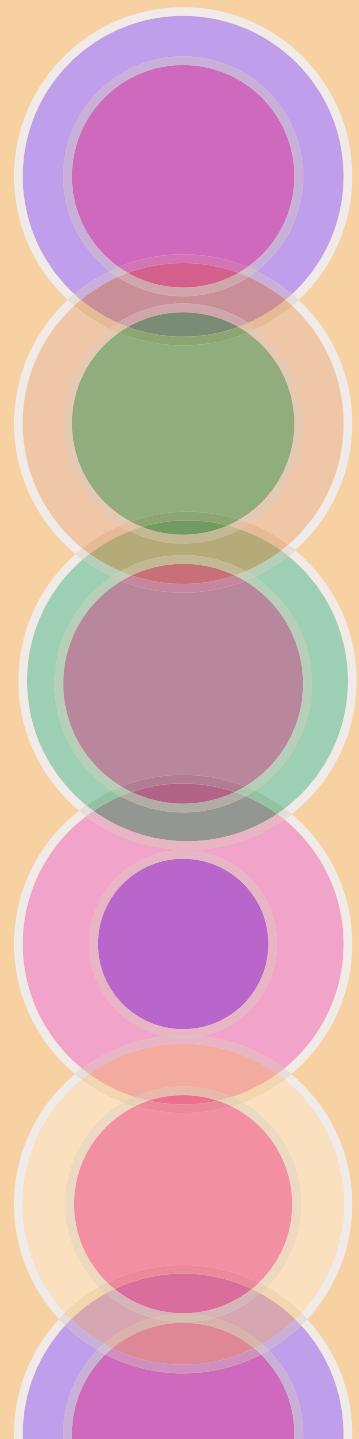


Amiga



VISUAL IDENTITY 2015-2016

Amy's Place is a Lebanese and American restaurant located in the University Heights neighborhood of Buffalo, NY since June 1st, 1981. Our extensive menu features outstanding vegetarian and vegan options to nourish your healthy side without overlooking your need for fried goodness. We also offer several meat dishes for the discerning taste.

But remember... Everything can be made vegetarian or vegan.

**USES
+
LOGO**

4

Amy's
place

Amy's
place

Amy's
place

Amy's
place



Custom logo type can be combined with any color of chosen color palette. The following word “PLACE” and “TRUCK” must be the same color respectively. No color combinations allowed in logo usage. Logo, may not be placed on top of its own color palette.

Logo + uses

5

Amy's
truck

Amy's
truck

Amy's
truck

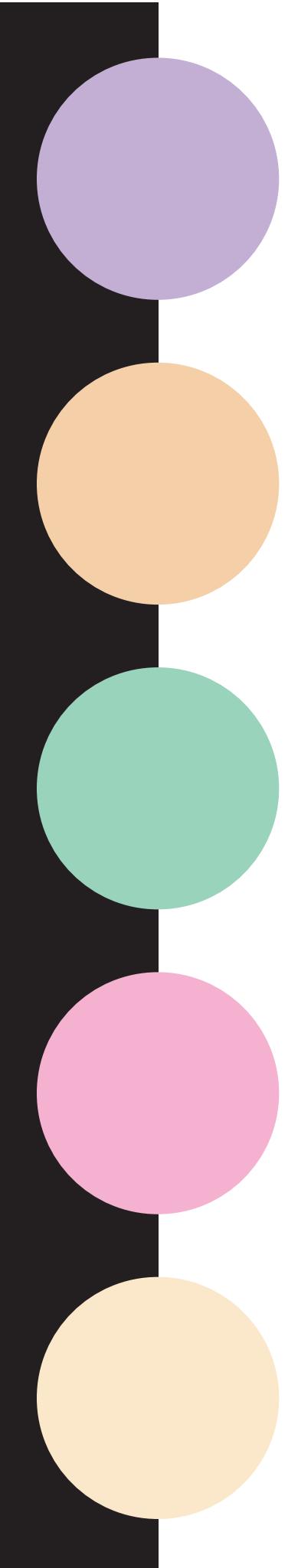
Amy's
truck

Logo still approved with
a black background.

