

The Name
BRAND GUIDELINES.

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Brandmark Assets
**Primary Logo
Brandmark**

Primary Logo is the cornerstone of our brand identity. It should be used in all official communications, marketing materials, and brand collateral to ensure consistent and recognizable branding.



Brandmark Assets

Secondary Logo Brandmark

Secondary Logo serves as a complementary mark within our brand identity. While it should not replace the primary logo in most cases, it offers versatility for specific use cases, such as social media profile images,



Brandmark Assets
**The Structure
& Clear space**

The structure and clear space around our logo are vital elements in maintaining its visibility and brand integrity. Proper usage ensures that our logo retains its impact and remains easily recognizable in various contexts.



Brandmark Assets
**The Structure
& Clear space**

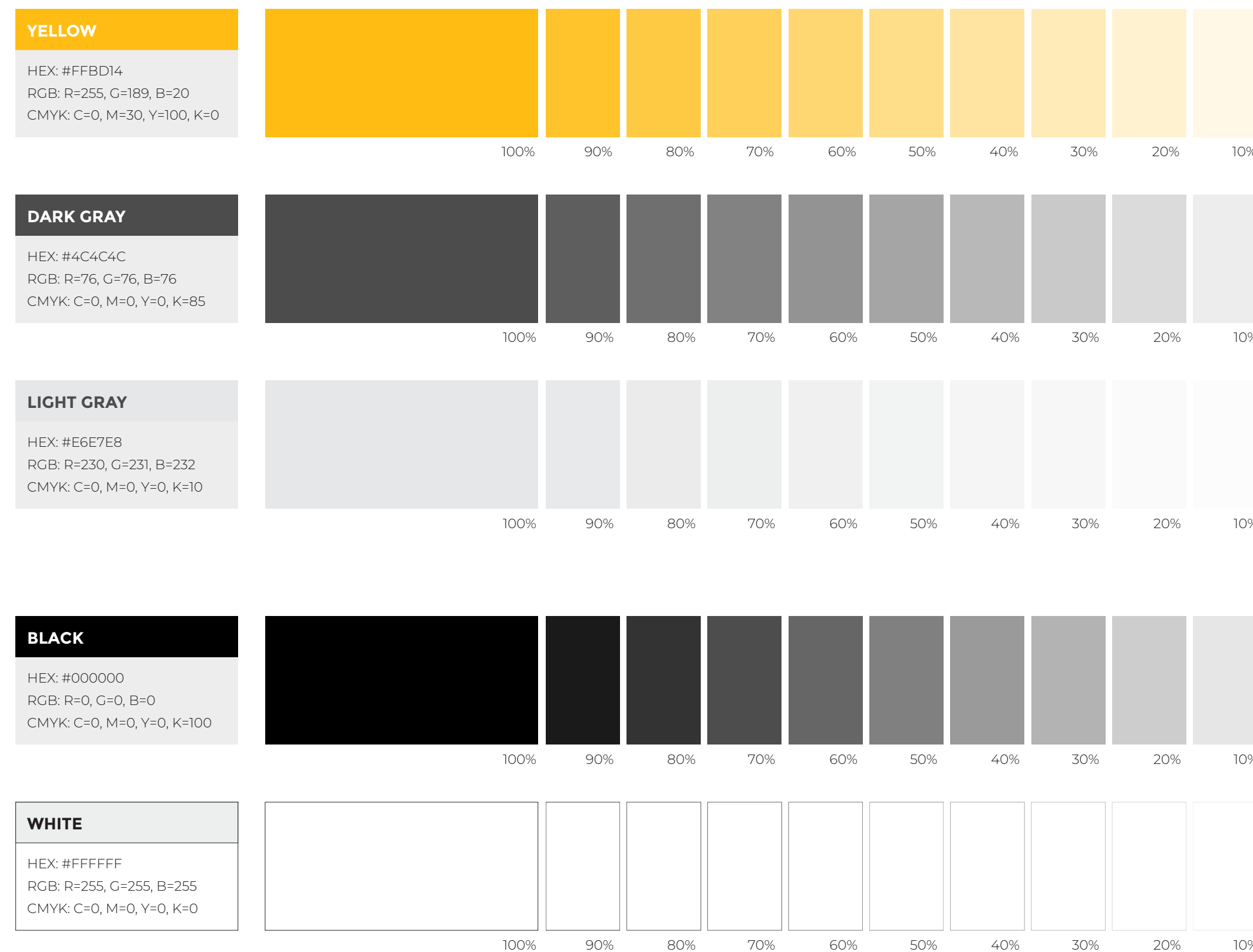
The structure and clear space around our logo are vital elements in maintaining its visibility and brand integrity. Proper usage ensures that our logo retains its impact and remains easily recognizable in various contexts.



