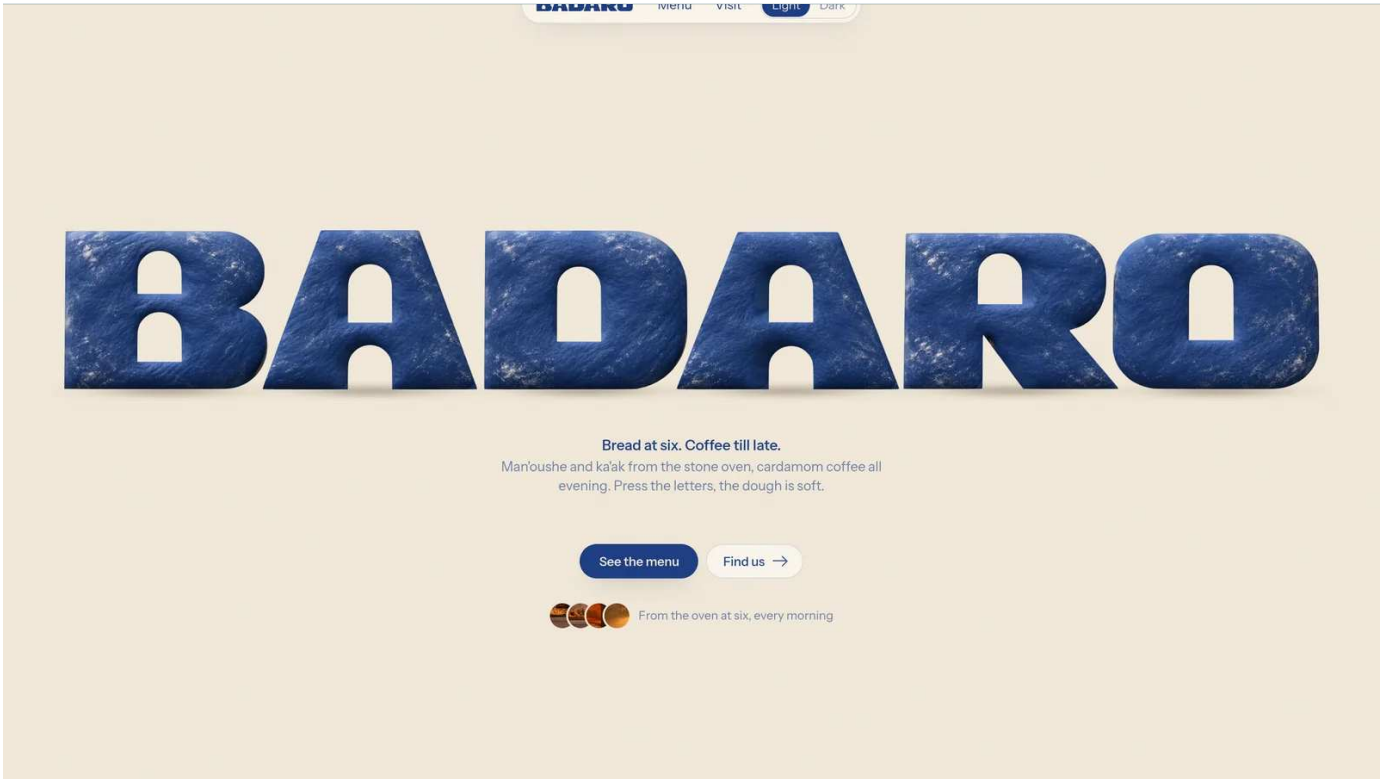
Badaro Guidelines.

A Levantine bakery and morning café, named after a Beirut quarter.

Introduction



The home page's first screen. The letters drop onto the counter as dough and prove; the pointer presses and kneads them, and they rise back.

Badaro is a bakery and morning café named after the Beirut quarter of bakeries and early cafés. Its mark has to feel like part of that street: as natural painted across a fascia at six in the morning as pressed in blue ink on a kraft bag.

