Brand Guidelines

IDENTITY MANUAL

Introduction

Welcome to the Bab Darna Visual Identity Guidelines. This document is your essential resource for understanding and implementing out brand's visual language.

Inside, you'll find the core elements of our identity—from our logo and color palette to our typography and imagery. Consistent application of these guidelines is key to building a strong, recognizable, and trusted brand.

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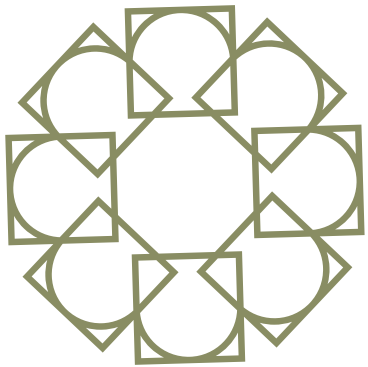
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Logo Usage

01

Logomark

The logomark is the iconic symbol of our brand. Use it as a compact identifier in spaces like social media avatars, favicons, or when the brand is already well-established.



Logotype

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

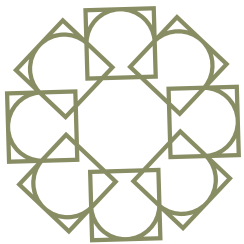


Logo Construcion



Logo on White

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.

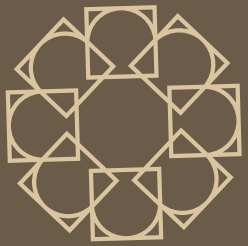


Babdarna

Hospitality Begins At Our Door

Logo on Primary

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.

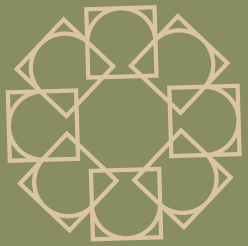


Babdarna

Hospitality Begins At Our Door

Logo on Secondary

The logo combines our wordmark and logomark into a single lockup. This is the default and most-used version of our logo, ensuring immediate brand recognition.



Babdarna

Hospitality Begins At Our Door

Minimum Size

To ensure legibility, our logo must not be reproduced at sizes smaller than those specified here.

Adhering to these minimums for print and digital use is essential for brand integrity.



Logomark

Print: 25mm
Digital: 70px



Logotype

Print: 60mm
Digital: 180px



Full Logo

Print: 60mm
Digital: 150px

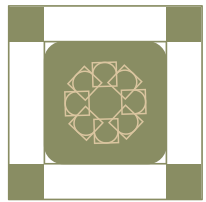
Minimum Clear Space

Always Maintain The Minimum Clear Space Around The Logo To Preserve Its Integrity.

To maintain visual clarity and to provide maximum impact, the logo must never appear to be crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagram demonstrated on this page.

The minimum clear space around the logo equals the arrows shape size in the emblem.





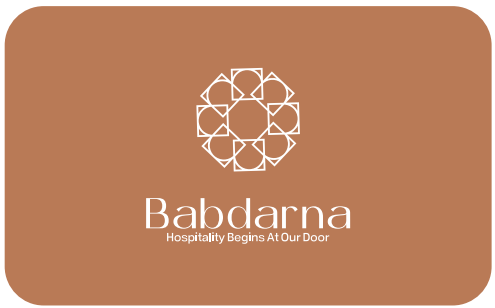
Logo Backgrounds

Our logo is designed for versatility. Always select a background color or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.









Logo Misuse

To protect our brand's integrity, the logo must never be altered. Avoid stretching, rotating, re-coloring, or adding effects. Proper and consistent use is essential.



DO NOT STRETCH THE LOGO



DO NOT ROTATE THE LOGO



DO NOT ADD CONTAINERS



DO NOT FLIP HORIZONTALLY



DO NOT FLIP VERTICALLY



DO NOT SHEAR THE LOGO

Favicon

It is very important for our logo to get an icon to be used in smaller applications.

However, there are times when due to size restrictions, usage of the full brand marque is not possible.

In these cases, we can use the Favicon in isolation. The examples on this page show how the the Favicon is used in isolation.

01

On social media platforms such as Facebook, Instagram, Twitter or app buttons we use our Favicon for more recongnition & smart usage of limited space.



