

The Brand Kit



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The Logo

The logo features bold, modern typography with a vibrant, warm color palette that reflects the vibrancy of African cultures. It is a rounded geometric shape and a logotype with a resemblance to Slab Serif typeface which is characterized by bold, block-like serifs.

The logotype and logomark should be clearly displayed against black, white, and colored backgrounds.



Logo Applications

Vertical Orientation on White



Vertical Orientation on Brand Pattern



Logo Usage Guidelines

Primary Logo Background

The Saba Eats logo must always be placed on white background to maintain its visual integrity and brand recognition.

Brand Pattern Application

The logo can also be used against the official brand pattern. The logo should still stand out distinctly even when placed over the pattern.

Prohibited Brand Colors

The logo should not be placed on any other background colours such as black, grey, patterns that are not part of the brand identity or gradients. Any deviation from this compromises that brand's identity.

Clear Space Requirement

Ensure there is sufficient clear space around the logo whether placed on a white background or the brand pattern. No other elements (text, icons, or images) should interfere with the immediate surroundings of the logo.

No Alterations

The colors and proportions of the logo should not be altered. The red, yellow and white color combination is integral to the brand identity and must remain consistent. No other color applications are permitted for the logo.

Voice & Tone

The brand voice is friendly, approachable, and inclusive and the tone we use is energetic and positive to reflect the excitement of discovering new foods.

Support Local, Eat Local, with Saba Eats" serves as the core brand tagline.

Tagline

Narrative & Story

In African folklore, journeys are a central theme, from people traveling through lands, meeting others, to sharing in the richness of their experiences.

Saba Eats tells a story through taste, we give our customers an opportunity to travel through experiencing different local cuisine that is representative of our vendors' journeys not only in their lives but as well in their kitchens.

Ours is an invitation to go on a journey everytime the customer orders. A journey that either brings you closer to home or introduces you to a vast tapestry of flavours. From traditional dishes to even a modern interpretation of classic meals.

Food is more than just sustenance, it is the thread that weaves people together, the centerpiece of gatherings, and the symbol of care, love and hospitality.

Saba Eats is a home grown brand inspired by the belief that local is truly lekker and understands that it's not just food delivery but it is the delivery of warmth, flavour and the essence of home.

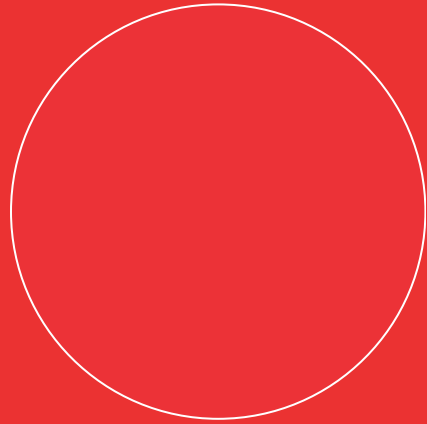
With each delivery, we aim to bring the familiar comfort of home-cooked meals to the hustle and bustle of modern life.

The Color Palette

We use red, white and yellow for our primary colors, playfully contrasted by a lineup of cool and warm tones that make up our supporting colors.

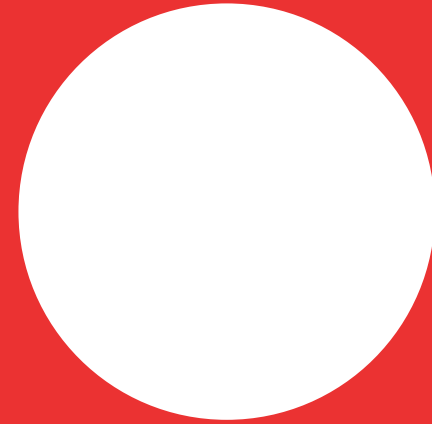
This color palette stays true to the bold nature of the brand while emphasizing clarity and warmth. These colors can be used consistently across all branding materials, packaging and digital platforms.

Primary Colors



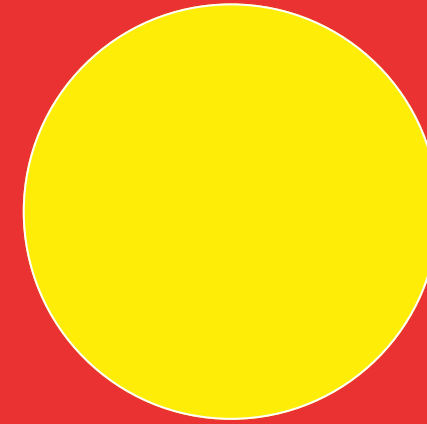
Red (#eb3237):

This is the dominant color in the background, representing energy, warmth and vibrancy.



White (#fffefe):

Used for text, providing a clean sharp contrast against the red background.



Yellow (#fde007):

Used in the curved shape, it symbolizes brightness, positivity and food related joy.

