



Ristretto

BRAND IDENTITY MANUAL



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BRAND MARK & USAGE

English Logo Construction

Master Logo

The logo is the most visible element of our identity.

This logo is to be used for all printed collateral including all printed publications, advertising, billboards and posters.



Pantone 476 C



C:57 M:80 Y:100 K:45



R:84 G:48 B:26



BRAND MARK & USAGE

Arabic Logo Construction

Master Logo

The logo is the most visible element of our identity.

This logo is to be used for all printed collateral including all printed publications, advertising, billboards and posters.



Pantone 476 C



C:57 M:80 Y:100 K:45



R:84 G:48 B:26



BRAND MARK & USAGE

Clear space and Minimum size

Clear Space

Always surround the LOGO with the correct clear space designated to ensure that the logo is easily identifiable as well as clearly visible and legible wherever it appears. Clear space is the minimum "breathing room" maintained around our logo.

It also defines the minimum distance between the logo and the edge of a printed piece. The clear space around our logo is equal to the size of the COFFEE ICON.

Do not position any text, graphic elements, or other visual marks inside the recommended clear space.

The main RISTRETTO logo mark is always seen on material as left-aligned full-bleed. Please note that this distance may sometimes be adjusted for select online or exterior signage applications where space is limited.



Minimum Size

The minimum size for this usage is 20mm at width.

Below this size, the alternate logo can be used to ensure legibility and recognition up to 6mm width.





BRAND MARK & USAGE

Rules for using the logo - color

With these variations on the logo, you will be able to cover all your needs for the different media and printing methods. Nevertheless, we advise you to use primarily the official four colour or spot colour versions.



Ristretto

Positive single colour version
Pantone 476 C
Process C:57 M:80 Y:100 K:45



Ristretto

You are allowed to use the logo on
a plain background
Pantone 872 C
Process C:20 M:30 Y:70 K:15



Ristretto

You are allowed to use the logo colour version
Pantone 872 C
Process C:20 M:30 Y:70 K: 5
on a plain background
Pantone 476 C
Process C:57 M:80 Y:100 K:45



Ristretto

You are allowed to use the logo on a plain
light background (e.g. beige).
20% of Pantone 872 C
Process C:4 M:6 Y:14 K:3



Ristretto

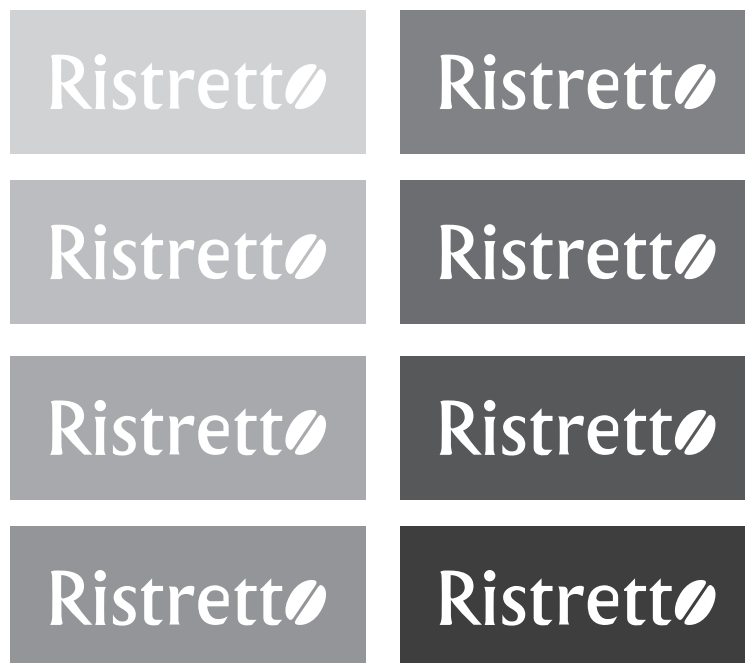
You are allowed to use the logo on a diffuse
tone-on-tone image.



BRAND MARK & USAGE

Rules for using the logo - grayscale

With these variations on the logo, you will be able to cover all your needs for the different media and printing methods. Nevertheless, we advise you to use black and white for grayscale artworks.



You are allowed to use 100% black background on white logo or a percentage of 20-90 % of black.

Ristretto



You are allowed to use 100% black logo a on a percentage of 10-60% of black background.



BRAND MARK & USAGE

Incorrect use of the brandmark

Forbidden usage



Colours must not be changed.



The typeface structure must not be changed.



The logo must not be applied on colour backgrounds not included in the guidelines.



The logo must not be placed in a white, coloured or transparent cartouche.



The symbol must not be used in non-standard ways.



The logo must not be distorted

Please take note that all illustrations showing above are restricted not to use in any advertising or printing requirements.



BRAND MARK & USAGE

Colour Palette

Colour Palette Usage

The use of a powerful and distinctive palette is a core strength of Ristretto visual identity. This alone will bring visual consistency to our materials, a powerful asset to the brand and a reflection of the quality of the organization.

