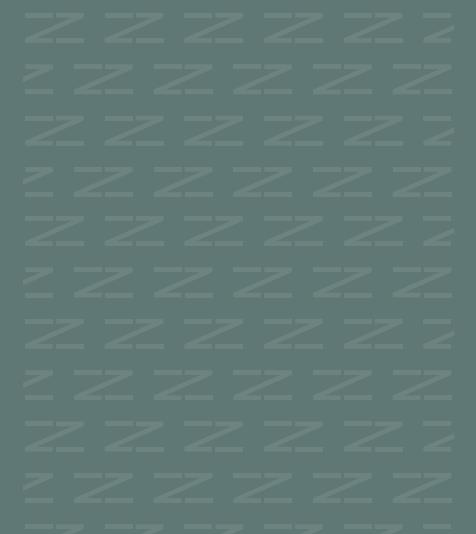




# BRAND GUIDELINES

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MOZZAT® facelift guideline - light version 2023



# CONTENTS

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Design Element	Email Signature
Logo usage	Billboards
Typography	Notepad
Infographics icon	Gift Items
Letterhead	Cap, Coffee Mug, Pen, and Flash Drive
Business card	Social media ad design
Envelope	Car Branding
Receipts of Payment	
File Folder	

Our brand guidelines are designed to help you understand the basic design elements that make up our visual identity and how they all come together to create successful brand communications. It is important for the success of MOZZAT Food Services that you fully understand how all of our communications convey the same standards of excellence that our products and services do.

Z Letter shape, and line cross are the most important element in creating brand recognition. It is the basis of our new look and feel – from the Light taupe from the Granite gray & Cadel colours to our graphic language.



Z letter shape



Half line cross



FOOD SERVICES

logomark

01

# DESIGN ELEMENTS

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- Logo posture
- Design elements in use
- Branding theme

Our official MOZZAT logo mark has been created as artwork. It should not be adjusted or redrawn. The wordmark should be reproduced in CMYK, for print, in most cases. Consult the Global Branding Center of Excellence for uses of Pantone® colors.

#### Official usage

MOZZAT FOOD SERVICES logo can appear in official use, as shown here, and our official wordmarks can be used anywhere while maintaining the standard of our design.

English logo



Arabic logo

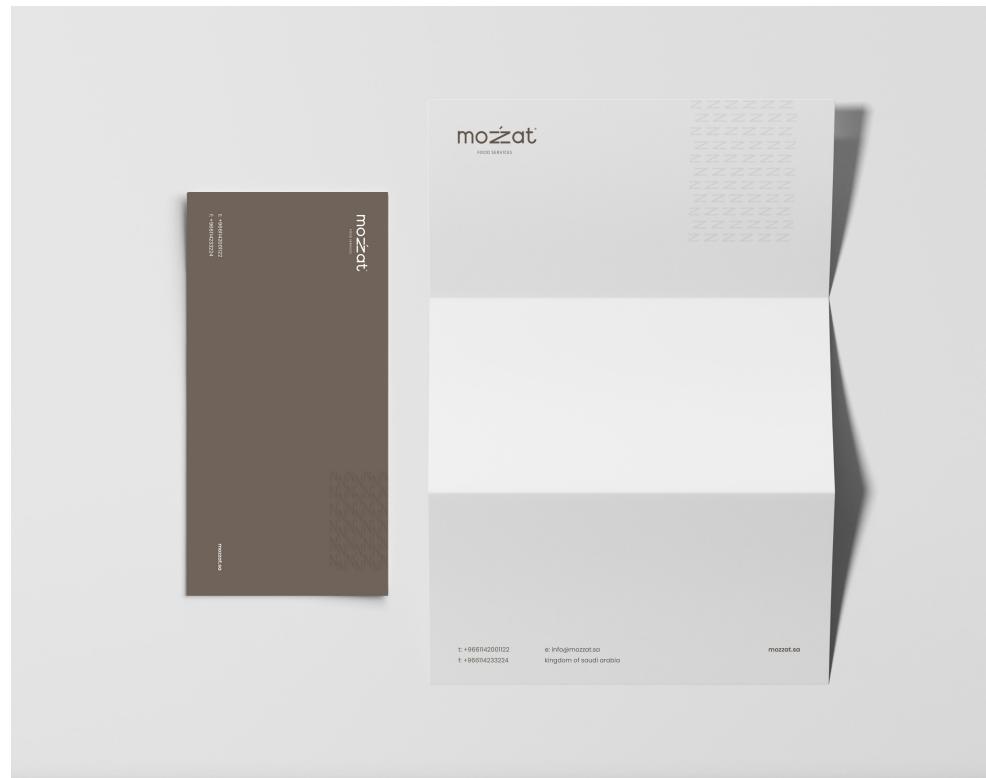


Official logo



## Brand theme - in use

This page shows how the portrait and landscape versions of the The BRAND THEME can be applied across different formats in a simple and consistent way





02

# LOGO

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- Logo usage
- Clear space
- Logos Colorways
- Logo on Backgrounds

## Logo Usage

Our brand touches all aspects of our business, and is directly connected to our customer needs, emotions and competitive environments. These brand values should be reflected in how MOZZAT engages with its customers and delivers on its promise of value.

