

# Brand Identity Guidelines

MOMBASANA



# *Meet our team members*

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# *Unleashing our brand's potential: A guide to consistency and excellence*

It is with great excitement that we present to you the brand guidelines for Mombasana Restaurant. As a brand rooted in Swahili tradition and dedicated to providing flavorful, budget-friendly meals, we are committed to ensuring that every aspect of our brand reflects our core values of authenticity, affordability, and community.

This brand guideline outlines the essence of Mombasana, covering our brand personality, visual identity, target audience, and messaging. It serves as a comprehensive resource for anyone involved in creating content, developing menus, or interacting with our brand in any way. By adhering to these guidelines, we can maintain a cohesive and recognizable brand that resonates with both locals and tourists.

At Mombasana, we have poured our passion for Swahili cuisine and fast food into this guideline, ensuring it aligns with our mission to serve quick, heartwarming meals without compromising on taste or tradition. Whether it's a quick lunch for office workers or a casual feast for families, our brand stands for comfort, warmth, and a modern take on Swahili flavors.

We encourage you to familiarize yourself with this guideline, as it is a key tool in shaping Mombasana's future. Together, we can build a strong, welcoming brand that stands out in the bustling heart of Mombasa. Thank you for your support, and we look forward to continued growth and success together.

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*The Brand*

MOMBASANA

THE BRAND



# Who we are

At Mombasana Restaurant, we believe that food is more than just a meal—it's an experience that brings people together. We are passionate about sharing the vibrant flavors of Swahili cuisine with the world, offering an authentic taste of coastal tradition paired with the convenience of fast food.

Our dishes are crafted for individuals who appreciate both flavor and affordability. From locals seeking a quick, satisfying bite on a busy workday to tourists eager to explore the rich culinary heritage of Mombasa, we serve meals that evoke warmth, comfort, and a sense of community.

At Mombasana, we focus on delivering quality with every dish—whether it's our signature biryani, pilau, or the familiar staples of fries and grilled chicken. Our ingredients are carefully selected to ensure freshness, while our recipes reflect the rich Swahili culture that inspires us. Every meal is prepa-

red with care, ensuring a balance of tradition and modern taste.

We believe that dining should be inclusive and welcoming. That's why our menu caters to everyone, offering flavorful options at prices that fit any budget. Whether you're grabbing a quick lunch or sitting down for a Swahili feast with friends and family, Mombasana is the place to enjoy authentic, heartwarming food, made for all occasions.

At Mombasana, food is more than just what's on the plate—it's about creating lasting memories and a sense of belonging. Welcome to a place where tradition meets the fast-paced city life, and every bite tells a story.

# *Brand Values*

## *1. Authenticity:*

We take pride in offering traditional Swahili cuisine that reflects the rich culinary heritage of Mombasa, while staying true to our roots with every meal we serve.

## *2. Quality:*

We are dedicated to using fresh, high-quality ingredients to craft flavorful dishes that not only satisfy but also nourish. Each meal is prepared with care and attention to detail.

## *3. Affordability:*

Our mission is to provide delicious, flavorful meals at prices that are accessible to all, without compromising on taste or quality. Everyone deserves a great meal, regardless of their budget.

## *4. Community:*

At Mombasana, we believe food has the power to bring people together. We are committed to creating a warm and inviting dining experience that fosters a sense of belonging and connection for our customers.

## *5. Inclusivity:*

Our menu is designed to cater to a wide range of tastes and preferences, ensuring that everyone—from locals to tourists—can enjoy a satisfying meal that reflects the diversity of our community.

## *6. Convenience:*

We understand the fast-paced life of our customers. That's why we focus on delivering fast service without sacrificing flavor, making Mombasana the go-to choice for a quick, delicious meal.

## *7. Sustainability:*

We strive to operate with a sense of responsibility to the environment by minimizing waste and sourcing local ingredients whenever possible, supporting the community and promoting sustainable practices.

# *Voice and Tone*

## **Our Voice and Tone**

The voice and tone for Mombasana would be welcoming, authentic, and community-driven. We aim to connect with our customers in a way that makes them feel at home, reflecting the rich Swahili heritage and warmth we're proud to share.

Our tone is always friendly, warm, and approachable, with a hint of the vibrant, exciting atmosphere of Mombasa's streets.

Whether you're a local grabbing a quick lunch or a visitor exploring the flavors of the coast, we want our customers to feel like they belong here.

## **Our Voice**

Our voice is conversational and down-to-earth.

We speak as if we're inviting customers to a meal in our own home.

At Mombasana, we provide a relaxed yet informative style, offering suggestions for dishes and explaining the authenticity behind each meal with pride.

**The voice and tone for Mombasana would be welcoming, authentic, and community-driven.**

**We aim to connect with our customers in a way that makes them feel at home, reflecting the rich Swahili heritage and warmth we're proud to share.**

