

Sama Cafe

Brand Identity

Client:

Sama Cafe

Scope of Work:

Brand Identity

Location:

Saudi Arabia

Year:

2022

Creative Direction:

Gamal Assy

About

Founded in Riyadh in 2022, Sama Cafe is a specialty coffee drive-thru brand dedicated to offering high-quality coffee and fresh bakery items for people on the move. Born from the expertise of a passionate coffee master, Sama Cafe has quickly become a staple for morning commuters in search of exceptional coffee and a seamless experience.

Now with four thriving locations across Riyadh, Sama Cafe serves as a trusted stop where customers can fuel their day with the finest specialty coffee.



Brand Purpose

To elevate the morning routine by providing exceptional, specialty coffee crafted with care and expertise, inspiring customers to start their day energized and uplifted.

Brand Vision

To set a new standard in drive-thru specialty coffee, expanding our presence throughout Saudi Arabia and establishing Sama Cafe as a symbol of quality, convenience, and morning motivation.

Brand Mission

To become the go-to drive-thru coffee choice for morning commuters by offering high-quality specialty coffee, efficient service, and an inspiring start to the day.

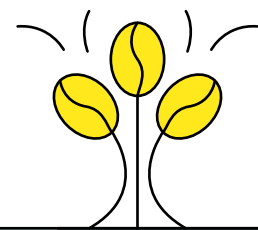


Brand Values



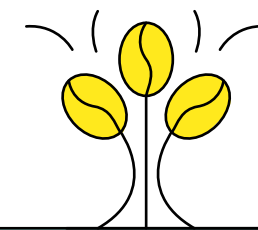
Quality

Committed to delivering the best specialty coffee, using only top-quality beans and ingredients.



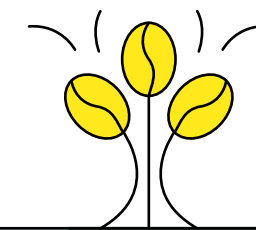
Convenience

Designed to meet the needs of busy customers through a seamless drive-thru experience.



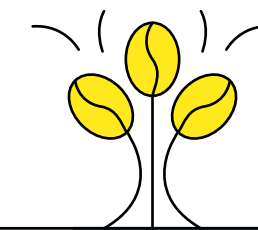
Consistency

Striving to create a dependable, high-standard coffee experience across all branches.



Passion

Fueled by a deep love for coffee and a desire to share that passion with every cup.



Brand Archetype

The Caregiver

Sama Cafe aligns with the Caregiver archetype, as it aims to support and uplift customers, making their morning coffee experience comforting, reliable, and nurturing.

Brand Personality

Warm and Welcoming:

Like a dependable friend that's always there to provide comfort.

Passionate and Knowledgeable:

Reflecting a genuine love for coffee and an expert approach to quality.

Energetic and Positive:

Matching the morning vibe, encouraging people to embrace the day ahead.

Tone of Voice

Inviting and Friendly:

Ensuring every communication feels warm and approachable.

Uplifting and Motivational:

Encouraging positivity and a bright start to the day.

Knowledgeable but Approachable:

