



CHESS HUB

— DESSERT & COFFEE —

WHERE
QUALITY
MEETS
EXPERIENCE



chesshub.sa

BRAND PROFILE 2026
Commercial Identity Manual



AUTHENTICITY



QUALITY



COMMUNITY



PASSION



WHERE QUALITY MEETS EXPERIENCE

At CHESS HUB, we believe a great cup of coffee is more than a drink — it's an experience defined by quality, passion, and attention to detail.



AUTHENTICITY

We stay true to our craft.



QUALITY

We never compromise.



COMMUNITY

We build meaningful connections.



PASSION

We love what we do.



IDENTITY & VISION

At CHESS, we inspire our guests through an exceptional coffee experience that brings together quality, passion, and attention to every detail.



QUALITY SOURCING

We carefully select premium beans from trusted origins.



EXCEPTIONAL EXPERIENCE

We create a unique coffee experience through our signature taste, ambience, and attentive service.



COMMUNITY

We foster a welcoming environment and meaningful connections with our customers.



VISION

To be the first choice for coffee lovers and lifestyle experiences everywhere.



OUR PHILOSOPHY



Timeless and adaptable brand identity



Suitable for digital and social media



Easy to apply across all packaging and merchandising



Inspired by global coffee culture with a local touch

BRAND ELEMENTS



Black & Sand
Color Palette



Bold & Clean
Typography



Warm & Authentic
Photography



Minimal & Modern
Layout System



Simple & Quality
Logo Design



THE BRAND STORY

CHESS HUB is a concept that redefines the specialty coffee experience by bringing together quality, atmosphere, community, and a unique space.

We created a place where the love of coffee meets the spirit of chess through a modern environment that combines elegance and comfort — a destination for those who appreciate refined taste, meaningful connections, and a thoughtful lifestyle.



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OUR VISION & MISSION



OUR VISION

To become the leading destination for specialty coffee in Saudi Arabia — where social connection and refined vision come together to transform CHESS HUB into a distinctive and sustainable brand ready for regional and global expansion.



OUR MISSION

To deliver an exceptional experience that combines high-quality products, a warm atmosphere, and engaging social moments that create memorable and lasting impressions for our guests.



HIGH-QUALITY PRODUCTS

Premium products
crafted with
outstanding quality.



DISTINCTIVE AMBIENCE

Thoughtfully designed
spaces with a warm
and comfortable feel.



STRONG COMMUNITY

A vibrant space that brings
together people, families,
and friends.



AN EXPERIENCE THAT INSPIRES

Moments that stay
with you long after
you leave.





CHESSHUB

DESSERT & COFFEE



01 — BRAND VALUES

OUR CORE VALUES



At CHESS HUB, we believe that a sustainable experience begins with strong values reflected in every cup, every interaction, and every moment we share with our guests.



QUALITY & AUTHENTICITY

We are committed to delivering the highest standards of quality in everything we do.



COMMUNITY FOCUSED

We build genuine connections and create a sense of belonging.



EXCELLENCE IN SERVICE

We strive to exceed expectations and craft exceptional experiences.



SUSTAINABILITY & GROWTH

We invest in people, processes, and the future for long-term and meaningful impact.



A UNIQUE EXPERIENCE BEYOND TRADITION

We break the rules of traditional cafés to create memorable and inspiring moments.

CHESS HUB

More than coffee, it's a move forward.



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CHESSHUB

— DESSERT & COFFEE —



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01

— BRAND CONCEPT

THE BRAND CONCEPT



At **CHESS HUB**, we focus on the perfect blend of:

PREMIUM QUALITY COFFEE

We serve a carefully curated selection of the finest local and international beans.



SOCIAL GAMES & ACTIVITIES

Dedicated spaces designed for interaction and fun, bringing together friends, families, and communities.



ARTISANAL DESSERTS

Crafted with passion and creativity, using high-quality ingredients and innovative ideas.



UNIQUE EXPERIENCE

A complete experience that goes beyond coffee — where games, activities, and quality come together under one roof.



Our goal is to create an environment where every customer feels engaged, not just visited — a place that is vibrant, welcoming, and truly unique.





CHESS HUB

— DESSERT & COFFEE —

CHESS

Order
Here



01



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02 — THE EXPERIENCE

THE SOCIAL EXPERIENCE



At **CHESS HUB**, we create a complete social experience that engages all your senses from the moment you walk in, making every visit a moment you'll want to repeat.

MEANINGFUL SOCIAL GATHERINGS

Dedicated spaces designed to strengthen connections and build relationships in a warm, welcoming environment.



FUN & ENGAGING GAMES

A diverse collection of board and chess games that stimulate the mind and encourage interaction and fun.



YOUTH-FRIENDLY ATMOSPHERE

A modern space and a positive vibe that meet the needs and interests of different groups and ages.



A COMMUNITY THAT FEELS LIKE HOME

We build a community where everyone feels included and becomes part of the **CHESS HUB** family.



More than coffee, it's a step toward a better community.





