



■ Fall in love with Levanto!

Levanto is a town situated on the eastern part of the Italian Riviera, it's famous of its beautiful houses, mountains filled with olive trees, grapes and lemons. Where you find the kindness and openness of the people who live in this small city, in every corner of it you will feel the LOVE.

The LOVE that we witnessed in LEVANTO the beautiful town in Italy inspired the name of Lovantto, where we decided to create a concept of eating and drinking whatever you LOVE in a comfortable place that gives a sense of Home.

We brought LOVANTTO into your daily routine.

LOVE + LEVANTO = LOVANTTO

■ Business Opportunity

Lovantto's concept is created by World Restaurants Company (WRC), a Saudi F&B company based in Jeddah.

We aspire that **Lovantto** becomes the forefront of many Resto-Cafés covering Jeddah and other main Saudi Cities in the upcoming 3 years.

Lovantto's idea originated in the year 2020 by the Saudi entrepreneur and visionary Mr. Sultan Al Sorayei, and the business expert Mr. Fadi Asaad.

The word LOVE has inspired the name of **Lovantto**, where we decided to create a concept where you can eat and drink whatever you LOVE in a comfortable place that gives a sense of Home.

Lovantto is the place you can find all type of meals and beverages to suit every dietary taste and preference. The cuisine is also inspired by a fusion of French and Italian Cafe menu items. There are also specific addition to the menu that includes Acai, Stevia Sugar and Oat bread and many other unique offerings. According to 6W research, the Saudi Arabia Coffee Market size is anticipated to register growth during 2026-2020. Hectic working life, increasing globalization along with the growing youth population have provided a significant push to the coffee market in Saudi Arabia.

The growing popularity of café culture and restaurant meetings amongst the corporates along with the growth of the middle class, which has filled them with an extra income in hand, would boost the coffee demand in the country. Further, the growing consumer preference for coffee due to the associated health benefits such as better metabolism, proper blood circulation, and adequate supply of caffeine would propel the coffee demand in the country during the forecast period. However, the market is expected to witness a slump in the first half of the year 21-2020 owing to the coronavirus pandemic, which has resulted in the shutdown of cafes, outlets, restaurants, and hotels across the country. By distribution channel, the cafes and food services segment has gained traction in the Saudi Arabian market over the past few years on the back of changing lifestyles and the trend of café-oriented culture prevailing in the country. Further, by bean types, the Arabica bean-based coffee holds a dominant market revenue share in the Saudi Arabia coffee market presently, owing to its freshness, sweet flavor, and aroma.

■ Vision and Mission

Vision: to represent a unique experience of high-end fusion resto-café local brand, a destination for a combination of family atmosphere and luxury surrounding.

Mission: To revolutionize the healthy food and develop the service where people are fully satisfied

■ Value Statements

Dedication: Commitment to satisfy our guests, to be the best in our field, a destination in our area

Excellence: Luxury resto-café and unique experience, creativity in our products.

Compassion: Food with passion, served with care and proud of what we do.

Trust: Solid trust is what nurtures our reputation, motivates us to exceed expectations in both services and provided food.

■ Goals and Objectives

Goal one: To be one of the leading destinations in Jeddah within six months of plan execution.

Goal two: To reach breakeven within 1 year.

Goal three: Setup SOPs for all departments to automate and standardize our workflow.

Goal four: Open 9 branches in Riyadh and Jeddah within 5 years.

Goal five: To build a well-organized company model with franchise possibility selling

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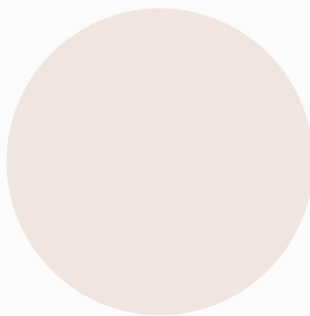
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Brand Palette

