

BRAND*
GUIDELINES

مشق SALATA رةق



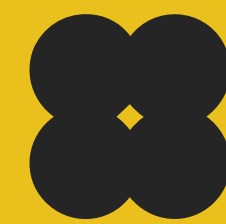
FRESHNESS IN EVERY BITE

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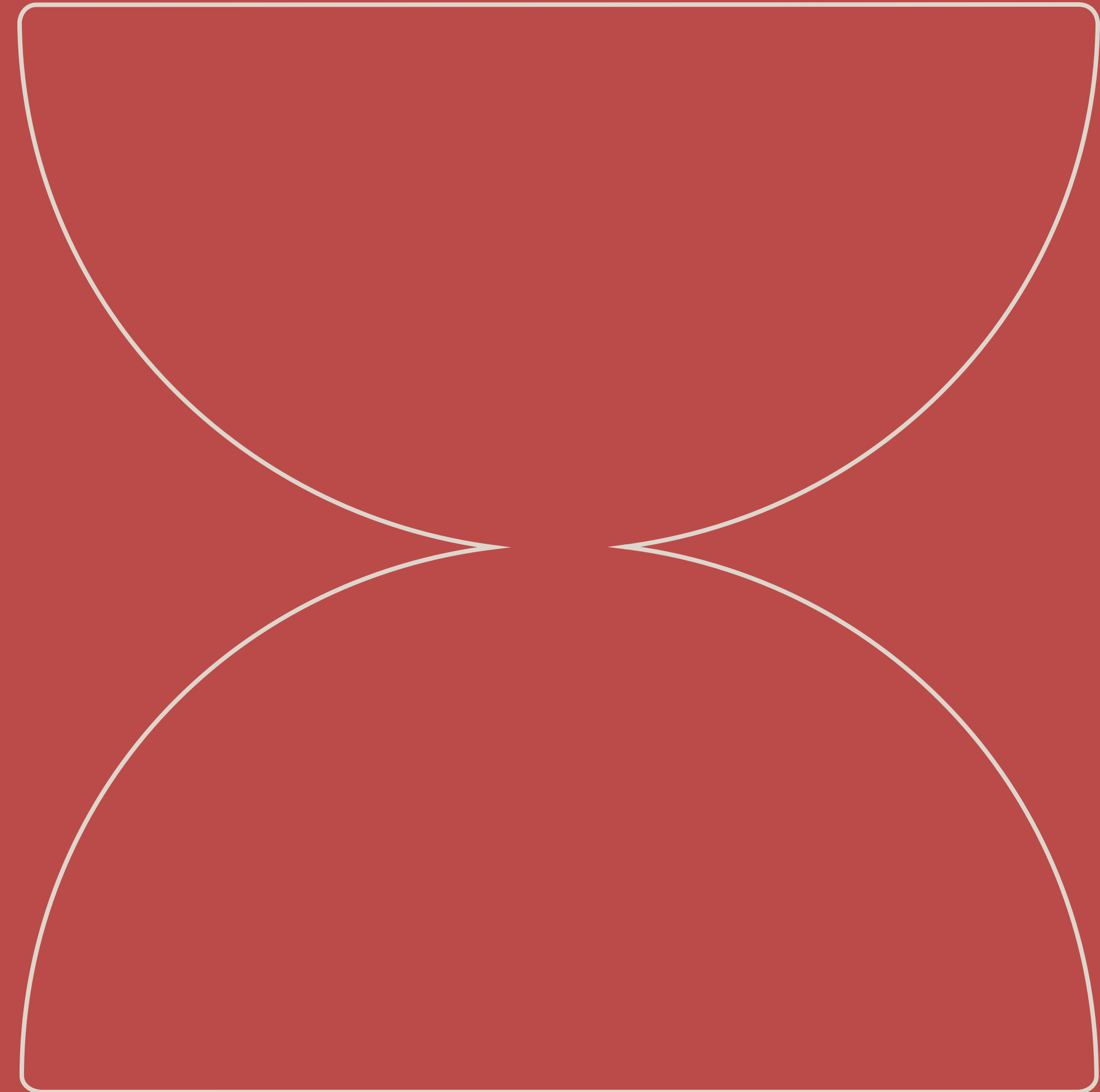


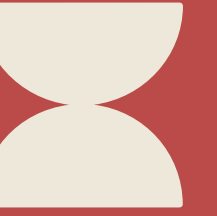
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01

Brand Foundation





Brand Overview

Mshroo3 Salata is a fresh, flexible, fast-casual food concept offering ready-made and customizable salads, freshly prepared wraps, and refreshing drinks. Designed around the working day, it provides convenient dine-in, takeaway, delivery, and kiosk-ordering experiences.

