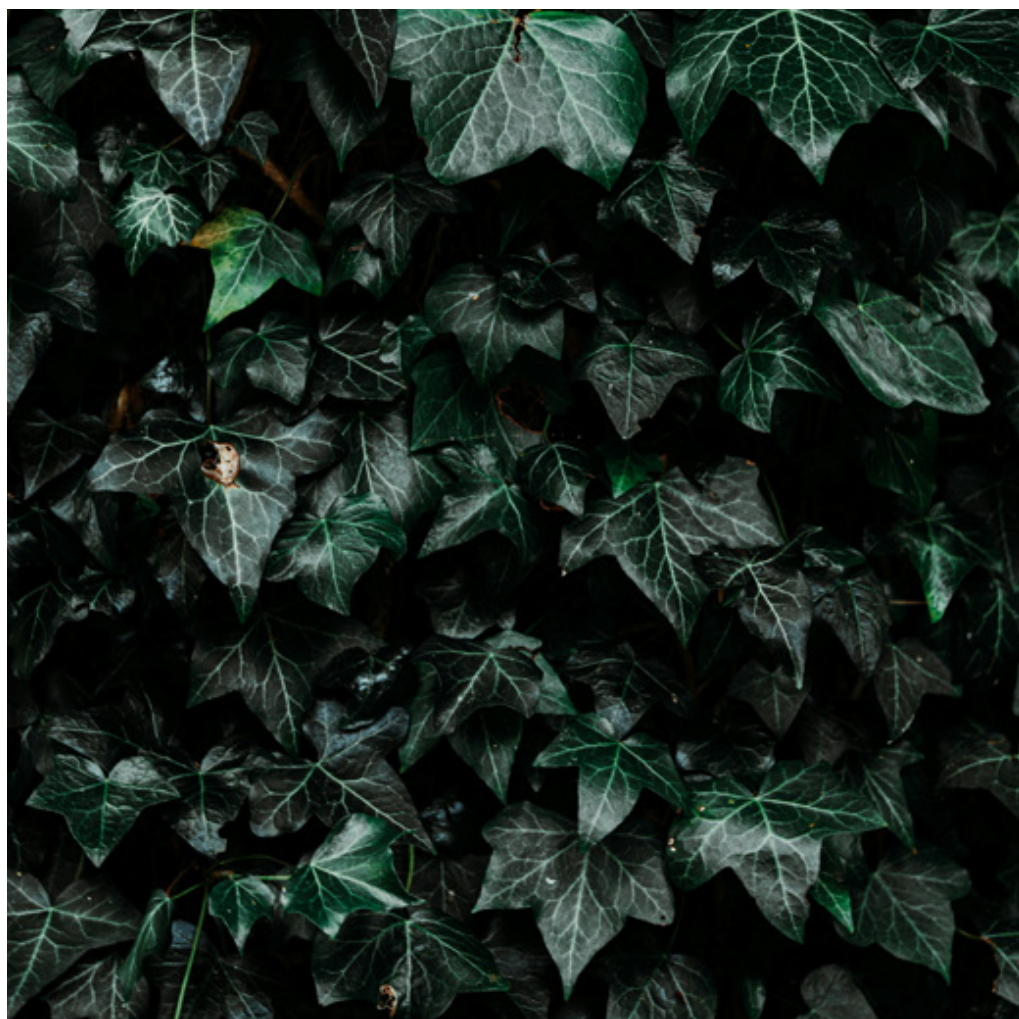


Plum
CATERING

Primary Colors



Ivy Green
HEX:#0B261C

Porcelain
HEX:#0B261C

Moonlit Plum
HEX:#E2E0D5

Soft Gold
HEX:#B99135

Secondary Colors

#70346D

#BFB295

#2A363E

#1A433B

#FDFBDC

#F3DFBD

This color palette was chosen to convey elegance and freshness, combining deep ivy green and moonlit plum to reflect quality ingredients and refined presentation. Soft gold and porcelain tones add warmth and sophistication, helping the catering brand feel premium, trustworthy, and suitable for both formal events and modern dining experiences.



