



PREMIUM COFFEE

DESIGN GUIDELINES



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INTRODUCTION

Our Visual identity is an important tool for increasing the visibility and the understanding of Roast Maestro and its activities. These guidelines explain the different elements that make up our identity – what they are, how they fit together and why it is vital that we use them in the right way.

Please make sure that you understand them and use them to apply our brand identity correctly and consistently across everything we produce. Your help in doing this is invaluable.

Thank you.



1

BASIC ELEMENTS

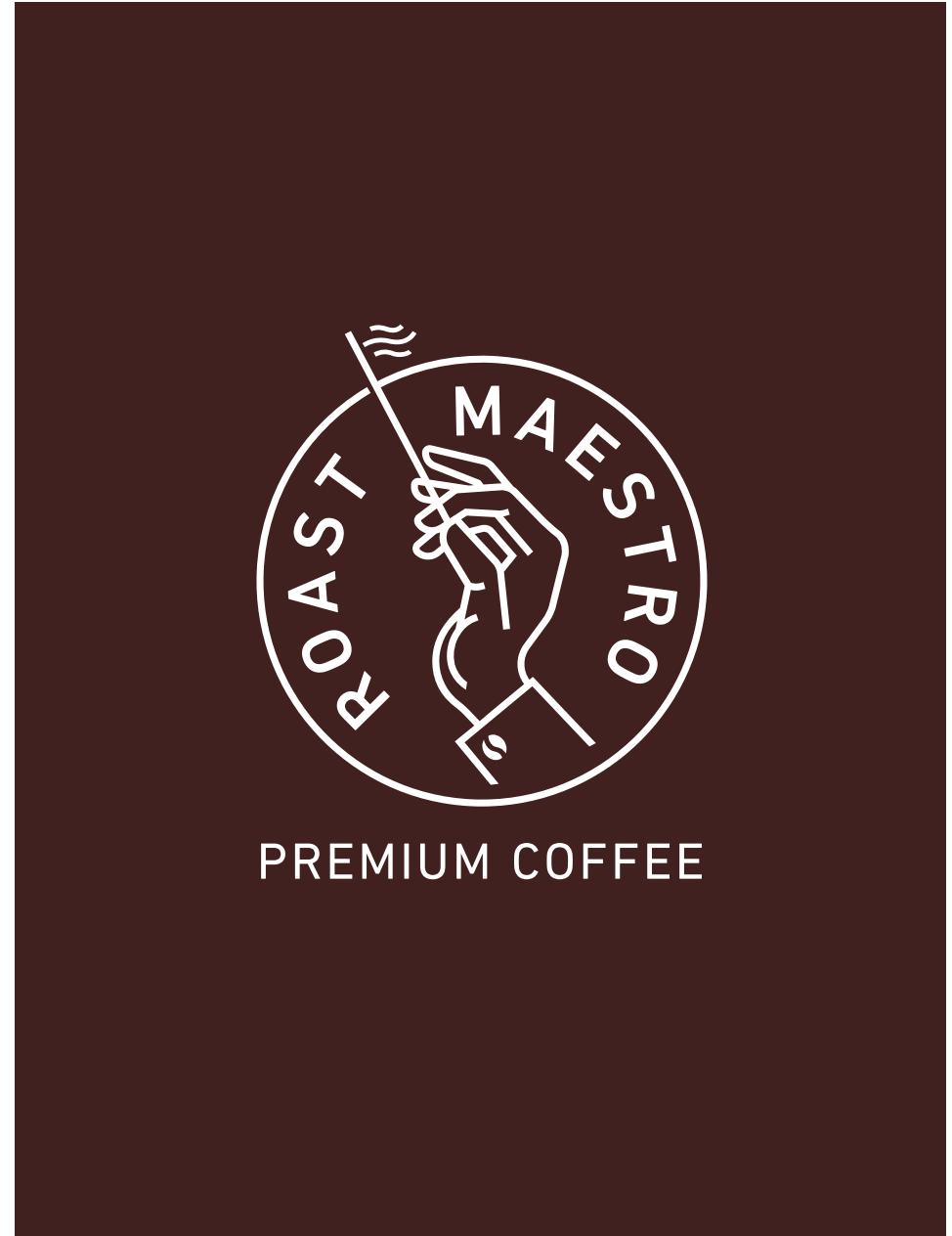
1.1	LOGO	5
1.2	SLOGAN	6
1.3	CLEAR SPACE	7
1.4	CLEAR SPACE	8
1.5	INCORRECT USES	9
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1.1 THE LOGO

- Showing in this page is the Roast Maestro logo. The logo represents the hand of the maestro holding a baton, this can also be interpreted as our customer holding a coffee stirrer. The name of the brand is always used in a circular way around the logo and the brand description is always written below.

The Roast Maestro logo should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in various digital formats as supplied on the folder accompanying this document.



1.2 SLOGAN

- The Art of Roasting is our brand slogan. When the slogan is centred in applications it should be written on one line. When the slogan is left aligned it can be broken into two lines as shown on this page. The slogan may also be accompanied by the brand URL as shown in the examples in this guide.

The Art
of Roasting

roastmaestro.com

The Art of Roasting

roastmaestro.com

The Art of Roasting

roastmaestro.com

1.3 CLEAR SPACE

- To ensure prominence and legibility, the logo is always surrounded by a minimum area of clear space which remains free of other elements, such as type and imagery.

The minimum area of clear pace is shown on this page by the rectangular blue box containing the logo.

The construction of the box is based on **twice** the height of the letter “E” from the word **Premium Coffee**. Whenever possible, depending on the digital file type, have the minimum clear space box built into the master artworks. This makes it easier to ensure that the minimum clear space is not being infringed upon.



1.4 LOGO COLOR

-

The primary Roast Maestro logo must be reproduced in White on a brown background. Whenever possible use PANTONE 4975 for the brown. There is a brown version of the logo which can be used on a white background whenever it is not possible to use the logo on a brown background.



ALTERNATIVE VERSIONS



PREMIUM COFFEE

1.5 INCORRECT USES

-

Be weary when using the logo and not to alter the logo in any way that breaks the specific rules set out in these guidelines.



Do not in any way distort the logo.



Do not in any way alter the elements in the logo.



Do not alter the colours of the logo.



Do not add any effects to the logo.



Do not change the typeface or style of any part of the logo



Do not use the logo over a busy background.

1.6 BRAND COLORS

The brand colors consist of sets of primary and secondary colors. This page shows what they are.

