



THE DAILY
CORPORATE
IDENTITY



SECTION 01

BRAND GUIDELINES

Slogan

The Daily is positioned as an authentic South African coffee café that forms the heart of the community in which it is located. It's a home away from home **where South Africans meet** and enjoy some time with each other while drinking good coffee and eating delicious meals.

REASONS TO BELIEVE

National coffee café franchise that is truly South African.

FUNCTIONAL BENEFIT

Relaxed, comfortable atmosphere where I'm always welcome and can enjoy great coffee and value for money tasty meals.

EMOTIONAL BENEFIT

I always feel at home at The Daily where I am welcomed with a smile.

WHERE SOUTH AFRICANS MEET

Logo

To ensure the impact, integrity and legibility of the logo, the area surrounding the logo must have sufficient clear space - no copy, graphics or other elements that could cause clutter should fall within this clear space.

The clear space (d) is equivalent to the height and the width of the 'd' in the logo.



Presentation of the logo



PRIMARY LOGO

This is the most widely used version of the logo.
This logo is ideal for use in portrait formats.

the daily

SECONDARY LOGO (horizontal)

The use of the horizontal version is preferred when the available space is limited in height, and is ideal for use in landscape formats.

Vertical vs. horizontal

Positive vs. negative



Presentation of the logo



Don't change the colour of the logo



Don't rescale individual elements



Don't distort the logo



Don't crop the logo



Don't apply effects (drop shadow, glows...)

Don'ts

In order to ensure readability of the logo a minimum height should be respected.

The vertical logo must be at least 15 mm or 65 px. The horizontal logo must be at least 5 mm or 20 px.

Minimum size



Colour Palette

The brand colours always appear in full tone. They may not be darkened, lightened or displayed transparently.



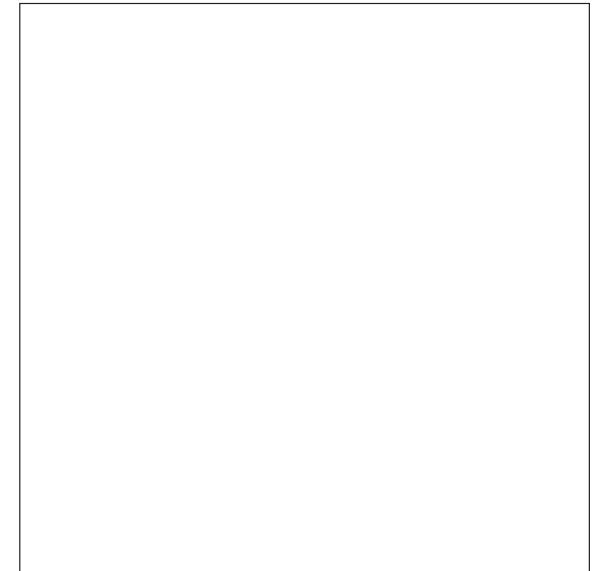
Black

RGB 0 / 0 / 0
HTML #000000
CMYK 0 / 0 / 0 / 100
PANTONE BLACK U



Yellow

RGB 255 / 205 / 0
HTML #ffcd00
CMYK 0 / 14 / 100 / 0
PANTONE 116 C



White

RGB 255 / 255 / 255
HTML #ffffff
CMYK 0 / 0 / 0 / 0

Typography

the daily

DT Augustina
Slab

DO SOMETHING
GREAT TODAY

Franklin URW
Condensed Demi

YOUR NEIGHBOURHOOD CAFÉ

Plus Jakarta
Bold

Step into a home-grown, uniquely South African coffee café experience, and enjoy good coffee, delicious all-day breakfast, brunch, and lunch in a setting that welcomes customers to stay longer.

Plus Jakarta
Regular

Typography

This font is used primarily for headlines.

FRANKLIN URW CONDENSED

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

This font is used primarily for paragraph copy.

PLUS JAKARTA SANS

SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

We are casual

The Daily is a coffee café where people feel a sense of community and belonging. We're always respectful, but also forever finding opportunities to add joy to someone's day.

We are South African

Because we are South African we share stories in ways that other South Africans can relate to. Our humour might not be totally understood in Paris or New York, but in Parys and the Karoo - our customers get us.

Where appropriate we have fun with words (like 'Lekker'), sayings and colloquialisms (Hulle weet nie wat ons weet nie).

