DiMARE

ITALIAN RESTAURANT & CAFE

BRAND IDENTITY

Brandmark Introduction

Our brandmark is unique element and one of the key components of our identity system.
the correct usage of our brandmark plays an important role in the consistency and clarity of our communications.

Vertical Brand Mark

Brand mark can be used as in this slide in case of large format artwork such as street signboard and lampost and vertical flag to mintain and ensure consistant high quality results and the brand clarity and in order to maximise visibility.

Brandmark Space & Menimum Size

Our brandmark is calculated using the **QX** measurment and the minimum space around the brandmark must not be less than **2QX** except landscape and vertical banners where the width is 5 times or more than the height and vice versa, in this case the minimum space must not be less than **1QX**, this is the minimum, more clear space is always better.
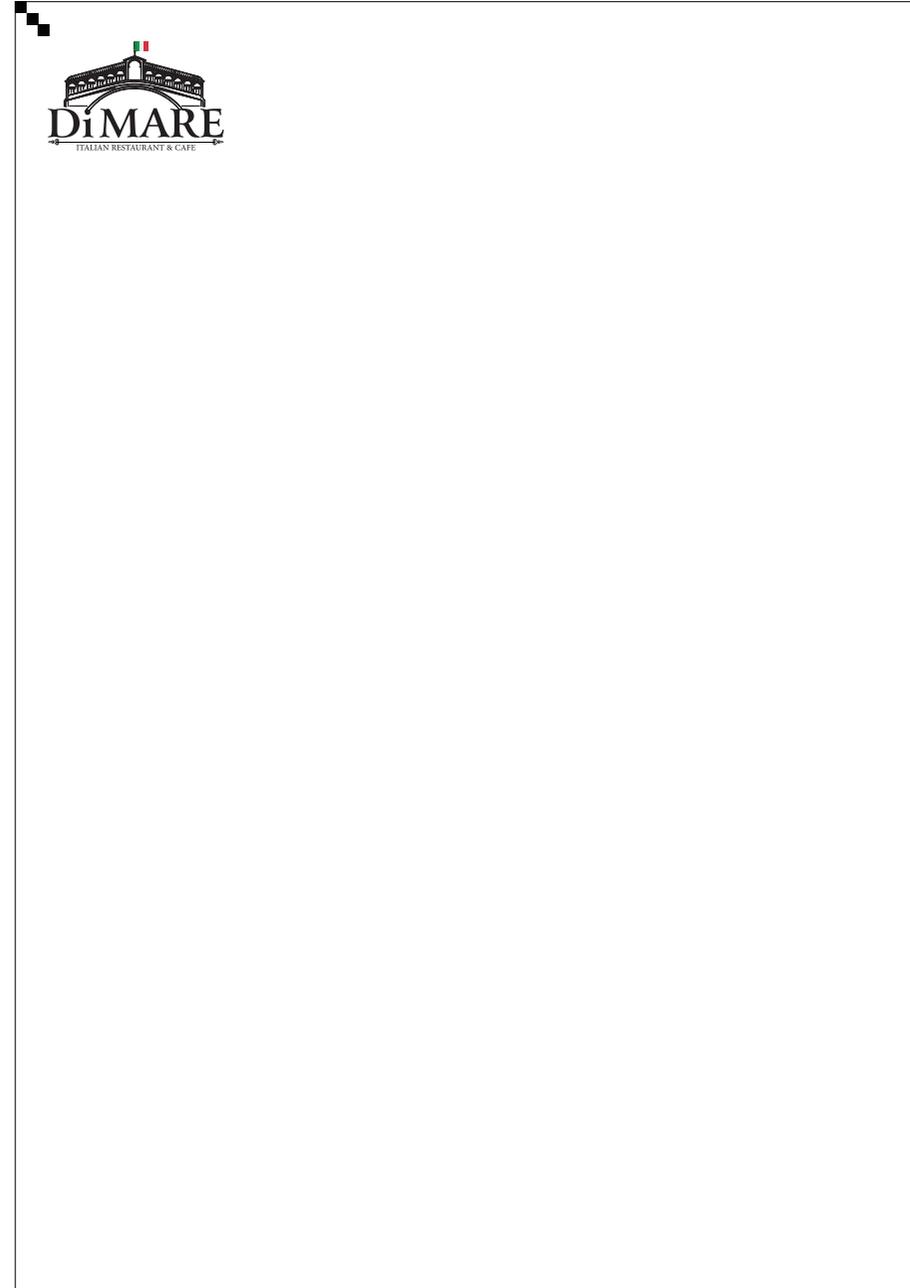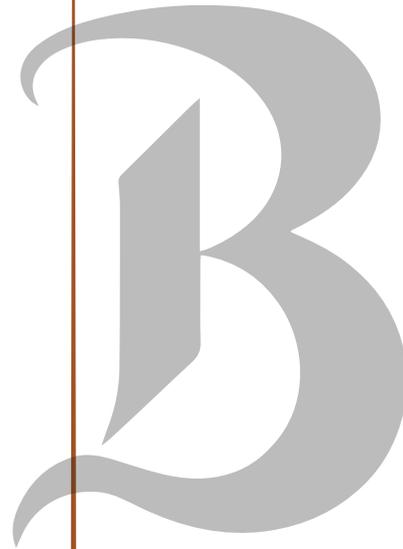
2 QX

