

MUHAMMED CASSIM

2024

BRAND GUIDELINES.

COMPILED : 2024

VERSION 6

01

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THE BUSINESS.

A gateway to extraordinary gourmet experiences awaits you in the comfort of your own home. We take pride in specializing in connecting you with highly skilled culinary professionals who are not only masters of their craft but also deeply passionate about the art of cooking. Each chef brings their unique flair, creativity, and an unparalleled dedication to delivering meals that transform ordinary dining into unforgettable moments. Whether you're planning an intimate dinner, celebrating a special occasion, or simply elevating your everyday meals, our services ensure a touch of luxury and sophistication with every bite. Let us redefine home dining by turning your kitchen into a stage for culinary excellence.

Promo video displaying culinary skill from one of our top chefs

Our mission is to bring joy, convenience, and unparalleled culinary excellence to our clients’ lives. By offering personalized chef services, we aim to elevate every dining experience, transforming meals into moments of indulgence and connection. We cater to each client’s unique tastes, preferences, and needs, ensuring that every dish reflects their personality and lifestyle while delivering the ultimate in flavor and satisfaction.

To transform meals into unforgettable experiences by seamlessly blending culinary artistry with the intimacy of home dining, redefining the way people enjoy and celebrate food in the comfort of their own space.

To provide discerning clients with exceptional culinary expertise, meticulously crafted to suit their unique tastes and preferences. We strive to offer the perfect blend of convenience, quality, and personalized service, ensuring each dining experience exceeds expectations and delivers unmatched satisfaction. Our commitment is to elevate every meal into an extraordinary experience, where culinary excellence and attentive service meet.

We provide an unforgettable culinary journey meticulously tailored to your unique tastes, preferences, and lifestyle. Our mission is to create personalized dining experiences that not only satisfy your palate but also celebrate your individuality, ensuring each meal becomes a cherished memory.

03

LOGO
OVERVIEW.



O4

LOGO OVERVIEW.

Chefluxe **CHEFLUXE** **CL** Chefluxe **CL** **CHEFLUXE**

CL Chefluxe **CL** **CHEFLUXE** **CL** **Chefluxe** **CL** **CHEFLUXE**

The logo is effective due to its simplicity and elegance, featuring a sophisticated font that enhances its professional appeal. The black and white color scheme ensures versatility and timelessness, while the clear and readable design makes the brand easily recognizable. Its scalability allows it to maintain impact across various sizes and mediums, making it a strong and adaptable choice for branding.



05

TYPO-
GRAPHY.

PRIMARY TYPEFACE

COPPERPLATE

LIGHT

REGULAR

BOLD

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CUSAM VOLUPTI NONSERA SUM HARUPTAS DIT, CONSERIBEA PERESSI
MINCIPSAMET LA SITAT.

UPTIATIS EX ET PORERRUM RE IUM FACCAT RESTIBU STIBEATEM QUIAS
QUI VOLECTIO MOSSITAQUE PA IDIPSAE NIS RA A COREROREM A NIENT
VOLENDIS SUSANDA IPSAM AT FUGA. UT MOLO BERIBEA DOLENDA
ESTEMOSTRUM FACCUUM RECTIO CON RENDITIOSA PA DOLOREHENIS
ET ALITA VOLUPIE NESTIUR RERO VENECTATE MILLOREPUDIT ERATI
INCI BLATI DOLENDE CUM FUGIA PED QUAS EUM VENDAM ABO. NUM
QUIA DES REMPEDICIET OMNIS SE PORUM NIENI ANTIANDAE VENDEM
ASITIORIBUS ALITIORERROR AUT APE PED ESTIATIUSAM FUGIT FUGA.
UT QUUNTIBUS DUCIIS ET, SEQUE

AA BB CC

AA BB CC DD EE FF GG HH II JJ

KK LL MM NN OO PP QQ RR SS TT

UU VV WW XX YY ZZ

0 1 2 3 4 5 6 7 8 9

06

TYPO-
GRAPHY.

Secondary Typeface.

