

# HALA

Hospitality Brand

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# HOSPITALITY BRAND HALA

A welcome that is open, warm and recognizes the importance of the guest

Inviting guests to join us, to step into a palatial haven and enjoy the luxuries within.

Whilst never forgetting the core focus of hospitality, which is to welcome and embrace others with warmth, openness and happiness.

Our vision of HALA shares the Classical Arabic roots of Ahlan Wa Sahlan – May you arrive as part of the family, and tread an easy path as you enter. It is our expression of hospitality and friendliness.

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“To arrive and be among those who welcome with open arms and open hearts” is our proud goal.



# HALA BRAND ESSENCE

At its core is **INCLUSION**

That sense of happiness that comes because you could join us today.

A true warm sense of welcome.

Come in! Let us care for you, our guest. You arrived among your family, make yourself at home. With us you are home, you're in your family.

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# HOSPITALITY PILLARS

The pillars are the implementation of the brand to the guest experience  
They shape the luxury experience.



## HOSPITALITY PILLAR

# OPEN

Showing an openness of spirit

Being open means staying in the moment

Graciously giving ourselves, our time

Open to the needs, wants and desires of others

Open is the state to receive and welcome. We use open-palm gestures, body positions that show welcome

When we are open, we discover how guests would like to spend their time in the lounge

Open to the thoughts of others, open to their ideas and wishes.

When we are open, we are in the present, tuned in to our guest

When we are open our guests feel listened to, even recognized as special guests

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## HOSPITALITY PILLAR

# WARM

Radiating warmth, making guests feel cared for and genuinely welcome

Making eye contact

Sharing genuine smiles

Projecting our energy to our guest, drawing them in towards us

Showing happiness that they chose to join us in the lounge today

Reaching out from the heart

Indulging in small moments of warm connections that draw us close to our guest

Showing warmth from our energy, being enthusiastic with guests at all times

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## HOSPITALITY PILLAR

# RECOGNIZE

A recognition of the guest, acknowledging their status and position

Making each guest feel valued and important

Honoring the individual, while respecting guest privacy

Fit the service to the guest

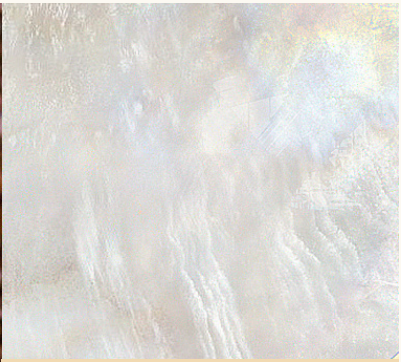
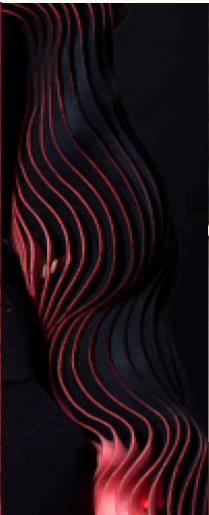
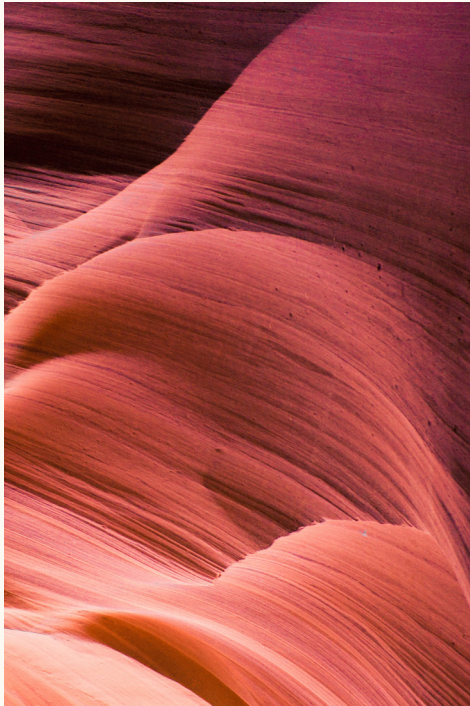
Do everything to make our guest's journey special

