



Digital Brand Guidelines

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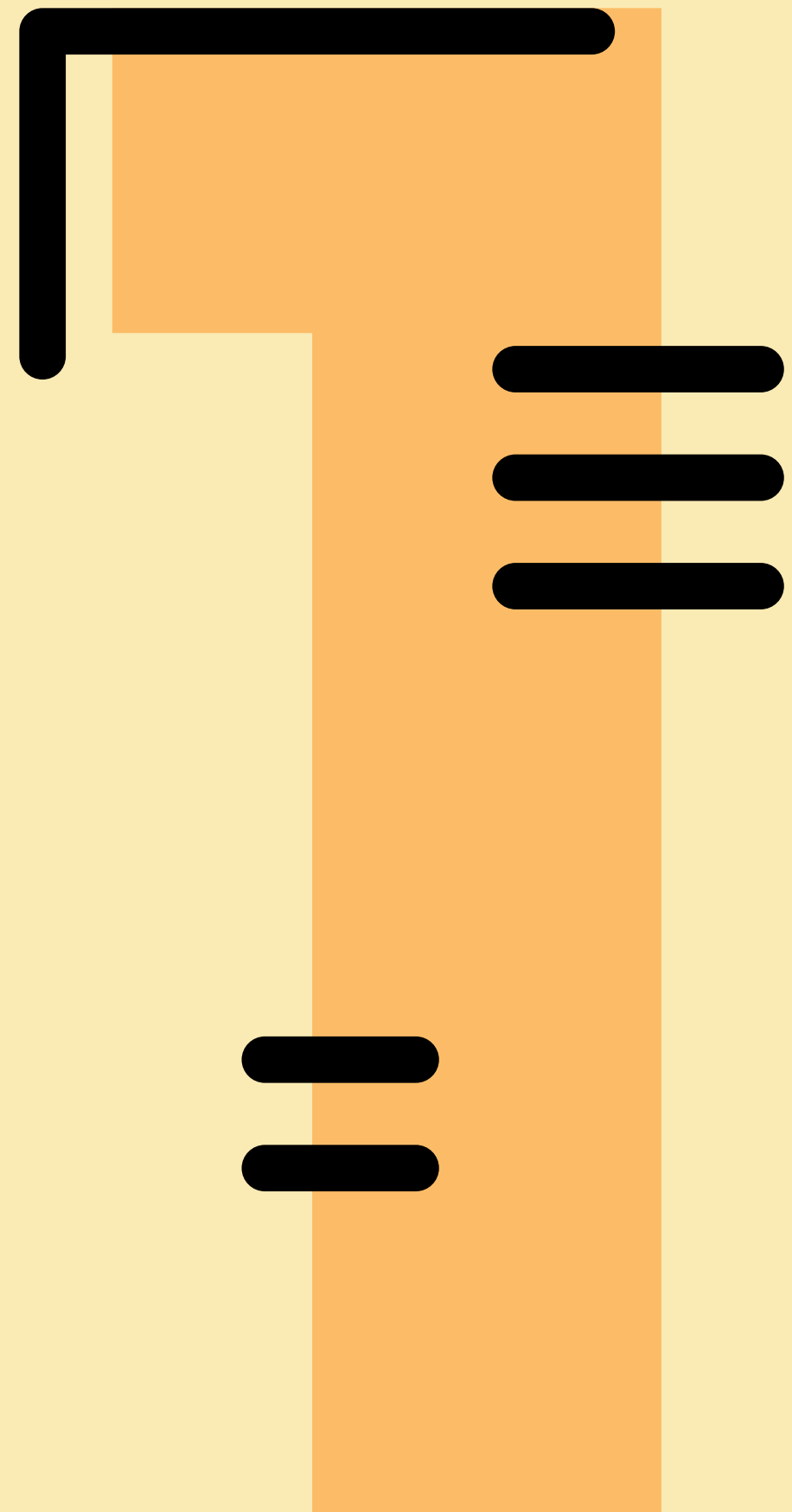
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Brand

