



# BRAND GUIDELINES

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# Welcome.

## BRAND OVERVIEW

- Brand Name:** ALSANA Restaurant & Hotel
- Slogan:** We Serve Pure & Delicious Halal Food
- Industry:** Restaurant & Hotel
- Objective:** Offers exceptional hospitality, delicious cuisine, and memorable experiences with a focus on quality, comfort, and sustainability.



## BRAND PURPOSE

### **Mission Statement:**

To provide exceptional stays by offering premium accommodations, outstanding service, and a welcoming atmosphere, ensuring every guest feels at home.

### **Vision Statement:**

To become the most trusted and preferred hotel, symbolizing comfort, quality, and memorable experiences worldwide.



# Content.

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- 02 Typography
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LOGO



## PRIMARY LOGO

The logo features a sleek and modern design incorporating the name **"ALSANA Restaurant Logo"** in bold typography.

Brown, Gold and Silver dominate the palette, symbolizing elegance and innovation.



ALSANA  
RESTAURANT

## SECONDARY LOGO

The secondary logo features elegant Arabic calligraphy integrated with a roof-like structure, symbolizing **"ALSANA Restaurant"** commitment to providing a welcoming, halal-friendly environment.

This sleek and versatile design reinforces the brand identity while emphasizing comfort and hospitality.



## LOCKUP LOGO

The logo lockup should be used consistently across all branding!

Materials to maintain a cohesive brand identity.





# LOGO COLOR VARIATIONS.



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ALSANA

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ALSANA

ALSANA



# TYPOGRAPHY.



## FONT DESCRIPTIONS

**Arabic Calligraphic Style:** Crafted in the timeless Thuluth or Diwani style (or specify the exact style used), the logo showcases graceful curves and harmonious proportions, symbolizing balance and refinement.

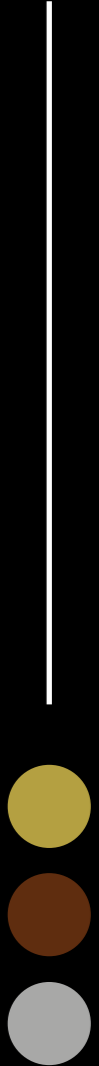
**Heroeau Elegant:** is a refined, modern serif font with graceful curves and sharp edges, exuding luxury and exclusivity. Its structured yet fluid design enhances the logo's aesthetic appeal.

**Optima Bold:** The Alsana logo, crafted in Optima Bold, blends timeless elegance with modern simplicity, creating a striking visual identity that resonates across diverse applications.





# COLORS.



## USING COLORS

### 1. Brown (#5F2D0F)

**Tone:** Dark, earthy brown with hints of red, creating a natural, rustic feel.

**Mood:** Warm, strong, grounded, conveying stability and sophistication.

**Depth:** Rich and inviting, ideal for luxurious atmospheres.

### 2. Gold (#B4A041)

**Tone:** Muted golden yellow with a vintage, elegant quality.

**Mood:** Warm, prestigious, refined, exuding sophistication.

**Vibrancy:** Subdued richness, offering a timeless, understated luxury.

### 3. Gray (#A8A8A7)

**Tone:** Balanced, muted gray with a modern, elegant touch.

**Mood:** Calm, professional, understated, enhancing sophistication.

**Versatility:** Adaptable, complementing various color palettes.

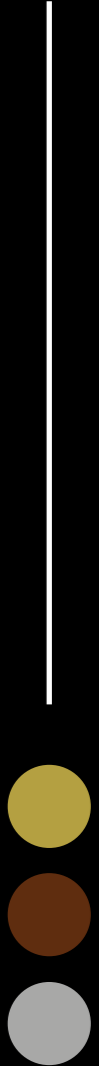
#A8A8A7

#5F2D0F

#B4A041



# BRANDING.



## MARKETING MATERIALS

### MOCKUPS

Designed with sophistication, Alsana's marketing materials feature a refined color palette of Brown, Gold, and Gray.

