



LOGO GUIDELINES

Presentazione a cura di
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Sara Salvoni, Vittoria Gaspari e Sofia Remondi



OR NOIR

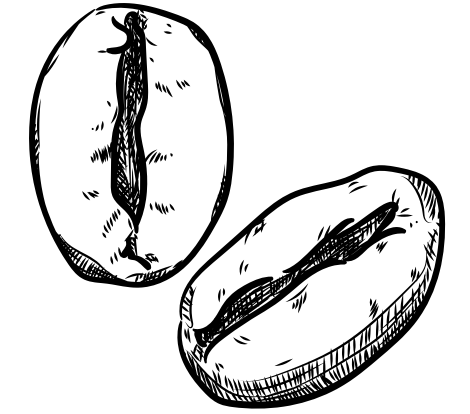
coffee since 1952

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INTRODUCTION

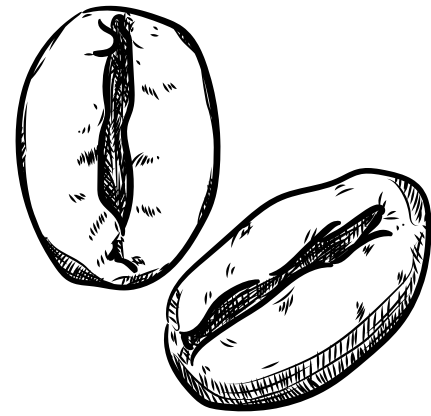


Born from *Arabian* origins, English refinement and French basement, Or Noir is a coffee experience from front to end.

A noble English woman inherited land in **Saudi Arabia**, the birthplace of **Arabica** coffee. There, **Miss. Sophia** discovered a deep coffee culture built on tradition and hospitality.

Inspired by the richness of the land and her own refined **upbringing**, she created a coffee lounge that blends **English elegance** with **Arabian heritage**.

The brand was born from this union:
premium coffee crafted with **origin**, **authenticity**, and **aristocratic** style.



ABOUT US

In French, *or* means **gold** and *noir* is black.

Coffee is often referred to as black gold because of its **value**, **richness**, and **cultural importance**. Naming a coffee brand Or Noir emphasizes the idea that the coffee is precious and **high-quality**.

A Parisian café with a French name ties the product to its origin. “Or Noir” evokes a sense of **craftsmanship**, **tradition**, and **refinement** associated with French cafés.



OR NOIR

coffee since 1952

Logo Meaning

She is the embodiment of refined **discovery**.

A noble English woman, the **founder**, who inherited land in the heart of Arabia, there, its rich coffee heritage with grace and reverence, has **origin**.

Through her presence, the brand **celebrates**:

Cultural Harmony

Where classic English elegance meets the birthplace of Arabica coffee and settles in the heart of France, **Paris**.

Prestige & Sophistication

She symbolizes a premium **ritual**, each cup crafted for those with **elevated** taste.



