kimri

BRAND GUIDLINES

Table of Content

Introduction

These guidelines explain and demonstrate the use of kimri's visual identity system. The guidelines should be used by kimri's employees and external partners involved in the design, production or implementation of kimri's branded material and assets. It's important to adhere to these guidelines to ensure visual consistency and protection of the brand identity.

kimri uses bright colors as inspiration for the entire ecosystem – from packaging design, social content, retail and experience – and have created a comprehensive toolkit to translate that spark.

Brand Story

Founded by Sara Saleh, kimri offers one of a kind chocolate dates for those who crave the unexpected! We believe in the transformative power of a really delicious chocolate date that combines all the quintessential ingredients to give you that nostalgic element. Travel back to your childhood memories with cultural flavors, brought to you by joyful colored packages!

You may have tasted chocolate dates before, but never like this!

THE DATES   THE FILLING / COATING   THE CHOCOLATE

Brand Mission

We bring you treats of joy whenever and wherever!

Brand Vision

COMMUNAL
kimri is shared with **Open Hands**

HUMBLE
kimri is fueled by **Open Minds**

PASSIONATE
kimri is produced with **Open Hearts**

Brand Name

kimri

The name "kimri" signifies the second stage of a dates' life cycle prior to its full maturity. In the 17th week of its development, the date fruit has a green appearance, hence the inspiration to our signature color.

kimri's color reflects our **strong brand ownership** and strong approach to merging cultures through food.

Hababauk	Kimri	Khalal	Rutab	Tamer

Note : It is important that we use the name kimri consistently in all communication, and explain the meaning behind the brand's name whenever possible. The brand name, kimri, must always be spelt using lower-case letters as demonstrated in the logo.

kimri, get to know us inside out

Everything you love about our chocolate dates!

- **Delicious Flavours**
- **Thoughtfully Packaged**
- **Grab and Go**

We take pride in the craftsmanship of our products, which are produced using a combination of human touch and modern technology. Our date fruits are locally sourced from UAE farms and hand-pitted in house. We ensure each hand-picked date has reached its peak ripeness and meets our quality standards. Chocolates and creams are made in-house, and our recipes are standardized to kimri, to maintain taste and consistency.

TRANS FAT FREE   SUGAR FREE   NATURAL FIBRE   HALAL   NON GMO

Brand Personality

Kimri idealizes adding a personal touch that helps the brand fit right in. We are bold and dynamic, and do not shy away from attracting all taste buds. We aspire to merge cultural flavors in a modern way that can be enjoyed by consumers of all age groups.
We are

BOLD
FUN
FRESH

Tone of Voice

Our authenticity lies in our unique storytelling of the brand and ability to share the joy with everyone. We approach all our communication in a positive and dynamic way and emphasize our uniqueness of being a UAE home-grown brand.

FLAVOURS

Coconut
Milk Chocolate Dates

Lotus and Pecan
Milk Chocolate Dates

Pistachio
White Chocolate Dates

Sesame
Milk Chocolate Dates

Peanut Butter
Milk Chocolate Dates

Walnut
Milk Chocolate Dates

Almond and Sea Salt
Dark Chocolate Dates,
Orange infused

Raspberry Cream
White Chocolate Dates

All our products are produced under standard operating procedures. kimri has a shelf life of 12 months under optimum storage conditions. Factory operations and products are ISO 22000, HACCP certified, registered with the FDA, and the UAE municipality – allowing all products to be exported regionally and internationally.

We use fully sustainable and recyclable food board trays and box packages. This helps our products retain their quality and minimizes environmental waste and pollution. Our aim is to become 100 sustainable within the next three years.

Founder's Note

SARA SALEH

My name is Sara Saleh and I am the founder and owner of kimri. I majored in Fashion and Retail Management and fell into a deep admiration with the F&B industry.

I was raised by a strong family who taught me to be unapologetically passionate about anything and everything that fed my happiness and gave me the freedom to express myself. So even though I was supposed to be found somewhere between the aisles of a fashion store, here I am proud to be seeing my creative thoughts flourish and growing kimri on the aisles of the supermarkets. My happiest times in life is seeing kimri grow day by day and building a date-based empire that spreads the joy of this fruit in many shapes, forms and flavors. But, there is more to me than that.

I am a doer, a giver and an overachiever. A dreamer at heart and I dare to never grow old. I am a professional swimmer who enjoys the feeling of water against the skin and hot sunburns while the mind keeps the creative thoughts flowing. I welcome and celebrate humans of all walks and have an admiration for each and every person's story in all it's perfect and imperfect ways.

I love what I do, and that passion drives me!

I believe the secret to a soulful and positive life is to believe in yourself and always put your best efforts into everything you do.

LOGO GUIDELINES

Master Logo

kimri's logo is built with the following distinct elements:

-Logotype (kimri)
 -Signature triangle graphics

Created as customized artwork, the logo is accessible and approachable. The signature tringles give a nod to our rich and diverse history of dates, while the smooth logotype of a green palette pushes kimri forward as a bold, fun and fresh new company.