2 QX
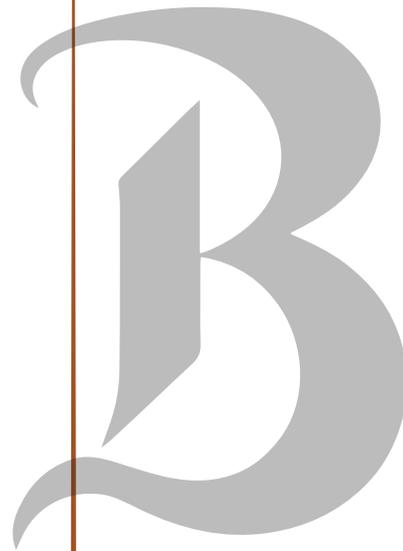
Brandmark Positioning

There are two ways to position our

brand mark:

- for proposition focused

communication, top left any usage

other than these mentioned must

be approved by our brand

development team

Brandmark sizing on Portrait Format

The format and brandmark are scalable and can be adapted to an almost infinite number of sizes. the size of our brandmard is determind by the size of the format, as is demonstrated in the examples on this page, all portrait sizing must follow this rule in order to maintain consistency accross all our brand collateral.

the size of our brand on portrait format is calculated as:

sizes less than 10 cm width, protrait width + height / 4 = brandmark height
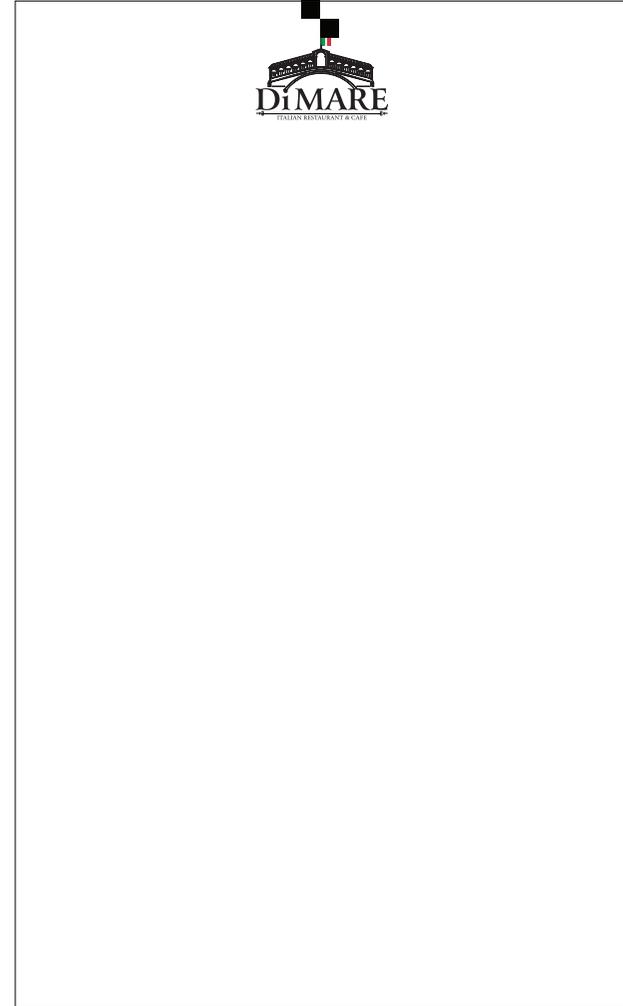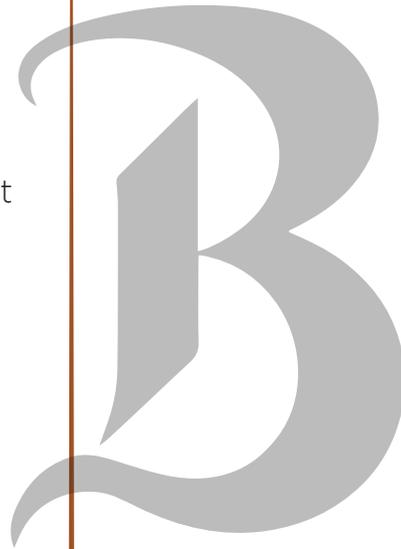
Brandmark Background Options