Logo is not allowed
over busy background,
or contracting color
effecting legibility.

WEE COLOR PALETTE

6



RGB #C8BOED
CMYK 16 26 0 7
PANTONE SOLID COATED 264 C

RGB #F3CFA8
CMYK 0 15 31 5
PANTONE SOLID COATED 155 C

RGB #99D3BA
CMYK 27 0 12 17
PANTONE SOLID UNCOATED 2246 U

RGB #F6B1D1
CMYK 0 28 15 4
PANTONE SOLID COATED 203 C

RGB #FBE6C9
CMYK 0 8 20 2
PANTONE SOLID COATED 7506 C

Colors chosen out of
a variety of common
vegetable colors,
including eggplant,
carrots, the greens,
peppers

MOTIFS

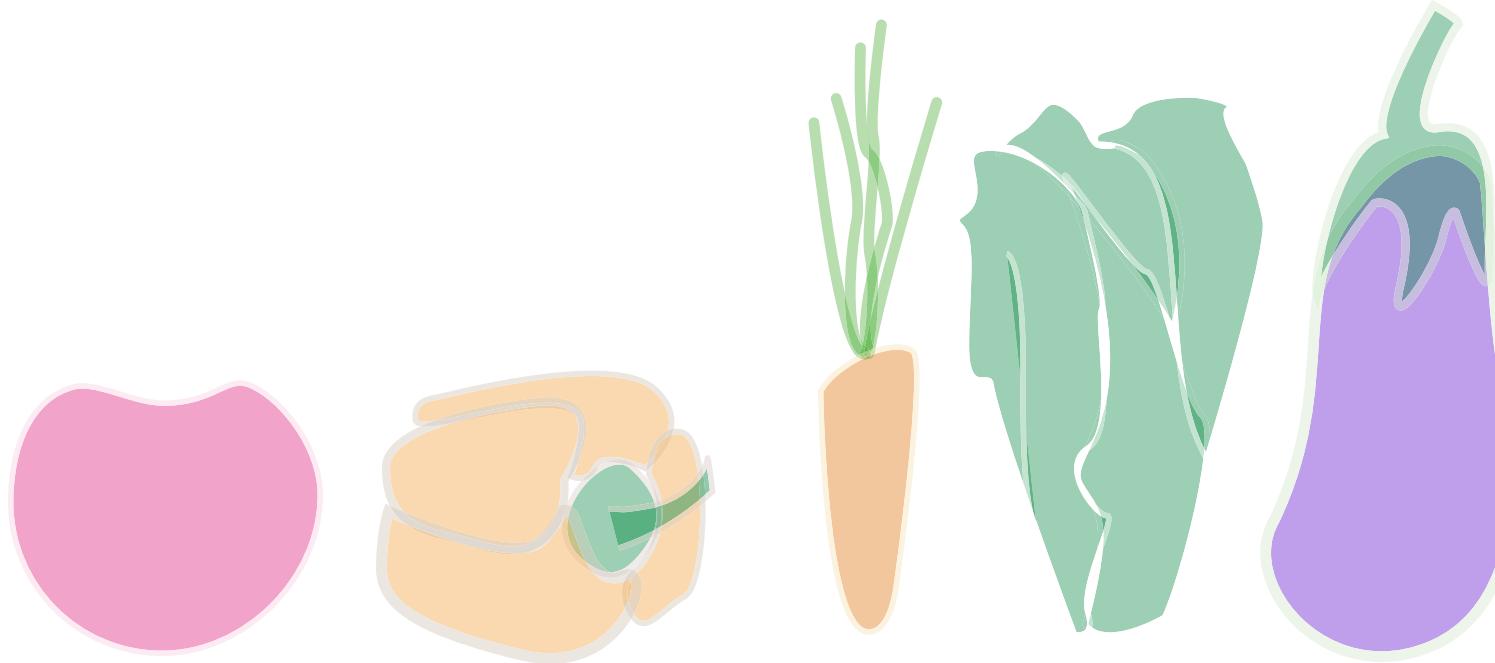
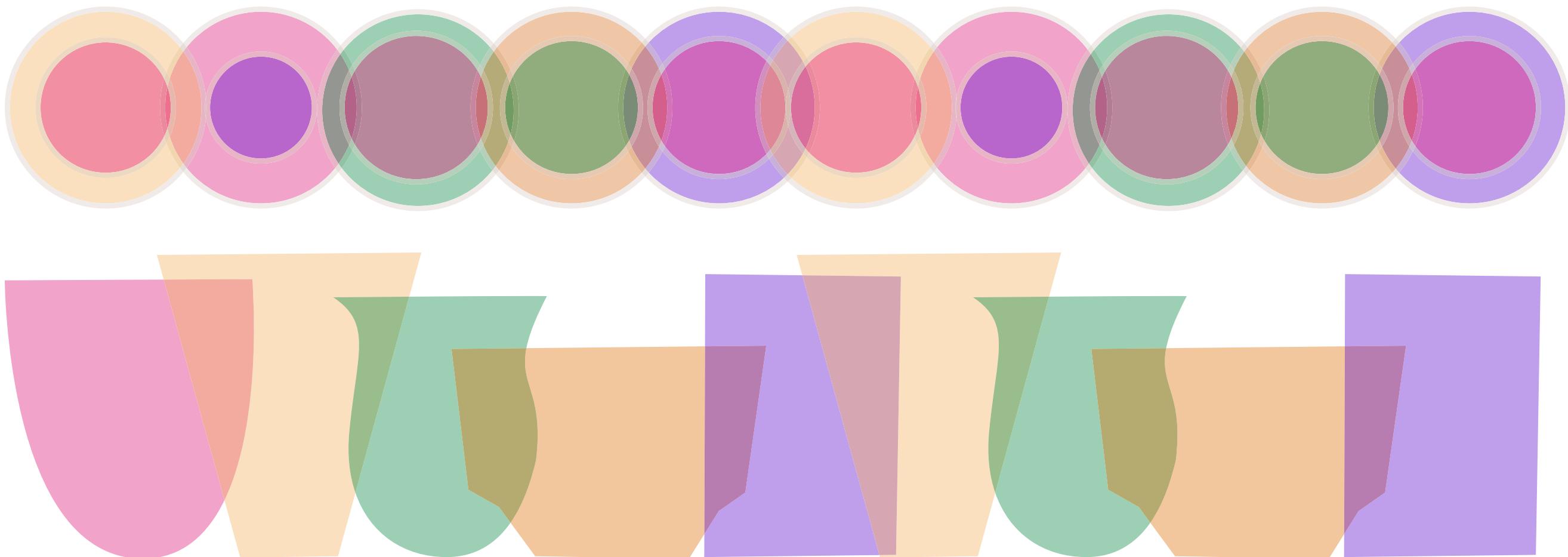


