Specialist
cafe & restaurant

Specialist Cafe Brand Book & Guideline

Version 1.0 all copyright are reserved

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.

Table of Content

01

Brand Basics

SECTION 01

1.1 Logo Elements

The **Specialist Cafe** 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.

Brandmark

Brand Symbol

Brand Colors

Logo

Brand Slogan

Brand Wordmark

Brand Symbol

=

+ S
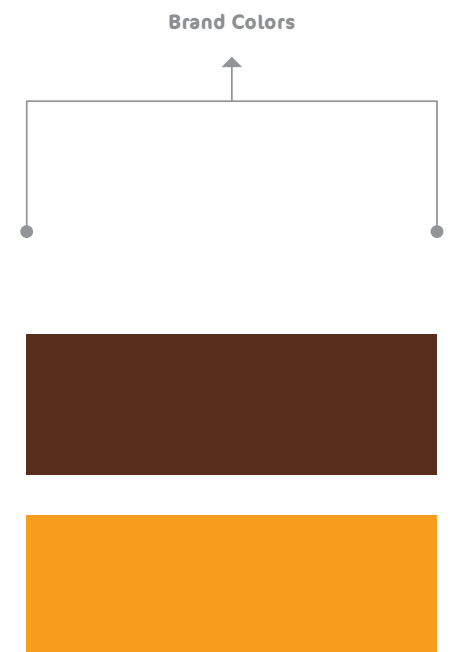
1.2 Clear Space & Size

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 **Specialist Cafe** 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 **Specialist Cafe** logo usage.

However, But when using the **Specialist Cafe** 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 **Specialist Cafe** logo so it is legible but unobtrusive.

* The sizes shown are incorrect just to clarify

* Show (1.5 Logo Version) page (9)

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

Figure (A)

1.3 Logo Placement

Clear Spacing for the Logo Placement
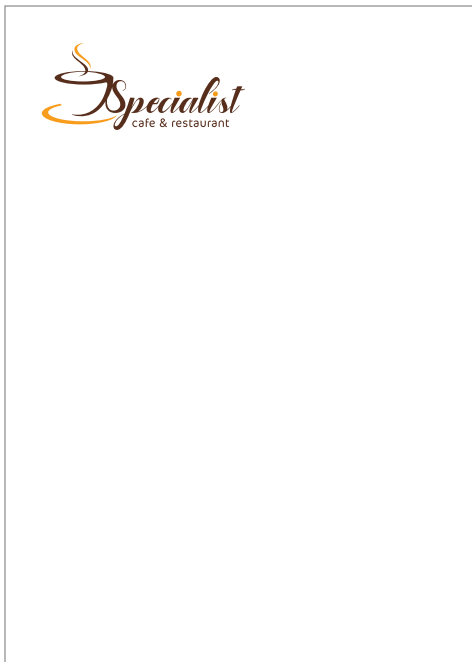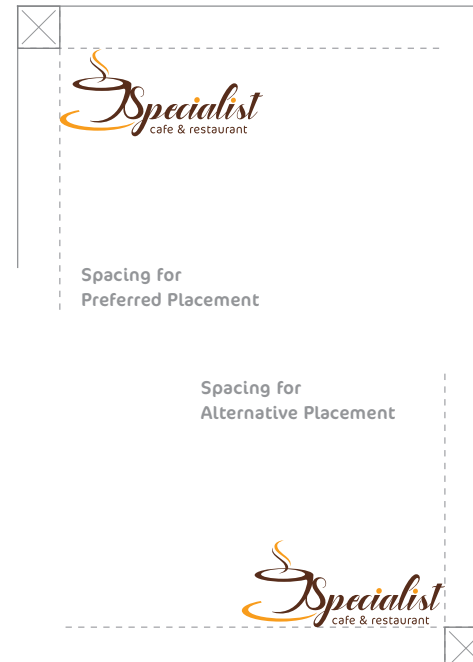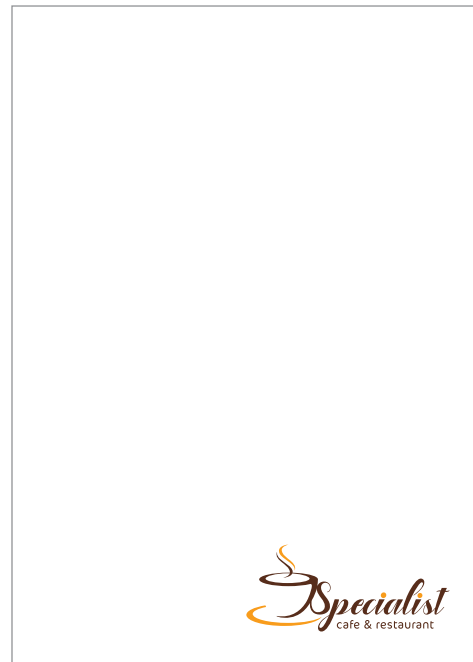
Try to make sure that the **Specialist Cafe** logo should appear in the upper left-hand corner, in full color, on a white background. The proper placement in this location for communication purpose helps to build **Specialist Cafe** logo-awareness.

