

عصير الذابحية

DHAHIA JUICE

◆ SINCE 1978 ◆

BRAND GUIDELINES • 2019

عصير الدّهاية

DHAHIA JUICE

♦ SINCE 1978 ♦

BRAND GUIDELINES • 2019

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01

INTRODUCTION

01.

INTRODUCTION

This is a guide for the Dhahia Juice brand. It summarizes how it looks, functions, and how it can be applied consistently across different mediums.

Dhahia Juice's brand has a delicate identity that is very familiar to Kuwaiti society. The famous cocktails have unique names that are extremely popular amongst customers. The blue cup of Dhahia Juice is an icon and is a constant reminder of the brand.

02

RECOMMENDATIONS

- focus more on ambient marketing such as community marketing that will cause both offline and online impact and word of mouth
- Instore cross selling visually not dependant only on verbal cross selling
- Marketing that will target new aspirational audience who are into health drinks
- Aligning social media - especially Instagram with a brand strategy and not only posting a mood board visually. Therefore each post has a purpose including more interactive posts that show the product with people, social interaction
- Capitalising on both online and offline media tools depending on the target audience and the objective of the message
- Getting younger audiences to see the value behind the history of dhahia juice, what does it mean to be 40 years old and why is that important

03

IDENTITY

عصير الذاهية

DHAHIA JUICE

♦ SINCE 1978 ♦



03.3

CLEAR SPACE

Clear Space and Minimum size requirements

Being Dhahia Juice's primary brand element, the Logo requires enough clear space to stand out wherever it is used.

To make things easier, the clear space is equal to double the height of the latin logotype.

The same clear space guideline applies to all Dhahia Juice logo versions.

To ensure clear legibility of the Dhahia Juice Logo, it should not be used for sizes less than the set minimum size requirements.



Minimum size requirements



35mm
100px

03.4

INCORRECT USAGE OF THE LOGO



Never distort the logo.



Never flip the logo Composition.



Never change the layout of the logo and logotype.



Never add effects to the logo.



Never use colours that are not defined in the brand colour palette.



Never change the latin font.



Never fill the logo with images.



Never add a gradient to the logo.

03.5

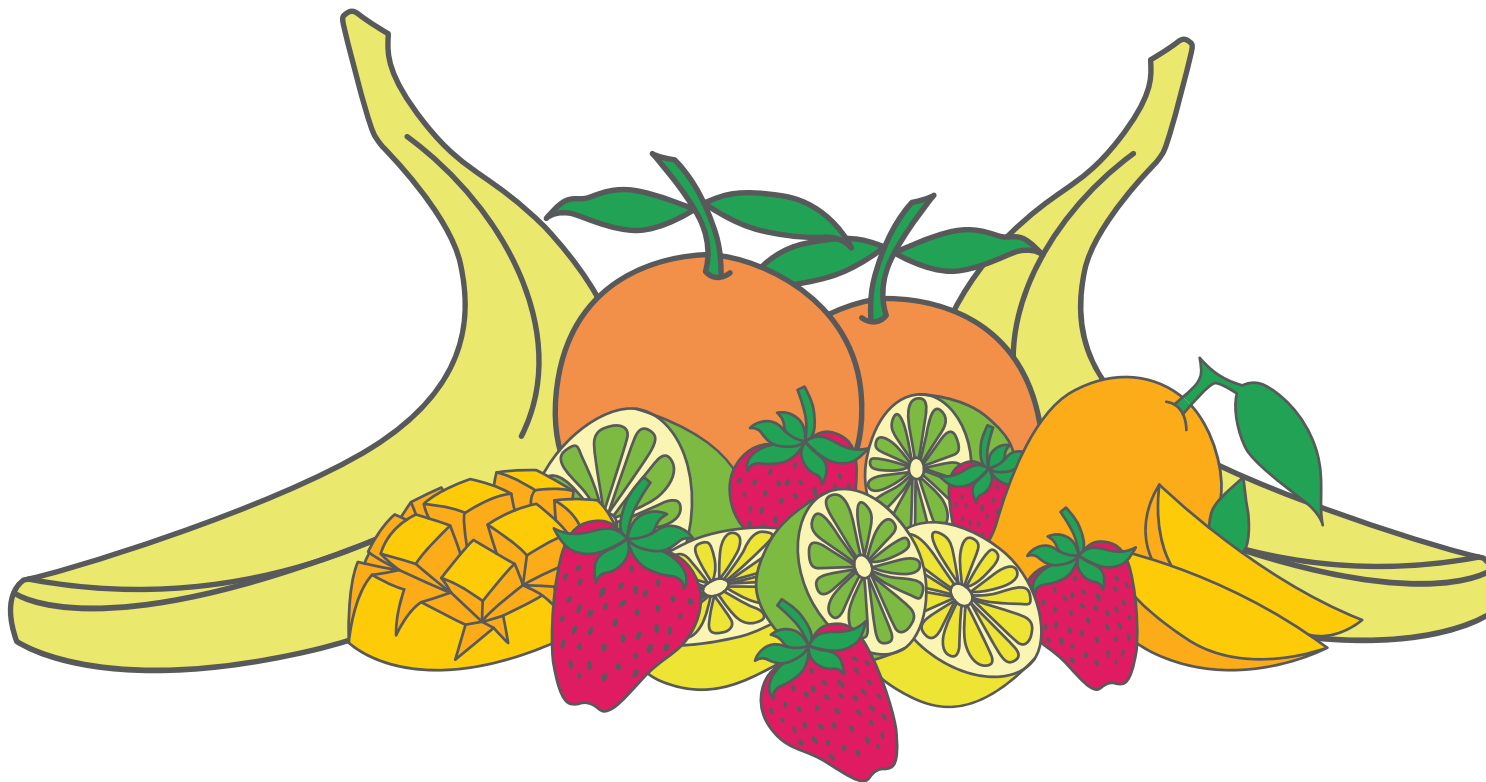
LOGO PLACEMENT

There is no strict rule for Dhahia Juice logo positioning however, Dhahia Juice logo's favourite location is centered. If the layout doesn't allow, it can be placed in other corners respective to the context language and respecting the logo safe area.