Our logo delivers a sense of joy, emphasizing the way we strive to provide delicious products for consumers, employees and communities across the globe. It's an expression of everything we stand for.
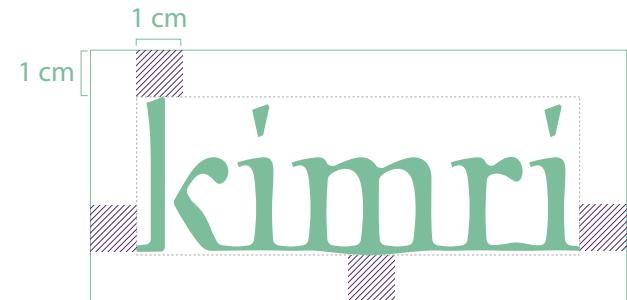
To help reinforce kimri's identity this logo is the only one to be used. No other logos are to be created for internal or external use. The logo is created from a highly customized typeface which is not available as a font. No attempt should be made to recreate or replicate the typography for headlines or other applications.

singature triangle graphics

kimri

Logo Clear Space

The following are the clear space rules for the Logo. In order to gain maximum visibility, the Logo should always appear with a minimum area of clear space around it. This area should be free of any type of graphic element.

The clear space is a 1cm area around the entire Logo. This rule applies to all versions of the Logo on all mediums.

1 cm

1 cm

Logo Minimum Size

The Logo retains its visual strength in a wide range of sizes. However, when the Logo is reproduced too small, it is no longer legible and its impact is diminished. The Logo should not be reproduced in a size smaller than 1.25 inches / 3.175 centimeter in width, as illustrated.

To retain the best quality on-screen, the Logo should not be displayed smaller than 90 pixels in width at 72 dpi.

1.25Inch / 3.175 cm

kimri

Logo
Primary Full Color

Colour is a powerful means of identification. Consistent use of the full-colour logo will help build visibility and recognition for kimri and will set us apart from our competitors. The full-colour version of the Logo is composed of kimri green for the logotype and white as the background.

The two primary colours reflect our rich heritage and provide authority and purpose for our brand. The full-colour version of the Logo should be used whenever possible.

R 124	C 53	R 255	C 0
G 189	M 6	G 255	M 0
B 156	Y 47	B 255	Y 0
#7cbd9c	K 0	#ffffff	K 0

R 108	C 48
G 84	M 59
B 69	Y 68
# 6c5445	K 33

Logo
Primary, One - color Versions

Across applications, every effort should be made to use the full-colour Logo. However, in instances where only one colour is available for printing, use the one-colour options to the right.

Logo
Secondary, Full - color Version

kimri's secondary colours are created as a complementary colour palette to achieve flexibility within the brand. The four colour alternatives are light green, orange, pink and blue. These versions may be used on consumer and public-facing applications.

R 193	C 28		R 250	C 6
G 199	M 10		G 173	M 36
B 74	Y 88		B 65	Y 84
#c1c74a	K 0		#faad41	K 0
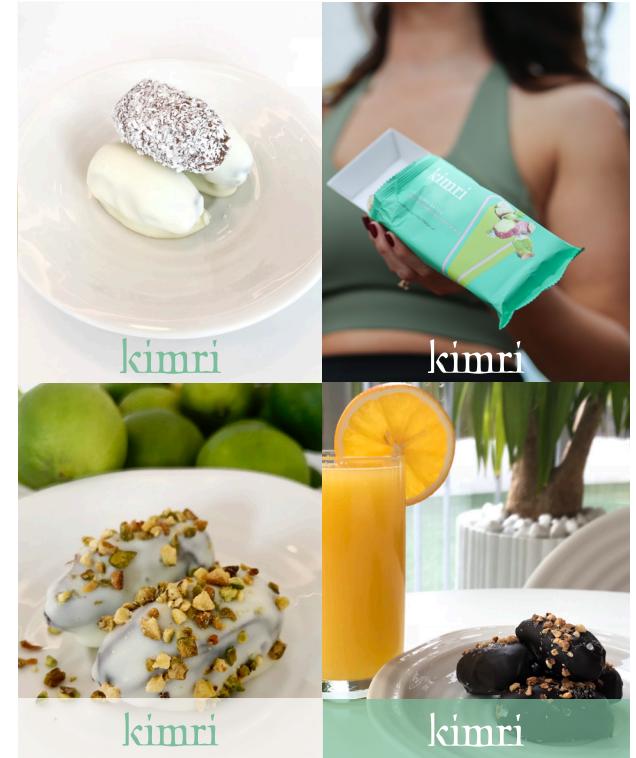
R 239	C 0		R 181	C 27
G 81	M 84		G 224	M 1
B 92	Y 57		B 243	Y 2
#ef515c	K 0		#b5e0f3	K 0

Logo on Image Background

The Kimri logo may be used on different image backgrounds for advertisement purposes. Either full colour or single colour versions of the logo may be employed for these occasions.

To ensure that the logo is distinctly visible on the image, it must be placed in a relatively clear (or quiet) area in the background. Furthermore, ample contrast must be maintained between the logotype and image background to emphasize the Kimri logo.

Logo on Product Package

There is a separate set of rules when it comes to placing the logo on consumer packaging. This is required due to a combination of print production limitations and spacing issues.

