

SHUGAH

Attachment B

Stay sweet

After all the hard work put into creating this extraordinary brand, we wanted to make sure it stays that way when it heads out into the world.

Following these guidelines will ensure the brand is well represented and used in a way that upholds the aesthetic standards with consistency.



Meet *the Brand*

Why do we exist?

Not only do we bring humour into people's lives, we saw an unmet need in the bakery industry for a platform that caters to their tough to manage product.



Bakeries require larger storage for their baked goods.

Baked goods **require certain temperatures.**

Not all baked goods are **ready made.**

Higher delivery costs drive away consumers.

Let's give
bakers a chance

SHUGAH

We're a helpful solution to make all your occasions extra special

Forgot her birthday? Tired of orchestrating a celebration? We're here to help.

Bakers these days don't get the same chance restaurants do with apps like Zomato and Deliveroo, that's why we're here!

But unlike those apps, we've got a sense of humour, we're colourful and we like to have a good time.

What else we got?



Gluten Free



Vegan



Sugar Free





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The Mood

In a time where straight-forward approaches are being taken to brands, Shugah stands out by not taking itself too seriously and catering to an audience that seeks cheer in their celebrations!

We're a colourful, exciting and unique brand that breaks the norms and introduces humour while staying relevant.

Fun

Vibrant

Memorable

Our Brand Positioning

For seekers and givers of smiles in the Dubai, Shugah delivers everything you need for an occasion to your doorstep. Unlike other food delivery platforms, we give bakers and celebrators a chance with convenience, selection and prices.

Our Mission

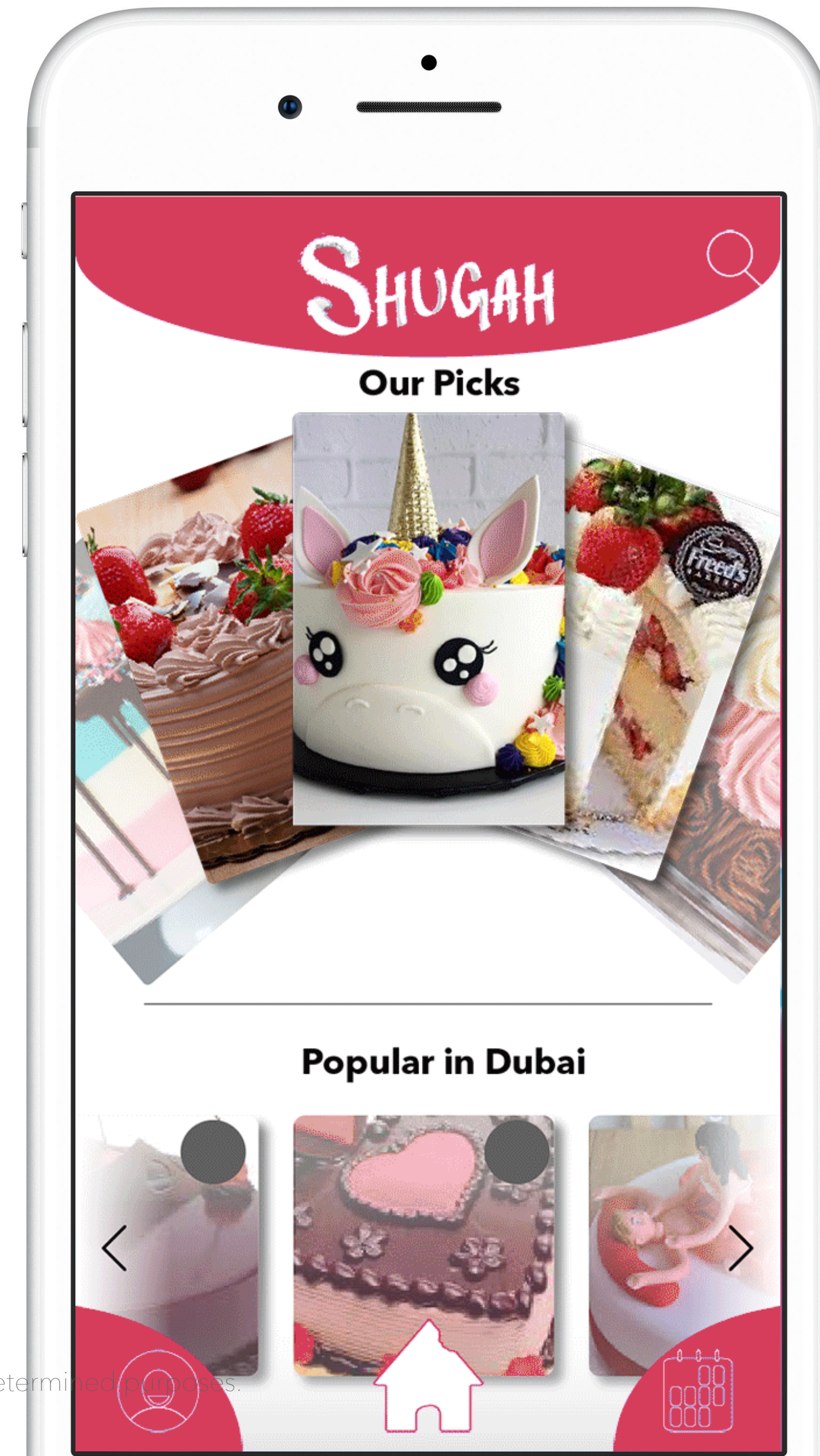
To colour memorable moments like never before.

