




GRA 310 Asset List Guidelines

Company Information	<p>Company Name: TOWN</p> <p>Business Type: Restaurant</p> <p>Address: 14 W 44th St, New York City, NY 10036</p> <p>Phone Number: 212-486-1007</p> <p>Email Address: townrestaurant@gmail.com</p> <p>Website URL: townrestaurant.com</p> <p>Social Media Links: TOWN (@townrestaurant) • https://www.instagram.com/townrestaurant TOWN Restaurant Facebook https://www.facebook.com/townrestaurant</p> <p>Business Operation Hours: 17:00 to 23:00 Tuesday-Saturday</p>
Mission Statement	<p>To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.</p>
Vision Statement	<p>TOWN combines a variety of Chinese cuisine to excite and delight our customers.</p> <p>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.</p> <p>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.</p> <p>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.</p>
Logo	<p>Logo Variations: Black and white</p> 

Color Options: Fire Starter and Cool Down



Usage Standards

- Do not alter logo color
- Do not substitute logo symbol
- Do not omit logo elements
- Do not distort logo
- Do not place over distracting backgrounds

Color Palette

Primary Colors:

Fire Starter



Pantone: 200C
CMYK: 18 100 91 8
RGB: 190 30 45
Hex triplet: be1e2d

Cool Down



Pantone: Coated Cool Gray 8C
CMYK: 49 39 38 3
RGB: 138 140 143
Hex triplet: 8a8c8f

Secondary Colors:

Sleek



Pantone: 439C
CMYK: 65 66 57 50
RGB: 65 57 61
Hex triplet: 41393d

Lucky



Pantone: 7514C
CMYK: 16 39 42 0
RGB: 213 162 141
Hex triplet: d4a18d

Spicy



Pantone: 7579C
CMYK: 0 85 100 0
RGB: 240 78 35
Hex triplet: ef4e22

Bamboo



Pantone: 7485C
CMYK: 16 2 28 0
RGB: 215 228 194
Hex triplet: d7e4c2

Typography Fonts	<p>Athelas:</p> <p>Athelas Regular Athelas Bold <i>Athelas Bold Italic</i> <i>Athelas Italic</i></p> <p>Majesti:</p> <p>Majesti Banner Medium Majesti Banner Light Majesti Banner Bold <i>Majesti Banner Book Italic</i> Majesti Banner Heavy Majesti Banner Book</p> <p>Athelas is available on the Creative Cloud through Adobe TypeKit: https://typekit.com/fonts/athelas-web</p> <p>Majestic can be downloaded for free personal use from http://www.losttype.com/font/?name=majesti_banner</p>
Photography	<p>The images I want to show on the website are fancy and professional images of Chinese dishes. I will include imagery of excellent dining atmospheres to make it an unforgettable experience.</p>