



jahez

BRAND GUIDELINES

INTRO

Jahez brand guidelines reflects modern design, dialogue and interaction principles: simple, clear and recognisable.

This style guide defines binding design elements and rules that ensure the uniform perception of the brand.

1.0 VISUAL IDENTITY



1.1 THE ENGLISH VERSION

Jahez logo was developed to be a modern and future-Proof trademark. Our new graphic element, the yellow dot, represents our core business as a brand “YOU ARE THE CENTRE OF OUR WORLD” and reflects the relationship between Jahez and its customers.

It is important that the logo is reproduced consistently across all brand applications. It must always be applied in its corporate colours, and used directly from the master artwork. Any attempt to recreate or alter it in any way will undermine the impact and credibility of the brand.



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1.2 THE ARABIC VERSION

An Arabic logo was developed based on the english logo look and feel.

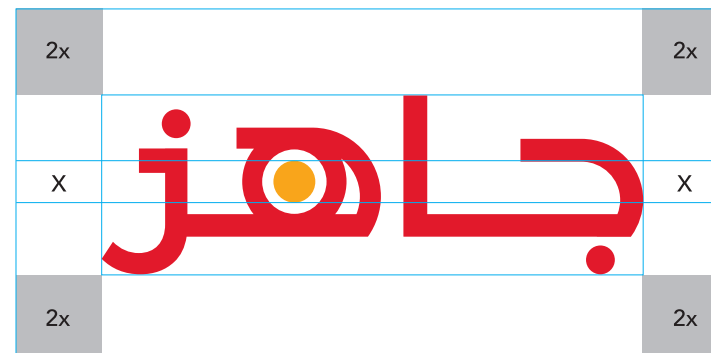
The yellow dot in the arabic version should always be same size as in the english one.



1.3 CLEAR SPACE

To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements.

The minimum clearspace is the diameter of the yellow dot x 2.



1.4 LOGO VERSIONS

Depending on different applications, Jahez logo can be used in these indicated different versions only.

BLACK & WHITE
VERSION

jahez
جاهز

jahez

جاهز

CMYK VERSION

jahez
جاهز

jahez

جاهز

PANTONE VERSION

jahez
جاهز

jahez

جاهز

1.5 INCORRECT USAGE

The way that you use the logo affects the impact of our communication and our brand image. It is important that our logo is always used correctly.

This also applies to the Arabic logo version.

Recolor



Stretch or skew



Change the proportions



Get creative with shadow



Rotate



Make the dot smaller or bigger



1.6 COLOR PALETTE

Red has an important part to play in the visual appearance of our brand. To maintain consistency and recognition it should be the lead colour in all applications.



 PANTONE 185C
C 0 M 100 Y 90 K 5
HEX #E11A2C

 PANTONE 130C
C 0 M 40 Y 100 K 0
HEX #FAA61A

1.7 TYPOGRAPHY ARABIC

MAIN TITLES

AVENIR

BLACK

خلك جاهز
جاهزين لكم

HEAVY

خلك جاهز
جاهزين لكم

SUB TITLES AND BODY COPY

AVENIR

LIGHT

غينيا واستمر العصابة ضرب قد. وباءت الأمريكي الأوربيين هو به، هو العالم، الثقيلة بال. مع وايرلندا الأوروبيون كان، قد بحق أسابيع العظمى واعتلاء. انه كل وإقامة المواد

REGULAR

غينيا واستمر العصابة ضرب قد. وباءت الأمريكي الأوربيين هو به، هو العالم، الثقيلة بال. مع وايرلندا الأوروبيون كان، قد بحق أسابيع العظمى واعتلاء. انه كل وإقامة المواد

MEDIUM

غينيا واستمر العصابة ضرب قد. وباءت الأمريكي الأوربيين هو به، هو العالم، الثقيلة بال. مع وايرلندا الأوروبيون كان، قد بحق أسابيع العظمى واعتلاء. انه كل وإقامة المواد

1.8 TYPOGRAPHY ENGLISH

MAIN TITLES

AVENIR

BLACK

**Order food
We deliver**

HEAVY

**Order food
We deliver**

SUB TITLES AND BODY COPY

AVENIR

LIGHT

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content.

REGULAR

Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content.

MEDIUM

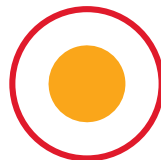
Lorem ipsum is a pseudo-Latin text used in web design, typography, layout, and printing in place of English to emphasise design elements over content.

