Morocco Coffee
قهوة المغرب

Morocco Coffee Brand Book & Guidelines

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Brand Book Manuals & Guides

This manual also provides in Adobe Acrobat 8.0 PDF file for viewing on Macintosh or Windows platforms. We recommend downloading the file and viewing it on your desktop. All entries on the contents page are linked to their respective pages. The complete file or its individual pages can also be printed on A4 - A3 paper, preferably using a color printer.

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01

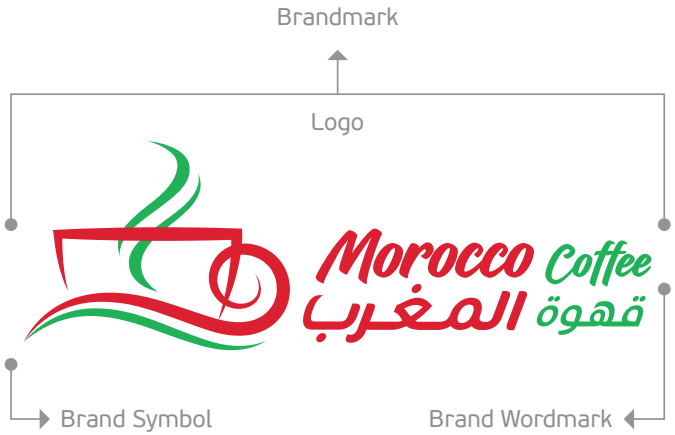
Brand Basics

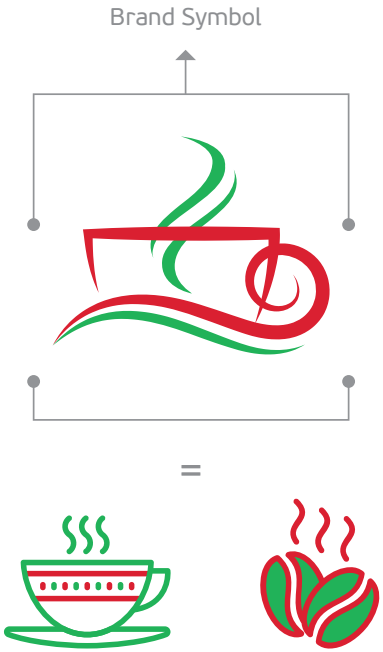
SECTION 01

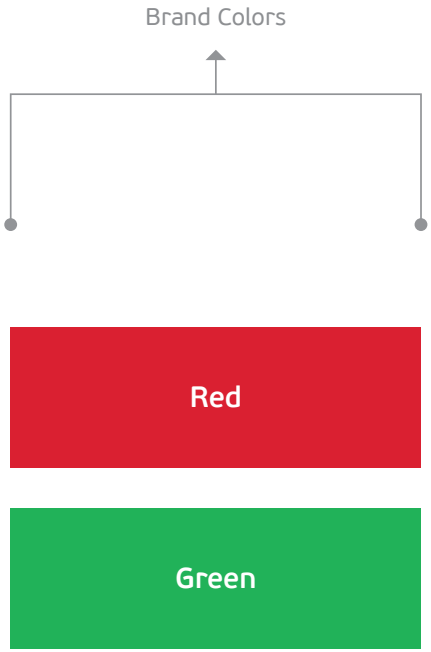
1.1 Logo Elements
1.2 Clear Space & Size
1.3 Logo Placement
1.4 Some Incorrect Usage (Don'ts)
1.5 Logo Versions
1.6 Logo Types
1.7 Brand Icons

1.1 Logo Elements

The Morocco Coffee corporate logo is playing role as representative of our initiative, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way. Our corporate logo is building block of our corporate identity that ensure our strong existence and represents our company, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way of designing.







1.2 Clear Space & Size

To Fit in with Clear Space

To ensure prominence and legibility, the brandmark and all its variations are always surrounded by a minimum area of clear space. Nothing should ever intrude into this area, such as a graphic device, imagery or type. The construction of the clear space area is based on the "X", as shown on the right. The minimum area of clear space is shown on the right by the rectangle containing the brandmark and its variations. The rectangle itself is not visible and does not print.
Note: the clear space shown on this page is a minimum and should be increased in all applications wherever possible.

Minimum Size of Logo

The Morocco Coffee logo represents its visual strength in various sizes, the minimum size as in Figure (A).

Maximum Size of Logo

There is no maximum size for Morocco Coffee logo usage.
However, But when using the Morocco Coffee logo at very large sizes (over 3 feets wide) you will need to adjust the size and position of the logo's symbols should be reduced and repositioned closer to the Morocco Coffee logo so it is legible but unobtrusive, so that it appears identical to the original logo.

Minimum size:
For printing: (width): 1.8 cm
On screen (width): 180 px

Figure (A)

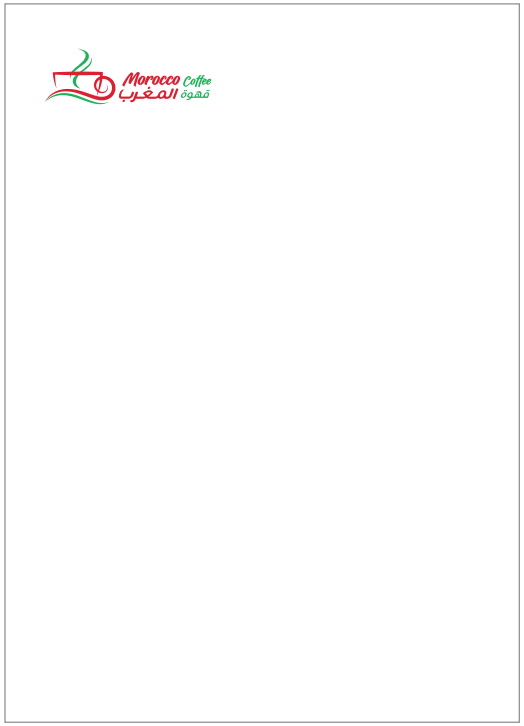
* The sizes shown are incorrect just to clarify
* Show (1.5 Logo Version) page (9)