دایم معاك

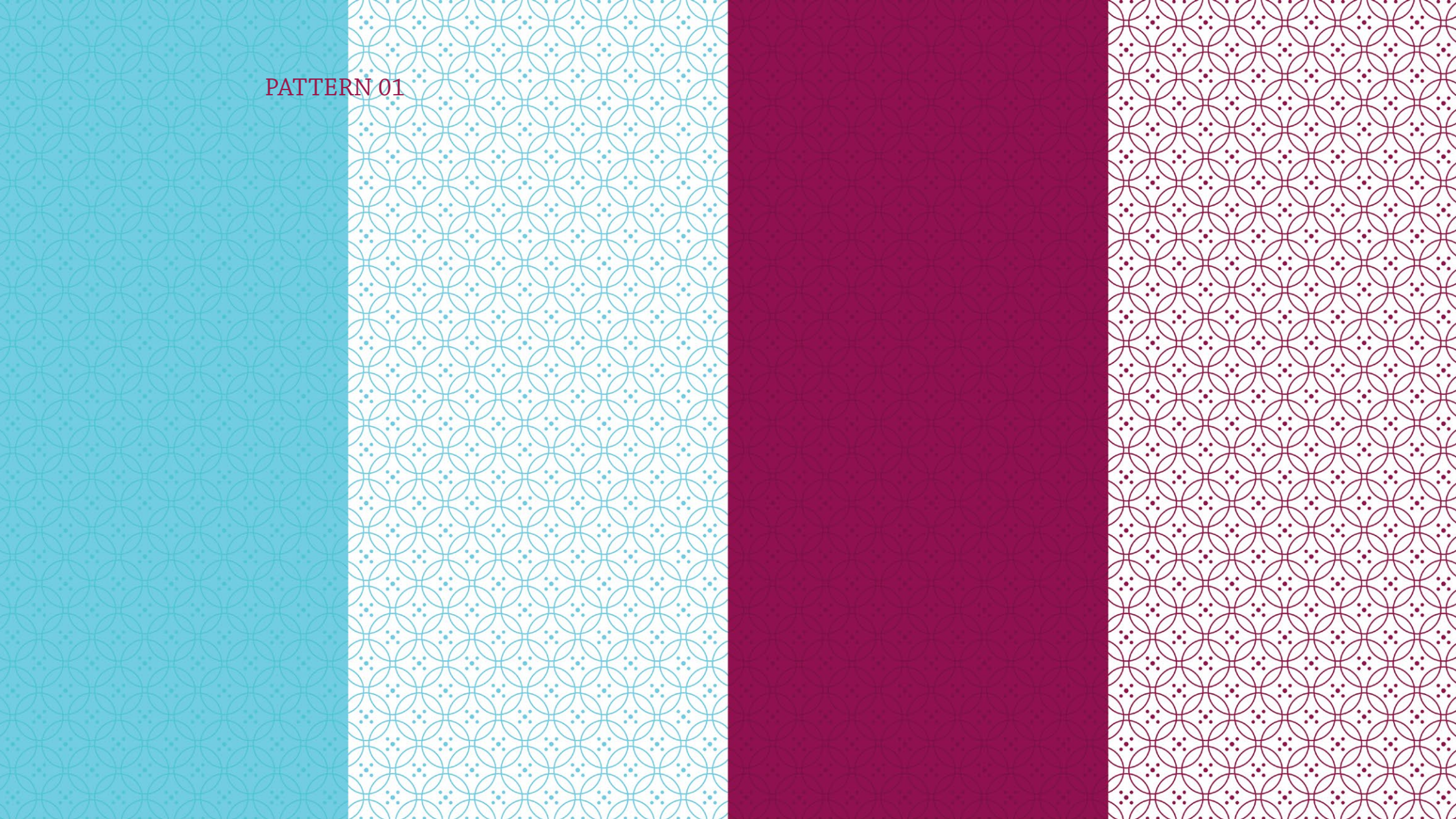
GE Dinar Two font used for Dhahia Juice Slogan







