



Sweet
Beirut.
THE ORIGINAL TASTE OF BEIRUT

BRAND GUIDELINE

TABLE OF CONTENTS

Brand Identity	2	Typography	
Logo		Brand Fonts	8
Logo Design	3	Font Hierarchy	9
Brand Mark	4	Brand Element	10
Logo Principles	5	Brand Elements / Icon	11
Colours		Brand Application	12
Colour Palette	6		
Brand Colours	7		

INTRODUCTION

The following document has been designed as a guideline for **Sweet Beirut** visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The **Sweet Beirut** logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The main logo and variation logo must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

Brand identity

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.



PRIMARY LOGO

The **Sweet Beirut** logo has been designed to be sleek, premium, bold and unique! This simple yet effective logo is a icon and text design. This logo may only be used against a white or light background.



PRIMARY LOGO VARIATION

This is the **Sweet Beirut** primary logo variation, this logo is to be used when the primary logo cannot be placed on a dark or black background.

The difference between the primary logo and the primary variation is the green on 'Sweet' and *slogan* are substituted for white so that they are visible on a dark background.



BRAND MARK

The brand mark is derived from the original primary logo, using the most identifiable element combined with the S & B from the primary logo.

The brand mark may be used against a white or light background, or inverse on a dark background.



Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance.

Always surround the logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Print: 45 mm W
Digital: 128 px W

COLOUR PALETTE

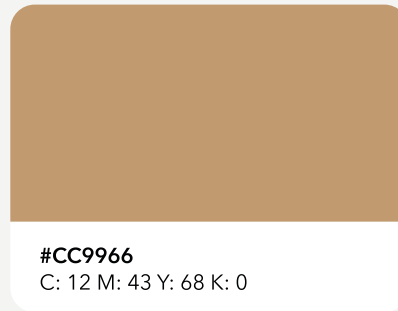
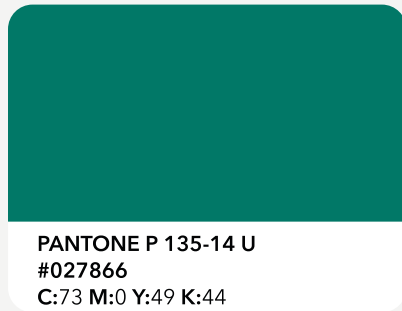
Colours set the mood for brand expression. The colours chosen for **Sweet Beirut** are elegant, premium & sophisticated, they are reflective of the brand's voice and message.

The Primary colours are the colours that help consumers identify the brand. These colours should be used in a pop-of-colour manner to keep the minimal aesthetic. The Secondary colours are chosen to compliment.

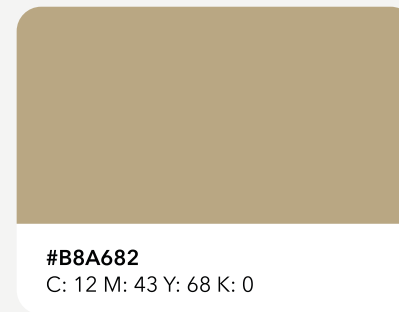
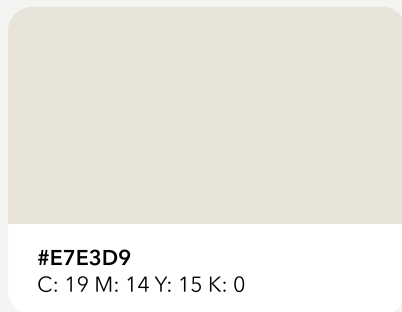
To achieve the highest impact with the colour palette, integrate the palette across all marketing outlets.



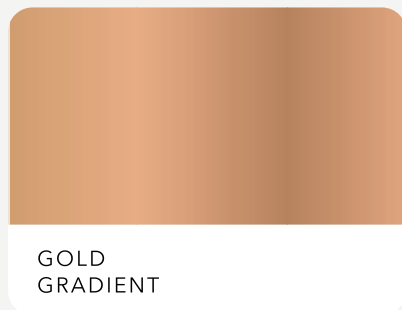
PRIMARY COLOURS



SECONDARY COLOURS



GRADIENTS



Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for **Sweet Beirut** uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the brand.

Bonky Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Avenir Next - Demi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Next - Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Avenir Next - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Headlines

Bonky Regular

Sentence Case

Tracking: Metrics 0

Body Copy

Avenir Next Regular

Sentence Case

Tracking: Metrics 0

Subheaders

Avenir Next Medium

Sentence Case

Tracking Metrics 0

Call to Action

Avenir Next Bold

Sentence Case

Tracking: Metrics 0

Headlines

Sweet Beirut

Body Copy

Accum reptatia doluptat doloreribea vendi consedis aut ut plictemquiam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

Contact Us

CTA

www.sweetbeirut.com.au

Brand Elements

Secondary design elements that are used to help make up and strengthen a brand's identity.



The brand element is the brand icon, it has been designed to complement the brand and further extend its visual language. The brand elements is intended to be used for walls, banners and any major marketing collateral



A representation of how the brand may look on different mediums of marketing collateral.

As demonstrated here on a business card, the primary logo and secondary primary logo are used on a light and dark background.

The brand element / icon is also used as a design element on the corner of the business card.



All brand elements, logo, icon and typography has been used here to demonstrated how it would all look on hand out flyers.



This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

