BRAND GUIDELINES

WELCOME TO THE SMOKE BRAND BRAND GUIDELINES.

THIS DOCUMENT IS YOUR ESSENTIAL RESOURCE FOR UNDERSTANDING AND IMPLEMENTING OUR 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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BRAND OVERVIEW 1.0

PURPOSE	To bring people together through the primal, generous and theatrical power of fire.
PROMISE	Every visit feels warm, alive and worth gathering for.
MISSION	SMOKE is the place where the energy of South African fire hetitage is translated into a contemporary restaurant, bar and social destination for all.

BRAND PILLARS

CRAFT	Made by hand, cooked with skill, detailed with intention.
WARMTH	Hospitality with glow, generosity and emotional ease.
GATHERING	Designed for groups, rituals, stories and connection.
THEATRE	Fire, smoke, service and sound create visible energy.
CELEBRATION	A place that turns dinner into occasion.

ELEMENTAL	not over-styled
GENEROUS	not formal
MAGNETIC	not loud
CRAFTED	not precious
ALIVE	not chaotic

LOGO 2.0

LOGOMARK

A simple symbol. A powerful identity.

Derived from the letter O in SMOKE, the logomark distils the brand into a bold, minimal symbol. Its circular form evokes the gathering of people around fire, while the solid line beneath creates a distinctive graphic signature.

Designed for versatility and recognition, the logomark becomes an ownable brand asset that can stand independently across digital, print, packaging and physical environments.



LOGOTYPE

The SMOKE logotype combines strong, architectural typography with subtle custom details that give the brand its own distinctive character. The fluid curve of the S references rising smoke, while the geometric letterforms reflect strength, craftsmanship and precision.

The result is a confident, contemporary wordmark that balances the raw energy of fire with refined simplicity, ensuring instant recognition across every brand touchpoint.

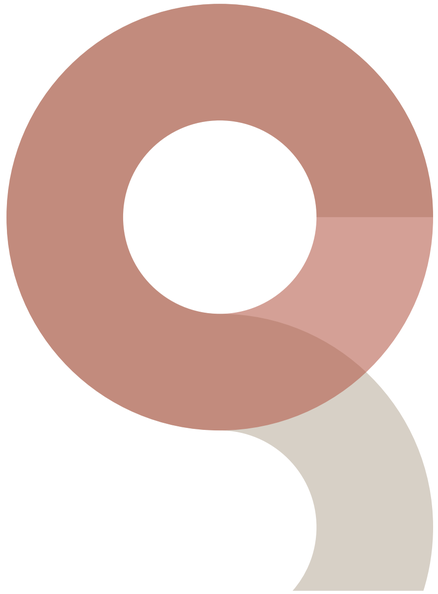


LOGO CONSTRUCTION

Where fire becomes identity.

The SMOKE logo is a contemporary expression of fire, movement and transformation, capturing the essence of a brand deeply rooted in the art of cooking over open flames.

At the heart of the identity is the Smoke Ribbon, a distinctive graphic element inspired by the organic movement of smoke as it rises, twists and disappears into the air. Its flowing form creates the letter S, transforming something fleeting and intangible into a recognisable and ownable brand signature.



Smoke ribbon



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.

More than a logo, the Smoke Ribbon becomes a living visual language, one that can extend across interiors, signage, packaging, menus and brand communications. Its versatility allows SMOKE to build a distinctive and memorable presence across every touchpoint.

An identity born from fire, shaped by smoke and designed to leave a lasting impression.



LOGO ON PRIMARY

A bold expression of the brand.

The primary logo is presented in a warm, off-white against a deep charcoal background, creating a striking contrast that reflects the raw yet refined character of SMOKE. The bold typography provides a strong architectural presence, while the distinctive Smoke Ribbon, integrated into the letter S, introduces movement and fluidity.

This is the preferred expression of the identity, designed to deliver maximum impact, recognition and consistency across key brand touchpoints.



LOGO ON SECONDARY

A softer expression of the same identity.

The secondary logo reverses the contrast, placing the charcoal wordmark against a warm, muted background inspired by ash, stone and natural earth tones. This lighter application brings a sense of warmth and sophistication while preserving the strength and distinctive character of the identity.

Together, the primary and secondary applications create a flexible visual system, allowing SMOKE to move confidently between bold, atmospheric environments and more understated, refined brand expressions.

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MINIMUN SIZE

Clarity at every scale.

