

BRAND GUIDELINES

tawajin el khan Resturant



أطعم أكل مصري
restaurant

WELCOME

This document presents the guidelines for the correct usage of the graphic elements of el khan Resturant identity, in order to create high quality, visually stunning communication materials.



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01. Logotype & icon



Logo Elements (Wordmark)

الخبان + أطعم أكل مصري restaurant + طواجن



Arabic Calligraphy

Logo



Option 1



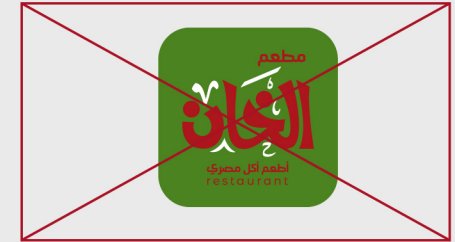
Option 2

Clear Space



Logo Missuse & Background Control

Never change the colour of the brandmark to any other colours.



Never stretch or distort the logo in anyway or change the relationship between the wordmark and the icon.



Never use the brandmark on an image if legibility is affected.



Never use the background colour similar to the logo colours. The logo should be clearly visible from the background.



02. Color & application



Color Palette

Primary



Name: Dark Green
Color Code: 084439
R 8 G 68 B 57

Name: yellow
Color Code: f0a300
R 240 G 163 B 0

Secondary



Name: Black
Color Code: 000000
R 0 G 0 B 0

Name: White
Color Code: ffffff
R 255 G 255 B 255

Logo in Monochrome

In rare cases, there will be necessary to employ a flat, monochrome version of the logo (i.e., one-color print)

We can use any of the primary colours or black/white logo depends on the background/requirements.



Watermark Implementation

If required, the Cairo Gourmet icon can be used as watermark for design and documentation purpose. The colours will be %10 (lighter or darker shades depends on the background colour) of the brand colours.



03. *Pattern*



Pattern Colors



04 *Typography*



Primary Typeface

طواجن الخان

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 ه و ي

1234567890

Ara Hamah 1964 B

Feras Restaurant

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Ara Hamah 1964 B

05. *signboard*



signboard



05. Vehicle Branding



Delivery Bike



07. *Uniform*



Uniform

Manager



Brand guidelines

Uniform

Hostess



Brand guidelines

Uniform

Waiter



Brand guidelines

Chef



08. *Package Design*



Sugar sachets



Package

Paper Cup



Brand guidelines

Pizza Box



Box



paper Bag



tajin



Package

plate



Brand guidelines