BRAND BOOK · 2026

BARE

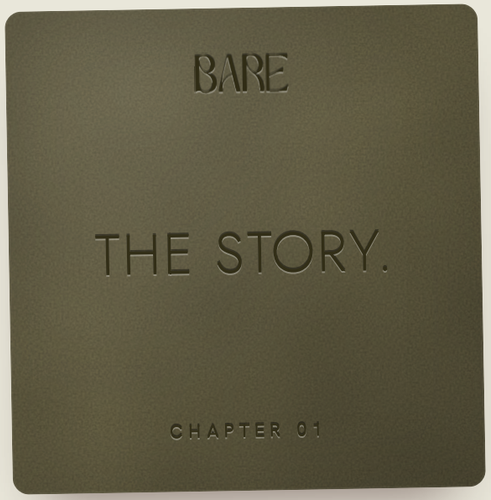
MEDITERRANEAN BRASSERIE

@BAREBRASSERIE

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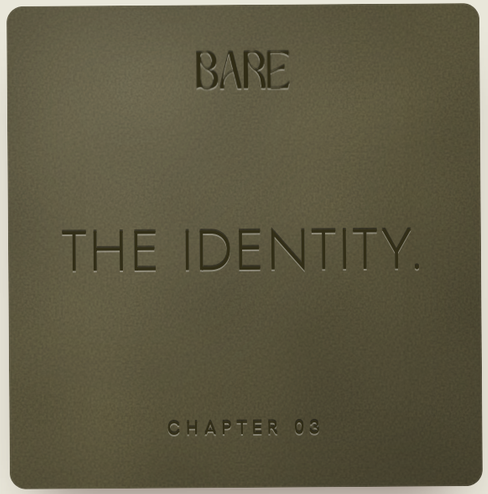
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THE OPPORTUNITY

THERE'S A GAP WAITING TO BE FILLED.

Big-night destinations or forgettable everyday spots. Almost no one does the middle: serious food, an easy room, a reason to return.

01

THE GAP.

Between high-end restaurants and everyday dining chains, there's room for something different.

02

THE SHIFT.

Guests want quality, character and places worth returning to, not just another new opening.

03

WHY BARE.

A neighborhood brasserie combining serious food, warm hospitality and a social atmosphere that transitions from day to night.

THE CONCEPT

BARE BY NATURE.

A fine-casual, high-energy Mediterranean brasserie. Beautiful ingredients, generous cooking, great vibes.

A quick bite or an evening that lasts a little longer.

Unpretentious, welcoming and full of character.

Arrive with old friends, leave with new ones.



A ROOM WITH SOUL.

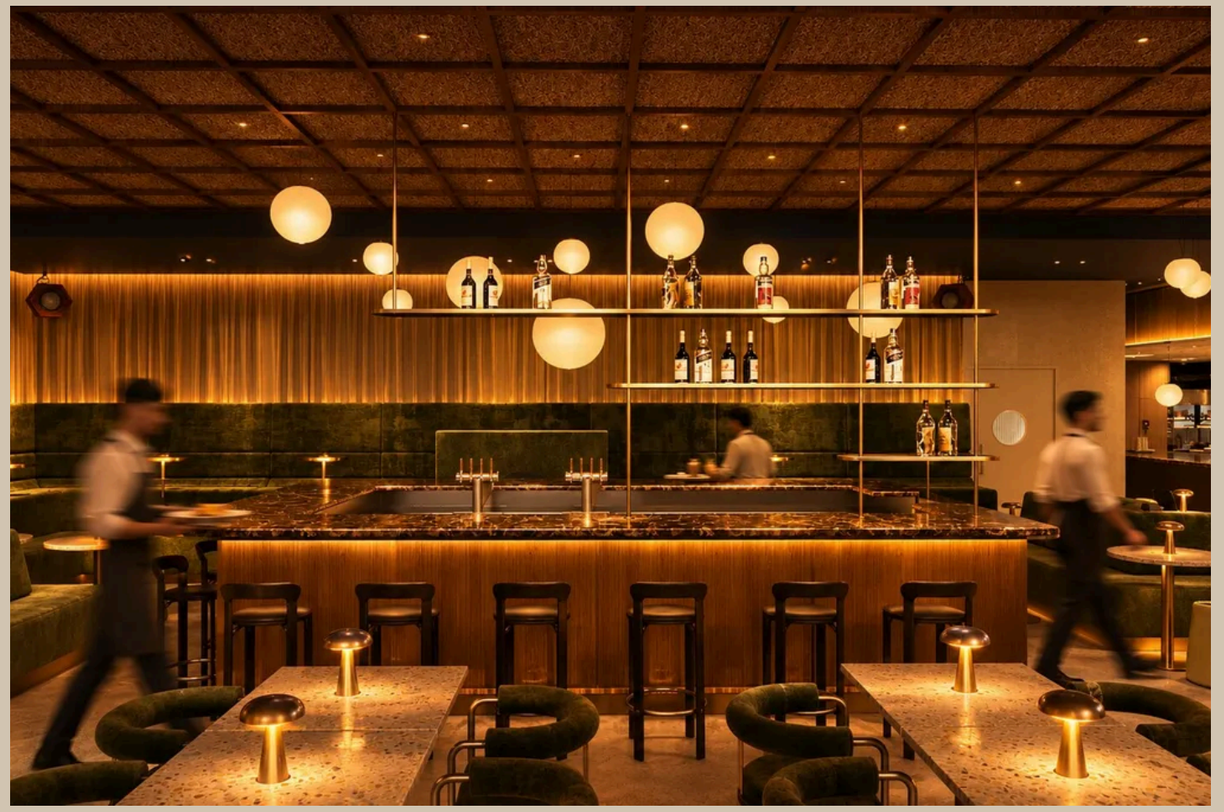
Timber, olive velvet, globe pendants and terrazzo.



