



# LE BISTRO

by Salmontini

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Salmontini

The brand  
Characteristics

## 2 VERBAL IDENTITY

Le Bistro

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SALMONTINI

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# VERBAL IDENTITY

LE BISTRO by Salmontini



## THE BRAND

Our story undeniably begins with the hero of our identity – the salmon – and the ancient art of smoking it. After his travels to Scotland and upon studying the craft of smoking fish in the traditional way, **Salmontini's** founder Hussni Ajlani was inspired to bring these traditional flavours and techniques to wider audiences in his native land and beyond. After all, it is people who make a brand what it is, and thus began the legacy of **Salmontini**. Now, after three decades, we are proud to be recognized as an authority in the region for the procurement of – and smoking of – fine Scottish salmon, along with curating heartfelt F&B dining experiences.

Thanks to an unwavering passion and a dedication to quality, Hussni has travelled the length and breadth of Scotland to build new and lasting relationships with key producers and families to secure the finest salmon for **Salmontini's** family of brands: XXX Retail, Le Resto and Le Bistro.

With the same dedication for sourcing all aspects of our brands - including our team and all of our ingredients - the **Salmontini** name and coat of arms embodies more than just a brand or a badge. It symbolises a dedication to the artisans, our appreciation for fine produce and it stirs a sense of belonging, similar to that of a family. It is really an epicurean movement that is built on craft, inclusivity and passion. We believe in what we stand for, and we strongly believe that Salmontini is a mark of quality.

Through our steady expansion and creation of vibrant new experiences, we are excited to share our dedication and love of great food with fresh audiences. We are passionate about making great food more accessible to our ever-growing community.

*Amongst other things, we are modern merchants of an ancient food art.*

## VERBAL IDENTITY

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### ONE LINER

*Where the passion and craft of smoked salmon is loved by generations, for generations.*

### TWO LINER

*Salmontini isn't just about smoked salmon—it's a family, a philosophy, a feeling. We are passionate about bringing food and people together in every way.*

### BLURB

*At Salmontini, we are guardians of craft who blend the heritage and skill of smoked salmon with the art of hosting. We believe in forging emotional connections with our guests, and our partners, to keep them coming back for generations.*

# CHARACTERISTICS

## *Legacy of Flavours*

With its journey spanning over three decades, Salmontini has a rich heritage of flavours which are rooted in the ancient art of smoking salmon. We are dedicated to our craft and will continue to share our love of taste and with the world.

## *Premium Quality*

A commitment to unmatched quality defines Salmontini, and our relentless pursuit of perfection is evident in sourcing high-quality ingredients and employing skilled techniques to share with our customers.

## *Fresh Approach*

We distinguish ourselves by introducing innovative concepts under our family of brands to cater to diverse tastes and experiences. We are agile and ambitious to embrace new verticals all of the time.

## *Global Influence*

Hailing from Lebanon, but headquartered in the UAE, we embrace the world and all that's in it. We even export our premium salmon expertise to customers worldwide.

## *The Family of Brands*

Salmontini serves as a mother brand that leads a diverse ecosystem of F&B expressions that are born into our brand family.

## *Accessible Dining*

With our inclusive range of dining experiences, we ensure that our audiences have the chance to experience generations of passion and are always welcome in our house.

LE BISTRO

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# VERBAL IDENTITY

LE BISTRO by Salmontini



UTAMU

## THE BRAND

At *Le Bistro* by Salmontini, we're bringing together our appreciation for tradition and our dedication to quality ingredients to be served up in our familiar bistro style. At the soul of our experience - as always - is our lovingly-sourced Scottish salmon which is accentuated with touches of French flair, but there are familiar favourites for all.

*Le Bistro* is a modern expression of the Salmontini story, and that means we're all about welcoming everyone, from all walks of life, into our family. Our menu? It's premium, yes, but we've made sure it's accessible and comforting – which compliments our people and our interiors nicely. Every dish, touch point and interaction is crafted with love, hoping to give you a sense of belonging.

We're not just a dining destination; we're a part of the neighbourhood, where stories unfold, and memories are crafted. Most importantly it's a place to say hello and to tip your hat. Above all else, it's the dedication to our people, to our craft and our ingredients that really make *Le Bistro* by Salmontini yours.



# TAGLINE OPTIONS

*From the Highlands of St. Germain.*

*Curated for Generations.*

*Your Neighbourhood Food Movement.*

*Lovingly Sourced & Served.*

*A “Oui” Bit of Bistro. A Whole Lotta Love.*

# VOICE

*Warmth*



*Heritage*



*Approachability*



*Qualitative*



# TONE OF VOICE

Our tone of voice serves as an open invitation for our guests to engage effortlessly with us. Through relatable and human communication across various channels—be it social media, in-store messaging, or even through our packaging details—we aim to breathe life into the brand in an interesting and approachable manner. The tone of voice stretches across the below values:

## *Warmth*

Our tone is a welcoming embrace, inviting our guests into a world where warmth is a part of every interaction. It's the genuine smile in our service and the comforting ambiance that makes each visit feel like coming home.

## *Heritage*

Our roots run deep, and we celebrate them with every interaction. We honour tradition – a nod to where we've come from – by infusing our messaging with a timeless quality that connects the past with the present.

