



Girls Wanna Eat Brand Guide

Mission Statement

Girls Wanna Eat is a social platform for people who want to share a meal together. It's a way for travelers to have a unique experience with locals, for locals to meet people from around the world, and for neighbors to meet each other and form friendships and a sense of community.

Who We Are

We are locals and travelers who want to build a trustworthy online social community that connect people together through sharing a meal.

Our Brand Personality is marked by being:

- Fun
- Friendly
- Welcoming
- Hip
- Down-to-earth



Color Scheme

Main Color

Hex Number: #E7254E

RGB: [231, 37, 78]

CMYK: [0, 84, 66, 9]

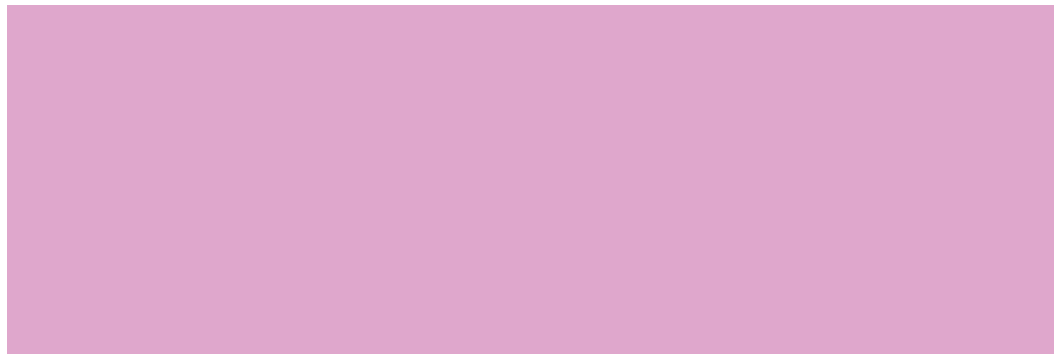


Secondary Color

Hex Number: #DFA7CC

RGB: [223, 167, 204]

CMYK: [0, 25, 9, 13]



Accent Color

Hex Number: #58002B

RGB: [88, 0, 43]

CMYK: [0, 100, 51, 65]



Typography & Sizes

Main Brand Font

Bad Script

Free on Google Fonts

Girls Wanna Eat

Body/Small Text Font

Assistant

Free in Google Fonts

Girls Wanna Eat is a social platform for people who want to share a meal together. It's a way for travelers to have a unique experience with locals, for locals to meet people from around the world, and for neighbors to meet each other and form friendships and a sense of community.

Typescale

48px - .25pt stroke

Girls Wanna Eat

36px - SemiBold

Large blocks of text

18px - Bold

Navigation Menu

16px - Regular

Paragraph body text - some extra text here so that we can get a sense for the sizing!

Logo & Variations

Logo Do's

- Use our full color logo against the secondary color
- Use our logo in a white circle with a black border when on top of a non-complimentary color background.
- Eliminate the circle and have a stand alone logo when it's suitable.
- Use the 'Girls Wanna Eat' title next to the stand alone logo when suitable.



Logo Dont's

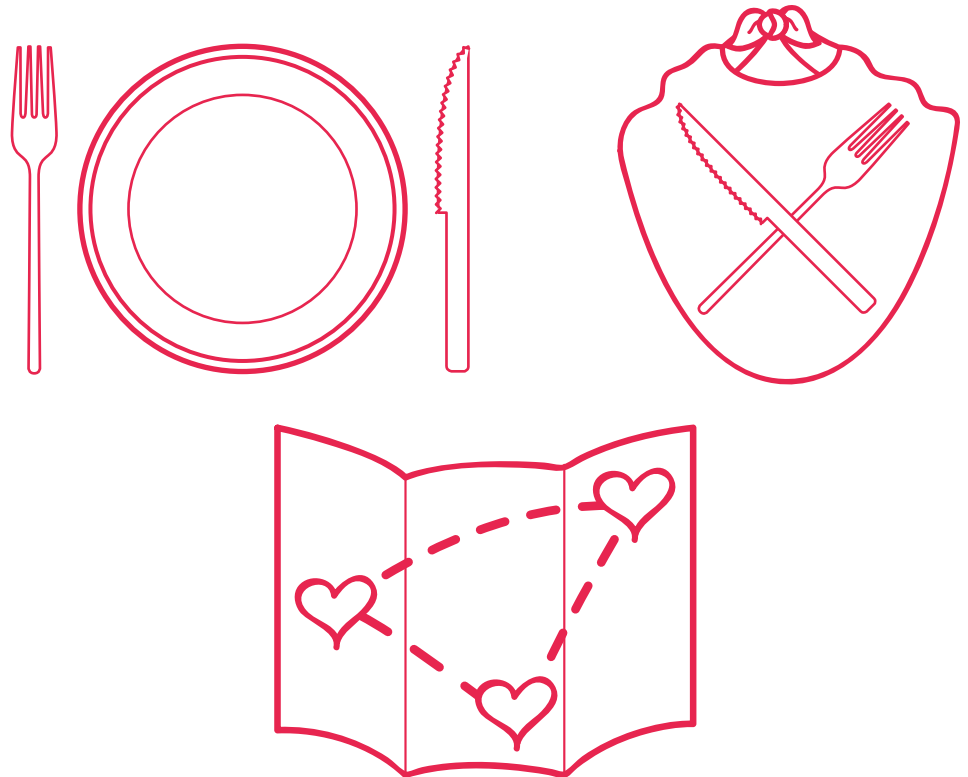
- Don't use our logo on any other background color other than our secondary brand color
- Don't use the logo on any patterned backgrounds or imagery