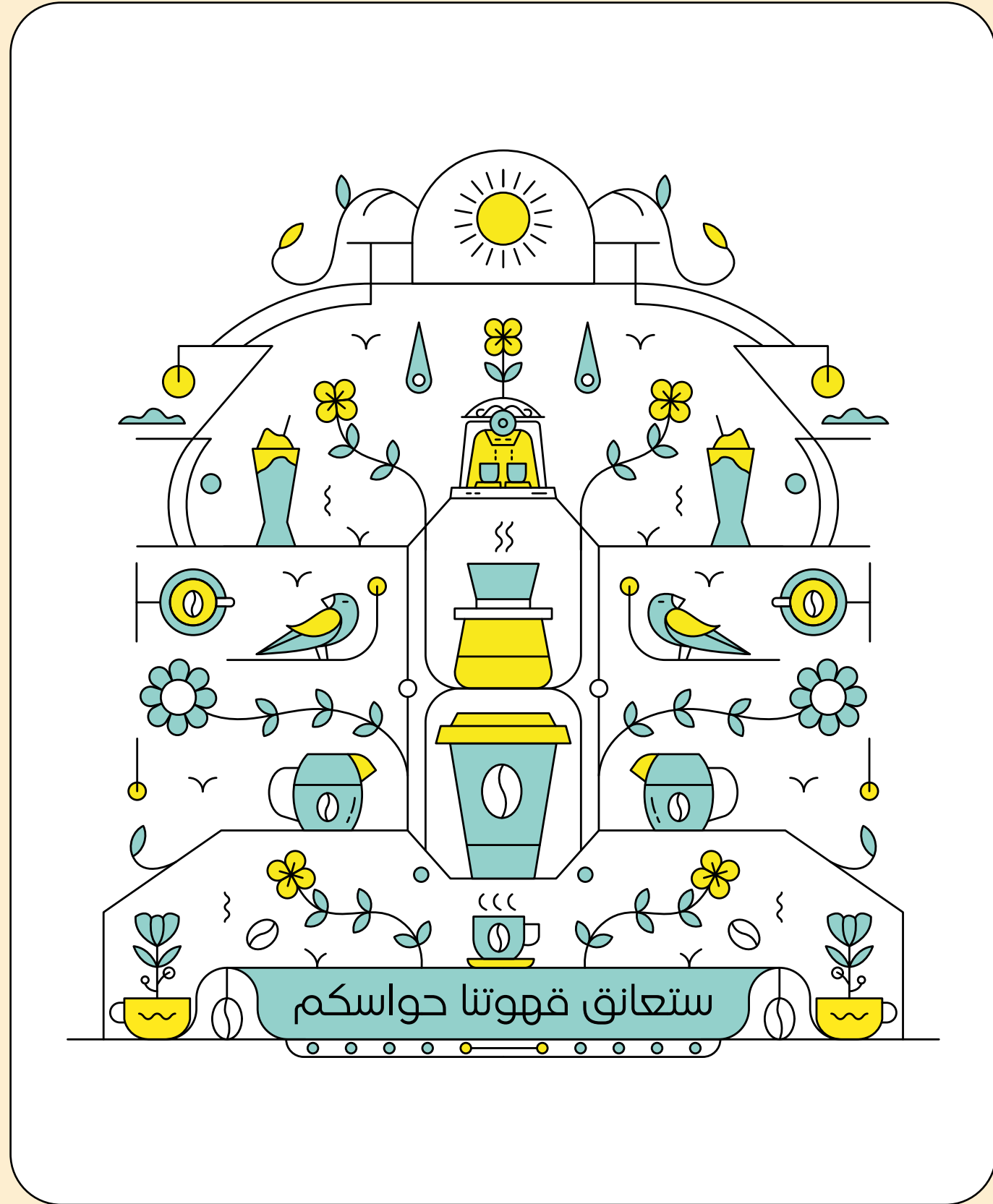
Sharing insights about coffee quality and flavor without being overly technical.

Brand Positioning

Sama Cafe is the preferred drive-thru for specialty coffee in Riyadh, catering to busy morning commuters. Offering high-quality coffee in a convenient setting, Sama Cafe stands out as a premium yet accessible option.

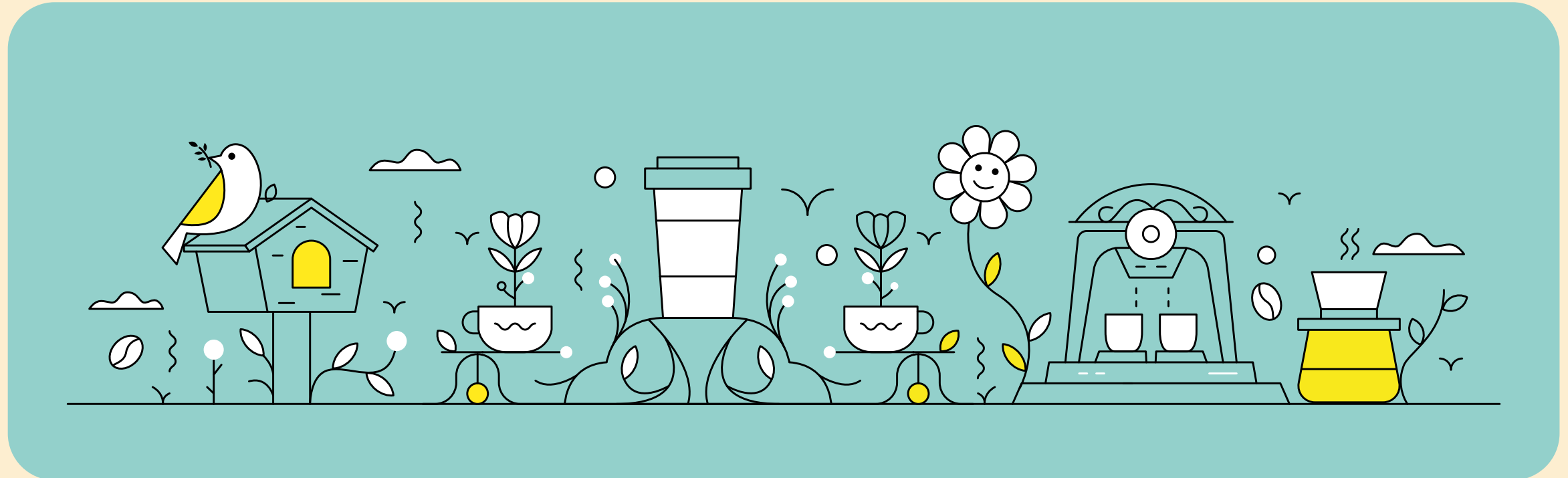
With a focus on excellent brews and a commitment to quality, Sama Cafe provides a reliable start to the day for those looking to enjoy great coffee on the go.





