

# MOTHER-D Mateus UGHTER DUO



Theresa och  
Filippa  
Mateus  
Lundahl





The company Mateus was founded in 1993 by Theresa Mateus Lundahl and later in 2014 Fillipa Mateus Lundahl joined the company. Now united in a mother-daughter duo they drive the company forward, it is described as both complicated and rewarding.

The ideas that shaped the company have their roots in Portugal, where Theresa is originally from before moving to Sweden. They brought these two worlds together, Portuguese craftsmanship meets Swedish design and together with colors, shapes and patterns created and developed the brand Mateus that is known worldwide today.



# Logotype and visual identity

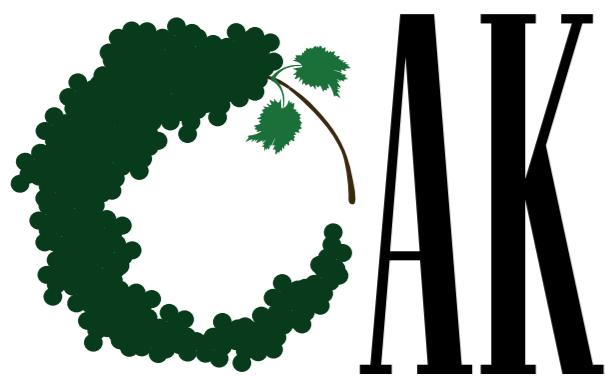


The Oak Distillery restaurant is a cosy, dark and mysterious restaurant where you can get all kinds of wine and other drinks from our own distillery as well as appetizers such as olives, figs and different kinds of cheese. Both appetizers and drinks will reappear throughout the visual identity in the patterns and symbols.

There will also be other kinds of dishes but the main idea is for customers to try different wines, eat some appetizers and have a good time with family and friends. To make the restaurant cozy and calming for the customers, I have chosen to mix in a lot of natural materials, fabrics and a lot of green because many associate green with calm.

The name Oak is based around a distillery, where they store the wine in big wooden barrels. And since the restaurant is primarily a place for people to broaden their horizons when it comes to wine, this name felt right. In addition, the symbol in the logo is grapes, which are an ingredient from which wine is made.