Iconography

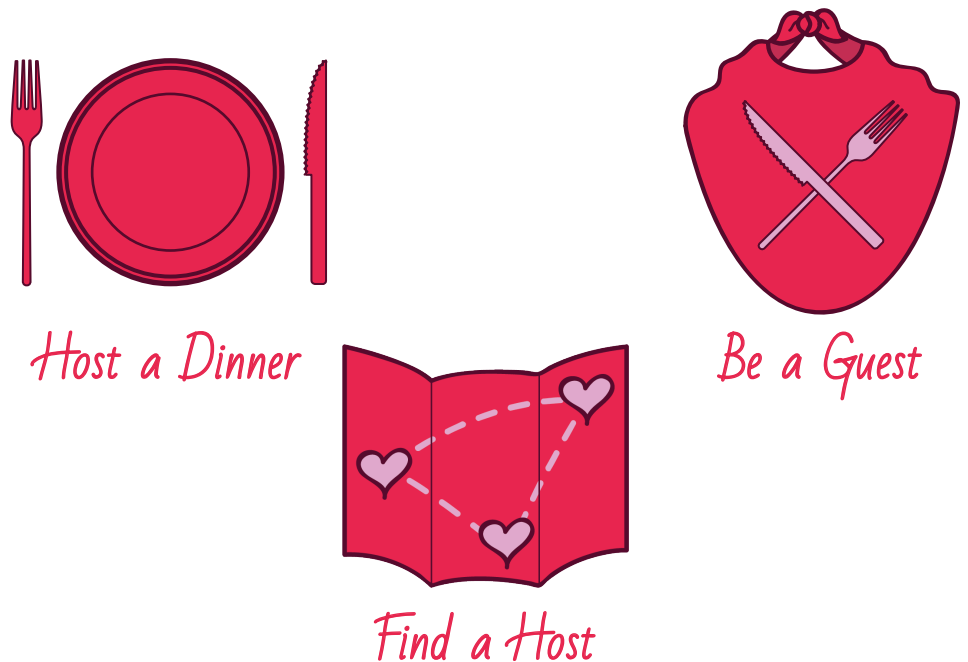
Standards for Icons

- Icons should be in the same design style
- Should be outlined in the main or accent color
- Fills should be in main, secondary or the accent color
- They should be designed with the same friendly and upbeat style as the logo that fits the brand personality



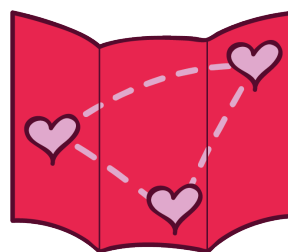
Icons can be used for:

- Web Navigation
- Promotional items
- Signage and decor
- Business cards & Posters



Host a Dinner

Be a Guest



Find a Host

Imagery

Image Guidelines

Images should reflect our brand personality. Focusing on imagery that is:

- Friendly
- Bright
- Inviting
- Hip
- Down-to-Earth
- Sincere
- Welcoming
- Fun
- Exciting
- Genuine
- Clean



Imagery

Image Guidelines

Images should reflect our brand personality. Focusing on imagery that is:

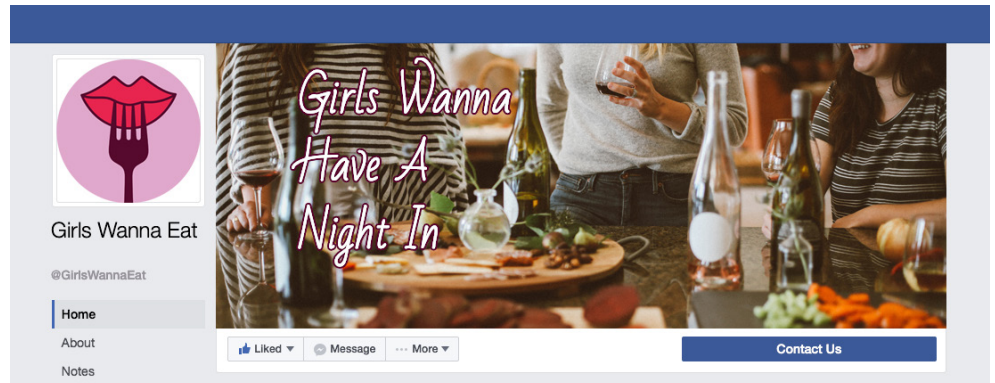
- Friendly
- Bright
- Enviting
- Hip
- Down-to-Earth
- Sincere
- Welcoming
- Fun
- Exciting
- Genuine
- Clean



Social Media Headers

Cover Image Guidelines

- Matches brand personality
- Text displays brand goals with fun and inviting photos
- Embraces food, fun and friend theme
- Photos of promotional items or deals that will encourage people to sign up or host a dinner
- Enticing food pictures inspiring people to want to host a dinner party



So...what's for dinner?