



Project for Designing and Implementing the Brand Identity of

*Gulf Sweet*

Trading & Supplies Company



*This presentation highlights the process of crafting the brand guidelines for **Gulf Sweet** General Trading & Supplies, built upon a thorough understanding of its business nature and wide-ranging services in the food and HoReCa sector. We focused on reflecting the company's expertise in Comprehensive Supply of HoReCa Equipment and Essentials and Premium Ingredients for Food and Confectionery Production, alongside Integrated Support Solutions for Food Service Projects. The presentation demonstrates how the brand identity translates the company's values, emphasizing Professional Training at **Gulf Sweet** Academy, Technical Consulting for Chocolate and Pastry Development, and delivering Competitive Pricing and Outstanding Customer Service. It also showcases a visual language aligned with services such as Decor and Accessories for Confectionery and Bakeries, while underscoring Gulf Sweet's Strict Commitment to Quality and Food Safety as a fundamental pillar in every design element.*



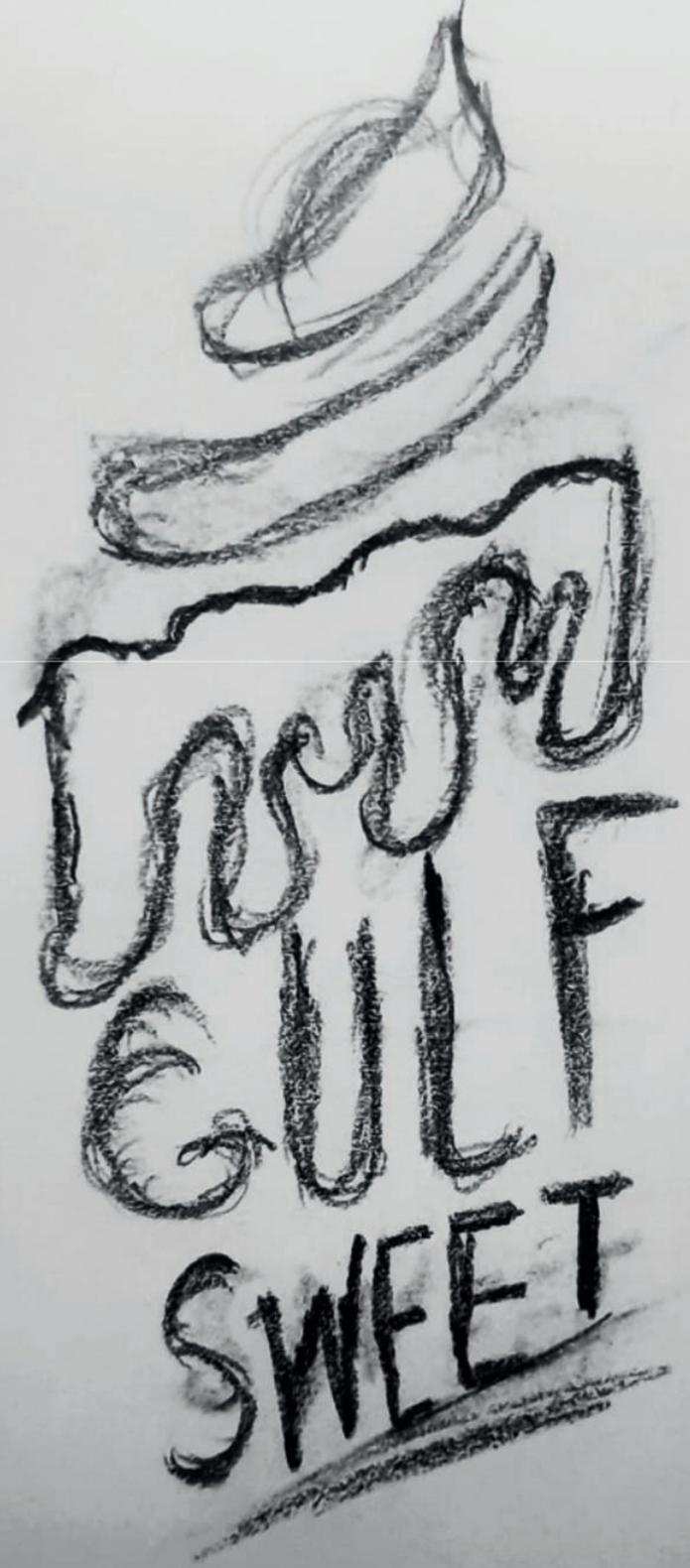
*Through our professional and highly focused study of the company's activity, we have identified the key elements and components that form the foundation of its identity. Based on these insights, we developed the initial concept of the logo through a hand-drawn sketch, which serves as a clear and authentic representation of the starting point for the company's visual identity.*



