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THE INTRO



INTRODUCTION

Background

FLIPPED Cafe combines food & love perfectly. We provide a match making service for customers to find their soulmate. Customer can meet with their date at FLIPPED café where it is safer than online dating apps.

INTRODUCTION

Mission

To set the perfect environment for people to connect over coffee and find their soulmates.

Vision

To be the best match making cafe by providing outstanding quality of service and connect positive relationships among people





INTRODUCTION

Background

Flipped Cafe combines food & love perfectly. We provide a match making service for customers to find their soulmate. Customer can meet with their date at our café where it is safer than online dating apps.



INTRODUCTION

Mission

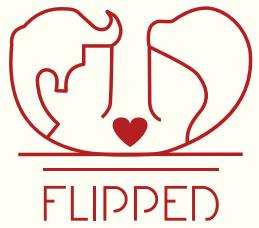
To set the perfect environment for people to connect over coffee and find their soulmates.

Vision

To be the best match making cafe by providing outstanding quality of service and connect positive relationships among people

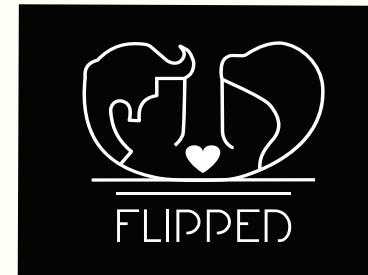
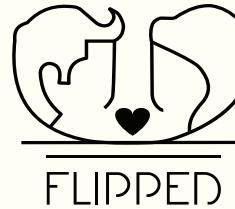
O2

THE IDENTITY & SYSTEM



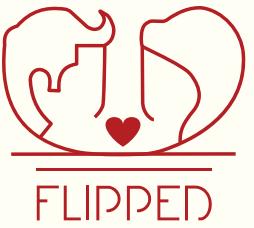
LOGOTYPE

Logotype is a distinct combination of text and logo treatment. This trademark helps audiences easily identify FLIPPED Cafe's storefront, products, web presence, ads, and other materials, and enhance the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines. Never recreate, alter or manipulate the FLIPPED Cafe's logo in any way. Always use the master artwork files provided.



WORDMARK

The FLIPPED wordmark is used for all the marketing materials. The wordmark must appear on all company documents, internal and external. It may appear in black, white or light colored background or reversed to white out of any black colored background that provides ample contrast for readability. Refer to the Corporate Color Palatte on Page 17 for color specifications.

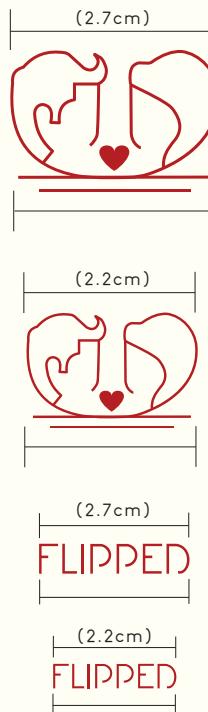


TYPOGRAPHY

The consistent use of typography supports a cohesive visual image across all communication materials. The FLIPPED typeface- Arual Light has been selected as FLIPPED Cafe's typeface. No other typefaces should be used as the san serif font resonates the brand personality, which is modern and minimalistic.

ArialLight

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
! @ # \$ % ^ & * () _ - + =
{ } [] \ | ; : ' " < > , . / ?



SIZING

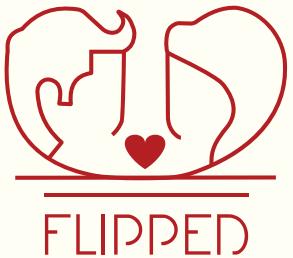
Depending on the use, the size of the logo or wordmark might need to be reduced that it needs to stay proportional and maintain its legibility.

The minimum size of the FLIPPED wordmark and logo should appear is 2.2 cm in print or promotional application, or in electronic application. The standard size for the wordmark in print publications, on publication covers and within the corporate signature is 2.7cm.

O3

THE

DESIGN
APPLICATION

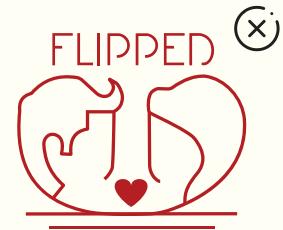


LOGOTYPE DON'T

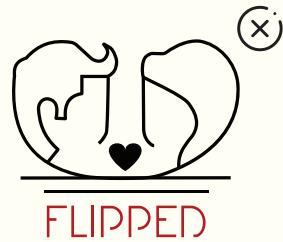
To present a strong, unified Flipped identity, it is essential that the logo-type be handled with great care. Shown is a sampling of incorrect usage of the Flogotype.



Do not rotate the logo



Do not put the workmark
on top the icon



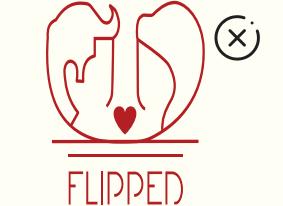
Do not resolve the logo
in two different colour



Do not use wordmark
without the icon



Do not change the type-
face of the logo



Do not distort or wrap the
logo in anyway



C36 M99 Y98 K2
R181 G32 B37
#b52025

COLOURS

Consistent use of the colour palette is an important part of the FLIPPED Cafe Identity System. Internal and external communications should use a combination of the corporate and extended palette colors shown here.

