



The Future of  
Dining, Today.

Smarter Meals.  
Effortless  
Moments.



# SMART CHEF

The Future of Food.

Brand  
Guidelines  
Presentation

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# About Us

In a world where time is valuable and innovation never sleeps, Smart Chef was born from a bold vision: to make dining smarter.

We imagined a place where artificial intelligence isn't just a tool — it's the chef, the server, and your personalized food companion.

Our journey began with a simple yet powerful question:  
What if food could think for itself?





## Our Mission

At Smart Chef, we're transforming how the world eats by merging artificial intelligence with culinary artistry.

Our mission is to deliver fast, personalized, and unforgettable meals — all powered by smart technology.

We simplify the dining experience without compromising on quality, offering data-driven recommendations and seamless service in a space that feels uniquely yours.

# Our Vision

We aim to set the global standard for AI-powered dining, where every meal is intelligent, seamless, and memorable.

At Smart Chef, we envision a future where food doesn't just nourish, it adapts to you.

More than a brand, Smart Chef is a lifestyle — one where technology and taste work together to serve you effortlessly.

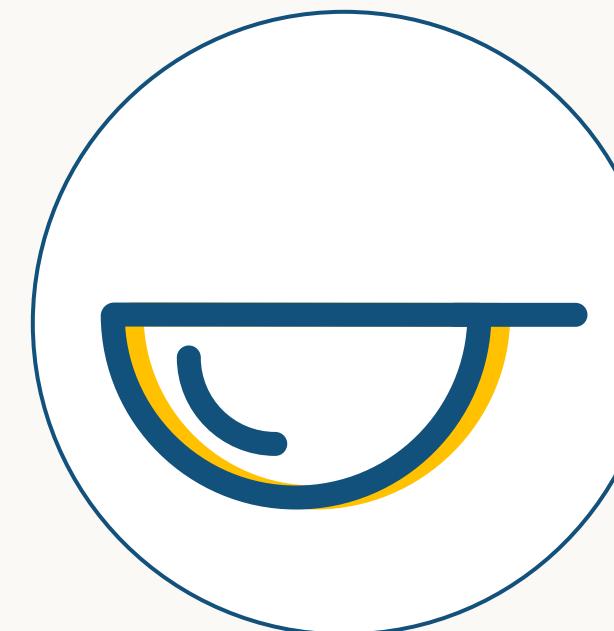


# Logo

## Main Logo Features



Chef hat with  
electric circuits



a shiny cooking pan

It reflects a blend of advanced AI technology and a passion for great food, using simple shapes and bold colors to express innovation, clarity, and trust.

## Logo Variations



**SMART**  
**CHEF**



**SMART**  
**CHEF**



**SMART**  
**CHEF**

Different versions of our logo are designed to work across all kinds of materials and platforms. Use each one where it fits best to keep the brand looking sharp and consistent.

# Our Fonts

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## Font Overview

### Open Sans

For Headers

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 ! @ # \$ % ^ & \* ( )

### Inter

For Subheaders and Paragraphs

A B C D E F G H I J K L M N O P Q R S T U V W X

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3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

## Type Application

The Future of  
Dining, Today.

