بيروت
Beirut
RESTAURANT & GRILL

Visual Standards Guide 2012

Beirut Visual Standards Guide
Table of Contents

The Beirut logo and brand promise is the distillation of our identity. It is our mark of who we are, what we do and how we do it.

Building a brand identity happens over time; the more rigorously and consistently it is applied, the stronger the presence we establish in the eyes of our customers, partners, suppliers, employees and shareholders. Managed well, it will be a constant reminder of the meaning of our brand and ultimately our company's most valuable asset.

As an asset therefore, our identity requires active management and attention. What follows are the visual standards - a tool to assist you manage the usage and application of the Beirut mark and brand promise with clarity, accuracy and above all consistency.

بيروت
Beirut
RESTAURANT & GRILL

The logo should always maintain the same relation between alements and sizes. This measurement can be calculated as shown. '**X**' which is defined as the space between the icon and the typeface.

12**X**

X

2**X**

X1.25

2.5**X**

0.75**X**

X0.5

X12

بيروت

Beirut

RESTAURANT & GRILL
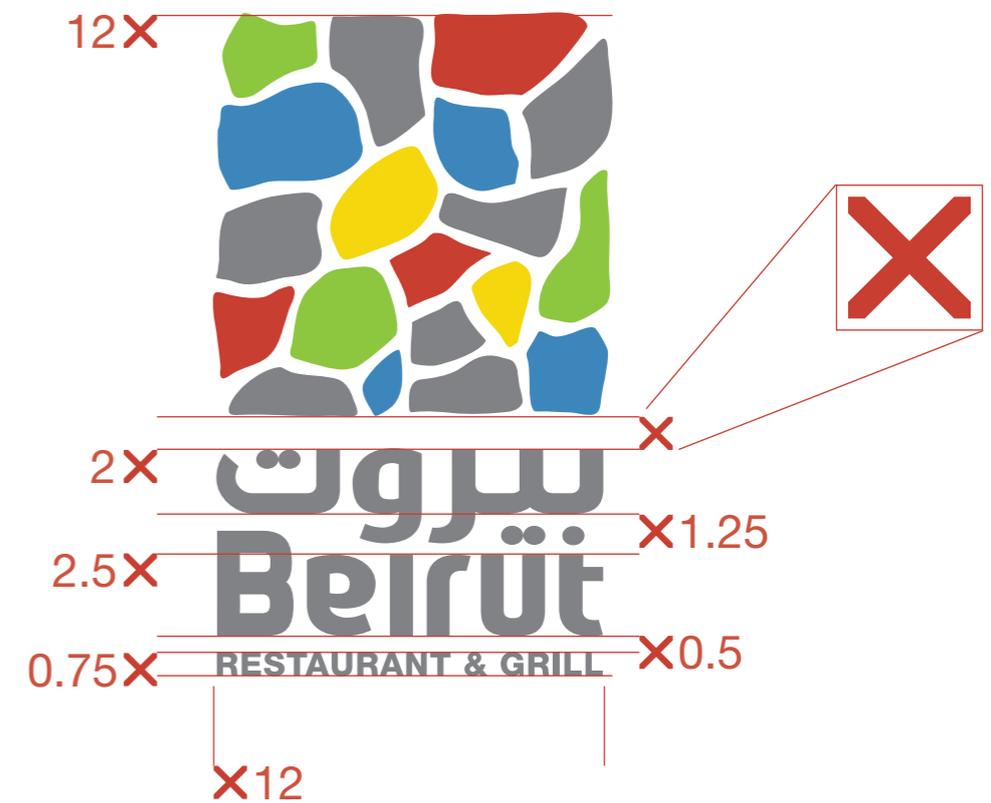
Beirut Visual Standards Guide
Logo - Color

The Beirut logo and all other related branded material should be printed with the 5 key brand colors

	Cyan	50%		Red	135%
	Magenta	0%		Green	195%
	Yellow	100%		Blue	50%
	Black	0%			

	Cyan	76%		Red	50%
	Magenta	39%		Green	115%
	Yellow	8%		Blue	180%
	Black	0%			

	Cyan	15%		Red	200%
	Magenta	90%		Green	40%
	Yellow	90%		Blue	40%
	Black	5%			

	Cyan	6%		Red	240%
	Magenta	10%		Green	210%
	Yellow	100%		Blue	0%
	Black	0%			

	Cyan	0%		Red	112%
	Magenta	0%		Green	112%
	Yellow	0%		Blue	112%
	Black	60%			

Four colour variations are permissible in order to facilitate various printing formats.