BY DAY

HONEST DURING THE DAY.

Sunlight through the windows. An espresso becomes a spritz.



AFTER DARK

A LITTLE SEXY AT NIGHT.

Lights down, music up. One bottle becomes two.

THE BARE GUEST

THE ONES WHO KNOW A GOOD TABLE.

Curious, social and discerning. Quality over hype.

THEY EAT WELL.

Food-literate, without the fuss. They notice the cooking and the pour.

THEY GATHER.

Friends, colleagues and friends of friends, ordering for the table.

THEY LISTEN.

Music is part of the meal, not background noise.

THEY RETURN.

Loyal to the places that get it right, week after week.

BY DAY Leisurely breakfasts on the terrace, long lunches with old friends, afternoons that unfold at their own pace.

BY NIGHT Date nights, long dinners, and one more drink that turns into two.

28–50 · PROFESSIONALS, CREATIVES AND LOCALS · HAPPY TO SPEND ON THE RIGHT TABLE

OUR TABLE & MENU

MADE FOR THE TABLE.



Fresh ingredients, simple cooking, and bold Mediterranean flavors. Nothing overly complicated, just good food made for sharing. Plates to pass, dips to reach for, and dishes someone always has to try.

LOCALLY SOURCED.

From growers and fishermen close to home, by the season.

MEDITERRANEAN INSPIRED.

Small plates, seafood boards, grills and whole cuts to carve.

COOKED SIMPLY.

Simple, clean and fresh cooking, so our ingredients are always the star of the show.

OUR BAR

ROOTED IN THE CLASSICS.

The kitchen and bar share more than a pantry. Using quality ingredients and flavors that complement our food, we focus on well-crafted cocktails, familiar favorites and getting the balance just right. Nothing complicated for the sake of it, just seriously good drinks.

Signature ingredients from our food menu inspire our drinks, while citrus peels, herbs and fruit are dried, infused and repurposed into garnishes and finishing touches to minimize waste. No unnecessary theatrics, no cocktails just for show. Just good drinks, made with purpose, that belong at the table.



BARE & THE COMMUNITY

SHAPED BY ITS NEIGHBORHOOD.

A program of food, music and culture, made with the people shaping the city.

CHEF TAKEOVERS

Visiting chefs, one night only.

NEW TALENT

A stage for emerging culinary talents.

SOUND

Local DJs for the long Sunday lunch.

MAKERS

Artists bring their world to the table.



THE WORDMARK.

Our signature. Always used as supplied, never redrawn, stretched or outlined.





COLOR PALETTE

SUN-FADED, EARTHY, WARM.

Lead with cream and olive. Terracotta and burgundy after dark.

WARM CREAM

The canvas. Backgrounds, linen, paper.

HEX #E9E7DA
RGB 233 231 218

WARM BEIGE

Soft neutral. Packaging, napkins, aprons.

HEX #D1C4B1
RGB 209 196 177

MUSTARD OCHRE

The sun. Pattern, highlights, coasters.

HEX #927E28
RGB 146 126 40

DEEP OLIVE

Our signature. The wordmark's home color.

HEX #56502C
RGB 86 80 44

TERRACOTTA

The accent. Used sparingly, with warmth.

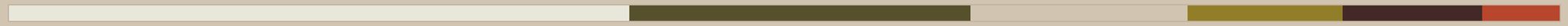
HEX #B8462C
RGB 184 70 44

DEEP BURGUNDY

The night. Type, leather, matchbooks.

HEX #442827
RGB 68 40 39

BALANCE



TYPOGRAPHY

CLEAR AND CONFIDENT.

WORDMARK · RAFGINS

BARE

Reserved for the logo. Never set as text.