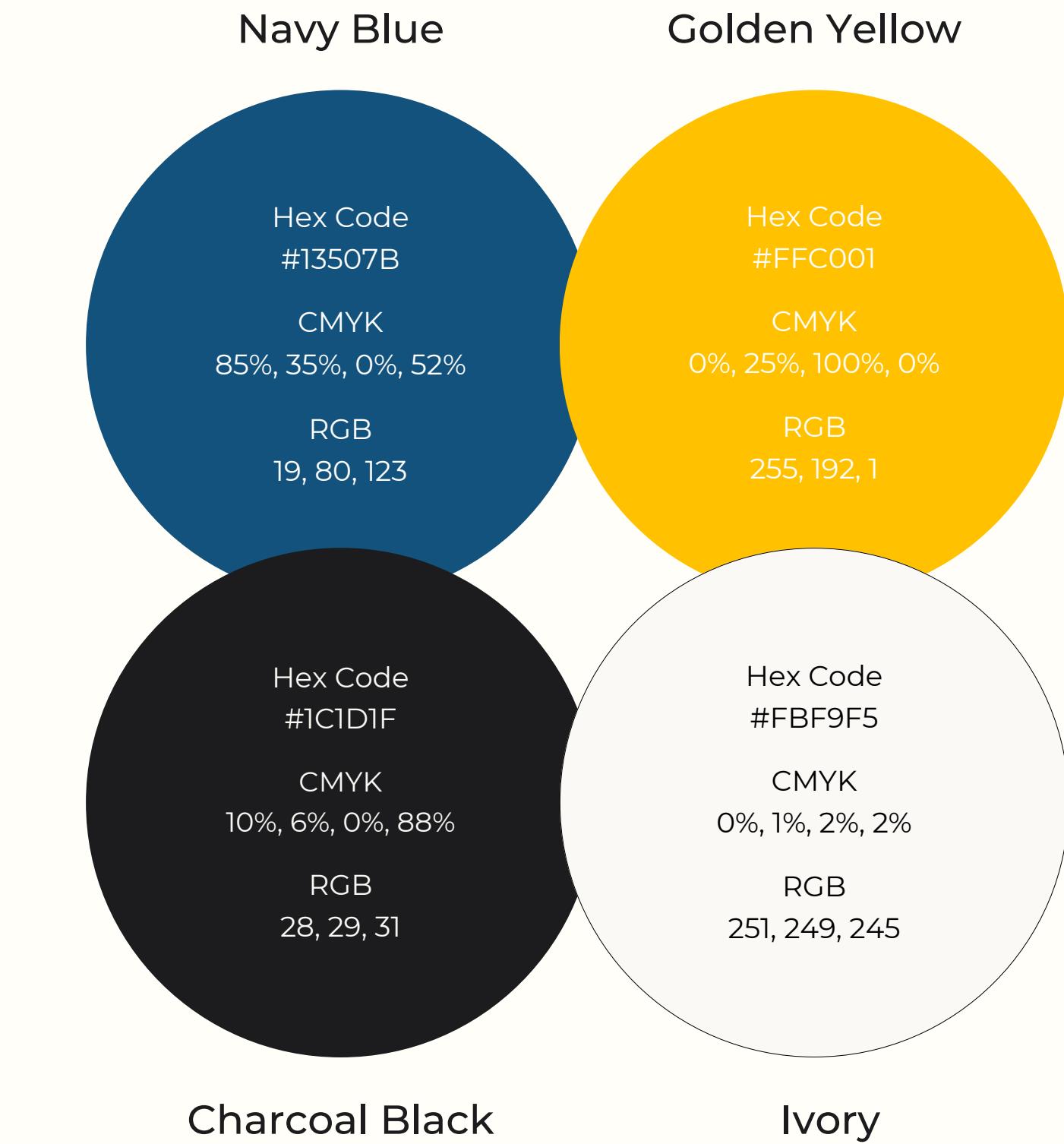
**SMARTER MEALS.**  
EFFORTLESS MOMENTS.

AI-Powered Taste, Crafted for You.

# Color Palette

-  Evokes trust, intelligence, and a high-tech atmosphere, aligning perfectly with the AI-driven identity of Smart Chef.
-  It adds a bold, energetic spark that attracts attention and reflects innovation and youthfulness.
-  It gives the brand a sleek, futuristic edge with a sense of sophistication and high contrast.
-  This clean, minimal shade creates a modern, spacious feel that enhances readability and emphasizes cleanliness.

These colors reflect our brand's identity and personality.



# Coasters & Cards

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# Menu

## OUR DELICIOUS DISHES

Sweet and Sour Chicken  
Scrambled Eggs  
Dumpling Soup  
Shredded Potato

**ORDER NOW**

### SMART CHEF

Shredded Potato EGP 60	Sweet & Sour Chicken EGP 120	Classic Grape EGP 35
Sizzling Wagyu Spicy EGP 100	Tiga Wagyu Curry EGP 130	Soup Dumplings EGP 75
Smart Water EGP 20	Garlic Broccoli EGP 70	Scrambled Eggs EGP 50

Shredded Potato EGP 85	Sweet & Sour Chicken EGP 120	Hand-Torn Cabbage EGP 60	Classic Grape EGP 40
Sizzling Wagyu Spicy EGP 150	Tiga Wagyu Curry EGP 145	Wagyu Bowl EGP 135	Soup Dumplings EGP 80
Smart Water EGP 30	Garlic Broccoli EGP 75	Brussels Sprouts EGP 60	Scrambled Eggs EGP 95

# Menu

## Smart Chef Menu



80LE



65LE



60LE

### Sweet & Sour Chicken

Crispy fried chicken tossed in a tangy and sweet sauce, served with bell peppers, pineapple, and onions.