Sell the sizzle, not the steak

We use distinctive creativity to sell the experience of what we have to offer. It's not just about offering great coffee and food items, we're all about experience at The Daily so we describe things so vividly that you can almost feel like you are in one of our cafés just by reading the words.

Brand archetype

The Everyman

Everyman brands are unpretentious, relatable and approachable. They strive to create deep connections with people and long to be liked by all. They are often quite generalised and are driven by a core desire for community and belonging. They hate to stand out and don't display any extremes of character or opinion preferring to be inclusive. However, though they are often liked this sometimes means they can be easily forgotten.

Desire: Connection with others

Goal: Belonging

Strategy: Down-to-earth and trustworthy

Brand Message: "Live together in harmony"

Traits: Dependable, Realistic, Pragmatic, Inclusive, Equality

Fears: Exclusion, Standing out, Hostility, Isolation, Separation

Brands: Tesco, Lynx, Ford, Levis, Ikea

The Jester

The Jester wants to make people laugh and bring light-heartedness to all that they do. Jester brands maintain a playful stance and see good in every situation.

Desire: Enjoy life and have fun

Goal: Entertainment

Strategy: Be playful, be fun

Brand Message: "If you're not having fun you're doing it wrong"

Traits: Playful, Humorous, Positivity, Togetherness, Funny

Fears: Boredom, Negativity, Seriousness, Gloom, Misery

Brands: Paddy Power, Budweiser, Skittles, Old Spice, M&Ms

Photography: Food

Focus on the food item in detail. I must be able to taste it through the photograph. FLAVOUR, FLAVOUR, FLAVOUR.

Styling

1. Show contrast - light food / dark background
2. Dress the plate with extra shavings / salt and pepper visible
3. Bubbles in sauces / steam, kernels of salt, textured shavings of cheese, foam on the top of coffee - images must show that the food is alive, rich in texture

Composition

1. Shoot directly overhead
2. Tight crop on the food itself
3. Show the texture of the ingredients
4. Layer ingredients and add extra texture on the item itself to augment the visual cues of flavour

Lighting

1. Always place the viewer sitting at the bottom of the picture - lighting will then always be from the top of the frame from the right, casting light slightly right to left

Editing

1. Edit out strong shadows
2. Up colour temperatures



Photography: Drinks

Focus on the drinks item in detail. I must be able to taste it through the photograph. FLAVOUR, FLAVOUR, FLAVOUR.

Styling

1. Show contrast - light drinks / dark background
2. Dress the glass / cup / mug with extra details that add to the overall communication of flavour
3. Condensation on glass / steam, kernels of chocolate, textured shavings of ice, foam on the top of coffee - images must show that the food is alive, rich in texture

Composition

1. Shoot either directly overhead, or from a side angle (the intention should always be to capture detail that can transport the viewer into the flavour of the item)
2. Tight crop on the drink itself
3. Show the texture of the ingredients / glassware
4. Layer ingredients and add extra texture on the item itself to augment the visual cues of flavour

Lighting

1. Always place the viewer sitting looking directly at the item - lighting will then always be from the top of the frame from the right, casting light slightly right to left