TIER 1 - The white-colored logo is always the preferred option on packaging as it allows the signature green color to stand out in the background. The use of white-colored logo on packaging should be consistent with guidance provided in this guideline.

TIER 2 - The brown-colored logo is the second preferred option on packaging, and should strictly be used on larger box packages where there is adequate room and ability to introduce more color.

TIER 3 - The gold-colored logo gradient can only be used on gift boxes and on instances of special occasions which require pre-approval. When printing, the logo must be produced in gold foil finishing.

TIER 1

kimri

TIER 2

kimri

TIER 3

kimri

Logo
Packaing Examples

Logo
Please do not

OUTLINE
Do not outline the logo

ORIENTATIONS
The orientation of the logo should not be changed by rotating it

DIMENSIONS
The size of the font should not be altered by decreasing or increasing it.

SCALE
The proportions of the text should not be altered in any way.

EFFECTS
Do not add any kind of effects like a drop shadow to the logo.

GRADIENT
The gradient of the logo should not be modified and must follow the effect of dark to light gold, in the direction from left to right.

BACKGROUND 1
Black should never be used as the background colour for the gold gradient logo.

CONSTRAST
The background colour should never be interchanged with the text colour on the gift boxes.

PLACEMENT
The placement of the logo should not be shifted towards the left or right, but, must be maintained in the centre.

BACKGROUND 2
The Logo should always be placed in locations that are not too complex to allow it to be viewed clearly.

COLOR GUIDLINES

Primary Color Palette

kimri's primary color palette is simple and memorable. Our primary colors of green and white reflect our rich heritage of the farmlands, and provides simplicity and purpose for our brand.

Green is intended as the main signifying color for the brand. It should be used for the logo and solid fill backgrounds. White has been selected for its brightness, and should be used whenever possible to allow other elements of the brand to stand out and give an 'airy feel' to the brand.

The brown color may be used only for logo purposes.

When applying colors to typography, black color should be applied to body copy whenever possible in order to maintain a balanced visual contrast.
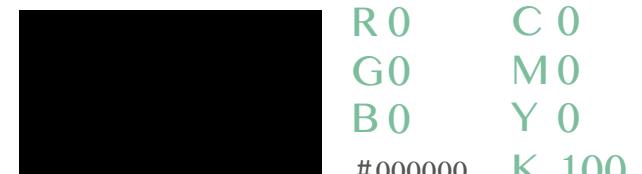
R 124	C 53
G 189	M 6
B 156	Y 47
#7cbd9c	K 0

R 255	C 0
G 255	M 0
B 255	Y 0
#ffffff	K 0

R 108	C 48
G 84	M 59
B 69	Y 68
#6c5445	K 33

R 0	C 0
G 0	M 0
B 0	Y 0
#000000	K 100

Secondary color

Along with the primary Color Palette, a secondary palette of complementary shades has been developed for the brand. These provide an additional layer of richness for the diversity of flavors and bring out the brand's boldness. The secondary colors can be used in all marketing collaterals of digital and print.

R 193   C 28
G 199   M 10
B 74   Y 88
#c1c9v4a K 0

R 250   C 0
G 173   M 36
B 65   Y 84
#faad41   K 0

R 239   C 0
G 81   M 0
B 92   Y 0
#ef515c   K 0

R 181   C 27
G 224   M 1
B 243   Y 2
#b5e0f3   K 0

TYPOGRAPHY GUIDLINES

Creative Font

The creative typeface for kimri is Teshrin AR+LT, light and easy to read, Teshrin AR+LT is suited for a wide range of visual communications. Multiple levels of typographic hierarchy are possible for impact and clarity in our creative communications. To download Teshrin AR+LT please go to Include Link

WHEN TO USE
Internal designers and external creative vendors should use Teshrin AR+LT when producing kimri's branded materials and assets (e.g. posters, signage, packaging)

Font Name
Teshrin AR+LT

AaBbC

Font Styles
Extra light / Regular / Medium / **Bold** / **black**

Teshrin AR+LT - Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Teshrin AR+LT - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Teshrin AR+LT - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Teshrin AR+LT - **Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Teshrin AR+LT - **Black**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Corporate Font & Online Use

The Lao MN typeface is recommended for general office use and online applications. Contemporary and extremely versatile, the Lao MN typeface is a web-friendly font, ensuring compatibility across a wide range of browsers. To download Lao MN please go to Include Link

WHEN TO USE
Employees should use the Arial typeface for day-to-day applications such as email, reports and presentations.
The Lao MN typeface should also be used for online applications including websites, social media, corporate usage
(print and digital)and eNewsletters.

Font Name
Lao MN

Aa**Bb**

Font Styles
Regular / **Bold**

Lao MN - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lao MN - **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Hierarchy

The following typeface hierarchy should be employed as a guide to ensure consistent style across brand communications. This hierarchy can be used with both primary and secondary fonts.