Primary colors

Roast Maestro has two primary corporate colors. They are brown (Pantone 4975) and a highlight red (Pantone 199).

The two primary colors are the second most important elements – after the logo – used to identify the Roast Maestro brand.

Please ensure these colors are specified and used correctly.

Secondary colors

Secondary colors are used to support the primary colors. The secondary colors are used mainly for the package designs, however they may also be used as additional colors if needed.

PRIMARY BRAND COLORS

PRIMARY COLOR

PANTONE 4975
CMYK: 36, 84, 59, 85
RGB: 63, 32, 33

HIGHLIGHT COLOR

PANTONE 199
CMYK: 0, 100, 72, 0
RGB: 213, 0, 50

SECONDARY COLORS

PANTONE 286 C

PANTONE 288 C

PANTONE 313 C

PANTONE 315 C

PANTONE 3275 C

PANTONE 3295 C

PANTONE 266 C

PANTONE 269 C

PANTONE 7420 C

PANTONE 7421 C

PANTONE 7573 C

PANTONE 7575 C

1.7

TYPOGRAPHY - ENGLISH

-

Roast Maestro uses two type families DIN NEXT LT and Charter. Each of the type families come in multiple weights used for flexibility in communication.

DIN NEXT LT is the primary typeface and is used for most communication.

Charter is used as a secondary typeface and is used primarily for secondary headlines, the brand slogan and on packaging.

Both typefaces are available for purchase from www.myfonts.com

PRIMARY FONT - DIN NEXT LT ARABIC

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 1 2 3 4 5 6 7 8 9 0

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 1 2 3 4 5 6 7 8 9 0

SECONDARY FONT - CHARTER

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 1 2 3 4 5 6 7 8 9 0

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 1 2 3 4 5 6 7 8 9 0

Italic

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

1.8

TYPOGRAPHY - ARABIC

-

Roast Maestro uses two Arabic type families DIN NEXT LT and Adobe Arabic. Each of the type families come in multiple weights used for flexibility in communication.

DIN NEXT LT is the primary typeface and is used for most communication.

Adobe Arabic is used as a secondary Arabic typeface for the brand.

Both typefaces are available for purchase from
www.myfonts.com

PRIMARY FONT - DIN NEXT LT ARABIC

Regular

أ ب ت ث ج ح د ذ ر ز س ش ص ض
ط ظ ع غ ق ل ن و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Bold

أ ب ت ث ج ح د ذ ر ز س ش ص ض
ط ظ ع غ ق ل ن و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

Adobe Arabic

Regular

أ ب ت ث ج ح د ذ ر ز س ش ص ض
ط ظ ع غ ق ل ن و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

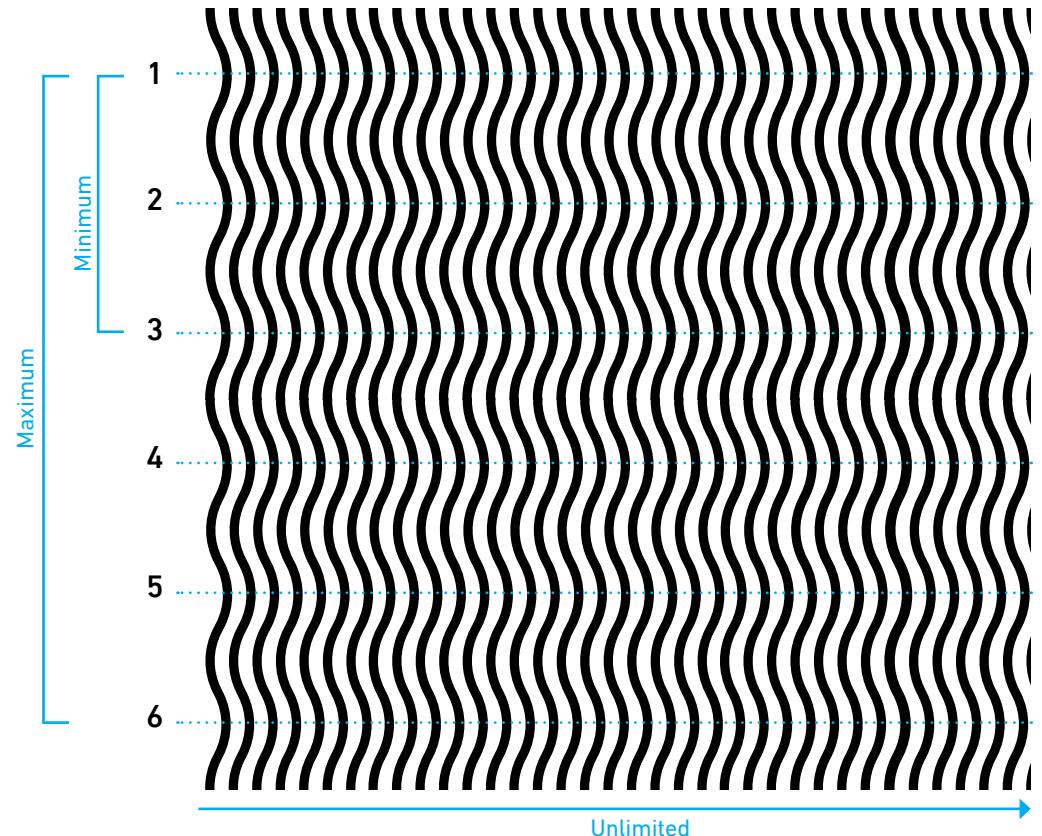
Bold

أ ب ت ث ج ح د ذ ر ز س ش ص ض
ط ظ ع غ ق ل ن و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠

1.9 BRAND PATTERN

-
The brand pattern is a visual metaphor for aroma. It may be used as a supporting visual element to add a texture and additional visual appeal to applications.

When repeating the pattern, use a minimum of three waves and a maximum of six waves vertically. The pattern may be repeated horizontally any number of times without limitations.