1.3 Logo Placement

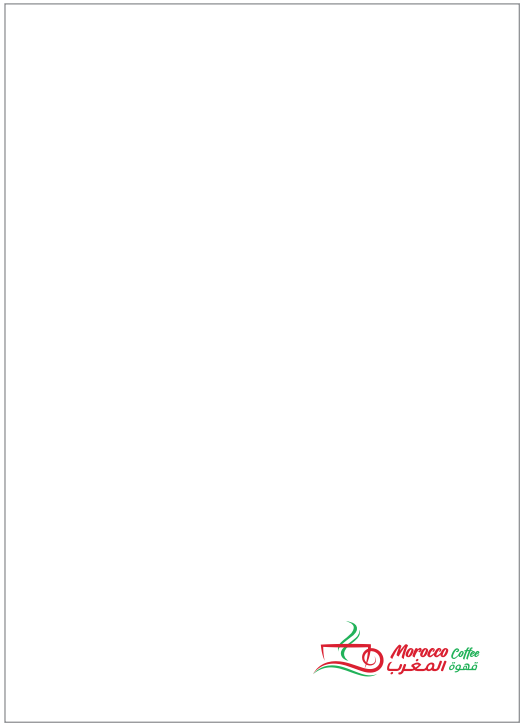
Clear Spacing for the Logo Placement

Try to make sure that the Morocco Coffee logo should appear in the upper left-hand corner, in full color, on a white background. The proper placement in this location for communication purpose helps to build Morocco Coffee logo-awareness.

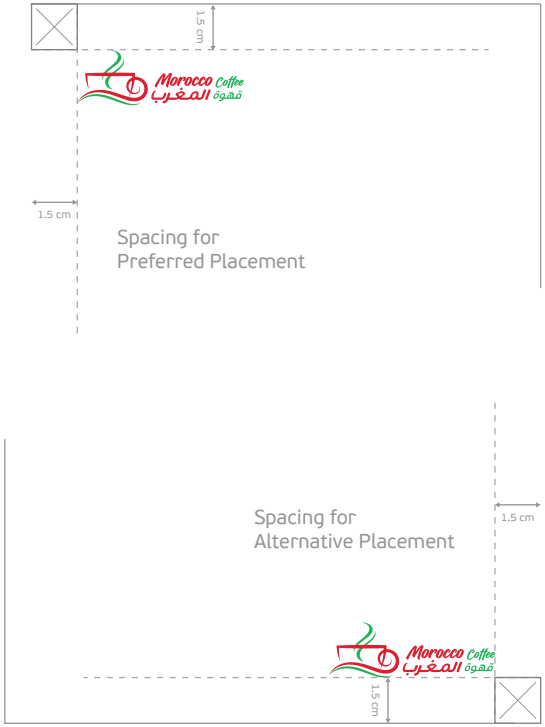
Preferred
Placement Demo



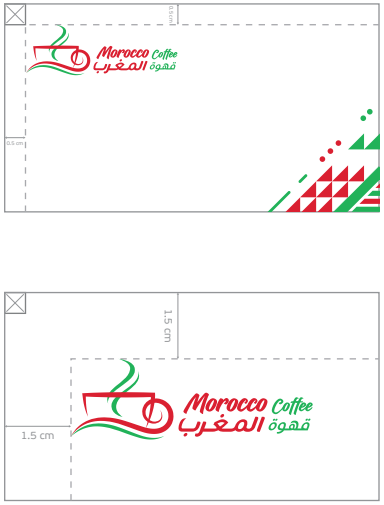
Alternate
Placement Demo



Space Around the Logo
Letterhead A4 Size



Space Around the Logo
Business Card 9x5 cm



1.4 Some Incorrect Usage (Don'ts)

It is extremely important for brand success that the logo be displayed correctly.
This includes always using the correct typefaces and the correct relative positioning and size of all elements.
The examples on this and the following pages illustrate unacceptable displays.

01. Do not outline the logo
02. Do not change the color
03. Do not distort the logo
04. Do not add shadow to any part of the logo
05. Do not place logo in a holding shape
06. Do not rotate or angle the logo
07. Do not add words to the logo
08. Do not add gradient to the logo
09. Do not put the logo on complicated photos
10. Do not put the logo on a background with insufficient contrast
11. Do not add additional graphic elements to the logo
12. Do not crop any portion of the logo

01

02

03

04

05

06

07

08

09

10

11

12

1.5 Logo Versions

Logo Versions

The correct methods of using the logo versions of signage, prints etc.

English version

Arabic version

Arabic - English version

English version with slogan

Arabic version with slogan

Narrow Versions

1.6 Logo Types

Logo Types

The correct methods of using the logo types of signage, prints etc.

Logo Types (Standard)

Full colors

(White) logo on (Green) background

(White) logo on (Red) background

(Green) logo on (White) background

Logo Types (Narrow)

