

BRAND GUIDELINES

V1 - AUGUST 2020





1. Introduction	4
2. Moodboard	6
3. Logo Usage	9
4. Colors	17
5. Typography	21
6. Materials	24
7. Corporate Identity	26
8. Cups	32
9. Uniform	35
10. Templates	38
11. Menu	42

TABLE OF CONTENTS



UCAFFEE

1 INTRODUCTION

WHO WE ARE

UCaffee is a premium coffee makers, that bring to you the most authentic coffee experience. We exist in 3 countries, with a unified aim to satisfy the tastebuds of coffee lovers around the world.

We are neighborhood locals who are passionate for the most addictive sip of coffee. We always put you on the focus, hence our communication starts with u, and revolves around u.

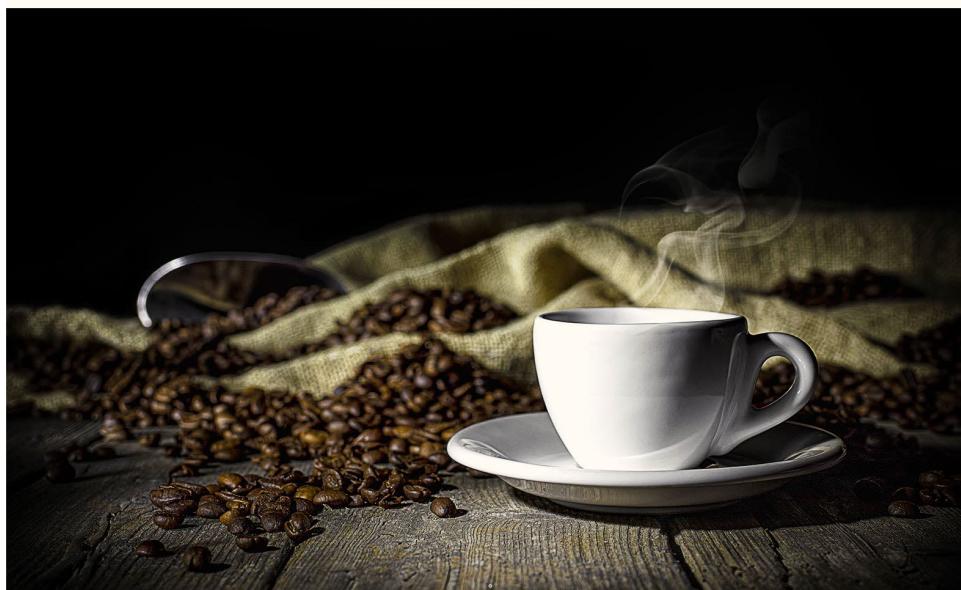
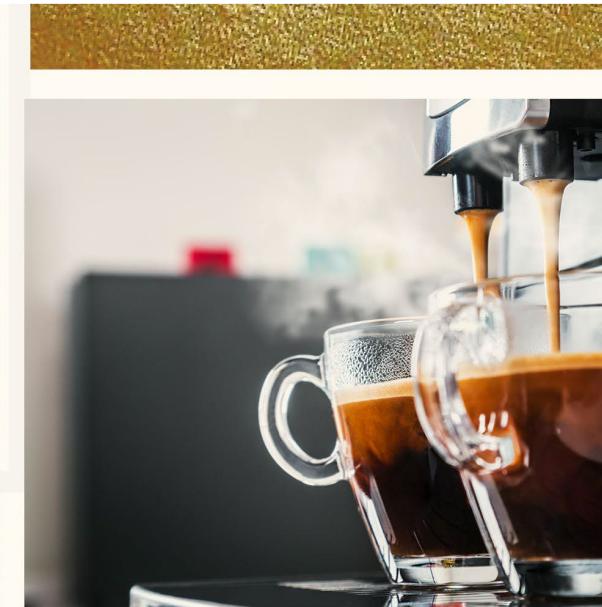
UCaffee is not just a brand, it's a lifestyle.

OUR BRAND PERSONALITY

- Sincerity
- Expert
- Friendly
- Welcoming
- Transparent



MOODBOARD





3 LOGO USAGE





Leaf Emblem

Our philosophy revolves around you i.e. the Ucoffee lovers. Therefore our brandmark consists of a Coffee leaf shaped in the letter U.

