

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
Little Lemon		Headlines	KkLlMmNnOoPpQqRr
VERTICAL		Sentence case	SsTtUuVvWwXxYyZz
Restaurant		Leading: same point size as headline	0123456789
PRESENCE			
Physical locations			
ABOUT		KARLA REGULAR	AaBbCcDdEeFfGgHhIiJjKk
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.		Parragraph	LiMmNnOoPpQqRrSsTtUu
		Sentence Case	VvWwXxYyZz
		Size: 65% of headline	0123456789

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