



# BRAND GUIDELINES

FOR QUESTIONS OR  
REQUEST A USAGE REVIEW:  
**ROASTERY**



## Welcome **ROASTERY** :

IT IS ONE OF THE LARGEST COFFEE DISTRIBUTORS IN EGYPT IN ALEXANDRIA AND ITS SURROUNDING AREAS.

CURRENTLY, IT WANTS TO DISTRIBUTE IN ALL GOVERNORATES OF EGYPT AND EXPAND THE EGYPTIAN MARKETS SIGNIFICANTLY IN LIGHT OF THE GREAT COMPETITION.





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# Our Company

Unlocking the value within our people and services to achieve success and shape the world we live in.







## Our Purpose

To be the first choice for our customers and to bring them happiness through our products.

We make it easy for all café owners and consumers to provide luxurious coffee and achieve excellen.

### Best quality

Because all stages of coffee manufacturing, grinding and packaging are done through us, we guarantee the quality that suits our customers and which we are distinguished by.

### Best price

In light of the recent high prices, we have created a distinguished purchasing plan in which we try to sell products to our customers at the best price, lower than many other prices, and with a guarantee of distinguished quality.



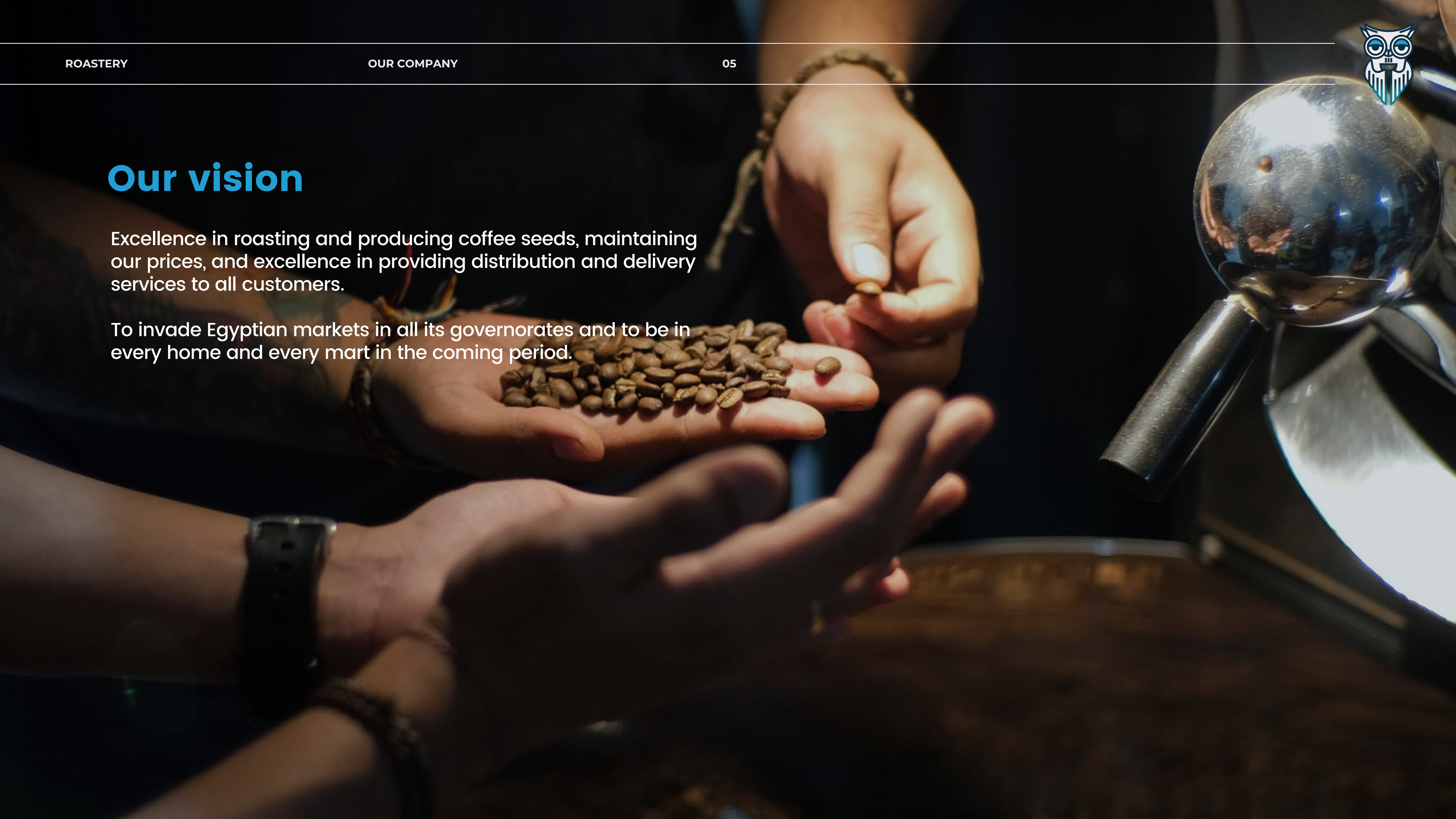




## Our vision

Excellence in roasting and producing coffee seeds, maintaining our prices, and excellence in providing distribution and delivery services to all customers.

To invade Egyptian markets in all its governorates and to be in every home and every mart in the coming period.

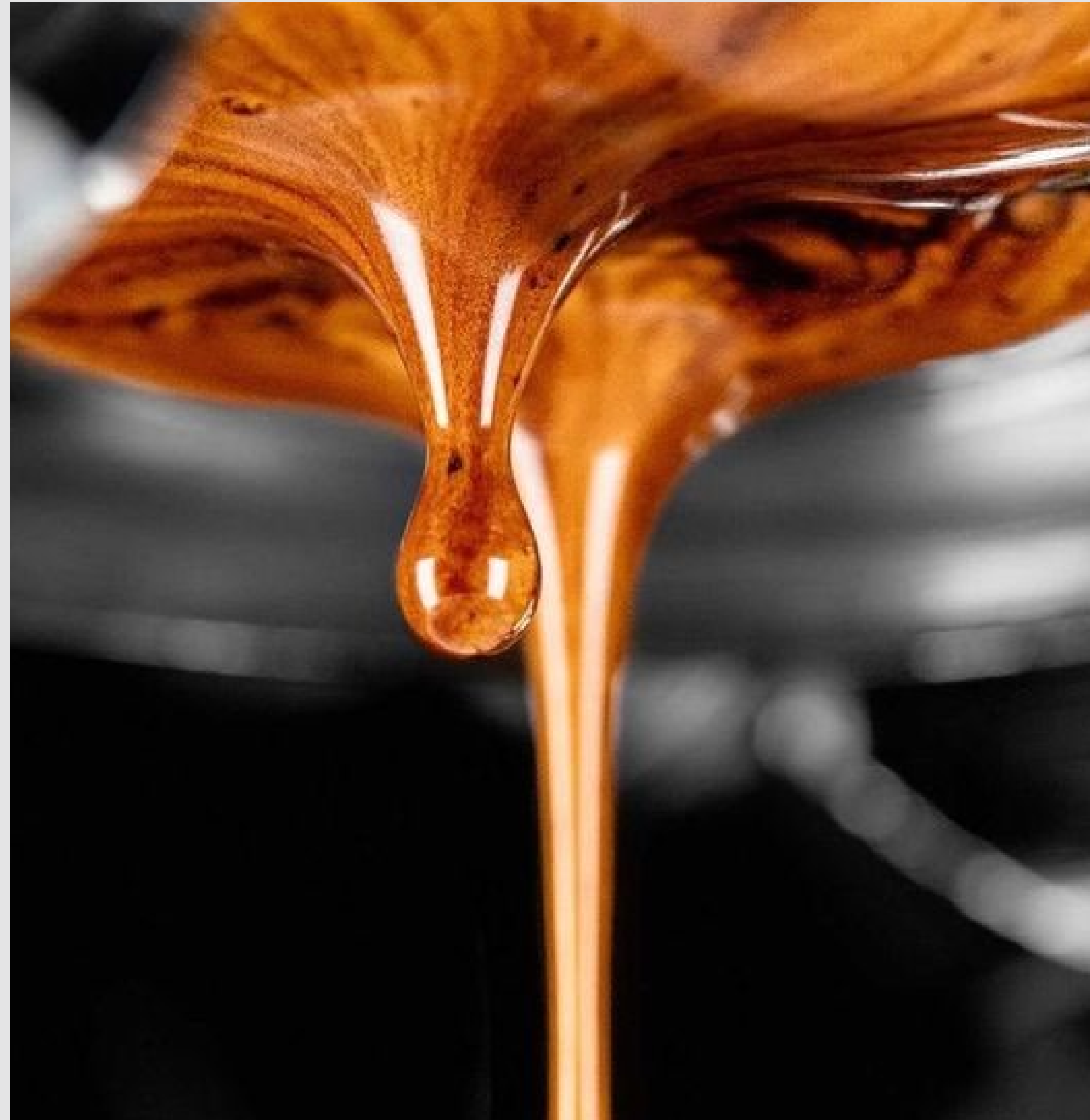




# Tone Of Voice

In the world of branding, there is a crucial element that shapes a brand's personality and resonates with its audience.





## Tone Of Voice

In the world of branding, there is a crucial element that shapes a brand's personality and resonates with its audience.

### High Quality

Use carefully selected coffee beans from the best farms worldwide. Ensure that every roasting and preparation process meets strict standards for the best flavor.

### Sustainability

Commit to environmentally friendly practices at all stages of production. Support local farmers and sustainable agricultural practices.

### Innovation

Offer new and innovative products such as new flavors or innovative preparation techniques. Provide new experiences for customers like workshops on coffee preparation methods or coffee tasting sessions.

### Excellent Service

Provide outstanding and responsive customer service. Create a unique experience in stores or through delivery services.

# Main Slogan

Our logo distinguishes us and describes the services provided by the entity.







## Main Slogan

Our logo distinguishes us and describes the services provided by the entity.

"Innovation in Every Sip"  
"Innovation in Every Sip"  
"Innovation in Every Sip"  
"Innovation in Every Sip"





# Our Logo

Maintaining overall brand consistency with consistent visual representation of our logo.





# Primary Logo

The **ROASTERY** logo is a single branded graphic unit consisting of two elements, It should never be separated.

This includes the geometric shape of the logo and the two letters Logo.

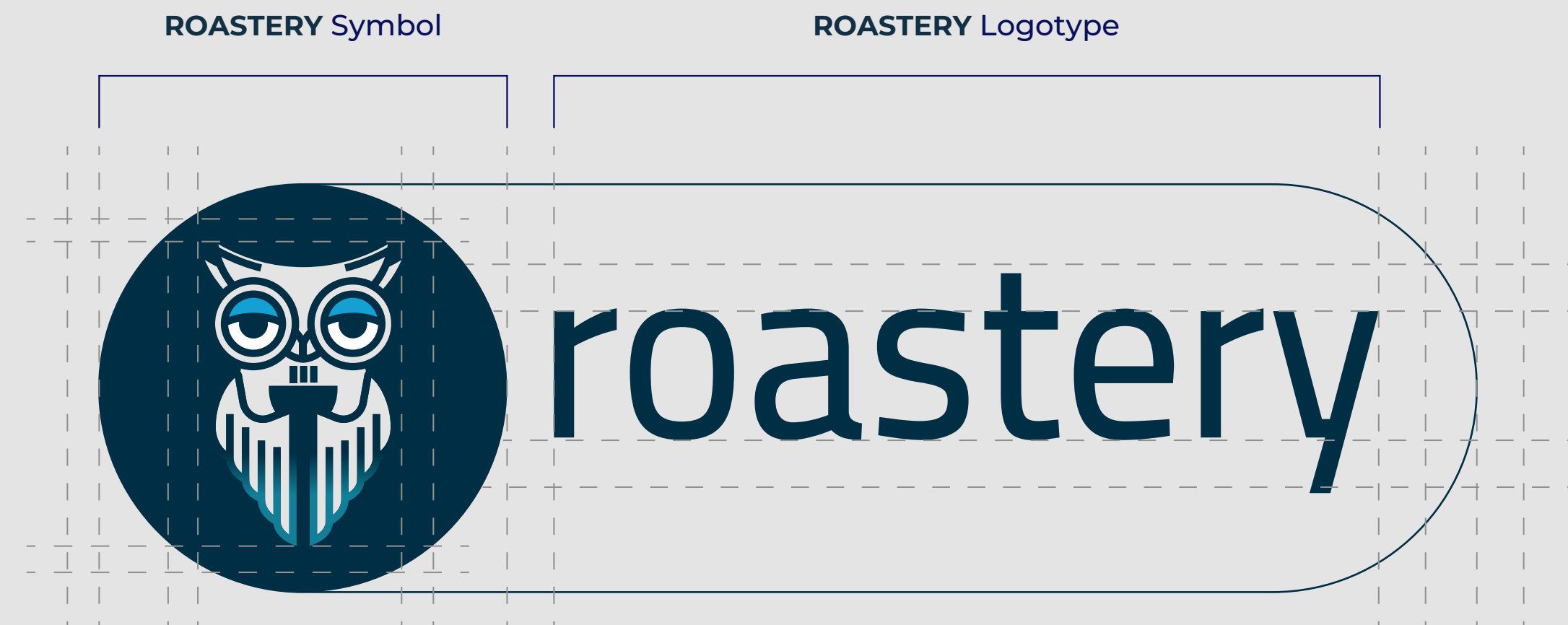
These two elements are complementary and cannot be separated except by **ROASTERY** to be used as a design element by the company.

The geometric shape of The logo should never replace the built-in logo.



ROASTERY Symbol

ROASTERY Logotype



ROASTERY Symbol

ROASTERY Logotype



## Primary Logo

The **ROASTERY** logo appears in two individual colors and is specially designed.

The logo may be printed in black or reversed to white in some cases.

The logo may not be changed under any circumstances.

No symbol, seal or other graphic trademark may be displayed with **ROASTERY**.

It is noticed that the logo does not shrink in size by more than 100pt





## Clear Space

The logo is precisely proportioned. Items should be used with the exact same size and placement relationship.

Empty space is minimal "breathing room"  
It is maintained around the logo.

Empty space must remain free of writing, drawings or  
Photographic elements.

The space can be white or have a single background color, and it  
must be at least the height of the large arrow.





## Minimum Size

Minimum size restrictions assist with preserving legibility of **ROASTERY**.

logo in print collateral and digital applications. When the use case of **ROASTERY** logo falls below the minimum size requirements.

Despite the minimum size restrictions, **ROASTERY** logo has been engineered to retain its defined geometric attributes .

modifications to **ROASTERY** logo should never be made to accommodate smaller (or larger) sizes under any circumstances.