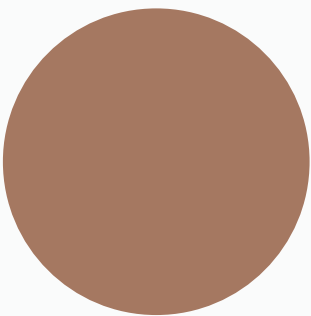


Pantone
7529 C

CMYK
5/9/9/0

RGB
244/234/231

HEX
F4EAE7

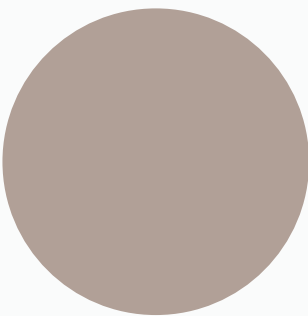


Pantone
479 C

CMYK
25/50/56/17

RGB
175/125/100

HEX
AF7D64

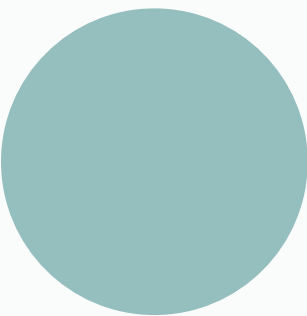


Pantone
481 C

CMYK
26/30/33/8

RGB
188/169/159

HEX
BCA99F

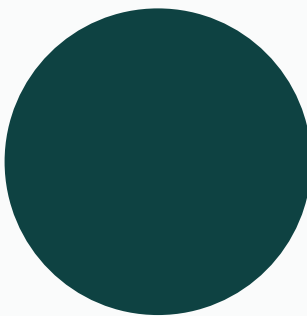


Pantone
5513 C

CMYK
42/12/24/0

RGB
162/195/195

HEX
A2C3C3

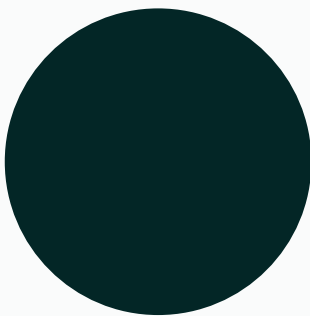


Pantone
3308 C

CMYK
90/46/57/53

RGB
8/68/68

HEX
084444

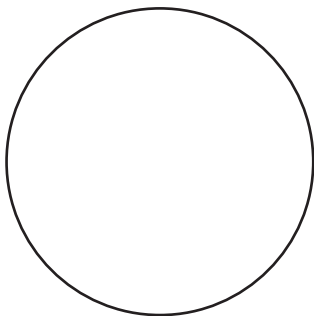


Pantone
546 C

CMYK
93/54/62/72

RGB
1/42/42

HEX
012A2A



Pantone
White Color

CMYK
0/0/0/0

RGB
255/255/255

HEX
FFFFFFFF

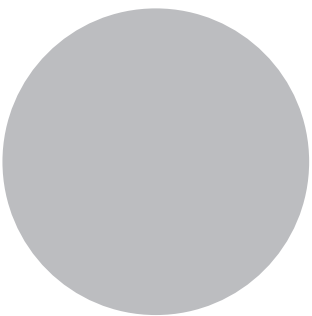


Pantone
636 C

CMYK
0/0/0/15

RGB
227/227/227

HEX
E3E3E3

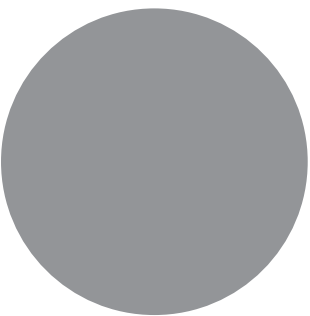


Pantone
420 C

CMYK
0/0/0/30

RGB
198/198/198

HEX
C6C6C6

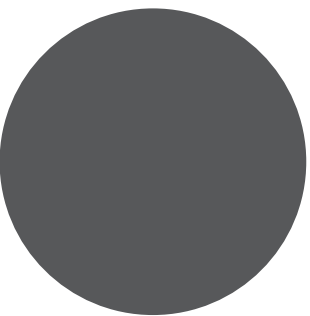


Pantone
422 C

CMYK
0/0/0/50

RGB
157/157/156

HEX
9D9D9C

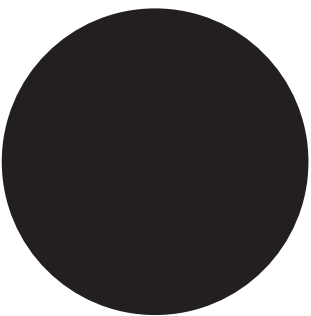


Pantone
cool gray 11 C

CMYK
0/0/0/80

RGB
87/87/86

HEX
575756



Pantone
Neutral Black C

CMYK
0/0/0/100

RGB
1/42/42

HEX
012A2A

Typography

The primary typeface chosen to convey the Lovantto identity is helvetica, which is the preferred typeface on all Lovantto materials.

Helvetica Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Aa
Helvetica Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Aa
Helvetica Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Aa

Typography

Secondary typeface chosen to convey the Lovantto identity is the typeface corbel. Corbel is the preferred typeface on all Lovantto materials. When din next lt is not available, the secondary typeface chosen to convey the Lovantto identity is the typeface corbel.

Corbel Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Aa
Corbel Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Aa
Corbel Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()	Aa

Typography

Din next lt arabic is the preferred arabic typeface on all Lovantto materials.
This typeface is available in three different Weights: light, regular, bold.

