بشير

BACHIR

LEBANESE ICE CREAM SINCE 1936

BRAND GUIDLINES

By: Aicha Masri

BRAND STORY

Foundation
Established in 1936 in Lebanon as a family-owned business.

Essence
It was never just ice cream, it was a “family moment” that brought people together.

Icon
The famous Ashta ice cream rolled in pistachios became the brand’s signature.

Growth
From a small shop in Broummana to a global brand now in Paris, London, Dubai…
while keeping its Lebanese identity.

MISSION

To spread the joy of authentic Lebanese taste worldwide, while preserving family heritage through an ice cream experience filled with warmth and memories.

VISION

To become the leading global brand for authentic oriental ice cream, while preserving our Lebanese roots.

CORE VALUES

1. Authenticity – staying true to Lebanese flavors and culture.
2. Family Spirit – warmth, unity, and togetherness.
3. Quality & Craftsmanship – natural ingredients, carefully prepared.
4. Cultural Pride – celebrating and sharing Lebanese heritage worldwide.
5. Innovation with Heritage – creating new products without losing the brand’s soul.

SLOGAN IDEAS

"Bachir... A Scoop of Lebanon"
"Where Tradition Meets Happiness"
"Ice Cream with a Lebanese Soul"
"From Lebanon, With Love"

BRAND LOGO

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CIRCLE LOGOS

The Bachir Ice Cream logo combines Arabic and English typography within a clean red circle,symbolizing tradition and modernity. Established in 1936, it reflects authenticity, heritage, and a timeless Lebanese identity.

CLEAR SPACE

Clear space is the protected area around a logo, ensuring it is free from other design elements.
It's a fundamental rule that maintains the logo's visual integrity and readability across all applications.

HORIZONTAL LOGO

The horizontal logo ensures that the brand is clearly visible in large spaces, such as website headers.
It also combines the icon with the company name, making it easy to recognize and read.

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بوظة لبنانية منذ ١٩٣٦

USE

BACHIR

Glace Libanaise depuis 1936

BACHIR

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COLOR PALETTE

Gradients

Black
HEX: #000000
RGB: (0, 0, 0)
CMYK: (0, 0, 0, 100)

Red
HEX: #DA202A
RGB: (218, 32, 42)
CMYK: (0, 85, 81, 15)

Beige/Cream:
HEX: #F1EAD0
RGB: (241, 234, 208)
CMYK: (0, 3, 14, 5)

White:
HEX: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)