Preferred
Placement Demo

Alternate
Placement Demo

Spacing for
Preferred Placement

Spacing for
Alternative Placement

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

1.5 Logo Versions

Logo Versions

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

Logo with Slogan

Logo without Slogan

Logo Symbol

1.6 Logo Types

Logo Types

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

Logo Types (Standard)

Full colors

White, Orange logo on Brown background

Brown logo on white background

Orange logo on white background

Logo Types (Narrow)

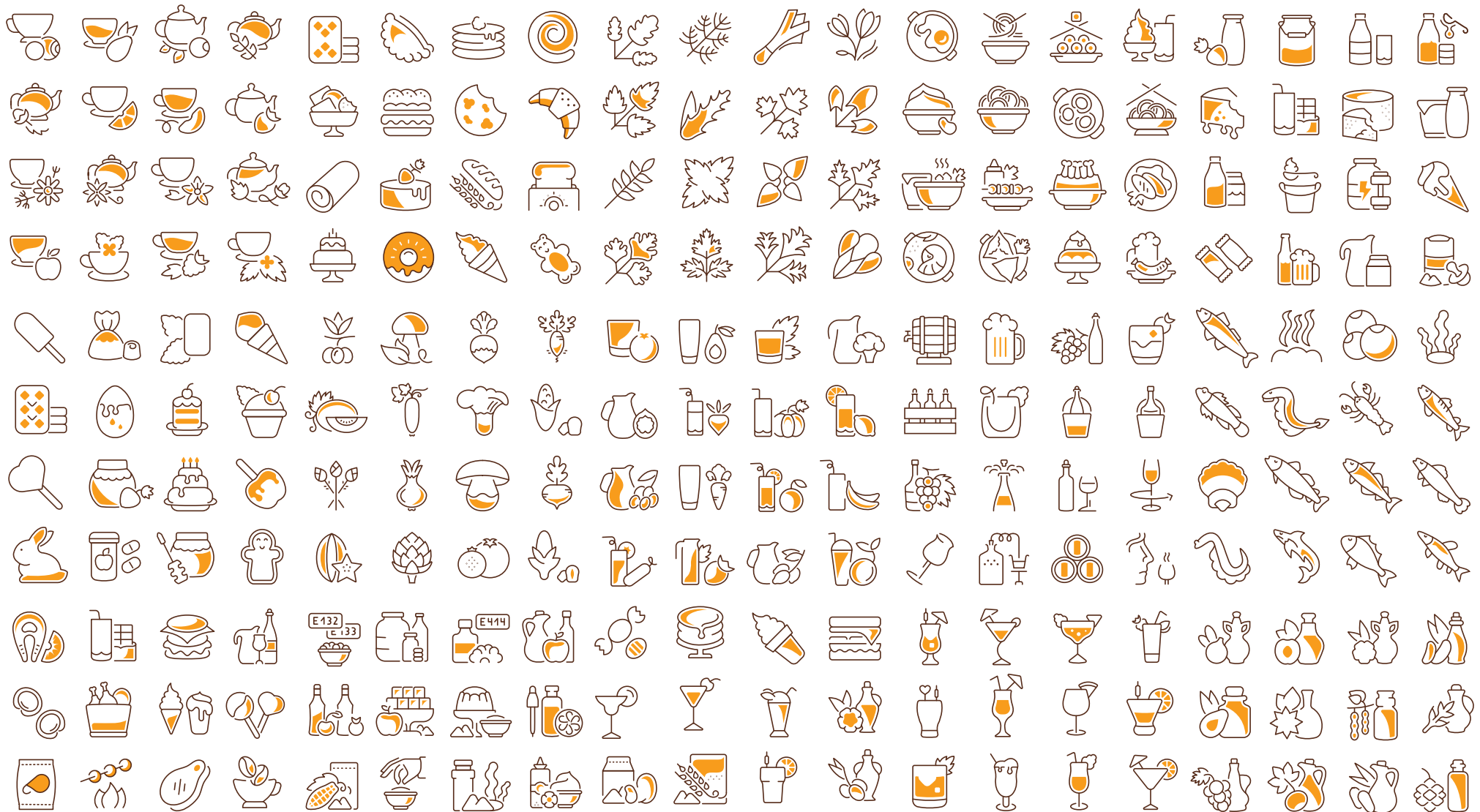Brown logo on Orange background

Orange logo on Brown background

Black Logo

Gray logo

1.7 Brand Icons - (1)

1.7 Brand Icons - (2)

1.7 Brand Icons - (3)

1.8 Brand Pattern

02

Typography

SECTION 02

2.1 English Corporate Typeface

Proper Selection of Primary Font & in Detail

Specialist Cafe has selected Cocon® Next Arabic 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.

Cocon® Next Arabic

Cocon Next Arabic is a beautiful sans serif English typeface family created and published by By the most famous artists, letterer and occasional illustrator. Cocon Next Arabic has a flat vintage feel to it due to it's almost round edges making it great your English type design needs. Take it out of its cocoon!