Plate motifs and mug motifs inspired by the vary of different mugs and plates at Amy's Place, in combination with the deliberately chosen colorful palatte.

Along with the vegetables that inspired the color palette, found in Amy's Place Menu, but not the truck's Menu.

TYPOGRAPHY

PRIMARY

Lobster

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v 1 2 3 4 5 6 7 8 9 0

SECONDARY

Archer book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v 1 2 3 4 5 6 7 8 9 0

Archer bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v 1 2 3 4 5 6 7 8 9 0

BEBAS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V 1 2 3 4 5 6 7 8 9 0

TERTIARY

Ziggurat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v 1 2 3 4 5 6 7 8 9 0

BELLABOO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V 1 2 3 4 5 6 7 8 9 0

Lobster accompanies main custom logo.
All listed fonts are used in variety throughout Amy's identity

PROMO



Vegetarianism

without it being so...

DRY – or – *cheesy*

Amy's
place

It's encouraged to combine fonts to convey a playful, eye catching promo banners and ads.

SIGNAGE

10



A few of the inner
signage

PROMO



SIGNAGE

12



Custom logo type,
outside signage

PROMO

13



Photographic styles
must be of ready made
food, fruit, veggies, with
minimal amount of
people.

A PLACE
for
vegans
& THEIR
CARNIVOROUS
FRIENDS

Amy's
place

STATIONERY

14



Stationery includes,
letterhead, business card,
envelope, truck menu,
and poster roll.