TITLE
SUB TITLE

Teshrin AR+LT Bold	30 pt
Teshrin AR+LT Regular	15 pt

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 10··s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. of Letraset sheets containing

Teshrin AR+LT Regular	10 pt

TITLE
SUB TITLE

Lao MN Bold	30 pt
Lao MN Regular	15 pt

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. of Letraset sheets containing

Lao MN Regular	10 pt

Green
White
Black

CO BRANDING

Co Branding
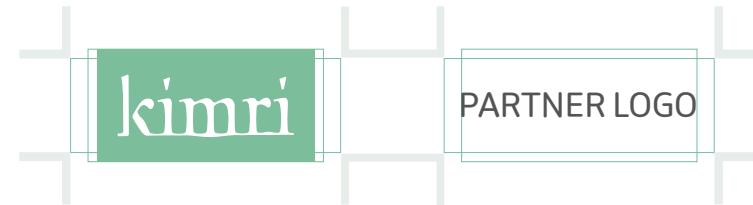
When co-branding with new ventures alike, kimri uses packaging as a form of communication to represent the values of both brands and an exchange of credibility.

We strive to capture the synergism of the two brands by introducing a new product or packaging to the market. The characteristics of this product / packaging are then rooted in the attributes and core competencies of the two cooperating brands.

All co-branded logos must be approved by kimri and the other party, and adhere to the following guidelines:

- All logos appear equal in size.
- Maintain equal distance between all logos.
- Always co-brand master brand to master brand.

Lock up options

HORIZONTAL LOCK UP

HORIZONTAL STACKED LOCK UP V1   **HORIZONTAL STACKED LOCK UP V2**

Co Branding Logo Clear Space, Placement and Color

LOGO CLEAR SPACE
The clear space around the logo on all sides must be equal to Icm and proportional to the size of the logo.

LOGO REPLACEMENT
For online and print materials (such as emails and websites), place the logo in the upper-left or right corner. The preferred placement is always horizontal, but vertical can be used in certain placements that have very little horizontal space.

COLOR STANDARDS
The clear space around the logo on all sides must be equal to Icm and proportional to the size of the log

Co Branding - Lock up Example

kimri uses co-branding to:
• build product recognition and customer loyalty
• represent our brand quality and consistency

PATTERNS & SHAPES
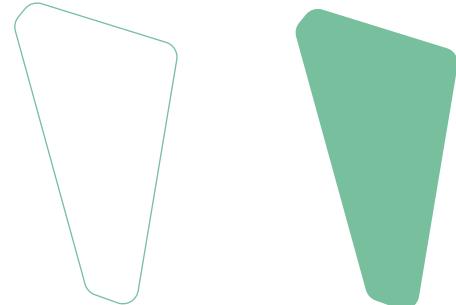
Patterns & Shapes

Patterns should be used selectively and without visual conflict. Our patterns add visual impact to the layout of digital and print materials and reinforce the brand in a subtle way by showcasing color and recognizable elements in an interesting way that builds brand recognition.

INVERTED TRIANGLE
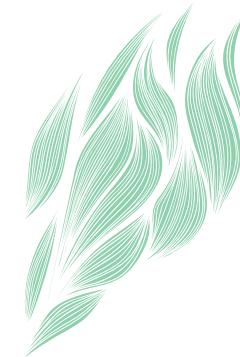
SOLID & STROKE FILL
These patterns are the highlight of the brand's presence, and should be used at all times when possible.

PREMIUM FILL
Inspired by allusive desert shapes, this pattern is exclusively used for kimri's print and digital presence of premium products.

SOLID & STROKE FILL

PREMIUM FILL

Best Practices

- Avoid layering text directly over the busy areas of the patterns.
- Avoid pairing the Premium Fill with imagery.
- Avoid using multiple patterns on the same page.
- Do not distort the scale or crop of the pattern.
- Only approved colors can be used for the patterns.

PHOTOGRAPHY GUIDELINES

Photography

We are **Bold**, **Fun** and **Fresh**.

The focal importance of kimri's photography is to be simple and tell a delicious story. Imagery should give customers an idea of what they will be getting, narrate the brand's story and connect with consumers.

STYLING

Whether between internal or external audiences, kimri must use visuals that reflect it's delicious products and joyful moments between people and the brand.

LIGHTING

- Aim for natural and bright light.
- Avoid harsh shadows.
- Avoid mixing light sources.

CROPPING

To intensify a moment or make it more energetic - crop in a way that feels natural and candid.

E-COMMERCE BEST PRACTICES

- Images should display products and packages individually or a combination of both.
- Images must be at least 500 x 500 pixels, and of a high-quality resolution.
- Background must be pure white.