Typography

Primary

Josefin Sans	regular	semibold	bold
	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ OPQRSTUVWXYZ
	abcdefghijklmnopqrs tuvwxyz	abcdefghijklmnopqrs tuvwxyz	abcdefghijklmnopqr stuvwxyz

SF Mada - Arabic	"نكهات طازجة ومتوازنة، تُقدَّم بلمسة أنيقة"		
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Secondary

Neue Frutiger	regular	medium	bold
	"Fresh and balanced flavors"	"Fresh and balanced flavors"	"Fresh and balanced flavors"
	"نكهات طازجة ومتوازنة"	"نكهات طازجة ومتوازنة"	"نكهات طازجة ومتوازنة"

Plum
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Plum
CATERING

Plum
CATERING

Plum
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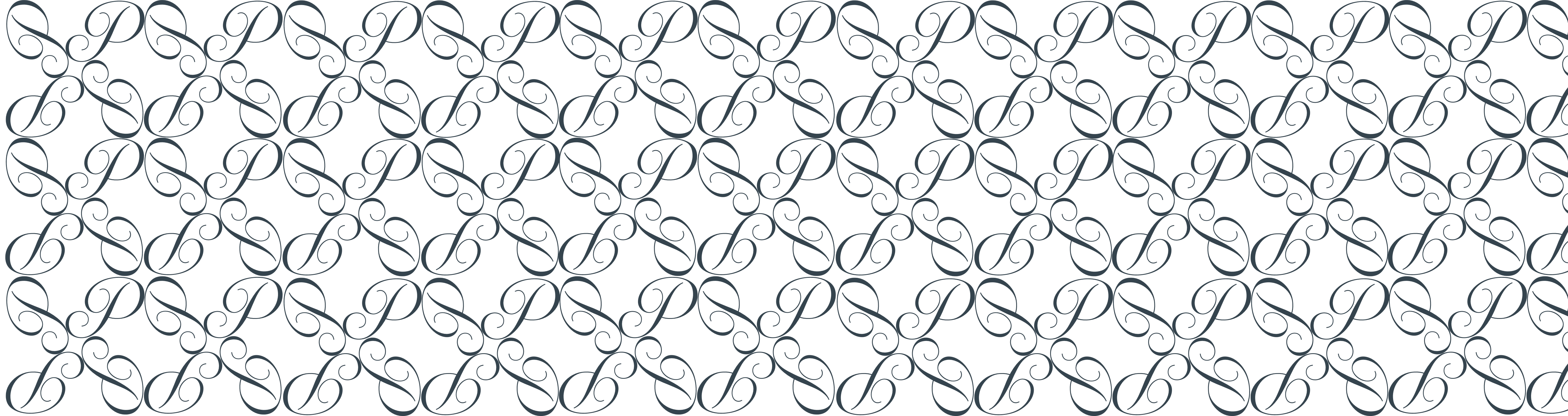
Plum
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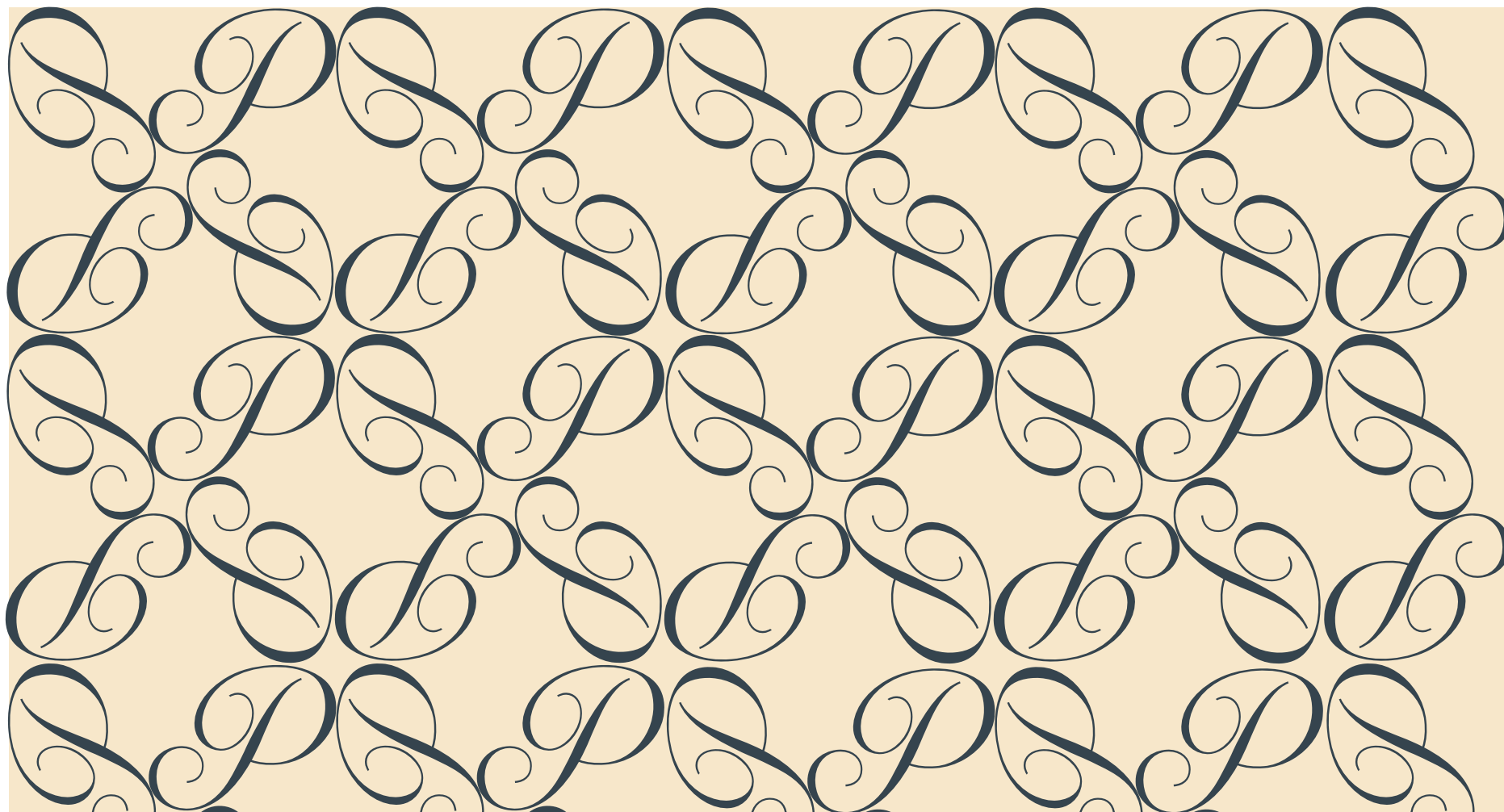
P

