



# BRAND MANUAL

Version 02 | 26 -10-2022

Visual Brand **Guidelines** ➤

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Umberela  
BOX  
SRICKER





## About The Brand

Karak & Chabati blend cultures ... it drives its essence from the ancient history of predecessors... it takes us back to the days of the ancestors in the high seas ... sailing towards great India for trade.

Bringing the best goods and recipes of food and drinks to Egypt .



## Logo & Usage

Karak & Chapatilogo combines three elements:

Karak & Chapatilettering, the tagline and the logo icon. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of Karak & Chapatilogo elements, are predetermined and should not be altered.



The Separate Icon. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

The Typeface. It is intended to be used on lighter backgrounds and images in order to maintain legibility.

Another acceptable color option is to reverse the logo out to white on darker backgrounds and images.

## Black & Grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Karak & Chapati Logo palette when possible, using black or white if necessary.



100% black color



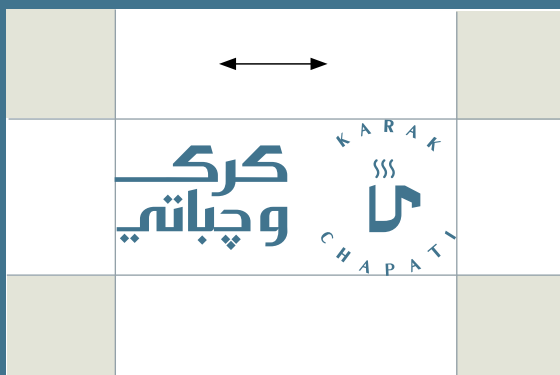
70% black color



100% white color



## Construction & Clearspace



Karak & Chapati logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the letter width of the logo type.

It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures, which have strong impact or impression, should not be placed near the logo, even though you keep the isolation area blank.

## 03 - BRAND COLOR

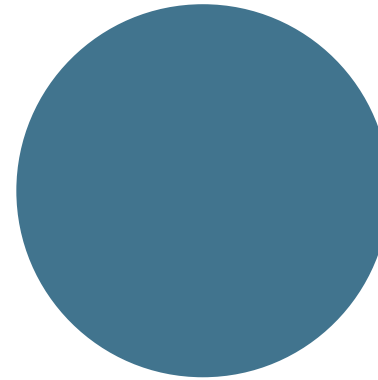
A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

The logo color palette includes specifications for Pantone colors on coated stock (C) and HKS on natural paper (N).

When reproduced using the four-color process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colors to enrich the Karak & Chapati visual identity as a whole. Lighter tints (up to 20 %) of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company. Use the the “beige” and “Orange” colors sparingly.



7698 C



## 04. Typography

Typography is 95% of design - it's a driving force in all forms of communication art.

## The primary typeface

Loew Next

About the font

© 2021 Microsoft Corporation. All Rights Reserved.

**ABCDEFGHIJKL  
MNOPQRSTUVWXYZ  
abcdefghijklmnopqrstu-  
vwxyz  
1234567890  
!"§\$%&/()=?+\*#**

**A a**

## The secondary typeface

The Sans

About the font

© 2018 Microsoft Corporation. All Rights Reserved. - Arabic - English Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!"§\$%&/()=?+\*#

Aa

## Typography & hierarchy

Heading 1 / Glosier, 36 pt bold

# The quick brown fox

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Heading 2 / Glosier, 28 pt bold

## The quick brown fox

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Heading 3 / Glosier, 22 pt bold

### The quick brown fox

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Heading 4 / Lato, 12 pt bold uppercase, spacing 100

#### THE QUICK BROWN FOX

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Heading 5 / Lato, 9 pt bold uppercase, spacing 200

##### THE QUICK BROWN FOX

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Body Copy Lato (8 pt regular)

The quick brown fox

### Rules

Size is the simplest way to create contrast between different typographic elements in your design. With 5 levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design.

This font should be used in all Karak & Chapati communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

The font Lato is available in 10 weights. We use 3 of them. The regular, italic and bold versions.



## 05. Corporate Pattern

TyCorporate Iconography System



Icons are graphics that take up a small amount of space and provide a quick, intuitive representation of an action, status, or functionality. In order to ensure that icons retain their ability to communicate clearly and succinctly, it's important not to dilute the system by creating new versions or variations of the existing icon set.

Icons are:

- Helpful in adding visual interest and making a page more scannable.
- More and more commonplace as screens get smaller and real estate is increasingly scarce.

Icons are not:

- Wholesale replacements for text.
- Appropriate for enlargement and use as illustrations.
- Used for more than one defined representation.











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LATTEE	20	60	110
COFFEE	9	17	89
TEA	15	22	80
LATTEE	42	92	180
COFFEE	15	22	80
TEA	10	22	90





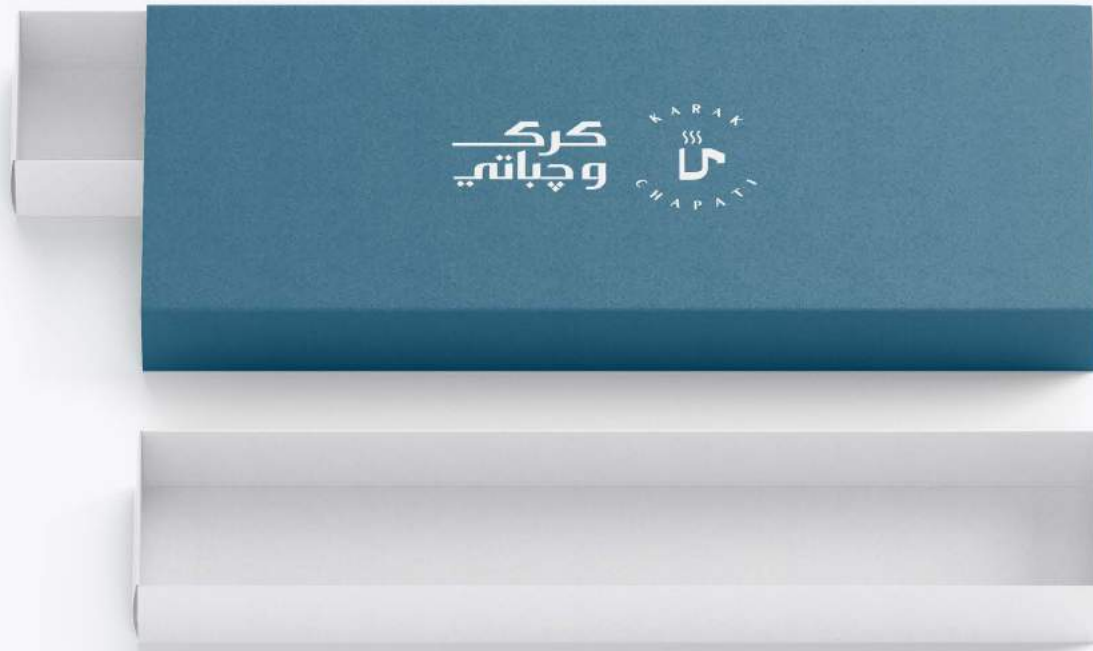


































































































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