

# M<sup>o</sup>

MOLTEN KING  
مولتن كينج

## BRAND GUIDELINES:

MOLTEN KING IS A FOOD COMPANY THAT PRODUCES CROISSANTS AND MOLTEN CAKES.



## LOGO CONCEPT:

MOLTEN CAKE + CROISSANT = MOLTEN KING



## PATTERN:

CROISSANT SYMBOL → → REPEAT & ROTATE



## TYPOGRAPHY :

MARCELLUS SC

FF SHAMEL FAMILY

AA,BB,CC,DD,EE  
FF,GG,HH,II,JJ,KK,  
LL,MM,NN,OO,PP  
QQ,RR,SS,TT,UU,VV,  
WW,XX,YY,ZZ

أ,ب,ت,ث,ج,ح,خ  
د,ذ,ر,ز,س,ش,ص,ض  
ط,ظ,ع,غ,ف,ق,ك,ل  
م,ن,ه,و,ي

## COLOR THEME:

“PRIMARY COLORS”



## COLOR THEME:

“SECONDARY COLORS”

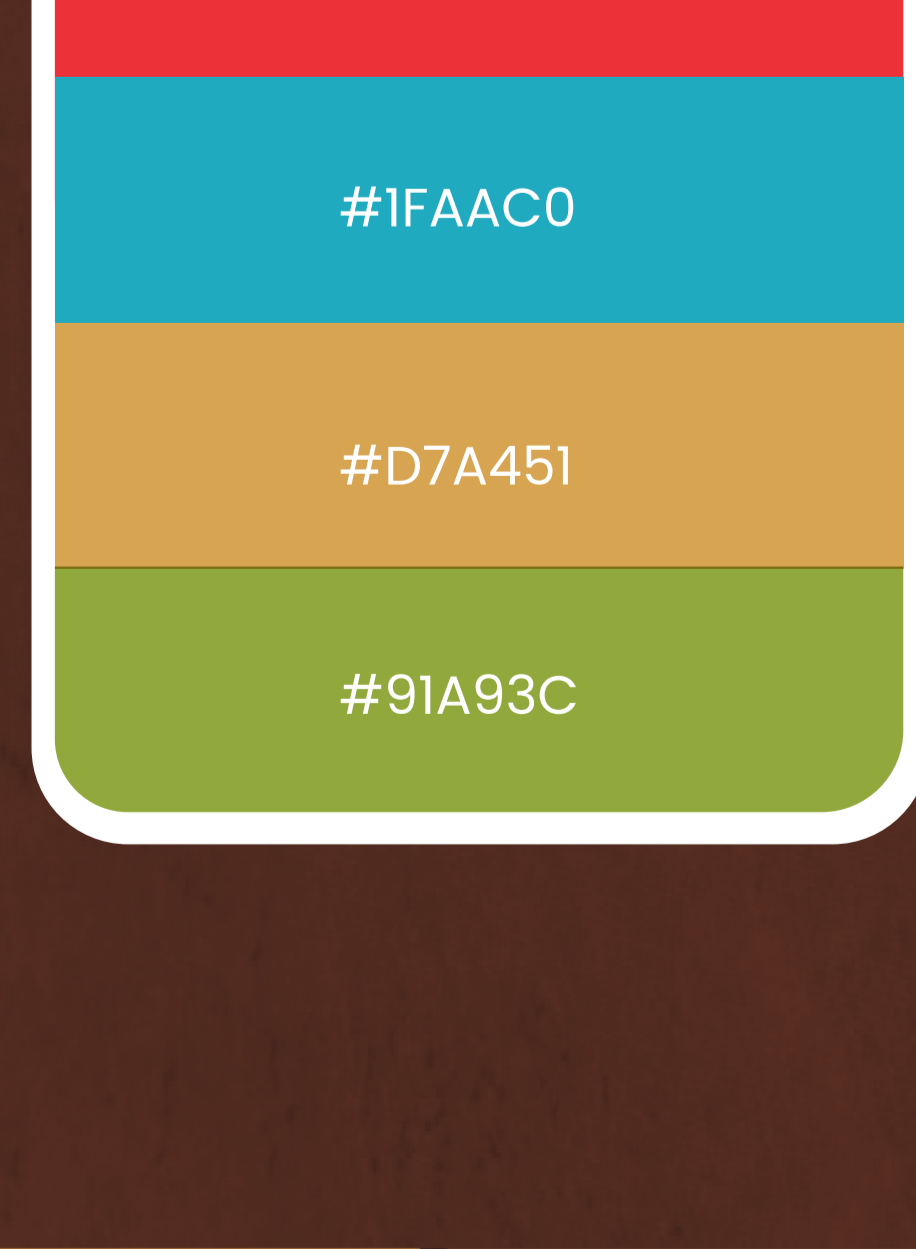
MOLTEN PACKAGE COLORS



## COLOR THEME:

“SECONDARY COLORS”

CROISSANT PACKAGE COLORS



THANK YOU!