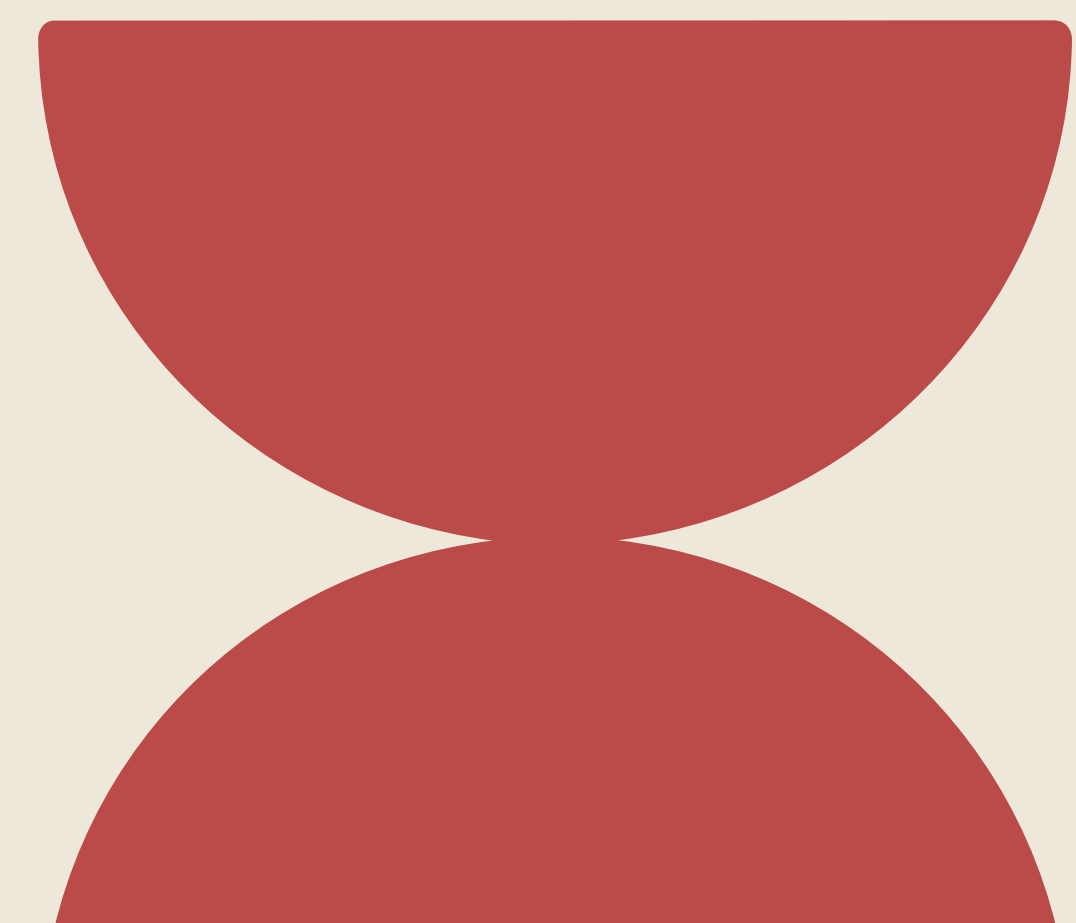
Brand Mission

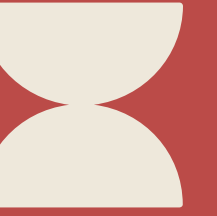
To serve fresh salads, wraps, and drinks that customers can enjoy their way—quickly, conveniently, and with an energetic local spirit.

Target Audience

Busy professionals in Riyadh, approximately 52–22 years old, who:

- Lead time-conscious working lives
- Seek convenient weekday lunches
- Prefer fresher, healthier food choices
- Value speed, flexibility, and satisfying portions
- Have a mid-range spending level
- Are influenced by Riyadh's growing health and wellness culture





Brand Values

Freshness

Everything should feel vibrant, clean, appetizing, and current.

Choice

Customers should be able to find or create something that fits their preferences and their day.