*The Logo*

MOMBASANA

THE LOGO



*Some thoughts*

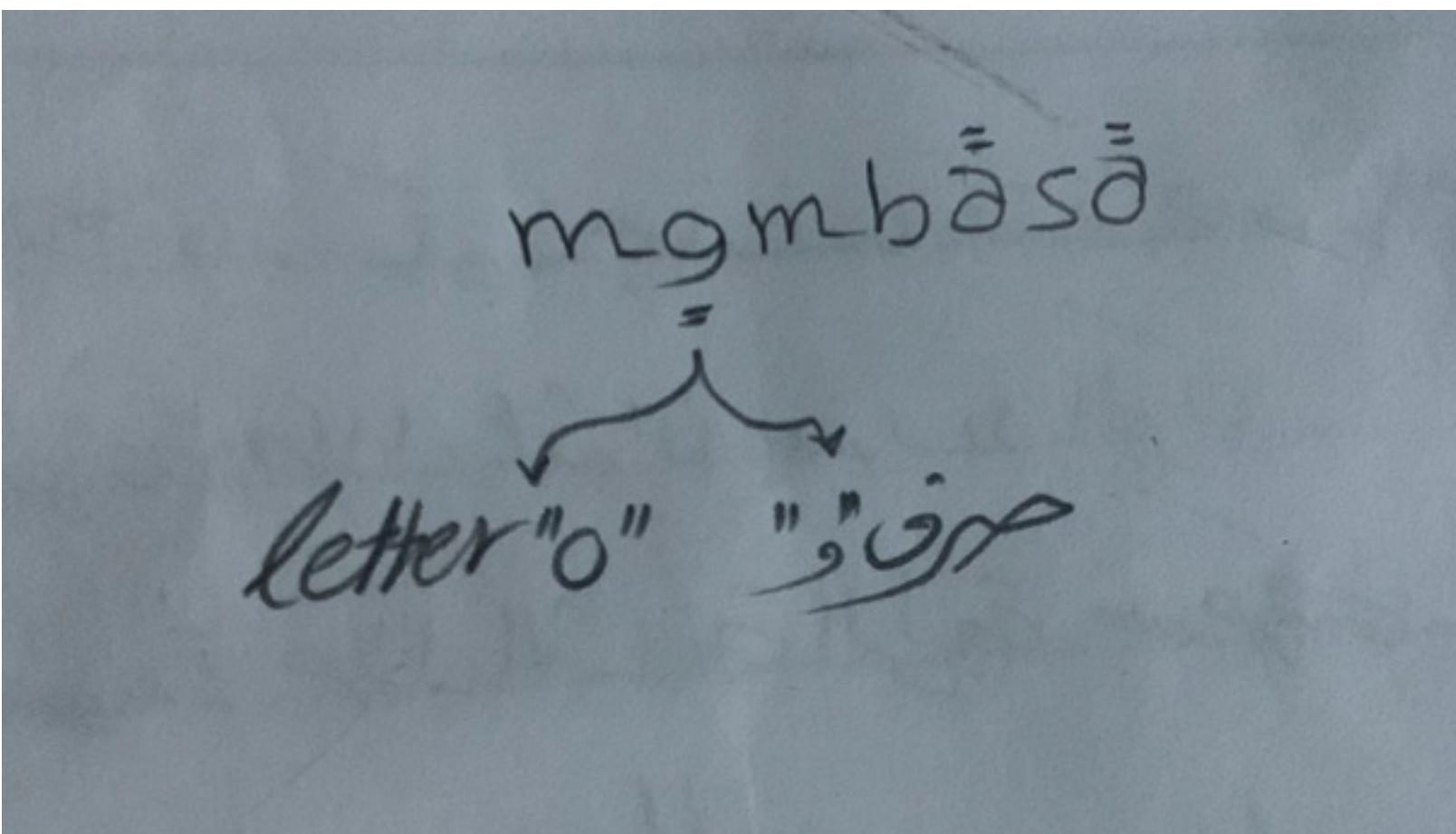


MOMBASANA

THE LOGO



Some thoughts

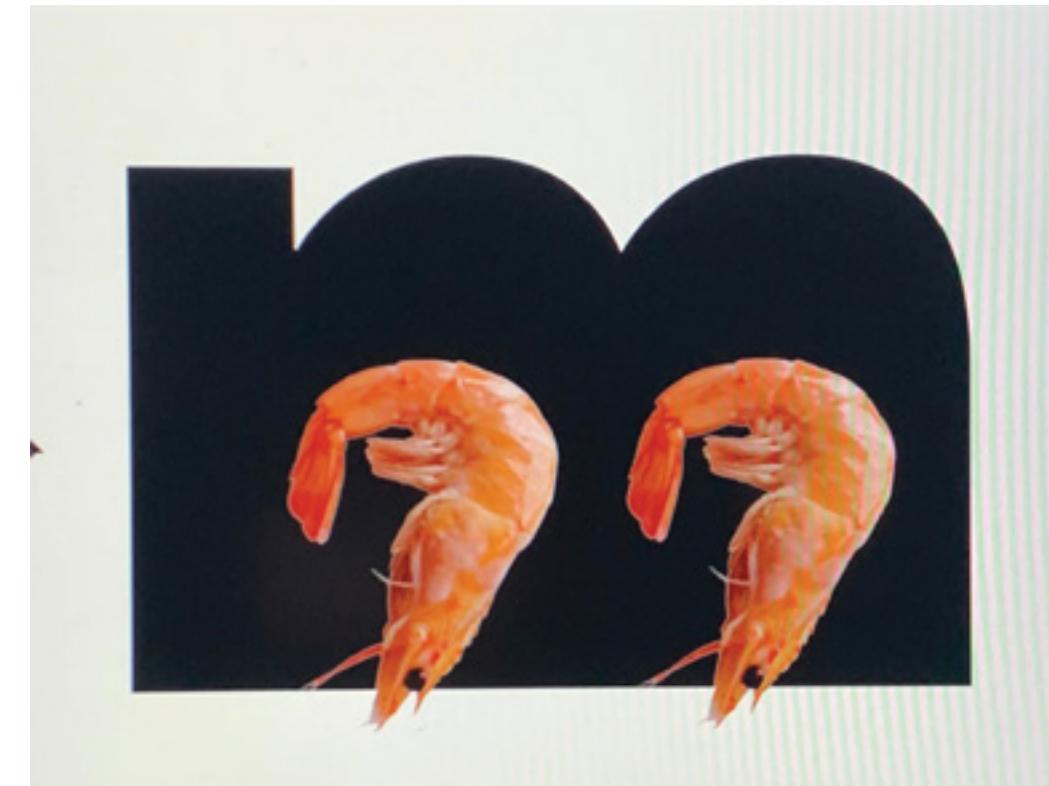


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MOMBASANA

THE LOGO



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mombasana

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# Logo on White

At the heart of Mombasana's visual identity is our distinctive logo design. Our logo features the modern and elegant Posterama typeface, which reflects both the vibrancy and cultural richness of Mombasa. The design incorporates a playful twist on the letter "O," which resembles a food serving dome, symbolizing our dedication to serving authentic Swahili cuisine with a warm, welcoming touch. The logo perfectly balances tradition and modernity, embodying our commitment to providing flavorful, budget-friendly meals while staying true to our coastal roots.



## Logo on Dark

We believe that our logo is more than just a visual element; it is a representation of our brand and the values that we stand for. Therefore, it is important that our logo is always used consistently and in the correct manner to maintain our brand's identity.

The logo consists of the word "MOMBASANA" in a white, sans-serif font. The letter "M" is stylized with a small circle at the top and two horizontal lines through the middle, giving it a unique geometric appearance. The rest of the letters are standard vertical strokes.

MOMBASANA

# Logo Composition

## Logotype

The Mombasana logo features the brand name in the sleek and contemporary Posterama typeface, capturing both modern appeal and a nod to the coastal traditions of Mombasa. The refined letter-forms add a sense of freshness and approachability, while maintaining elegance and simplicity.

## Serving Dome Design

The "O" in Mombasana is creatively designed to resemble a serving dome, symbolizing the brand's focus on delicious and authentic Swahili cuisine. This visual element reinforces our commitment to quick, high-quality service, while paying homage to the rich traditions of the Swahili coast.

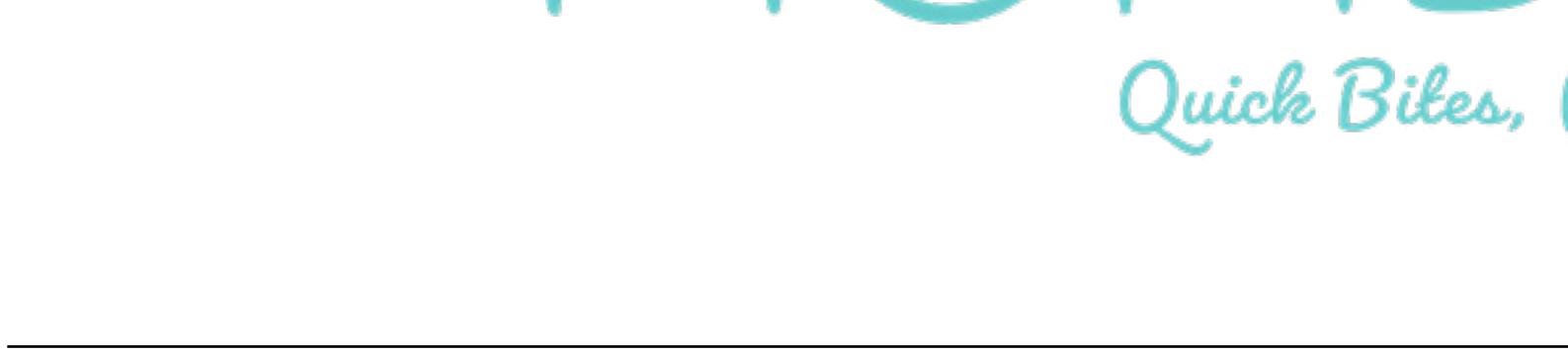
## Slogan

The slogan, "Quick Bites, Rich Traditions," is placed beneath the logo in a clean and minimalist style. It reflects the essence of Mombasana—providing fast, flavorful meals rooted in Swahili heritage, creating a harmonious and memorable identity for the brand.

Brandmark



Logotype



Tagline



Vertical logo



## Logo Vertical

The vertical Mombasana logo has two variations: one includes the slogan "Quick Bites, Rich Traditions" beneath the brand name, while the other does not. Both variations feature the sleek Posterama typeface for the brand name, with the distinctive serving dome integrated into the "O," symbolizing our focus on authentic Swahili cuisine.

The vertical logo is designed to be more compact and versatile compared to the horizontal version, making it ideal for use in smaller spaces such as social media profile pictures, app icons, or email signatures. The inclusion of the slogan enhances the logo's messaging, emphasizing Mombasana's dedication to providing fast, flavorful meals with rich cultural roots.

Overall, the vertical Mombasana logo in its two variations offers a flexible and impactful branding tool, ensuring the brand's presence is consistent across digital and physical platforms.



# Logo Brandmark

## Brandmark

The Mombasana brandmark consists of the letter "O" designed to resemble a serving dome, symbolizing our commitment to providing delicious, authentic Swahili cuisine. This iconic mark is a central element of Mombasana's visual identity and can be used on its own to represent the brand in a simple yet meaningful way.

## Serving Dome Symbol

The serving dome, a symbol of hospitality and fast service, adds a unique touch to the logo and is instantly recognizable. This symbol can also be used as a standalone design element across various materials to create a cohesive and consistent brand image. By incorporating the serving dome in different applications, such as on menus, packaging, or promotional items, Mombasana can establish a strong and memorable brand presence that reflects its core values of quick service and rich culinary tradition.



Style element

# *Logo*

# *Logotype*

The Mombasana logotype is a modern and approachable representation of the brand name. It features the word Mombasana in the stylish Posterama typeface, which balances contemporary design with a nod to the rich traditions of Swahili culture. This logotype is ideal for situations where the brand name stands on its own, without additional elements or messaging. It is versatile enough to be used across a wide range of applications, including packaging, social media, and print materials.

The logotype's design is clean and simple, allowing the Posterama typeface to take center stage. Careful attention is given to the spacing and size of the letters, ensuring excellent readability and visual balance. The logotype's versatile color scheme allows it to work seamlessly on various backgrounds while maintaining its distinctive impact.