Added to these colours are generous amounts of white to give the visual identity a crisp, contemporary feel.

	Pantone 476 C C:57 M:80 Y:100 K:45 R:84 G:48 B:26
80%	Pantone 476 C C:57 M:80 Y:100 K:45 R:84 G:48 B:26
	Pantone 872 C C:20 M:30 Y:70 K:15 R:120 G:151 B:90
40%	Pantone 872 C C:20 M:30 Y:70 K:15 R:120 G:151 B:90
20%	Pantone 872 C C:20 M:30 Y:70 K:15 R:120 G:151 B:90
10%	Pantone 872 C C:20 M:30 Y:70 K:15 R:120 G:151 B:90
	Black
	White

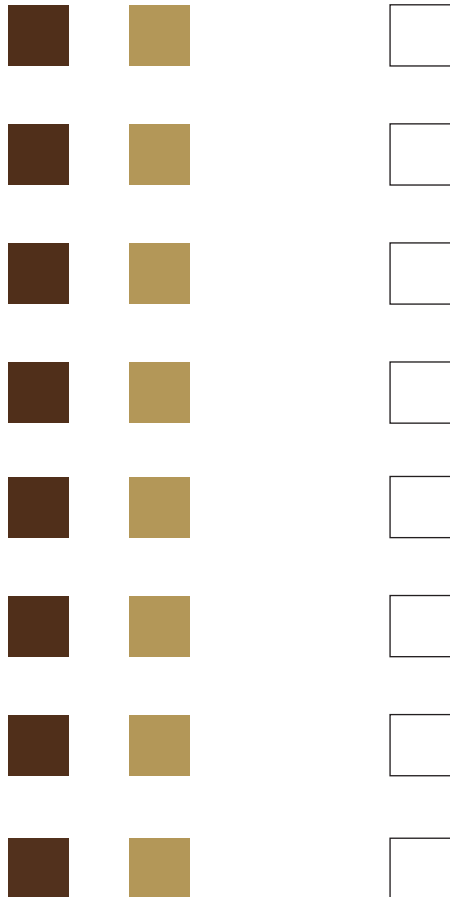


BRAND MARK & USAGE

Square Colour or Die Cut

OPTION 1

OPTION 2



The square options will be use for Business Cards, Stationeries, Coasters and other branding and marketing materials

Square Size 1 X 1 cm

OPTION 1

Colours



Pantone 476 C
C: 57 M: 80 Y: 100 K: 45
R: 84 G: 46 B: 25



Pantone 872 C
C: 20 M: 30 Y: 70 K: 15
R: 180 G: 151 B: 90

OPTION 2

Die Cut

Die Cut will be use for Coaster as an option



BRAND MARK & USAGE

The Parent Brand

The parent brand logotype is used when the communication is on the 3 brands of Ristretto.

The logotype is composed of the symbol of the brand bloc and of additional information called type:

- Cafe and Lounge
- Cafe and Deli
- Cafe and Resto
- Coffee House

Ristretto
CAFE AND LOUNGE

Ristretto
CAFE AND DELI

Ristretto
CAFE AND RESTO

Ristretto
COFFEE HOUSE



Let's بلا

Let's Chocolate

Let's Coffee

Let's Eat

Let's Espresso

Let's Milk

Let's Tea

Let's Drink

Let's logotype in both English and Arabic will be used as first word for each category.

The word Let's comes as texture pattern in various fonts use. can be including all printed publications, advertising, billboards and posters.

Ristretto logotype inserted between the graphics text and highlighted into brand colour.

Colours



Pantone 476 C
C: 57 M: 80 Y: 100 K: 45



Pantone 872 C
Tint: (20%)
C:20 M:30 Y:70 K:15



Pantone 476 C
C: 20 M: 30 Y: 70 K: 15
Tint: (80%)



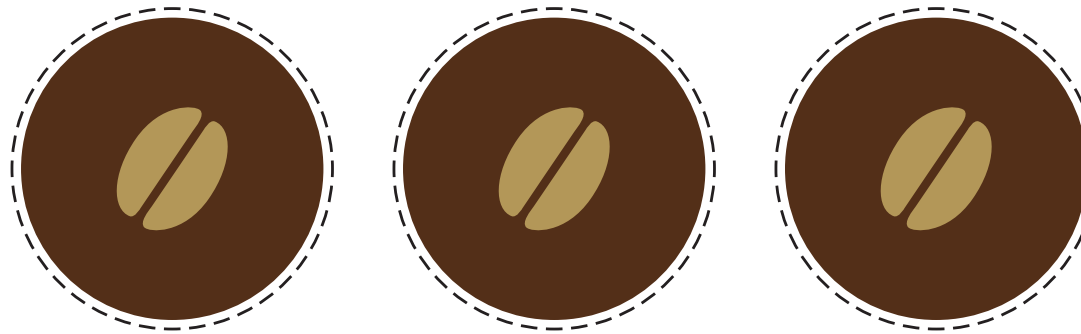
Pantone 872 C
Tint: (10%)
C:20 M:30 Y:70 K:15





BRAND MARK & USAGE

Stickers



The stickers will be use for wraps and take away orders to seal the packs and keep the product fresh.