PHOTOGRAPHY, PLEASE DO NOT

- Use photography tools like fisheye lenses or extreme angles.
- Apply any filter effects, artificial colors and tones to any imagery. Use black and white imagery.
- Capture staged imagery.
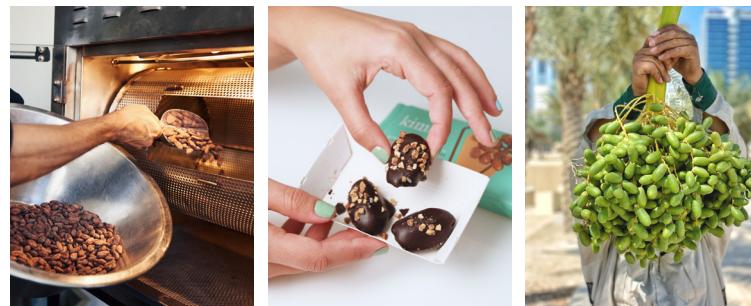
PRODUCTS
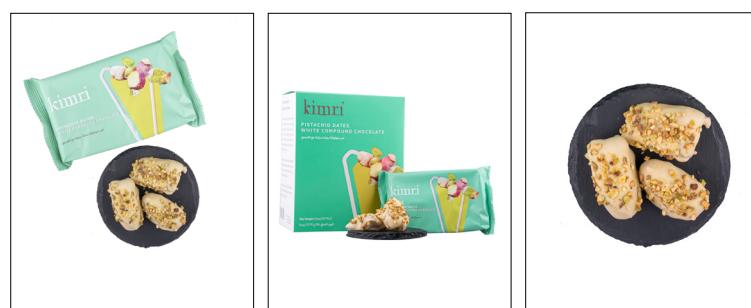
PACKAGING

LIFESTYLE

ECOMMERCE

VIDEO GUIDELINES

Teaser Videos for social media - Typically 10 to 15 seconds video clips. These videos are used to generate product awareness and grab consumer's attention on the spot. The creation involves the usage of still life photos, transition slides, logo, graphics and text overlays.

New Product Launch Video - Typically 25 to 45 seconds video showcasing the product. These videos may be enhanced by narrative elements such as voiceovers or text overlays complementing the on-screen visuals and detailing its value proposition.

Brand Awareness Videos - 45 to 60 seconds videos showcasing the brand through conceptual creative direction. These videos feature a complete story to help raise brand and product awareness and / or feature a specific theme or collaboration. Models and actors must remain authentic, and the video must never look staged or overly processed.

TEASER VIDEO VIDEO

PRODUCT LAUNCH VIDEO

BRAND AWARENESS VIDEO

Quality Standards - Video

Video Editing
- While working on videos, ensure to stick to the natural look and feel of the image.
- Effects and Coloring to be used appropriately, refrain from using any other effects or artificial colours and tones.
- Videos must be natural and bright.

Video Quality
- The video must be well lit and be free of noise, grain and digital compression.
- The videos must not have black crushing and highlight compression.
- Stabilizations must be blended well into the video without background jitter.

Video Encoding Settings
- Container - MP4 and MOV
- Video Codec - H.264
- Frame Size - Refer to Platform being used
- Video Bitrate - 8 Mbps (minimum)
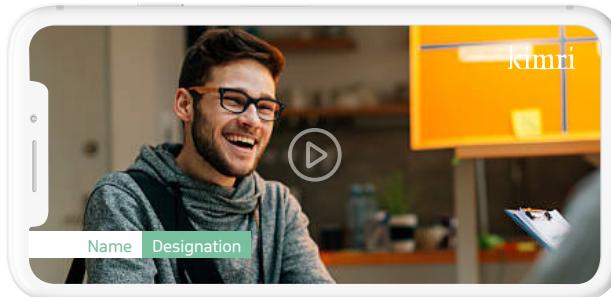
Sound Quality
- Sound must be recorded with appropriate microphones giving minimum background noise.
- The audio signals must not have any noise distortions.
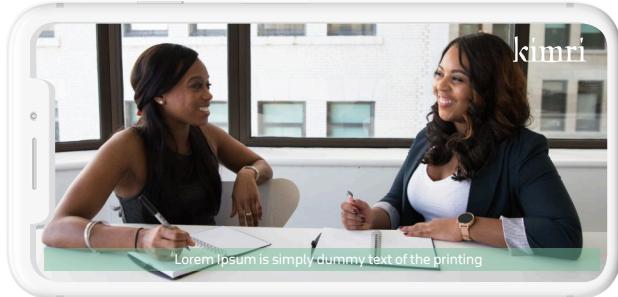
Usage of Motion Elements

TEXT OVERLAY FOR PRODUCT LAUNCH

LOWER THIRDS

SUBTITLES

OUTRO BUMPER

Social Media Guidelines

Facebook / Instagram / Linkedin
Feed (1080x1080)
Stories (900x1600)
Instagram Reels (900x1600)

Instagram
Post high quality content to increase brand awareness and customer engagement, drive sales, start collaborations, and run contests and ads.

Facebook
Post high quality content to influence brand awareness, drive sales, and keep consumers informed of the brand.

Linkedin
Post high quality content that will support the growth of the brand and allow it to connect with likeminded brands and people within the industry for business related purposes.

