



BRAND GUIDLINES



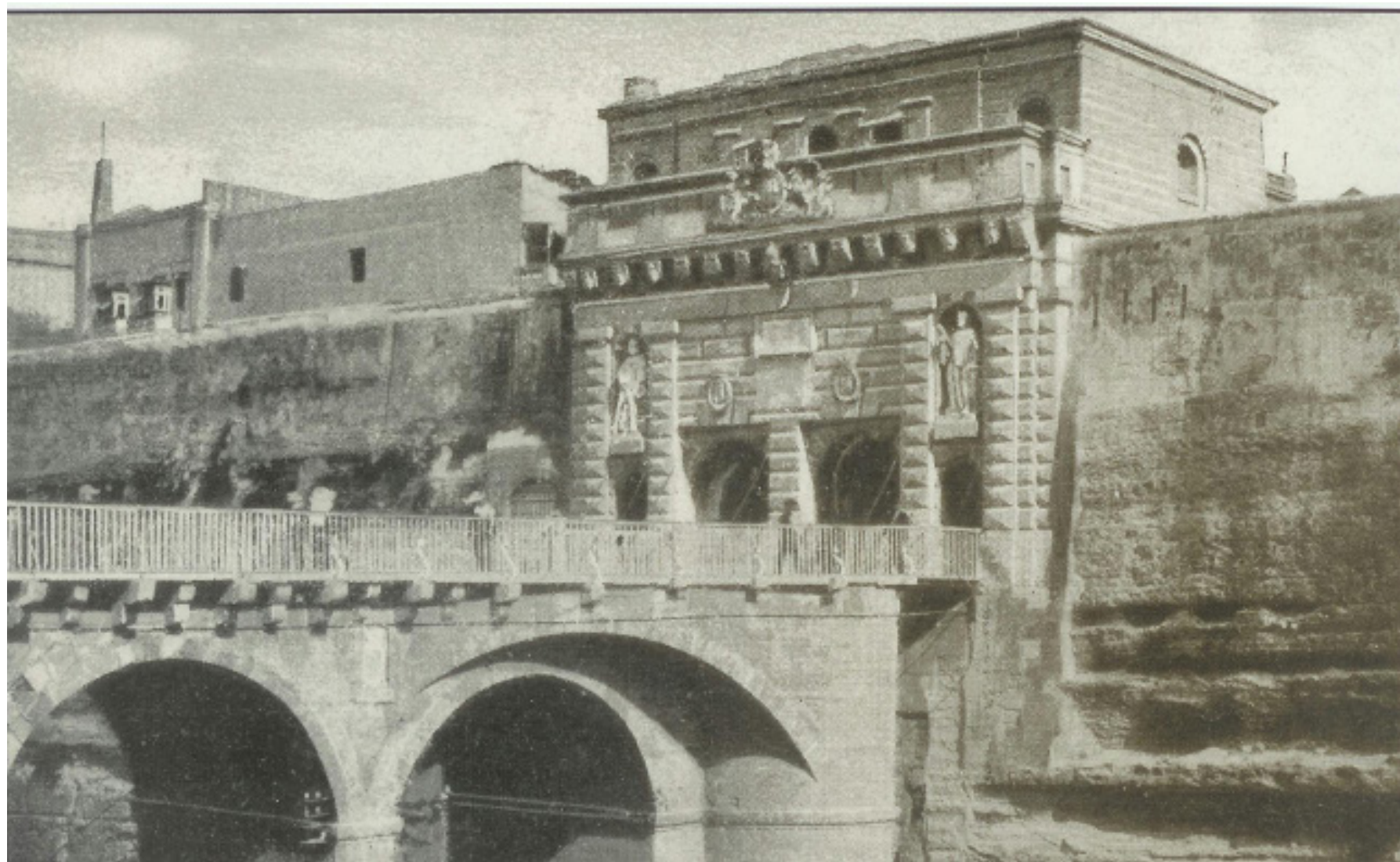
SUGAR CANE PLANTATION.