Din Next Lt Arabic Regular	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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ ! @ # \$ % ^ & * ()	أبجد
Din Next Lt Arabic Medium	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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ ! @ # \$ % ^ & * ()	أبجد
Din Next Lt Arabic Bold	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 ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩ ٠ ! @ # \$ % ^ & * ()	أبجد

Brand Palette



BRAND IDENTITY



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Nostrud,


Joan Doe

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2145 Jeddah, Saudi Arabia.

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MENU




HOT DRINKS

ESPRESSO اسبريسو	12	HOT SALTED CARAMEL سولتد كراميل لاتييه	19
CAPPUCCINO كابتشينو	17	HOT SPANISH LATTE سپانيش لاتييه	20
MACHIATO ميكاتو	14	AMERICANO أمريكانو	15
CORTADO كورتادو	15	HOT CHOCOLATE هوت شوكليت	13
FLAT WHIT فلات وايت	15	RISTRETTO ريستريٽو	13
LATTE لاتيه	17	LONGO لونجو	13
HOT CARAMEL LATTE لاتيه كراميل	19	HOT MOCHA موكا	20
HOT VANILLA LATTE لاتيه فانيلا	19	HOT WHITE MOCHA وايت موكا	20

SWEETS

LATTE SWEET حلى اللاتيه	14	WAFFLE وافل	20
HONEY CAKE كيكه العسل	22	BELGIAN WAFLE وافل بلجيكي	20
ZAFFRON CAKE كيكه الزعفران	21	CREPE كريب	20

STAY IN LOVE..



 Lovantto

































LOVANTTO

A close-up photograph of a person's hand pouring milk from a metal pitcher into a white ceramic cup. The cup contains coffee with a golden-brown latte art pattern. The background is dark and out of focus.

STAY
IN LOVE..



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IN LOVE..

A close-up photograph of a single, dark brown coffee bean. The bean is cracked open, revealing a lighter brown interior. A small stream of dark coffee is dripping from the crack, forming a series of droplets that fall into a pool of coffee below, creating ripples. The background is dark.

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Lovantto - Visual Identity Presentation