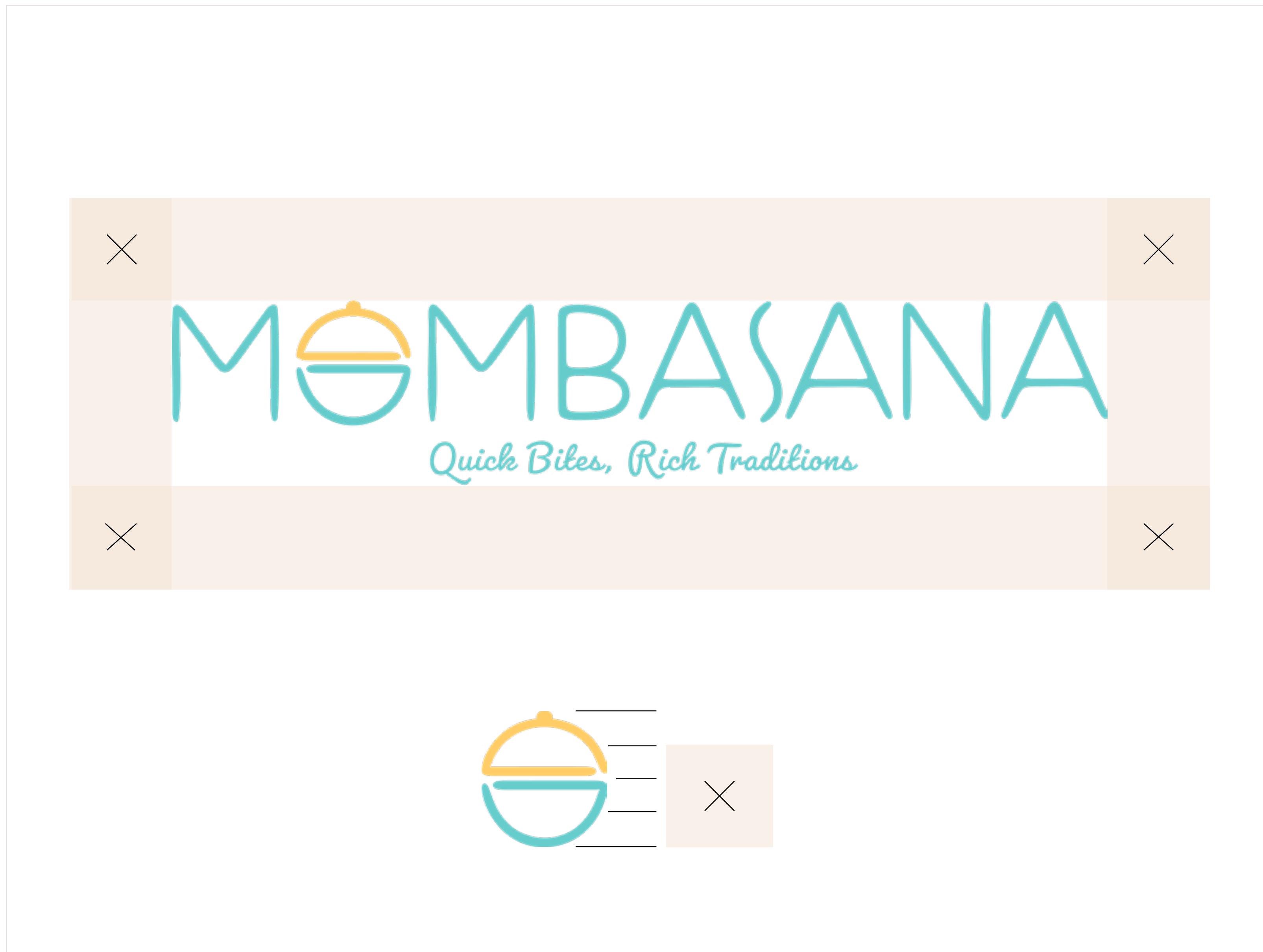
# Logo Safezone

## Safezone

The safezone of the Mombasana logo is the minimum clear space required around the logo to ensure it remains legible and visually impactful. Maintaining this space is essential to avoid any clutter or interference with the logo's design, allowing it to stand out clearly.

## Height

For the Mombasana logo, the safezone is equal to the 3/4 height of the "O" (serving dome) element above and below the logo, which is approximately 1/2 of the total logo height. No other elements, such as text, imagery, or graphics, should encroach upon this area. Preserving the safezone ensures that the logo retains its clarity, impact, and recognizability across all design and branding applications.



# Logo Usage

When using the Mombasana logo, always maintain its proportions and ensure there is enough contrast with the background to keep it clear and legible.

For images, use a white version of the logo to ensure it stands out, and avoid placing it on cluttered backgrounds that could reduce visibility.

By following these guidelines, the Mombasana logo will consistently appear clear, professional, and impactful across all applications. helping to strengthen the brand's presence and reputation.



Use the logo in its original colors, black or white, depending on the background color

MOMBASANA

THE LOGO



Do not alter the logo in any way, including its color, font, or proportions, or light contrasts

# Logo Usage

The Mombasana logo should only be used in its approved color variations: full color, black, and white. Whenever possible, use the full-color version to enhance brand recognition and consistency. The black and white versions are suitable for situations where full color is not feasible or appropriate.

Do not add any additional colors or alter the existing colors of the logo. Adhering to these guidelines ensures the logo retains its integrity and consistency across all branding materials.



- ✓ We only use the logo in full color and in the colors of our color palette.
- 



- ✗ We do not color elements of our logo separately.
-

# Logo Usage

The positioning of the Mombasana logo is crucial for its proper usage. Use the horizontal logo for most applications, while the vertical logo can be employed when a taller design is needed. It is also permissible to rotate the logo to a 90-degree angle. However, the logo should never be used at any other rotation, slanted, or upside down.

Following these guidelines ensures the logo maintains its visual impact and legibility while reinforcing the consistency of the Mombasana brand. Remember, the logo is the face of the brand, and it should always be used correctly and consistently to reflect its identity.



Horizontal or o it's side in 90 degrees is correct.



We do not use any other angle of the logo, slanted or up side down.

# *Typography*

MOMBASANA

TYPOGRAPHY



# Typography

Pacifico is a playful script typeface that brings a warm and inviting feel to the Mombasana logo. Lato, a modern sans-serif typeface, features clean and versatile letterforms that enhance readability and clarity in body text. Together, these typefaces embody Mombasa-na's blend of cultural tradition and contemporary flair, creating a harmonious visual identi-ty that appeals to our audience's love for quick bites rooted in heritage.

PACIFICO - BOLD

AaBbCcDd

LATO - REGULAR

AaBbCcDd

# Typography Pacifico

## Pacifico typeface

Pacifico is a vibrant and playful script typeface that embodies the essence of Mombasana's visual identity. Its unique, flowing letterforms evoke a sense of warmth and friendliness, perfectly reflecting the brand's focus on quick bites inspired by cultural traditions. The Pacifico typeface adds a touch of joy and creativity, making it instantly recognizable and memorable. Its distinct character ensures that Mombasana stands out in the culinary landscape, while its elegant curves create a sense of harmony and authenticity. By incorporating Pacifico into Mombasana's branding materials, we achieve a cohesive and inviting aesthetic that resonates with our audience.

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
0123456789  
!@#\$%?0

# *Typography*

## *Lato*

### **Lato typeface**

Lato is a modern sans-serif typeface that plays a crucial role in Mombasana's visual identity. Its clean and versatile letterforms enhance readability, making it ideal for body text and informative materials. Lato's geometric shapes and balanced proportions provide a contemporary feel, reflecting the brand's commitment to delivering quick bites that honor cultural traditions.

The typeface conveys a sense of professionalism and approachability, ensuring that Mombasana communicates effectively with its audience. By incorporating Lato into our branding, we achieve a cohesive look that complements the playful nature of Pacifico, creating a harmonious visual experience across all touchpoints.

AaBbCcDdEeFfGg  
HhIiJjKkLlMmNn  
OoPpQqRrSsTtUu  
VvWwXxYyZz  
0123456789  
!@#\$%?()

# Typefaces

# Pasifico

*Light, Regular, Bold*

## Weights

The Mombasana visual identity primarily utilizes the Pacifico and Lato typefaces, with Pacifico featured prominently in the logo and Lato used for supporting text. Pacifico adds a playful and inviting touch, capturing the essence of the brand's focus on quick bites. Lato is employed in light, regular, and bold weights, providing versatility and clarity across various applications. The combination of Pacifico and Lato ensures a balanced and harmonious typography throughout all branding materials, effectively conveying Mombasana's commitment to cultural traditions and contemporary flavors.

**Pacifico** is generally used for our **Headers** and is used in a big typesize.

# Lato

*Thin, Light, Regular ,Medium, Bold, Heavy, Black*

**Lato** is generally used for our **Bodytext** and is generally **1/2** the size of the headers.

# Typography Hierarchy

Typography hierarchy plays a vital role in Mombasana's design, creating a clear visual structure that guides the viewer's attention seamlessly. Pacifico is used for main headings, titles, and other prominent elements, giving the brand an inviting and lively feel. Lato is utilized for subheadings, captions, and supporting text elements, ensuring legibility and a modern touch. By adjusting the weights and sizes within each typeface, the hierarchy becomes even more defined, directing the viewer's eye effortlessly. Mombasana's typography hierarchy guarantees a cohesive and visually appealing design that communicates the brand's rich, cultural identity effectively.

# Quick Bites, Rich Traditions

## Discover the Taste of Mombasana

### Fresh Ingredients, Timeless Flavors

At Mombasana, we believe in bringing you the finest flavors inspired by rich cultural traditions. Whether you're in for a quick bite or a memorable meal, we've got you covered with fresh, high-quality ingredients.

[Shop now](#)

Header 1  
Pacifico - Bold  
Size: 140pt/150pt

Header 2  
Pacifico - Regular  
Size: 70pt/80pt

Header 3  
Lato - Bold  
Size: 35pt/45pt

Bodytext  
Lato - Regular  
Size: 25pt/42pt

Call-To-Action  
Lato - Bold  
Size: 25pt/35pt

# Typography

## Type usage

Typography hierarchy is crucial in any visual design as it determines the order of importance of the text elements. For Adore, the typography hierarchy is essential in maintaining the brand's elegance and sophistication. Cinzel and Raleway typefaces are used to create a harmonious balance between the logo and other text elements.

