BRAND GUIDELINES

The Foodics Brand Manual is your go-to guide for understanding and implementing our brand identity. Discover logo usage, typography, color palettes, and core values that define our company's essence. Together, let's create a cohesive and impactful Foodics experience.

FOODICS®

Welcome to the Foodics Brand Guidelines, a comprehensive resource designed to help you understand and implement the Foodics Brand Identity System. As our company continues to grow, it's essential that our brand remains consistent and effectively communicates our values, vision, and mission to our target audience.

These guidelines serve as a roadmap for creating a cohesive and powerful brand presence across all touchpoints, including print, digital, and social media applications. Inside, you will find detailed information on our logo usage, typography, color palette, and more. This manual also outlines the core brand values and personality traits that define who we are as a company.

By following these guidelines, you'll be able to effectively represent Foodics in a consistent and visually compelling manner, helping to build brand recognition and trust with our customers, partners, and employees.

As we embark on this exciting journey together, let's harness our collective creativity and passion to elevate the Foodics brand to new heights. With these guidelines in hand, we are well-equipped to create captivating and consistent visual experiences that resonate with our audience. So, let's dive in, collaborate, and bring the Foodics vision to life. Together, we'll shape the future of the food and beverage industry – one branding touchpoint at a time.
Let's get started!

Foodics

Content

13

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58

1.0

Foodics Brand

As Foodics business charges forward — entering new markets, reaching out to new customers, expanding globally — it is essential that Foodics brand grow with it.
We want to make sure that the brand captures new audiences while keeping existing customers loyal and happy.
This book will help you envision how Foodics Brand is evolving and will serve as a guide for implementing Foodics Brand Identity System, both inside and outside the company.

Brand Character

Purpose driven
Dependable
Approachable
Community enabler
Visionary
Smart Casual (Edgy)
High energy
Believe in sustainability
Social
Insightful
Transparent
Expert
Humble
Win-win mindset

Brand Story

The restaurant business is vulnerable. It takes sustainable revenue, cash-flow, and operational efficiency to grow and prosper. We equip the restaurant owners with a dependable tech stack that allows them to control their operations, create new revenue touchpoints, and expedite their cash-flow cycle, all while they focus on making great food and building relationships with customers.

After growing across markets and impacting the F&B industry massively, we went towards empowering underserved verticals. Micro-Businesses in Retail. They deserve to be served by a brand that cares about their growth and prosperity.

Core Brand Values

What are core Brand Values?

Values we stand by and advocate for. They guide every activation we initiate, aligning us towards our north star. They're our standards that we uphold in pursuit of our mission of empowering the F&B landscape and shape our internal culture, while helping us export it to our community of customers and advocates

Foodics | All-in-One RMS, Non-Food Retail, and Payment Processing

- Foodics is a one-stop-shop restaurant management product suite that helps owners easily manage operations, create a sustainable & autonomous revenue generation streams, and expedite their cash flow cycle on every ordering touchpoint.

- Foodics serves food and non-food businesses with management and payment processing solutions.

Your Orders, Your Ops Management, and Your Payments - All in one platform, Foodics!

Tagline

نصمم مستقبل إدارة المطاعم
Designing the Future of Restaurant Management

Growth	Community	Human Centric	Dependability	Disruption	Integrity
We promote growth. If a business doesn't grow, it's not sustainable	We stand for the growth & prosperity of our community of restaurant owners	Every F&B operation stakeholder from supplier to end-consumer, are at the heart of the human experience we design	Always clearing the runway for your business to fly and the sky is not the limit.	Whatever we do, we do it differently	We don't explain it, we live by it

2.0

Foodics Brand Identity System

What are the elements that make up our Brand Identity?
The words you choose, The type you use, The colors, graphics, and imagery you communicate with & the way you use Foodics logo.
These are the key building blocks that help tell Foodics story and shape people's perception of Foodics, from consumer to shareholder, from partner to employee.

Overview

We've created building blocks for communicating Foodics Brand Identity in a unified visual system we call the Brand Palette.
Comprised of core elements including logo, color and type.
As well as extended expressions including treatments, graphics, and textures, this wide range of tools is designed to be flexible and expandable so you can use your creativity to innovate across all media.
To effectively define Foodics brand experience, these core elements must be aligned across every touchpoint, from consumer to shareholder, from partner to employee.

Section Overview
The following sections provide creative guidance on how to use the brand palette.
With a shared design sensibility we can use each element to elevate Foodics Brand in a way that is distinctive and at once immediately recognizable as Foodics.
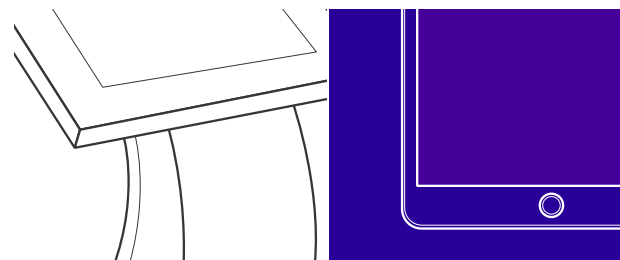
Logo

FOODICS®

FOODICS®

فودكس

فودكس

Color

Graphics

Typography

إبقى متحكّمًا بعمليّاتك في أي وقت ومن أي مكان.

تابع أداء مطعمك من أي متصفّح مباشرةً، وأشرف على عمليّاتك في أي وقت بضغطة زرّ واحدة.

IBM Plex Sans Arabic

منتجات فودكس

Designing the Future of Restaurant Management

IBM Plex Sans

2.2

Core Brand Elements

Brand Palette

Foodics logo is iconic and distinct.
A custom logotype was made to achieve a strong, bold and recognizable wordmark that makes the brand truly iconic.
In foodics grey, white or monochromic colors, Foodics logo works across all media.
Foodics logo comes alive with the brand color and typography system.

Foodics Logo

Foodics logo should work across all media. The style you choose will depend on the environment in which the logo appears. To ensure the expression of the logo is right for its context, we've created a system that includes PANTONE® color, and an extended palette of solid colors as well as reversed logo treatments. So whether Foodics logo appears on packaging, the Web, TV, in print, on screen, or on a product, you have near infinite design flexibility to adapt the logo to its appropriate design context.

Section Overview
The logo variations to the right go under the same guidelines that apply on the main Foodics logo in this section.
Whether coloring, Clear space, sizing, or the missuses of the logo.

Foodics Logo Variations

FOODICS®

FOODICS®
POS Restaurant Management
By Alwans

فودكس®

Logotype

Foodics logo should be used across all media.

Logotype with descriptor

This logotype should be used for all communications adressed to the government or any other legal communications.

Foodics Symbol

Foodics symbol doesn't replace the logo in applications.
The symbol and the logo are never combined together.
The symbol main use is as a profile picture for all social media platforms.

Arabic Logotype

The arabic logotype could be used when needed.
Whether individually or along side with the main logotype.

Maximum size

Too big, too much !
When using Foodics logo in large-scale formats, it is important only to include the registered trademark symbol ® up to 1000 mm.
Anything larger and the trademark symbol will begin to compete against the mark itself.

Clear Space

Give it space. To preserve the integrity and visual impact of Foodics logo, always maintain adequate clear space around it.
The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Minimum Size

Too small, not enough !
To ensure that Foodics logo and its registered trademark symbol ® reproduce legibly at smaller scales, the minimum logo size has been defined to ensure readability and printability. The minimum width of the logo, excluding the protection area, is 20 mm in printed materials and 100 pixels in web materials.

Logo minimum size with
trademark TM symbol:
40 mm

No trademark TM symbol
usage: Greater than 1000 mm,
or smaller than 40 mm .

Logo color palette

Foodics logo has two equal main versions:
Foodics Grey, and white.

Foodics Grey logo is the main

Foodics Grey Logo
The grey version of the logo is used on white backgrounds and on light photo backgrounds, also Foodics violet color and the different textures mentioned in this guideline.

White Logo
The white logo is used on Foodics Black backgrounds and on dark photo backgrounds, and can be used on the different textures mentioned in this guideline.

Black Logo
The black logo version is used only on black-and-white materials.

Foodics Grey Color

PANTONE P 179-15 C
HEX #2E2D2C

Products

⑤ **Foodics Online**®

⑤ **Foodics Kiosk**®

⑤ **Foodics One**®

⑤ **Foodics Index**®

⑤ **Foodics Pay**®

⑤ **Foodics Capital**®

⑤ **Access by Foodics**®

⑤ **Foodics Accounting**®

⑤ **Foodics Loyalty**®

⑤ **Supply Financing**
By Foodics Capital®

⑤ **Pay at Table**

Apps

Foodics Waiter®

Foodics KDS®

Foodics CDS®

Foodics Cashier®

My Foodics®

Foodics Notifier®

one

Packages

باقـة **البداية**

الباقـة **الأساسية**

الباقـة **المتطورة**

باقـة **انتربرايز**

Starter Package

Basic Package

Advanced Package

Enterprise Package

Academy

فودكس أكاديمي
Foodics Academy
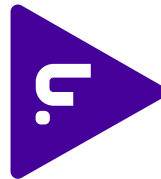
Boundless Event Logo

FOODICS® **BOUNDLESS** 2023

FOODICS® **BOUNDLESS** 2023

Logo Missuse

In order to preserve the integrity of our brand, a few rules should be taken into consideration. Here are a few examples of how our logo shouldn't be applied.

Don't skew or distort the logo

Don't rotate or tilt the logo

Don't use any unofficial colors for the logo.

Don't apply strokes to any part of the logo.

Don't place any elements in the logo's clear space.

Lorem ipsum dolor sit

Don't insert the logo in a sentence.

Don't place it next to Foodics symbol

Don't apply effects to the logo.

Do not change the proportions between the letters

Don't place the logo in any shape

The all new FOODICS Branding

Logo Positioning

There are two preferred ways to position the Caverion logo in layouts: in the upper left-hand corner or in the lower right-hand corner. Centered positioning is allowed as a secondary option.

Always position the logo in a dignified way; The logo should be big enough, have enough protection area around it and located in a visible place in the whole.