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 ⊢——•

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ¸ € ® † ¨ • ± '
æ œ @ º ª © ƒ , ¥
~ µ … – < > › ‹

2.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

Specialist Cafe has selected Cocon® Next Arabic 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.

Cocon® Next Arabic

Cocon Next Arabic is a beautiful sans serif Arabic typeface family created and published by By the most famous artists, letterer and occasional illustrator. Cocon Next Arabic has a flat vintage feel to it due to it's almost round edges making it great your Arabic type design needs. Take it out of its cocoon!

Bold ⊢⟶ د خ ح چ ث ت ب ا
ذ ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م
ن ه و ي ء

Regular ⊢⟶ د خ ح چ ث ت ب ا
ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل
م ن ه و ي ء

Figures ⊢⟶ ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Special
Characters ⊢⟶ ! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ˛ € ® † ¨ · ± '
æ œ @ º ª © ƒ , ¥
~ µ … – < > › ‹

03

Brand Colors

SECTION 03

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 **Specialist Cafe** 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 **Specialist Cafe** identity: (**Brown** - **Orange**).

Pantone: 4625 C
CMYK: 000c | 051m | 056y | 079k
RGB: 088 | 047 | 029
Web: #582f1d

(1) Brown

75 Percent   50 Percent   25 Percent

Pantone: 1375 C
CMYK: 000c | 045m | 100y | 000k
RGB: 249 | 157 | 028
Web: #f99d1c

(2) Orange

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 **Specialist Cafe** to represent the brand identity to our relevant media. The secondary colors are complementary to our official colors, but are not recognizable identifiers for **Specialist Cafe** logo.

Secondary colors would be used in less than 10 percent of the palette in one piece.