History

Sugar is the base ingredients in all sweet. The history of sugar is very rich and the first documentation of sugar dates back to between the 6th and 4th centuries BCE. The Persians, discovered India's "reeds that produce honey without bees", as before the only sweets which were found at that time were fruit coated with honey. This was the start of sugar as we know it today, as the spread of sugar and sugarcane agriculture was adopted and spread.

However, up till the 18th century, only a few of the early colonists were proficient in sugar work and was only afforded by the very wealthy. At that time sweets were available in the simplest form of candy, Rock candy, which was made from crystallized sugar, however, it was considered a luxury.

An interesting fact from the history of sweets was that before the Industrial Revolution, candy was often considered as a form of medicine used for digestive issues and a sore throat. A great expansion in the labor-intensive process of sugarcane production took place in the 18th century which was established of the slave plantations in the Americas which ensure cheap prices and made it affordable almost to everyone.



— Location —

Our shop is situated in Valetta, Malta's Capital City, next to the entrance of the City Gate the Triton Fountain, alongside. It is central so it is highly accessible, full of life and rich in history.

'City Gate (Maltese: Bieb il-Belt, literally "Door to the City") is a gate located at the entrance of Valletta, Malta. The present gate is the fifth gate which was built between 2011 and 2014 by the Italian architect Renzo Piano.

The first gate Porta San Giorgio was built in 1569 which was designs by Francesco Laparelli and Girolamo Cassar. Around 1586, the gate was renamed Porta Reale (Maltese: Putirjal). It was later rebuilt in 1633, by Tommaso Dingli and renamed Porte Nationale during the French occupation. In 1800 under British rule, the name was reverted to Porta Reale. In 1853, it was once again replaced by a larger gate, which became known as Kingsgate or Kingsway. The gate was also informally called the Porta di terra (meaning "land gate") since it was the only landward approach to the city, as it was all fortified, forming part of Valletta's city walls.

All the four previous gates were fortified, however, the last fortified gate was demolished in 1964 and replaced by a Futurist gate designed by Alziro Bergonzo. In 2011 the gate was once again demolished and replaced by today's modern standing gate, Piano's gate, which was recently completed in 2014.



Our Product

We specify in offering the top trendy packaged sweets shipped from all around the world and made available on our shelves. Offering some of the top famous brands: Nerds, Jolly Ranchers, Hershey's, Twinkie, Sour Patch Kids, Cadbury, Swedish fish, Pocky, Kit Kat, Lucky Charms and much more. However, we also have traditional sweets brought from each different countries which may not be so popular or even known amongst many as they have not been discovered or become trendy yet. So if you are an adventurous person who loves to experiences and tastes different sweets, this is the place for you!

We also offer a huge variety of sweets and chocolate assortments which can be bought by weight from our shop, for those how may be more traditional taste and prefer to stick to what they know and love. And for those patriotic Maltese customers and tourist, we also offer Maltese readily packed Chocolate assortments and chocolate bars will also be available at our shop which are very ideal for gifts or souvenirs. If you want to indulge further into the Maltese experience we recommend our daily baked traditional Maltese sweets and treats.

Whilst for our youthful trendy clients we offer fresh daily pastry delights, filled and topped with a wild variety of trendy chocolates, ice-creams, biscuits and other trendy sweets such as cupcakes, churros, waffles.... And for those chocolate lovers, we have a chocolate fountain! Whereby the clients request we can cover your sweet creation in melted warm chocolate.

One can also choose to self-customised his/ her milkshake from trendy favorite flavors and sweets of your choice from a wild variety of options available at our shops. We also offer alternative optional inspired from the top trendy flavor combinations and Starbucks's Frappuccinos (which are not coffee based, unless it is specifically ordered by the customer).

We offer many optional combinations for milkshakes and treats for those how may become overwhelmed with the by the choice.

We shall be upholding monthly sweet experience, by serving different traditional common treats from one specific country, such as Hawaiian August, Swiss September...

