

CAVIAR & BULL

BRAND

GUIDELINES

A guide to the visual and verbal identity of Caviar and Bull.

Use this manual to stay consistent across all brand touchpoints.

caviarandbull.com



WHO ARE WE?

Caviar & Bull is a renowned culinary destination celebrated for its dynamic menu that masterfully combines colour, texture, aroma, and flavour. Founded in and recognised as one of Malta's most sought-after gastro hotspots, it offers an experience that delights all the senses.

OUR MISSION

CAVIAR & BULL

1

Create memorable dining experiences that delight the senses.

2

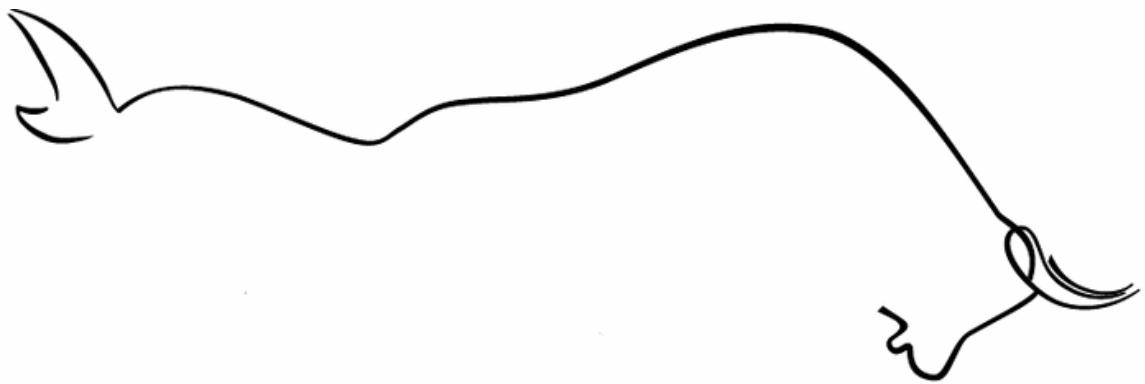
Celebrate Malta's culinary heritage while embracing innovation.

3

Inspire meaningful moments around the table through creativity and quality.

THE LOGO

Logogram



Logogram + Logotype



The Caviar & Bull logo should always appear clean, refined, and instantly recognizable across all applications. Maintain clear space around the mark, at least the height of the bull front logogram to ensure visibility and avoid crowding. The logo must never be stretched, altered, rotated, placed on busy imagery, or paired with unapproved effects, preserving a consistent and premium brand presence at every touchpoint.

LOGO VARIATIONS

Our logo is treated as a signature element of the brand. It should always appear unobstructed, with enough breathing room to preserve its elegance. Only approved colour versions may be used, primarily black, white, or metallic gold on neutral or dark backgrounds for maximum contrast. Consistent use of the correct proportions and approved colour versions ensures that every touchpoint reflects the sophistication and fine-dining experience our guests expect.

Colour



Monochrome



TYPOGRAPHY

TITLE FONT

ALIEN LEAGUE

A A

1 2 3 4 5 6 7 8 9 0

BODY FONT

Madeleine Sans

Aa

1 2 3 4 5 6 7 8 9 0

ACCENT FONT

Caslon 540 Italic

Aa

1 2 3 4 5 6 7 8 9 0



CAVIAR & BULL

ALIEN LEAGUE

TITLE FONT

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
1 2 3 4 5 6 7 8 9 0
! ? . , ; " - + @ * () % \

ALIEN LEAGUE IS USED EXCLUSIVELY FOR TITLES AND HEADINGS. TO MAINTAIN CONSISTENCY, IT SHOULD BE USED ONLY IN LOWERCASE. THE UPPERCASE LETTERS ARE VISUALLY VERY SIMILAR TO THE LOWERCASE, BUT SUBTLE DIFFERENCES IN THE LETTERFORMS CAN AFFECT THE OVERALL LOOK AND DISRUPT BRAND CONSISTENCY.



CAVIAR & BULL

Madeleine Sans

Body Font

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

1 2 3 4 5 6 7 8 9 0

! ? . , : " - + & * () % \

Madeleine Sans is the primary font for all body text, providing readability, clarity and a modern feel. Its clean and simple letterforms ensure that longer texts are easy to read across both digital and print materials. This font complements the title font without competing for attention, creating a balanced and cohesive typographic system for the brand.



