

FK PATISSERIE
by Fadi Kurdi
Brand Book



The **F K Pâtisserie by Fadi Kurdi** logo features an elegant, monogram of the intertwined letters "F" and "K," combining classic and calligraphic styles. Below this sophisticated graphic, the word "PÂTISSERIE" is set in a clean, all-caps sans-serif typeface, clearly defining the offering. The signature "by Fadi Kurdi" provides the final artisanal touch. The design conveys premium quality, modern elegance, and sophisticated craftsmanship.

FK

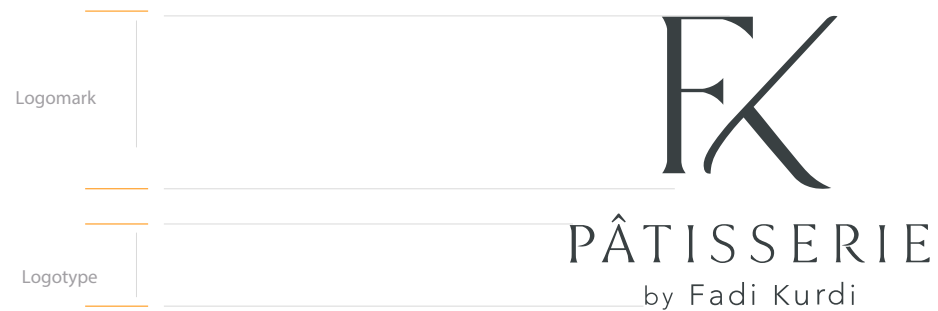




Vertical Logo Lockup 01

This is our vertical logo lockup. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.



Vertical Logo Lockup 01

This is our vertical logo lockup. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.



Horizontal Logo Lockup 01

This is our horizontal logo lockup 01. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.



Horizontal Logo Lockup 01

This is our horizontal logo lockup 01. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

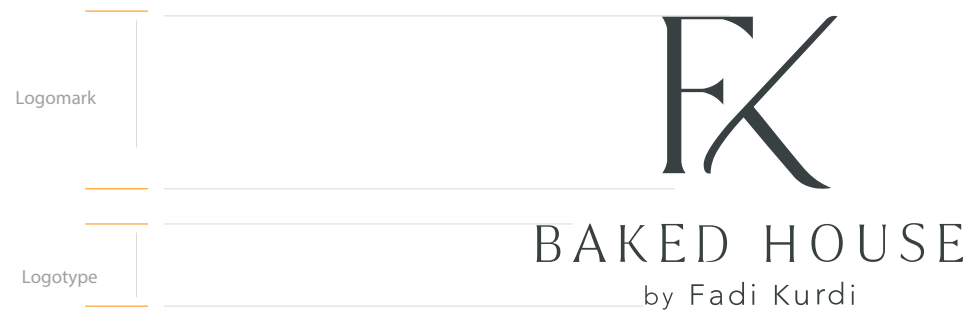
The original files must be used at all times when using the logo.



Vertical Logo Lockup 02

This is our vertical logo lockup. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.



Vertical Logo Lockup 02

This is our vertical logo lockup. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.



Horizontal Logo Lockup 02

This is our horizontal logo lockup 01. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.



Horizontal Logo Lockup 02

This is our horizontal logo lockup 01. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.



Vertical Logo Lockup Clear Space

We respect the logo by giving it space. The minimum clear space that must surround the logo is equivalent to the dimension of '1X' of the height of the logomark.



Horizontal Logo Lockup Clear Space 01

We respect the logo by giving it space. The minimum clear space that must surround the logo is equivalent to the dimension of '1X' of the height of the logomark.



Horizontal Logo Lockup Clear Space 02

We respect the logo by giving it space. The minimum clear space that must surround the logo is equivalent to the dimension of '1X' of the height of the logomark.



01
The full color logo.



02
The inverted logo on black or dark gray backgrounds.



03
The black and white logo.



04
The gray scale logo.



We want to make sure that the FK Patisserie by Fadi Kurdi logo can find a home on any surface. For this reason, we offer different color genres to designers and users which include single color, gray scale, and one color. These genres should only be utilized when the full color logo is not legible.



X Never alter the colors in the logo.

X Never alter any elements from the logo.

X Never stylize with object effects.

X Never use the tint effect on the logo.



X Never tilt the logo.