*The first step is sketching the logo by hand, bringing together ideas and shapes inspired by the key elements that represent the core activity of Gulf Sweet.*



The Original Hand-Drawn Sketch of the Idea





*The company name was first sketched, followed by the written form “Gulf Sweet” The design was developed with a horizontal geometric three-dimensional perspective, where the word “Gulf” extends from near to far, while the word “Sweet” mirrors the same depth but in the opposite direction. This creates a distinctive visual perspective that harmonizes with the symbols incorporated in the design.*







*The Final  
Logo  
Design*



*Through our study of the nature of the business and its products, and by leveraging our expertise, we identified the most expressive, popular, and attractive colors for the visual identity. Accordingly, we selected three color palettes: the primary palette, the secondary palette, and the exceptional palette. This approach provides a wide variety of options for future visual identity designs of the brand, particularly in packaging, renewal, and development.*



**#ad7b2b**

CMYK : 10% 100% 50% 29%

RGB : 173 - 123 - 43

H : 36°

S : 74%

B : 67%

**#231f20**

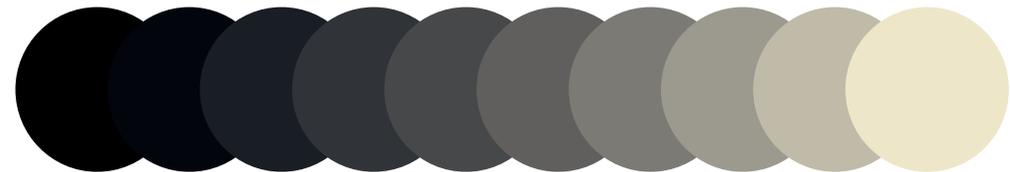
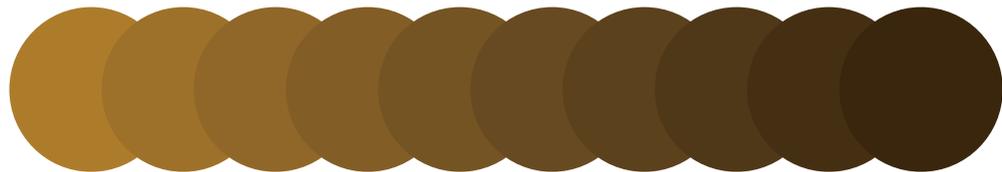
CMYK : 0% 0% 0% 100%

RGB : 35 - 31 - 32

H : 344°

S : 11%

B : 13%



**PRIMARY COLORS**

**#ca6b29**

**CMYK : 16% 67% 98% 5%**

**RGB : 202 - 107 - 41**

**H : 24°**

**S : 79%**

**B : 79%**

**#821a18**

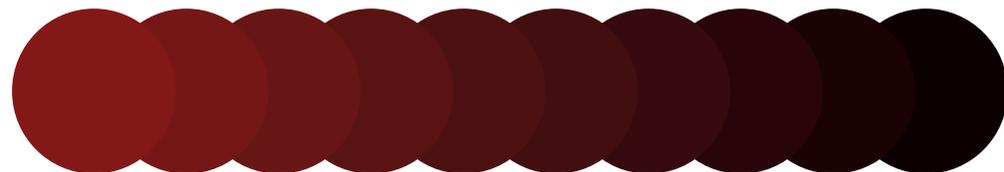
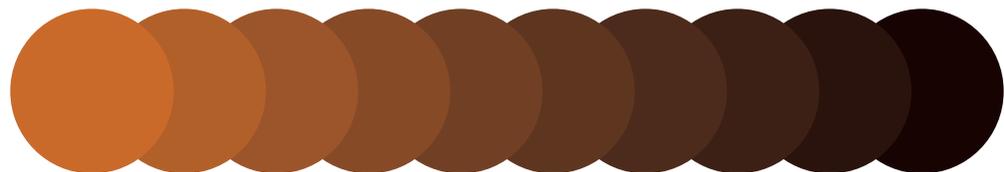
**CMYK : 28% 98% 100% 36%**

**RGB : 130 - 26 - 24**

**H : 0°**

**S : 81%**

**B : 50%**



**SUB-COLORS**





PRIMARY COLORS



*SUB - COLORS*

*The typography used in describing and presenting the brand identity was carefully selected to ensure clarity and elegance. For Arabic titles and explanations, the font Swissra-Bold was applied, while Monika Italic was chosen for English titles. Additionally, the Montserrat font family was utilized for explanations, data, and comprehensive descriptions of the visual identity, making use of its different weights to achieve balance and consistency throughout the design.*



جلف سويت للتجارة العامة

*Swissra-Bold*

أ ب ت ث ج ح خ  
د ذ ر ز س ش ص

()\*&^%\$#@!