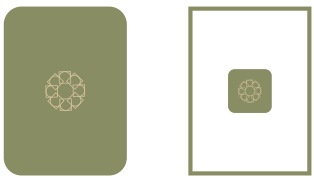
02

Our Favicon can be used next to the URL address.



03

On our app's welcome page, the Favicon can be used as a graphical represntation of our logomark.



Logo On Colors

The preferred background colors are the brands primary colors, however there ism no issue in placing the logo in any other background if we ensure the readability and contrast.

01



02



03



04



05



06



1. The Beige Version over Light Green Background
2. The Beige Version over Brown Background
3. The White version Over Light Orange Background
4. The Beige Favicon on Light Green Background
5. The Beige Favicon on Brown Background
6. The White Favicon on Light Orange Background



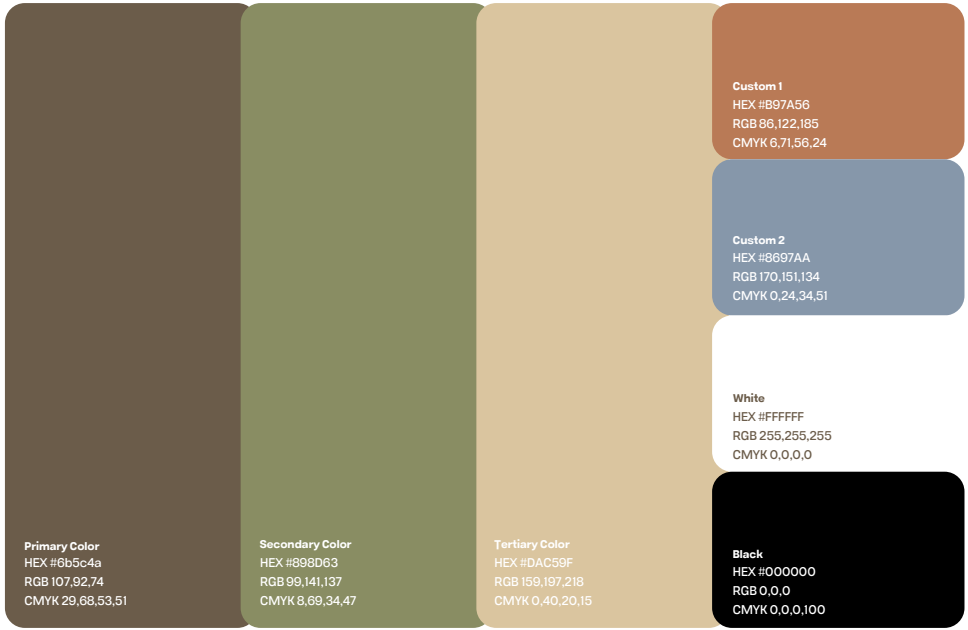
Colors

02

Color Palette

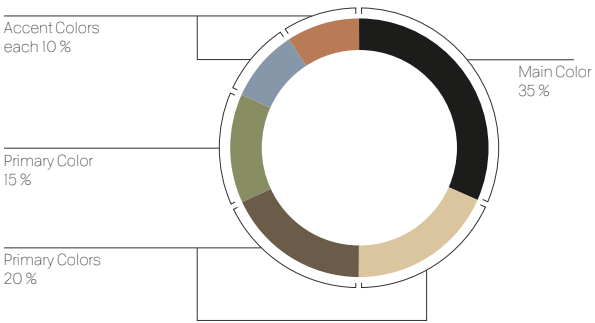
Color is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary, secondary, and tertiary colors.

Primary colors form the foundation of our brand, while secondary and custom shades provide flexibility for a vibrant and dynamic visual language.

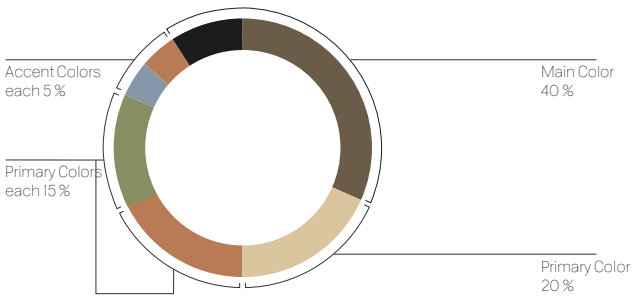


Color System

These rules can help you put a color scheme together easily.
proportion is meant to give balance to the colors used in any space.