Sweeter Celebrations

Intro to *our Services*

Meet the app

Available on both iOS & Android; not the blue square. The app is as colourful as our personality and features backend development so cutting edge that it gives Reaper from Overwatch a run for his money.



We're all about occasions

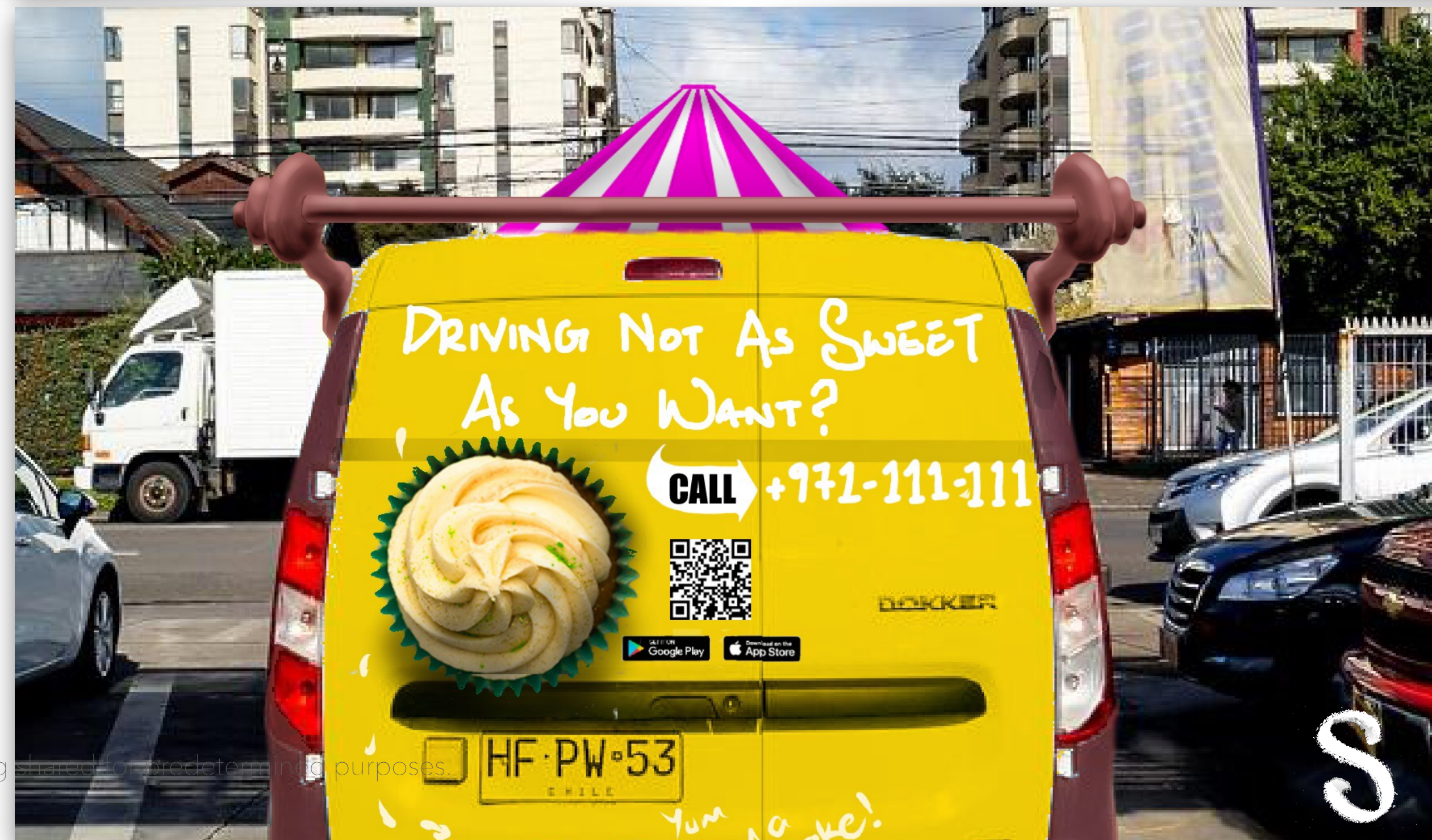
We don't just deliver desserts, we make occasions happen. Desserts go hand in hand with celebrations, so we're a one-stop solution for making moments happen.



