

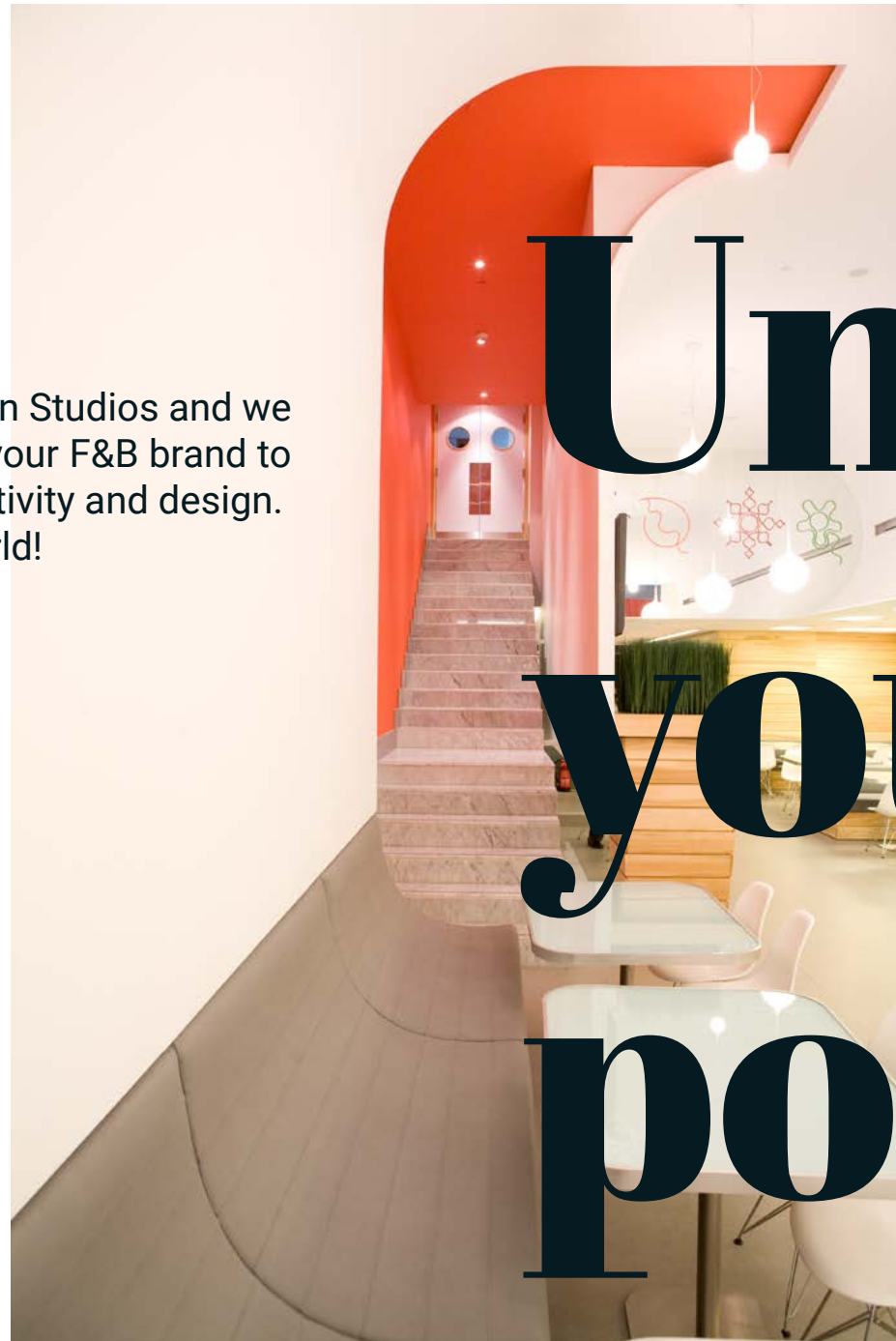
MELON

PORTFOLIO & CREDENTIALS

© Melon

hello

We are Melon Design Studios and we are here to elevate your F&B brand to new heights of creativity and design. Welcome to our world!



Unlock your brand's potential



Who we are

Melon is a boutique design and creative agency with offices in Beirut, Dubai and Berlin. Established in 2010, we have a wide experience in the F&B Sector of the GCC and the MENA region. Our work is our passion, and we consider our clients as partners.

From the biggest brands to the smallest of startups, Our aim is mutual and the objectives are clear: We elevate your brand to the next level to create unforgettable customer experiences.

It's all in the name

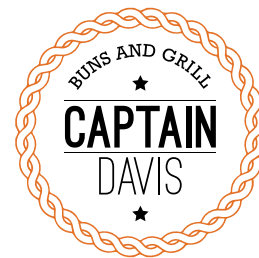
Our approach is fresh and wholesome, just like our name! Our strategies are comprehensive, and we give you tailored solutions to solve all design-related problems that might come your way.

We think about brands from every angle and perspective.

From internal culture to advertising, from digital to broadcast and print, as well as interior services, we transform absolutely everything, creating magical worlds and dreamy brands.

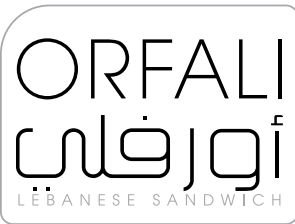
Our aim is to empower you and make your brand stand out from the crowd.

our clients



How it began

how it began





after waterlemon, café blanc & living colors,
blends invites you to experience its
new concept:
ZAHR EL-LAYMOUN
oriental grill kitchen & café
starting april 6



dbayeh internal road, opposite Living colors



back to basic... back to nature...

services

We create strong brand identities that will satisfy your customers' sensory experience.

Logo
Brand identity
Concept development
Packaging
Design
Art Direction
Photography
Advertising
Strategies
Copywriting
Editorial design
Signage
Uniform design
Social Media
E-Marketing
Social Media Management
Website Design

We create unforgettable spaces. Our designs are carefully crafted and the WOW effect is guaranteed!