PATTERN 01



PATTERN 02

04

BRAND COLORS

04.1

PRIMARY BRAND COLORS

Primary Colour 01

PANTONE 636 C

C 51 **M** 0 **Y** 9 **K** 0

R 139 **G** 211 **B** 230

#8BD3E6

Primary Colour 02

PANTONE 221 C

C 9 **M** 100 **Y** 26 **K** 38

R 145 **G** 0 **B** 72

#910048

04.2

SECONDARY BRAND COLORS

Secondary Colour 01

PANTONE 637 C

C 61 **M** 0 **Y** 16 **K** 0

R 78 **G** 195 **B** 224

#4EC3E0

Secondary Colour 02

PANTONE 222 C

C 31 **M** 99 **Y** 40 **K** 37

R 108 **G** 29 **B** 69

#6C1D45



04.4

ACCEPTABLE LOGO APPLICATIONS

عصير الضاحية

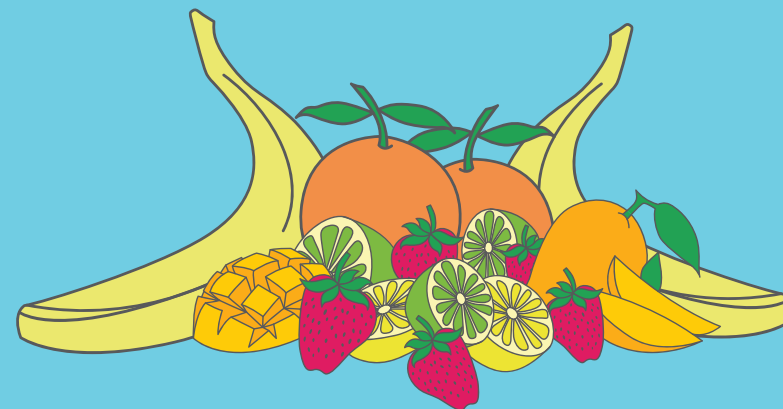
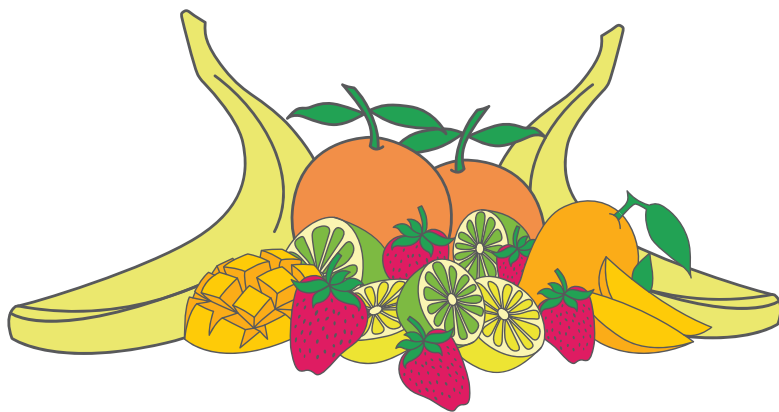
DHAHIA JUICE

♦SINCE 1978♦

عصير الضاحية

DHAHIA JUICE

♦SINCE 1978♦



05

TYPOGRAPHY

Chaparral Pro

Aa
Bb

Chaparral Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa
Bb

Chaparral Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GE Dinar Two

أ ب
ج د

GE Dinar Two Light

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 ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

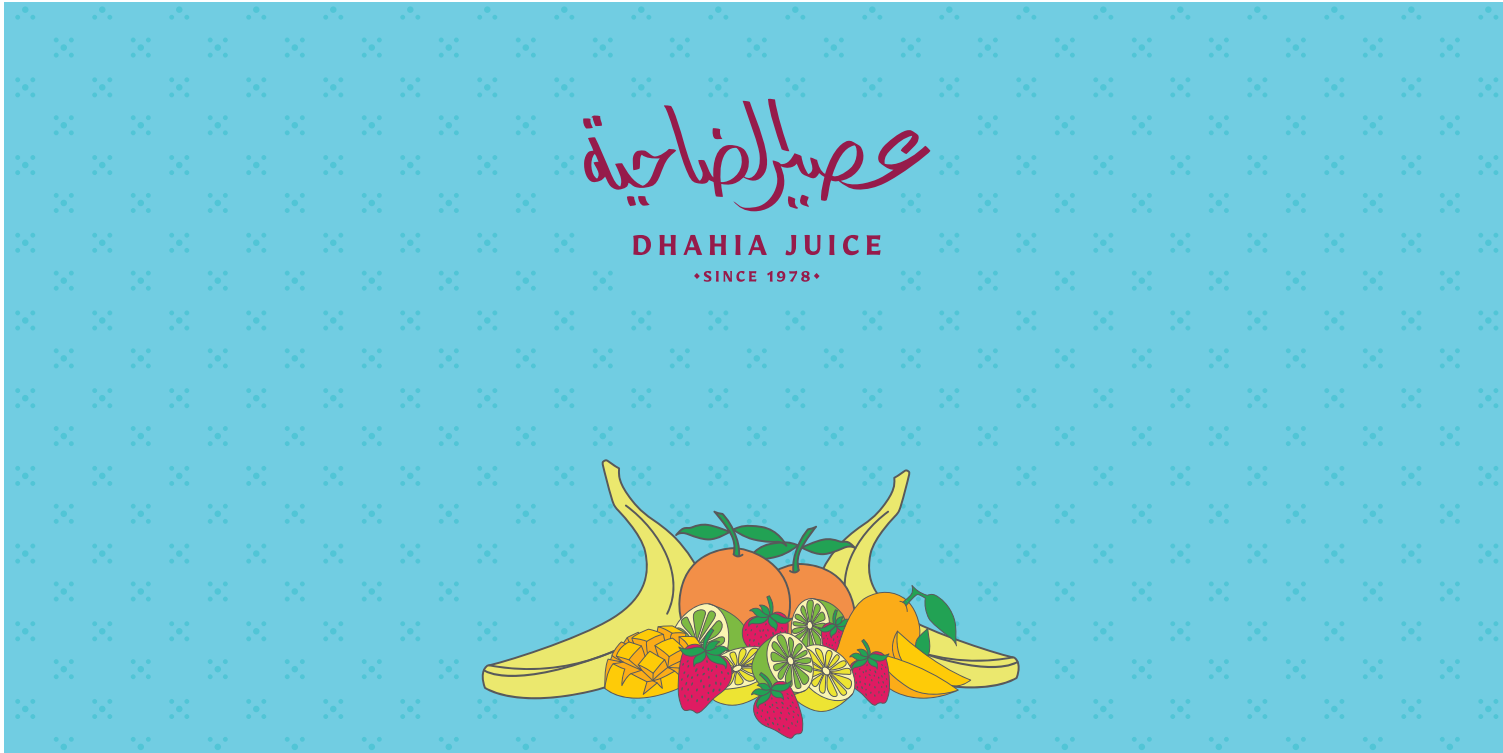
أ ب
ج د

GE Dinar Two Medium

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 ه و ي
١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ .

06

APPLICATIONS





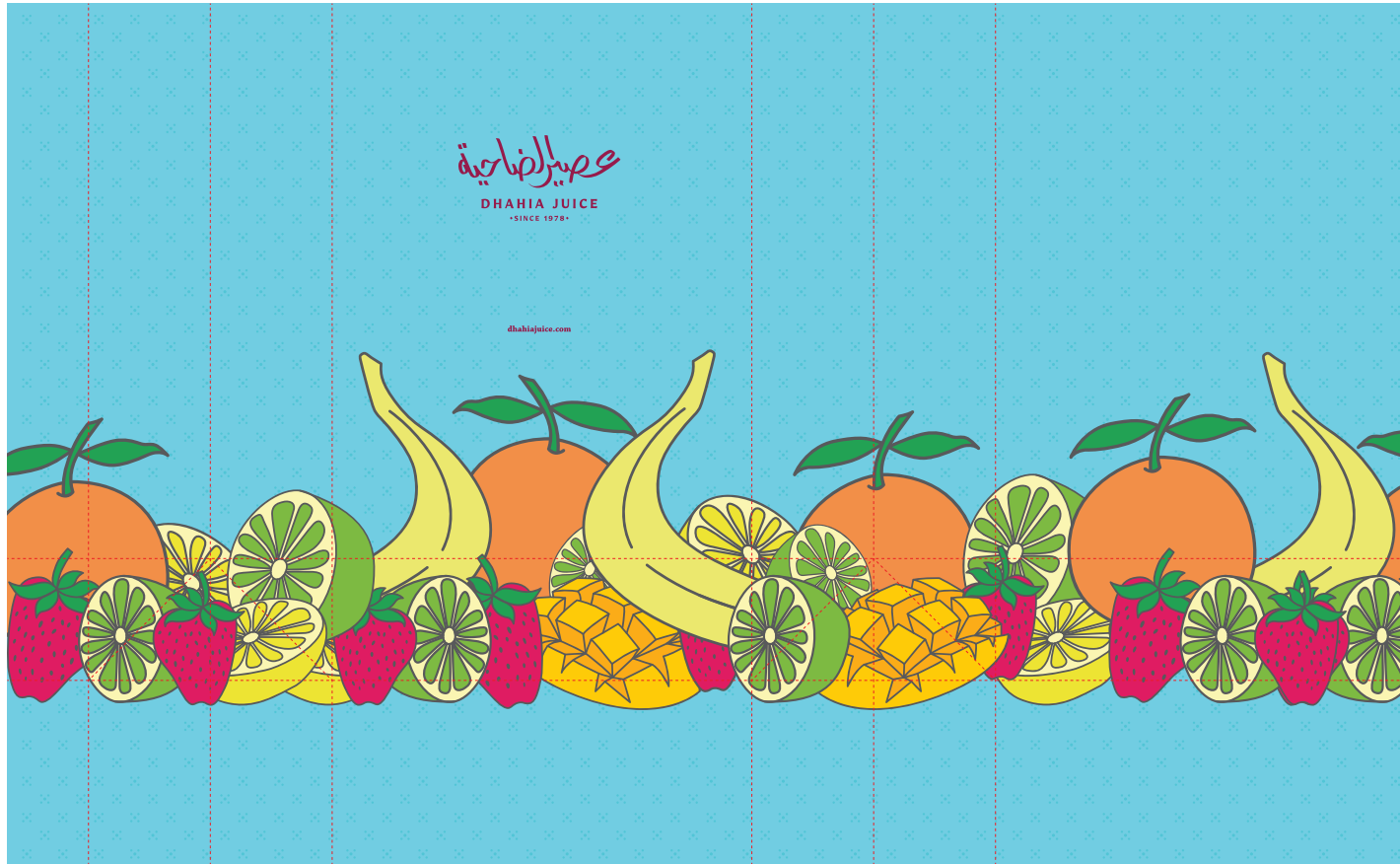




JUICE PACK







عصا لسانية

دايم معاك



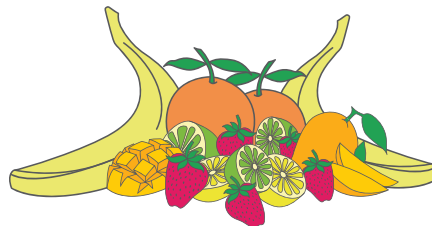


عوار قلب
Awar Galb