Brandmark Assets

Logo Color Palette

Our logo's color palette is a vital component of our brand identity, reflecting our values and personality. It comprises the following primary colors:



Brandmark Assets

Logo Typography

Our logo features the company name The Name Social Hub set in the Book Antiqua & DIN Condensed in Primary Fonts with Montserrat & Artisoul Signature for Sub-Font typeface. This fonts was chosen for its style and uniqueness that align perfectly with our brand's identity.

Aa
Book Antiqua

PRIMARY FONT

BOOK ANTIQUA (FAMILY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"\$%&?'()*=?

Aa
DIN Condensed

SECONDARY FONT

DIN CONDENSED (FAMILY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"\$%&?'()*=?

Aa
Montserrat

SUB-FONT 1

MONTSERRAT (FAMILY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"\$%&?'()*=?

Aa
Artisoul Signature

SUB-FONT 2

ARTISOUL SIGNATURE (REGULAR)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"\$%&?'()*=?

Brandmark Assets Communication Messages

Icons are designed to be used across social media and to communicate with our customers in a simple way. Bringing elements together is a key representation of the media, and is a high-value asset for the company that must be used consistently across all channels in the range of ways described in this document.

**Start your day
with** *Coffee*

**Level Up
Your** *Style*

Your **Customize**
Vibe

Your **Story,**
signature

Brandmark Assets

Logo Proper Sizes

Here all sizes of the logo appear in different cases so that everyone walks on the same path specified for using the so whoever looks at the guideline must use the logo in the way specified for him only.

NOTE:

The icon can be used in case the logo has been minimized, in case the details are blurred



Brandmark Assets Logo icons

Icons are designed to be used across social media and to communicate with our customers in a simple way. Bringing elements together is a key representation of the media, and is a high-value asset for the company that must be used consistently across all channels in the range of ways described in this document.



