CAFE MAIZAN

Corporate Identity

Cafe Maizan

Cafe Maizan, is an upcoming Cafe in the Male, Maldives, offers high quality coffee and snacks for a target audience that likes premium products and a cozy environment where they can relax and explore the rich heritage of the Maldives.

The Logo

Aesthetically, a logo may contain features that are apparent in the rest of the brand identity such as shapes, colours and typography.

This is the preferred use of the Cafe Maizan logo. The logo icon must always appear with the logotype and descriptor. Use the basic logo grid when constructing this logo. Any reduction or enlargement of the logo must be in proportion to the standard size.

Brands are developed to graphically express an organization's purpose and business strategy. To elevate a brand to a level of greater market acceptance, strict controls around brand execution are needed. This Corporate Identity Manual is designed to manage brand application across a broad range of platforms in such a way that the organization has one voice that it creates and one meaning in the mind of its target audience.

The "Maizan"

Traditionally maizan is a place of gatherings, a square which serve as a place of social interactions and entertainment. It is also used by the local authorities to disseminate necessary information. Until up to late 1960's it is common to find such places in all four wards of Male.

This Illustration shows Henveyru Maizan ge (Left) and Maafannu Londhi magu Maizan (Right)

A brand isn't about logos, colors or fonts. These items don't defines the business. This visual is crafted to represent the brand, but the brand belongs to the customers and their perception.

A brand is built brick by brick, day by day, cup by cup by the people who experience products and services offered. It's about people, it always has been. It's about creating a place for relationships to grow – for conversations to happen. The logo gives a face to the real body – the products and services of Cafe Maizan.

This set of guidelines are designed to help you understand the details of curating a consistent visual identity. We are all in this together. Honor these guidelines by partnering with us to build a better community through coffee.

These guidelines have been developed to help us work together to build consistent, branded communications that collectively build Cafe Maizan reputation. Using these guidelines will enable us to create materials that speak to specific audiences while maintaining one, unified voice.

Corporate Logo Rationale

This corporate logo retains its silhouette for its progressive and prosperous visual expression our tradition. The logo is a word mark in dhivehi language bound in an square enclosure. The visual is intended to reflect the rich culture and heritage of the Maldives.
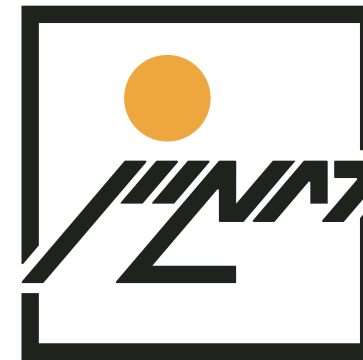
CAFE MAIZAN
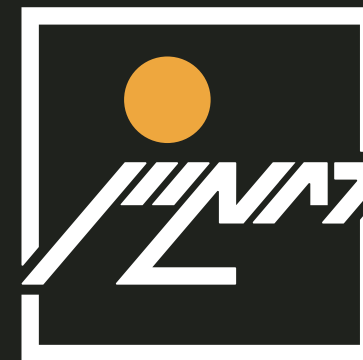
CAFE MAIZAN

Correct Logo Proportion on Grid

The proportion of the elements in the corporate logo is carefully crafted Cafe Maizan Corporate Logo for perfection; altering any shape, color or proportional relationship is not allowed.

Proportion Principle

Vertical:
The width of symbol is defined as X, the hight of corporate logo is 1.2X, height of English logotype is 0.1 X, the space between logotype and symbol is 0.1X

Horizontal:
The Hight of symbol is defined as X, the width of corporate logo is also X, width English logotype is 1.4X, the space between logotype and symbol is 0.1X.

Note: Preference must always be given to Vertical word mark, because this version projects the brand identity more clearly.
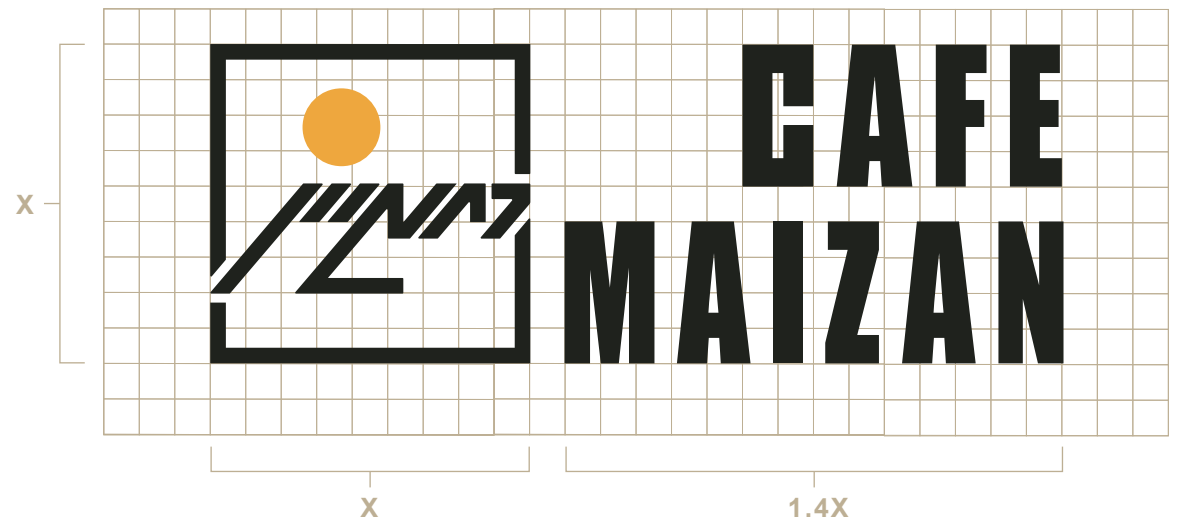
Clear Space

