

Project
Karamella Branding

GI Pitch Keynote™
Design & Developed By AgencyAnalogue™



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Karamella Branding

GI Pitch Keynote™
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Project: KARAMELLA

Presentation: Graphic Identity

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MAIN WORD MARK (PRIMARY LOGO)

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Karameia

Kafanella

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Kaia
Neua

Kāla
Neua

Word Mark / Secondary Logo / V02

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Word Mark / Icon / V03



كاراميل

Word Mark / Arabic Logo

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MAIN WORD MARK (MAIN CHARACTER)

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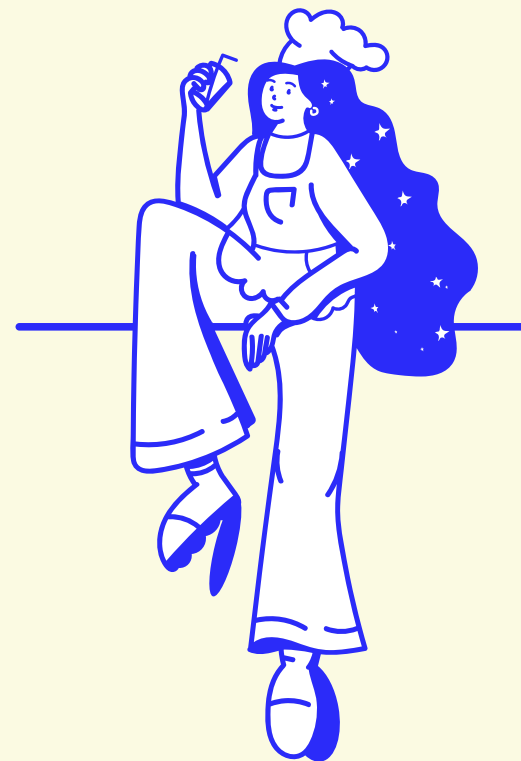
MAIN WORD MARK (MAIN CHARACTER/ ELEMENTS)

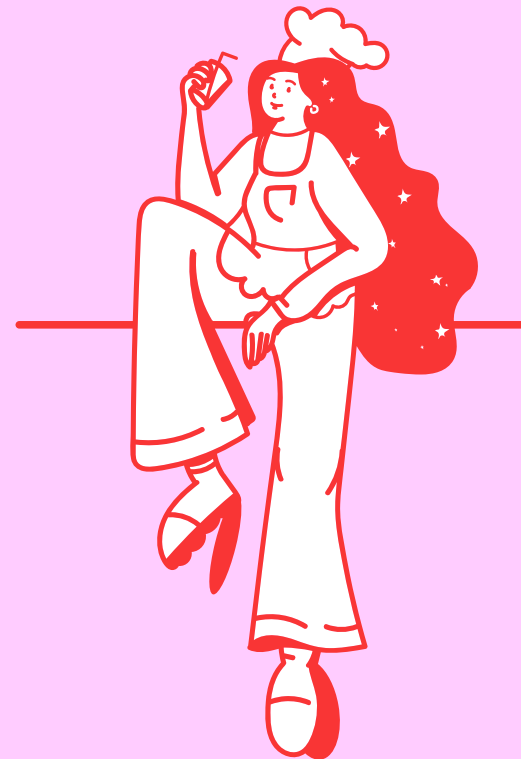
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BRAND USAGE (IDEAS)

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Karamella



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TYPOGRAPHY

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@karamella.ae

Blopy Font (Regular) Is mostly used for headers and statements, & is perfect for large paragraphs of text, like menu information.

Anton (Regular) Is mostly used for headers and statements, & is perfect for large paragraphs of text, like menu information.