FOR MOBILE (IOS \ ANDROID) | FOR BROWSER TAB

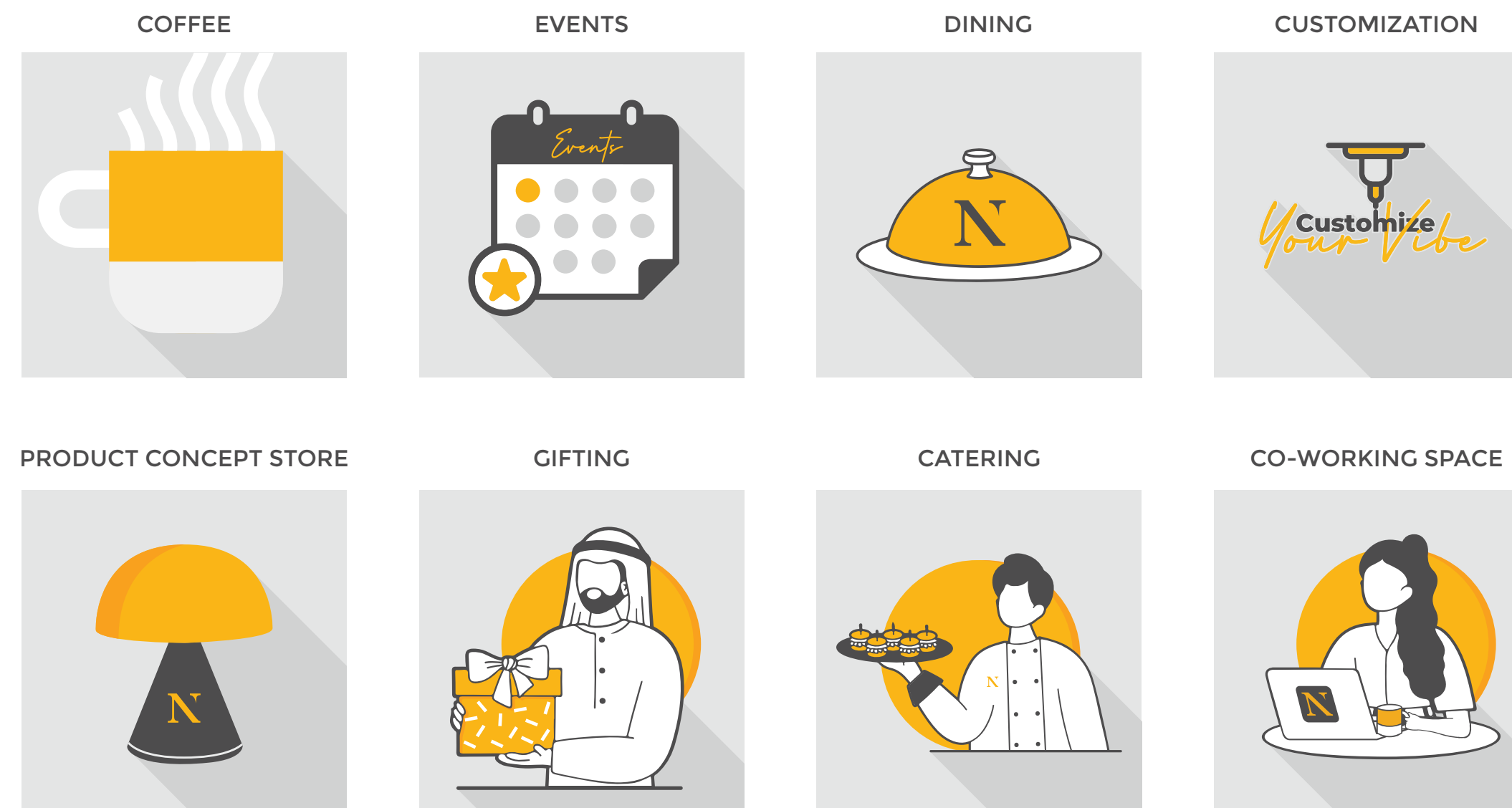


Brandmark Assets
Primary Logo
Proper Usage

Our logo is a visual representation of our brand identity and must be used consistently to maintain brand recognition and integrity. Here are key guidelines for its proper usage.



Brandmark Assets
Pattern Elements
Icons



Brandmark Assets

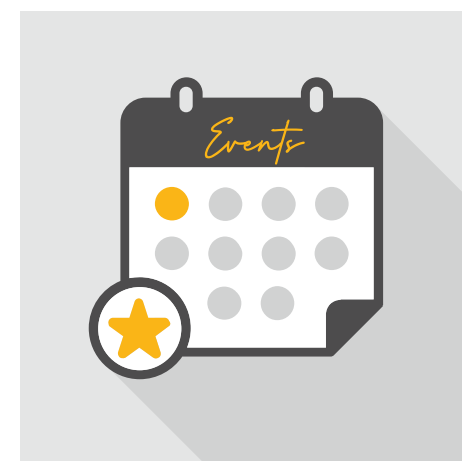
Pattern Elements

Icons Meaning



Elements & Meaning Coffee Cup Icon

This icon reflects the heart of Name Social Hub – our speciality coffee that defines our brand experience, offering a warm and inviting atmosphere for coffee enthusiasts.



Elements & Meaning Calendar Icon

In our pattern, the Calendar Icon represents our expertise in event management, a key part of our identity within Dubai Design District, ensuring your events stand out and run smoothly.



Elements & Meaning Dining Icon

Our culinary excellence at the fine dining restaurant takes center stage, offering a variety of delectable dishes that cater to diverse tastes.



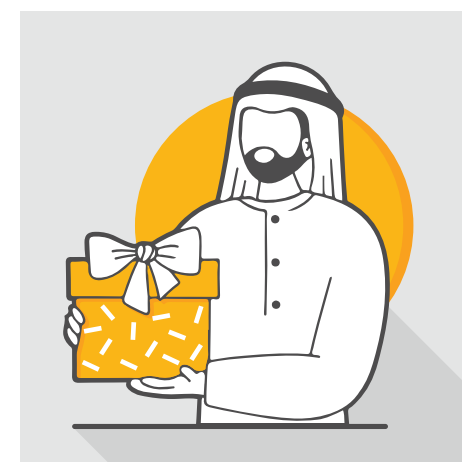
Elements & Meaning Customization Icon

The Customization Icon emphasizes our commitment to personalization, letting customers imprint unique designs on our products, adding a touch of individuality to every purchase.



