Brand Guidelines.



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....

1.0

Brand Strategy



Brand Name



شاورما ورمان

Shawarma & Pomegranate

Brand

Story

- Shawarma & Pomegranate was created to bring a distinctive twist to familiar shawarma by combining grilled chicken fresh tortilla bread and signature sauces in one memorable experience
  From classic garlic shawarma to our signature pomegranate and mint recipes every item is prepared to deliver bold flavor freshness and satisfying consistency

- Our journey is built around offering simple food with a clear point of difference supported by efficient service careful preparation and reliable quality
  We bring together grilled shawarma Arabic platters fries and specialty creations with fast pickup and delivery making every order convenient flavorful and easy to enjoy

- The name Shawarma & Pomegranate reflects the brand’s most recognizable combination where authentic shawarma meets a vibrant unexpected flavor
  It represents our commitment to creating food that feels familiar yet distinctive served with generous taste strong character and an experience customers are happy to return to

Brand

Core Values

Authentic Taste, Fresh Ingredients,
Bold Flavors, Consistent Quality, Fast Service,
Memorable Experience.

Positioning

Statement

Shawarma & Pomegranate is a modern shawarma brand offering freshly prepared meals built around authentic taste, signature sauces, and bold flavor combinations. We deliver a distinctive, convenient, and satisfying experience through carefully selected ingredients, consistent preparation, and efficient dine-in, takeaway, and delivery service.

Our menu combines familiar shawarma favorites with signature pomegranate and mint flavors, alongside Arabic platters, fries, and specialty creations designed for different tastes. Our focus on freshness, generous portions, reliable quality, and fast service makes us a preferred choice for customers seeking shawarma that feels both authentic and refreshingly different.

Driven by a passion for flavor and supported by clear operating standards, Shawarma & Pomegranate offers a contemporary dining experience—fresh, consistent, convenient, and full of character.

Messaging

Architecture

Primary Message:

“Shawarma & Pomegranate — Authentic Shawarma with a Bold Flavorful Twist.””

Secondary Messages:

“Freshly prepared shawarma made with carefully selected ingredients.”

“Signature pomegranate and mint flavors in every memorable bite.”

“Fast service consistent quality and flavor worth coming back for.”

Elevator Pitch:

Shawarma & Pomegranate is a modern shawarma brand serving freshly prepared meals with authentic recipes signature sauces and distinctive flavor combinations.

From classic shawarma to pomegranate and mint specialties we deliver fresh ingredients generous taste fast service and consistent quality across dine in takeaway and delivery.

Brand

Mision & Vision

Vision:

To become a leading modern shawarma brand known for authentic taste, distinctive flavors, and a consistently memorable dining experience.

Mission:

To serve freshly prepared shawarma using carefully selected ingredients, signature recipes, reliable quality standards, and fast customer-focused service.

Brand

Personality



Professional and Dependable: We deliver consistent quality, fresh preparation, and reliable service with every order.



Innovative and Solution-Oriented: We combine traditional shawarma with distinctive flavors and convenient modern service.



Transparent and Trustworthy: We use fresh ingredients, clear communication, and dependable quality across every interaction.



Supportive and Accessible: We offer friendly service, quick responses, and easy dine-in, takeaway, and delivery.

Brand

Tone of voice

Professional & Informative

Communicate clearly about ingredients, menu options, quality standards, and service in a simple, practical way.



Friendly & Approachable

Use a warm, inviting tone that makes customers feel welcome, comfortable, and excited to order.

Confident & Assuring

Speak with confidence about authentic taste, fresh preparation, consistent quality, and reliable service.

Empathetic & Supportive

Understand customer needs and provide helpful, flexible service across dine-in, takeaway, and delivery.

Brand

Tone of voice

At Shawarma & Pomegranate, we don’t just serve shawarma—we give it a bold new character. Through fresh ingredients, signature flavors, and fast, friendly service, we make every bite worth coming back for.

2.0

Brand Logo.





Lockup

Logo.



Construction

Logo Mark.



Construction

Horizontal Logo.



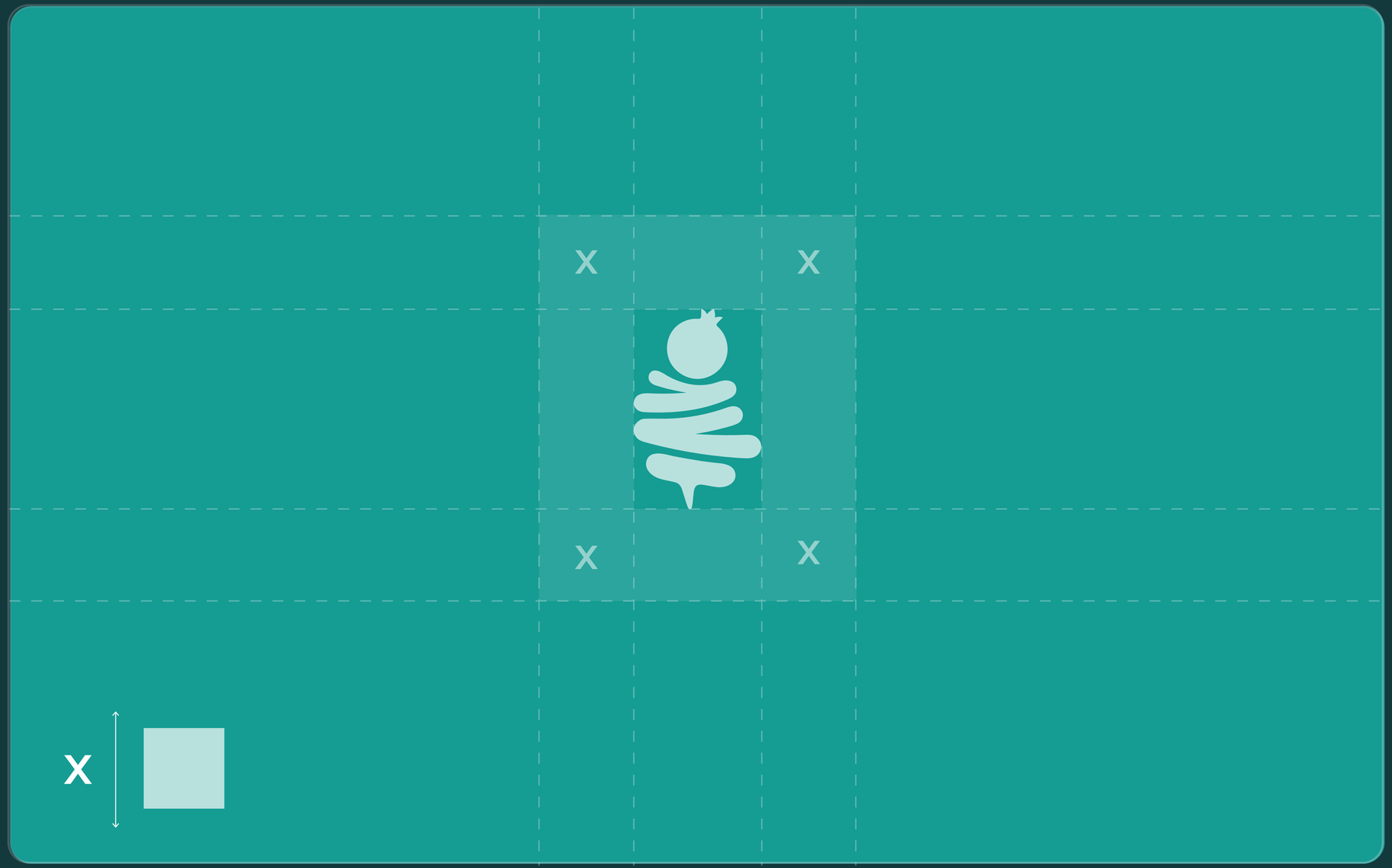
Construction

Vertical Logo.



Clearspace

Logo Mark.



Clearspace

Horizontal Logo.



Clearspace

Vertical Logo.



Logo
Variations







Logo
Variations







Logo
Variations







Logo
Variations







Logo
Variations







Logo
Variations









Logo
Variations

CIRCLE STAMP



Rectangle STAMP



Incorrect use



Do not use the logotype in other non-lined colors.



Do not apply shades or other effects to the logotype.



Do not modify, rotate or distort the logotype.



Do not modify the elements that form the logotype.



Do not change the proportion of any of the logotype's elements.



Do not edit the existing distance among the different elements of the logotype.



Clear space around the logo is not respected



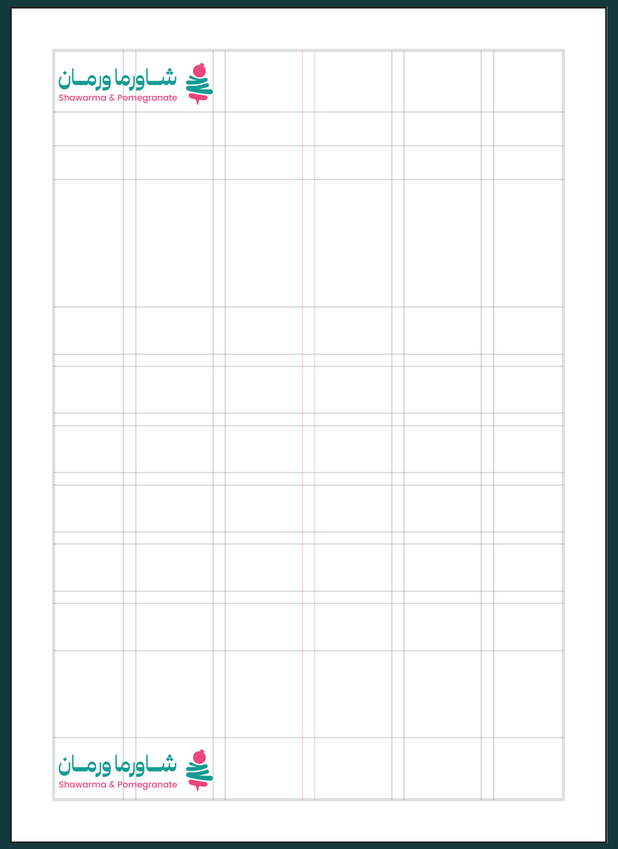
Do not use our logotype over photographs if there is no legibility.

