

BRAND GUIDELINE

WELCOME.

Fresh, Healthy, Hygienic, and Halal Meat All Over Thailand

Creating a brand identity for Al Barakah Fresh Meat involves developing a cohesive and recognizable image that resonates with your target audience. Here's a step-by-step guide to help you establish a strong brand identity:



CONTENT.

01

Logo

02

Typography

03

Colors

04

Traditional Marketing

05

Digital Marketing

06

Partnership & Collaboration

07

Outdoor Advertisement

LOGO



LOGOS.

Rule Of Thirds

Dividing the logo canvas into a 3x3 grid. Placed the key elements of the logo (such as the icon and text) along the intersections or lines of the grid to create a balanced and aesthetically pleasing composition.



LOGOS.

Logo With Black Background

Icon: A white goat's head with prominent horns, enclosed in a red circular background. The circle has varying shades of red, adding depth and a modern touch.

Text: "Al-Barakah" in bold, uppercase white font, followed by "Goat Farm" in smaller, uppercase white font. The word "Halal" is written in white Arabic script above the text.

Lines: Thin white horizontal lines above and below the text, creating a clean separation and framing the logo elements.

Usage

Suitable for digital platforms, signage, and promotional materials where a strong, eye-catching presence is required.



LOGOS.

Logo With White Background

Icon: A white goat's head with prominent horns, enclosed in a red circular background. The circle has varying shades of red, adding depth and a modern touch.

Text: "Al-Barakah" in bold, uppercase black font, followed by "Goat Farm" in smaller, uppercase black font. The word "Halal" is written in black Arabic script above the text.

Lines: Thin black horizontal lines above and below the text, creating a clean separation and framing the logo elements.

Usage

Suitable for both digital and print media, providing a clean and professional look that is easily recognizable and versatile for various applications.



TYPOGRAPHY.

...

TYPEFACE.

This logo maintains the core elements of Al-Barakah Fresh Meat's branding, utilizing a red icon for a vibrant and fresh appeal, black text for strong readability, and a white background for a clean and professional look. The use of Montserrat Bold font adds a modern and authoritative feel to the logo, ensuring it is easily recognizable and memorable. This version is highly versatile and suitable for a wide range of applications, from large-scale signage to small-scale product labeling, ensuring consistent brand recognition across all platforms and materials.