The name is three open syllables, so the mark stacks them: BA, DA, RO. Every counter is cut as the tall arched window of the quarter's old sandstone houses, and under each A's crossbar an arched doorway turns the letter into a house.

One ink, enamel blue, on warm flour. Blue stamps cleanly on kraft and carries across a street; the rest of the palette comes from the oven and the stone around it.

At a glance

LOGO

BA
DA
RO

COLOURS

Flour
#F2EADB

Enamel
#203F86

Night
#1B356F

TYPE

Aa Instrument Sans

Aa Young Serif

LINE

Bread at six. Coffee till late.

BRAND KIT

49 files · 2.3 MB

Download the zip

Logotype scale

72 px



60 px



48 px



38 px



30 px



24 px

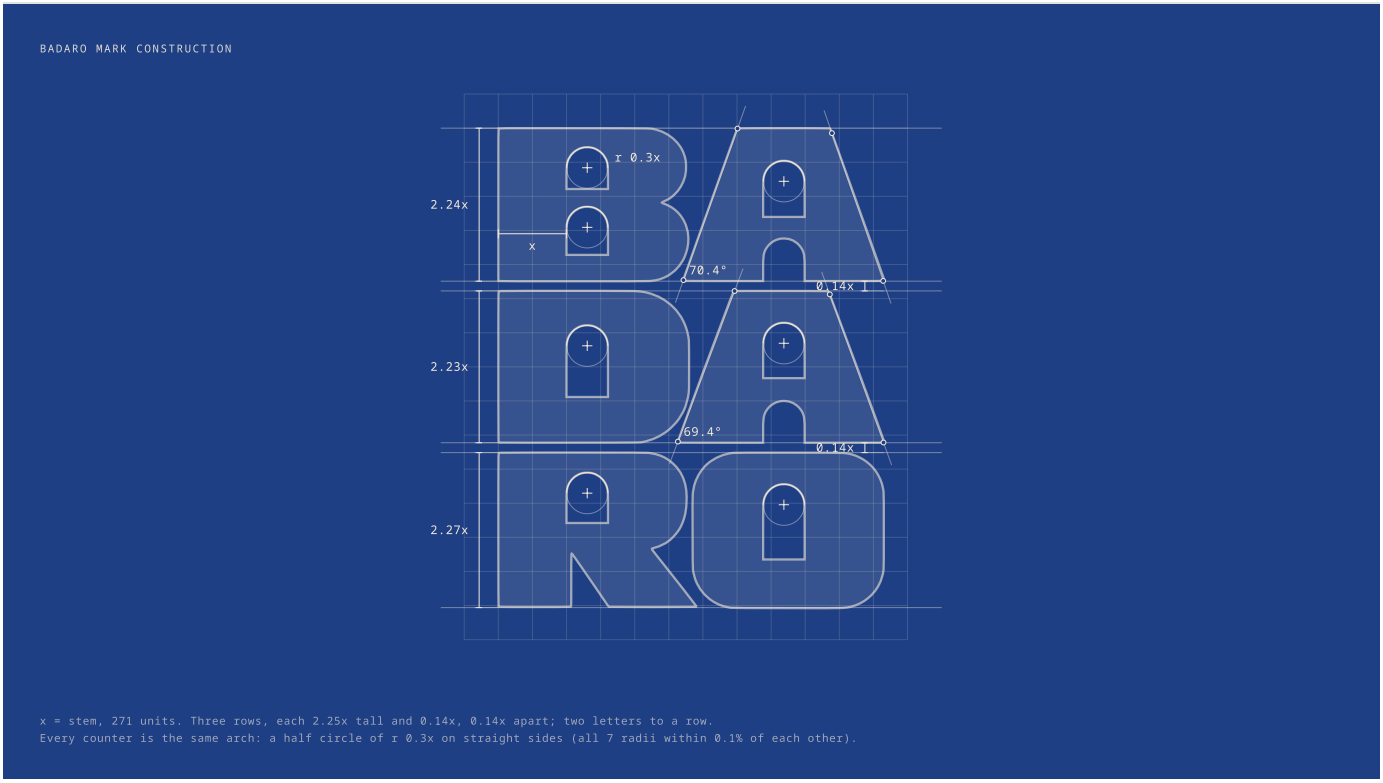


18 px

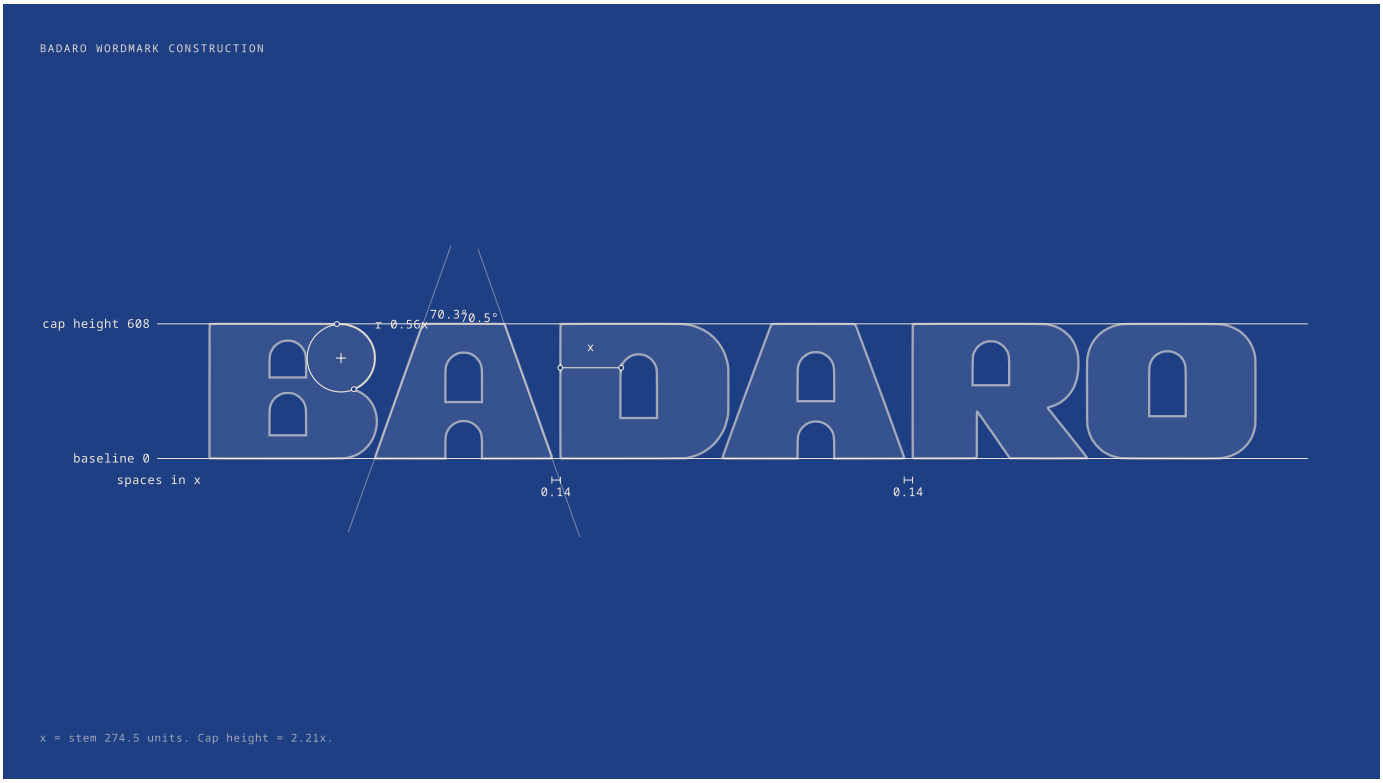


Badaro's name is its mark, so there is no separate symbol to lock up. Use the stacked block wherever there is height to hold it: cups, bags, stamps, a profile picture. Where the space is a narrow band, like a fascia or a page header, use the one-line name above, set from the block's own letters. Never redraw, respace or restack either one.