(Red) logo on (White) background

(Red) logo on (Green) background

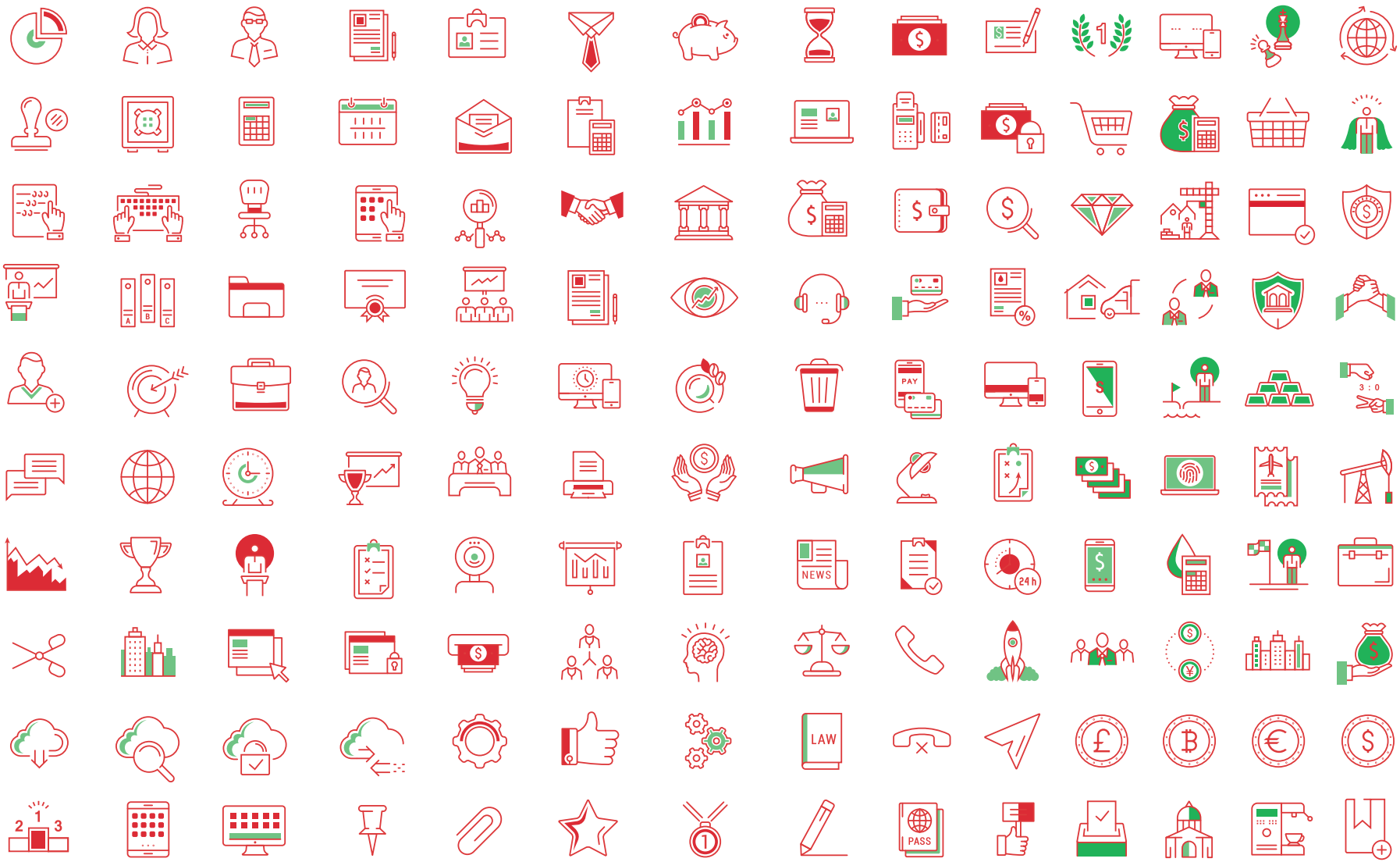
(Black) Logo

(Gray) logo

1.7 Brand Icons - (1)

1.7 Brand Icons - (2)

1.7 Brand Icons - (3)



02

Typography

SECTION 02

2.1 English Corporate Typeface
2.2 Arabic Corporate Typeface

2.1 English Corporate Typeface

Proper Selection of Primary Font & in Detail

Morocco Coffee has selected (PF BeauSans Pro) font as our primary corporate English font; which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.

PF BeauSans Pro

The design of Beau Sans was inspired by Bernhard Gothic which is considered one of the first contemporary American sans serifs and was designed by Lucian Bernhard in the late 1920s. Panos Vassiliou came across this font while attempting to reduce the design elements of a text typeface, by introducing Bauhaus-like minimal forms to the characters, to appear classy.
The first version was completed back in 2002 and introduced one year later in Parachute's 3rd catalog, under the name PF Traffic. Some time later it was decided to make a few improvements but the project was so carried away that the new typeface which emerged needed urgently a new name. Beau Sans Pro is a modern sans-serif family of 16 fonts which includes true-italic.

Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9

Special Characters

! “ § $ % & / ( ) = ? ` ; :
¡ “ ¶ ¢ [ ] | { } # ¿ ‘
« € ® ™ † ¨ / ø • ± ‘
æ œ @ © , ˇ ^ å ¥ ç
~ µ … – < > ‰ ‡ Ω ¤ ˘ › ‹

2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

Morocco Coffee has selected (The Mix Arab) font as our primary corporate Arabic font; which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.

The Mix Arab

The idea of matching a western designer with an interest in mixing Latin styles with an Arab calligrapher with the same interest in mixing Arabic calligraphic styles, both proficient with lettering yet interested in more simplified contemporary design, seemed like the perfect solution at the time, and the great artwork.

This choice and team also fitted the idea of developing and improve the Arabic version of the hybrid family member of the Thesis font family – The Mix Arab.

TheMix Arabic is one of the most successful contemporary Arabic fonts. Since its release, it has been used by several cultural institutions in the Arab World, including the Sharjah Art Foundation.

Bold

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

Regular

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

Figures

٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Special Characters

! " $ / ( ) = :
[ ] | { } , _ @
< > * ؛ · • ÷ × \
* « » ' - ٪ ٭ "
◌ ≠ ؟ € ≈ ° ™ © ®

03

Brand Colors

SECTION 03

3.1 Primary Colors
3.2 Secondary Colors

3.1 Primary Colors

How to Use the Primary Color & it's Detail?

A palette of primary colors has been developed; which will give an extraordinary look of the Morocco Coffee to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. We chose 2 basic colors representing the Morocco Coffee identity: (**Red** - **Green**).

Pantone: 1795 C
CMYK: 010c | 100m | 090y | 000k
RGB: 218 | 032 | 050
Web: #DA2032

(1) Red

75 Percent 50 Percent 25 Percent

Pantone: 7481 C
CMYK: 080c | 000m | 090y | 000k
RGB: 000 | 178 | 089
Web: #00B259

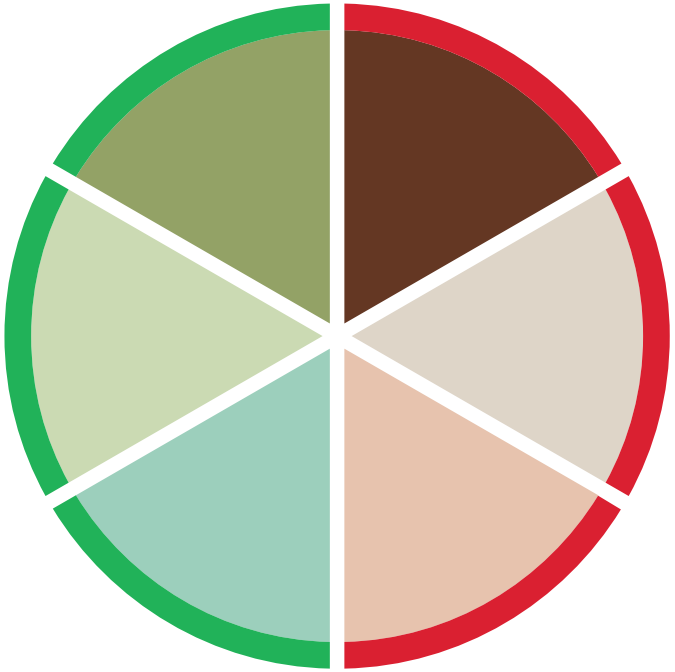
(2) Green

75 Percent 50 Percent 25 Percent

3.2 Secondary Colors

More Colors with More Detailed Analysis

A palette of secondary colors has been developed; which will give an extraordinary look of the Morocco Coffee to represent the brand identity to our relevant media. The secondary colors are complementary to our official colors, but are not recognizable identifiers for Morocco Coffee logo. Secondary colors would be used in less than 10 percent of the palette in one piece.



