



Halal Food Circle

Good food. Found together.

A community for discovering restaurants, dishes and everyday groceries – with clearer evidence behind every find.

BRAND GUIDELINES

Version 1.0 / 13 September 2026



AUSTRALIA FIRST. BUILT TO TRAVEL.

Discovery with a clear point of view.

Halal Food Circle helps people explore food and share what they know, while making the limits of each claim visible.

OUR PURPOSE

Make everyday halal discovery easier to understand and easier to contribute to.

For diners, families, students, travellers and grocery shoppers. Start in Australia, then expand with country-specific evidence, languages, prices and local expertise.

01 Clear before confident

Explain what was checked, which branch or pack it applies to, and what still needs review.

02 Useful in everyday life

Move easily between a meal out, a specific dish and the weekly shop. Keep search, maps and saving close.

03 Community with care

Reward approved, useful contributions. Separate reported experiences from a reviewed certificate.

Good food. Found together.

One name. One recognisable signature.

Write Halal Food Circle as three words. Halal is the purpose, Food is the scope, and Circle is the community.



PRIMARY LOCKUP

Three open arcs suggest a shared plate and a C. The gold dot adds a human point of connection. Use the supplied signature; the app pairs the symbol with the matching Manrope wordmark.

01 Clear space

Leave at least one-quarter of the visible symbol height clear on every side. Keep UI controls and badge labels outside this area.

02 Minimum size

Use the full lockup at 160 CSS px wide or more. Below this, use the app symbol. These are digital starting points; inspect at actual size.

03 Background

Use Forest on Paper or white. Use the supplied dark lockup with its Forest background. Never put small gold text on white.

A symbol for the app, never a certificate.

Let the identity stay consistent across the website, mobile navigation, app launch and social avatar.



APP ICON MASTER

Square PNG master, plus 192, 512 and 180 px exports. Keep the symbol centred and let the operating system apply its mask.

01 Keep the artwork intact

Preserve the supplied proportions, spacing and colours. Do not stretch, rotate, outline, add shadows or place the wordmark inside the symbol.

02 Use the supplied favicon

The 32 px PNG favicon is derived from the app icon. Use the same symbol in browser tabs, the app launcher and social avatars.

03 Protect meaning

Do not add a certification seal, crescent, checkmark or certifier name to the brand mark. Evidence labels belong to individual listings.

The symbol is a raster master. Logo PDFs combine it with embedded type, not an all-vector symbol. Commission a faithful vector master before large-format print, embroidery or filing.

Forest, warmth and room to breathe.

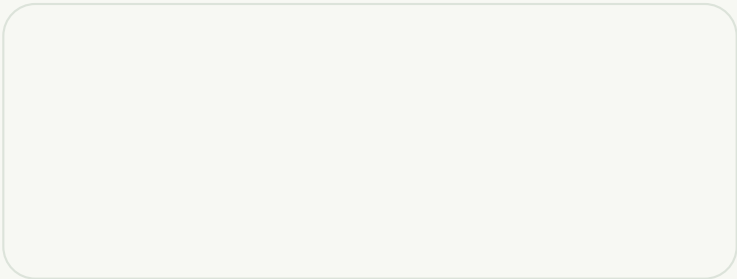
Cream backgrounds and forest text create the base. Saffron draws attention to a small number of useful actions.



Forest #083F38
Primary identity / actions



Saffron #F4C45E
Accent / location action



Paper #F7F8F3
Page background



Ink #123C35
Headings / body text



Sage #678572
Decorative emphasis



Muted #5F706A
Supporting body text

Rounded, clear and quietly confident.

Use Manrope for headlines and DM Sans for reading, labels, navigation and forms. Both are supplied under the SIL Open Font License.

Manrope 600

Good food.
Found together.

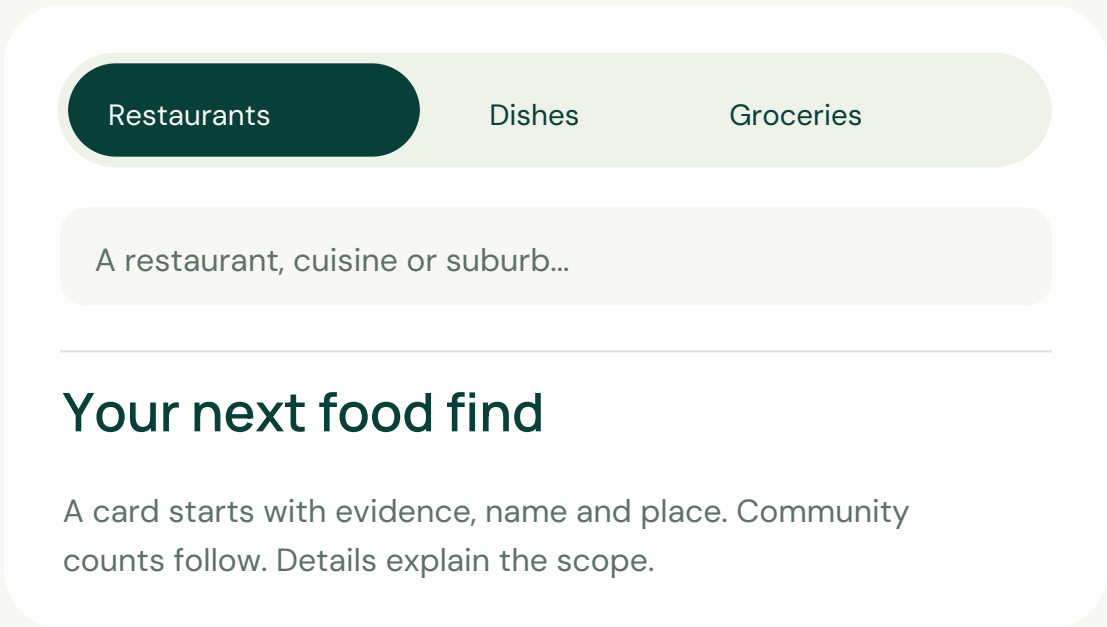
A confident headline, generous space and a short sentence that explains what happens next.

