

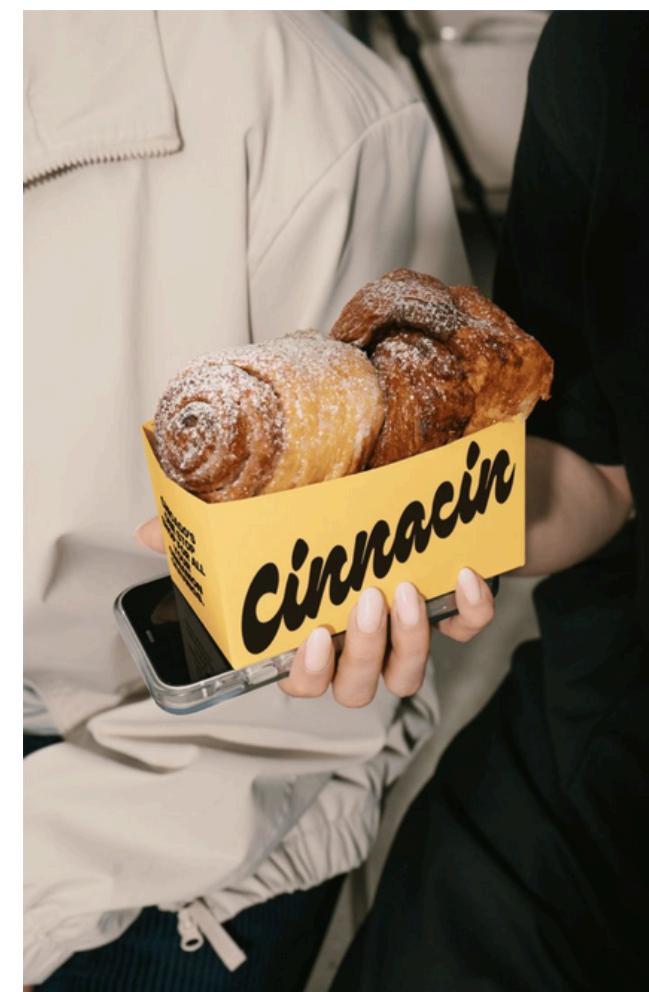
# brand identity



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# product identity



# typography

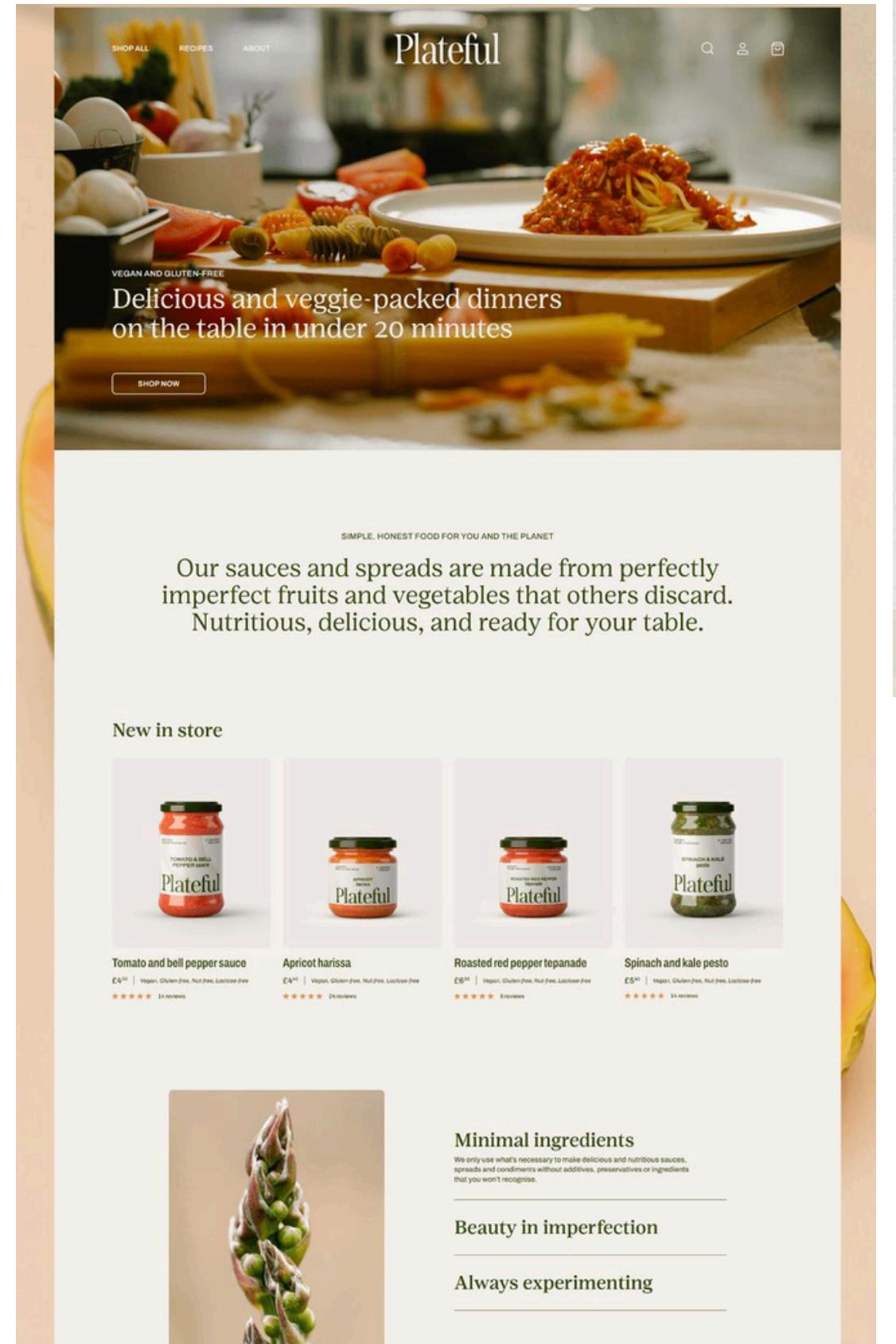
Einsatzbereich	Font-Vorschlag
Logo / Marke	**Söhne** (alternativ: PP Neue Montreal)
Headlines	**Monument Grotesk Bold**
Fließtext	**General Sans Regular / Medium**
App-CTAs	**Manrope SemiBold**
Codes / Etiketten	**IBM Plex Mono**