The example illustrated on this page

demon- strate the options for

reproducing

our brand must appear in original

colour whenever possible.

brand may also repro- duce in white

on an gold, black or dark etc..

photographic background.

brand may be reproduced using

etching and blind embossing

Pantone Colors: Copper 16 1325

Pantone Colors: Black

Brandmark Mis-Uses

Do not use other colour

Do not use make it italic

Do not distort the brandmark

Do not distort the Balance

Do not use different font for strapline

Do not use any solid colour other than those specified in this guidlibe behind the brandmark

Do not place the brandmark on a busy photographic background

Do not change the proposation of the brandmark

Do not change the strapline size

Do not change the position of the strapline

Do not change any of Item color

Do not reverse the color of the logo

Brandmark Corporate Typography

Our Latin typeface is GOTHAM / GE SS Two , this fam- ily has been chosen for its clear letterform which sit in harmony with our brandmark. we prefer to use the boldest weight for our headlines and title copy, as it is more distinc- tive and unique. The main font that is used in the title of the brand is Basic Title Font, it's thin and sharp and with its sans serif edges it perfectly re- flects the corporate dimension of the brand. For font files and endorser licence agree- ment please contact the brand development team.

CORPORATE TYPOGRAPHY

ENGLISH FONT

FONT
GOTHAM

AB

BODY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
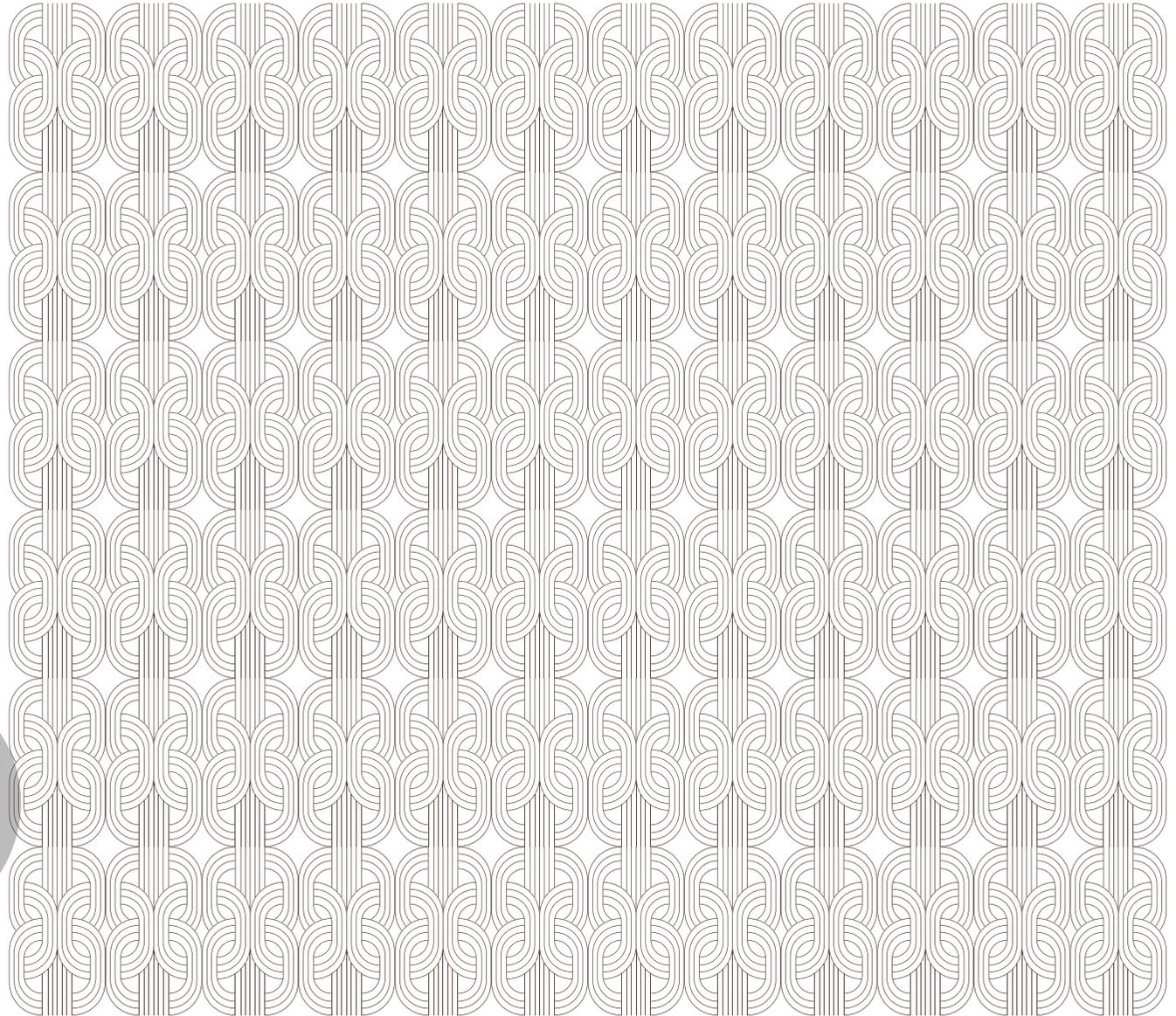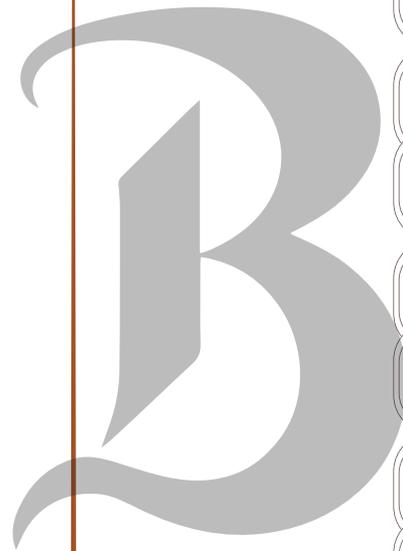0 9 8 7 6 5 4 3 2 1 @ ! ? / , . > < %

ARABIC FONT

FONT
GE SS Two

أب

BODY

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن هـ و ي
١٢٣٤٥٦٧٨٩٠
<>*().،؟!/

Brandmark Pattern System

A pattern system is how design elements work together to visualise a brand. a strong one is the backbone of a solid corporate identity.