The hierarchy is established by using various font sizes, weights, and styles to differentiate the primary, secondary, and tertiary text elements. The primary text includes the logo and the brand name, while the secondary text includes the slogan and headings. The tertiary text includes body copy, captions, and any other supporting text.

Main page

[www.mombasana.com](http://www.mombasana.com)

MOMBASANA

# Discover the Taste of Mombasana

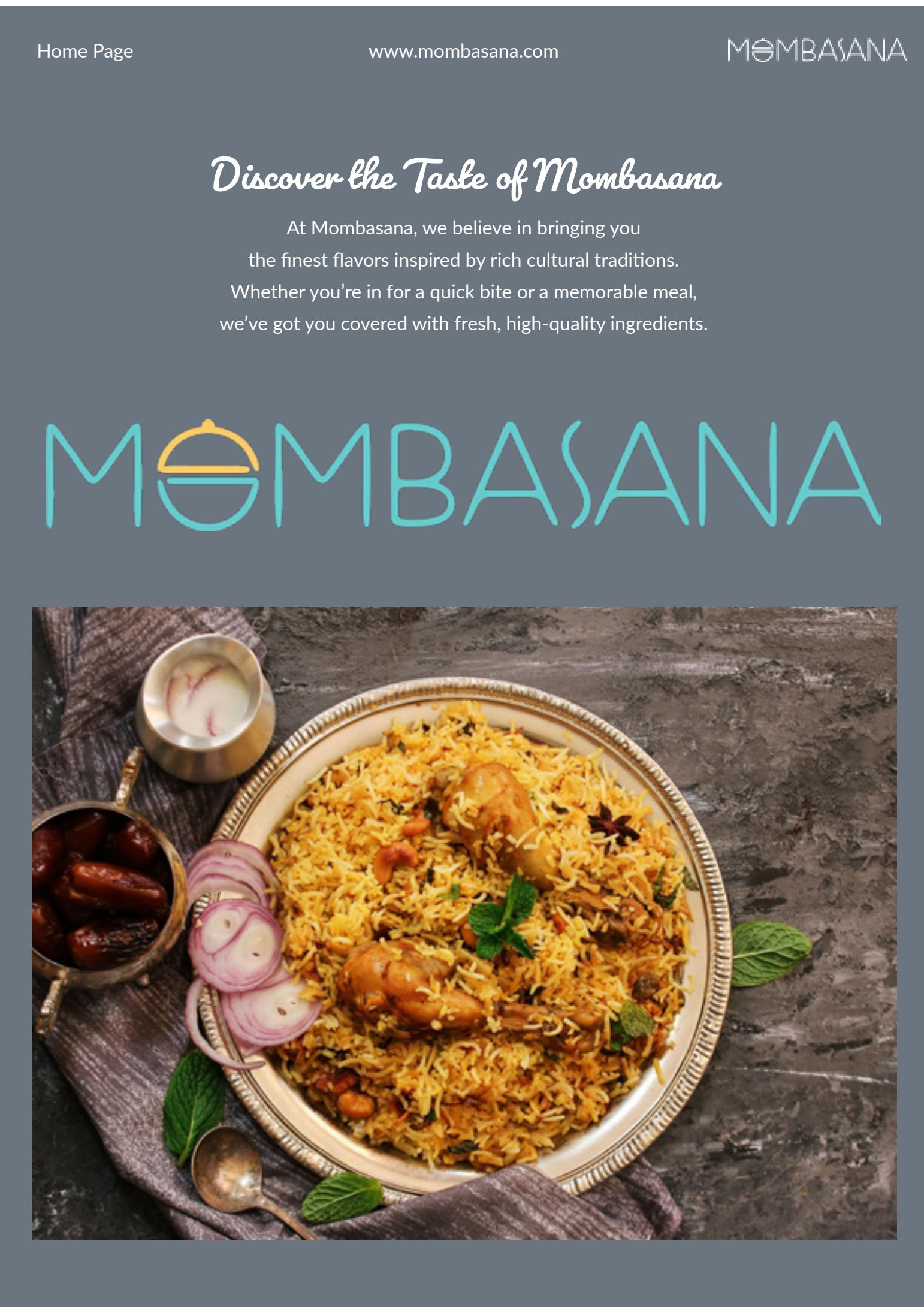
At Mombasana, we believe in bringing you the finest flavors inspired by rich cultural traditions. Whether you're in for a quick bite or a memorable meal, we've got you covered with fresh, high-quality ingredients.



# Typography

## Type usage

To create a clear hierarchy, we use the bold and regular weights of both typefaces, along with different font sizes, to distinguish between the text elements. This helps the viewer's eyes to flow smoothly from the most important to the least important elements.



Use for the titles "Pacifico" bold/black, and for the body text our "Lato" typeface. Be consistent with it.

## Discover the Taste of Mombasana

At Mombasana, we believe in bringing you the finest flavors inspired by rich cultural traditions. Whether you're in for a quick bite or a memorable meal, we've got you covered with fresh, high-quality ingredients.



Don't use for the titles the "Lato", and don't use "Pacifico" for body text.

# Color Palette

MOMBASANA

COLOR PALETTE



# Color Values

Mombasana's brand color palette is central to its visual identity. The vibrant Seafoam blue brings freshness and energy, symbolizing the lively and dynamic spirit of the brand. Sandbroun conveys warmth and richness, representing tradition and quality. Orange Salmon adds a touch of boldness and excitement, capturing the essence of quick, flavorful bites. Finally, Charcoal grey provides a solid, grounding neutral tone, adding sophistication and balance to the overall design.

## Dark Seafoam Blue

HEX #0d1f1c

C 71

R 77

M 24

G 153

Y 40

B 153

K 1

## Seafoam Blue

HEX #66cccc

C 55

R 102

M 0

G 204

Y 24

B 204

K 0

## Light Seafoam Blue

HEX #80ffff

C 38

R 140

M 0

G 158

Y 9

B 156

K 0

## Dark Sand Brown

HEX #997a3d

C 36

R 153

M 46

G 122

Y 87

B 61

K 13

## Sand Brown

HEX #cca352

C 20

R 204

M 34

G 163

Y 80

B 82

K 1

## Light Sand Brown

HEX #ffcc66

C 0

R 255

M 21

G 104

Y 70

B 102

K 0

## Dark Orange Salmon

HEX #995837

C 30

R 153

M 68

G 88

Y 84

B 55

K 20

## Orange Salmon

HEX #cc7549

C 16

R 201

M 62

G 117

Y 78

B 73

K 3

## Dark Charcoal Grey

HEX #15171a

C 76

R 21

M 68

G 23

Y 63

B 26

K 78

## Charcoal Grey

HEX #3f464d

C 73

R 63

M 61

G 70

Y 53

B 77

K 39

# Color Palette

When using Mombasana's color palette, maintaining consistency is key. Our primary color, Seafoam blue, should be the dominant color in most communications, embodying the brand's fresh and lively spirit. Sandbroun and Orange Salmon can be used as accent colors to add warmth, sophistication, and boldness where needed. Charcoal grey serves as a strong, grounding background or secondary color, ensuring clarity and balance in all visual materials.



# Color Values Explanation

## CMYK

CMYK stands for cyan, magenta, yellow, and key (black). This color model is primarily used in print media, and is based on the concept of subtractive color mixing. In this model, each color is represented as a percentage of the four colors - cyan, magenta, yellow, and black - that are combined to create the final color. For example, a deep red color might be created by combining 15% cyan, 100% magenta, 90% yellow, and 5% black. CMYK is a four-color model, which means that it can reproduce a wide range of colors, but not as many as RGB.

## RGB

RGB stands for red, green, and blue. This color model is primarily used in digital media, and is based on the concept of additive color mixing. In this model, each color is represented as a value between 0 and 255 for red,

green, and blue, which are combined to create the final color. For example, a bright green color might be created by combining 0% red, 100% green, and 0% blue. RGB is a three-color model, which means that it can reproduce a very wide range of colors, but not all the colors that CMYK can reproduce

## HEX Color

Hex colors are commonly used in digital design, including website design, graphic design, and other digital media. They are a popular choice because they provide a standardized and consistent way of representing colors across different platforms and devices.

# Color Usage

Color plays a crucial role in Mombasana's visual identity, and it is vital to use the colors consistently across all communication channels. The primary colors in Mombasana's palette are Seafoam Blue, SandBroun, Orange Salmon, and Charcoal Gray. Seafoam Blue represents freshness and vibrancy, while SandBroun symbolizes warmth and sophistication. Orange Salmon adds boldness and energy, and Charcoal Gray serves as a grounding, modern tone.

When using these colors, it's important to consider context, contrast, and accessibility, ensuring that each color is applied appropriately. Following the guidelines on color combinations and proportions will ensure that Mombasana's brand identity remains cohesive and recognizable across all platforms.



# Color Usage Logo

When using Mombasana's logo, it's crucial to ensure that the background and logo have good contrast and use the correct color combinations. Mombasana's brand guidelines provide examples of proper and improper color use to maintain consistency across all visual materials.