IRISH COFFEE
C42 M75 Y85 K45
R101 G55 B36
HEX #653724

90% 70% 50% 30%

WAFER
C12 M13 Y19 K0
R223 G213 B200
HEX #DFD5C8

90% 70% 50% 30%

CASHMERE
C0 M19 Y23 K9
R231 G195 B174
HEX #E7C3AE

90% 70% 50% 30%

SHADOW GREEN
C37 M0 Y29 K4
R154 G206 B186
HEX #9ACEBA

90% 70% 50% 30%

SPROUT
C15 M0 Y31 K8
R202 G217 B178
HEX #CAD9B2

90% 70% 50% 30%

GREEN SMOKE
C20 M0 Y57 K34
R148 G162 B103
HEX #94A267

90% 70% 50% 30%

04

Corporate Identity

SECTION 04

4.1 Corporate Identity Details
4.2 Contact Us

4.1 Corporate Identity Details

Corporate identity management literally means managing your corporate identity. It is making sure that the corporate identity is applied correctly, consistently to each application, taking into account the costs. We often see many applications are being created under supervision of or in different divisions. Without corporate identity management this easily results in the corporate identity being applied in different manners. Therefore a central corporate identity management is a necessity. It is the only way for your organisation to build and maintain a strong brand.

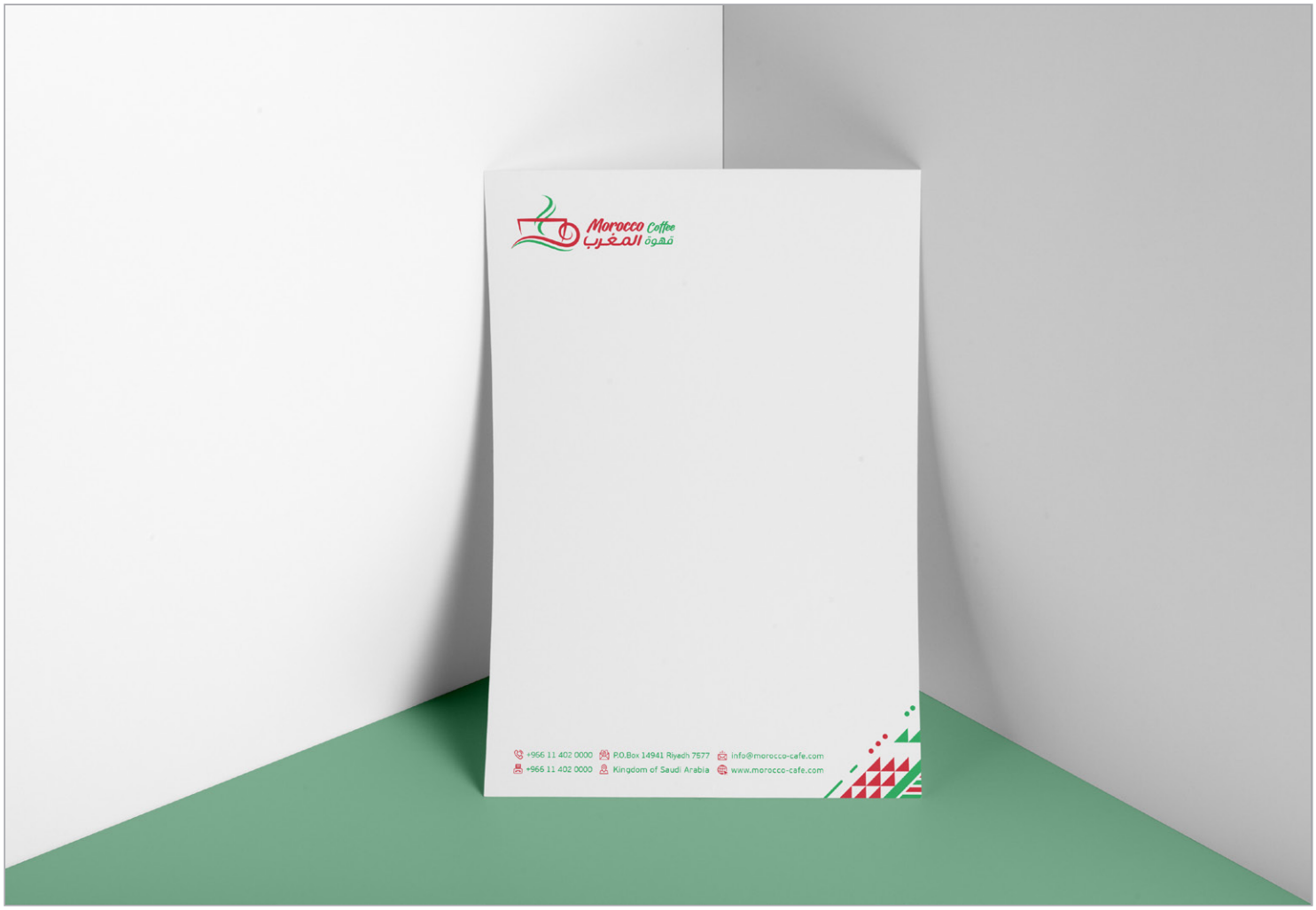
Our design components our logo, colors, typography and graphics have been carefully crafted to bring The Morocco Coffee brand to life. The schematic applications on the following pages from stationery to brochures, from advertising to way-finding demonstrate the effectiveness of these components in action.