The SMOKE identity is designed to remain bold, recognisable and impactful across all applications, from large-scale signage to the smallest digital touchpoints.

Minimum size specifications ensure that the logomark, logotype and full logo retain their clarity, proportions and distinctive details when reproduced.

Adhering to these guidelines protects the integrity of the identity, ensuring a consistent and confident brand presence across both print and digital environments.



LOGOMARK

Print: 50mm
Digital: 150px



LOGOTYPE

Print: 10mm
Digital: 50px



FULL LOGO

Print: 10mm
Digital: 50px

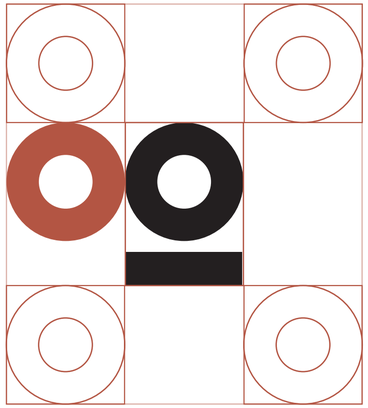
CLEARSPACE

Giving the identity room to breathe.

Clearspace defines the minimum protected area surrounding the SMOKE logo, ensuring it remains distinctive, legible and visually impactful across all applications.

The spacing is derived from the circular form within the brand's graphic identity, creating a consistent and proportional system that feels considered and balanced.

No typography, imagery or other graphic elements should enter this protected area. Maintaining this space allows the logo to stand confidently on its own, preserving its clarity, integrity and recognition across every brand touchpoint.