Interior design
Concepts + Sketches
Design
Execution
Technical Documents
Supervision
3D's

we help you

Stand out

Become a leader

Be unforgettable

Generate sales

Build a strong visual identity

Generate Brand Awareness



**Welcome
to the
fruitful side!**

Our Work



Roma / KSA

Roma restaurant was first established in 1992 in KSA, followed by the opening of 2 other branches in Riyadh. Ever since, Roma Group has been continuously working on its expansion to broaden its horizon and become global. Melon has mutinously worked with the owners to rebrand and update Roma's image, while preserving its authenticity and history.

Project scope

- / Logo and brand identity rebranding.
- / Menu, uniform and packaging design.
- / Brand book & social media guidelines.
- / Website design.
- / Monthly retainer design services.

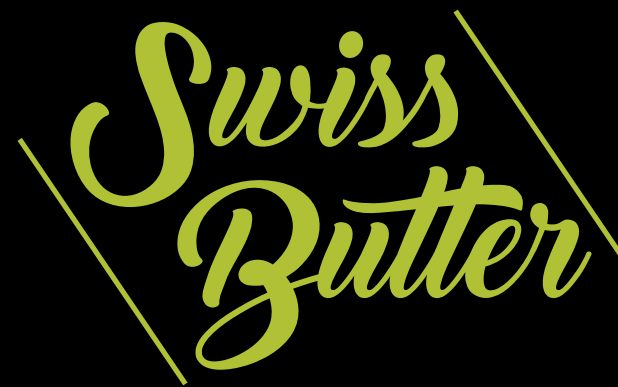


old logo



new logo





Swiss Butter / Lebanon

Swiss Butter is a casual steakhouse diner that serves 3 main dishes: Beef filet, Chicken breast, & Salmon filet. The restaurant's concept revolves around the sauce. Therefore, the brand identity we have created also revolves around the sauce, its smoothness, color, taste, and texture. The brand language is as simple and as catchy as its concept.

Project scope

- / Logo and brand identity creation.
- / Signages.
- / Menu boards.
- / Brand profile.





Barbar / Lebanon

Barbar was founded in 1979 in Lebanon, as a small 'Manouche' Bakery. It first opened its doors in front of the famous Piccadilly Theatre, in the heart of Beirut. More than 4 decades later, Barbar has moved from being a comfort food outlet to a staple in the Lebanese cuisine. Today, Babar is considered to be a tourist attraction and

a must try for every visitor in Beirut. Our project was to develop Barbar's brand image to be confidently exported to the MENA market, aiming to repeat the same experience for customers around the region, one city at a time.

Project scope

/ Logo and brand identity rebranding.
/ Interior design.
/ Menu, uniform and packaging design.
/ Brand book & social media guidelines.
/ Website design.



old logo



new logo







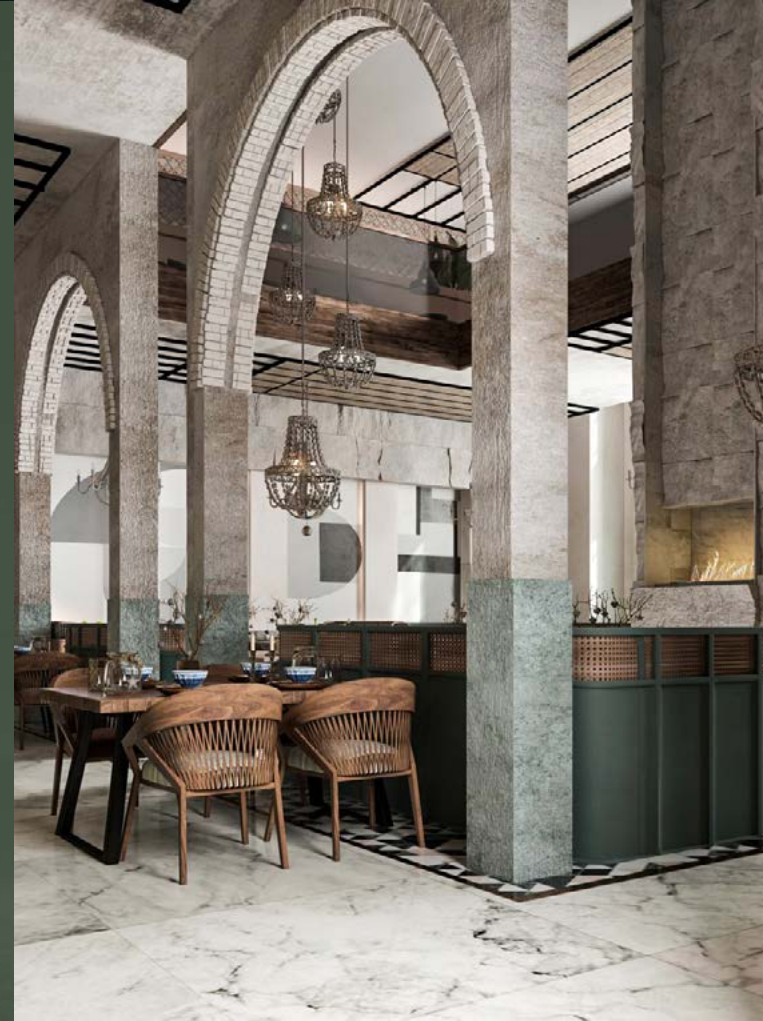
Zankil / KSA

Our clients wanted to create an upscale Lebanese restaurant in Dammam, KSA, and we delivered! The name Zankil means a rich man who is known for his hospitality and generosity. His house is always open for gatherings ,great food,

and a good time. The brand image we have designed perfectly embodies the story behind the name Zankil, and is aligned with the concept through the elegant visuals and colors.

Project scope

- / Naming
- / Logo and brand identity creation.
- / Signages, uniform, menu, placemat, packaging...
- / Brandbook guidelines.
- / Monthly retainer design services.