## Do's & Don'ts

The top examples show the correct color combinations using #66cccc, #cca352, #cc7549, and #3f464d. The bottom examples show combinations to avoid.

It's essential that Mombasana's logo is never placed on a background with similar colors or clashing tones to ensure clear visibility and maintain brand integrity.



# *Graphic Elements*

MOMBASANA

GRAPHIC ELEMENTS



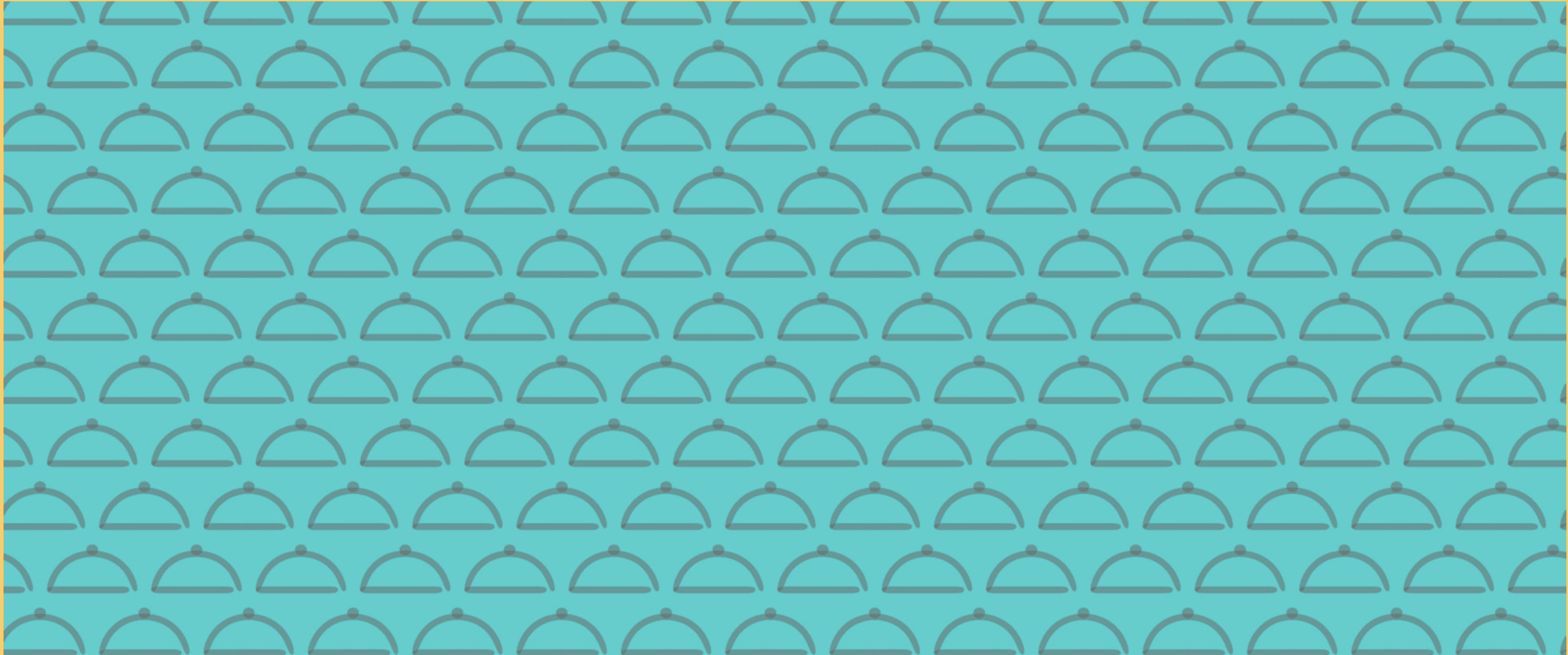
# Photography

The photography style is a crucial part of Mombasana's visual identity. Our imagery should evoke the richness and authenticity of our dishes, capturing the vibrant colors, textures, and freshness that define our brand.



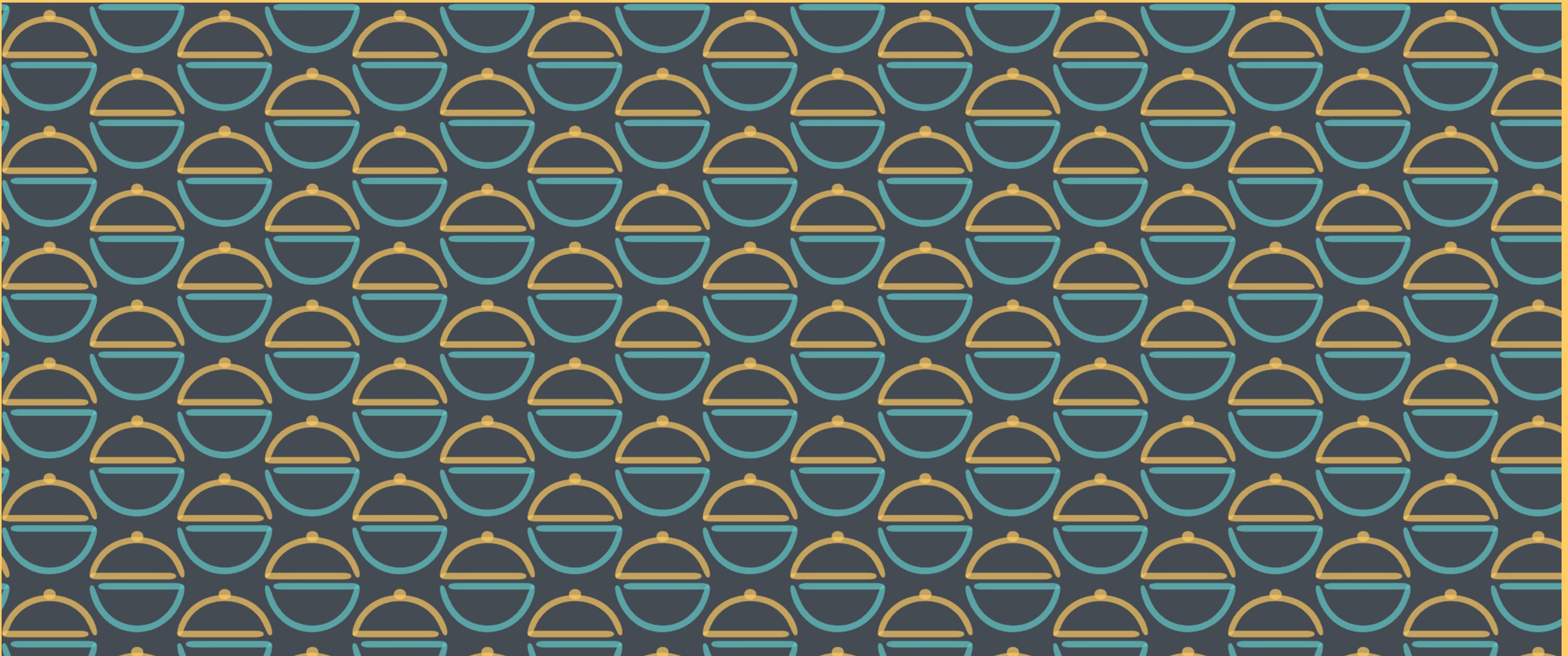
# Pattern

The Mombasana brand features a pattern inspired by the serving dome symbol, which can be used as a visual element across communication materials. This elegant pattern consists of uniformly sized domes in a repeating formation, perfect for use as a background or decorative element. The pattern enhances the overall design, adding a distinctive touch to Mombasana's identity while staying true to the brand's cultural and culinary heritage.