Brandmark Brand identity

Brand identity is the visible elements
of a brand, such as color, design,
and logo, that identify

consumers' minds. brand identity is
distinct from brand image.
the former corresponds to the intent
behind the branding and the way a
company does the following—all to
cultivate a certain image
in consumers' minds

Brandmark Business Card

Brandmark coffee label
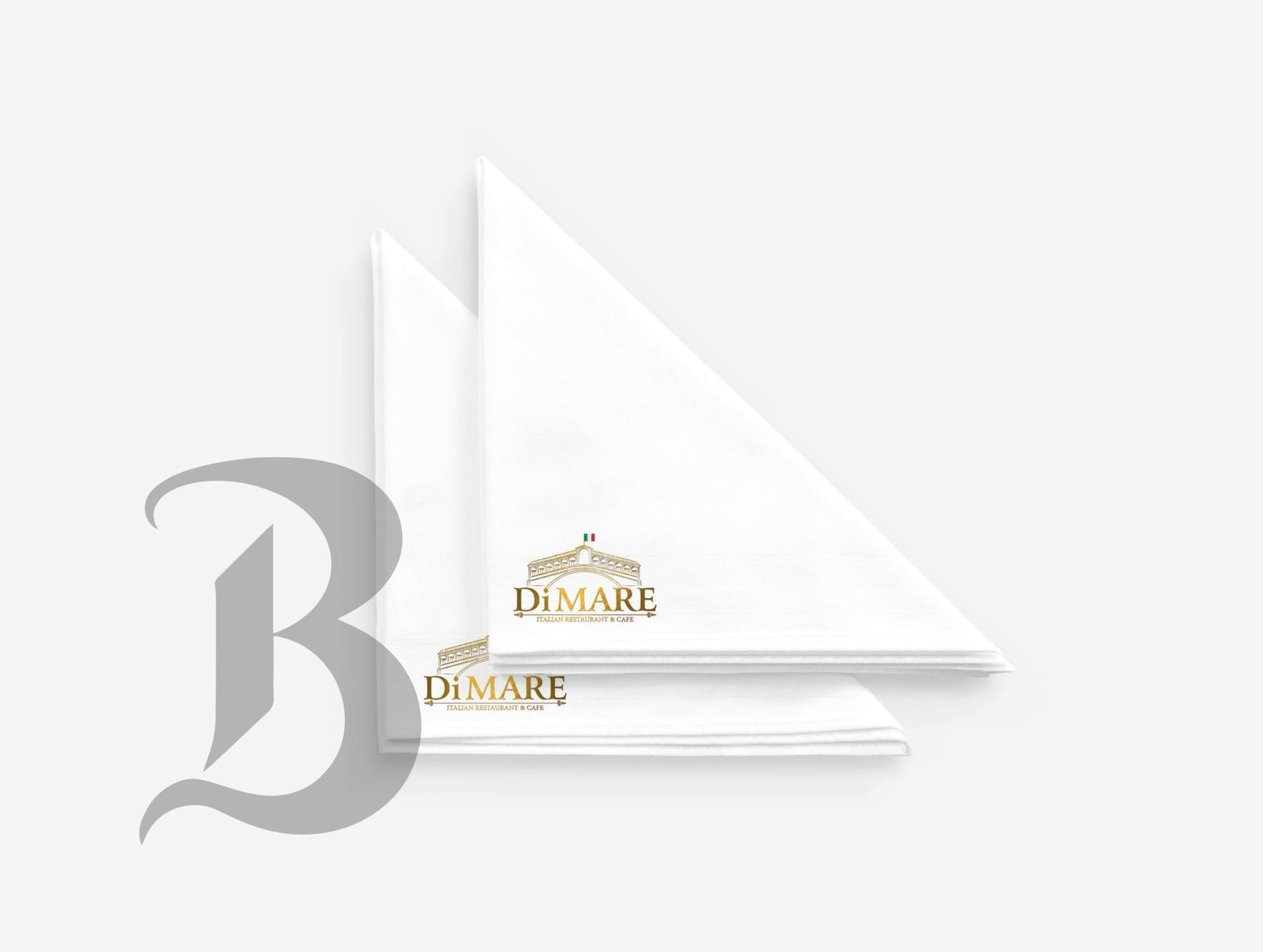
Brandmark Uniform

Brandmark Coaster

Brandmark Apron

Brandmark Paper Bag

Brandmark Napkin Tissue

Brandmark Plate

Brandmark 3D Sign

Brandmark Dinner Table

Brandmark Side Sign

Brandmark Letterhead + Envelop

Brandmark Inner Sign

thank you