Listen with care, show you have my undivided attention

Invite guests to enjoy the experience

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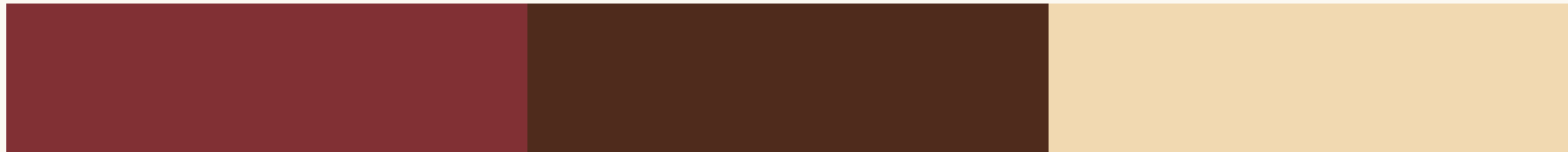






# COLORS

Primary:



Vermillion Red

Qahwah Brown

Mother of Pearl

The primary color palette consists of Vermillion Red, representing the pride of Bahrain, Qahwah Brown and its warm and welcoming nature and Mother of Pearl, a brilliant beige colour, truly a Bahrain speciality.

Secondary:



Desert Sun

Leaf Green

Life Green

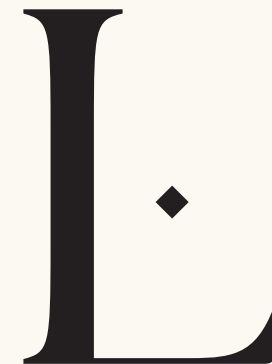
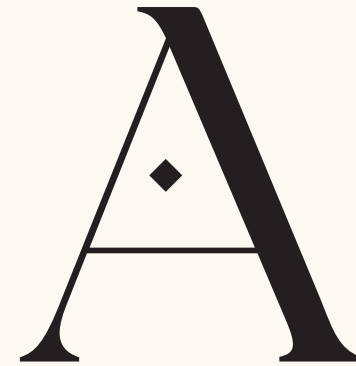
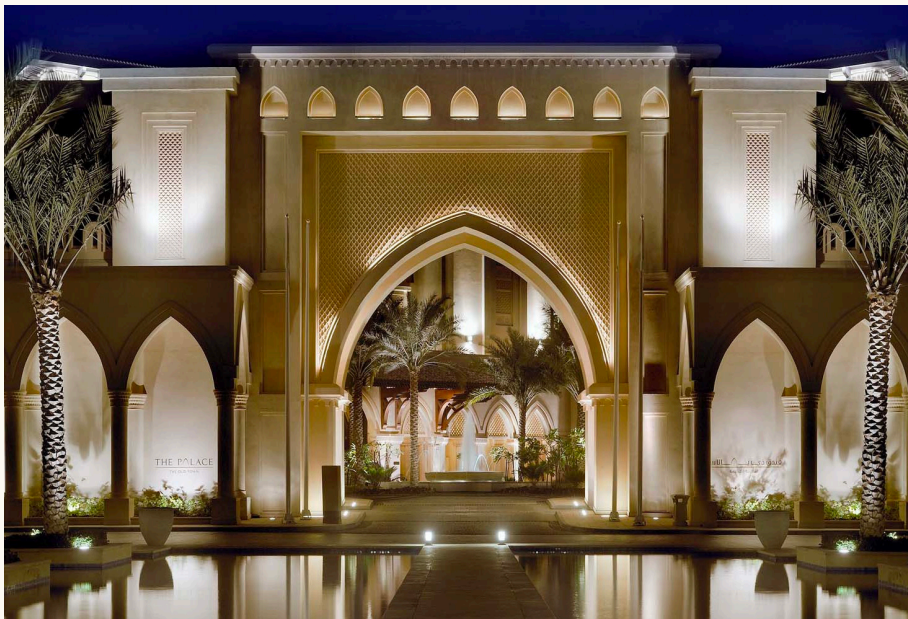
Sky Blue

Secondary colour palette respects the beautiful nature of Bahrain with Desert Sun, Leaf Green, Life Green, and Sky Blue.

# ELEMENTS

Thick and thin strokes, fine lines are crafted to represent the Arabic script. Geometric diamonds embedded into the typography are inspired by Islamic patterns and convey a sense of ultra luxury.

