

Brand IDENTITY

www.donroyalerestaurant.com



Don
Royale

Welcome the new brand guideline of Don Royale, where bold flavours finally meet bold branding. This document defines how we visually and verbally express the Don Royale identity. It is to be used to stay on-brand and bring consistency to every bite, banner, and brand touchpoint.



Don Royale

OUR MISSION

To bring the heart of Italy to Malta through authentic flavours, genuine hospitality, and simple, high-quality cuisine.

01.

Culinary Excellence

We use premium ingredients, fresh produce, and handcrafted techniques to serve up honest, flavorful meals.

02.

Authentic Experience

We're not just selling burgers, we're crafting moments of joy and serving smiles, one delicious bite at a time.





OUR STORY

Don Royale was created from a passion for authentic Italian food and a love for sharing it with Malta. Our Italian chefs bring tradition and warmth to every dish, making Don Royale a place where good food and good moments come together.

2020

The beginning

Don Royale opened its doors in St. Julian's, bringing authentic Italian flavors to Malta.

2023

Recognition

The restaurant earned multiple awards for its quality, creativity, and genuine Italian dining experience.

2025

A new chapter

Don Royale is rebranding to create a more cohesive and unified identity while staying true to its roots.





Don Royale

BRAND PERSONALITY

Don Royale is friendly, welcoming, and full of character, a place that feels like home. It combines Italian charm with Maltese warmth, creating an atmosphere that's both relaxed and full of life.

The brand embodies authenticity, passion, and a touch of nostalgia. It celebrates good food, laughter, and togetherness, with a quirky yet classic tone that reflects its Italian roots. Every detail, from the menu to the visuals, is crafted to feel genuine, cohesive, and full of heart.



LOGO USAGE

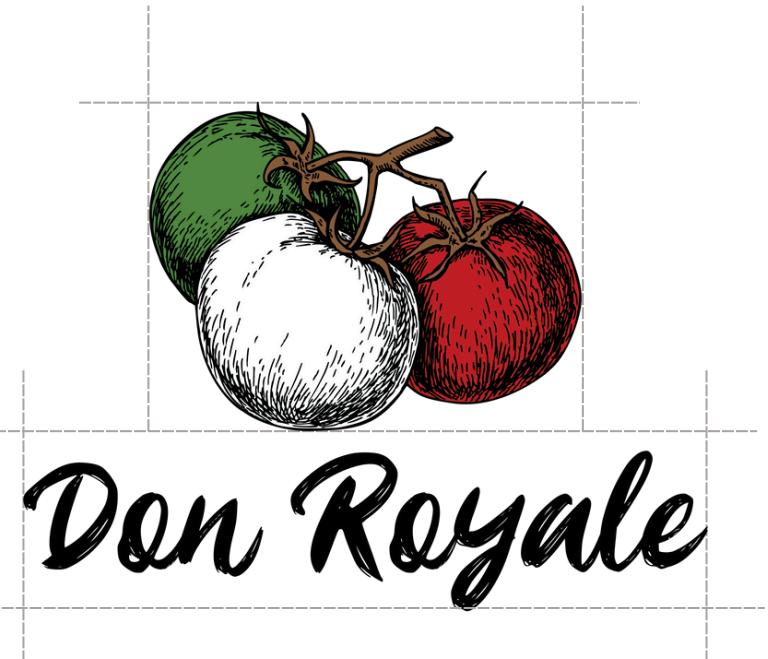
The Don Royale logo captures the restaurant's Italian essence with a timeless, vintage touch.

Its bold typography and refined details reflect both tradition and warmth, honoring Italian culinary heritage while staying approachable and family-friendly. The design's simplicity ensures versatility across menus, packaging, and social media, perfectly embodying Don Royale's balance of authenticity and charm.

Mainly use white text logo on dark backgrounds and only use black text logo when necessary for light backgrounds. Do not use monochrome version of logo unless really necessary.



Don
Royale





TYPOGRAPHY

The typography reflects Don Royale's blend of tradition and warmth, combining bold personality with clear, approachable readability. Together, the selected fonts create a cohesive visual identity that feels both timeless and welcoming.

Display Font

BLOC

Aa

1 2 3 4 5 6 7 8 9 0

Adds strong vintage character and presence, perfect for headlines and key brand moments.

Body Font

Aileron

Aa

1 2 3 4 5 6 7 8 9 0

Offers clean readability and modern simplicity, balancing the boldness of the display type.

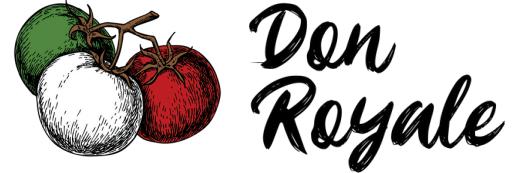
Accent Font

Madelyn

Aa

1 2 3 4 5 6 7 8 9 0

Brings a handwritten, personal touch that enhances the brand's friendly and authentic tone.



COLOR PALETTE

Don Royale's color palette reflects its Italian roots and welcoming atmosphere, combining bold primary colors with balanced neutrals to create a cohesive and approachable look.

- Primary Colors:** Dark red and green, representing Italian tradition, richness, and authenticity.
- Secondary Colors:** Cream, black, and white, providing balance, readability, and versatility across all applications.