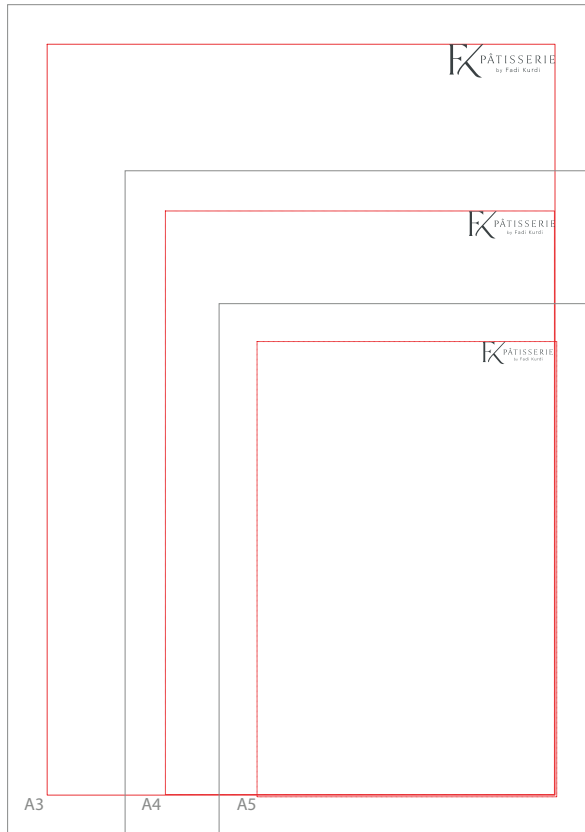
X Never change the dimensions of the logo.

X Never change the typeface of the logo.

X Never use the logo outlined.

The consistent and correct application of the FK Patisserie by Fadi Kurdi logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the incorrect usage of the FK Patisserie by Fadi Kurdi logo.

When in doubt, contact the brand team for approval and guidance.



24 mm on A5 size



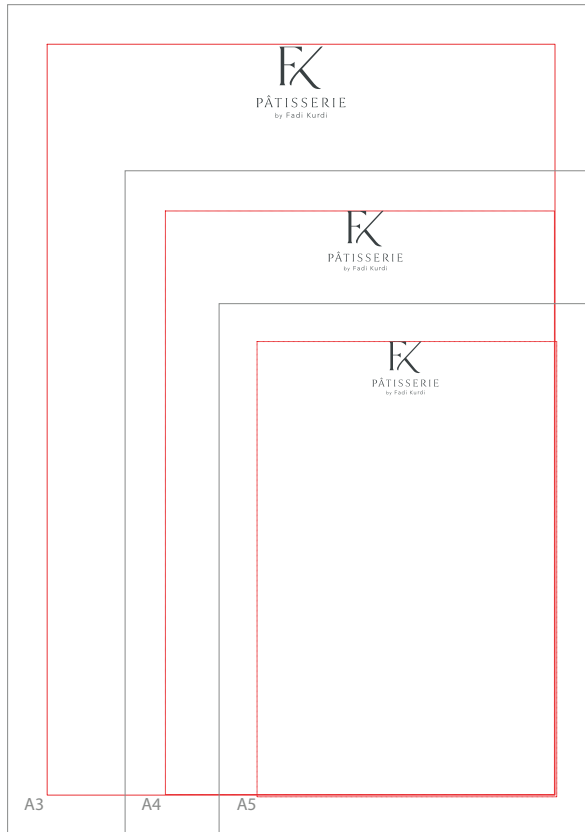
30 mm on A4 size



40 mm on A3 size

FK Patisserie by Fadi Kurdi logo must always appear legibly. The logo must follow the above sizes.

When in doubt, contact the brand team for approval and guidance.



30 mm on A5 size



38 mm on A4 size



50 mm on A3 size

FK Patisserie by Fadi Kurdi logo must always appear legibly. The logo must follow the above sizes.

When in doubt, contact the brand team for approval and guidance.

Colors

The **F K Pâtisserie by Fadi Kurdi** color palette is composed of four key colors designed to reflect elegance, freshness, and quality. A serene Teal/Aqua is the primary color, providing a modern, luxurious foundation. This is contrasted by a sophisticated Dark Charcoal/Black for typography, ensuring timeless class. A crisp, slightly warm Cream/Off-White acts as the essential background, evoking purity and premium quality, while a rich Deep Chocolate Brown adds a layer of earthy warmth, honoring the heart of pâtisserie.

Teal

Off-White

Primary Color
اللون الاساسي

Secondary Color
اللون الثانوي

Pecan Brown

Pastel Turquoise

02 Colors

Teal Primary Color

Solid Uncoated

Pantone 7709 C
CMYK C 67, M 22, Y 35, K 0
RGB R 32, G 159, B 163
HEX #5b9fa3

Solid coated

Pantone 7709 C
CMYK C 67, M 22, Y 35, K 0
RGB R 32, G 159, B 163
HEX #5b9fa3



It is important that FK Patisserie by Fadi Kurdi maintains consistency in its visual brand identity across all media types and materials. Our teal color is the primary color of the brand and it should be used across all brand materials. This is our main color, however it should be used carefully, in a minimal manner in order to stand out against all backgrounds.