The brandmark also contains our brand name UCoffee underneath the logo. A distinctive U is the hallmark of the typographic logo as well.

Our logo can be used in many forms, such as the logo alone, or the typographic logo alone, or both of them together as a complete brandmark.

Rationale

We take pride in sourcing the best coffee beans from around the world. And we want to reflect this quality as well as our focus towards our customers in our logo.

Hence we have a coffee leaf in shape of the letter U. The venations that are found in a leaf also show connectedness, and represent a sense of community that is united and harmonious.



Clear Space

We make sure that there is enough clear space around the logo when used across all communication mediums.

The clear space should be equal to the height of letter U found in the typography of the brandmark.

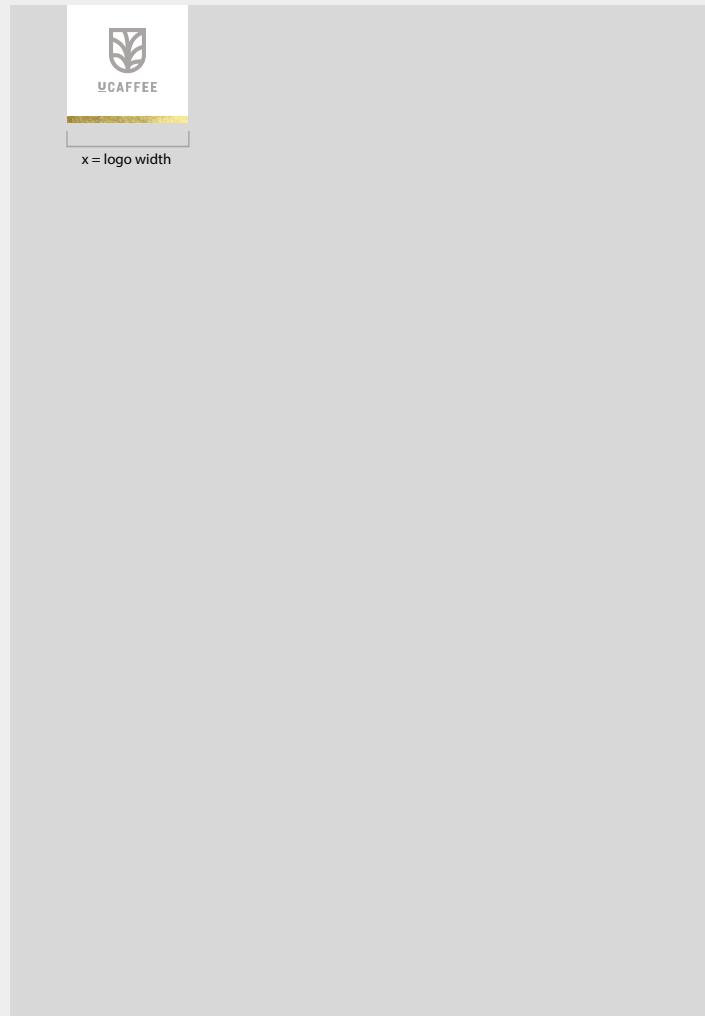


Positioning Top

UCoffee logo has to be smartly placed in the layout, on either top left corner of the layout, or the bottom right corner of the layout.

Ocassionally, the logo can also be placed at bottom left corner.

This type of arrangement shall be in place when there is no white background on the layout. Moreover, there is a gold-foil textured border under the rectangle (when placed at top left), or above the rectangle (when placed at bottom right).