### Print

### Digital

Horizontal Logo	Symbol
<p>30 MM</p>	<p>14 MM</p>
<p>88 PX</p>	<p>40 MM</p>

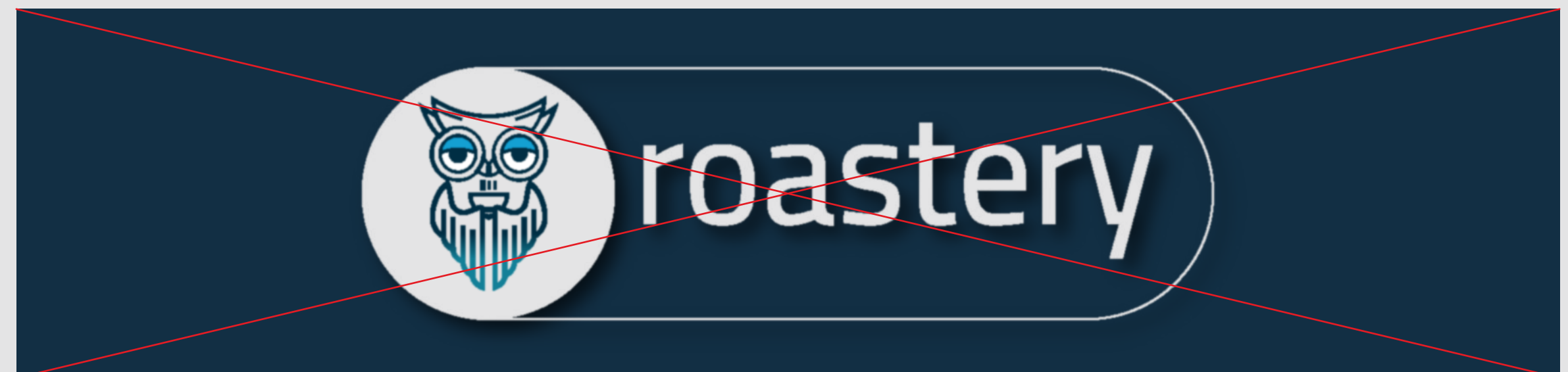
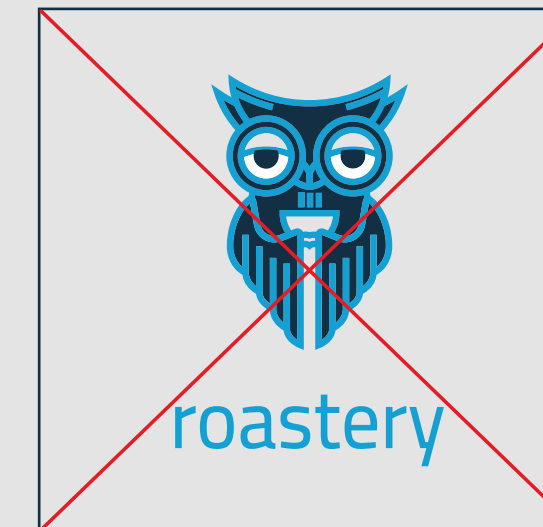
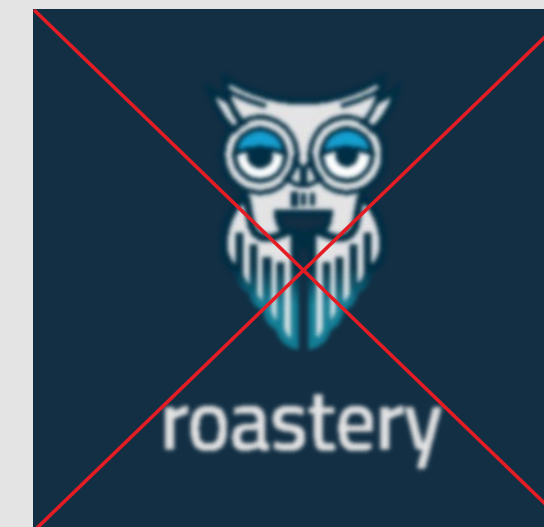
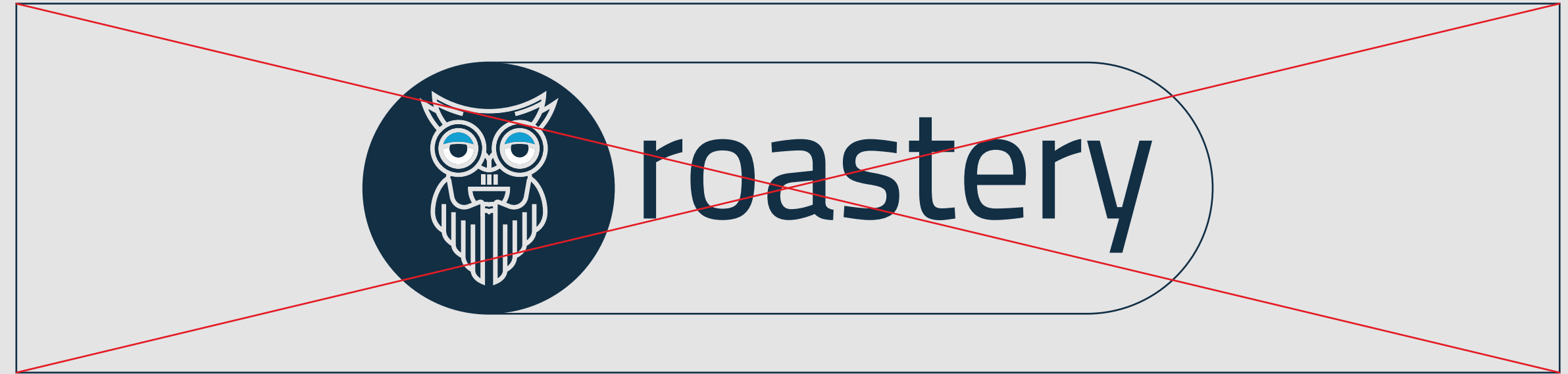


# Logo Rules

## ROASTERY Logo Usage

Our logo is one of our most valuable assets. To ensure that it remains a strong representation of our company, it must be used consistently across all lines of communications.

Misuse of the logo dilutes our identity and compromises our brand.







# Logo Rules

## Backgrounds, Symbol Usage.

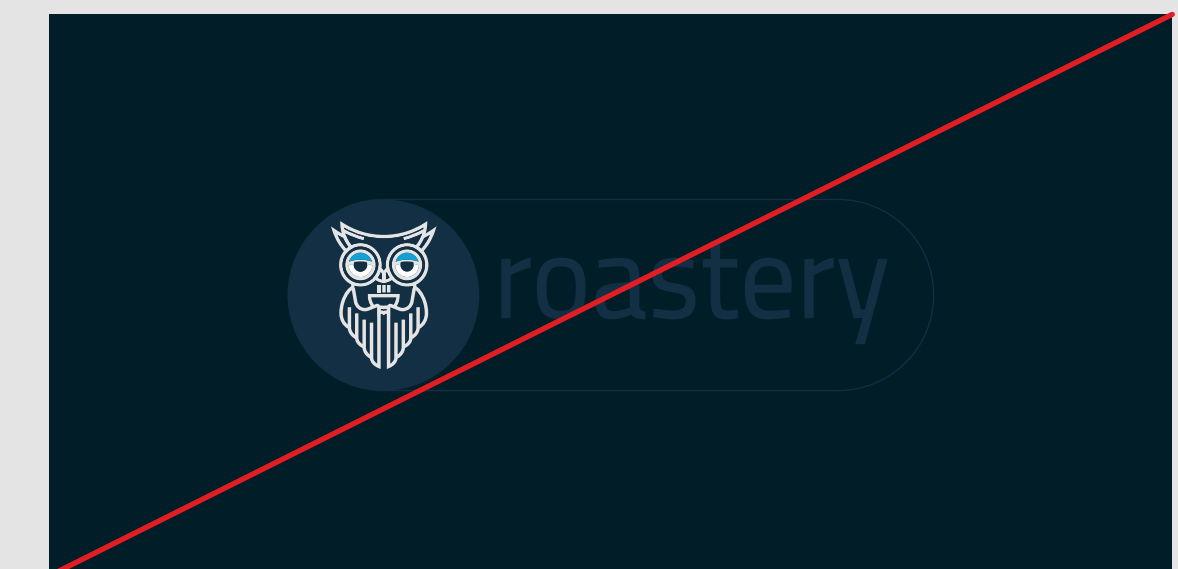
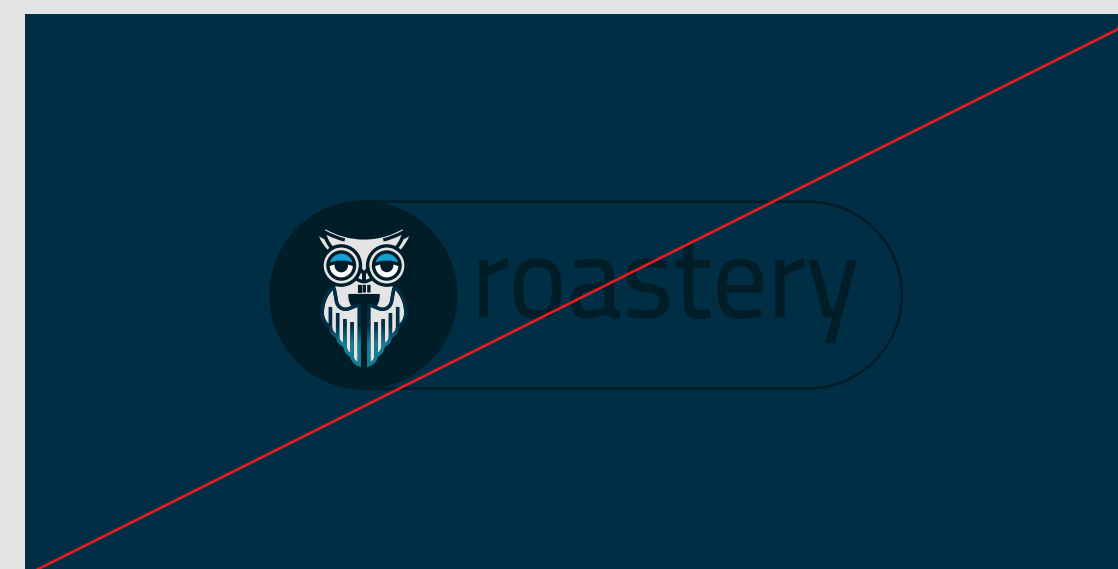
Use backgrounds that make **ROASTERY** logo prominent.

Background colors and photos can easily overpower or compete with the logo.

It is important that the logo be in contrast with the background.

Contrast occurs when two elements are different.

Accessibility issues can occur when there is not enough contrast between the foreground and the background.



# Our Colors

Details on Roastery primary brand color, secondary color, and supporting tertiary color palette.