OR NOIR

coffee since 1952

hand written bar's
owner drawing

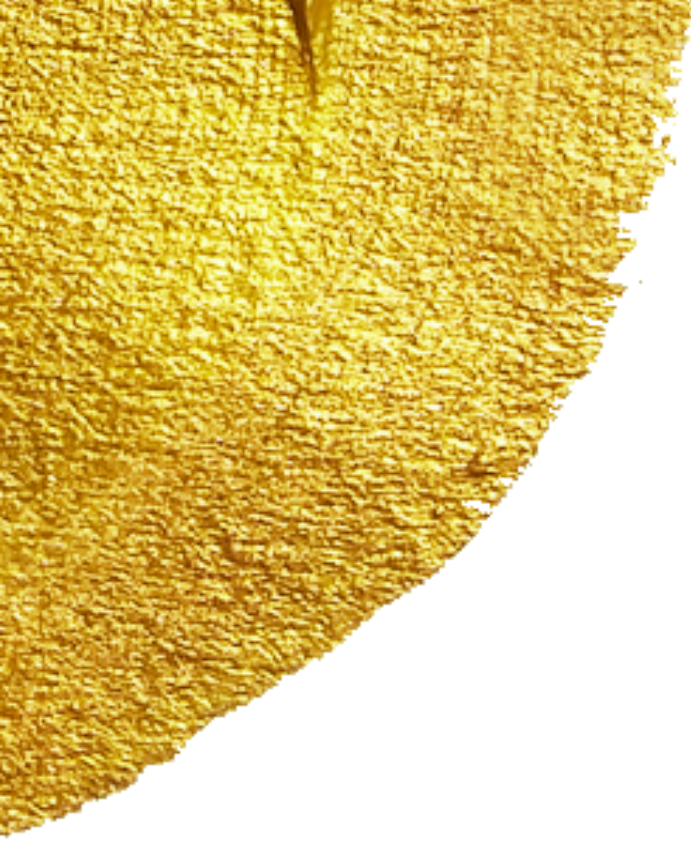


'THE SEASONS',
ALL CAPS BOLD

OR NOIR

coffee since 1952

'The seasons', small caps, no-bold



Pictogram

OR NOIR

coffee since 1952

Logotype



TYPOGRAPHY

‘THE SEASONS’, ALL CAPS, BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

‘The seasons’ , small caps, no-bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789