A. Upper left corner – Preferred positioning

Use this positioning when the logo mainly has identification role. Examples of such basic materials are business cards, letterheads, envelopes and the website.
The logo size and distance from the application corners is determined case by case depending on the application.

B. Centered – Secondary positioning

The centered positioning of the logo is a secondary option. This option should be used when the logo is the only element of the layout.
Examples of such applications are roll-ups, flags, videos and paper bags or packaging.
The logo size and vertical positioning is determined case by case depending on the application.

A.

B.

Color is the most fundamental yet most powerful tool in creating or expressing a mood or feeling. Take advantage of it !
Color brings our brand to life, a vivid greenish color make that happen and make us outstand and will turn ordinary into extraordinary.
Color used simply and with balance can communicate clarity, consistency, and modern sophistication.

Foodics Colors

The primary Foodics colors are Foodics Grey (Pantone 179 - 15 C) and Foodics Violet (Pantone Violet C) .

Foodics Grey, Violet and white are used in all the visual elements.
Foodics Grey, Violet and white are also used as background colours in applications.

Additional Purple Color
An additional bright color adds freshness and life to the identity when appropriate.
Additional color is used in digital Applications; such as social media posts, website, presentations and newsletters.

Two Balancing Greys
Two additional greys are used as balancing colors or as elements to gather various visual elements together.

Section Overview
Use pre-printed Foodics color samples or Pantone chips as color reference.
Do not use this document as reference.

Foodics Colors Primary

Foodics Grey
PANTONE P 179-15 C
HEX #363434
RGB 54 | 52 | 52

The hexadecimal color code #363434 is a dark shade of red. In the RGB color model #363434 is comprised of 21.18% red, 20.39% green and 20.39% blue. In the HSL color space #363434 has a hue of 0° (degrees), 2% saturation and 21% lightness. This color has an approximate wavelength of 611.37 nm.
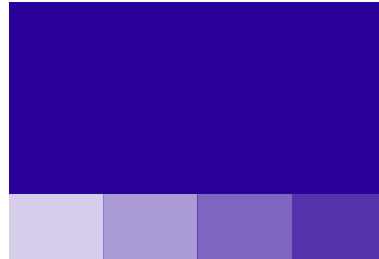
Foodics Violet
PANTONE Violet C
HEX #440099
RGB 68 | 0 | 153

The hexadecimal color code #440099 / #409 is a medium dark shade of blue-magenta. In the RGB color model #440099 is comprised of 26.67% red, 0% green and 60% blue. In the HSL color space #440099 has a hue of 267° (degrees), 100% saturation and 30% lightness. This color has an approximate wavelength of 446.43 nm.

Foodics Blue
PANTONE Blue 0821 C
HEX #74D1EA
RGB 116 | 209 | 234

The hexadecimal color code #74d1ea is a medium light shade of cyan. In the RGB color model #74d1ea is comprised of 45.49% red, 81.96% green and 91.76% blue. In the HSL color space #74d1ea has a hue of 193° (degrees), 74% saturation and 69% lightness. This color has an approximate wavelength of 485.89 nm.

Foodics Grey 1
PANTONE 179-6 C
HEX #A5A5A6
RGB 165 | 165 | 166

The hexadecimal color code #a5a5a6 is a medium light shade of blue-magenta. In the RGB color model #a5a5a6 is comprised of 64.71% red, 64.71% green and 65.1% blue. In the HSL color space #a5a5a6 has a hue of 240° (degrees), 1% saturation and 65% lightness. This color has an approximate wavelength of 464.21 nm.

Foodics Colors Secondary
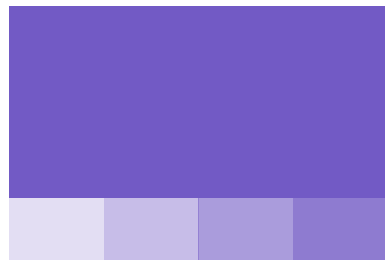
Foodics Violet 2
PANTONE 2665 C
HEX #7D55C7
RGB 125 | 85 | 199

The hexadecimal color code #7d55c7 is a shade of blue-magenta. In the RGB color model #7d55c7 is comprised of 49.02% red, 33.33% green and 78.04% blue. In the HSL color space #7d55c7 has a hue of 261° (degrees), 50% saturation and 56% lightness. This color has an approximate wavelength of 432.07 nm.
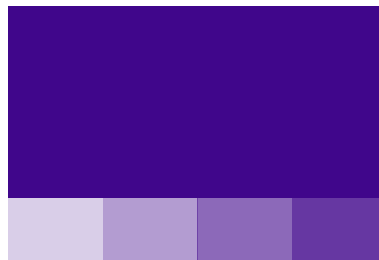
Foodics Medium Purple
PANTONE Medium Purple C
HEX #4E008E
RGB 78| 0 | 142

The hexadecimal color code #4e008e is a medium dark shade of blue-magenta. In the RGB color model #4e008e is comprised of 30.59% red, 0% green and 55.69% blue. In the HSL color space #4e008e has a hue of 273° (degrees), 100% saturation and 28% lightness. This color has an approximate wavelength of 566.38 nm.
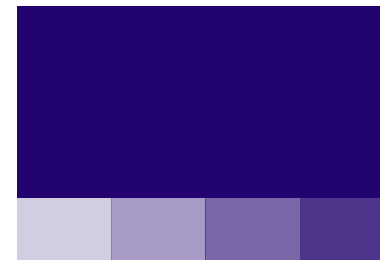
Foodics Dark Blue-Magenta
PANTONE 2685 C
HEX #330072
RGB 51 | 0 | 114

The hexadecimal color code #330072 is a dark shade of blue-magenta. In the RGB color model #330072 is comprised of 20% red, 0% green and 44.71% blue. In the HSL color space #330072 has a hue of 267° (degrees), 100% saturation and 22% lightness. This color has an approximate wavelength of 443.61 nm. This color is used in the High Point Panthers logo.
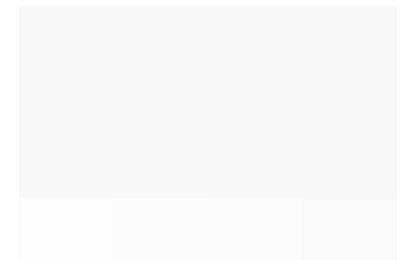
Foodics Light
PANTONE 179-1 C
HEX #F2F1F0
RGB 242| 241| 240

The hexadecimal color code #f2f1f0 is a very light shade of brown. In the RGB color model #f2f1f0 is comprised of 94.9% red, 94.51% green and 94.12% blue. In the HSL color space #f2f1f0 has a hue of 30° (degrees), 7% saturation and 95% lightness. This color has an approximate wavelength of 579.9 nm.

Type tells a story !
The right typeface, used consistently, builds character.
Helvetica Neue font fuses modern foundational forms with universal functionality.
With its broad range of weights, a clear hierarchy of information can be established to extend the typographical scope of Foodics brand; whether it's clean and simple, or delightful and fun.

Typography

So you can communicate quickly and simply without distracting from your message, we've created a systematic approach to Foodics typography using IBM Plex Sans as our primary typeface.

Choosing from a combination of weights, you can use IBM Plex Sans to create a clear and consistent visual hierarchy.

Done right, your use of IBM Plex Sans will draw readers' attention, lead them to the most important information first, and maintain a sense of clarity, order, legibility, and structure throughout your written communication.

Arabic Font
The primary arabic font for all Foodics communications is IBM Plex Sans Arabic, and the weights that should be used are : Light, Regular and Bold.

Section Overview
You can ask for the fonts by asking the marketing team of Foodics.

IBM Plex Sans

IBM Plex® is the corporate typeface for IBM worldwide and an open-source project developed by the IBM Brand & Experience team (BX&D). Plex is an international typeface family designed to capture IBM's brand spirit and history and to illustrate the unique relationship between mankind and machine—a principal theme for IBM since the turn of the century. The result is a neutral yet friendly Grotesque style typeface that balances design with the engineered details that make Plex distinctly IBM. The family includes a Sans, Sans Condensed, Mono, and Serif and has excellent legibility in print, web, and mobile interfaces.

IBM Plex Sans Arabic

Plex's three designs work well independently and even better together. Use the Sans as a contemporary compadre, the Serif for editorial storytelling, or the Mono to show code snippets. The unexpectedly expressive nature of the italics gives you even more options for your designs. Currently, IBM Plex Sans supports Extended Latin, Arabic, Cyrillic, Devanagari, Greek, Hebrew, Japanese, Korean and Thai.

Do you know that you can type whatever you want in a poster or any space in different sizes and it would still look surprisingly awesome in

Plex
بلكس

IBM Plex Sans Weights

IBM Plex Sans Arabic Weights

IBM Plex Sans Bold

ABCDEFGHIJKL
MNOPQRSTUVW
XYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
$¢£€¥%&§@?!,;.

IBM Plex Sans Arabic Bold

أ ب ت ث ج ح خ د ذ
ر ز س ش ص ض ط
ظ ع غ ف ق ك ل م
ن ه و ي
0123456789
٪!$@#():.,
؟-=+*&!

IBM Plex Sans Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
0123456789

IBM Plex Sans Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz
0123456789

Use only those
weights from
the whole family

IBM Plex Sans Arabic Light

أ ب ت ث ج ح خ د ذ ر ز س ش
ص ض ط ظ ع غ ف ق ك ل م
ن ه و ي
0123456789

IBM Plex Sans Arabic Regular

أ ب ت ث ج ح خ د ذ ر ز س ش
ص ض ط ظ ع غ ف ق ك ل م
ن ه و ي
0123456789

Leading | Tracking

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

12 Pts | Leading : 14.4 Pts | Tracking : 0

Designing the Future of Restaurant Management

12 Pts | Leading : 14.4 Pts | Tracking : 0

All leading is not equal.
As a general rule of thumb; The smaller the point size, the larger the leading; the higher the point size, the tighter the leading; Leading should be set between 100 to 140% of the point size.
The tracking for IBM Plex Sans can generally be set to 0.

