

Mei 2.0 KTV

Branding | Retail

Role: Project lead



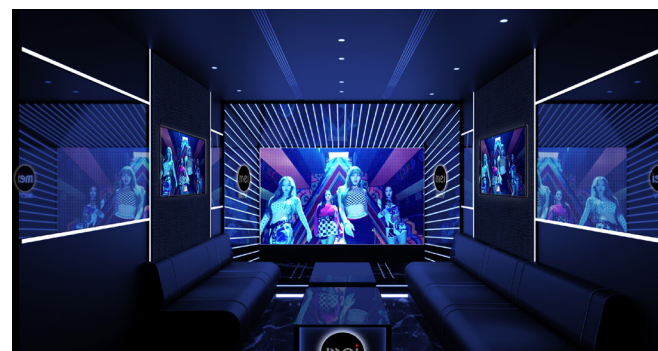
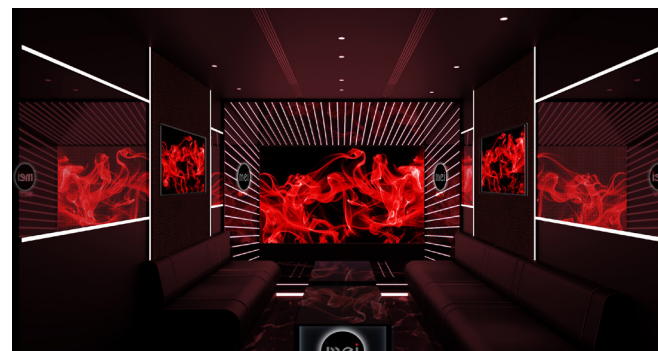
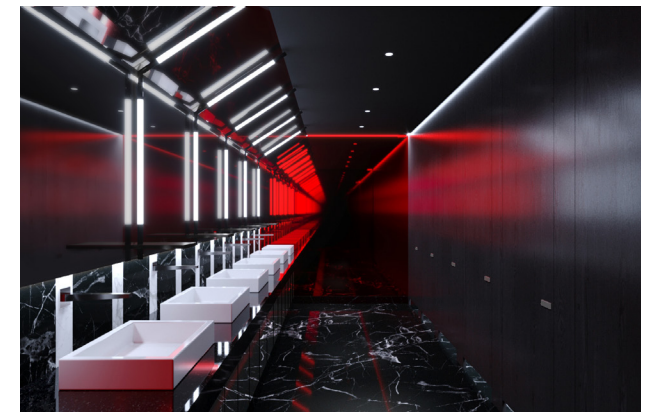
Mei 2.0 KTV

Brand guide, nationwide China,
under construction

Role: Project Lead
Studio: Ministry of Design

The existing Mei 魅KTV was due for a revamp to stay fresh and relevant in the competitive world of Chinese KTV market.

The brand's existing identity featured dynamic and spatial light applications at the facade and common areas in a black environment for a trippy and futuristic night club vibe. For the rooms, the stage and accompanying technology to capture and share your performance is a signature of the brand's KTV experience. Not wanting a complete departure from the already successful brand, we sought to create a more distinctive graphical visual identity that can be easily replicated with a myriad of variations by. Taking cues from black and white op art, marrying them with LED strips and reflective surfaces to create an immersive and dynamic experience. Using lines of light, we created patterns to draw attention to the focal spaces like the stage



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PROJECT INSIGHT:
The project deliverable was to create a new brand, logo and collateral, and a full brand guide that can be utilised for both selling to the potential franchisees and as a fitout guide for the new outlets.

The brand guidelines booklet include branding identity and assets, design guidelines for how to treat external facades, retail shopfronts, and the design and FF&E of all the client facing areas. Included at the end was an appendix of key iconic feature details and standard joinery details to be replicated in all outlets to ensure a consistent and recognisable brand rollout throughout the country.

Gold and reflectivity is prominently featured in all the customer touchpoints, from collateral to spatial design, and to the operational and service equipment. A minimal touch of red is used to highlight uniform details for a sophisticated use of the brand colours.

- Description (from left to right, top to bottom):
- Excerpt showing logo
 - Excerpt showing brand pattern
 - Excerpt showing photography style
 - Excerpt showing uniform design
 - Excerpt showing event themes
 - Excerpt showing facade design
 - Excerpt showing example of FF&E
 - Excerpt showing glassware direction
 - Excerpt showing construction details