AA
1234

Aa
1234



TODAY
I CHOOSE
JOY

@karamella.ae

CAKE
IT
EASY



@karamella.ae

"YOU
CAN
DO IT.,



-COFFEE

ICE CREAM
MAKES ME
USER-
FRIENDLY



TAKE HOME

SUPER SOFT SERVE

Karaneia

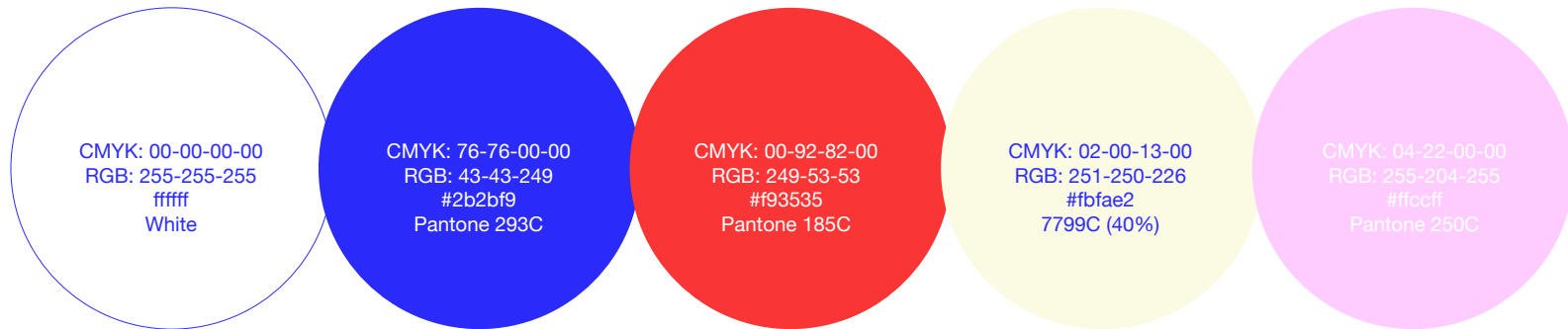
**PUMPKIN SPICE CHI LATTE
MADE WITH REAL PUMPKINS**

VANILLA

250G MADE IN THE UAE

Typography

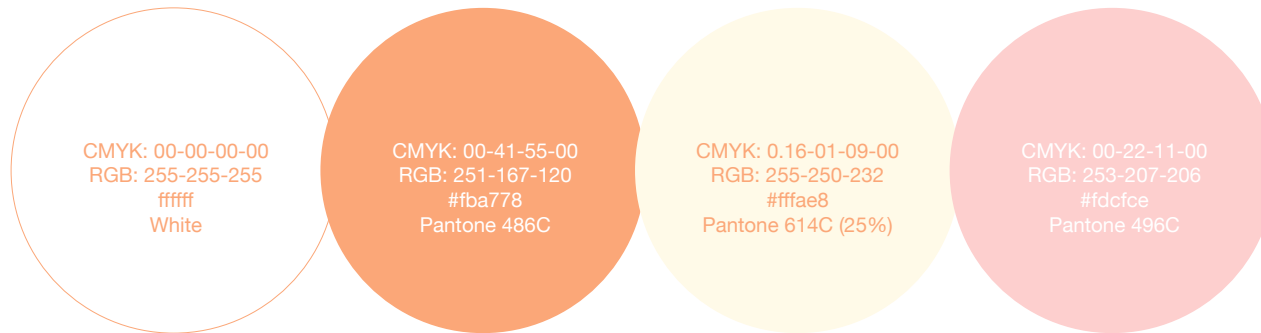
COLOUR PALETTE



Primary Colour Palette



How to pair colors



Secondary Colour Palette



How to pair colors

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Business cards



Karanelia



Karanelia



CAKE
IT
EASY



Kafanella
Ice Cream

Stamp

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PACKAGINGS