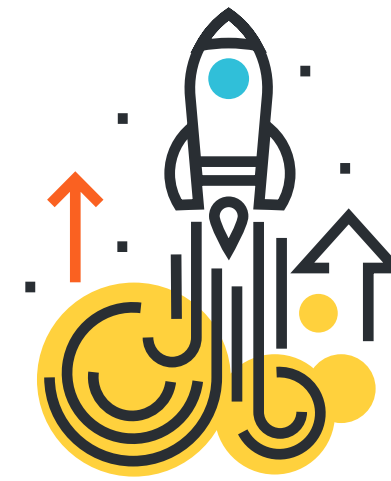
Brand Concept
Brand on Digital



Brand Concept

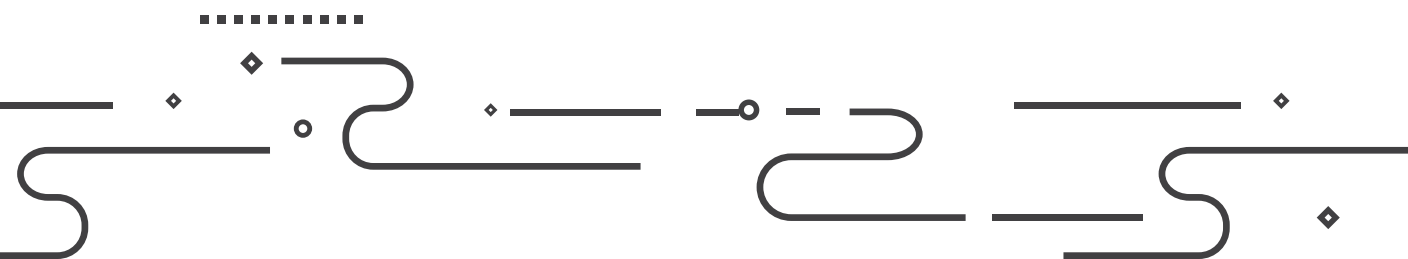


Quality

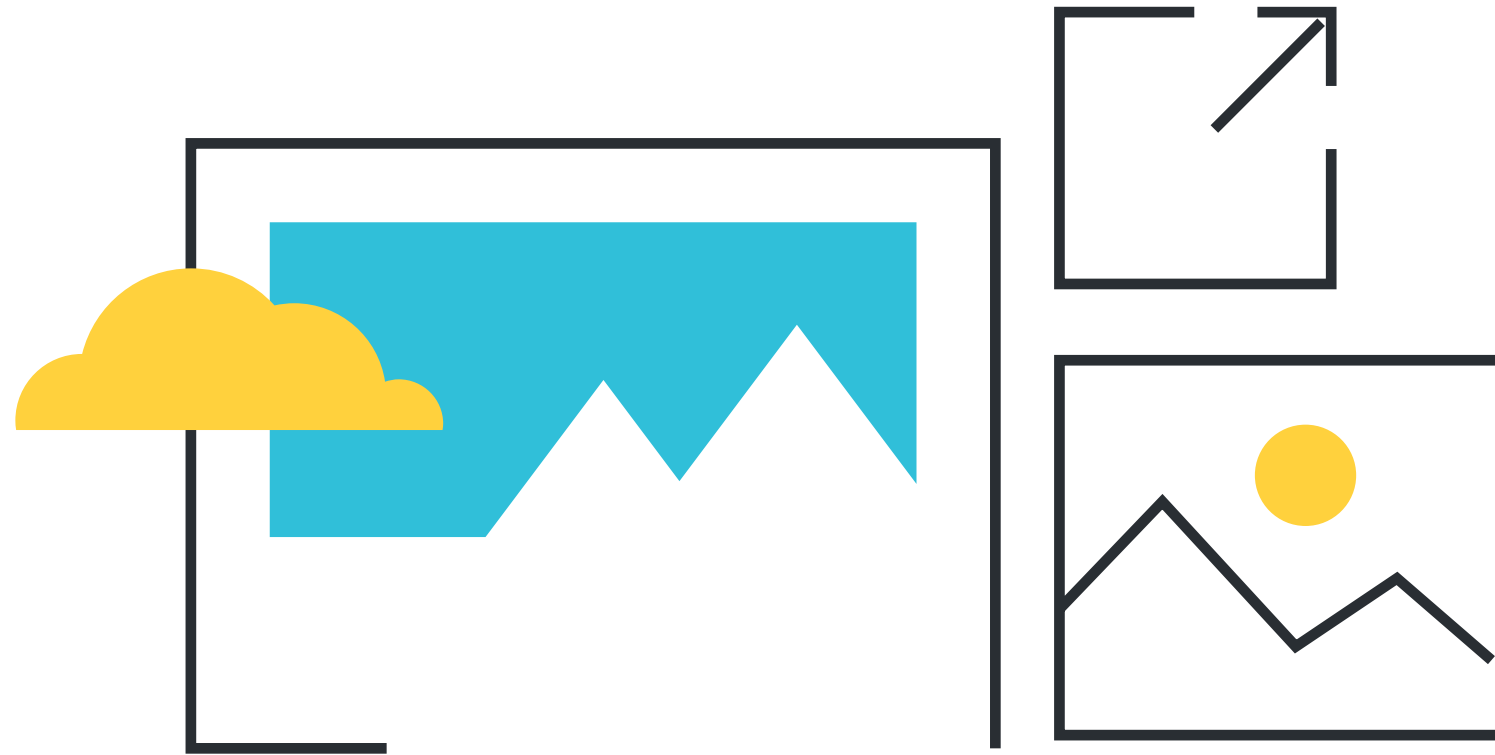


Fun

Sama Food sees itself as the leading food Production Company when it comes to quality and suitable prices, with the experience in food production since 1998 Sama Food provides food that will make you feel the quality and have fun in the same time with its products.