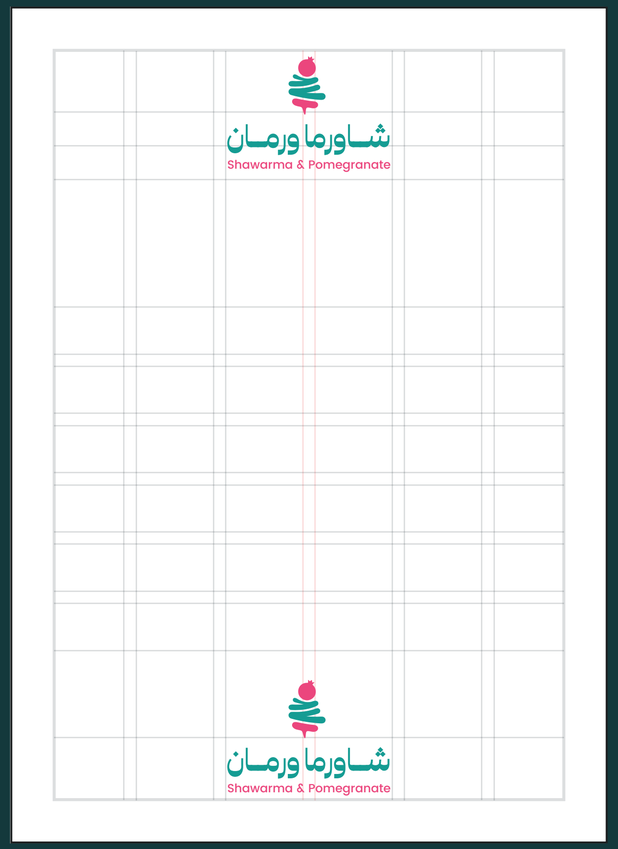
Logo Size

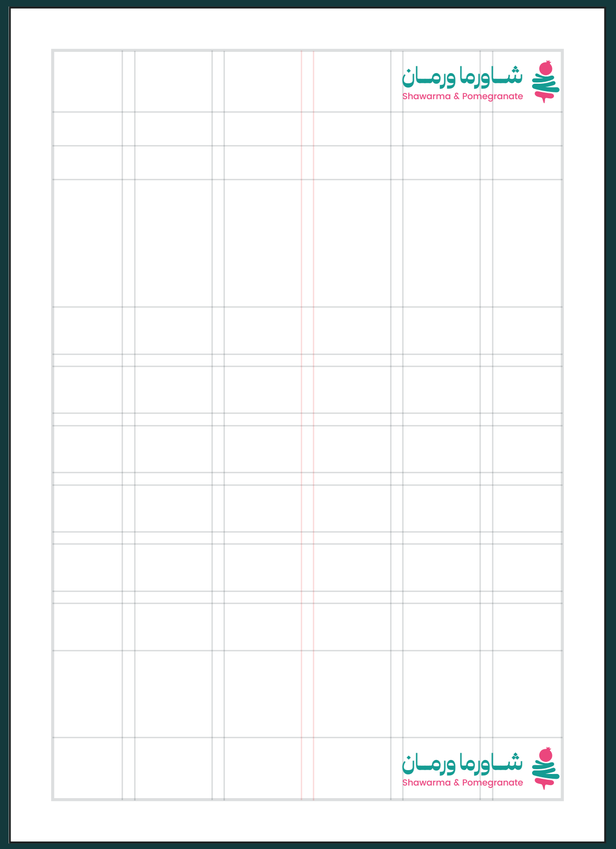


25% 37.5% 45% 75% 100%

Logo
Placement







guide and sizing for
Application Logo



Icon
512px



Icon
512px



Icon
1024px

Tablet



72px



144px

Mobile



60px



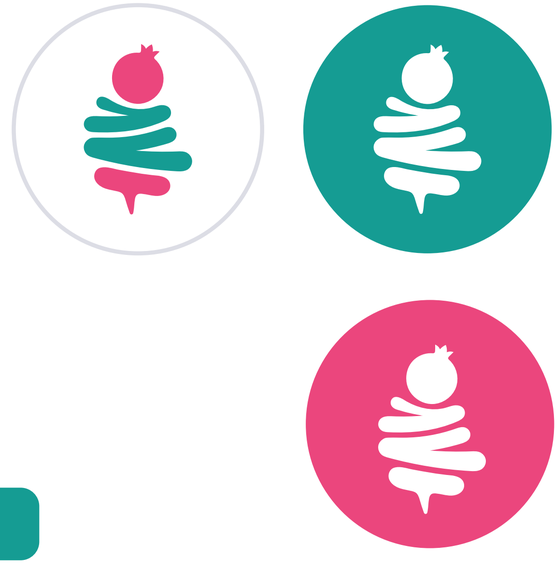
120px

Digital Application

Favicon



Social Profile Image



Button Styles

Button | Button | Button | Button

set Icons



3.0

Brand Colors.



Primary
Colors.

Primary Color - 01

Swiss Coffee

-

HEX
#F1E9DF

RGB
(223 ,233 ,241)

CMYK
(%6 ,%8 ,%3 ,%0)

Primary Color - 02

Metallic Rose

-

HEX
#e4467a

RGB
(122 ,70 ,228)

CMYK
(%11 ,%47 ,%69 ,%0)

Primary Color - 03

Aesthetic Teal

-

HEX
#159791

RGB
(145 ,151 ,21)

CMYK
(%41 ,%4 ,%0 ,%86)

Primary Color - 04

Sea Green Black

-

HEX
#0a5b58

RGB
(88 ,91 ,10)

CMYK
(%64 ,%3 ,%0 ,%89)

Secondary
Colors.

Secondary Color - 01

Green Sheen

-

HEX
#6DC0A8

RGB
(168 ,192 ,109)

CMYK
(%25 ,%13 ,%0 ,%43)

Secondary Color - 02

Yellow

-

HEX
#F3CE3A

RGB
243 | 206 | 58

CMYK
0 | 17 | 95 | 0

Secondary Color - 03

Orange

-

HEX
#F7963B

RGB
(59 ,150 ,247)

CMYK
(%3 ,%76 ,%39 ,%0)

Secondary Color - 04

Blue Purple

-

HEX
#8C68AD

RGB
(173 ,104 ,140)

CMYK
(%32 ,%0 ,%40 ,%19)

Secondary Color - 05

Pastel Blue

-

HEX
#c2d8ec

RGB
(236 ,216 ,194)

CMYK
(%8 ,%0 ,%8 ,%18)

Secondary Color - 06

Light Yellow

-

HEX
#FFF4CA

RGB
255 | 244 | 202

CMYK
0 | 3 | 24 | 0

Secondary Color - 07

Light Orange

-

HEX
#FFD3BC

RGB
255 | 211 | 188

CMYK
0 | 22 | 21 | 0

Secondary Color - 08

Light Purple

-

HEX
#CEFF1C

RGB
255 | 186 | 196

CMYK
0 | 35 | 8 | 0

Grayscale
Colors.

Grayscale Color - 01

Cloud

-

HEX
#EDEFF7

RGB
237 | 239 | 247

CMYK
5 | 3 | 0 | 0

Grayscale Color - 02

Smoke

-

HEX
#D3D6E0

RGB
211 | 214 | 224

CMYK
16 | 11 | 5 | 0

Grayscale Color - 03

Steel

-

HEX
#BCBFCC

RGB
188 | 191 | 204

CMYK
26 | 19 | 11 | 0

Grayscale Color - 04

Space

-

HEX
#9DA2B3

RGB
157 | 162 | 179

CMYK
41 | 31 | 20 | 0

Grayscale Color - 05

Graphite

-

HEX
#6E7180

RGB
110 | 113 | 128

CMYK
61 | 31 | 37 | 0

Grayscale Color - 06

Arsenic

-

HEX
#40424D

RGB
64 | 66 | 77

CMYK
74 | 67 | 50 | 40

Grayscale Color - 07

Phantom

-

HEX
#1E1E24

RGB
30 | 30 | 36

CMYK
77 | 71 | 60 | 76

Grayscale Color - 08

Black

-

HEX
#000000

RGB
0 | 0 | 0

CMYK
75 | 68 | 67 | 90

P. Colors

Logo Mark.









P. Colors

Horizontal Logo.



P. Colors

Vertical Logo.