# Pattern

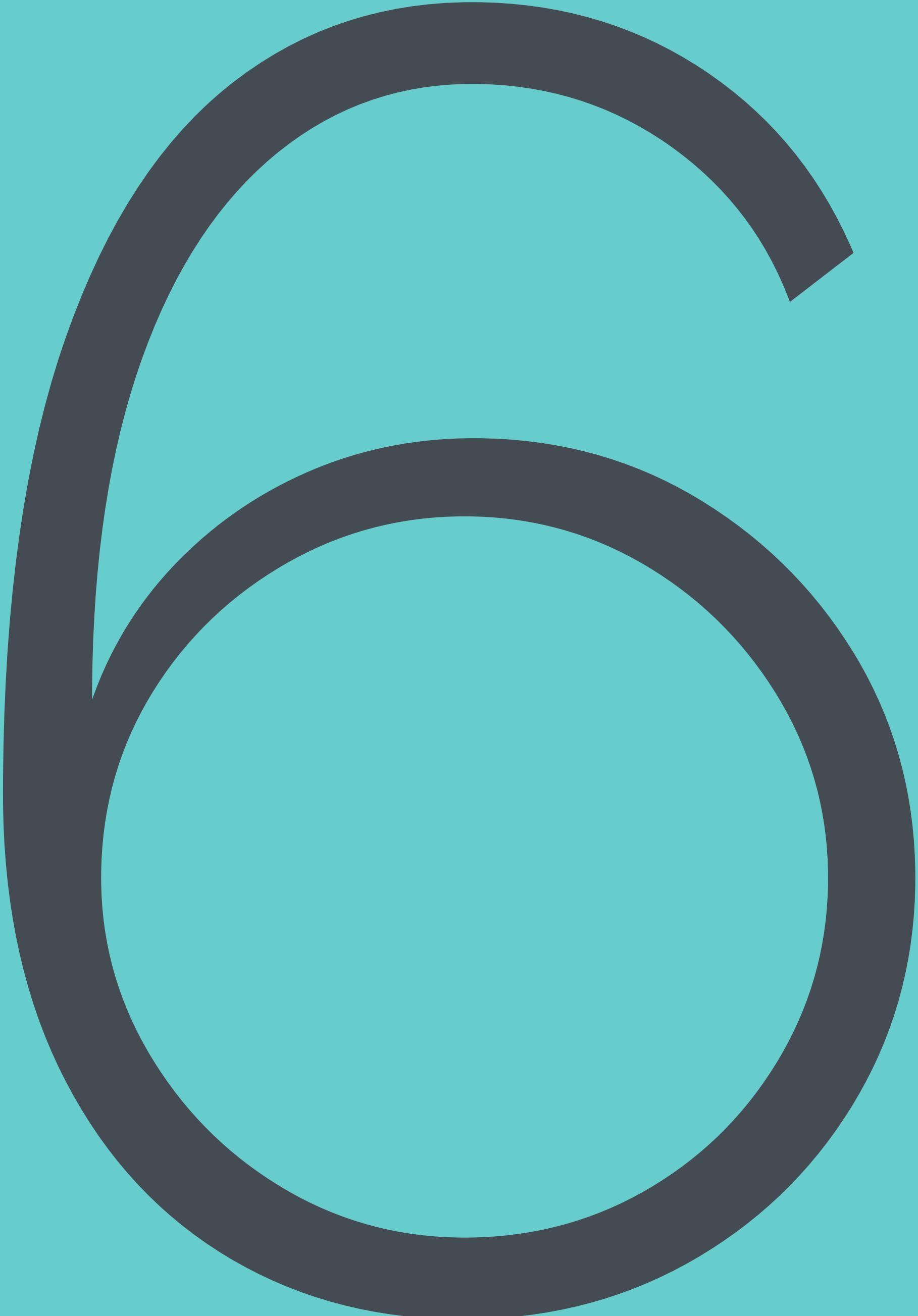
The O-pattern with the serving dome is a key visual element of Mombasana's brand identity. This repeating pattern, featuring the iconic "O" from the logo topped with the serving dome, adds both uniqueness and visual interest to the brand. The pattern can be used across various applications such as packaging, stationery, and digital designs, enhancing the brand's connection to its culinary roots while maintaining a consistent, elegant aesthetic.



# *Applications*

MOMBASANA

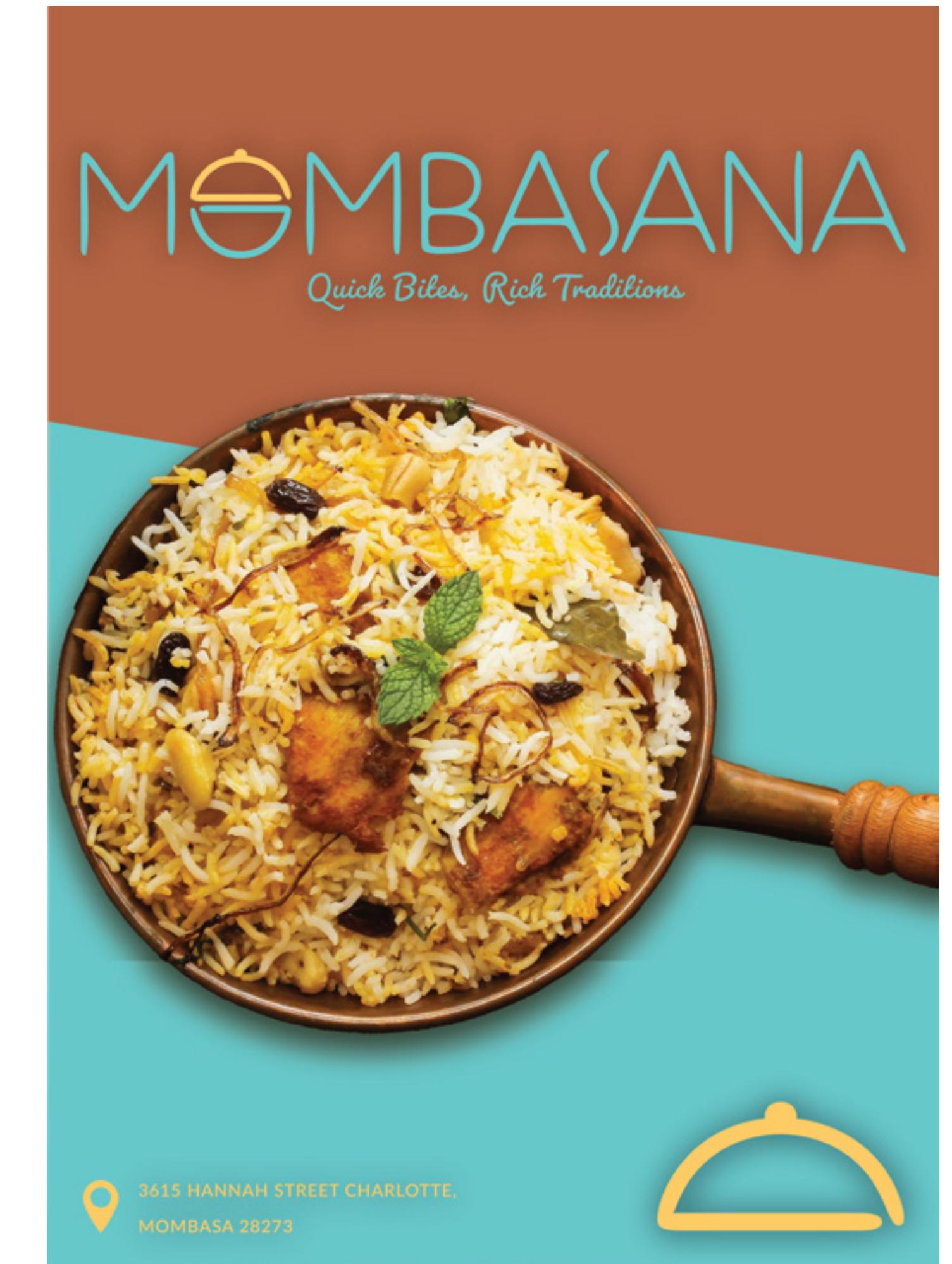
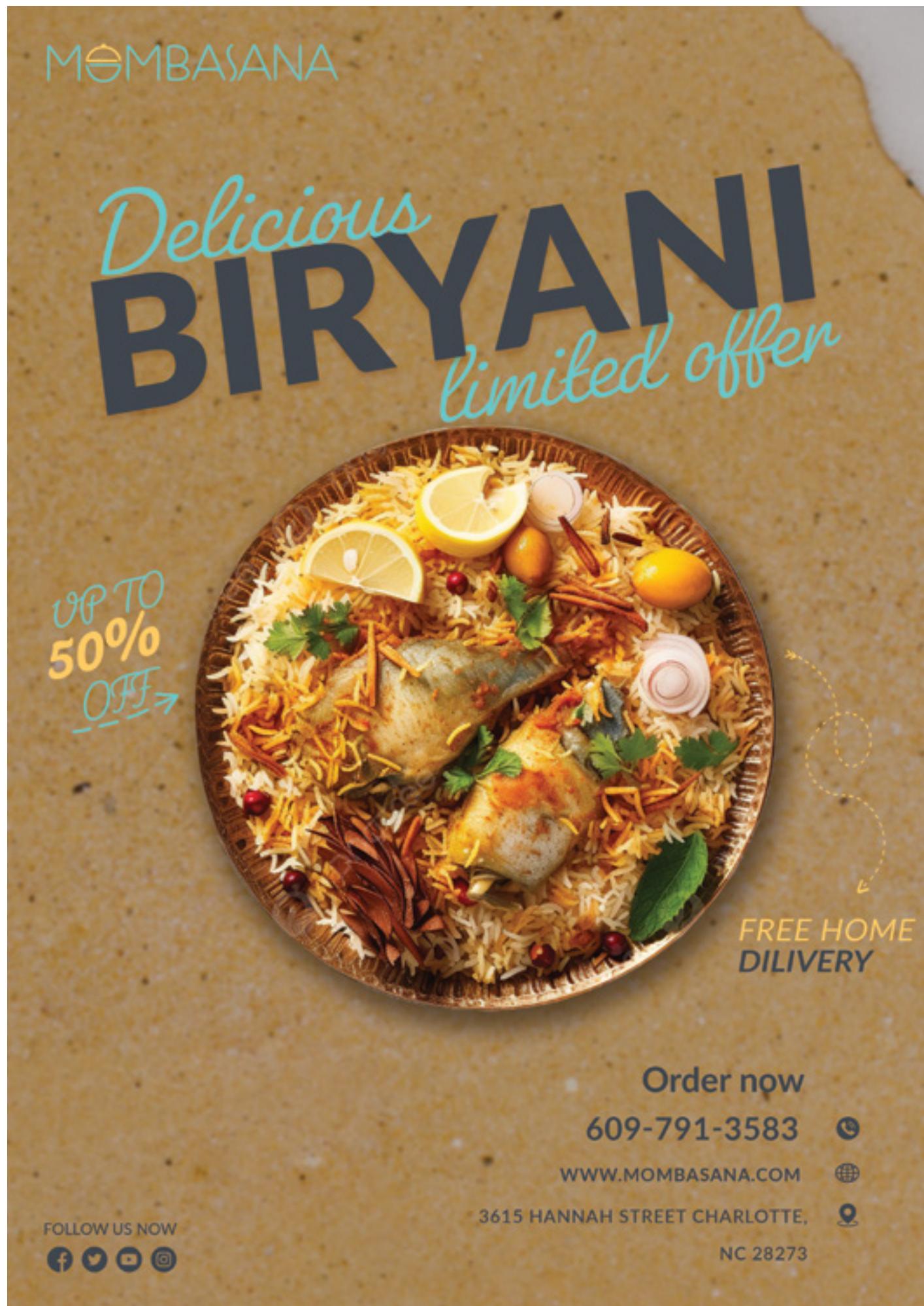
APPLICATIONS



