

# Brand Identity & Style Guide



## Typography Used Example of Headings Pairings

**Example of Description & Notes**  
*Chicken with a creamy cheese and  
butter sauce*



*second logo typography*  
*Descriptions & Notes*

## Logo Guidelines:

Logo usage guidelines the main logo will be the base at the top of the website and have that sizing as its a primary component. The submark will have the size shown and two smaller forms one being a trademark signature and a favicon.

## Colors



721620



f3e8b9



f3e8b9



a57d57



8b6546

## Imagery



## Brief Summary

*The goal of this website will be to immerse the user in a deculant experience. The website will feature a beautiful custom logo design and submark that is a cork. The name of the company and website will be Sip & Savor, whose goal is having the most elegant food and wine pairing website on the market. The brand tone will have dark and rich colors that will make your pallet sing. The design rationale will feel like an experiance and have the user feel engaged with the pairings. We strive to deliver the best and most astechically pleasing website on the market.*