We give the opportunity for an exclusive sweet tasting where one is given the opportunity to try many of our exotic sweets and treats.

— Our Values —

Committed toward our Social Responsibilities.

We take our Social Responsibilities very seriously. We focus on being highly sustainable and eco-friendly, whilst also aim at proving fair trade products. This value is at the foundation of our brand which can be seen through various aspects through our brand such as our interior decorations - recycled glass counters and floor tiles and our packaging promoted through the 3'rs...

Trendy and stylish

We aim to create a trendy and stylish brand identity through our product and communications - social media.

Vintage

Our shop is refurbished on a Victorian style interior and branding logo and packaging.

Quality and trustworthy

We trace our product to there source, as to guarantee the best quality for our brand. Produce traceability allows us also to guarantee that our products are truly eco-friendly, whilst also to review the labor conditions and ensuring that our products are truly fair trade.

— Our Audiace —

Our main target audiences are Tourists and Teenagers, aimed particularly at early teens to provide a place of recreation for this age group.

As to provide our tourist with their basic need we collect basic visitor demographics as to help us build detailed psychographic profiles aimed at target specific visitors needs.

Whilst for our younger audiences we focus on building a strong brand Personality, by providing an authentic, professional, innovative brand personality based on communication. Providing campaigns on our social platforms, whilst also sponsoring local youth events and promote youth involvement in the brand to provide what they want from our brand.

THE LOGO



Kings Gate sweet shop logo is composed of the name of the shop, Kings Gate, which was inspired by the location itself. The name further inspired the element of the crown as a symbol of the shop name.

the ribbon container gives an antique feel to the logo hinting at the Victorian style which is further emphasized through the choice of the typeface Antique Shop Fancy LHF. Whilst the logo container itself was inspired by the crown as it mimics a wax seal, which was typically used by Royals to close important documentations ensuring confidentiality, ownership, identification, and authentication similarly to the concept of a brand.

LOGO VARIABLES

Primary use



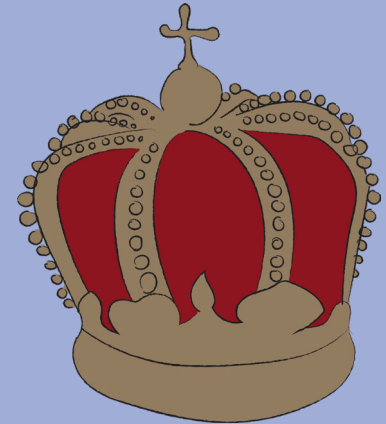
the primary use of this logo is for in house use some of which includes our website, social media, and packaging, sticker.

Secondary use



The secondary used is to be applied for commercial uses for stationary, purposes.

Tertiary use



The tertiary is reduced to the essential identifier. The logo is to be used for applications such as photos, uniforms.

PRIMARY COLOURS

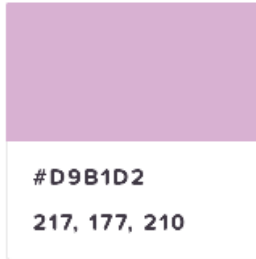


The colours on the right are to be used instead of the white primary fill colour.

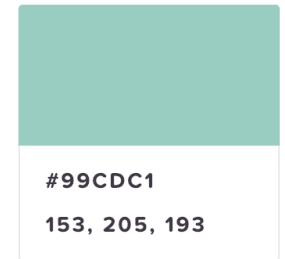
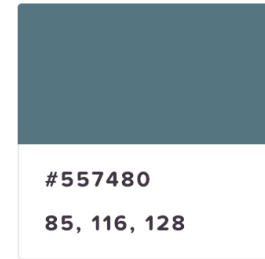
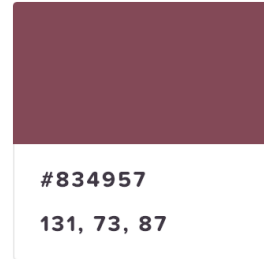
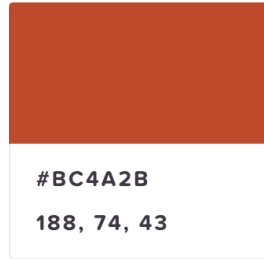
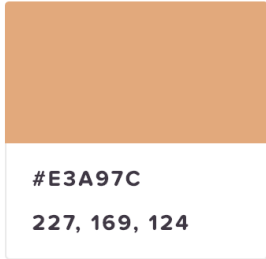
They were inspired by the Imdina Glass bright colour palette, as the transparent glass and their colour give a sweet like appearance, as they resemble the glassy sweets which are easily associated with sweets.



