

**Madam  
DO's**



**streetfood**

# Logo



logo  
concept //



summer  
roll



chop-  
sticks



rice  
grains

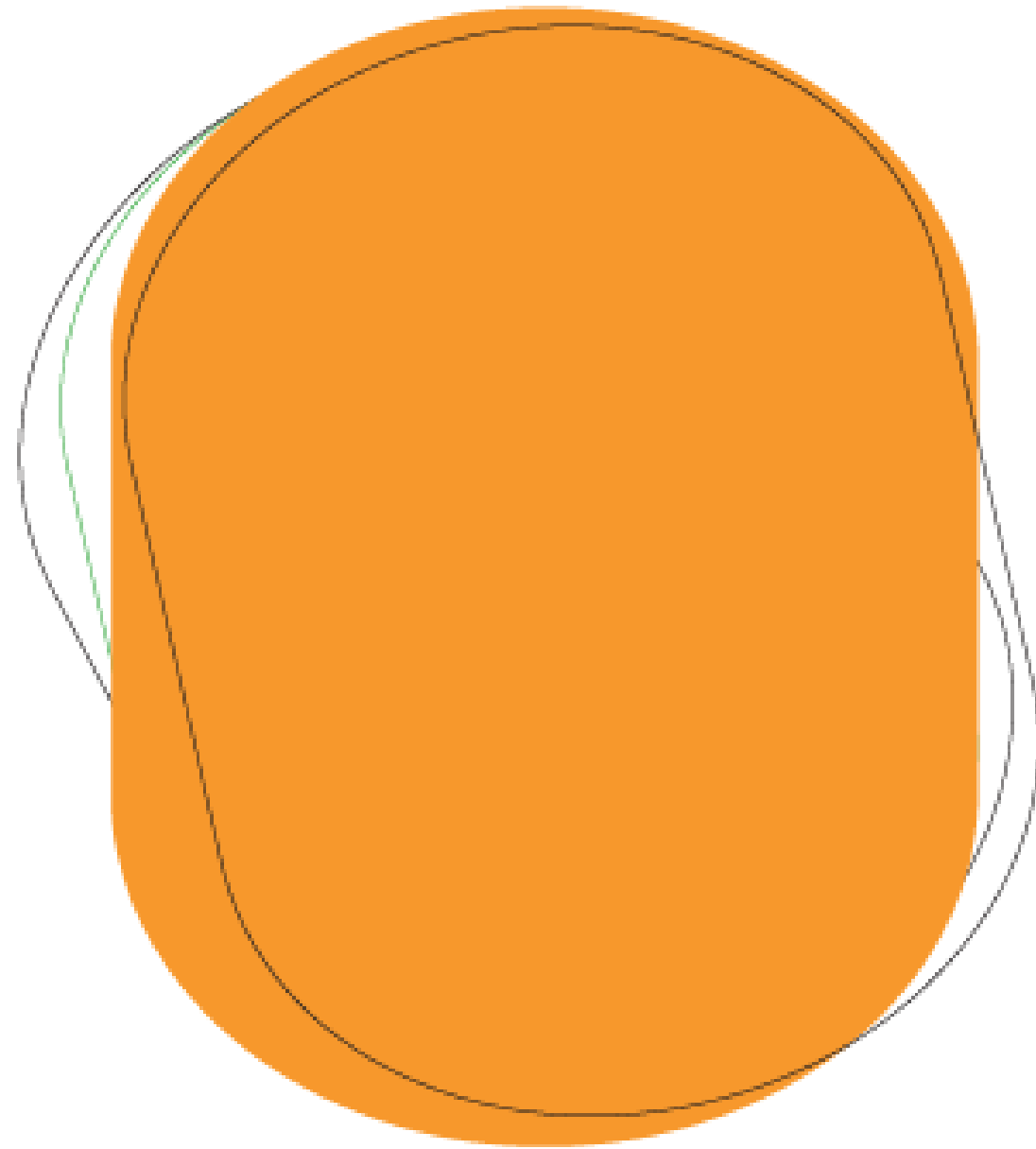


Madam  
DO

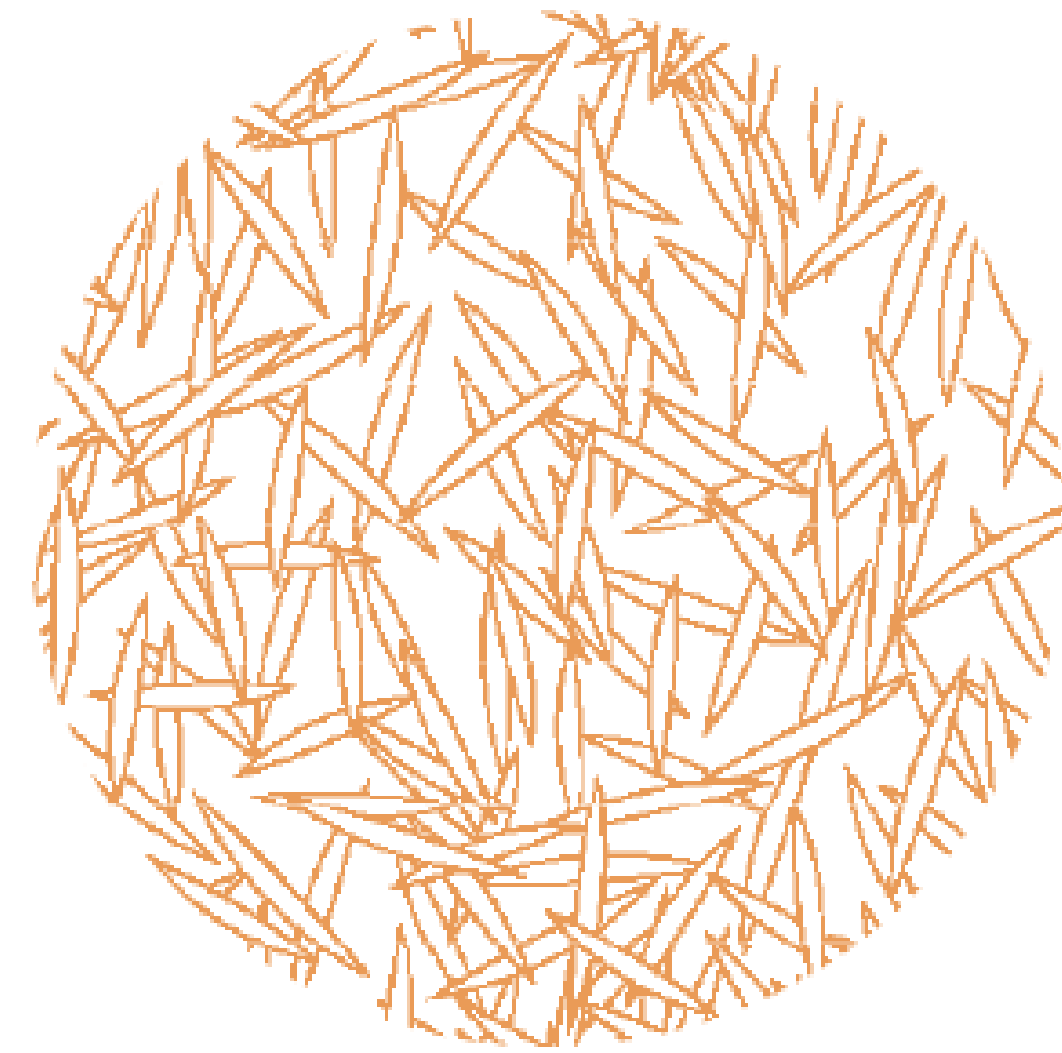
Varieties //



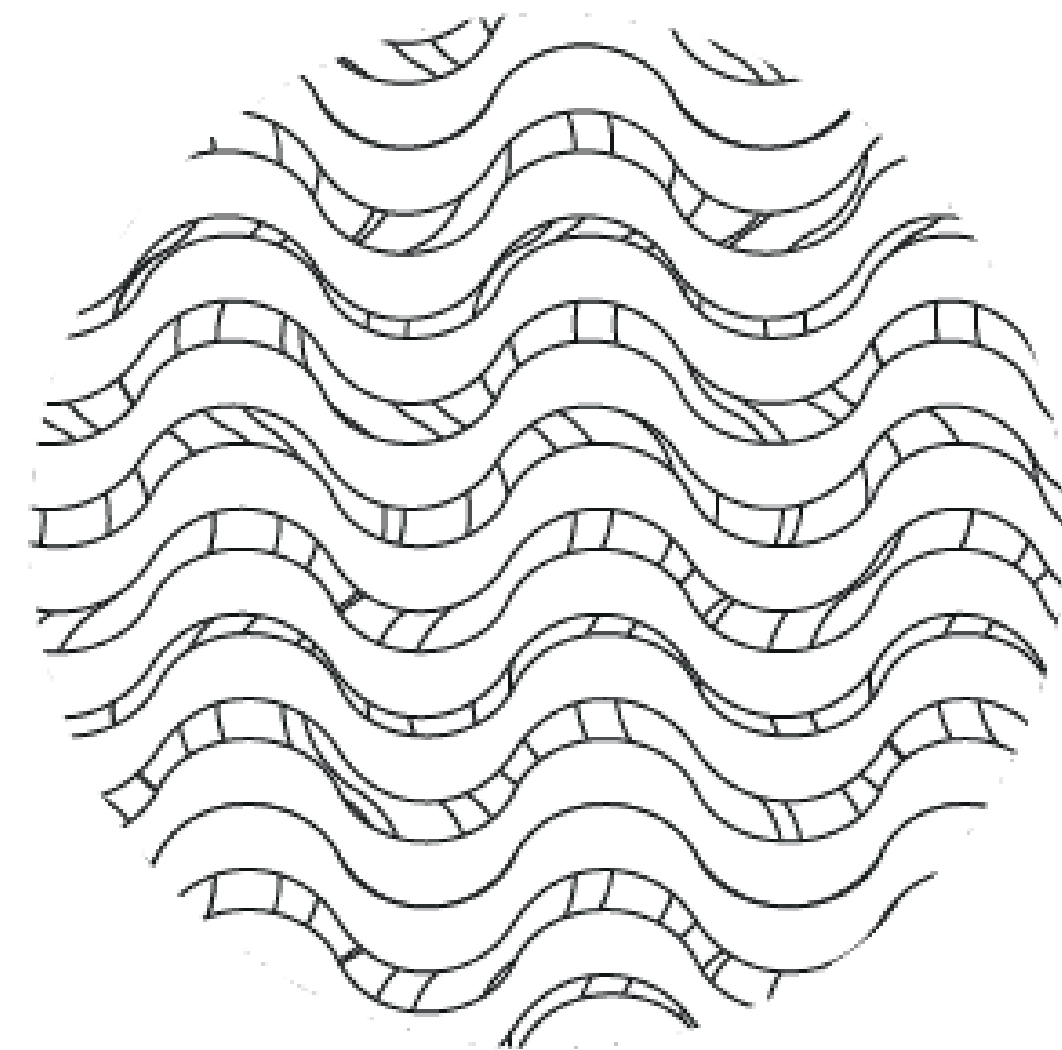