## *Approachability*

Amidst our premium feel, we remain approachable. We speak the language of simplicity, ensuring that the essence of our brand is accessible to everyone, creating an inclusive experience. Le Bistro is for all. There is no judgement here and there is always a seat at our table.

## *Qualitative*

At our core is a passion for quality and bringing value to our guests - in our ingredients and how we source them, our techniques, our venues, our service and our people. We strive to communicate this through everything we do. We shouldn't shy away from our dedication to quality, but we remain humble when referencing it.

# VISION

Our vision is to be the outstanding bistro experience wherever we are located - that embodies the spirit and values of Salmontini and becomes part of the food repertoire of our guests. Ultimately, we want to make Le Bistro an important part of every community we enter. We want to become the premium-casual dining brand that is the benchmark for building lasting guest relationships and for curating quality F&B experiences.

# MISSION

At Le Bistro we create quality focused dining that transcends F&B - we create memories, giving customers a feeling of trust and a sense of warmth. We pride ourselves on our relationships, our dedication to our product and being the most respected merchants of Scottish salmon in the Middle East. We are a premium-yet-casual expression of the Salmontini brand.

## TARGET MARKET

The target market consists of individuals aged 25 and above, from a mid to high income level – these include social diners, expats, mothers, early birds, professionals, young professionals, and international individuals accustomed to high-quality experiences. Ultimately, Salmontini is for everyone.

# MARKET SEGMENTATION



## *Culinary enthusiasts*

Those who enjoy and value the craftsmanship that goes into creating the dishes at Le Bistro. They appreciate sophisticated ingredients served in an approachable environment. For them Le Bistro is a statement of accessible quality. Identified Age Range: 25-50, encompassing all ages seeking a quality regular dining experience.



## *Business professionals*

Those who are engaged in work-related meetings, breakfasts, and lunches, seeking a versatile and efficient location to host experiences. A setting like Le Bistro is a low-risk decision! Identified Age Range: 30-55, targeting a mature audience with a focus on convenience and quality.



## *Legacy explorers*

Those who visited Salmontini in their home country with their families and are looking to relive to experiences born in Beirut or Le Resto and they are eager to create and share new memories at Le Bistro. Identified Age Range: 22-40, attracting individuals who value connections and nostalgic feelings.

# MARKET SEGMENTATION



## *On the go diners*

These are people who want a quick and simple choice when it comes to food. They know what they want and are easy to become frequent diners because of consistency and quality. Identified Age Range: 22-50, targeting those who are loyal to brands they like.



## *Young professionals*

Those who work remotely or from home that want a change in environment and will spend the day working outdoors. They will wake up early during weekends for a leisurely breakfast or go to lunch with their friends. These aspire to do great things in life and appreciate inclusivity and a sense of community. Identified Age Range: 22-40, including those who are always looking for a new experience.

LE BISTRO

# INTERIOR CONCEPT

LE BISTRO by Salmontini





# INTERIOR CONCEPT

## Materials

### *Solid Wood*



Warm wooden tones that reflect the brand's color palette, providing a sense of heritage and coziness.

### *Hybrid Tile & Wood Flooring*



A mix of herringbone and distressed tiled floor, giving a European look.

### *Rattan & Leather*



Simple leather and woven chairs, a classic bistro statement.

### *Tiles, Panels & Fabric*



Tiled walls, wooden panels, and soft linen drapery to elevate the overall feel.

# INTERIOR CONCEPT

## Lightning

### *Classic Accents*



Accent lights to be gold fixtures in a modern-vintage style."

### *Nautical Inspired Lights*



Pendant fixtures to bring modernity with nods to a lantern-style water-side theme.

*A blend of classic and nautical fixtures to marry the French and Scottish inspiration.*

# INTERIOR CONCEPT

Decor

Pictures

## Logo on Glass



Etched-style tiled illustrations, to provide an artistic flair.



## Memory Wall



Simple images of Scotland, colored to bring life and serenity.

# INTERIOR CONCEPT

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## Decor

*Mid  
Height  
Curtains*



*Ribbed Glass Panels*



Bistro-style curtains and ribbed glass for a French touch.

# INTERIOR CONCEPT

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## Furnishings



Classic wooden chairs to maintain an overall approachable feel.

