Badaro Guidelines.

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

Introduction



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 full palette, the type and the voice come with the next stage.

At a glance

LOGO



LOGO COLOURS

Enamel blue
#203F86

Flour
#F2EADB

BRAND KIT

43 files · 1.7 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.

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.

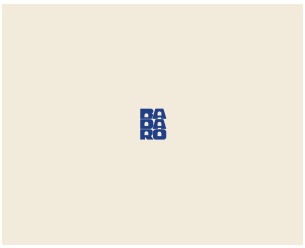
Small sizes



Block, 64 px



Small cut, 32 px



Small cut, 16 px

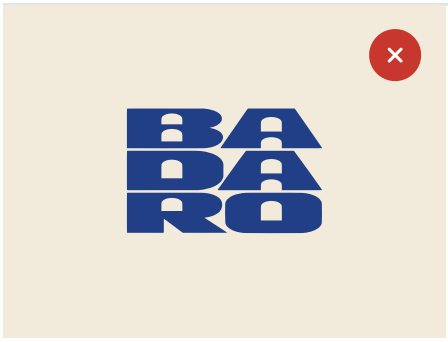


One line, 16 px

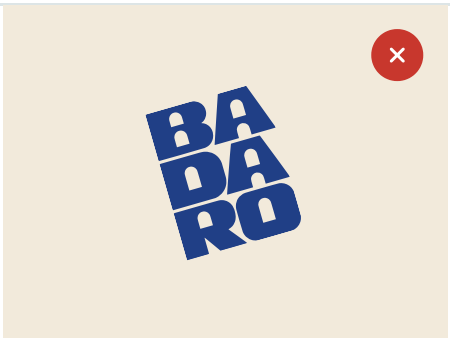
Logo on your background



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.

Export assets

▶ What's inside the zip · 43 files · 1.7 MB

Block



Enamel blue



Flour



Small cut

One line



Enamel blue



Flour

Profile pictures



Enamel blue



Flour

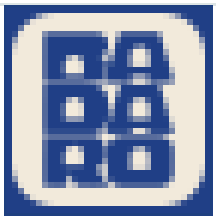


White

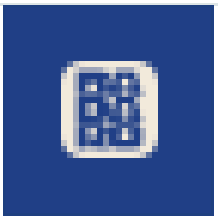
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon



PWA icon large

Applications



Badaro · 01



Badaro · 02



Badaro · 03

A concept brand made by Plumage to show range.

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