1.9 ICONS

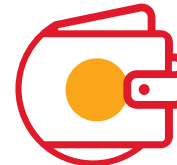
The icons displayed here have been specifically created for Jahez App. The Yellow dot must always be used in the icons.



Payment



About



Wallet



Invoice



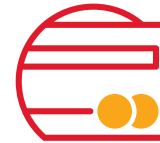
Empty Cart



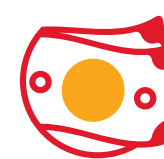
My Orders



Contact Us



Credit Card



Cash On Delivery



Non-empty Cart



Notifications



Privacy



Restaurant Location

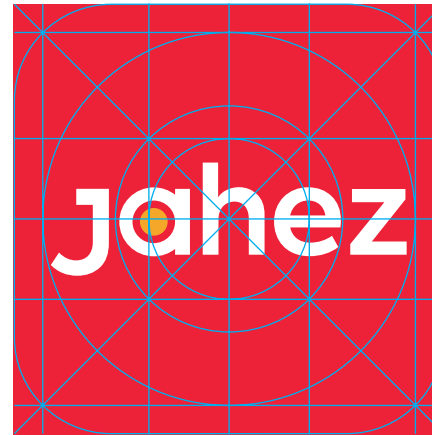


Customer Location



Driver Location

1.10 APP ICON



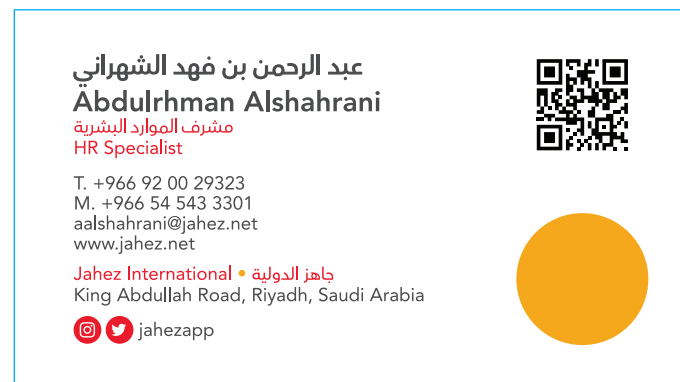
2.0 CORPORATE APPLICATIONS



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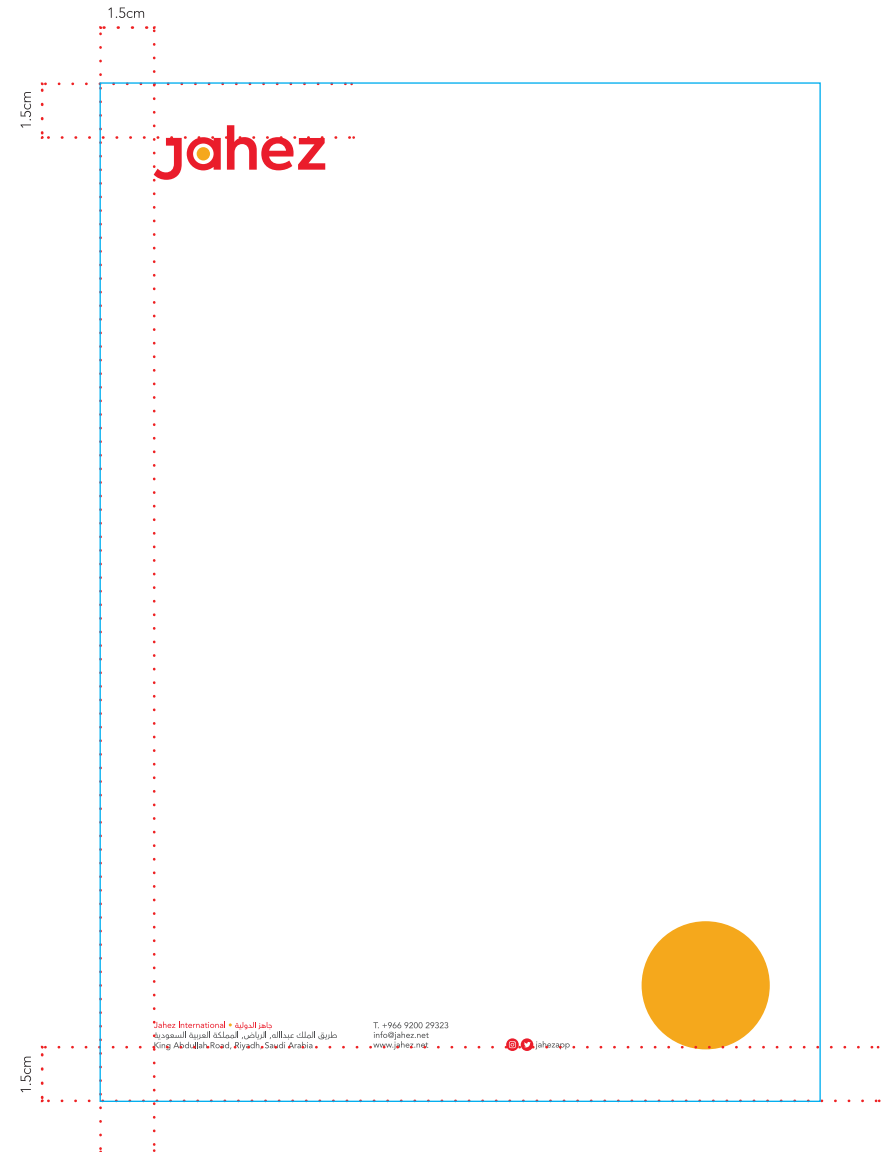
2.1 BUSINESS CARD