OR NOIR

coffee since 1952



OR NOIR

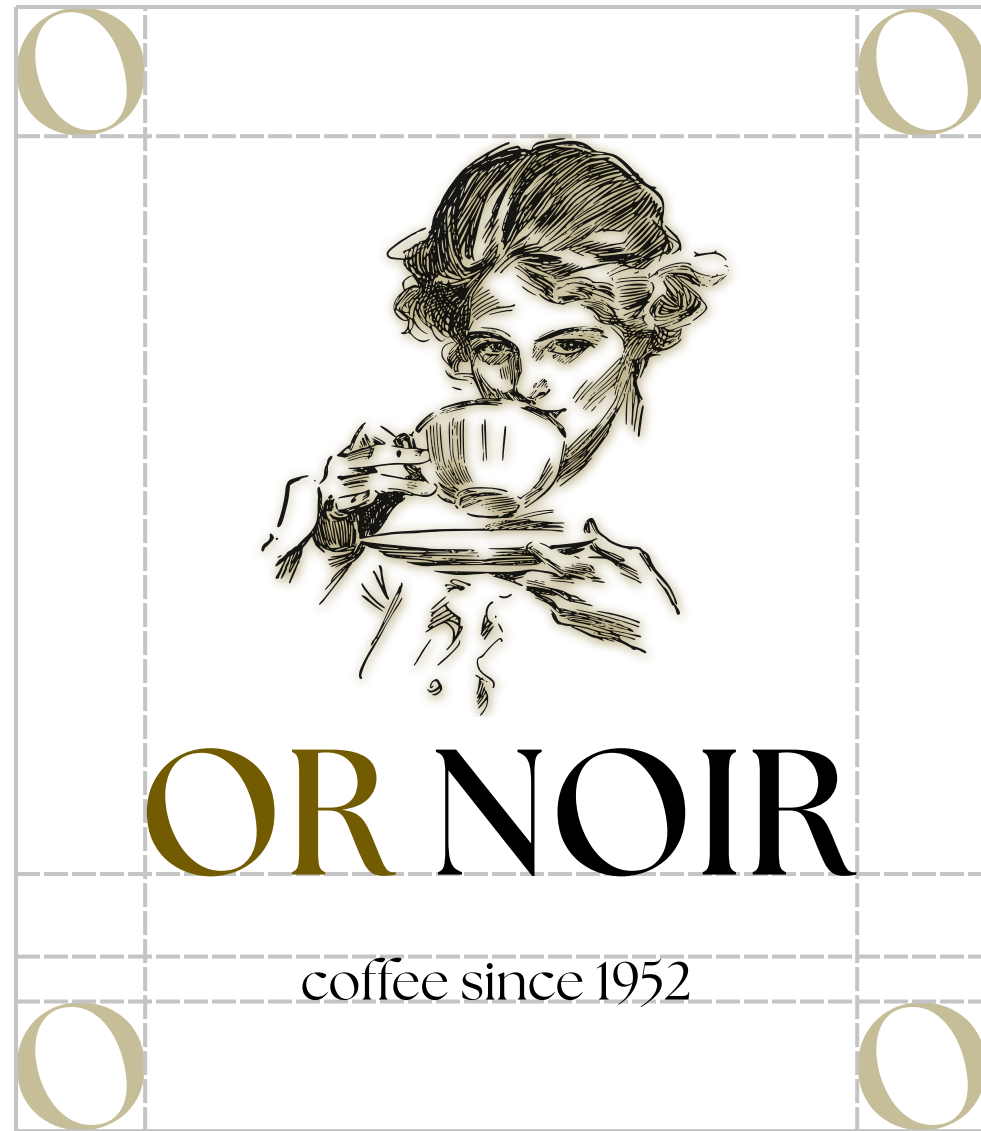
coffee since 1952



OR NOIR

coffee since 1952

Dimensions checks



Respect area

foam white

#FFFFFF

dirty cream

#F8EABE

signature gold

#725B00

coffee's noir

#000000



OR NOIR

coffee since 1952

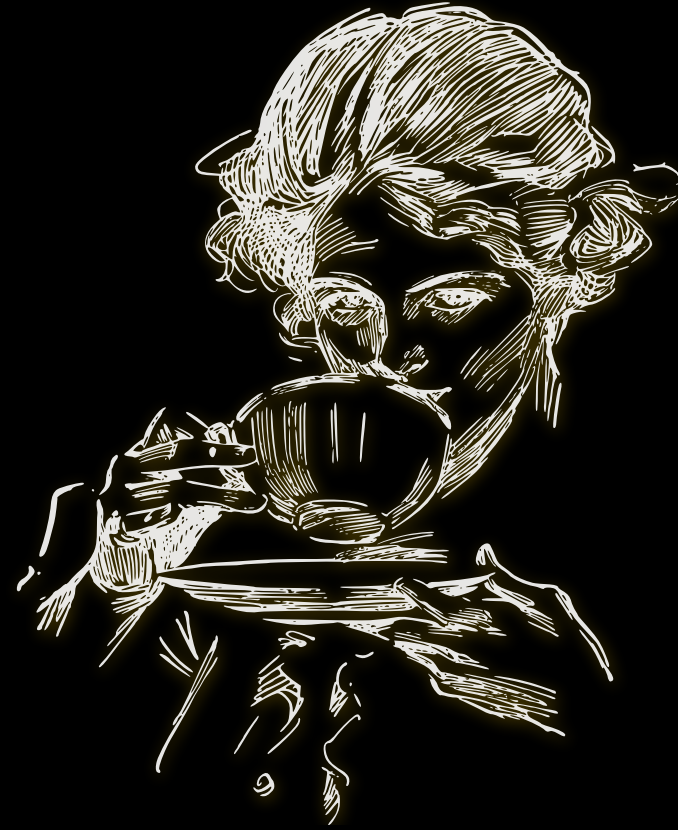
(‘dirty cream’ background + double colored logotype and ‘coffee’s noir’ pictogram)



OR NOIR

coffee since 1952

(‘signature gold’ background + ‘coffee’s noir’ logotype and pictogram)



OR NOIR

coffee since 1952

(‘coffee’s noir’ background + ‘signature gold’ logotype and ‘foam white’ pictogram)