# Pattern



rice



noodles



# Color Palette

## Black

• • • • •  
HEX: #000000  
CMYK: 0/0/0/100  
RGB: 0/0/0

## Orange

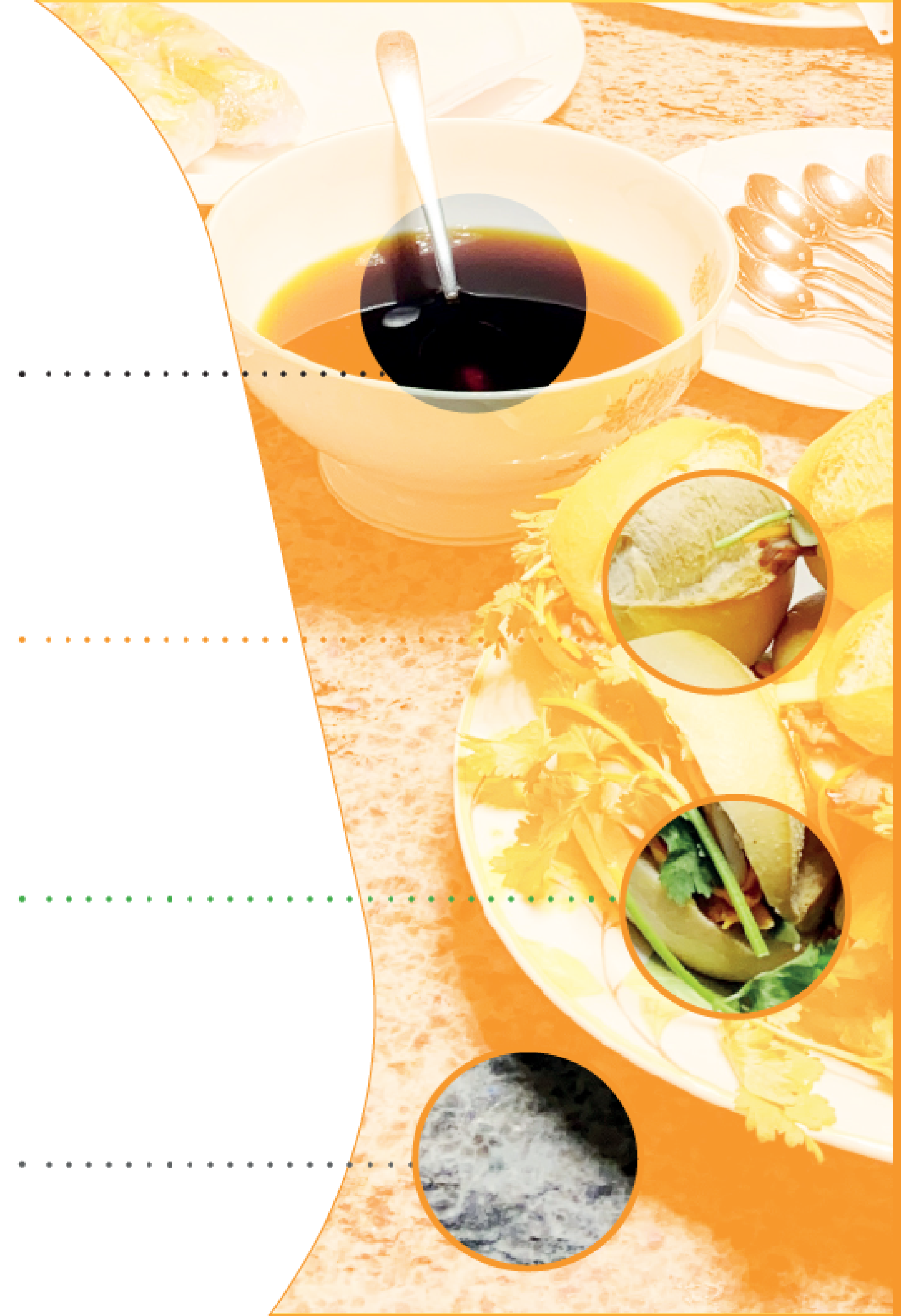
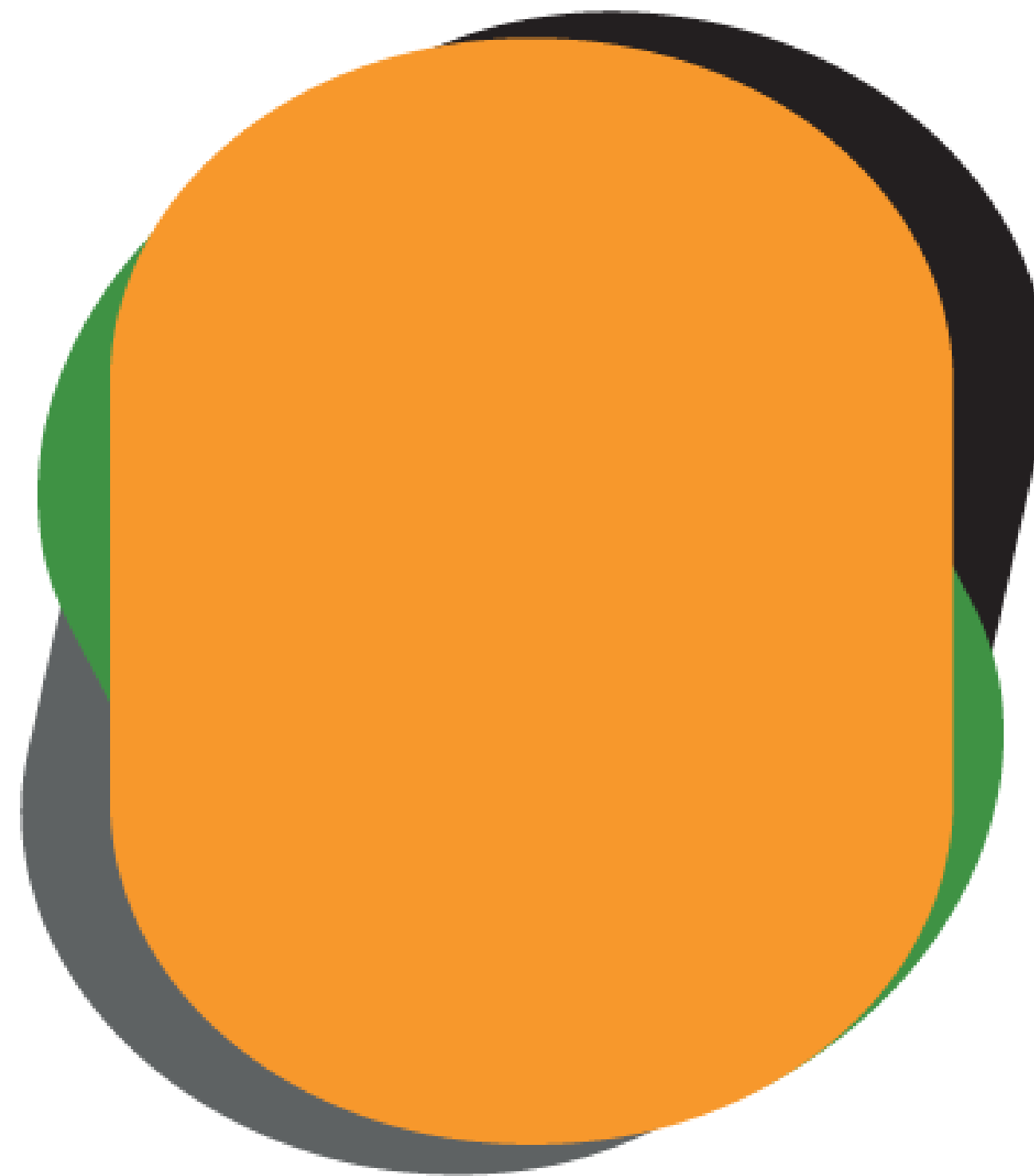
• • • • •  
HEX: #ff9900  
RGB: 255/153/0  
CMYK: 0/48/93/0