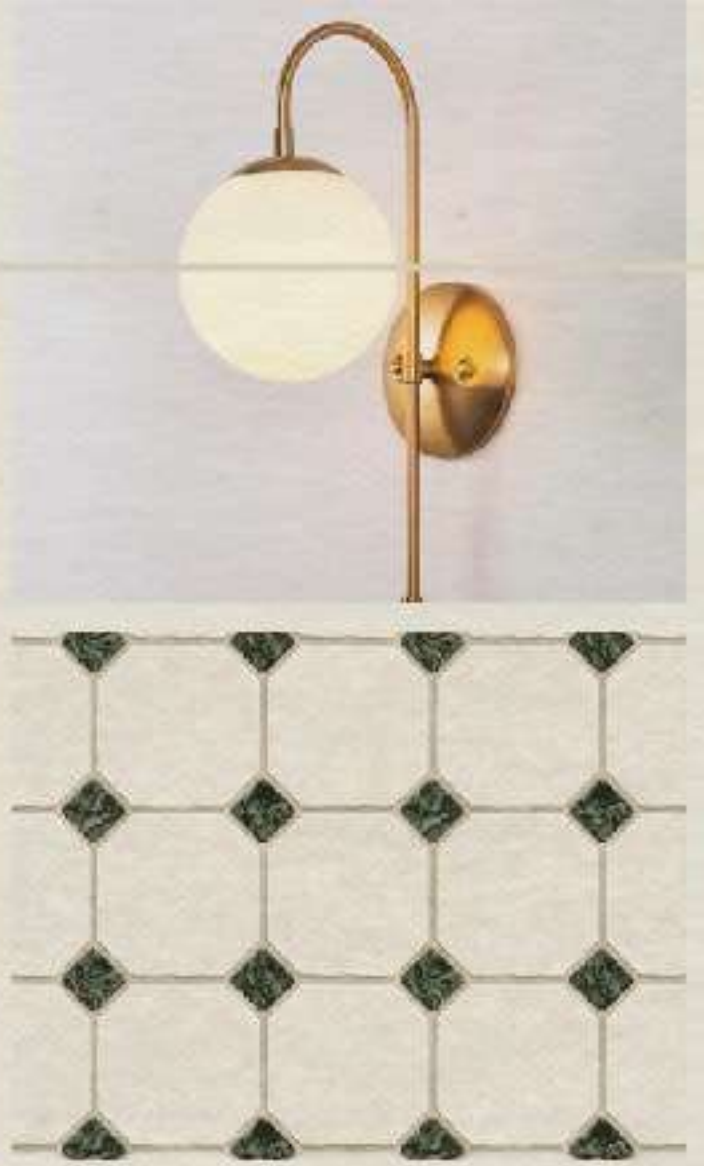


Bistro woven chairs in complementary colors within the branding.

Simple leather upholstered booth seating to maintain a clean look and feel.



Simple wooden tables that speak to the simplicity and sturdiness of the concept.



LE BISTRO by Salmonini



HÔTEL  
LES ROCHES  
ROUGES  
Grand-Raphaël  
\*\*\*\*



UTTU

LE BISTRO

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# BRAND IDENTITY

LE BISTRO by Salmontini



UTAMI

DESIGN

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Logo

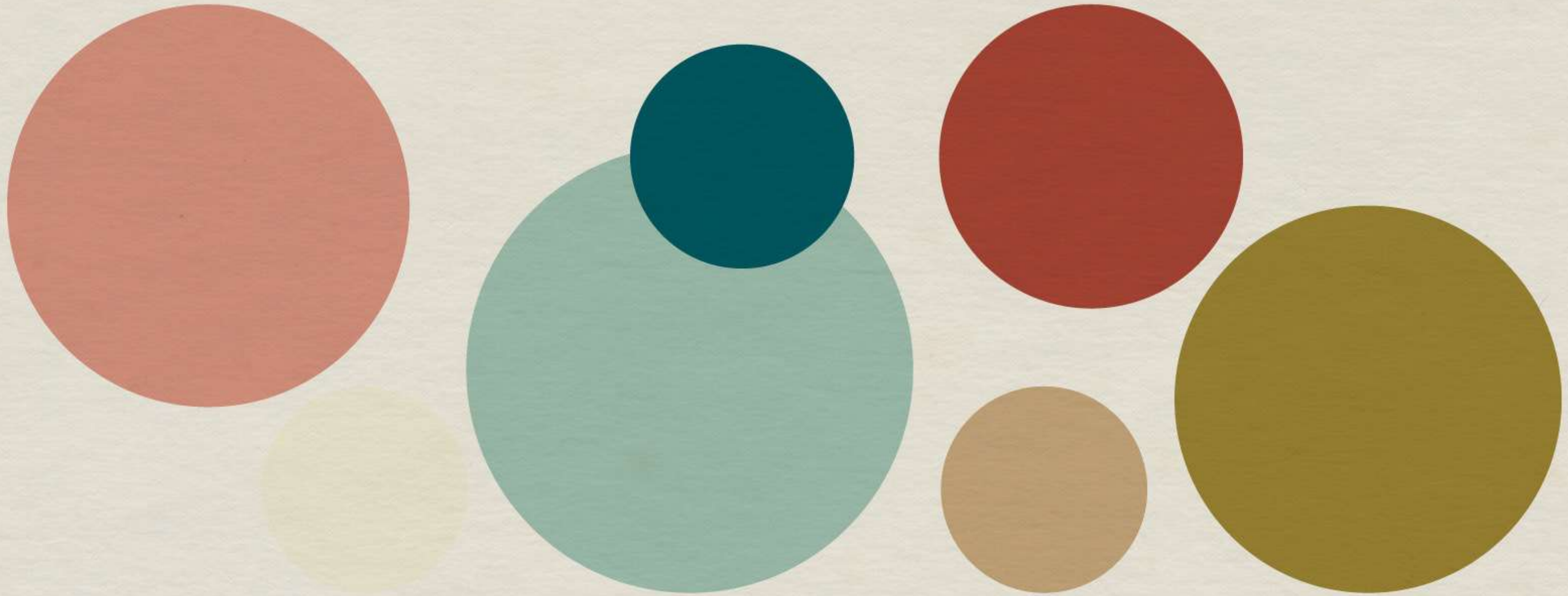
**LE BISTRO**

by Salmontini

**LE BISTRO**

by Salmontini





In the same vein, the palette for this route maintains the bluish tones of Salmontini and its characteristic pink, adding a warm red for extra warmth and closeness, along with supportive off-whites and earthy greens.