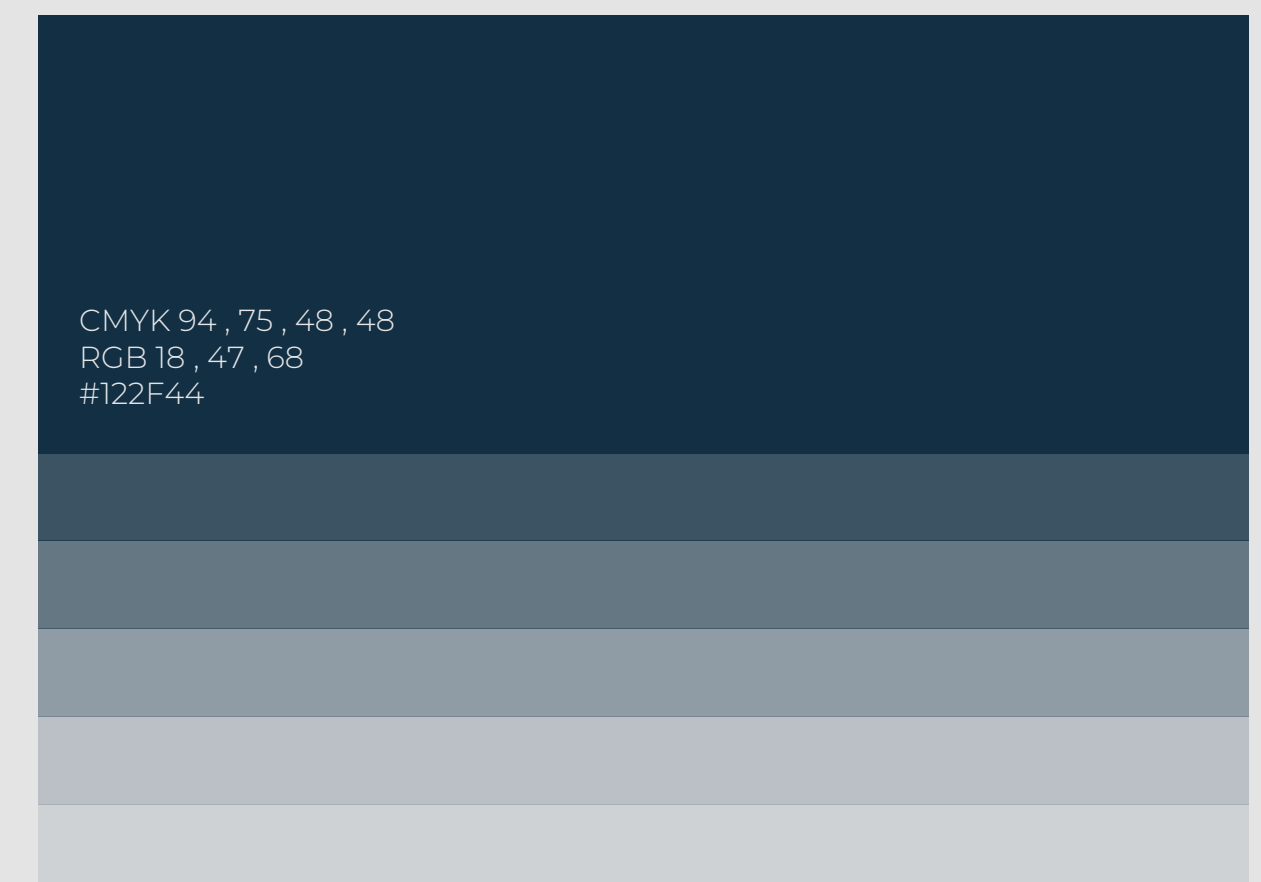
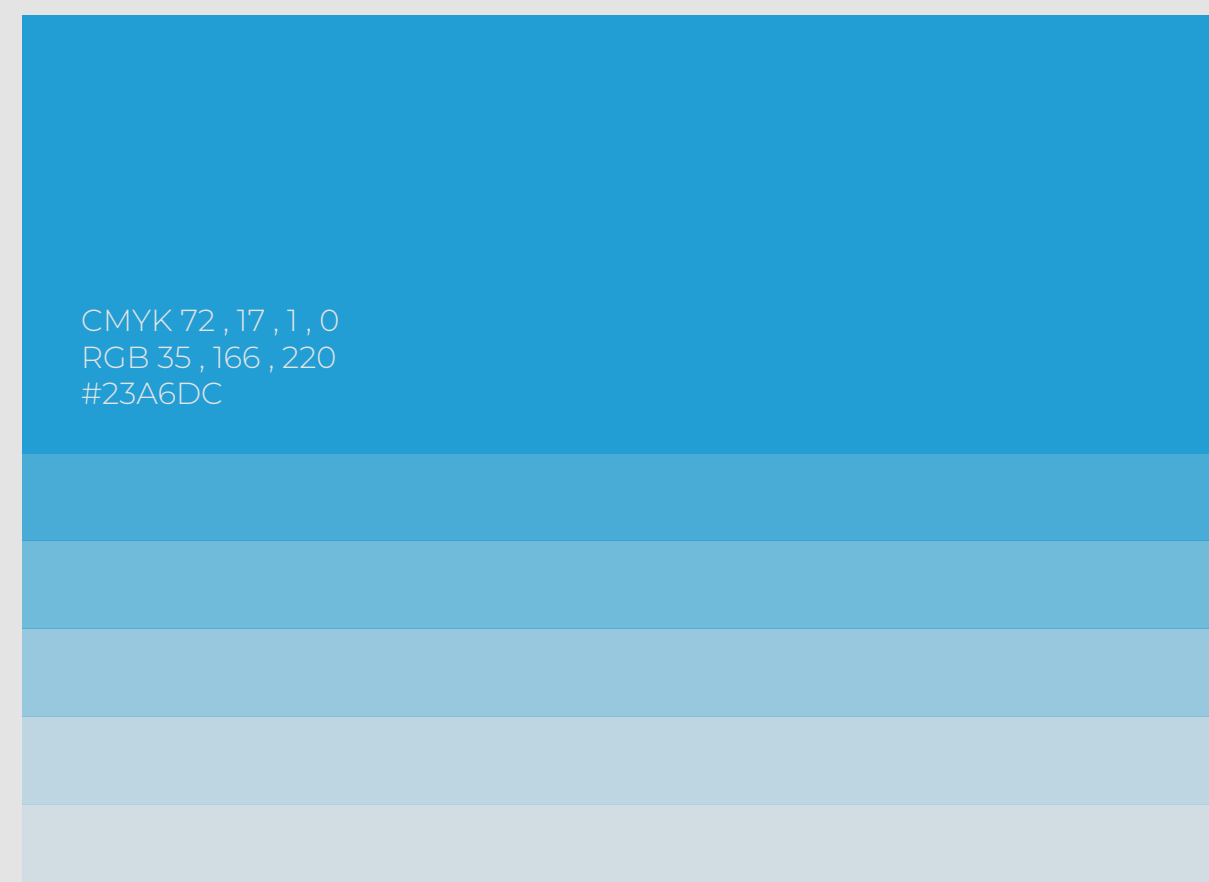
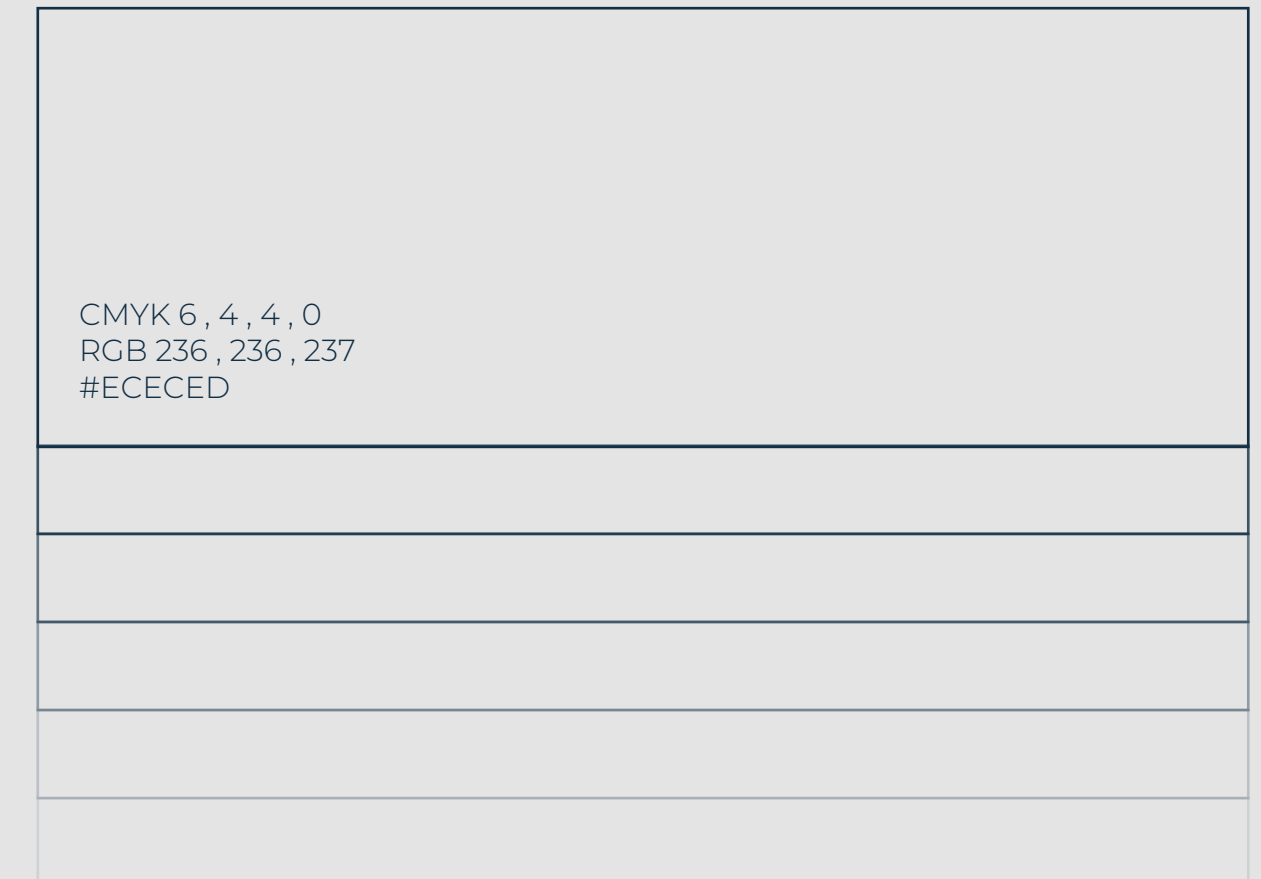
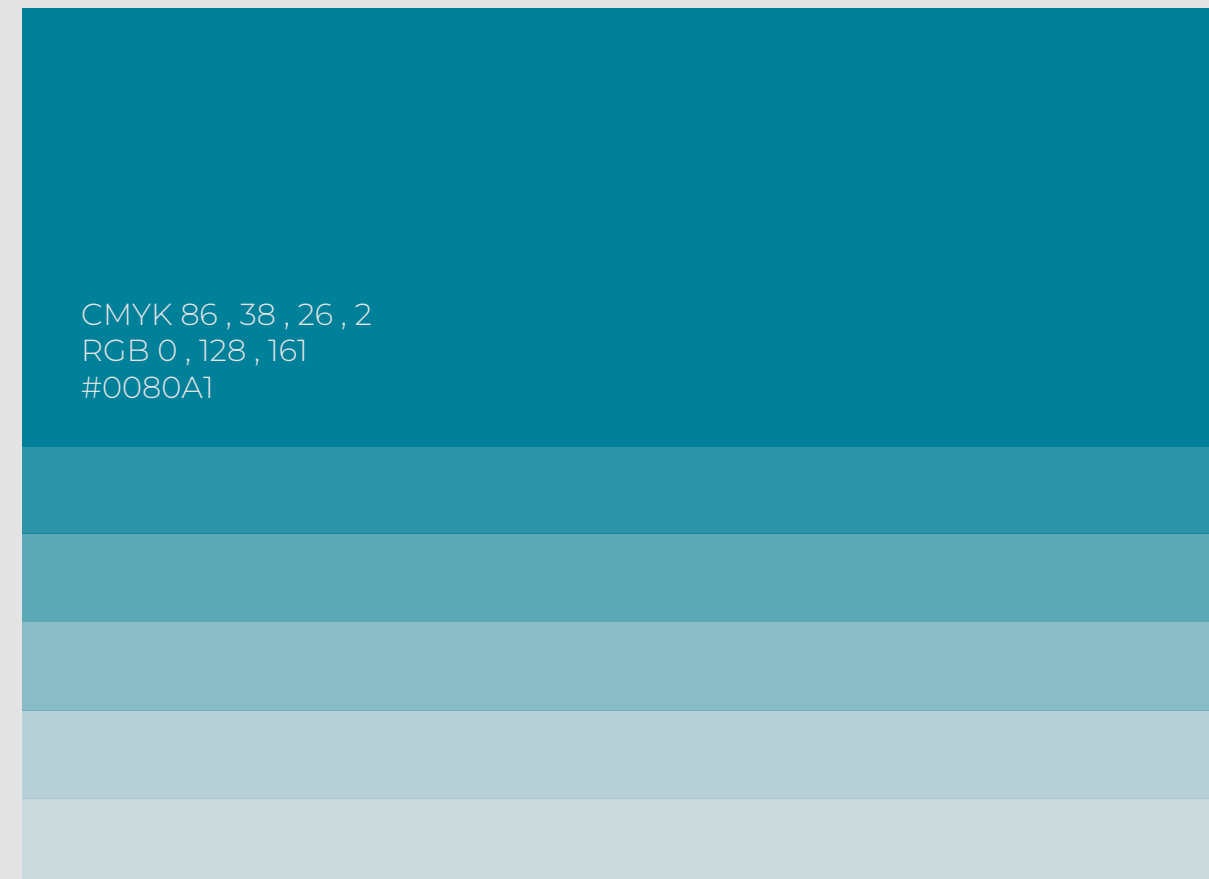




# Colors

**ROASTERY** colors are custom colors created by us which help It is possible for us to enhance color and confidence.

Using our colors correctly helps An indication of trust and stability in the name **ROASTERY** , as it is respected And brand value.



# Our Fonts

Details on Roastery typography for all internal and external communications.







# Typography

## Primary Font

Typography helps to present the personality of our organization.

Cairo is the font to be used for all internal and external marketing communications:

for example, brochures, advertisements, trade show banners, business cards, etc. Neometric is available as a preinstalled system font. The Neometric family is simple, unadorned and neutral, making it ideal for widespread use.

Cairo  
Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Cairo  
Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Cairo  
Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Cairo  
Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Cairo  
Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Cairo  
Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=



# Typography

## Primary Font

Typography helps to present the personality of our organization.

**Poppins** is the font to be used for all internal and external marketing communications :

for example, brochures, advertisements, trade show banners, business cards, etc. Neometric is available as a preinstalled system font. The Neometric family is simple, unadorned and neutral, making it ideal for widespread use.

poppins  
Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

poppins  
Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

poppins  
Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

poppins  
Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

poppins  
Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

poppins  
Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=





# Typography

## Secondary Font

Typography helps to present the personality of our organization.

**Montserrat** is the font to be used for all internal and external marketing communications :

for example, brochures, advertisements, trade show banners, business cards, etc. Neometric is available as a preinstalled system font. The Neometric family is simple, unadorned and neutral, making it ideal for widespread use.

Montserrat  
Thin

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Montserrat  
Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Montserrat  
Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Montserrat  
Medium

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Montserrat  
Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

Montserrat  
Black

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*()?-+=

# Patterns

Patterns can reflect personal style and preferences .





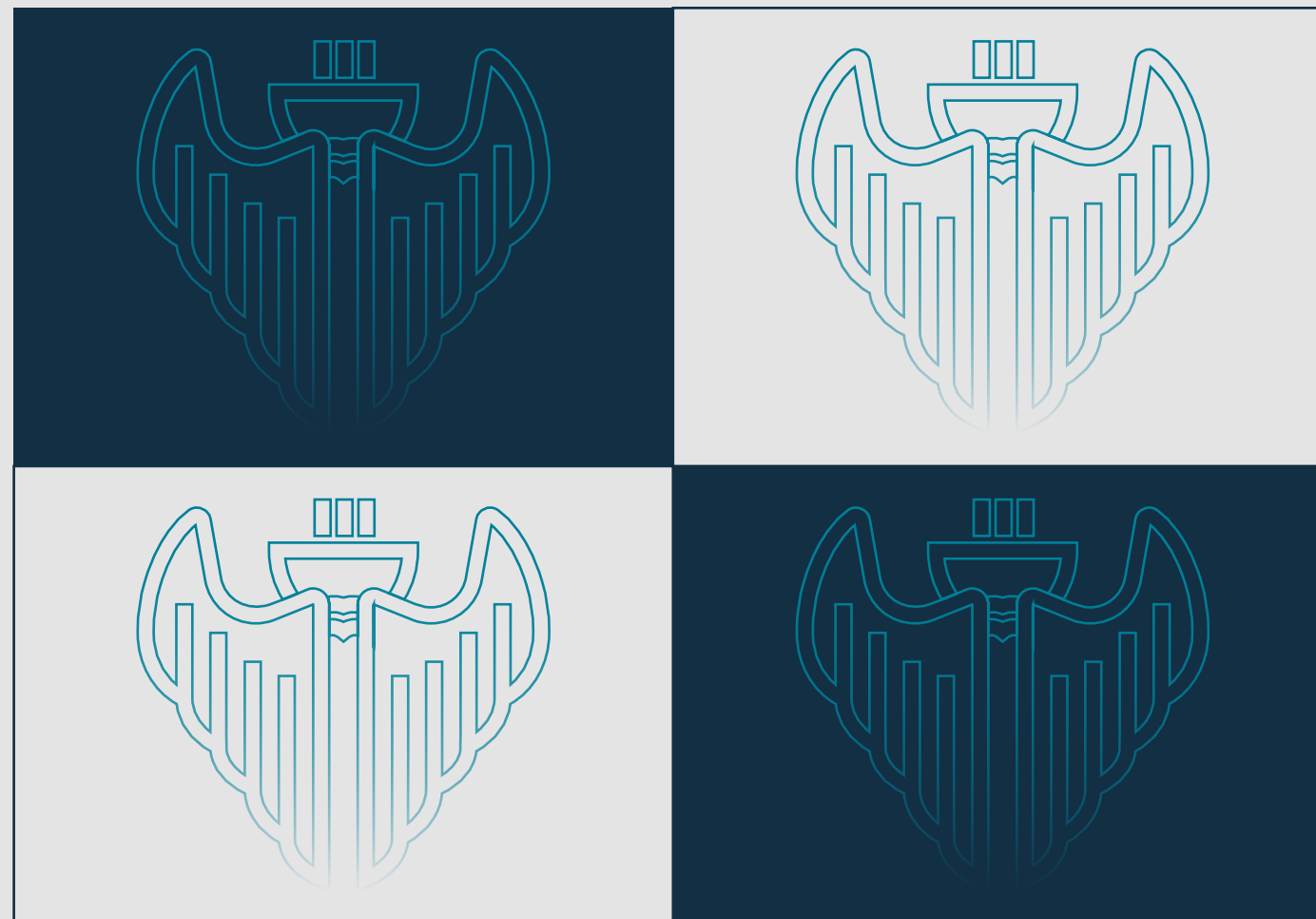
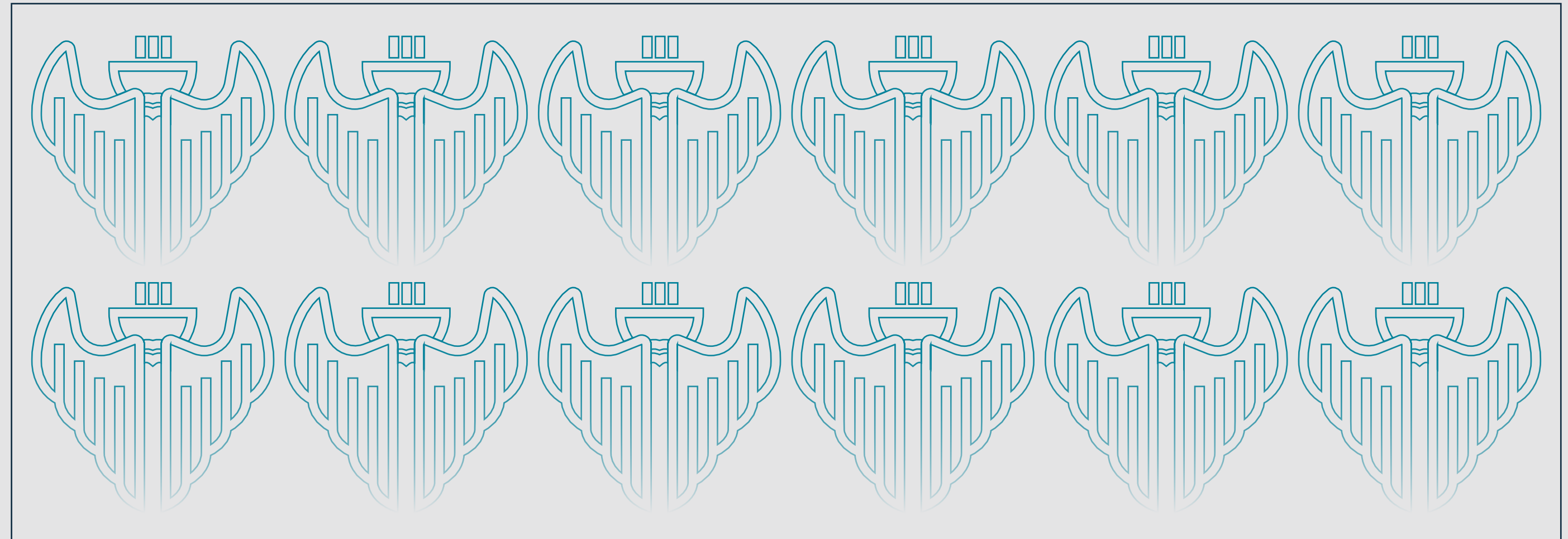
# Patterns

Uses of Patterns

Website and Social Media:

Marketing and Advertising:

Communication Materials:  
Include the pattern in print materials  
for effective brand representation.