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

COLOURS

3.0

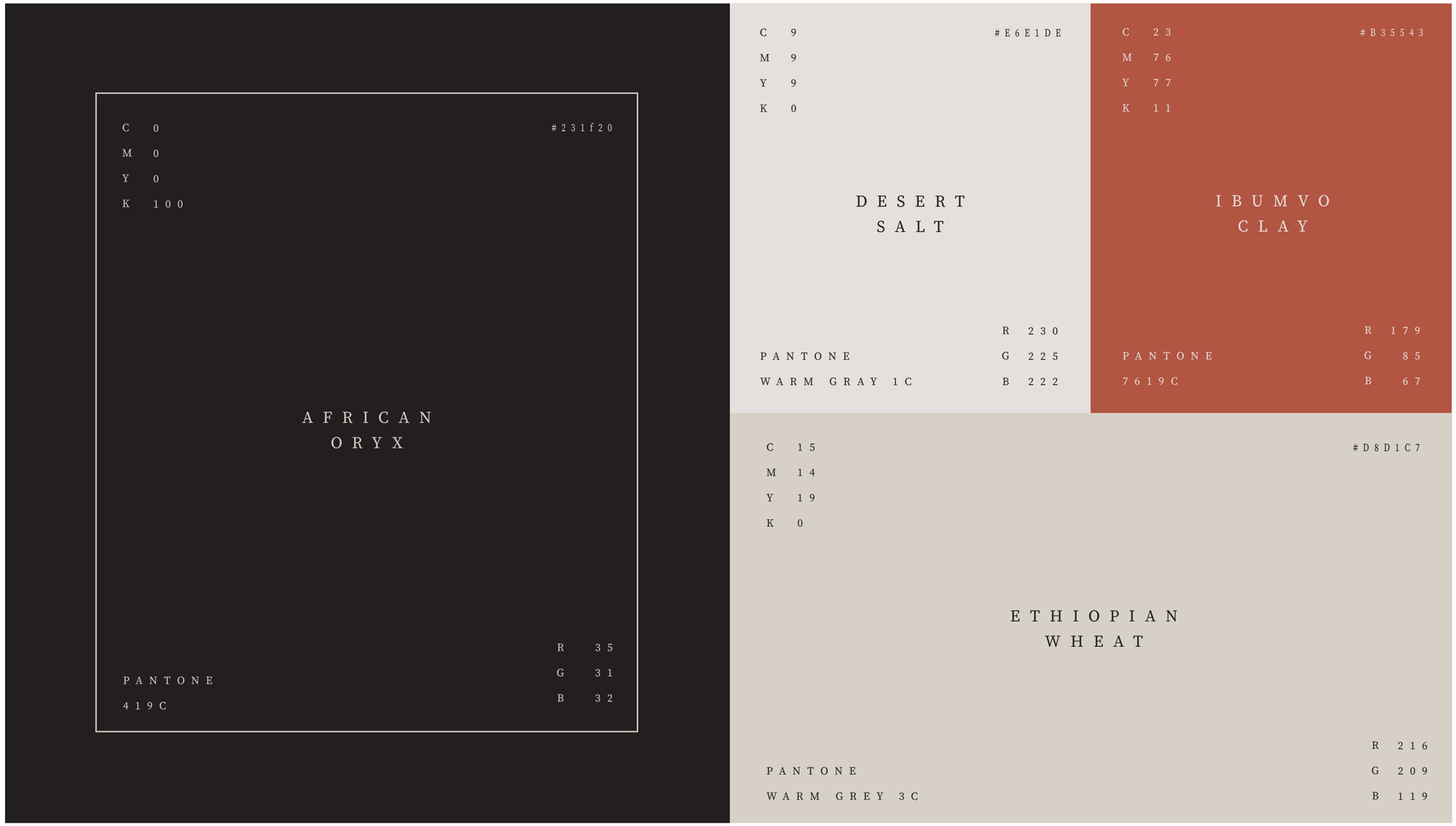
COLOR PALETTE

Inspired by Africa. Shaped by fire.

The SMOKE colour palette draws inspiration from the African landscape, celebrating its raw beauty, natural materials and connection to fire.

African Oryx evokes charcoal, smoke and sophistication. Desert Salt brings softness and balance, inspired by sun-bleached landscapes. Ibumvo Clay captures the warmth of African earth and glowing embers, while Ethiopian Wheat reflects the land, harvest and natural ingredients.

Together, these earthy tones create a distinctive identity that balances African heritage with contemporary refinement.



TYPOGRAPHY

4.0

TYPEFACE

Timeless character.
Contemporary expression.

Source Serif Variable Semibold brings a sense of heritage, craftsmanship and understated sophistication to the SMOKE identity. Its classic serif forms create a deliberate contrast with the bold, modern logotype, balancing tradition with contemporary design.

Chosen for its elegance, versatility and readability, the typeface reflects the brand's connection to African storytelling and the timeless ritual of gathering around fire. It creates a refined and consistent voice across menus, packaging and brand communications.

Typeface

SOURCE SERIF VARIABLE - SEMIBOLD

Glyphs

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789
!@#$^&*()_+=;'<>,./?

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: Source Serif Variable - Semibold Bold

KEEP IT SHORT & CATCHY

Sub-Header: Source Serif Variable - Regular SemiBold

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH.

Body Text: Source Serif Variable - Regular Regular

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: Source Serif Variable - Regular