#### -Ingredients:

Chicken breast, cornstarch, eggs, bell peppers, pineapple, onions, sweet & sour sauce (vinegar, ketchup, sugar, soy sauce), garlic, and vegetable oil.

### Shredded Potatoes

Crispy golden shredded potatoes, pan-fried to perfection for a savory, crunchy side dish.

#### -Ingredients:

Fresh potatoes, salt, black pepper, vegetable oil, and optional herbs or spices.

### Scrambled Eggs

Fluffy and creamy scrambled eggs, cooked to perfection and served warm.

#### -Ingredients:

Fresh eggs, butter, salt, black pepper, and milk (optional).



80LE



80LE



75LE

### Dumplings

Soft and juicy dumplings filled with seasoned meat and vegetables, steamed or pan-fried to perfection.

#### -Ingredients:

Dough (flour, water), minced meat (chicken, beef, or pork), cabbage, green onion, garlic, ginger, soy sauce, sesame oil, and seasoning.

### Brussels Sprouts

Tender Brussels sprouts roasted or sautéed with olive oil and garlic for a flavorful, healthy side.

#### -Ingredients:

Brussels sprouts, olive oil, garlic, salt, black pepper, and optional balsamic glaze or lemon juice.

### Garlic Broccoli

Fresh broccoli stir-fried with aromatic garlic for a light, healthy, and flavorful side dish.

#### -Ingredients:

Broccoli, garlic, olive oil (or vegetable oil), salt, black pepper, and soy sauce (optional).

## Extra Dishes

### Hand-Torn Cabbage

Cabbage, garlic, dried chili (or fresh), soy sauce, vinegar, salt, and vegetable oil.

90LE

### Tiga Wagyu Curry

Tiga Wagyu beef, Japanese curry roux, potatoes, carrots, onions, garlic, ginger, soy sauce, and steamed

140LE

### Sizzling Wagyu

Wagyu beef, soy sauce, garlic, onion, bell peppers, butter, black pepper, and sizzling sauce blend.

135LE

## Drinks

### -Classic Grape

70LE

### -Smart Water

25LE

# Chef Outfit

**A sleek, futuristic design that blends function with brand identity:**

- Color Scheme: Navy blue with yellow accents (brand colors).
- Chef Coat: Seamless, tech-fabric with yellow piping and a minimal, modern silhouette.
- Apron: Golden yellow with magnetic fasteners.
- Features: Digital interface on the sleeve, embossed logo on the shoulder.
- Headgear: Integrated visor for projections and smart interaction.