P

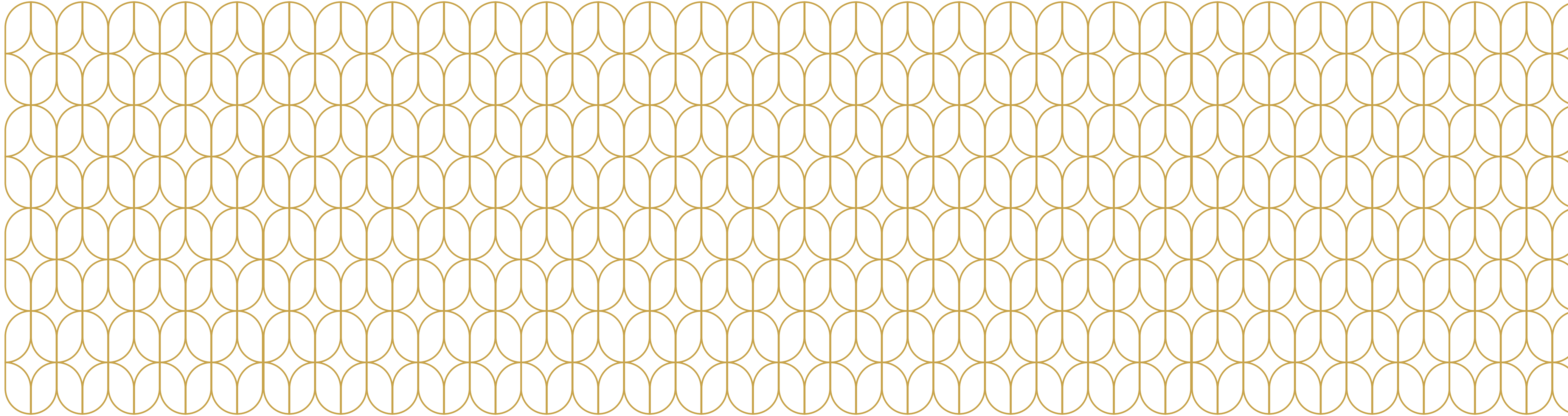
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