

CAFÈ & ARTISANAL BAKERY

EST



21

R I S E N

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BRAND STORY

Greet the Day

Like the embrace of a good friend, Risen affectionately beckons you inside. Soft tendrils of fragrant steam rise from cups of rich brew. The alluring aroma of freshly baked bread and pastries warms you from within. It's a moment of refuge before you start the day. A sanctuary to invoke the senses and bolster your resolve. Where artisan baking techniques unite with superior arabica coffee beans to nourish the soul.

Here, you are Risen



BRAND PILLARS

Hand Crafted

Handcrafted feel not only through the handmade breads and confectionaries we offer, but also reflected in the furniture, décor, and art.

Distinctive

Turning high quality ingredients into uniquely crafted dishes not seen anywhere in the UAE. From our reinterpreted pastries to our focus on glocalization, Risen is confidently authentic.

Quality

From artisanal baking techniques to the unique tea and coffee blends we serve, our focus on quality produce and service are central to the Risen guest experience.

Storytelling

The Risen food journey is one of distinctiveness. As a homegrown brand we are proud of our heritage and the provenance of our ingredients and are committed to a sustainable narrative.

PRIMARY LOGO LOCK UP

The Risen logo should always have ample space around it to ensure clarity.

The elements should never shift, warp or change in any way, unless being displayed in one of the other approved Risen brand colours.



MONOCHROME LOGO



SECONDARY LOGO

The Risen secondary logo is used when the primary logo becomes illegible in smaller spaces.

Do not warp or rotate the logo.

Make sure there is good contrast between the logo and the background it is on.



BOTANIC LIBRARY

When using the botanical icons for Risen, ensure they are incorporated minimalistically.

The icons can be used with any of the approved brand colours.

Do not overlap any of the botanical icons.

FENNEL



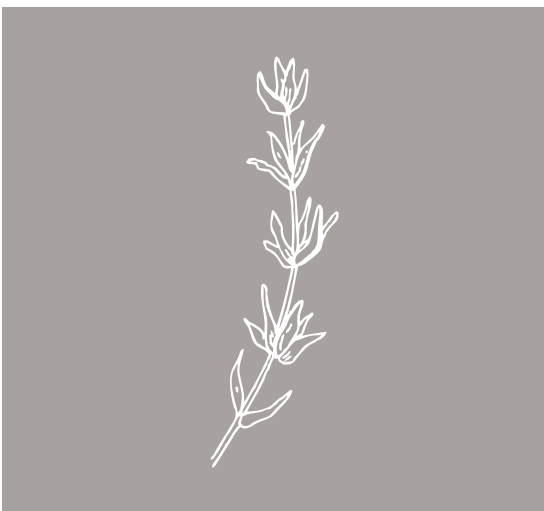
WHEAT



ROSEMARY



THYME



SUGAR CANE



FLAX



MILLET



SOYBEAN



COFFEE



OAT



RENDERS



TYPOGRAPHY

/ DISPLAY

EMPERATRIZ - ULTRA LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz
1234567890 () {} <> ? !

/ HEADING

Lato - Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz
1234567890 () {} <> ? !