CAVIAR & BULL

Caslon 540 Italic

Accent Font

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

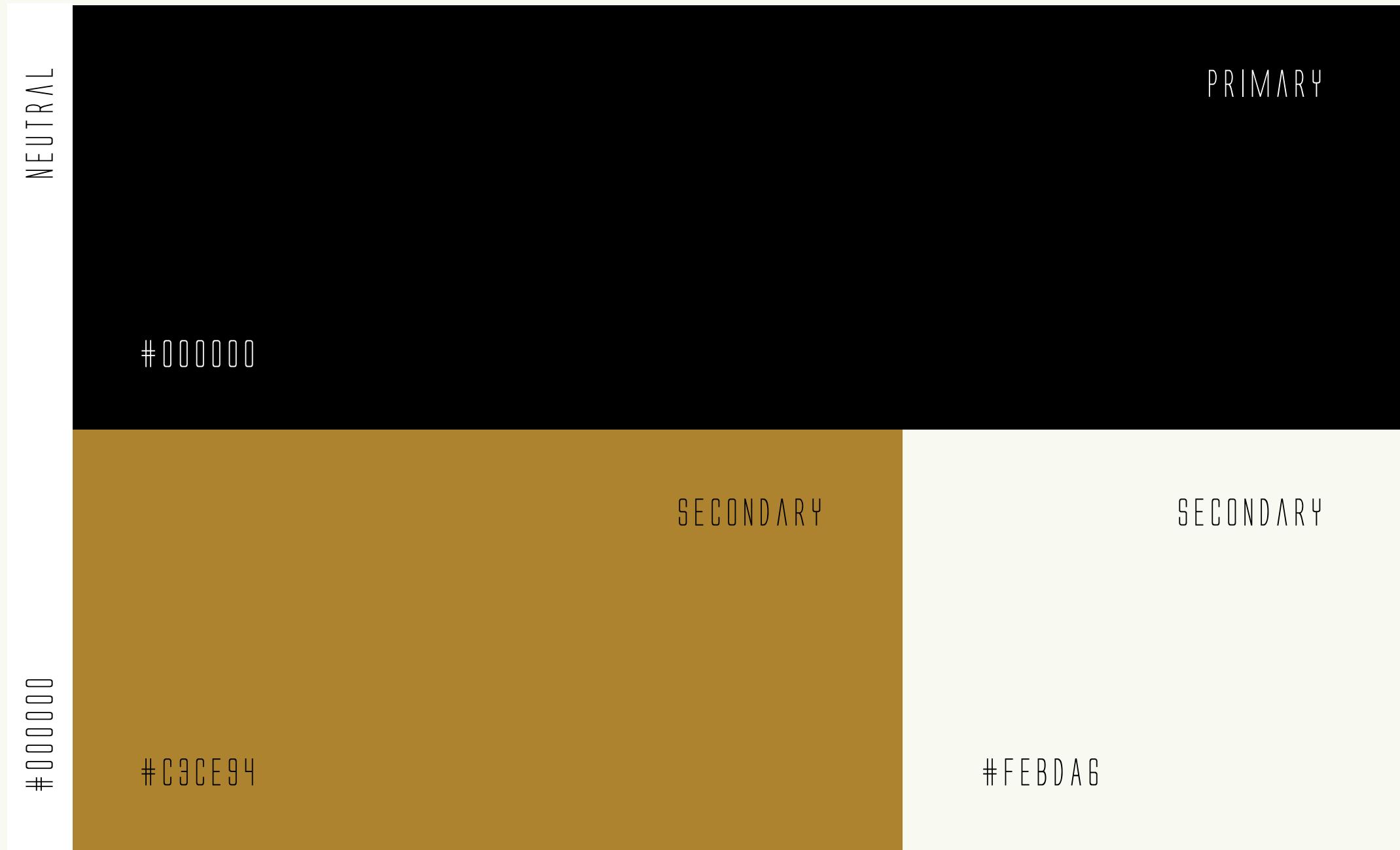
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! ? . , : ; " - + & * () % \

Caslon 540 Italic is used sparingly as an accent font to add elegance and sophistication to the brand's typography. Ideal for quotes, highlights or decorative elements, it provides a refined contrast to the primary and title fonts. Its classic serif style enhances the premium and timeless feel of the brand while maintaining readability and visual harmony.

COLOR PALETTE



ST. JULIAN'S

This color palette reflects the brand's refined and elevated dining experience. Gold conveys luxury and sophistication, reinforcing the premium nature of the restaurant. Black adds depth and elegance, giving the identity a strong and timeless presence. The soft light tone of the off white balances the palette by introducing clarity and warmth, allowing the food, photography and brand elements to stand out with a clean and polished finish.