# Stationery

Guidelines for stationary development and print



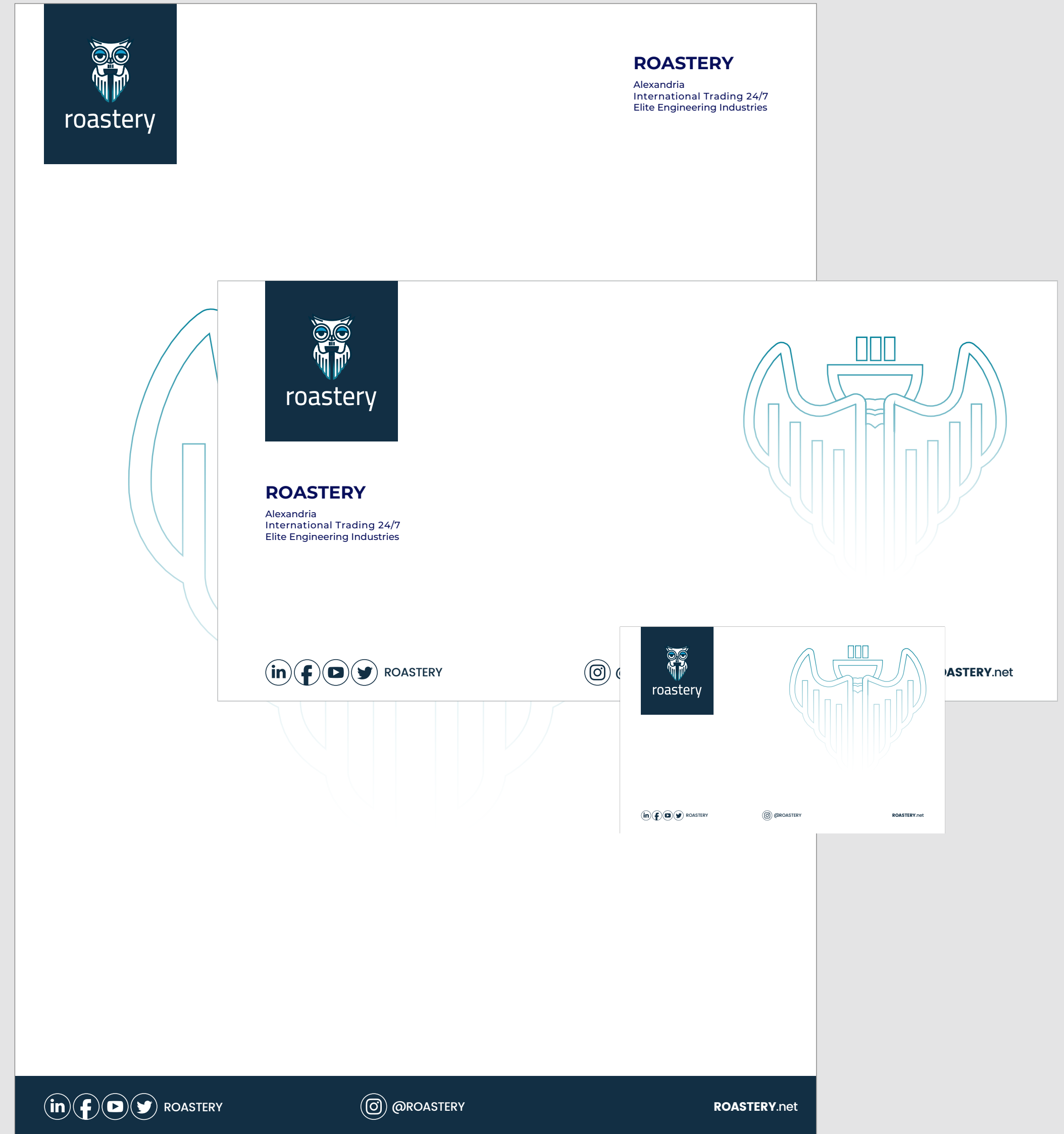




# Stationery

## Introduction

**ROASTERY** Stationery templates have been designed for letterhead, envelopes, and business cards for both imperial and metric systems.

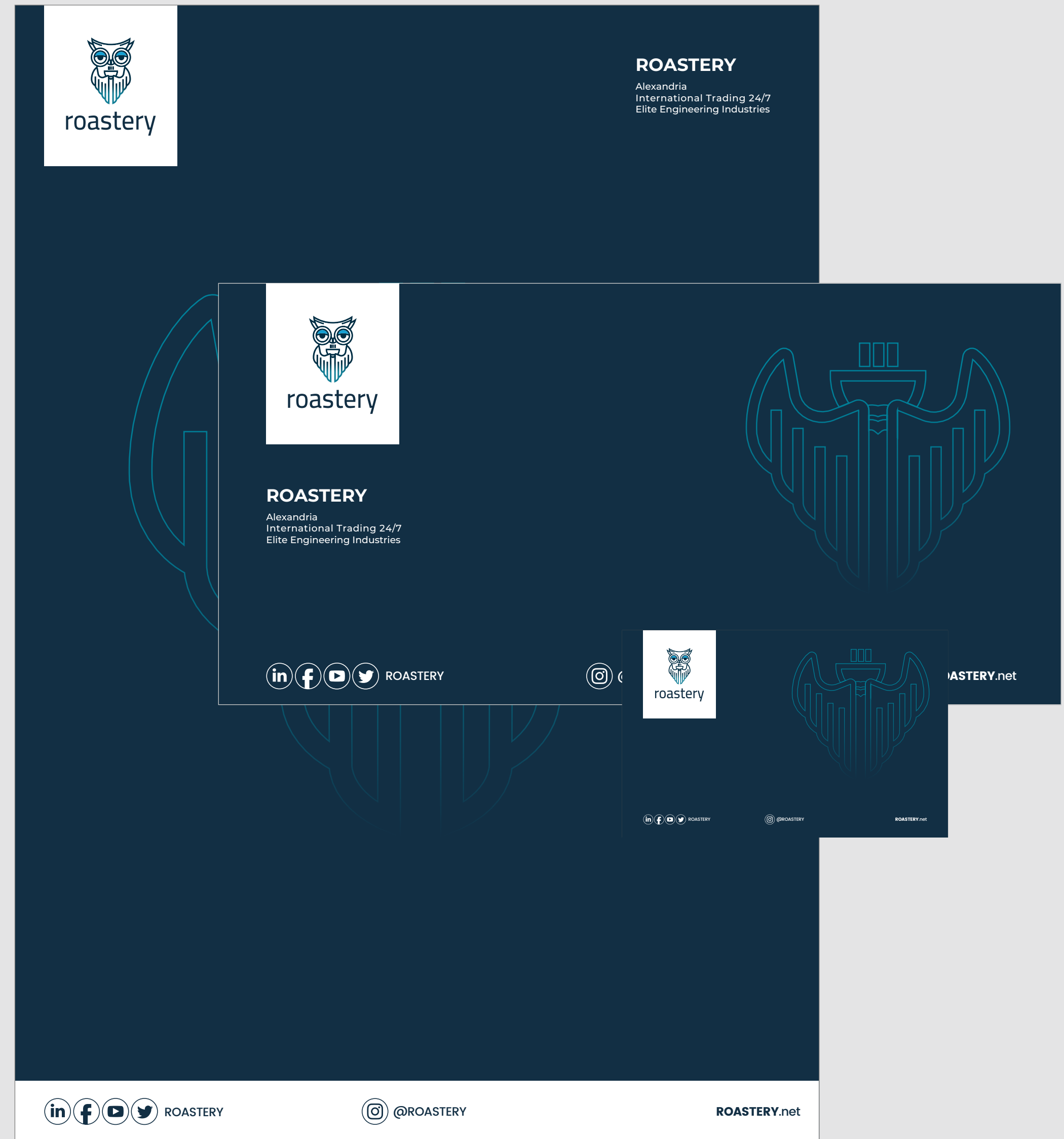




# Stationery

## Introduction

**ROASTERY** Stationery templates have been designed for letterhead, envelopes, and business cards for both imperial and metric systems.







# Stationery

## Letterhead

Letterhead A4 templates have been developed in the metric system.

The templates are 210 mm (width) x 297 mm (height).

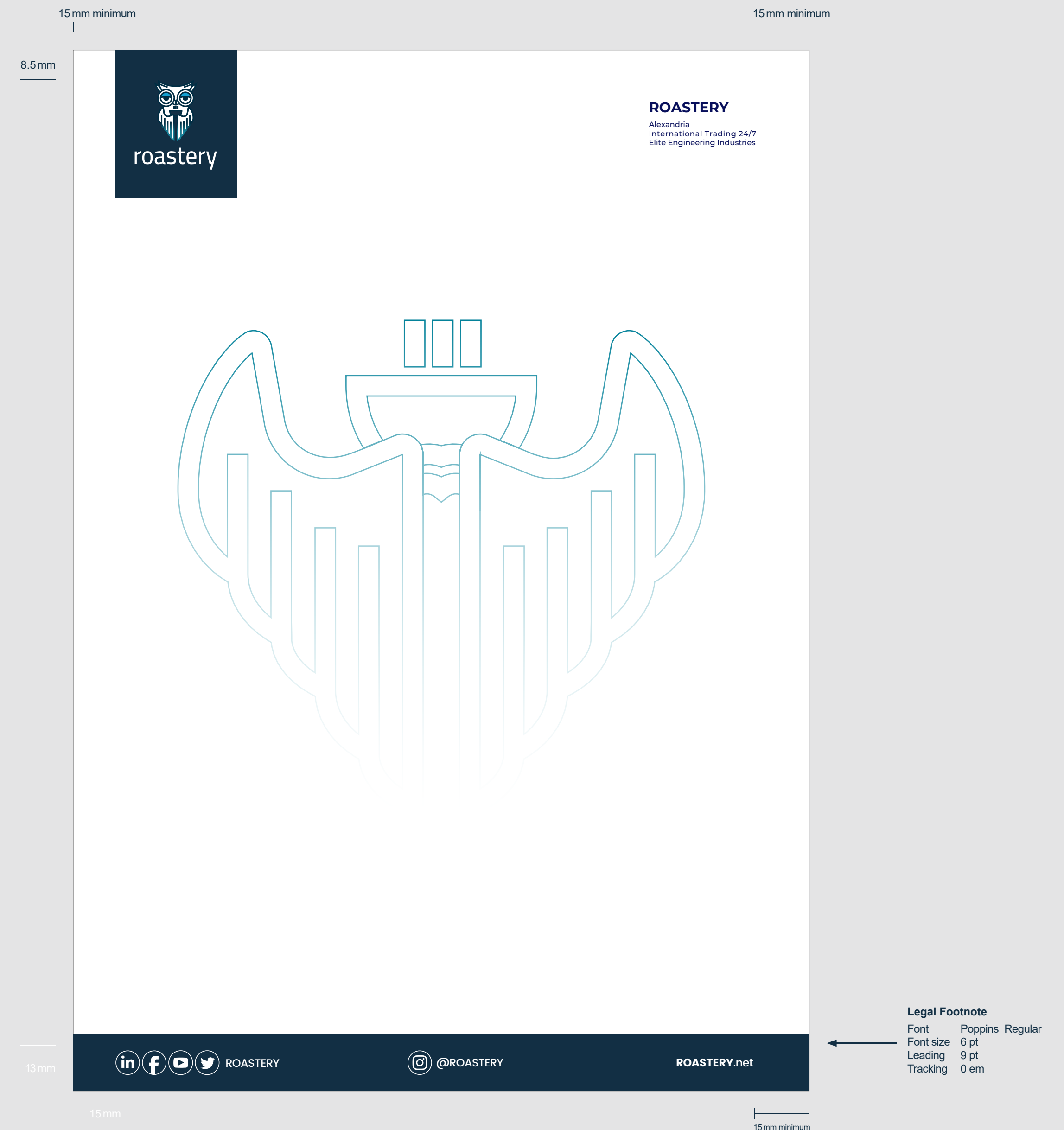
These templates are primarily utilized within global markets with the exception of the United States.

Templates are available in Microsoft Word and Indesign.

Templates can be accessed from the Communications Team through **ROASTERY** Digital Asset Management system.

### Additional Sheets

Additional letter pages use the same paper stock as the first page and do not reproduce the Al Raslan trademark.





# Stationery

## Envelope

Envelope A4 templates have been developed in the metric system.

These templates are 220 mm (width) x 110 mm (height).

Additionally, envelope Number 10 templates have been developed in the imperial system.

These templates are 9.5 inches (width) x 4.125 inches (height).

A4 templates are primarily utilized within global markets with the exception of the United States.

Number 10 templates are primarily utilized only within the United States market.

Templates are available in Microsoft Word and Indesign.

Templates can be accessed from the Communications Team through Alcoa's Digital Asset Management system.