Madani
Arabic

Light
Medium
Bold





Logo Concept

The bird icon in Sama Cafe's logo represents the spirit of morning and fresh beginnings. Just as birds start their day early, Sama Cafe provides a quality coffee experience for morning commuters. The bird reflects freedom and movement, symbolizing the convenience of our drive-thru service. It embodies Sama Cafe's role in helping customers start their day energized and ready to go.



DRIVE THRU

Tiffany

RGB: 147 | 208 | 203

CMYK: 46 | 0 | 25 | 0

Hex: 93d0cb

Sun Rise

RGB: 255 | 233 | 29

CMYK: 3 | 2 | 88 | 0

Hex: ffe91d

White

RGB: 255 | 255 | 255

CMYK: 0 | 0 | 0 | 0

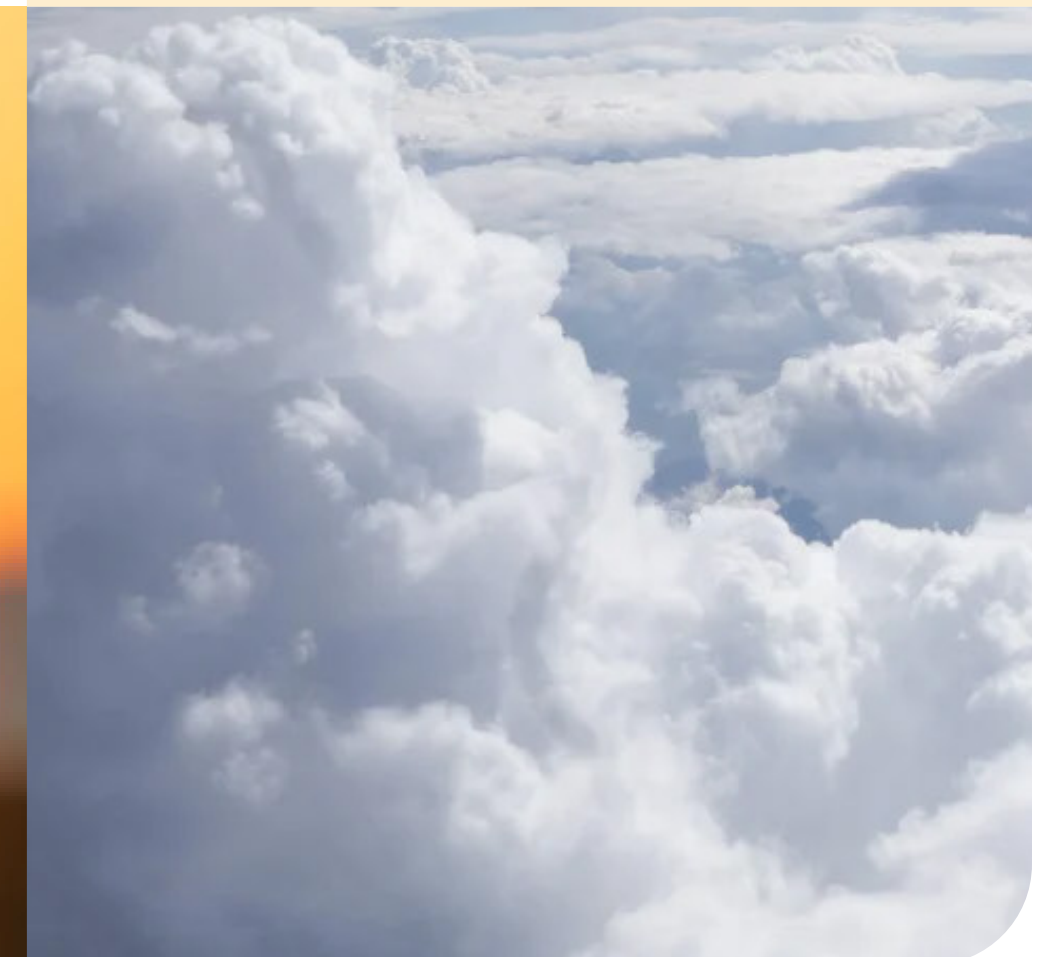
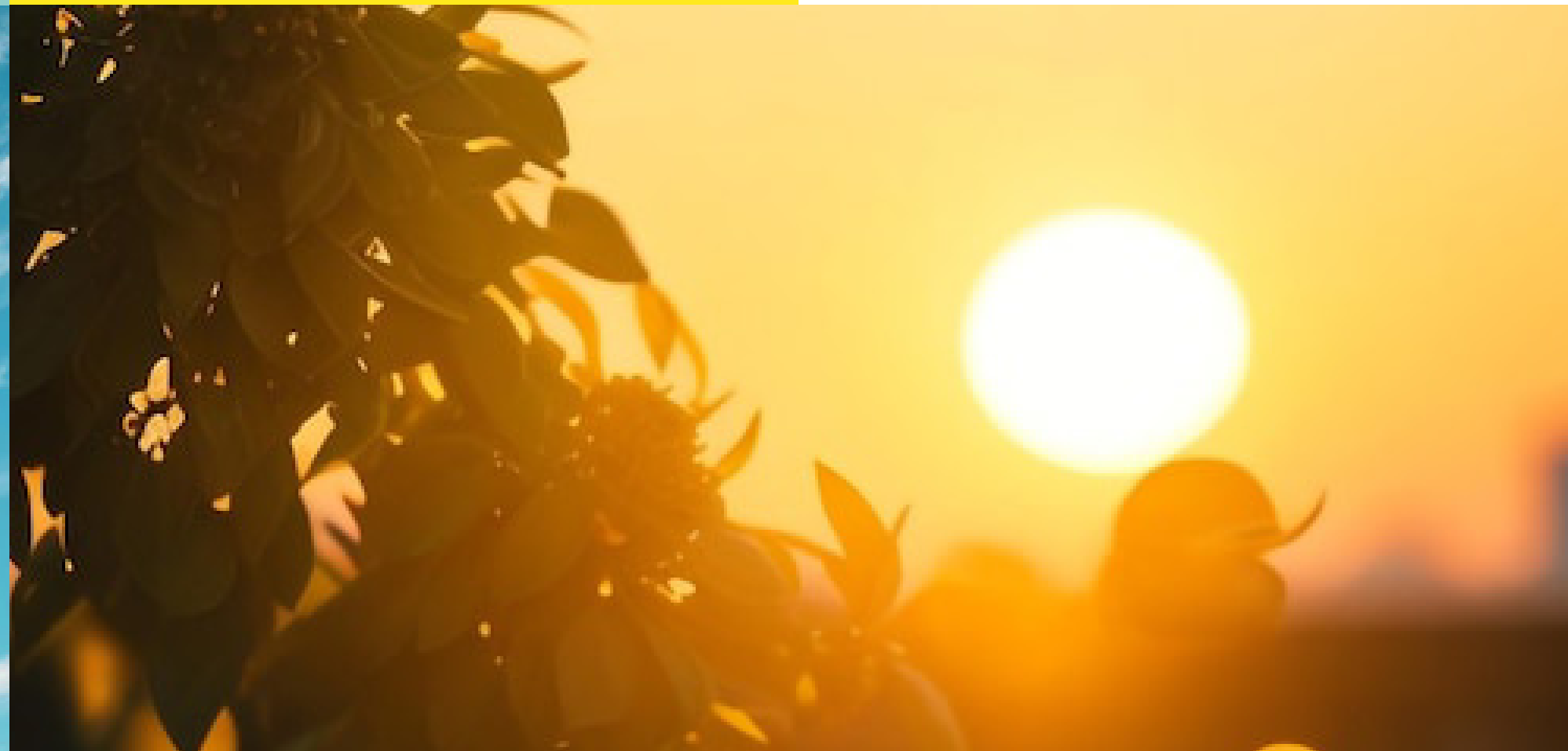
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Beige

