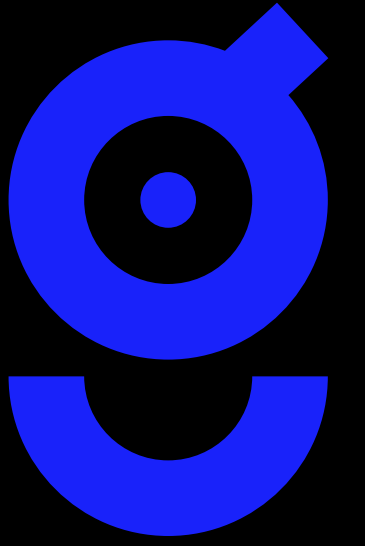




BARDALIS

Branding Presentation

Brand Overview

Bardalis is a luxurious dining destination that offers a one of a kind culinary experience. Founded by a Greek born chef raised in Egypt, the restaurant brings together global flavors, each infused with his signature touch, creating a menu that is both exclusive and artistic.

BRAND STRATEGY

PURPOSE:

Bardalis is a luxurious dining destination that offers a unique culinary experience by presenting globally inspired dishes infused with the personal touch of a Greek-born chef raised in Egypt. Every dish tells a story, crafted with passion and expertise from around the world.

VISION:

To create an extraordinary dining journey that combines global flavors with artistic culinary craftsmanship, immersing guests in an elegant and culturally rich experience.

MISSION:

To deliver a refined and unforgettable dining experience by blending the best flavors from around the world with Greek artistry and high-quality ingredients in a sophisticated setting.

Brand Personality

Focused on crafting unique, world-inspired dishes with a personal touch, Infused with Greek artistic heritage and global influences.



Elegant
Culturally Rich
Passionate

VISUAL IDENTITY

LOGO STORY

Chef Bardalis



Love and passion were also the secret ingredients behind the success of Chef Bardalis, as he followed his passion and dreams till he achieved them.

Born in Greece and raised in Cairo; young Chef Bardalis discovered this passion when he first noticed how happy helping his mom in the kitchen made him. In his free time he started to read cookbooks and as he grew older, he started trying out restaurants and learning about each chef's secret and best tricks until he developed his own. Afterwards, he decided to take a big trip around the world to discover the traditional dish of every country and recreate it with his very own taste.

So, if you decide to give Chef Bardalis restaurant a visit, know that you're here to try a very unique and special experience, it's like having the world on your plate!

Logo Concept



Greek Amphora

The amphora (an ancient Greek jar) was used to transport food and flavors, reflecting the restaurant's journey through global cuisine.



Laurel Wreath

The essence of the laurel wreath, once awarded to and distinction.