### Brand Singature

The MOZZAT brand signature consists of two components - the logomark and the wordmark. It is specially the logo mark which was made by brand elements. It should not be typed out or re-written under any circumstances.

### The LOGO Mark

The logo mark has been created as artwork. It can be used with logo or without logo as design element. The MOZZAT FOOD SERVICE logo should be reproduced in CMYK, for print, in most cases. Consult the Global Branding Center of Excellence for uses of Pantone® colors.

### Isolated Marks

The isolated logomark or wordmark can be used in any circumstances - for any further help you can contact to MOZZAT brand team.



## Clear Space

To ensure prominence and legibility, the brand mark should always be surrounded by an area of clear space.

Nothing should ever encroach into this area. The construction of the clear space is based on the width of the leftmost shape. Ideally more clear space should be given when available.



## Logo Misusage

The MOZZAT suite of logos should never be used as shown here. To maintain consistency across all branding and communications, always refer to the manual.

### Proportions

Please ensure the logo is always resized proportionally and does not get skewed. Don't crop or change, add elements or change the orientation of the logo in any way.

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### Vertical Stretch



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### Horizontal Stretch



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### Angle



---

### Gradient



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### Symbol placement



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### Drop shadow



## Logos Colorways

There are two color versions of the MOZZAT master logos

### 1. MOZZAT full color logo

This is the primary logo and for use on white backgrounds such as corporate stationery.

### 2. MOZZAT black&white logo

The greyscale version is used where color is not available.

### 3. MOZZAT reversed logo

This is a secondary colorway and is used on corporate items when the logo is to be applied to a dark background.

### File formats

- AI: native creation format
- EPS: professional & scalable use
- PDF: professional & scalable use
- JPG: print/office/desktop use
- PNG: office/desktop use

The supplied logo files must be used at all times – never recreate the logo yourself.

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Primary logo



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Secondary logos



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Grayscale logo



## Logo on Backgrounds

Here you will find a detailed view on how to use the Show your slabs logo on different backgrounds.



03

# COLOR

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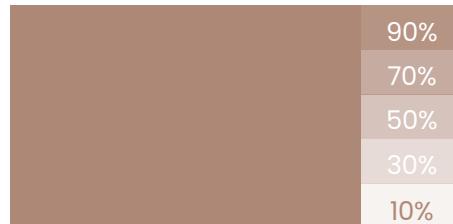


# Color Palette

## About

Our color palette consists of 4 colors following Medium Light taupe, Granite Gray & Cadet

### Light Taupe



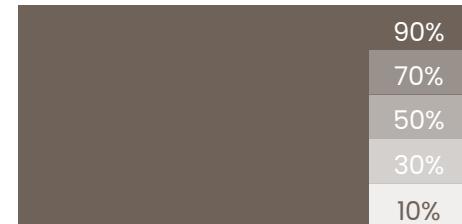
PANTONE 4725C

HEX B18978

RGB 174, 136, 119

CMKY 31, 46, 51, 4

### Granite Gray



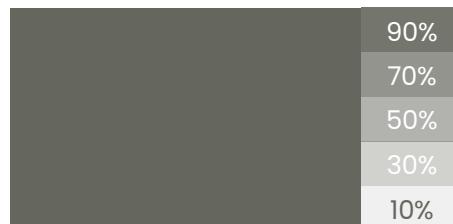
PANTONE WARM GRAY II C

HEX 6F6259

RGB 110, 98, 89

CMKY 53, 53, 59, 24

### Granite Green



PANTONE 417 C

HEX 65665D

RGB 101, 102, 98

CMKY 59, 49, 58, 23

### Cadet



PANTONE 5487 C

HEX 5E7775

RGB 96, 120, 117

CMKY 65, 41, 49, 13

# TYPOGRAPHY ENGLISH

# Typography English

Our typeface is Poppins font family – it's a type that shares many of the unique characteristics of our brand – it's modern and friendly, and reflects our relationship-driven business.

## SECONDARY TYPEFACE

Adobe Caslon Pro family that can be used for display and body copy. There are several weights and oblique options available for each font.

**Poppins** is our primary typeface, while **Adobe Caslon Pro** is our secondary typeface for display and body copy. Each font has several weights and oblique options. There should be no other fonts used on MOZZAT design or marketing collateral, unless otherwise specified in the Font Matrix in this section of the brand guidelines.

Poppins  
Poppins  
Poppins  
Poppins  
Poppins

## Poppins Bold

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**abcdefghijklmnoprstuvwxyz 01234567890 • !@#\$%^&\*(){}~**

## Poppins Light

ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
01234567890 • !@#\$%^&\*(){}~

# TYPOGRAPHY ARABIC

## Typography Arabic

Our typeface is 29LT Zarid Sans font family – it's a type that shares many of the unique characteristics of our brand – it's modern and friendly, and reflects our relationship-driven business.

The typeface to be used for business communications, including letter writing, is Traditional Arabic..

