la bella mesa

Specification for production, print, web, and social. Use this document for day-to-day implementation. A separate Visual Guidelines deck is intended for client-facing education and reference

1) Brand at a Glance

Name: La Bella Mesa Tagline: Elegancia sin esfuerzo · Effortless elegance

One-line positioning: Elevated culinary experiences and seamless hosting for first-gen millennials, families, and corporate teams—elegant, joyful, and stress-free.

Mission: Create effortless elegance with a Latina flair—handling every detail so hosts can focus on their guests.

Vision (3–5 yrs): Be the go-to in DFW for memorable, elevated gatherings powered by a trusted network of local small businesses.

Who we serve: First-gen millennial hosts, families, and corporate clients who value taste, aesthetics, and reliability—without overspending.

Non-negotiables / values: Quality · Taste · Budget-friendly · Fun · Community (local vendor network)

Differentiators: Curated vendor network; elevated culinary craft + seamless service; bilingual warmth with modern polish.

Won't compete on: Lowest price, rush/low-quality, lack of detail.

Before → After: Overwhelmed → Confident host with an elegant table and zero stress.

2) Personality & Voice

Personality: Calm, warm, exacting, service-oriented.

Tone guardrails: Short sentences. No hype, no jargon. Lead with clarity, then feeling.

Words to avoid: cheap, poor quality, difficult, unreliable, loud/"noisy".

Voice examples

- "Set the table. We'll do the rest."
- "Elegance, handled."
- "La mesa, sin complicaciones."

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3) Style Description — Quiet, Accessible Luxury

Look & feel: Understated, tactile, timeless. Neutral canvas with selective, disciplined color.

Materials: Linen, stone, ceramic, olive wood; brass as an accent.

Composition: Generous negative space, refined typography, micro-details (hairlines, ligatures, rules).

Accessibility: High contrast text on light grounds; accents used sparingly (never for body paragraphs).

4) Do & Don't

Do - Use light backgrounds and generous spacing. - Keep accents (Brass) to hairlines, bullets, small icons. - Let food provide most color; props stay neutral. - Keep messaging plain and confident.

Don't - Don't use bright saturated blocks or oversized display type. - Don't typeset long paragraphs in the display serif. - Don't use accent colors for body text or large fills.

5) Typography — Color Use & Hierarchy

Headlines & Wordmark: Libre Baskerville
Body & UI: Montserrat
Hierarchy & color:
- **H1–H3** (Libre Baskerville) — Ink Navy #36394C on Light Cream #EFE3D7 / Stone #C9C3BA backgrounds.
- **Body, UI, captions** (Montserrat) — Ink Navy #36394C on Light Cream/Stone.
- **Links/CTAs** — Reserved Burgundy #5B2E34. Hover: #4F272C.
- **Dividers/rules** — Stone (standard) or Brass (key sections only); short Burgundy rules permitted for food/wine features (choose one accent at a time).
- **Pull-quotes/labels** — Montserrat 600 in Ink Navy or Reserved Burgundy.

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6) Type Scale (Web baseline)

H1: 44–48 / 1.15 · Libre Baskerville 700

H2: 32–36 / 1.2 · Libre Baskerville 700

H3: 24–28 / 1.25 · Libre Baskerville 600

H4: 20–22 / 1.3 · Montserrat 700

Body: 16–18 / 1.6 · Montserrat 400

Lead: 18 / 1.5 · Montserrat 500

Small/Captions: 13–14 / 1.5 · Montserrat 400–500

Labels/Buttons: 14–16 / 1.4 · Montserrat 600 · letter-spacing 0.02–0.04em

Typesetting notes: Avoid full caps in Libre Baskerville for long headings; if used, track +0.04–0.06em.

7) Color Palette & Roles

Background

- Light Cream #EFE3D7 — Primary page/document background, large cards.
- Stone #C9C3BA — Section breaks, sidebars, subtle panels.

Primary

- Reserved Burgundy #5B2E34 — CTAs, key dividers, emphasis rules, pull-quotes. (Hover: #4F272C)

Accents

- Brass #C4A46A — Thin lines, icon accents, list bullets, metallic finishes
- Soft Blush #E2B9B3 — Tiny chips/tags, seasonal badges; not for large fills.
- Muted Sage #98A989 — Textiles/props, subtle UI states; avoid as CTA fill on light backgrounds.

Neutrals

- Ink Navy #36394C — Body text, headings, dark overlays.
- Stone #C9C3BA (dual-role) — UI lines, table borders, secondary buttons.

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8) Logo Lockups (Wordmark & Mark)

Primary wordmark (Libre Baskerville): Ink Navy on Light Cream.

Alt wordmark: Cream on Burgundy (dark sections) or Cream on Ink Navy.

Clear space: x = cap-height of "L"; keep all elements ≥ 0.5x away. Minimum sizes: Wordmark ≥ 120px width (screen); Icon ≥ 24px square.

9) Photography Direction

- **Lighting**: Soft daylight; no harsh specular highlights.
- **Palette**: Neutral surfaces (Light Cream/Stone), food provides color; textiles in Muted Sage #98A989 / Natural linen.
- **Shot types**: Close table details, hands plating, composed negative space; occasional wider shot establishing setting.
- **Post**: Natural color; avoid heavy filters or high saturation..

10) Pattern & Graphic Language

- **Micro-pattern**: 1pt Brass sauce pour arcs forming a loose ring tessellation at 5–8% opacity on Crema.
- **Dividers**: 1px Stone lines; elevate key sections with 0.5–1pt Brass rules.
- **Badges**: "Powered by local makers" roundel; Obsidian type on Crema; Brass micro dot at 12 o'clock.

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11) UI Components (Web)

Buttons

- Primary: Reserved Burgundy #5B2E34 bg / White #FFFFFF text · radius 12–14px · hover: #4F272C · focus: 2px outer ring #5B2E34.
- Secondary: Outline #5B2E34 1px on Light Cream; text #5B2E34.

Cards

- Light Cream bg, 16–24px padding, Stone border 1px; featured card adds Brass top rule.
- Pull-quotes: Libre Baskerville, Ink Navy, left Brass rule 2px, 24px inset.

Forms

- Inputs: Light Cream bg, Stone border; focus: #5B2E34 ring; labels Montserrat 600 0.02em.

Tables

- Headers: Ink Navy text; Stone bottom rule.
- Emphasis cells: Brass or Burgundy short top rule (do not stack accents).

12) Print Components

Business card: Uncoated warm white; Ink Navy wordmark. Optional Brass foil for front wordmark/arc; reverse Burgundy with Cream icon/wordmark.

Menu / Quote: A4/US-Letter; margins 22–28mm; section labels Montserrat 600 in Reserved Burgundy; dividers in Stone/Brass.

Thank-you / Care card: Light Cream with Brass bullets, Ink Navy body.

14) Accessibility & Contrast

- Ink Navy on Light Cream/Stone passes WCAG AA for body sizes; aim for 16–18px body.
- Use Reserved Burgundy for links/CTAs; never Brass/Blush for paragraph text.
- Maintain 4.5:1 contrast for text; check button states on mobile.

close up