عصير الضاحية

DHAHIA JUICE

•SINCE 1978•

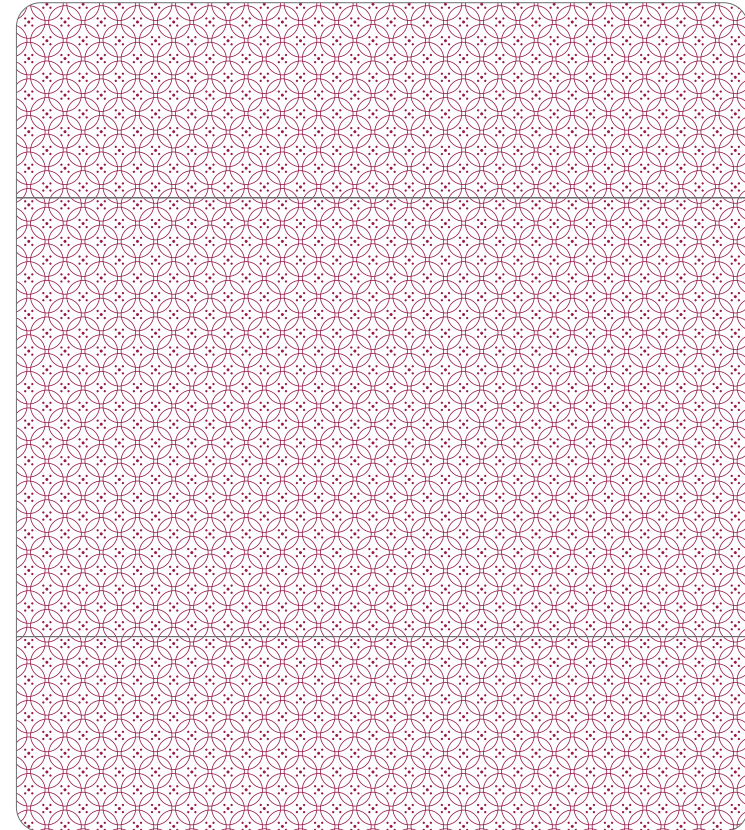


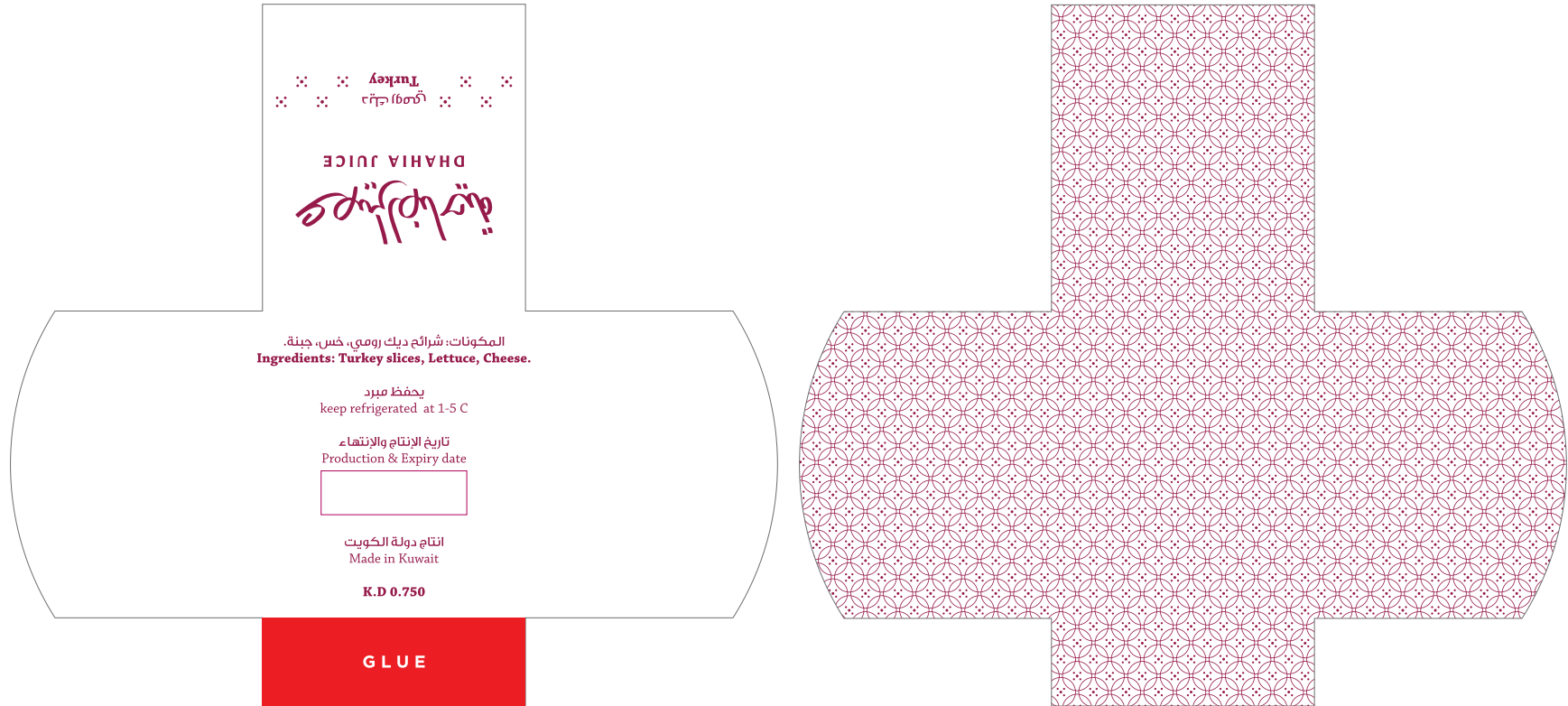
Valid for 2 days
from purchase date.