The typeface for body text on websites, emails, and PowerPoint presentations is Simplified Arabic. No other Arabic fonts should be used. Arial is the standard system font. This typeface should be used to write letters and for presentations onscreen.

يل تي زاريد سانس  
يل تي زاريد سانس

---

### 29LT Zarid Sans Bold

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب ا  
01234567890 . !@#\$%^&\*(){}{}

---

### 29LT Zarid Sans Light

ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب ا  
01234567890 . !@#\$%^&\*(){}{}

06

# ICONOGRAPHY

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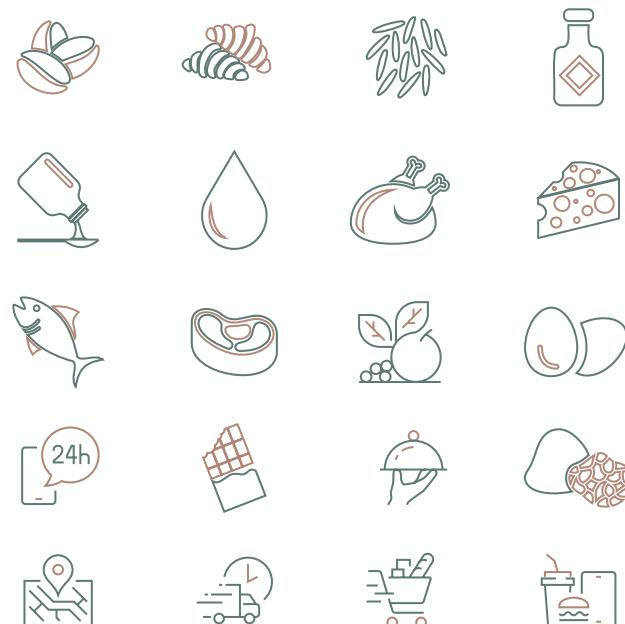


## Iconography

Our infographic has been created in two colors to give our brand its identity. It can be used in two colors on white and reversed colors on dark.

### Mono color

The mono color icons also are applicable to our design materials as per the standard and requirement.



07

# STATIONARY ITEMS

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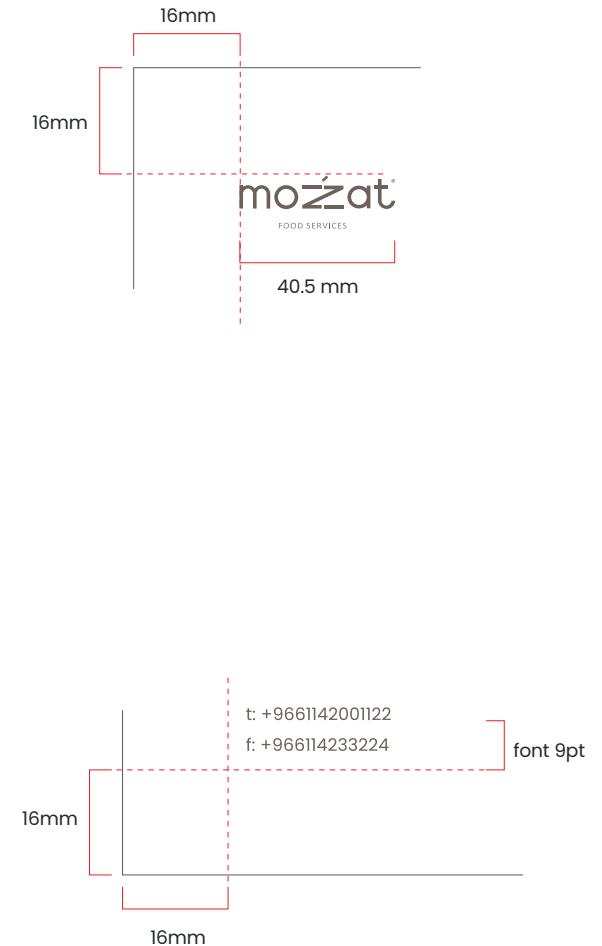
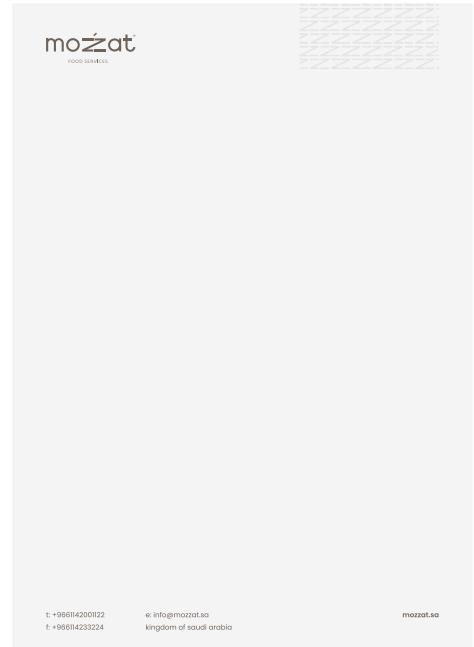
- Letterhead
- Business card
- Envelope
- Receipt voucher
- Notepad
- Email signature
- Folder