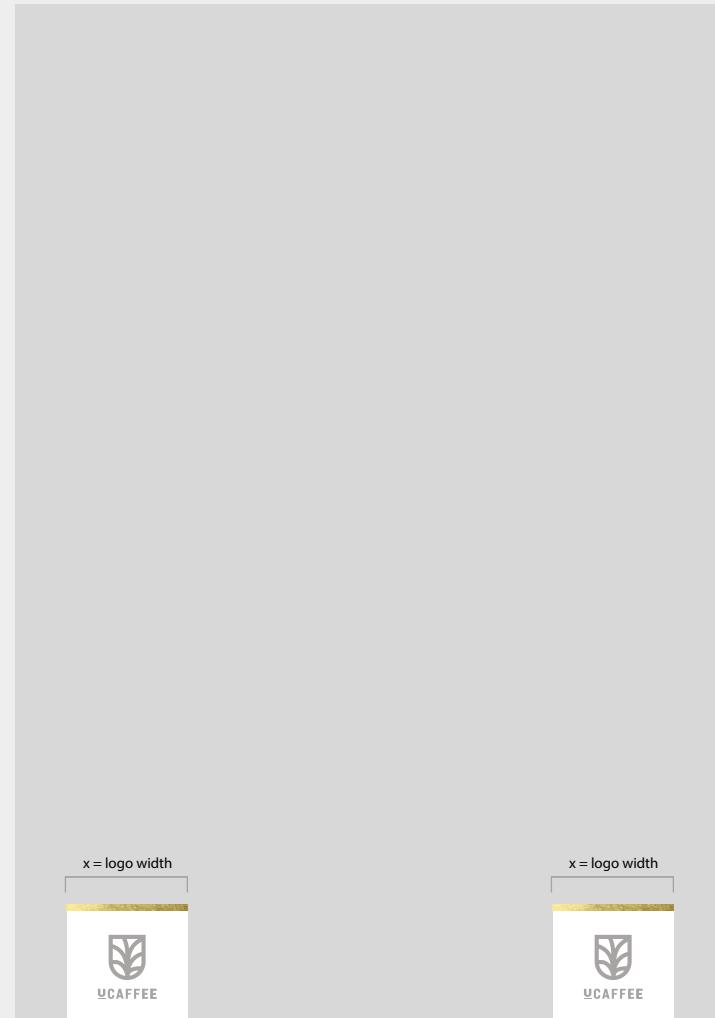


Positioning Bottom

UCoffee logo has to be smartly placed in the layout, on either top left corner of the layout, or the bottom right corner of the layout.

Ocassionally, the logo can also be placed at bottom left corner.

This type of arrangement shall be in place when there is no white background on the layout. Moreover, there is a gold-foil textured border under the rectangle (when placed at top left), or above the rectangle (when placed at bottom right).



Don'ts



UCAFFEE

Skew or distort
the logo



UCAFFEE

Apply strokes or
effects to the logo



Change the scale
of the logo elements



UCAFFEE

Delete parts of the logo



UCAFFEE

Flip the logo



UCAFFEE

Apply transparency
to the logo

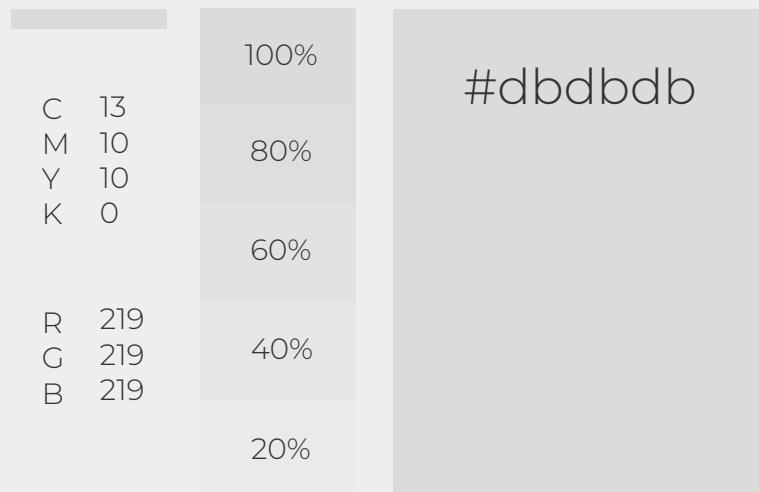
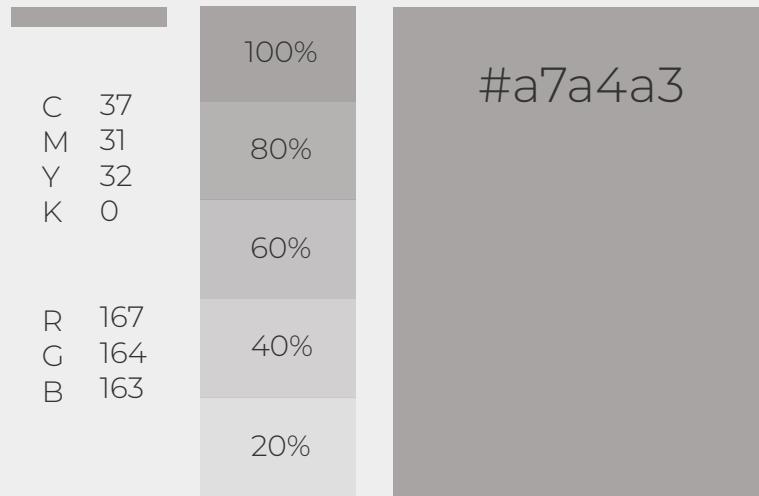
4 COLORS