Hierarchy

Same Point Sizes | Different Weights

Innovation   —— **12 Pts | Bold**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.   —— **12 Pts | Light**

Different Point Sizes | Same weight

All-in-one Restaurant Management System for Apple iPad.   —— **17 Pts | Light**
Foodics is smart and reliable and can be used by all through its cloud technology.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr,   —— **12 Pts | Light**
sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam eratrebum.

Titles

Foodics New Branding   —— **30 Pts | Bold**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.   —— **12 Pts | Light**

2.3

Brand Expressions

Brand Palette

Perfection is in the details.
Underlying all Foodics brand expressions is a detailed, well-ordered system of treatments. This unified system of treatments defines the Foodics experience.
Simple and friendly, Foodics illustration style works equally well both as tools and as expressions of our brand.
For best results, keep it clean and simple.

Illustration Style

Foodics illustration style is meant to be simple and clean.
the style gives you flexibility to use it in any application needed; it can be used on packaging, booklets, brochures, and instruction manuals, but can be extended to brand expressions.
Use the illustration to add warmth, and friendliness.

Section Overview
The illustrations shown on the right are a presentation of illustration style.
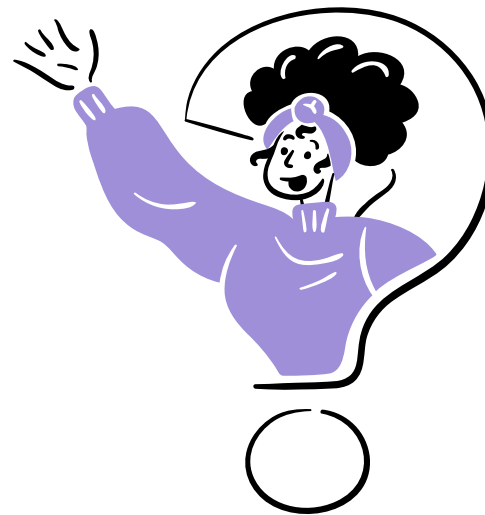Please stick to the same style used and create any object needed.

Illustration Style

Design
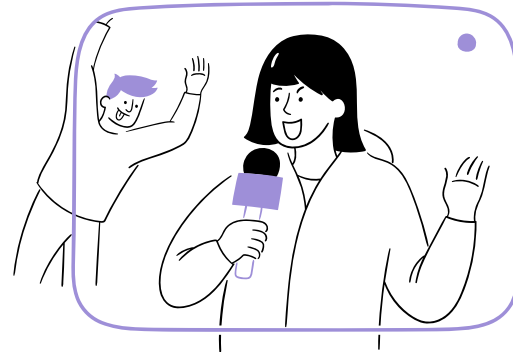
Content

Business

Development

Customer Support

Communication

Illustrations can change the personality of any brand.
Bold, confident and witty, large illustrations can tell a simple and direct story, paired with type or logo, illustrations are will bring
life to Foodics brand. Please ask the creative team to provide you the full illustration library.

A picture is worth a thousand words.
Still or motion, Foodics imagery should depict
real people in real situations in real
environments. Never contrived, trite, or clichéd.
Foodics imagery embodies a photojournalistic
eye to capture pure moments in the lives of
people, and their interactions with one another.

Image

At Foodics we shoot our own photography and maintain an extensive image library. So no matter what type of image you need, whether it's lifestyle, product beauty shot, environmental, or technology interaction, you should be able to find the visual assets you are looking for.
We employ different cameras, lighting, and lenses to extend our range, and keep imagery fresh, human, and inviting.

Throughout, our aim is to convey a photojournalistic approach, create a true sense of place, and depict real-life interaction between people and our services.

Keep it real and friendly !

Section Overview
To extend our brand identity into still photography, video, patterns, and icons consistency is key.
By maintaining the same approach to color, lighting, mood, and realistic subject matter, we can support Foodics brand and create an immediately recognizable look for Foodics lifestyle imagery.

Image

Make the product the hero!
Shoot tight and crop close to increase a
sense of drama.
Use lighting to accentuate dimension and
detail, shadows and highlights.
Product photography should always be
clear and engaging, while emphasizing the
high quality of Foodics Services.

Section Overview
Product imagery should convey a premium look, with dynamic, vivid
contrast, and sharpness in the details.
To maintain the consistency of Foodics brand in product imagery,
lighting should be brilliant and defining, focus should be sharp and
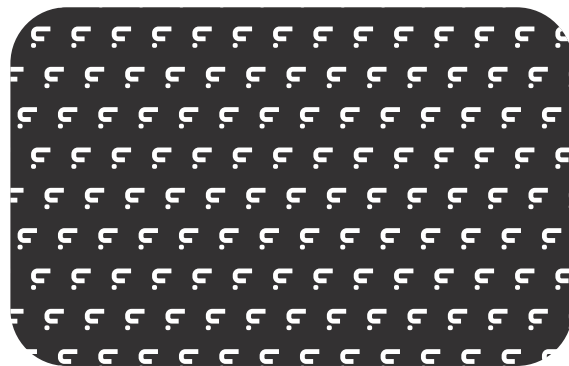crisp, and framing should be tight to isolate key details.
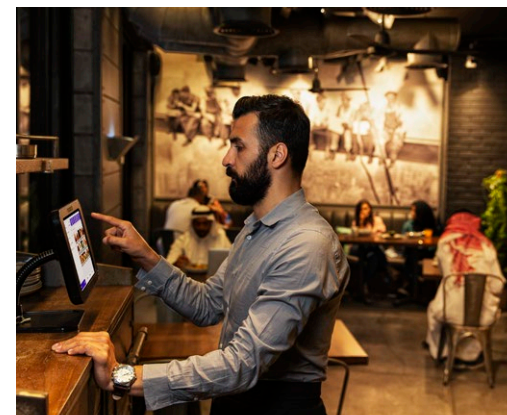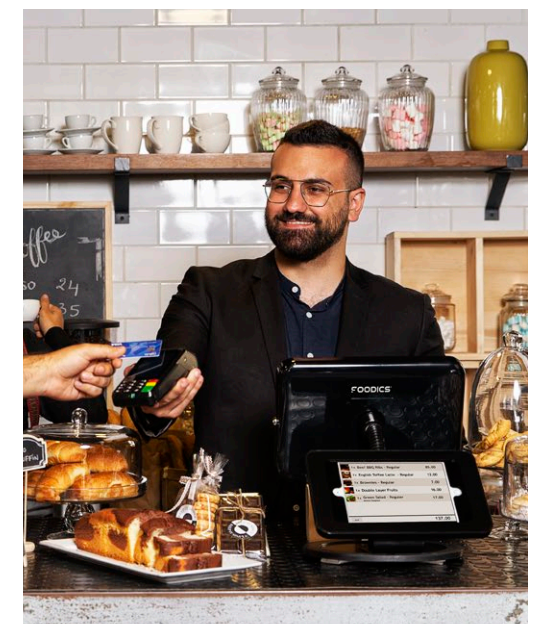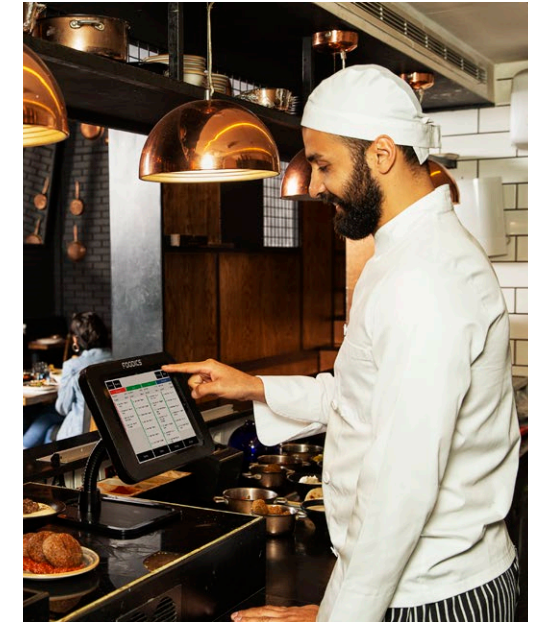
Patterns can create a sense of rhythm and uniformity that resonates with our audience. At Foodics, we use patterns featuring our F emblem as a master object to create a dynamic and recognizable visual language.

Pattern

The F emblem is a fundamental part of our brand, and we use it extensively in our patterns. We stick to a color palette of Foodics Violet, Grey, and Gray 1 to create patterns that are unique, engaging, and immediately identifiable as Foodics. These patterns are versatile, and can be used across different platforms and mediums to represent our brand.

Section Overview

The key to extending our brand identity into our patterns lies in maintaining consistency. By using the F emblem as a master object and adhering to our color palette, we create a strong and cohesive visual identity that is distinctly Foodics. Our patterns are not just visually pleasing, they are a crucial part of our branding strategy, making our brand immediately recognizable and relatable to our audience.

Foodics Grey
PANTONE P 179-15 C
HEX #363434
RGB 54 | 52 | 52

The hexadecimal color code #363434 is a dark shade of red. In the RGB color model #363434 is comprised of 21.18% red, 20.39% green and 20.39% blue. In the HSL color space #363434 has a hue of 0° (degrees), 2% saturation and 21% lightness. This color has an approximate wavelength of 611.37 nm.

Foodics Violet
PANTONE Violet C
HEX #440099
RGB 68 | 0 | 153

The hexadecimal color code #440099 / #409 is a medium dark shade of blue-magenta. In the RGB color model #440099 is comprised of 26.67% red, 0% green and 60% blue. In the HSL color space #440099 has a hue of 267° (degrees), 100% saturation and 30% lightness. This color has an approximate wavelength of 446.43 nm.

Foodics Grey 1
PANTONE 179-6 C
HEX #A5A5A6
RGB 165 | 165 | 166

The hexadecimal color code #a5a5a6 is a medium light shade of blue-magenta. In the RGB color model #a5a5a6 is comprised of 64.71% red, 64.71% green and 65.1% blue. In the HSL color space #a5a5a6 has a hue of 240° (degrees), 1% saturation and 65% lightness. This color has an approximate wavelength of 464.21 nm.