TYPOGRAPHY

Aa

Bahnschrift

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ءأ ا

Adobe Arabic

ئ ؤ ة ي و ه ن م ل ك ق ف غ ع ظ ط ض ص ش س ز ر ذ د خ ح ج ث ت ب إ ا أ

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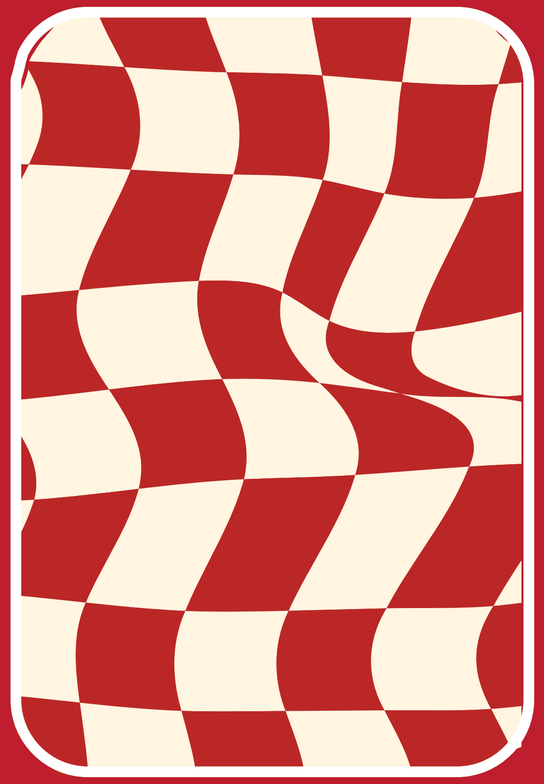
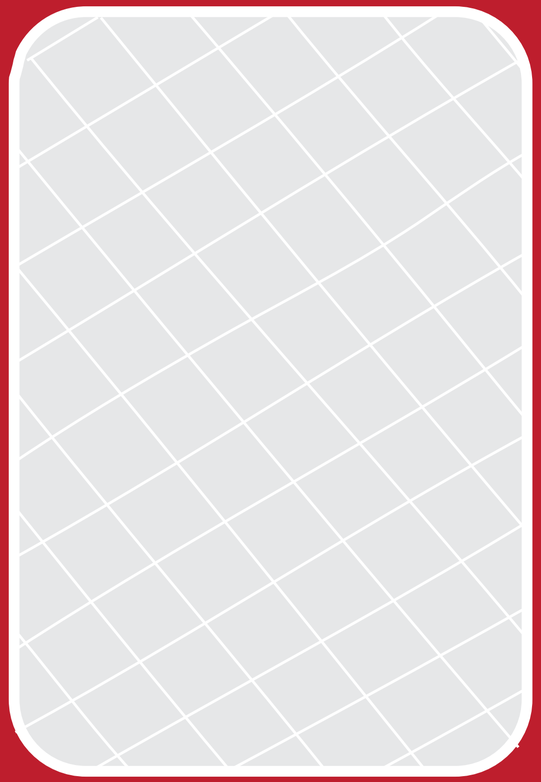
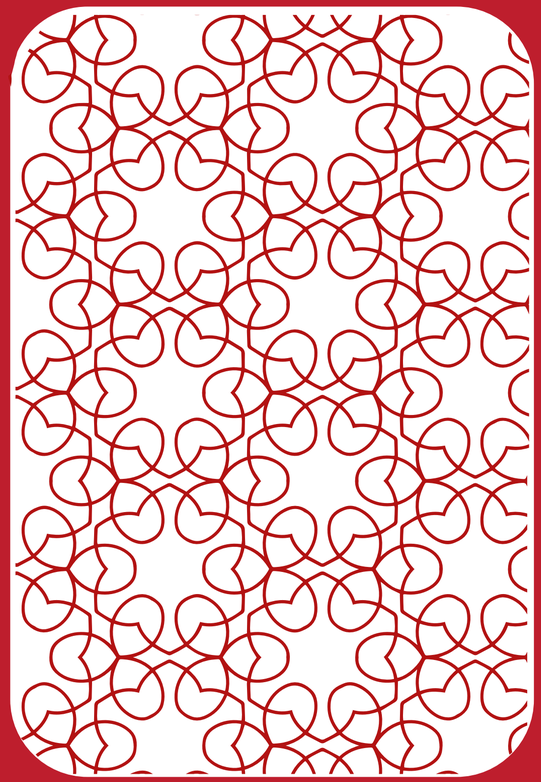