Pinicchio / Ghana

Pinocchio is a destination ice cream shop in Ghana that opened its doors in 2013. Our aim was to rebrand Pinocchio's whole identity and logo. Our work consisted on creating an interior and a brand image that are both up-to-date and fun, while also being elegant and classic.

Project scope

- / Logo and brand identity rebranding.
- / Interior design.
- / Cups & bags.
- / Uniform.



old logo



new logo





A woman with curly hair is shown eating gelato. She is holding a pink gelato stick in her right hand and a green gelato cup in her left hand. She has a surprised or excited expression on her face. The background of the advertisement is pink with green wavy lines. The text 'Irre-sis-tibile' is written in white, split across three lines. The Pinocchio logo, which includes a green ice cream cone icon, is positioned above the brand name 'Pinocchio' in a green script font. Below the brand name, the words 'Gelato Italiano' are written in a smaller, green, sans-serif font.

Irre-
sis-
tibile


Pinocchio
Gelato Italiano



خان الريحان
KHAN EL RAYHAN

Khan El Rayhan / KSA

A restaurant serving Mediterranean and Middle-Eastern cuisine opened its doors in KSA, a few years ago. The restaurant was specifically designed to attract young upscale clientele formed by locals and expats. We have closely worked with the owner to develop an identity that reflects the brand's offerings and that helped him appeal to his young clientele.

Project scope

- / Logo and brand identity creation.
- / Signages & environmental branding.
- / Menu, placemat, packaging...
- / Uniform



خان الريحان
KHAN AL RAYHAN

NAME FAMILY

Chief Operating Officer

+966 920026690

شارع الخليج، سيهات، المنطقة الشرقية،
المملكة العربية السعودية.

name@khanalrayhan.com





Shababik / KSA

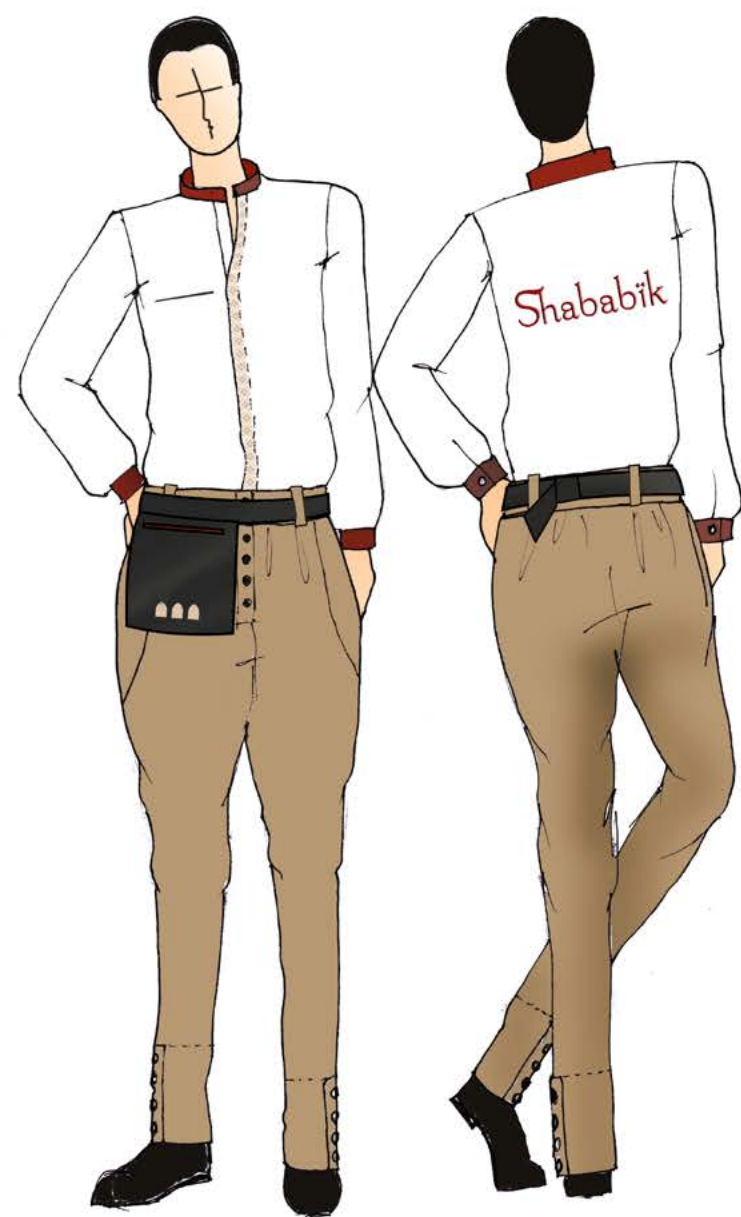
Shababik is an authentic Lebanese restaurant that opened in Ana Gheir mall in Jeddah in June 2014. After the success of its first branch, we worked with Shababik on uplifting their interior and improving their positioning. This allowed them to open a

second successful restaurant in Riyadh. We have been working closely with Shababik's management, ever since their first opening in 2014, on the brand's continuous development and improvement.

Project scope

- / Brand identity creation.
- / Signages & environmental branding.
- / Uniform, menu, placemat, packaging...
- / Brand profile.
- / Monthly retainer consultancy services.







Via Roma / Lebanon

Via Roma means the way to Rome. The restaurant is all about Italian food such as bread, pasta, and various other Italian delicatessens. You can feel the dynamism and the enthusiasm behind the customized font of the logo; qualities that perfectly embody and reflect this simple yet fun concept.

Project scope

/ Logo & brand identity creation.
/ Signages & environmental branding.
/ Menu, placemat, packaging...
/ Uniform.







Ajeen / USA

Our client wanted to open a Lebanese bakery in Boston, USA, and bring the taste of home to Lebanese expats living in America. The simplicity of the name and the attractiveness of the idea are catchy enough for Lebanese to easily remember it,

while also being simple and rhythmic enough for people who don't speak Arabic, to easily memorize. The logo, the brand identity, and the colors greatly reflect the product, while giving American people a taste of the beloved Lebanese cuisine.