١٢٣٤٥٦

*Gulf Sweet General Trading*

*Monika Italic*

*a B C D E F G*

*a b c d e f g*

*1 2 3 4 5 6*

*! @ " \$ % ^ & \**

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## Montserrat

**A B C D E F G**

**a b c d e f g**

**1 2 3 4 5 6**

**! @ # \$ % &**

*Several proposals were derived from the original logo design, aligning with the nature of the visual identity without altering the core elements of the original brand mark. These refined variations serve as renewed extensions of the logo, offering flexibility while maintaining the integrity of the primary design.*





1



2

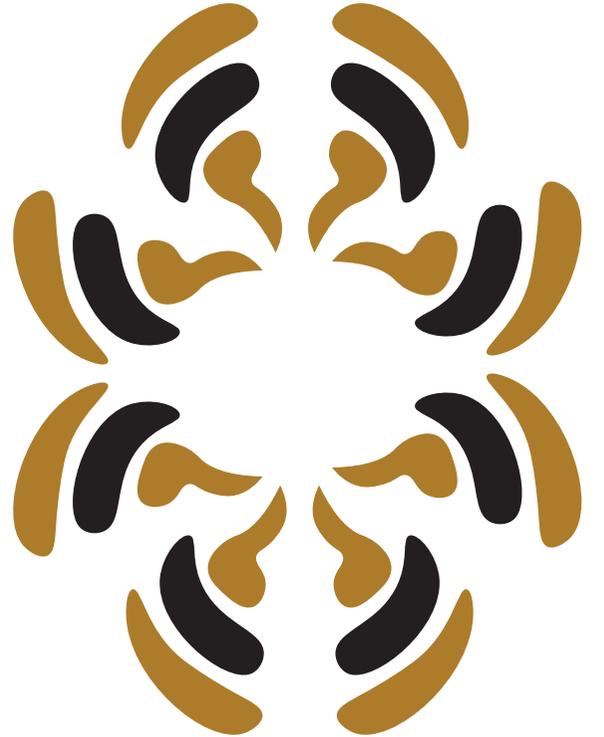
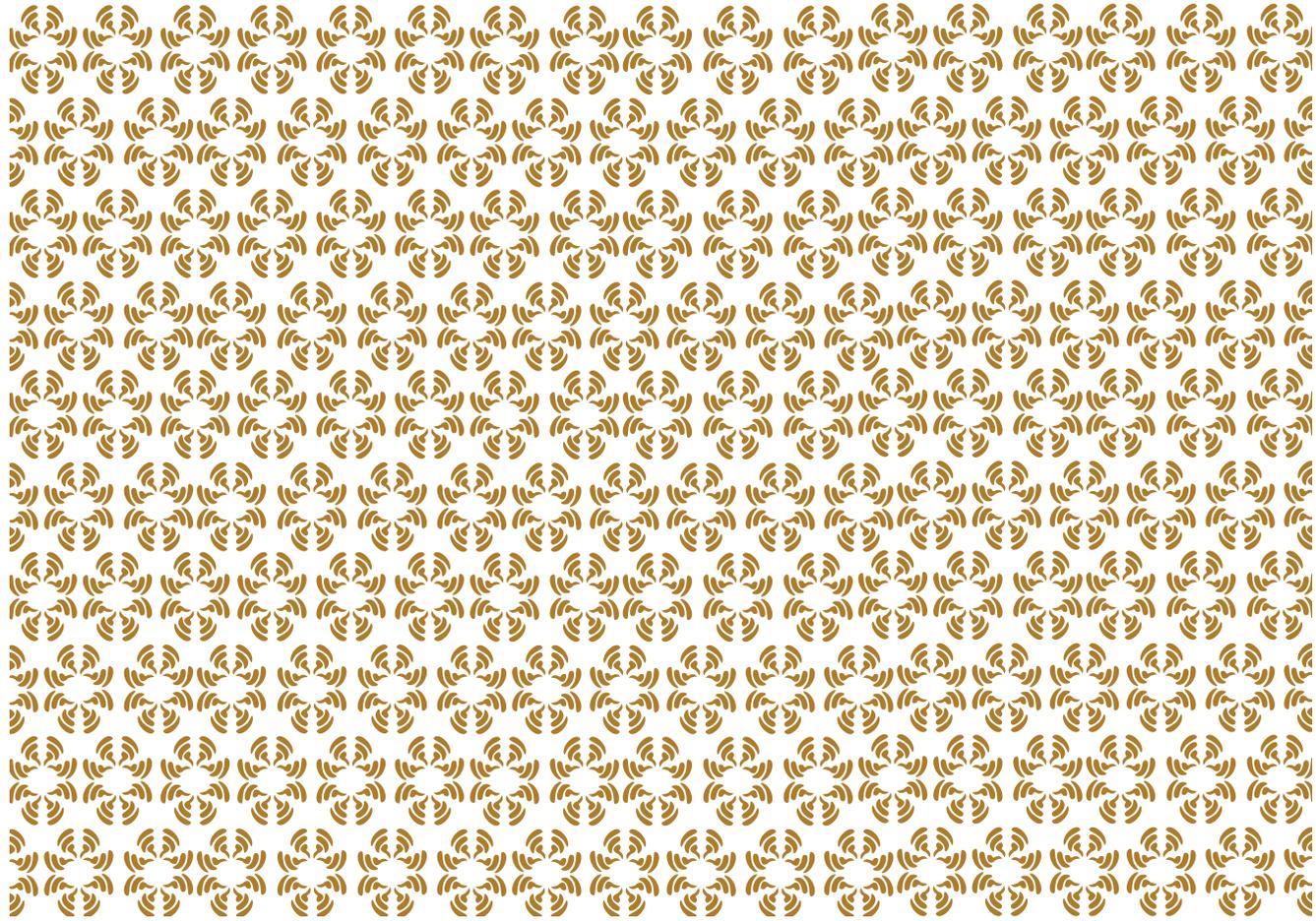