VINTAGE BROWNER Primary Font

AABBCc123

.,!?

REGULAR

EB GARAMOND Secondary Font

AaBbCc123

.,!?

REGULAR / *ITALIC*  
MEDIUM / *ITALIC*  
SEMIBOLD / *ITALIC*  
BOLD / *ITALIC*  
EXTRA BOLD / *ITALIC*

**DESIGN**

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Patterns



DESIGN

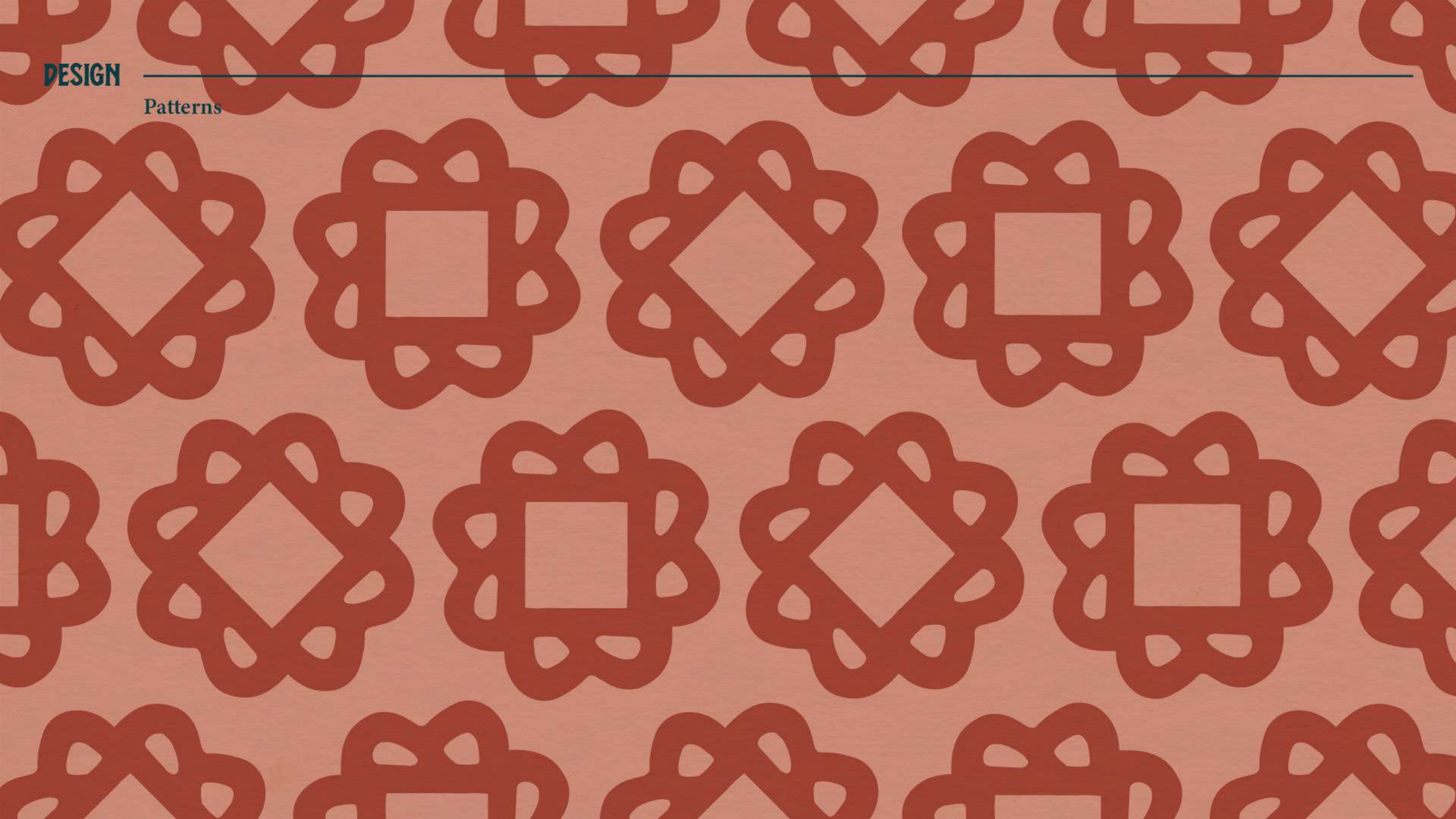
Patterns



DESIGN

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Patterns



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Patterns



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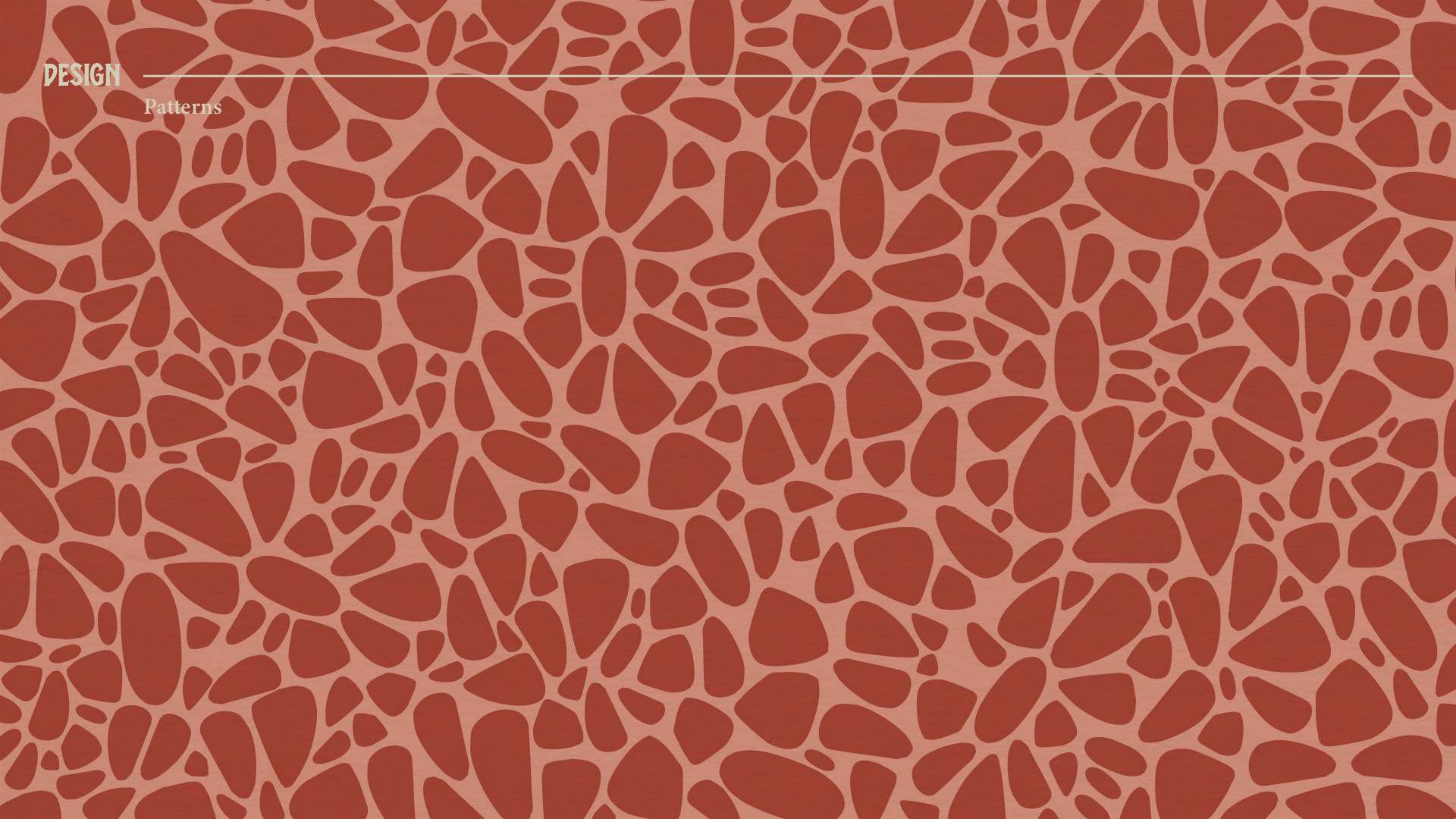