Project scope

- / Naming
- / Logo & brand identity creation.
- / Signages & environmental branding.
- / Menu, placemat, packaging...
- / Uniform.





Shawarma 360 / KSA

Shawarma 360 was created in 2013 from a passion for authentic food. The aim was to be the top Shawarma restaurant in Saudi Arabia selling the beloved classic Shawarma while adding innovative twists to it. In 2019, Melon helped S360 restructure and rebrand the restaurant to reflect the growing and

ever-changing audience. The look and feel of the restaurant continuously evolve to greatly reflect the developing atmosphere and create a perfectly unique Shawarma experience.

Project scope

- / Logo & brand identity creation.
- / Signages & environmental branding.
- / Menu, placemat, packaging...
- / Uniform.
- / Monthly retainer design services.





Caffeine Plus / KSA

The concept of the name was originally created and registered in KSA. Our scope of work consisted on rebranding the logo, the brand identity, and the interiors. And that is how we created a fun space where people can meet over endless cups of coffees to socialize and disconnect.

Project scope

- / Logo & brand identity creation.
- / interior design.
- / Signages & environmental branding.
- / Menu, placemat, packaging...
- / Uniform.



caffeine☕

کافیین ☕

Jewellery

VOGUE
JEANS

fashion

new/style





all time favorite BREAKFAST+	
KOBURA Spiced Rum, Limejuice, Lime & Pink Grapefruit Juice	8.9
KYOTO CLUB Gin, Limejuice, Lemon Juice, Raspberries & Egg White	9.5
LYCHEE & POMEGRANATE MARTINI Vodka, Lychee Juice & Pomegranate Syrup	9.5
MANGA MARTINI Beefeater Gin, Compote, Passionfruit, Vanilla Syrup, Served Alongside a Glass of Mio Sparkling Sake	11
NEW FASHIONED Strawberry Infused Bourbon, Bitters & Orange	9.5
LUCKY CAT Gin, Cappelletti, Lychee & Peach Liqueur, Peach Purée, Topped with Prosecco	11.5
ZEN GARDEN Mint, Midori, Elderflower Liqueur, Lemon Juice, Topped with Prosecco	10

caffeine+



Ward el Sham / Lebanon

This Lebanese restaurant was located in the middle of Verdun, Beirut. It has the perfect oriental ambience and a very rich food's presentation. We love to share with you the work we have specifically developed for this brand a few years back.

Project scope

/ Brand identity creation.
/ Signages & environmental branding.
/ Menu, placemat, packaging...





Beans'n Cream

Beans n Cream / Ghana

Beans n Cream is a coffeeshop located in Accra Airport in Ghana. We have worked on its interior design that is inspired from the African traditions and patterns, while adding a modern touch to it. The result is a rich interior with a unique look.

Project scope

/ interior design.
/ Signages.







Lebanese لبناني
Um Khalil أم خليل

Lebanese Um Khalil / Jordan

The Lebanese Um Khalil restaurant was established in 1977 in the historical city of Jerash in Jordan. It is one of the oldest restaurants in Jordan. Its location as well as its exceptional food has grabbed the attention of local and international families. Over the years, going to this

restaurant, especially during the holidays and on the weekends, became a tradition and part of the Jordanian culture. It was our greatest pleasure to work on the new branch that opened in Amman and create an interior that perfectly reflects its rich heritage.

Project scope

/ Brand identity development.
/ interior design.







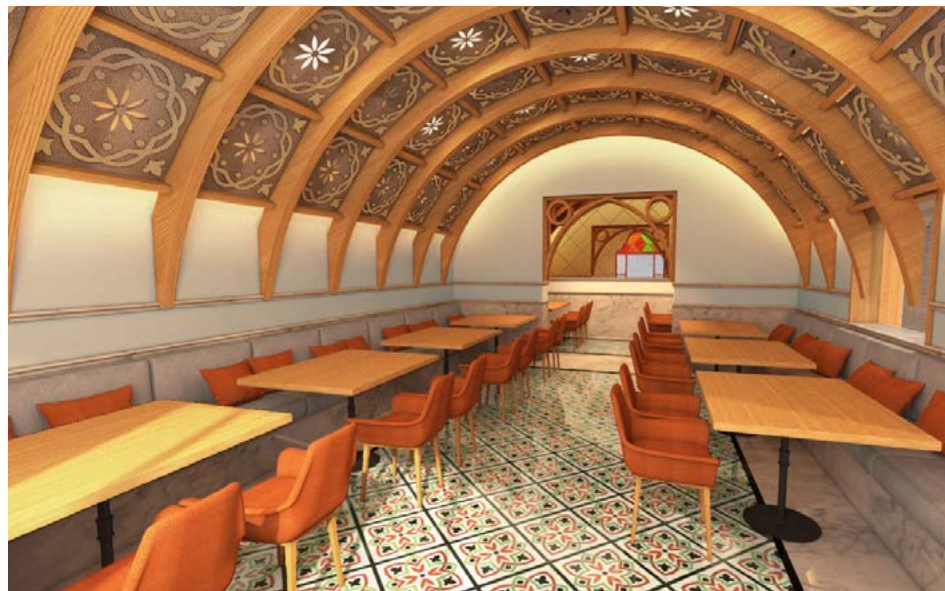


Kahwet Um Khalil / Jordan

Kahwet Um Khalil is the casual edition for the Lebanese restaurant Um Khalil that is more upscale. Kahwet Um Khalil was created for the Amman branch in Jordan, for everyday food, casual get together, and endless shishas.

Project scope

/ Logo & brand identity creation.
/ interior design.
/ Signages & environmental branding.
/ Menu, placemat, packaging...
/ Uniform.





Man w Salwa

Man w Salwa / Lebanon

Our work was to create an interior based on conceptual architecture that best captures and reflects the fun and young atmosphere of the Lebanese restaurant located in Le Mall, Dbayeh.