Sticker Size

40x40mm

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45
R: 84 G: 46 B: 25

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15
R: 160 G: 151 B: 90

Die Cut



BRAND MARK & USAGE

Typography-English

RISTRETTO typeface is HELVETICA NEUE.
It is at the heart of RISTRETTO identity and is the
foundation for all RISTRETTO branding.

Clean, distinctive and legible, it is available in a variety of
weights to express the brands qualities.

A number of weights are available, allowing a full range
of creative expression. HELVETICA NEUE UltraLight and
Light are the most used weights for RISTRETTO
corporate communication, supported and
complemented by other weights as appropriate.

For digital applications such as Microsoft Word, the font
should be the same.

Helvetica Neue UltraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



BRAND MARK & USAGE
Typography-English

RISTRETTO alternative typeface is Gill Sans.

This font can be use for advertising materials.

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



BRAND MARK & USAGE

Typography-Arabic

RISTRETTO typeface to any Arabic requirements is GE Dinar One or AXTManal.

It is at the heart of RISTRETTO identity and is the foundation for all RISTRETTO branding.

Clean, distinctive and legible, it is available in a variety of weights to express the brands qualities.

For digital applications such as Microsoft Word, the font should be the same.

GE Dinar One Light

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت
ث خ ذ ض
١٢٣٤٥٦٧٨٩٠

GE Dinar One Medium

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش
ت ث خ ذ ض
١٢٣٤٥٦٧٨٩٠

AXTManal

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض
١٢٣٤٥٦٧٨٩٠

AXTManal Bold

أ ب ج د ه و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض
١٢٣٤٥٦٧٨٩٠



APPLICATION & IMPLEMENTATION

Logo Signage



Ristretto Signage is made of gold plated 60mm depth metal with white neon lights behind each letters.attached on a wood or wooden graphic style.



APPLICATION & IMPLEMENTATION

Business Cards

OPTION 1



Business Card Option 1 using white background front design using pantone 872 squares and the back with font graphics with pantone 872 (40%) background and 10% watermark.

Card Size

5 X 5 cm

Paper stock

Ivory White 350 gsm.
(Optional: Conqueror CX22,
Laid... etc)

Logo Size

W: 2.5 cm
H: 0.5 cm
(25% from main logo)

Font (Name)

Helvetica Neue Regular,
Size: 10pt

Font (Designation)

Helvetica Neue Light,
Size: 8pt

Address

Helvetica Neue Light,
Size: 7pt

Web Address

Helvetica Neue UltraLight,
Size: 7pt

Colours

- Pantone 476 C
C: 57 M: 80 Y: 100 K: 45
- Pantone 872 C
C: 20 M: 30 Y: 70 K: 15
- Pantone 872 C
Tint: (40%)
- Pantone 872 C
Tint: (20%)

Option 1

Square Colour

- Pantone 872 C

Water Mark

- Pantone 872 C
Tint: (10%)

Option 2

Square Die Cut

Water Mark

- Pantone 476 C
Tint: (80%)

RISTRETTO BRAND GUIDELINES

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APPLICATION & IMPLEMENTATION

Letterhead



The A4 letterhead will be printed in 2 spot colours Pantone 476 C and Pantone 872 C.

Letterhead Size

A4, (210 X 297)mm

Paper stock

Woodfree 100 gsm.
(Optional: Conqueror CX22, Laid... etc)

Logo Size

w: 6cm
h: 3cm
(60 % from main logo)

Square

2.5 X 2.5 mm

Address

Helvetica Neue Light,
Size: 8pt

Web Address

Helvetica Neue UltraLight,
Size: 8pt

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45
R: 84 G: 46 B: 25

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15
R: 180 G: 151 B: 90

Square

Pantone 872 C

Water Mark

Pantone 872 C
Tint: 10%



APPLICATION & IMPLEMENTATION

Envelope



The envelope is available in DL, A5 and A4 sizes. It will be printed in 2 spot colours Pantone 476 C and Pantone 872 C.

Envelope Size

DL /A5/ A4

Paper stock

Woodfree 100 gsm.
(Optional: Conqueror CX22,
Laid... etc)

Logo Size

w: 6cm
h: 3cm
(60 % from main logo)

Square

2.5 X 2.5 mm

Address

Helvetica Neue Light,
Size: 8pt

Web Address

Helvetica Neue UltraLight,
Size: 8pt

Colours

 Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

 Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Square

 Pantone 872 C

Water Mark

 Pantone 872 C
Tint: (10%)

Inside

 Pantone 476 C
C: 57 M: 80 Y: 100 K: 45



APPLICATION & IMPLEMENTATION

CD Lable



The CD will be printed in 2 spot colours Pantone 476 C and Pantone 872 C and will be printed on a sticker.