Visit the website to learn more

Button: Source Serif Variable - Regular

Learn more

VISUAL ELEMENTS 5.0

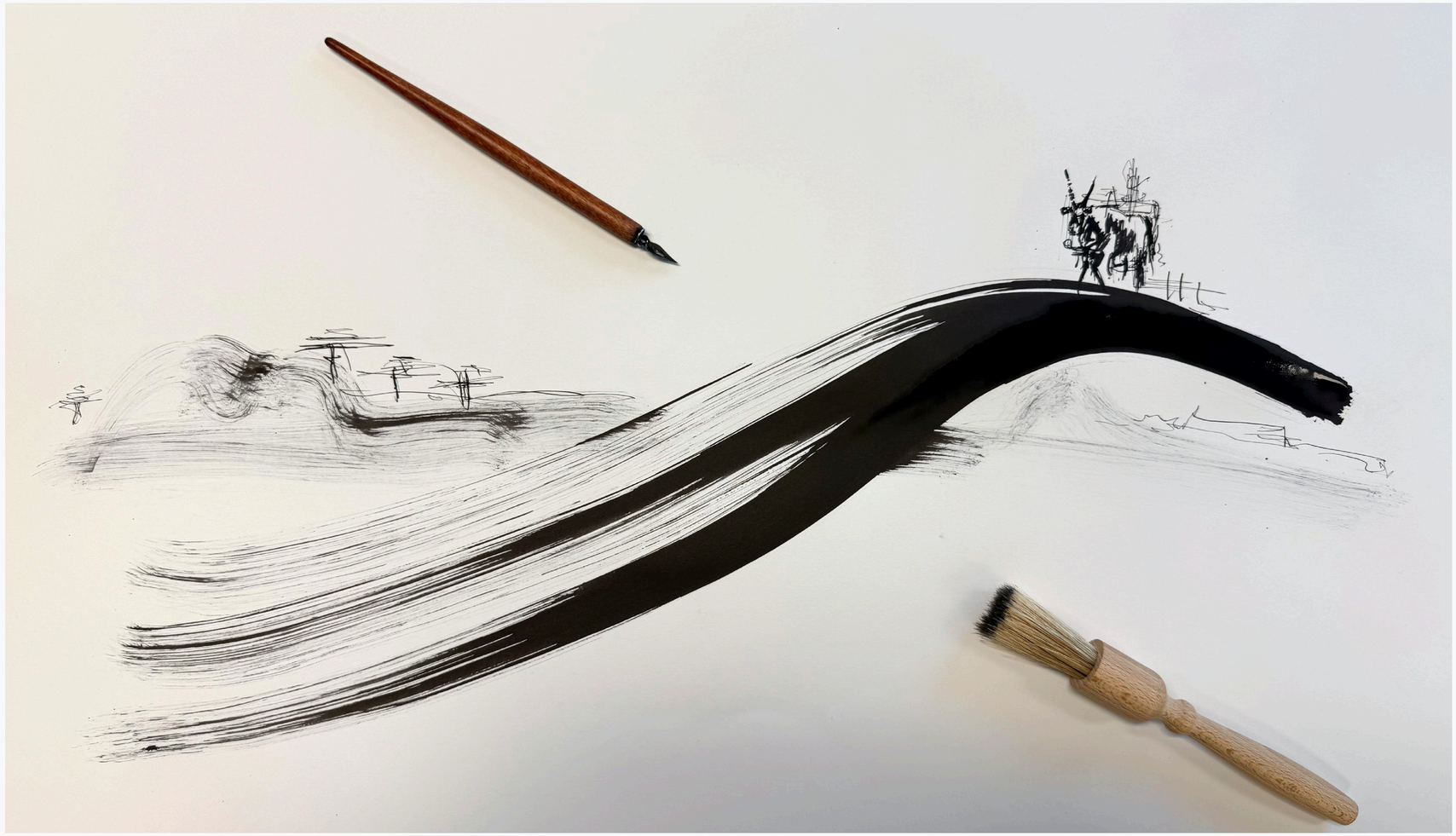
SMOKE RIBBON

From African tradition to brand expression.

Inspired by the traditional African grass broom, the Smoke Ribbon transforms an everyday object into a distinctive brand signature.

Handcrafted from gathered grasses and traditionally used to care for homes and communal spaces, the African broom carries a story of heritage, craftsmanship and connection to the land.

Dipped in black ink and drawn by hand, its natural fibres create expressive, imperfect strokes that capture the organic movement of rising smoke. Each mark carries rhythm, texture and authenticity, turning a simple cultural object into a powerful visual expression of SMOKE.



ILLUSTRATION

Raw expression. Refined execution.

Inspired by the movement of smoke and the handmade marks of the traditional African broom, the SMOKE illustration style celebrates the beauty of imperfection.

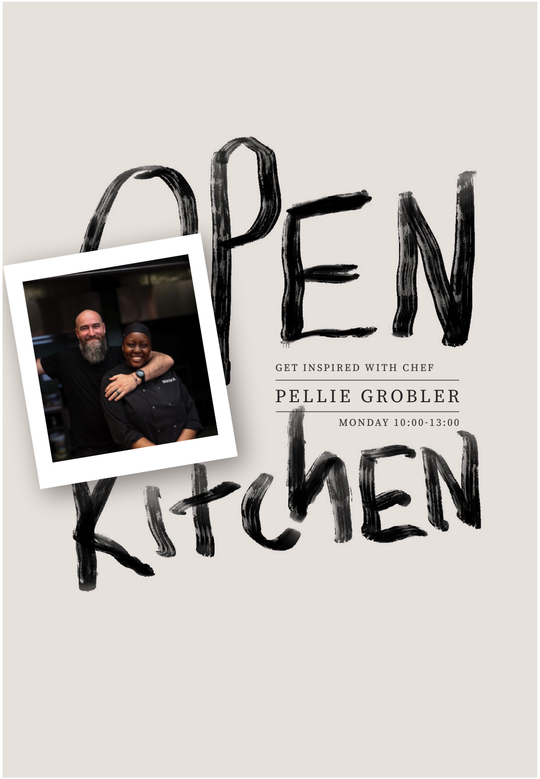
Bold, expressive brushstrokes bring energy, texture and authenticity to the brand, creating a striking contrast with refined typography and minimalist layouts.

From oversized lettering to abstract forms, each illustration feels spontaneous yet considered, transforming everyday communications into distinctive brand expressions.