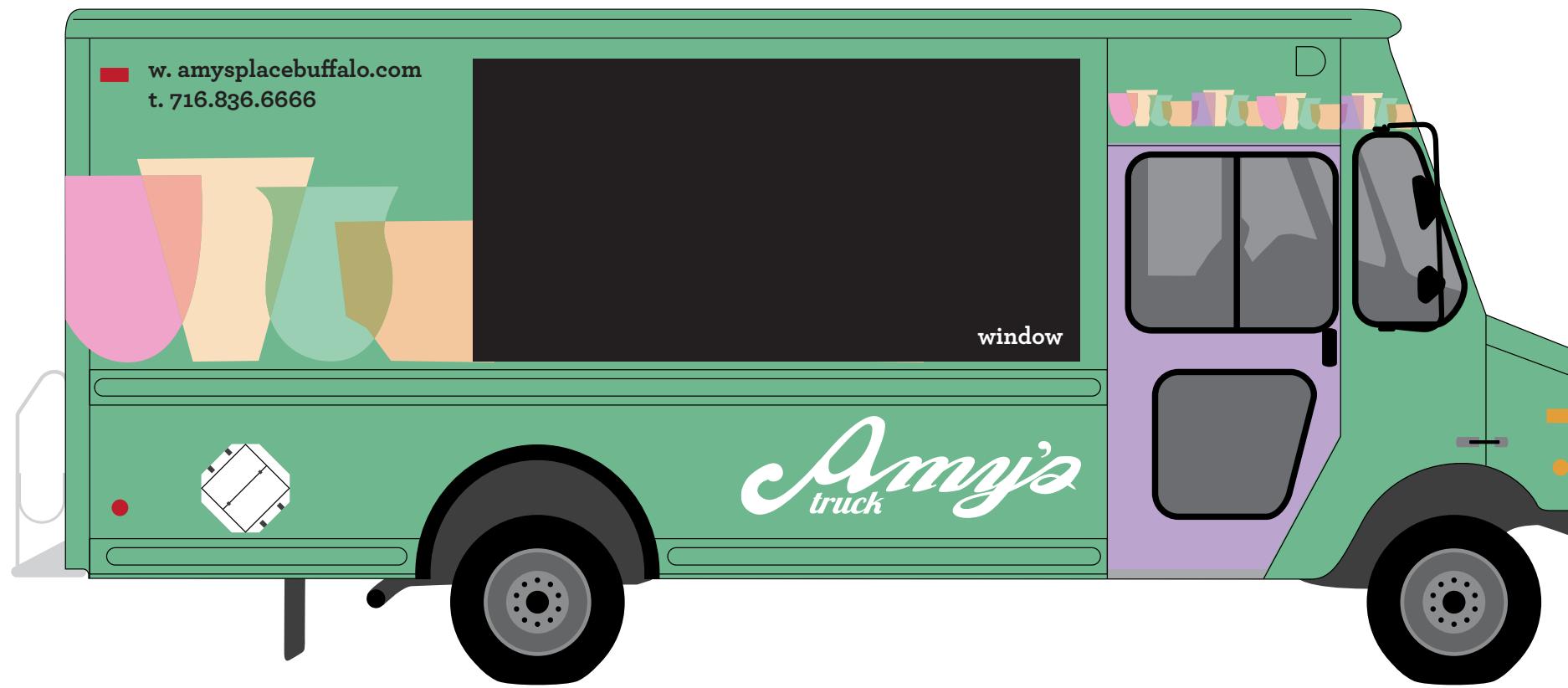
STATIONERY

15



AMY'S TRUCK

16



RGB	#73b78f
CMYK	37, 0, 22, 28
PANTONE	Pantone Solid Coated 2248 C
RGB	#bba6d0
CMYK	10, 20, 0, 18
PANTONE	Pantone Solid Coated 2099 C

The body of the food truck is free of photographs, using the mug motifs for decoration.

Menu is no longer available on the side of the truck.

AMY'S TRUCK



Truck menu is expected to be given to customers to help strengthen customer to worker relationship.

amor,