## Letterhead

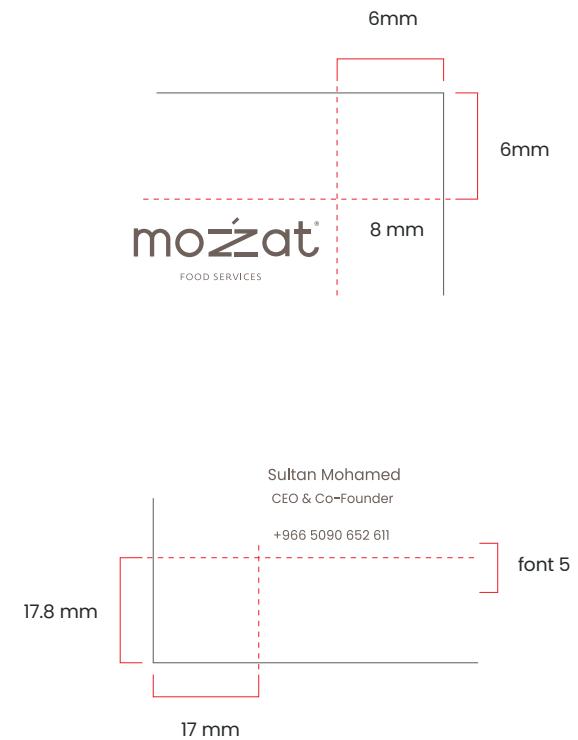
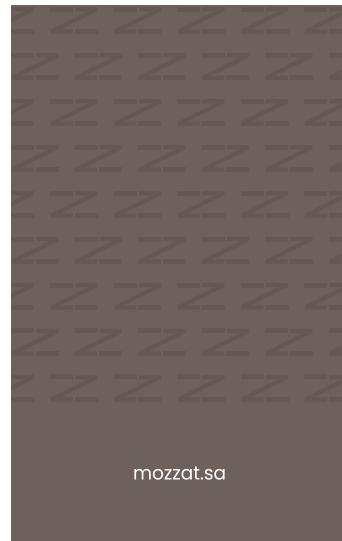
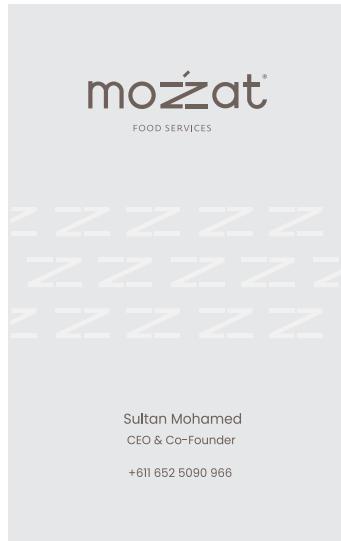
MOZZAT wordmark has been created as artwork. It should not be altered or redrawn. In most cases, the wordmark should be printed in CMYK. Consult the Global Branding Center of Excellence before using Pantone® colors.

### Standard size

The standard size of the MOZZAT wordmark on an A4 portrait execution is 43mm wide

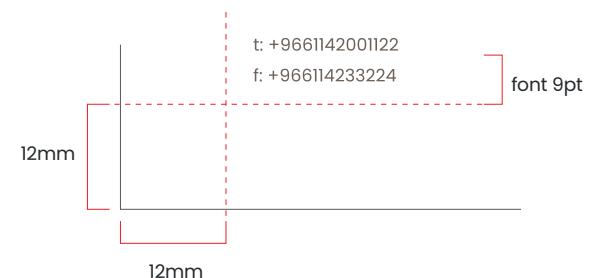
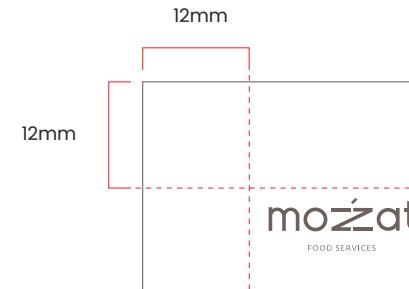
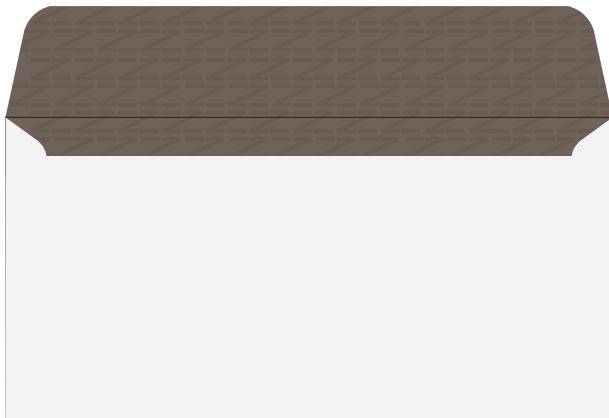