Primary

There are four primary colours, each chosen to contrast with, and to work in harmony with our Logo and to enhance the overall look of our brand.

These colours should be used to produce collateral materials such as stationery, invitations, uniforms and vehicles, etc.

Use your design and colour judgement to select which colour or combination of colours best brings your design to life.



Secondary



C 13

M 20

Y 93

K 2

R 226

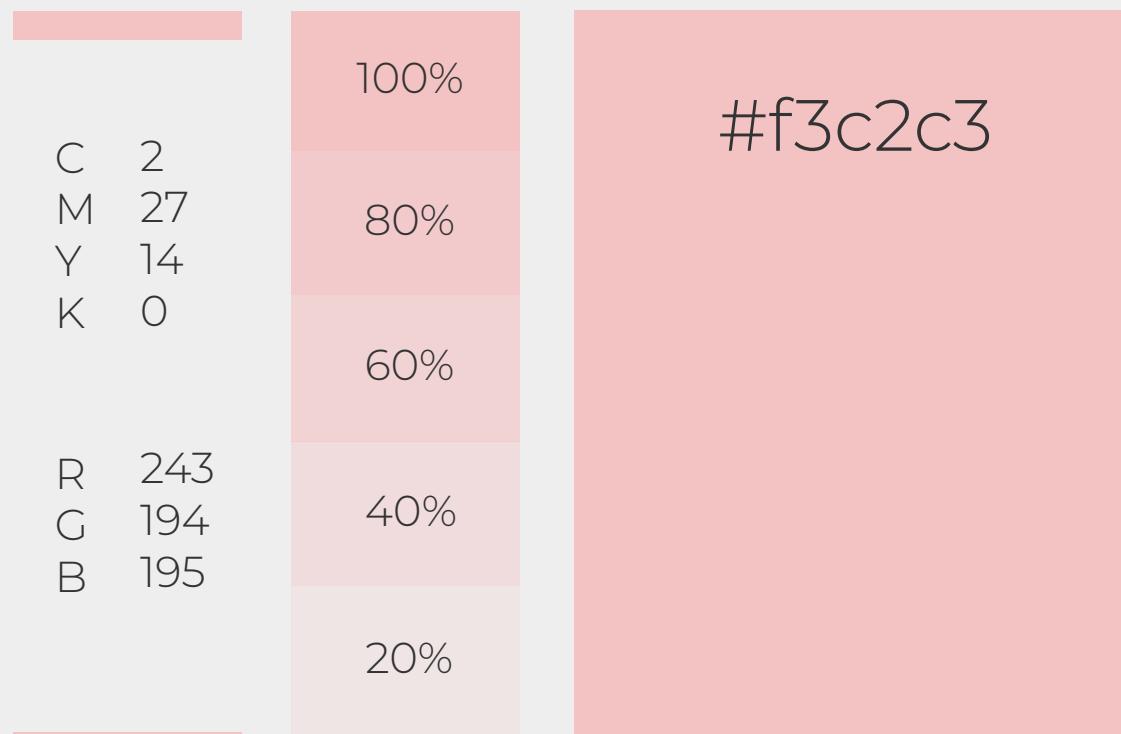
G 192

B 27



#e2c01b

Tertiary



5 TYPOGRAPHY

English Type

The following typefaces shall be used when using English typography. There can be an exception in terms of typography usage, where an additional font can be included, but all typefaces have to complement with the primary typefaces mentioned below.

