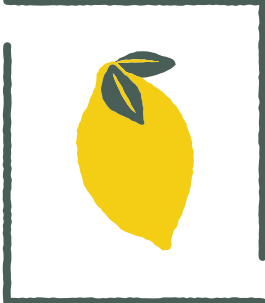



PRIMARY LOGOS
icon + wordmark

LITTLE



LEMON

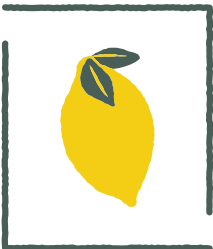



LITTLE LEMON

WORDMARK

LITTLE LEMON


ICONS






MONOCHROME LOGOS
white on green

LITTLE





LEMON



LITTLE LEMON

LITTLE LEMON





MONOCHROME LOGOS
white on green

LITTLE



LEMON



LITTLE LEMON

LITTLE LEMON





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

BRAND NAME
Little Lemon

VERTICAL
Restaurant

PRESENCE
Physical locations

ABOUT
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.

MODELED AFTER

TYPEFACES

Markazi Text Medium
Headlines
Sentence case
Leading: same point size as headline

KARLA REGULAR
Parragraph
Sentence Case
Size: 65% of headline

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

COLOR PALETTE

PRIMARY COLORS

#495E57
R:73
G:94
B:87

#F4CE14
R:244
G:206
B:20

SECONDARY COLORS

#EE9972
R:238
G:153
B:114

#FBDABB
R:251
G:218
B:187

HIGHLIGHT COLORS

#EDEFEE
R:237
G:239
B:238

#333333
R:51
G:51
B:51

PHOTOGRAPHY

















Assets
Stock photography should feature causal, simple restaurant images.

Product shots
Food photography should be warm and inviting.

Do's
Do use photos that feature the environment or dishes shot in natural light.

Don'ts
Don't use studio shots or food photography that seems too stylized.