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Madani Arabic

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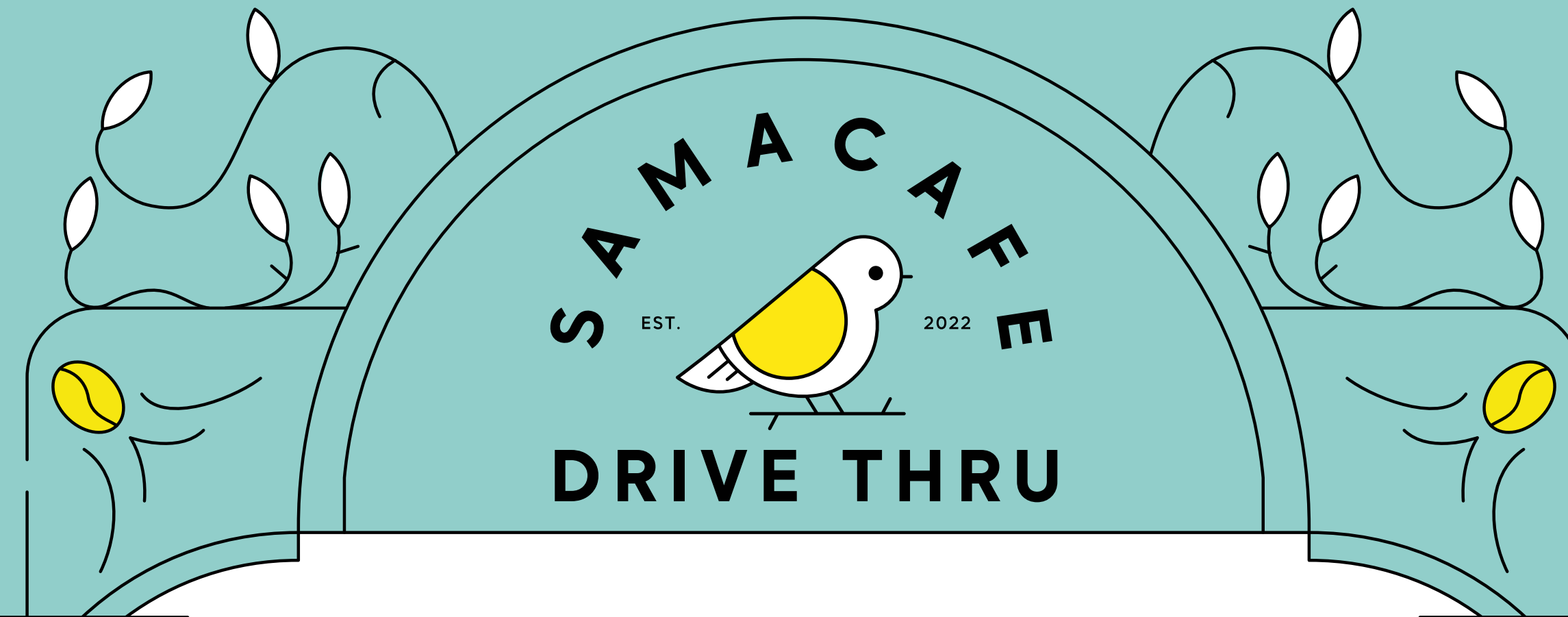
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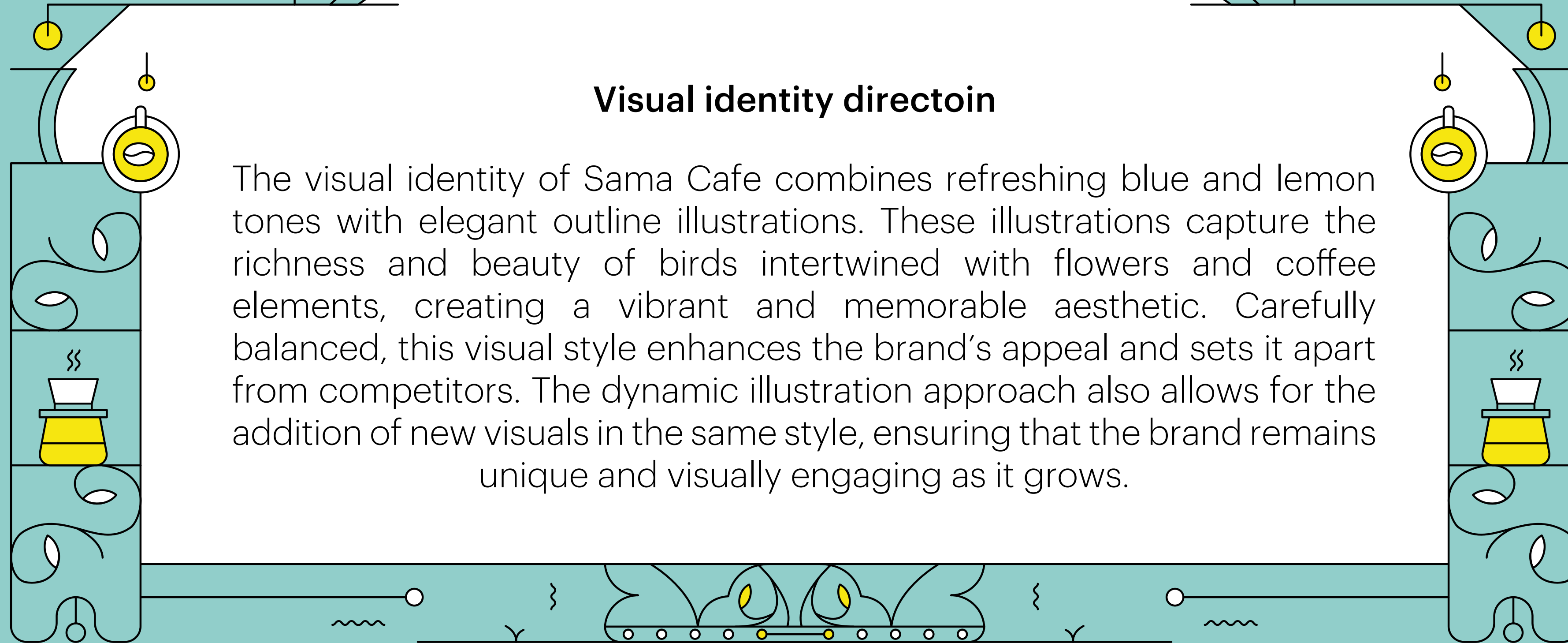
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Visual identity directoin