SF UI Display Regular

ABCDEFGHIJKLMNOPQRS
TUVWXYZ1234567890!@#
\$%^&*()_+{}":?><~

Montserrat

ABCDEFGHIJKLMNOPQRS
TUVWXYZ1234567890!@#
\$%^&*()_+{}":?><~

SF UI Display Heavy

ABCDEFGHIJKLMNOPQRS
TUVWXYZ1234567890!@#
\$%^&*()_+{}":?><~

Montserrat Bold

ABCDEFGHIJKLMNOPQRS
TUVWXYZ1234567890!@#
\$%^&*()_+{}":?><~

Arabic Type

The following typefaces shall be used when using Arabic typography. There can be an exception in terms of typography usage, where an additional font can be included, but all typefaces have to complement with the primary typefaces mentioned below.

JOZOOR LIGHT

ابتثجحخدذرزسشصض
طظعغفققكـلـمـنـوـيـ ٢٣٤٥٦٧٨٩ـ.

JOZOOR MEDIUM

ابتثجحخدذرزسشصض
طظعغفققكـلـمـنـوـيـ ٢٣٤٥٦٧٨٩ـ.

GE SS TWO MEDIUM

ابتثجحخدذرزسشصضطـ
عـغـفـقـكـلـمـنـوـيـ ٢٣٤٥٦٧٨٩ـ.

GE SS TWO BOLD

ابتثجحخدذرزسشصضطـ
عـغـفـقـكـلـمـنـوـيـ ٢٣٤٥٦٧٨٩ـ.

6 MATERIALS

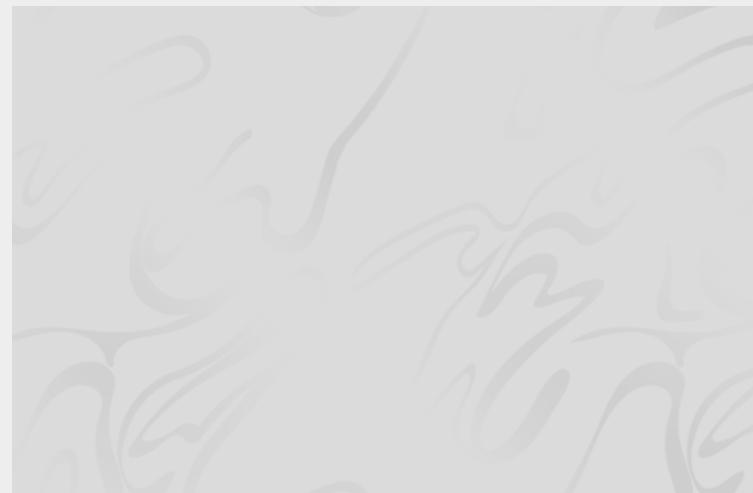
Texture

Whenever the medium permits, we can use the actual gold-foil or a gold-foil texture (like below).



Pattern

We use the flowy pattern as part of backgrounds in Ucoffee cups, uniforms, corporate identity, presentations etc.



CORPORATE IDENTITY



UCAFFEE

A4 LETTERHEAD



BUSINESS CARD



GIFT CARD



RAMADAN GREETING



EID GREETING



نَفْسُكَ لَكُمْ وَلِعِلَّاتِكُمْ دُوَامُ الْحَسَنَةِ وَالْعَافِيَةِ
عِيدٌ مُبَارَكٌ