ABC

/ SUB HEADING

Lato - Light

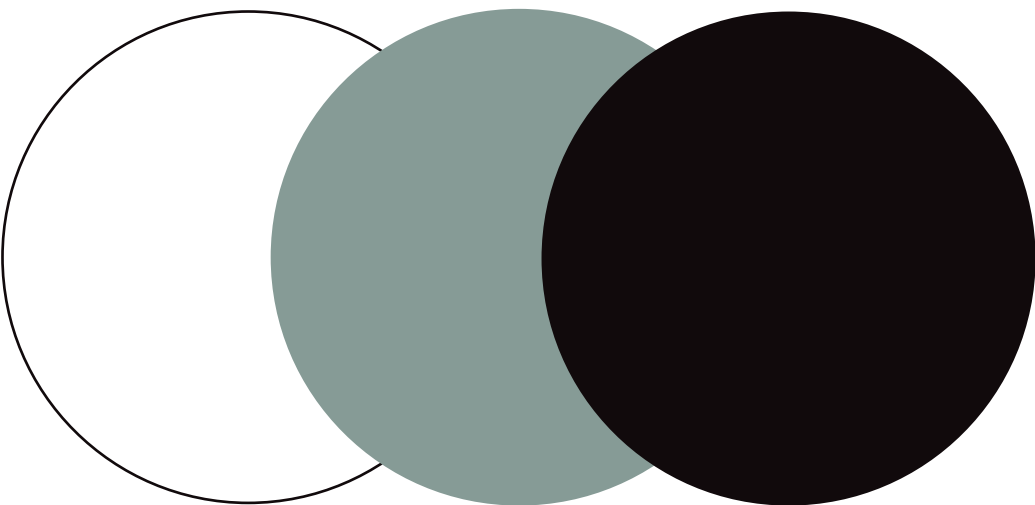
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Rr Ss Tt Uu Vv Xx Yy Zz
1234567890 () {} <> ? !

COLOUR PALETTE

/ PRIMARY COLOURS

PURE WHITE

C	M	Y	K
0	0	0	0



A Venn diagram showing three overlapping circles. The left circle is white (Pure White). The middle circle is a muted teal color (Pantone 5497 C). The right circle is black (Rich Black). The circles overlap in the center and with each other.

C	M	Y	K
20	20	20	100

RICH BLACK

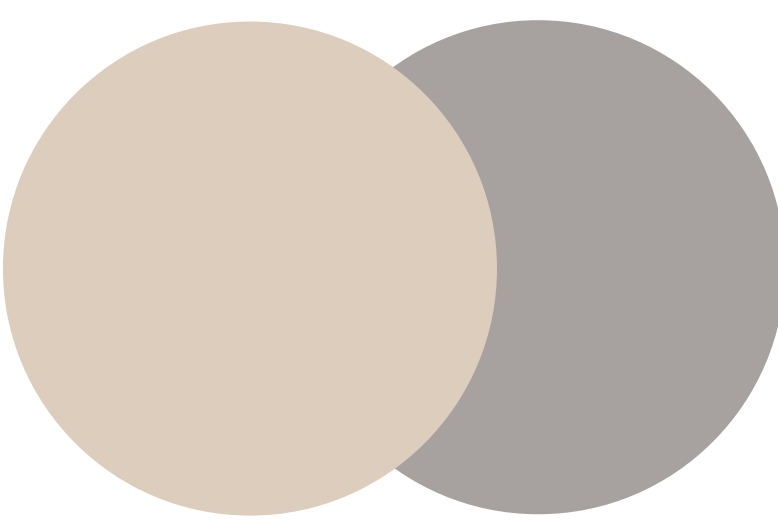
Pantone 5497 C

C	M	Y	K
51	27	38	9

/ SECONDARY COLOURS

C	M	Y	K
13	17	23	0

Pantone 7527 C



A Venn diagram showing two overlapping circles. The left circle is a light beige color (Pantone 7527 C). The right circle is a dark grey color (Pantone P 172-4 C). The circles overlap in the center.