NORWAY
C23 M0 Y38 K18
R168 G192 B152
HEX #a8c098

90% 70% 50% 30%

EBB
C8 M7 Y8 K0
R232 G229 B226
HEX #e8e5e2

90% 70% 50% 30%

CASHMERE
C0 M19 Y23 K9
R231 G195 B174
HEX #e7c3ae

90% 70% 50% 30%

WHISKEY
C0 M18 Y50 K18
R214 G179 B121
HEX #d6b379

90% 70% 50% 30%

SALOMIE
C0 M10 Y54 K0
R255 G225 B139
HEX #ffe18b

90% 70% 50% 30%

CASAL
C75 M30 Y30 K40
R39 G99 B112
HEX #276370

90% 70% 50% 30%
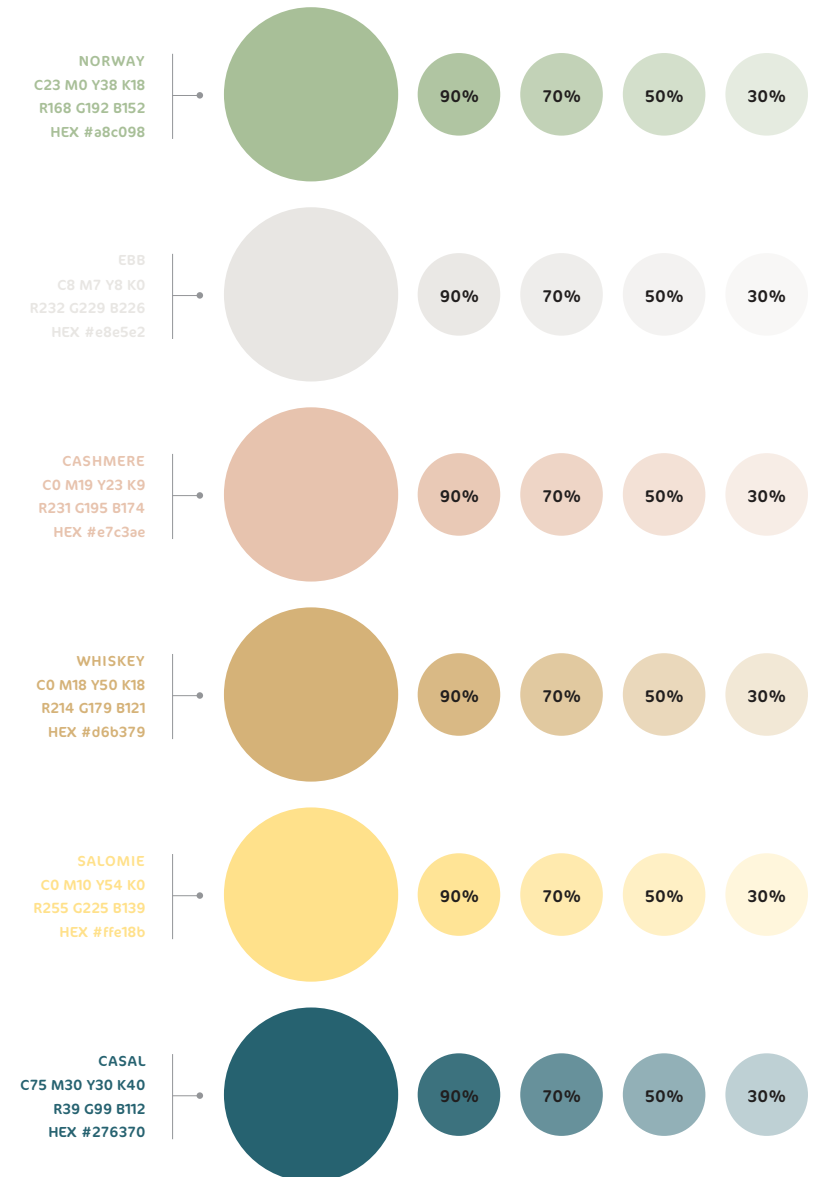
04

Corporate Identity

SECTION 04

4.1 Corporate Identity Details

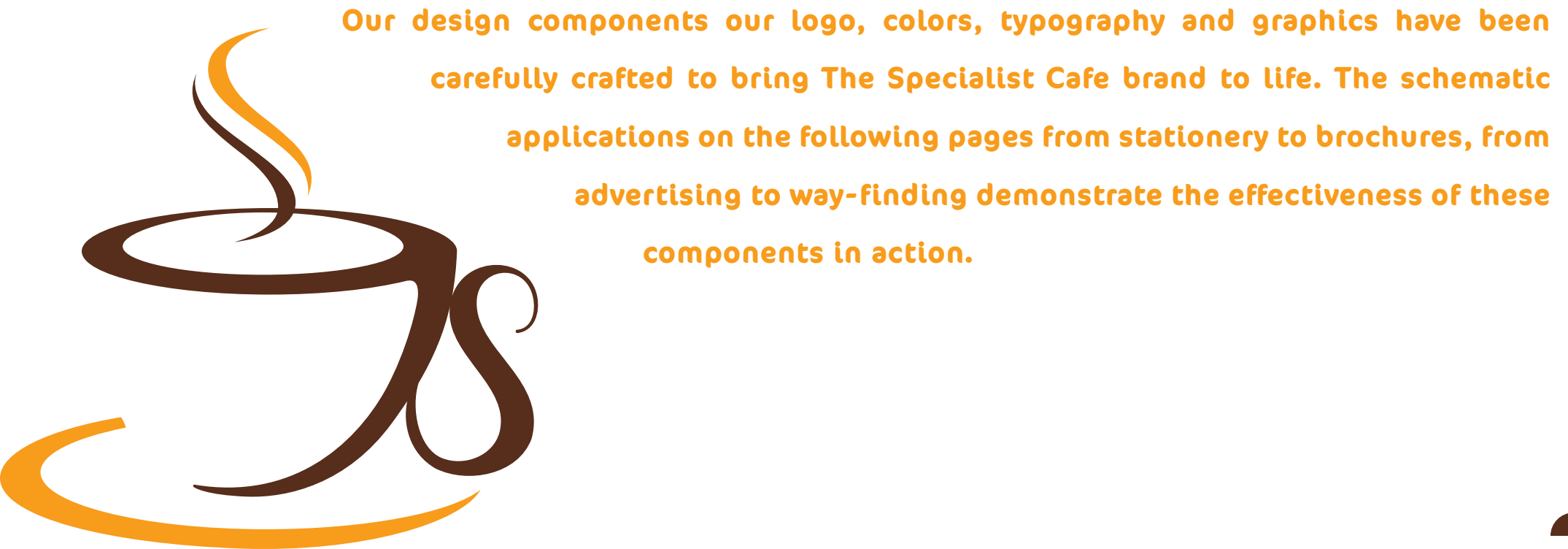Corporate identity management literally means managing your corporate identity. It is making sure that the corporate identity is applied correctly, consistently to each application, taking into account the costs. We often see many applications are being created under supervision of or in different divisions. 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 Specialist Cafe 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

Stationery / Letterhead Front

Stationery / Letterhead Back

Stationery / Fax Sheet

Stationery / Business Card V.1

Specialist
cafe & restaurant

+966 500 000 000