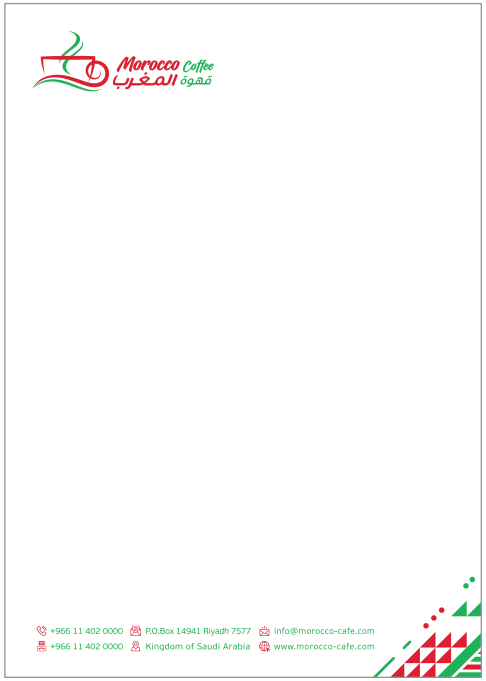
Corporate Identity

- Stationery

Section 04

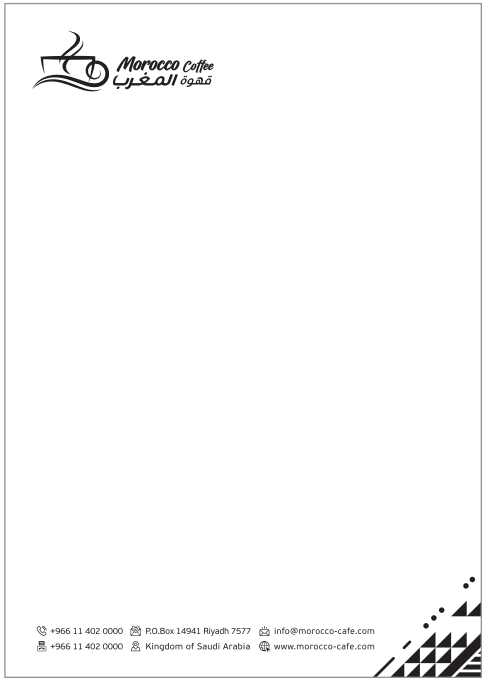
Stationery / Letterhead Front





Stationery / Letterhead Back

Stationery / Fax Sheet



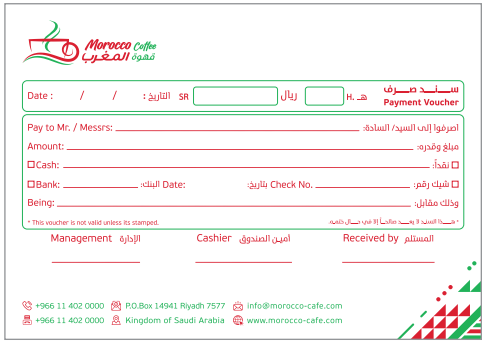
Stationery / Business Card

Stationery / Envelope DL

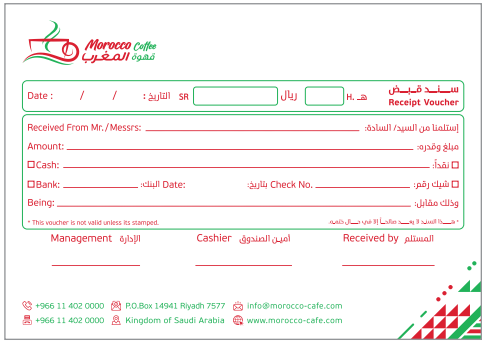
Stationery / Envelopes A5, A4

Stationery / ID Card

Stationery / Payment Voucher



Stationery / Receipt Voucher



Stationery / Invoice

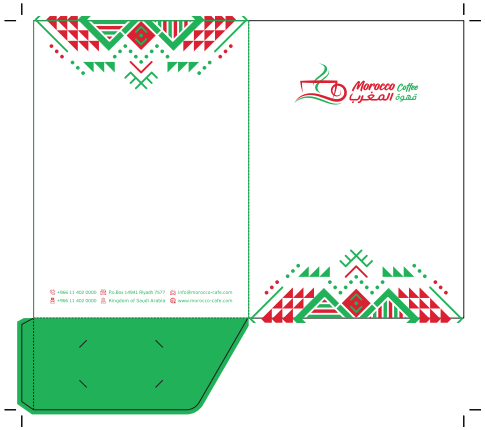
Stationery / Notebook

Corporate Identity

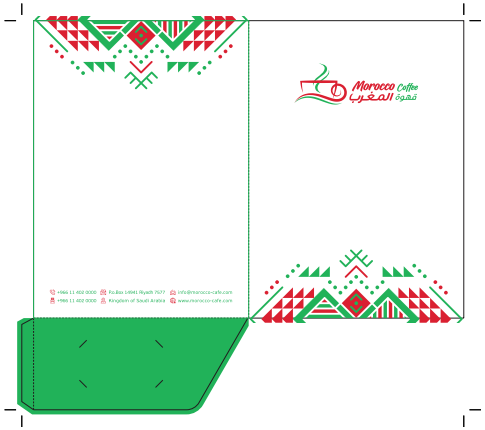
-Applications

Section 04

Applications / Folder Outside



Applications / Folder Inside



Applications / Stamp

Applications / Profile Cover

Applications / Profile Inside

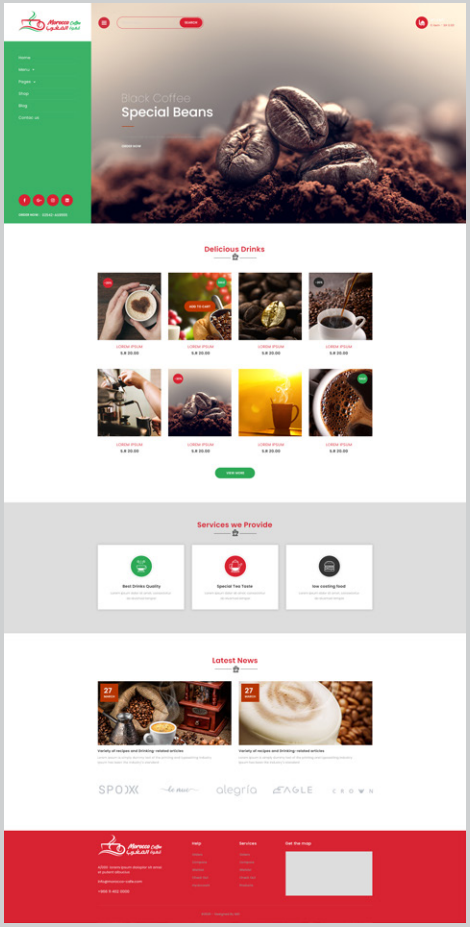
Applications / Roll-Up

Corporate Identity

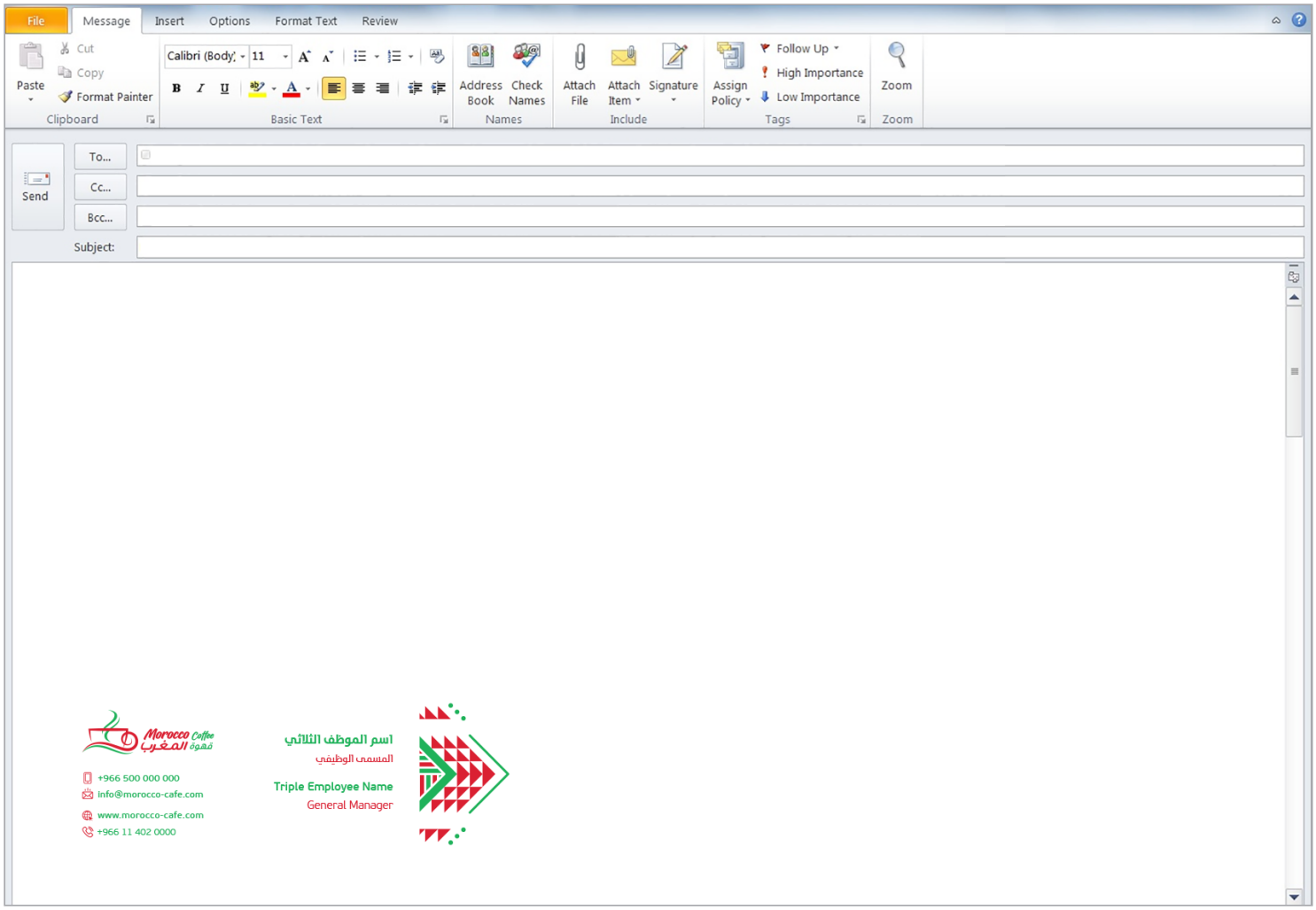
-Electronic Media

Section 04

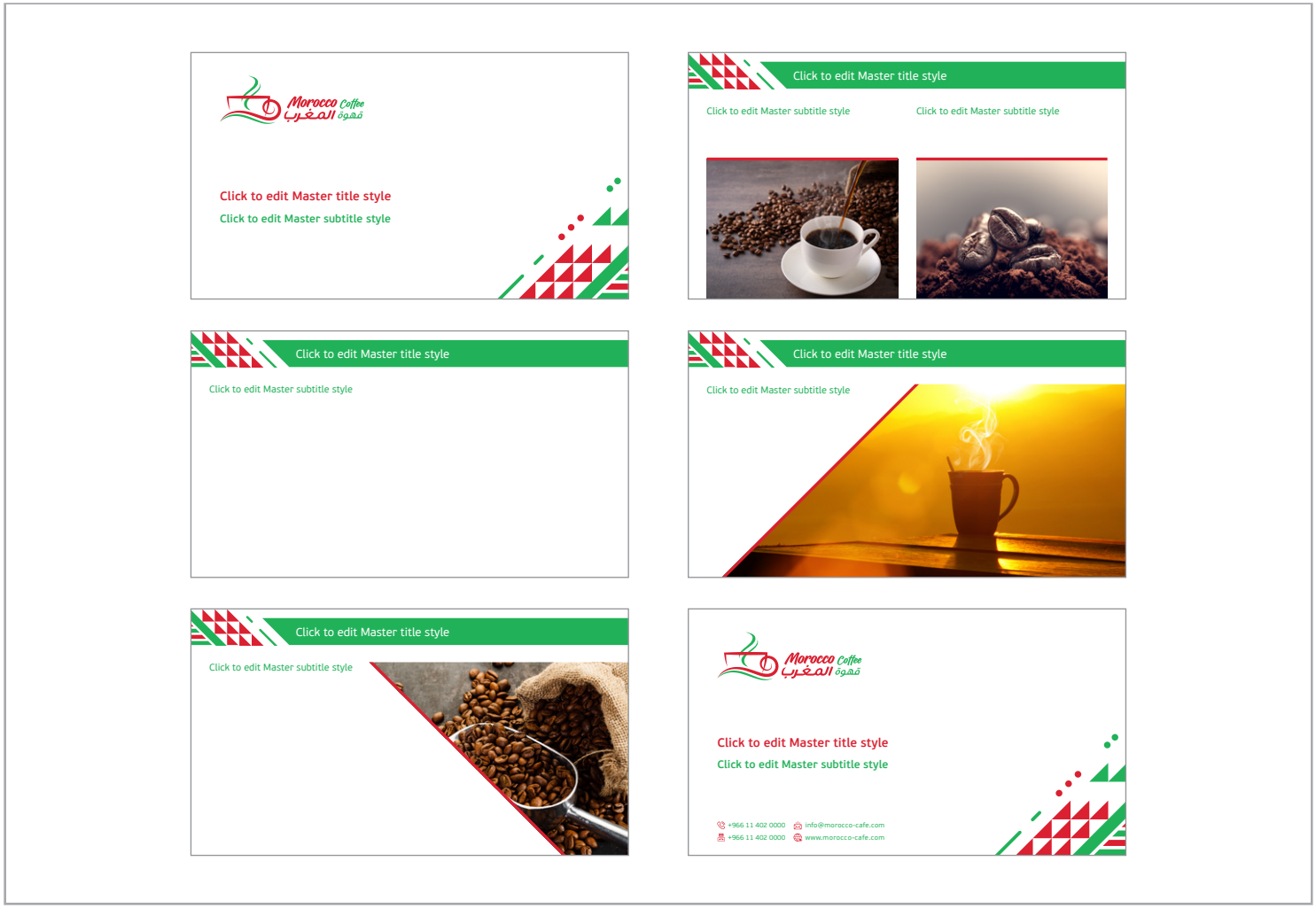
