PRIMARY LOGOS
icon + wordmark

MONOCHROME LOGOS
white on green

MONOCHROME LOGOS
white on green

WORDMARK

ICONS

PRIMARY LOGOS

The green and yellow logos are the primary logos, wordmark and icons. Always use these versions when possible.

MONOCHROME LOGOS

When primary two color logos can't be used, please use their monochrome versions.

ABOUT THE BRAND

BRAND NAME
Little Lemon

MODELED AFTER

VERTICAL
Restaurant

PRESENCE
Physical locations

ABOUT
Little Lemon is a charming neighborhood bistro thatserves simple food and classic cocktails in a lively but casual environment. The restaurant features a locally-sourced menu with daily specials.

TYPEFACES

Markazi Text Medium
Headlines
Sentence case
Leading: same point size as headline

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789
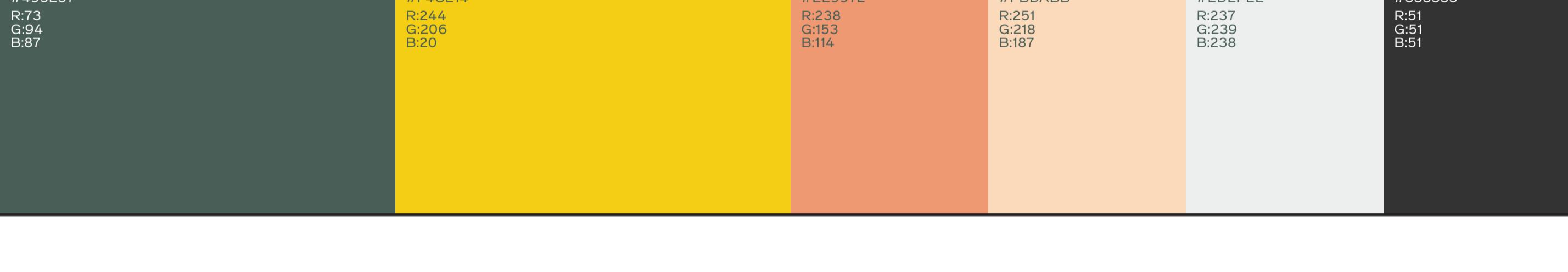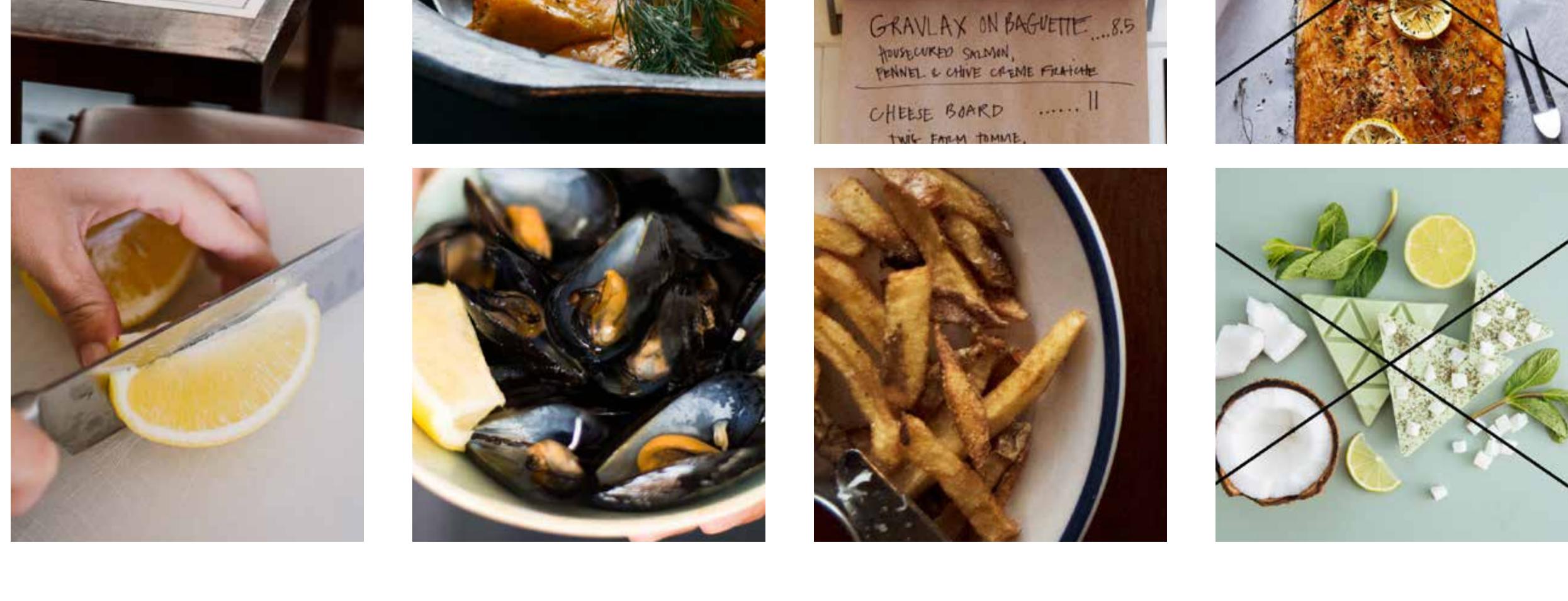
KARLA REGULAR
Parragraph
Sentence Case
Size: 65% of headline

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz
0123456789

COLOR PALETTE

PRIMARY COLORS

#495E57 R:73 G:94 B:87	#F4CE14 R:244 G:206 B:20

SECONDARY COLORS

#EE9972 R:238 G:153 B:114	#FBDABB R:251 G:218 B:187

HIGHLIGHT COLORS

#EDEFEE R:237 G:239 B:238	#333333 R:51 G:51 B:51

PHOTOGRAPHY

Assets
Stock photography should feature casual, simple restaurant images.

Product shots
Food photography should be warm and inviting.

Do's
Do use photos that feature the environment or dishes shot in natural light.

Don'ts
Don't use studio shots or food photography that seems too stylized.