Project scope

/ interior design.
/ Signages.









Frida / Lebanon

Located in the heart of Achrafieh in an old building, Frida Restaurant is home for the lovers of Mexican food. The name, the logo, the interior, as well as the cozy terrace, are all an ode to the great Mexican artist - Frida kahlo. The restaurant serves Lebanese food with a delicious Mexican twist.

Project scope

/ Logo & brand identity creation.
/ interior design.
/ Signages & environmental branding.
/ Menu, placemat, packaging...
/ Uniform.







Draft

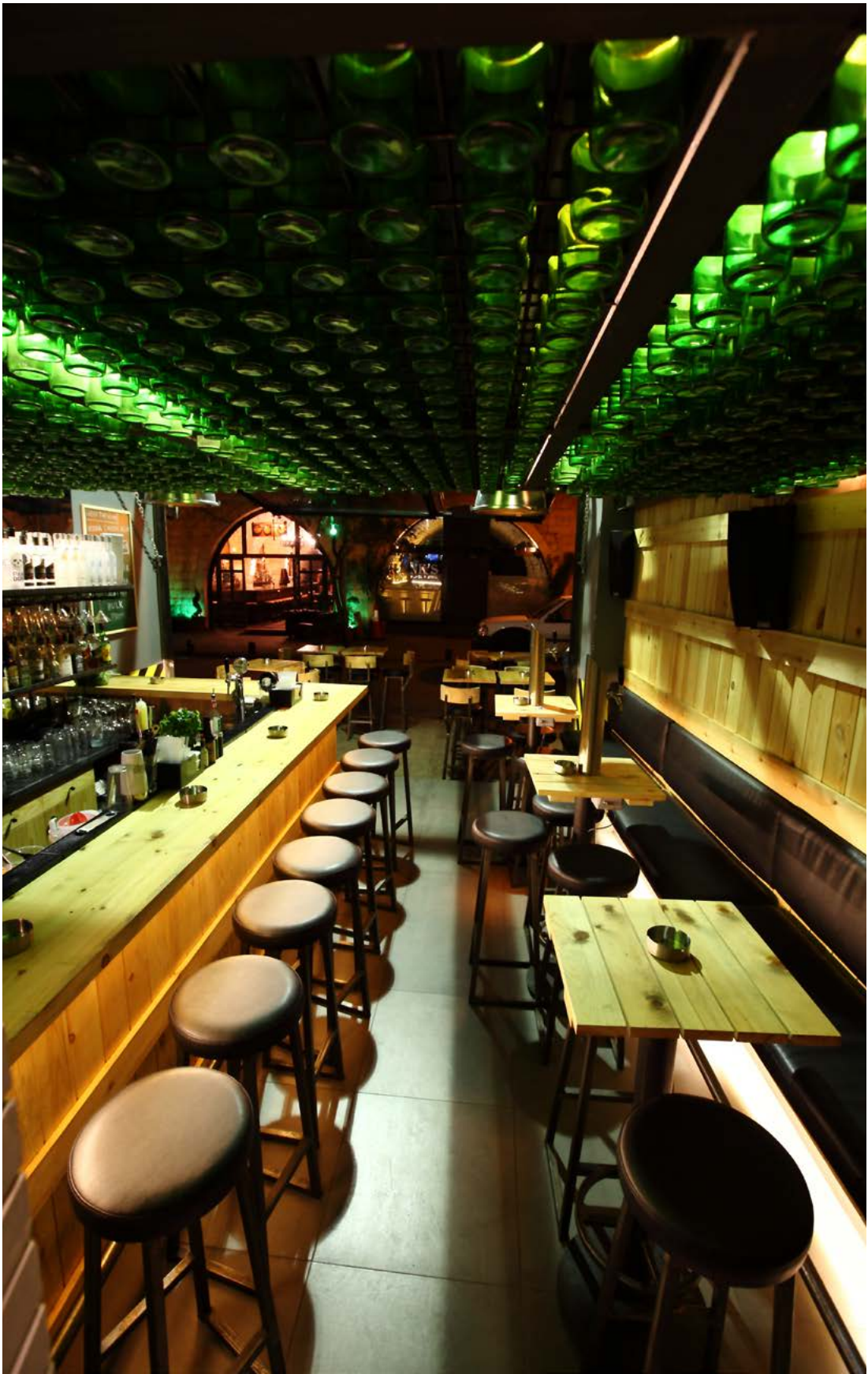
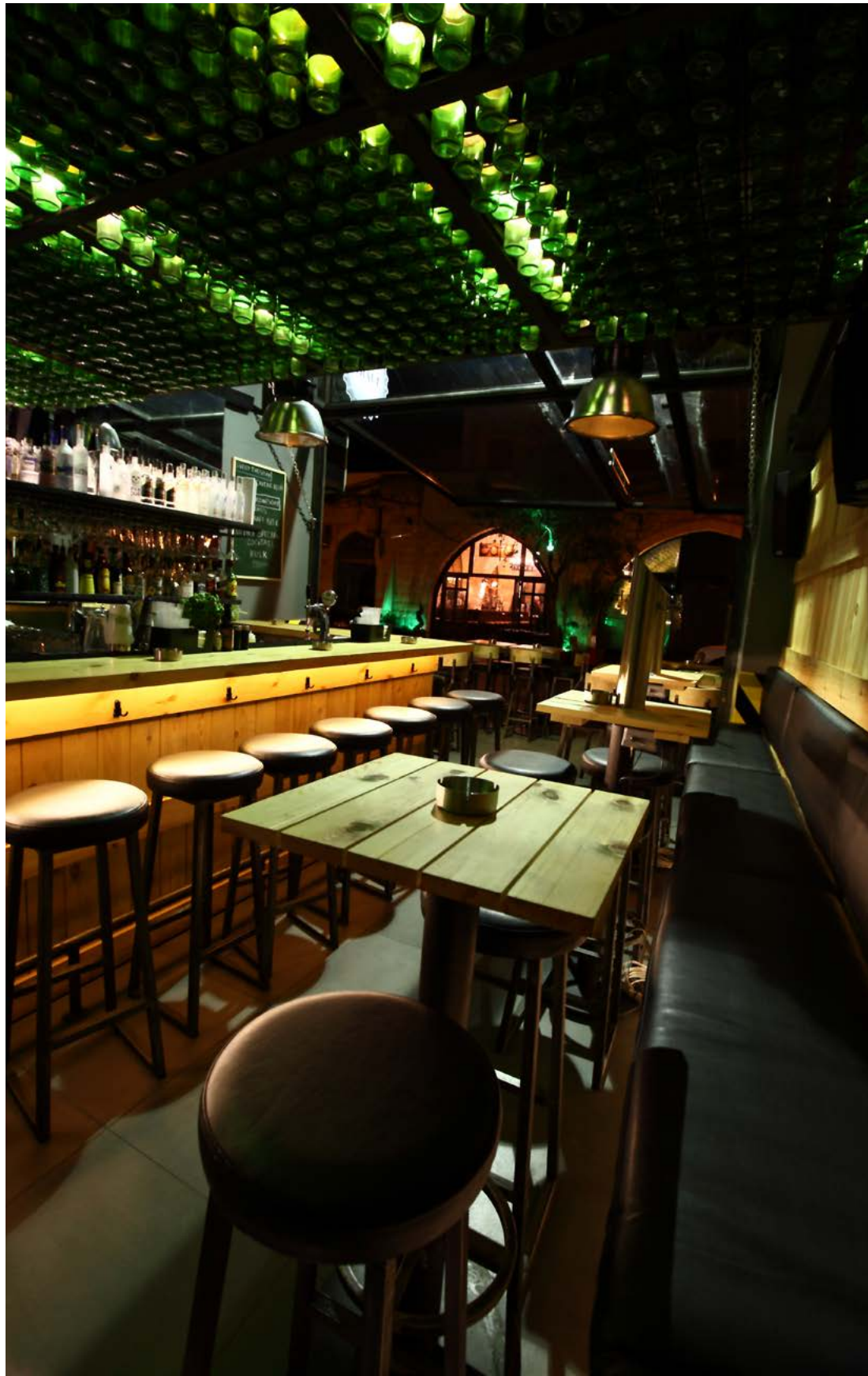
Draft / Lebanon

