RESTAURANT
Novem
EST. 2024
FRENCH CUISINE

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TYPOGRAPHY

Our primary typeface is the Montserrat Variable Font used in the weight "Light" paired with a secondary, elegant handwritten font Pinyon Script. Together they are an expression of our brand personality that we wish to convey; elegance, finesse and tradition.

Montserrat should be used for all body text as well as in headlines, buttons and menues.
The Pinyon Script typeface is reserved for specifc headers and in specified sizes only to make sure of it's legibility.

Main Font Family:
Montserrat Light
(variable typeface)

Aux Font Family:
Pinyon Script Regular

H1
4.236 REM
Headline

H2
2.618 REM
Headline

H3
1.618 REM
Headline

H4
2.618 REM
Headline

H5
1.618 REM
Text transform uppercase
Letterspacing 0.1 rem
HEADLINE

H6
1 REM / 16 px
Text transform uppercase
Letterspacing 0.1 rem
Font weight: semibold
SUBHEADER

P
1 REM / 16 px
Paragraph

Small
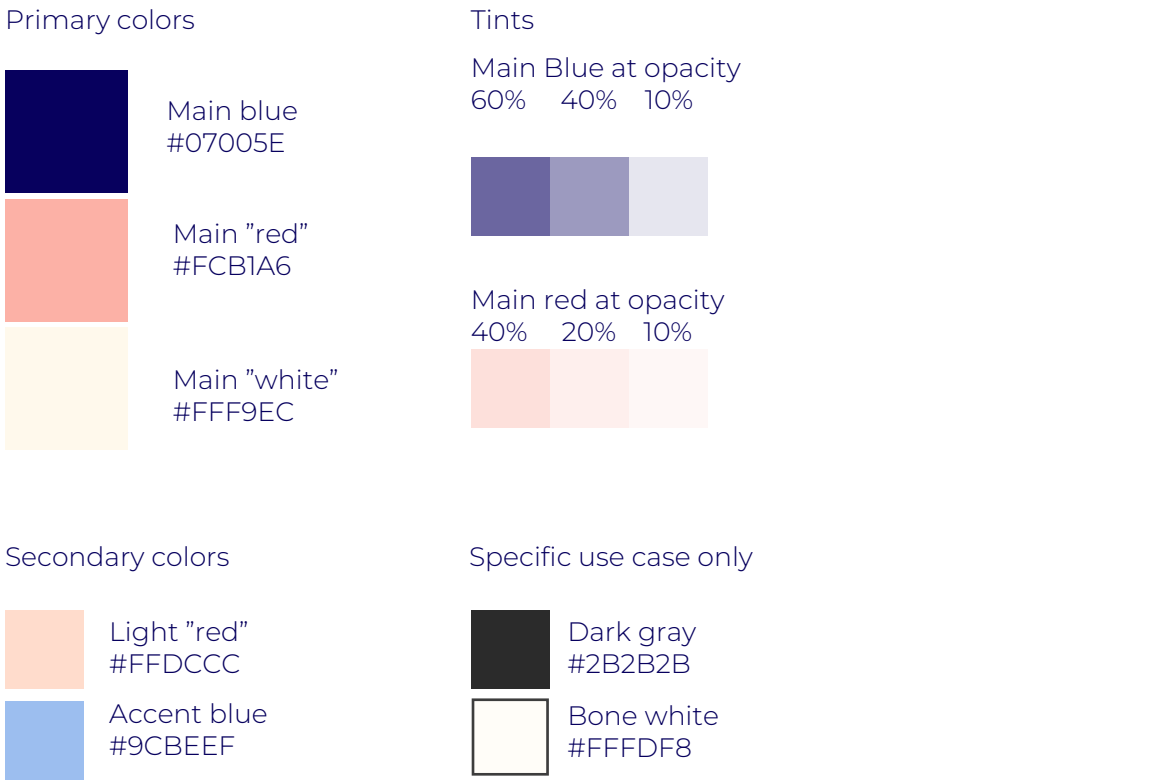0.618 REM
Small text

COLOURS

Our primary colour palette consists of the three shades of deep blue, pale red & creamy white. The colours are inspired by the french tricolor flag, and are of a soberly desaturated shade to give a calm impression while still keeping in mind the balance of contrast.