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# FONT

The SCHNYDER font is a very elegant and sophisticated typeface. It portrays tradition, reliability and integrity. This serif font offers a sense of safety which breeds trust. The Hala brand font should communicate class, establishment and luxury.

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## SCHNYDER FONT

A B C D E F G  
H I J K L M N  
O P Q R S T U  
V W X Y Z



# ARABIC FONT

The NISHAN Arabic typeface is unique typeface that fuses the spirit of ancient Kufic inscriptions with the elegance of contemporary Arabic writing. Letterforms are characterized by a sharp difference in their dimensions (length and width). The wide spacing relatively slows down the readability, making Nishan more suitable for creative titlings.

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## NISHAN ARABIC TYPEFACE

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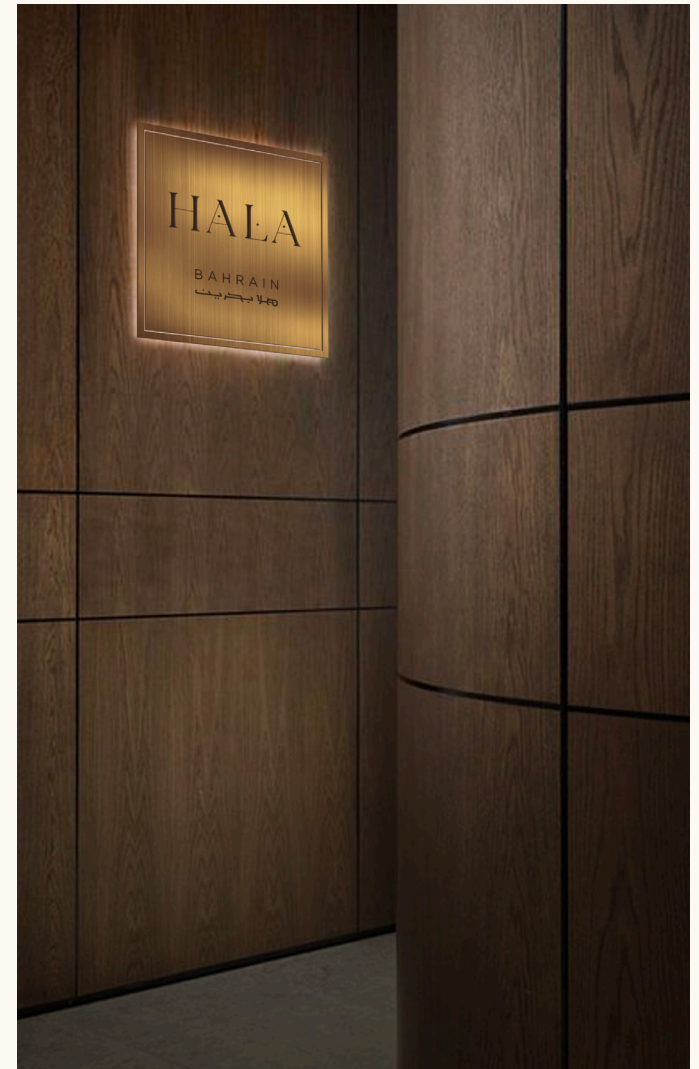
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SIGNAGE APPLICATIONS

MAJLIS

مجلس



# LOUNGE NAMING

The new Bahrain lounge is LUXURIOUS and RESIDENTIAL by design

Enticing guests to explore, to relax within the esthetically pleasing and harmonious 'spaces within spaces'

The naming of the lounge needs to reflect both on the Hospitality Brand Hala and on the luxury, residential nature of the lounge.

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Combining the INCLUSION of Hospitality Brand Hala and taking in the RESIDENTIAL nature of the lounge design

## TOUCHES OF LUXURY

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## HINTING GENEROSITY

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LUXURY

LUXE

LOUNGE



RESIDENTIAL

LUXE

RESIDENCE

THE

QASR

RESIDENCES

RESIDENTIAL AND INCLUSION

THE  
LIVING  
ROOM

QASR  
SUPREME

RESIDENTIAL AND INCLUSION



THE  
LIVING  
ROOM



# QASR

S U P R E M E