Icons are a universal language, breaking down barriers and facilitating understanding. Our icons at Foodics are crafted to be modern, neat, and versatile, able to convey our brand's messages in any scenario, whether it's web, digital, or print.

Icons

We have an extensive library of icons at Foodics, created to reflect the core essence of our brand. The icons are clean, simple, and designed to be universally understood. Our icons work in harmony with the other visual elements of our brand, creating a unified and cohesive visual identity.

Section Overview

Maintaining consistency is vital in extending our brand identity into our icons. This means using the same color palette, design style, and theme across all our icons. By doing so, we not only maintain the Foodics' brand aesthetic, but we also ensure our icons are immediately recognizable and relatable to our audience.
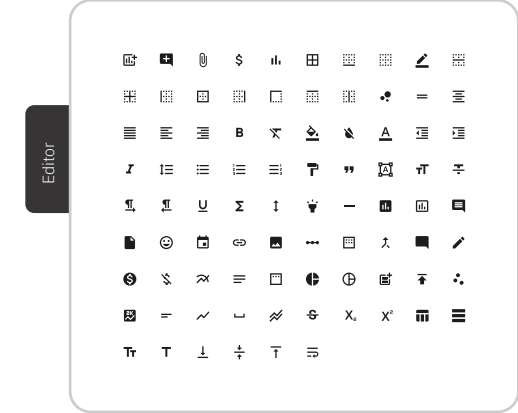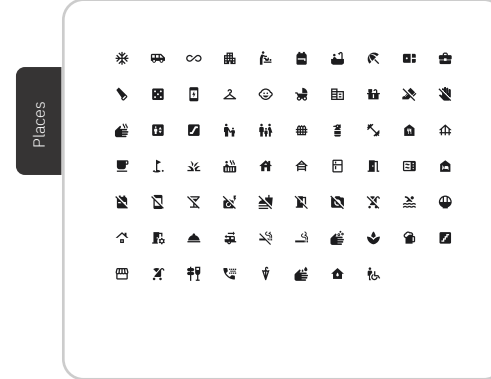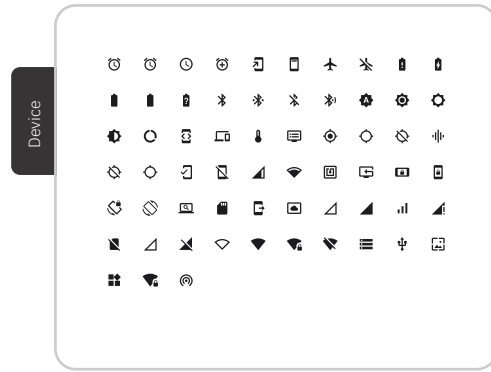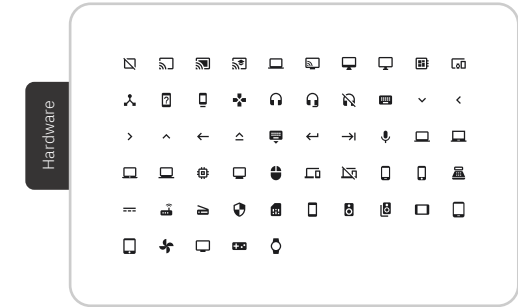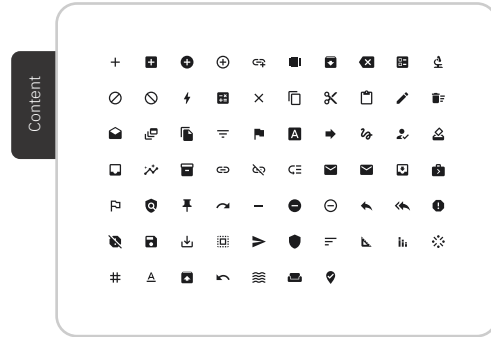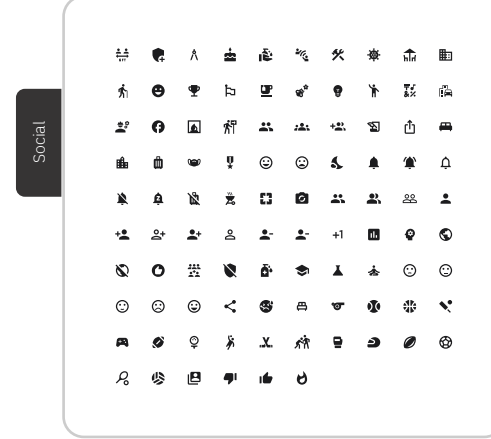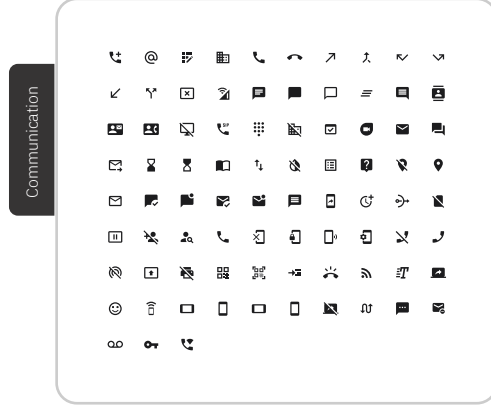
In the digital age, videos are a compelling medium for storytelling. At Foodics, we believe in capturing our brand's ethos in motion. Our videos portray real-life scenarios, depicting human interactions with our products and services. Always authentic, never staged. They are the moving picture representation of our brand, encapsulating the experience that Foodics offers.

Video

At Foodics, we create our own videos, always maintaining a solid and consistent visual language. Our video backgrounds are typically Foodics Violet, Grey, or White with clear, legible text using the IBM Plex Sans font. This approach ensures clarity and consistency across all platforms, whether digital or physical. The solid backgrounds also allow the focus to remain on the message, rather than any distracting elements. This minimalistic style is modern, professional, and recognizable as our brand.

Section Overview
To create a consistent brand identity across all video content, the key lies in maintaining the same approach to color, font, simplicity, and subject matter. This allows us to support the Foodics brand and create an immediately recognizable look for Foodics video content, all while keeping it engaging and relatable.

Video text styles

Foodics logo outro styles

3.0

Foodics Branded Applications

So, How do you apply these brand elements in the real world of Foodics communications?
First, Know your audience.
Second, Be Friendly and talkative.
Third, Be inspired.
The following examples demonstrate the flexibility of how Foodics Brand Identity System can accommodate dramatic shifts in tone, while still maintaining brand consistency within the company and across every consumer touchpoint.

MENU

3.1

Printed Applications

Foodics Branded Applications

Printed Applications

To help ensure consistent communication of Foodics brand, we've designed a comprehensive system of templates. These are built from the ground up to ensure your maximum creative flexibility while still sharing the essential design elements that define the new Foodics Brand Identity System.
You can use them "as is" or modify them to suit your needs.

Also Dont forget to use some friendly quotes in any application !
Our brand is based on talking to our partners and comunicate with them.

Section Overview
Quotes are the hero, keep it clean and simple.
Clean, simple design doesn't mean design with a reduced color palette. Our Foodics Violetcan tell a story that is bold, confident, and witty.

Personal & Business Card

This shows the approved layout with the primary elements of Foodics stationary system for front and backside of the Personal & Business cards.

Usage
The business & personal cards will be used for all official contact and communication of Foodics.

Dimensions
90 * 50mm

Text size

Names	10 pts	Bold Weight
Position	8.5 pts	Roman Weight
Contact info.	8.5 pts	Light Weight
Website	8.5 pts	Bold Weight
Name in Back	25 pts	Bold Weight

Material and Weight
Recycled Paper
Rec. 450g

Print
Pantone Colors

Section Overview
The card face should always be printed on the recycled paper.
Feel free to change the back color between Foodics Violet and Foodics Grey.

Personal Card

Ahmad Al-Zaini
Co-Founder & CEO

Imam Saud Bin Faisal Rd,
Al Aqiq, Riyadh 13515,
Saudi Arabia

T   +966 920 028 928
M +966 540 400 460
ahmad@foodics.com
www.foodics.com

FOODICS®

Business Card

Imam Saud Bin Faisal Rd,
Al Aqiq, Riyadh 13515,
Saudi Arabia

T   +966 920 028 928
M +966 540 400 460
ahmad@foodics.com
www.foodics.com
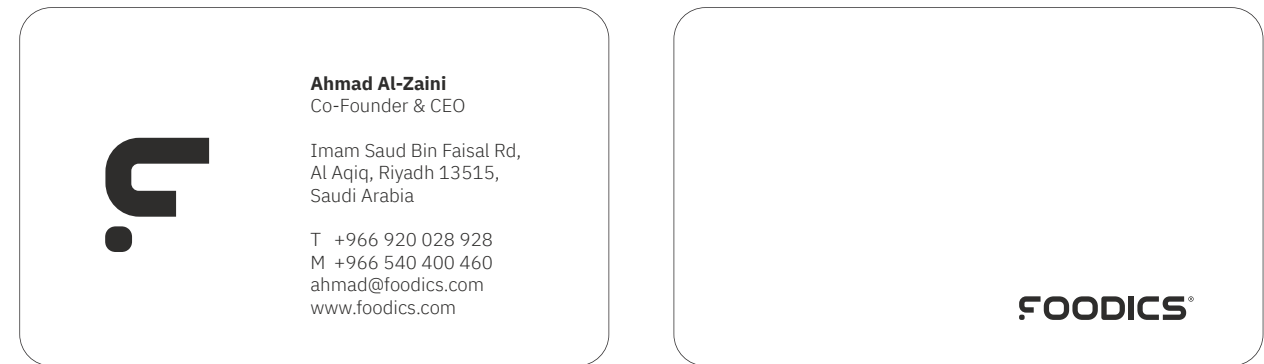
FOODICS®

FOODICS®

Ahmad Al-Zaini
Co-Founder & CEO

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Al Aqiq, Riyadh 13515,
Saudi Arabia

T +966 920 028 928
M +966 540 400 460
  ahmad@foodics.com
  www.foodics.com

FOODICS®

شركـة اللـون الرقمـي لتقنيـة المعلومـات
Al-Lawn Al-Raqami for Information Technology

KSA - Khobar:
2915 King Fahd Road,
Al Bandariyah Dist,
Al Khobar, Saudi Arabia
CR:2051049336

KSA Riyadh:
2163, Al Imam Saud
Ibn Faisal Rd, Al Aqiq Dist,
Riyadh, Saudi Arabia
CR:1010486502

KSA Jeddah:
Tahliyah St,
Ar Rawda Dist, Jeddah,
Saudi Arabia
CR:4030595112

Tel : +966 920028928
info@foodics.com
www.foodics.com

Letterhead

This shows the approved layout with the primary elements of Foodics stationary system for front and backside of the Letterhead.