Dark Mode



Light Mode

Typography

03

Typeface

Our brand typeface is clean, modern, and highly legible letterforms reflect our brand's personality: confident, clear, and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.

Cora Montserra font is characterized by its modernity and a slight computerized feel that makes it a very dynamic option for corporate use. This typeface is the corporate font and must be used across all ADI corporate and communication items, whether advertisements, papers, in-house materials, leaflets, digital or others.

Cora Montserra Typeface

Typeface

The typeface contains nine weights: thin, extralight, light, regular, medium, semibold, bold, extrabold and black.

Thin	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
Extralight	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
Light	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
Regular	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
Medium	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
SemiBold	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
Bold	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
Extra Bold	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+
Black	ABCDEFabdcdefg123456789!?*{^ 123456789!$^)+

Type Hierarchy

Our type hierarchy uses distinct weights and sizes to create clear and scannable content. Follow this structure for headers, sub-headers, and body text to ensure legibility and consistency.

Header: Cora Montserra

Keep it Short & Catchy

Sub-Header: Cora Montserra

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh .

Body Text: Cora Montserra

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea

Annotations: Cora Montserra

Visit the website to learn more

Body Text: Cora Montserra

Lean more

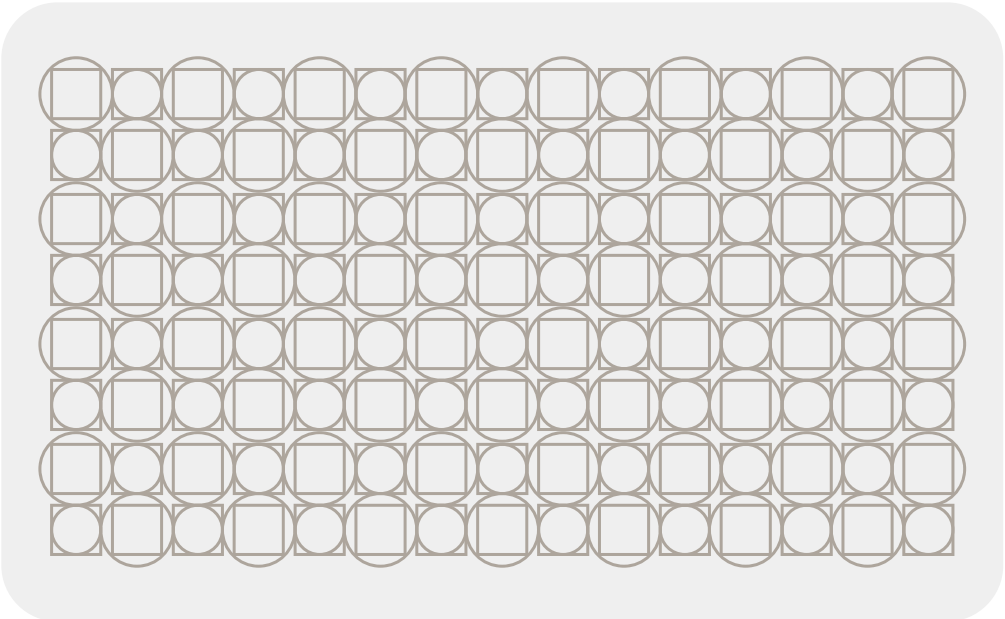
Visual Elements

04

Brand Pattern

The brand pattern is a unique graphic element used to add texture and visual interest.

Apply it as a background or accent to reinforce our brand identity in a subtle, engaging way.



Corporate Assets

05

Business Cards

Apply official brand guidelines to all business cards to ensure a professional and consistent identity.

Business Card
Size 90x55mm

Name
Font size 15/20pt

Title
Font Size 9/10pt

Information
Font Size 6/7pt



Business Cards



Business Cards



Business Cards



Stamp

The official stamp must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.

Stamp
Size 55x20mm

Print Area
Size 50.5x15.5mm



Stamp


Babdarna
Hospitality Begins At Our Door
Babdarna
Babdarna
Hospitality Begins At Our Door

Pens

The official pens must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.



Pens


Babdarna
Hospitality Begins At Our Door
Babdarna
Hospitality Begins At Our Door
Babdarna
Hospitality Begins At Our Door
Babdarna
Hospitality Begins At Our Door

Mugs

The official mugs must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.