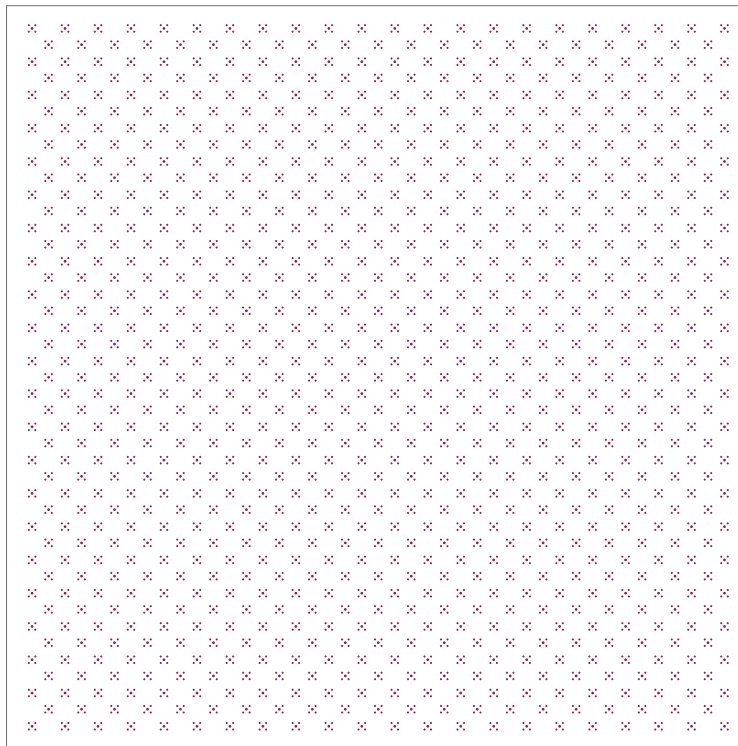
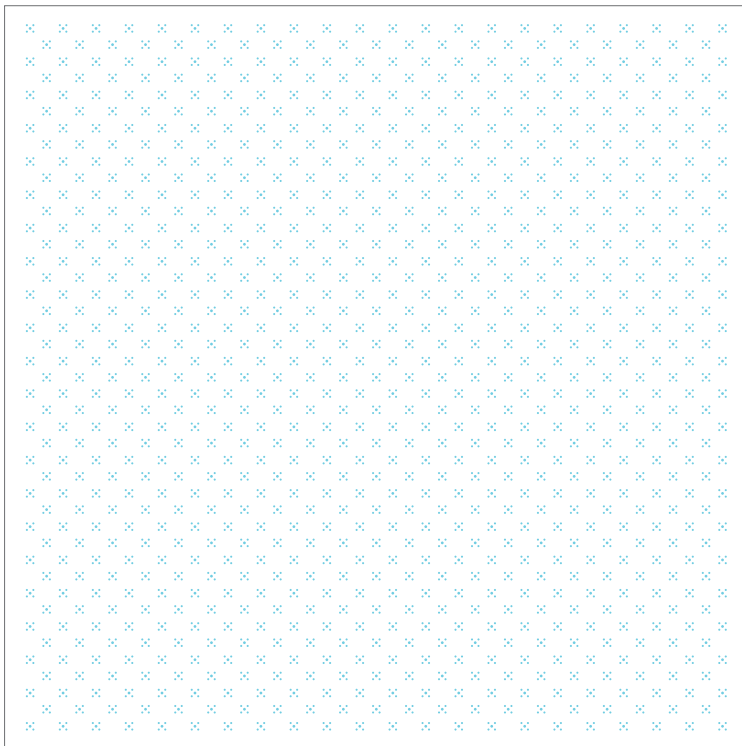
250 ml.

صالح لمدة يومين
من تاريخ الانتاج.

<p style="text-align: center;">  DHAHIA JUICE </p> <p style="text-align: center;"> برتقال Orange </p> <p style="text-align: center;"> منتج طبيعي طازج 100% Natural Fresh Raw Produce </p>	<p style="text-align: center;"> المكونات: برتقال. Ingredients: Orange </p> <p style="text-align: center;">  </p> <p style="text-align: center;"> معبأة يومياً. Bottled daily. </p> <p style="text-align: center;"> يحفظ مبرد keep refrigerated at 1-5 C </p> <p style="text-align: center;"> تاريخ الإنتاج وال انتهاء مذكور على العبوة Production & Expiry date shown on Bottle </p> <p style="text-align: center;">  </p> <p style="text-align: center;"> تعبئة دولة الكويت Made in Kuwait </p>
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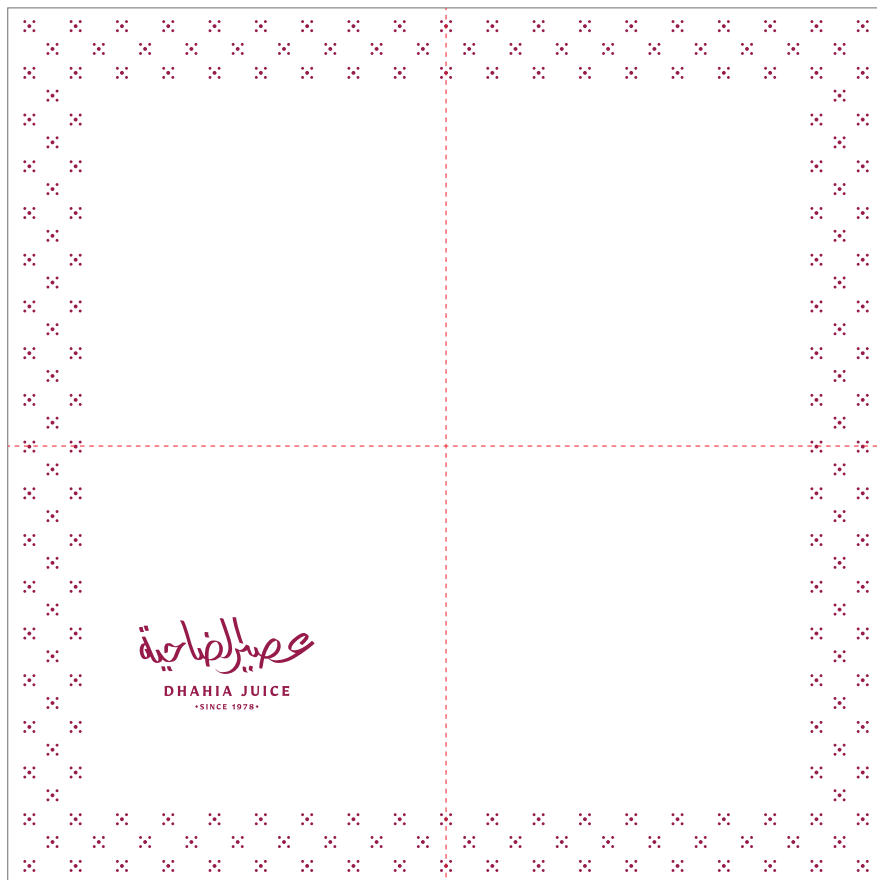




