

2021

Brand Identity Presentation





0.1

Who Is Sip

A place for lovers of quick achievement to serve coffee of all kinds and snacks. On the Sip, we offer different types of coffee, as well as snacks that help get tasks (Daily or practical) done faster and more efficiently.

0.2

Targeting

GENDER: Males & Females

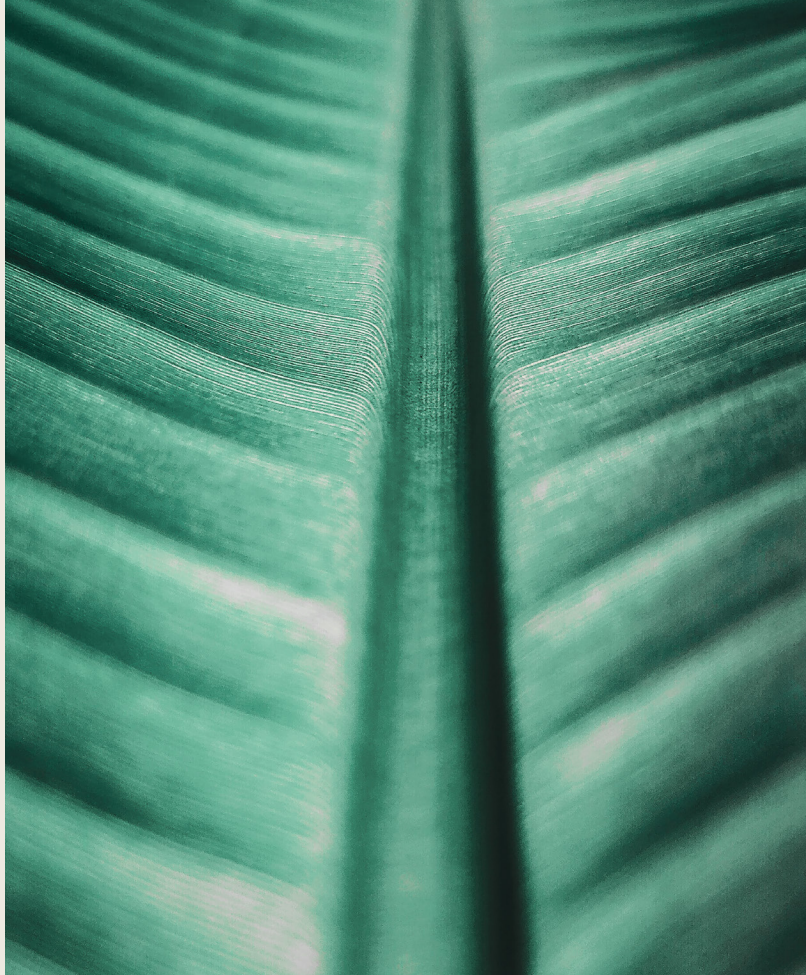
AGE: 18-35

GENERATION: 1985 - 2002

CLASS: Middle

LOCATION: Saudi Arabia





0.3

Brand Values

Pay attention to the customer needs.

Be friendly & patient.

Offer a different taste.

Be helpful.

Be quick & estimate the customer's time.

0.4

Our Vision

To be the number one brand in our field and to be present in most regions of the Kingdom of Saudi Arabia.

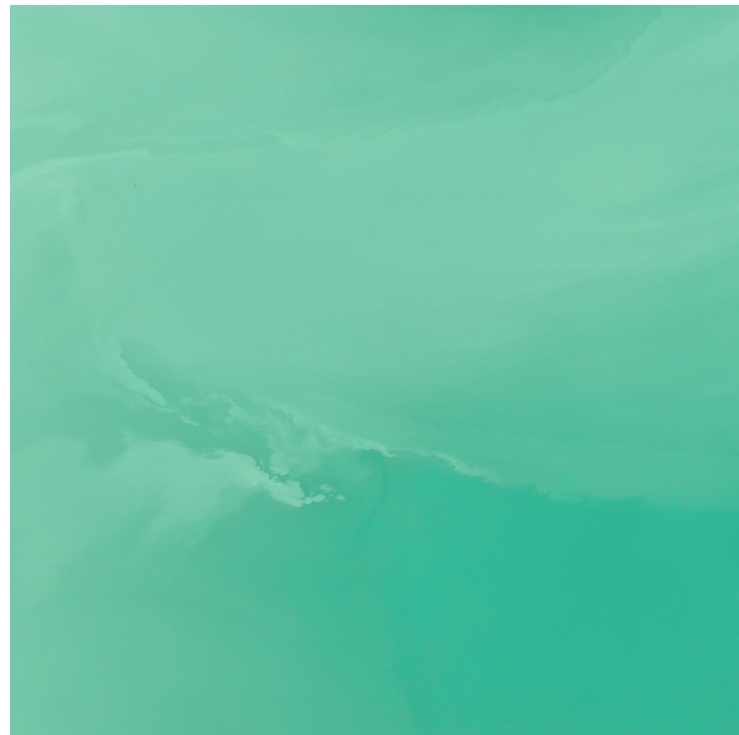


0.5

Brand Personality

Confident, fun, lighthearted, smiling,
enjoying to make others experiences
incredible from the first time
believes in making a role to create an
atmosphere full of energy and joy,
to make a special day for the clients.





