

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	
BRAND NAME	MODELED AFTER	Markazi Text Medium	AaBbCcDdEeFfGgHhIiJj
VERTICAL		Headlines Sentence case Leading: same point size as headline	KkLlMmNnOoPpQqRr
PRESENCE			SsTtUuVvWwXxYyZz
ABOUT			0123456789
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.		KARLA REGULAR	AaBbCcDdEeFfGgHhIiJjKk
		Parragraph Sentence Case Size: 65% of headline	LiMmNnOoPpQqRrSsTtUu
			VvWwXxYyZz
			0123456789

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

PHOTOGRAPHY			
			
			
Assets	Product shots	Do's	Don'ts
Stock photography should feature causal, simple restaurant images.	Food photography should be warm and inviting.	Do use photos that feature the environment or dishes shot in natural light.	Don't use studio shots or food photography that seems too stylized.