Teal

Pantone 7709 C

90%
Pantone 7709 C

80%
Pantone 7709 C

70%
Pantone 7709 C

60%
Pantone 7709 C

50%
Pantone 7709 C

40%
Pantone 7709 C

30%
Pantone 7709 C

20%
Pantone 7709 C

02 Colors

Off-White Secondary Color

Solid Uncoated

Pantone P 1-9 C
CMYK C 2, M 2, Y 8, K 0
RGB R 247, G 245, B 234
HEX #f7f5ea

Solid Coated

Pantone P 1-9 C
CMYK C 2, M 2, Y 8, K 0
RGB R 247, G 245, B 234
HEX #f7f5ea



It is important that FK Patisserie by Fadi Kurdi maintains consistency in its visual brand identity across all media types and materials. Our Off-White color is the secondary color of the brand and it should be used across all brand materials. This is our main color, however it should be used carefully, in a minimal manner in order to stand out against all backgrounds.

Pantone P 1-9 C

90%
Pantone P 1-9 C

80%
Pantone P 1-9 C

70%
Pantone P 1-9 C

60%
Pantone P 1-9 C

50%
Pantone P 1-9 C

40%
Pantone P 1-9 C

30%
Pantone P 1-9 C

20%
Pantone P 1-9 C

02 Colors

Pecan Brown Secondary Color

Solid Unoated

Pantone 732 C
CMYK C 46, M 73, Y 88, K 64
RGB R 72, G 38, B 13
HEX #48260d

Solid Coated

Pantone 732 C
CMYK C 46, M 73, Y 88, K 64
RGB R 72, G 38, B 13
HEX #48260d



It is important that FK Patisserie by Fadi Kurdi maintains consistency in its visual brand identity across all media types and materials. Our Pecan Brown is the secondary color of the brand and it should be used across all brand materials. This is our main color, however it should be used carefully, in a minimal manner in order to stand out against all backgrounds.

Pecan Brown

Pantone 732 C

90%
Pantone 732 C

80%
Pantone 732 C

70%
Pantone 732 C

60%
Pantone 732 C

50%
Pantone 732 C

40%
Pantone 732 C

30%
Pantone 732 C

20%
Pantone 732 C

02 Colors

Pastel Turquoise Secondary Color

Solid Coated

Pantone 628 C

CMYK C 24, M 3, Y 9, K 0

RGB R 192, G 222, B 227

HEX #c0dee3



It is important that FK Patisserie by Fadi Kurdi maintains consistency in its visual brand identity across all media types and materials.

Pastel Turquoise

Pantone 628 C

90%
Pantone 628 C

80%
Pantone 628 C

70%
Pantone 628 C

60%
Pantone 628 C

50%
Pantone 628 C

40%
Pantone 628 C

30%
Pantone 628 C

20%
Pantone 628 C

الخطوط Typography

The **F K Pâtisserie by Fadi Kurdi** brand's typography achieves elegance through contrast. A versatile geometric sans-serif is used for all body text, ensuring modern clarity and readability. This functional font is deliberately paired with a delicate flare-serif in an exceptionally thin weight for all display text and headlines. This combination balances reliable structure with refined, high-contrast luxury, perfectly reflecting the premium, handcrafted quality of our confections.

Nunito Sans

Nunito Sans - Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Jadeer Developments

Nunito Sans - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Jadeer Developments

Nunito Sans - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Jadeer Developments

Nunito Sans is a humanist sans-serif typeface, intended to be clear and highly legible at a distance or at small text sizes. Nunito Sans has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Designer

Vernon Adams, Jacques Le Bailly, Manvel Shmavonyan, Alexei Vanyashin

Our main English typeface is Nunito Sans

Specific weights of Nunito Sans are used for different types of text, such as headlines, body copy and subheads.

Nunito Sans

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

abcdefghijklmn
opqrstuvwxyz

abcdefghijklmn
opqrstuvwxyz

1234567890
#&@?!/

1234567890
#&@?!/

1234567890
#&@?!/

Bold for Headlines

Medium for body text like this one right here.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat

Lorem ipsum dolor sit amet, consectetur 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 commodo consequat. Duis autem vel eum iriure dolor in
hendrerit in vulputate.

Font Usage:

Nunito Sans Bold for titles and headlines.

Nunito Sans Light/Medium for body text and sub headlines.

FK

PÂTISSERIE

by Fadi Kurdi