

REBRAND
REBRAND
REBRAND

CABRITO

BRAND MANUAL



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2018

Brand Manual
What is it for?

The Brand Manual
is essentially a set
of rules that explain
how your brand works.



Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable.

Consistency is key, especially if you need the brand to extend across multiple media platforms.

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01

Brand Identity

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A. Symbol

A Symbol is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, WWF, Mercedes or Adidas.

A



B. LOGO TYPE

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

B

CABRITO  كبريتو

C. LOGO

As a general rule, third parties may not use the Temply logo ("logo"). On this page are the limited circumstances under which third parties may use the Temply logo. The logo must always be used pursuant to the specifications on this page to identify Temply Corporation, or Temply products or services. Any use that falls outside of these specifications is strictly prohibited.

C

CABRITO  كبريتو
—◆◆◆— يعني مشوي —◆◆◆—

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LOGO USAGE

As much as possible, the color you choose should set you apart, work with your industry and image, and tie to your brand promise. It should also take into account color psychology, which is fairly complex. Colors can mean different things depending on the culture, situation and industry.

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo and packaging.



CABRIT كبريت

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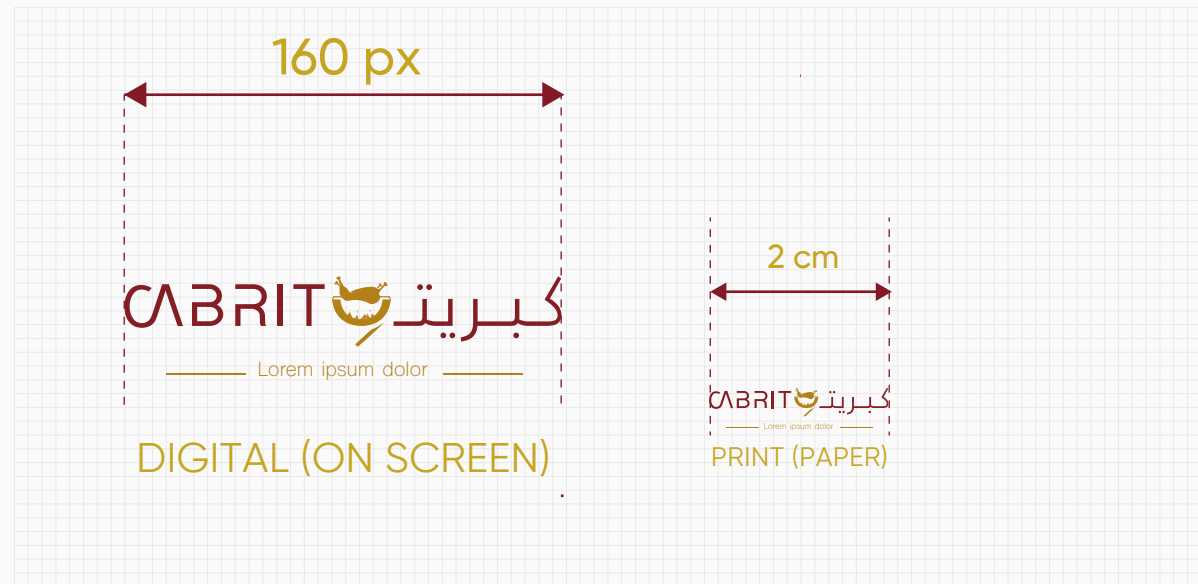
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- Letter Head
- Business Card
- Folder
- Envelope
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MINIMUM SIZE

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.



A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype)

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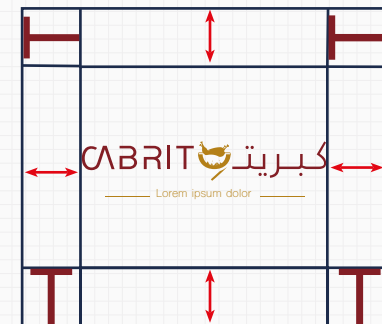
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WHAT IS CLEARSPACE

The area that surrounds the logo is as important as the logo itself. The minimum area of 1 "x", known as "clear space," provides breathing room to the logo and eliminates visual clutter (text, graphic elements or other logos) that can compete with logo legibility – thereby diminishing the effectiveness of the logo.



Double "T" letter size of 2 "x"

The area that surrounds the logo known as "clear space" is as important as the logo itself

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Why color is an important aspect of any logo?

Color has a powerful subconscious effect on every part of our lives, without even saying a word; an understanding of color meanings in business gives us an invaluable tool to get the best response to our marketing and promotional efforts and ultimately to create a successful business.