# Utensils

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# Packages

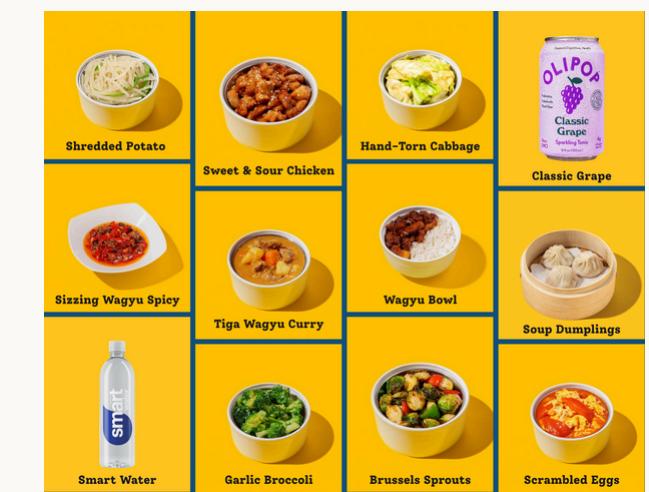
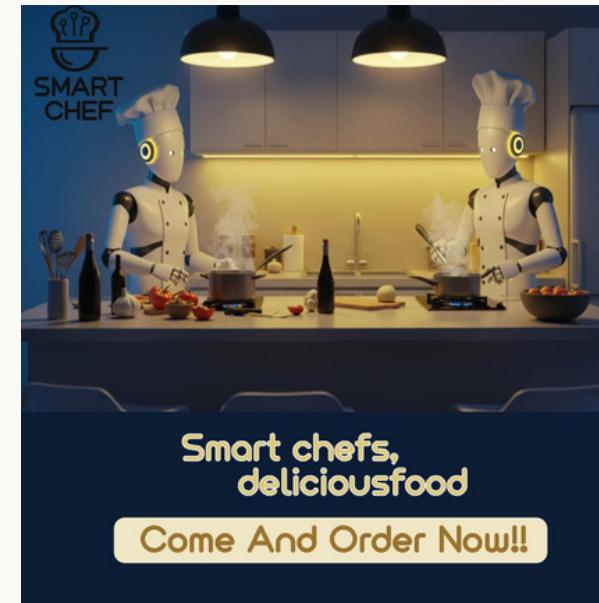
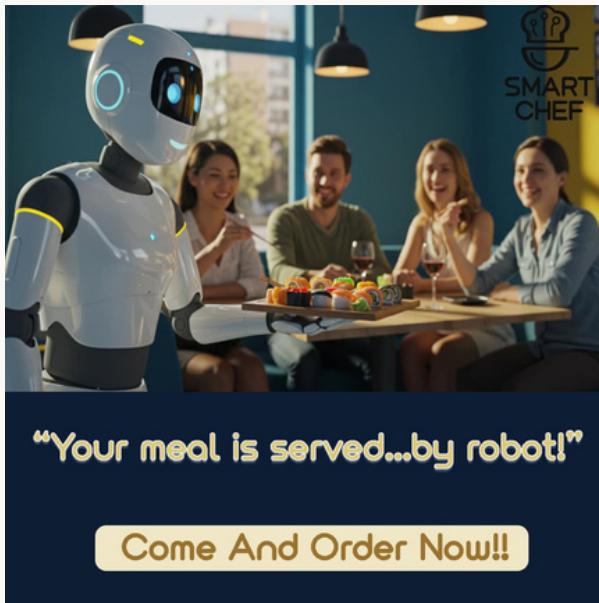
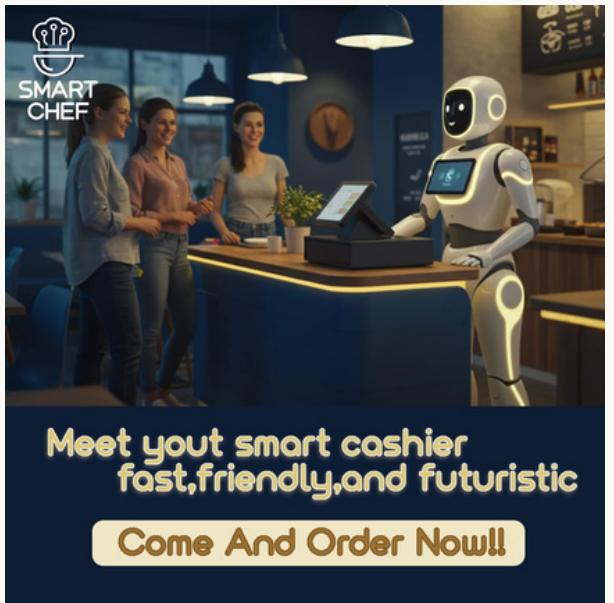
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# Social Media Posts



# Social Media Posts



# Mockups

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Logo Shop Sign



Advertising Street Poster



Advertising Street Posters



In a world where time is valuable and innovation never sleeps, Smart Chef was born from a bold vision: to make dining smarter.