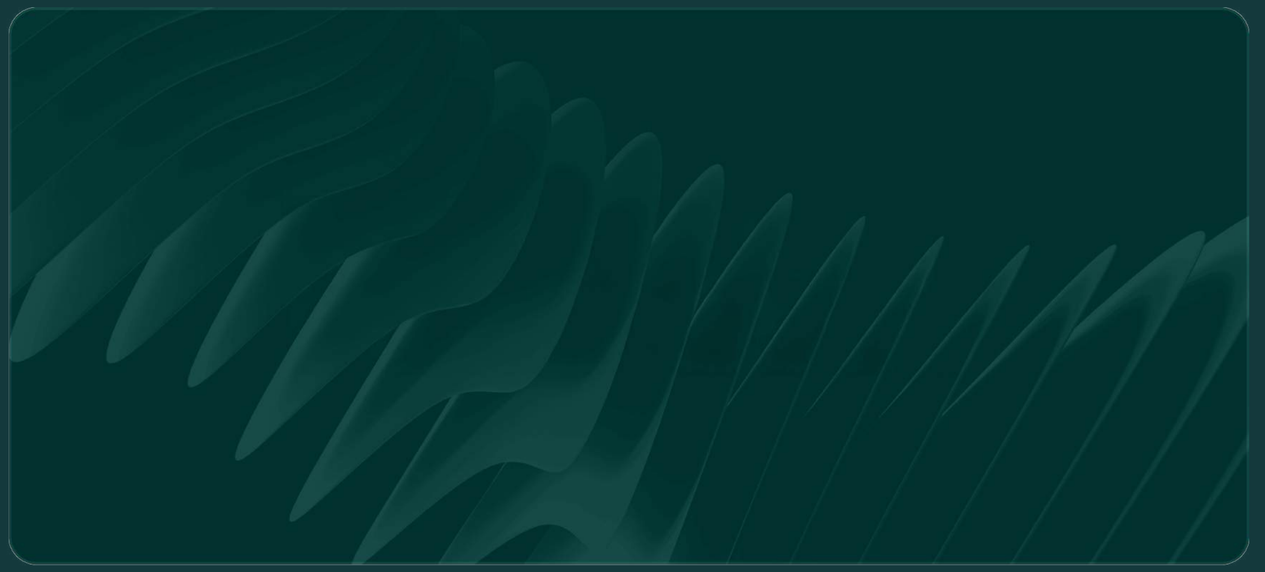






Logo on
Backgrounds.









Primary Typography.



Primary

Typography.

English — One

Aa

Main Title Write Here

Secondary title write here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Montserrat Font Family

Montserrat - Light

Montserrat - Regular

Montserrat - Medium

Montserrat - SemiBold

Montserrat - Bold

Montserrat - ExtraBold

Montserrat - Black

Primary

Typography.

English — Two

Aa

Main Title Write Here

Secondary title write here

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

Poppins Font Family

Poppins - Light

Poppins - Regular

Poppins - Medium

Poppins - SemiBold

Poppins - Bold

Poppins - ExtraBold

Primary

Typography.

Arabic — One

عربي

يكتب العنوان الرئيسي هنا

يكتب العنوان الفرعي هنا

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربى، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف.

IBM Plex Font Family

IBM Plex - Light

IBM Plex - Regular

IBM Plex - Medium

IBM Plex - SemiBold

IBM Plex - Bold

IBM Plex - ExtraBold

Primary

Typography.

Arabic — Two

عربي

يكتب العنوان الرئيسي هنا

يكتب العنوان الفرعي هنا

هذا النص هو مثال لنص يمكن أن يستبدل في نفس المساحة، لقد تم توليد هذا النص من مولد النص العربى، حيث يمكنك أن تولد مثل هذا النص أو العديد من النصوص الأخرى إضافة إلى زيادة عدد الحروف.

DIN Next Arabic Font Family

DIN Next Arabic - Light

DIN Next Arabic - Regular

DIN Next Arabic - Medium

DIN Next Arabic - SemiBold

DIN Next Arabic - Bold

DIN Next Arabic - ExtraBold

DIN Next Arabic - Black

In use

Typography.

The Next Generation.

Empowering businesses and individuals with cutting-edge technology solutions.

Join Here

PRODUCTS

Talk with an expert over video.

Choose your next product in a guided, one-way video session.

NEWSLETTER

Stay updated in the loop, once a week.

johndoe@gmail.com

In use

Typography.

الجيل القادم

تمكين الشركات والأفراد من خلال حلول التكنولوجيا المتطورة

انضم الان

النشرة الإخبارية

ابق على اطلاع بأحدث المستجدات مرة واحدة في الأسبوع

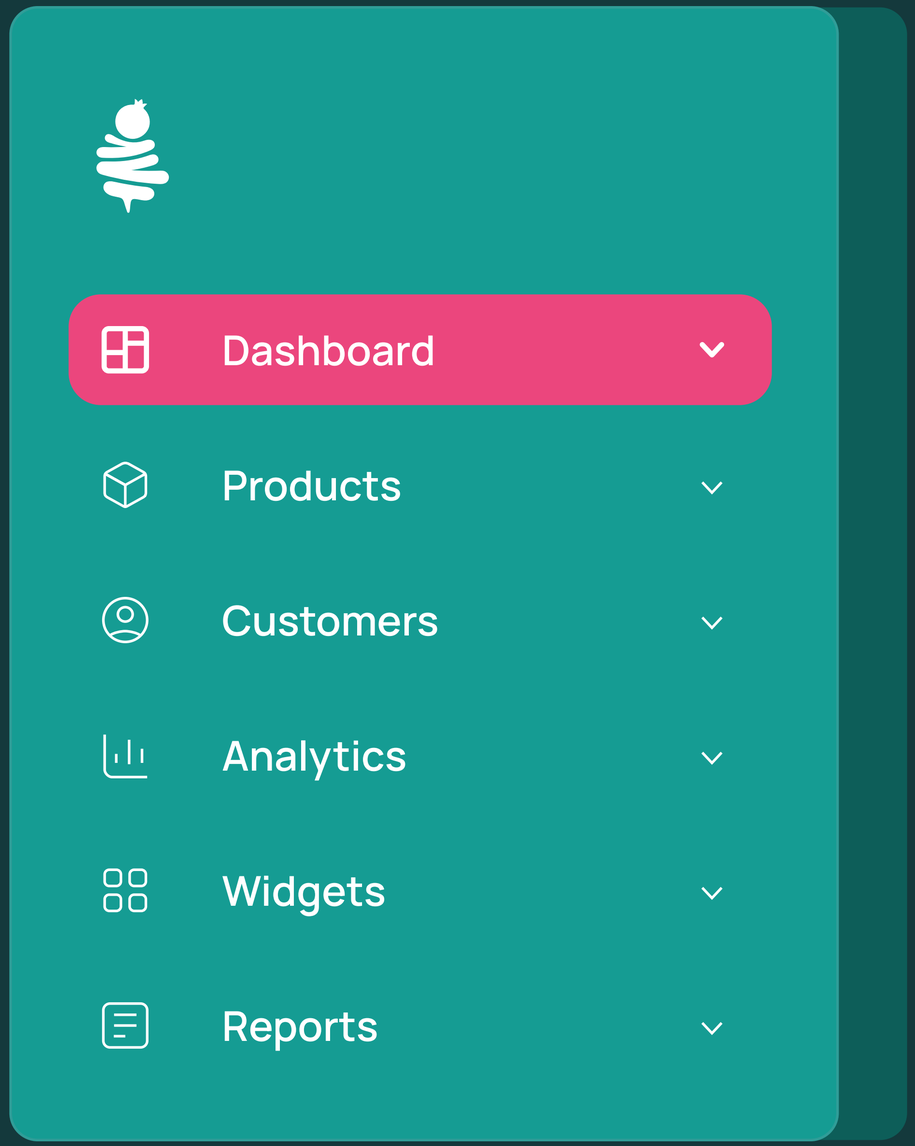
johndoe@gmail.com

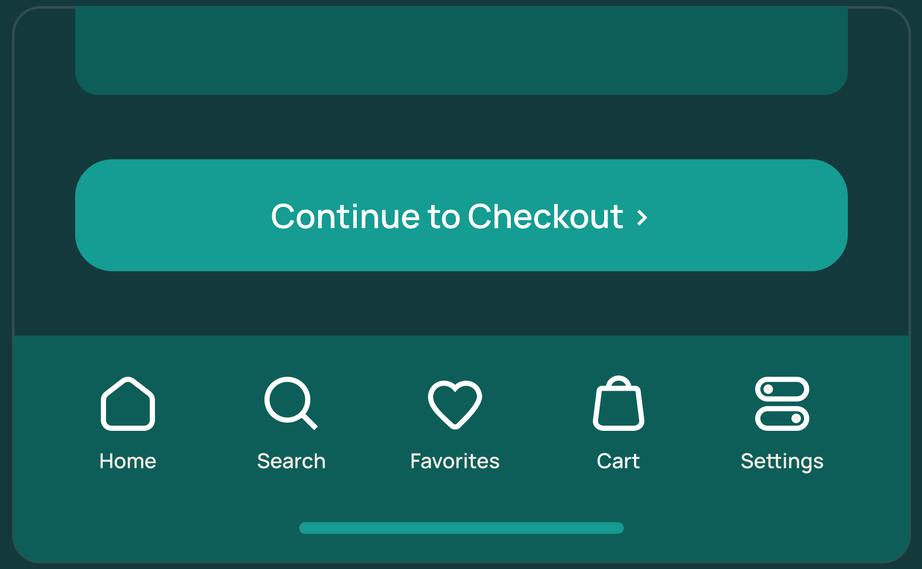
المنتجات

تحدث مع أحد الخبراء عبر الفيديو

اختر منتجك التالي في جلسة فيديو إرشادية في اتجاه واحد

Icons and Typography.