Hero	38–61 px / 1.15 Manrope 600
Section	26 px / 1.15 Manrope 600
Card title	19 px / 1.2 Manrope 600
Body	16 px / 1.6 DM Sans 400
Label	14 px / 1.4 DM Sans 600
Small detail	12–13 px / 1.5 DM Sans 400

Keep paragraphs short. Use sentence case. Write the brand in title case; reserve uppercase for short eyebrow labels. Never encode evidence status with colour alone.

The same hierarchy, from desktop to phone.

The website includes member and admin experiences. The future native app should carry the member experience and the same evidence rules.



01 Navigation

Discover, Saved, Contribute, Leaderboard, Plus and Profile. Keep the main mobile actions reachable at the bottom.

02 Components

Use 14–24 px card corners, capsule toggles, restrained borders and subtle elevation. Primary buttons use forest; location uses saffron.

03 Maps and lists

Synchronise result filters with map pins. Always retain a list alternative and a clear explanation when a listing has no coordinates.

SPACING 4 / 8 / 12 / 16 / 24 / 32 / 48 px • TOUCH TARGET 44 × 44 px minimum

The badge describes the evidence.

These labels are product states. None is a rating of a contributor’s faith or a guarantee of someone’s dietary requirements.

Halal certified	Reviewed certificate with issuer, identifier, exact scope, evidence link and current expiry.
Community verified	At least 10 current, eligible independent accounts with reviewed acknowledgements; no open concerns.
Community reported	Member acknowledgements exist, including pending reports; threshold or review requirements are not met.
Business declared	A direct business, manufacturer or retailer statement supports the named branch or product scope.
Under review	Evidence is incomplete, a source lead needs checking, or a concern requires review.

Public counts reflect actual member activity. Acknowledgements expire after 180 days and can be withdrawn. Separate positive halal acknowledgements from concerns. Ten accounts never create a certificate.

Helpful language. Specific claims.

Be welcoming, direct and precise. Explain the user's next step without sounding like a regulator or certifying body.

01 Invitation

"Found something worth sharing?" / "Tell the community what you checked."

02 Evidence

"The business states its chicken suppliers are halal certified. Confirm other menu items and preparation."

03 Review feedback

"Please add a photo showing the issuer and expiry, and confirm which branch this certificate covers."

04 Counts and recognition

"3 members reported halal." / "10 eligible acknowledgements reviewed." Award points only after a finding is approved.

05 Unavailable information

"Location has not been mapped yet." / "No reviewed certificate is recorded." Never fill the gap with an invented claim.

06 Photography

Use real, permissioned imagery for named venues and products. Social bio: "Halal restaurants, dishes and groceries. Good food, found together." No social accounts have been created.

Movement should make the next step clearer.

Use motion for orientation and feedback. The reading experience, evidence and essential controls remain usable without animation.

Hover / focus	120–180 ms	A subtle surface or border change.
Button press	100–150 ms	Scale to 0.97; keep labels steady.
Panel / modal	200–280 ms	Small fade and movement; preserve focus.
Card entry	240–360 ms	Short fade/translate; stagger at most 8 cards.
Reduced motion	No travel or stagger	Use immediate state changes and minimal fades.

EASING

cubic-bezier(.2, .8, .2, 1)

Keep a visible keyboard focus ring, labelled fields, text evidence badges, readable contrast, 44 px touch targets and error messages near the action. Do not rely on motion or map colour to explain status.

A working identity, with clear release boundaries.

Use these files consistently while the product and its evidence operations grow.

hfc-logo-primary / dark	1980 x 630 PNG + PDF	Light / dark two-line signatures
hfc-app-icon + size exports	Square PNGs	App, social and iOS identity
hfc-mark / favicon	PNG	Standalone supplied symbol
fonts/	Original variable TTF + OFL licences	Manrope and DM Sans
Guidelines / tokens / README	PDF / JSON / CSS / TXT	Brand and implementation rules

BEFORE EXPANDING

Keep Halal Food Circle unchanged across countries. Localise place names, currency and evidence policy. Create dedicated social profiles; use the app icon as the avatar and Madexify as a secondary endorsement.

RELEASE NOTE

Owner-approved brand. Trade mark and domain clearance remain pending. The supplied symbol is AI-assisted raster artwork. Complete professional similarity, ownership and vector review before major print or filing.