The mono (one colour version) may be printed in;

A   Colored on Dark gray

B   Black

C   White reversed out of black

D   White reversed out of grey

A

بيروت
Beirut
RESTAURANT & GRILL

B

بيروت
Beirut
RESTAURANT & GRILL

C

بيروت
Beirut
RESTAURANT & GRILL

D

بيروت
Beirut
RESTAURANT & GRILL

The logo should always maintain an area which is free of other elements. This area can be calculated as shown. The clear space around the logo should be 'x' which is defined as the height of the letter B in the Beirut logo

بيروت
Beirut
RESTAURANT & GRILL

Slogan Here

The logo must not be changed, distorted or wrongly applied under any circumstances. On the right are examples of how the logo should not be used.

A　　Do not remove any of the logo main parts

B　　Do not re-arrange the position of the symbol in relation to the text

C　　Do not distort, stretch or compress the symbol or the text in any way. The dimensions of the logo are fixed

D　　Do not alter the colours of the logo or any elements within the logo. The only colour variations which are permissible are shown in the relevant section of this manual

A

B

C

D

It is not permitted to place the logo on a picture or solid colour (other than those colours specified in the previous section).
Strong or complex backgrounds detract from the impact of the logo and make it difficult to 'read'.

A   Pictures should not be used behind the logo.

B   Do not use specila effects on the logo.

C   Do not use colours behind the logo.

A

B

C

LATIN - approved
Helvetica Neue LT Std Heavy is to be used for

headlines and sub heads

Helvetica Neue LT Std Roman is to be used for body
copy

Helvetica Neue LT Std Heavy

ABCDEFGHIJKLMNAOPQRSTUVMXYZ

abcdefghijklmnaopqrstuvmxyz 1234567890 !@#$%^&*()?

Helvetica Neue LT Std Roman

ABCDEFGHIJKLMNAOPQRSTUVMXYZ

abcdefghijklmnaopqrstuvmxyz 1234567890 !@#$%^&*()?

Sample heading set in 12pt

Sample body text set in 9pt on 11pt leading. Ugue ming etum irillamet
ut prat lutpat ulla feugait veliquam, sequi bla feum iusto odoloreet et ute
consent alisl iriureet, vulla alit dip eugait alit lorerosto odipit verci blam
velestrud mod molortion ute corem dolestrud temilissi.

ARABIC - APPROVED
GE SS Bold is to be used for headlines and sub heads

GE SS Light is to be used for body copy

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 هـ و ي
?()٭&^٪$#٭! ١٢٣٤٥٦٧٨٩٠

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 هـ و ي
?()٭&^٪$#٭! ١٢٣٤٥٦٧٨٩٠

العربية أكبر لغات المجموعة السامية من حيث عدد المتحدثين،
وإحدى أكثر اللغات انتشارًا في العالم، يتحدثها أكثر من
٤٢٢ مليون نسمة،ا ويتوزع متحدثوها في المنطقة المعروفة
باسم الوطن العربي، بالإضافة إلى العديد من المناطق الأخرى
المجاورة كالأحواز وتركيا وتشاد ومالي والسنغال. وللغة
العربية أهمية قصوى لدى أتباع الديانة الإسلامية، فهي لغة
مصدري التشريع الأساسيين في الإسلام: القرآن، والأحاديث
النبوية المروية عن النبي محمد، ولا تتم الصلاة في الإسلام
(وعبادات أخرى) إلا بإتقان بعض من كلمات هذه اللغة. والعربية
هي أيضا لغة طقسية رئيسية لدى عدد من الكنائس المسيحية
في العالم العربي، كما كتبت بها الكثير من أهم الأعمال
الدينية والفكرية اليهودية في العصور الوسطى. وأثر انتشار
الإسلام،