Mugs



Mugs



Mugs



Mugs



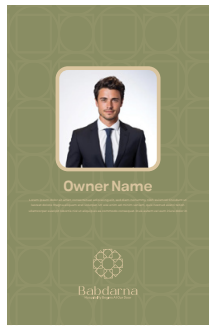
Lanyard

The official lanyard must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.

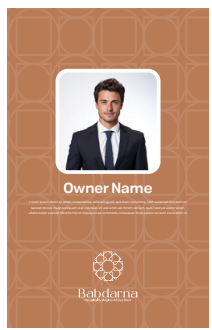
Front View

Back View









Lanyard


Owner Name
Babdarna
Babdarna
Hospitality Begins At Our Door
Owner Name
Babdarna
Babdarna
Hospitality Begins At Our Door

Folder

The official folder must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.



Folder



Envelop

The official envelop must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.



Envelop


Babdarna
0000 000 000
Your email here
Your website here
Your address here

Letter Head

The official letterhead must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.



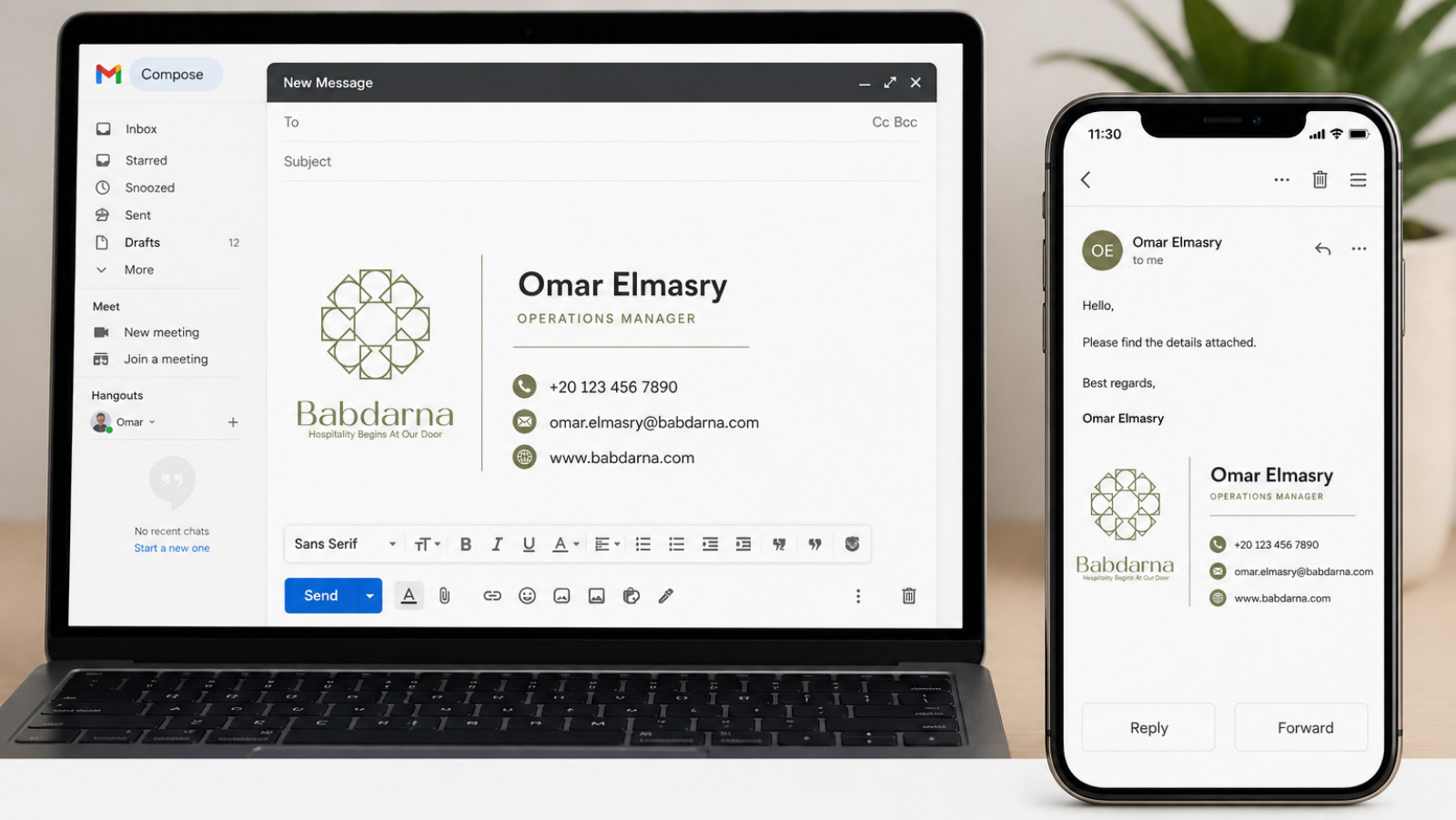
Letter Head


Babdarna
Babdarna
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et
NAME SURNAME

HTML signature

The official HTML signature must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.