Red

#740006

Green

#1B3015

Cream

#FBF0E3

RGB: (249, 240, 225)

CMYK: (0%, 4%, 10%, 2%)

HSL: (40°, 66%, 93%)

White

#FFFFFF

RGB: (249, 240, 225)

CMYK: (0%, 4%, 10%, 2%)

HSL: (40°, 66%, 93%)

Black

#0B0907

RGB: (249, 240, 225)

CMYK: (0%, 4%, 10%, 2%)

HSL: (40°, 66%, 93%)

RGB: (212, 21, 28)

CMYK: (0%, 90%, 87%, 17%)

HSL: (357°, 82%, 46%)

RGB: (255, 255, 255)

CMYK: (0%, 0%, 0%, 0%)

HSL: (0°, 0%, 100%)



IMAGERY STYLE

Our imagery tells a visual story of passion, quality, and indulgence. Every shot should stir the appetite, spark curiosity, and radiate authenticity.

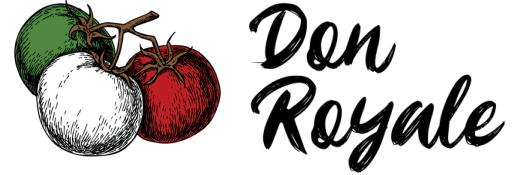
Bold, close-up angles.

Warm light to spark appetite.

Hands-on for a real feel.

Natural settings, no filters.

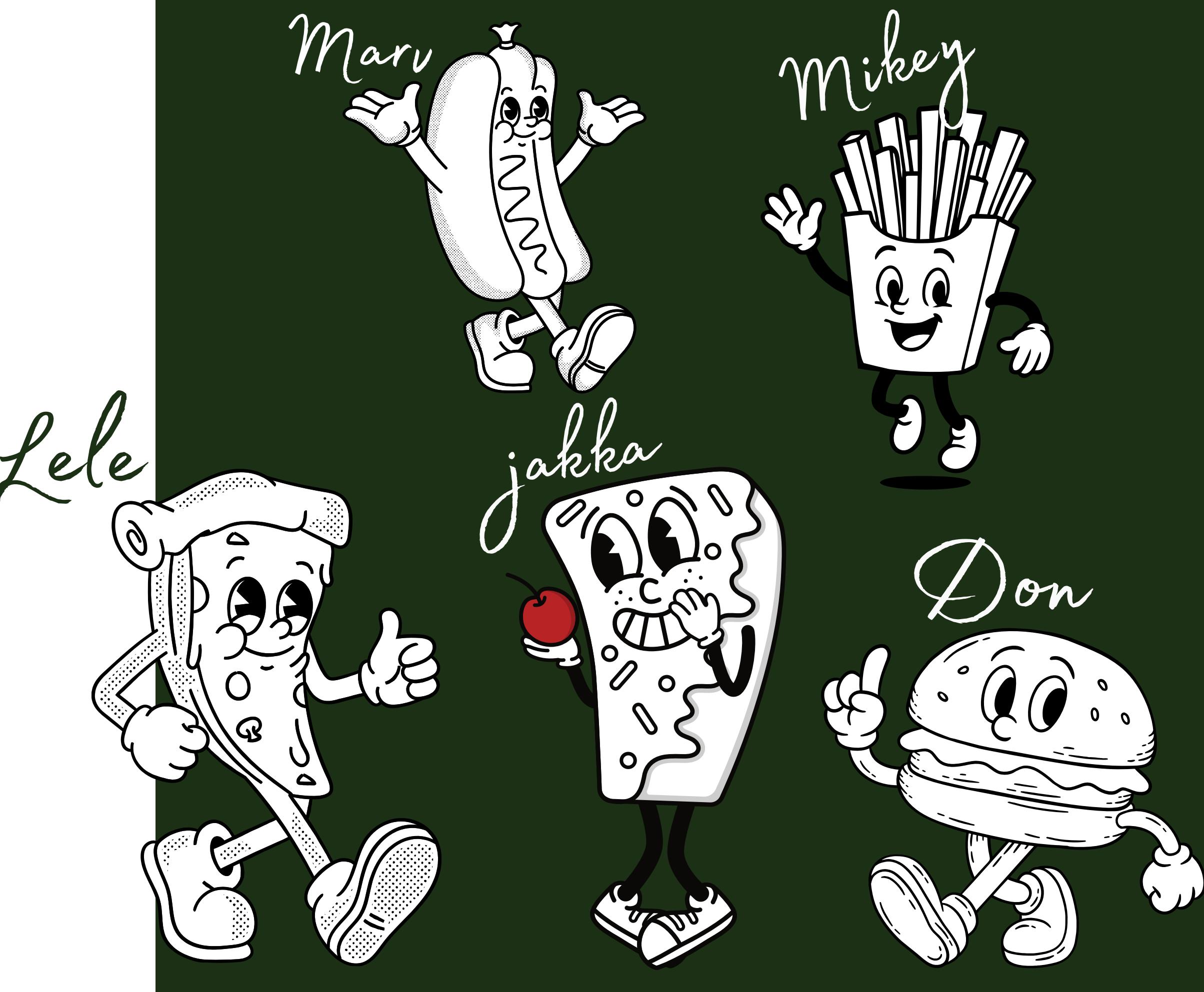




CHARACTERS

Icons enhance the user experience by guiding interaction and reinforcing our bold, playful aesthetic. Each one should feel cohesive, intuitive, and full of personality.

Our icon set is rounded, friendly, and minimal. Use a consistent stroke width and color theme based on our palette. Common icon themes: food items, delivery, location, and interaction.





SOCIAL FEED

Don Royale's social feed mirrors the energy and warmth of its restaurants, blending vibrant visuals with approachable storytelling. Bright, bold colours pop alongside natural neutrals, creating a lively, inviting feed that feels both fun and authentic.

Each post balances playful text overlays with dynamic shots of pizza, pasta, and grilled specialties, often featuring characters that are food, to bring the flavours and the atmosphere to life. The mix of close-ups and wider lifestyle shots ensures a feed that's visually rich, engaging, and unmistakably Italian.



LET'S BUILD
TOGETHER