Draft is a nice pub with a cool crowd located in the heart of Jounieh in Lebanon. We worked on creating an unforgettable experience through the combination of contemporary elements, glowing greens, and a cozy bar furniture with dim lights. All these unique elements give the location a great atmosphere and create a lovely experience.

Project scope

/ interior design.
/ Signages.







EST. 2016

Bar 35 / Lebanon

Bar 35 is a cool pub located in the heart of Mar Mikhael in Beirut. The brand identity we have created for the restaurant is young, dynamic, and playful, just like its crowd. The concept of the pub is based on numbers, luck, and positive communication.

Project scope

- / Naming
- / Logo & brand identity creation.
- / Signages & environmental branding.
- / Menu, placemat, packaging...
- / Uniform.



LUCK IS
BELIEVING
YOU'RE LUCKY.
James Williams

@bar35beirut

WHEN YOU REALIZE
WHO THE GOOD PEOPLE
ARE IN YOUR LIFE
YOU'RE SO LUCKY.
Sophia Bush

@bar35beirut



76.56 59 65
Mar Mikhael main street
Beirut, Lebanon
@bar35beirut



35 IS OUR
LUCKY NUMBER
WHAT IS YOUR LUCKY NUMBER?

EAT DRINK
ENJOY REPEAT

CHOOSE your COCKTAIL

Check the number of your drink
and see what it refers to!

- | | |
|------------------|-----------------|
| 01. Party Animal | 11. Lovely |
| 02. Funny | 12. Adorable |
| 03. Seducible | 13. Sensual |
| 04. Teaser | 14. Charming |
| 05. Believer | 15. Player |
| 06. Dirty minded | 16. Spontaneous |
| 07. Sexy | 17. Cool |
| 08. Exciting | 18. Lucky |
| 09. Dreamer | 19. Sweet |
| 10. Stung | |

IMPORTED BEER SELECTION
& COCKTAILS PITCHERS

I need a hug or 8 shots of vodka, please!
Make it double, please!
My first thought was: I need a drink!
I do not get drunk
I get awesome!
NUMBERS RULE ALL THINGS!

- | | |
|----------------------------------|--|
| 01. LEBANESE
NEGRONI 14.000 | Arak, Campari,
sweet vermouth. |
| 02. MISCAL DE
PINA 16.000 | Fresh pineapple, fresh
jalapenos, fresh lime,
agave, tequila Mescal. |
| 03. RED CARIBEAN
15.500 | Spiced rum, lime,
lemon, sugar, fresh
strawberry, soda. |
| 04. JACK BERRY
16.000 | Blackberry, bourbon,
sweet vermouth,
aperol, fernet branca. |
| 05. GOD SAVE THE
QUEEN 15.500 | Fresh apple, lemon,
gin, triple sec, agave. |
| 06. CLOVER CLUB
16.000 | Fresh raspberry, gin,
fresh lime, sugar. |
| 07. THE REUSSER
15.500 | Fresh thyme, lemon
slices, sugar, elder
flower, soda, vodka. |
| 08. PRETTY IN PINK
16.000 | Vodka, Cointreau,
pommegrenade juice,
pineapple juice. |
| 09. SUMMER
BREEZE 17.000 | Fresh strawberry, passion
fruit, lemon, sugar,
vodka, pineapple juice. |
| 10. SPICY BLOODY
15.500 | Margueritta, bloody
orange, fresh
jalapenos. |
| 11. BASIL DAIQUIRI
16.500 | Fresh lime, fresh basil,
agave, cardemon,
white rum. |
| 12. SWEET ROSE
15.000 | Cardemon, rose water,
white rum, sugar. |
| 13. SENSUAL V
15.000 | Maraschino, violette
syrup, lemon juice, gin. |
| 14. SAKI-YU
16.500 | Vodka fusion, yuzu, sugar,
fresh rosemary, fresh
lavender, saki. |
| 15. CHRISTY TASTE
15.500 | Fresh cherry, cherry
brandy, aperol, gin,
lemon, sugar, grapefruit. |
| 16. VANILLA 35
17.500 | Vanilla sticks, fresh
strawberry, vodka vanille,
prosecco, apple juice. |
| 17. C-LIME
15.500 | Spiced rum, lemon
juice, Cointreau,
iced tea. |
| 18. BAR 35
16.500 | Fresh lime, Martini bianco,
prosecco. |
| 19. CHERRY BERRY
17.500 | Fresh blue berry, fresh
redberry, cherry heering,
lillet, violet syrup, soda, gin. |