Wishing you and your loved ones continued
health and prosperity

Eid Mubarak

فيصل إبراهيم الخرمان
Faisal Ibrahim Al-Kharan



8 CUPS

HOT CUPS



4oz



9oz



12oz

COLD CUPS





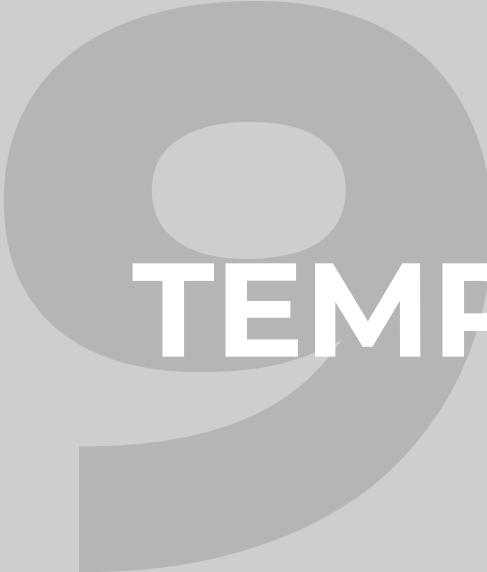
UNIFORM

UNIFORM



TEMPLATE





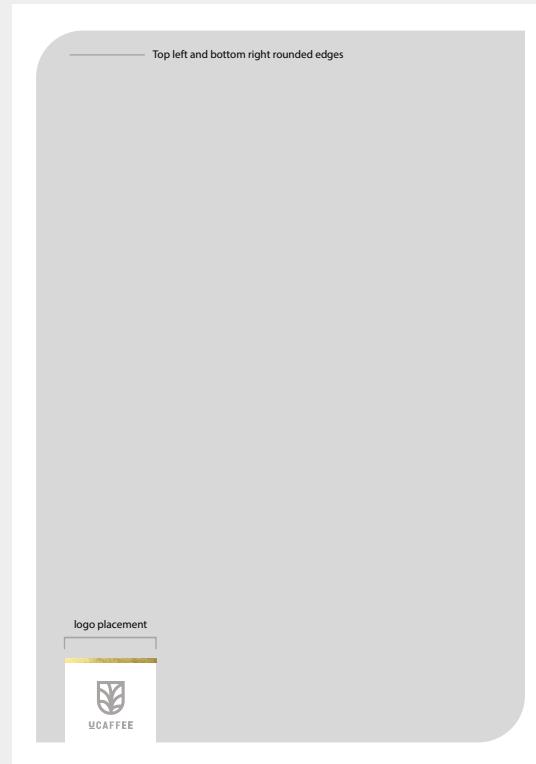
TEMPLATES