Editing

1. Edit out strong shadows
2. Up colour temperatures
3. Lighting must highlight beads of water, flecks of flavour etc





SECTION 02

VISUAL LANGUAGE

EXAMPLES

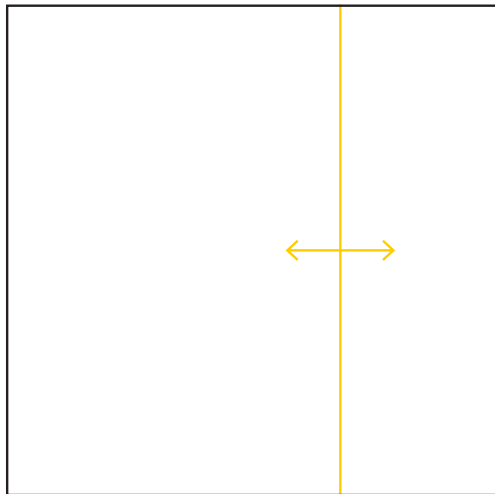


SECTION 02.1

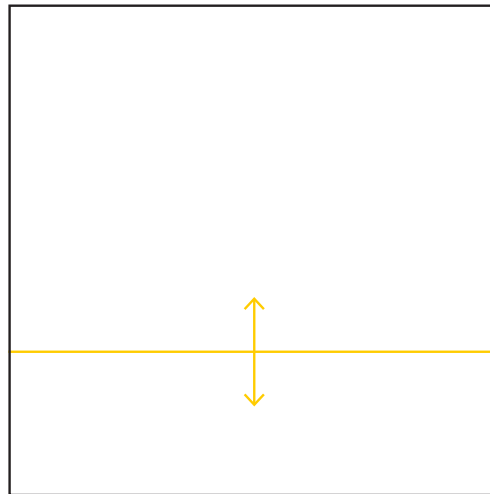
LAYOUT STRUCTURE

Layout Structure

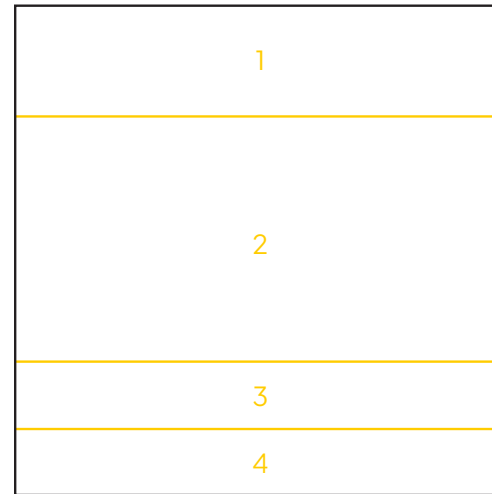
The adaptable layout structure allows content to be communicated clearly and accurately. Maintaining a clear overall impression is crucial. Therefore, overlapping spaces and images, as well as the use of transparencies, diagonals, boxes, and other geometric shapes, are avoided.



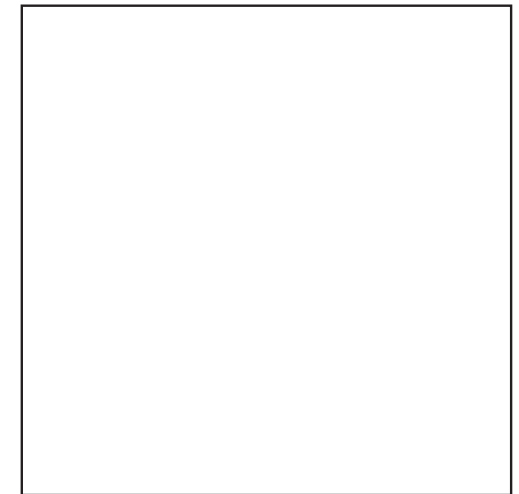
Vertical subdivision



Horizontal subdivision



Amount of blocks (max)



Full

Layout Structure: Don'ts



Spaces may not produce frames.

Avoid using diagonal lines.

Avoid fragmented layouts.

Each space should have a function.



SECTION 02.2

CORPORATE **STATIONERY**

Business Cards

Adriaan de Bruyn

Chief Executive Officer

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✉️ adriaan@thedailygroup.africa

🌐 thedailycoffeecafe.co.za

the
daily

Where South
Africans meet

the
daily

Email Signatures

**the
daily**

Where South Africans meet

Adriaan de Bruyn
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Letterhead



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- info@thedailygroup.africa
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- 26 Planken Street,
Plankenbrug,
Stellenbosch, 7600

THE DAILY COFFEE GROUP (Pty) Ltd | Reg. No: 2015/360084/07 | Directors: AL de Bruyn, SJ O'Brien (non-executive)