Compose
New Message
To
Cc Bcc
Subject
Inbox
Starred
Snoozed
Sent
Drafts 12
More
Meet
New meeting
Join a meeting
Hangouts
Omar
No recent chats
Start a new one
Babdarna
Hospitality Begins At Our Door
Omar Elmasry
OPERATIONS MANAGER
+20 123 456 7890
omar.elmasry@babdarna.com
www.babdarna.com
Sans Serif
Send
11:30
OE
Omar Elmasry
to me
Hello,
Please find the details attached.
Best regards,
Omar Elmasry
Babdarna
Hospitality Begins At Our Door
Omar Elmasry
OPERATIONS MANAGER
+20 123 456 7890
omar.elmasry@babdarna.com
www.babdarna.com
Reply
Forward

Polo T-Shirt

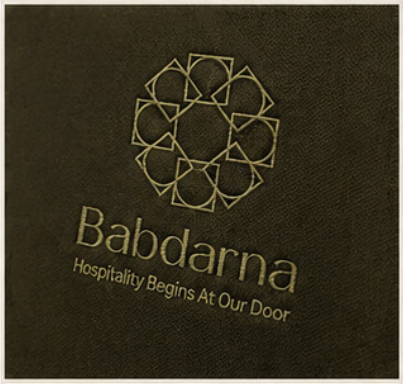
The official Polo T-Shirt must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.



Polo T-Shirt


Babdarna


Babdarna
L


Babdarna
Hospitality Begins At Our Door



Window Stickers

The official window stickers must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.



Window Stickers



Creation step 1

Defining the Measuring Unit (X)

Start creating the panel grid by defining the measuring unit (X). This measuring unit will be used to define all Babdarna panel grid elements like, the grid system, Babdarna Favicon size and positioning.

Use the following formula to come up with the correct X value for standard printing communication templates: (Width + Height) ÷ 6

For example; the X value for an English A4 advertising size is:
X = (210mm + 297mm) ÷ 6
X = 84mm

Use the following formula to come up with the correct X value for narrow printing and standard digital communication templates:
(Width + Height) ÷ 8

For example; the X value for an English X post size is:
X = (1080px + 1080px) ÷ 8X = 270px

01.
Print
X = (Width + Height) ÷ 6

02.
Web Banner
X = (Width + Height) ÷ 8

03.
Digital
X = (Width + Height) ÷ 8

Creation step 2

Creating The Grid System

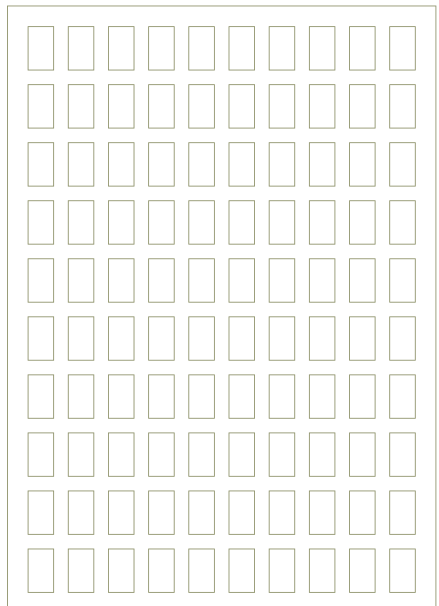
The grid system is the invisible structure of our communication design. It allows us to control placement consistency across all applications, by defining content areas such as visual area, text area and brand
logo placement positioning.

For all normal and standard formats:
Apply 10 rows x 10 columns.

For all extreme formats:
(10 x 2) or (10 x 4) or (10 x 6) grid (or vice versa).

On A4 format:
The outer margin use X ÷ 8 from the edges which equals to the brand marque's clear space, and for the gutter width use X ÷ 11.