1.10 PHOTO STYLE

-

Always use photos that reflect passion for coffee. Use natural photos, preferably close up shots with attention to detail. Use images which give a sense of warmth and aroma. Themes should include:

ROASTERS/ COFFEE SPECIALISTS
COFFEE BEANS
PERFECT CUP OF COFFEE
AROMA
PEOPLE ENJOYING COFFEE
PRODUCT SHOTS



2

PACKAGE

2.1	PACKAGE TEMPLATE	16
2.2	PACKAGE COLOR	17
2.3	SACHET TEMPLATE	18
2.4	CUP TEMPLATE	19



2.1 PACKAGE TEMPLATE

-

PACKAGE

Pack size: H7in X W4in (177.8mm x 101.6)

Label size: H65mm x W60mm

Pattern: H70mm x W101.6)

LABEL

Filter Coffee: Din Next LT Arabic, bold, 22pt. leading 22

Dark Roast: Charter, bold, 13pt, leading 16pt

Ground Coffee: Charter, Roman, 13pt, leading 16pt

Description Line: Charter, Italic Roman, 7pt, leading 10pt

No 322: Charter, bold, 18pt

ADDITIONAL TEXT

Slogan: Charter, bold, 12pt

URL: Din Next LT Arabic, bold, 8pt

ADDITIONAL GRAPHICS

Slogan divider, 6mm, 1pt stroke

FINISH

Logo: silver hot stamp foil

Wave pattern: spot UV



2.2 PACKAGE COLOR

-



2.3 SACHET TEMPLATE

PACKAGE

Pack size: W95mm x H22mm

Pattern: W34mm x H22mm

Label: W55 x H18mm

LABEL

Filter Coffee: Din Next LT Arabic, bold, 12pt

Dark Roast: Charter, bold, 7.5pt, leading 9pt

Ground Coffee: Charter, roman, 7.5pt, leading 9pt

No 322: Charter, bold, 10pt



FINISH

Logo: silver hot stamp foil

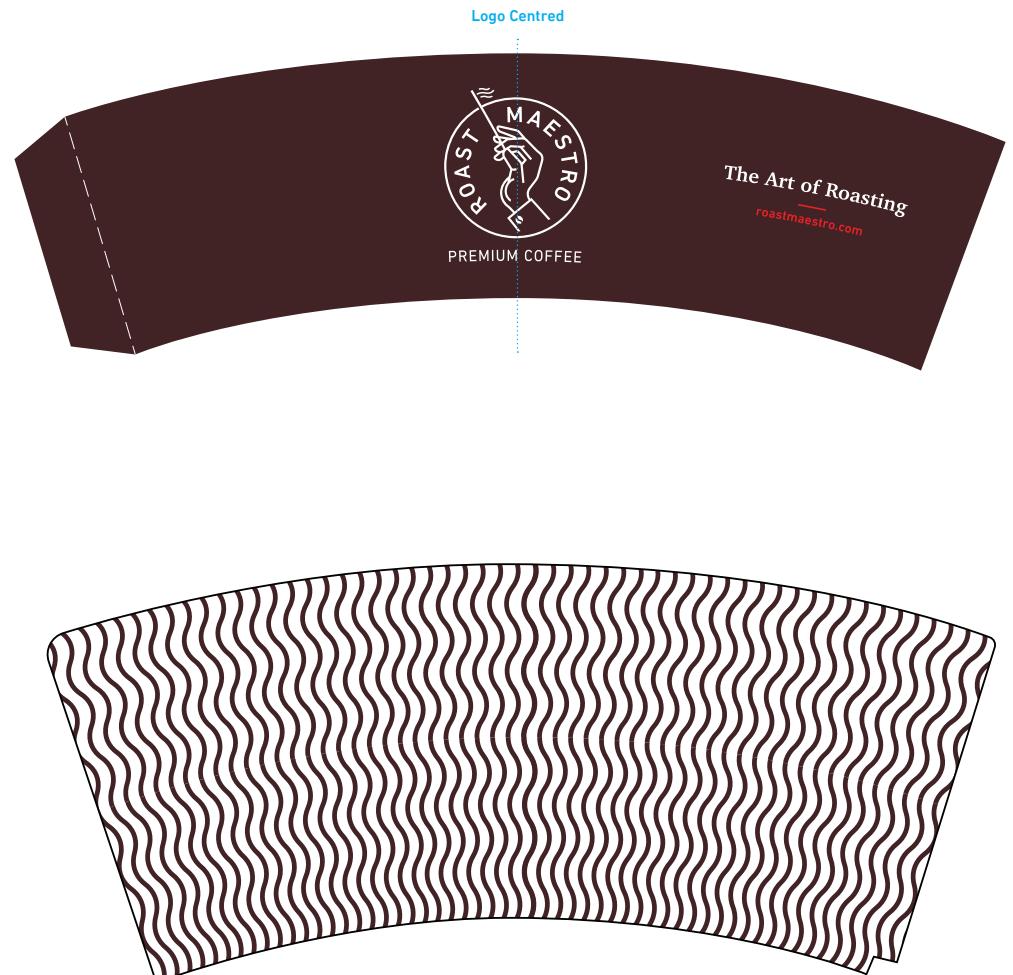
2.4

CUP TEMPLATE

-

PACKAGE

Use the provided art work to recreate the cup sleeve



3

STATIONARY

