

BOUTIQUE

GROUP

مجموعة بوتيك

BRAND BOOK

INTRODUCTION

Boutique Group transforms Saudi Arabia's heritage-rich historic palaces into elite hotels, simultaneously preserving the Kingdom's treasures and sharing them generously with modern visitors. The Group's portfolio unveils a dazzlingly unique and exclusive approach to luxury hospitality, attracting an upscale global clientele. Four key pillars lie at the heart of Boutique Group's ethos: nobility, generosity, heritage and contemporary. These driving principles dictate every step of Boutique Group's approach, resulting in an exceptional end product that showcases Saudi Arabian hospitality at its most sublime.



WHAT IS BOUTIQUE GROUP ?

Boutique Group is an ultra-luxury hospitality company and hotel brand born out of the Kingdom of Saudi Arabia. It was created to unveil the legacy of the Kingdom to the world by converting historic palaces into ultra-luxury boutique hotels owned by the distinguished Public Investment Fund.

The launch of Boutique Group comes as a part of the substantial investment and effort in Saudi Arabia to boost tourism across the Kingdom as part of Vision 2030. It aims to proudly represent a contemporary image of Saudi Arabian culture, while still maintaining ties to beloved traditions and heritage.



VISION

We aspire to be an international development & management company for ultra-luxury boutique hotels, providing our guests with exclusive and exceptional experiences.

MISSION

To provide our guests an exceptional ultra-luxury experience reflecting values of historical and modern-day Saudi Arabia.



VALUES

Boutique Group creates unique offerings centred around high-end luxury hospitality and culture, while simultaneously promoting the unique history and heritage of each property. Four key pillars lie at the heart of Boutique Group's ethos. We allow these pillars, along with our vision and mission, to drive everything we do.



PILLARS



NOBILITY

Despite being rooted in history, Boutique Group has the humility of spirit, putting the guest first from start to finish. This approach is reflected in the attentive, dedicated service provided by Boutique Group staff across the portfolio. The emphasis is on sharing the Kingdom's treasures with modern visitors, making formerly inaccessible heritage heavyweights available to a discerning global audience.



GENEROSITY

Boutique Group is a regal, generous host, with a philosophy of highly personalised guest service. Guests can expect delicate, elegant and enriching experiences that combine traditional values with authentic destinations. Through its luxurious approach to hospitality, Boutique Group is proud to uphold Saudi national values and embody the mission of Vision 2030, supporting the transformation of Saudi Arabia's tourism sector into a thriving pillar of the economy.



HERITAGE

Boutique Group is the guardian of Saudi Arabian heritage and traditional values, reflected in its collection of authentic destinations. Many of the palaces in the Boutique Group have served as historic residences in living memory. The group will pay homage to this by offering guests a modern Saudi experience throughout their stay. Flawless service ensures an ultra-luxury, personalised feel. Key historic elements of each palace will be preserved, and expansive outdoor spaces will showcase art and culture.



CONTEMPORARY

Boutique Group has a progressive sense, creating elegant and inspiring destinations of contemporary spirits. The brand proudly represents the modern image of Saudi Arabia, flavoured and informed by tradition. Boutique Group showcases Saudi Arabia to a global market in a way that has never done before.

CONCEPT

Boutique Group reflects Saudi heritage and traditional values while providing guests with discreet, elegant and deeply enriching stays rooted in the rich history of Saudi Arabia.

Targeting high net-worth individuals seeking the finest things in life, its properties allow guests to immerse themselves in exclusivity and authentic experiences.

Crafting stylish and inspiring places of contemporary culture, Boutique Group infuses each property with its own progressive spirit. With regal, generous hosts and a philosophy of highly personalised guest service, Boutique Group speaks to an audience of connoisseurs, those looking for a royal retreat, elite professionals and couples seeking renewed bonds.



VISUAL IDENTITY DESIGN

THE LOGO

THE LOGO

Inspired by the Moqasab historical crown, Boutique Group's logo represents the pride of kings and strong ties to traditional Saudi Arabian stories and heritage.

Traditionally called the al-Muqassab Agal, this is the historical crown of the Kingdom of Saudi Arabia, tied to tales of commitment, pride and achievement. A style worn by many monarchs, the Moqasab is made from a gold fabric woven with a rich decorative pattern.