## Green

• • • • •  
HEX: #3c8e35  
RGB: 60/142/53  
CMYK: 78/20/100/5

## Grey

• • • • •  
HEX: #888768  
RGB: 102/103/104  
CMYK: 57/46/45/31



# Typography

H1 **CA Saygon Regular**

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 € !  
. , : = % + - & / #

TEXT **Space Grotesk Regular**

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 € !  
. , : = % + - & / #

PRICE **CA Saygon TEXT BOLD**

1 2 3 4 5 6 7 8 9 0 €

ACCENT **JOHN DOE REGULAR**

A B C E D E F g h i j k l m  
o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0 € !  
. , : = % + - & / #



# Menu Display

DO's  
ROLL

THE BASE:

RICE  
PAPER

RICE  
NOODLE

VEGGIE  
MIX

+ DIP  
DO's  
SAUCE:

SWEET  
SOY SAUCE

HOT  
SESAME SAUCE

VEGAN  
MAYO

01.  
DO's VEGGIE  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

02.  
DOFU ROLL  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

03.  
DO's SPECIAL  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €


07.  
DO's BÁNH MÌ  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

04.  
M'PRAWN  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

05.  
MADAM ROLL  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

06.  
CHICKEN DO  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

08.  
DOFU BÁNH MÌ  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €



01.  
MAM BUN  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

01.  
VEGGIE PHO  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

DO's  
PHO  
Zutaten: Zucchini, Zucchini, Zucchini  
0,00 €

## Packaging