40

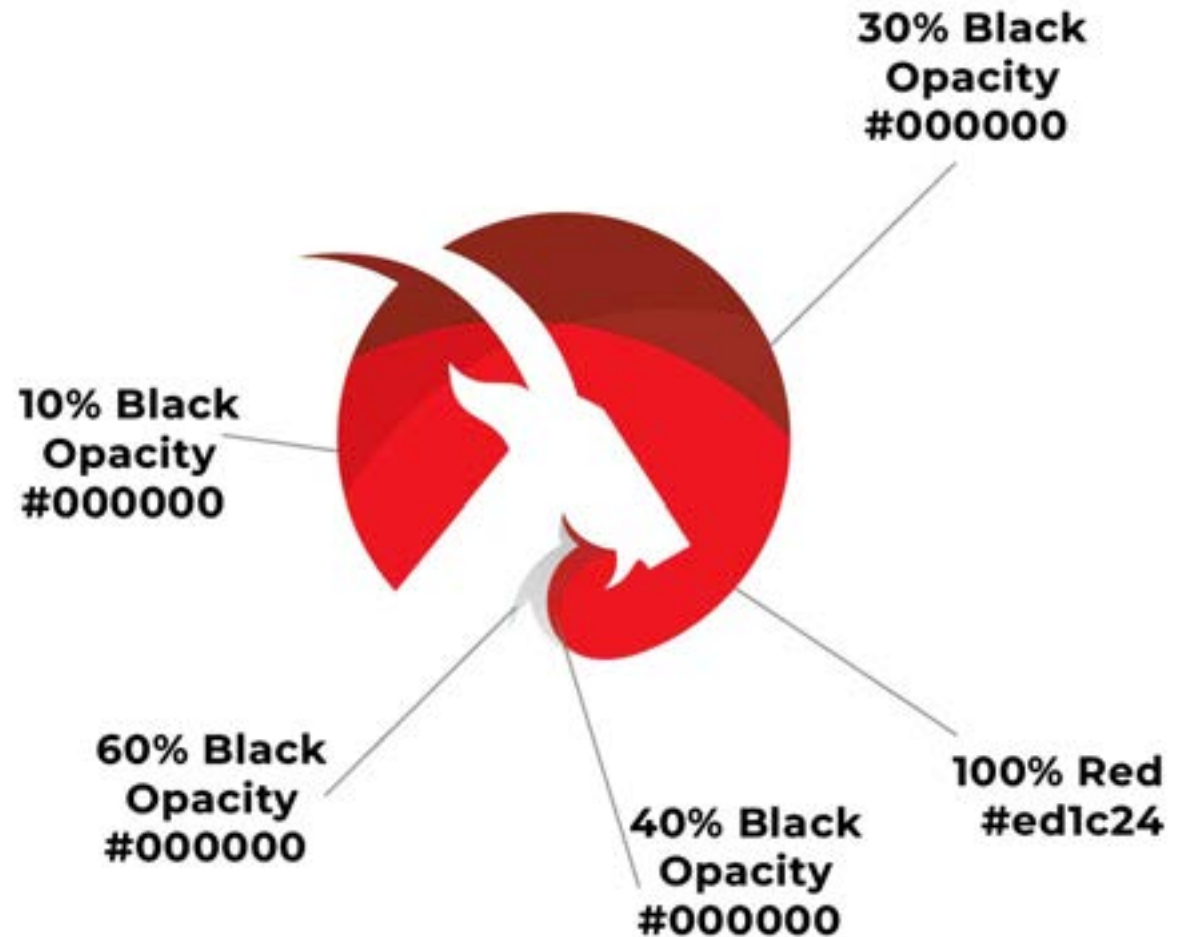
Montserrat
Bold

COLOR.

...

COLORS.

The Al-Barakah Goat Farm logo features a striking design with a white background that emphasizes simplicity and purity. The central element is a vibrant red circular icon (#ED1C24) depicting a stylized white goat's head with prominent horns, symbolizing freshness and vitality.



Let's Meat Your Needs..

TRADITIONAL MARKETING.

...

Business Cards

Incorporate the logo, primary color palette, and key contact information.



Flyer/ Brochures

Distribute in local markets, community centers, and mosques. Include attractive images, product details, and contact information.



Local Events & Sponsorships

Community Events: Participate in local events, food fairs, and festivals.

Sponsorships: Sponsor events at local mosques and community centers to build brand awareness.



Vaccum Sealed Bags

Purpose: Keeps meat fresh by removing air and extending shelf life.

Design: Transparent front to showcase the quality of the meat with branding elements and necessary information on the back.



Clamshell Packaging

Purpose: Ideal for smaller portions, providing ease of handling and storage.

Design: Clear top for visibility of the product, with branding and information on a paper insert or label inside the package.



Labelling and Information

Essential Information

- Product Details:** Clearly label the type of meat (e.g., Beef, Chicken, Lamb), cut, weight, and packaging date.
- Halal Certification:** Prominently display Halal certification logos and statements to assure customers of the product's compliance with Islamic dietary laws.

Nutritional Information

- Health Benefits:** Highlight the health benefits of the meat, such as being free from additives and preservatives.
- Nutritional Facts:** Provide a detailed nutritional facts panel, including protein, fat, calorie content, etc.



Bags/ Paper Bags

Carrying the bags/paper bag acts as a mobile advertisement, spreading brand awareness wherever it goes.

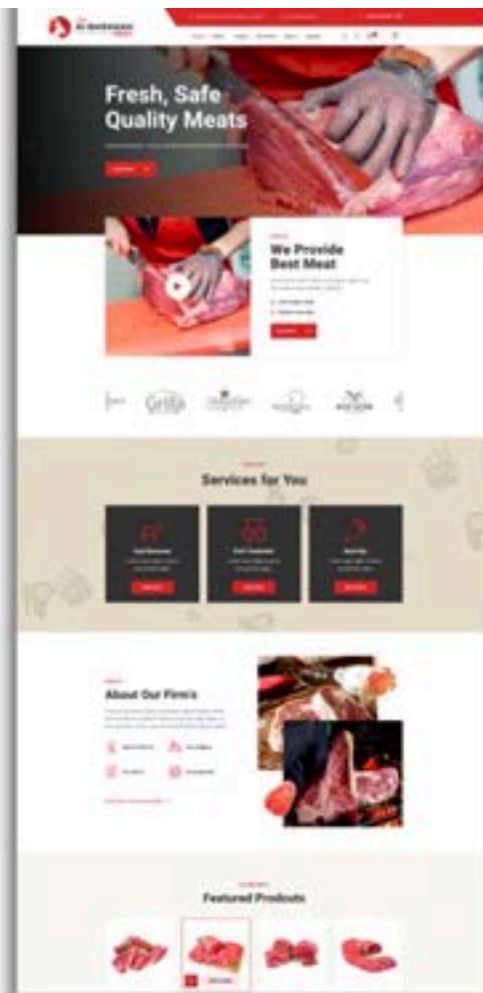


DIGITAL MARKETING.

...