Ease

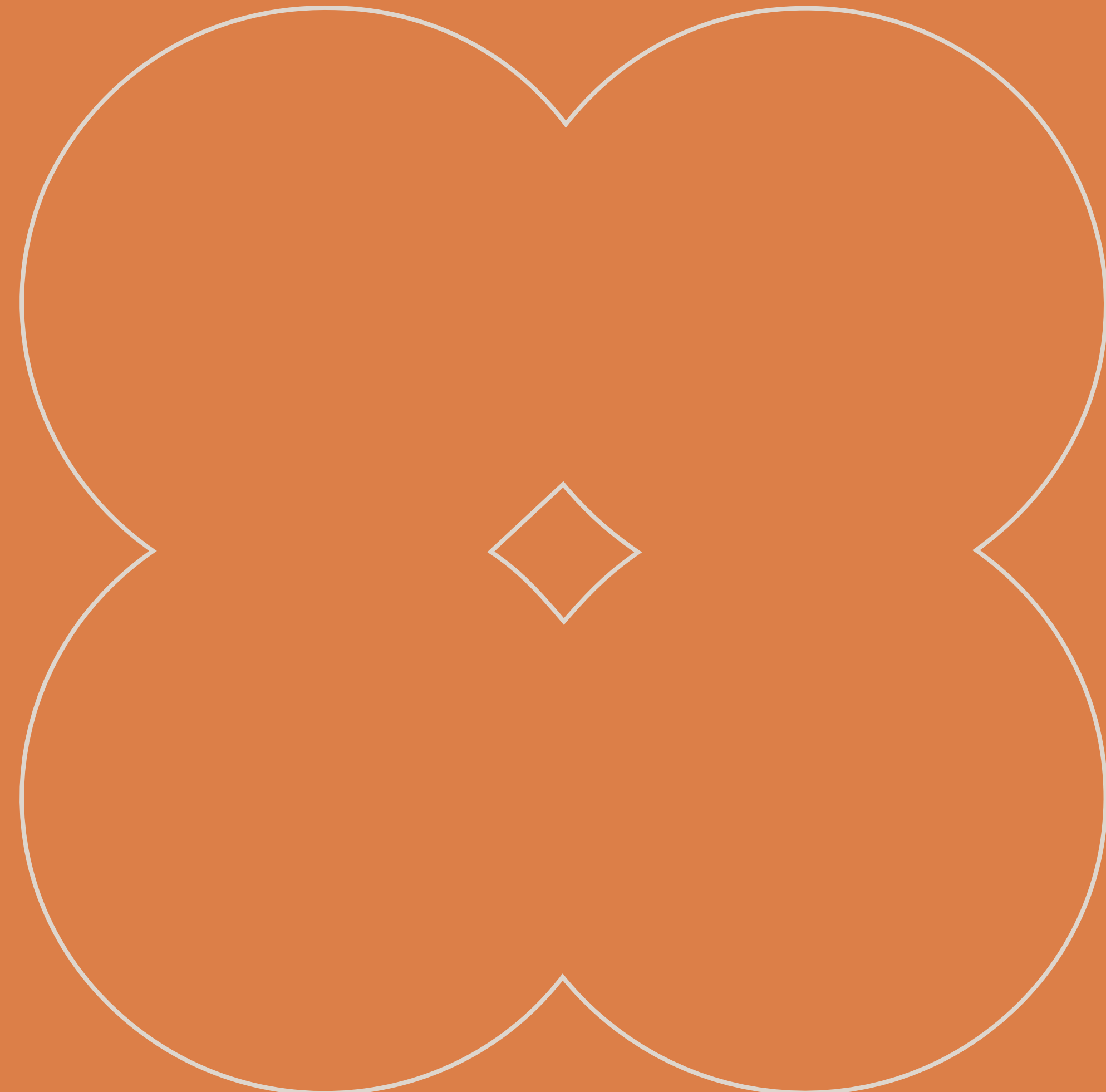
Fresh, health-conscious eating should feel convenient and uncomplicated.

Positive Energy

Every interaction should feel friendly, colorful, and uplifting.