Mark construction



Six letters sit two to a row in three rows, each 2.25x tall and 0.14x apart, where x is the stem. Every counter is the same arch, a half circle of r 0.3x on straight sides.



BADARO uses the stacked mark's stem and arches: caps 2.21x tall, the A's sides leaning at about 70°, the B's bowl cut from a circle.

Signature



Enamel blue on flour is the signature: the fascia, the cup, the bag, the menu. Use it on any light, warm ground, and keep every window open.



Flour on enamel blue where the brand needs more weight: a painted shutter, a stamp on dark packaging, a profile picture. The windows then read as light coming through.

Three cuts



Block

The three syllables stacked, every counter an arched window. The primary mark, for anything with height.



One line

The block's own six letters on one baseline, spaced by its line gap. For fascias, headers and narrow bands.



Small cut

Heavier strokes and larger arches, drawn for 32 and 16 px: favicons and the smallest stamps.

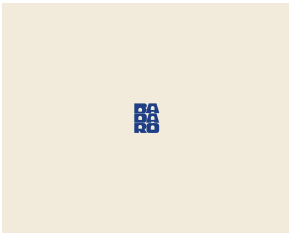
Small sizes



Block, 64 px



Small cut, 32 px



Small cut, 16 px



One line, 16 px

Logo on your background



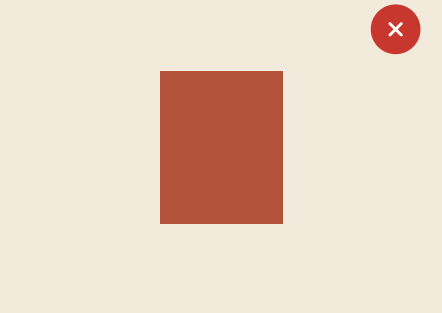
Please don’t



Don’t stretch or squeeze the block. The windows must stay true arches.



Don’t tilt it. The block stands upright, like the houses it comes from.



Don’t recolour it. Enamel blue or flour, nothing else.



Don’t set it on a ground that swallows it. Check it with the tool above.



Don’t add shadows, outlines or glows. It is printed ink.



Don’t fade it or make it see-through. One solid ink, always.