This elegant combination reflects the restaurant's luxurious and eco-conscious brand. From premium paper bags to elegant menus, each item embodies quality and attention to detail. The warm brown tones offer comfort and tradition, while gold accents add luxury, and gray adds timeless sophistication.

More than just packaging, Alsana's materials enhance the brand experience, ensuring every interaction is memorable.



السناء  
ALSANA  
RESTAURANT

| Fully Furnished Rooms |

| Premium Location |

| Daily & Monthly Basis |



السنة  
**ALSANA**  
RESTAURANT



**Cuisine**

Arabic

Brunei

Pakistani

Indian

Thai

Malaysian

Indonasian

Sri Lankan



















# DIGITAL PROMOTION.

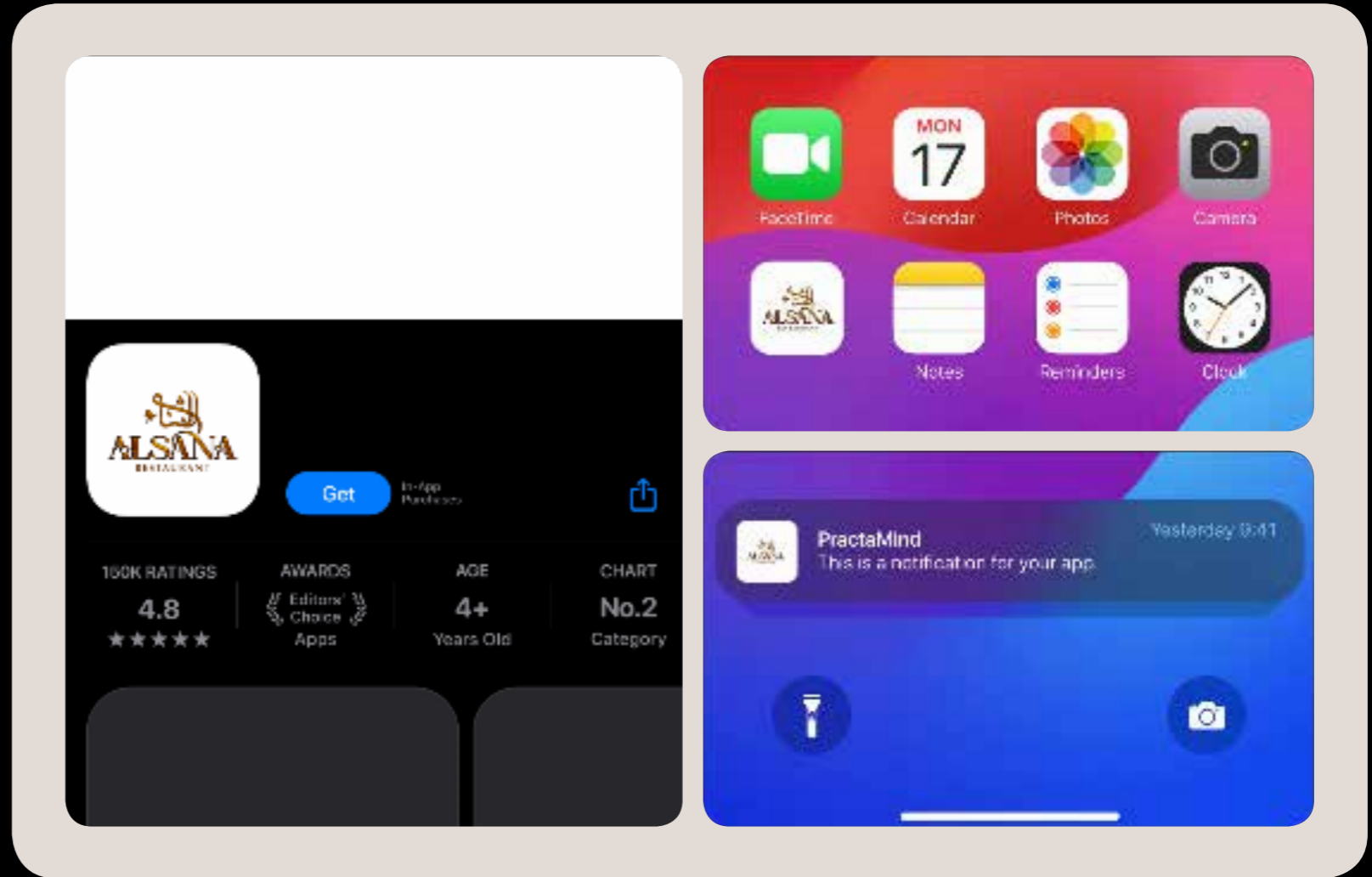