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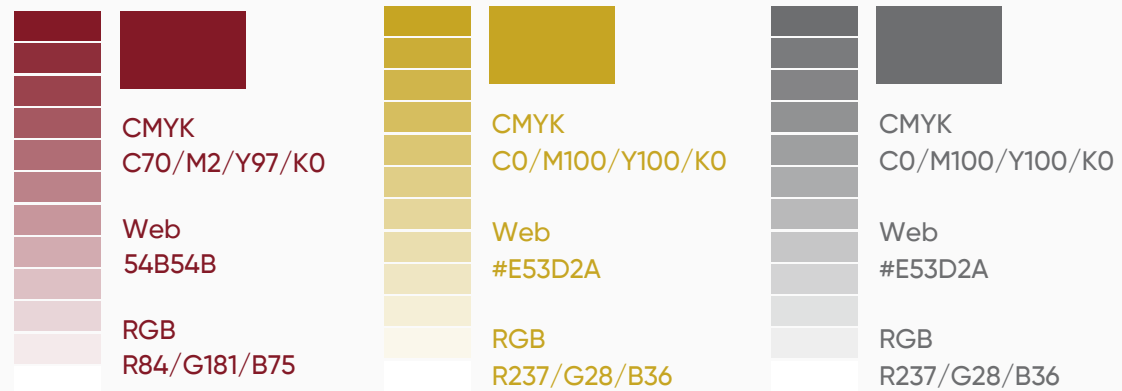
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COLOR THEORY

Every time a consumer interacts with a brand, an opportunity exists for the company to influence their audiences' perceptions. It is up to the marketer to decipher which design and colors will influence the consumer to purchase. By educating oneself on the psychology behind color theory, marketers can further tap into branding techniques and better connect with their market, leading to a stronger brand-consumer relationship and increased profit.

Colour Palette



					
	CMYK C70/M2/Y97/K0		CMYK C0/M100/Y100/K0		CMYK C0/M100/Y100/K0
	Web #54B54B		Web #E53D2A		Web #E53D2A
	RGB R84/G181/B75		RGB R237/G28/B36		RGB R237/G28/B36

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02

Identity Elements

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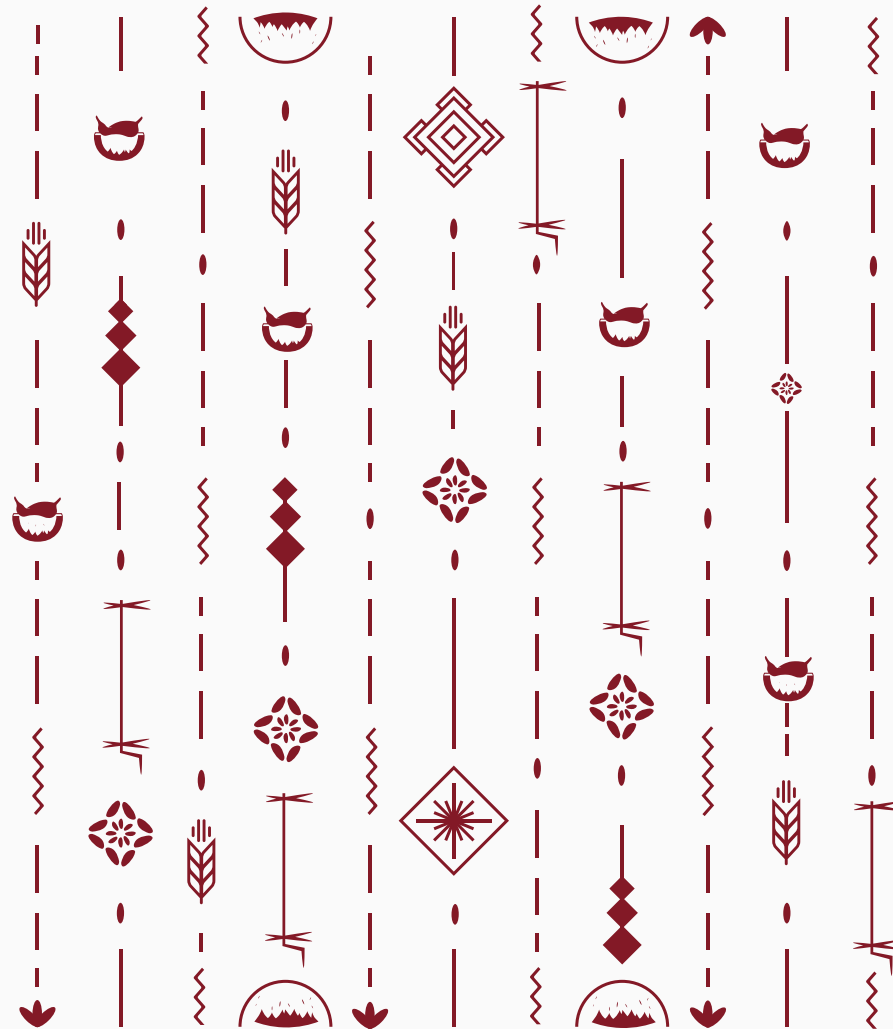
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The pattern of family life has been changing over recent years.
A pattern is beginning to emerge from our analysis of the accident data.
In this type of mental illness, the usual pattern is bouts of depression alternating with elation.