02

Logo System

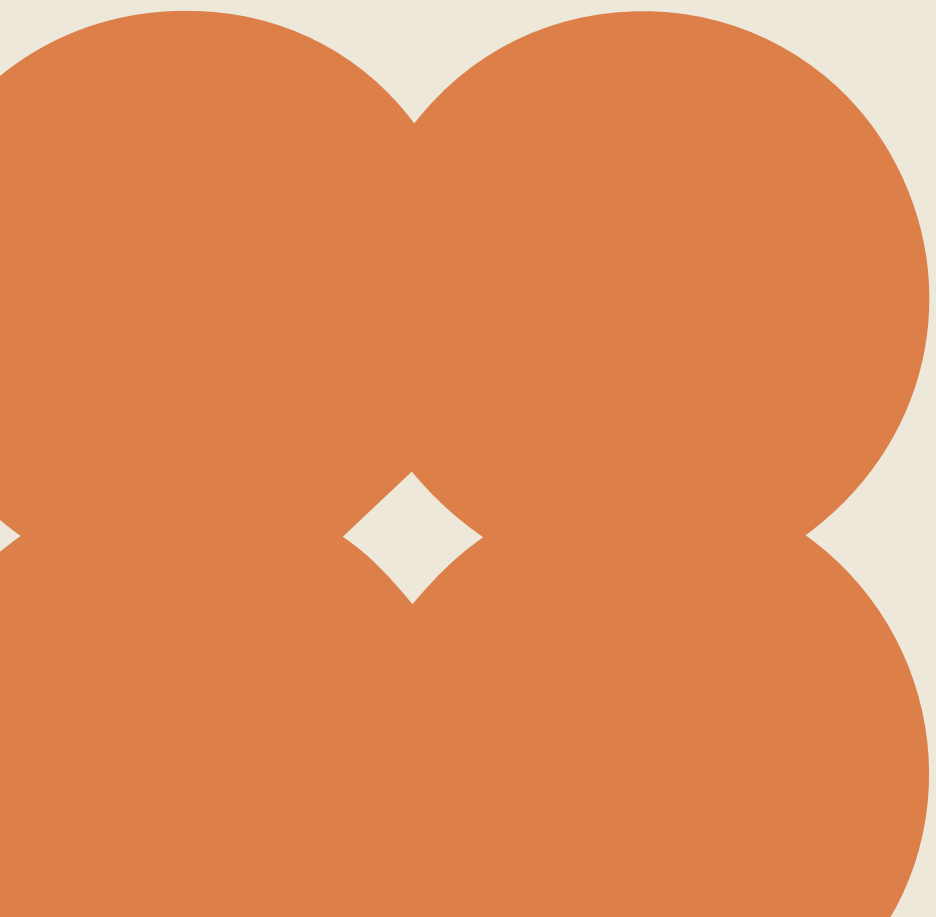




Logo

The main logo combines Arabic and English as one distinctive hybrid identity: MSHROO3 SALATA. A continuous line connects both elements, expressing the brand's local character and contemporary personality. The complete name must always remain together and should never be separated or used individually.

مشرو3 SALATA



Acceptable Logo Clearance

X is measured using the height of the lower part of the english letters.

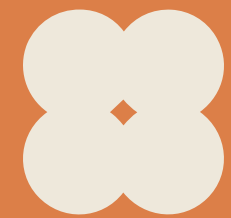
- Standard applications: 1X
- Storefronts and campaigns: 1.5X
- Space-limited packaging: 0.75X minimum

No text, images, edges, or decorative elements may enter this area.



Minimum Size

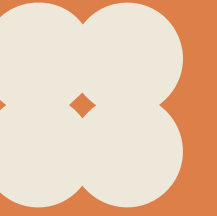
The size of the Mshroo3 Salata logo may vary depending on its application, but it must always remain clear and legible. The main logo should never appear smaller than 40 mm in print or 160 px digitally. For smaller applications, use the compact hybrid mark, which should not appear smaller than 10 mm in print or 32 px digitally.



Color Variations

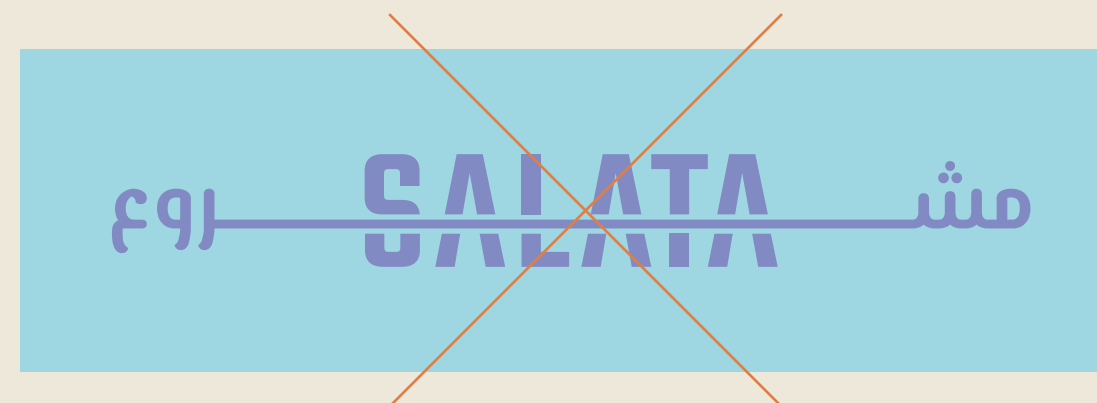
- Salata on seashell
- Black on white
- White on black
- Single-color black
- Single-color white
- Bright accent colors should support campaigns and graphics rather than become unrestricted logo colors.