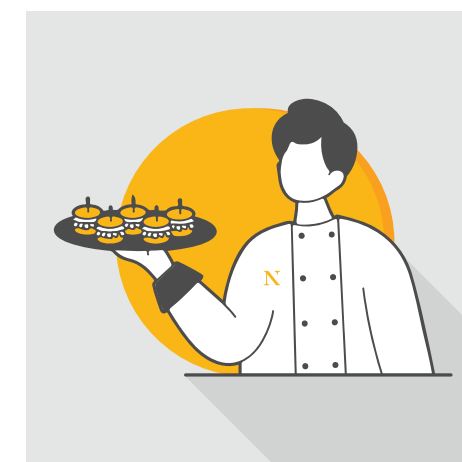
Elements & Meaning Product Concept Store Icon

It highlights our concept store's designer products from prestigious brands, showcasing our dedication to style and quality, making us a one-stop-shop for luxury items.



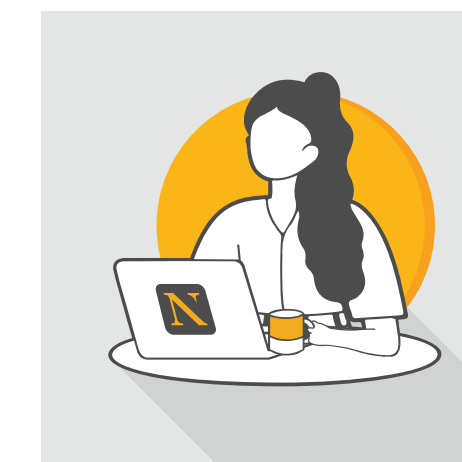
Elements & Meaning Gifting Icon

In our pattern, the Corporate Gift Icon highlights our ability to provide customized corporate gifts, building strong relationships with corporate partners, and leaving a lasting impression.



Elements & Meaning Catering Icon

We cater to the D3 community and beyond, and this icon signifies our culinary excellence for all occasions, ensuring delightful and memorable culinary experiences.



Elements & Meaning Co-working Space Icon

The Co-working Space Icon reminds you that we're more than just coffee; we're a hub for business, perfectly located among luxury designer brands, offering a stylish and productive environment for work and meetings.