3.1	LETTERHEAD	21
3.2	CONTINUATION SHEET	22
3.3	BUSINESS CARDS	23
3.4	C4 ENVELOPE	24
3.5	DL ENVELOPE	25



3.1 LETTERHEAD

-

FONTS

Roast Maestro: Din Next LT Arabic, bold, 10pt

Address: Din Next LT Arabic, regular, 8pt, leading 11pt

Slogan: Charter, bold, 12pt

URL: Din Next LT Arabic, bold, 8pt

PAPER

Size: A4

Neena Paper, Classic Crest Solar White

118GSM

COLOR

Brown: Pantone 4975

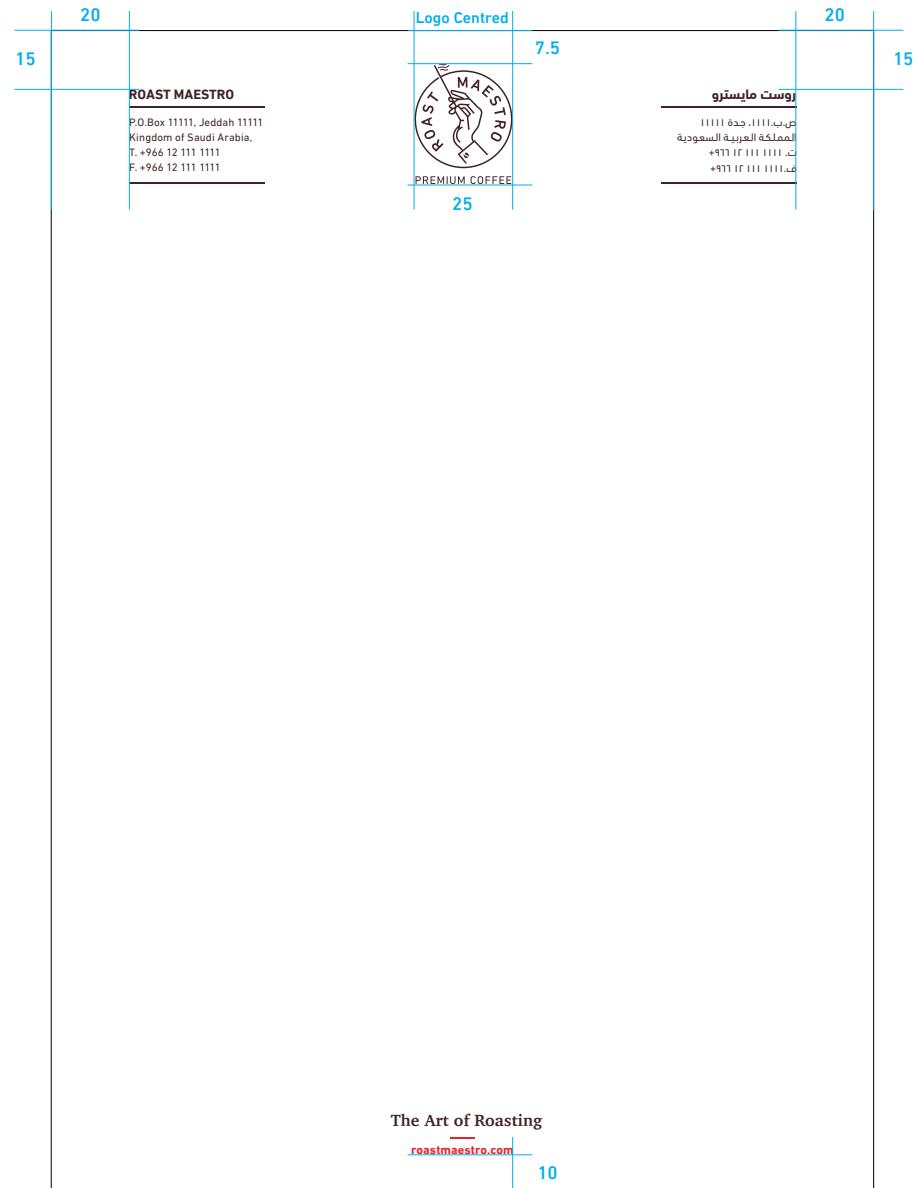
Red: 199C

ADDITIONAL GRAPHICS

Slogan divider, 6mm, 1pt stroke

FINISH

Logo: emboss, brown hot stamp foil



3.2 CONTINUATION SHEET

-

PAPER

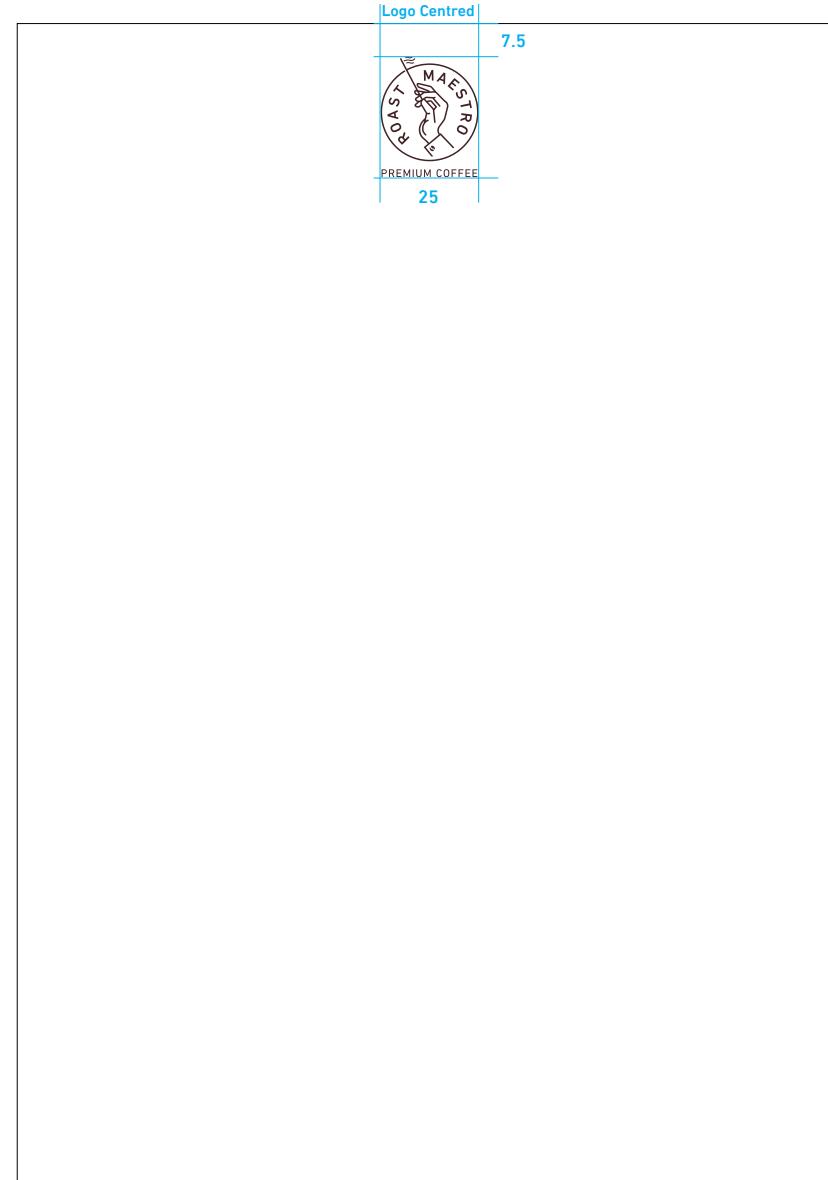
Size: A4

Neena Paper, Classic Crest Solar White

118GSM

FINISH

Logo: emboss, brown hot stamp foil



3.3 BUSINESS CARDS

FONTS

Roast Maestro: Din Next LT Arabic, bold, 13pt

Name: Din Next LT Arabic, medium, 10p

Title Arabic: Din Next LT Arabic, regular, 8pt

Title English: Charter, Roman, regular, 8pt

Address & info: Din Next LT Arabic, regular, 8pt, leading 11pt

Slogan: Charter, bold, 10pt

URL: Din Next LT Arabic, bold, 8pt



PAPER

Size: 55x91

Neena Paper, Classic Crest Solar White

352GSM

COLOR

Brown: Pantone 4975

Red: 199C

ADDITIONAL GRAPHICS

Slogan divider, 6mm, 1pt stroke

Name divider, 43, 1pt stroke

FINISH

Logo: emboss, brown hot stamp foil



3.4 C4 ENVELOPE

-

FONTS

Roast Maestro: Din Next LT Arabic, bold, 10pt
 Address: Din Next LT Arabic, regular, 8pt, leading 11pt
 Slogan: Charter, bold, 12pt
 URL: Din Next LT Arabic, bold 8pt