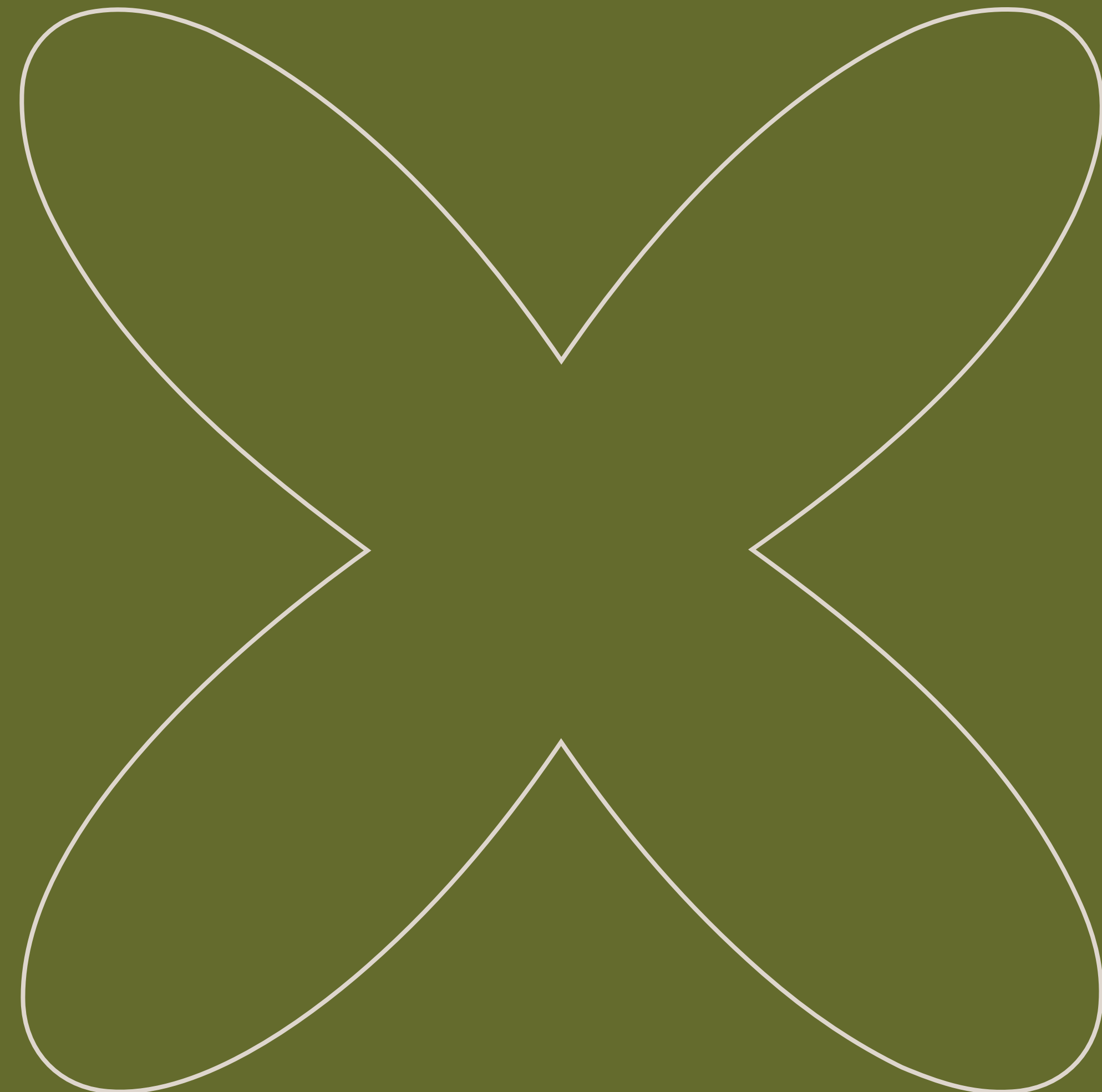
Incorrect Logo Use

- Stretch, compress, rotate, or rearrange the logo
- Separate Arabic from English
- Use either part of the name alone
- Recreate the name using another typeface
- Change the approved colors
- Add shadows, outlines, or effects
- Place graphics inside the clear space
- Use the detailed logo at an unreadable size



03

Colors and Typography





Color Palette

The Mshroo3 Salata color palette is defined by the dominance of olive green and seashell, supported by vibrant accents of yellow, orange, red, blue, and purple. Olive and seashell establish the brand’s fresh, natural foundation, while the brighter colors create energy, contrast, and playfulness. Consistent use of this palette strengthens brand recognition and helps Mshroo3 Salata stand apart from its competitors.





Typography

Tungsten is our primary typeface, bringing bold energy to headlines and key messages. Sofia Pro supports body copy and secondary information with a friendly, approachable feel.

For Arabic, Avenir Next World leads headlines, while Avenir Regular supports body copy. Together, these typefaces create a clear, energetic, and accessible brand hierarchy.