The letterhead should be printed out
of the 4 approved colours

Beirut
Restaurants & Grills
P.O. BOX 15116, Dubai

T: +971 4 3236870
F: +97143236871

E: info@beirut.me
www.beirut.me

The Business card should be printed
out of the 4 approved colours

0.5X   X

0.5X

0.5X

RADWAN AJIB
CEO

Beirut Restaurants & Grills
P.O. BOX 15116, Dubai

T: +971 4 3236870
F : +97143236871

E : beirutrt@emirates.net.ae
www.beirut.me

0.25X

0.25X

The DL envelope card should be printed out of the 4 approved colours.
the pattern is continues over both sides

0.5X   X

0.5X

Beirut
Restaurants & Grills
P.O. BOX 15116, Dubai

T: +971 4 3236870
F: +97143236871

E: info@beirut.me
www.beirut.me

0.5X
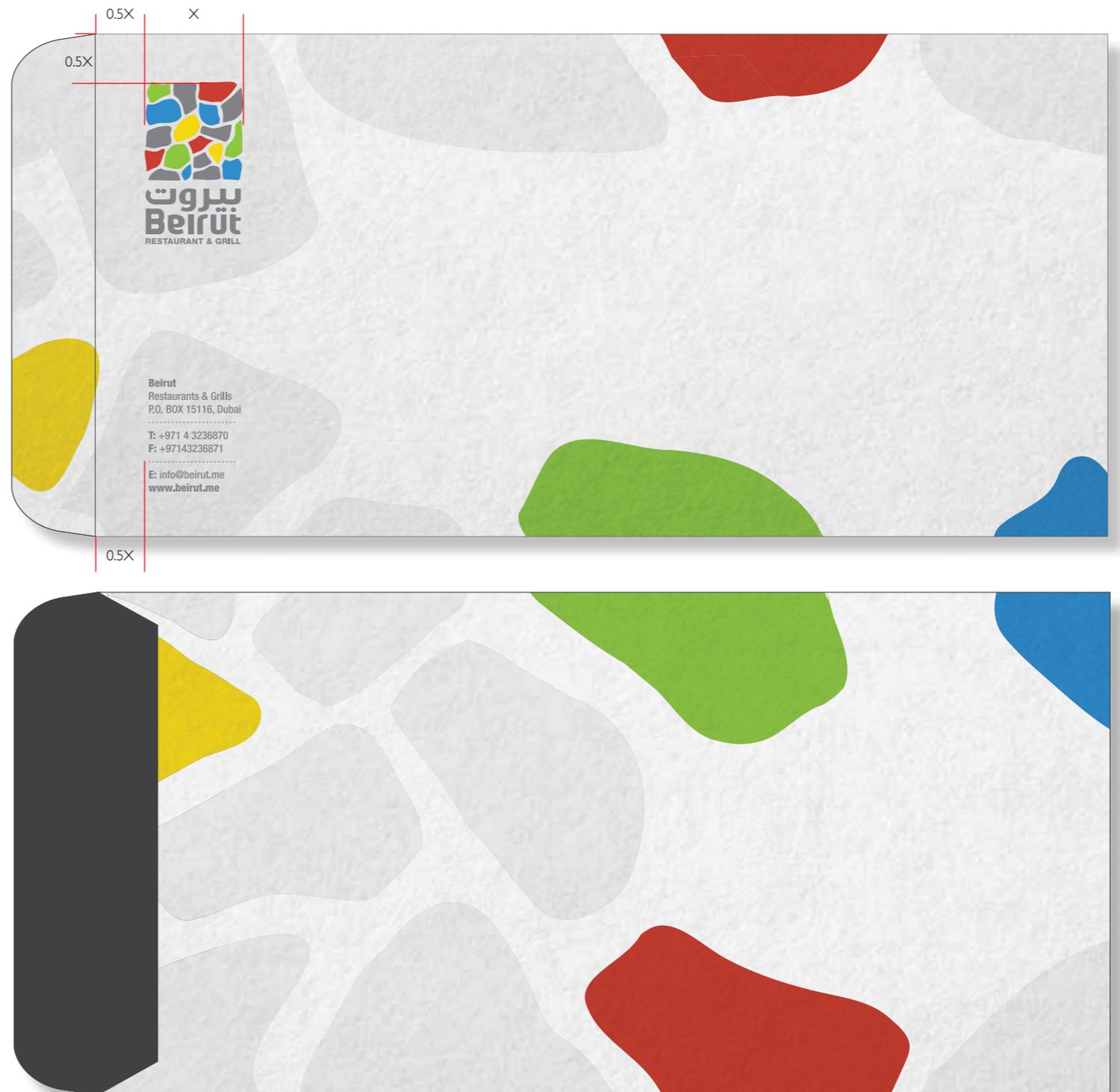
Beirut Visual Standards Guide
Stationery - A4 envelope