CD Size

117 X 117 mm

Paper stock

Woodfree 100 gsm.
(Optional: Conqueror CX22,
Laid... etc)

Logo Size

w: 6cm
h: 3cm
(60 % from main logo)

Colours

 Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

 Pantone 872 C
C: 20 M: 30 Y: 70 K: 15
Tint: (40%)

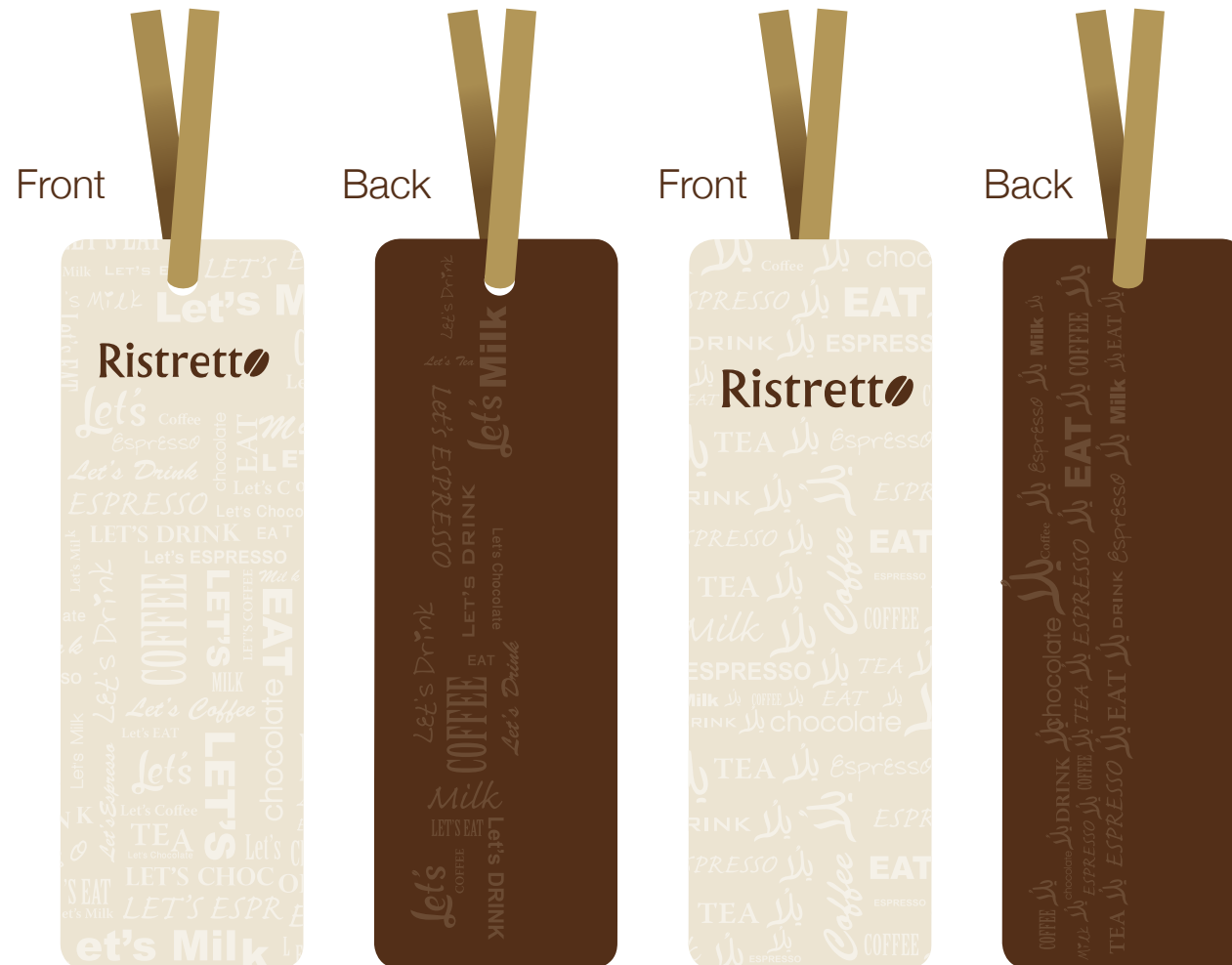
Water Mark

 Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Bookmark



The Bookmark will be printed in 2 spot colours Pantone 476 C and Pantone 872 C with gold ribbon.