# Stationery

## Business Card

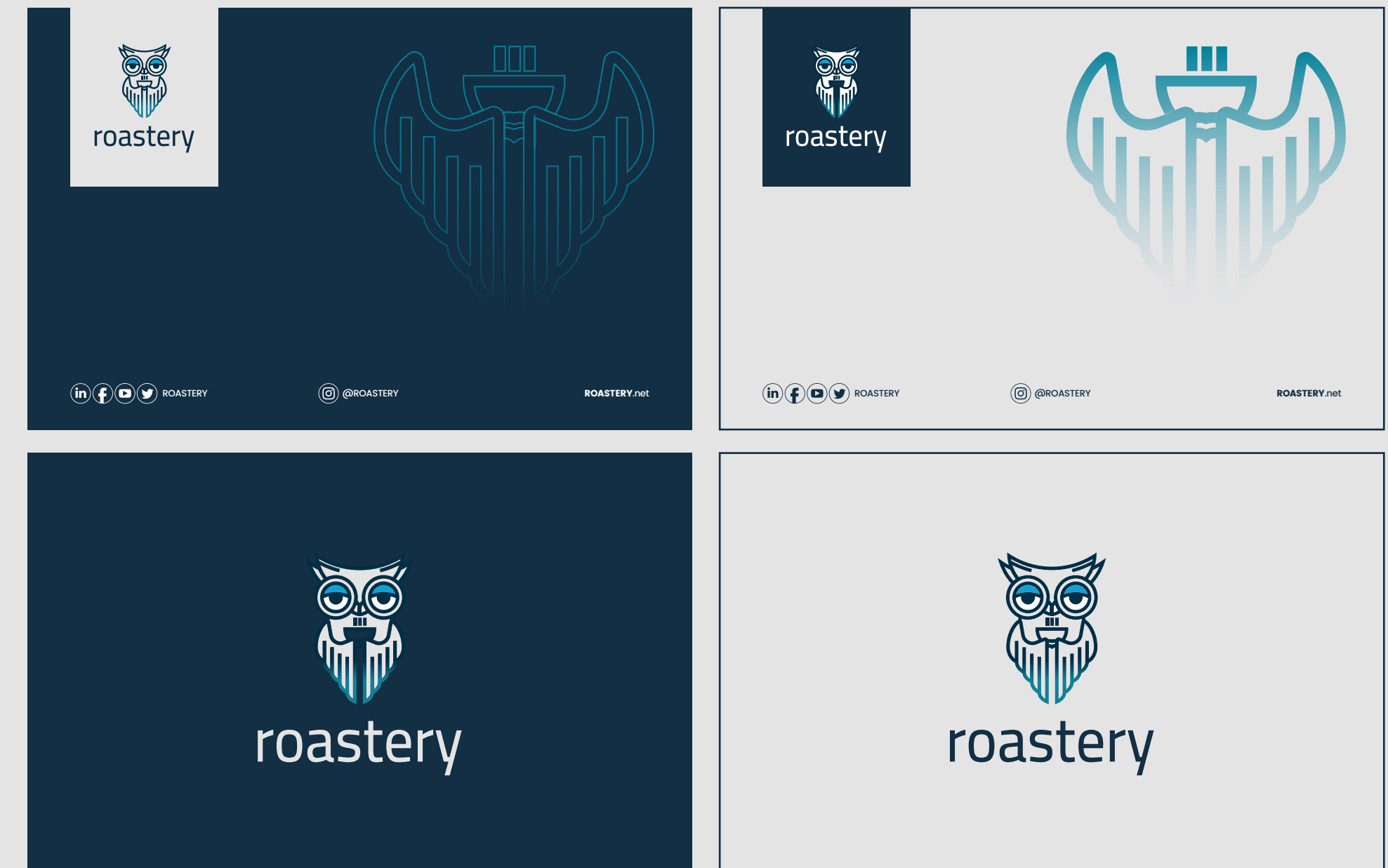
International business card templates have been developed in the metric system. These templates are 85 mm (width) x 55 mm (height).

Business card templates for the United States and Canada have been developed in the imperial system.

These templates are 3.5 inches (width) x 2 inches (height).

Templates are available in Microsoft Word and Indesign.

Templates can be accessed from the Communications Team through AlRaslan Digital Asset Management system.





# Stationery

## Stamp

A stamp is a tool used to create an impression or print on a surface, usually paper or official documents, using ink. Stamps are used for various purposes such as documentation, authentication, and identity verification.

Made from materials like rubber or wood.  
The stamp is dipped in ink before printing.

Contains an internal ink reservoir.  
Prints directly when pressed onto the desired surface.  
Electronic Stamp:

Uses of Stamps:  
Authenticating official documents.  
Signing documents.  
Verifying copies of documents.  
Branding and company-specific marks.

Printing Sizes for Stamps

Stamp sizes vary depending on the use and purpose. Here are some  
Square & circle Stamp:

20x20 mm: For personal or simple use.

30x30 mm: Common for small businesses.

40x40 mm: For official and institutional use.



personal or  
simple use.



Common for  
small businesses.



For official and  
institutional use.





# Stationery

## Coaster

A coaster is a small piece placed under cups or glasses to protect the surface of a table from moisture and stains. Coaster sizes vary based on design and purpose. Here are some common coaster sizes:

Round Coaster:

90 mm diameter: Very common for standard cups.

100 mm diameter: Used for larger cups and glasses.

110 mm diameter: Provides more space for large mugs or more detailed designs.

Square Coaster:

90x90 mm: Common for standard cups.

100x100 mm: Suitable for larger cups or glasses.

110x110 mm: Offers more space for more detailed designs.

Choosing the Right Size: Ensure the size matches the type of cups that will be used.



Very common  
for standard cups.



Suitable for  
larger cups or glasses.



Offers more space  
for more detailed designs







# Stationery

## Pen

When designing and printing logos or text on pens, it is important to consider the available print area, which depends on the size and shape of the pen. Here are some general guidelines for the print area on pens:

### Standard Pens:

**Side Area:** The print area typically ranges between 5x50 mm and 8x60 mm, depending on the size and shape of the pen.

**Wraparound Area:** If the print wraps around the pen, the area can be approximately 20x50 mm, allowing the print to extend around the pen's diameter.

### Large Pens:

**Side Area:** The print area can range between 10x70 mm and 12x80 mm, providing more space for logos or text.

**Wraparound Area:** The area might be 25x70 mm, allowing for larger and more visible prints.

### Small Pens:

**Side Area:** The print area is smaller, usually between 3x40 mm and 5x50 mm.

**Wraparound Area:** The area might be 15x40 mm, providing limited print space due to the smaller diameter of the pen.







# Stationery

## Commercial bags

Commercial bags for coffee products need specific sizes to accommodate different types of products such as whole beans, ground coffee, and coffee accessories. Here are some common sizes for commercial bags for coffee products:

### Small Bags:

15x10x5 cm: Suitable for small packs of ground coffee or whole beans (100-250 grams).

20x15x6 cm: Ideal for small coffee bags and small gifts like single coffee mugs.

### Medium Bags:

25x20x8 cm: Suitable for medium coffee bags (250-500 grams) or coffee sets with some accessories.

30x25x10 cm: Used for gift sets that include coffee bags and brewing tools.

### Large Bags:

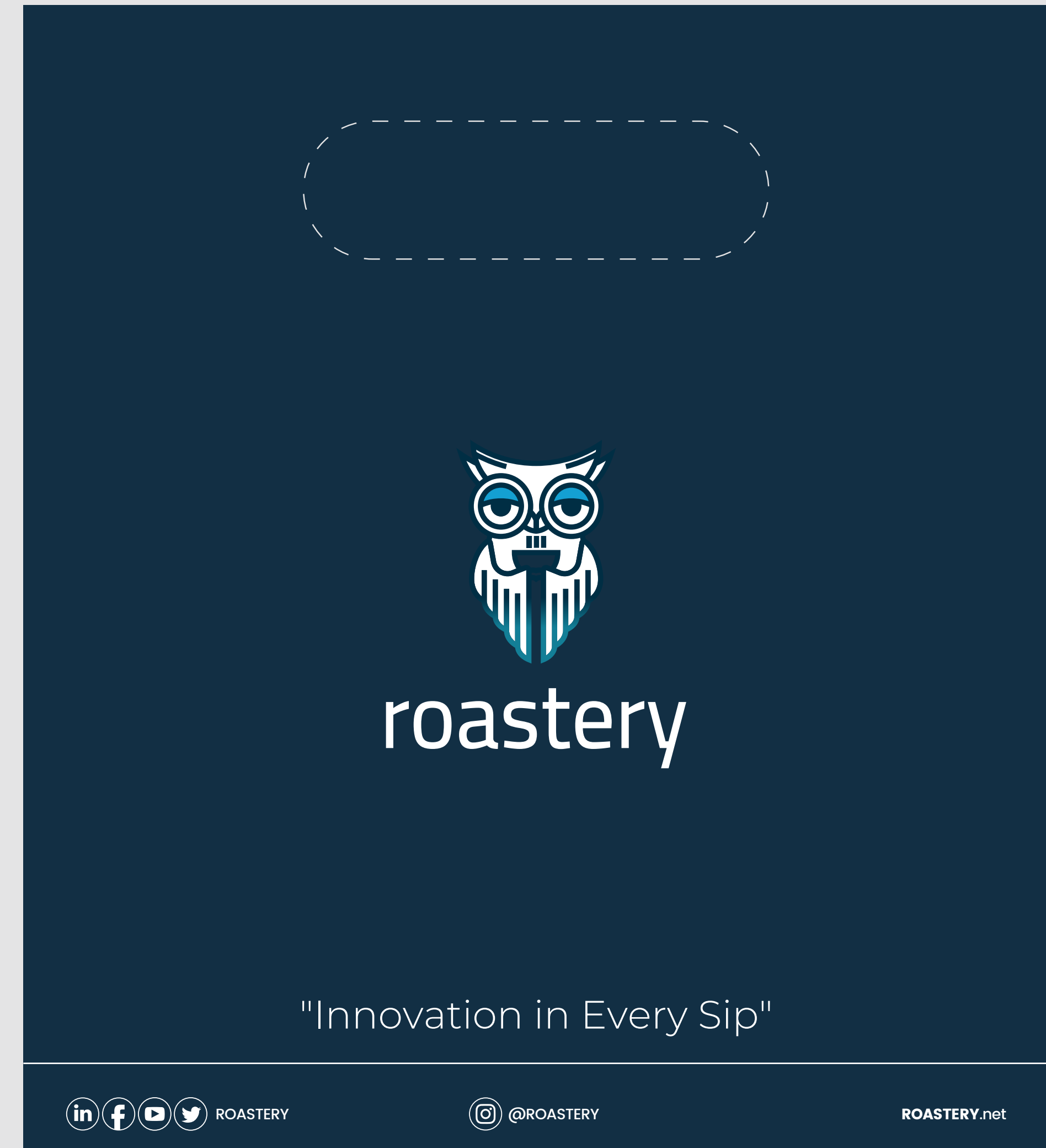
35x30x12 cm: Perfect for large coffee packs (1 kg) or gift sets that include multiple types of coffee and tools.

40x35x15 cm: Used for comprehensive coffee sets that include several coffee bags, cups, and brewing tools.

### Extra-Large Bags:

45x40x20 cm: Suitable for very large coffee packs or luxury gift sets that include numerous products.

50x45x25 cm: Used for large coffee-related equipment like home coffee machines or large gift sets.



# Templates

Using predesigned templates for the design and production of printed and digital content.

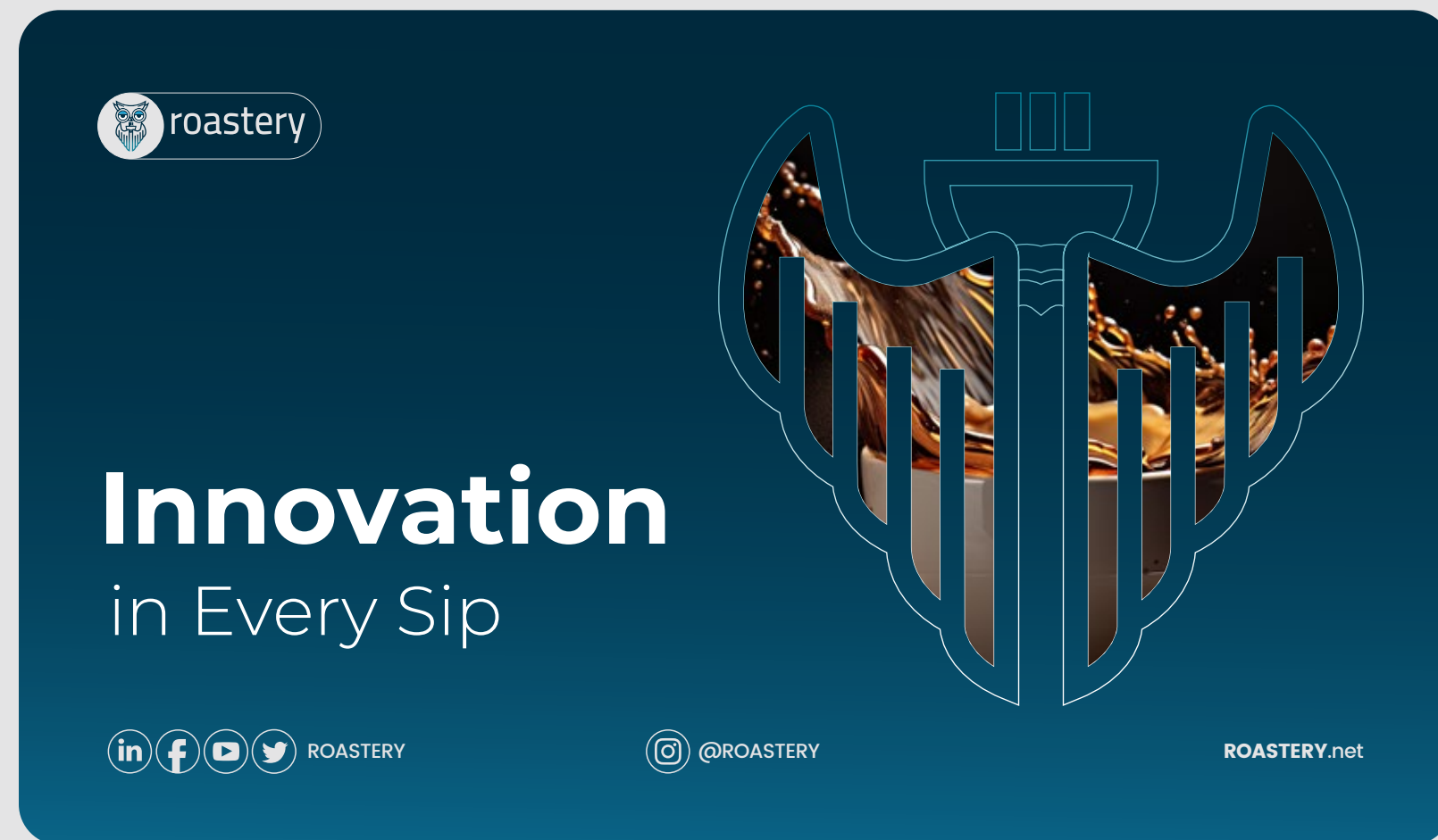
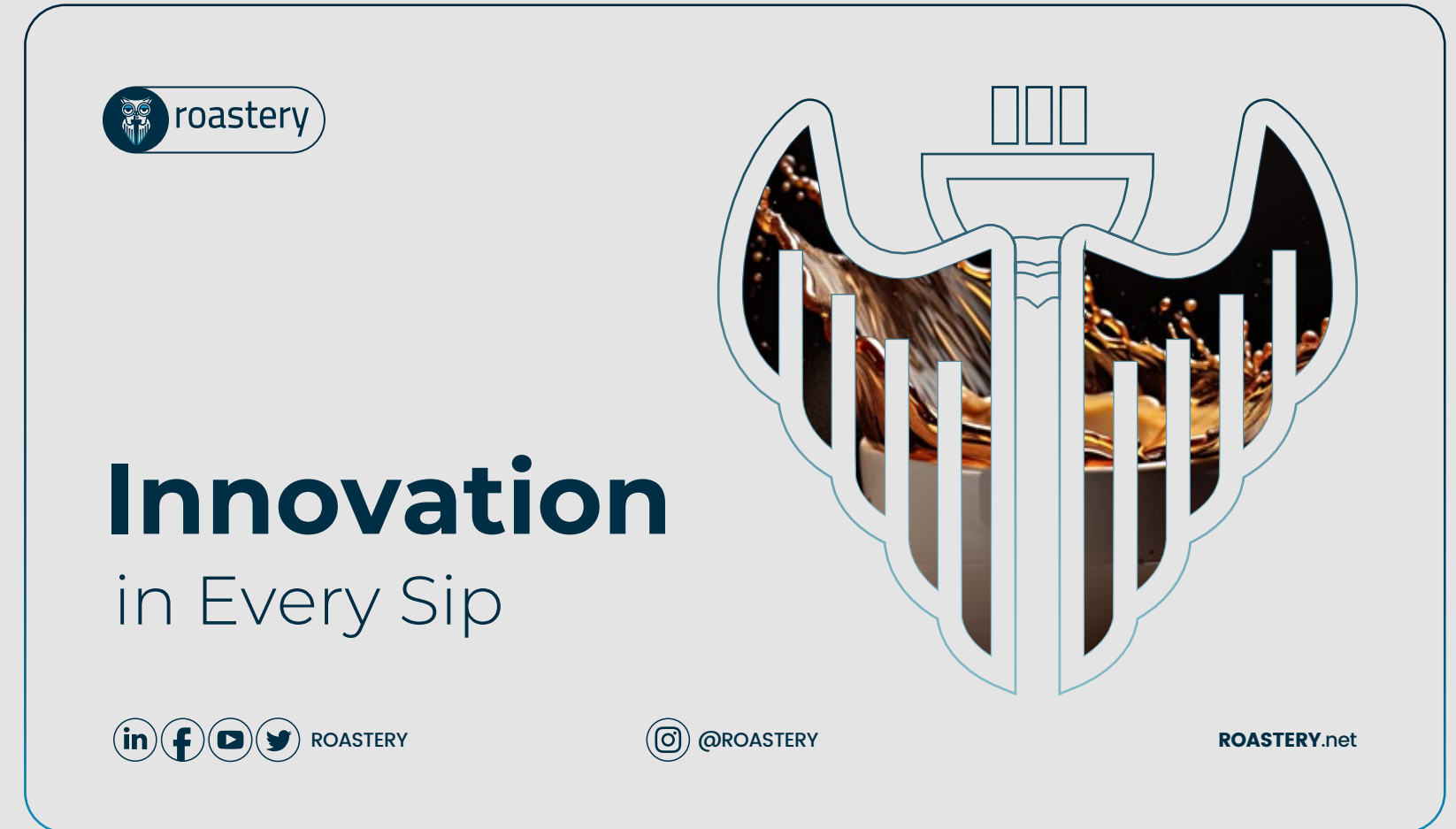