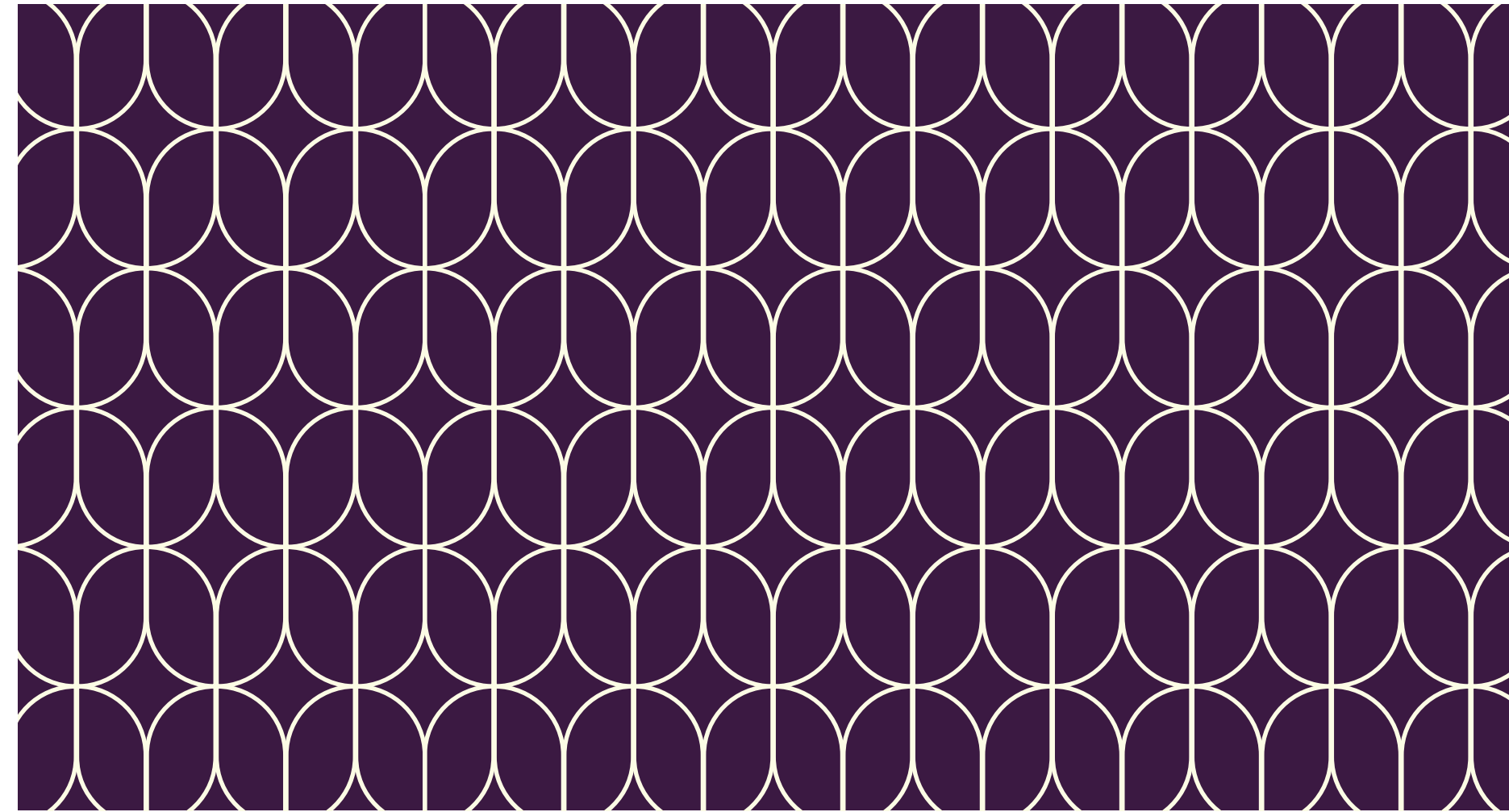
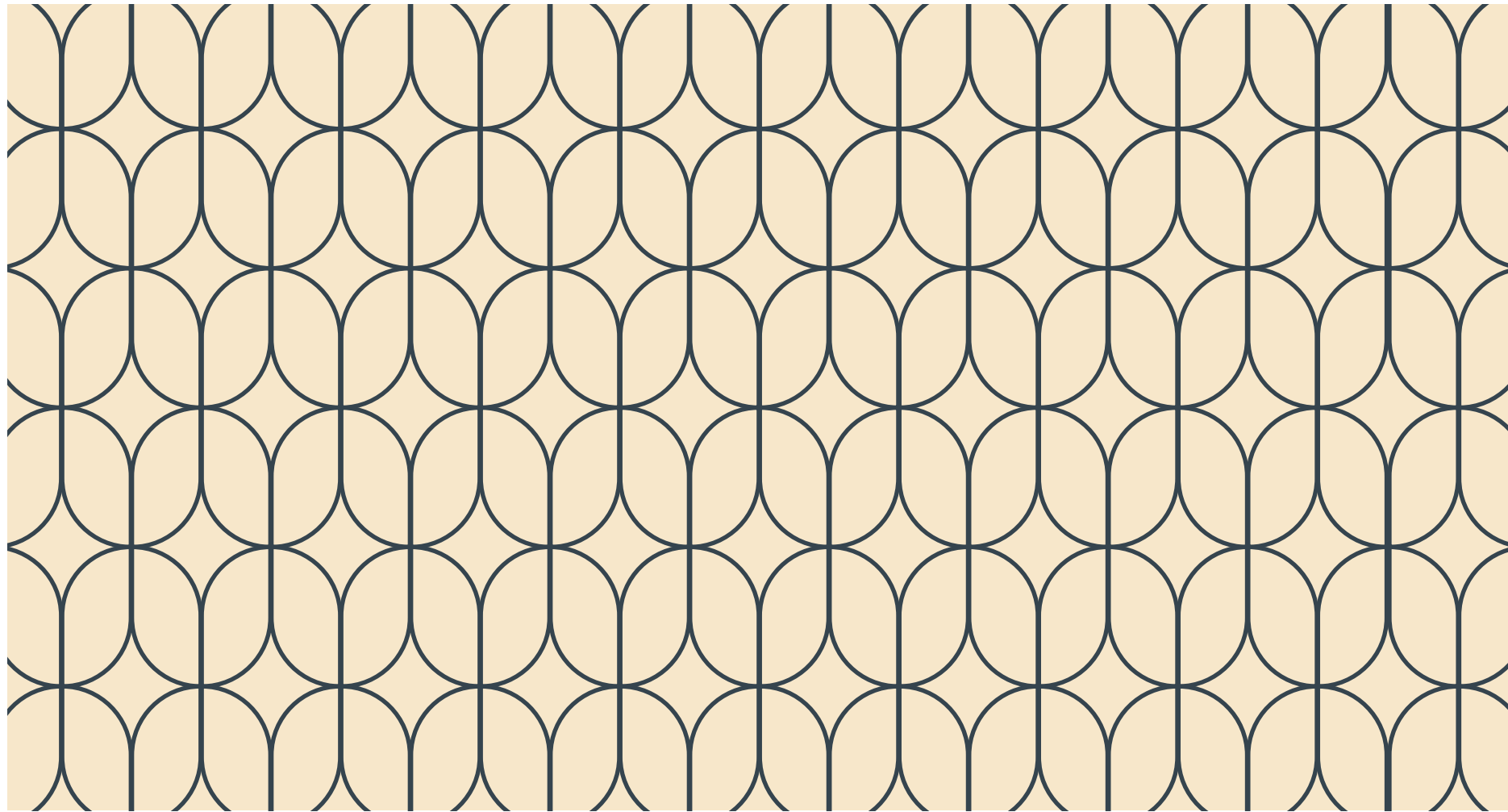