RETAIL GUIDELINES

Retail Presence
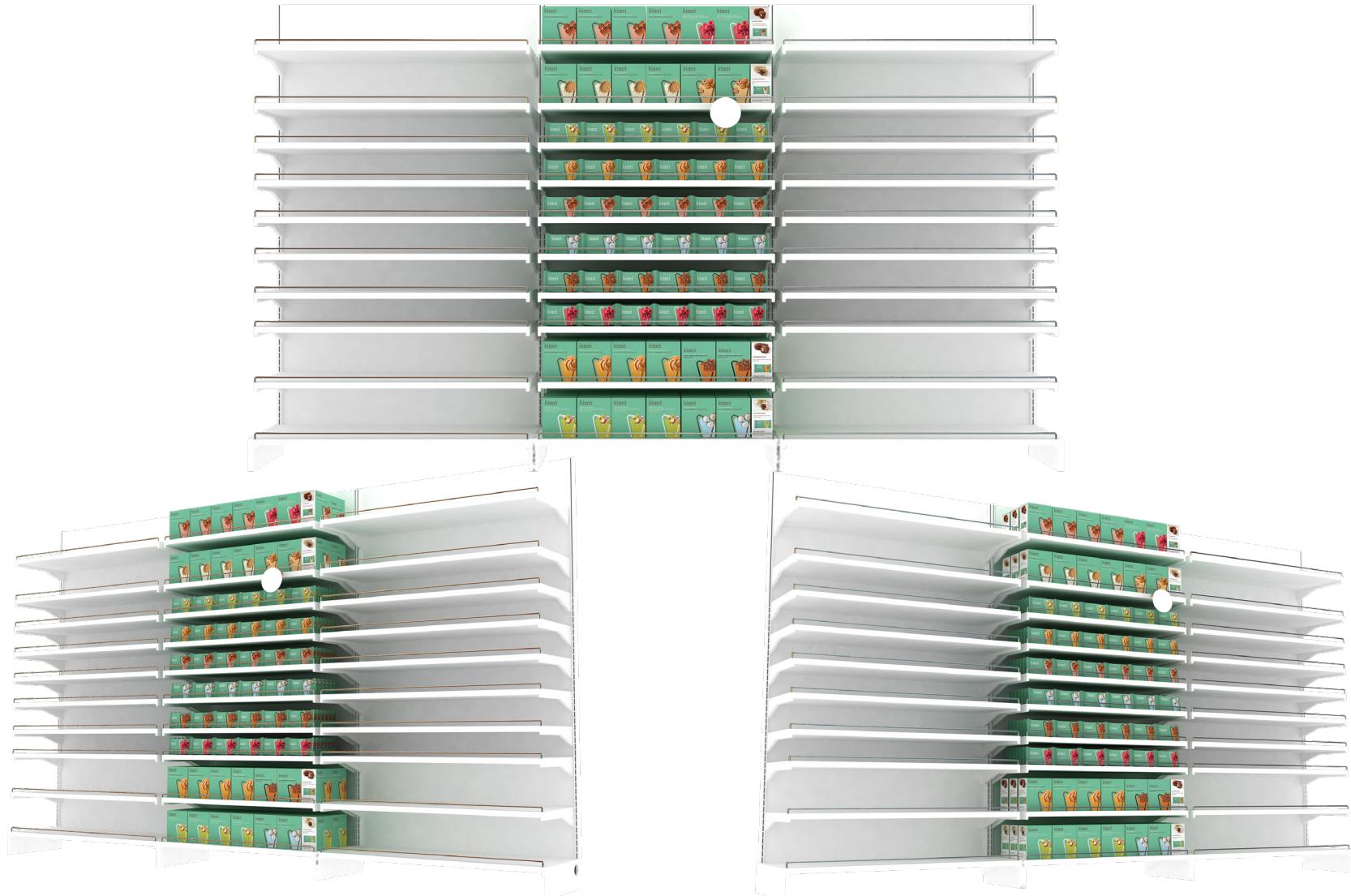
The following guidelines should be strictly adhered to while displaying the products on retail shelves. The packaging of the product must be placed front-facing to the customers at all times. Any description or imagery added for the brand by the retailer for promotional purposes must follow the voice, tone, colour and typography guidelines established by the brand.

Gondola / Side Kick
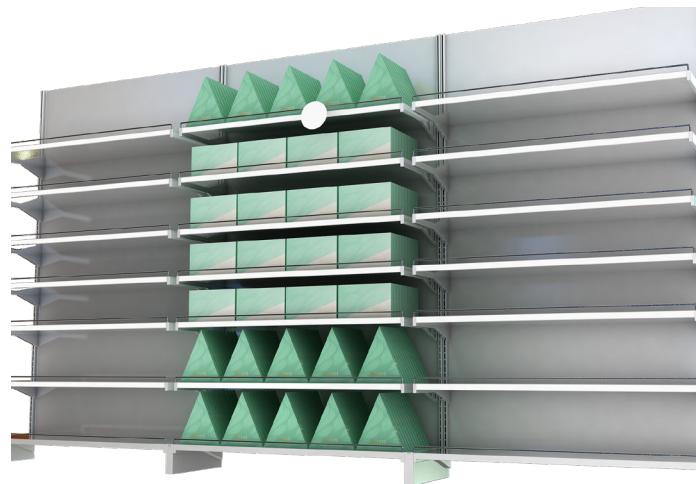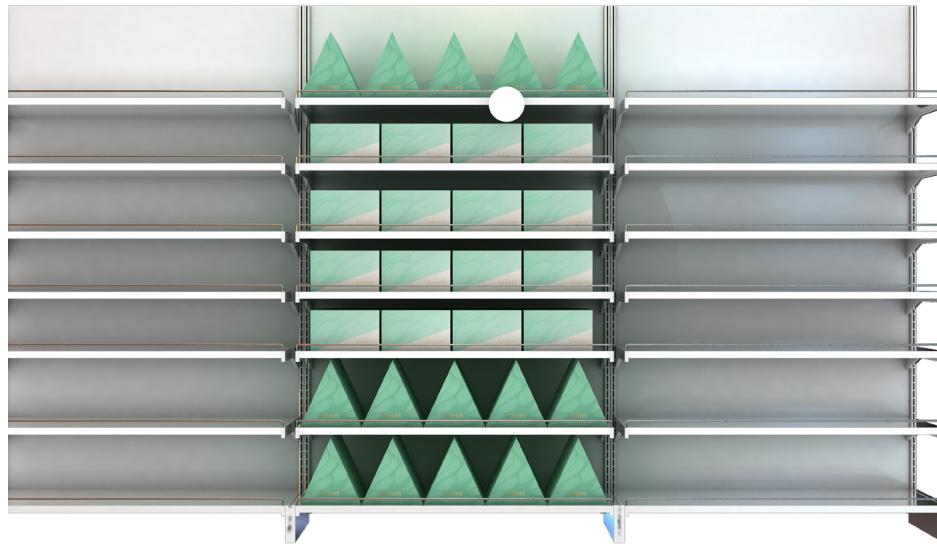
Single units (pouches) must be placed horizontally on the shelves in the middle, at the eye level of 150cm – 170cm, and should never be placed lower than 50cm of height.