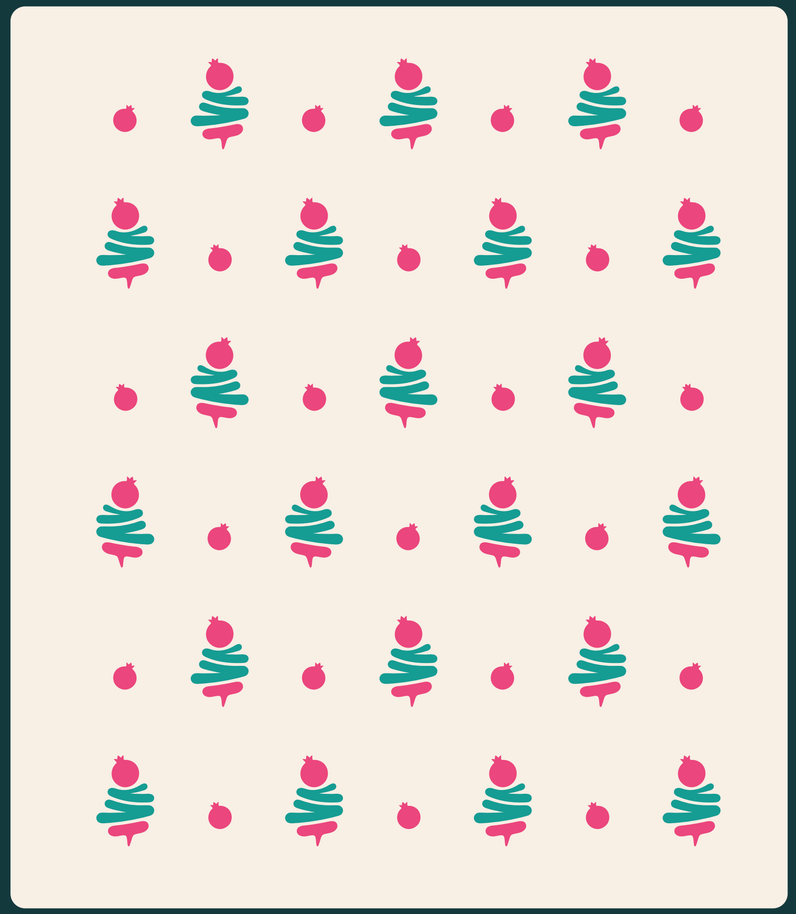
5.0

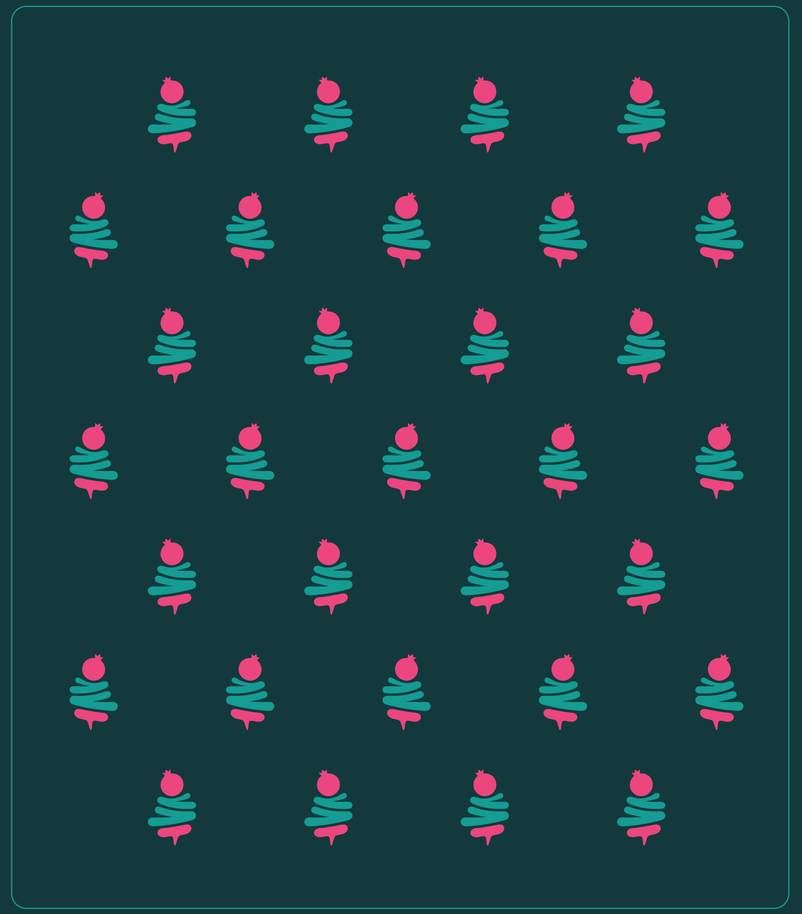
Branding

Shapes & patterns



Logo
Patterns



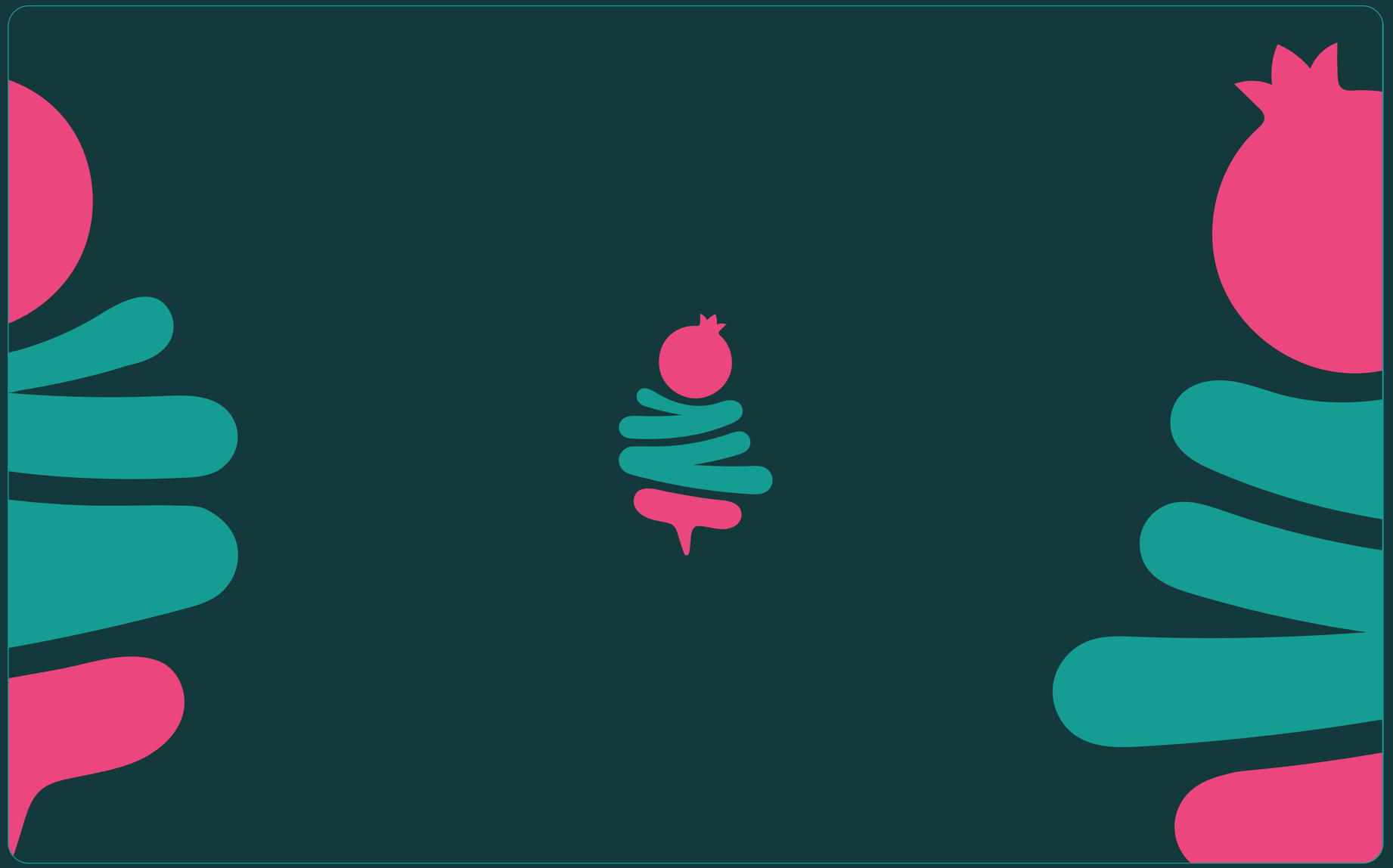


Logo
Style shapes

شاورما ورمان
Shawarma & Pomegranate