PAPER

Size: A4
 Neena Paper, Classic Crest Solar White
 148GSM

COLOR

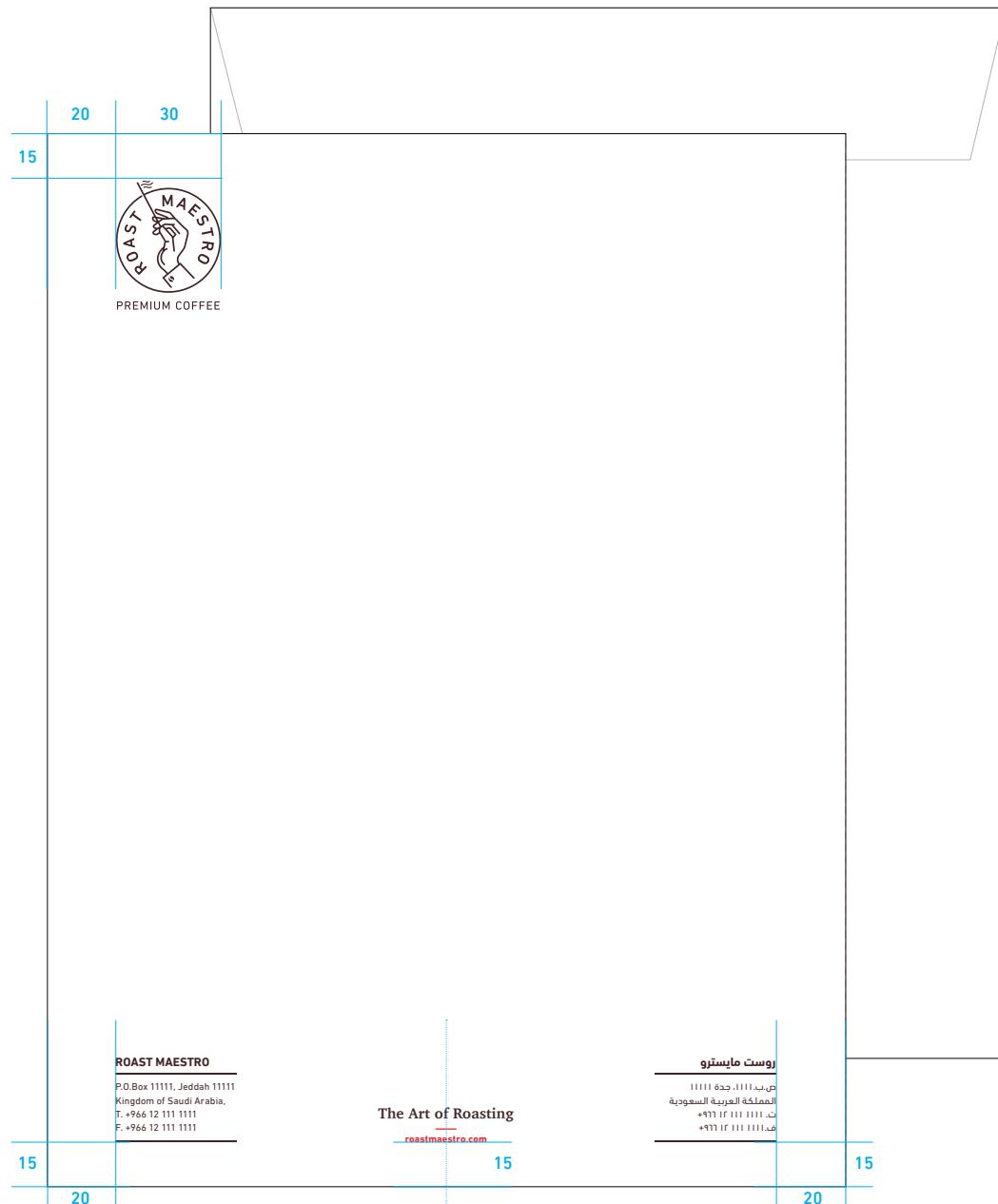
Brown: Pantone 4975
 Red: 199C

ADDITIONAL GRAPHICS

Slogan divider, 6mm, 1pt stroke

FINISH

Logo: emboss, brown hot stamp foil



3.5 C4 ENVELOPE

-

FONTS

Roast Maestro: Din Next LT Arabic, bold, 10pt
 Address: Din Next LT Arabic, regular, 8pt, leading 11pt
 Slogan: Charter, bold, 12pt
 URL: Din Next LT Arabic, bold, 8pt