Brand on Digital



When it comes to Digital media, Sama Food is always on the seek to be as close as possible to its audience, also Sama Food wants to be the fun part of its audience lives as every product is half part quality half fun for a very affordable price.



The Logo





Main Logo



Flat Line Logo

Sama Food logo presents mainly quality, also, the cute chef symbol adds the fun part. Therefore, we want our audience to experience quality and fun on Digital too. so we choose flat line version to represent Sama Food brand on social media in all communicative posts and announcement, and the main logo in photography, major and main announcements and product packaging.



Brand Identity Elements

Main style

Colors

Typface

Photography



Main Style



Flat, communicative, and Digital Flat line art are presenting SAMA Food's fun spirit and extraordinary Quality at it best, every line is drawn in the same Quality as our prouducts.



Colors

Main Brand color



Sub-Brands colors

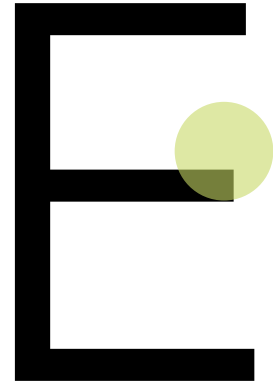


Flat Line colors



SAMA Food is presenting fun and what's more fun than colors. SAMA Food's are neat and powerfull also reflects it's Brand concept (quality and fun).

Typface



English typface



Arabic typface

"Jozoor flat" font is a great font for arabic typfacev that matches SAMA Food's identity and connects us with the community. for English typface we've chosen "Avenir" font to present SAMA Food's english copyriting and feel.





Photography

photos are used to present life, joy, friendship and happiness. all photos we use should be in high quality.

