



# Brand Style Guide



Where Every Bite is Heaven Sent

## Print(CMYK)

C=70 M=67 Y=64 K=74

C=2 M=13 Y=24 K=0

## Screen (RGB)

R=0 G=0 B=0

R=245 G=219 B=190

## Black & White



## Logo Type

Masthead - Great Vibes

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Body - Minion Variable Concept

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

## Minimum Size

The minimum size of the logo symbol will no longer be smaller the length of 60mm in print and 170px in digital

## Print



## Digital



## Brand Hues

#3a1510 C=50 M=78 Y=74 K=74 R=58 G=21 B=16	#8a3922 C=29 M=84 Y=95 K=29 R=138 G=57 B=34	#dd7627 C=10 M=64 Y=98 K=1 R=221 G=118 B=39	#f59320 C=1 M=50 Y=99 K=0 R=245 G=147 B=32
#fee6cf C=1 M=10 Y=17 K=0 R=254 G=230 B=207	#fdcc6b C=0 M=20 Y=67 K=0 R=253 G=204 B=107	#fcbc58 C=1 M=29 Y=76 K=0 R=252 G=188 B=88	#f7a52b C=1 M=40 Y=95 K=0 R=247 G=165 B=43

## Graphic elements



## Clear Space



The symbol should be clear and highly visible.

Thus a clear space is required around the symbol so that it is clear of any visual interference and distractions. We define clear space by a unit of measurement.

A minimum clearspace of the logo is the height of the capital "C" in the wordmark; Ciél