The visual identity of Sama Cafe combines refreshing blue and lemon tones with elegant outline illustrations. These illustrations capture the richness and beauty of birds intertwined with flowers and coffee elements, creating a vibrant and memorable aesthetic. Carefully balanced, this visual style enhances the brand's appeal and sets it apart from competitors. The dynamic illustration approach also allows for the addition of new visuals in the same style, ensuring that the brand remains unique and visually engaging as it grows.













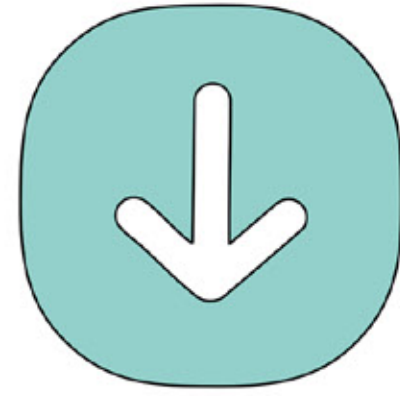




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SAMACAFE
DRIVE THRU

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الطويات

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الساندوتشات

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المشروبات الساخنة

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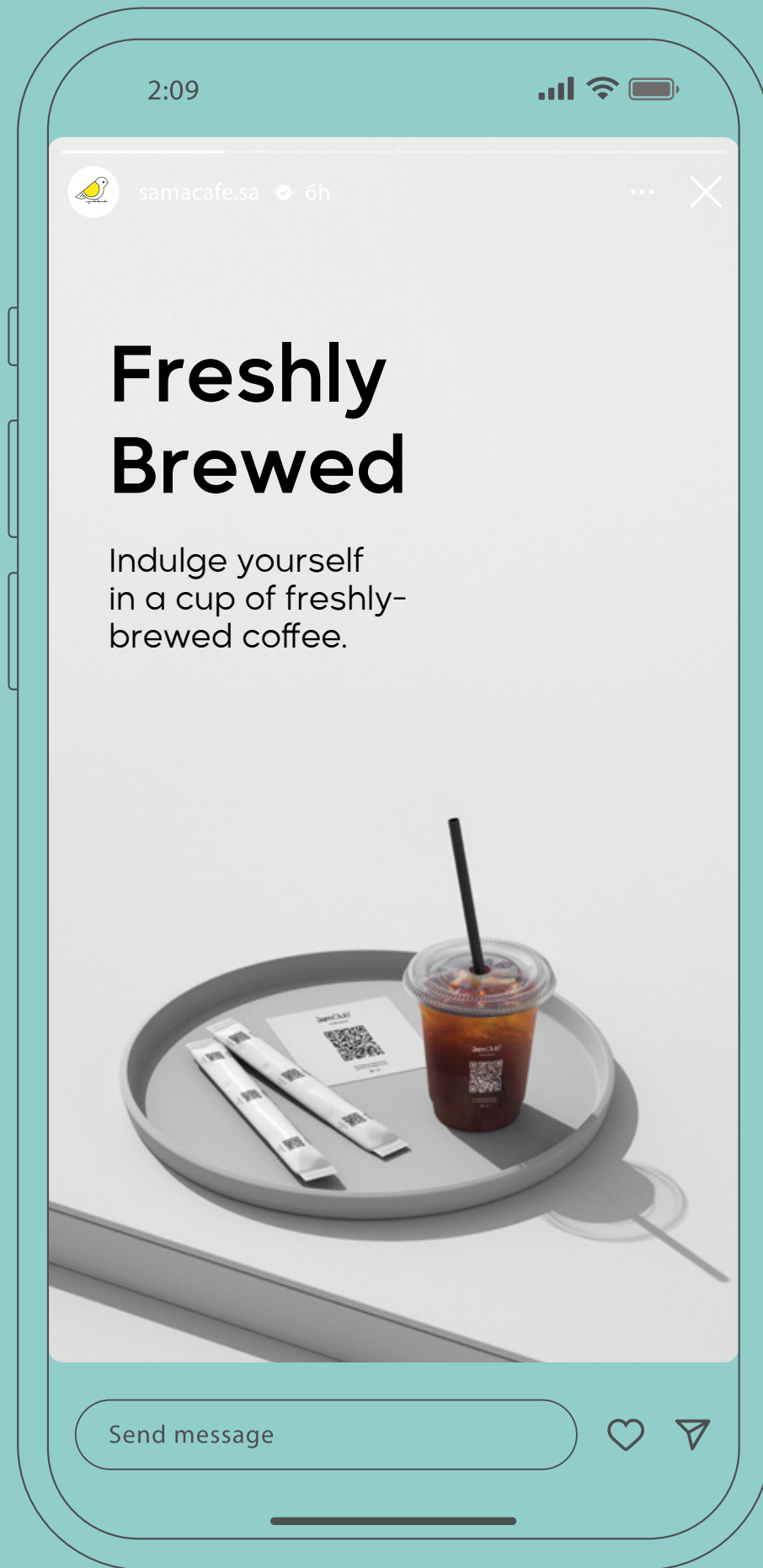
المشروبات الباردة