# Poster

Sample Poster Template

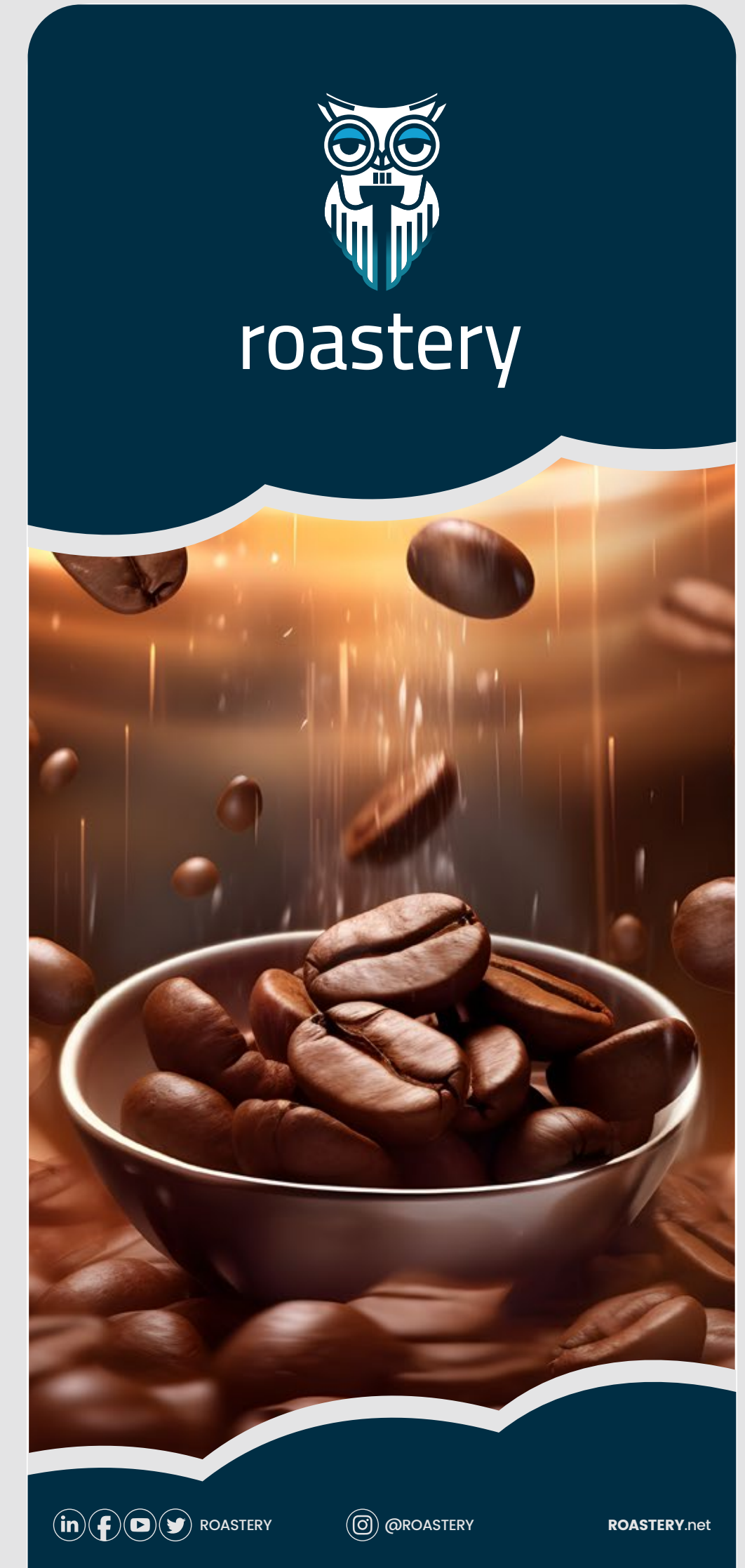
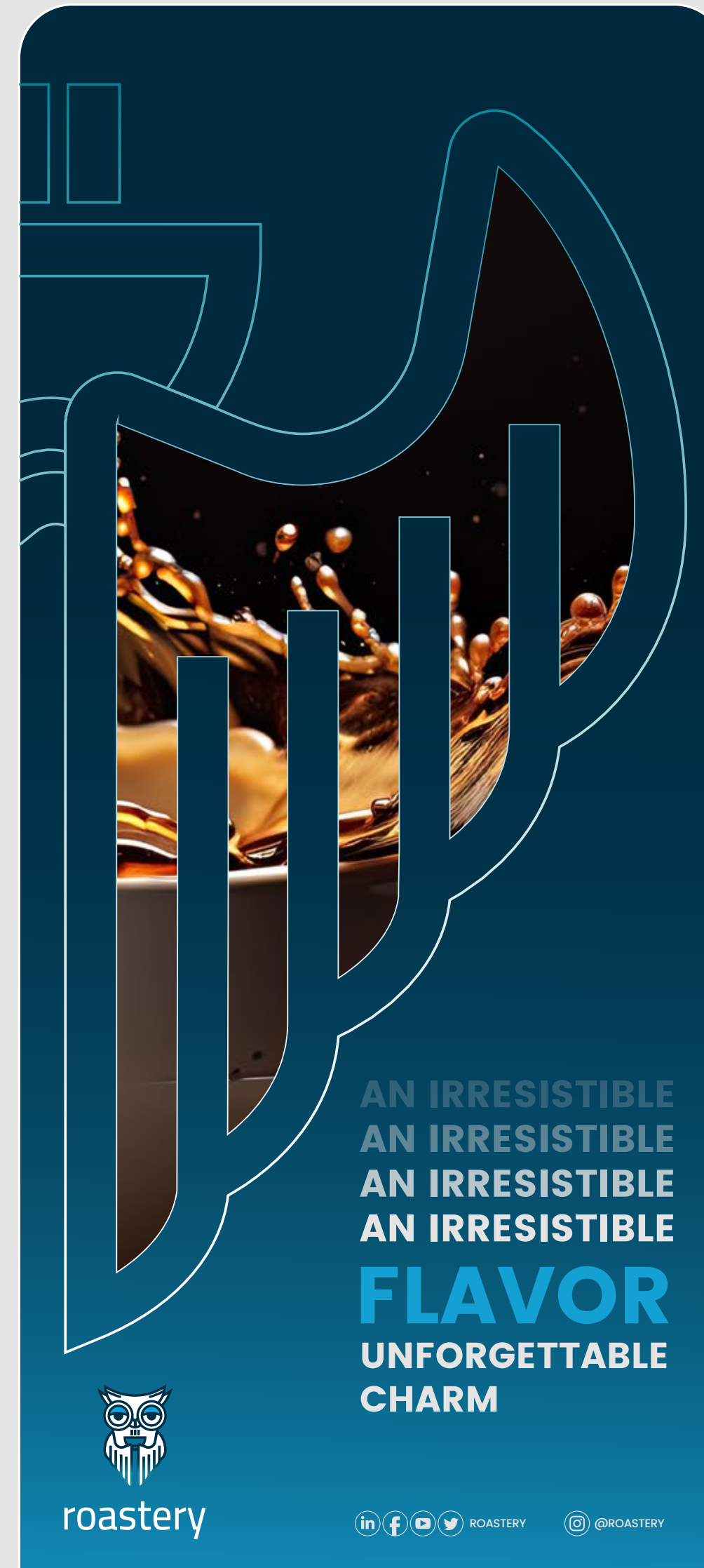
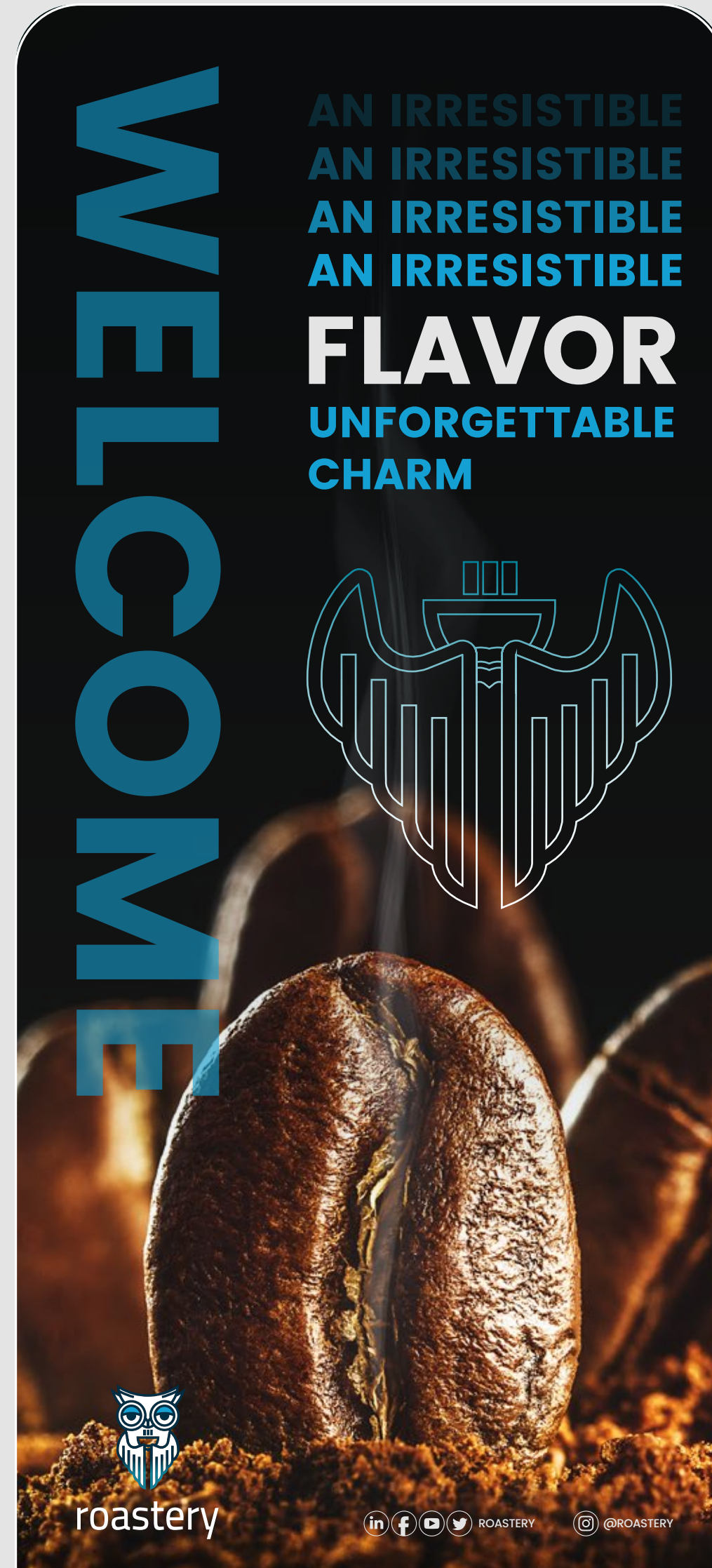