Core palette

Flour

HEX #F2EADB
RGB 242, 234, 219
CMYK 0, 3, 10, 5

Enamel

HEX #203F86
RGB 32, 63, 134
CMYK 76, 53, 0, 47

Night

HEX #1B356F
RGB 27, 53, 111
CMYK 76, 52, 0, 56

Sandstone

HEX #E0D0B0
RGB 224, 208, 176
CMYK 0, 7, 21, 12

Crust

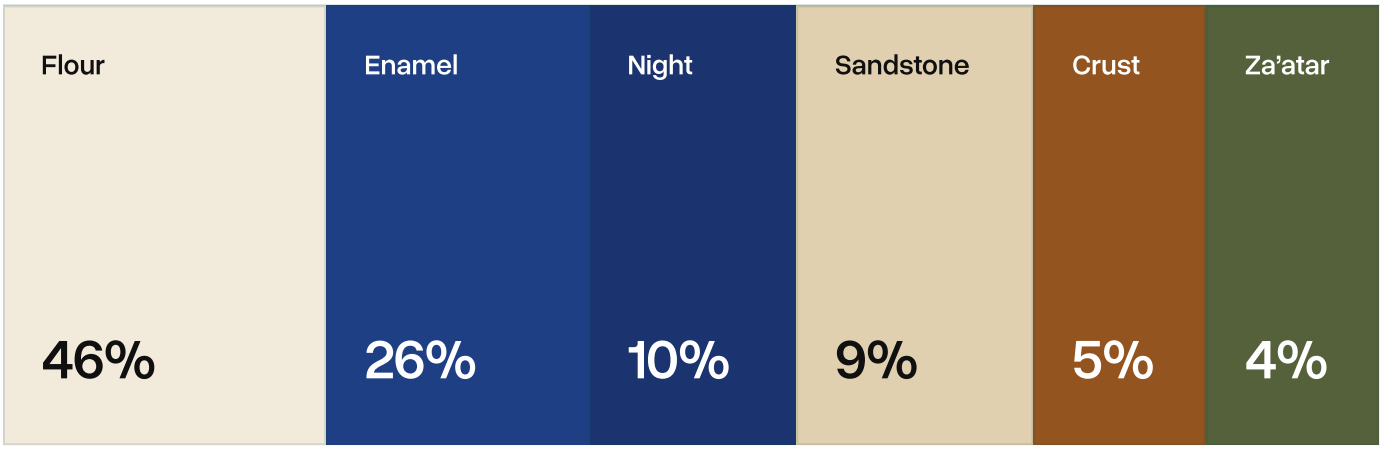
HEX #94551F
RGB 148, 85, 31
CMYK 0, 43, 79, 42

Za’atar

HEX #55623A
RGB 85, 98, 58
CMYK 13, 0, 41, 62

Enamel is the colour of the street signs in the quarter and the logo’s only ink. Flour is its ground, Night the café after dark. Sandstone, Crust and Za’atar come from the house, the oven and the bread. CMYK values are a plain device conversion for reference; print Enamel from a matched spot swatch.

Color proportions



Flour carries most of every surface, Enamel the name and the headlines, Night the evening. Crust or Za’atar appears once at most, never both.

Readable combinations

Aa	Enamel on Flour	8.2:1	AAA
Aa	Flour on Enamel	8.2:1	AAA
Aa	Flour on Night	9.8:1	AAA
Aa	Enamel on Sandstone	6.5:1	AA
Aa	Night on Sandstone	7.7:1	AAA
Aa	Crust on Flour	4.9:1	AA
Aa	Flour on Crust	4.9:1	AA
Aa	Flour on Za’atar	5.4:1	AA
Aa	Crust on Sandstone	3.8:1	AA Large

Crust on Sandstone reaches only large-text contrast: keep it to decoration and large menu prices, never body text. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Instrument Sans: Bread at six. Coffee till late.

Headlines, text, buttons and the website, as on the home page: medium 500 for headlines, regular 400 for text at 16 px and up. Plain and friendly, it lets the block be the only voice with character. By Rodrigo Fuenzalida and Jordan Egstad, SIL Open Font License 1.1, on Google Fonts; about 30 KB a weight as WOFF2 (Latin).

Young Serif: Man’oushe, za’atar and oil

The menu board, the names of the breads and short display lines: a heavy, warm serif that sits well beside the block without copying it. One weight only. By Bastien Sozeau, SIL Open Font License 1.1, on Google Fonts; about 40 KB as WOFF2 (Latin).

Type scale

DISPLAY

Instrument Sans · 500 · 48.8px · 3.052rem

Bread at six.

HEADING 1

Instrument Sans · 500 · 39.1px · 2.441rem

Bread at six. Coffee till late.

HEADING 2

Instrument Sans · 500 · 25px · 1.563rem

Man’oushe and ka’ak from the stone oven, cardamom coffee all evening.

HEADING 3

Instrument Sans · 500 · 20px · 1.25rem

Open at six · Badaro, Beirut

BODY

Instrument Sans · 500 · 16px · 1rem

The oven is lit before six, so the first man'oushe is out when the street wakes up. In the evening the same room serves cardamom coffee until late.

CAPTION

Instrument Sans · 500 · 12.8px · 0.8rem

From the oven at six, every morning

Tone of voice

Badaro speaks like the baker on the corner who knows your order: warm, quick and plain, with the time of day always in it.