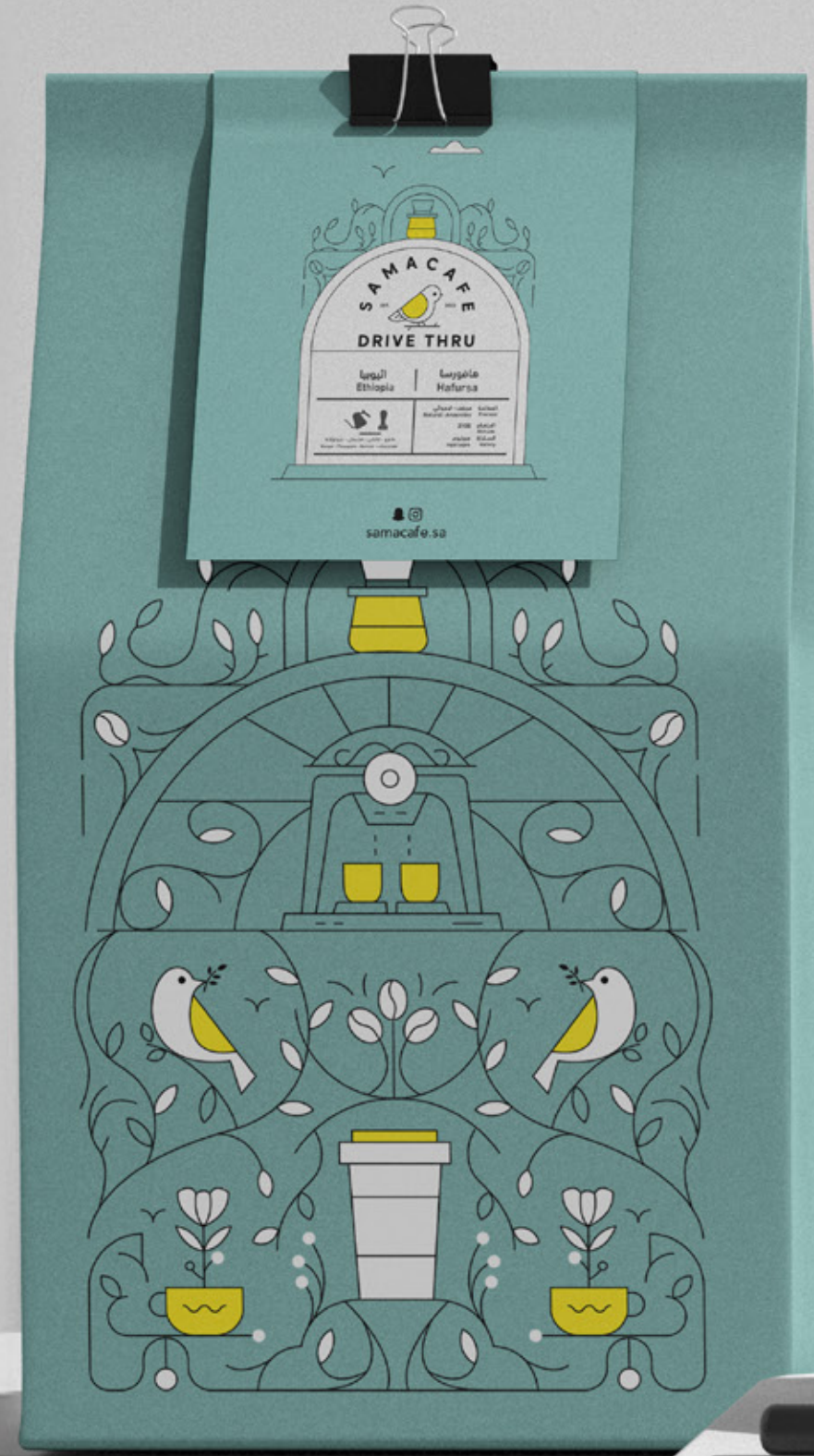
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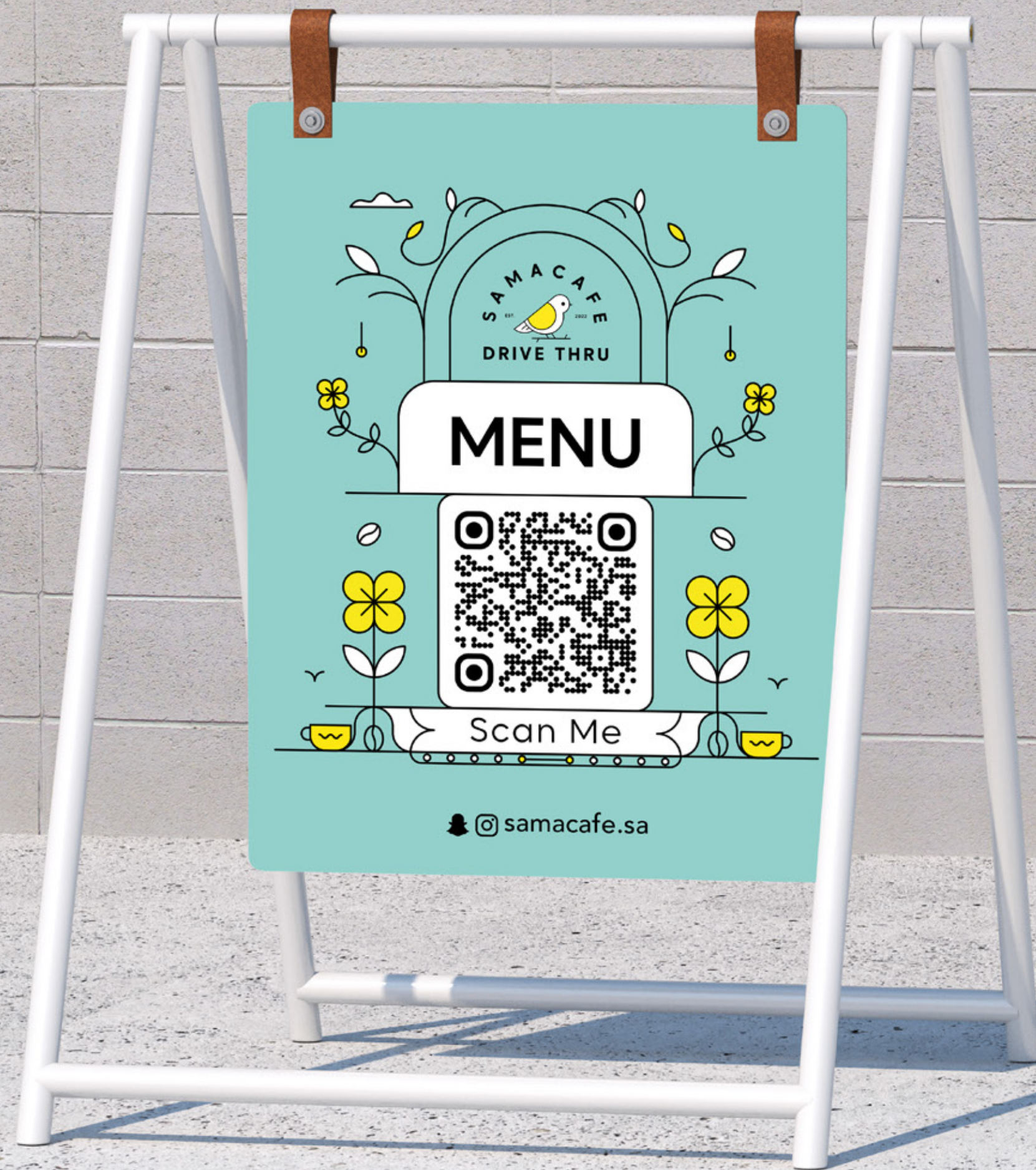
اضف حبوب 3 ريال
اضف اسبريسو 4 ريال
اضف حليب 2 ريال

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@samacafesa











ستعانق قهوتنا حواسك

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FLOORING
Starting at...
\$599
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Thank you

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