Size
40x120mm

Paper stock
Woodfree 25 gsm.
(Optional: Conqueror CX22, Laid... etc)

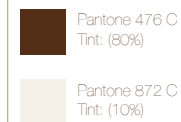
Die Cut

Logo Size
w: 27.9mm
h: 5.7mm

Colours



Water Mark





APPLICATION & IMPLEMENTATION

Captain Order Folder



Cover Description Size

w: 19cm
h: 25cm
Folded

Material

Leather (PU) pasted on 2.5mm thick
Grey board with embossed logo on
front side and die cut on the inside

Logo Size

w: 10cm
h: 3cm
(28% from main logo)

Colours

	Pantone 476 C C: 57 M: 80 Y: 100 K: 45
	Pantone 872 C C: 20 M: 30 Y: 70 K: 15
	Pantone 872 C Tint: (40%)



APPLICATION & IMPLEMENTATION

Captain Order Sheet

Ristretto

TABLE NO:	
SIGNATURE	

Captain Order Size

A5, one side print

Paper stock

170 gsm Art Matt

Logo Size

w: 3.2cm
h: 1.4cm
(28% from main logo)

Font family

Gill sans (light) 9pt

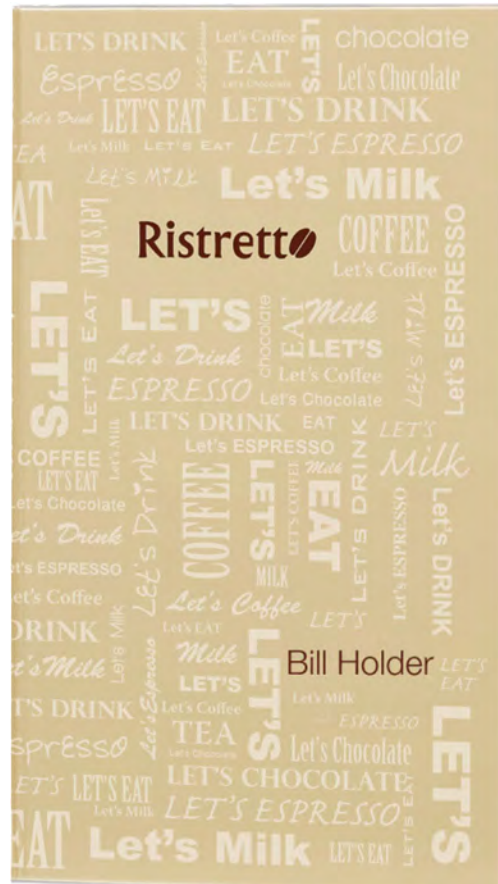
Printing Colours

 Pantone 476 C
C: 57 M: 80 Y: 100 K: 45



APPLICATION & IMPLEMENTATION

Bill Holder



Bill Holder Size
15x27cm folded

Paper stock
300 gsm matt lamination

Inside pocket

Logo Size
w: 5.5cm
h: 1.15cm
(28% from main logo)

Printing Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
Tint: (40%)

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Board Menu



Menu Size
25cmx23cm open

Paper stock
Board matt lamination

Printing Colours

	Pantone 476 C C: 57 M: 80 Y: 100 K: 45
	Pantone 872 C C: 20 M: 30 Y: 70 K: 15

	Pantone 872 C Tint: (40%)
	Pantone 872 C Tint: (10%)



APPLICATION & IMPLEMENTATION

Inside Menu



Menu Size
24cmx22cm open

Paper stock
200gsm matt lamination

Printing Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
Tint: (40%)

Pantone 872 C
Tint: (10%)

Plus CMYK Colours



APPLICATION & IMPLEMENTATION

Place Mat

Option 1



Option 2



Placemat Size
Standard

Paper stock
80 gsm Woodfree

Logo Size
w: 6cm
h: 3cm
(60 % from main logo)

Colours

	Pantone 476 C C: 57 M: 80 Y: 100 K: 45
	Pantone 872 C C: 20 M: 30 Y: 70 K: 15

Option 1

	Pantone 872 C Tint: (40%)
	Pantone 476 C C: 57 M: 80 Y: 100 K: 45
	Pantone 872 C Tint: (10%)

Option 2

	Pantone 476 C C: 57 M: 80 Y: 100 K: 45
	Pantone 872 C C: 20 M: 30 Y: 70 K: 15
	Pantone 476 C C: 57 M: 80 Y: 100 K: 45 Tint: (80%)



APPLICATION & IMPLEMENTATION

Coaster

Option 1



Option 2



Coaster Size

w: 9cm
h: 9cm

Die Cut

Paper stock

150gsm pasted on 2.5mm
hard kappa board

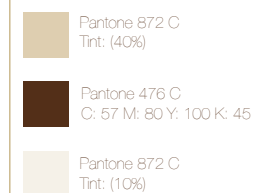
Logo Size

w: 6cm
h: 3cm
(28% from main logo)

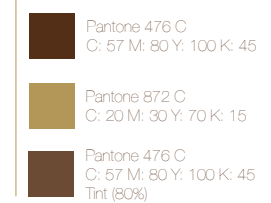
Colours



Option 1



Option 2





APPLICATION & IMPLEMENTATION

Table Napkins



Napkin Size

w: 10cm
h: 10cm

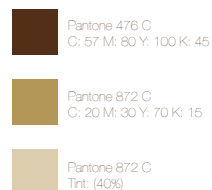
Paper stock

Tissue Material

Logo Size

w: 6cm
h: 3cm
(28% from main logo)