It names the bread, the oven and the hour. It never sells a lifestyle, and never borrows grandmothers, heritage or a postcard Beirut it hasn't earned.

A neighbour, not a theme

Badaro is part of a street. The voice says what is in the oven and when the door opens, and leaves the rest to the bread.

SIGNATURE

Bread at six. Coffee till late.

INTRODUCTION

Man'oushe and ka'ak from the stone oven, cardamom coffee all evening.

THE MORNING

From the oven at six, every morning.

THE EVENING

The same room, after dark, with coffee.

THE NAME

Badaro, after the quarter it bakes for.

CALL TO ACTION

See the menu

Say the hour

Time is the brand's rhythm: when the oven is lit, when the coffee starts, when the door closes.

SAY	AVOID
First man'oushe out at six.	Experience artisanal baking at its finest.
Coffee till late.	Open all day for all your needs.

Name the bread

Say what it is, the way the counter says it. No adjectives where a name will do.

SAY	AVOID
Za'atar man'oushe, sesame ka'ak.	Authentic heritage delights from Teta's kitchen.

Warm and short

One line, then stop. A wink is fine on the hero; prices, allergens and hours stay plain.

SAY	AVOID
Press the letters, the dough is soft.	OMG you NEED to try our bread!!!

Shopfront fascia



The one-line name where the space is a long band: sign-painted in flour on an enamel-blue fascia above the house's own arched windows.

Bread bag



The block as a rubber stamp in enamel ink on kraft: uneven the way a real stamp is, every window still open.

Coffee cup



The block upright on a flour-coloured cup, for the coffee that runs until late.

Wrapping paper



The one-line name repeated across greaseproof paper, broken by the folds the baker makes to hand it over.

Apron



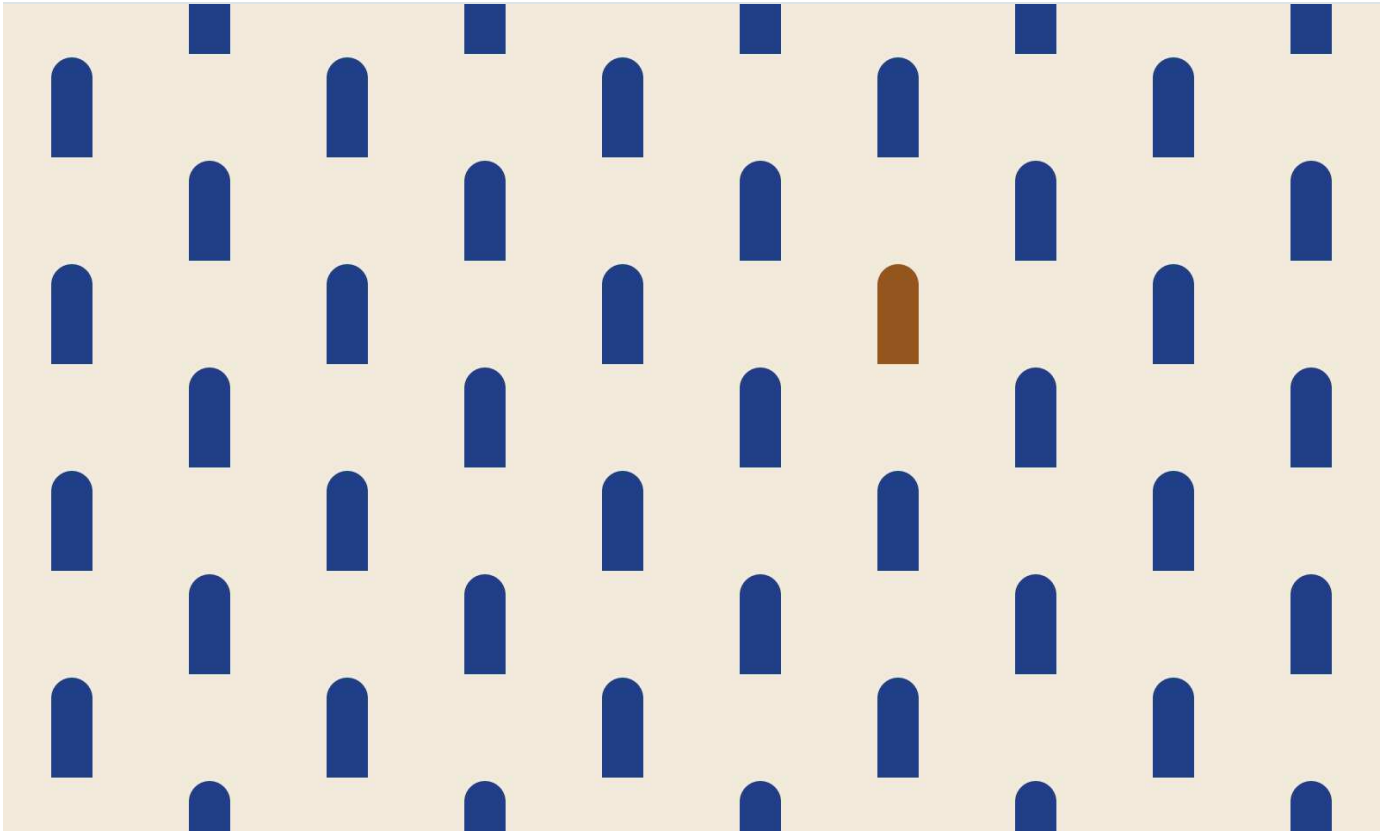
Embroidered in enamel-blue thread on the baker's apron, about the size of a palm.