Size (9cm x 5cm)
These elements must always
be present on our corporate
business card.



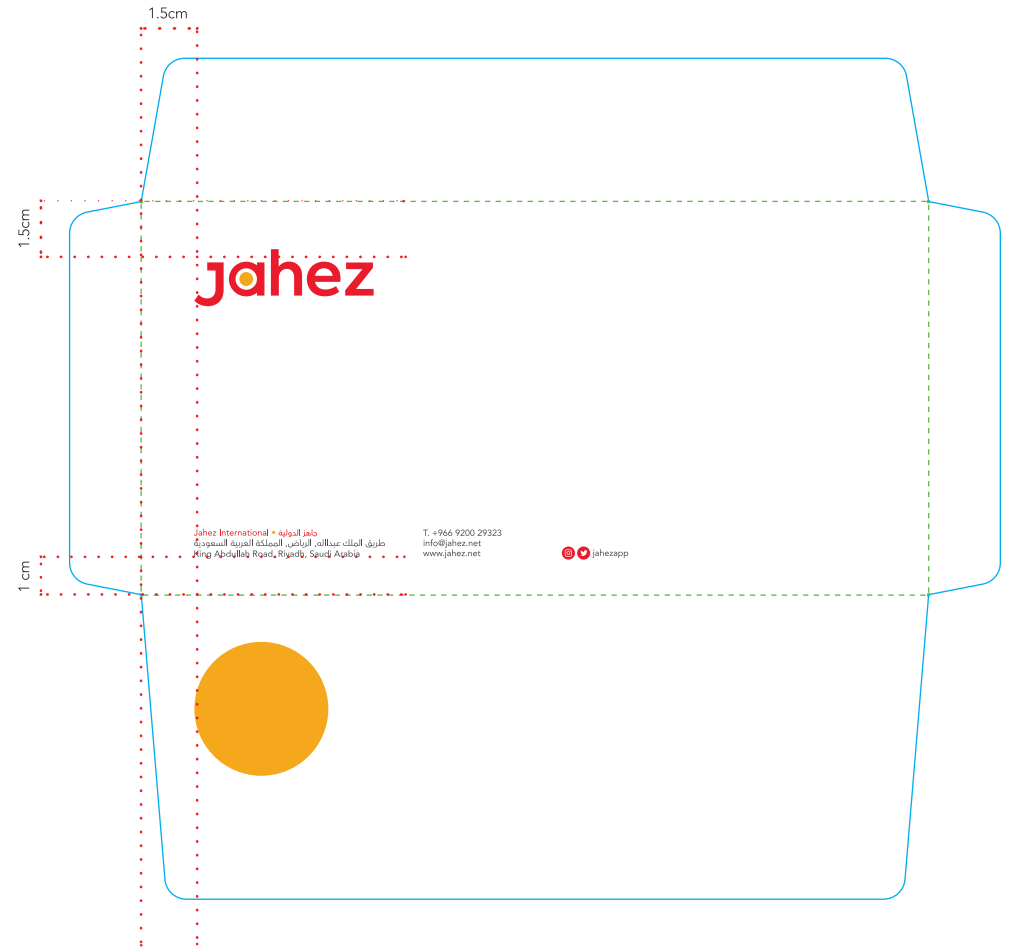
2.2 LETTERHEAD

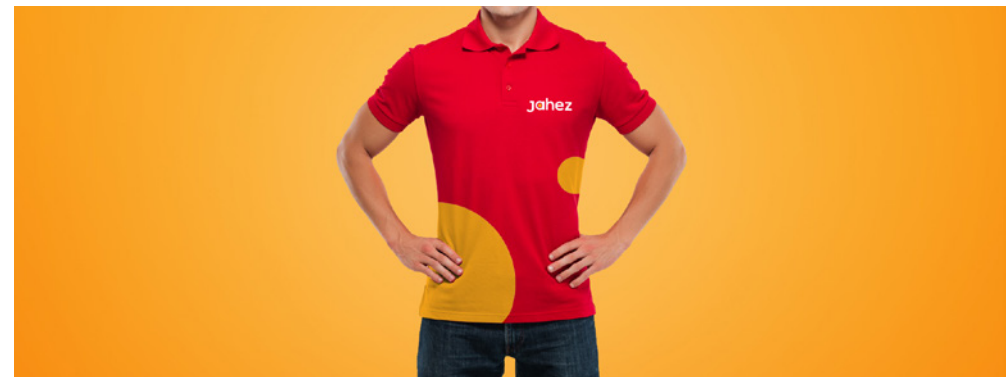
Size A4 (21cm x 29.7cm)
These elements must always
be present on our corporate
letterHead.



2.3 ENVELOPES

Size DL (23cm x 10cm)
These elements must always
be present on our corporate
envelope.







3.0
IMAGERY



Our photography style is an integral component of our brand identity. Showcasing the important moments, ingredients and settings that define who we are and what we do. It is unique in its approach, capturing everyday moments. Our photography should never appear posed, it should always show a moment of real life.

NATURAL