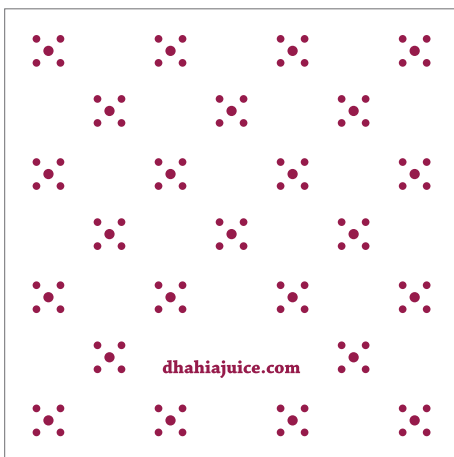


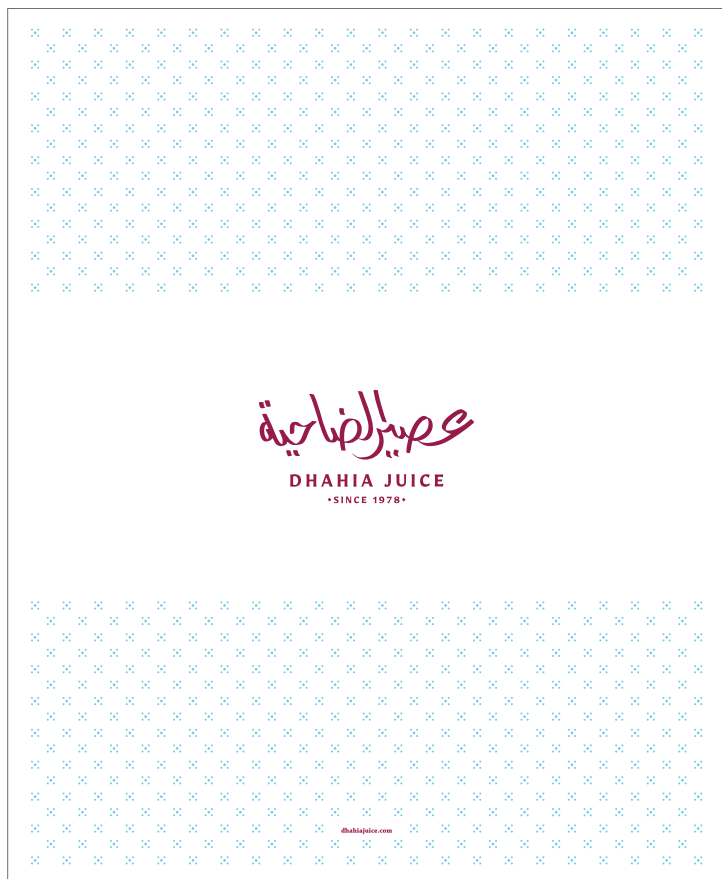
06.18

NAPKIN



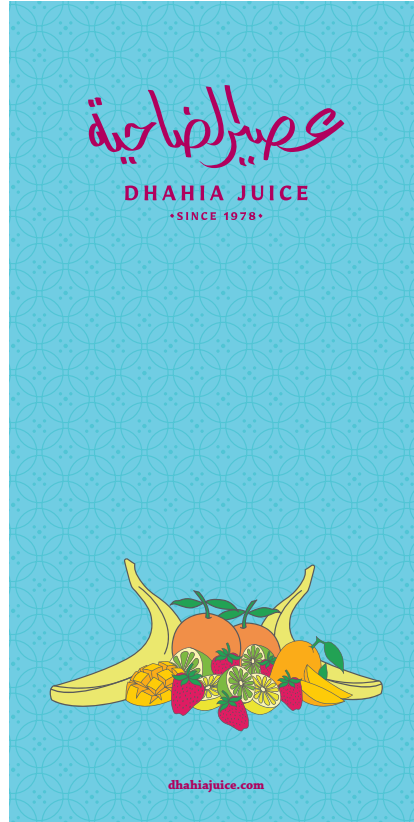
WET WIPES SACHET





SHELF TALKER & WOBBLER





عصير الناس Juices of the People			
2 L	1 L	500 ml	300 ml
3.25	1.75	1	0.65
فيرياري Ferrari فراولة، آيس كريم Strawberry, ice cream			
3	1.5	0.8	0.6
قز Gazz برتقال، فراولة Orange, strawberry			
3	1.5	0.8	0.6
كبولة Kabola ليمون، فراولة Lemon, strawberry			
3.25	1.75	1	0.7
إشطة Ishta جوافة، فراولة، حليب Guava, strawberry, milk			
1.5	1.0		
مشروب الطاقة Energy Drink			
1.75	1.25		
فقاعات Bubbles			
0.25			
فقاعات إضافية Extra Bubbles			

عصير الناس Juices of the People			
2 L	1 L	500 ml	300 ml
3.25	1.75	1	0.75
عوار قلب Awar Galb فراولة، مانجا، آيس كريم Mango, strawberry, ice cream			
3.5	1.8	1	0.8
دميره Dimeera أفوكادو، فراولة، مانجا، آيس كريم Avocado, strawberry, mango, ice cream			
3.25	1.75	1	0.75
بونورة Bo Nora فراولة، موز، آيس كريم Strawberry, banana, ice cream			
3.25	1.75	1	0.75
إمبراتور Embarator مانجا، آيس كريم Mango, ice cream			
3.25	1.75	1	0.75
أخو عزيز Okho Aziz مانجا، موز، حليب، آيس كريم Mango, banana, ice cream			
3	1.75	0.8	0.75
عبد الوهاب Abdulwahab مانجا، فراولة، موز، برتقال Mango, strawberry, banana, orange			
3.25	1.5	1	0.75
شاهين Shaheen مانجا، فراولة، موز، آيس كريم Mango, strawberry, banana, ice cream			
3.25	1.75	1	0.75
أبو علي Abo Ali مانجا، فراولة، آيس كريم Mango, strawberry, ice cream			

قصة عصير الضاحية

بدأت القصة عام ١٩٧٨ بـ كشك صغير في جمعية ضاحية عبد الله السالم ومنه أصبح علامة محلية مشهورة، ما يميزنا هو أن أغلب خلطات العصير المصنوعة اختراعها وسماها بـ اسمها وهي الآن من الأكثر مبيعاً وحلياً كانت البداية متواضعة وظلت بسيطة بنكهات العصير الفريدة والعالية الجودة المشهورة وتحتك بحديثات الجاهل الجديدة، هذا ما أدى إلى أن يكون عصير الضاحية هو عصير الناس.