Pantone P 172-4 C

C	M	Y	K
20	20	20	20

TAKEAWAY CUPS



TAKEAWAY CUPS

Work with rotating
local artists to create
the sleeve artwork



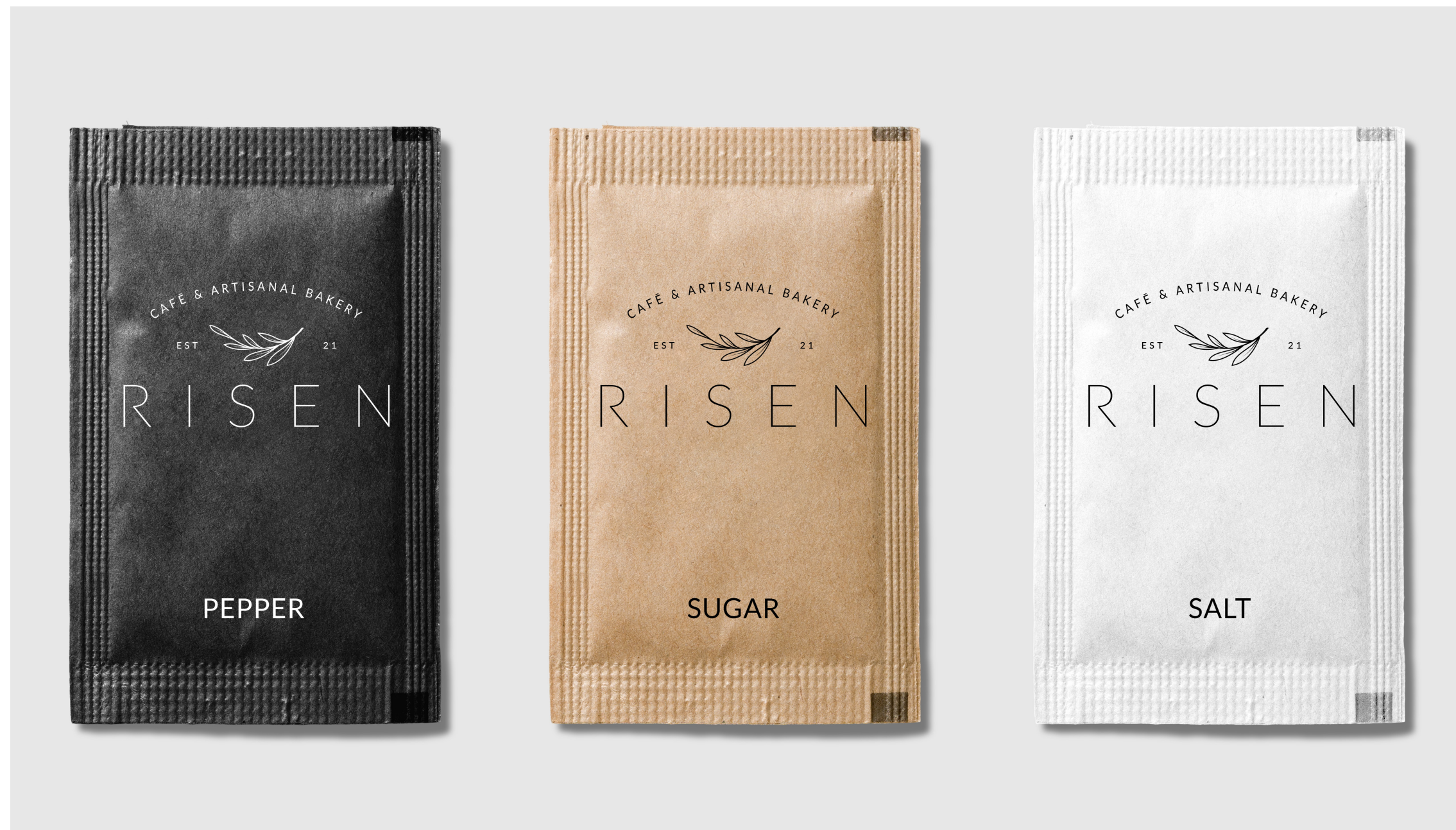
ARTISAN MUGS



PACKAGING



PACKAGING



COASTER



PACKAGING



JAM JAR