TUNGSTEN

Aa Bb Cc Dd Ee 0 1 2 3 4 @ & % ! **Bold**

Aa Bb Cc Dd Ee 0 1 2 3 4 @ & % ! **Semibold**

Aa Bb Cc Dd Ee 0 1 2 3 4 @ & % ! **Medium**

Aa Bb Cc Dd Ee 0 1 2 3 4 @ & % ! **Light**

Sofia Pro

Aa Bb Cc Dd Ee 01234 @&%! **Bold**

Aa Bb Cc Dd Ee 01234 @&%! **Semi Bold**

Aa Bb Cc Dd Ee 01234 @&%! **Light**

Avenir Next World

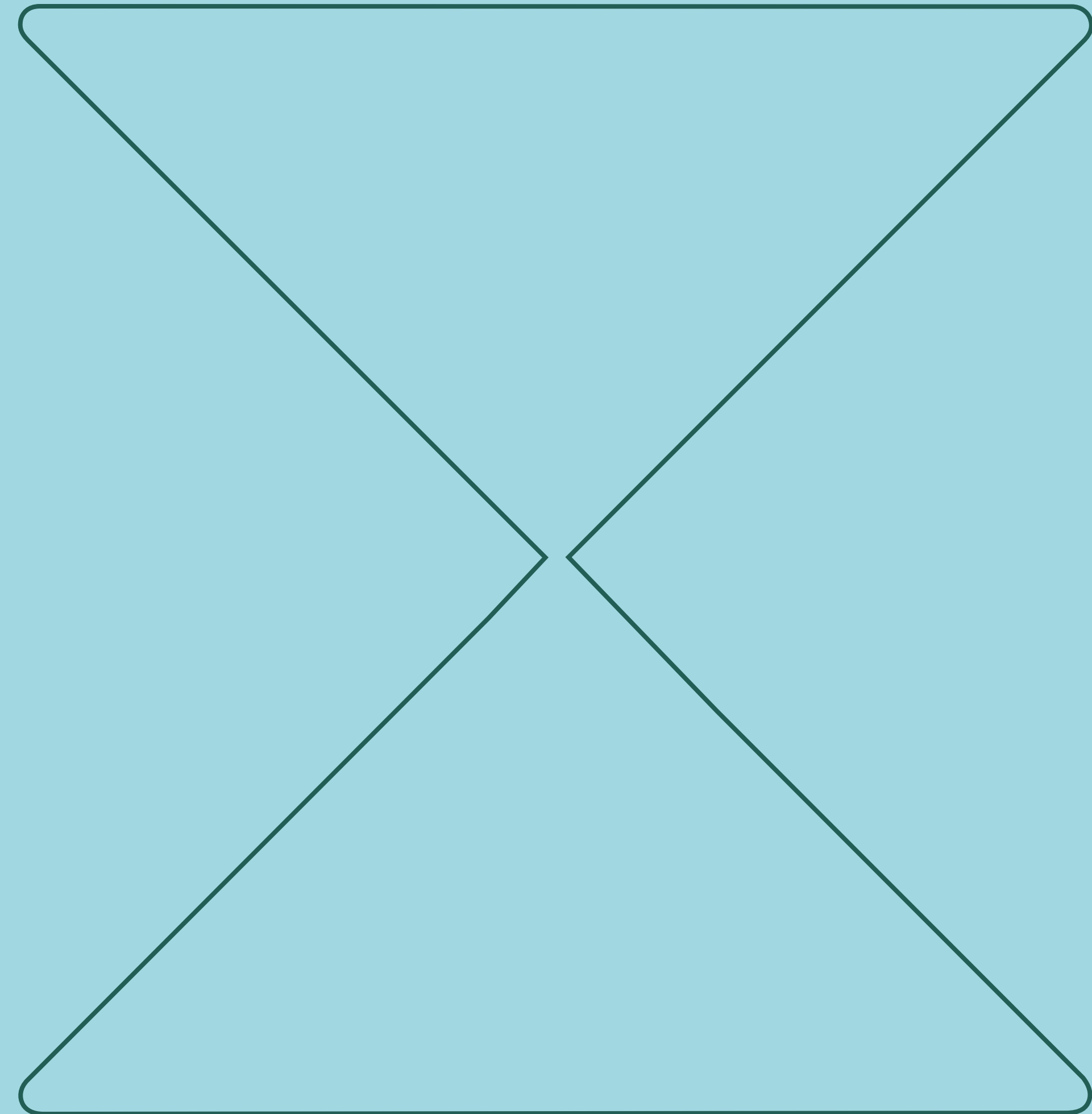
انتعاش في كل لقمة، وخيارات طازجة تناسب يومك.

Avenir Regular

انتعاش في كل لقمة، وخيارات طازجة تناسب يومك.