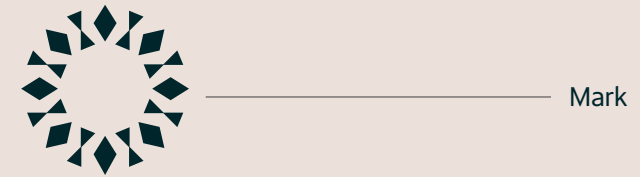
It has been interpreted in logo form to celebrate the royal family and Saudi Arabian national pride.

PLEASE NOTE:

The bilingual logo will be used as the primary logo. It needs to be used in full form as shown and cannot be deconstructed in any way.

Bilingual version

Arabic version



Mark

BOUTIQUE — Letterform

GROUP — Descriptor

مجموعة بوتيك

English version



THE LOGO – REVERSAL

The Boutique Group logo can be reversed out of a solid background. The gradient rose gold logo is preferred when possible; otherwise, use the rose gold or white logo. This guideline is for both print and digital applications.



THE LOGO – BLACK AND WHITE

When it is not possible to print in colour, the logo can be printed in black and white.

This applies only to black-and-white applications such as newspaper or photocopier printing.



THE LOGO – EXCLUSION ZONE

To ensure its integrity and visibility, the logo should be kept clear of interference from any other text, images or graphics. A minimum area of clear space has been defined around it. Where possible, this minimum exclusion zone should be increased to strengthen the impact of the logo.



THE LOGO – MINIMUM SIZE

To ensure proper detail and legibility, the logo should never be used in sizes smaller than shown. The minimum width of the logo is 20 mm.

PLEASE NOTE:

The full logo is to be used in nearly all cases. The mark should only be used independently in small applications, such as on social media profiles. The minimum width of the independent mark is 8 mm.



DOS & DON'TS

The following examples demonstrate correct and incorrect ways to use the logo.

PLEASE NOTE:

The rectangular boxes around the logos are only samples of solid backgrounds. The logo should never be defined by a rectangle or other shape and never be boxed in any way.

✓ **DOS**



✓ **Do** only use the logo as supplied.



✓ **Do** obey the minimum size rule to retain legibility.



✓ **Do** ensure that logo reversals follow the brand guidelines.



✓ **Do** only display the logo on uncluttered backgrounds.

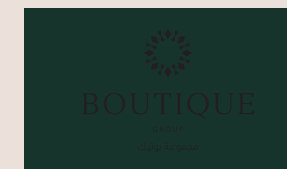
✗ **DON'TS**



✗ **Don't** change the proportions of any element within the logo.



✗ **Don't** rescale the logo.



✗ **Don't** display the logo on an inappropriately coloured background.



✗ **Don't** display the logo on a busy background.



✗ **Don't** use the mark or letterform independently.

COLOUR PALETTE

COLOUR PALETTE

Boutique Group's Brand Colour Palette is made up of a selection of sumptuous jewel tones that call to mind nobility and royal protocol. They have been chosen to represent a rich heritage, respect for tradition and the authentic details that embody palace life in Saudi Arabia.

The palette is made up of six colours. The primary colours are Heritage Green, Gradient Rose Gold and Rose Gold. The secondary colour is Vintage Burgundy, and Desert Rose and Bottle Green are designated as accent colours.



COLOUR PALETTE

PRIMARY COLOURS


HERITAGE GREEN

PANTONE 5463 C
C90 M66 Y60 K66
R6 G38 B45
#06262d

ROSE GOLD

PANTONE METALLIC 8043 C
C32 M58 Y57 K10
R165 G112 B99
#a57063

GRADIENT ROSE GOLD
Angle 45°



C6 M10 Y10 K0

C32 M58 Y57 K10

C32 M58 Y57 K10

COLOUR PALETTE

SECONDARY COLOUR

VINTAGE BURGUNDY

PANTONE 4975 C
C36 M84 Y59 K85
R63 G32 B33
#3F2021

ACCENT COLOURS

DESERT ROSE

PANTONE 4755 C
C3 M16 Y20 K9
R215 G196 B183
#D7C4B7

BOTTLE GREEN

PANTONE 625 C
C66 M21 Y49 K22
R83 G129 B111
#53816F

TYPEFACE

TYPEFACE

The Brand typefaces are Sanomat Sans and DIN Next LT Arabic. These families of typeface are fittingly traditional and have been chosen for their regal familiarity and easy, assured elegance. They are also easy to read at a variety of sizes, scales and weights.