The result is a visual language that balances African craftsmanship with contemporary creativity, raw in spirit, sophisticated in execution.







CORPORATE ASSETS 6.0

LETTERHEAD & COVER

Understated elegance. Considered detail.

The SMOKE letterhead reflects the brand's balance of raw authenticity and contemporary sophistication. Printed on textured linen paper in Desert Salt, its tactile finish celebrates natural materials and craftsmanship.

Minimal typography, generous white space and carefully positioned brand elements create a refined, confident identity. The result is a timeless stationery system that brings consistency, quality and quiet sophistication to every communication.



BUSINESS CARD

A lasting impression. Crafted in detail.

The SMOKE business card combines bold simplicity with tactile sophistication. Printed on textured African Oryx stock, its deep charcoal finish evokes the raw character of coal and fire.

Subtle tonal printing, refined typography and a minimalist layout create a sense of understated luxury. Every detail reflects the brand's commitment to craftsmanship, transforming a simple introduction into a memorable brand experience.



PHOTOGRAPHY 7.0

PHOTO DIRECTIONS

Atmospheric. Authentic.
Unmistakably SMOKE.

SMOKE photography captures the interplay of fire, texture, people and place. Rich contrasts, dramatic lighting and warm, earthy tones create a cinematic visual language that feels both raw and refined.



VENUE

Architecture becomes atmosphere. Photography celebrates the interplay of light, shadow, natural materials and considered details, capturing the intimate, sophisticated character of the SMOKE experience.



FOOD

Food is presented as art, celebrating bold flavours, natural textures and the craft of cooking over fire. Dramatic lighting, authentic ingredients and carefully composed dishes create imagery that awakens the senses.



PEOPLE

Confident, expressive and contemporary. People photography celebrates individuality, African elegance and human connection, capturing authentic personalities with a strong editorial sensibility.

EMAIL SIGNATURE

A distinctive signature. A consistent identity.

The SMOKE email signature brings the brand's refined visual language into everyday digital communication. Set against the deep African Oryx background, elegant typography and carefully positioned brand elements create a sophisticated, recognisable presence.

The integration of the SMOKE and WHIPPET identities reinforces their connection while maintaining individual brand recognition. Clean, considered and professional, the signature ensures every interaction reflects the character and quality of the SMOKE experience.



APPLICATIONS 8.0

APPLICATION 1

Where identity becomes experience.

The SMOKE brand comes to life through an immersive interior that balances architectural drama with understated sophistication.

The flowing Smoke Ribbon becomes a sculptural centrepiece, transforming the movement of smoke into a distinctive spatial signature. Rich textures, warm lighting and earthy tones create an atmosphere that feels both intimate and theatrical.

Every detail connects the visual identity to the physical environment, creating a memorable destination where African heritage, contemporary design and the art of fire come together.



APPLICATION 2

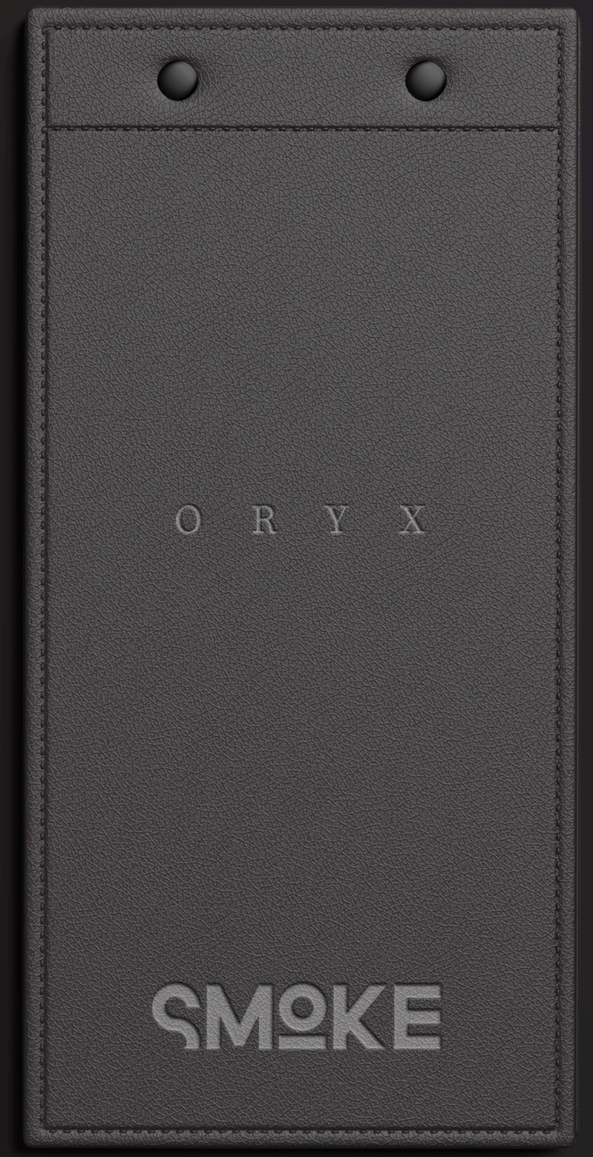
The art of dining. Crafted in every detail.