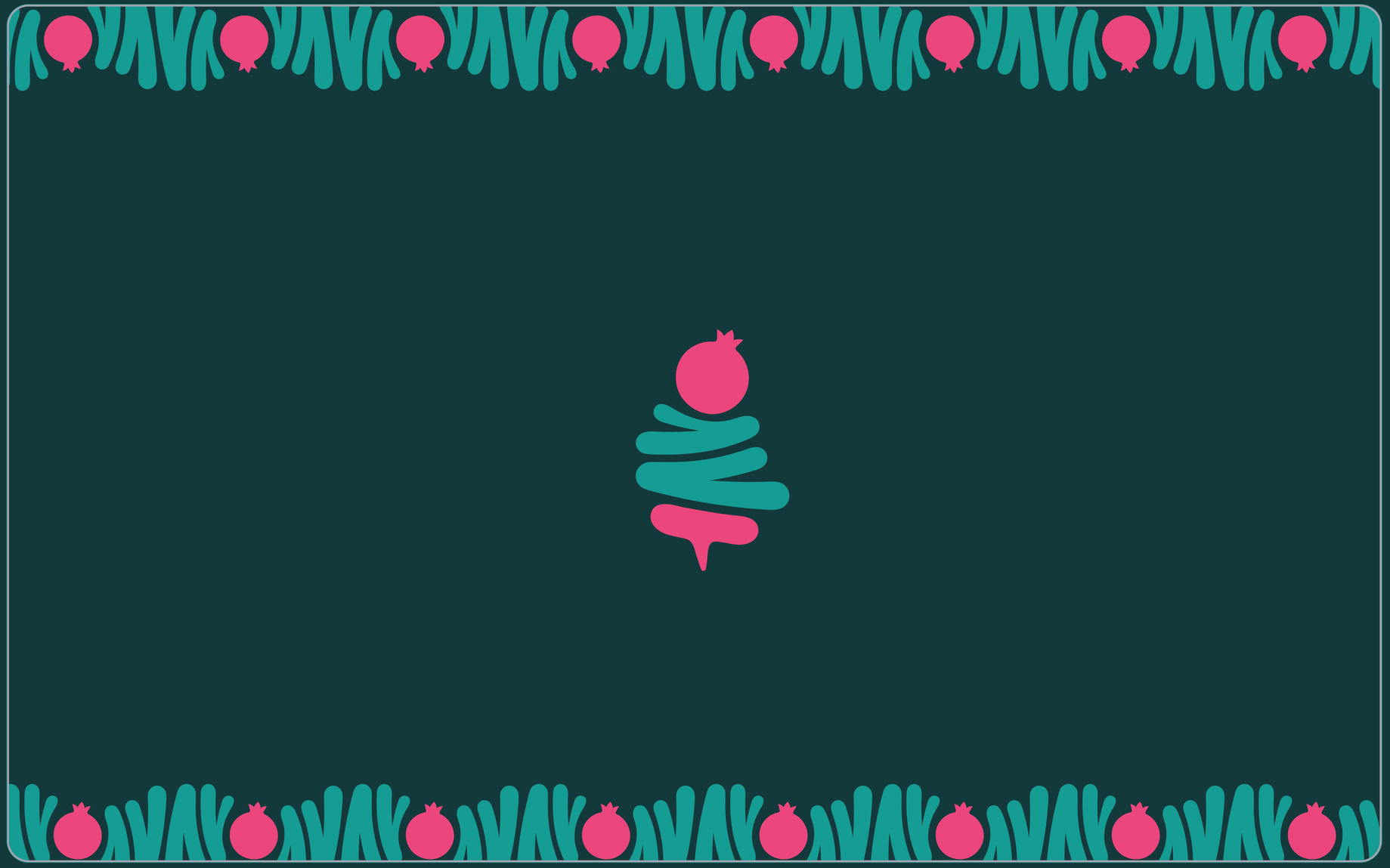
shawarmawroman.com

Logo
Style shapes



Logo

Style shapes

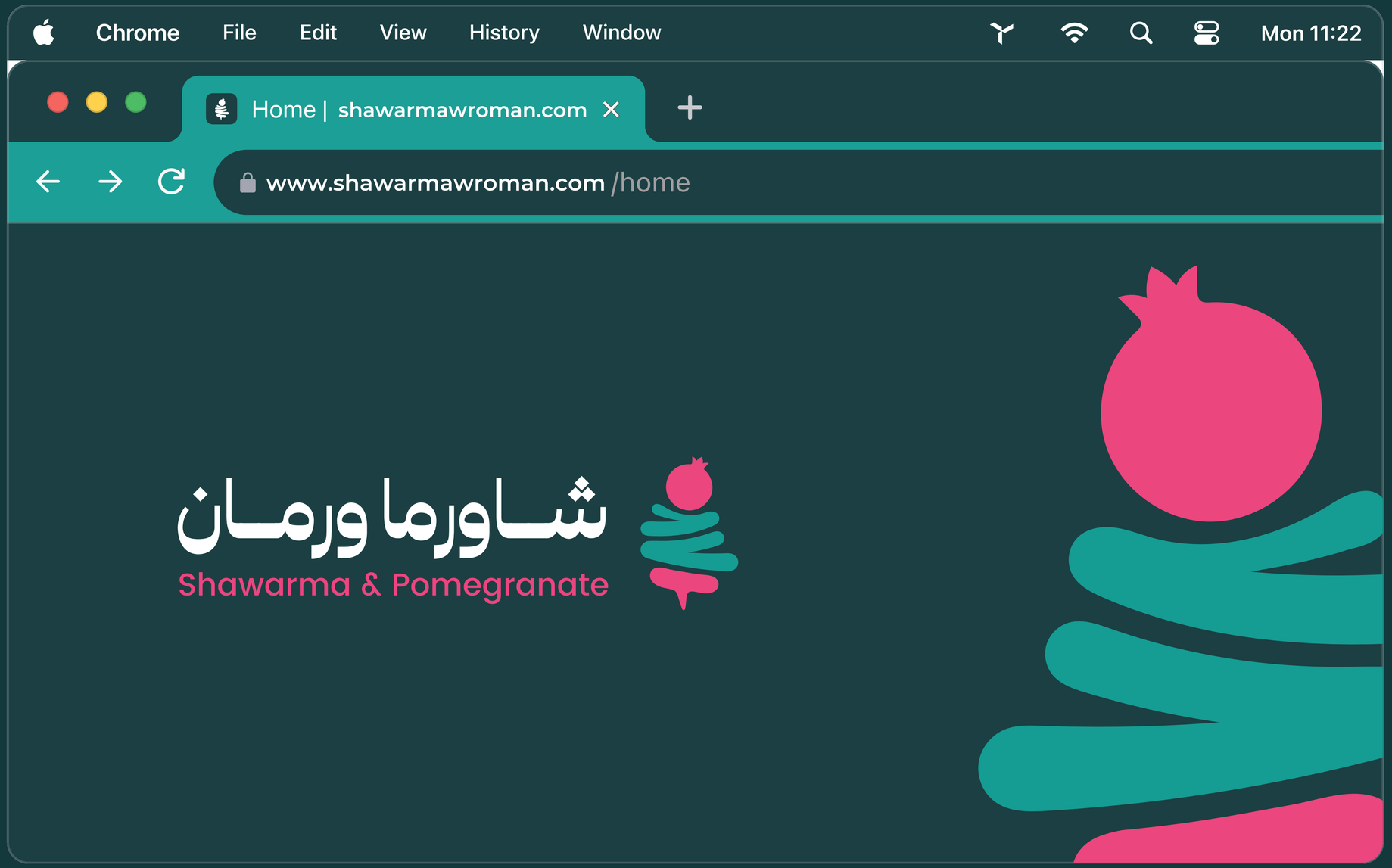


Applications
Icon.



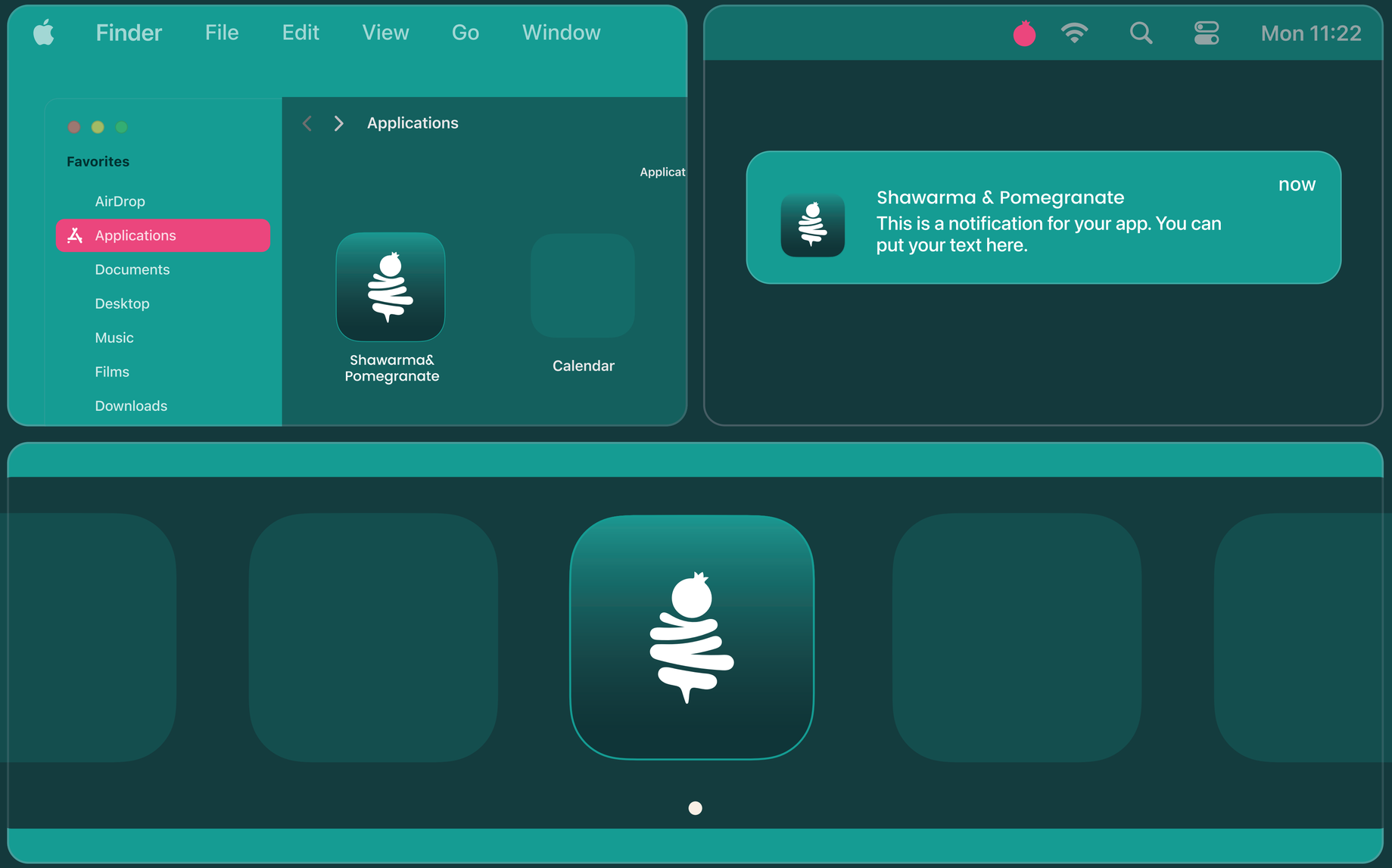
Icon

Browser.