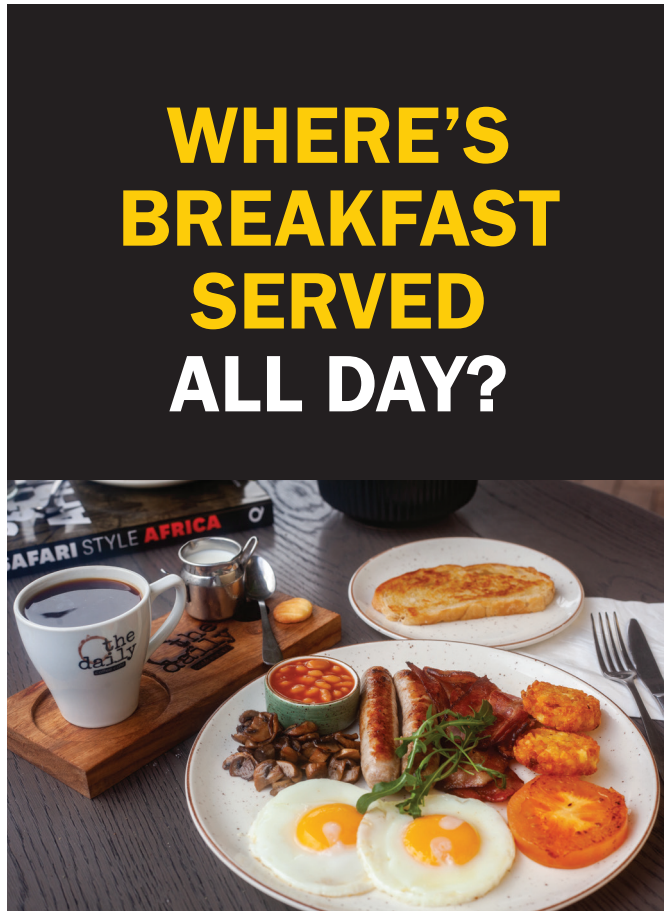


SECTION 02.3

PRINT MEDIA

Print Media

Street Pole Ads



**the
daily**

**Where South
Africans meet**

@VALLEY HYPER

Cnr. Samora Machel Dr. (R104) & Du Preez St.
Mbombela/Nelspruit

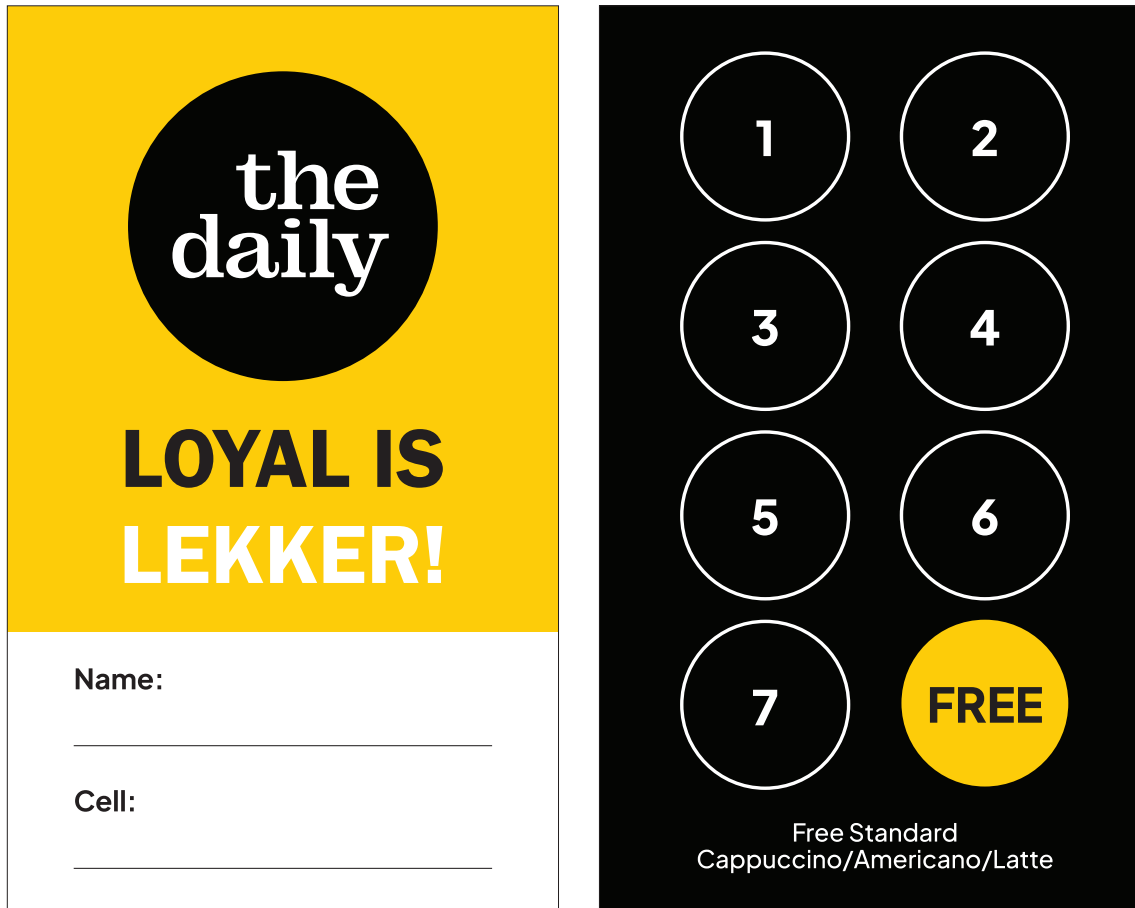
Print Media

Posters



Print Media

Loyalty Cards



Print Media

Express Menus

DRINKS

COFFEE	250ml	350ml	500ml
ESPRESSO	22 24		
single shot OR double shot			
TIN CUP	31	36	40
FLAT WHITE	31	36	40
AMERICANO	25	30	35
CAPPUCCINO	29	34	38
LATTE	30	35	39
FLAVOURED LATTE	32	37	41
hazelnut OR vanilla OR caramel			
MOCHACCINO	36	40	45
dark OR white			

OTHER HOT DRINKS	250ml	350ml	500ml
RED CAPPUCCINO	31	36	40
TEA*	23	25	27
HOT CHOCOLATE	31	34	39
dark OR white			
CHAILATTE	31	34	39

COLD DRINKS	250ml	350ml	500ml
FREEZO	40		
coffee OR chocolate			
FROSTIES*	40		
MILKSHAKES*	37		
SMOOTHIES*	40		
FRUIT JUICES*	28		
SOFT DRINKS*	22		
BOTTLED WATER 500ml	20		
still OR sparkling			

*Please ask your barista for available flavours

MENU

BREAKFAST

BREAKFAST BUN	48
bun, bacon, 2 eggs & mayo	
BASIC BREAKFAST	62
2 eggs, bacon, grilled tomato, chips & slice of toast	
BREAKFAST WRAP	70
tortilla wrap, scrambled eggs, cheddar, bacon, greens & tomato	
MINCE ON TOAST	49
2 slices toast & savoury mince	
OMELETTE	38
3-egg omelette & cheddar cheese	

SANDWICHES

CHEESE	20
CHEESE & TOMATO	24
HAM & CHEESE	36
HAM, CHEESE & TOMATO	40
CHICKEN MAYO	38
SAVOURY MINCE & CHEESE	56
BACON & EGG	38
BACON, EGG & CHEESE	44

LUNCH

CHEESE BURGER	60