Shelf / Aisle

Single units (pouches) must be placed horizontally on the shelves in the middle, at the eye level of 150cm – 170cm, and should never be placed lower than 50cm of height.

Shelf / Aisle , Gift Box

Alternate placement of triangular and rectangular gift boxes must be avoided.

Stand-alone Gondola

Single units (Pouches) must be placed horizontally on the top shelf

Cash Counter Area
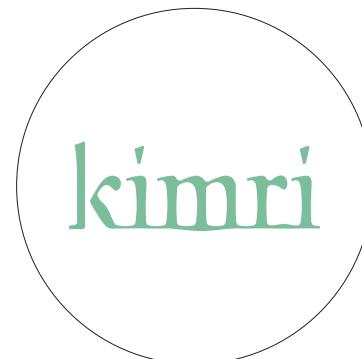
The cash counter must only include the single units (pouches) and must be stacked horizontally on the shelves.

Tasting counter

The tasting counter will only include single units (pouches) and boxes. Gift boxes must not be showcased at this counter.

Wobbler

Shelf Strips

NEW جديد   NEW جديد   NEW جديد   NEW جديد   NEW جديد   NEW جديد

kimri   DELICIOUS NEW WAYS TO ENJOY CHOCOLATE DATES   kimri
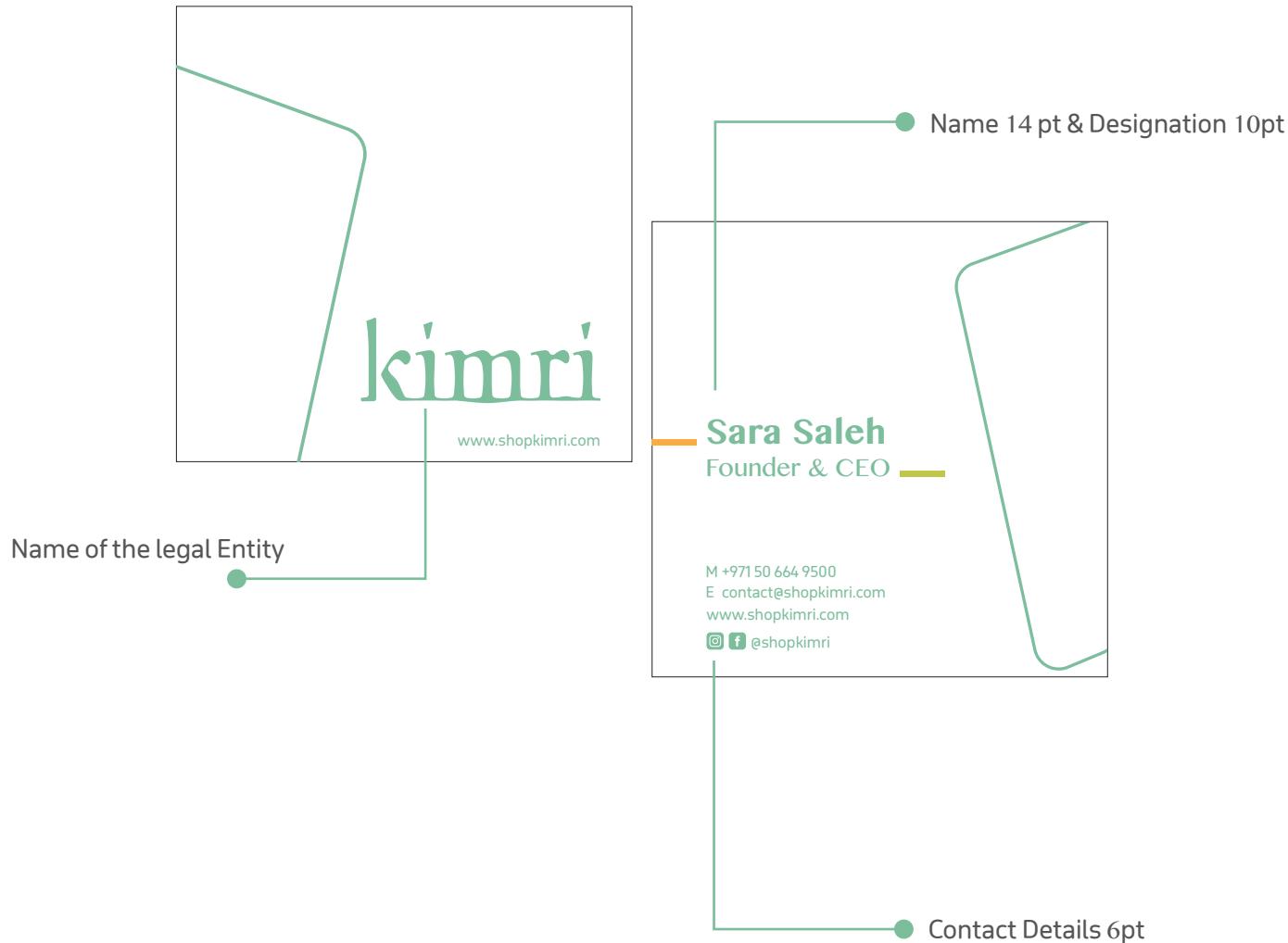
VEGETARIAN   NON GMO   NATURAL FIBERS   TRANS FAT FREE