Electronic Media / Website



Electronic Media / Email Signature



Electronic Media / Presentation Slides



Electronic Media / Social Posts

Corporate Identity

-Uniform

Section 04

Uniform / T-Shirt V.1

Uniform / T-Shirt V.2

Uniform / T-Shirt V.3

Uniform / Shirt V.1

Uniform / Shirt V.2

Uniform / Shirt V.3

Uniform / Male, Female V.1

Uniform / Male, Female V.2

Uniform / Supervisors

Uniform / Kitchen Apron

Uniform / Pin Button Badge

Uniform / Cap V.1

Uniform / Cap V.2

Uniform / Cap V.3

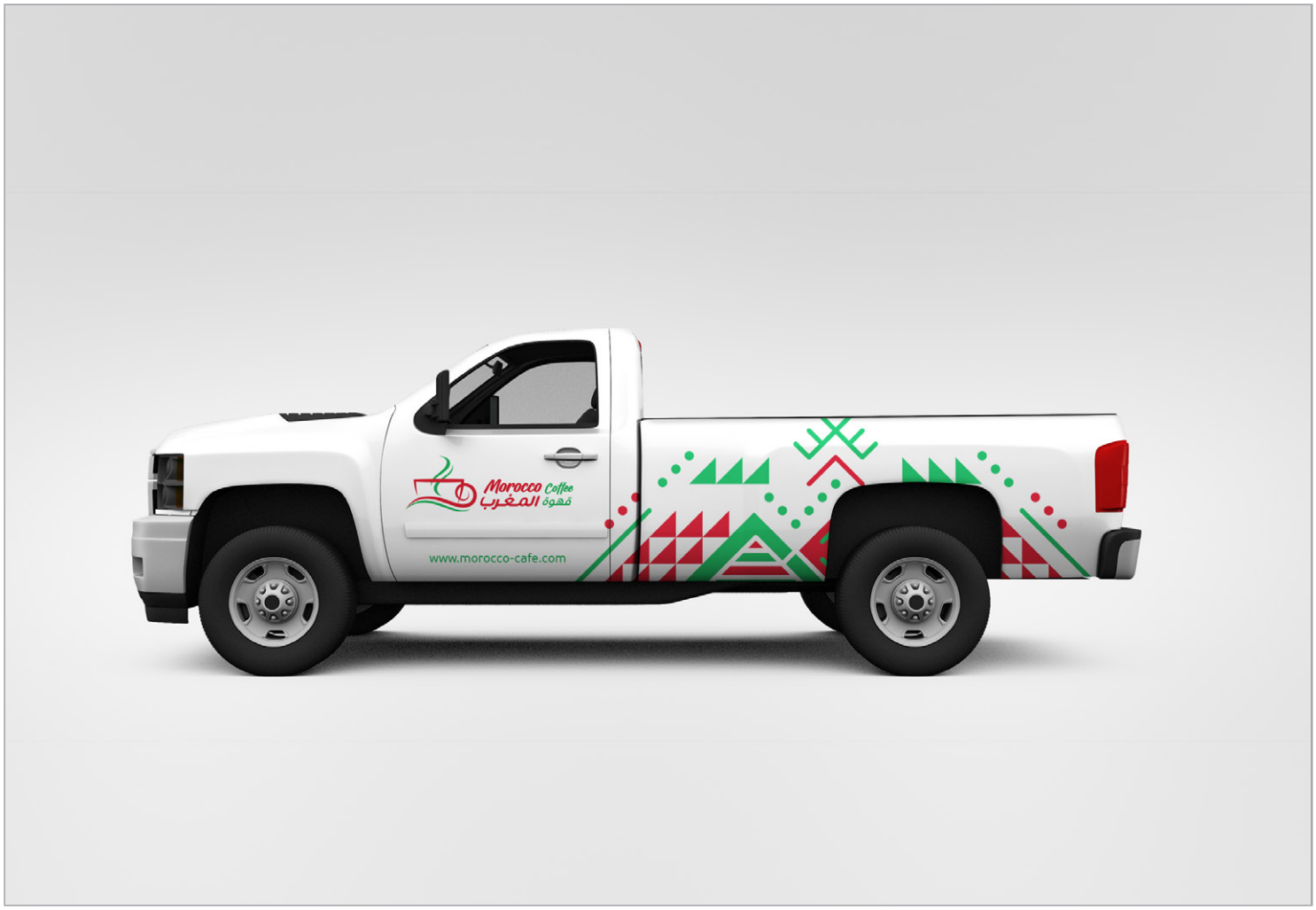
Corporate Identity

-Vehicles

Section 04

Vehicles / Sedan

Vehicles / Pickup



Vehicles / Mini Van

Vehicles / Van

Corporate Identity

-Flags

Section 04

Flags / V.1

Flags / V.2

Flags / V.3

Flags / V.4

Corporate Identity

-Cafe Identity

Section 04

Cafe Identity / Wall Theme

Cafe Identity / Wall Theme

Cafe Identity / Painting Theme

Cafe Identity / Painting Theme

Cafe Identity / Painting Theme