04

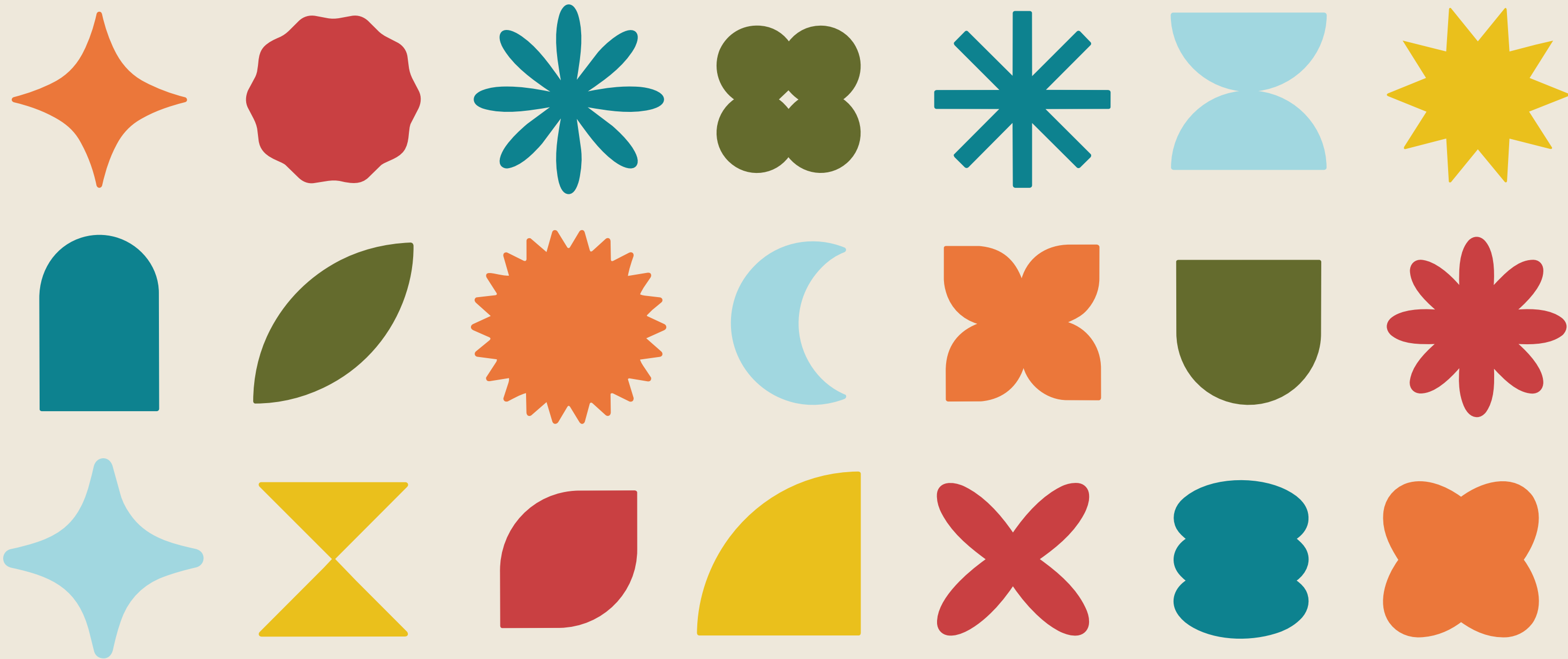
Brand Elements





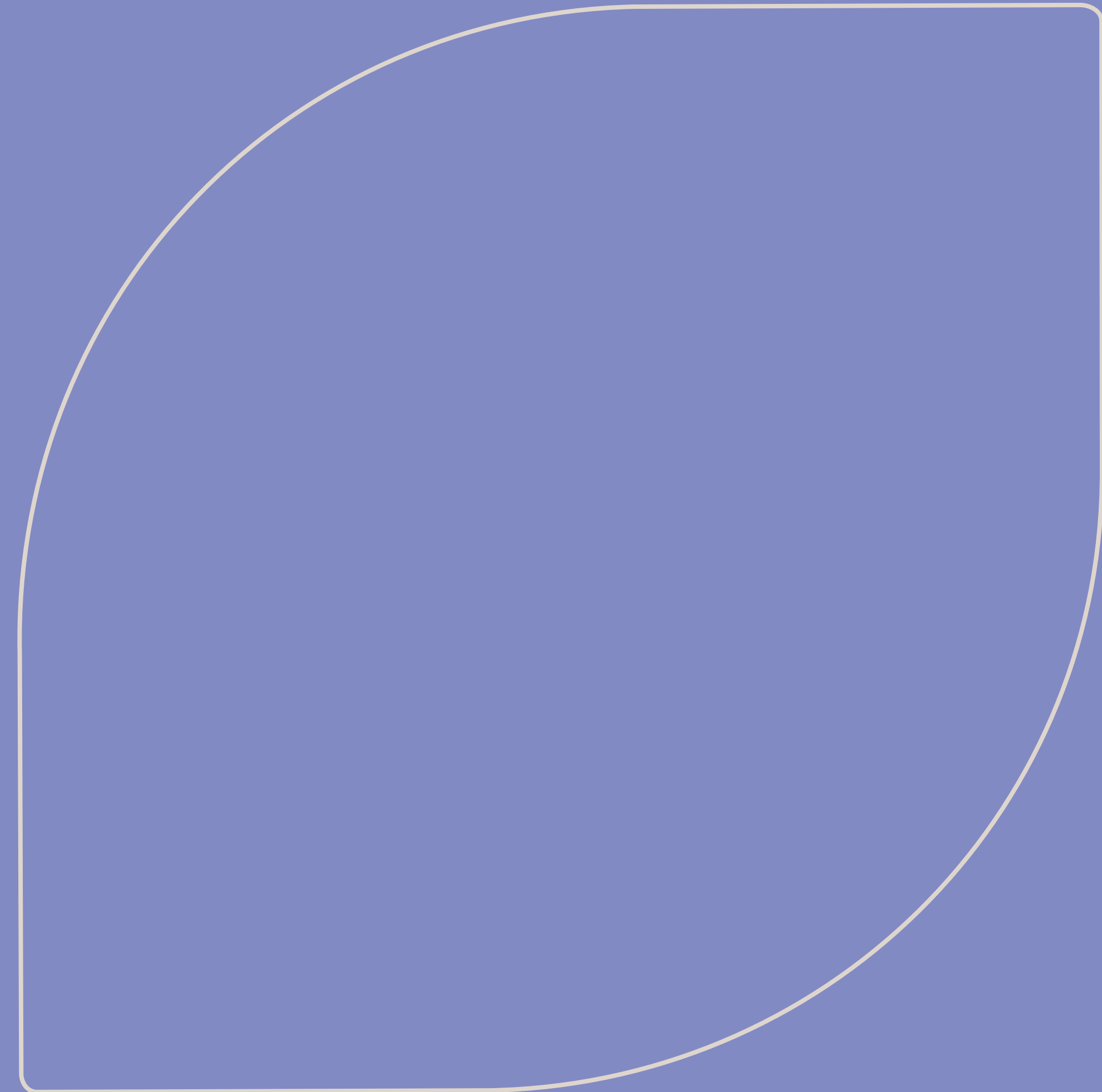
Shape Language

The Mshroo3 Salata shape system combines bold geometric and organic forms to express freshness, variety, movement, and playful energy. Inspired by ingredients, natural forms, and elements of the brand identity, these shapes can be used individually or combined to create patterns, frame content, highlight messages, and bring visual rhythm to packaging and digital applications. They should support the content without making layouts feel overly busy.



05

Creative Direction



Creative Direction



Social Media Direction

Mshroo3 Salata's social media should feel fresh, energetic, colorful, and connected to the working day. Content should make products desirable, explain customization clearly, and position the brand as a convenient everyday lunch choice.



Creative Direction

Content Focus

- Signature salads, wraps, drinks, and new products
- Build-your-own steps and ingredient choices
- Preparation and behind-the-scenes moments
- Office lunches, takeaway, delivery, and kiosk ordering
- Promotions, bundles, announcements, and seasonal campaigns
- Employees, customers, collaborations, and community content



Creative Direction

Product and Lifestyle Photography

Photography should feel bright, natural, contemporary, and highly appetizing. Food must appear freshly prepared, generously portioned, and consistent with what customers receive.

Lighting and Color

- Use soft, directional lighting with controlled natural-looking shadows
- Maintain accurate ingredient and brand colors
- Use a neutral white balance and avoid heavy filters
- Preserve texture in vegetables, proteins, bread, dressings, and packaging
- Avoid dark, overly warm, flat, or excessively saturated images



Creative Direction

Product Photography

- Capture overhead, three-quarter, eye-level, and macro angles
- Photograph complete products and detailed ingredient textures
- Use seashell, brand-colored, stainless-steel, stone, or subtle neutral backgrounds
- Keep styling clean and believable, with recognizable ingredients and realistic portions
- Use ingredients, branded packaging, and utensils as supporting props
- Capture vertical and horizontal compositions with negative space for copy

Lifestyle Photography

Lifestyle photography should feel youthful, casual, colorful, and full of movement, presenting Mshroo3 Salata as an energetic break from the working day. Capture diverse colleagues and friends naturally ordering, customizing, sharing, and enjoying their meals together. Use relaxed styling, genuine interaction, bold brand colors, dynamic framing, and candid moments to create imagery that feels social, optimistic, and fast-paced.