PATTERNS







ICONS

POSTERS

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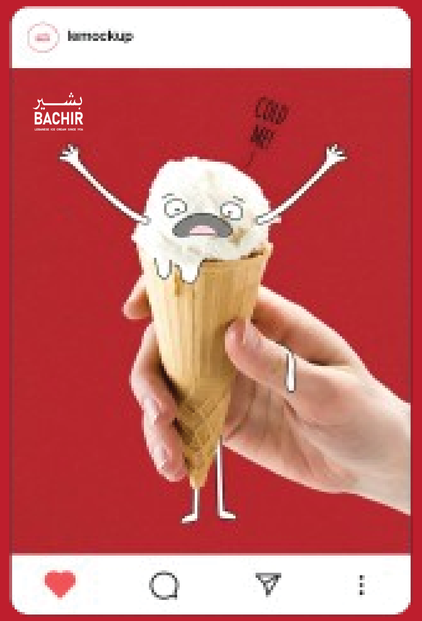
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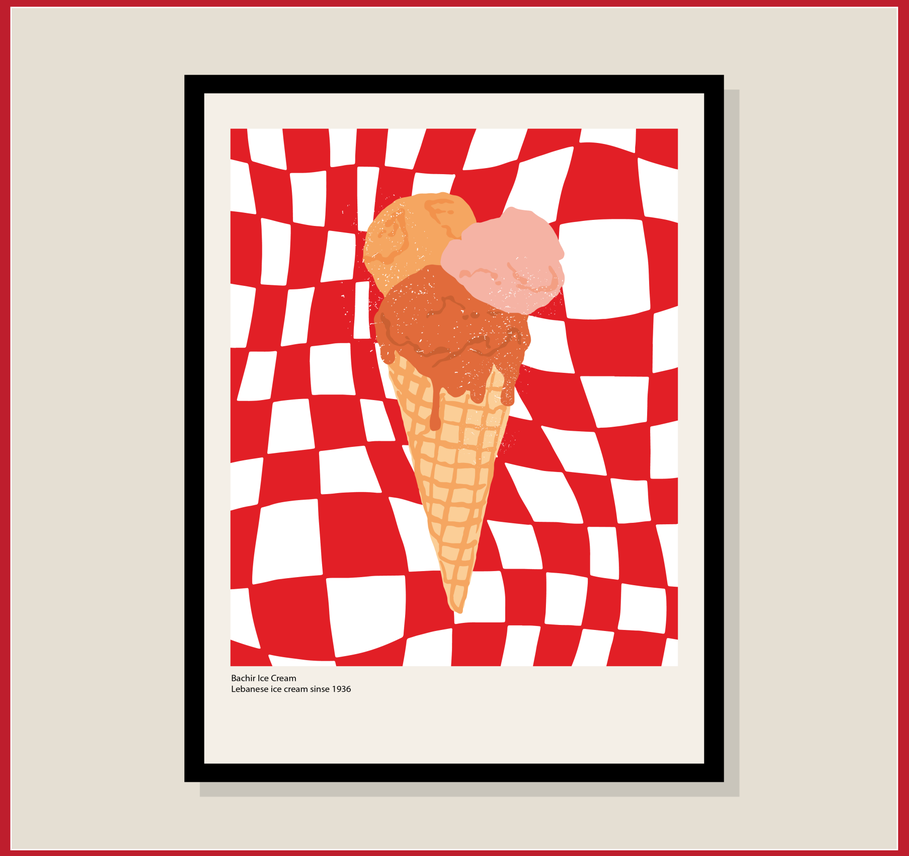
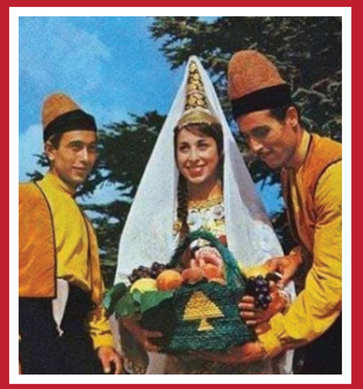
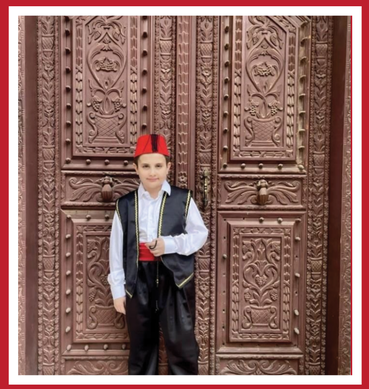
VECTOR POSTERS