Cafe Identity / Table Stand

Cafe Identity / Kraft Bag

Cafe Identity / Plastic Bag

Cafe Identity / Paper Bag V.1

Cafe Identity / Paper Bag V.2

Cafe Identity / Carton Bag V.1

Cafe Identity / Carton Bag V.2

Cafe Identity / Coffee Bag V.1

Cafe Identity / Coffee Bag V.2

Cafe Identity / Coffee Packaging Plastic

Cafe Identity / Theme Mugs

Cafe Identity / Theme Mugs

Cafe Identity / Tea Mug

Cafe Identity / Coffee Cup

Cafe Identity / Coffee Cup

Cafe Identity / Coffee Cup

Cafe Identity / Paper Cup

Cafe Identity / Paper Cup

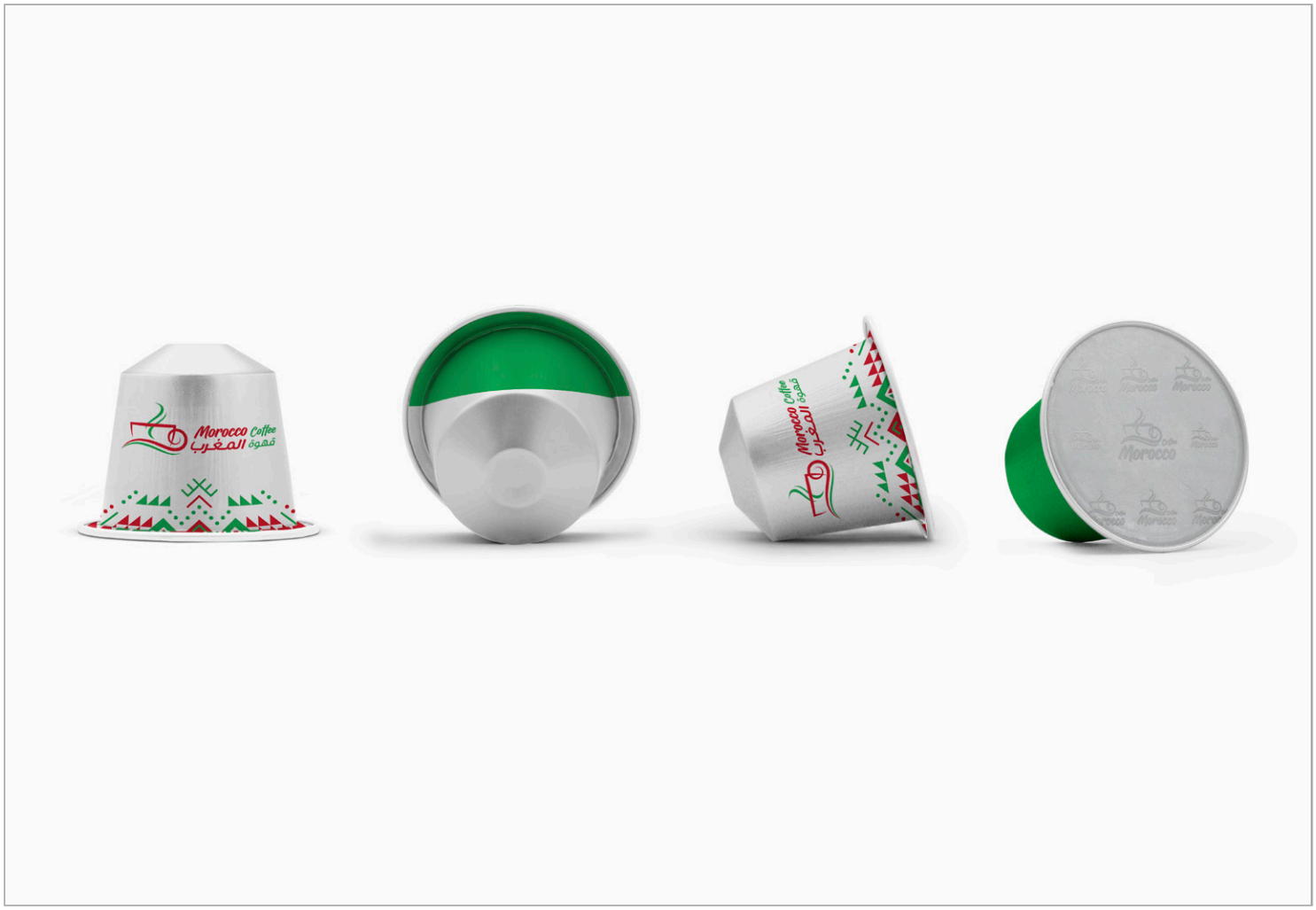
Cafe Identity / Plastic Cup

Cafe Identity / Plastic Cup

Cafe Identity / Plastic Cup

Cafe Identity / Thermo Cup

Cafe Identity / Coffee Capsule



Cafe Identity / Paper Napkin

Cafe Identity / Refreshing Tissue

Cafe Identity / Tissue Box

Cafe Identity / Coffee Machine

Corporate Identity

-Interior and Exterior Signage

Section 04

Signage / 3D Logo

Signage / 3D Logo

Signage / 3D Logo

Signage / Carved Logo

Signage / Unipole Sign

Signage / Billboard

Signage / Danglers

Signage / Hanging Poster

Corporate Identity

-Gift Items

Section 04

Gift Items / Mag

Gift Items / Flash Memory

Gift Items / Playing Cards

Gift Items / Playing Cards Packaging

Gift Items / Pen

Gift Items / Paper Air Freshener

4.2 Contact Us

Contact Information

We have tried our level best to focus our brands portfolio of world class designs and expert group; through our corporate extended brand guideline. Here you'll got to know brand tools has additional resources and guidance on the entire Morocco Coffee brand.
If you have any question, please feel free to contact with our special team.

info@morocco-cafe.com

www.morocco-cafe.com

Thanks.

Innovation Ideas

WD Agency all designs & artwork in this guideline is one of WD magnificent work.
Ideas, Concepts, designs, and innovations are the soul of WD's creative minds (2019).

www.wd-adv.com

www.morocco-cafe.com