Usage
The letterhead will be used for all official contact and communication that is going out of Foodics.

Dimensions
210 * 297 mm

Text size
Contact info.   10 pts | Light Weight
Website   10 pts | Bold Weight
Copy in Back   90 pts | Bold Weight

Material and Weight
Recycled Paper
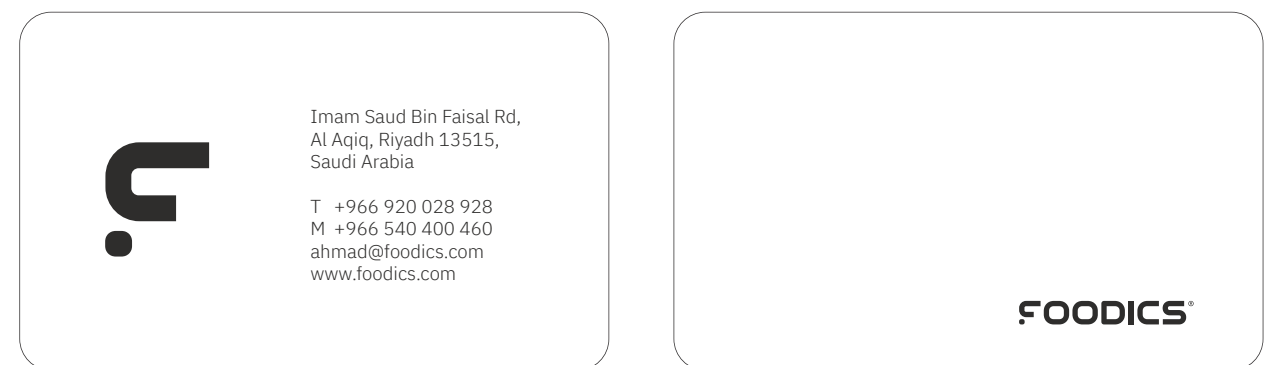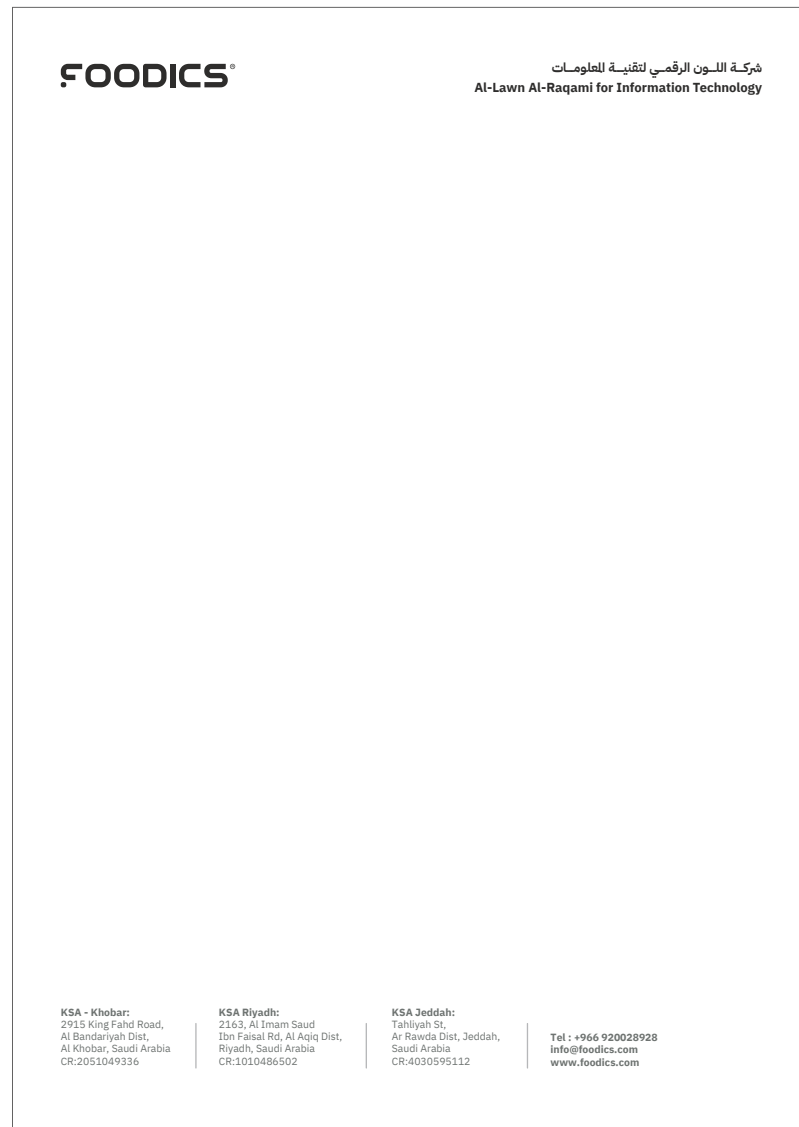Rec. 120g

Print
Pantone Colors

Section Overview
Feel free to change the back color between Foodics Violet and Foodics Grey, and to add any quote in the back.

شركـة اللــون الرقمــي لتقنية المعلومــات
Al-Lawn Al-Raqami for Information Technology

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KSA - Khobar:
2915 King Fahd Road,
Al Bandariyah Dist.,
Al Khobar, Saudi Arabia
CR:2051049536

KSA Riyadh:
2153, Al Imam Saud
Ibn Faisal Rd, Al Azizi Dist.,
Riyadh, Saudi Arabia
CR:1010485502

KSA Jeddah:
Tabuyan St,
Al Bawadia Dist, Jeddah,
Saudi Arabia
CR:4030595112

Tel : +966 920028928
info@foodics.com
www.foodics.com

DL Envelope

This shows the approved layout with the primary elements of Foodics stationary system for DL sized Envelope.

Usage
The envelope will be used for all official communication that is going out of Foodics.

Dimensions
DL Envelope

Text size
Contact info.   10 pts | Light Weight
Website   10 pts | Bold Weight
Copy in Back   40 pts | Bold Weight

Material and Weight
Recycled Paper
Rec. 170 g

Print
Pantone Colors

Designing the Future of Restaurant Management

Inside

Section Overview
Feel free to add any quote on the back in three lines.

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شركـة اللـون الرقمـي لتقنيـة للعلومـات
Al-Lawn Al-Raqami for Information Technology

FOODICS®

KSA - Khobar:
2915 King Fahd Road,
Al Bandariyah Dist,
Al Khobar, Saudi Arabia
CR:2051049336

KSA Riyadh:
2163, Al Imam Saud
Ibn Faisal Rd, Al Aqiq Dist,
Riyadh, Saudi Arabia
CR:1010486502

KSA Jeddah:
Tahliyah St,
Ar Rawda Dist, Jeddah,
Saudi Arabia
CR:4030595112

Tel : +966 920028928
info@foodics.com
www.foodics.com

Imam Saud Bin Faisal Rd,
Al Aqiq, Riyadh 13515,
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T +966 920 028 928
M +966 540 400 460
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KSA - Khobar:
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Al Khobar, Saudi Arabia
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2163, Al Imam Saud
Ibn Faisal Rd, Al Aqiq Dist,
Riyadh, Saudi Arabia
CR:1010486502

KSA Jeddah:
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Ar Rawda Dist, Jeddah,
Saudi Arabia
CR:4030595112

Tel : +966 920028928
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www.foodics.com

FOODICS

KSA - Khobar:
2915 King Fahd Road,
Al Bandariyah Dist,
Al Khobar, Saudi Arabia
CR:2051049336

KSA Riyadh:
2163, Al Imam Saud
Ibn Faisal Rd, Al Aqiq Dist,
Riyadh, Saudi Arabia
CR:1010486502

KSA Jeddah:
Tahliyah St,
Ar Rawda Dist, Jeddah,
Saudi Arabia
CR:4030595112

Tel : +966 920028928
info@foodics.com
www.foodics.com

Inside
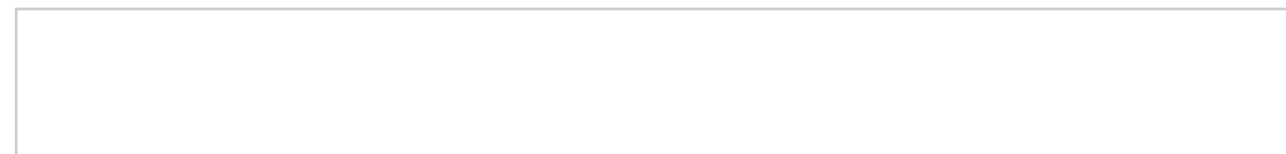
A5 Envelope

This shows the approved layout
with the primary elements of Foodics
stationary system for the A5 envelope.

Usage
The envelope will be used for all official communication
that is going out of Foodics.

Dimensions
A5 Envelope

Text size
Contact info.   9 pts | Light Weight
Website   9 pts | Bold Weight
Copy in Back   55 pts | Bold Weight

Material and Weight
Recycled Paper
Rec. 120g

Print
Pantone Colors

Section Overview
Feel free to add any quote in the back.

FOODICS

FOODICS®

Employee Name
Ahmad Al-Zaini

Employee ID#
XXXX

Department
XXXX

Unit
XXXX

Blood Type
X

تستخدم هذة البطاقة من قبل صاحبها فقط
وفي حالة العثور عليها يرجى التواصل معنا

This card is to be used by the card
owner only.
If found please contact us.