Colours



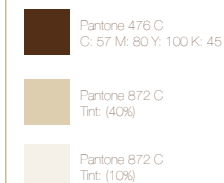
Option 1



Option 2



Option 3





APPLICATION & IMPLEMENTATION

Tent Card (Triangle)



Triangle Tent Card Size
Open Size: h: 21 x w: 31.2 cm
Closed Size: h: 21 x w: 10 cm

Paper stock
200 gsm. Art Matt + Lamination

Logo Size
w: 4.6cm
h: 2cm
(40% from main logo)

Font family

1	Tracing Logo	
2	Gill Sans (Bold)	18pt
3	Gill Sans (light)	12pt
4	Gill Sans (regular)	30pt

Colours

	Pantone 476 C C: 57 M: 80 Y: 100 K: 45
	Pantone 872 C C: 20 M: 30 Y: 70 K: 15 Tint: (20%)

Water Mark

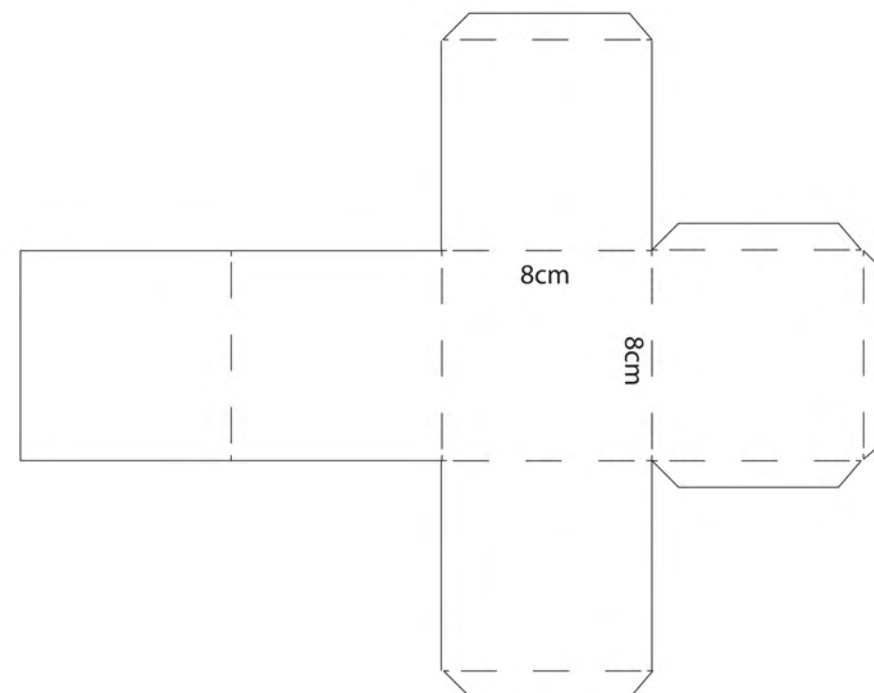
	Pantone 872 C Tint: (10%)
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APPLICATION & IMPLEMENTATION

Tent Card (Box Type)



CubeTent Card Size

Open Size: h: 30 x w: 42.5 cm
Closed Size: h: 12 x w: 10 cm

Paper stock

400 gsm. food board with
Die Out

Logo Size

w: 4.6cm
h: 2cm

(40% from main logo)

Font family

- ① Tracing Logo
- ② Gill Sans (light)

38pt

Colours

CMYK Print

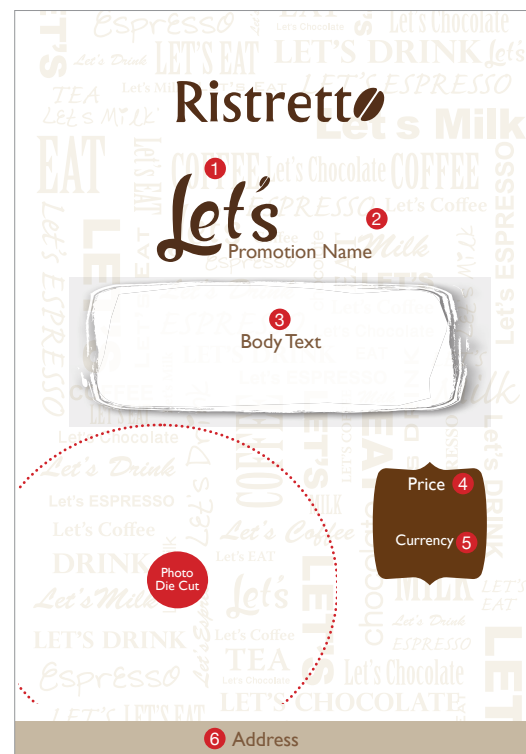
Water Mark

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Promotional Flyer



Flyer Size
A5 Tow side print

Paper stock
150 gsm. Matt

Logo Size
w: 4.6cm
h: 2cm
(40% from main logo)