The SMOKE menu design brings together tactile materials, refined typography and expressive illustration to create a distinctive dining experience.

Rich charcoal textures and embossed branding reflect the raw sophistication of the identity, while the handmade Smoke Ribbon introduces an artistic, human touch. The contrast between minimalist layouts and bold brushstrokes celebrates the balance between tradition and contemporary creativity.

More than a menu, each piece becomes a considered extension of the SMOKE experience, where craftsmanship, storytelling and culinary artistry come together.







APPLICATION 3

African elegance. A bold expression of identity.

The SMOKE uniform brings the brand's distinctive character to life through contemporary African-inspired fashion. Architectural silhouettes, dramatic proportions and flowing fabric reflect the movement of the Smoke Ribbon.

The contrast between deep African Oryx and vibrant Ibumvo Clay creates a striking visual signature, balancing sophistication with warmth and cultural expression.

More than a uniform, it becomes a wearable extension of the brand, celebrating individuality, craftsmanship and modern African elegance.



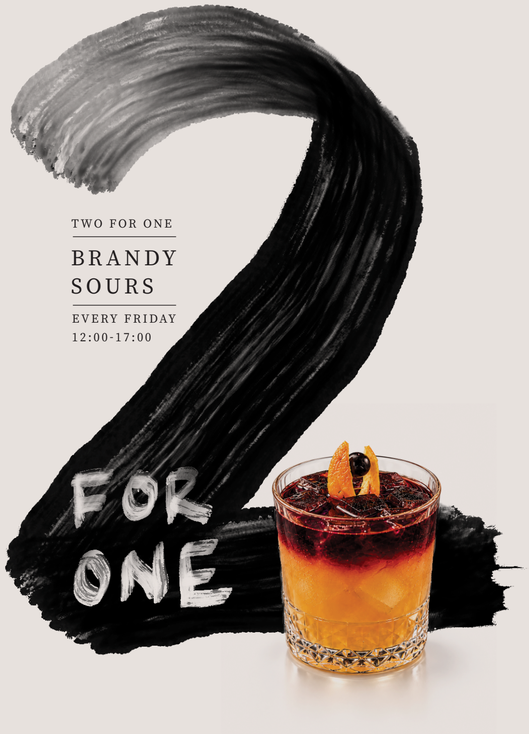
APPLICATION 4

Bold expression. An invitation to experience.

SMOKE's promotional communications combine expressive, hand-crafted illustration with refined typography and atmospheric photography to create a distinctive visual language.

The bold brushstrokes of the Smoke Ribbon bring energy and movement, while the restrained Desert Salt background creates balance and sophistication.

Together, these elements transform everyday offers into compelling brand moments, inviting guests to discover the flavours, atmosphere and experiences that define SMOKE.





APPLICATION 5

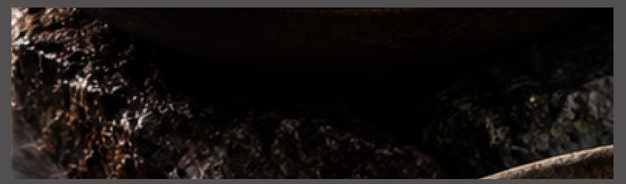
Simplicity that makes a statement.

The SMOKE identity extends into digital communication through bold minimalism and considered composition.

The distinctive logomark becomes a graphic framing device, revealing the rich colours, textures and artistry of the cuisine. Set against a deep charcoal background, the contrast creates visual intrigue while allowing the food to take centre stage.

A refined balance of form, photography and negative space creates a contemporary visual language that is instantly recognisable and unmistakably SMOKE.





APPLICATION 6

Stories of Africa. Told through art.