Logo 1 primary



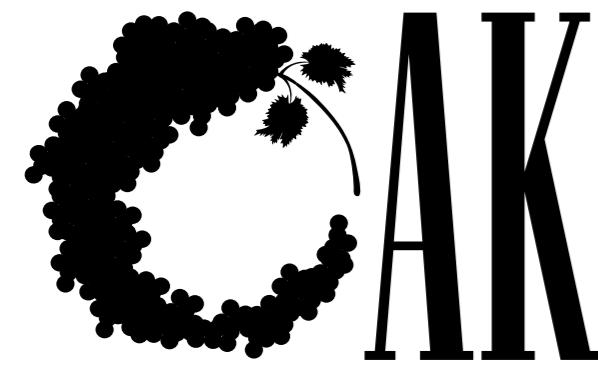
Logo 4 secondary



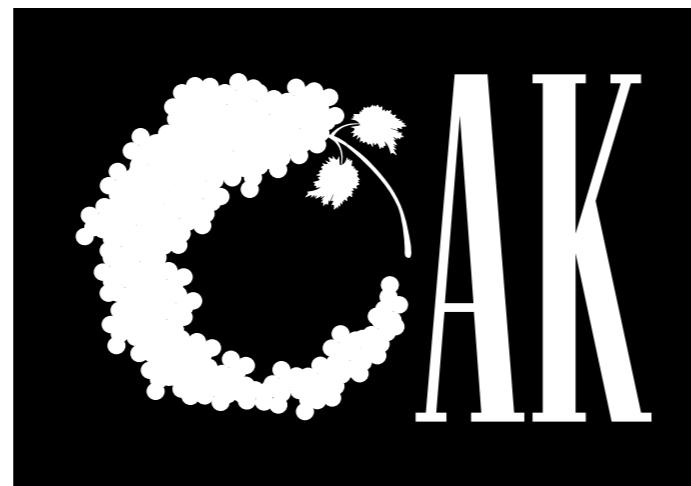
Logo 2 primary



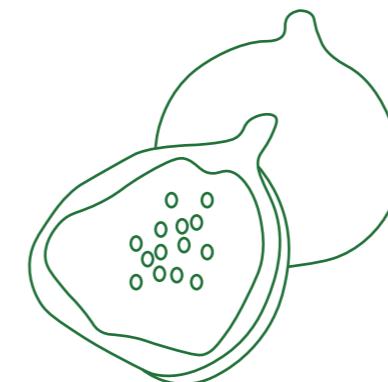
Logo 5 white/woods



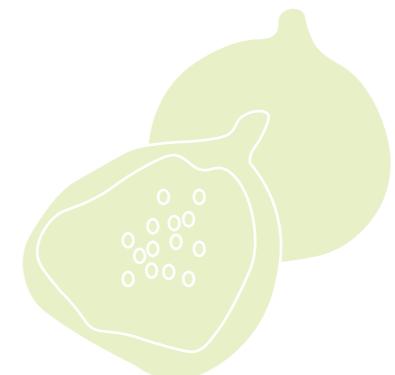
Logo 3 black



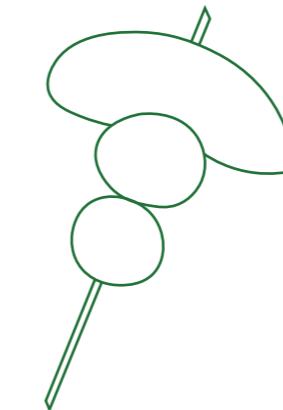
Logo 5 white



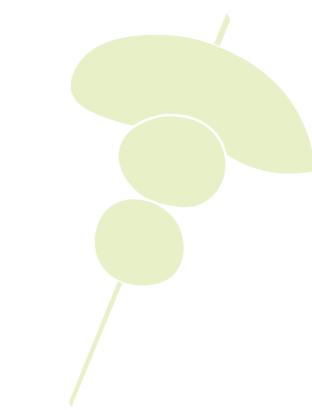
Symbol 1 Green



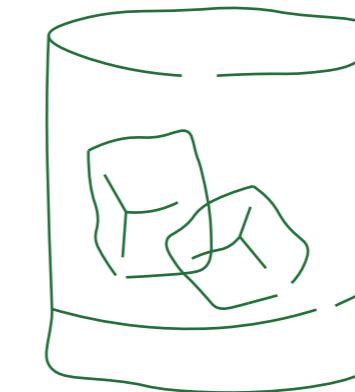
Symbol 1 beige



Symbol 2 Green



Symbol 2 Beige



Symbol 3 Green

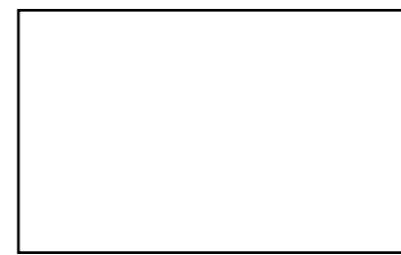


Symbol 3 Beige

Some thought that I had behind all the design for the logos was to make them around the products that I have in the restaurant. For example I have both white and red vine, dark and light bottles and therefore I have different backgrounds and colours on the logo to make it stand out. So for the white vine I have logo 4,5 and 6 to make it pop and for the red vine bottle I have logo 1,2 and 3. However I can as well use the symbols and logos without the background on vine bottles, glasses and windows.



CMYK: 0 0 0 100  
RGB: 000  
Pantone: Black  
Hex: 000000



CMYK: 0 0 0 0  
RGB: 255 255 255 255  
Pantone: -  
Hex: FFFFFF



CMYK: 52 67 78 76  
RGB: 57 37 21  
Pantone: Black 4C  
Hex: 392515



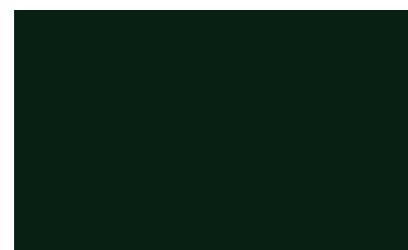
CMYK: 9 0 27 0  
RGB: 239 242 205  
Pantone: Yellow 0131 C  
Hex: eff2cd



CMYK: 89 47 93 59  
RGB: 20 61 33  
Pantone: 2411 C  
Hex: 143d21



CMYK: 79 7 91 0  
RGB: 38 160 72  
Pantone: 7481 C  
Hex: 26a048



CMYK: 84 57 79 76  
RGB: 21 39 25  
Pantone: 5535 C  
Hex: 152719



CMYK: 85 31 100 21  
RGB: 36 111 48  
Pantone: 2273 C  
Hex: 246f30

**Primary typeface - Source Serif Variable**  
Type family - Semibold  
Serif font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!#%&?

**Secondary typeface - Minion Variable Concept**  
Type family - Regular  
Serif font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!#%&?

**Body typeface - Calibri**  
Type family - Regular  
San-serif font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!#%&?

**Logo typeface - Niagara Solid**  
Type family - Regular  
Serif font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
!#%&?