LOGO DESIGN





BARDALIS



BARDALIS

RESTO CAFFEE



BARDALIS
RESTO CAFFEE

1. Logotype with brandmark

BARDALIS
RESTO CAFFEE

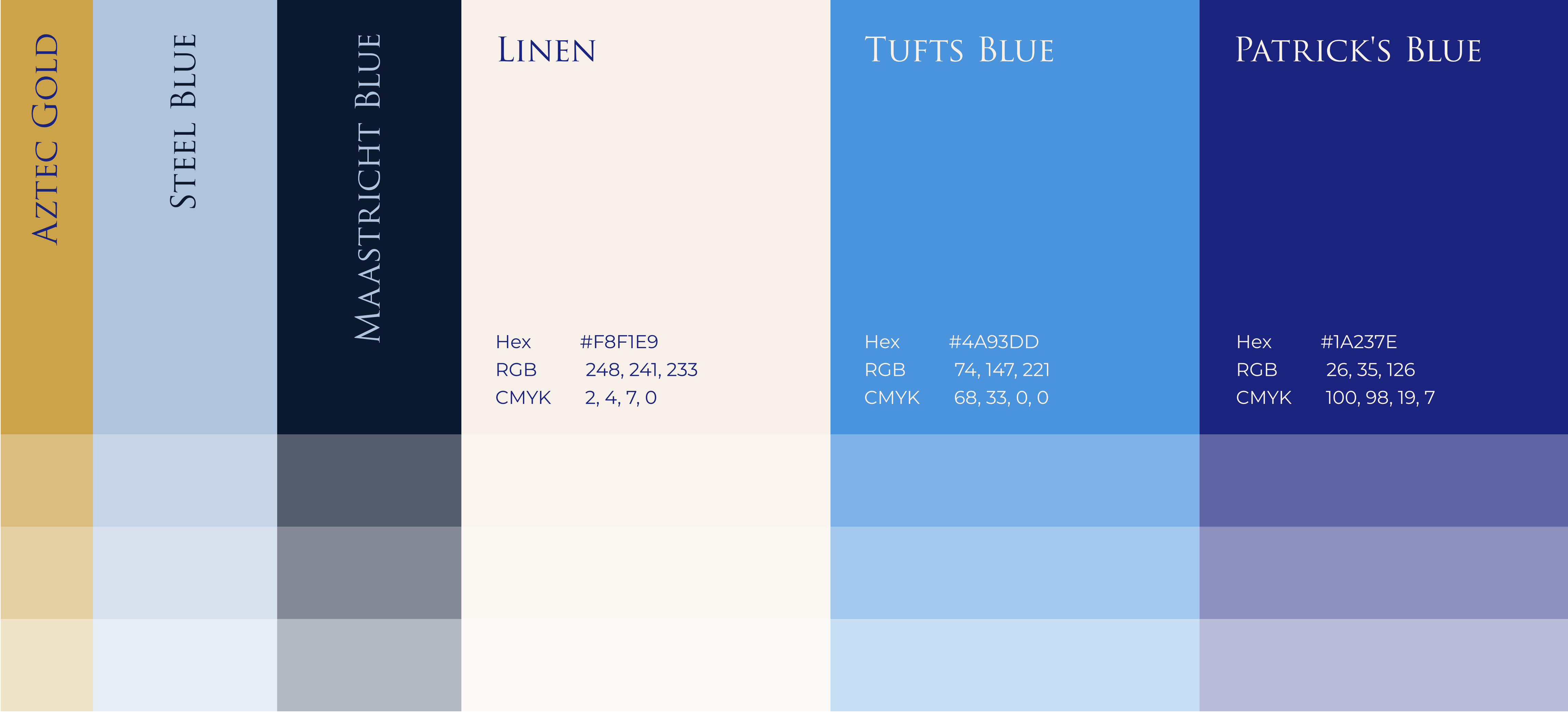
2. Logotype



3. Brandmark



IDENTITY SYSTEM





Primary Font

TRAJAN PRO

The Serif font is elegant with simple geometric motifs,
inspired by ancient Roman and Greek writings.

A A B B C C D D E E F F G G
H H I I J J K K L L M M N N
O O P P Q Q R R S S T T U U
V V W W X X Y Y Z Z
0 1 2 3 4 5 6 7 8 9
! @ # \$ % ? ()

Secondary Font

Montserrat

The Sans Serif font is modern and clean, to bring a touch of modernity to the identity.

Montserrat - Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%?()

Montserrat - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%?()

Montserrat - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789 !@#\$%?()

Typography

Headline: Trajan Pro

EVERY DISH TELLS A STORY.

Subline: Montserrat Medium

The restaurant brings together
global flavors.