Aa

SANOMAT SANS

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

TYPEFACE

DIN NEXT LT ARABIC

Light

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن و ي ٠١٢٣٤٥٦٧٨٩

Regular

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن و ي ٠١٢٣٤٥٦٧٨٩

Medium

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن و ي ٠١٢٣٤٥٦٧٨٩

Bold

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن و ي ٠١٢٣٤٥٦٧٨٩

Black

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق
ك ل م ن و ي ٠١٢٣٤٥٦٧٨٩

GRAPHIC DEVICE

GRAPHIC DEVICE

Inspired by the Moqasab (the historical crown of the Kingdom of Saudi Arabia), this graphic device expresses a celebratory sense of royalty and Saudi national pride.

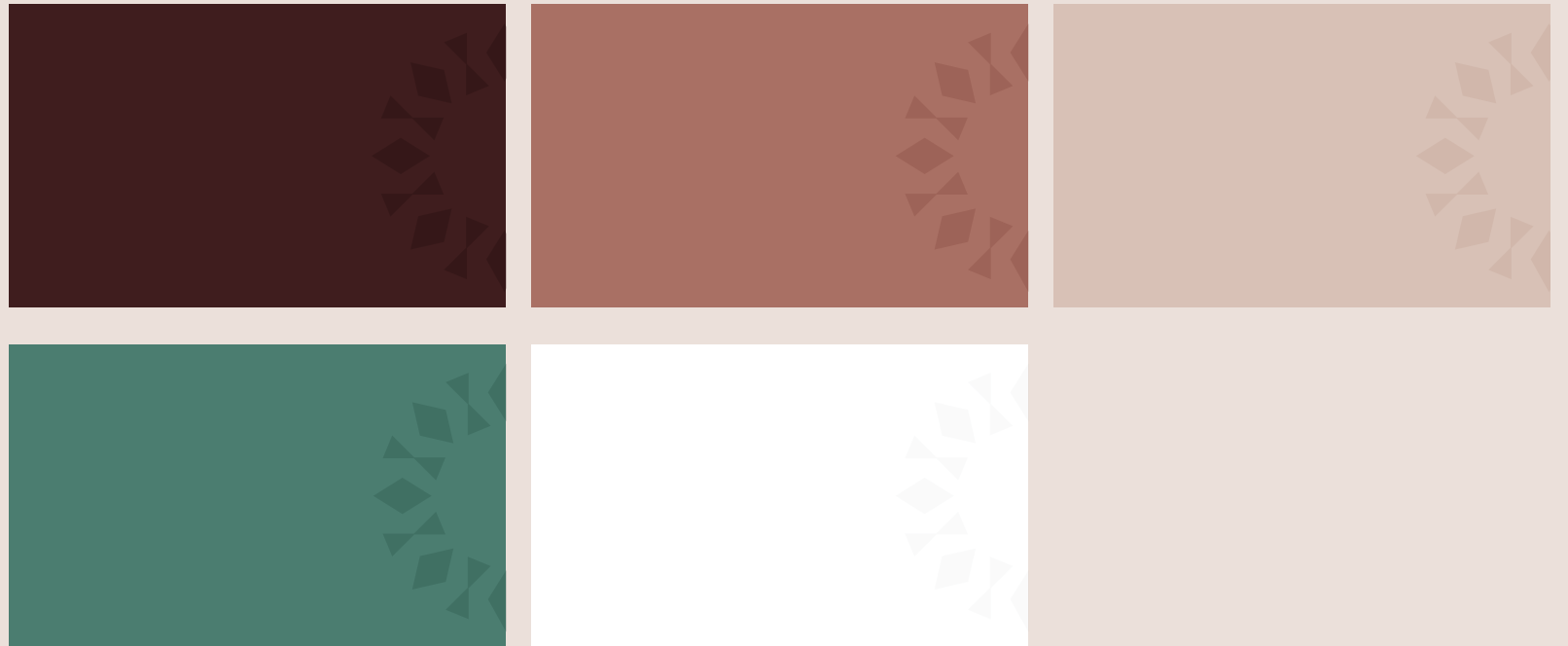
This device can be used on applications that are less text-heavy, such as dividers and billboards.



GRAPHIC DEVICE

The graphic device can be used on different colour variations, as shown here.

The opacity of the mark can be adjusted for visibility, but should not exceed 30%.