PAPER

Size: A4
 Neena Paper, Classic Crest Solar White
 148GSM

COLOR

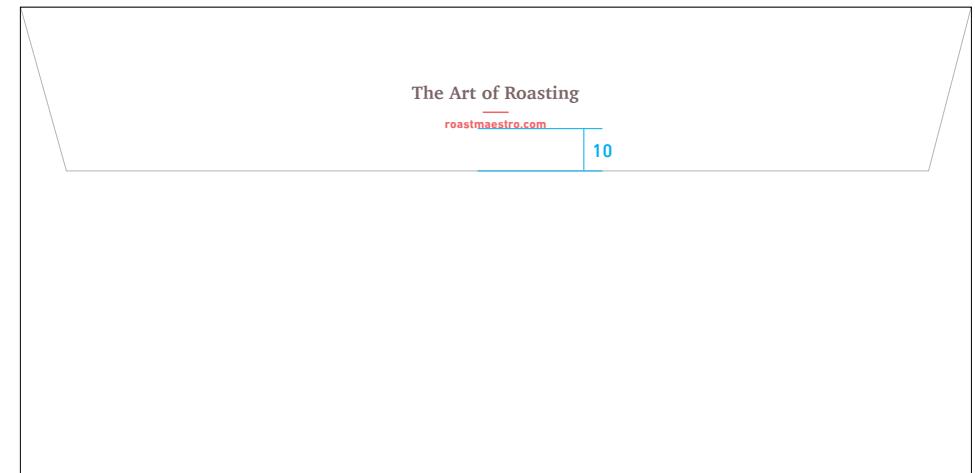
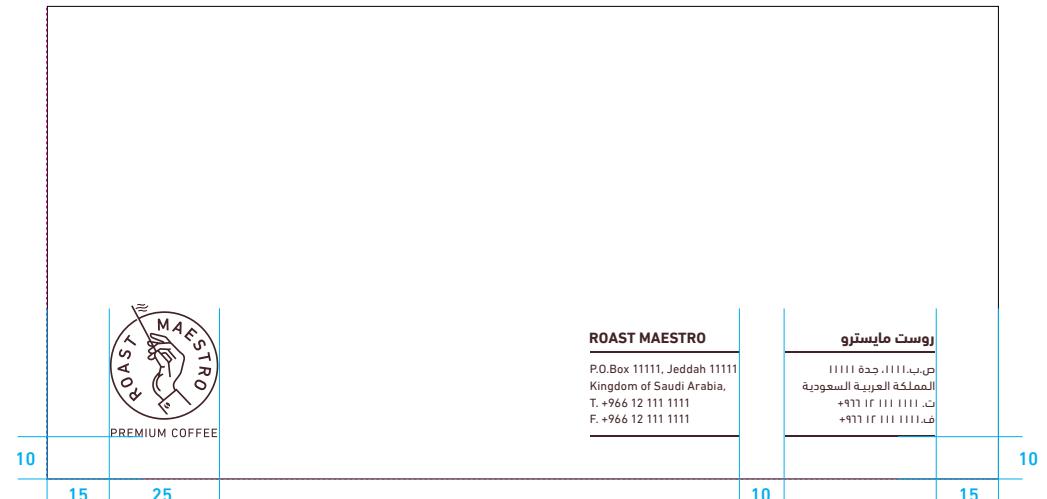
Brown: Pantone 4975
 Red: 199C

ADDITIONAL GRAPHICS

Slogan divider, 6mm, 1pt stroke

FINISH

Logo: emboss, brown hot stamp foil



4

Comms

4.1	PRINT AD	27
4.2	POSTER	28
4.3	ROLL-UP BANNER	29



4.1

PRINT AD

FONTS

Headline: Din Next LT Arabic, medium, 20pt, leading 24
 Body: Din Next LT Arabic, regular, 12pt, leading 17pt
 Slogan: Charter, bold, 18pt, leading 18pt
 URL & Phone No.: Din Next LT Arabic, bold, 12pt, leading 16pt

SIZE

Size: A4



4.2 POSTER

FONTS

Headline: Din Next LT Arabic, bold, 25pt, leading 30

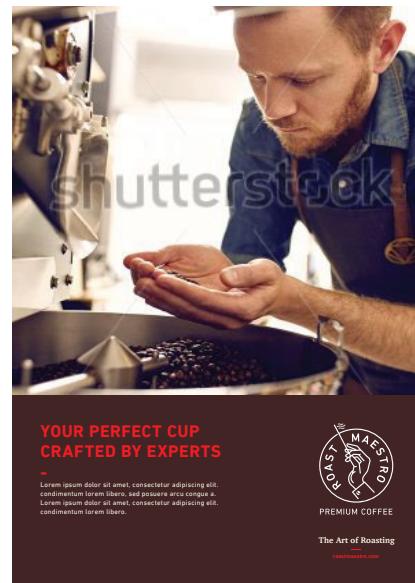
Body: Din Next LT Arabic, regular, 10pt, leading 13pt

Slogan: Charter, bold, 12pt,

URL & Phone No.: Din Next LT Arabic, bold, 8pt, leading

SIZE

Size: A4



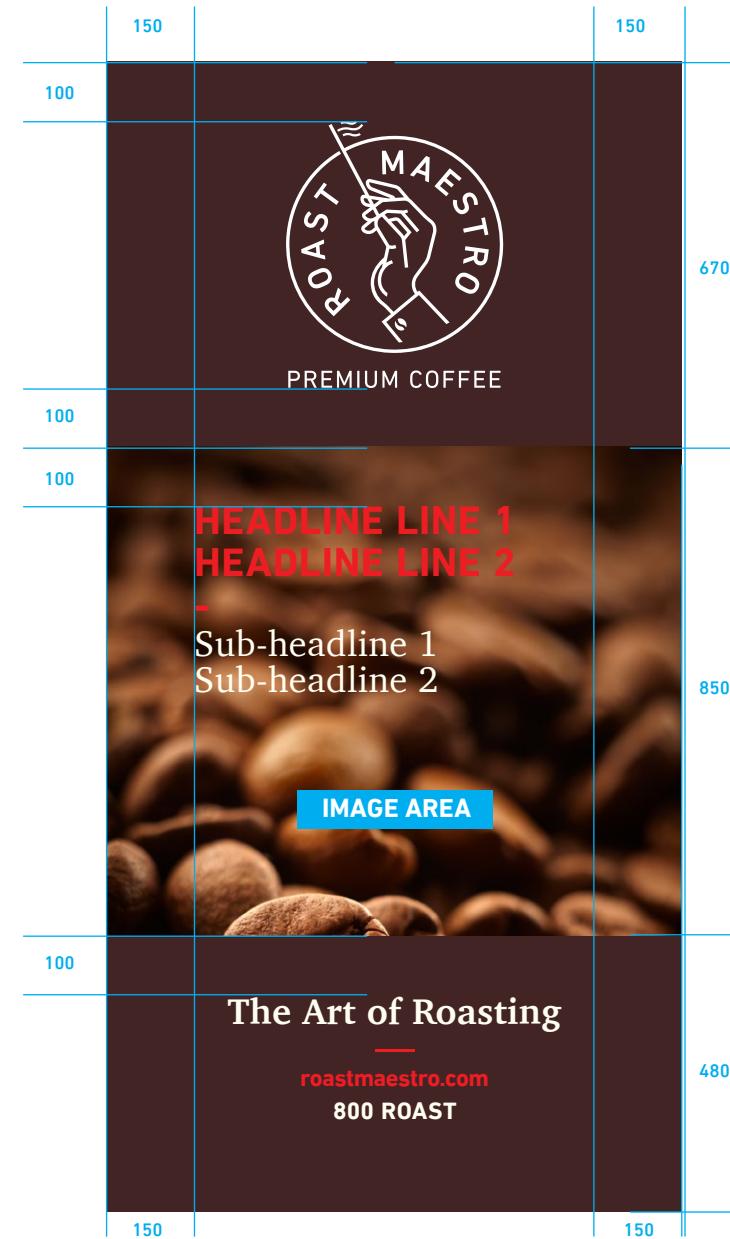
4.3 ROLL-UP BANNER

FONTS

Headline: Din Next LT Arabic, medium, 20pt, leading 24
Body: Din Next LT Arabic, regular, 12pt, leading 17pt
Slogan: Charter, bold, 18pt, leading 18pt
URL & Phone No.: Din Next LT Arabic, bold, 12pt, leading 16pt