DESIGN

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Patterns



DESIGN

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Patterns



DESIGN

Patterns

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**DESIGN**

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Patterns





LE BISTRO

# APPLICATIONS

LE BISTRO by Salmontini



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3.9  
2.9  
6.9



BURGER  
BEER  
BISTRO  
**B<sup>3</sup>**  
EST. 2016  
BY  
TAMAR

UTAMI

## MENU MOODBOARD

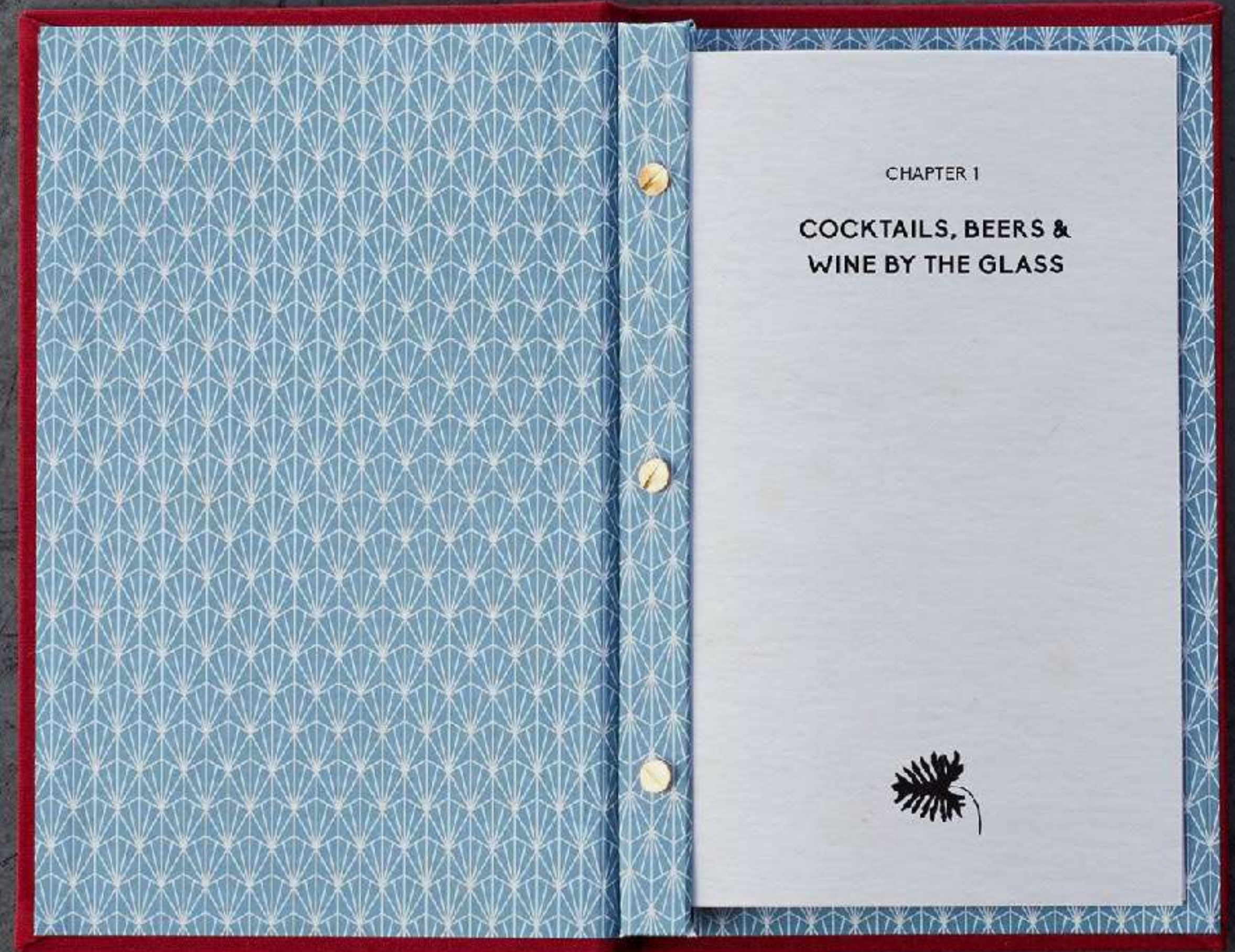
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Option 01

# TRADITIONAL, CLASSIC BISTRO, CHIC

TEXTURED, ORGANIC, SIMPLICITY

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# MENU MOODBOARD

## Option 01

The concept behind this option, is to enhance the classic 'bistro' experience by adding value to the visual and tactile design.

The idea of the cover is to have a strong synergy with the interior design. It should mirror the materials -like a wooden cover- or cloth texture or patterns utilised in Le Bistro.

The menu interior should utilise a textured paper, like Bookcel, Canson or any variety that feels nice to the touch. This kind of paper not only enhances the tactile experience but also gives a natural colour to its pages.





# MENU MOODBOARD

Option 02

## MODERN BISTRO, DYNAMIC, BOLD

STRONG COLOURS, NEW CLASSIC,  
PLAYFUL



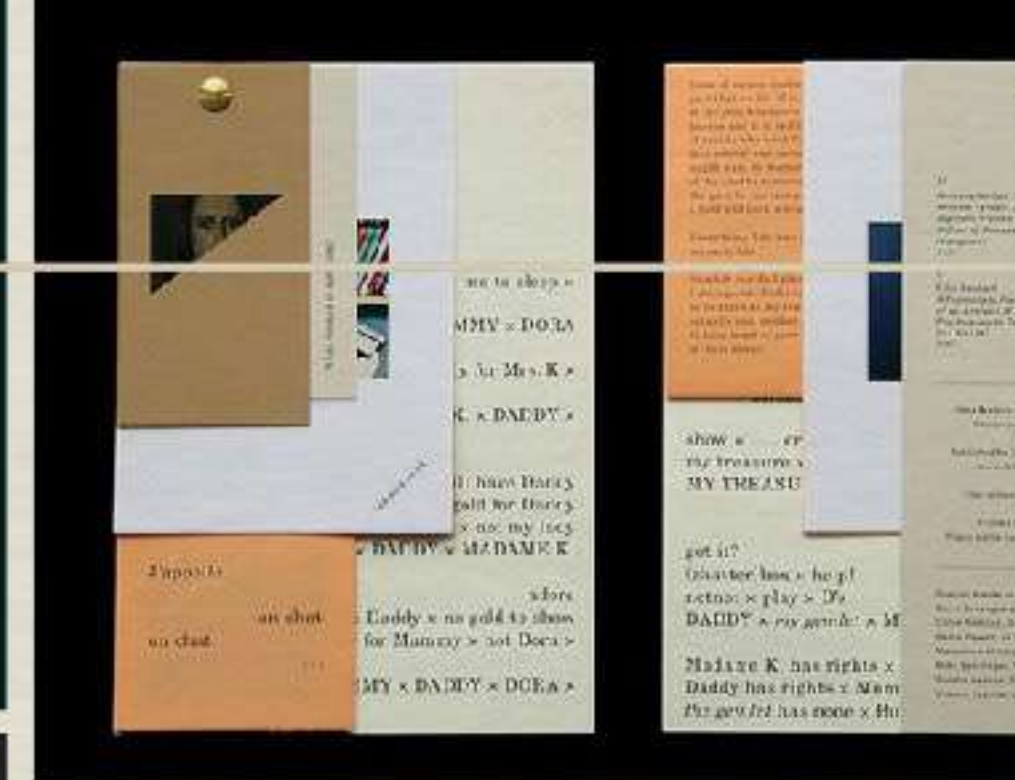
# MENU MOODBOARD

## Option 02

The biggest contrast between these two options, is the way they are presented. In option 2, the idea is to show modern flexibility in a playful way, without losing the 'bistro' vibe.