3

**LOGO SUGGESTIONS**

*A custom watermark, referred to as the pattern, was designed from the logo models, created with precise geometric drawings and measurements. This pattern is intended for use on the company's products and packaging as a background element, ensuring the preservation of the brand's identity and protecting it against intellectual property infringement.*





***PATTERN***

A stack of three chocolate brownie bars. The top bar is topped with a thick layer of white cream, a chocolate drizzle, and crushed nuts. The middle bar is also topped with white cream and chocolate drizzle. The bottom bar is topped with chocolate drizzle and crushed nuts. The bars are surrounded by chocolate shavings and nuts, creating a rich, indulgent atmosphere. The background is a warm, golden-brown color with a soft glow.

***MOCKUPS***



**PACKAGING**





**IDENTITY ITEMS**



FOLDER



BUSINESS CARD





FLYER





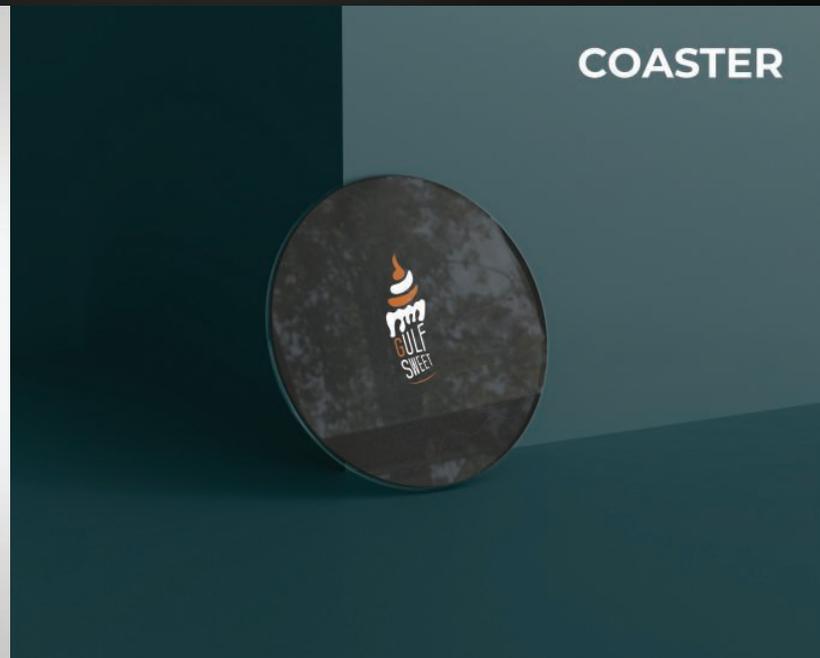
**OUTDOOR PRINTING**



CAP



MUG



COASTER



# Rollup



# ID

# STAMP



# PEN

**3D  
BOOTH**





جلف سويت للتجارة العامة  
*Gulf Sweet General Trading*



جلف سويت للتجارة العامة  
*Gulf Sweet General Trading*



Thank  
you