SOCIALS

-post

-video

-carousel

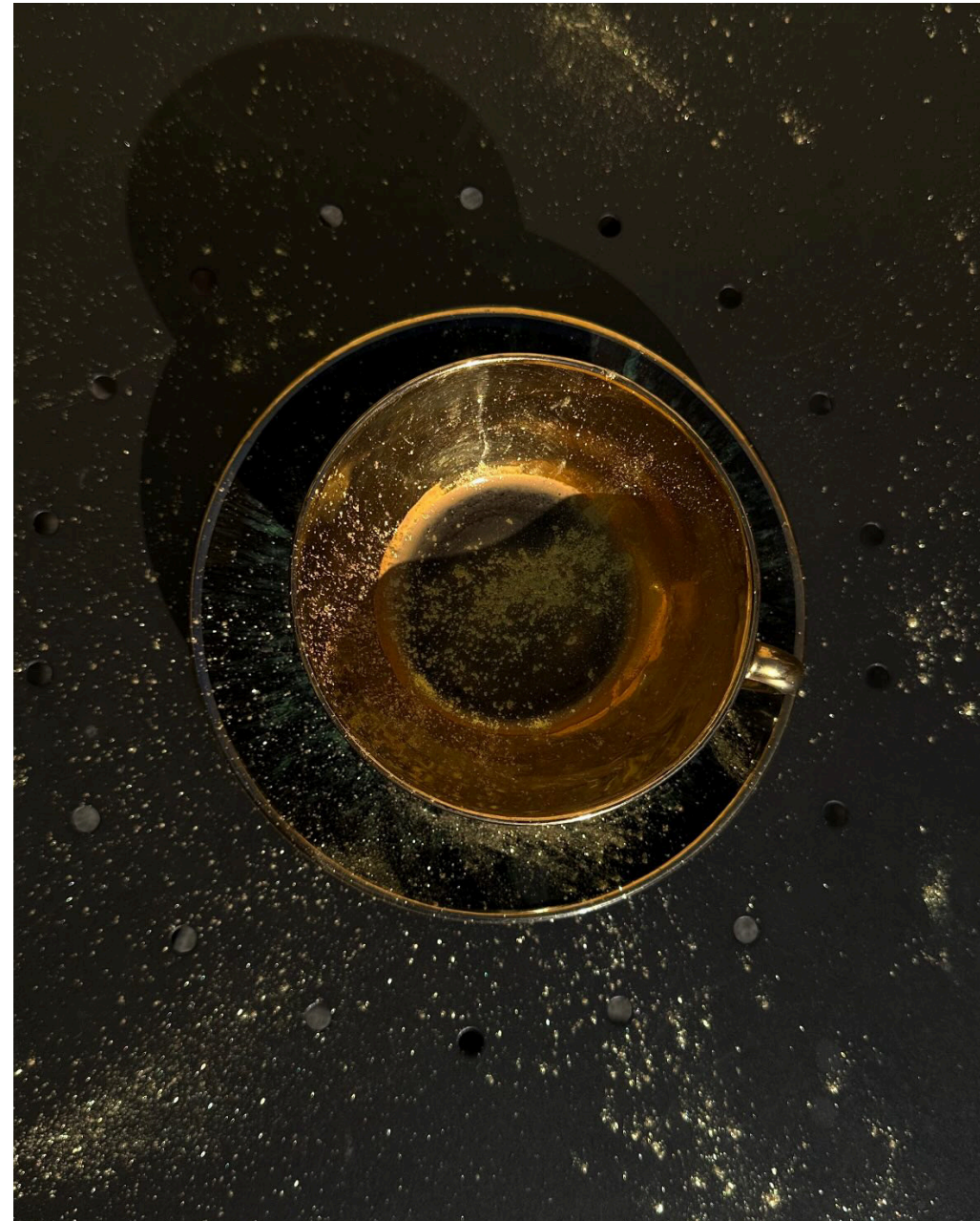
-channels



OR NOIR

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Post



The product

In this picture, the **first** on our socials, we decided to show off our main product, the ‘**Golden espresso**’.

In order to do so we created a post about it, this way we are able to promote and let everyone know what we offer at our boutique bar.

The caption of this post is:

“Or Noir Coffee - Indulge in the golden moment.
Rich aroma, smooth flavour and pure sophistication in
every sip, this is coffee redefined.
Taste the gold standard”

We decided to write this bio for our post because it's simple, essential and goes straight to the point. It explains our product and what our clients are able to **experience** by choosing us.

At Or Noir we believe that everything should be said as it is and our client are satisfied about our **transparency**.