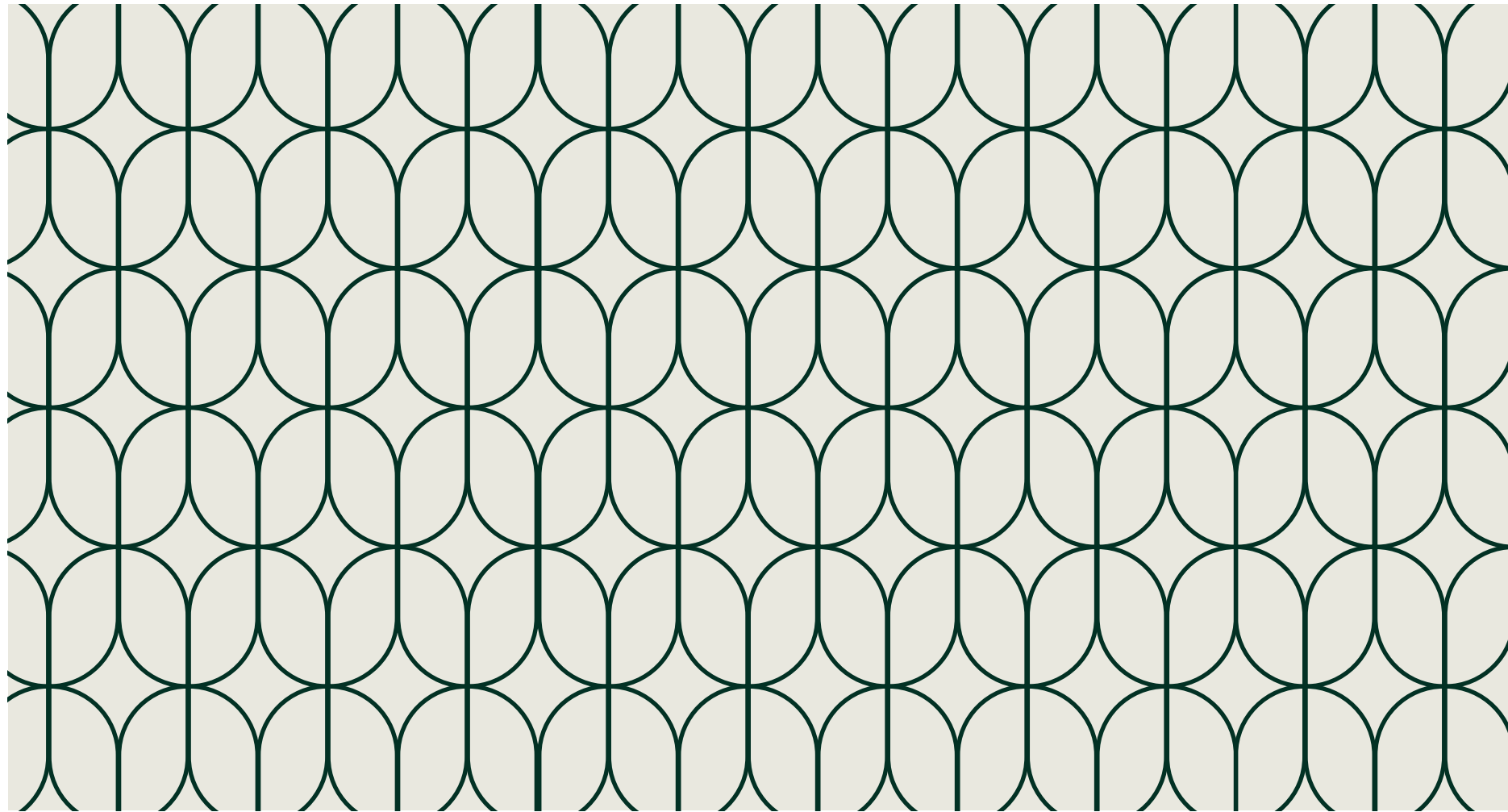
**Main
Pattern**