Brandmark Assets
**Pattern Elements
Combination**

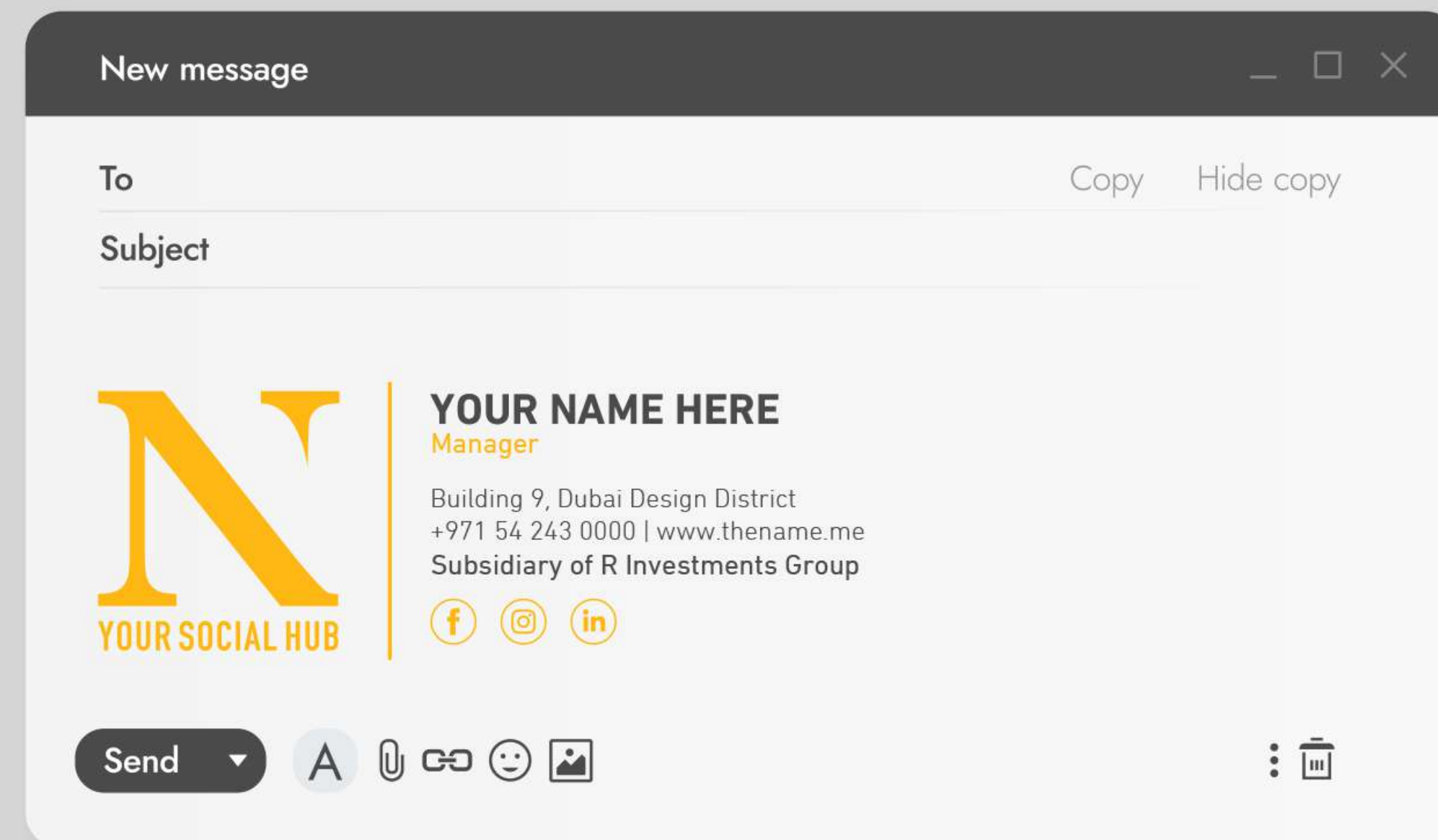
YOUR SOCIAL HUB
Your Social Hub





The Name Social Hub
**VISUAL AND
MOCKUPS**
Letter Head

The Name Social Hub
**VISUAL AND
MOCKUPS**
Email Signature



The Name Social Hub
**VISUAL AND
MOCKUPS**
Business Card



The Name Social Hub
**VISUAL AND
MOCKUPS**
Coffee Cups



The Name Social Hub
**VISUAL AND
MOCKUPS**
Espresso Cups



The Name Social Hub
**VISUAL AND
MOCKUPS**
White Shirts



The Name Social Hub
**VISUAL AND
MOCKUPS**
Short Aprons





The Name Social Hub
**VISUAL AND
MOCKUPS**
Kitchen Staff Jacket

The Name Social Hub
**VISUAL AND
MOCKUPS**
Apron





The Name Social Hub
**VISUAL AND
MOCKUPS**
Tshirt

The Name Social Hub
**VISUAL AND
MOCKUPS**
Caps





WAITER

KITCHEN STAFF

BARISTA

The Name Social Hub
**VISUAL AND
MOCKUPS**
Full Uniform

The Name Social Hub
**VISUAL AND
MOCKUPS**
Hoodie Jacket



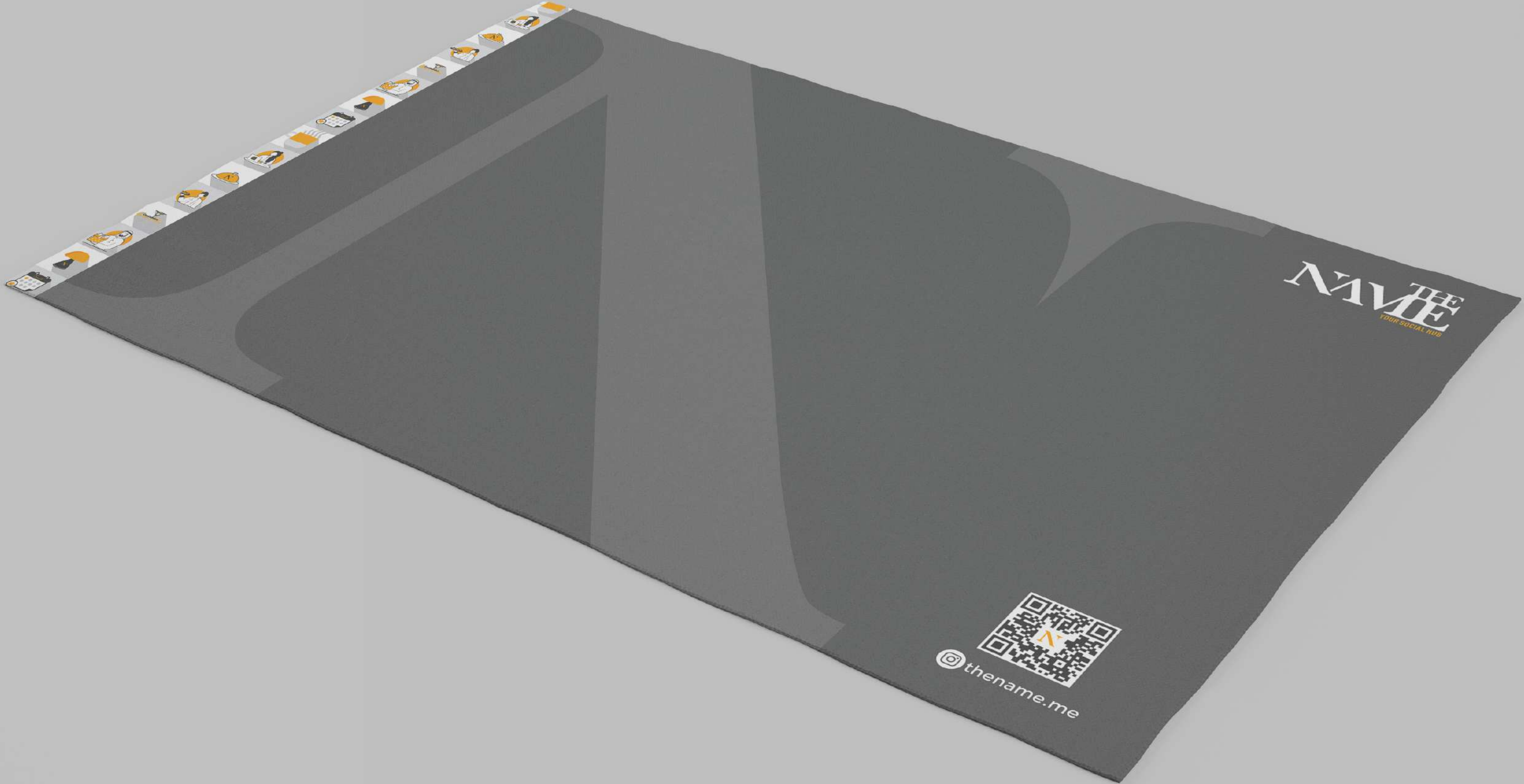
The Name Social Hub
**VISUAL AND
MOCKUPS**
