

**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****BRAND NAME**

Little Lemon

**MODELED AFTER****VERTICAL**

Restaurant

**PRESENCE**

Physical locations

**ABOUT**

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.

**TYPEFACES****Markazi Text Medium**

Headlines  
Sentence case  
Leading: same point size as headline

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

0123456789

**KARLA REGULAR**

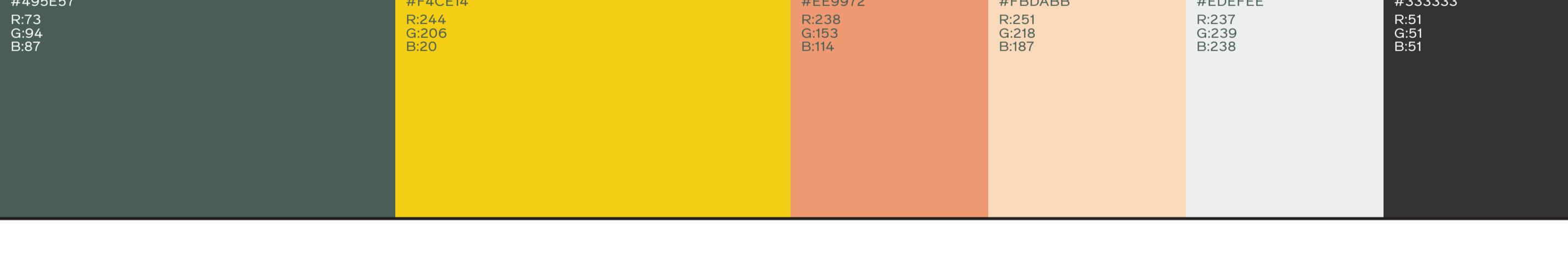
Paragraph  
Sentence Case  
Size: 65% of headline

AaBbCcDdEeFfGgHhIiJjKk

LlMmNnOoPpQqRrSsTtUu

VvWwXxYyZz

0123456789

**COLOR PALETTE****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.