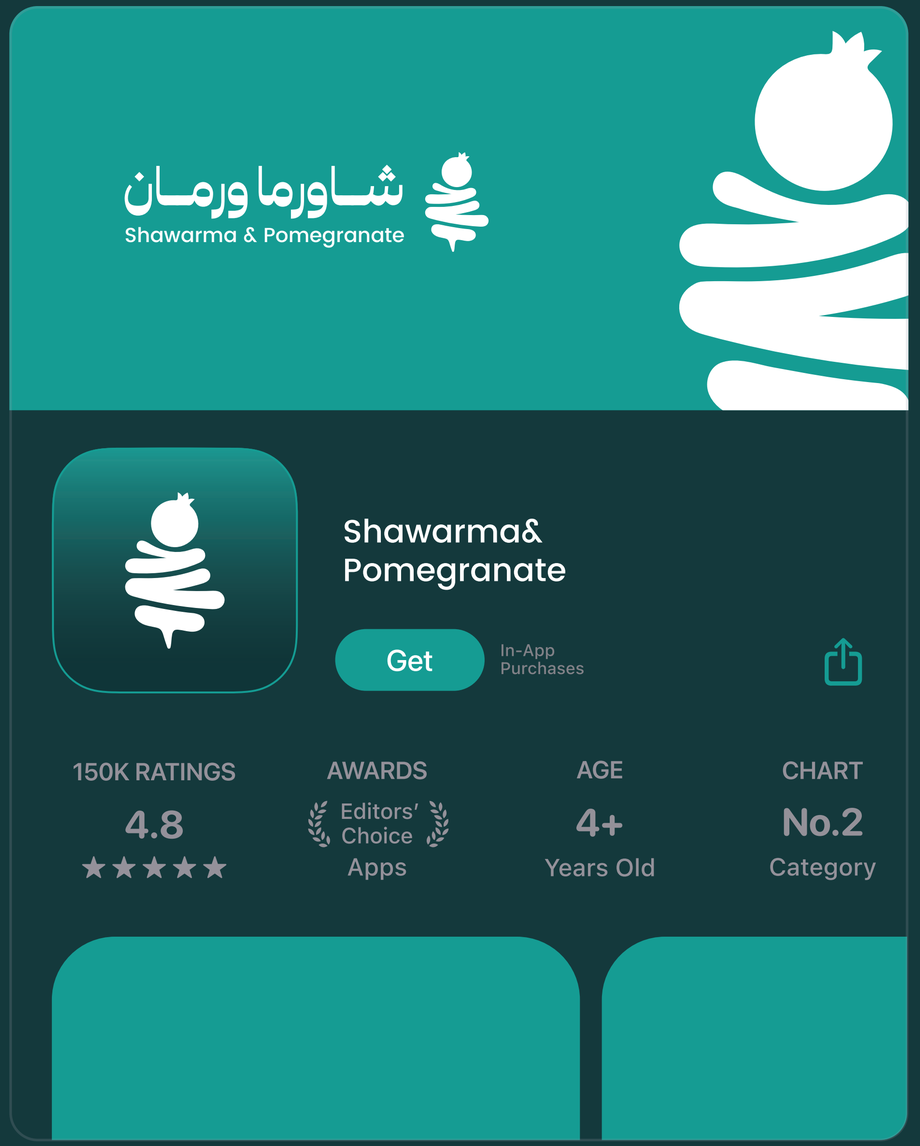


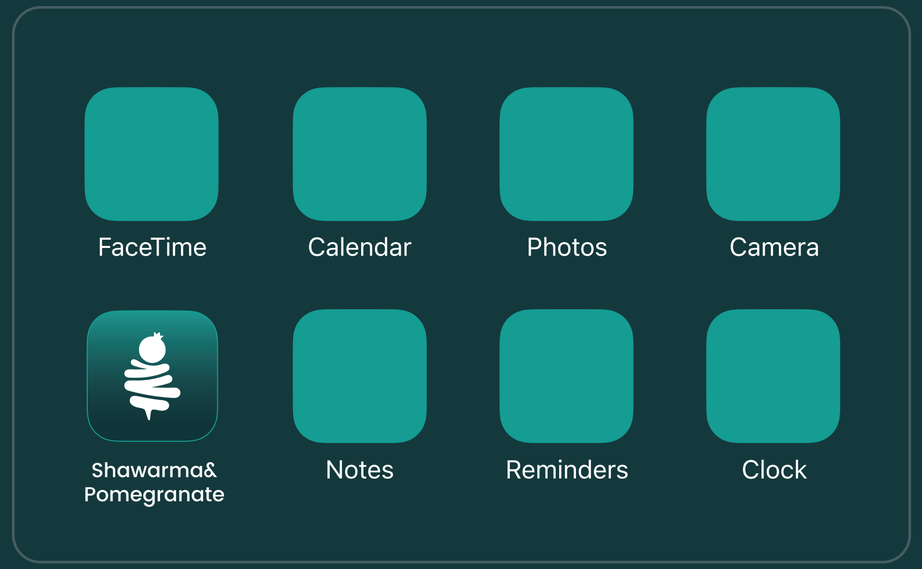
Icon

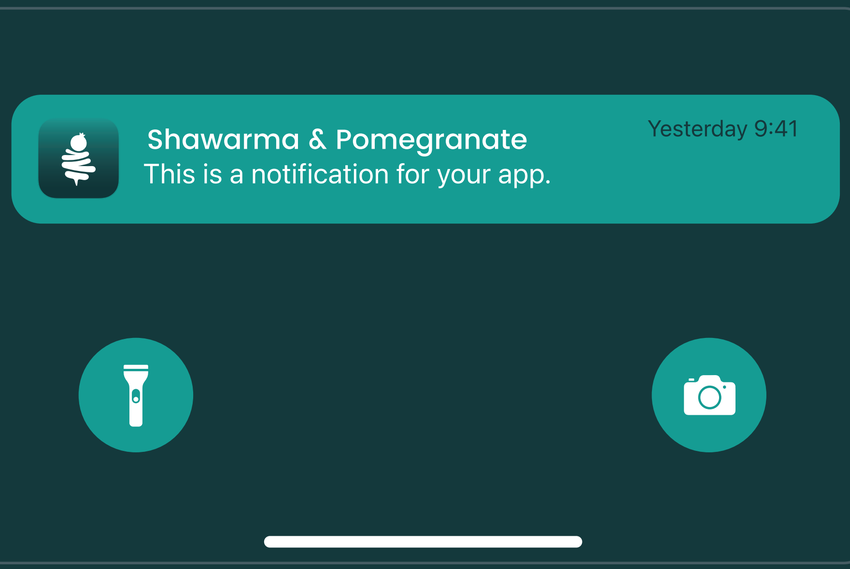
MacOS.


Finder
File
Edit
View
Go
Window
Favorites
AirDrop
Applications
Documents
Desktop
Music
Films
Downloads
Applications
Applicat
Shawarma&
Pomegranate
Calendar
Mon 11:22
Shawarma & Pomegranate
This is a notification for your app. You can put your text here.
now

Icon
iOS.