## Business Card

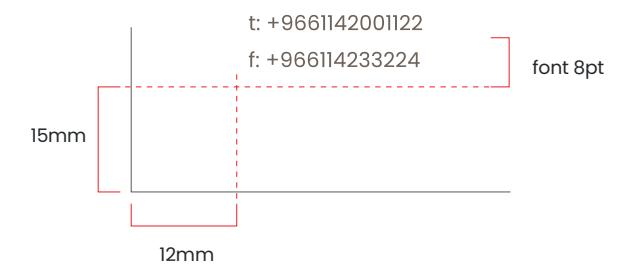
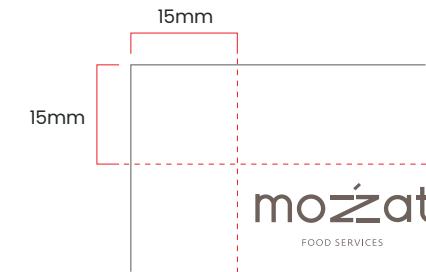


## Envelope DL

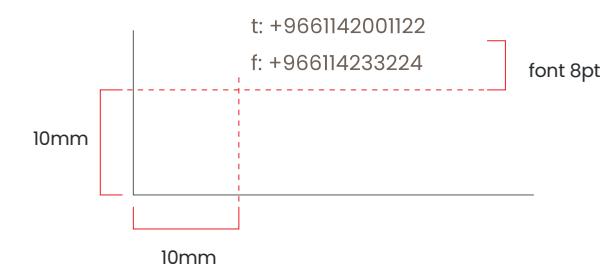
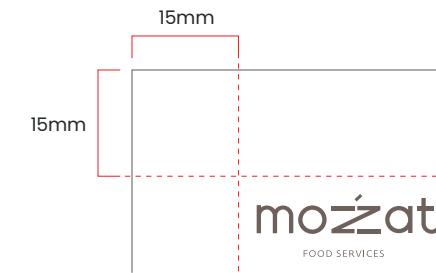
All envelope sizes of measurement are the same from DL size till A4