name@specialist.cafe

+966 11 442 7200
+966 11 442 7202
KINGDOM OF SAUDI ARABIA
P.O Box 0000 Riyadh 00000

اسم الموظف الثلاثي
المسمى الوظيفي

Triple Employee Name
General Manager

Specialist
cafe & restaurant

www.specialist.cafe

Stationery / Business Card V.2

Specialist
cafe & restaurant

اسم الموظف الثلاثي
المسمى الوظيفي

Triple Employee Name
General Manager

+966 500 000 000
name@specialist.cafe

+966 11 442 7200
+966 11 442 7202
KINGDOM OF SAUDI ARABIA
P.O Box 0000 Riyadh 00000

Specialist
cafe & restaurant

www.specialist.cafe

Stationery / Envelope DL

Stationery / Envelopes A5, A4

Stationery / ID Card

Specialist
cafe & restaurant

اسم الموظف الثلاثي

المسمى الوظيفي

الرقم الوظيفي: # 0375

www.specialist.cafe

Stationery / Payment Voucher

Specialist
cafe & restaurant

Date :	/	/	: التاريخ	SR	ريال	هـ .H	سنـد صـرف
							Payment Voucher

Pay to Mr. / Messrs: _____ :اصرفوا إلى السيد/ السادة

Amount: _____ :مبلغ وقدره

☐ Cash: _____ ☐ نقداً:

☐ Bank: _____ :البنك Date: / / بتاريخ Check No. _____ :شيك رقم ☐ وذلك مقابل:

Being: _____

* This voucher is not valid unless its stamped.   * هـذا السـد لا يعـد صالحـا إلا في حال ختمه.