SIZE

Size: H2m x W1m



5

PROMOTIONAL ITEMS

5.1	USB CARD	31
2.2	PEN	32



5.1 USB CARD

-

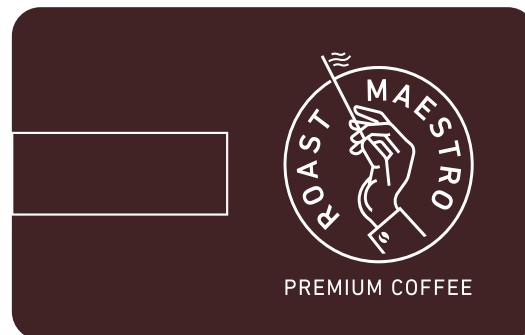
FONTS

Slogan: Charter, bold, 18pt, leading 18pt

URL & Phone No.: Din Next LT Arabic, medium, 12pt, leading 16pt

SIZE

83mm x 52mm



5.2

PEN

-

STYLE

It is recommended to use premium products for all promotional items. Use a pen colour which is similar to the brands brown color Pantone 4975

FONT

Roast Maestro: Din Next LT Arabic, medium, 14pt, white

Slogan: Charter, bold, 11pt, white

URL: Din Next LT Arabic, medium, 11pt, Pantone 199



6

UNIFORM

6.1	GENERAL EMPLOYEE	34
6.2	BARISTA/ ROASTER	35
3.3	DRIVER	36
3.4	CAP	37



6.1 GENERAL EMPLOYEE

-

STYLE

Black shirt & black denim pants

FRONT

- Embroidered Logo on left chest area
- Color: White
- Size: W50 x H 61.275

BACK

- Embroidered slogan on upper back
- White color
- Font: Charter, bold, Size 80pt



6.2

BARISTA/ ROASTER

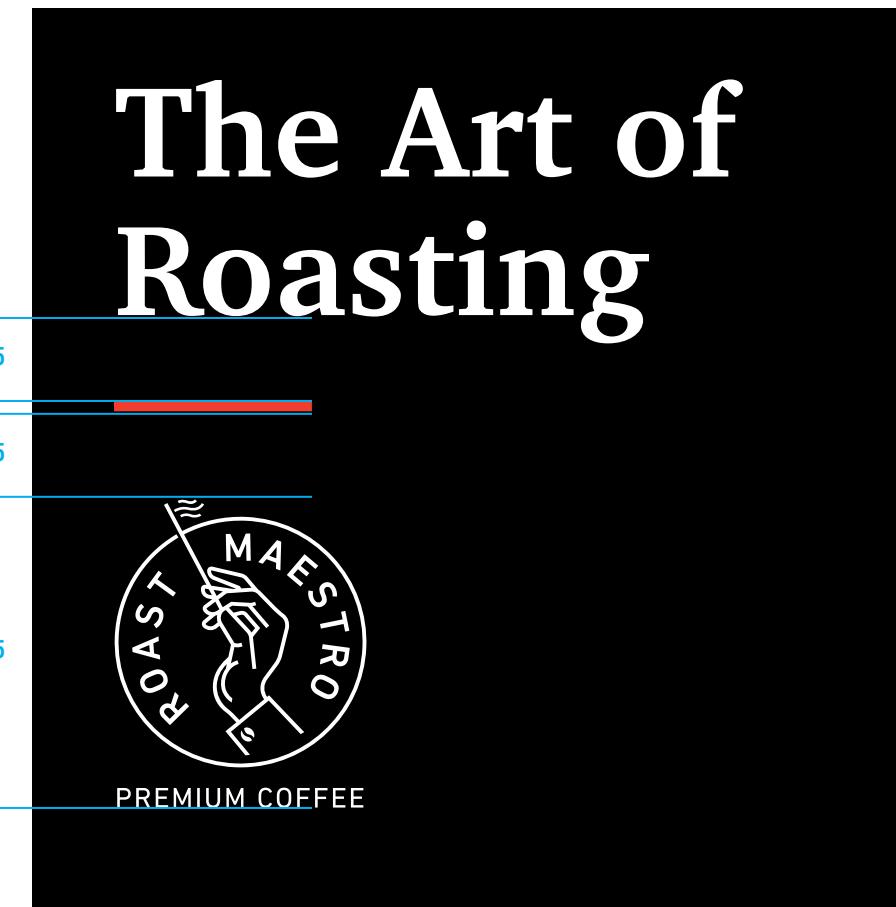
-

STYLE

Black denim apron

FRONT

- Embroidered logo & slogan
- Color: white logo & text, red divider
- Divider: 5pt stroke
- Font: Charter, bold, Size 80pt, leading 70pt



6.3 DRIVER

-

STYLE

Black T-shirt, black pants

FRONT

- Silkscreen printed logo
- Color: white logo
- Size: W180 x H220.589

BACK

- Slogan: Charter, bold, Size 80pt
- Divider: 5pt, Red
- URL: Din Next LT Arabic, bold, 31pt