100g beef patty, toasted burger bun, mayo, greens, tomato & cheddar	
GRILLED CHICKEN BURGER	52
grilled chicken fillet, toasted burger bun, mayo, greens & tomato	
CHICKEN MAYO & BACON WRAP	56
tortilla wrap, chicken mayo, bacon, greens & tomato	
CRUMBED CHICKEN & SWEET CHILLI MAYO WRAP	66
tortilla wrap, crumbed chicken strips, sweet chilli mayo, greens & tomato	
CHICKEN STRIPS	44
CHIPS	18
SAVOURY MINCE PANCAKES	58
CINNAMON SUGAR PANCAKES	15

GRAB & GO

ASSORTED PIES	34
ASSORTED MUFFINS	30
CARROT CUPCAKE	32
CHOCOLATE CUPCAKE	32
SCONES	16
CRUNCHIES	12

THE DAILY COFFEE EXPRESS @ VALUE CO


The Daily Coffee Group Franchise
info@thedailygroup.africa | drinkgoodcoffee.co.za | [f](#) [@](#) @thedailycoffee

The Daily Visual Language Examples

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Print Media

Main Menu



MENU

© drinkgoodcoffee.co.za

DRINKS

COFFEE

TIN CUP espresso, condensed milk, steamed milk & foam	44
AMERICANO REFILL	33 28
CAPPUCCINO REFILL	37 32
CORTADO	38
FLAT WHITE	39
ESPRESSO single double	30 33
CAFÉ LATTE	39
NEW YORK LATTE espresso, ½ pouring cream & ½ milk	47
MOCHACCINO • white • dark	45
DIRTY CHAI LATTE	47
AFFOGATO espresso, ice cream, toasted almond flakes & chocolate powder	39

ICED COFFEE

ICED LATTE	42
COFFEE SHAKE	51
FREEZO • coffee • chocolate	55
V+ VEGAN FREEZO white hot chocolate, espresso & alternative milk	55

TAKENOTE:
 V+ chocolate powders (white and dark)
 Decaf as option at **NO EXTRA COST**
 Alternative milk as option at **NO EXTRA COST**

