


PRIMARY LOGOS  
icon + wordmark

LITTLE





LEMON

WORDMARK


LITTLE LEMON

ICONS




MONOCHROME LOGOS  
white on green



LITTLE



LEMON


LITTLE LEMON

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MONOCHROME LOGOS  
white on green



LITTLE



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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 that serves 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