6.4

CAP

-

STYLE

Black Cap

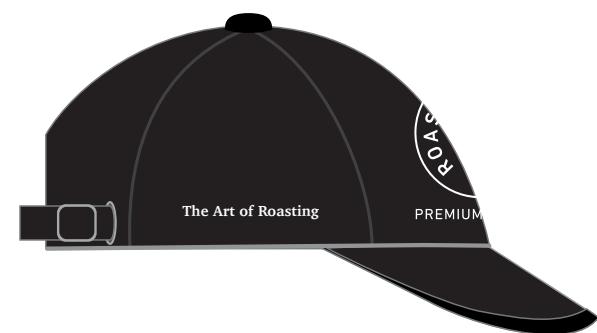
FRONT

- Embroidered logo
- Color: white
- Size: W50 x H 61.275



SIDE 1

- Embroidered slogan
- Color: white
- Font: Charter, bold, Size 18pt



SIDE 2

- Embroidered URL
- Color: Red
- Font: DIN Next LT Arabic, bold, 14pt



7

VEHICLES

7.1	VAN	39
7.2	SEDAN	40



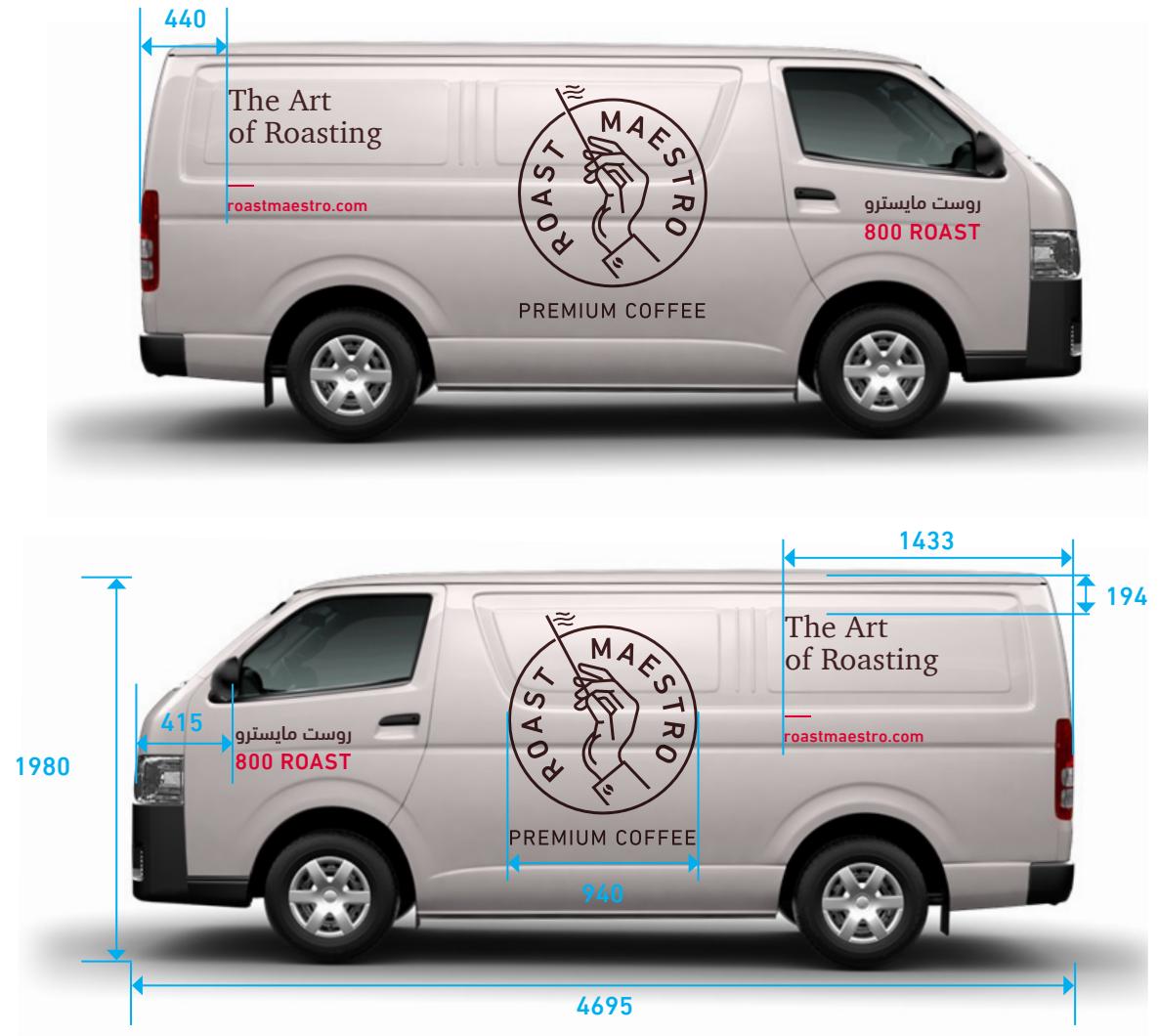
7.1

VAN

-

- Logo: W940 x H1157.227
- Slogan: Charter, bold, 433pt
- URL: Din Next LT Arabic, bold, 240pt
- Roast Maestro: Din Next LT Arabic, bold, 280pt
- 800 Roast: Din Next LT Arabic, bold, 325pt

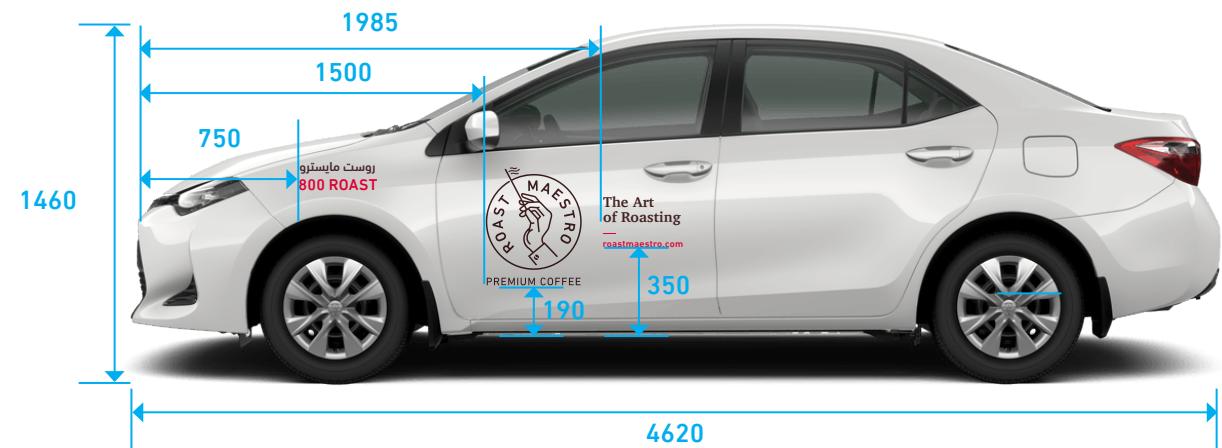
NOTE: All sizes are based on Toyota Hiace 2016 specifications.



7.1 SEDAN

- Logo: W398.021 x H490
- Slogan: Charter, bold, 170pt
- URL: Din Next LT Arabic, bold, 110pt
- Roast Maestro: Din Next LT Arabic, bold, 150
- 800 Roast: Din Next LT Arabic, bold, 185pt

NOTE: All sizes are based on Toyota Corolla 2016 specifications.



8

SIGNAGE

7.1	LIGHT-BOX	42
7.2	STORE FECADE	43



8.1

LIGHT-BOX SIZE

- Logo: W279.4 x H380mm
- Sign size: 500mm x 500mm



8.2

STORE FEGADE