0.6

Simple

Quick

Modern

Energy

Healthy

Friendly

Brand Attributes

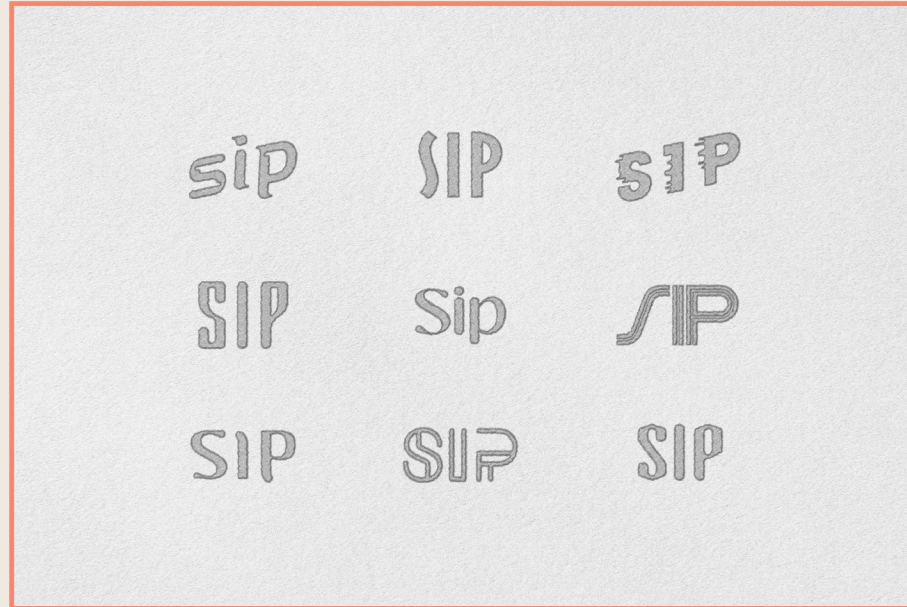
0.7

Logo Inspiration

The logo contains several concepts,
First: the logo is based on a streamlined semi-circular shape and a flexible font that matches the brand's personality.
Second: the logo was drawn based on its brand identity, and it also represents the shape of a water drop and a coffee drop, and its curves represent other things such as eggs and oranges..
Choosing the primary color for the logo is orange, which gives life and vitality.