01.
A4 Format
X= 84mm / Margine 10.5mm / Gutter 7.6mm



Creation step 3

Creating The Grid System

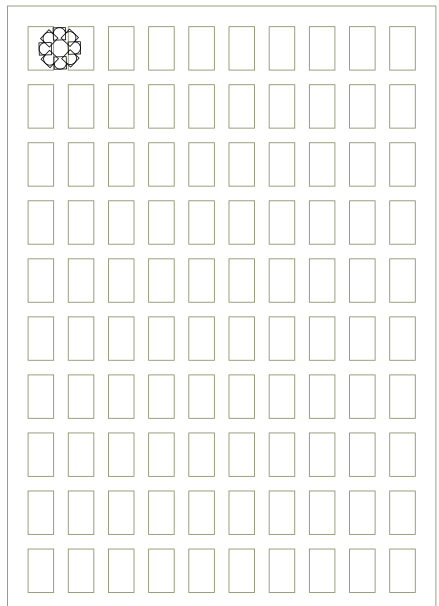
Using the formula x ÷ 4, the height of brand Logo on this specific A4 advertising size is 21mm or 20mm.

The logo should be placed at the top-left corner on A4 **English Format**

01.

A4 Format

X= 84mm / Logo Height 20mm



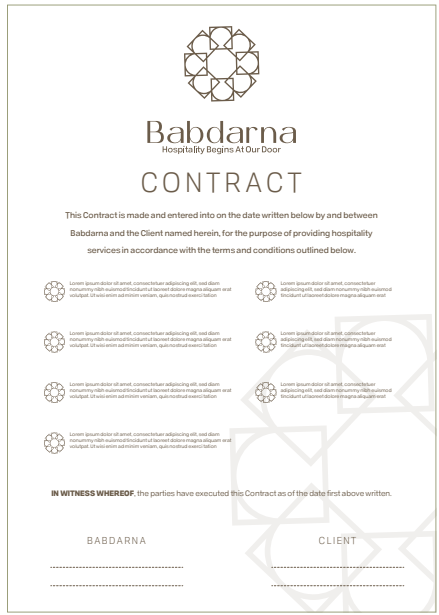
Contract

The official contract must follow the approved design specifications. Ensure clear impressions and correct ink colors to maintain brand authenticity.

01.

A4 Format

X= 84mm / Logo Height 20mm



Contract


Babdarna
Hospitality Begins At Our Door
CONTRACT
This Contract is made and entered into on the date written below by and between Babdarna and the Client named herein, for the purpose of providing hospitality services in accordance with the terms and conditions outlined below.
IN WITNESS WHEREOF, the parties have executed this Contract as of the date first above written.
BABDARNA
CLIENT

Content System

06

Voice Overview

Babdarna operates as a structured hospitality management system for coastal rental properties, connecting property ownership with guest experience through one consistent operational framework.

Babdarna is not a listing platform or a brokerage service. It is a system that ensures predictable performance and consistent guest experience.

The communication is:
clear
structured
calm
controlled

Babdarna focuses on systems and outcomes rather than promotion or persuasion.



Core Messaging Principle

Structured Management

Structured management is the foundation of the entire system.

Every property is operated through clearly defined processes, not individual decisions.
Tasks, roles, and operations are organized, tracked, and consistently executed.

This creates control, visibility, and predictability across all properties.

Guest Experience

Guest experience is the result of a well-structured system.

Every stay is prepared in advance, with clear communication and no unexpected friction.
Operations run smoothly, ensuring consistency from arrival to departure.

The focus is not on creating moments, but on delivering a calm, reliable experience.

Property Performance

Property performance is the measurable outcome of structured management and consistent experience.

Bookings, occupancy, and revenue are tracked and clearly visible.
Performance is not dependent on chance, but on system-driven execution.

This ensures stable, predictable, and continuously improving results.