Management الإدارة	Cashier أمين الصندوق	Received by المستلم

📞 +966 11 442 7200   📍 KINGDOM OF SAUDI ARABIA   ✉ info@specialist.cafe
🖨 +966 11 442 7202   📦 P.O Box 0000 Riyadh 00000   🌐 www.specialist.cafe

Stationery / Receipt Voucher

Stationery / Invoice

Specialist
cafe & restaurant

فاتـورة
Invoice

Date :	/	/	: التاريخ	رقم الفاتورة :
Required From:				المطلوب من :

الرقم No.	البيان Description	كمية Cty.	السعر Price			القيمة Amount		
			SR ريال	هللة H.S		SR ريال	هللة H.S	

توقيـع المستلم
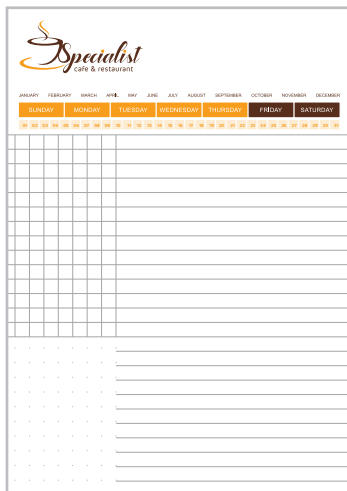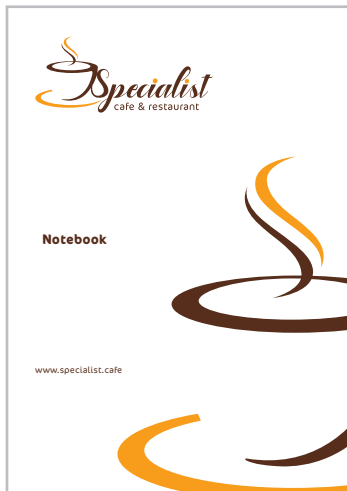Recipient Signature

توقيـع البائـع
Seller Signature

+966 11 442 7200   KINGDOM OF SAUDI ARABIA   info@specialist.cafe
+966 11 442 7202   P.O Box 0000 Riyadh 00000   www.specialist.cafe

Stationery / Notebook

Corporate Identity

-Applications
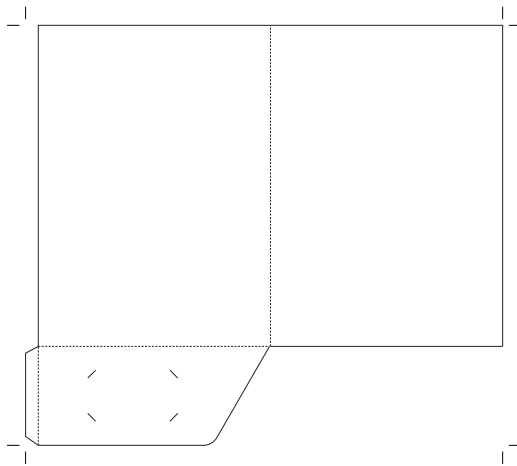
Applications / Folder Outside V.1
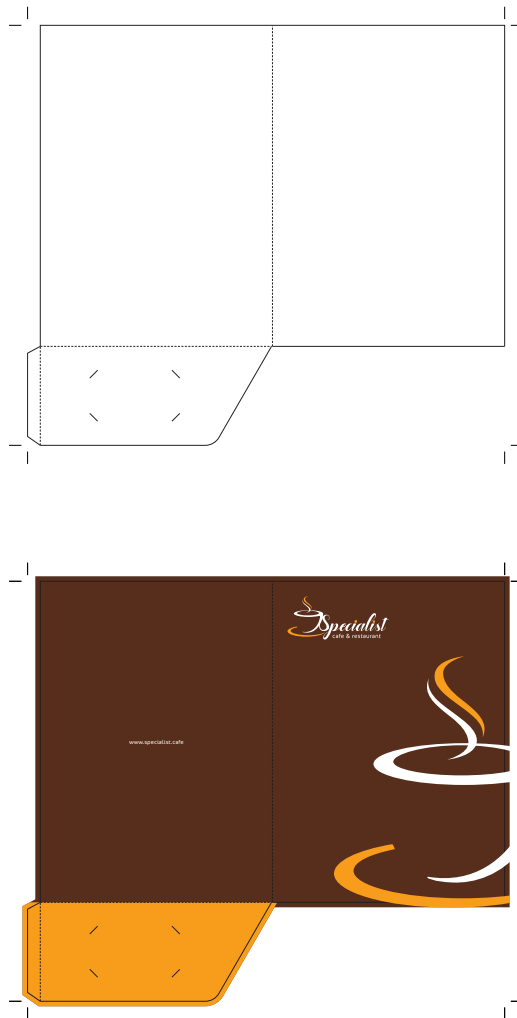
Applications / Folder Inside V.1

Applications / Folder Outside V.2

Applications / Folder Inside V.2

Applications / Stamp

Applications / CD and Jacket

Applications / Profile Cover

Applications / Profile Cover Back

www.specialist.cafe

Applications / Profile Inside

Applications / RollUp

LOREM IPSUM DOLOR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA FACILISI.
LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT.