Baskerville

Regular **Semi-Bold** **Bold**

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Aa Bb Cc

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

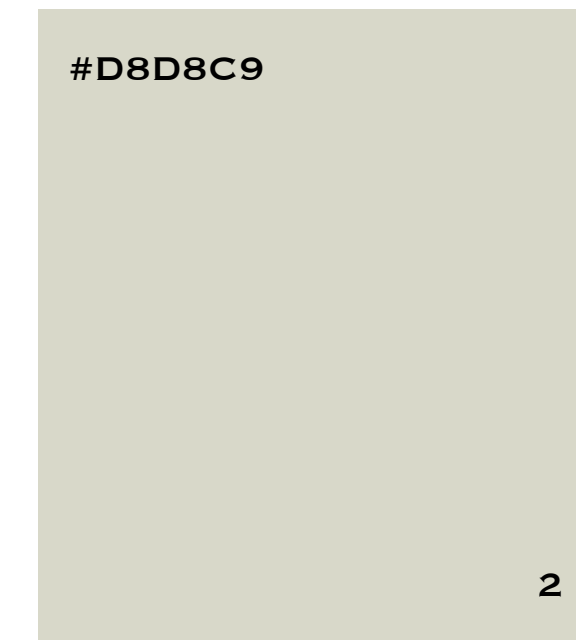
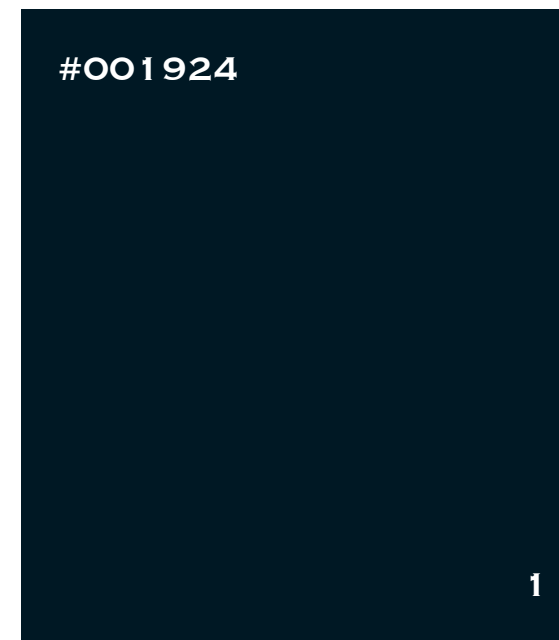
Xx Yy Zz

0 1 2 3 4 5 6 7 8 9



COLOUR PALETTE.

The deep navy represents trust, professionalism, and stability, making it a strong foundation for our brand. The beige adds a sense of warmth and approachability, creating an inviting and calming effect. Meanwhile, the light brown conveys natural elegance and reliability, grounding our brand with a timeless and sophisticated touch. Together, these colors evoke a harmonious balance of strength, comfort, and refinement, perfectly aligning with a brand that values connection and quality.



08

STATIONARY.



09





STATIONARY.



10

STATIONARY.



<div data-bbox="0 638 591 1009"></div> <div data-bbox="1120 771 1627 868"><h1>DETAILS.</h1></div>			<div data-bbox="2367 207 3128 296"><h2>CONTACT US</h2></div> <div data-bbox="2367 408 3762 601"><p>Have questions about hiring a personal chef or customizing a luxury dining experience? Chefluxe is here to help. Whether you're looking for a private chef for an intimate gathering, corporate event, or weekly meal prep, our team is ready to curate a tailored culinary experience just for you.</p></div> <div data-bbox="2367 734 3762 1053"><div><div></div><div>081 063 0728</div></div><div><div></div><div>info@yourchef.co.za</div></div><div><div></div><div>081 063 0728</div></div><div><div></div><div>www.chefluxe.co.za</div></div></div> <div data-bbox="2367 1224 3213 1283"><p>Let us bring gourmet excellence to your table!</p></div>
<div data-bbox="63 1394 147 1446">23</div>			<div data-bbox="4080 1394 4164 1446">24</div>