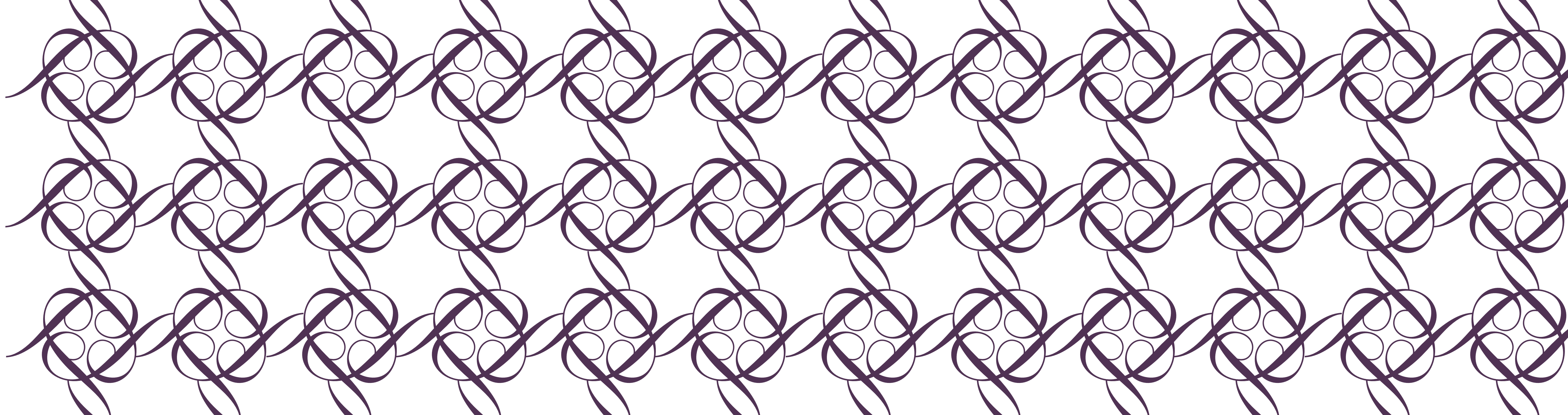


Secondary Pattern





**Main
Pattern**
(Option 2)







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TODAYS LUNCH
CRAFTED BY
Plum
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||
Fresh and balanced flavors,
presented with an elegant touch
نكهات طازجة ومتوازنة، تُقدَّم بلمسة







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محضّر بعناية دائماً طازج
Carefully Prepared
ALWAYS FRESH

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Ahmad Khodor
Head Chef
M. +966 53 321 4763
E. AhmadKhodor@advancedfood.com.sa

Ahmad Khodor
Head Chef
M. +966 53 321 4763
E. AhmadKhodor@advancedfood.com.sa

Plum
CATERING

Ahmad Khodor
Head Chef
M. +966 53 321 4763
E. AhmadKhodor@advancedfood.com.sa



T. +966 11 234 6231
F. +966 234 6231
www.plum.com.sa
Kingdom of Saudi Arabia
P.O. Box 9231, Riyadh 22134

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- Industrial Catering Services
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CONTACT US

📷 plumcatering.sa

☎ +966 53 532 4747

✉ sales@advancedfood.com.sa