Carousel

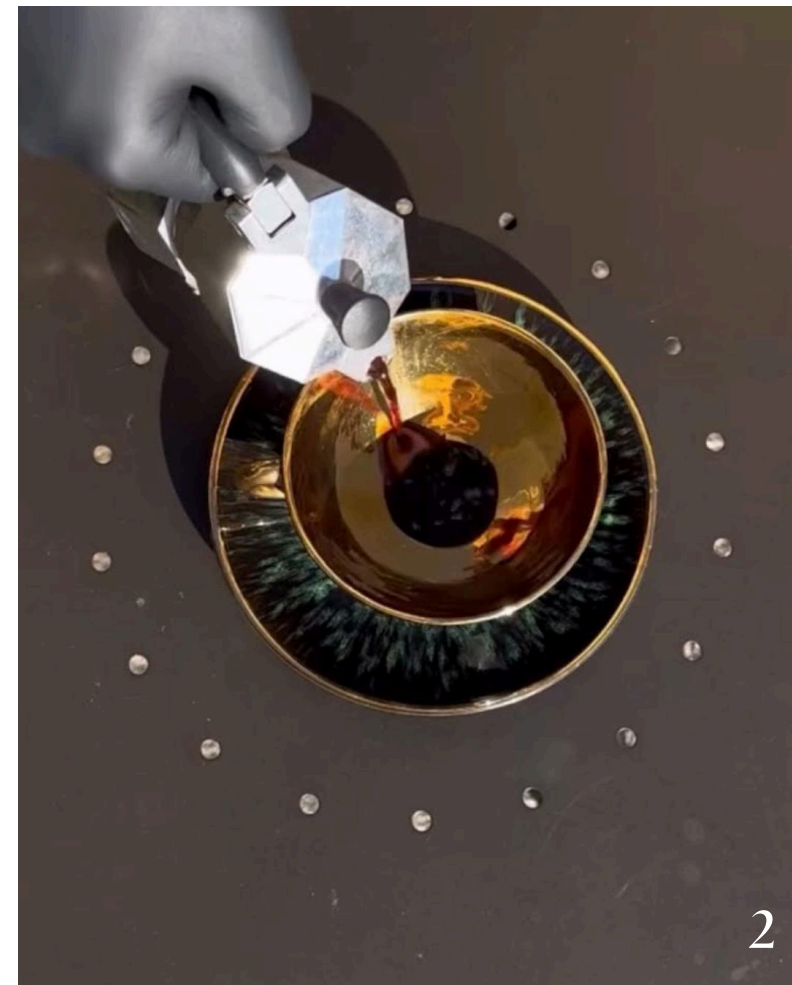
WHY YOU SHOULD
CHOOSE US

Or Noir is
the essence of French coffee.
A journey of the senses, from
the bean to the heart.

OR NOIR

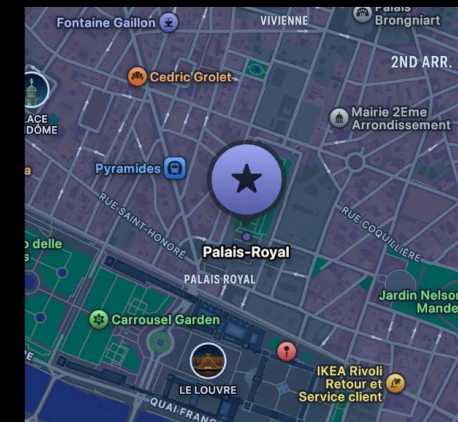
coffee since 1952

1



2

WHERE WE ARE



8 Rue de Montpensier,
75001 Paris,
France.

3



The caption of this carousel is:

“Your daily cup, decoded.
Swipe to learn everything you didn’t know about Or Noir,
save this for later & share a fellow coffee lover”

For this carousel we were not sure on what to write since it already talks a lot for **himself**, however we decided that we needed something, even **little**, as the bio.

This is **perfect** because it perfectly captures the spirit of our carousel: a refined **guide** that reveals what lies behind every cup of Or Noir. It invites viewers to explore, save, and share turning simple curiosity into a moment of **discovery** for true coffee lovers and an add for us.

Video

The first reel

The video shows how we normally serve coffee in our café. A warm cup of our bestseller ‘**Golden espresso**’ is placed before the client, steam rising gently, carrying rich aromas into the air. The moment is quiet and deliberate, a simple yet elegant pause that invites savouring every sip.