Creative Direction



Videography and Motion Direction

Video should feel quick, rhythmic, fresh, and satisfying. The visual pace should reflect a busy working day while giving products and ingredients enough screen time to remain recognizable and appetizing.

Camera and Production

- Prioritize 9:16 vertical capture for reels and stories
- Capture additional 16:9 footage for presentations and digital displays
- Use overhead shots for meal assembly and customization
- Use three-quarter angles for complete product presentation
- Use macro shots for chopping, mixing, pouring, wrapping, and ingredient textures
- Use smooth tracking or controlled handheld movement for customer journeys
- Use slow motion selectively for dressing pours, ingredient drops, and final product reveals
- Keep lighting, white balance, packaging, and food styling consistent between shots



06

Brand Application





Application Overview

Brand applications bring the Mshroo3 Salata identity into everyday physical and digital experiences. The logo, colors, typography, shape language, photography, and messaging should be applied consistently while adapting to the size and purpose of each item. Applications should feel fresh, colorful, practical, and recognizable without becoming visually overcrowded.









Application Principles

- Use the main logo wherever sufficient space is available
- Use the compact hybrid mark only in small or restricted spaces
- Maintain the approved logo clear space and minimum sizes
- Use olive and seashell as the visual foundation
- Introduce brighter colors as controlled accents
- Apply no more than two or three graphic shapes in simple layouts
- Keep Arabic and English equally clear and important
- Follow the approved typography hierarchy
- Adapt layouts to the format instead of stretching one design across every application
- Prioritize legibility, product information, and ease of use
- Ensure materials, finishes, and production methods reproduce the identity accurately







Consistency and Production

Every final application should be reviewed for logo accuracy, color reproduction, typography, bilingual hierarchy, readability, material suitability, and production quality. Mockups should be treated as conceptual until dimensions, materials, finishes, and manufacturing requirements have been tested and approved.