CHARACTER

Insparation





Through these images, I was inspired to create this character.The tarboosh & Lebanese folkloric costume

MOCKUPS

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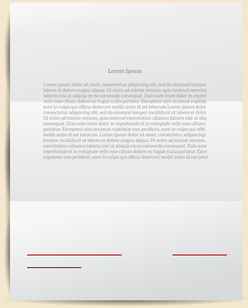
Lorem Ipsum

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BACHIR
Lorem Ipsum
Lorem Ipsum Dolor

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Glace Libanaise depuis 1936
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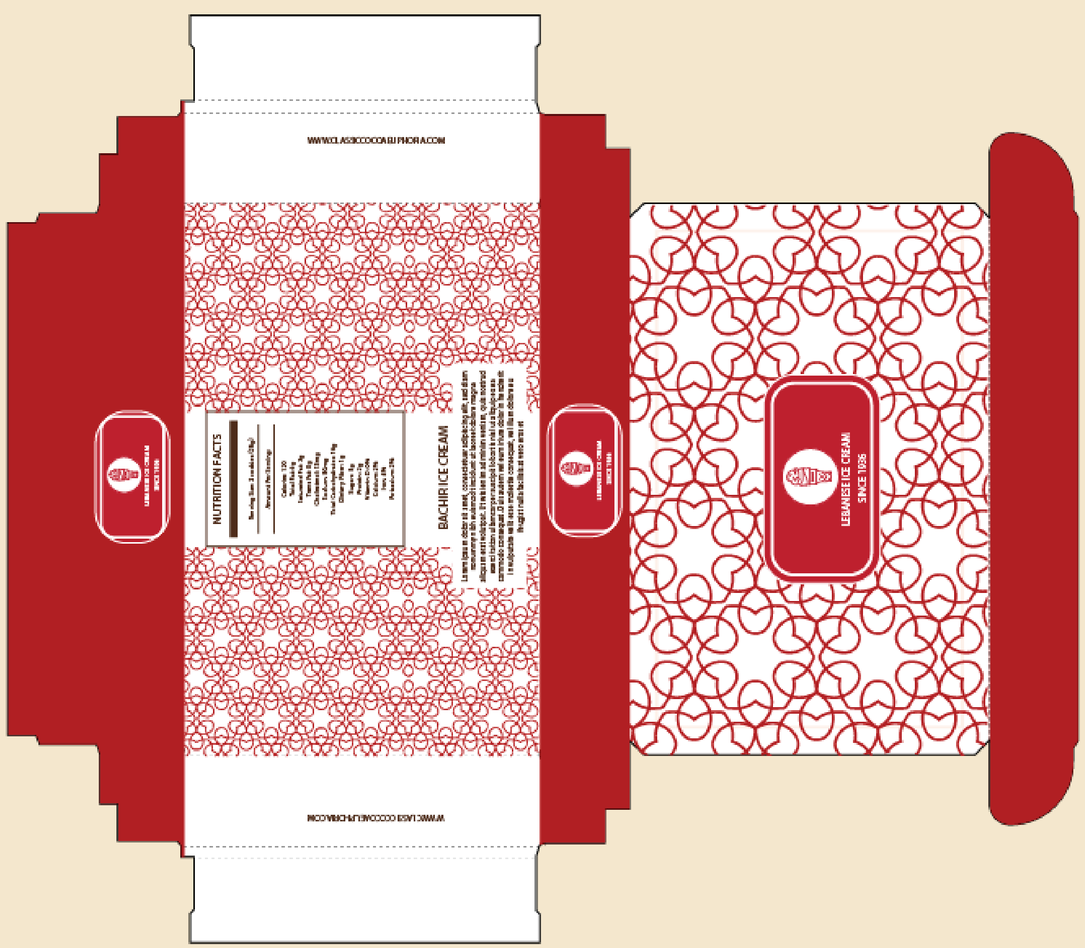
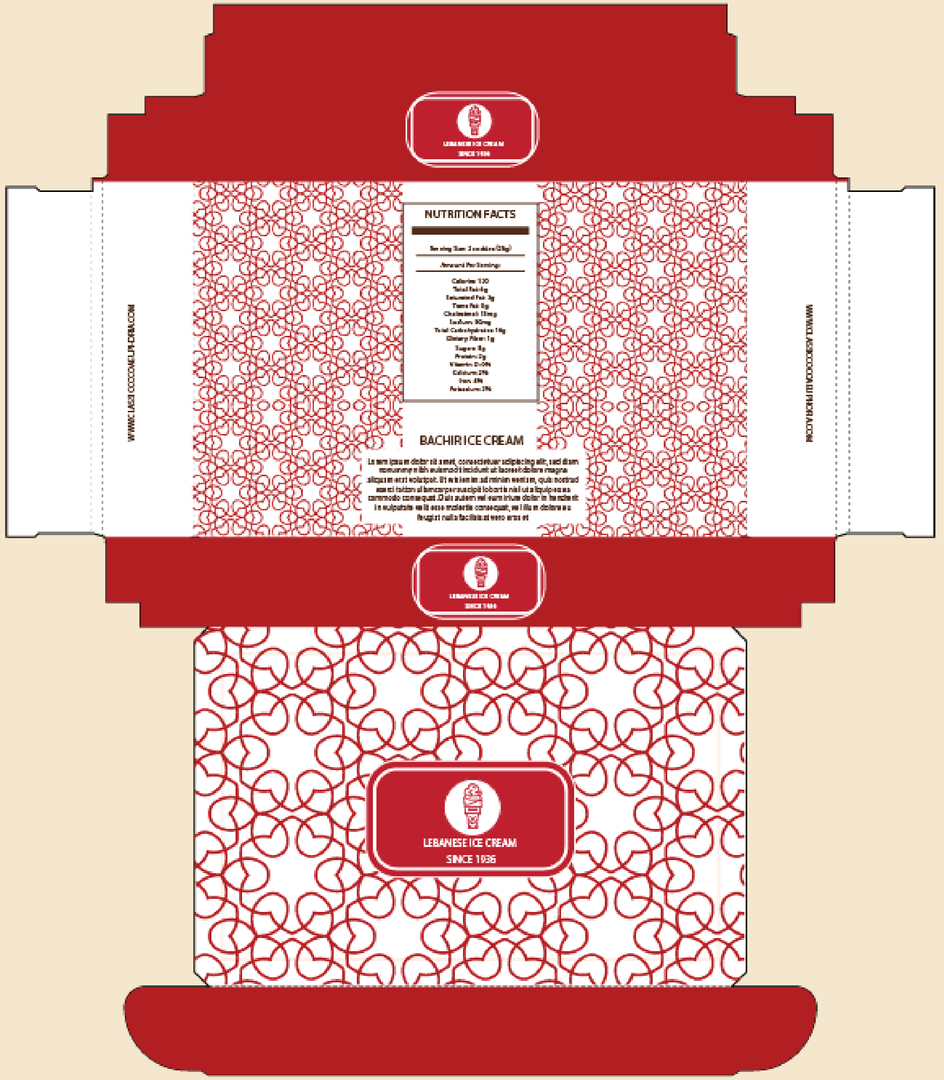
+1 (2345) 67 89 12

PACKAGING


NUTRITION FACTS
BACHIR ICE CREAM
LEBANESE ICE CREAM
SINCE 1936


NUTRITION FACTS
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THANK YOU