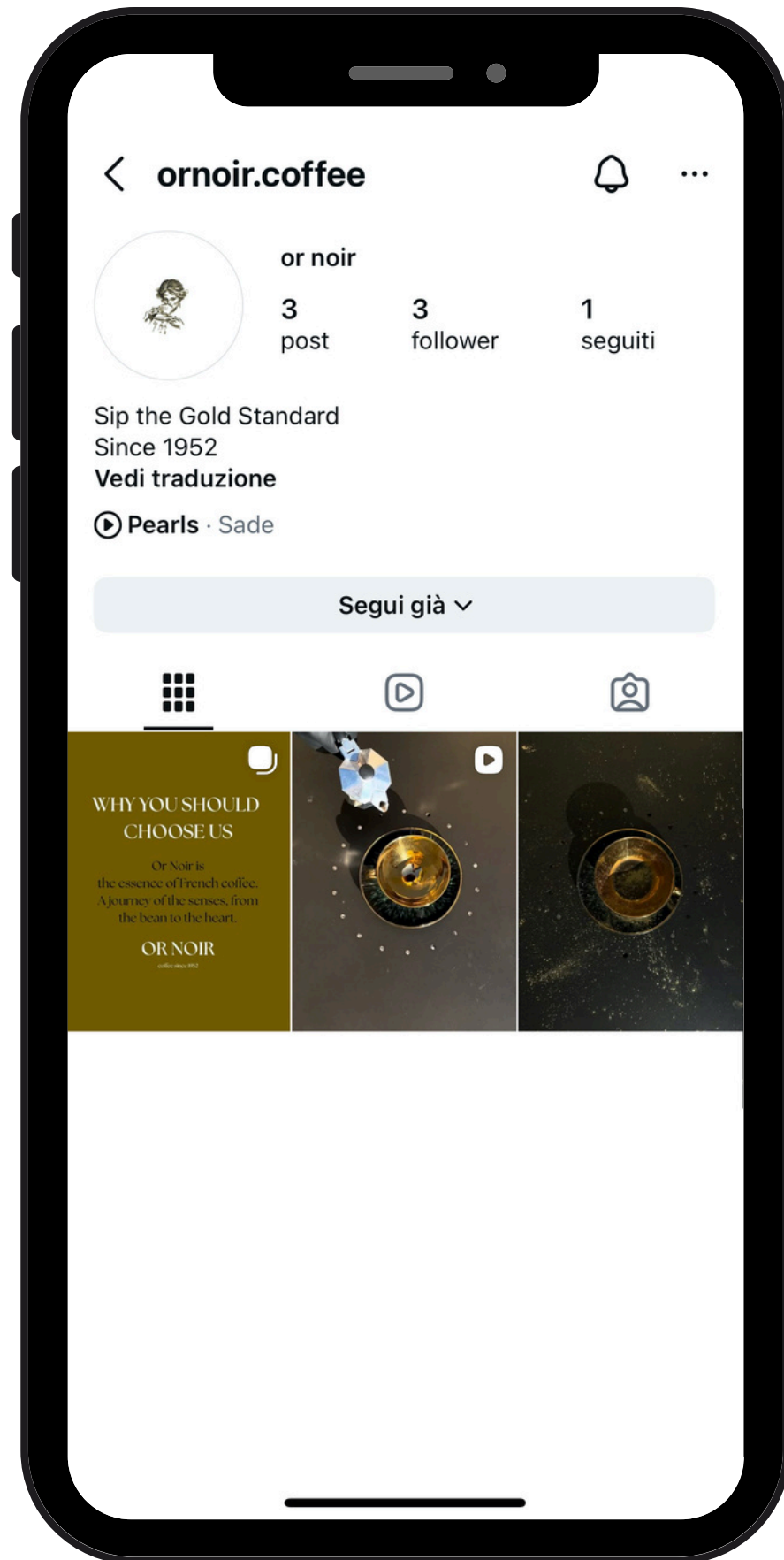
Inquadra per vedere
il reel video.

The caption of this video is:

“Golden cup. Golden moment.
Because every sip deserves to feel this good.
#coffeevibes #paris #ornoir”

We chose this as the bio of our first **reel** because in a sensory journey that begins with the first bean, this video celebrates the art of coffee in all its **essence**. From the sun-kissed plantations to the expert hands that oversee the roasting, each image tells a story of passion, tradition, and **quality**. The hashtags add a modern touch and interaction with the viewers.

The slow **unfolding** of the aroma, the warm color of the cream, every **detail** is an invitation to pause and indulge in a moment of **pleasure**. A refined visual experience, designed for those who see coffee as a **ritual**. A daily gesture that becomes **premium**.



CHANNELS

Or Noir's socials

All of our social's pages feature:

- the username *@ornoir.coffee*
- the *3* showcased posts,
- our *logo* and brand *name*,
- theme *song* with *bio*.



THANKS FOR
YOUR ATTENTION