The Mdina Glass colours were edited by diluting the colours as for them to work well with the choice of red and gold. This gave the logo a more juvenile feel in contrast to the Victorian design, which is aimed at attracting our younger target audience.



SECONDARY COLOURS



The secondary colour palette are inspired by an Antique palette and more specifically Victorian palette. The secondary colour are not to be used for the logo but are mostly target for the interior design: the furniture and decorations.

COLOUR VARIATION

Full Colour



One-colour



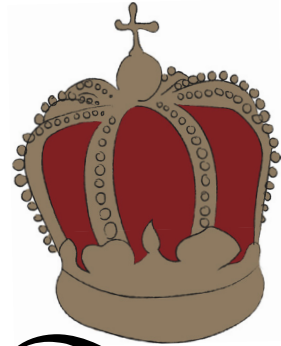
Greyscale



White



TAG LINE



TIMELESS

Timeless in itself has many meaning and interpretations. In reference to our brand, Timeless means to us immortality and ageless. It is reflected in our theme of medicine and potion, and the Victorian interior, which gives the sense of going back in time. The shop serves as a state or another dimension as if stuck in the Victorian times, where the clients can relive their past childhood years all over again. This is brought on by the sense of sweets and their synonymously connotation to childhood memories.

The theme of medicine and potion heightens this feel, by making reference to the elixir of life, where sweets become the elixir of life by giving immortality to our customers, as they relive their past childhood years all over again.

Also, Timeless has a reference to the environmental aspects and degrading impacts, in contrast to our vision of sustainability. Sugar canes themselves are renewable resources and this helps us to guarantee the potential for guaranteeing our future and the future of future for generations to come.

SCALE



3.5cm

Smallest size of application for the primary logo



2 cm

Smallest size of application for the secondary logo



1.25 cm



0.4 cm

Smallest preferable size is 1.25 cm, whilst as a minimum size, it could be adjusted to that of 0.4 cm secondary logo.

CLEARANCE SPACE



To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated above. Use the letter ribbon's ends as a measuring tool to help maintain clearance.



If the logo requires extended clear space to maintain its integrity and to make it more prominent please apply the above measurements to ensure the correct.



Dont place the logo on any extra containers.



dont use other colours that those specified in the primary colour palette section.



Dont remove the logo's container fill colour.



dont use any other fonts



Dont alter the logos, use as specified

PRIMARY TYPEFACES

ANTIQUE SHOP FANCY LHF

DIN Alternate Bold

BEBAS NEUE

Desire

The Antique Shop typeface and the style Fancy LHF is used for its decorative purpose and its Antique feel like a way as to give a Victorian element to the text. The name of the shop uses the font at a 37.12 point font size of and a character spacing of 53, in the logo. Other than for logo purpose it is to be only as screen based.

DIN Alternate is to be used as a display font due to its condensed nature which makes it perfect for headings or subheadings. It made its use in the logo where it features the category of the shop being a 'sweet shop' and the date the shop was established, using a Bold style and a font size of 21 points. It can be used both as print and screen-based font.

Bebas Neue is to be used as a display font as it is a condensed and bold typeface. It is featured secondary logo to state the nature of our shop ('sweet shop'), used at a font size of 21 points and a spacing of 53. It can be used both as print and screen-based font.