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I do not think of type
as something that
should be readable.

**IT SHOULD
be beautiful.**

DEFINITION

Typogphy is the visual component of the written word.

A text is a sequence of words. A text stays the same no matter how it's rendered. Consider the sentence "I like pizza." I can print that text on a piece of paper, or read it aloud, or save it in a file on my laptop. It'll be the same text, just rendered different ways—visually, audibly, digitally.

But when "I like pizza" is printed, typography gets involved.

All visually displayed text involves typography—whether it's on paper, a computer screen, or a billboard.

Don't infer from the highway-sign example that typography is an other word for font. Fonts are part of typography , but typography goes beyond fonts.

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Primary English Typeface

Hello I'm:
Thonburi

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklno
pqrstuvwxyz
1234567890

Thonburi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

Thonburi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&

FONT INFO

Thonburi.ttf
Designed by Otl Aicher

Year : 1990 ,1989

Copyright : Thonburi

Publisher : Adobe

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أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

مرحبا انا

Frutiger LT Arabic

FONT INFO

Frutiger LT Arabic.ttf
Designed by Otl Aicher

Year : 1990 ,1989

Copyright : Frutiger LT Arabic

Publisher : Adobe

Bold
أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

Regular
أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ع غ ف ق ك
ل م ن ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

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يعني مشوي

H1

يعني مشوي

H2

يعني مشوي

H3

يعني مشوي

H4

يعني مشوي

BODY COPY

يعني مشوي

CAPTION

يعني مشوي

CC

LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

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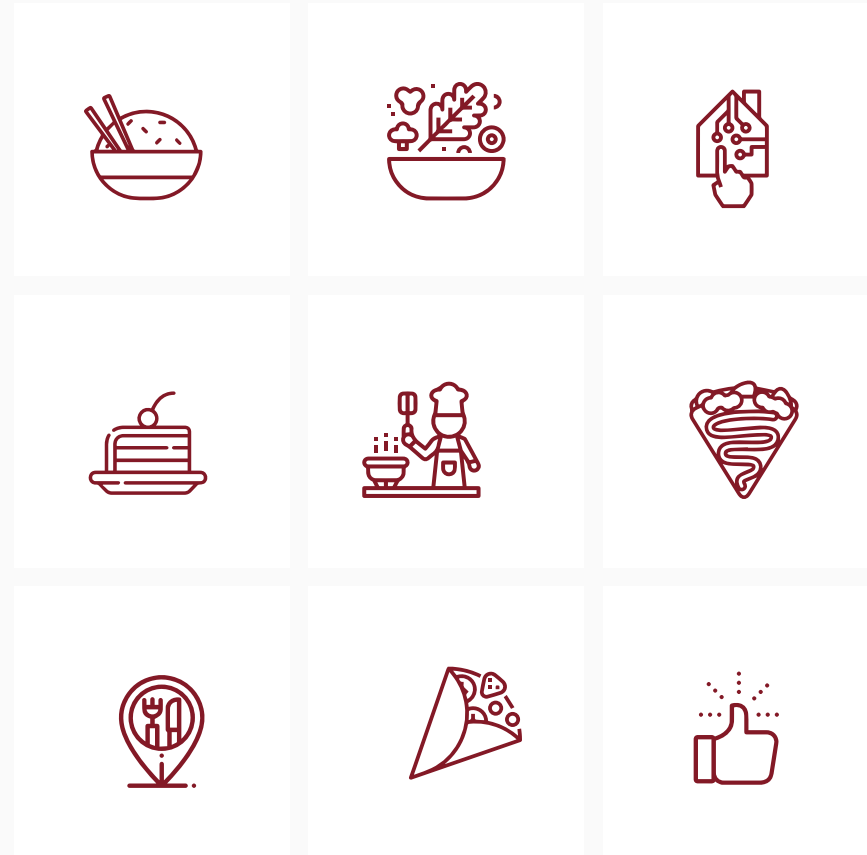
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Pictography is a form of writing which uses representational, pictorial drawings, similarly to cuneiform and, to some extent, hieroglyphic writing

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شركة مطاعم كبريتو
CABRITO RESTAURANTS CO.

CABRITO كبريتو

بدر بن فهد المالك
Bader Fahad Al-Malik

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