FLAVOURED LATTES

HAZELNUT CAFÉ LATTE	44
VANILLA CAFÉ LATTE	44
CARAMEL CAFÉ LATTE	44
HONEY CAFÉ LATTE milk, espresso, honey & cinnamon	42

HOT DRINKS

RED KAROO white hot chocolate, red espresso & steamed milk	45
HOT CHOCOLATE • white • dark	43
CHAI LATTE	44
RED CHAI LATTE	46
MATCHA LATTE add white hot chocolate	47 6
RED LATTE	43
RED CAPPUCCINO	39
TEA • rooibos • ceylon • earl grey • chamomile • mint • lemon • green tea	31

DRINKS EXTRAS

CREAM	10
EXTRA SHOT ESPRESSO	8
FLAVOUR SYRUP	7
UPGRADE TO MUG SIZE	10

SMOOTHIES

FRUIT SMOOTHIES double cream yoghurt, crushed ice & fruit purée • passion fruit • mango • mixed berries	55
PEANUT BUTTER & BANANA SMOOTHIE double cream yoghurt, peanut butter, banana, honey & crushed ice	49
CHOC NUT SMOOTHIE double cream yoghurt, banana, chocolate powder, almonds, honey & ice	54
BLUEBERRY SMOOTHIE double cream yoghurt, blueberries, banana, honey & ice	50

SHAKES

MILKSHAKES • passion fruit • mango • mixed berry • grapefruit • strawberry • chocolate • caramel • vanilla • hazelnut	45
MILKTART SHAKE ice cream, cinnamon & chai spice	48
ROOIBOS MILKSHAKE ice cream & red espresso	48

V Vegetarian V+ Plant Based

Print Media

Table Talkers

FRESH FLUFFY OMELETTE

the daily



R104

Scan me to view The Daily menu



CHEF'S FAVOURITE

Three Eggs | Bacon | Spinach | Feta | Slice of Toast

Where South Africans meet

BEEF BURGER WITH BLUE CHEESE & BACON

the daily



R136

Scan me to view The Daily menu



MOUTHWATERING

180 g Beef Patty | Toasted Burger Bun | Bacon | Blue Cheese | Mayo | Greens | Tomato | Gherkins | Served with Chips or a Side Salad

Where South Africans meet

Print Media

Outdoor Billboards

**the
daily**

Where
South Africans
meet

DO SOMETHING GREAT TODAY
DRINK GOOD COFFEE


GLENGARRY
SHOPPING CENTRE



SECTION 02.4

SOCIAL **MEDIA**

Social Media

**JOIN THE FASTEST GROWING
COFFEE FRANCHISE IN SA**



SITES WANTED!

150 - 250m² | Inside & outdoor seating | Prominent locations | Good visibility

**HAPPY
BIRTHDAY**



HAPPY BIRTHDAY TO US!

9 years of good coffee and brewtiful people

**JOIN US FOR WOMEN'S
WEDNESDAYS THIS AUGUST**



R20
for all hot
drinks*

**JOIN US FOR
WOMEN'S
WEDNESDAYS
THIS AUGUST**

Social Media

How to use hashtags

- Limit the Number of Hashtags: Instagram, aim for 5–10 hashtags per post. For LinkedIn, use 1–3 relevant hashtags to avoid clutter.
- Keep It Relevant: Only use hashtags that are directly related to our content and brand.
- Capitalise Multi-Word Hashtags: Only capitalise the first letter of each word in a hashtag (e.g., #CoffeeLovers, not #coffeelovers).
- Research Trending Hashtags: Periodically research popular hashtags in the coffee industry and incorporate them when relevant.
- Consistency Across Platforms: Use the same core set of branded hashtags across all platforms to maintain consistency.

How to use emoticons

- Keep It On-Brand: Use emoticons that align with our brand's voice and image.
- Moderation is Key: Use emoticons sparingly. Aim for max. 3 emoticons per post.
- Consistency Across Platforms: Ensure that the use of emoticons is consistent across all platforms.
- Placement in Posts: Place emoticons at the beginning or end of a sentence for emphasis or to break up text, making the post more visually appealing.
- Avoid Misinterpretation: Be mindful of how emoticons can be interpreted differently by various audiences.



SECTION 03

BRANDED ITEMS

Branded Clothing



Branded Versatex Caps



Crockery cups



espresso



tea cup



regular



mug

Wooden Boards



Umbrellas



Sugar packets



Serviettes





THANK YOU