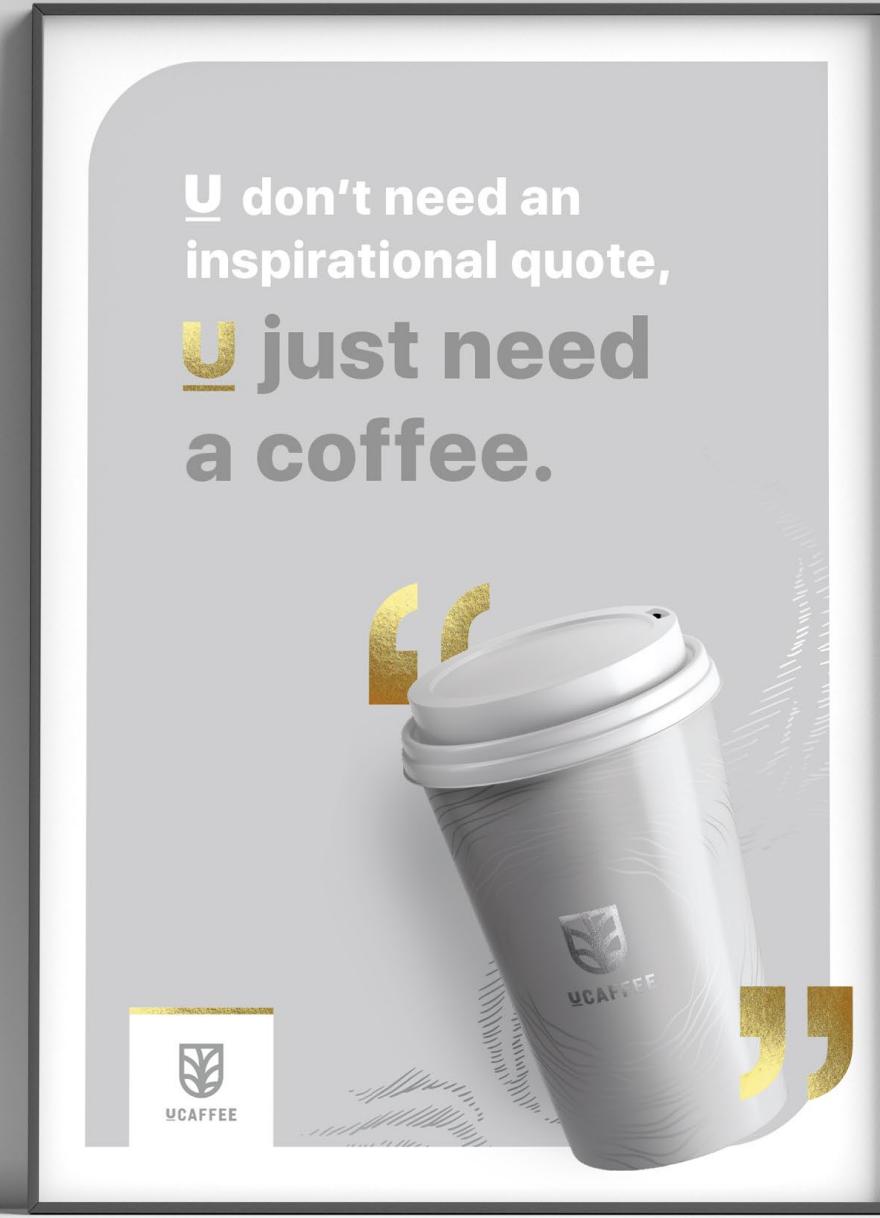
UCAFFEE

Poster Template

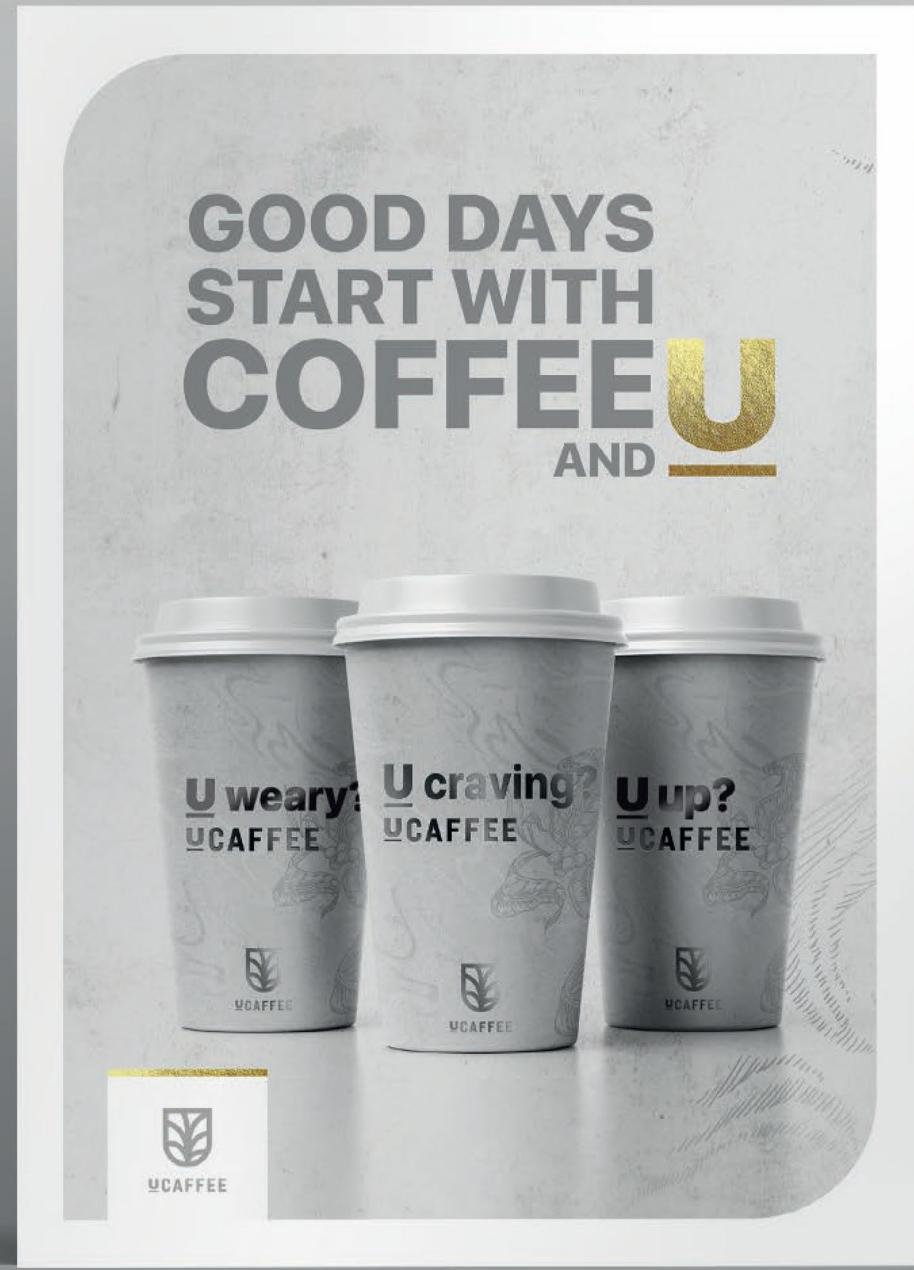
Our Primary logo can be placed at the bottom left corner, or the bottom right corner of the layout. There has to be a white border (with rounded edges) around the poster to maintain consistency.