GRAPHIC DEVICE

Inspired by the Moqasab (the historical crown of the Kingdom of Saudi Arabia), this graphic device creates a repeated motif to express a celebratory sense of royalty and Saudi national pride.

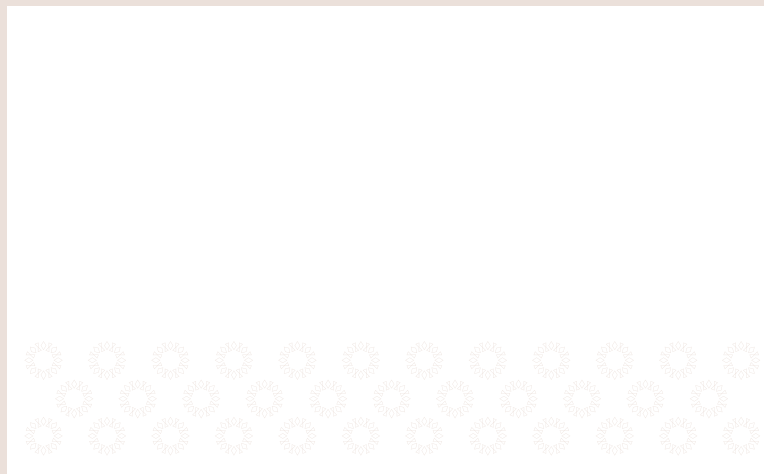
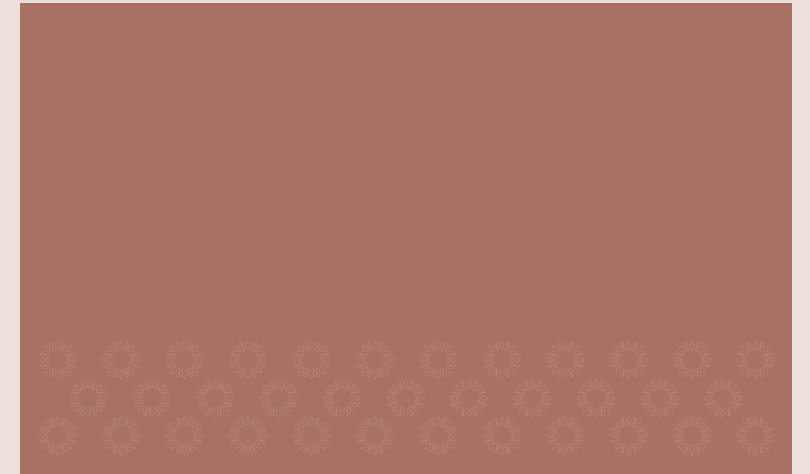
This small repeating pattern is suitable for more image and text heavy applications such as on brochures and social media posts. When using the pattern with text, the pattern should cover no more than 30% of the page.

When placing the pattern on a Heritage Green (Pantone 5463 C) background, it must be in Rose Gold (Pantone 8043 C) and set at 50% opacity.



GRAPHIC DEVICE

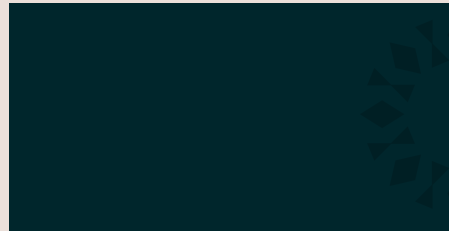
When used on secondary and accent colours, the pattern should be in Desert Rose (Pantone 4755 C) and set at 50% opacity.



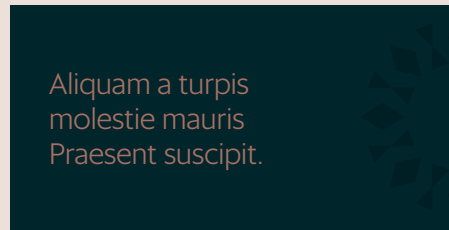
GRAPHIC DEVICE – DOS AND DON'TS

The following examples demonstrate correct and incorrect ways to use the graphic devices.

✓ Dos



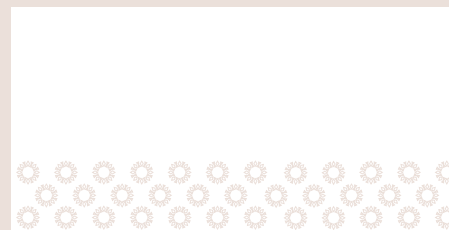
✓ **Do** only use the graphic device as supplied.