The concept of this piece, is to enhance the experience by the turning of pages of the menu. The papers should be texturised, and have a bold usage of the selected patterns.

Going through the menu should be an experience in itself. Playing with the sizes of the paper, textures and colours is an unique way to show Le Bistro's imprint.



# CLASSIC, YET MODERN, COMFORTABLE, YET CHIC

The intention is to capture the essence of 'Bistro', combining a modern style, comfort, and freshness. All garments can be made from linen, cotton or a similar fabric, so that it can breathe. For trousers or aprons, it's important to go for durable materials, so that they can stand frequent washing. Gabardine, polyester and cotton blend or heavy canvas are some viable fabric options.



# UNIFORMS

## Waiters

### Waiters

The idea behind these uniforms is to make them as comfortable as possible without losing the bistro vibe.

Linen shirts in a natural tone, available in both short and 3/4 sleeves, depending the season.

Waist-length aprons in with bold colour details or on-brand broderie. They should have pockets so they facilitate the access to pens, order pads or other staff essentials.

Clear/natural-toned trousers, chic, fresh and comfortable.

White/black simple trainers as footwear to ensure comfort and a tidy appearance.



# UNIFORMS

## Chefs / Kitchen staff

### *Chefs/Kitchen Staff*

Long or 3/4 sleeve shirts or jackets in white or natural.

Dark-coloured aprons. They should also show accents of colour or broderie details.

White or cream trousers made of some durable material, as mentioned before. The trousers should match the ones the waiters wear.

Just like the rest of the staff, chefs will wear the same kind of trainers for comfort and mobility in the kitchen.



# APPLICATIONS

## Story templates



# APPLICATIONS

Business cards



# APPLICATIONS

Coasters





# APPLICATIONS

## Stationery



# APPLICATIONS

## Food packagings



APPLICATIONS

Signage

LE BISTRO  
by Salmontini

LE BISTRO by Salmontini

UTAU

APPLICATIONS

Signage

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**LE BISTRO**

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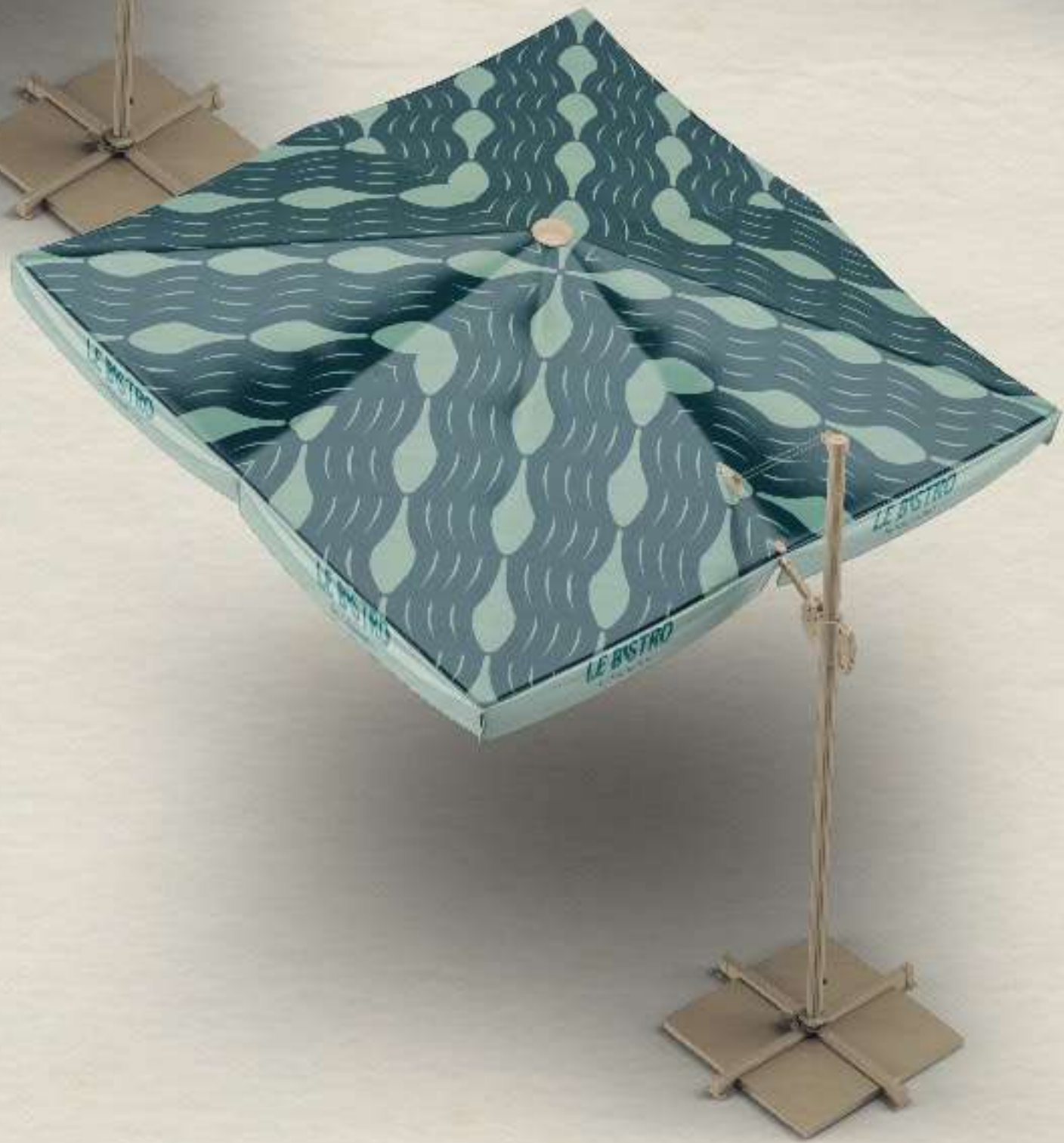
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by Salmontini