Logo
Sketch



Logo
Design



Logo
Concept



Font
Correction

Original

SIP

After Edit

Sip



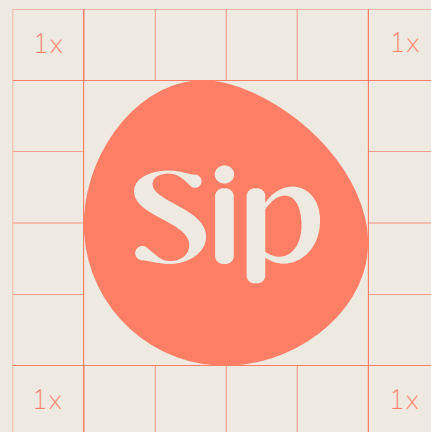
Logo

Lockups



Sip

Clear
Space



Minimum
Size



10mm

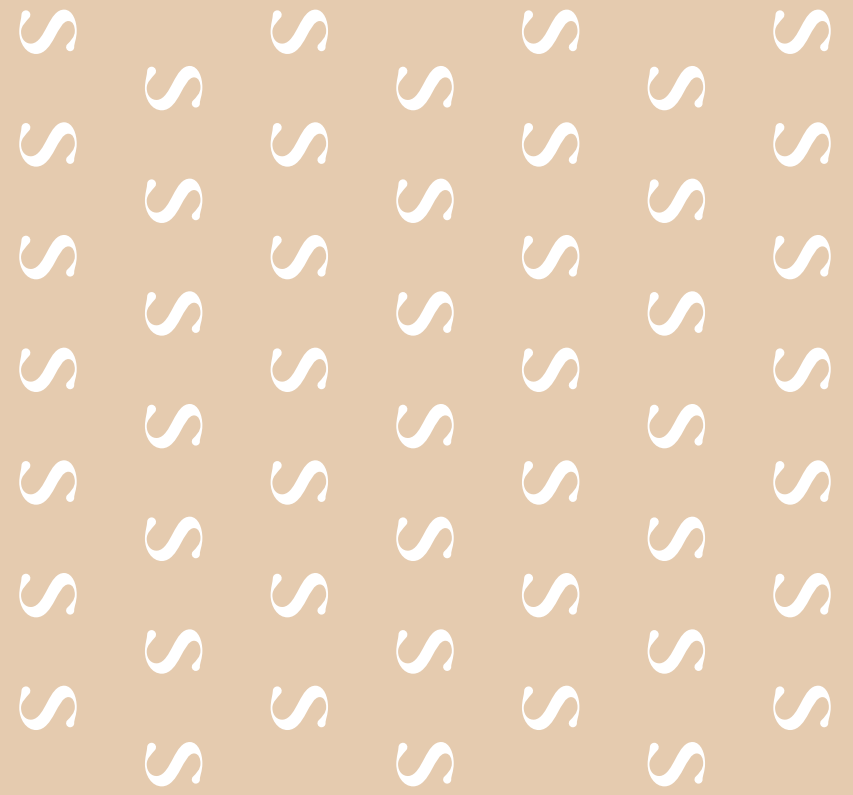
0.8

Slogan



0.9

Illustration & Pattern



Identity drawings have been selected

To match the interior design of the coffee and the personality of the brand

They are simplified forms that carry many meanings

And we decided that the final look would be similar to terrazzo

Because terrazzo is the main form of coffee interior design.

And the brand colors were chosen to give the character of happiness, energy and movement.



0.10

Typography

Aa

Nunito / ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Nunito / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Nunito / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Nunito / SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Nunito / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Nunito / ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

nunito
N

TS

Rotger

رفيع

TS Rotger / Light

أ ب ت ث ج ح ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
.٩٨٧٦٥٤٣٢١

عادي

TS Rotger / Regular

أ ب ت ث ج ح ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
.٩٨٧٦٥٤٣٢١

متوسط

TS Rotger / SemiBold

أ ب ت ث ج ح ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
.٩٨٧٦٥٤٣٢١

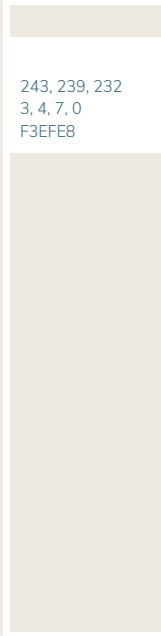
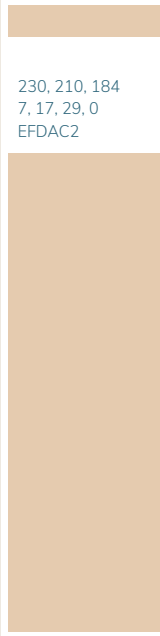
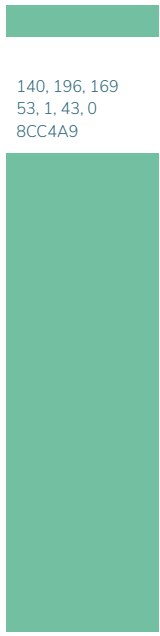
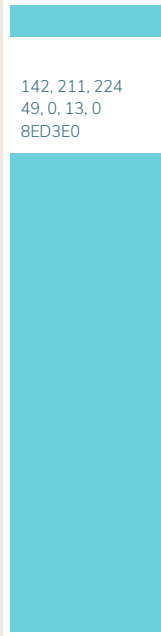
عريض

TS Rotger / Bold

أ ب ت ث ج ح ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
.٩٨٧٦٥٤٣٢١

0.11

Color Palette



About Colors

- Energy, Happiness, Excitement, Appetite
- Leisure, Refreshment, Quenching, Inspiration
- Confidence, Challenge, Strength, Cool
- Fresh, Natural, Healthy, Friendly
- Freshness, Comfort, Belonging, Warmth
- Cleanliness, Renewal, Purity, Positive

Sip

Sip

Sip

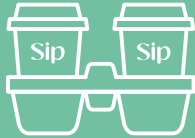
Sip

Sip

Sip

0.12

Icons



0.13

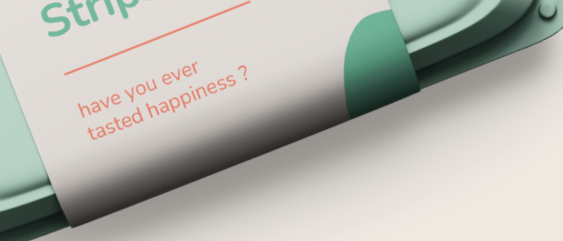
Visual Identity













Sip

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شكرا لكم
Thank you