The A4 envelope card should be printed out of the 4 approved colours.
the pattern is continues over both sides

0.5X   X

0.5X

0.5X

Beirut
Restaurants & Grills
P.O. BOX 15116, Dubai
....
T: +971 4 3236870
F: +97143236871
....
E: info@beirut.me
www.beirut.me

0.5X

Beirut Visual Standards Guide
Stationery - Note pad

The note book card should be printed out of the 4 approved colours:

X   X

X

A4

0.75X   X

0.75X

A5

Beirut
Restaurants & Grills
P.O. BOX 15116, Dubai

T: +971 4 3236870
F: +97143236871

E: info@beirut.me
www.beirut.me

0.75X

T: +971 4 3236870
F: +97143236871

E: info@beirut.me
www.beirut.me

X
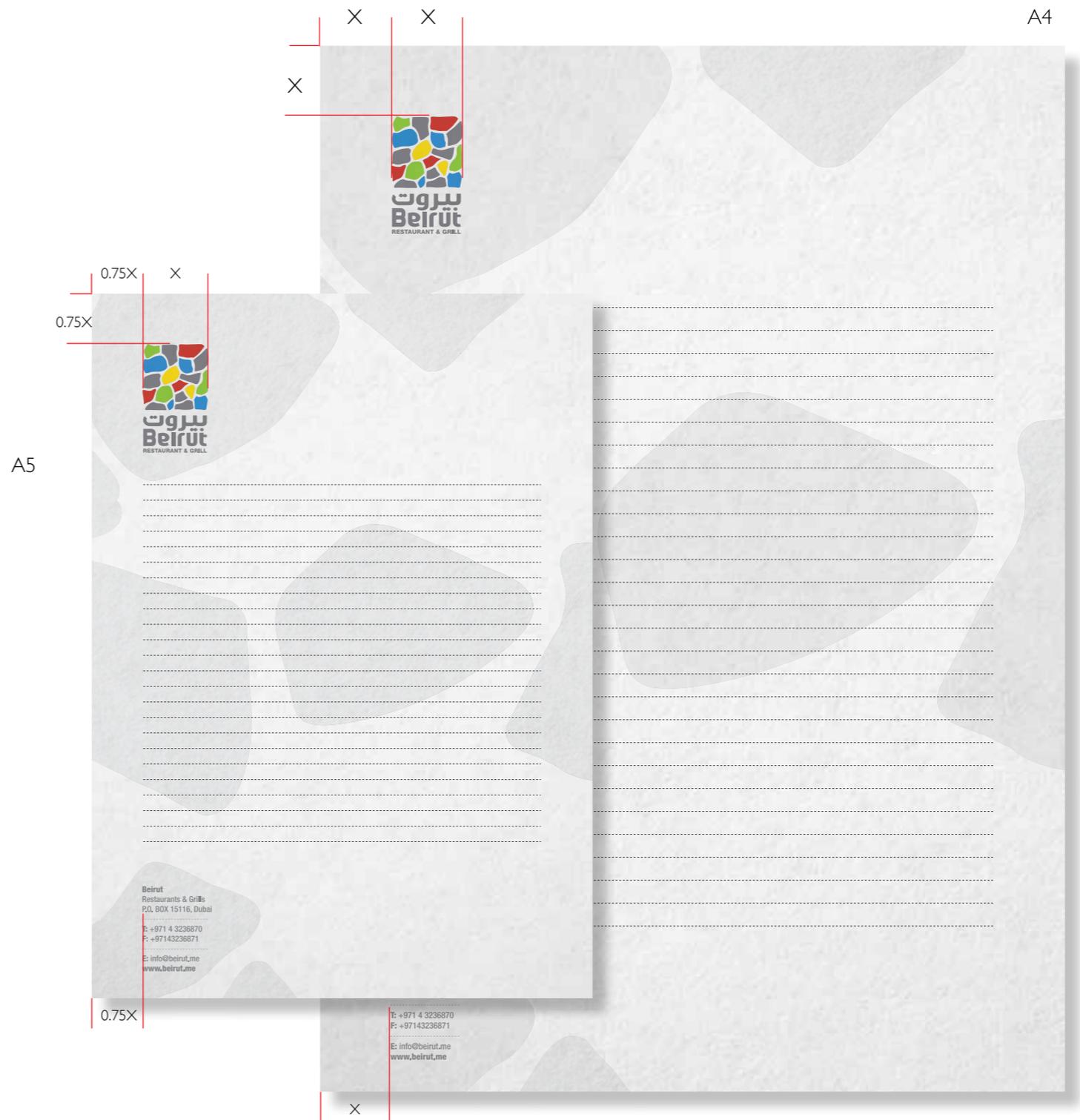
Beirut Visual Standards Guide
Folder

The folder should be printed out of the 4 approved colours:

The CD lable should be printed out
of the 4 approved colours:
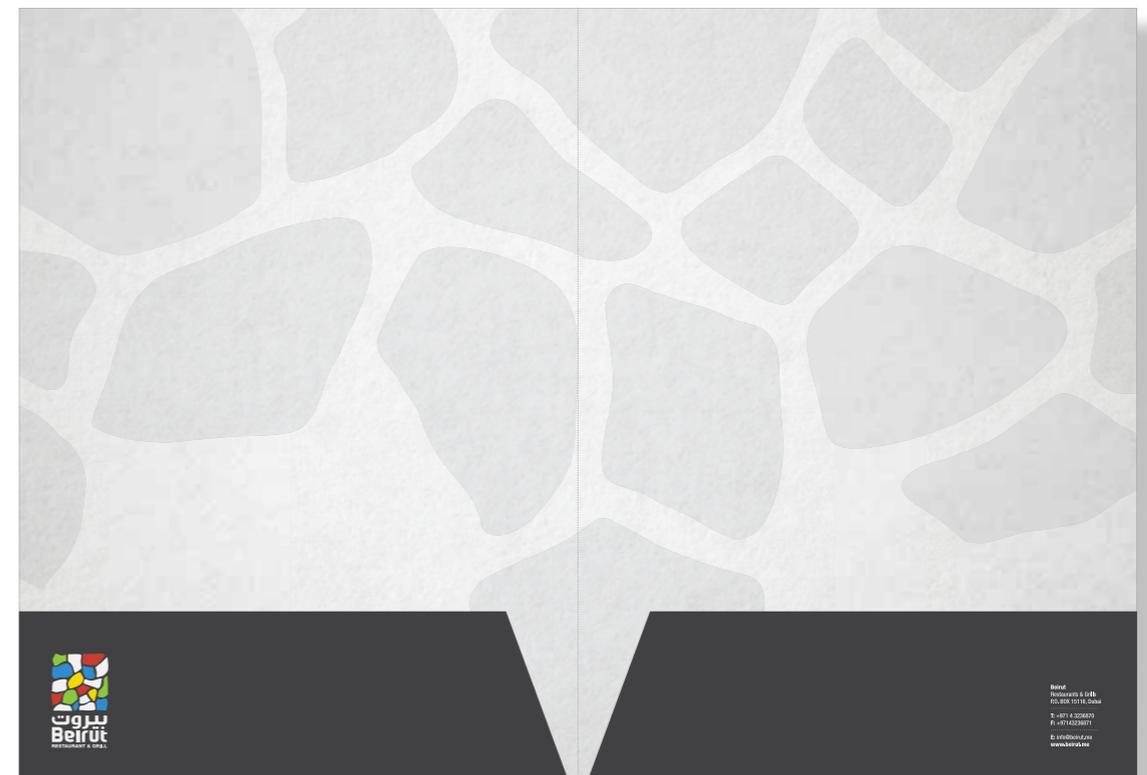
Beirut Visual Standards Guide
CD label