LOYALTY CARD



PACKAGING



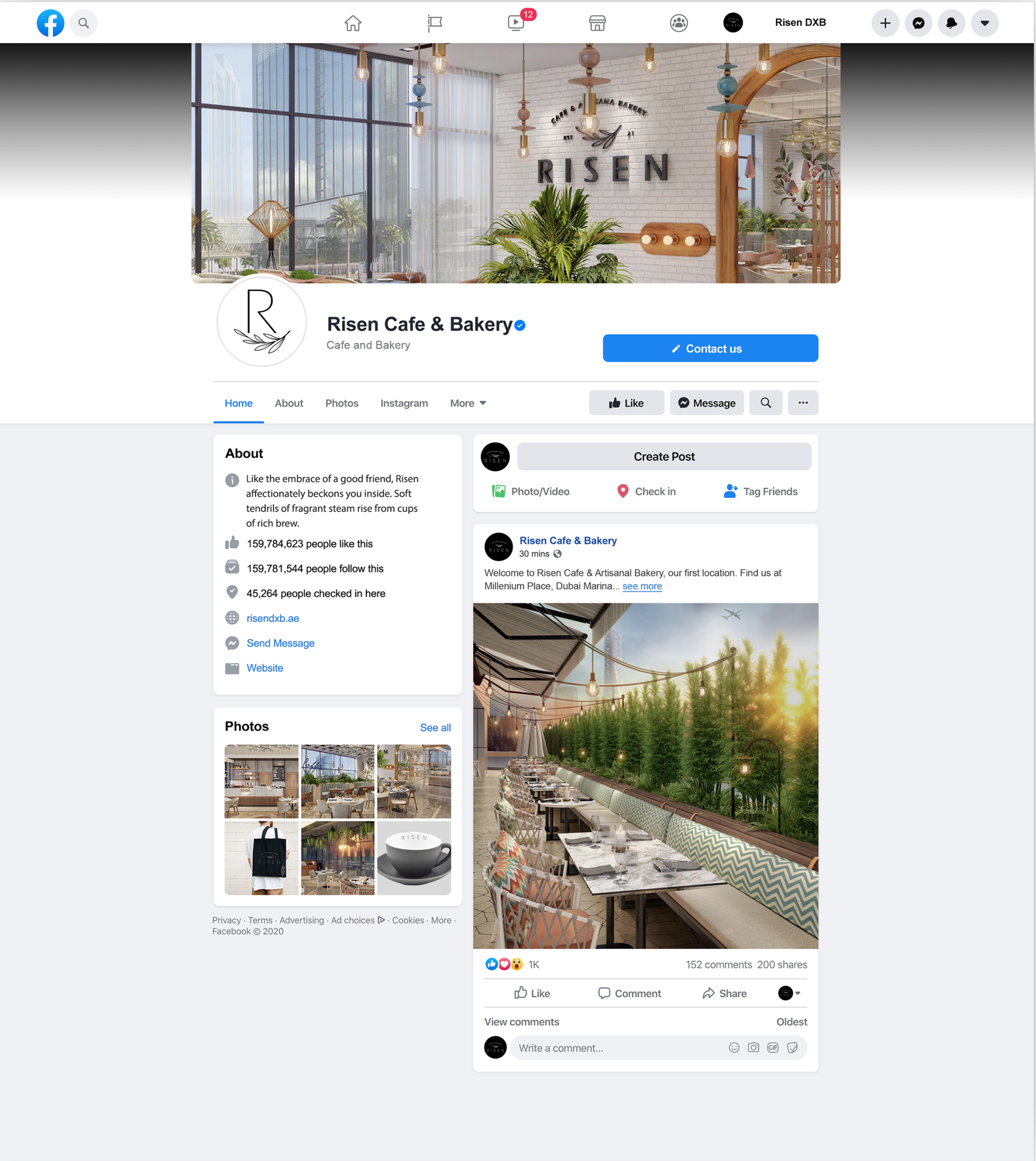
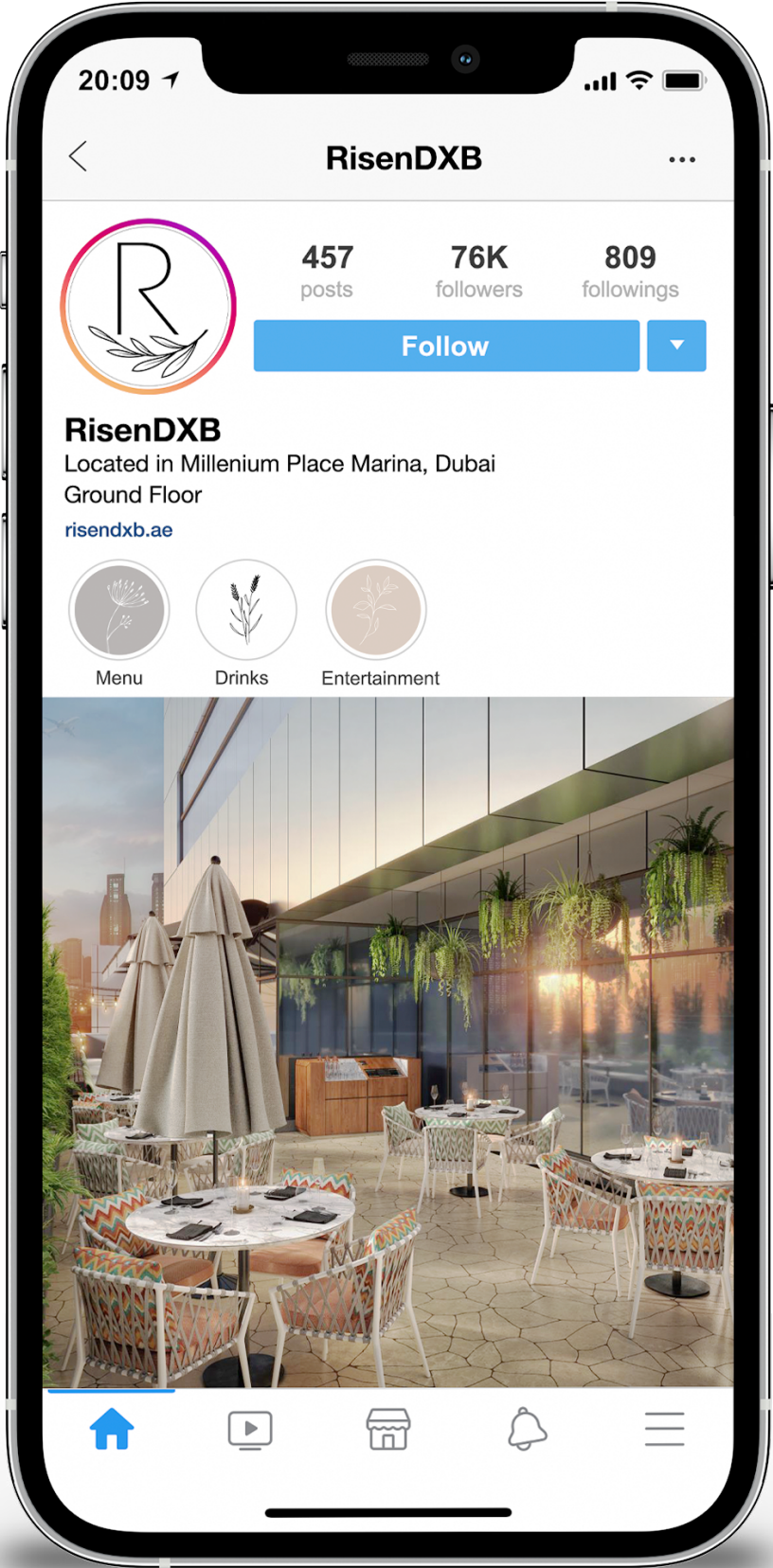
PARCHMENT PAPER