Shugah Rush

Meet Shugah Rush, our trusted delivery van; more of a shining steed.

With our trademark dessert care system, a cohesive selection of occasion making desserts can be safely transported while maintaining quality.



Meet Shugah-Man

Wherever there is a birthday boy who's left unsung, a pissed off girlfriend whose anniversary was forgotten or a group of friends in desperate need to celebrate... Shugah-man answers the call!

Shugah-man has a unique design, his hat is akin to the milkman hat, a milkman who delivers the deliciousness that helps you grow strong.

He dons colourful colours and puts on a smile, because he's the symbol of hope and happiness.

He wears a cape, because regardless of what Edna Mode says, capes are cool!

Learn more about him by following him on [Twitter](#).



Brand Identity *Guidelines*



SHUGAH

Primary logo

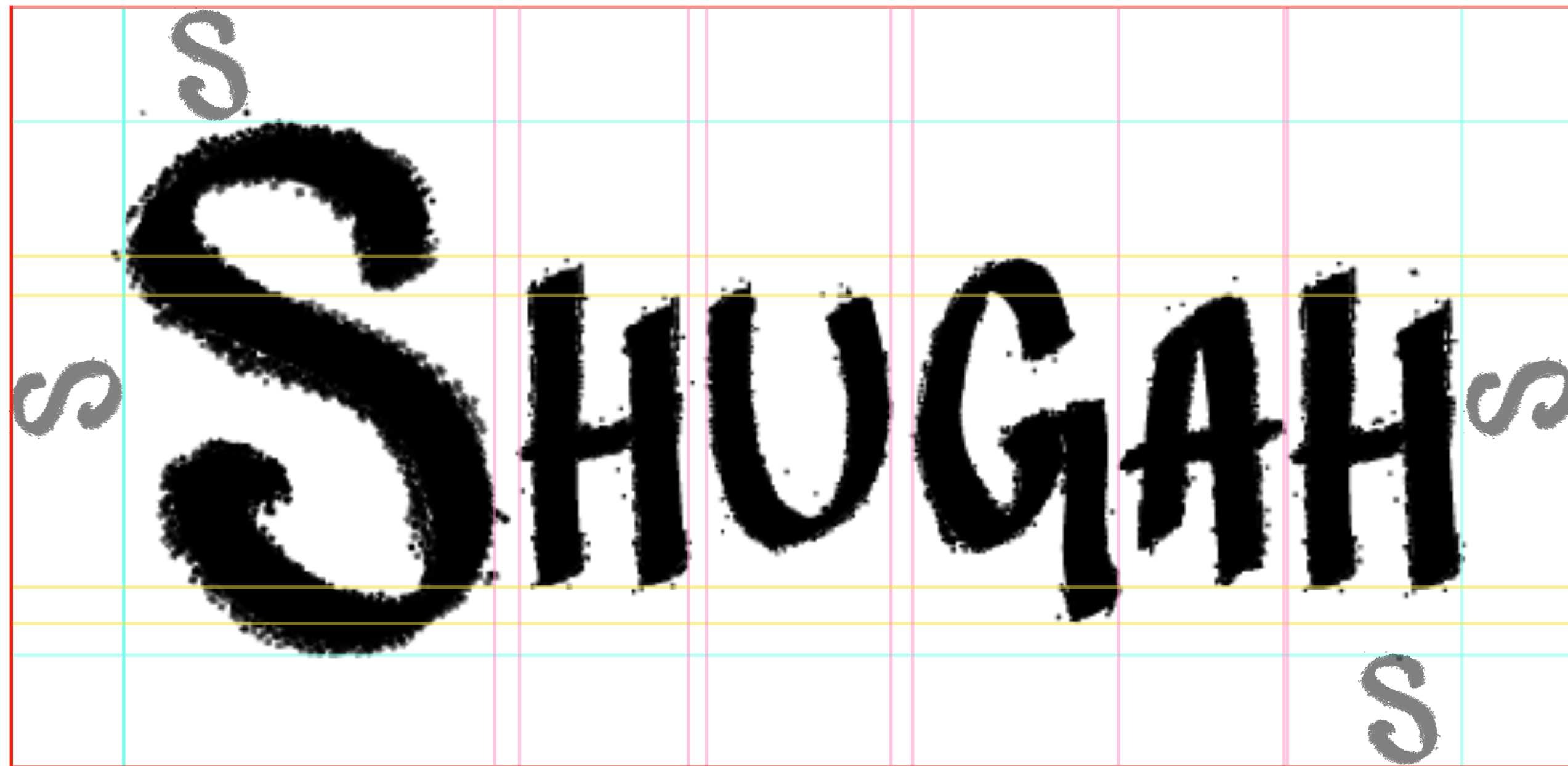
Shugah's primary logo is always used on a coloured or busy background. The design is inspired by drawing with grains of sugar.