Products Sub-brands

Characterise the product

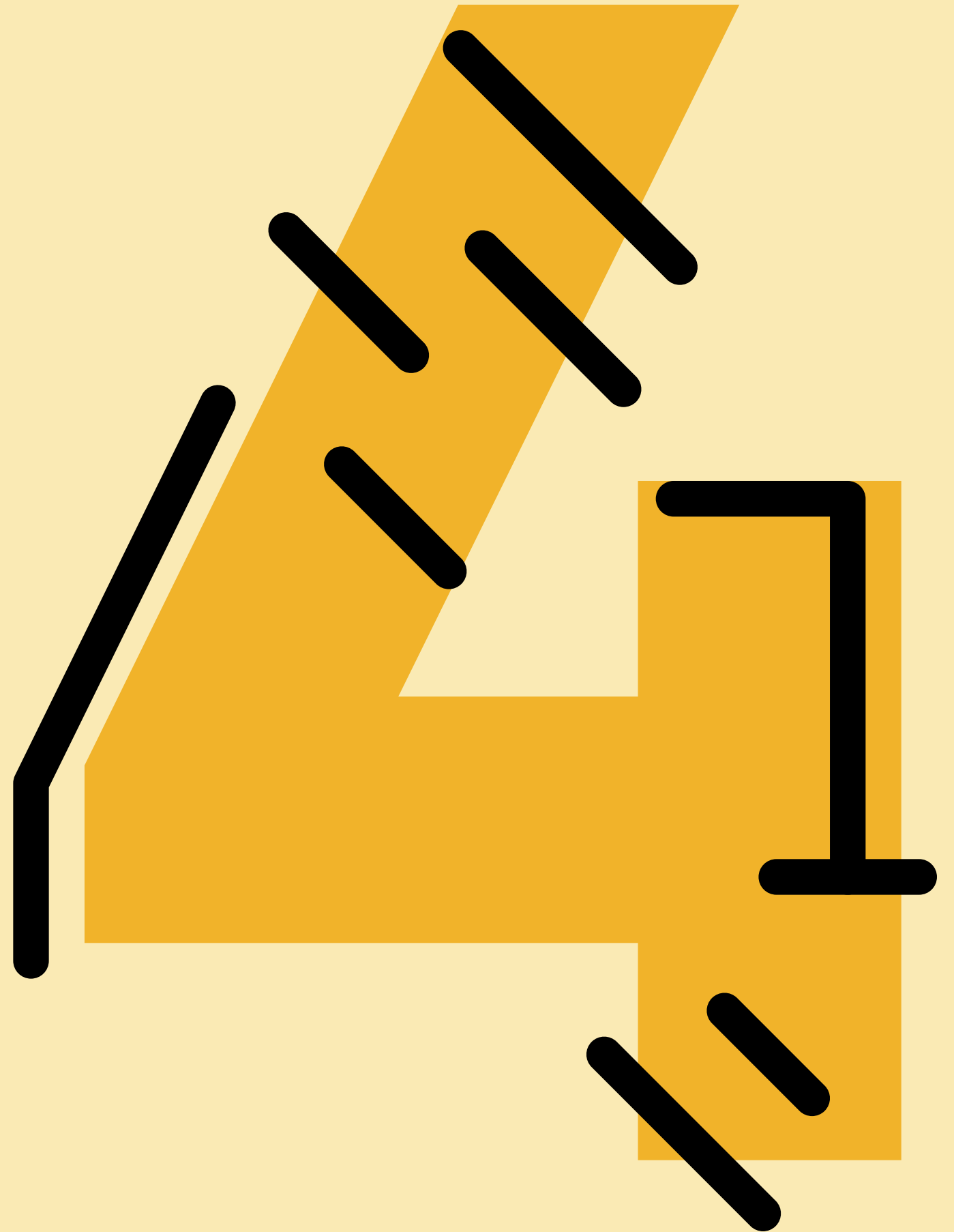
Amature

Princess

Selfito

Selsito

Prouducts Interacting
together



Characterise the Product



SAMA Food's products are fun and named to be close to the consumer and the community. In the Digital world the products are alive! they can interact with the community and be a part of the consumers life.



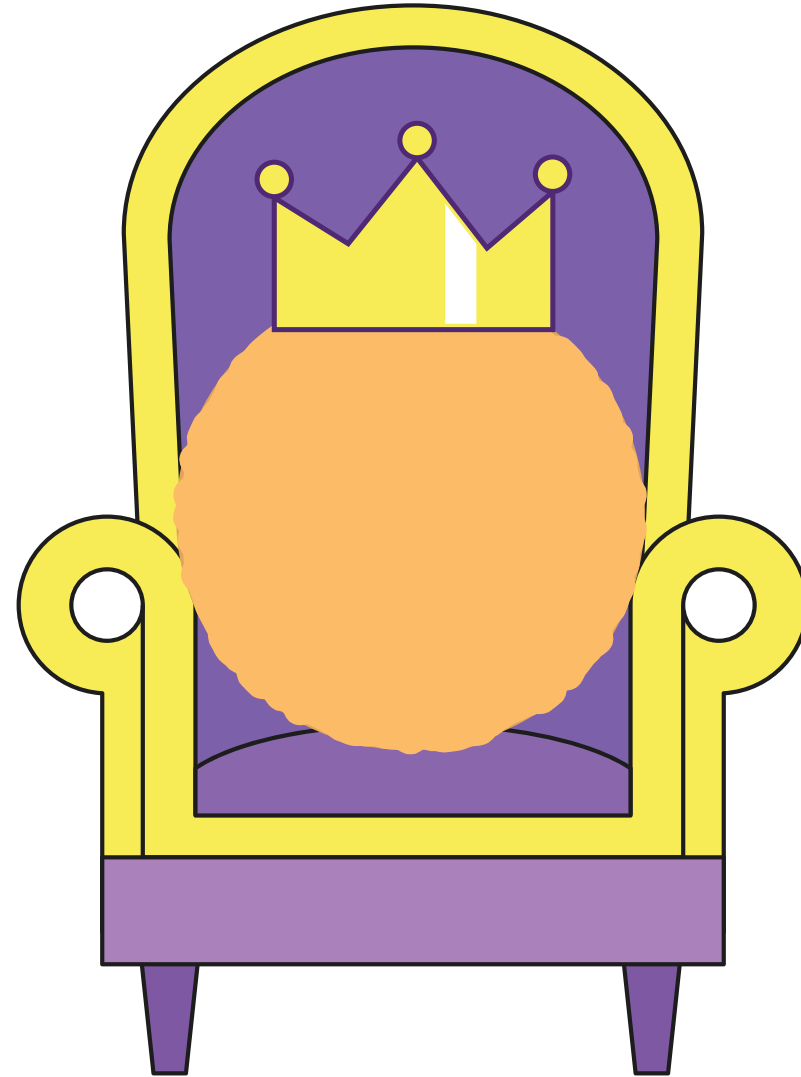
Amateur



Amature is a product that you can have with you all the time and share with your friends it's communicating with the audince in every circule shaped ting we have the possibilities are limitless.



PRINCESS



In a life that's missing the magic of princesses. SAMA Food has created a new princess concept, a great bisquet filled in a high quality dulce de leche chocolate.



Selfito & Selsito



from the fresh countryside selfito and selsito comes to us in a great flavor and amazing quality bringing us the country fun and happiness.



Characterise the Product

SAMA food Products will present friendship in thier interaction together they will be friends and interact together in posts and videos.



THANK YOU

SAMA Food.. **check**