COLOR PALETTE

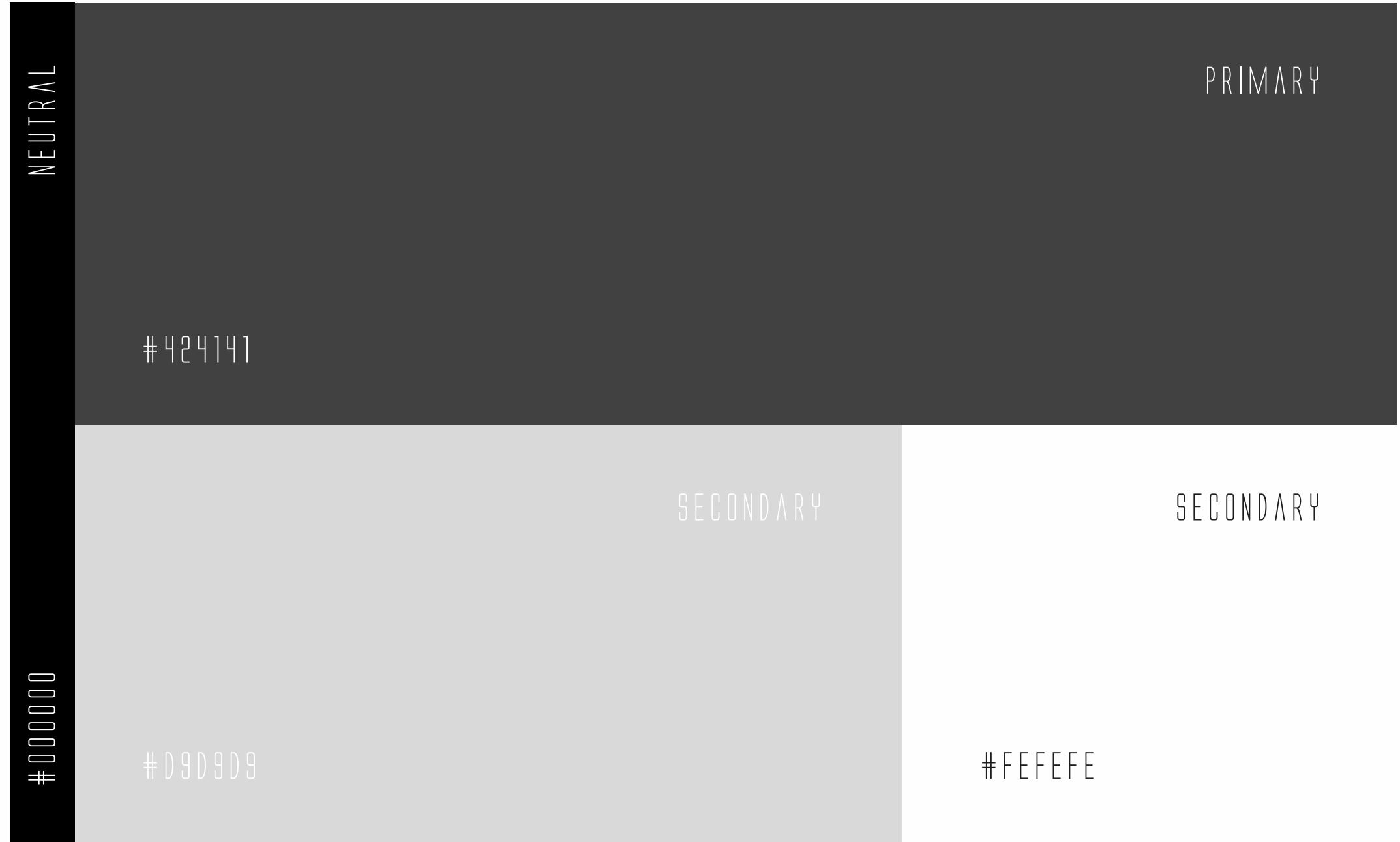


CAVIAR & BULL

VALLETTA

This color palette reflects a grounded, elegant and timeless identity. The deep earthy green evokes heritage, nature and a sense of sophistication. Black adds depth, strength and a classic premium feel, anchoring the palette with authority. The light neutral gray balances the darker tones, introducing softness and clarity that allows the brand elements and visuals to stand out, creating a harmonious and refined overall look.

COLOR PALETTE



BUDAPEST

The Budapest color palette for Caviar and Bull embodies a modern, minimalist and sophisticated aesthetic. Dark gray provides depth and a strong, grounded presence, while soft gray adds balance and subtlety, creating a refined contrast. Bright white introduces clarity and openness, allowing the brand elements and visuals to stand out with crisp elegance. Together, these colors create a sleek and contemporary look that complements the restaurant's premium identity.

BRAND IMAGERY

DO:

Use high-quality, well-lit photographs.