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

This area is measured using the height of the "Meemu" the first character in the logo, as shown.

No other graphic elements, typography, rules, or images should appear inside this clear space.

Minimum Size Usage Principle

To ensure legibility of Cafe Maizan branding, never use the logos at sizes smaller than the minimum size requirements.

The minimum printing size of the symbol vertical lock-up is 20mm in width; minimum digital size is 56px.

The minimum printing size of horizontal lock-up is 50mm in width; minimum digital size is 100px.

Special Cases

Please consult brand consultant if special treatment may be needed. For both versions of corporate logo, it is required to use the official digital artwork. Recreating or redesigning the corporate logo is strictly prohibited.

Hight of the first Character

CAFE MAIZAN

CAFE MAIZAN

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20 mm

50 mm
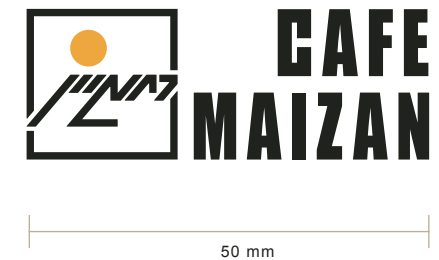
Colour Palette

These coluors were specifically chosen to communicate a regal maturity, and historic luster of the brand. Based on the timeless colours of Black and yellow, serves as the accent punch, and black the foundational dark.

As the logo consists of two main Pantone colours and should always be reproduced according to the Pantone matching system.

These colours must be used across all applications and media, including print and web to ensure complete consistency.

Pantones are used for high end print applications, including stationery and high end brochure covers etc.

CMYK colour values are used for print, signage, vinyl applications and promotional material.

RGB colour values are used for all online and digital applications.
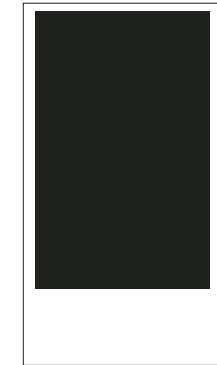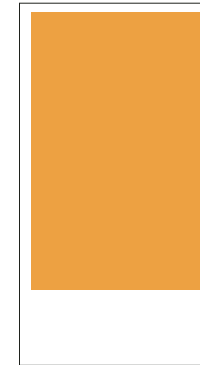
PANTONE	Pantone@ 7411	Pantone@ 303 CP
CMYK	C: 0% M: 29% Y: 65% K: 9%	C: 0% M: 0% Y: 0% K: 100%
RGB	R:232 G:165 B:82	R:0 G:0 B:0
Hex	#e8a552	#000000

Logo Usage

The logo is primarily placed on a white background. Even though preferred logo usage is the black and yellow colour logo on a white background, when using with other coloured backgrounds following must be considered.

- When using on coloured backgrounds always use single colour logo either in black or white as per the respective background.

- When the identity appears on a lighter background the logotype becomes the black colour.

- When the identity appears on a dark background the logo becomes white.

When the logo is reversed out it must be simplified and applied as a one colour application.

Logo Usage on images

The logo can also be placed on images, but there must be enough contrast between the image and logo for acceptable readability. In most instances, the logotype should be used in white when placed on imagery, except when the background is bright enough for the type to be rendered in color.
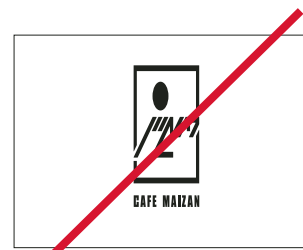
Incorrect Logo Usage

The Switcher logo should not be adjusted or edited in any way. Here are some examples of what not to do:

Do not change the
colours of the logo.

Do not place elements
in the logo clear space.

Do not condense,
expand, or distort the
logo unproportionally.

Do not add a drop shadow,
bevel and emboss, inner glow,
or any other text effects to the logo.