Tone Characteristics

Controlled, not emotional

Clear, not complex

Confident, not exaggerated

Minimal, not overloaded

Experience-led, not feature-led

System-driven, not random

Preferred Words

managed — structured — seamless — prepared — controlled — performance — experience — ready — system — visibility

Avoid

best — guaranteed — hype — fast money — exaggerated claims — aggressive sales tone

Writing Rules (DO / DON'T)

DO

01.Keep messages clear and structured

02.Focus on systems and outcomes

03.Use simple and direct language

04.Maintain calm and controlled tone

05.Prioritize clarity over persuasion

06.Keep writing short and easy to scan

DON'T

01.Use hype or emotional exaggeration

02.Make unrealistic promises

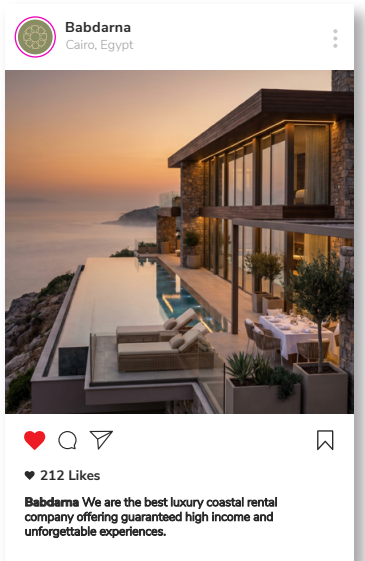
03.Use urgent or aggressive sales language

04.Sound like a broker or listing platform

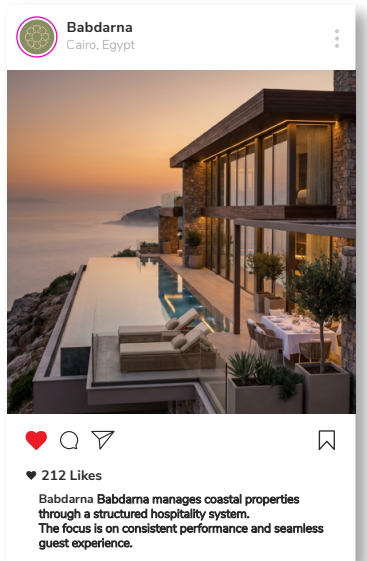
05.Overcomplicate the message

Content Writing Examples

Not aligned with tone



Aligned with tone

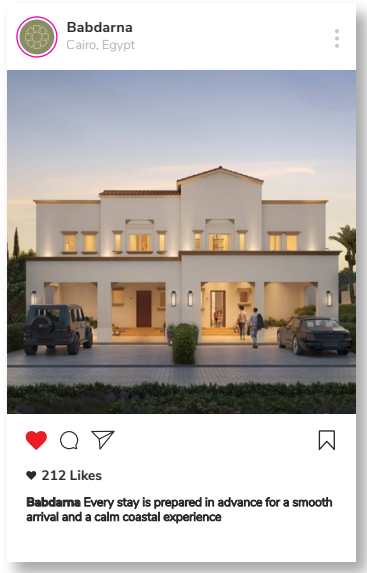


Content Writing Examples

Not aligned with tone

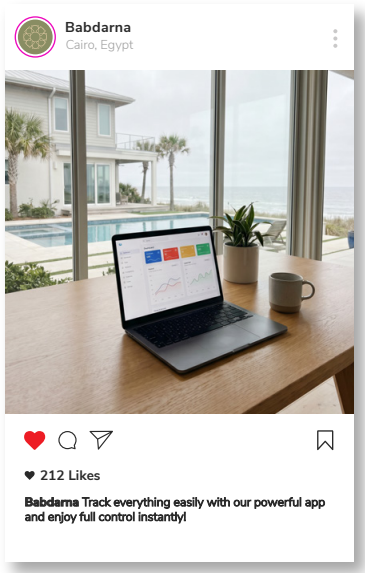


Aligned with tone

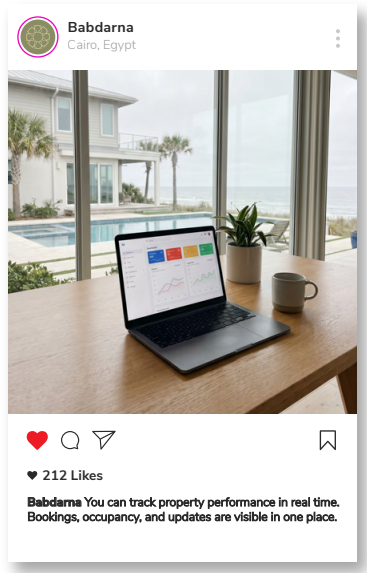


Content Writing Examples

Not aligned with tone



Aligned with tone



Photography Style

07

Visual Toolkit

Photography Style

It's important that tone of your photos incites the feeling you want your audience to associate with your brand.