Travels of the Oryx extends the SMOKE identity beyond dining, celebrating the landscapes, wildlife and cultural richness of Africa through storytelling and illustration.

The expressive, hand-drawn artwork reflects the raw craftsmanship of the Smoke Ribbon, while the earthy Ibumvo Clay cover creates a tactile connection to the land.

More than a publication, it becomes a collectible brand artefact, bringing together art, heritage and discovery to create a deeper, more meaningful connection with SMOKE.



APPLICATION 7

Time, patience and the art of fire.

The SMOKE Dry Aged Collection celebrates the craftsmanship and patience behind exceptional meat. Through dramatic photography, rich natural textures and understated branding, the raw ingredient becomes the hero.

The minimalist tag and refined typography create a deliberate contrast with the organic character of the dry-aged beef, elevating the product into a signature culinary experience.

A powerful expression of SMOKE's commitment to quality, authenticity and the art of cooking over fire.



APPLICATION 8

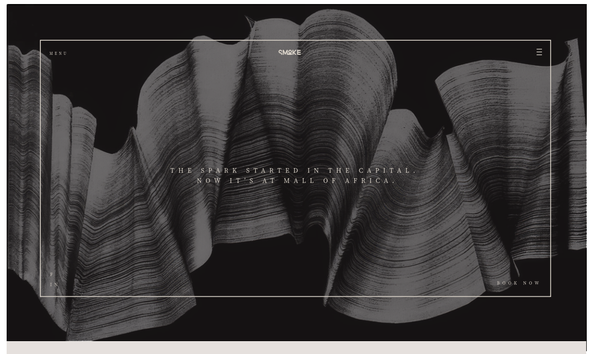
A digital experience. Rooted in fire.

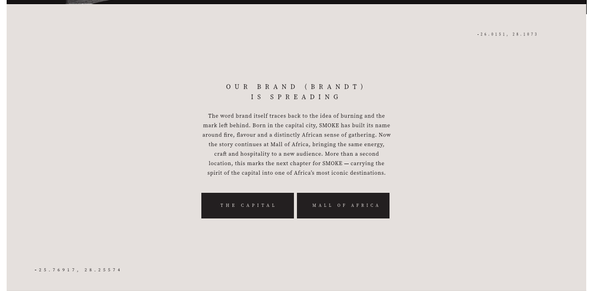
The SMOKE website translates the brand's distinctive identity into an immersive digital experience, combining cinematic photography, expressive visuals and refined typography.

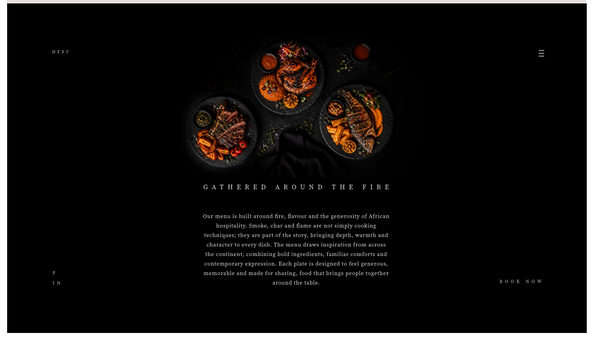
Deep charcoal backgrounds, glowing embers and generous negative space create a dramatic contrast that reflects the raw energy of fire and the sophistication of the dining experience.

Through considered storytelling and intuitive design, the website becomes more than a digital presence, an invitation to discover the flavours, heritage and atmosphere of SMOKE.