Corporate Colour Palette

A consistent color scheme presents a cohesive image of FLIPPED Cafe across a broad range of media, including print, multimedia and the Web. The corporate color are FLIPPED Red. The colour formulas cannot be altered or adjusted.



C2 M7 Y28 K0
R255 G237 B176
#ffedb0



C3 M15 Y52 K0
R255 G237 B176
#fed79f



C3 M22 Y47 K0
R253 G197 B120
#fdc578



C3 M27 Y70 K0
R254 G185 B66
#feb942



C1 M32 Y73 K0
R251 G173 B58
#fbad3a

EXTENDED COLOUR PALETTE

The Extended Colour Palette is a broad-spectrum palette developed to complement the corporate colours, FLIPPED Red. The extended palette provides a strong base of colors that allows for diversity while still maintaining a consistent FLIPPED Cafe's identity, i.e Warm Love.

04

THE PRODUCTS



BUSINESS CARD

Parameter

Dimension

8cm x 5cm

Weight

3g

Description

The die cut mechanism must always applied to the business card to show the logo of FLIPPED Cafe.



FLIPPED CAFE
80, STARGLIGHT ST, JLN 2/2
47500 SUBANG JAYA,
SELANGOR

DEAR MR/ MRS/ MS

Hey, good morning. I see you. How are you. Have you had your coffee? Or are you still single as fuck. Come to Flipped Cafe. We can set you up on a date.

Hey, good morning. I see you. How are you. Have you had your coffee? Or are you still single as fuck. Come to Flipped Cafe. We can set you up on a date. Find you your Mr Right & not Mr Left, he is terrible. So are you sure you don't want to come?

Hey, good morning. I see you. How are you. Have you had your coffee? Or are you still single as fuck. Come to Flipped Cafe. We can set you up on a date. Find you your Mr Right & not Mr Left, he is terrible. So are you sure you don't want to come?

Dirella

DIRELLA TAN
BRANCH MANAGER



LETTERHEAD

Parameter

Dimension

21cm x 29.7cm

Weight

5g

Description

Coffee stain should be included in the A4 letterhead and the address of FLIPPED Cafe should be in red colour.



ENVELOPE

Parameter

Dimension

16.5cm x 10cm

Weight

7g

Description

The front of the envelope should always be a heart shape and address should printed behind the envelope.



LEAFLET

Parameter

Dimension

13cm x 12.5cm

Weight

3g

Description

The leaflet must be a heart shape and in dark red colour. FLIPPED Cafe logo must be printed in front of the leaflet.



TOTE BAG

Parameter

Dimension

33.02cm x 38.1cm

Weight

100g

Description

FLIPPED Cafe logo should be printed on one side of the tote bag and the tagline of the cafe should be printed on the right bottom corner of another side of tote bag.



COASTER

Parameter

Dimension

10cm x 7cm

Weight

70g

Description

The coaster must be a heart shape with silicon material. The FLIPPED Cafe logo should be printed on top of the coaster.

PACKAGING



Parameter

Dimension

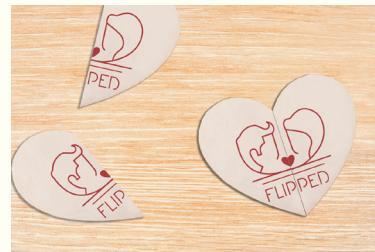
Paper bag: 31cm x 8.5cm x 28cm
Cup: 9cm x 12cm

Weight

Paper bag: 55g
Cup: 10g

Description

The FLIPPED Cafe logo should be printed on all the packaging items.



SOUVENIR

Parameter

Dimension

10cm x 7cm

Weight

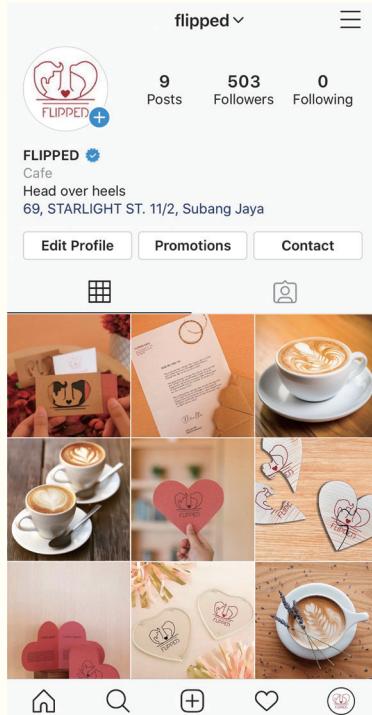
100g

Description

The souvenir must be heart shape and the FLIPPED Cafe logo should be printed on the item.

05

THE OTHER APPLICATION



INSTAGRAM

FLIPPED Cafe's name, tagline and address should displayed in the personal profile column to be clear at a glance. All the pictures must have the same tone that fits FLIPPED Cafe's theme.



FACEBOOK

The FLIPPED Cafe's Facebook page background is the cafe's leaflet with logo attached. The profile must be a brief introduction of our basic information without other redundant information. It should be simple and clear for audiences and followers to read.