Highlight the detail, texture and presentation of dishes.

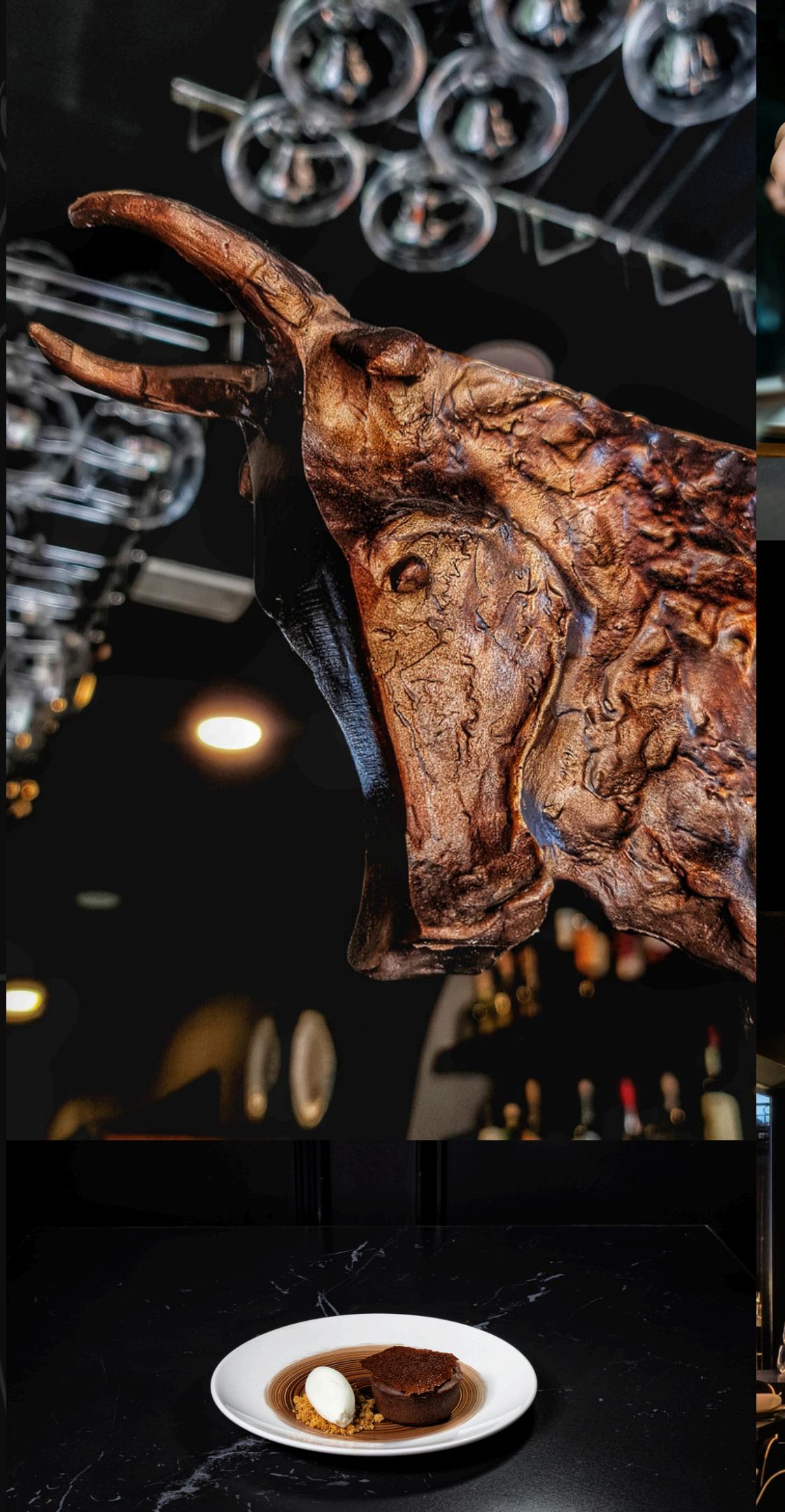
Keep compositions clean and visually balanced.

DON'T:

Use low-resolution or blurry images.

Overcrowd the frame with too many elements.

Use visuals that feel casual, messy or inconsistent with the brand tone.



*dramatic cocktail
moments*

MOODBOARD



*creative and elegant
interior images*

*behind the scenes
kitchen shots*



dishes close up

DRINKS PHOTOGRAPHY



AMBIANCE PHOTOGRAPHY



FOOD PHOTOGRAPHY



ICONOGRAPHY

EMOJI GUIDE

Use of any additional Emojis require approval from Marketing management.



Thank you

Get in touch

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