All images must be shot in natural light and surroundings, requiring as little retouching as possible. Color tones are fresh, lights, sunny and warm. Each image should always tell a mini story.

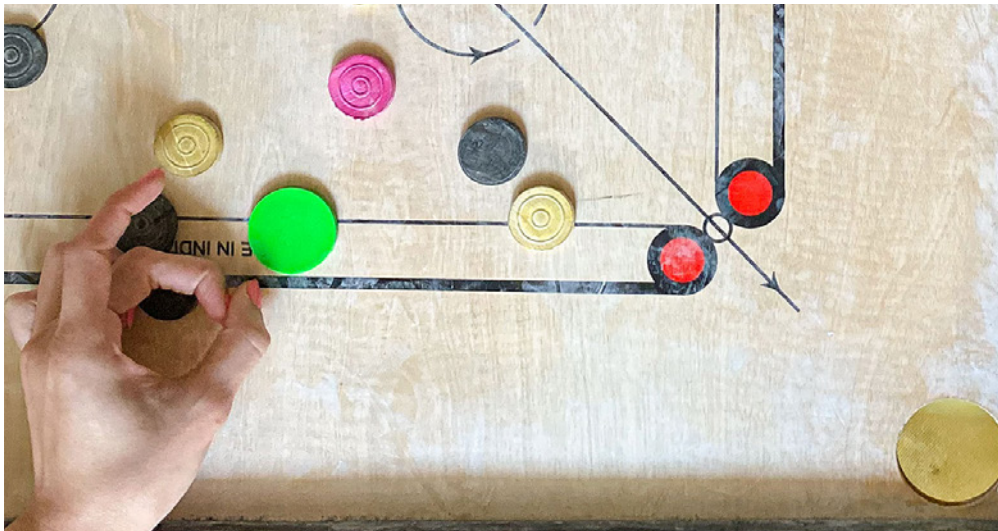
HUMAN ELEMENT

Shots should feel candid, in the moment and unposed. Situations are always active or spontaneous with a sense of movement. Always focus on unique experiences. Photographs should be shot in natural light with dark and light contrast.

MOUTHWATERING

Let the food speak for itself and tell its story. Food should always look appealing, appetizing and fresh. Its necessarily that Jahez brand elements (Logo, red color, Jahez app) are present in every shot.





CONTACT

WONDEREIGHT

KARIM ABOURIZK

Design Director

karim@wondereight.com

jahez

MARKETING DEPARTMENT