

**PRIMARY LOGOS**

The green and yellow logos are the primary logos, wordmark and icons. Always use these versions when possible.

**MONOCHROME LOGOS**

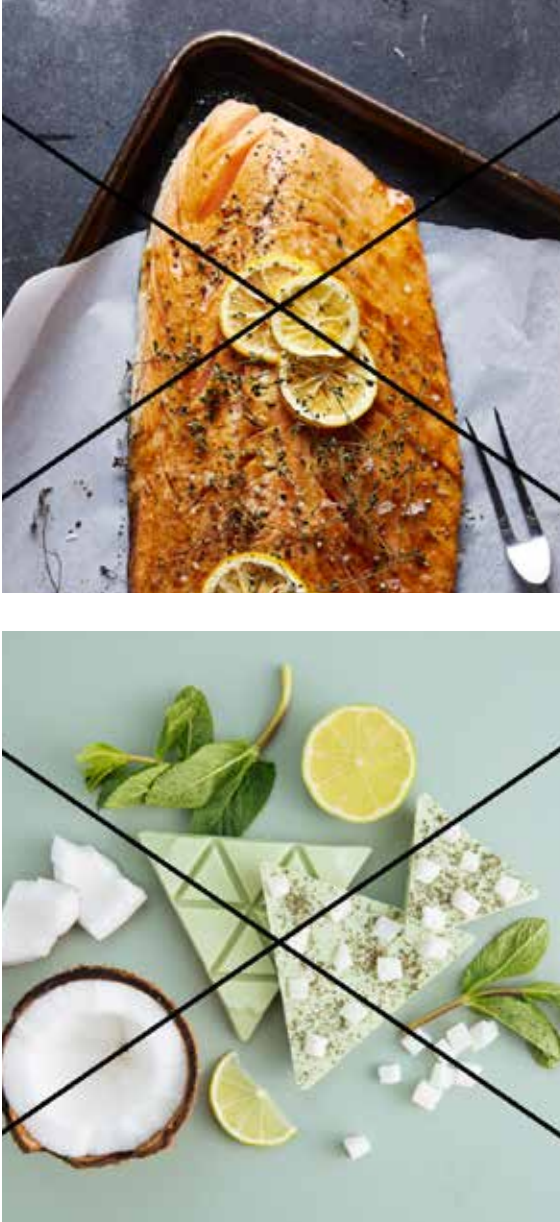
When primary two color logos can't be used, please use their monochrome versions.

ABOUT THE BRAND		TYPEFACES	
<b>BRAND NAME</b> Little Lemon	<b>MODELED AFTER</b>	<b>Markazi Text Medium</b> Headlines Sentence case Leading: same point size as headline	AaBbCcDdEeFfGgHhIiJj KkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz 0123456789
<b>VERTICAL</b> Restaurant			
<b>PRESENCE</b> Physical locations			
<b>ABOUT</b> Little Lemon is a charming neighborhood bistro that serves simple food and classic cocktails in a lively but casual environment. The restaurant features a locally-sourced menu with daily specials.		<b>KARLA REGULAR</b> Parragraph Sentence Case Size: 65% of headline	AaBbCcDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTtUu VvWwXxYyZz 0123456789

COLOR PALETTE

PRIMARY COLORS	SECONDARY COLORS	HIGHLIGHT COLORS
#495E57 R:73 G:94 B:87	#F4CE14 R:244 G:206 B:20	#EE9972 R:238 G:153 B:114
	#FBDABB R:251 G:218 B:187	#EDEFEE R:237 G:239 B:238
		#333333 R:51 G:51 B:51

PHOTOGRAPHY



**Assets**

Stock photography should feature causal, simple restaurant images.

**Product shots**

Food photography should be warm and inviting.

**Do's**

Do use photos that feature the environment or dishes shot in natural light.

**Don'ts**

Don't use studio shots or food photography that seems too stylized.