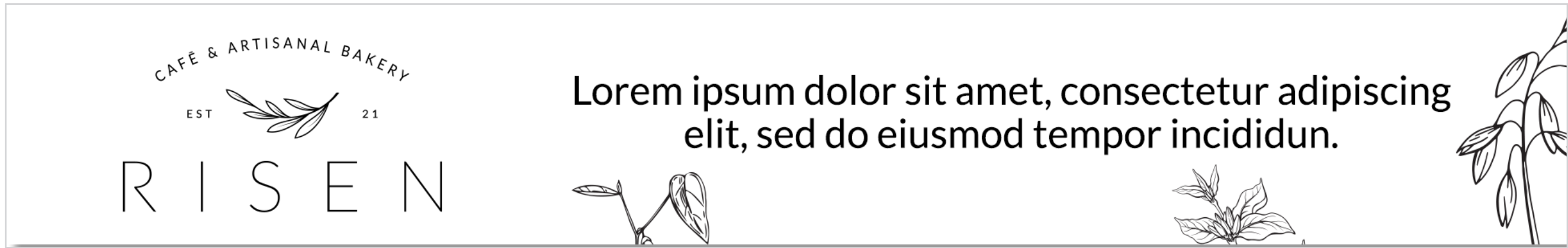
AESTHETIC



SOCIAL MEDIA



DIGITAL MEDIA



MENU BOARD



MENU BOARD

BREADS			
WHOLE GRAIN		SPECIALTY	
WHITE BREAD	22	RYE SUNFLOWER	16
DINNER ROLLS		Deatiam. Avere num furnicaedet? Imus aciam	
Burnt honey and thyme butter, smoked paprika saltIbus, P. At nit, diciam obus?Valic		OLIVE ROSEMARY	16
		Deatiam. Avere num furnicaedet? Imus aciam	
WHEAT LOAF	16	ALMOND AND RAISIN WALNUT	22
Deatiam. Avere num furnicaedet? Imus aciam		Sa L. Ahalabunum te igna, querces truritumus, ortuus ori publiconsum tusside	
SOURDOUGH LOAF	22	BAVARIAN PRETZEL	16
Sa L. Ahalabunum te igna, querces truritumus, ortuus ori publiconsum tusside		Rei prorae molientem patum nularis licastra	
RYE LOAF	16	FRENCH BAGUETTE	16
Rei prorae molientem patum nularis licastra			

ESPRESSO		POUR OVER	
ESPRESSO	18	V60	28
DOUBLE ESPRESSO	21	CHEMEX	28
AMERICANO	22	AEROPRESS	28
TURKISH COFFEE	25	DRIP	30
CAPPUCCINO	23	HOT TEA	
LATTE	24	GREEN	16
CORTADO	22	WHITE	16
FLAT WHITE	24	BLACK	16
SPANISH LATTE	25	HERBAL	16
MATCHA LATTE	26	COFFEE SIGNATURES	
CHARCOAL LATTE	26	ROSE LATTE	28
		MINT CHOCOLATE	28
		COCOMON	28
		SMOOTHIES	
		GREEN	16
		YELLOW	16
		RED	16
		SPIRULINA	16
		JUICE WORLD	
		SUNBURST	16
		VITAMIN C EXPLOSION	16
		RED MIRACLE	16
		ICED TEA	
		BLACK PASSION	18
		APPLE ELDERFLOWER	21
		BERRY	18
		TROPICAL ROIBOOS	21
		CLEARLY MOCKTAILS	
		GOOD BLOODY MARY	18
		COSY COSMO	21
		PERFECT PINO	21

PASTRY BOUTIQUE			
WHOLE CAKES		INDIVIDUALS	
CHOCOLATE FUDGE & BERRIES CAKE	22	STRAWBERRY PARIS BREST	16
Burnt honey and thyme butter, smoked paprika saltIbus, P. At nit, diciam obus?Valic		Deatiam. Avere num furnicaedet? Imus aciam	
CARROT CAKE	16	CHOCOLATE SPICED TART	16
Deatiam. Avere num furnicaedet? Imus aciam		Deatiam. Avere num furnicaedet? Imus aciam	
FIGS & FRANGIPANE GALLETTE	22	ALMOND ORANGE & SALTED CARAMEL FINANCIER	22
Sa L. Ahalabunum te igna, querces truritumus, ortuus ori publiconsum tusside		Sa L. Ahalabunum te igna, querces truritumus, ortuus ori publiconsum tusside	
ROLLED PAVLOVA	16	BERRIES FINANCIER	16
Rei prorae molientem patum nularis licastra		Rei prorae molientem patum nularis licastra	
		LOTUS CHEESECAKE	16
		Rei prorae molientem patum nularis licastra	