# brand in use

## Posters

Posters are an important visual tool for communication and advertising, and they play a vital role in Adore's brand identity. Adore's brand guidelines include a poster design that showcases the brand's typography, colors, and imagery. The poster serves as a visual representation of the brand and helps to reinforce Adore's brand identity to its audience.



# Posters In the wild

It is important to follow the guidelines for poster design, as it ensures consistency in brand messaging and strengthens the brand's recognition among its customers. By adhering to the guidelines, Adore can effectively communicate its message and brand identity to its audience through the use of posters.



# Brand in use

## Menu

### The Art of Culinary Tradition

The menu is a crucial element of Mombasana's brand identity, showcasing the richness of our dishes while reflecting the essence of our brand. The menu design adheres to Mombasana's brand guidelines, utilizing our signature colors, typography, and food photography. It presents our quick bites and traditional dishes in an appetizing and visually appealing way that communicates the quality, authenticity, and cultural richness of Mombasana's offerings.

الأسعار		الأسعار		الأسعار		المكرونة	
		الطواجن					
		طاجن بطازخ		100		مكرونة اسباجيتي سي فود	
150		طاجن سي فود		110		مكرونة كونكاري	
380		سيبيا + جمبري + بطازخ		120		مكرونة نجرسوكو	
450		طاجن ماكس سي فود		100		مكرونة فيتوشيني سي فود	
		سيبيا + جمبري + بطازخ				جميع المكرونة تقدم بها (سيبيا وجمبري)	
الأسعار		السلطات		الأسعار		أطباق جانبية	
		طحينة		190		طلب سيبيا	
Ç	25	طماطم متبلة		170		طلب جمبري مشوي + مقلي + مسلوق	
	15	كول سلو		200		طلب مشكل سيبيا و جمبري	
	20	سلطة خضرا		120		طلب كفتة مشوية	
	15	مخمل		130		طلب كبة مشوي + مقلي + صيادية	
	15			200		طلب جمبري بتر فلاي زبدة او كريمة	
				250		طلب بيض سيبيا	
الأسعار		الساندويتشات					
		سيبيا مقلي					
50		سيبيا مشوي					
55		جمبرى مقلي					
55		جمبرى مشوى					
60		بيض سيبيا او اخطبوط					
70		القلبلا جمبري + سيبيا + بيض سيبيا					
80							

**MOMBASANA**  
Quick Bites. Rich Traditions.

# *Brand in use*

## *Outdoor*

The Mombasana Board with its vibrant colors and distinctive logo. The large-format design highlights Mombasana's tagline, "Quick Bites, Rich Traditions," and features a clean, minimalist layout that reflects the brand's authenticity and focus on quality.

The board emphasizes Mombasana's signature colors, ensuring high visibility and brand recognition even from a distance. The clear and legible typography ensures that passersby can quickly grasp the message, while the balanced use of space gives the design a professional and modern look. This outdoor display is a powerful way to showcase the Mombasana brand and attract customers, whether it's located in busy urban areas or along highways.



# *brand in use* Packaging

Mombasana's rectangular packaging is crafted to enhance the authentic and cultural experience of the brand. The packaging design is simple yet elegant, reflecting the rich traditions and quality associated with Mombasana's quick bites and culinary offerings.

Made from durable, high-quality materials, the packaging ensures both functionality and visual appeal. Mombasana's logo and slogan are prominently featured, allowing customers to immediately recognize and connect with the brand. The rectangular shape is practical for storage and display, making it ideal for both retailers and customers alike.



# *Brand in Use*

## *Printed Logos*

Mombasana's printed logos are designed to bring the brand's identity to life across various everyday items, enhancing the customer experience and increasing brand visibility. Whether it's on waiter uniforms, stickers, mugs, or other promotional materials, the minimalist yet authentic design reflects Mombasana's commitment to quick bites rooted in rich traditions.

The high-quality prints ensure durability and a professional look, allowing the logo to maintain its visual appeal in different formats and applications. Mombasana's logo, along with its distinct color palette, is prominently displayed on these items, reinforcing the brand's identity. From waiters' clothing to mugs and stickers, these branded materials provide practical and visually appealing ways to connect with customers, both in-store and beyond.



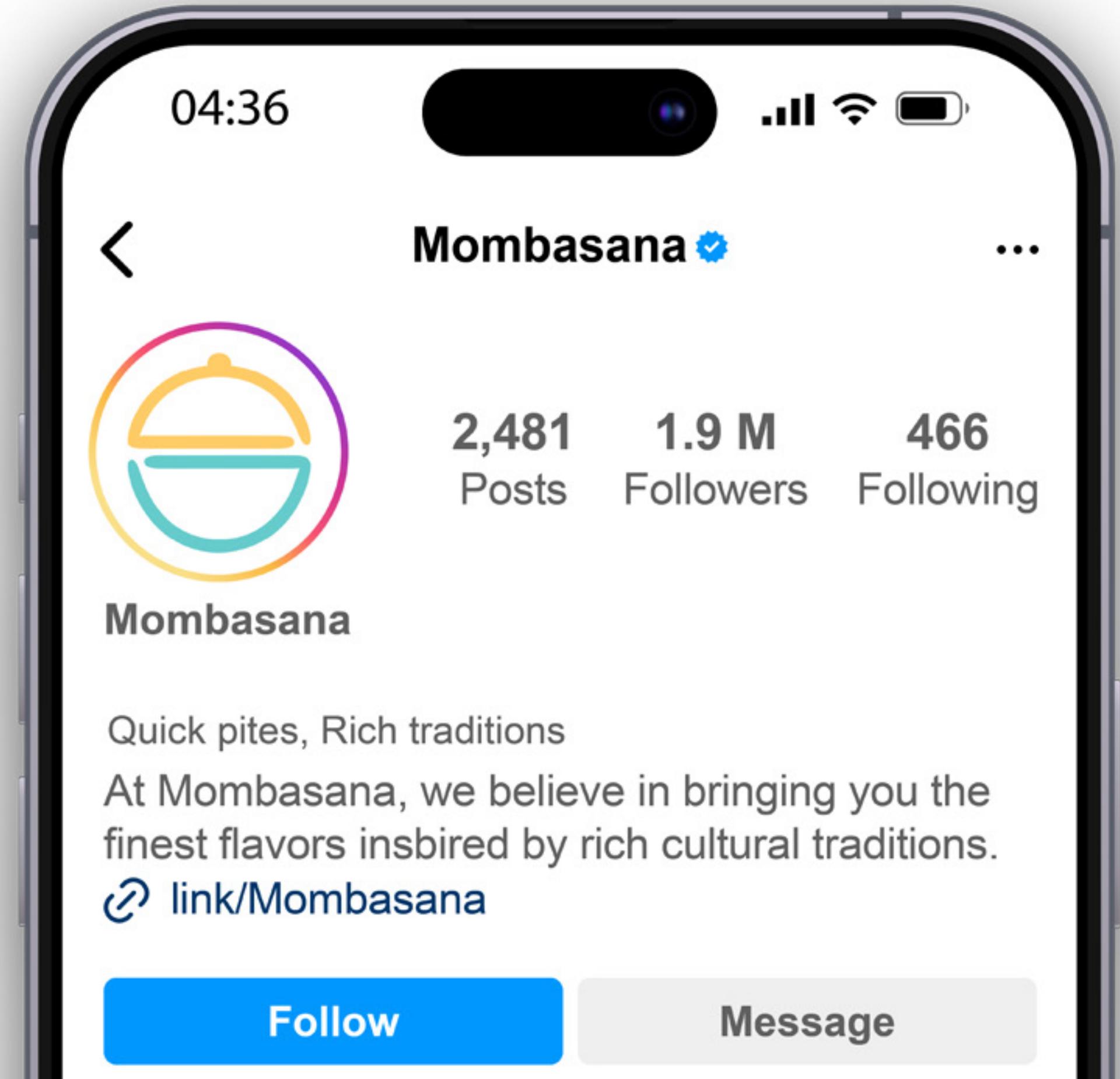
# Social Media Icon

## Icon

As part of Mombasana's social media strategy, we showcase our brandmark, the iconic "O" with the serving dome, as our profile picture across all platforms. This helps to build brand recognition and establish a consistent visual identity across all of our digital channels.

