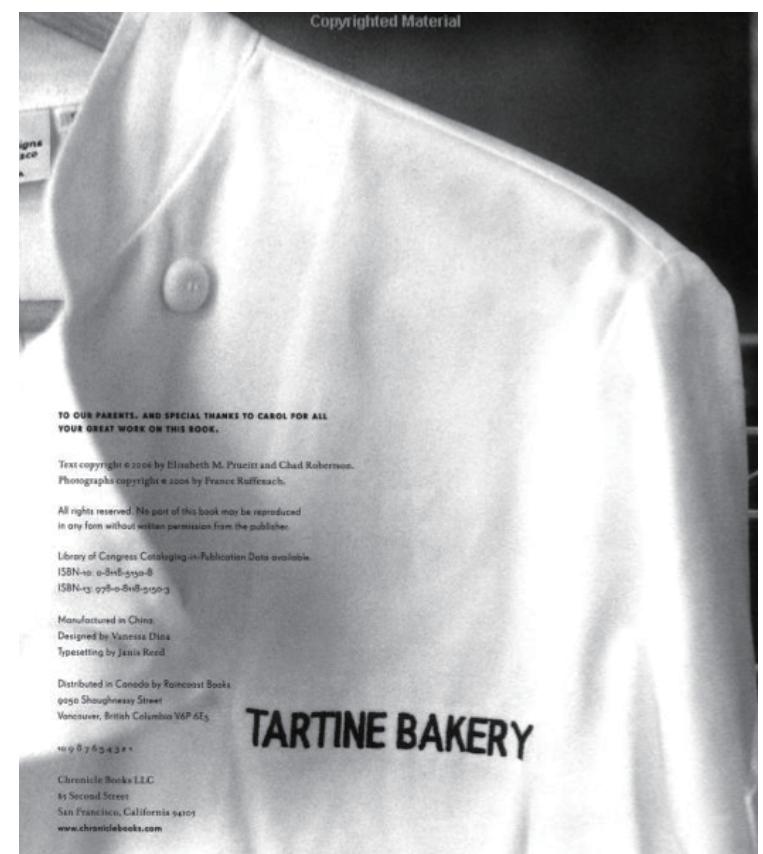


# Branding

1. **Simple:** Their white chef clothing is a symbol of store, which can express clean impression to the users, and they devote their hearts to make delicious bread to customers.

2. **Professinol:** from their images, which show the processes when they are making their products, we can see their serious attitudes and passions they blend into their products.

3. **Elegant:** their branding is compared with the products, which also give delicious and elegant impressions to customers.



# Logo

## Logo style

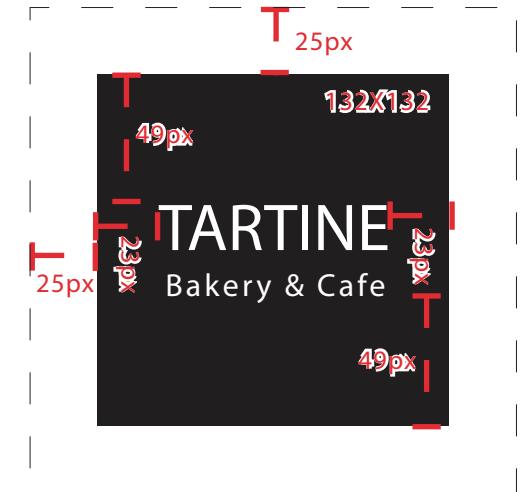
This logo represents the personality which is very simple and elegant. This kind of the impression is the feature when consumers get into the store. Furthermore, the chef's white clothing only has the name of the store, it shows the consistent style the restaurant want to express to consumers.



## Logo elements

To keep the style of simple, the logo only used black and white colors to show up its branding style. The element of outside square used solid black and used white color for the store name which is set in the middle of the square.

Typeface of logo is sans serif font, Myriad Pro. Space around of logo is 25px in order to avoid other elements or contents of the site overlapping on it or touching each other.



# Color

## Color Palette



Tartine Black  
Web: #000000  
RGB: 35/24/21  
CMYK: 0/0/0/100



Tartine Brown  
Web: #C3996B  
RGB: 201/160/99  
CMYK: 25/40/65/0



Tartine Gray  
Web: #DCDDDD  
RGB: 220/221/221  
CMYK: 0/0/0/20

The site has three main colors which show in the images as the guideline in order to let user know the construction of contents of the site. The color palette are shown in solid color blocks.