All international cocktails 14.500

STARTERS

- | | |
|--|--|
| POPPADUM NACHOS
11.500 | Fried poppadum bread,
marinated corned beef,
melted cheddar cheese,
fresca salsa served with sour
cream dip. |
| CHICKEN WINGS
13.500 | Your choice of BBQ, Buffalo
or glazed teriyaki sauce,
served with blue cheese,
sour cream or honey
mustard dip. |
| SKINNY ENCHILADAS
16.000 | Filo pastry stuffed chicken
enchiladas, topped with pink
whipped cream and peppers
marmalade. |
| EDAMAME 10.500 | Seared marinated black tiger
shrimps, steamed edamame
& tofu salsa. |
| BLACK TIGER & TOFU
MOUSSELINE 19.500 | Baked wine salmon chunks,
frosted cream cheese served
with grilled multi cereal
crackers. |
| WINE SALMON
SPREAD &
CRACKERS 22.000 | Salmon crushed, baked
potato, bell peppers, fresh
herbs, lime zest coated with
corn flakes, served with sweet
chili dip. |
| CRISPY SALMON
POTATO BALLS
18.000 | |

SALADS

- | | |
|---|--|
| EVAPORATED QUINOA &
SHRIMPS DUMPLINGS
SALAD 22.000 | Steamed quinoa, green
vegetables, shrimp
dumplings served with
special Asian dressing. |
| WOK FLAMED YELLOW
FIN TUNA & MICRO
GREEN SALAD 24.000 | Micro greens, grilled
tuna loin, gratin
parmesan cheese,
potatoes, potatoes,
broccoli, boiled beets,
raspberry. |
| PROSCIUTTO & MANGO
SALAD 22.500 | Endive, ham, mango,
mango & sun-dried
tomatoes. |
| AUTHENTIC GOAT
CHEESE SALAD 29.500 | Micro greens, goat
cheese, sun-dried
tomatoes. |
| CHICKEN CAESAR
SALAD 17.500 | |

SANDWICHES

- | | |
|---|--|
| FLAT PRESSED
CHICKEN BURGER
16.500 | German brown bread, grilled
marinated chicken breast,
marinated mayo, tomato,
melted cheddar cheese,
served with French fries. |
| BBQ BRISKET
BURGER 17.500 | Slow cooked beef brisket,
BBQ mayo, roasted bacon,
crispy onion, pickles, melted
cheese, served with French
fries. |
| WILD MUSHROOM
ANGUS BEEF BURGER
18.500 | Black Angus beef patty, Swiss
cheese, pepper mayo, wild
mushroom sauce, served with
French fries. |
| GRILLED
GORGONZOLA &
SHRIMPS SANDWICH
19.500 | German brown bread,
gorgonzola marinated tiger
shrimps, baby rocca, tomato,
melted cheese, served with
French fries. |