## DIGITAL

Place the Alsana logo prominently in the website header to ensure instant brand recognition.

Use a simplified version for the favicon, making sure it adapts seamlessly across all screen sizes.

For maximum clarity and impact, use the logo against clean white, black, or purple backgrounds, maintaining a sleek and sophisticated design.





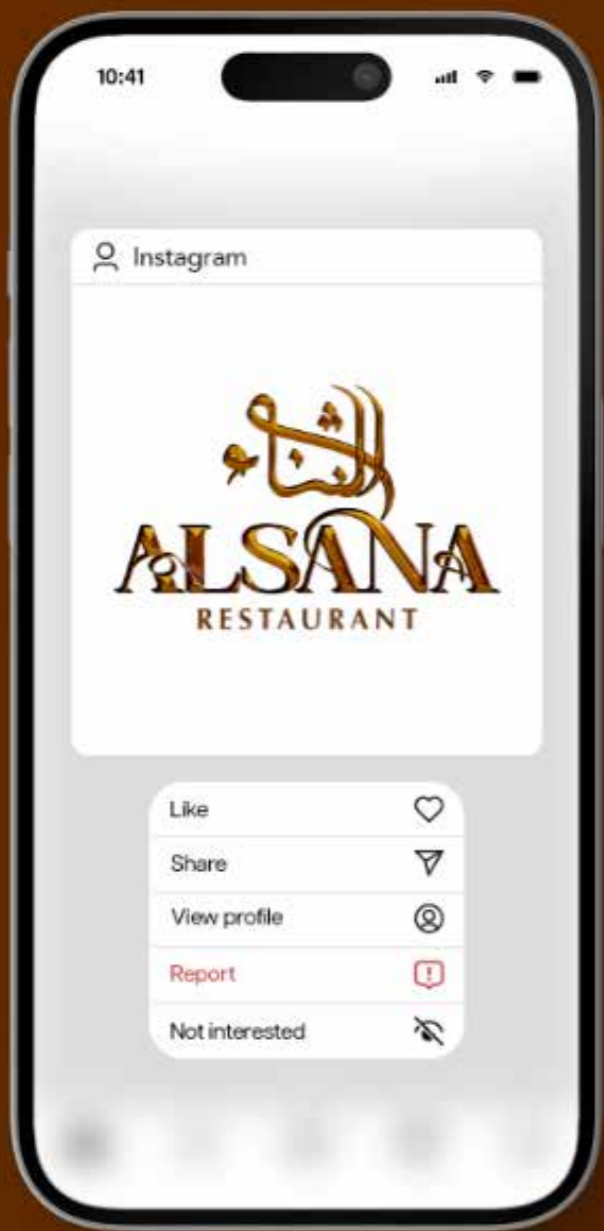
[Home](#) [Product](#) [Press](#) [Contact](#)

## Super Delicious Asian, Western & Middle Eastern

It's important that the core meaning of the brand is based on a unique, trustworthy and clearly defined promise to consumers.

REVENUE	PROFIT	MARKET
4.9	(100)	17%
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**Thank you.**