Enamel sign



Flour on enamel, fired into a steel sign by the door: the colour the logo was named for.

Pattern: six o’clock



The block’s own counter, the arched window, repeated like the windows of the quarter’s houses. One is Crust: the oven lit at six. As a device, a single arch frames a photograph or stamps a corner.

Export assets

▶ What's inside the zip · 49 files · 2.3 MB

Block



Enamel blue



Flour



Small cut

One line



Enamel blue



Flour

Profile pictures



Enamel blue

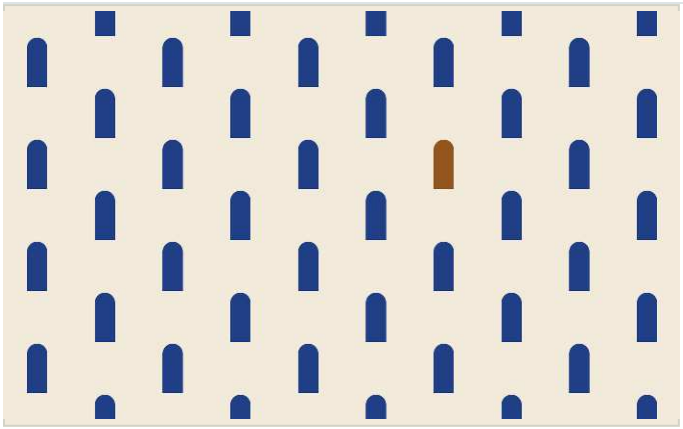


Flour



White

Pattern



Six o’clock, tile

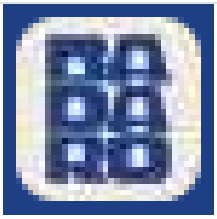


The arch, device

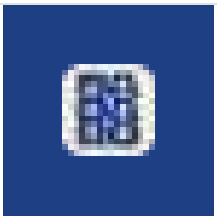
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon



PWA icon large

Applications



Badaro · 01



Badaro · 02



Badaro · 03



Badaro · 04



Badaro · 05



Badaro · 06

Typography

Aa Instrument Sans

Aa Young Serif

Brand and website designed by Plumage.

Badaro was designed by Plumage; its artwork is not licensed for anyone else's use. Instrument Sans and Young Serif keep the SIL Open Font License 1.1 from their makers. This page loads them from Plumage's own server.