# TOWN Asset List

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| **Company Info** | **Mission Statement** | **Vision** | **Food Menu** | **Logo Usage** | **Black and White Logo Options** | **Color Palette**  **(MAY ALTER THIS)** | **Typography** | **Images (including background images)** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Name: TOWN  Service: High-End Chinese Cuisine  Location:  19 Main St., Richmond,  VA  Email:  Townres  taurant@  gmail.com  Phone: (804) 999-2323  Social Media:  Facebook  Instagram  Twitter  (@TOWN) | “To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.” | TOWN combines a variety of Chinese cuisine to excite and delight our customers.  Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.  The approach of TOWN is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.  Our audience is a high-end clientele who values a dining experience. The age range of our customers are from early 30s-60s. We would like them to come back for both personal dining and events. | Appetizers:  Jiaozi  Egg Rolls  Dandan noodles  Xiao Long Bao  Fried Shrimp  Entrees:  Authentic Chow Mein  Foo Yeong  Bi Lo Pi Kwat  Kwa Law  Cantonese Shrimp  Lung Har Kow  Beef Oyster Sauce  Dessert:  Doe Shaa Bough  Dragon’s Beard Candy  Dan Taa  Tangyun  Deep Fried Durian | Do not alter logo color  Do not omit logo elements  Do not place over distracting backgrounds  Do not substitute logo symbol  Do not distort logo | Black and white variations can be used as either standard or inversed. | Primary palette:  Fire Starter  Pantone: 200C  CMYK: 18100918  RGB: 1903045  HEX: be1e2d  Cool Down  Pantone: Coated Cool Gray 8C  CMYK 4939393  RGB: 138140143  HEX: 8a8c8f  Secondary color palette:  Sleek  Pantone: 439C  CMYK: 65665750  RGB: 655761  HEX: 41393d  Spicy  Pantone: 7579C  CMYK: 0851000  RGB: 2407835  HEX: ef4e22  Lucky  Pantone: 7514C  CMYK: 1639420  RGB: 213162141  HEX: d4a18d  Bamboo  Pantone: 7485C  CMYK: 162280  RGB: 215228194  HEX: d7e4c2 | Athelas Regular  **Athelas Bold**  ***Athelas Bold Italic***  *Athelas Italic*  Majesti Banner Medium  **Majesti Banner Bold**  **Majesti Banner Heavy**  Majesti Banner Light  *Majesti Banner Book Italic*  Majesti Banner Book | Put images in a ZIP folder with this document.  Logo, company name  Description automatically generated  Shape  Description automatically generated with medium confidence  Logo  Description automatically generatedLogo  Description automatically generatedA picture containing night sky  Description automatically generatedA picture containing different, dish, container, bunch  Description automatically generated  \*\*Need to add more images. |