Cutlery Disposable Napkin



The Name Social Hub
**VISUAL AND
MOCKUPS**
Wax Paper



The Name Social Hub
**VISUAL AND
MOCKUPS**
Paper Mat



The Name Social Hub
**VISUAL AND
MOCKUPS**
Tissue



The Name Social Hub
**VISUAL AND
MOCKUPS**
Branded Bag



The Name Social Hub
**VISUAL AND
MOCKUPS**
Takeaway Paper Bag



Sticker



The Name Social Hub
**VISUAL AND
MOCKUPS**
Takeaway Bag



Sticker





The Name Social Hub
**VISUAL AND
MOCKUPS**
Juice Plastic Cup

The Name Social Hub
**VISUAL AND
MOCKUPS**
Cookie Box



The Name Social Hub
**VISUAL AND
MOCKUPS**
Burger Box



The Name Social Hub
**VISUAL AND
MOCKUPS**
Pizza Box





The Name Social Hub
**VISUAL AND
MOCKUPS**
Salad Box

The Name Social Hub
**VISUAL AND
MOCKUPS**
Sushi Container



The Name Social Hub
**VISUAL AND
MOCKUPS**
Bill Folder



The Name Social Hub
**VISUAL AND
MOCKUPS**
BallPen



The Name Social Hub
**VISUAL AND
MOCKUPS**
NotePad



The Name Social Hub
**VISUAL AND
MOCKUPS**
Name Badge



THANK YOU
FOR *Watching*

www.thename.me