✓ **Do** display text with the graphic device.

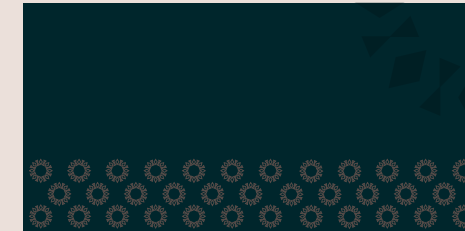


✓ **Do** use the pattern to cover 30% of the page.

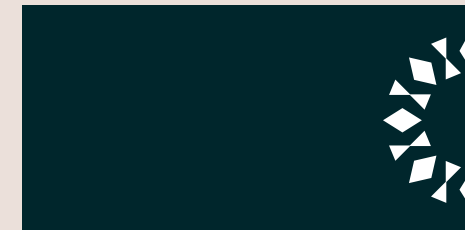


✓ **Do** use specified colours.

✗ Don'ts



✗ **Don't** use the motif and pattern together.



✗ **Don't** use colours that are not specified.



✗ **Don't** use the full form of graphic device as part of design.



✗ **Don't** deconstruct the mark or take out some part of the mark to use independently.

TONE OF VOICE

VOICE TRAITS

Boutique Group's voice is expressed through four character traits, which are drawn from the brand pillars.

BRAND PILLAR	NOBILITY	GENEROSITY	HERITAGE	CONTEMPORARY
VOICE TRAIT	DIGNIFIED	WARM	AUTHENTIC	UNDERSTATED
DESCRIPTION	Deeply satisfied by small and grand pleasures alike	Accessible and approachable, but always dignified	Channelling the spirit of Saudi Arabian hospitality	Modern and minimal, shunning flowery language in favour of clean, sharp prose

VOICE TRAITS

DIGNIFIED

Well-versed in the art of indulgence, but unimpressed by superlatives and showmanship

How to:

- Write in an understated tone, communicating facts without grandiosity.
- Refrain from overwrought luxury clichés or any hint of braggadocio.
- Refer to Boutique Group in the third person – never as a personified ‘we’/‘us’.

VOICE TRAITS

WARM

The voice of a generous host that places guests at the heart of every act and gesture

How to:

- Write with warmth while refraining from familiarity.
- Invoke readers' imaginations to place them at the centre of the action.
- Dignify readers, but avoid stuffiness or excessive formality.

VOICE TRAITS

AUTHENTIC

Authentically Saudi Arabian, conveying the warmth, values and decorum that infuse the spirit of Saudi hospitality

How to:

- Use the Arabic names (in romanised script) of Saudi Arabian local dishes, place names and ceremonies (refer to [Resource: TBD](#) for romanised spellings).
- Engage readers with backstory and historical context where it is illuminating to do so.
- Weave in quotes, anecdotes and facts that are intrinsically Saudi Arabian.

VOICE TRAITS

UNDERSTATED

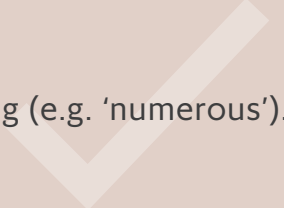
Simple, clean and uncluttered language that shuns hyperbole and allows indulgent details to speak for themselves

How to:

- Avoid redundancies in description (e.g. 'unexpected surprise', 'soaring heights').
- Avoid empty modifiers (e.g. 'very') and flowery adjectives in general.
- Convey facts without qualifiers to let readers infer indulgence.

DOS AND DON'TS

Do...

- Write in British English, with reference to the Oxford English Dictionary's more common usage when more than one spelling is possible.
 - Embrace the economy of words with short, uncomplicated sentences.
 - Prefer shorter words (e.g. 'many') to longer words with the same meaning (e.g. 'numerous').
 - Write warmly, without assuming familiarity.
 - Be mindful of titles and forms of address for dignitaries and guests.
- 

Don't...

- Use emojis, slang or jargon.
 - Use exclamation points or ALL CAPS for emphasis.
 - Write in first person ('I', 'we', 'us') outside of quotations.
 - Attempt to be ironic, clever or funny.
 - Use outdated vernacular in an attempt to sound dignified.
- 