HEADLINES · JOST

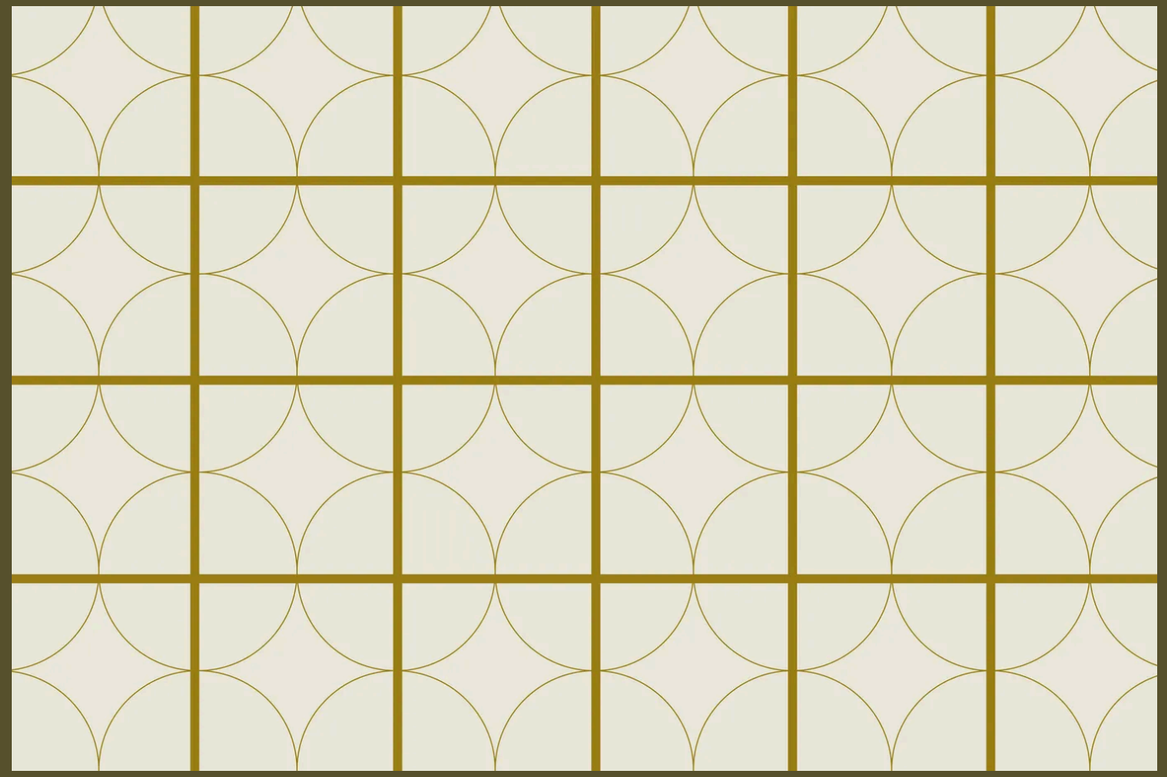
OUR TABLE.

Uppercase, light, gently tracked. Always ends with a full stop.

TEXT · ACUMEN VARIABLE CONCEPT

Plates to pass, dips to reach for, whole cuts to carve.

Body copy and details. Sentence case, never shouted.



PATTERN

THE LATTICE.

Inspired by old Jumeirah. An ode to BARE's first home.

Our one pattern. Ochre on cream, framing the wordmark, never competing.

MOOD & PHOTOGRAPHY

HOW BARE LOOKS & FEELS.

Warm, candid and perfectly imperfect. From the food on the table to the people behind it, BARE photography captures real moments, natural movement and the atmosphere of the room.

DO

Warm natural light, candid moments, movement, texture, generous food and real interactions.

DON'T

Heavy filters, overly styled food, posed smiles, flash photography or cold tones.

REFERENCE IMAGERY. NOT FINAL PHOTOGRAPHY.

















HOW BARE SPEAKS.

HONEST.

Say it plainly. Nothing for show.

GENEROUS.

Warm, inviting, always about the table.

A LITTLE PLAYFUL.

A wink, never a joke.

THE PALETTE, WORN.

Olive, burgundy, linen and leather. Relaxed tailoring.



HOSTESS
OPTION 1



HOSTESS
OPTION 2



RESTAURANT GM
BURGUNDY BLAZER



BARTENDER
LINEN WAISTCOAT



WAITER
FULL APRON



RUNNER
WAIST APRON

BARE TRAVELS

BORN IN JUMEIRAH. MADE TO TRAVEL.

Never copy-and-paste. The core stays the same in every city; the details respond to where it opens.

01 DUBAI 02 RIYADH 03 JEDDAH 04 PORTO 05 LISBON & BEYOND

FIXED. ALWAYS BARE.

- The wordmark, palette, lattice and typography
- Tone of voice
- Service standards and rituals
- One pantry for kitchen and bar
- Uniforms, interiors and design principles
- Core signature menu, about 70%

FLEXIBLE. YOURS TO SHAPE.

- Up to 30% of the menu, from local produce and tastes
- Local name and story, in BARE's voice
- Local makers, artists, DJs and chefs
- Drinks adapted to local rules, including alcohol-free
- Seasonal specials and takeovers
- Local sourcing partners

FIXED IS WHAT MAKES IT BARE. FLEXIBLE IS WHAT MAKES IT YOURS.

LET'S TALK

COME TO THE TABLE.

Built to travel, with the right partner. If you can see your neighborhood in this, let's talk.

BARE

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