2019

ITEMS

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Applications / Exhibition Popup

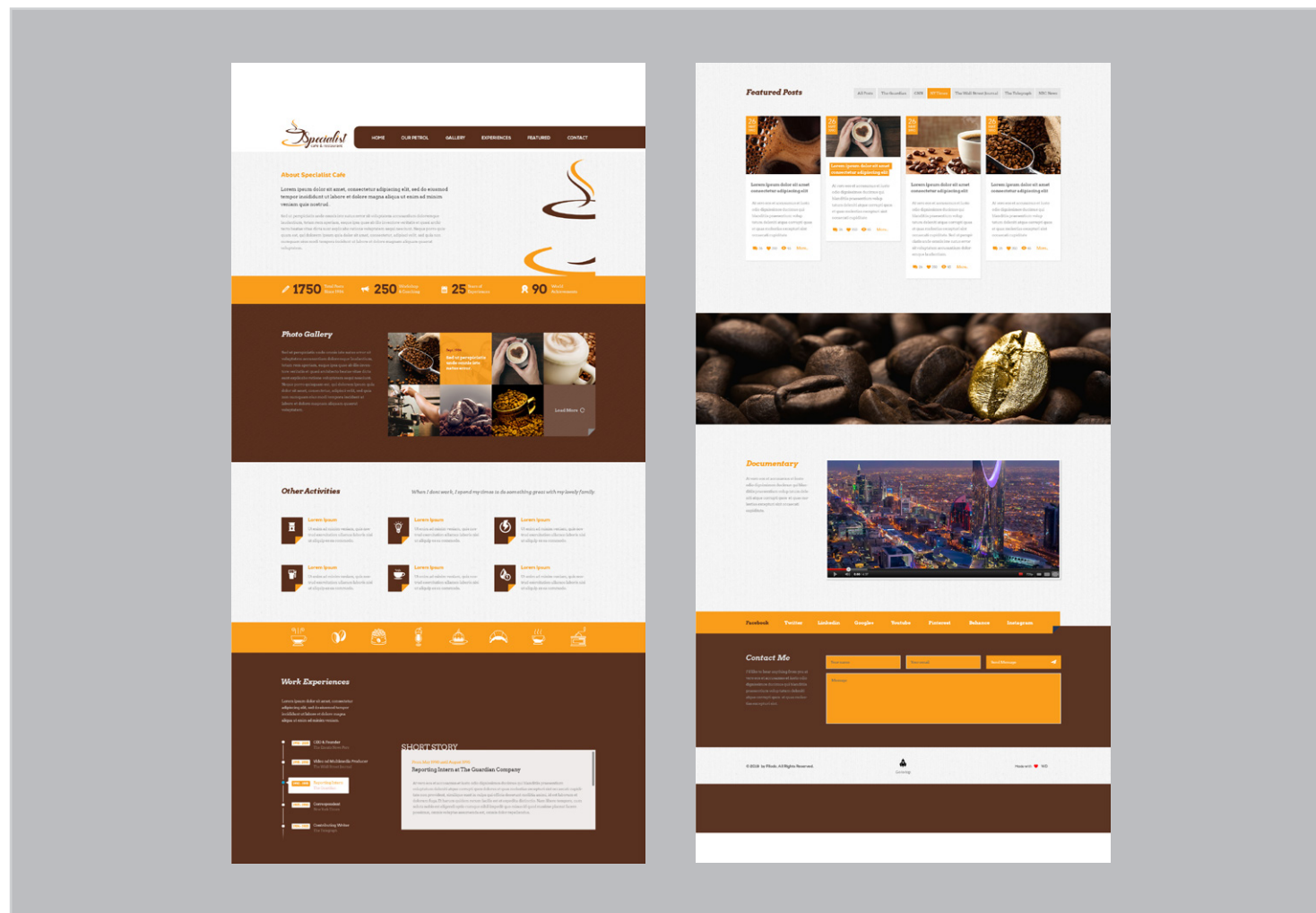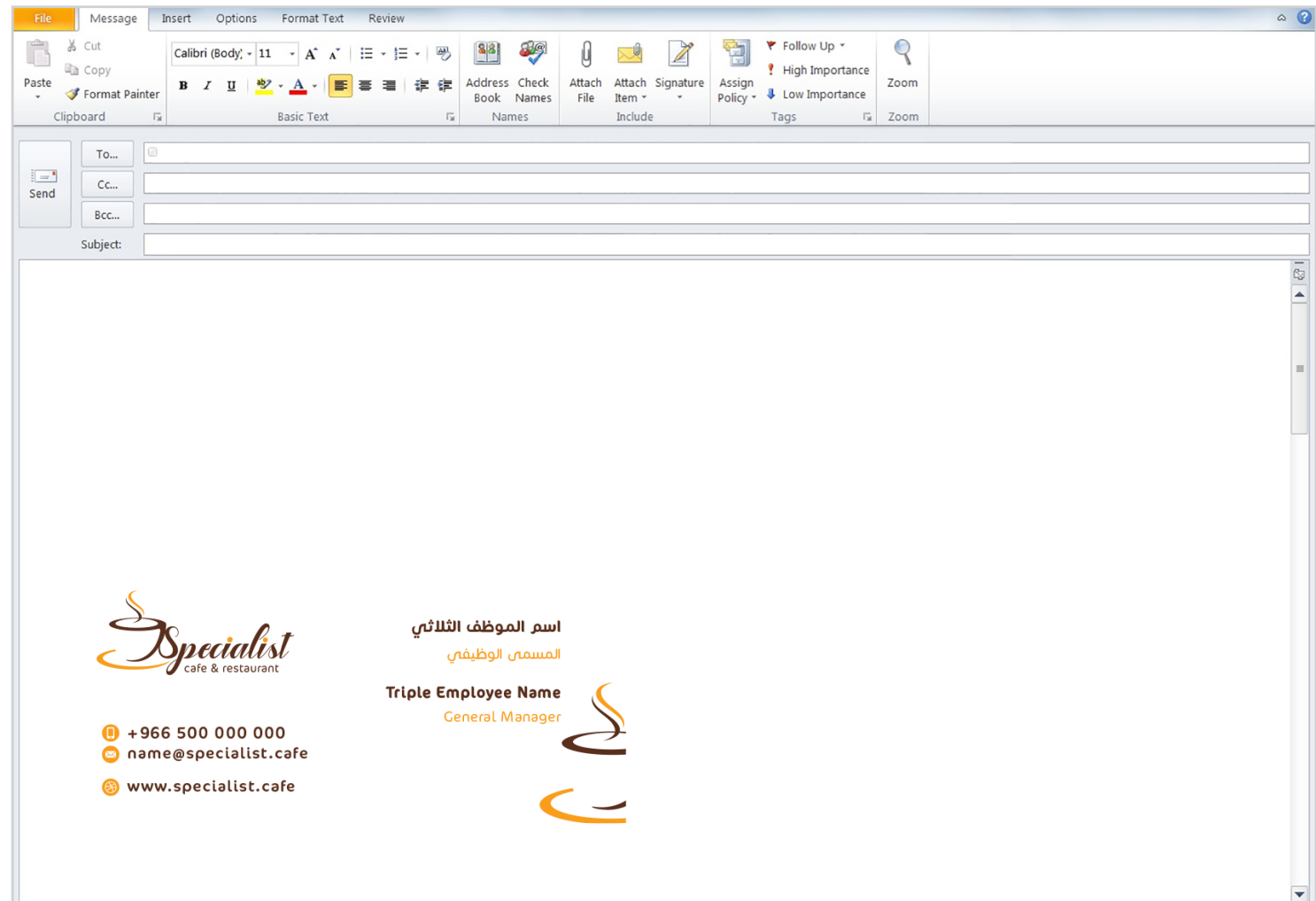# Corporate Identity

