

# Retail Butchery Style Guide

April 2013



Welcome  
to the Widam  
Retail Butchery  
Style Guide

Building Widam calls for effective, on-going and consistent branding.

Our future business success relies on a strong and recognisable brand to ensure we achieve our objective of dominating the Qatar meat market.

Widam is a lot more than just a new Brandmark!  
It's our most valuable intangible asset and our stamp of authority.

It's important customers know what we stand for every time they see our name and Brandmark. That's why branding is a high priority for Widam.

As you work with these guidelines remember that *Widam* is in your hands.

Instructions on how to apply our brand are clear but if additional assistance or advice is needed we will ensure you get the help you need.