APPLICATION

Business card

kimri

www.shopkimri.com

Name of the legal Entity

Name 14 pt & Designation 10pt

Sara Saleh
Founder & CEO

M +971 50 664 9500
E contact@shopkimri.com
www.shopkimri.com
@shopkimri

Contact Details 6pt

Letterhead

Name of the legal Entity

kimri

Lorem Ipsum

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset

Text should comply with the following font and text 6 Pt

Signature

Complete address of the legal entity
6 Pt

kimri General Trading FZE LLC
A-0024-010 Flamingo Villas, PO Box 4422
Ajman, United Arab Emirates
Tel: +971506649500 I contact@shopkimri.com I www.shopkimri.com

Envelope

Name of the legal Entity

This format for the details should be strictly adhered to

kimri

Sender's Name,
Company,
PO Bo, Street Name,
City,Country.

Adressee's Name,
Company,
PO Bo, Street Name,
City,Country.

kimri

Paper Bag

Tshirt

Front
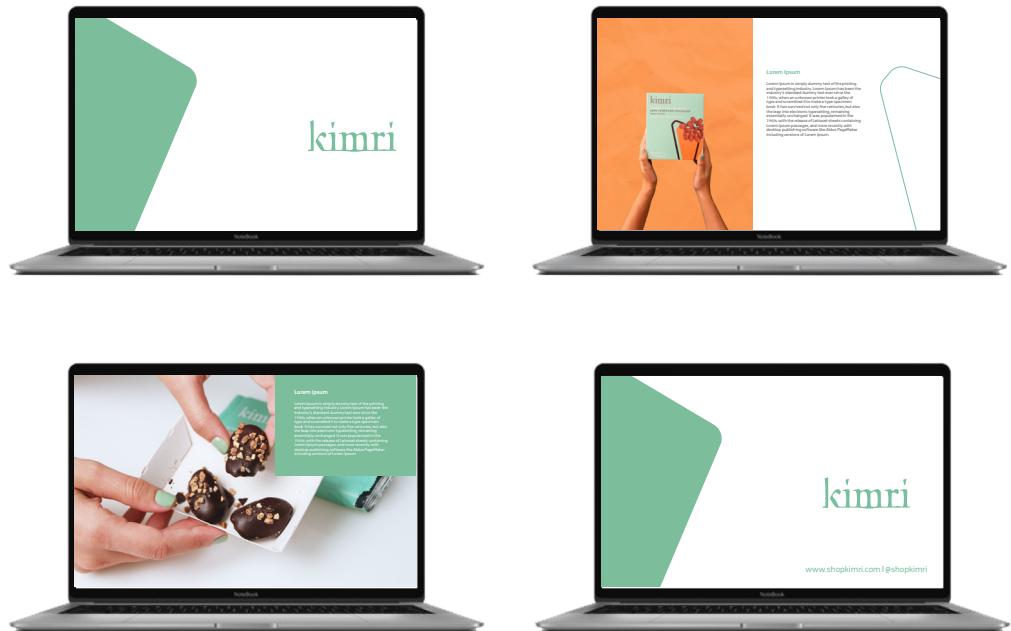
Back

Powerpoint / Keynote

A powepoint template has been created including cover and content page slides. Rules are built into the template, including font size color, bullet formats and suggested layouts.

The template has been developed to ensure consistency across company presentations but also to allow flexibility for individual users.

Sample layouts are shown for reference.

Digital E- Shot

kimri's e-shots need to be themed on a monthly basis and include multiple topics of curated content that keep the consumers engaged and ready to shop!