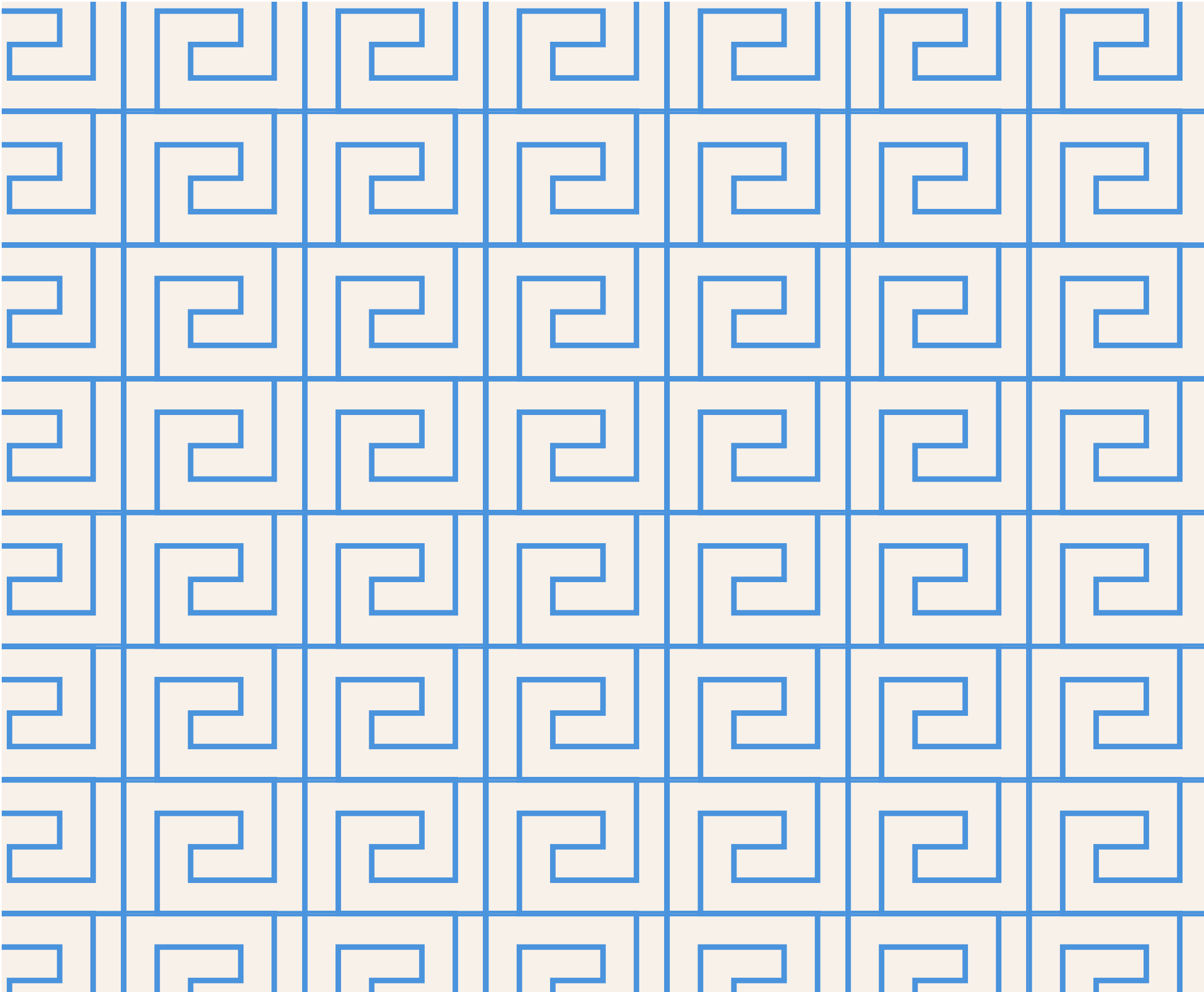
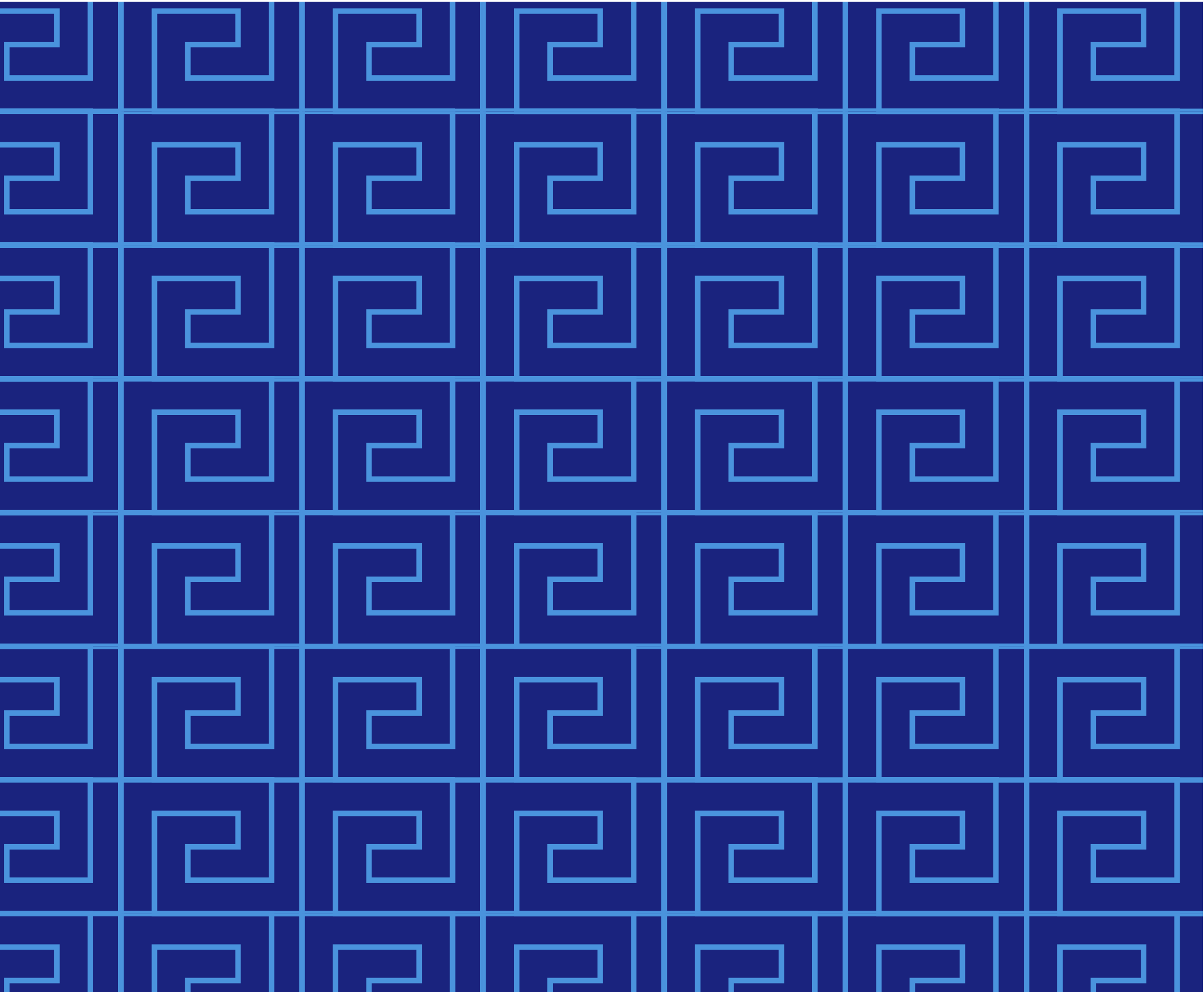
Body: Montserrat Regular

Bardalis is a luxurious dining destination that offers
a unique culinary experience by presenting globally
inspired dishes infused with the personal touch of a
Greek-born chef raised in Egypt.

Button: Trajan Pro

BOOK NOW

Pattern



BRAND APPLICATION







EVERY DISH
TELLS A STORY.



EVERY DISH
TELLS A STORY.

BARDAVIS
RESTO CAFE











BARDALI

RESTO CAFFEE





BARDALIS

RESTO CAFFEE







THANK YOU