# Roll-up Banner

Sample Roll-up  
Banner Template

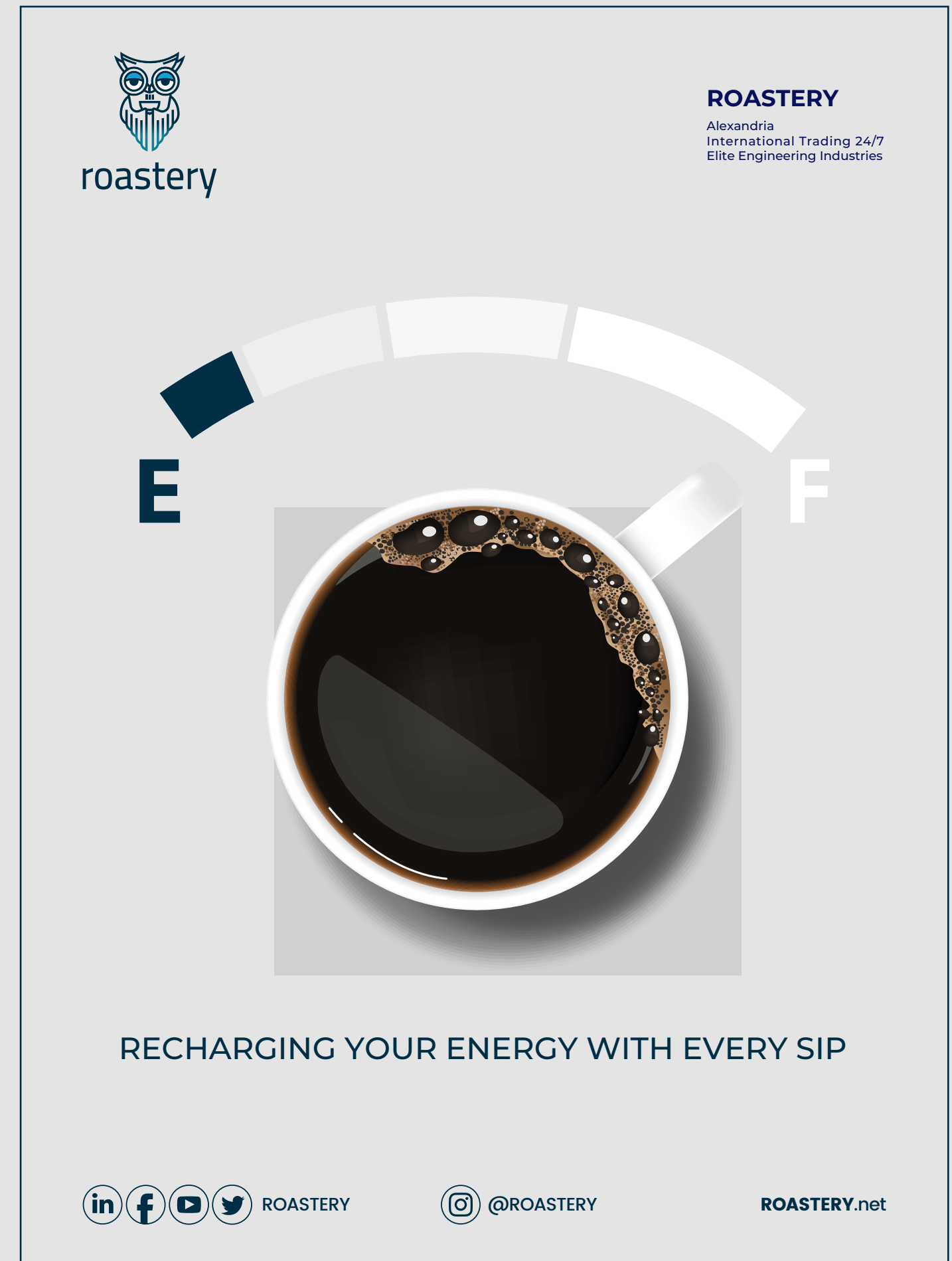






# Flyer

## Sample Roll-up Banner Template







**ID**

Sample ID

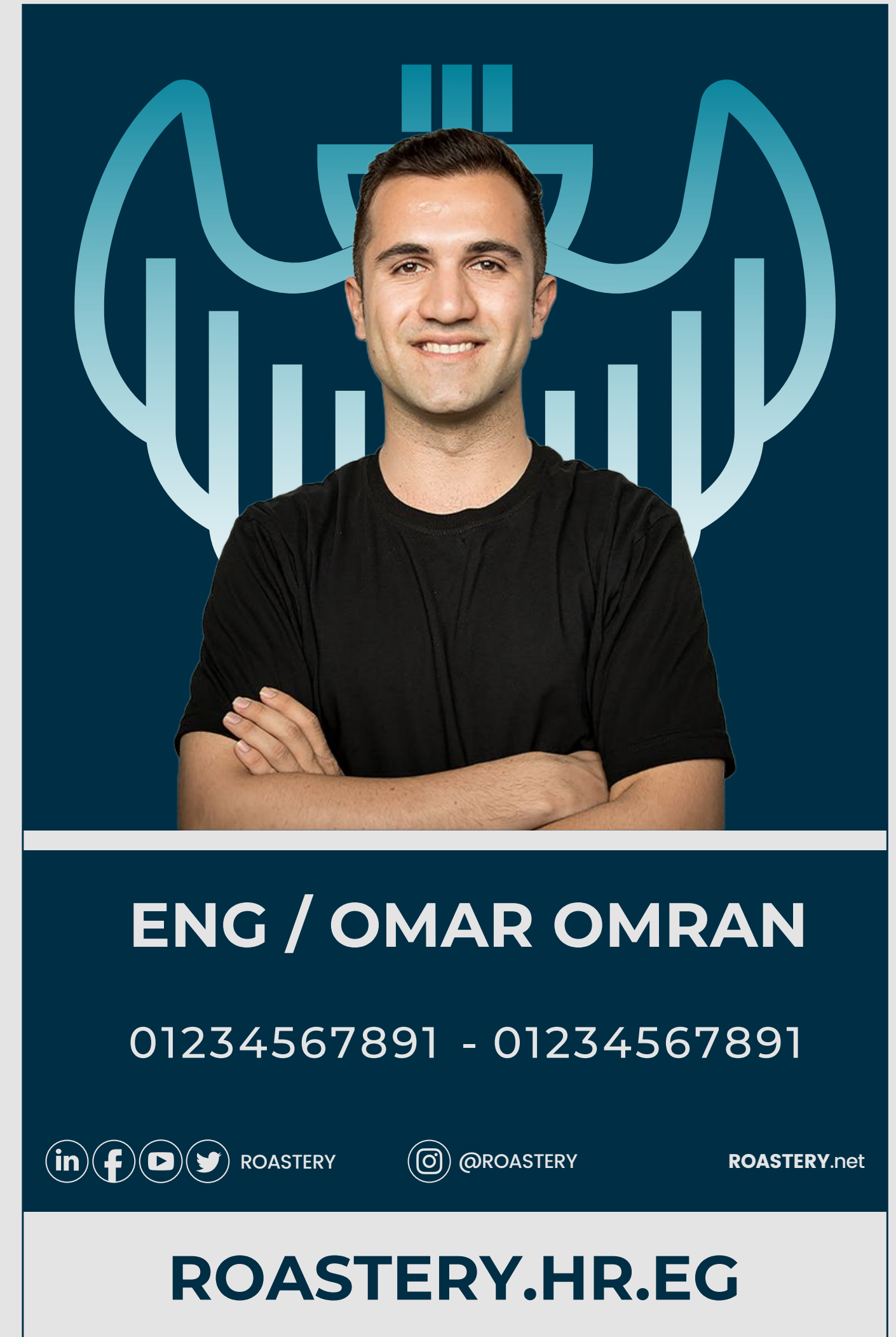


**ENG / OMAR OMRAN**

01234567891 - 01234567891



 ROASTERY  @ROASTERY [ROASTERY.net](http://ROASTERY.net)

**ROASTERY.HR.EG**



**ENG / OMAR OMRAN**

01234567891 - 01234567891

 ROASTERY  @ROASTERY [ROASTERY.net](http://ROASTERY.net)

**ROASTERY.HR.EG**

# Mockups

Mockups play a crucial role in brand identity by providing a tangible and visual representation of how a brand's elements will appear in real-world scenarios.







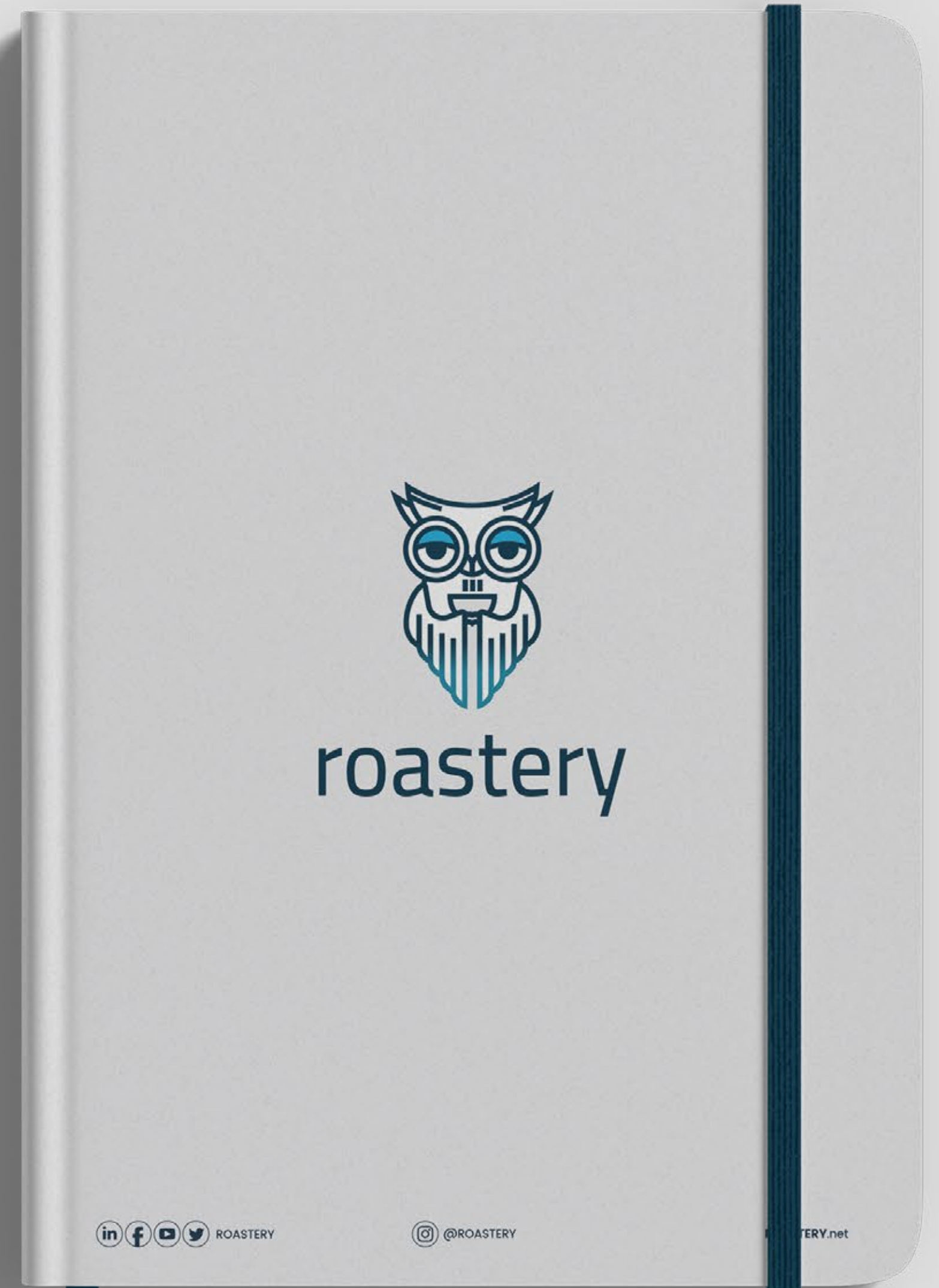
# Innovation

in Every Sip



ROASTERY.net

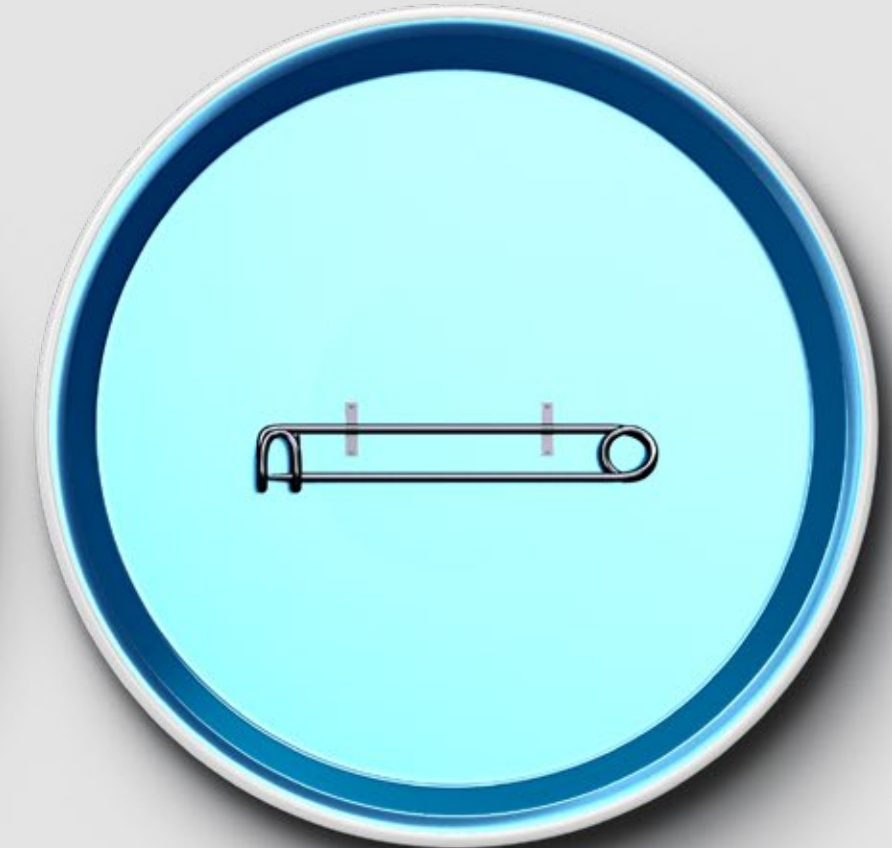
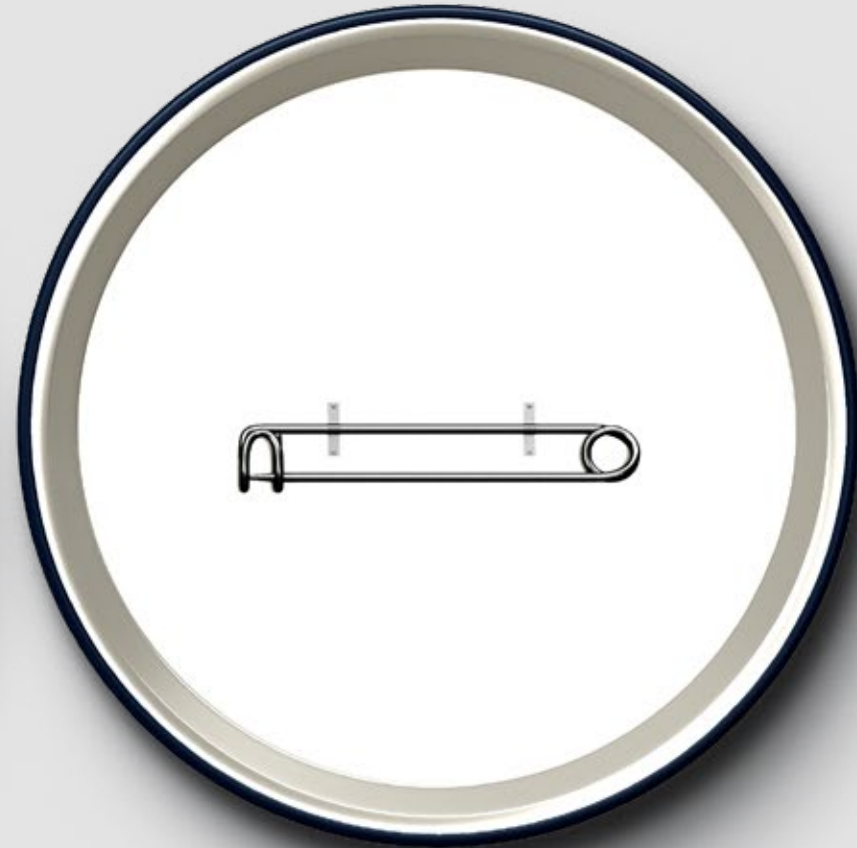