Supporting Colors



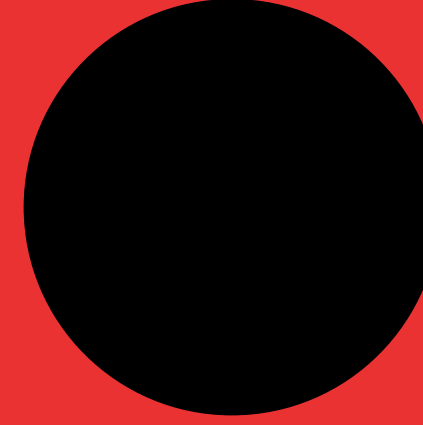
Deep Orange (#db5a14):

Evokes feelings of warmth and appetite making it a perfect fit and works well with food related visuals. Works well for buttons, icons, or CTA elements.



Vibrant Orange (#fab026):

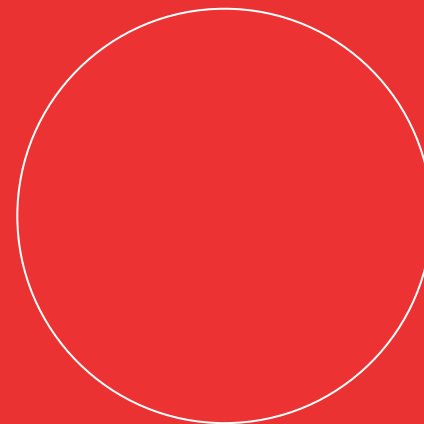
Brings a sense of optimism, joy and friendliness. Aligns with the community nature of the brand as its associated with happiness and positivity. Can be used to highlight important information, draw attention to key details or bring a freshness.



Bold Black (#000000):

Provides a strong, sleek contrast that adds professionalism, strength and sophistication to the brand.

Accent Colour



Bright Red (#ec3232):

A brighter red accent, its boldness adds intensity, balancing with the other tones of the brand.

Brand Ladder

Products Features:

- Fast and reliable food delivery
- Diverse selection of local restaurants
- Easy - to - use website and app

Functional Benefits:

- Convenience of meals delivered quickly
- Access to local cuisines
- Simple ordering process

Emotional Benefits:

- Supporting local business
- Enjoyment of stress - free meal experiences
- Satisfaction of fresh, quality food

Brand Purpose:

- Making food delivery simple, enjoyable and reliable

Fonts & Typography

Our font choice embodies professionalism and timelessness with legible and distinct characters which work well with the brand

Aa

Roboto Slab

Main Font

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Aa

Roboto

Secondary

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()

Font Hierarchy

Saba Eats

Roboto Slab

150 pt

Support Local, Eat Local, with Saba Eats

Roboto

50 pt

Saba Eats seamlessly connects you with local restaurants.

Roboto

25 pt

Type Application

Low commission.

We understand the importance of quick, easy payouts.

Local food delivery service where fairness fuels every meal.

We promise to provide seamless food delivery,

Brand Pattern

The pattern is created to delight, inform, add personality and depth and bring the brand to life while creating visual interest. It offers visual flair and versatility in application.



Photos and Videos

Natural and unposed, featuring real people and using high flash with minimal to no retouching to evoke ease and authenticity.

Photos Guidelines

Vibrant & Inviting

Photos should be bright, colorful, appealing, focusing on freshness and diversity.

Warm and Authentic

Natural lighting to showcase food in its most appetising form. Avoid overly processed or artificial looking photos.

Culturally Inclusive

Represent a variety of cuisines and dishes to reflect the brands offering of diversity. Highlight both modern and traditional food presentations.

Composition

Clean and simple, clutter should be avoided, allow the food to stand out. Include top-down and close-up shots to capture texture and color. An incorporation of real life settings such as cutting board, tables etc adds context.

Video Guidelines

Engaging and relatable

Should showcase convenience the joy of meals, cooking and sharing food. Capture local restaurants and delivery moments.

Key Video Elements

Food Preparation, delivery and customer experience, vendor spotlights, eating moments that show people enjoying meals in various settings like home, office, outdoor etc.

Shooting Style

Use of natural lighting, dynamic shots such as close-ups, slow-motion shots for cooking and quick cuts for delivery moments with focus on authenticity

Music & Voice Over

Use of light, energetic background music that represents the vibrant and positive nature of the brand. If a voice over is required, consider local accents and languages for connection.

Prohibited Practices

Photos

Avoid stock photos that look too generic or staged. Focus on authentic, real-world photography.

Do not use dark, moody photos or colors that clash with the bright, welcoming brand nature.

Video

Avoid long, drawn-out videos with slow pacing as they go against the quick, efficient messaging.

Avoid overly stylized effects, heavy filters and content that feels overly commercial that compromise the focus and authenticity.

Avoid overly stylized effects, heavy filters that compromise the focus and authenticity.

Brand Integration

This should never be compromised or neglected. Always include the Saba Eats logo. On photos it would be on the top center or bottom left corner. With videos at the beginning or end of the video. Use subtle overlays of the brand colors in transitions or CTA's.

Contact Us

If you have any questions or clarity you need with any of the information provided, do not hesitate to contact the Saba Eats Team.