All prices are in LBP and VAT included

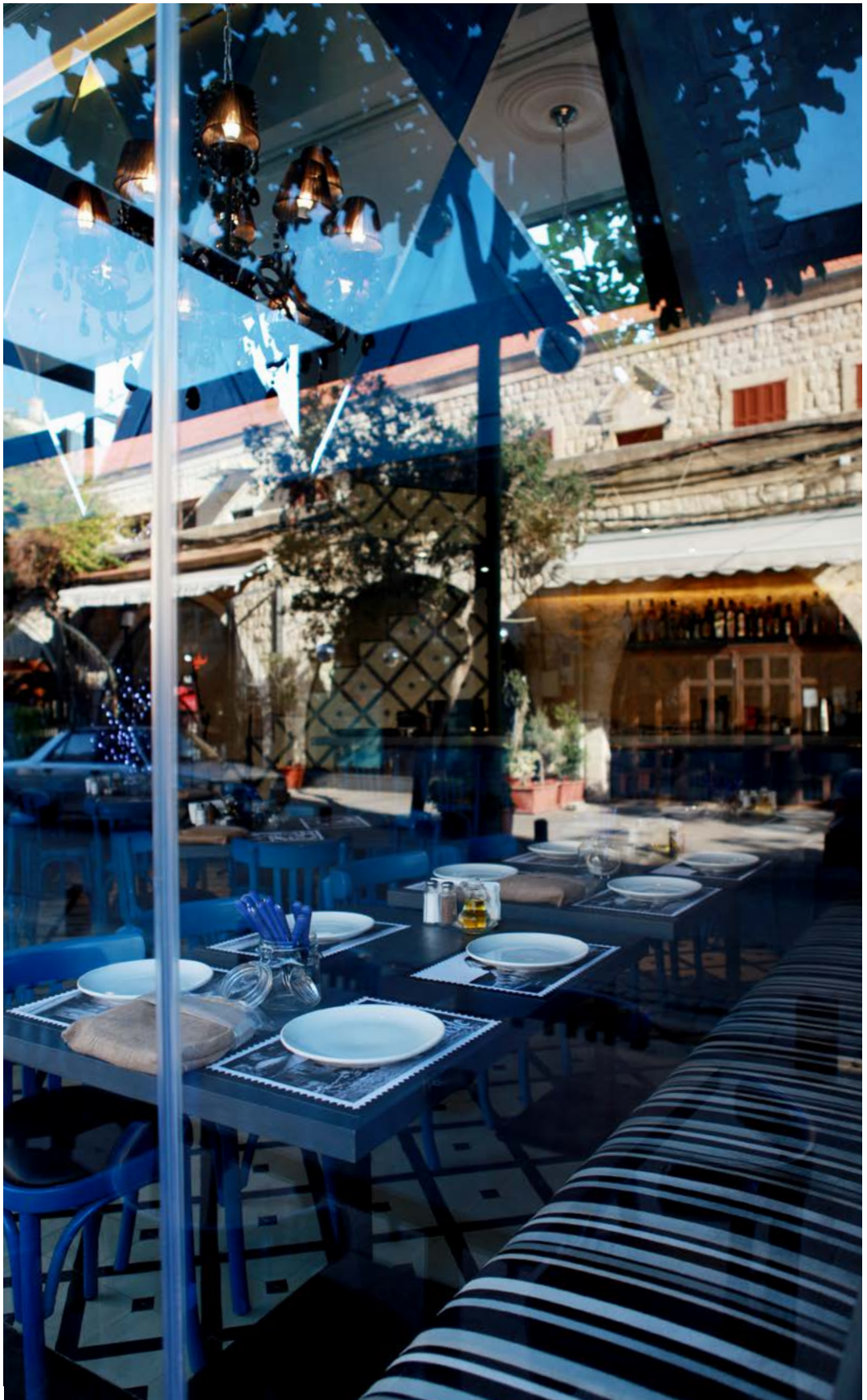
Arabiste

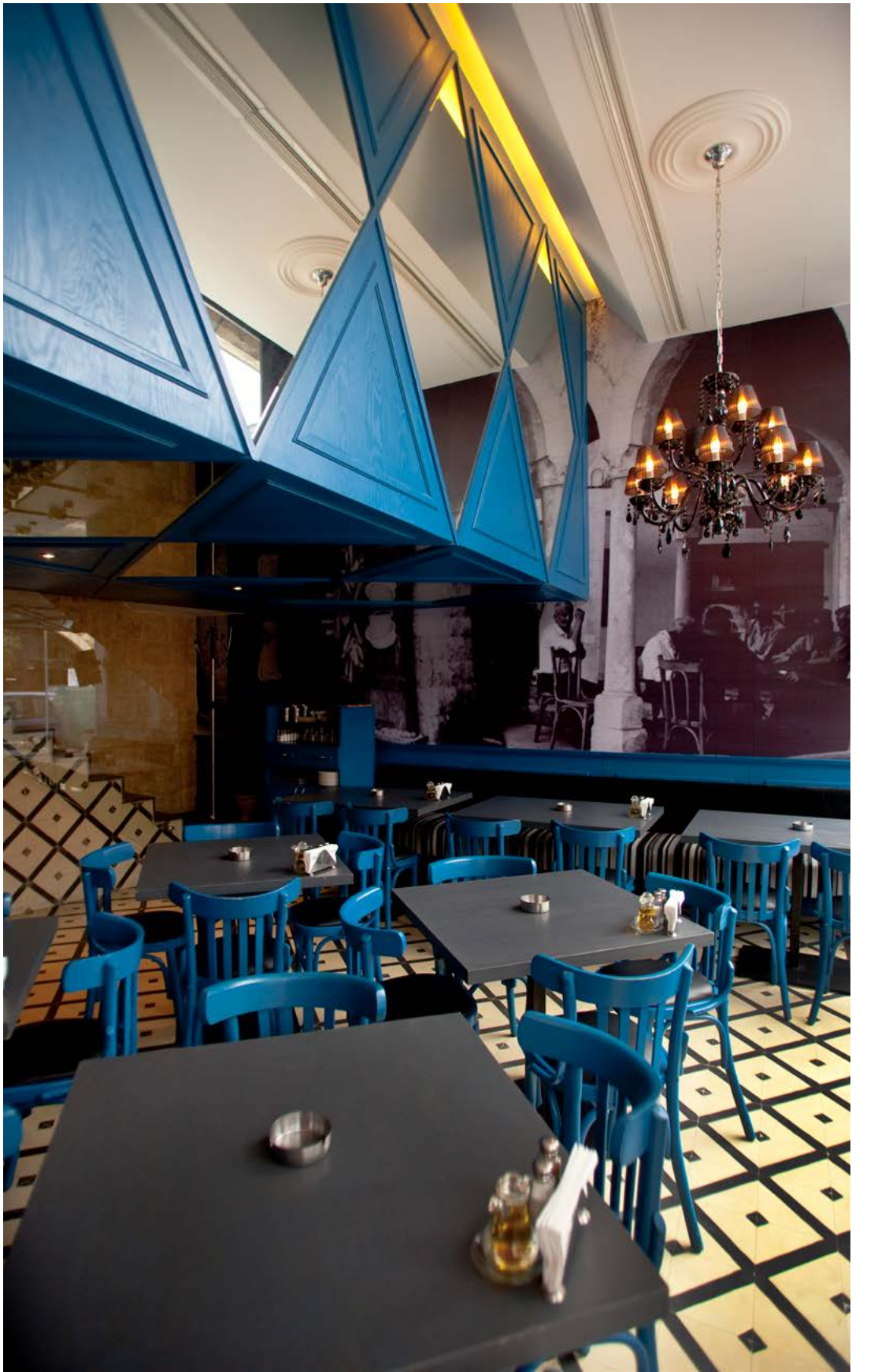
Arabiste / Lebanon

This Lebanese Authentic café, located in the heart of Jounieh, is one of its kind! The restaurant evokes nostalgic feelings and emotions to restaurant goers, as well as to passersby.

Project scope

/ interior design.
/ Signages.







Get in Touch!

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