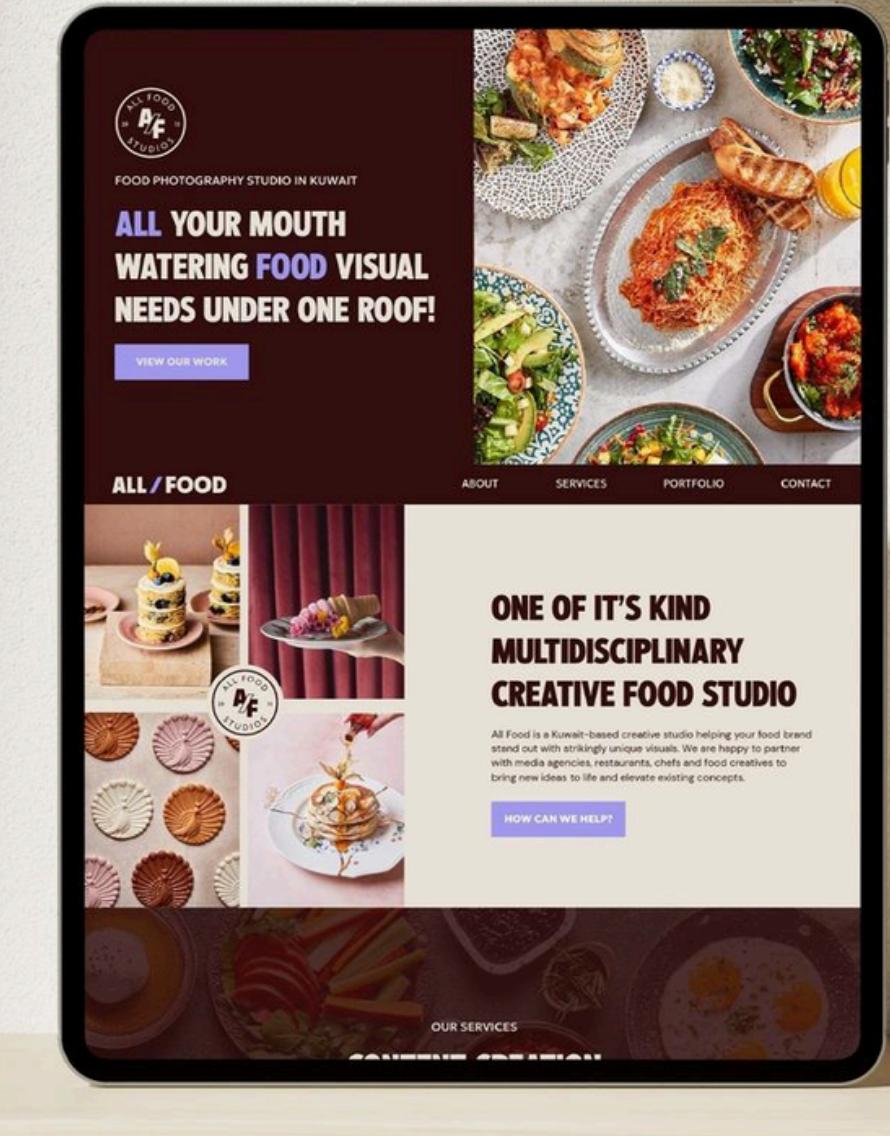
*Fresh from the  
OVEN*



# web layout



The Plateful website features a large, appetizing image of a spaghetti bolognese dish at the top. Below it, a headline reads "Delicious and veggie-packed dinners on the table in under 20 minutes". A "SHOP NOW" button is visible. The main text area contains the slogan "SIMPLE. HONEST FOOD FOR YOU AND THE PLANET." followed by a paragraph about their commitment to using imperfect produce. A "New in store" section displays four jars of sauce: Tomato and bell pepper sauce, Apricot harissa, Roasted red pepper tapanade, and Spinach and kale pesto. At the bottom, there are three columns of text: "Minimal ingredients", "Beauty in imperfection", and "Always experimenting", each accompanied by a small image.



The All Food website has a dark header with the logo "ALL FOOD STUDIO" and the tagline "FOOD PHOTOGRAPHY STUDIO IN KUWAIT". A main headline says "ALL YOUR MOUTH WATERING FOOD VISUAL NEEDS UNDER ONE ROOF!" with a "VIEW OUR WORK" button. The main content area features a collage of various food photos. On the right, a sidebar with the heading "ONE OF IT'S KIND MULTIDISCIPLINARY CREATIVE FOOD STUDIO" includes a "HOW CAN WE HELP?" button. The footer contains links for "ABOUT", "SERVICES", "PORTFOLIO", and "CONTACT".