

Task description

We are looking for a distinctive and memorable logo for **LOAF**, a contemporary **café, bakery, curated retail store and community hub** connected to a luxury mountain hospitality destination in Ras Al Khaimah, UAE.

LOAF is intended to be more than a traditional café or bakery. It is a welcoming, multi-purpose destination where guests can eat, gather, browse considered retail products, connect with the surrounding destination and experience a sense of community.

The identity should therefore avoid feeling like a conventional bakery or coffee-shop brand.

Creative direction

We have attached a visual reference that was positively received.

The reference is included for mood, artistic character and level of expressiveness only. Please do not copy its layout, composition or existing logo treatment. We welcome a broad variety of original interpretations.

We are particularly drawn to:

- Bold cobalt / indigo blue floral expression
- Imperfect hand-painted character
- Organic brush or cut-paper qualities
- Strong, memorable botanical forms
- Slight irregularity and human touch
- The contrast between expressive artwork and refined typography
- A sophisticated but non-corporate feeling

The **blue flower direction** is an important inspiration for the primary botanical mark. Designers are encouraged to explore original interpretations rather than directly reproducing the attached artwork.

The botanical direction may draw inspiration from a **Blue Pimpernel or another locally relevant wildflower associated with the rocky landscapes and wider Hajar Mountain environment.**

The flower does not need to be a literal scientific botanical illustration. We are looking for a distinctive artistic interpretation that can become a recognisable brand symbol.

Typography requirement

The word:

LOAF

must be set in:

CANELA LIGHT — ALL CAPITAL LETTERS

Please do not propose alternative fonts for the primary LOAF wordmark.

The focus of the competition should be on the development of:

- The primary botanical symbol
- Its composition
- Its proportions
- Its relationship with the LOAF wordmark
- The wider visual character of the mark

Relationship to the wider brand family

LOAF forms part of an existing hospitality brand ecosystem.

Approved related logos will be attached for reference. The LOAF identity should feel compatible with this wider family in terms of:

- Refinement
- Quality
- Sophistication
- Overall sensibility

However, LOAF should still retain its own distinctive and recognisable personality.

Please do not directly copy the typography, symbols or structures of the existing approved logos.

Primary logo priority

The main priority of this competition is to establish **one strong and recognisable primary logo mark**.

The wider LOAF identity may later incorporate additional botanical illustrations or flowers as supporting brand elements. However, these should not compete with or replace the primary mark.

Designers may optionally demonstrate how a broader botanical language could support the identity in applications, provided the primary logo remains clearly identifiable.

Desired overall feeling

The identity should feel:

- Artisanal
- Hand-crafted
- Refined
- Premium
- Contemporary
- Understated
- Organic
- Slightly imperfect
- Poetic
- Expressive
- Memorable
- Appropriate for a luxury hospitality environment

Logo system

Strong submissions may explore:

1. **Primary logo** — LOAF in Canela Light, all caps, combined with the botanical mark
2. **Secondary mark** — a simplified standalone botanical symbol
3. **Compact mark** — a reduced composition suitable for stamps, stickers and small applications

The final design should remain versatile enough to function as a true logo and not only as a detailed illustration.

Brand application mockups

Please include **a few brand application mockups** showing how the proposed identity could work in real use.

Suggested applications may include:

- Bakery packaging
- Takeaway packaging
- Coffee cup
- Product label
- Retail tag
- Tote bag
- Menu cover
- Signage
- Sticker or stamp

The mockups do not need to represent a complete branding project. Their purpose is simply to demonstrate how the proposed logo and visual direction translate into real-world applications.

Please avoid

- Generic bakery logos
- Bread loaf icons
- Croissants
- Chef hats
- Coffee cups as the main symbol
- Generic wheat icons
- Mountain icons
- Generic leaf logos
- Overly corporate identities
- Glossy effects
- Gradients
- Direct copies of the attached reference
- Designs that feel like a conventional bakery chain

We are looking for an **original, artistic and elevated identity** with enough simplicity and character to become recognisable over time.

ATTACHED REFERENCES