-Electronic Media

Electronic Media / Website

Electronic Media / Email Signature

Electronic Media / Presentation Slides

Electronic Media / Social Post

Corporate Identity

-Uniform

Uniform / T-Shirt V.1

Uniform / T-Shirt V.2

Uniform / T-Shirt Maintenance Staff

Uniform / Supervisors

Uniform / Pin Button Badge

Uniform / Cap

Corporate Identity

-Vehicles

Vehicles / Sedan V.1

Vehicles / Sedan V.2

Vehicles / Pickup V.1

Vehicles / Pickup V.2

Vehicles / Van V.1

Vehicles / Van V.2

Corporate Identity

-Flags

Flags / V.1

Flags / V.2

Flags / V.3

Corporate Identity

-Cafe Identity

Cafe Identity / Logo on Wall

Cafe Identity / Reception Logo

Cafe Identity / Table Stand

Cafe Identity / Kraft Bag

Cafe Identity / Mug

Cafe Identity / Coffee Cup

Cafe Identity / Beer Cup

Cafe Identity / Sets Theme

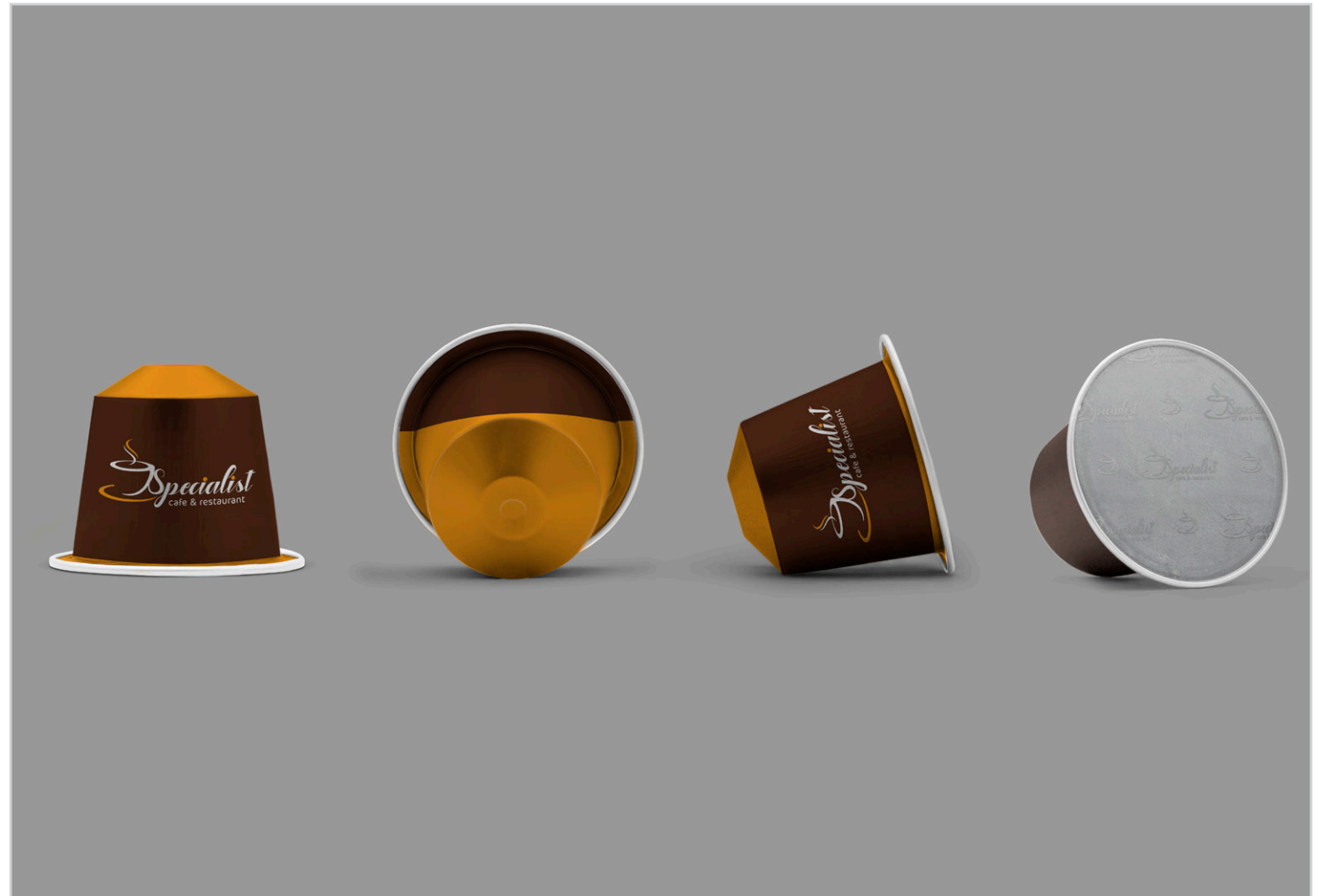**Cafe Identity / Coffee Package Bag and Cup**

Cafe Identity / Coffee Cups

Cafe Identity / Coffee Capsule

Cafe Identity / Paper Napkin

Cafe Identity / Refreshing Tissue

Cafe Identity / Tissue Box

Cafe Identity / Pattern Decor V.1

Cafe Identity / Pattern Decor V.2

Cafe Identity / Pattern Decor V.3

Corporate Identity

-Signage

Signage / 3D Logo

Signage / 3D Logo

Signage / 3D Logo

Signage / Flex Face

Signage / Office Sign

Signage / Unipole Sign

Signage / Billboard

Signage / Logo Poster

Signage / Hanging Poster

Signage / Carved Logo

Signage / Danglers

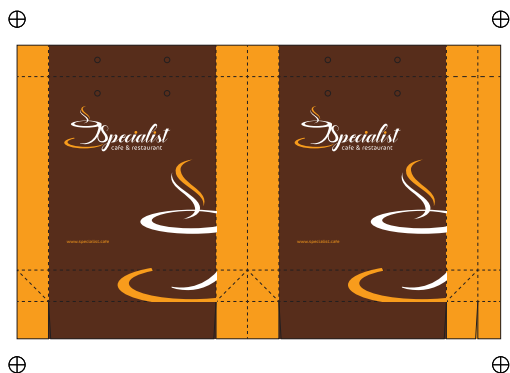# Corporate Identity

-Gift Items

Gift Items / Mag

Gift Items / Flash Memory

Gift Items / Bag

Gift Items / Pen

Gift Items / Desk Calendar Pen Holder

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 Specialist Cafe brand.

If you have any question, please feel free to contact with our special team.

info@specialist.cafe

www.specialist.cafe

Thanks.

WD

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).

Specialist

cafe & restaurant

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