# LOAF — Branding Discovery Questionnaire

## 1. Brand Essence

- What is the core purpose of LOAF?

This is our primary community space, where guests can grab a quick tea, coffee, or fresh pastries and enjoy the view. It’s also the booking point for the Experience. This space represents the heart of the lodge — the gathering point for activities, and the place where every guest will check in and out. At some stage of their stay, everyone passes through here. It’s the most genuine introduction to Lodge.

- How would you describe the brand in three words?

Seen. Settled. Connected.

- What emotions should the LOAF brand evoke?

* Welcomed
* Calm
* Curious
* Connected
* Grounded
* Informed
* Relaxed
* Included
* Sense of crafted quality.

- What makes LOAF different from other bakeries/cafés?

LOAF is more than a café, it’s a community space. Guests come for fresh pastries, coffee, and tea, but also to be seen, feel settled, and stay connected. Being seen means guests are acknowledged and welcomed by the staff and the space itself. Feeling settled comes from the calm, comfortable atmosphere that allows guests to pause and relax. Staying connected means engaging with the community, discovering local art and craftsmanship, and exploring the lodge’s experiences.

The space blends a concept store with local art and craftsmanship, reflecting the mountain lifestyle and giving guests a chance to explore and discover. LOAF is also the point for booking experiences, from guided activities to farming adventures, making it a place where guests pause, connect, and feel part of the lodge.

## 2. Target Audience

- Who is your primary target customer?

Guests who appreciate quality food and drink in a relaxed, welcoming environment, including lodge visitors, locals, and travelers

- What does your ideal customer value most?

* **Connection:** Meaningful interactions with people and place.
* **Authenticity:** Genuine, high-quality food, coffee, and local products.
* **Comfort and ease:** A space where they can feel seen, settled, and at ease.
* **Discovery:** Opportunities to explore local art, culture, and experiences.

- How should the brand speak to them?

* Warm and welcoming
* Simple and clear
* Genuine and honest
* Encouraging exploration
* Calm and reassuring

## 3. Brand Vision & Positioning

- How do you want LOAF to be perceived?

As a community space and welcoming to everyone.

- Do you envision LOAF becoming (bakery, café, premium brand, etc.)?

No, its is many things in one, it is a unique space that has its lane.

## 4. Logo Preferences

- Do you prefer the English, Arabic, or bilingual version for the main logo?

English as the main logo. Alternative versions: bilingual (English/Arabic) and Arabic-only.

- Should the design feel more modern, classic, luxury, or minimal?

Minimal, Luxury & Classic, in exact that order

## 6. Typography Preferences

- Should the typeface feel high-contrast luxury serif, soft rounded serif, thin minimal serif, or modern sans serif?

High-contrast luxury serif.

- Should Arabic typography match the same tone?

Yes—Arabic should feel equally premium, refined, and serif-based.

## 7. Brand Applications

- Where will this branding be used?

Menus, takeaway coffee cup, packaging, café signage, digital platforms, merchandise, bill covers, takeaway items, and retail labels.

## 9. Final Details

- Any must-have brand elements?

Yellow hex, #e2b84c & #cdc24e