



Alexandra Penn

DUMPLING HOUSE

IDENTITY MANUAL

Brand and design guidelines for
the Dumpling House restaurant

Identity Design Manual for DUMPLING HOUSE

Asian Market - Dumpling House
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BEGINNING STAGES

These are logos made early on, and show the development of the logo.





LOGO ELEMENTS

The first logo is the official logo. The square and rectangular ones are for square or rectangular signage. The last is the word mark, which can be used in only special cases

1. Pictorial Mark

The dumpling can be used alone on promotional items, but should be kept with the whole logo when possible.

2. Word Mark

The word mark is an informational portion should be used like it is displayed in the second example should be in GothamBold and in all caps.

3. Logo Mark

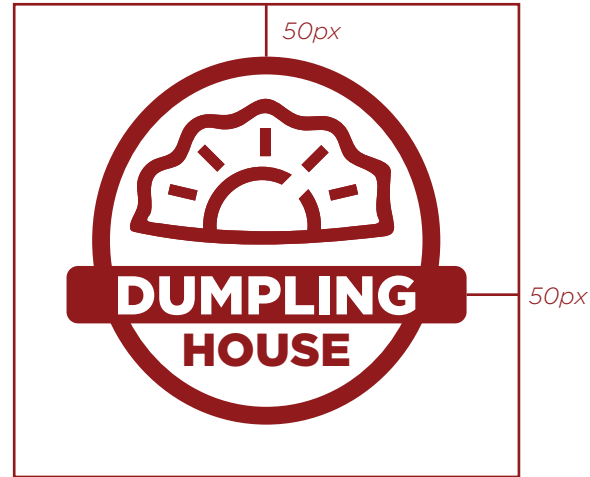
The logo mark is the identity of the restaurant, making people associate the logo with the restaurant.



DUMPLING HOUSE

CLEARSPACE

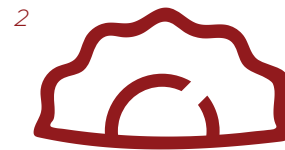
There must be at least 50px (.67in) of space around the entire logo at all times, regardless of the logo. If logo is applied on a large area, scale the clearspace proportionally.



LOGO MISUSE

Misusing the logo can damage the companies image. Here are examples of what not to do.

1. Do not use the word mark on its own.
2. Do not exclude any part of the dumpling.
3. Only use the yellow for a background color
4. Do not use any color for the logo other than red
5. Do not apply a drop shadow
6. Do not rotate the logo



IDENTITY COLORS

The colors used for this identity have cultural meaning. Dumplings originated from china, and Dumpling House is a chinese restraunt, so the red and yellow represent the colors in the chinese flag, giving the logo a sense of culture.

PANTONE P 50-8 C

HEX: #910811

C:0% **M:**99% **Y:**91% **K:**47%

R:145 **G:**8 **B:**17

PANTONE P 10-7 U

HEX: #FFCA3B

C:0% **M:**21% **Y:**87% **K:**0%

R:255 **G:**202 **B:**59

White

HEX: #FFFFFF

C:0% **M:**0% **Y:**0% **K:**0%

R:255 **G:**255 **B:**255



IDENTITY TYPOGRAPHY

The type face used is Gotham. It is used in a variety of weights and can be used in italics for stylistic purposes only.

GothamBlack

GothamBold

GothamRegular

GothamBook

GothamLight

GothamThin

APPAREL

Here are examples of merchandise the logo can be displayed on, and how it should be displayed. This can also be used for staff of the restaurant.



SIGN APPLICATIONS

Here are examples of signage that can be used for the logo and alternative logo shapes for different signage.



PAPER APPLICATION

The paper materials shown here are the business card mockups, to-go food and drink containers, and a to-go bag. The business card has a perforated coupon on the bottom as an incentive for customers to visit Dumpling House.



WEB APPLICATION

A company's web presence is everything in today's world. Here is a social media banner and avatar in order for the company to stay up to date with today's social media trends.

A horizontal rectangular banner with a yellow background. It features a repeating pattern of small, faint dumpling icons. The text "DUMPLING HOUSE" is centered in a bold, dark red, sans-serif font.

**DUMPLING
HOUSE**