# Contact Information



**Hotline: 15110**



**Premium@smartchef.com**



**12 Tayaran Street, Nasr City, Cairo**



**www.smartchefai.com**



**Open Daily 24/7**



**@smartchef.eg**



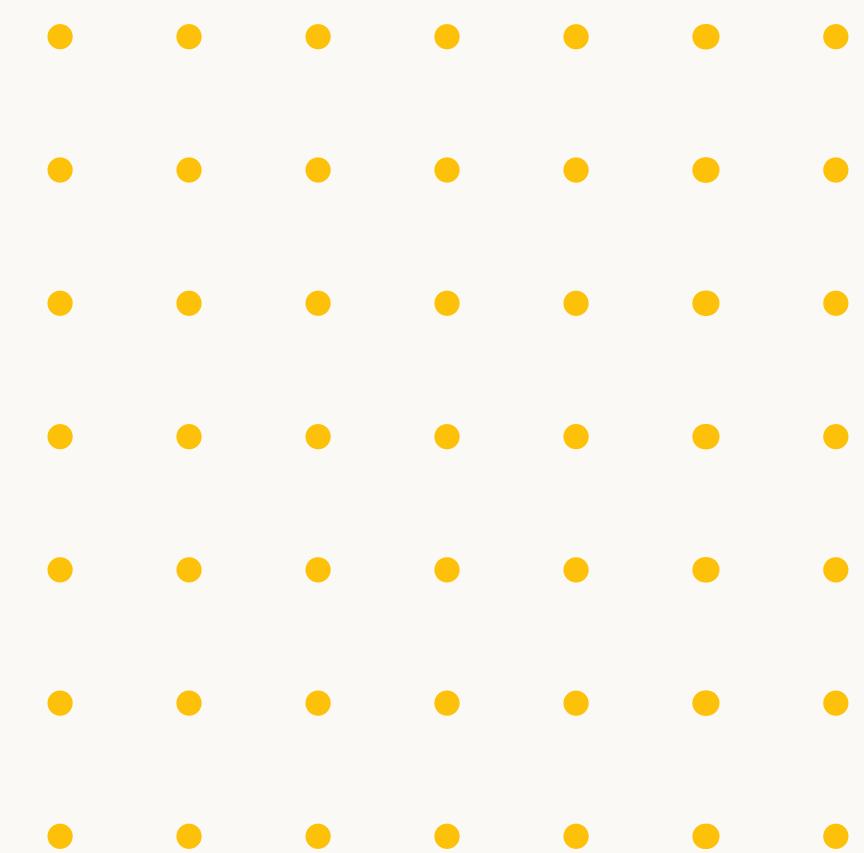
**/SmartChefAI**



**@smartchef.ai**

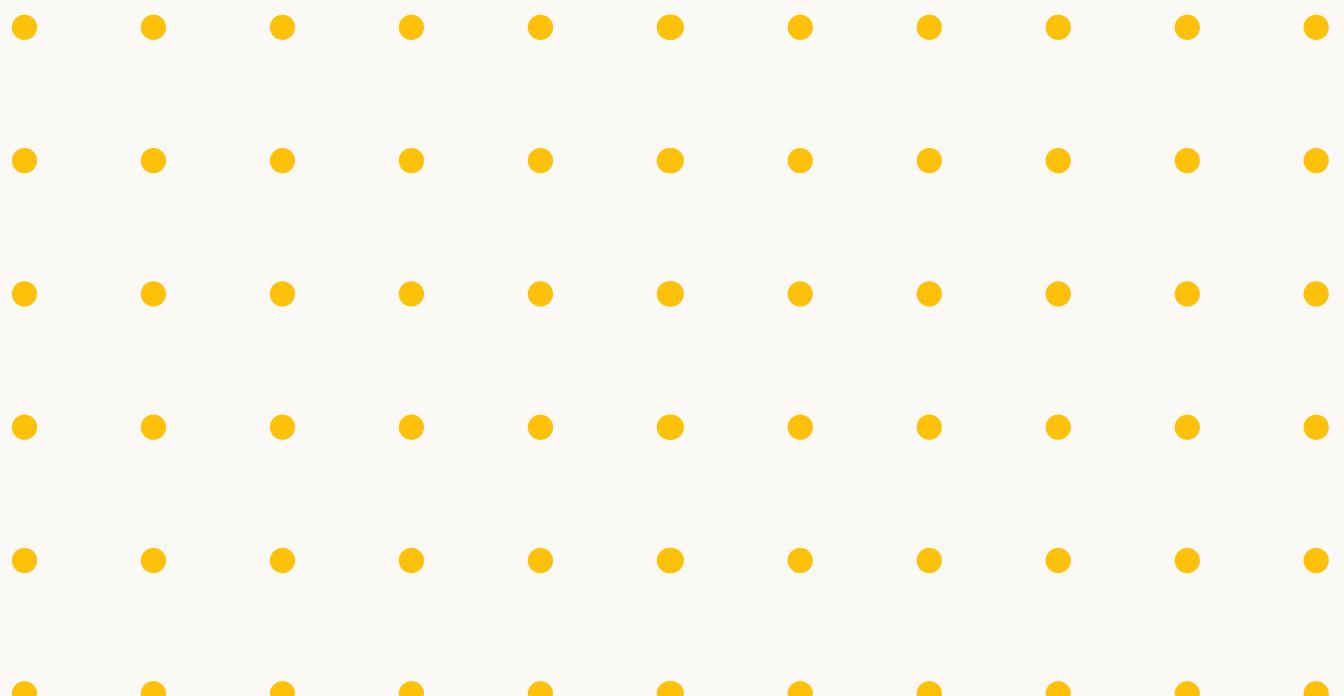


# SMART CHEF



## THANKS FOR WATCHING

### Teamwork Members



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**Mahmoud Atef**  
**Ziad Samir**