The CD pouch should be printed out
of the 4 approved colours:

Front Cover

Back Cover

0.5X   X

0.5X

Beirut
Restaurants & Grills
P.O. BOX 15116, Dubai

T: +971 4 3236870
F: +97143236871

E: info@beirut.me
www.beirut.me

0.5X
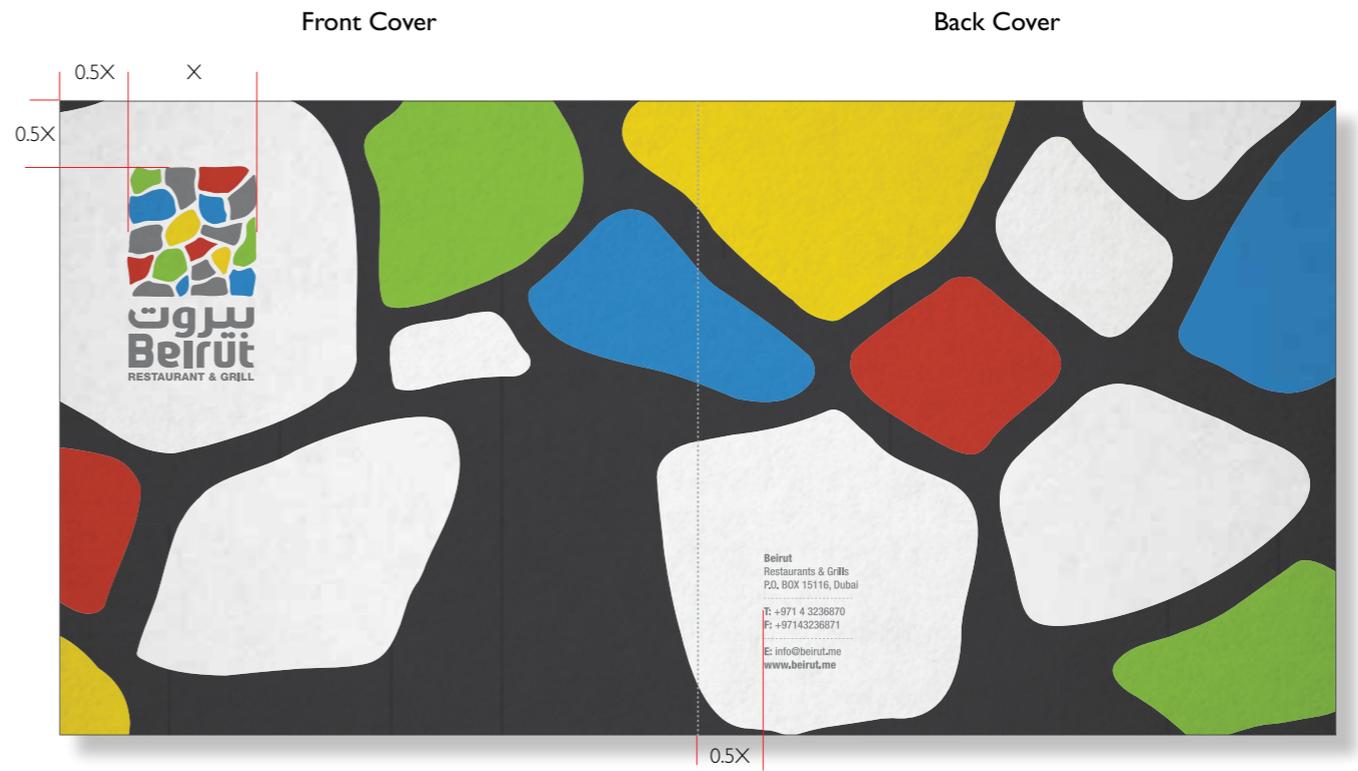
Inside Left

Inside Right
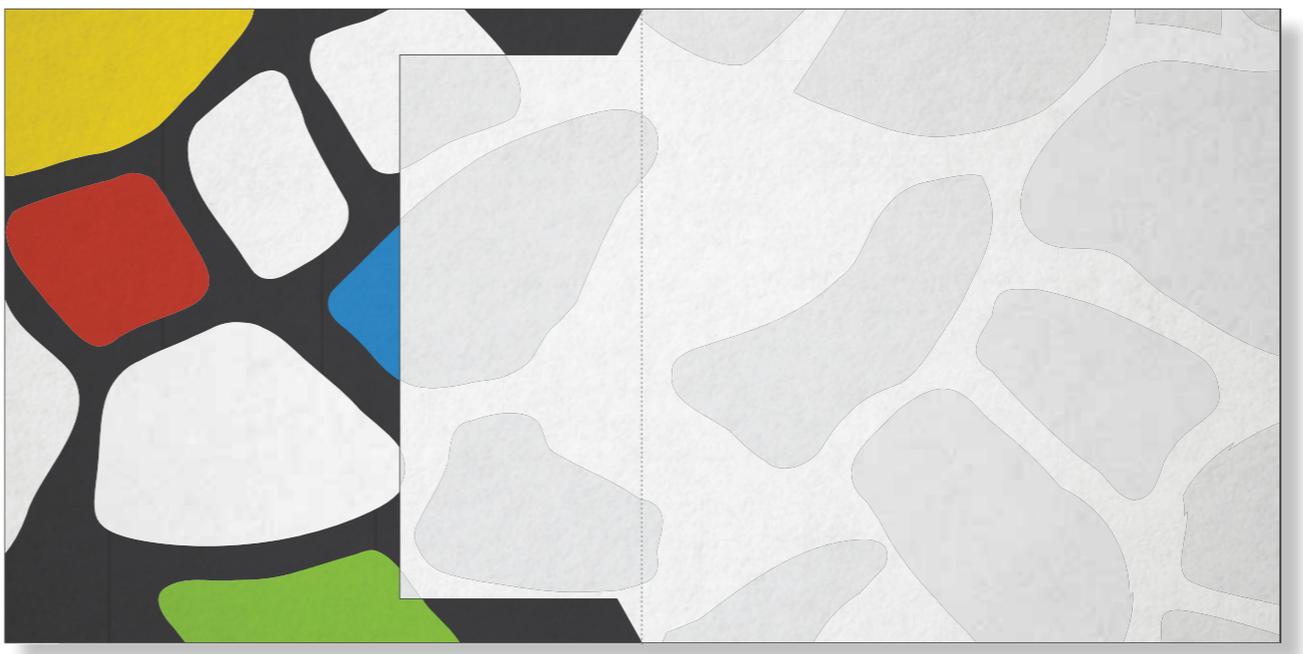
Beirut Visual Standards Guide
Vehicle Graphics

The Vehicale should be printed out of
the 4 approved colours:

The Vehicale should be printed out of
the 4 approved colours:

Car should be either drak gray or
white.

The Bike should be printed out of the
4 approved colours.

Bike should be either drak gray or
white.

Beirut Visual Standards Guide
Napkin

The Plate and mat should be printed out of the 4 approved colours:

Beirut Visual Standards Guide
Take away Box

The Plate and mat should be printed out of the 4 approved colours:

Beirut Visual Standards Guide
Plate and plate mat

The Plate and mat should be printed
out of the 4 approved colours:

Beirut Visual Standards Guide
Uniform

The Uniform should be printed out of
the 4 approved colours

Beirut Visual Standards Guide
Plastic bag

The Bag should be printed out of the 4 approved colours

The Bag should be printed out of the 4
approved colours