CHESS HUB

DESSERT & COFFEE

CHESS HUB

DESSERT & COFFEE



YOUR NEXT MOVE
IS A BETTER CHOICE



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02 — THE EXPERIENCE

THE CUSTOMER EXPERIENCE



At **CHESS HUB**, we create a complete experience that begins the moment you walk in and stays with you long after you leave.

PREMIUM COFFEE QUALITY

We serve the finest carefully selected coffee beans and deliver every cup with excellence.



FAST & RELIABLE SERVICE

Our trained team ensures quick service without compromising on quality.



COMFORTABLE & MODERN AMBIENCE

A stylish, cozy environment that combines relaxation, privacy, and an inspiring atmosphere.



SPACES FOR GROUPS

Perfect spaces for friends, families, colleagues, and different occasions.



GREAT PHOTOS & CONTENT

Beautiful corners and perfect lighting to capture and share your moments.



COMMUNITY-DRIVEN ACTIVITIES

Games, tournaments, events, and activities that bring people together in a positive way.



Every visit. Every moment. A great experience.



CHESS HUB

— DESSERT & COFFEE —

CHESS

Speciality coffee



PREMIUM BEANS

Carefully selected
from around the world



EXPERTLY CRAFTED

Precision and balance
in every cup



FRESH & SEASONAL

Always fresh,
always flavorful



QUALITY EXPERIENCE

Exceptional taste
in every sip



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03 — OUR PRODUCTS

SPECIALTY COFFEE



At **CHESS HUB**, we offer specialty coffee
crafted to the highest global standards.



CAREFULLY SELECTED BEANS

From the world's
finest origins



PERFECT BALANCE

The right balance
of flavor and
extraction



EXPERT PREPARATION

Precision and
attention in
every cup



SIGNATURE EXPERIENCE

A unique blend of
quality and creativity



COMMITMENT TO EXCELLENCE

Passion in every
cup we serve

OUR SIGNATURE MENU



Espresso



Flat White



Cappuccino



Latte



Americano



Spanish Latte



V60



Cold Brew



Special Drinks



Iced Beverages



Mocha

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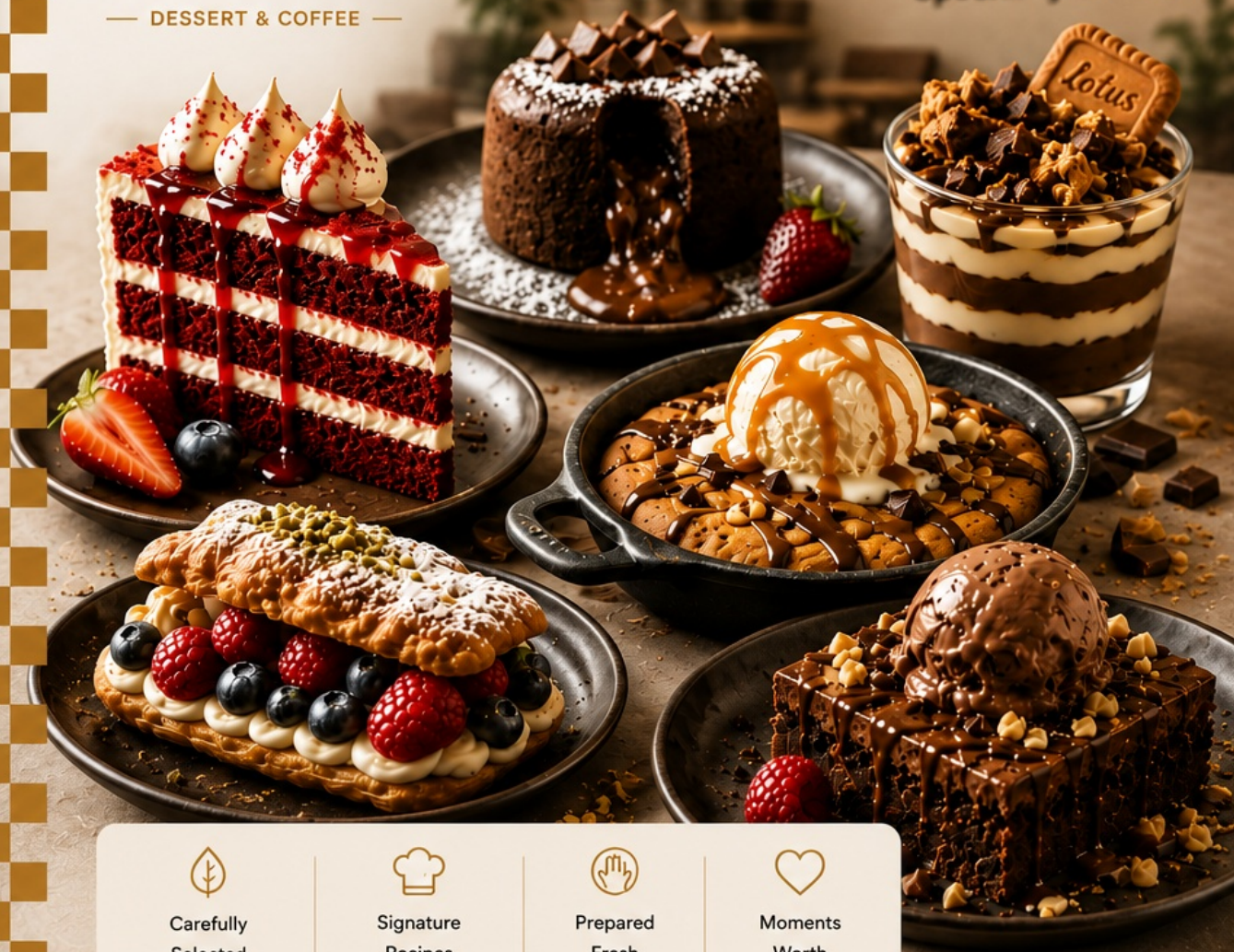