Desire typeface has a highly decorative antique purpose and is to be used as a display. Its uniqueness comes from its interchangeable extended character choice available as glyphs. It is to be used for the tagline and informal digital use, our website and social media only. The font is to be used as a display font only, preferably at a 40 point font size and independent character spacing based on the best outcomes for visual legibility.

SECONDARY TYPEFACES

Victorian Orchid

Victorian Orchid is has a highly Victorian element style which best capture our identity. Victorian Orchid is to be used mainly as a text-based font only for informal screen based uses. It is recommended to be used at 13 points as to suit legibility.

Avenir

Avenir is has a geometric nature that goes well and balances the primary decorative font. Preferably it is to be used as a text-based font in Book style to emphasize more contrast due to its thin style, at 14 point. It is to be also used for formal print based uses.

Sharp Sans Display No.2

Sharp Sans Display No.2 offers the same features as Avenir. However it can be used as a text-based font, preferably used as Thin, Light, book or Medium style and as a display font as Semibold, Bold, Extrabold or Black, as it family offer a wild suitable range. It can be used both as print and screen-based font.

Josefin Sans

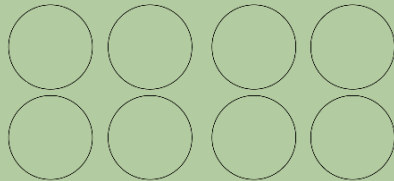
Josefin Sans is the perfect alternative as a text-based font. It suits well with our decorative and condensed typefaces, without creating unnecessary contrast. To give a more natural, subtle feel to this font it is to always give all characters a minus 5 spacing, as the typeface is quite spaced out, at an 18 point font size, for clear legibility. It can be used both as a print-based font.

STATIONERY



21 00 11 22
Kings Gate, City Gate Arcade, Republic Street,
Valetta, VLT 0197
Kingsgatesweetshop.com

kingsgate2019@gmail.com
www.kingsgatesweetshop.com
King's Gate Sweet Shop
@King's Gate sweet shop



**King's Gate
Sweet Shop**

Kings Gate, City Gate Arcade,
Republic Street, Valetta,
VLT 0197

2100 1122
kingsgate2019@gmail.com
www.kingsgatesweetshop.com



Phone : 21 00 11 22

Email : kingsgate2019@gmail.com

Website : www.kingsgatesweetshop.com

Address : Kings Gate, City Gate Arcade,
Republic Street, Valetta,
VLT 0197

MISCELLANEOUS



For the uniforms, the primary or third logo is to be applied in the specified area as illustrated above. The primary and third logos are to be embroidered, on a rim-fitting pique cotton polo. As for the polo's shirt colour it is required to use only our primary colours palette, white or a dark grey option. If the primary logo is selected it is to be applied at a maximum size of 7cm width or a 5cm minimum which are to be varied accordingly to shirt size, whilst if the third logo is chosen, the size should be that of 4cm, to all sizes.



PACKAGING

For sweet packaging, we offer a variation of 3 material. For common daily use, we have the cellophane packaging which is to be closed with a sticker of our primary logo. The second option is the pharmaceutical bottles which will not be only for display purposes but can be bought by customers and filled with any pick and mix sweets for a fixed cost. This will eventually be an eco-friendly alternative for regular customers, as we encourage the reusability for a less fixed priced than the original cost, therefore encouraging the customers to get their bottle with them the following visit. The bottles will preferably come in custom clear glass so the sweets can colorfully appear through. For pre-wrapped gift boxes, a mailer recycled paper cardboard box with a clear window should always be used, enclosed with a red ribbon similar to our Pantone red while a wax seal is applied on the ribbon itself. The wax seal design should only be used for this purpose.





@ King's Gate sweets shop



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King's Gate Sweets Shop

A sweets shop, in Valetta, offering a wild variety
swets and customized treats and milkshakes

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4.8 out of 5 · Based on the opinion of 24 people

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