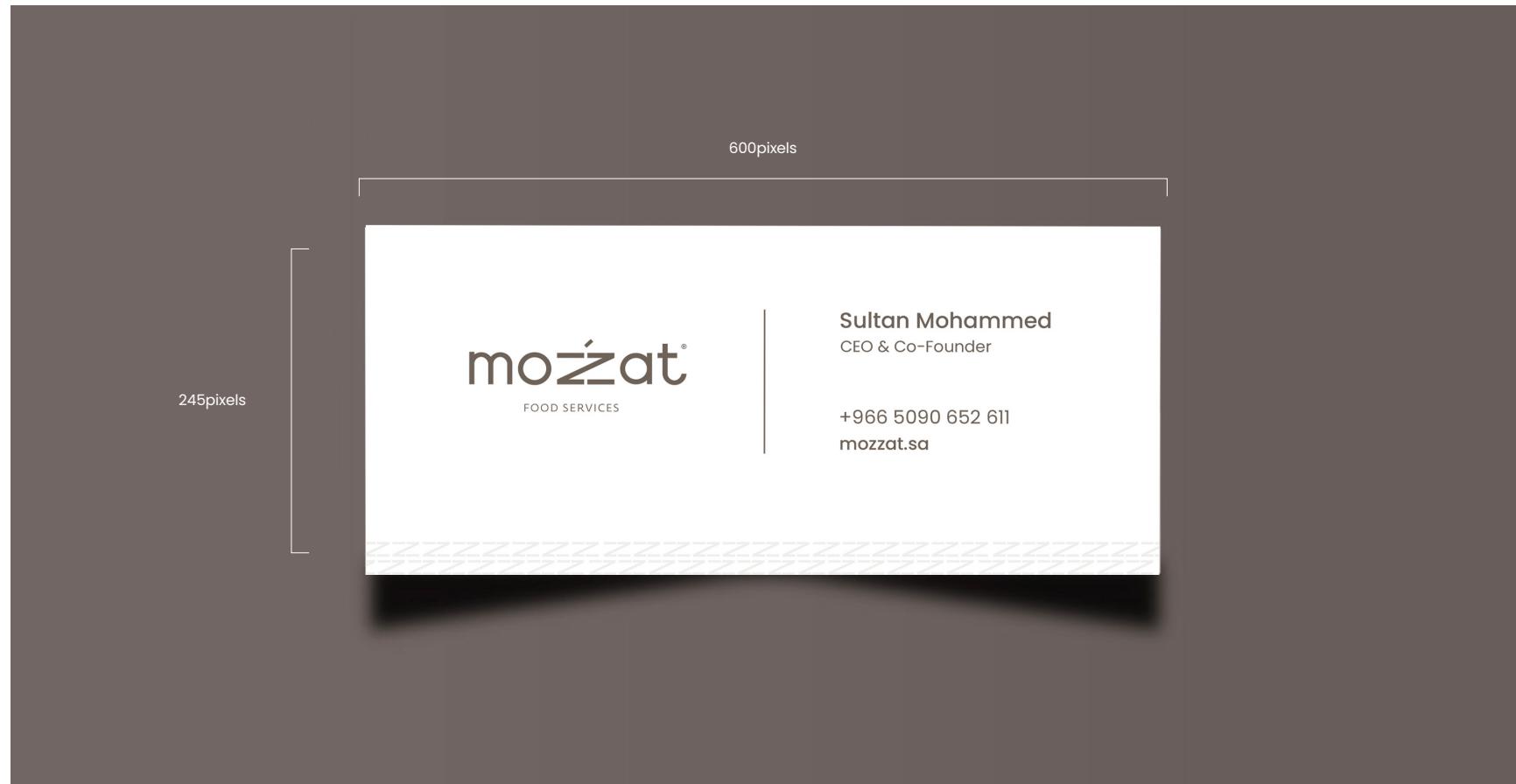
## Receipt Voucher



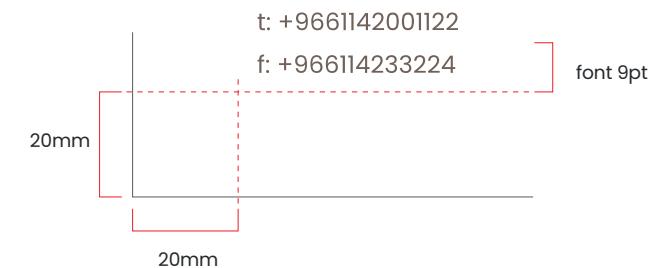
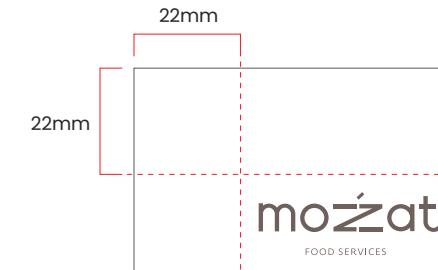
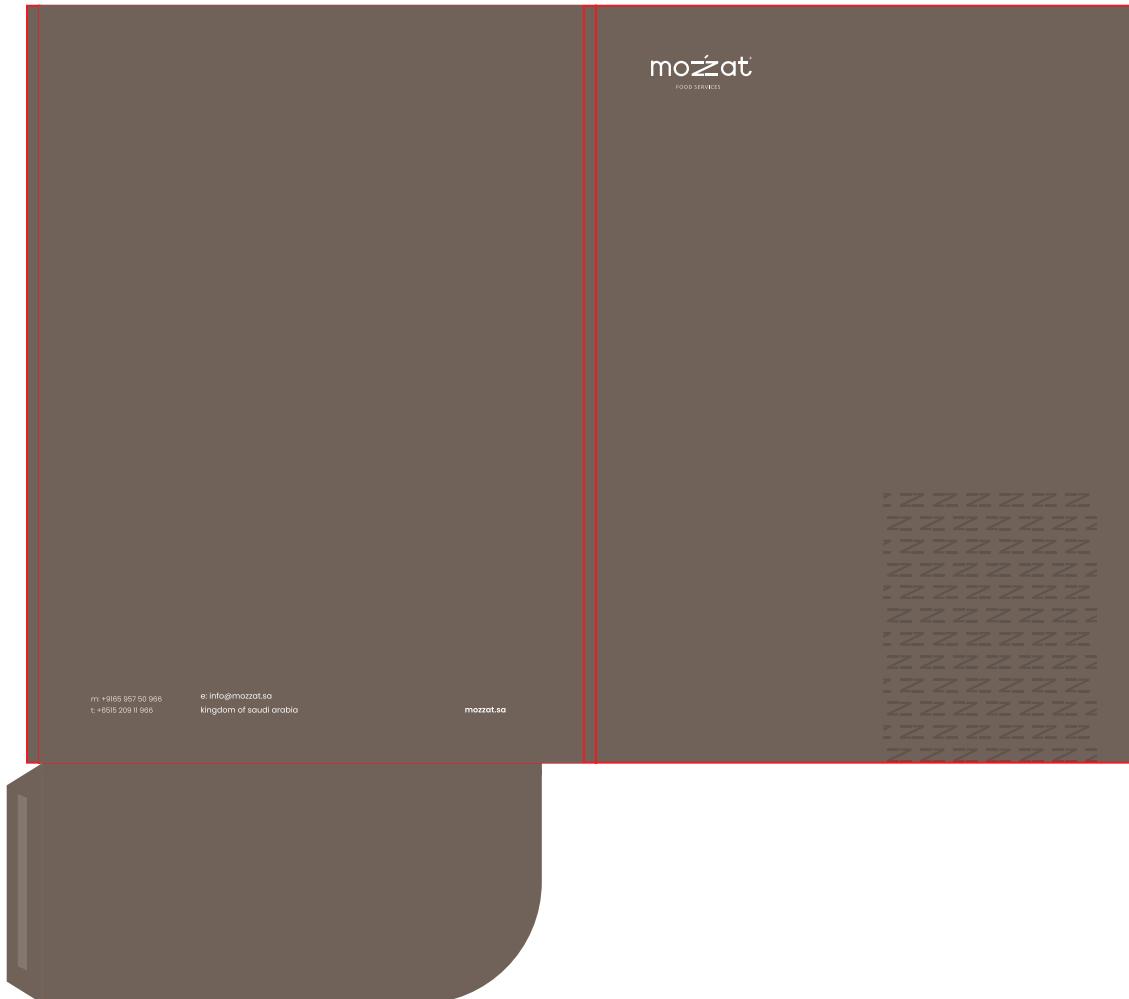
## Notepad