Ecommerce Website

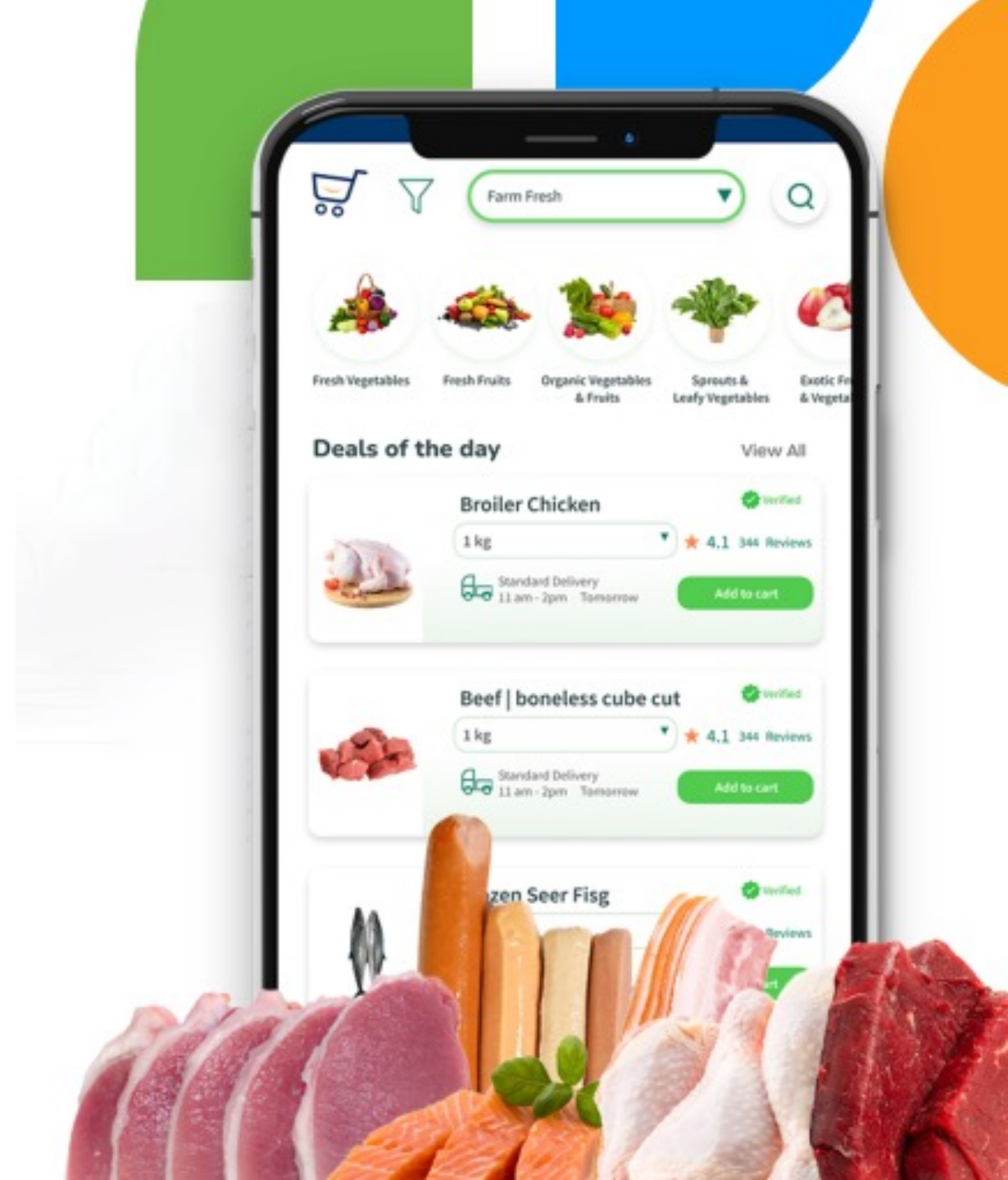
- User-friendly design with easy navigation.
- Sections: Home, About Us, Products, Services, Contact Us.
- Include an online ordering system.



Sell On Online Marketplace

Listing on Food Delivery Platforms

Partner with popular food delivery services in Thailand to reach a wider audience.



Social Media

- Platforms:** Focus on Facebook, Instagram, and YouTube.
- Content Strategy:** Post high-quality images, videos of your meat preparation process, customer testimonials, and educational content about Halal meat.
- Engagement:** Respond to comments and messages promptly to build a community.
- Ads:** Use targeted ads on Facebook and Instagram to reach potential customers based on location, interests, and demographics.



PARTNERSHIPS AND COLLABORATIONS.

...

Local Restaurants & Caterers

- Partner with local Halal restaurants and caterers to supply meat.Offer co-branded promotions and discounts.



Influencer Collaborations

- Work with food bloggers, chefs, and influencers who focus on Halal cuisine and healthy eating. Offer them free samples or payment in exchange for reviews and promotions on their platforms.



OUTDOOR ADVERTISEMENT.

...

Billboards and Signage

Place eye-catching billboards and signs in high-traffic areas featuring the brand's logo, key benefits (e.g., fresh, healthy, hygienic, halal meat), and contact information.



Vehicle Branding

Use branded delivery vans and trucks as mobile advertisements, ensuring the logo and essential information are prominently displayed.



Thank you

...