## How we use it

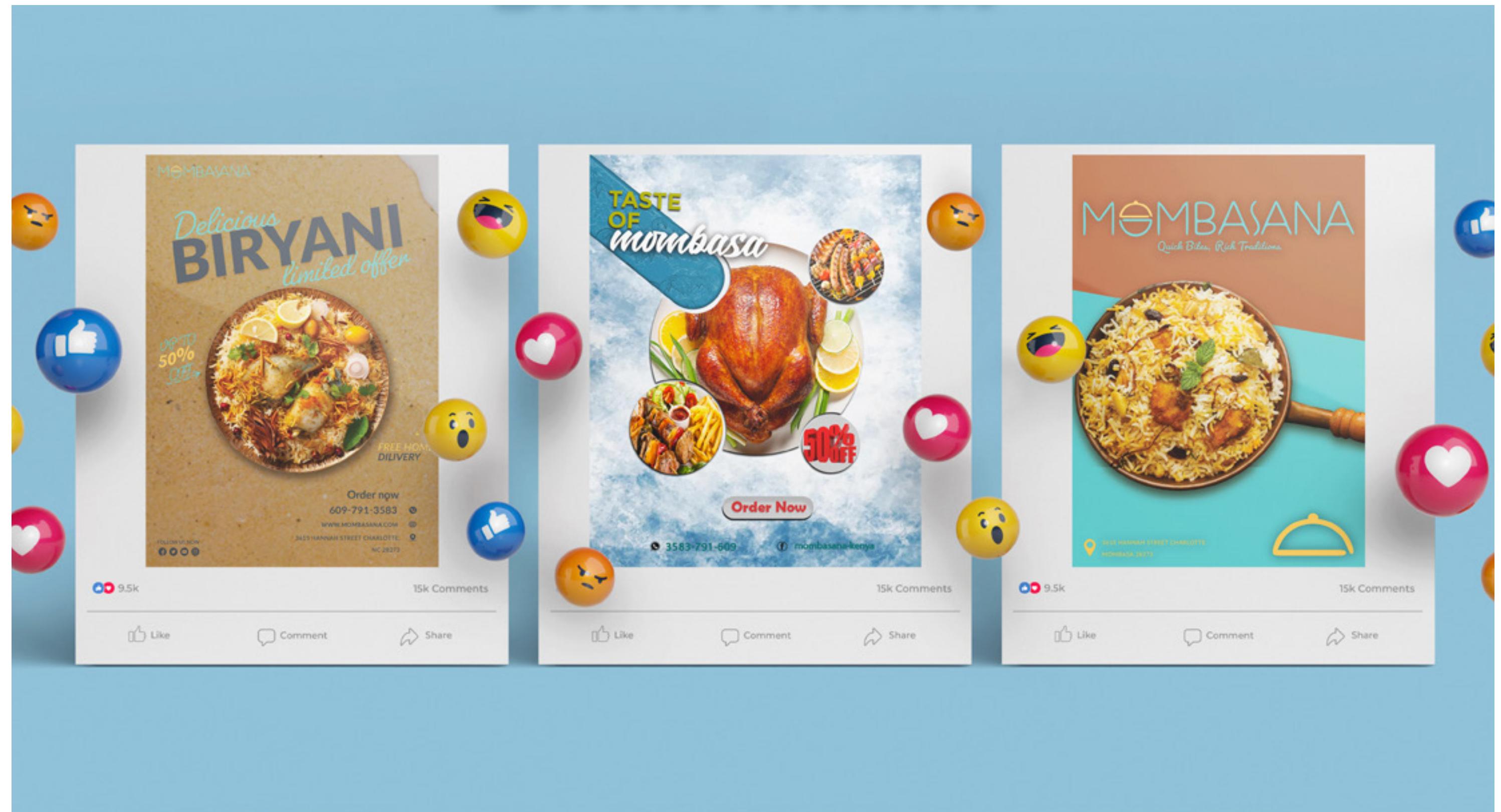
We use the Seafoam blue from our brand's color palette as the background for the profile picture. This creates a striking contrast with the serving dome on the "O," making our brandmark stand out. It also reinforces our brand's connection to quick bites and rich traditions, while keeping the visual appeal fresh and inviting.



# Social Media Posts

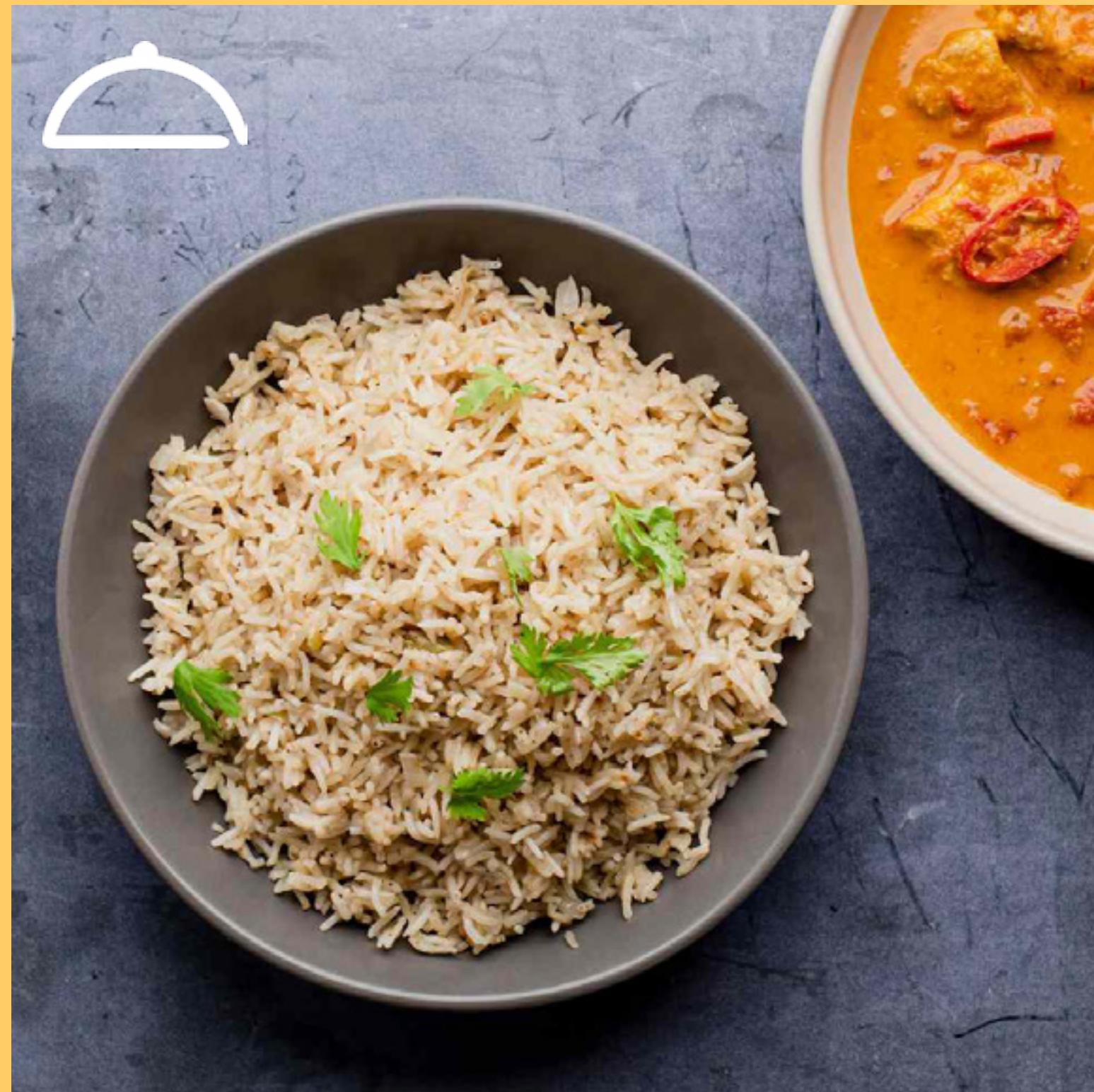
Mombasana's social media visuals are crafted to capture the essence of our rich flavors and quick bites. Often, these visuals feature vibrant images of our delicious dishes against solid backgrounds that align with the brand's color palette. This approach ensures that our posts create a bold and striking visual impact, drawing the eye immediately to the food.

The use of Mombasana's signature colors—teal, gold, terracotta, and charcoal—gives each visual a warm and inviting feel, while still being playful and energetic. The combination of appetizing food imagery and simple, solid-colored backgrounds creates a strong brand identity that resonates with our audience.



# Social Media Templates

Adore uses a mix of visuals with text and color and visuals with color only on social media to create a consistent and engaging brand image. The visuals with text and color often feature an image of the jewelry along with a short, descriptive caption in a font that complements the Cinzel and Raleway typefaces used in the brand identity.



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We believe in bringing you the finest flavors inspired by rich cultural traditions.



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# MOMBASANA

Quick Bites, Rich Traditions

Thank you!



Discover the Taste of Mombasana