## Email Signature



## Folder



# 08

## GIFT ITEMS

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- Coffee mug
- Pen
- Flash drive
- Cap
- T-shirt
- ID card

## Gift Items



## Gift Items



## Gift Items



## Gift Items



## Gift Items



09

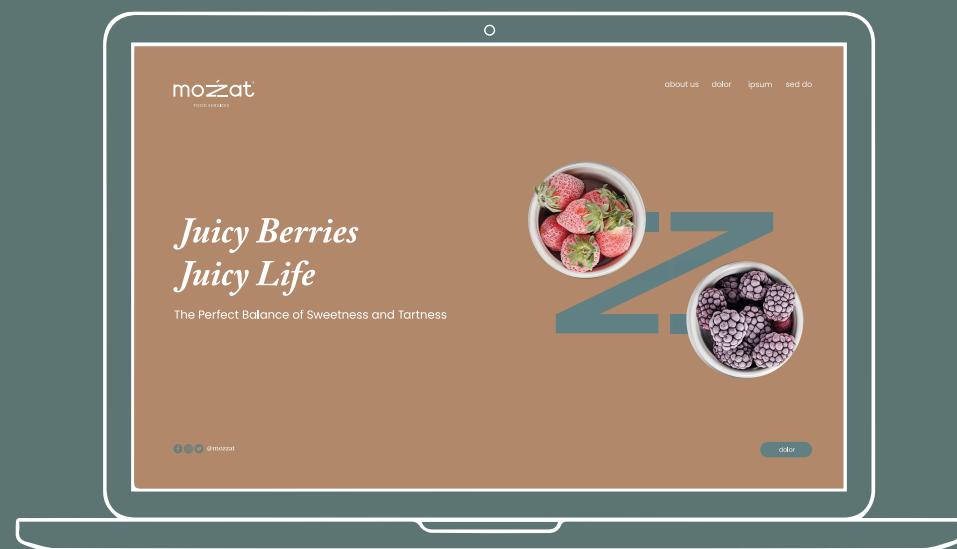
# WEBSITE SOCIAL MEDIA

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-  Website
-  Social Media
-  Adverts
-  Street Billboard
-  Outdoor Residential
-  Car Branding



## Website



## Product Packaging



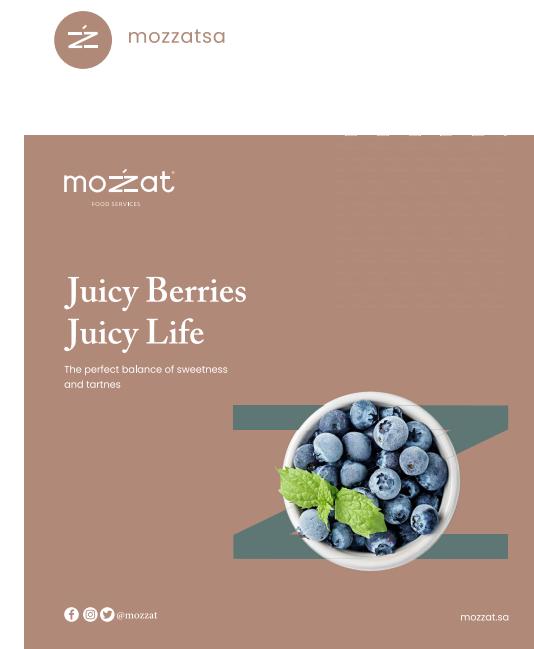
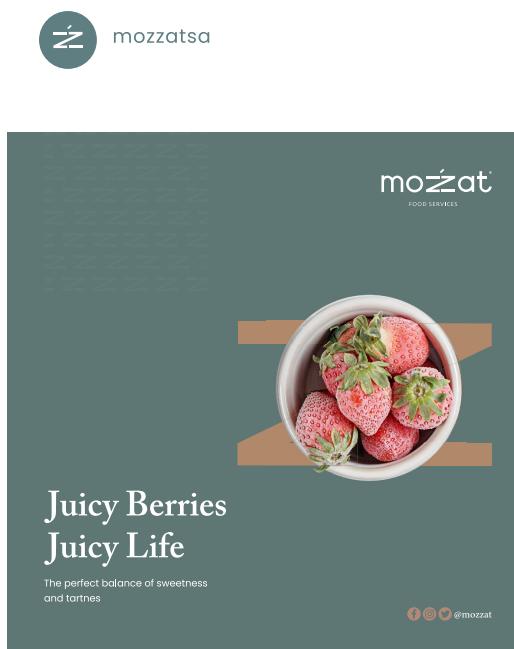
## Product Packaging