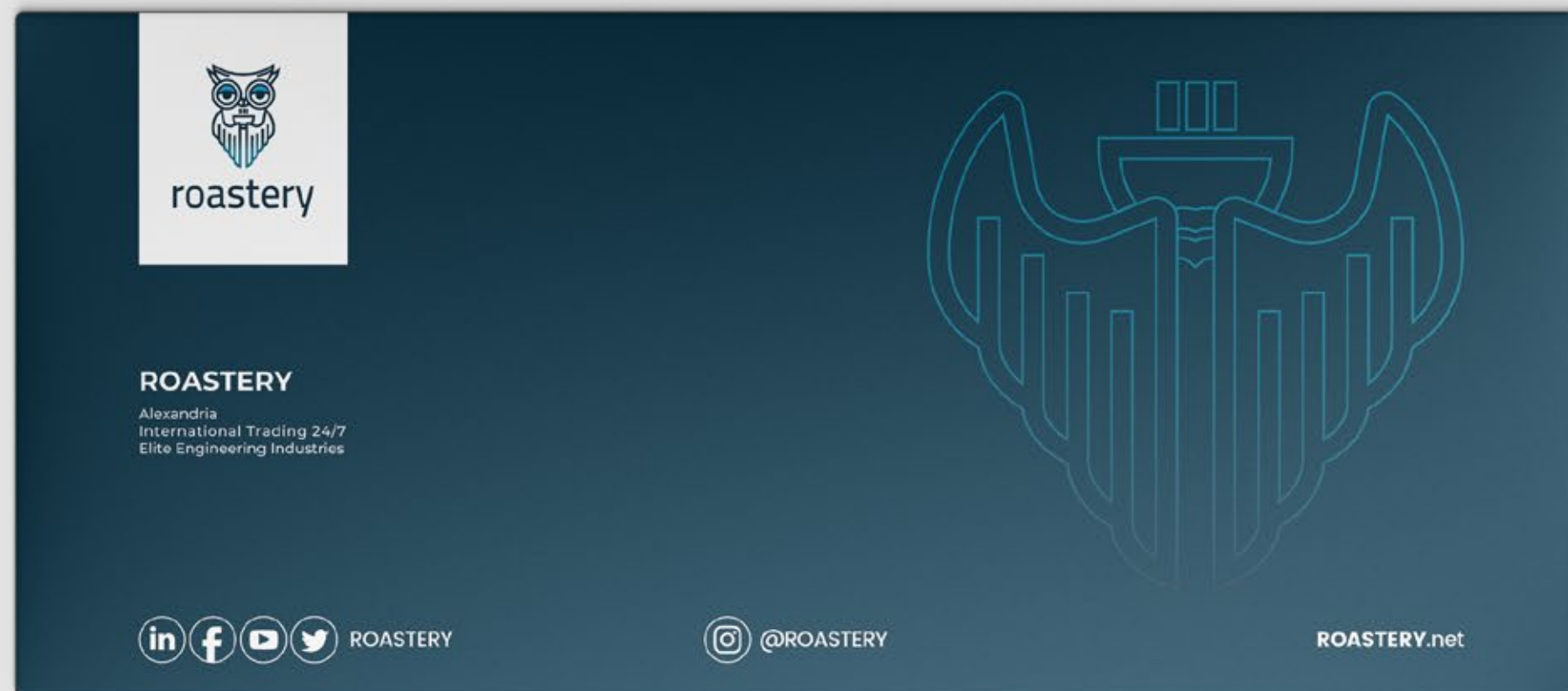
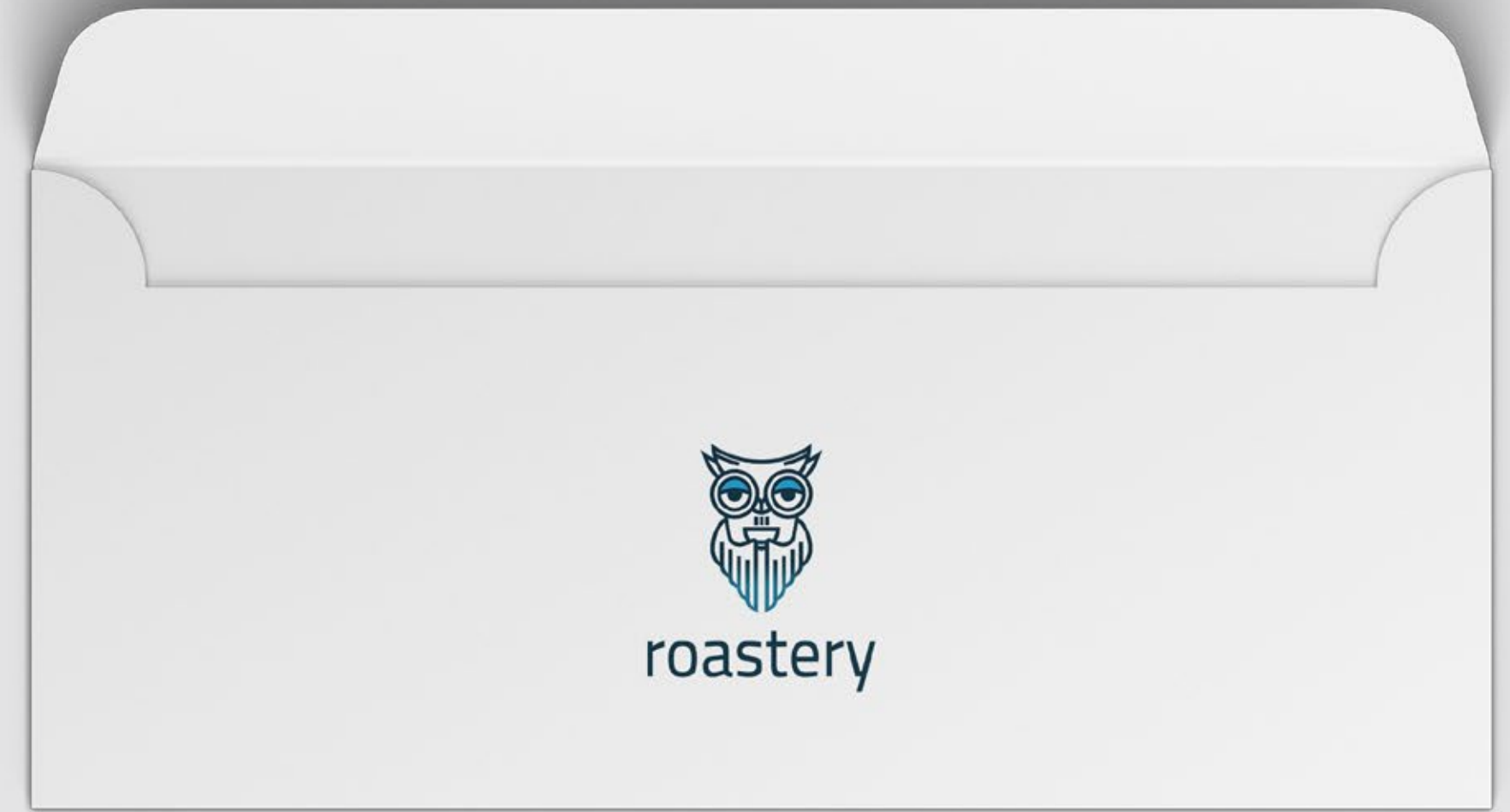
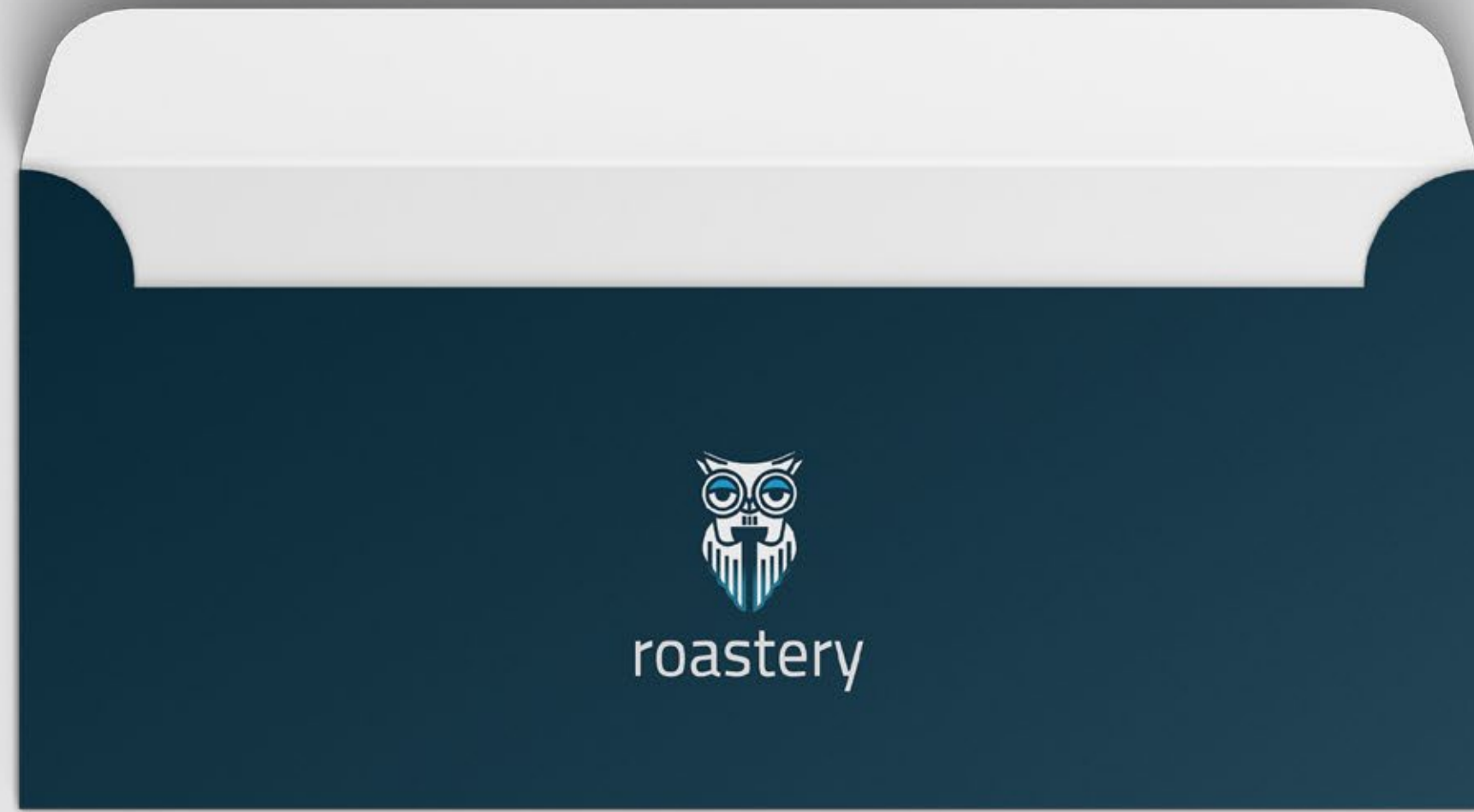














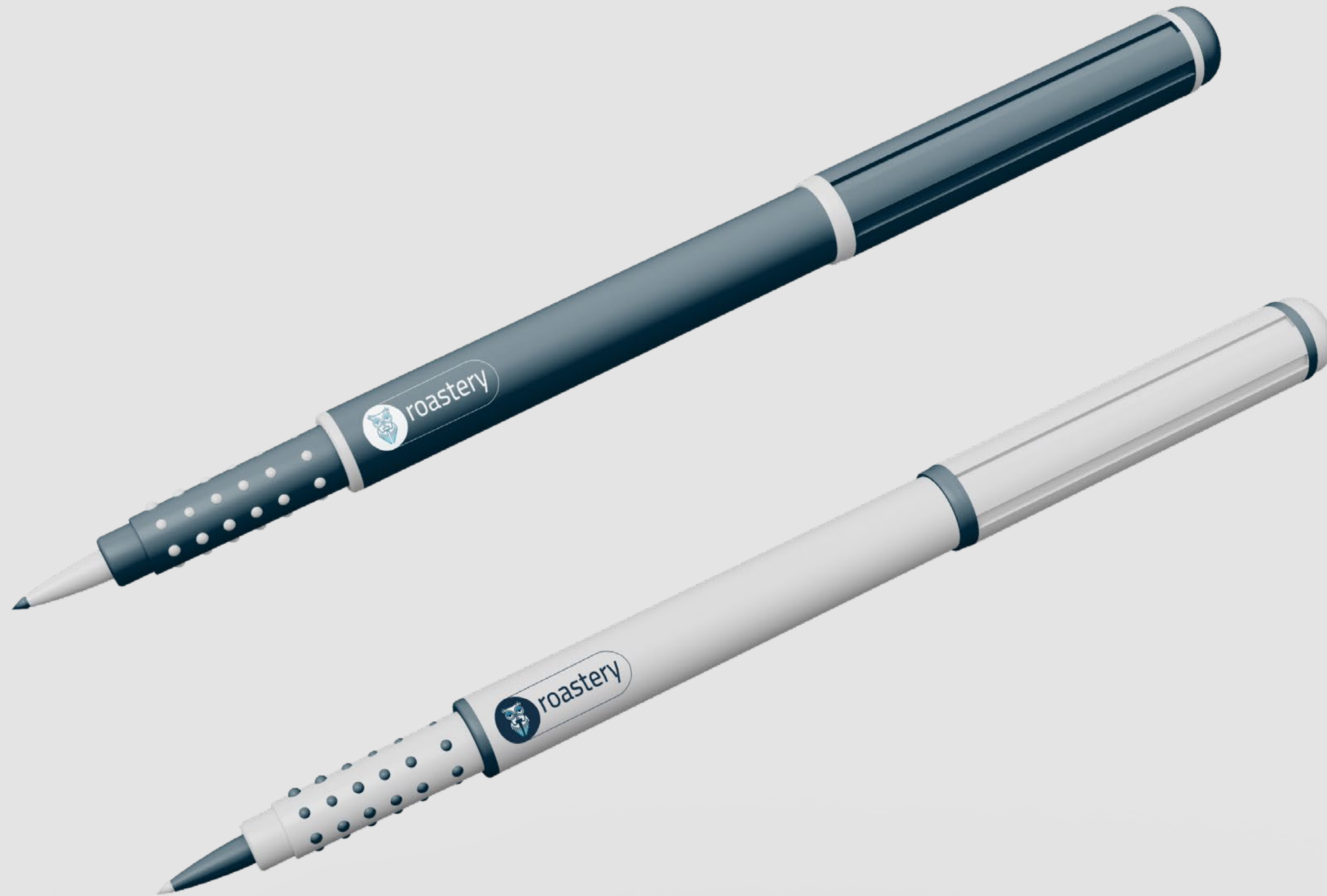


















roastery

"Innovation in Every Sip"

ROASTERY

@ROASTERY

ROASTERY.net







**Thanks for  
Watching**