPES OF IMAGERY



MISS DUABI PAGENT THEMED



MISS DUBAI of
the week
sequins, sashes
& tiaras



Pagent Ideation
and what it
promotes



Pagent Wording
Deals that
reflect pagent
language

The background is a solid light pink color. In the top-left corner, there are several thick, diagonal yellow brushstrokes. In the top-right corner, there is a cluster of yellow polka dots of varying sizes. The text is centered in the middle of the page.

MISS DUBAI

SOCIAL MEDIA



Our SM will reflect our values

Positivity.

Quotes, motivational, sharabe, funny

MISS DUBAI Community.

Dubaiqueens hastag will be used & encouraged

Links to latest deals.

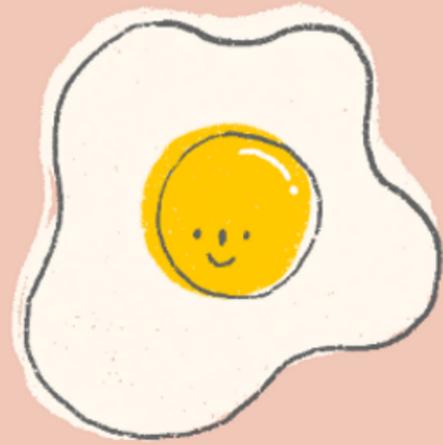
all post text will link to upsells.

EXAMPLES

Animated Posts



BREAKFAST
DEALS NOW
AVAILABLE



becuase we think you
are all

eggceptional
human beings.

#DUBAIQUEENS



NEW SALON DEALS NOW AVAILABLE FOR
OUR MISS DUBAI QUEENS

Need a
haircut?

#DUBAIQUEENS

hello

Rise & slay



FIRST COFFEE
THEN I SHALL ADDRESS MY
MISS DUBAI DUTIES

#DUBAIQUEENS



I am grateful for life
& I live it

- Maya Angelou

#DUBAIQUEENS



more smiling
less worrying

#DUBAIQUEENS