### How the colors are used in the site

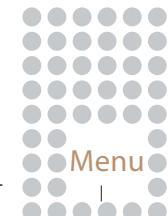


Cafe Menu | Special Orders

**Tartine Black**

**Tartine Black**

● HOME ● MENU ● PRESS ● CONTACT



----- **Tartine Gray**

**Tartine Brown**

**Tartine Brown**

**Tartine Brown**



# Target User

## Introduce of target users

Tartine's target users are **Cory** and **Chrissy**:

- 1.18-45 years old
- 2.work in the company or study in the college
- 3.have no time to prepare their breakfast or lunch
- 4.want to find place to discuss business with colleagues or hang out with friends
- 5.like to enjoy their leisure time on the weekend

## Why they want to go to the restaurant

1. They have no time to prepare their food during worktime
2. The restaurant is near to their companies
3. They need to quickly and easily find a place for business purposes or hang out with friends.
4. They like to go to the restaurant for their leisure time



**Chrissy**

female 20-30  
business woman  
single / no kids  
use Internet to search restaurants for breakfast or lunch during breaktime



**Cory**

female 20-30  
business man  
single / no kids  
use Internet to search restaurants for breakfast or lunch during breaktime



**Chrissy**

female 30-45  
married / has at least one kid  
use Internet to find the place in order to enjoy her leisure time without her family per on the weekend



**Chrissy**

female 18-25  
single/ no kids  
study in the college  
use Internet to find the place to hang out with friends

# Type

## Typefaces for the site

**There are two typefaces used in the site:**

**Myriad Pro and Univers**

Myriad is economic yet very legible, making it an ideal text face. Its distinct look also makes it a popular choice as a display font. Robert Slimbach and Carol Twombly designed Myriad for Adobe Systems in 1991. Originally it shipped as a Multiple Master font but in 2000 it was released as an OpenType font family, called Myriad Pro.

Because the font-weight of Myriad pro regular is a little bit too heavy, so I chose another legible sans serif fonts - Univers for using in the main contents. Univers is a font family that includes a wide variety of weights and styles, so it is very suitable for content text.

**Myriad Pro** for navigation buttons, section titles

Myriad Pro regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Myriad Pro Italic bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Univers** for main content

Univers light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Univers bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789



# Web:Overview

## Site dimensions:

Width: 900 px  
Height: 900 px

## Logo dimensions:

Width: 132px  
Height: 132px

## Image area:

Width: 194px  
Height: 112px

## Main content area:

Width: 353px  
Height: 259px

## Footer dimensions:

Width: 277px  
Height: 52px



# Web:Redline

1 Logo:  
width:132px  
height:132px  
padding:25px  
font-size:25 (Tartine)/12(Bakery & Cafe)  
font:Myriad pro,#FFFFFF  
font-family:Myriad,Univers,Sans serif  
background-color:#000000

2 Sub Navigation Buttons:  
font-size:18px,#000000  
highlight-color:#C3996B  
font-family:Myriad,Univers,Sans serif  
width:197px height:19px

3 Navigation Buttons:  
font-family:Myriad,Univers,Sans serif  
font:12px,Myriad pro,#000000  
highlight-color:#C9A063  
width:56px height:19px

4 Menu Title:  
font-size:18px  
font:Myriad bold Italic,#C3996B  
font-family:Myriad,Univers,Sans serif  
width:78px height:19px

5 Main Content:

item section title:  
font-size:12px,  
font:Myriad pro,#C3996B  
font-family:Myriad,Univers,Sans serif

item title:  
font-size:12px,  
font:Univers bold,#000000  
leading:18px,  
font-family:Univers,Myriad,Sans serif

item description:  
font-size:12px,  
font:Univers light,#000000  
leading:18px,  
font-family:Univers,Myriad,Sans serif

6 Footer:  
font-size:10px.  
font:Myriad pro,#FFFFFF  
width:277px height:52px;  
font-family:Myriad,Univers,Sans serif



# Web:Redline

1 Logo:  
width:132px  
height:132px  
padding:25px  
font-size:25 (Tartine)/12(Bakery & Cafe)  
font:Myriad pro,#FFFFFF  
font-family:Myriad,Univers,Sans serif  
background-color:#000000

2 Sub Navigation Buttons:  
font-size:18px.#000000  
highlight-color:#C3996B  
font-family:Myriad,Univers,Sans serif  
width:197px height:19px

3 Navigation Buttons:  
font-family:Myriad,Univers,Sans serif  
font:12px,Myriad pro,#000000  
highlight-color:#C9A063  
width:56px height:19px

4 Menu Title:  
font-size:18px  
font:Myriad bold Italic,#C3996B  
font-family:Myriad,Univers,Sans serif  
width:78px height:19px

5 Main Content:

item section title:  
font-size:12px,  
font:Myriad pro,#C3996B  
font-family:Myriad,Univers,Sans serif  
item title:(for table)  
font-size:12px,  
font:Univers bold,#000000  
leading:18px,  
font-family:Univers,Myriad,Sans serif  
items & description:  
font-size:12px,  
font:Univers light,#000000  
leading:18px,  
font-family:Univers,Myriad,Sans serif  
  
table1: width228px height 58px  
table2:width 336px height 58px  
table3:width 225px height 43px

6 Footer:  
font-size:10px.  
font:Myriad pro,#FFFFFF  
width:277px height:52px;  
font-family:Myriad,Univers,Sans serif