MENU MOCKUP



MENU FLATLAY

CAFE & ARTISANAL BAKERY

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R I S E N

ALL DAY BREAKFAST

"Risen Signature Artisanal Bread Selection"

Burnt Honey And Thyme Butter, Risen Yuzu Marmalade

Chia Power Bowl

Infused Almond Milk, Cinnamon & Blue Agave, Mango Coconut Jelly, Organic Seeds

Abc Chia Bowl

Apple, Beetroot, Carrot, Turmeric, Pomegranate & Matcha Jelly

Risen Acai Bowl

Double Roasted Banana Chips, Organic Homemade Granola, Berries, Peanut Butter

Homemade Roasted Granola Parfait

Goat's Yoghurt, Goji Berries, Pistachio, Honeycomb, Mixed Berries

36-Hour Braised Beef Short Rib Benny

Toasted Sour Dough, House Spiced Chili Jam, Sauteed Baby Spinach, Whipped Mustard Hollandaise

Yuzacado Tartine

Poached Free Range Eggs, Toasted Rye Bread, Duhkha Spiced Smashed Avocado, Pickled Red Onion, Charred Asparagus, Yuzu Dressing

SANDWICHES TO DIE FOR

Fresh Home Artisanal Baked Breads, Served With Waffle House Crisps

Triple Layered Beef Pastrami

Ciabatta, Stracciatella, Balsamic, Iceberg, Curried Ketchup Sauce

Pulled Roasted Miso Chicken

Focaccia, Braised Onion, Edam Cheese, Boston Lettuce, Teriyaki Mayonnaise

The Brie-L-T

Ciabatta, Avocado, Brie Cheese, Tomato, Lettuce, Basil Pesto, Ajvar Sauce

Risen Cold Smoked Salmon

Multigrain Baguette, Lemon Cream Cheese, Dill, Roquette, Pickled Red Onions

THE R&R BREAKFAST SELECTION

Uniquely Designed, Expertly Crafted

Hickory Smoked Crispy Bacon (East Meets West)

Risen Pancake, House Spiced Chili Jam, Sliced Avocado, Persian Feta, Mixed Leaves, Free Range Poached Eggs, Truffle Mayo & Maple Syrup On The Side

Cold House Smoked Risen Salmon (Norwegian Twist)

Risen Pancake, Lemon Crème Fraiche, Pickled Red Onion, Fried Capers, Rucola, Organic Seeds, Free Range Poached Eggs & Maple Syrup

Feta And Avocado (Clean & Lean)

Risen Pancake, House Spiced Chili Jam, Mixed Leaves, Free Range Poached Eggs, Lemon Infused Olive Oil & Maple Syrup

Caramelized Banana (Caribbean Dream)

Risen Pancake, Vanilla Mascarpone, Berry Compote, Mixed Berries Finished, House Made Salted Caramel Saucy

THE CROFFLES

Think Artisanal Croissants Transformed Into Waffles

The New English

Croffle With Poached Eggs, Hickory Smoked Bacon & Caramelized Onion Jam, Avocado, Mixed Leaves, Truffle Mayo

The French Connection

French Toast Croffle, Whipped Vanilla Cream, Covered In Berries & Crème Anglaise

SENSATIONAL SALADS

Bocconcini & Tomato

Shallots, Sourdough Croutons, Basil, Balsamic Reduction, Lemon Oil

Butternut & Maple

Maple Roasted, Balsamic Onions, Pumpkin Seeds, Dukkha Spiced Yoghurt

Pickled Yuzu Beetroot

Persian Feta, Orange, Hazelnuts, Roquette

Candied Nuts & Kale

Walnuts, Crispy Quinoa, Orange And Miso Dressing

Health And Wealth

Buckwheat Noodles, Julienne Vegetables, Coriander, Black Sesame And Tofu Dressing