With the delicately placed individual sugar grains, an overall feel of this being drawn on a baker's desk is created. Hints of depth are also included in the curves of the logo.

Ideally, this main logo is to be used across all brand applications. The trademark helps audiences easily identify Shugah. In approved circumstances, the logo can be replaced with the emblematic "S".

SHUGAH

The smallest the logo should be represented is 2 inches in width.



What grid?

To represent the randomness of Shugah, the logo was developed with that trait in mind. The custom logo is a unique handwritten font which sees no accurate or uniform grid. You're not limited by logo placement on visuals either.

Secondary logo

We don't have a black secondary logo, instead when Shugah is used on a white background we use a brown Shugah logo; to playfully indicate brown sugar as an alternate to sugar.

Alternatively, if need be the logo can be on greyscale as well.

In approved circumstances, the logo can be replaced with the emblematic "S".



a.



b.



c.



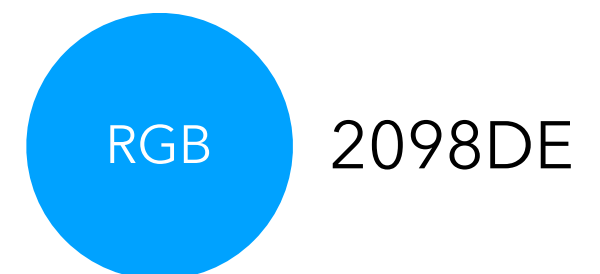
d.



Brand colours

There is a reason why we use a damn gradient, there are no colours associated to the brand. Shugah, a lot like the real soluble carbohydrate, is that little bit of sweetness you add to almost anything.

Now are gradient on the other hand is a carefully selected handpicked combination.



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Unacceptable usage

The logo should never be tampered with or tilted. Elements should also not be placed around the logo and clear space defined in the grid section should be respected.

Gradient backgrounds

These are all the hype lately and we're riding the wave. We rarely, if ever, use an individual colour, to represent our uniqueness visuals are always complemented with a colourful gradient.

It can at times be the same colour family or a completely different one. The only minor requirements from these unique gradients are:

- It's gotta look vibrant
- Its gotta look fun
- Its gotta look good

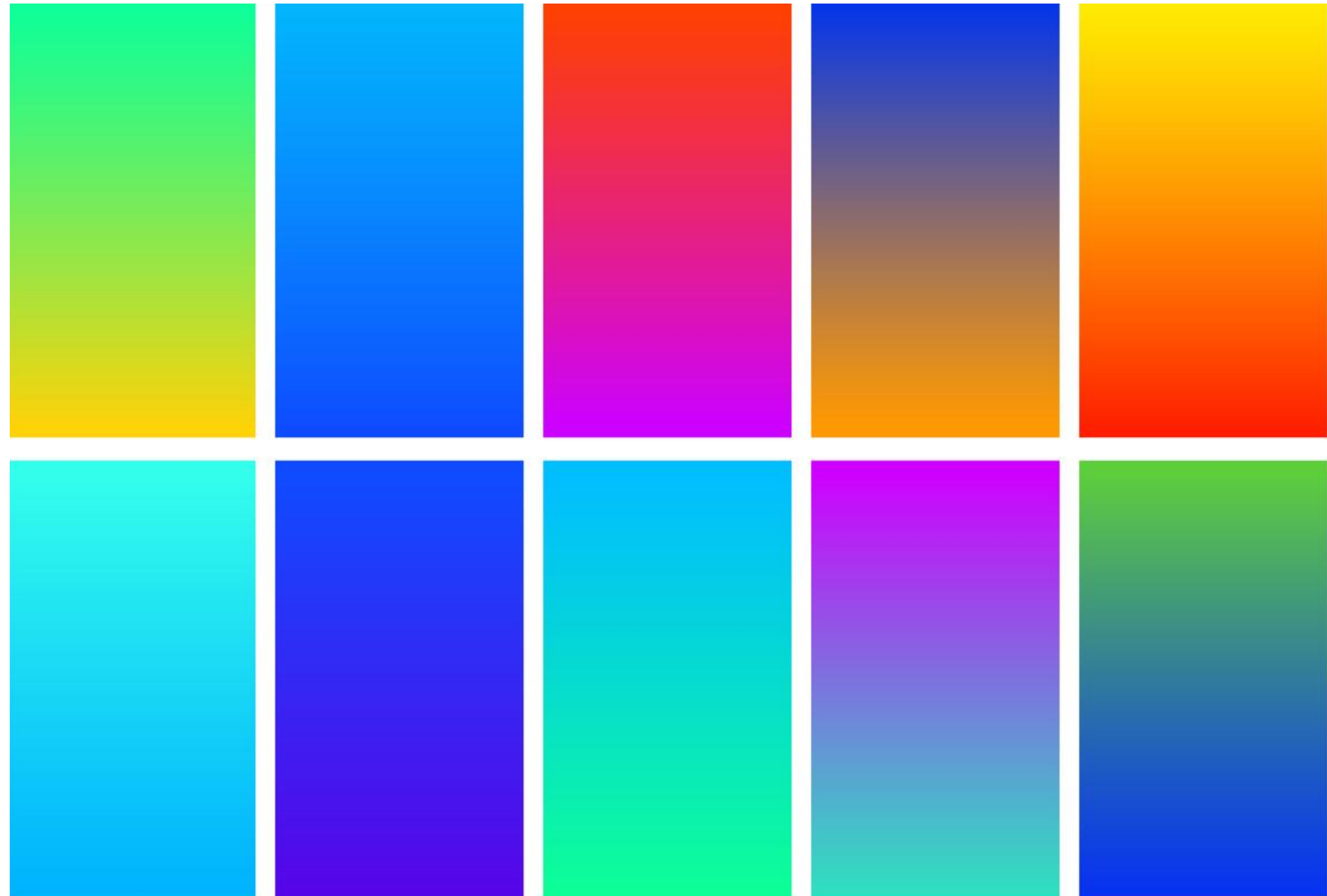


Photo backgrounds

Photography based background are applicable for the brand as long as they're colourful, contemporary, not dull and not distracting from the content.

Tip: Shallow depths-of-field works best.



Primary font

Typography is a power brand tool when used consistently. This set of typefaces best represent the welcoming feel of the brand with optimized readability and modernity in mind.

This is the font that should be applied across all print & web applications. All variants are acceptable.

Avenir Next

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v

w x y z

Secondary font

Only for the purpose of visual text and headlines have we associated with this secondary font. It works well together with the primary for headings as well or on its own. This is only to be used for visual purposes.

Bakery

A B C D E F G H I J K L M N O P Q R S T U V W

X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Visual layout example

Here is an example of how to effectively use our brand guidelines and construct a multi-visual campaign.



Social media template

When promoting imagery from other brands, Shugah adopts a minimal watermark on their social medias.

When posting our own visuals, the simple "S" logo is implemented.



Cross-promotion

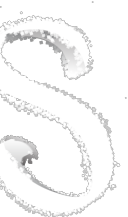


Self-promotion

Using our *Collaterals*

Sticker

We've got stickers! Help us help you and let people know where they can rate your product. The higher rated the product the more prominent on our platform!



Whenever you're stuck on something, always be confident, playful and helpful.

Should you ever need any help, feel free to let the crazy minds behind the brand tell you what you're doing is probably wrong and that you should lighten up a bit more.