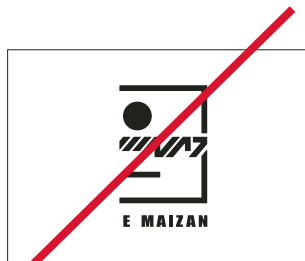Do not adjust the
placement of the
logo icon.

Do not place the logo
on top of an image with
poor contrast and readability.

Do not resize any
individual elements
of the logo.

Do not remove elements
from icon mark.

Do not crop the logo.

Do not rotate the logo.

Corporate Patterns

Patterns can play a huge role in your brand recognition. They add a little something extra to the overall brand design. Below are brand pattern options that may be used to add versatility and interest. The design is drawn from the Dhivehi word mark, which is a rhomboid, can be simplified as a rectangle slightly slanted to the right side.

Patterns should always be complementary within a design system, and never the primary focus of printed or digital collateral.

These patterns may be used at a variety of scale, opacity, transparency and color within our brand palette.

Co Brand

Below wordmark is a co brand from the same owners, which uses the same Dhivehi word mark.

Brand Touch-points

The brand is represented in everyday use through the guidelines set forth in this section. These guidelines are based on the grid system, ensuring a distinct brand image while retaining flexibility throughout the application range. This Corporate Identity and colours are all intended to support the brand, while presenting essential information to our customers.

Cafe Maizan brand templates are provided for stationery such as, letter- heads, visiting cards, printed collaterals, drink-were, hot and cold cups, signage and corporate clothings.

Note: These are not final art work for the brand assets, it's only intention is to give a general idea on the brand application.

Print Stationary
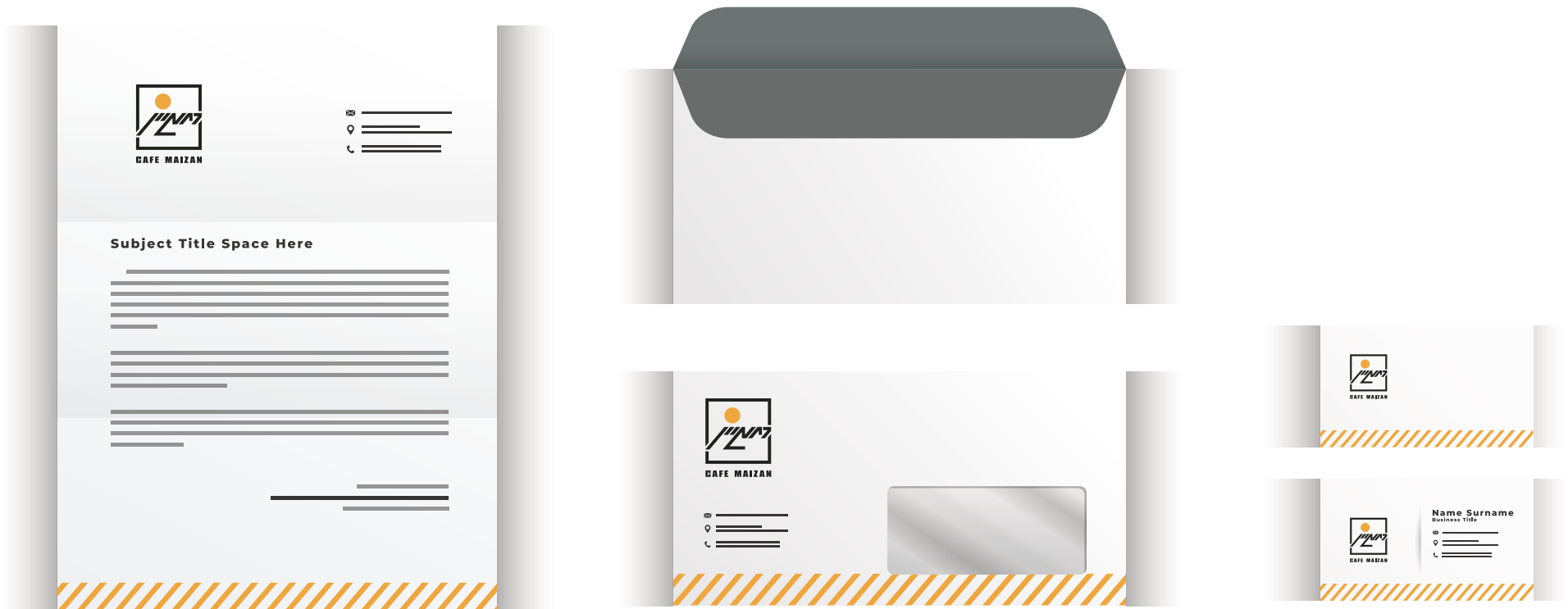
Printed Adverts

Online Assets

Today's Special

MVR
25/-/

Americano

1
2

Drink-were

Packaging

Wearables

Signage