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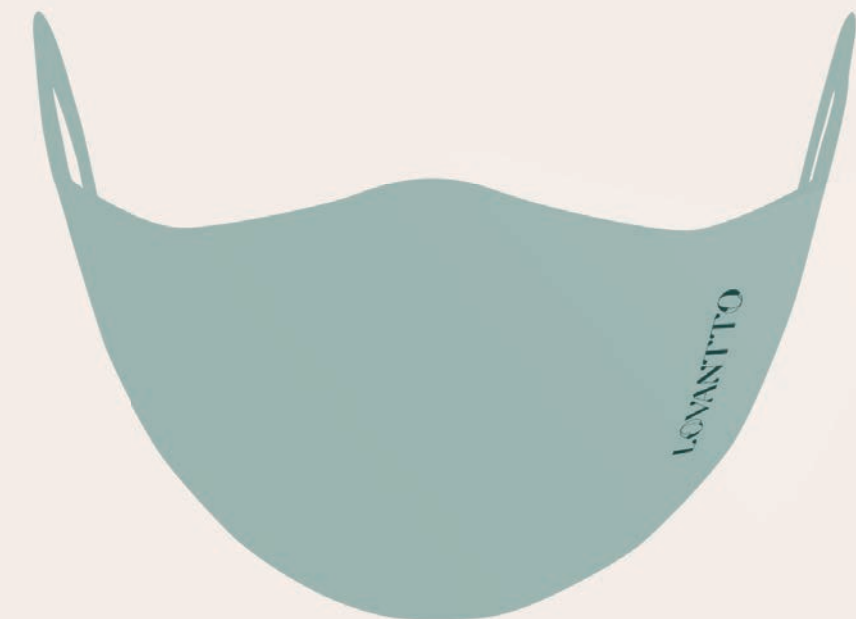
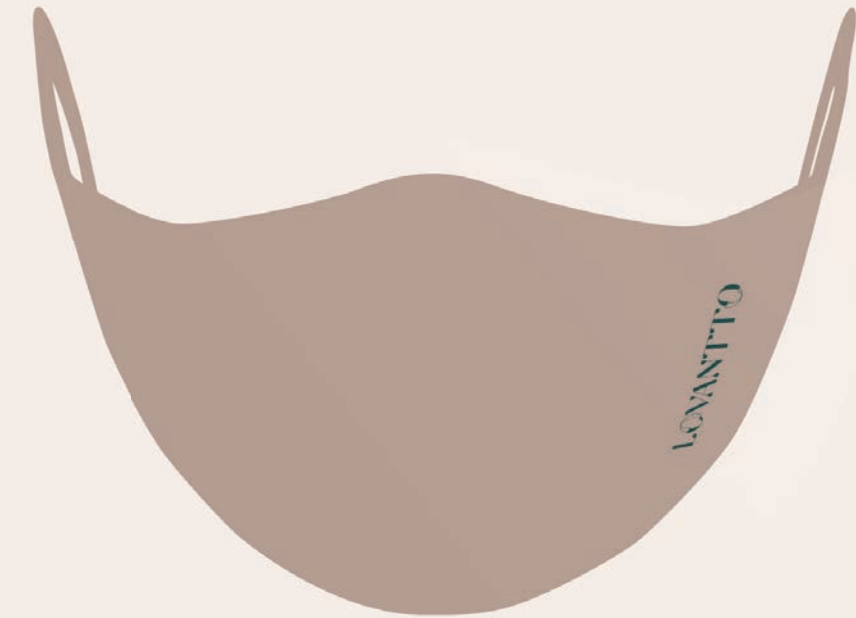
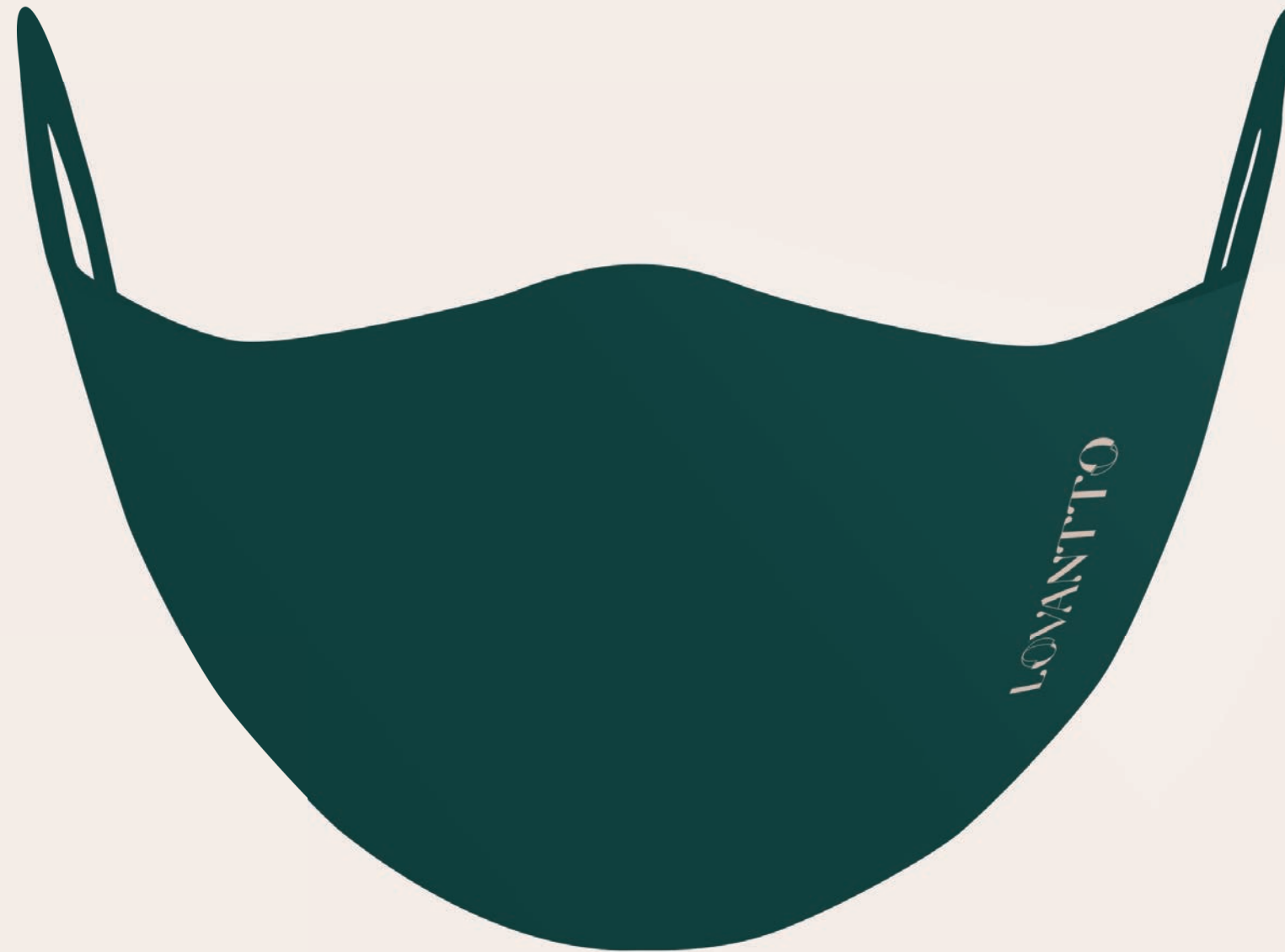
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UNIFORM

