The primary colors are accompanied by two secondary colors that are a brighter shades of the main red and blue. These colors should only be used as accents, buttons and hover effects etc.
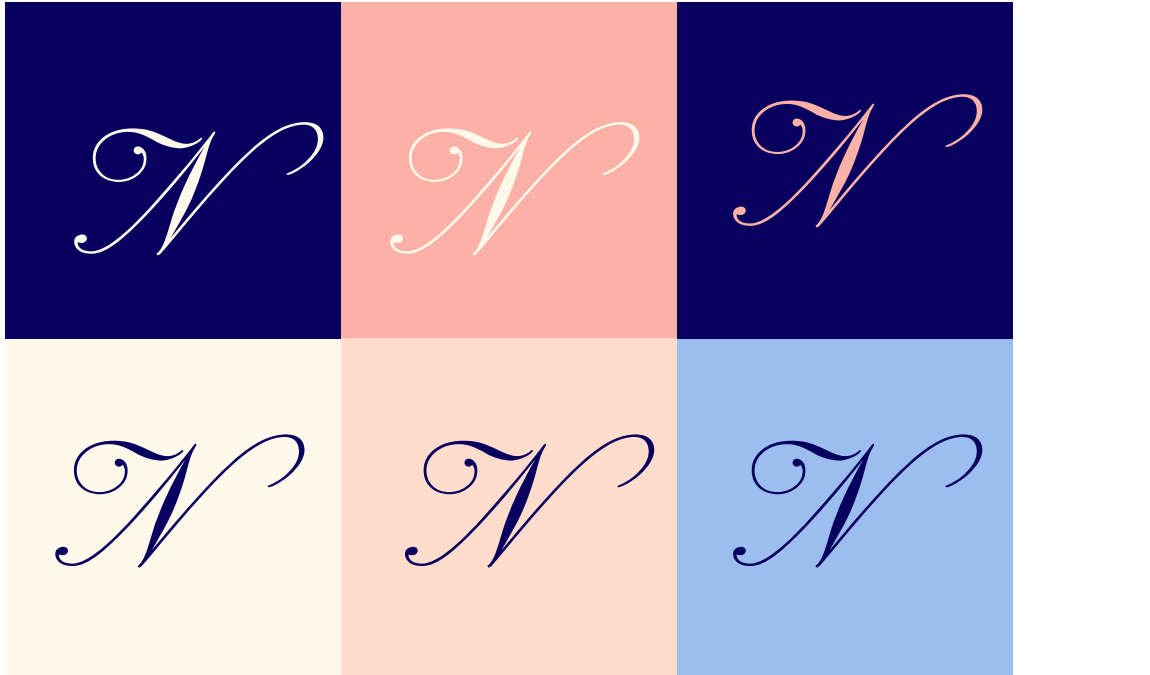
Overall our colors should be used sparingly with great care for details adding to the overall minimalistic and elegant design, this design decision is something we have noticed in our competitors websites.

Tints
These shades can be used for accents, backgrounds, creating hierarchy and harmony

10% 20% 40% and 60%

Primary colors
Main blue #07005E
Main "red" #FCB1A6
Main "white" #FFF9EC

Tints
Main Blue at opacity
60% 40% 10%

Main red at opacity
40% 20% 10%

Secondary colors
Light "red" #FFDCCC
Accent blue #9CBEEF

Specific use case only
Dark gray #2B2B2B
Bone white #FFFDF8

Examples below - keep in mind the contrast

LOGO

Our wordmark logo should be used when there is enough space to keep it at a minimum width of 150px and bigger, it can be used on it's own or with subtitles.
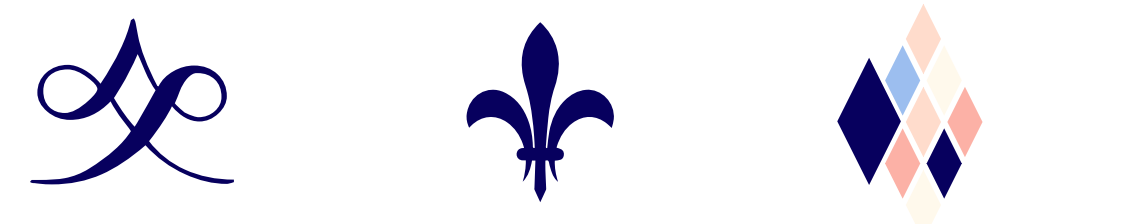
Minimum Size

150 px

150 px

The "N"-emblem logo with our signature N in the typeface Pinyon Script may be used in smaller sizes than 150px.

ICONS & SYMBOLS

In addition to our colour palette and typography these design elements and icons may be used with similar minimalistic principals as with colors: less is more.

+Google Icons

TONE OF VOICE

Our voice is an important tool in shaping the connections we have with our customers.
It can inspire people to try something new and build excitement before a booking.

The tone is made up of calm expertise, positive energy, minimalistic finesse and excellence.