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Coffee Cup / V01



Coffee Cup / V02



Coffee Cup / V03



Coffee Cup / V04



Clear Cup



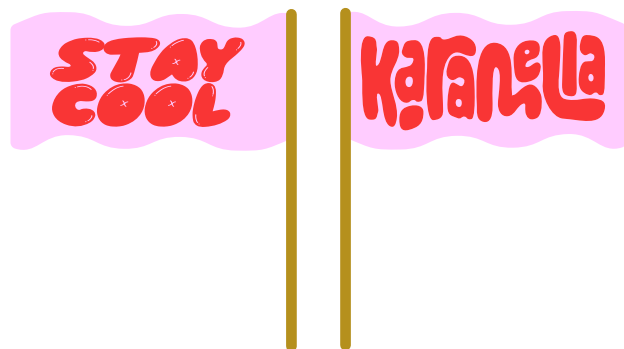
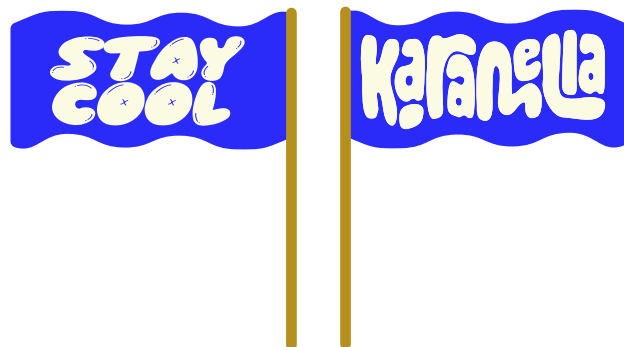
Ice Cream Clear Cup



Ice Cream Cone / Options



Ice Cream Paper Cup



Ice Cream Flags



Ice Cream Flag Option 2



Coffee Holder



Take-away Bags



Wrapping Paper



Tote Bag / Give-aways



Tray for Cups



Tray for Food and Combo



Cookies / Pastry Box



Take-away Bags

SIGNAGES & EXTERIOR

3d light sign

MDF cutout
frame

Sticker Decal



CMYK: 76-76-00-00
RGB: 43-43-249
#2b2bf9
Pantone 233C

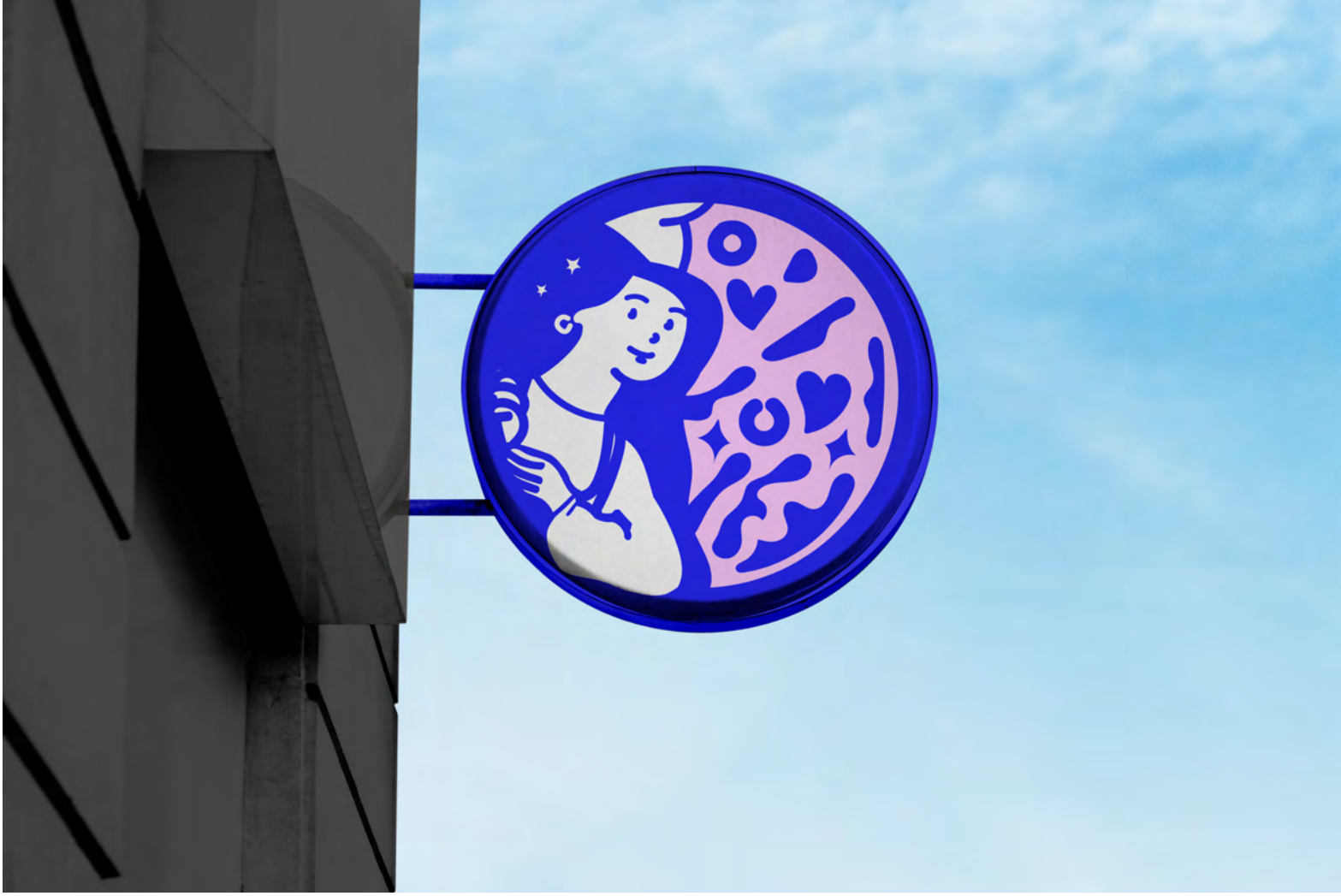
CMYK: 02-00-13-00
RGB: 251-250-226
#fbfae2
7799C (40%)