T: 8001000119
www.foodics.com

Ahmad

Ahmad AlZaini

Employee ID Card

This shows the approved layout
with the primary elements of Foodics
stationary system for the
Employee's ID Card.

Usage
The ID Card will be used for the official communication
that is going inside Foodics.

Dimensions
110 * 75 mm

Material and Weight
PVC ID Card

Print
Pantone Colors

Section Overview
Visitor's ID should be Designed on a Foodics Grey
Background

A4 Envelope

This shows the approved layout
with the primary elements of Foodics
stationary system for the A4 envelope.

Usage
The envelope will be used for all official communication
that is going out of Foodics.

Dimensions
A5 Envelope

Text size
Contact info.   9 pts | Light Weight
Website   9 pts | Bold Weight
Copy in Back   55 pts | Bold Weight

Material and Weight
Recycled Paper
Rec. 120g

Print
White & Pantone Colors

FOODICS®

KSA - Khobar:	KSA Riyadh:	KSA Jeddah:	
2915 King Fahd Road,	2163, Al Imam Saud	Tahliyah St,	Tel : +966 920029928
Al Bandariyah Dist,	Ibn Faisal Rd, Al Aqiq Dist,	Ar Rawda Dist, Jeddah,	info@foodics.com
Al Khobar, Saudi Arabia	Riyadh, Saudi Arabia	Saudi Arabia	www.foodics.com
CR:2051049336	CR:1010486502	CR:4030595112	

Inside

Section Overview
Feel free to add any quote in the back.

FOODICS®

**Designing
the Future
of Restaurant
management**

FOODICS

Table

Backdrop

This shows the layout with the primary elements of Foodics backdrop design.

Usage
Backdrops play a key role in promoting the Foodics brand across various platforms. They set the visual tone during events such as product launches or trade shows, providing a consistent and engaging aesthetic that underlines our brand's presence. In partnership ceremonies, backdrops serve to highlight the collaborative relationship, showcasing both Foodics and our partner's logos, thereby reinforcing the significance of the alliance. For virtual scenarios like webinars, digital backdrops provide a professional and branded environment that enhances audience engagement and underscores the Foodics brand identity. In each of these scenarios, the use of backdrops contributes to a unified, recognizable, and compelling visual representation of the Foodics brand.

Print
Pantone Colors

Section Overview
Backdrops are a crucial aspect of Foodics' visual strategy, providing a consistent aesthetic across various platforms - from events and webinars to partnership ceremonies. Utilizing our signature colors, our backdrops enhance brand recognition and ensure a unified brand experience. They fortify our narrative, helping establish an immediately identifiable look for Foodics.

Designing
the Future
of Restaurant
management

FOODICS®

Flag

This shows the approved layout with the primary elements of Foodics flag design.
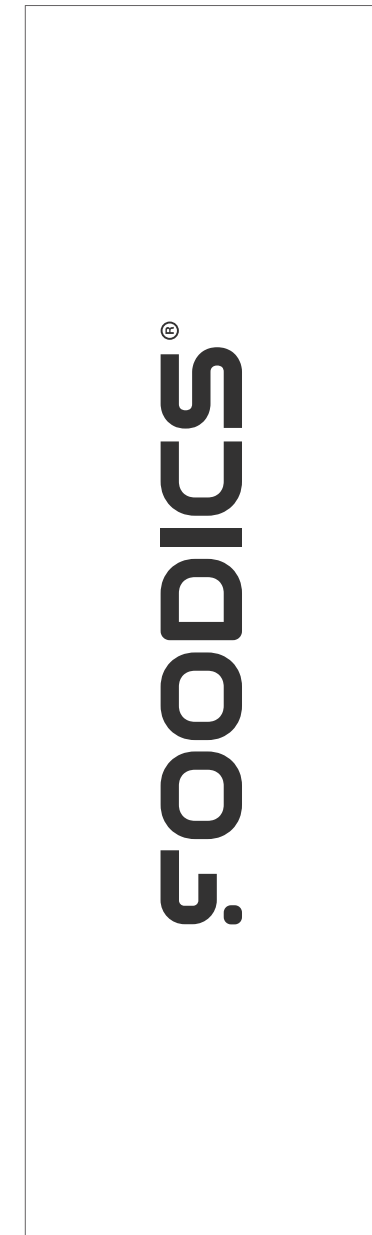
Usage
The Foodics Flag plays a significant role in visually representing our brand identity and can be used in various contexts to reinforce our presence and values.
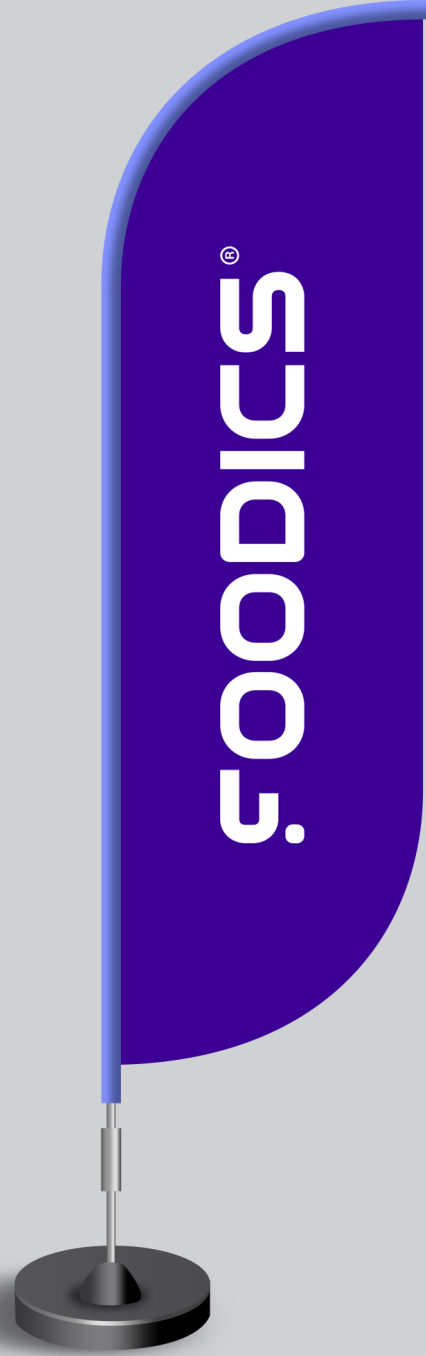
Print
Pantone Colors

Section Overview
The Foodics Flag is a visual ambassador of our brand, promoting brand recognition in various contexts, from physical locations and digital platforms to product packaging and employee uniforms. Its consistent use strengthens our brand identity, ensuring a unified and recognizable Foodics presence.

Signage

This shows the approved layout with the primary elements of Foodics signage design.

Usage
The primary usage of Foodics outdoor signage is to assist customers in finding our customer support centers. It serves as a guide, ensuring that anyone seeking assistance can quickly and easily locate our facilities.

Print
Pantone Colors

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www.foodics.com

ᖴOODICS®

www.foodics.com

Section Overview
The outdoor signage for Foodics' customer support centers serves key purposes. It acts as a beacon, guiding customers to our facilities, increasing our visibility, and promoting brand recognition. It also reflects the professionalism of our brand, signifying our commitment to quality and customer service.

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Bag

This shows the approved layout
with the primary elements of Foodics
stationary system for the Bag.

Usage
The design and quality of our bags reflect our commitment
to quality and customer satisfaction, reinforcing a positive
brand image.

Print
Pantone Colors

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Section Overview
The simplicity of the design, featuring our logo and website,
ensures our brand's recognizability. The consistency in using
our signature white and violet colors enhances brand
cohesion. These bags, while serving their practical purpose,
also act as a mobile promotion of our brand, accentuating
our presence in everyday life.

Inside
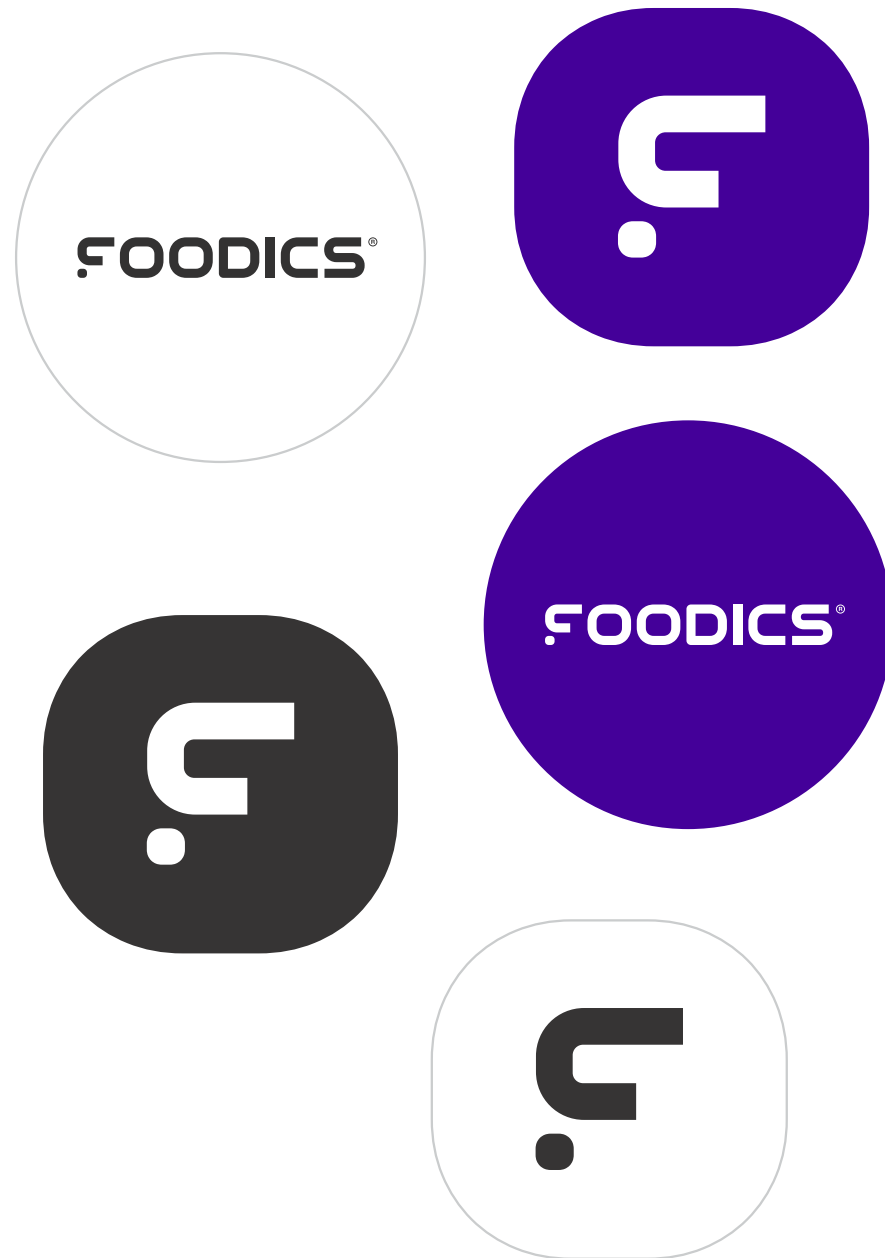
Backdrop

This shows the layout with the primary elements of Foodics Pins designs

Usage
Foodics Pins are small but effective tools for enhancing brand visibility and fostering a sense of community.