Font family

1	Tracing Logo	
2	Gill Sans (Bold)	22pt
3	Gill Sans (light)	14pt
4	Gill Sans (regular)	38pt
5	Gill Sans (regular)	18pt
6	Gill Sans (regular)	10pt
7	Gill Sans (regular)	14pt

Colours

	Pantone 476 C C: 57 M: 80 Y: 100 K: 45
	Pantone 872 C C: 20 M: 30 Y: 70 K: 15 Tint: (20%)

Water Mark

	Pantone 872 C Tint: (10%)
--	------------------------------



APPLICATION & IMPLEMENTATION

Price Tag



Tag Size

w: 9cm
h: 8.5cm

Paper stock

350 gsm. Matt + Lamination

Logo Size

w: 4.6cm
h: 2cm

(40% from main logo)

Font family

- | | | |
|---|---------------------|------|
| 1 | Tracing Logo | |
| 2 | Gill Sans (Bold) | 22pt |
| 3 | Gill Sans (light) | 14pt |
| 4 | Gill Sans (regular) | 30pt |
| 5 | Gill Sans (regular) | 14pt |

Colours

- | | |
|---|---|
|  | Pantone 476 C
C: 57 M: 80 Y: 100 K: 45 |
|  | Pantone 872 C
C: 20 M: 30 Y: 70 K: 15
Tint: (20%) |

Water Mark

- | | |
|---|------------------------------|
|  | Pantone 872 C
Tint: (10%) |
|---|------------------------------|





APPLICATION & IMPLEMENTATION

Wall Poster



Poster Size

A3, A2, A1, A0 one side print

Paper stock

250 gsm. Matt + Lamination

Logo Size

w: 13.8cm

h: 6cm

(120% from main logo))

Colours



Pantone 476 C
C: 57 M: 80 Y: 100 K: 45



Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Water Mark



Pantone 872 C
Tint: (10%)

The above descriptions are applicable to A3 poster only. Other sizes of posters like A2, A1, A0 etc. needs to be adjusted proportionally.



APPLICATION & IMPLEMENTATION

Advertising

OPTION 1



OPTION 2



OPTION 3



Advertising

Size depends on the requirements.
Advertising can be a poster, print ad,
flyer, web or social media.

Materials

Depends on the requirements

Colours

CMYK Print



APPLICATION & IMPLEMENTATION

Photography/Visuals



These photos can be use for advertising requirements



APPLICATION & IMPLEMENTATION

Poster Stand



Display Artwork Size

A2, A1, A0

Stock

Wooden A-Board is made of dark ash solid hardwood frames to make it sturdy. It features a double-side removable vinyl graphics used for promotions.



APPLICATION & IMPLEMENTATION

Toothpick/Pepper/Salt/Sugar



Logo size will depends on the item's measurement.

Paper stock
To be discuss with supplier

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
Tint: (40%)

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Sandwich Wrap

Option 1



Option 2



Option 4



Option 3



Display Artwork Size

Standard size in sheets:
h: 40cm x w: 22cm
h: 40cm x w: 33cm
h: 40cm x w: 66cm
Customized as per sandwich sizes
with flexo or offset print

Paper stock

Grease-proof Wax or Glassine
Paper, High air permeability, Heat
resistant up to 200 degrees
Celsius, Packing: 1000 sheets
per carton

Colours



Option 1



Water Mark



Option 1

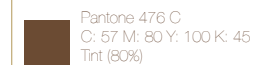
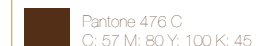


Water Mark

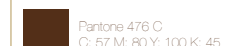


With Stickers

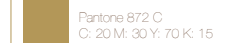
Option 3



Option 4



Square





APPLICATION & IMPLEMENTATION

Shopping \Take Away Bag



Option 1



Option 2



Paper Shopping Bag Size

w: 32cm
h: 35cm
8 cm (side - closed)
8 cm (bottom - closed)

Paper stock

200 gsm Art Matt with Matt
Lamination + punching holes
+ rope (should be white or
Black color)

Logo Size

w: 3.2cm
h: 1.4cm
(28% from main logo)

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Pantone 872 C
Tint: (20%)

Pantone 872 C
Tint: (40%)

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Shopping \Take Away Box

1



2



Packaging Size
to be discussed

Paper stock
200 gsm Art Matt with Matt
Lamination + punching holes

Die Cut

Logo Size
w: 3.2cm
h: 1.4cm
(28% from main logo)

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
Tint: (20%)

Pantone 872 C
Tint: (40%)

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Indoor Cup



Printing

Screen Printing

Logo Size

w: 13.8cm
h: 6cm

(120% from main logo))

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Pantone 872 C
Tint: (20%)