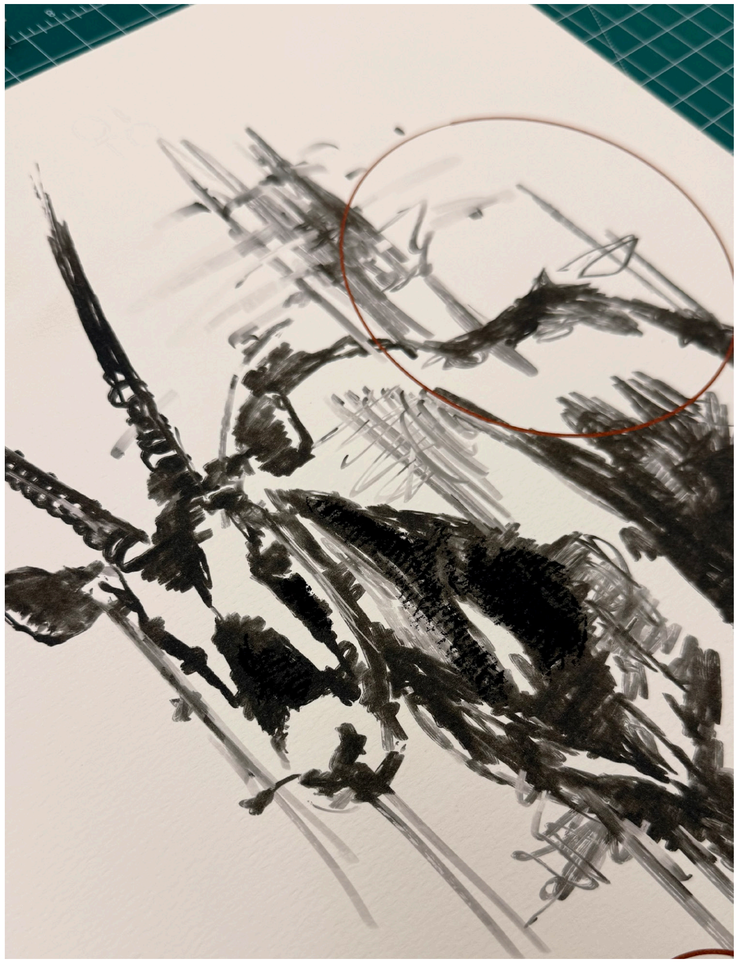
APPLICATION 9

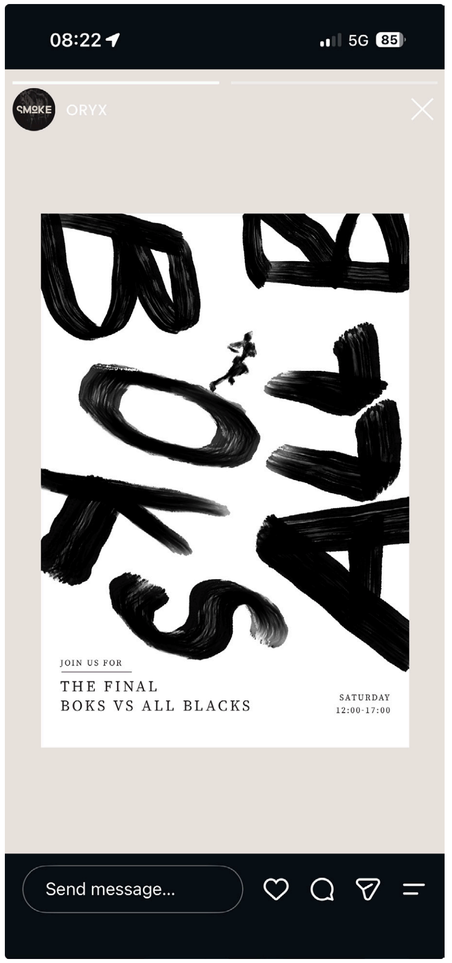
Art in motion. Stories worth sharing.

SMOKE's social media presence transforms the brand's expressive illustration style into bold, engaging digital content.

Inspired by the handcrafted Smoke Ribbon, raw brushstrokes, artistic compositions and refined typography create a distinctive visual language that feels spontaneous yet considered.

From cultural storytelling to dining experiences and promotional campaigns, each post balances African creativity with contemporary sophistication, building a recognisable and engaging brand presence across digital platforms.







APPLICATION 10

A digital expression of atmosphere and identity.

The SMOKE landing page creates an immersive first impression, translating the brand's distinctive character into a refined digital experience.

The sculptural Smoke Ribbon takes centre stage, introducing movement, depth and texture against a rich African Oryx backdrop. Minimal typography, subtle framing and generous negative space create a sense of intrigue and understated sophistication.

More than a landing page, it becomes a digital gateway to the SMOKE experience, connecting the brand's story, architectural identity and culinary philosophy through considered design.



APPLICATION 11

A celebration of fire, flavour and African hospitality.

The SMOKE digital menu brings the culinary experience to life through dramatic food photography, refined typography and a minimalist layout.

Rich, fire-inspired colours emerge from deep African Oryx backgrounds, allowing each dish to become the focal point. Generous negative space and considered storytelling reinforce the brand's balance of raw authenticity and contemporary sophistication.

More than a digital menu, it celebrates the ingredients, craftsmanship and shared experiences that define SMOKE, inviting guests to discover a distinctive expression of African cuisine.



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THANK YOU