Tone edit:
Nutural tone.
Green less saturated.

Shooting Principles:
Sharp focus.
Enhance building structure.
No blur effects.
Natural crisp lighting.

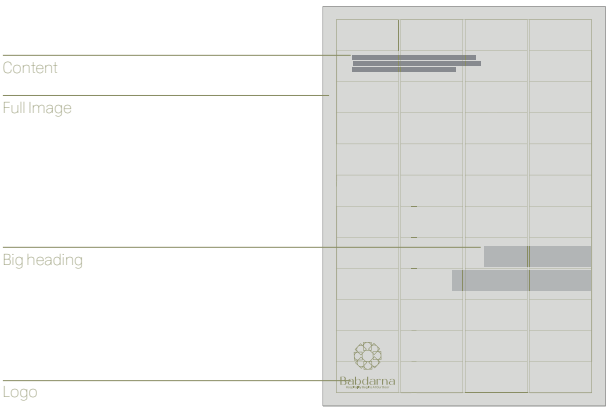


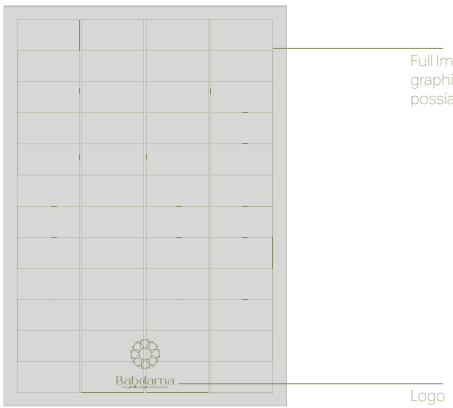




Brand in Use

Printables | Posters Structure |





Brand in Use

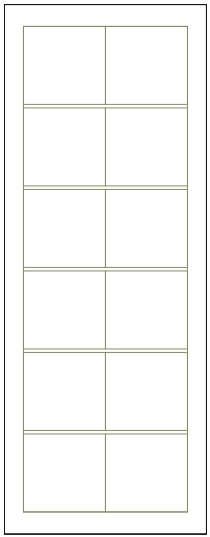
Printables | Social Posters |



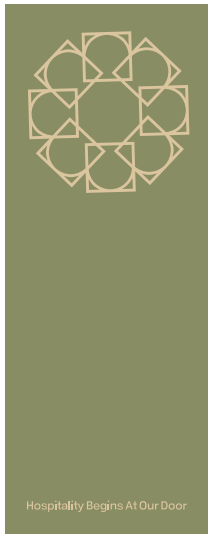


Brand in Use

Environment | Event Lamp Post |







Brand in Use

How to use AI without breaking the brand Rules | AI Visual System Controlled generation. Consistent output |

Visual Direction :

AI images must match real photography, not replace it.

- Natural daylight only (no dramatic lighting)
- Coastal tones (beige, sand, soft blue)
- Real materials (stone, wood, glass)
- No exaggerated luxury elements
- No fantasy or cinematic mood

Realism Rules (critical) :

- No fake views (sea must be realistic, not over-enhanced)
- No impossible architecture
- No perfect symmetry that feels artificial
- No over-clean or plastic textures
- Avoid “AI look” (over-sharp, over-lit, hyper-detailed)

Bad Prompt :

“Luxury dream villa with stunning views and perfect lighting”



Good Prompt :

“Photorealistic coastal villa, natural daylight, realistic materials, architectural photography style, no cinematic effects”



Brand in Use

AI Images | Image Quality Standards |

Minimum resolution and clarity requirements for digital and print applications.





Cinematography Rules

Controlled motion. Real experience

Core Principle

The camera documents the space, it does not dramatize it.

Camera Movement

Allowed:

Slow push-in (forward movement)
Static shots with minimal motion
Smooth lateral slides
Locked tripod shots

Not Allowed:

Fast
Handheld shaky
Whip pans
Drone aggressive moves
Overuse of transitions

Shot Types

Establishing shot
Entrance shot
Interior flow
Detail shots (materials / textures)
Exit or view shot (sea / terrace)

Lighting

Natural daylight
Golden hour
No harsh contrast
No artificial dramatic lighting

Color & Grading

Neutral tones (beige / sand / soft blue)
No heavy LUTs
No cinematic teal & orange
Keep skin tones natural

Color should match real life, not a film look.

Thank You