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# APPLICATIONS

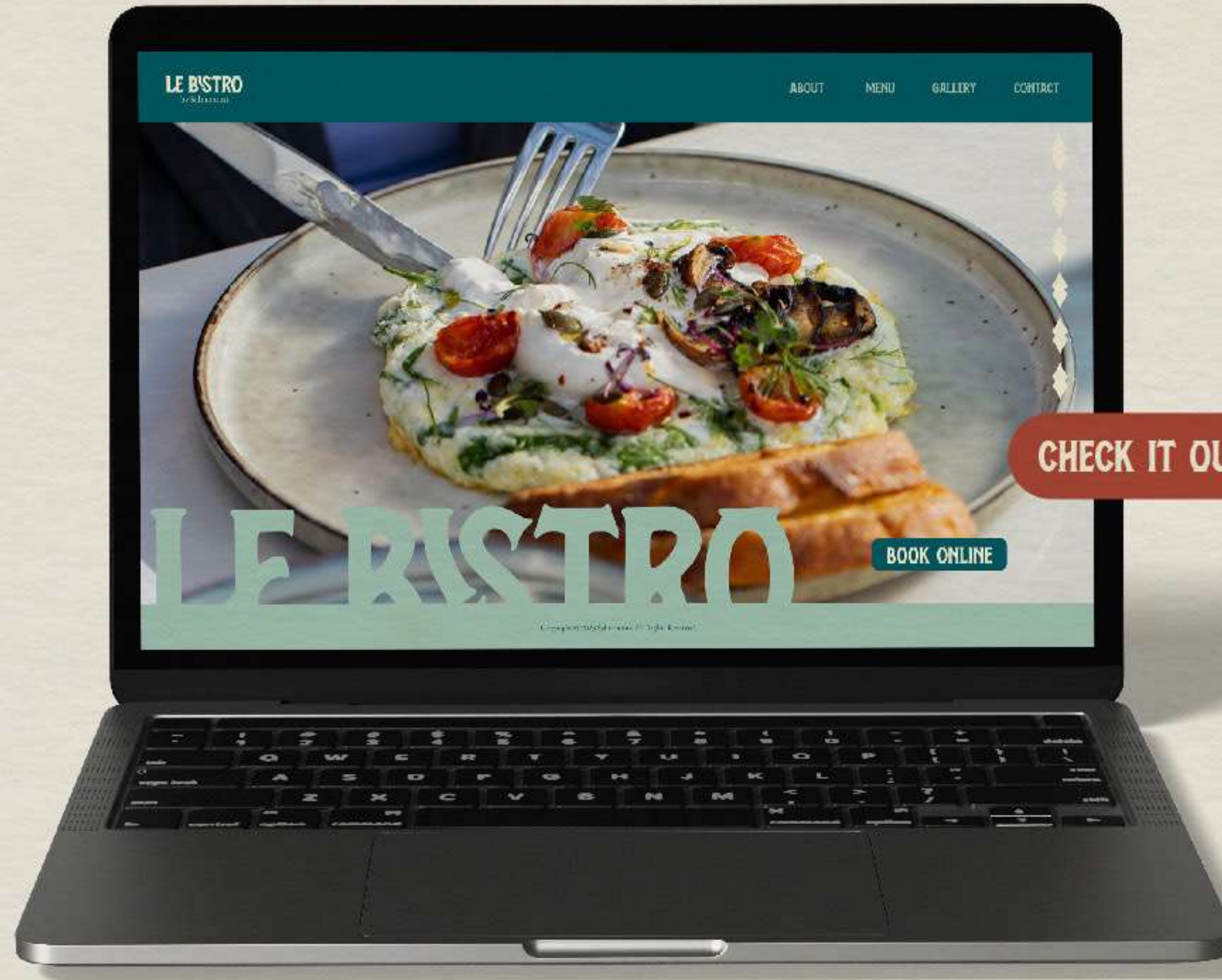
Parasols



# APPLICATIONS

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Website



*Thank you*

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**LE BISTRO**  
by Salmontini

**UMAMI**