CMYK: 04-22-00-00
RGB: 255-204-255
#ffccff
Pantone 250C

Shop Exterior



Bus stop / Pop out sign / Options





Icecream van

UNIFORMS & SWAG



Uniforms



T-Shirts / Swag / Options



T-Shirts / Swag / Options

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SOCIAL

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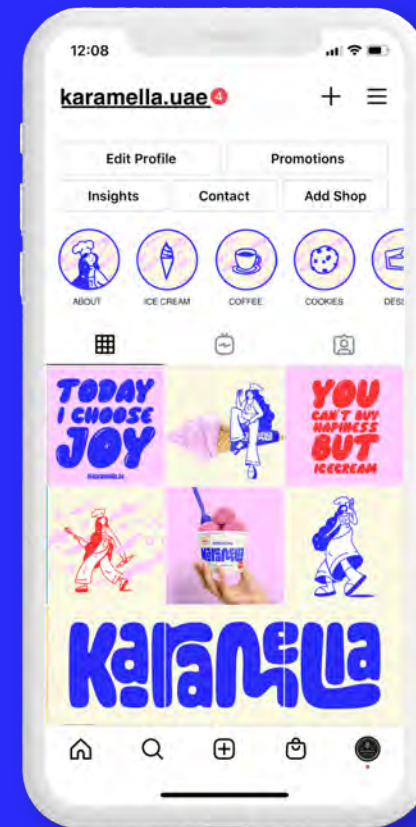
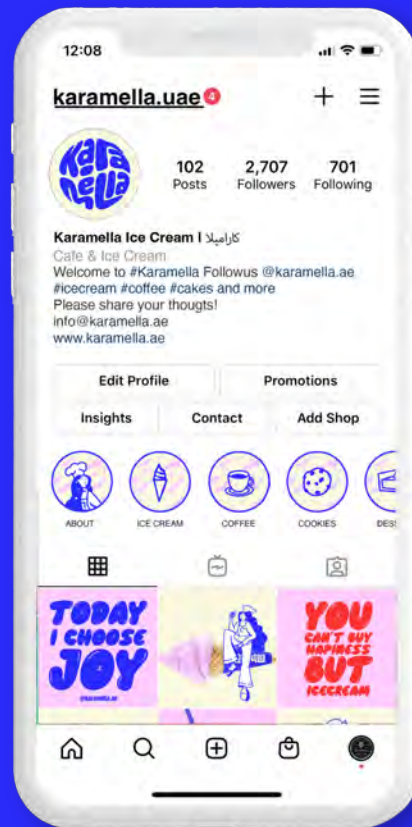
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Social Grids



Social Look and Feel

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AGENCY
ANALOGUE

Thanks!