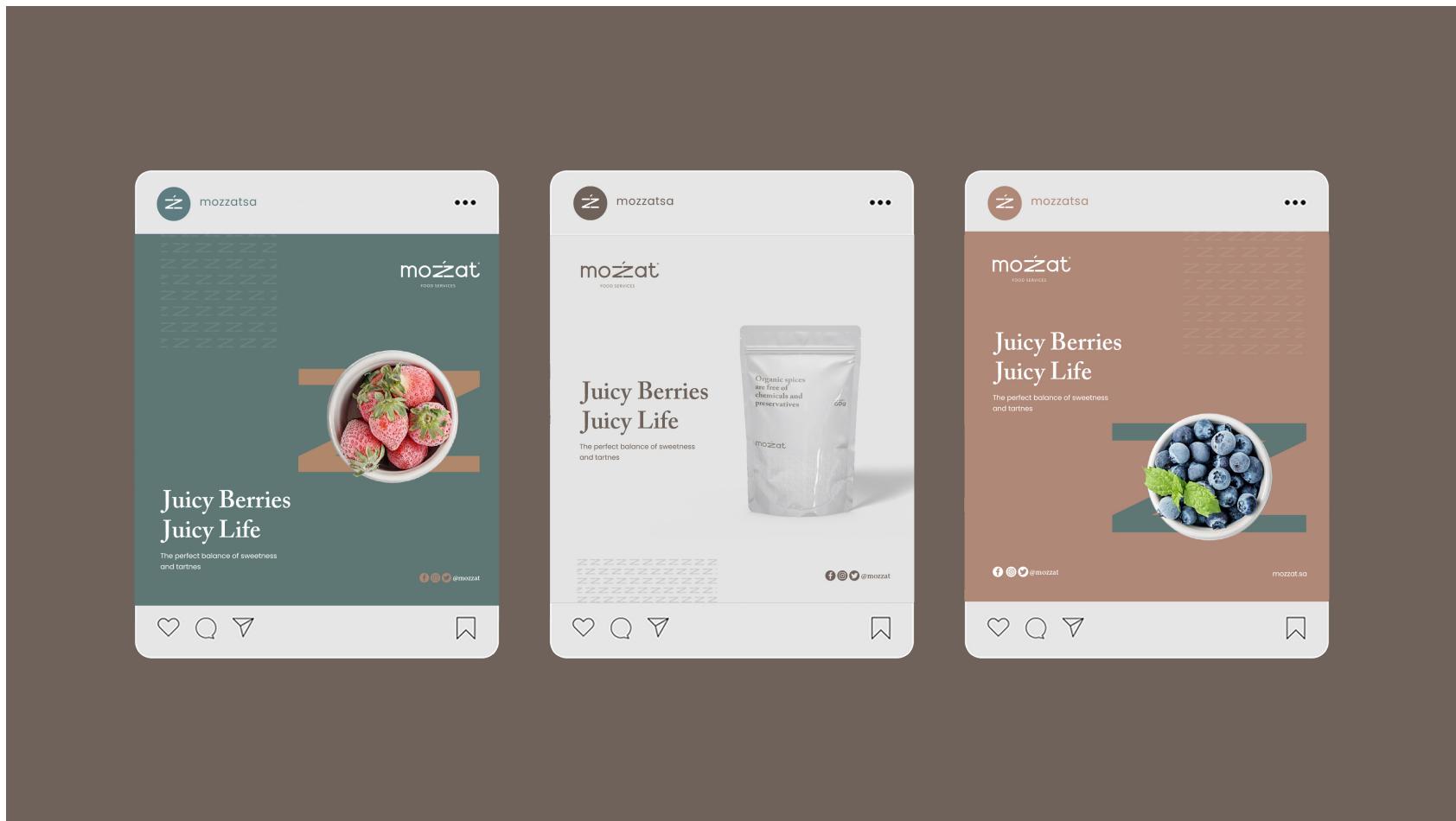


## Social Media Adverts

All social media (instagram) advertisements for the guide are designed in the same theme, but the text boxes are different shapes for each advertisement.

Any shape can be used for social media and outdoor advertisements, but the effects must be maintained as shown below.





## Adverts #01



## Adverts #02



## Street Billboard #01



## Street Billboard #02



## Street Billboard #01



## Street Billboard #02



**Outdoor  
Residential #01**



Sign board  
#02



## Truck #01



## Truck #02



## Indoor Flag



## Staff Car





## Thank you.

All material shown and expressed within these guidelines is the sole property of MOZZAT.  
No material may be reprinted or used in public or used for private viewing without the  
consent of MOZZAT Food Services.

The colors shown throughout these guidelines are intended to match the Pantone color standards. Pantone® is a registered trademark of Pantone, Inc. All the photographs used in this document are copyrighted by their respective owners.



If you have any questions regarding the implementation of these Corporate Identity Guidelines or the MOZZAT brand in general, please contact the marketing team at MOZZAT Food Services for assistance.

[mozzat.sa](http://mozzat.sa)