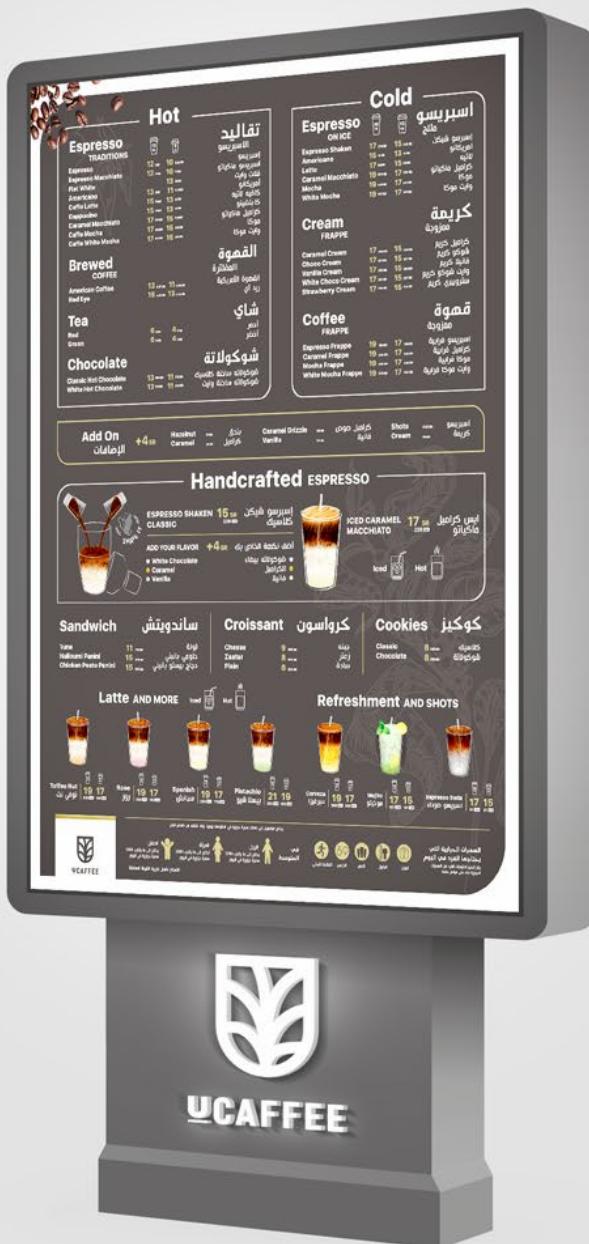
Poster Examples



Poster Examples



10 MENU



THANK YOU