Employee Identification: Pins can be used by staff members for identification, showcasing their association with Foodics.

Promotional Events: During events, these pins can be given away as promotional items, serving as a reminder of the brand for attendees.

Customer Loyalty: They can also be distributed to loyal customers as tokens of appreciation, thereby promoting brand loyalty.

Brand Visibility: Wearing a pin can turn anyone into a walking advertisement for Foodics, enhancing brand visibility.

Print
Pantone Colors

Section Overview
Foodics Pins serve as versatile brand ambassadors, enhancing our visibility and fostering a sense of community. Used by staff, distributed at events, or given to loyal customers, these pins subtly yet effectively promote our brand. Despite their small size, they carry our brand identity, ensuring Foodics is represented in every interaction.

Backdrop

This shows the layout with the primary elements of Foodics Roll-up design.

Usage
Events and Conferences: Roll-ups are commonly used at events, trade shows, and conferences to draw attention to our brand and showcase our products or services.

Customer Support Centers: At our customer support centers, roll-ups can provide information about services, operating hours, or special promotions.

Retail Locations: In retail locations, roll-ups can be used to highlight new products, special offers, or other important information.

Office Spaces: In office environments, roll-ups can communicate internal messages, celebrate achievements, or reinforce company values and culture.

Product Launches: During product launches, roll-ups can provide detailed information about the new product and its features.

Dimensions
85cm W X 200 H cm

Print
Pantone Colors

Section Overview
Foodics roll-ups are an effective marketing tool, providing visual communication of our key brand messages. Used at events, retail locations, support centers, and offices, they draw attention and offer valuable information. These roll-ups echo our brand identity, ensuring a cohesive representation of Foodics across all platforms.

FOODICS

Lorem ipsum

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore
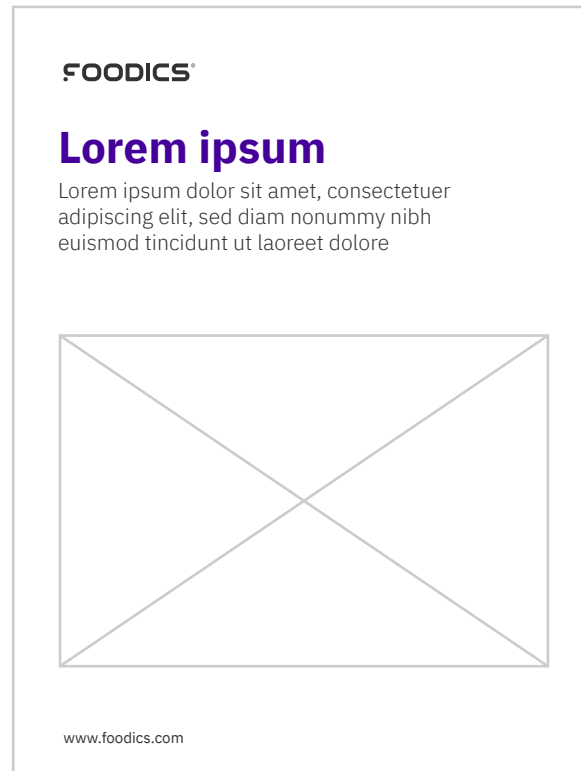
www.foodics.com

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Management

www.foodics.com

Flyer

This shows the layout with the primary elements of Foodics flyer design.

Usage
Event Handouts: Flyers can be handed out at events, trade shows, or conferences to provide attendees with information about Foodics.

Direct Mail: Flyers can be sent directly to potential or existing customers as a part of direct mail marketing campaigns.

In-Store Distribution: Flyers can be made available in our retail locations or customer support centers for customers to pick up.

Product Information: Flyers can be used to provide detailed information about a specific product or service, including features, benefits, and pricing.

Special Promotions: Flyers can be used to promote special offers, discounts, or events.

Dimensions
A5

Print
Pantone Colors

Section Overview
Our A5 flyer designs serve as a compact yet comprehensive tool to communicate key brand messages. Whether distributed at events, sent as direct mail, or used in-store, they ensure our audience is well-informed about our products, services, or promotions. These flyers uphold our brand identity, ensuring a consistent representation of Foodics across all touchpoints.

FOODICS

Lorem ipsum

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

www.foodics.com

FOODICS

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of
Ma

www.foodics.com

3.2

Digital Applications

Foodics Branded Applications

Digital Applications

As we navigate the digital era, Foodics recognizes the power of online platforms in shaping our brand's narrative. Our digital applications, including our social media posts and paid advertisements, are designed to create a cohesive and engaging digital presence for our brand. They are not just a reflection of our brand identity but also a medium to interact, engage, and build relationships with our audience.
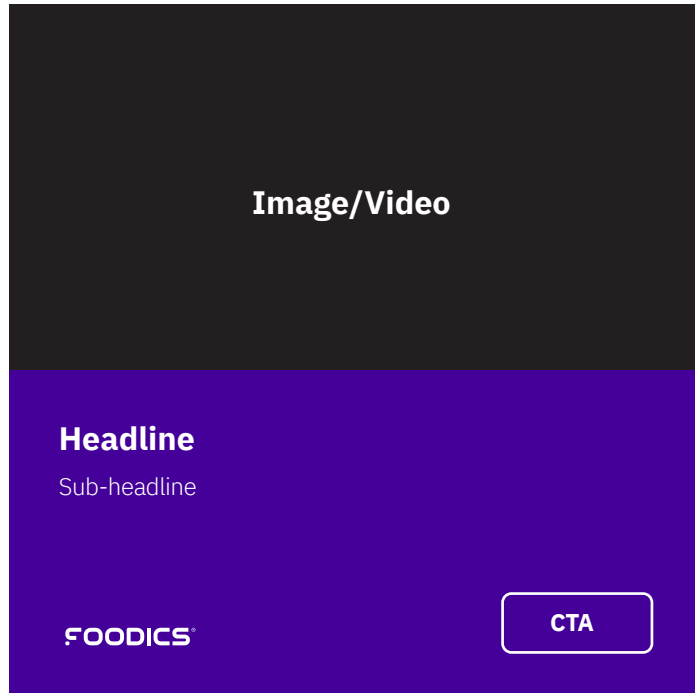
Our social media posts and paid ads, while varied in content, maintain a consistent style - reflecting our brand's aesthetics and values. They are designed to be visually striking, easy to comprehend, and impactful, fostering positive associations with our brand. The incorporation of our signature colors, Foodics Violet, Grey, and White, and the use of modern, neat icons ensure immediate brand recognition.

In this digital age, every post we make, every ad we run, contributes to our brand's story. Our digital applications are not just about promoting our products or services; they are about creating meaningful connections with our audience, enhancing their experience with Foodics, and building a community around our brand.

Section Overview
Foodics' digital applications, including social media and paid ads, form a cohesive digital presence, reflecting our brand's aesthetics and values. They not only promote our products but also foster connections with our audience, thereby enhancing their experience and building a community around our brand.
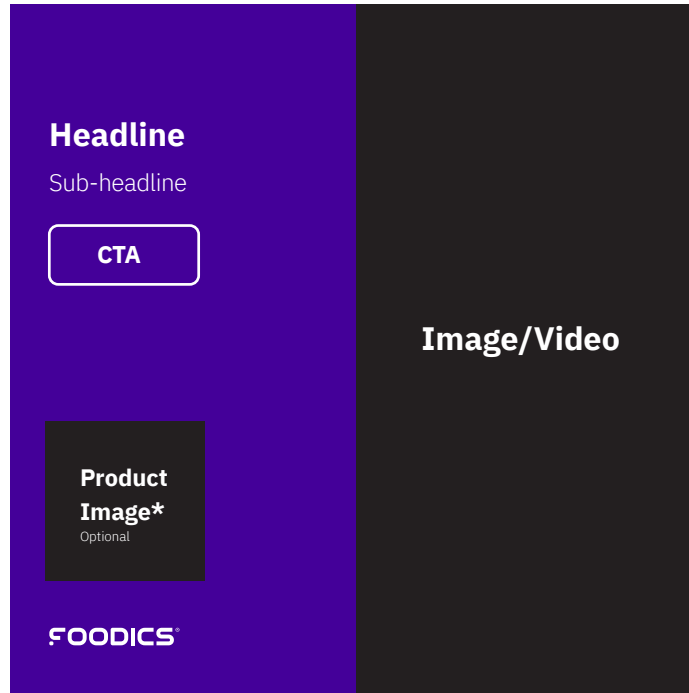
Paid Ads Posts Grid System
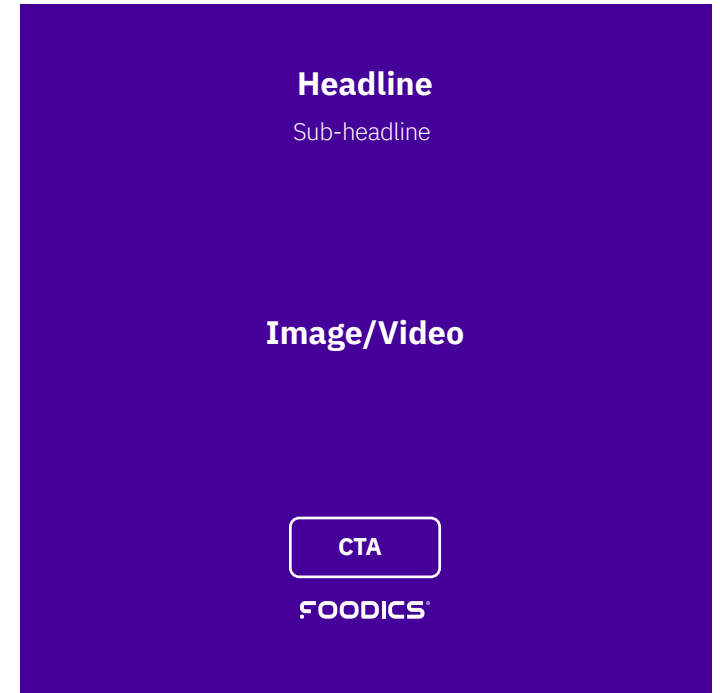
Image/Video