Water Mark

Pantone 872 C
Tint: (10%)

Pantone 476 C
Tint: (80%)



APPLICATION & IMPLEMENTATION

Travel Mugs



Material

Printed on paper and wrap inside the water proof plastic protector

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
Tint: (40%)

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Branded Crockery



Material

Ceramics

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
Tint: (40%)

Pantone 872 C
C: 20 M: 90 Y: 70 K: 15

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Glass/Cup Collection



Material
Glass

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
C: 20 M: 90 Y: 70 K: 15



APPLICATION & IMPLEMENTATION

Mugs Collection



Material

Ceramics

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
C: 20 M: 90 Y: 70 K: 15



APPLICATION & IMPLEMENTATION

Staff Name Tag



Name Tag

w: 7.5cm
h: 3.8cm

Stock

Gold plated textured metal
with pin at the back

Printing Colors

 Pantone 476 C



APPLICATION & IMPLEMENTATION

Pins and Suspender



Sticker will print on top of the metal pin
whenever or whatever the promotion is.

Stock

Metallic Pins with sticker on screen print





APPLICATION & IMPLEMENTATION

Uniforms and Pins

OPTION 1



OPTION 2



OPTION 3



Ristretto

Staff Uniforms

3 options with different designs for staff uniforms.

Stock

Oil cloth or PVC that are suitable for cooking and washing dishes but with stylish design

Pins

Made of metal with golden plated and brand logo on top.

Colours

- Pantone 476 C
C: 57 M: 80 Y: 100 K: 45
- Pantone 872 C
C: 20 M: 30 Y: 70 K: 15
- Pantone 872 C
Tint: (40%)



Quotes Wall



These are a sample of quotes that can be seen in the shop walls aside from the promotion and posters.



APPLICATION & IMPLEMENTATION

Store Partitions



Partitions

Size will depends on the area

Material

Vinyl with stainless steel post and stand.

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
Tint: (40%)

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Chairs and Tables



Chairs is covered with fabric using the colours and design elements based on the brand identity..

Table is made of wood and designed with golden squares using the pantone colour.

Colours

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45

Pantone 872 C
C: 20 M: 30 Y: 70 K: 15

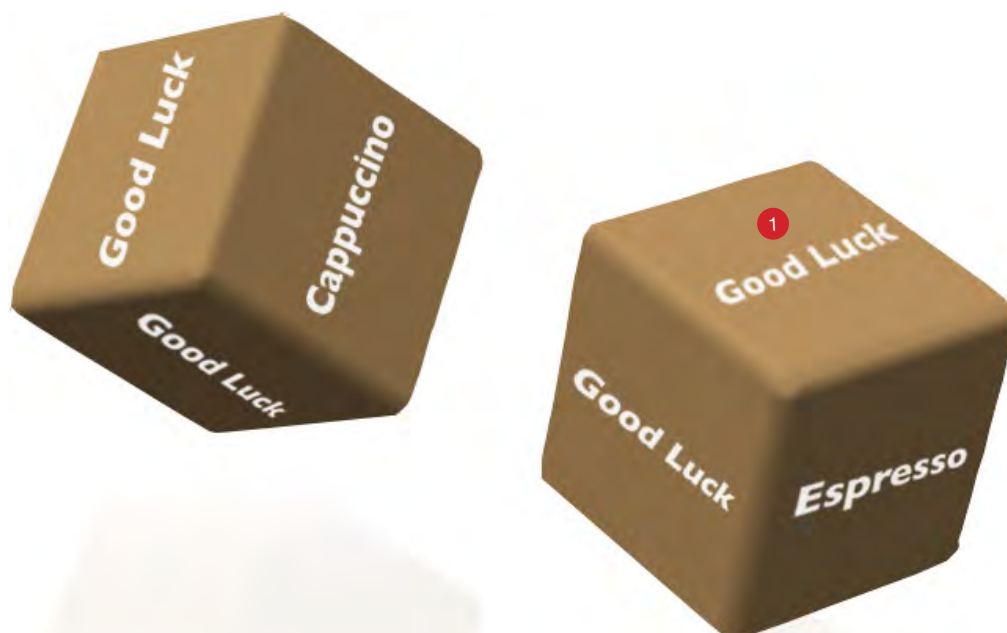
Pantone 872 C
Tint: (40%)

Pantone 872 C
Tint: (10%)



APPLICATION & IMPLEMENTATION

Desktop Dice Promotion



A dice is a kind of promotional game where customers can play and roll the dice. The customer can have a FREE drink depends on the product shown on top. If GOOD LUCK shown on top, means sorry and have have a nice try.

Desktop Dice Promotion Size

w: 60cm
h: 60cm

Stock

Anti-stress decision dice shape
Material: PU (eco-friendly & Non-toxic)

Font family

1 Gill sans (Bold) 220pt

Printing Colors

Pantone 476 C
C: 57 M: 80 Y: 100 K: 45
R: 84 G: 46 B: 25