The Story Behind Dhahia Juice

It all started in a kiosk in 1978, "Aldhahia Juice" located in Dhahat Abdullah Al Salem Co-op grew from a quick, on the go juice pick up to a national icon. Adding to a part of our history, most of the juice recipes are created and named by our customers, many of which are the best sellers today. It was a humble start and remains to be humble through it's flavour, iconic blue cup and the sentimental memories it provides many customers. This is what makes Aldhahia juice the juice of the people.

الطلب من خلال Order through

@dhahia_juice | info@dhahia.com

أو تطبيق كاريجه و طلبات or Carriage App and Talabat

07

TEMPLATES

07.1

SOCIAL MEDIA TEMPLATE

Cup

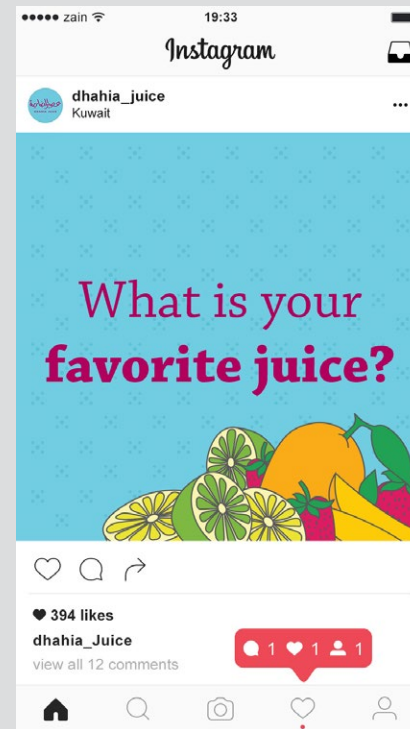
- To be used as a signature and keep consistant placement

Text

- For English use Chaparral font, For arabic use GE Dinar Two font
- Use 30% of the artwork

Fruits

- Can be used different crops and layout
- Use 30% of the artwork



07.2

SOCIAL MEDIA TEMPLATE

Cup

- To be used as a signature and keep consistent placement

Text

- For English use Chaparral font, For arabic use GE Dinar Two font
- Use 30% of the artwork



07.3

SOCIAL MEDIA TEMPLATE

Cup

- To be used as a signature and keep consistant placement

Text

- For English use Chaparral font, For arabic use GE Dinar Two font
- Use 30% of the artwork

Picture

- When taking images, maintain the bright exposure look with a focus on fresh ingeredients and vibrant atmospheres



07.4

SOCIAL MEDIA TEMPLATE

Logo

- Place it in one of the corners
(Preferably right bottom)

Pattern

- Use 20% of the artwork
- Make sure to have a contrast between the image and the pattern colors
- Use a color from the color palette



BRANDING BY

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