Bittersweet Dreams

Radicchio, Yellow Endive, Compressed Pear, Gorgonzola, Candied Pecans

See Ze Twist

Baby Gem, Grana Padano, Parmesan, Crispy Bacon, Roasted Garlic Dressing

ARTISTIC TOASTIES

Served With Potato Crisps and Pickle

Tripple Cheese

Sourdough, Emmental, Comte, Raclette, Sweet Chili Jam

The Risen Breakie

Sourdough, Gruyere, Pastrami, Caramelized Onion

Turkey Ham

Brioche, Pulled Bbq Vegetable Meat, Fried Egg, Pickled Mayonnaise

SINGLE MINDED NOSTALGIA

Cold House Smoked Risen Salmon

Lemon, Red Onion, Capers, Roquette

Chicken Liver Pate

Pickled Cauliflower And Cornichons, Plum Marmalade, Baguette

Wild Mushroom Soup

Whipped Mascarpone, Garlic Rye

Healthy Super Soup Of The Day

Creamy Garlic Prawns

Double Cream, Chili, Cajun Spice, Parsley, Grana Padano, Artisanal Baguette

Slow Cooked Short Rib Mac & Cheese

Gruyere, Cheddar, Mozzarella, Smoked Bbq Sauce

Risen Ruben

Artisanal Rye, Corned Beef, Swiss Cheese, Russian Dressing Pulled Bbq Plant-Based Available

Braised Bourguignon Beef Pie

Maple Smoked Veal Bacon, Red Wine, Pearl Onions, Chestnut Mushrooms

Slow Cooked Chicken

Mushroom, Leek, Sweet Corn And Tarragon Pie

Baked Salmon

Warm French Lentil Salad, Torched Asparagus, Gremolata Dressing

Rigatoni Pasta

Datterino Tomatoes, Chili, Basil, Parmigiano Reggiano Extra Virgin Olive Oil

PASTRY BOUTIQUE

Whole Cakes:

Chocolate Fudge And Berries Cakes
Carrot Cake
Figs And Frangipane Galette
Rolled Pavlova

Individuals:

Strawberry Paris Brest
Chocolate Spiced Tart
Almond Orange And Salted Caramel Financier
Berries Financier
Lotus Cheesecake

CAFE & ARTISANAL BAKERY

EST

21

R I S E N

ESPRESSO

ESPRESSO

18

DOUBLE ESPRESSO

21

AMERICANO

22

TURKISH COFFEE

25

CAPPUCCINO

23

LATTE

24

CORTADO

22

FLAT WHITE

24

SPANISH LATTE

25

MATCHA LATTE

26

CHARCOAL LATTE

26

POUR OVER

V60

28

CHEMEX

28

AEROPRESS

28

DRIP

30

HOT TEA

GREEN

16

WHITE

16

BLACK

16

HERBAL

16

COFFEE SIGNATURES

ROSE LATTE

28

MINT CHOCOLATE

28

COCOMON

28

RUSSIAN RAF

30

KETO COFFEE

32

COLLAGEN COFFEE

32

SMOOTHIES

GREEN

16

YELLOW

16

RED

16

SPIRULINA

16

JUICE WORLD

SUNBURST

16

VITAMIN C EXPLOSION

16

RED MIRACLE

16

ICED TEA

BLACK PASSION

18

APPLE ELDERFLOWER

21

BERRY

18

TROPICAL ROIBOOS

21

CLEARLY MOCKTAILS

GOOD BLOODY MARY

18

COSY COSMO

21

PERFECT PINO

21

WALL ART



CAFÉ & ARTISANAL BAKERY

EST



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R I S E N