CHESS HUB

— DESSERT & COFFEE —

CHESS

Speciality coffee



Carefully
Selected
Ingredients



Signature
Recipes
Made In-House



Prepared
Fresh
Daily



Moments
Worth
Sharing



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03 — OUR PRODUCTS

DESSERTS & SWEETS



Designed to accompany your moments perfectly,
CHESS HUB desserts and sweets turn every bite
into an unforgettable experience.

DESSERTS & SWEETS

Fresh Cookies



Signature Brownies



Group-Friendly Desserts



Quick-to-Serve Desserts



Seasonal Additions



OUR PRODUCTS ARE DEVELOPED TO BE:

Perfect for photography & social media



Easy to share with friends & family



Made with high-quality, premium ingredients



Desserts made with passion.. moments that stay with you

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We're getting
**closer to you
in every place**

A unique coffee and dessert
experience that connects
every corner of the Kingdom
with a special angle.



Vision
A clear vision
for the future



Quality
In every detail
of the experience



Community
From passionate
customers



Passion
We make the difference
with love

OUR EXPANSION STRATEGY



CHESS HUB works on an expandable operational model, enabling growth through:



Opening New Branches

Expanding in key cities
and promising areas.



Developing a Unique Franchise Model

A comprehensive model ensuring
consistent quality and experience.



Strengthening Brand Identity

Ensuring a consistent brand
experience in every branch.



Building a Strong Loyalty Community

Engaging in trade, converting
customers into loyal fans.



Launching Innovative Products

Developing modern products
that reflect CHESS HUB's identity.



Expanding in Schools & Universities

Building a strong and clear growth
plan based on data and study.



Our plan is clear, our vision is sustainable,
to be the leading brand in coffee and desserts.



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CHESS HUB

— DESSERT & COFFEE —

CHESS

Dessert & Coffee



CHESS HUB
DESSERT & COFFEE

04 — GROWTH & EXPANSION

OUR COMPETITIVE ADVANTAGE



A comprehensive concept that brings together coffee, social experience, and entertainment.



High-Quality Coffee

A premium coffee experience with carefully selected beans and exceptional taste.



Comfortable & Inviting Atmosphere

A cozy space that suits all ages with a warm and friendly vibe.



Strong Expansion & Franchising

A scalable expansion model through franchising with high profitability.



Memorable Visitor Experience

A unique blend of games and activities that creates a fun and repeatable experience.



Social Media-Ready Content

Modern design and photogenic spaces that drive engagement and online presence.



Consistent Quality in Every Branch

Standardized operations and quality control across all branches.



Vision
A clear vision for the future



Quality
In every detail of the experience



Community
From passionate customers



Passion
We make the difference with love



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We aim to be a leading brand in the coffee and dessert industry **by delivering exceptional value every day.**





OUR FUTURE VISION



At **CHESS HUB**, we aim to become a leading brand in the **coffee and social experience industry** through:

Expand to Key Cities

Plan to open new branches in major cities and prime locations across the Kingdom to be closer to our customers everywhere.



Offer Unique Flavors and Experiences

To be the first choice for our customers through innovative flavors and experiences that gather people and create unforgettable moments.



Collaborate with Brands and Companies

Build strategic partnerships with commercial brands and companies to create shared & innovative trading opportunities.



Launch a Dedicated App for Customers

Develop an easy and integrated digital experience including ordering, loyalty points, exclusive offers, and more.



Build a Sustainable Community

Aim to build a strong community that connects coffee lovers and content creators through valuable content and meaningful experiences.



We don't just offer coffee...
We create an experience, and we build a future.





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04 — GROWTH & EXPANSION

CHESSHUB

— DESSERT & COFFEE —

MORE THAN COFFEE...

A complete experience that brings together the **atmosphere**, **inspiration**, and **community**.



COMMUNITY

A place to meet, connect, and build meaningful relationships.



COFFEE

Carefully selected beans, unique recipes, and an exceptional experience.



ATMOSPHERE

A warm and premium ambience that reflects authenticity and quality.



INSPIRATION

We inspire every visit and turn it into an unforgettable moment.

More than a coffee shop...
It's a place. It's a feeling.
It's a community.