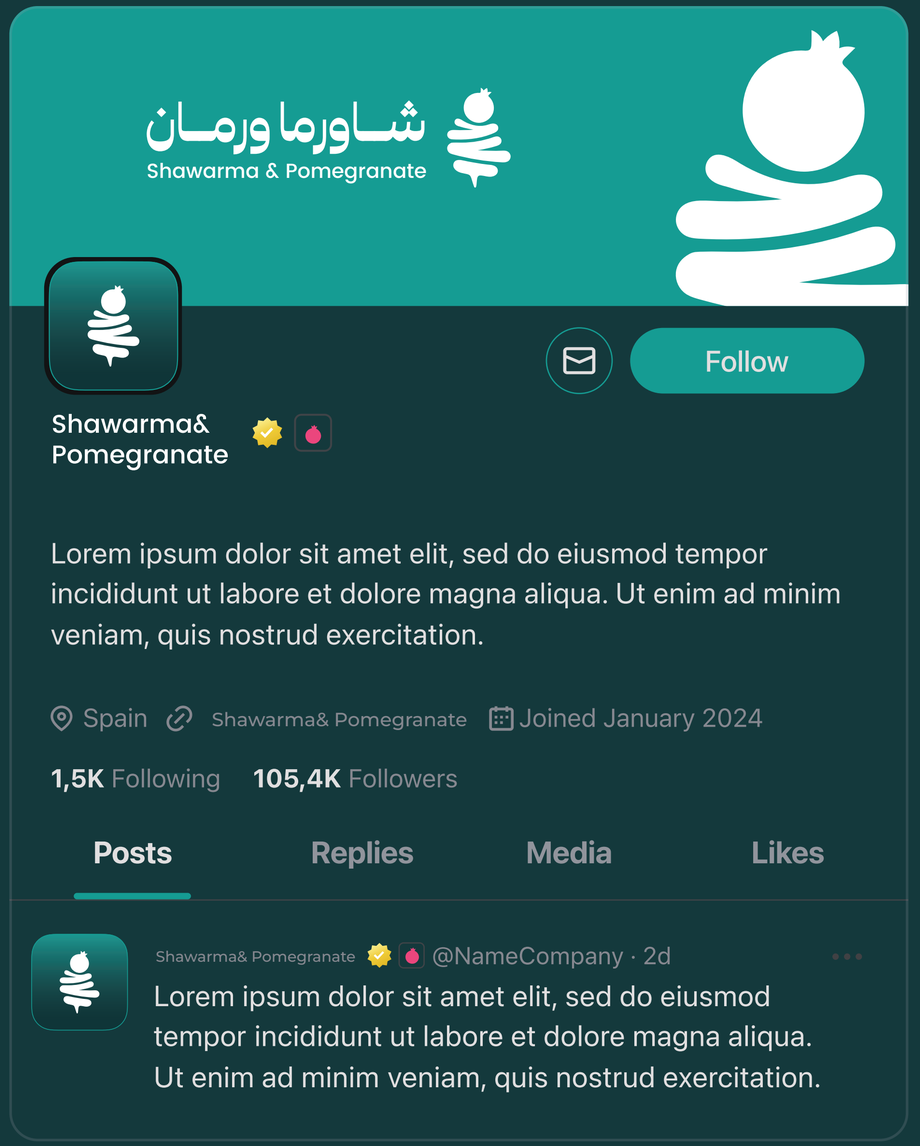

شاورما ورمان
Shawarma & Pomegranate
Shawarma&
Pomegranate
Get
In-App
Purchases
150K RATINGS
4.8
★★★★★
AWARDS
Editors' Choice
Apps
AGE
4+
Years Old
CHART
No.2
Category

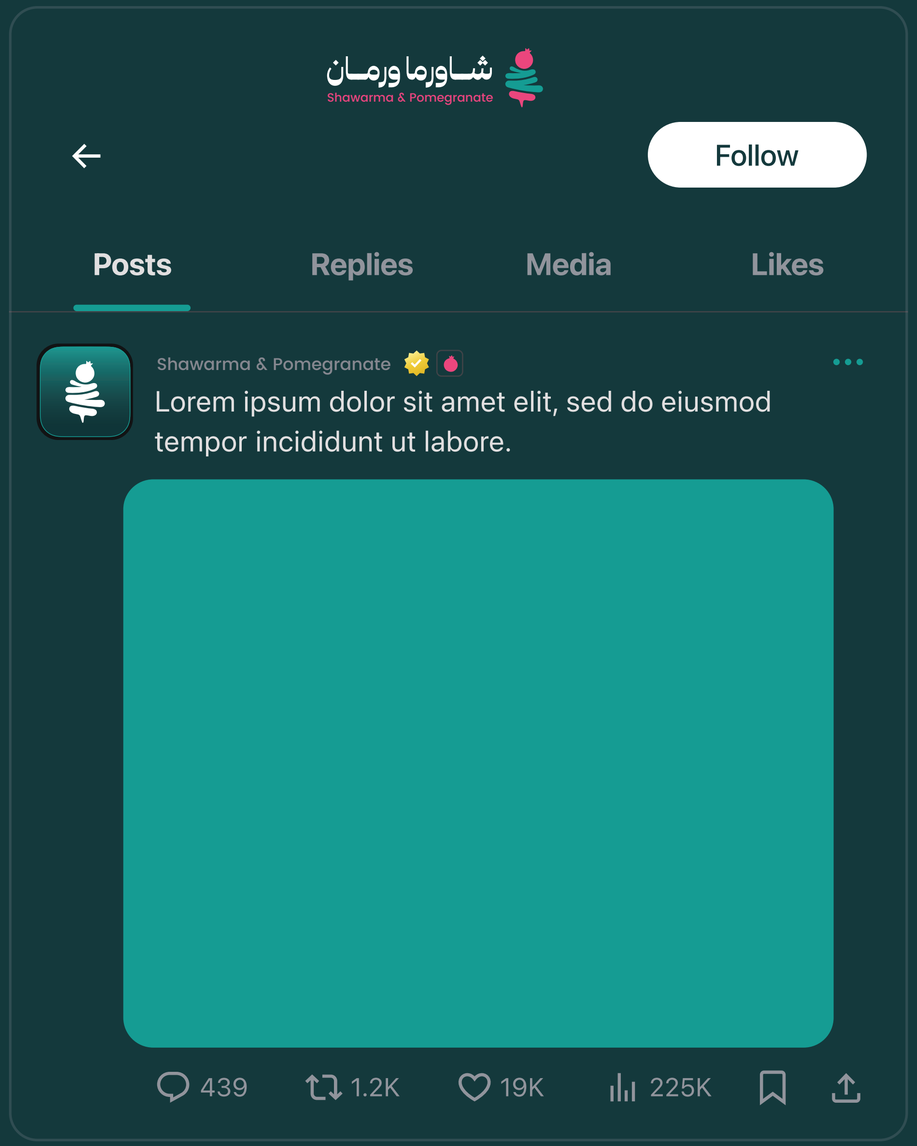

FaceTime
Calendar
Photos
Camera
Shawarma&
Pomegranate
Notes
Reminders
Clock


Shawarma & Pomegranate
Yesterday 9:41
This is a notification for your app.

Icon

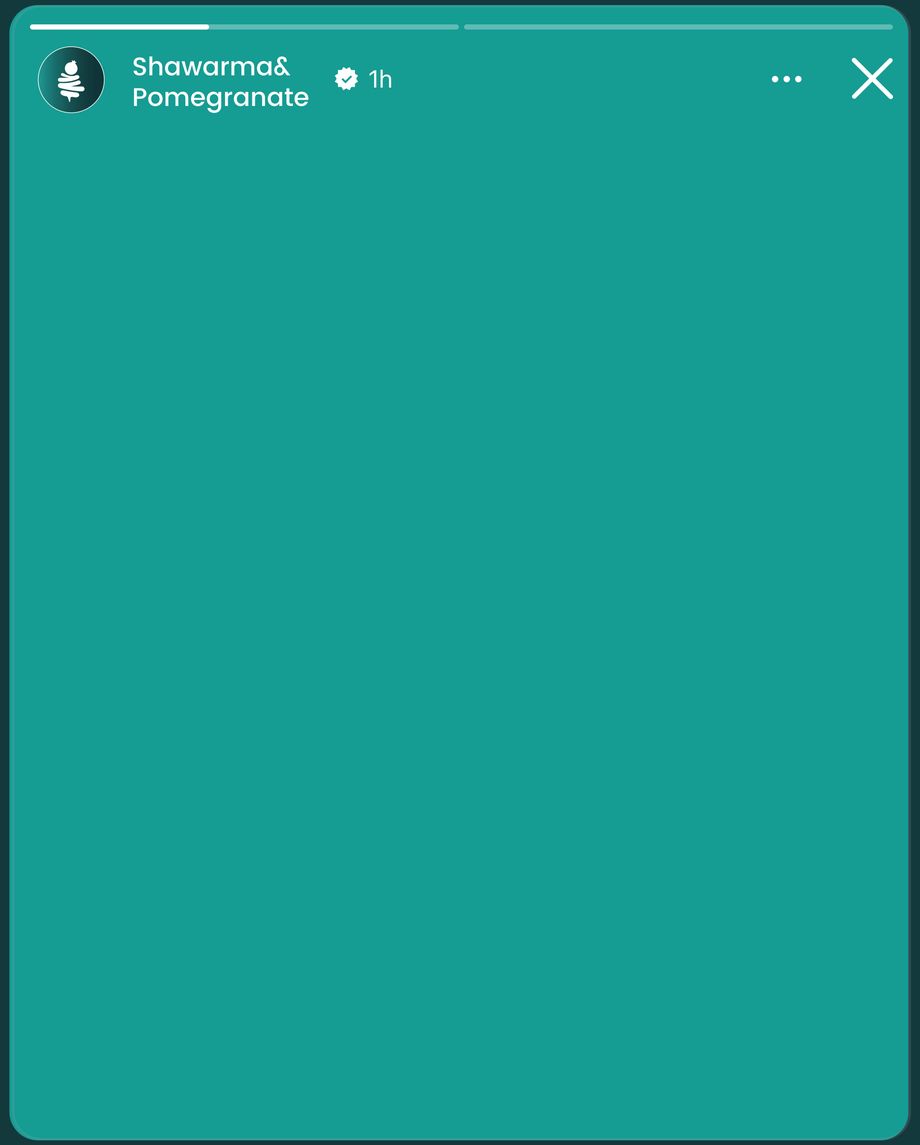
Twitter “X”.





Icon
Instagram.