Headline

Sub-headline

CTA

FOODICS®

Headline

Sub-headline

CTA

Product Image*

Optional

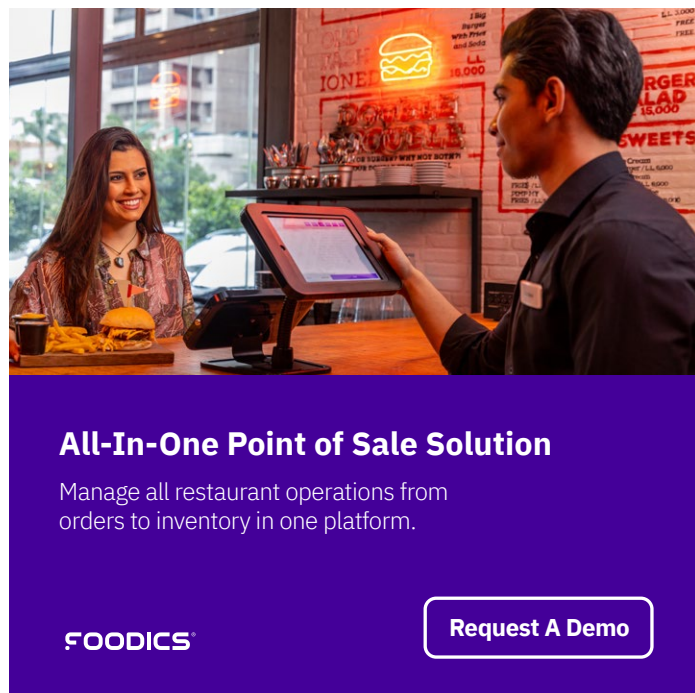**Image/Video**

FOODICS®

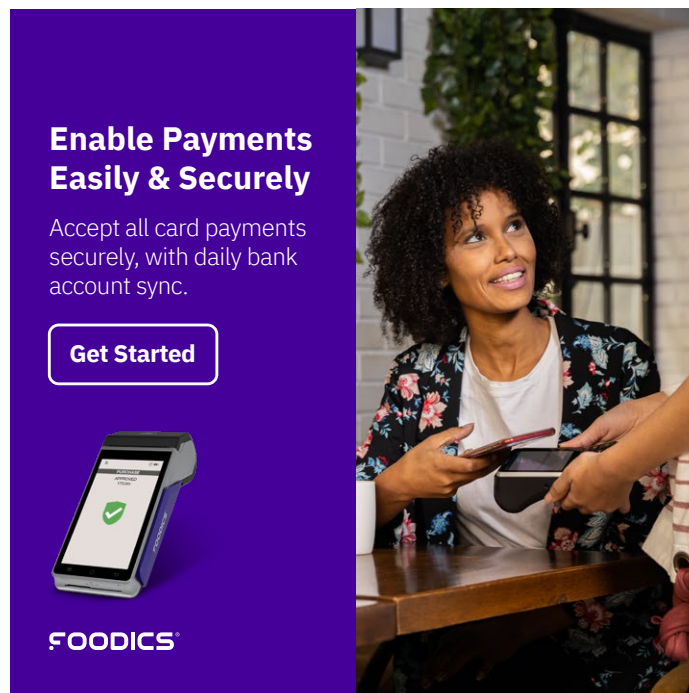**Headline**

Sub-headline

Image/Video

CTA

FOODICS®

All-In-One Point of Sale Solution

Manage all restaurant operations from orders to inventory in one platform.
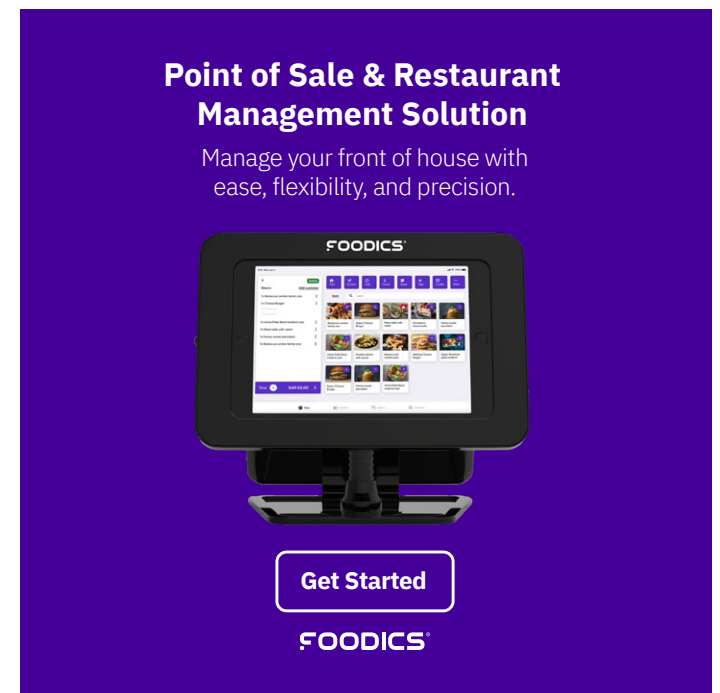
FOODICS®

Request A Demo

Enable Payments Easily & Securely

Accept all card payments securely, with daily bank account sync.

Get Started

FOODICS®

Point of Sale & Restaurant Management Solution

Manage your front of house with ease, flexibility, and precision.

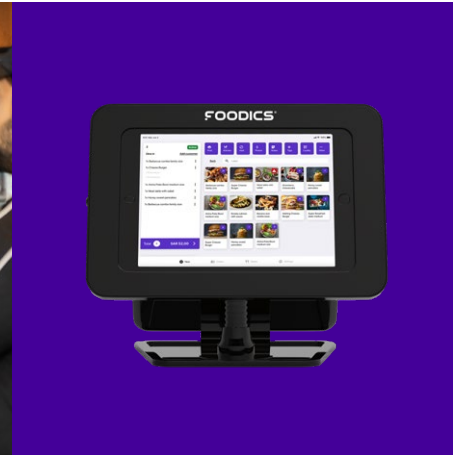**Get Started**

FOODICS®

Organic Posts Styles

Enable Payments Easily & Securely

Accept all card payments securely, with daily bank account sync.

Foodics Pay®

SEAM-LESS PAYMENTS, BOUND-LESS POSSIBILITIES

Get Started

Foodics Pay®

Enable Payments Easily & Securely

Accept all card payments securely, with daily bank account sync.
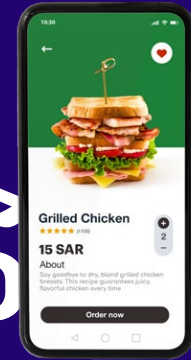
Foodics Pay®

Efficiency

Foodics Kiosk®

أسهل

Foodics Online®

one

Foodics Online®

Email Shot

Email shots, or email marketing campaigns, are a critical component of Foodics' digital marketing strategy. They provide a direct line of communication between our brand and our customers, allowing us to deliver personalized messages straight to their inboxes.

Usage
Promotional Campaigns: Email shots can be used to announce new products, special offers, or sales, giving our customers the opportunity to take advantage of these promotions.

Newsletters: Regular email newsletters can keep our customers informed about the latest news and updates from Foodics.

Customer Retention: We can use email shots to engage with our existing customers, offering them exclusive deals or content to improve customer loyalty.

Event Invitations: Email shots can be used to invite customers to upcoming events or webinars.

Customer Surveys: We can send out email shots to gather customer feedback, which can help us improve our products and services.

We utilize the HubSpot tool to craft our marketing email shots. To gain access to this tool and start creating email shots, please reach out to the marketing team. They will assist you in getting the necessary permissions.

Foodics Pay®

Headline
Sub-headline

CTA

FOODICS®

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2915 King Fahd Road,
Al Bandariyah Dist,
Al Khobar, Saudi Arabia
CR:2051049336

KSA Riyadh:
2163, Al Imam Saud
Ibn Faisal Rd, Al Aqiq Dist,
Riyadh, Saudi Arabia
CR:1010486502

KSA Jeddah:
Tahliyah St,
Ar Rawda Dist, Jeddah,
Saudi Arabia
CR:4030595112

Tel : +966 920028928
info@foodics.com
www.foodics.com

Email Signature

This shows the approved layout of Foodics Email Signature.

Usage
The email signature will be used for all official communication that is going out of Foodics through emails.

Dimensions
We recommend a maximum email signature width of 350 pixels, and the height is adaptable regarding the information.

Text size
Foodics Logo	125 Pixels
Name	36 pts | Bold Weight
Position	15 pts | Bold Weight
Contact info.	12 pts | Light Weight
Foodics info.	10 pts | Light Weight
Website	10 pts | Bold Weight
Social Media	10 pts | Bold Weight

New Message   – ⤢ ✕

Recipients

Subject

--

Mohamed Sabha
Global Head of Creative

FOODICS®

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