Brand

Image Duotone











8.0

Printing Applications



BUSINESS CARDS

FRONT



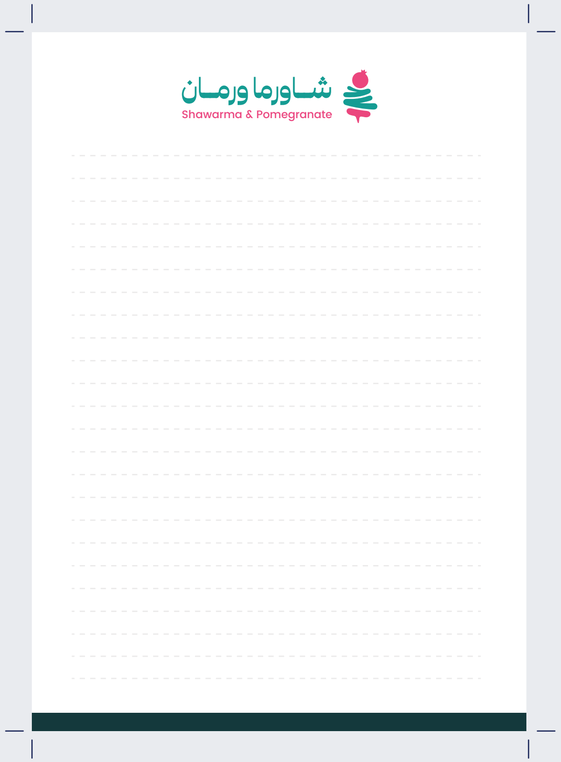
BACK




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NOTEBOOK


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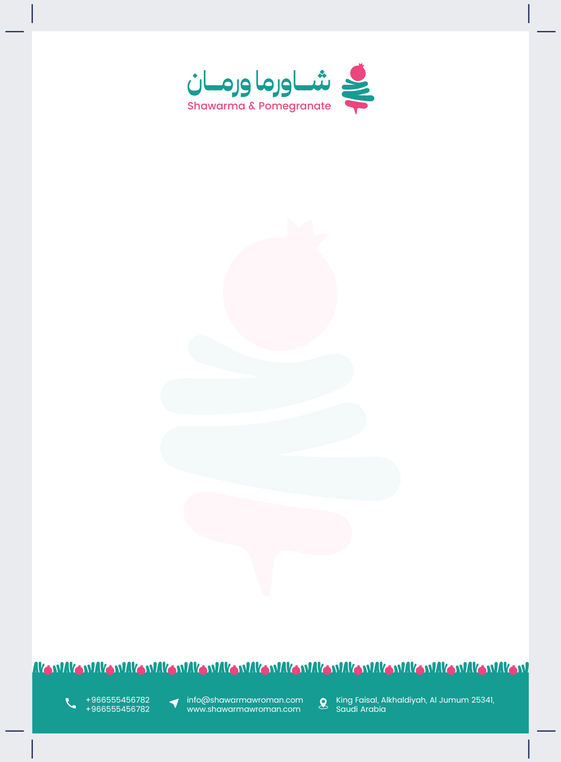
FOLDER

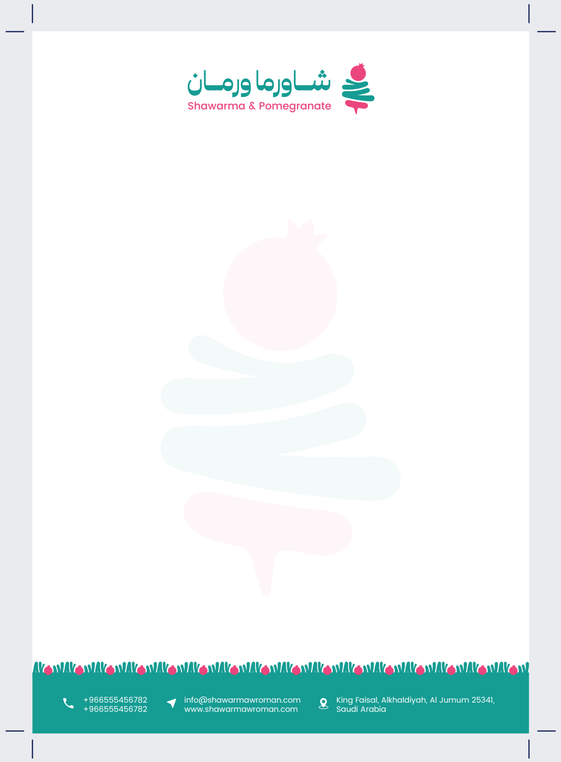

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Shawarma & Pomegranate

LETTERHEAD


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Street 79, Riyadh,Saudi Arabia

ROLLUP


85 cm
200 cm
شاورما ورمان
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AMERICAN ENVELOPE

11 cm



22 cm



11 cm

22 cm

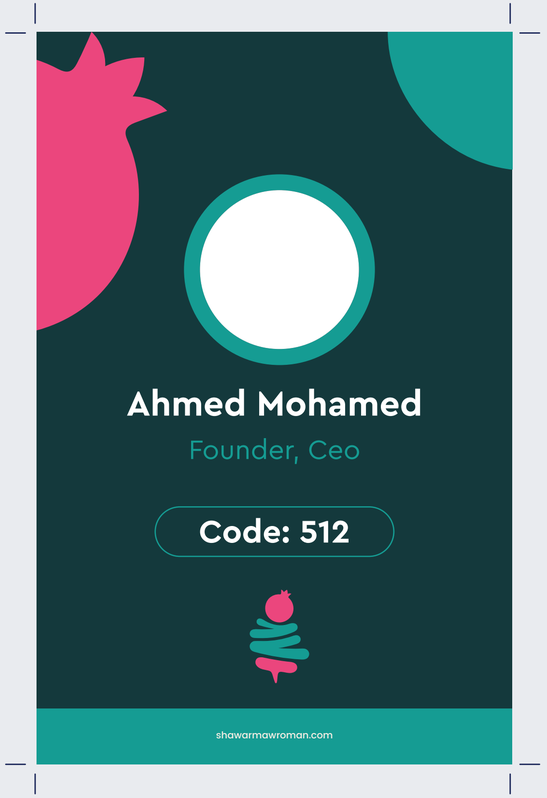

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ID HOLDER

5.5 cm



Back



Front

8.5 cm


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Ahmed Mohamed
Founder, Ceo
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ENVELOPE A4





31.5 cm

22 cm


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Package

Large









Package

Meduim







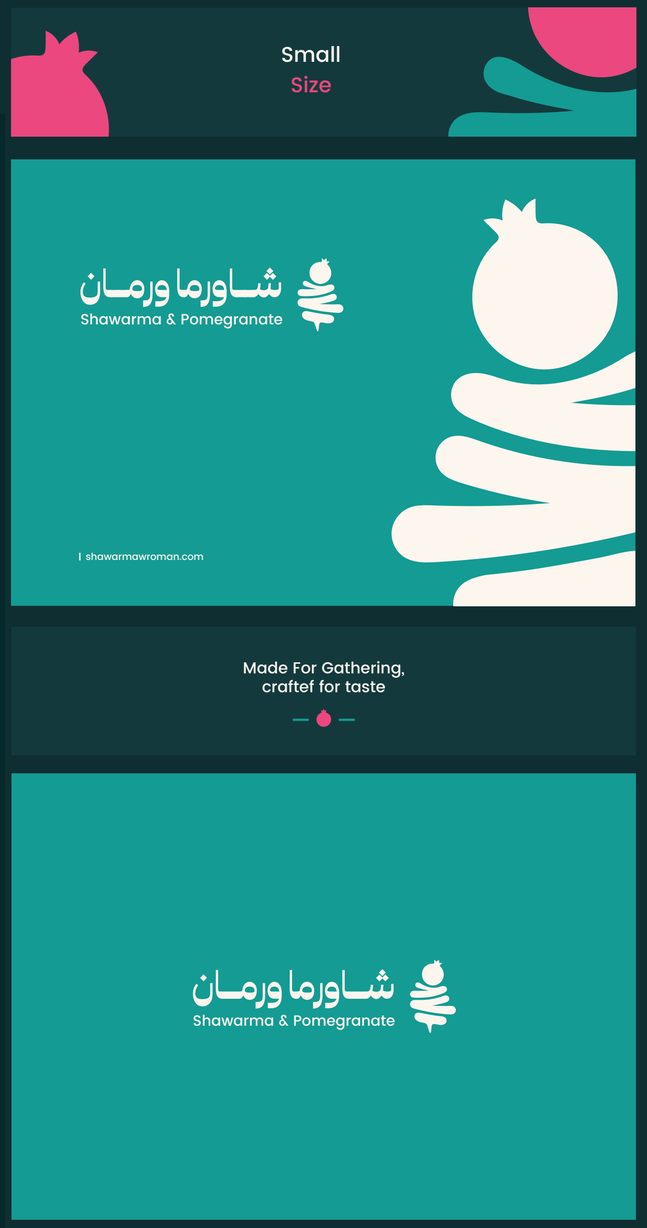


Package

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POST 03

EXTREME FOOD CLOSE-UP.



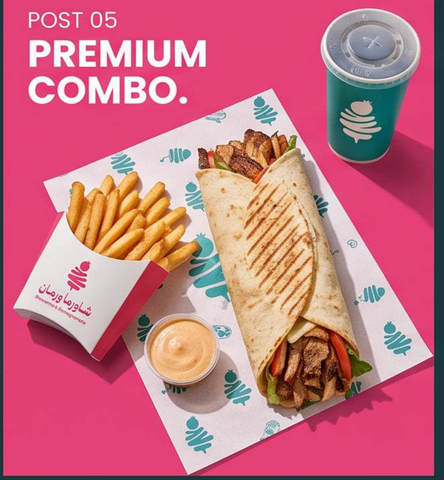
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POST 05

PREMIUM COMBO.



POST 06

PACKAGING & BRAND EXPERIENCE.



POST 07

FRIES / SIDE HERO.



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