



Brand Standards Guide

May 2017



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Introduction

Using this brand standard guide, our logo for Zaborowski Torrabla Catering will be properly distributed. This brand standard guide will say a little something about our company to give better knowledge and understanding about what we do. Our official logo will be included describing small details in which help make the logo what it is.

The typography will also be included within the brand standard guide showing numerous typefaces used within our company's logo and products. With that being said, our colors will be given that helps us keep our artsy image. Clear space and logo misuse will be included showing how to use and how not to use. Finally, our stationary will be provided included a letterhead, business envelope, and business card.





About Us

Zaboroskwi Torralba Catering is a catering company that provides the upmost delicious organic dishes. Not to mention that our company creates a artsy and refined look that is shown through our platters. Creating dishes with beautiful colors allows us to help our customer's vision come to life. Once meeting with our said customer, we will discuss their vision or look they plan to create and use those same elements for our dishes.

Our dishes are a 100% organic using fresh bought greens, and hormonal-free meat. We believe that food tastes better when grown and served fresh. We want to be apart of the era of healthier foods and options. A shorter path from a farm or organic shop to your plate results in better flavor, quality of ingredient, and of course color.



Official Logo

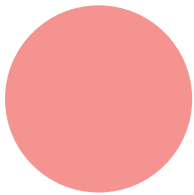
Our official logo consist of a filled circle outlined by an illustrated leaf a diagonal intersection of a fork and spoon, and of course the name of our company in the circle

Zaborowski Torralba

Catering



illustrated fork and
spoon



Filled circle



a single illustrated leaf





Typography

For our company the use of the right typeface is very important because it helps us establish our artsy and refined image. Down below are sets of every typeface that we use will be show in a lowercase and upper case manner included numbers 0-9.

Garamond is used in the Brand Standard Guide. Specifically for the paragraphs, the title on the cover, and notes near illustrations or examples

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Paper Daisy is our main typeface that is used within the logo. Using a san-serif type style, it also consist of a thin stroke creating a handwritten manner



Typography

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Candara is used for in our stationary set. It displays our address, phone, fax, and email.





Colors

Color usage is crucial in keeping our artsy refined look . It also sets an image for our catering company, establishing a sense of connection with our costumer.

Below are the exact
RGB color

R: 245
G: 148
B: 145



R: 188
G: 190
B: 192



R: 141
G: 198
B: 63



R: 255
G: 233
B: 138

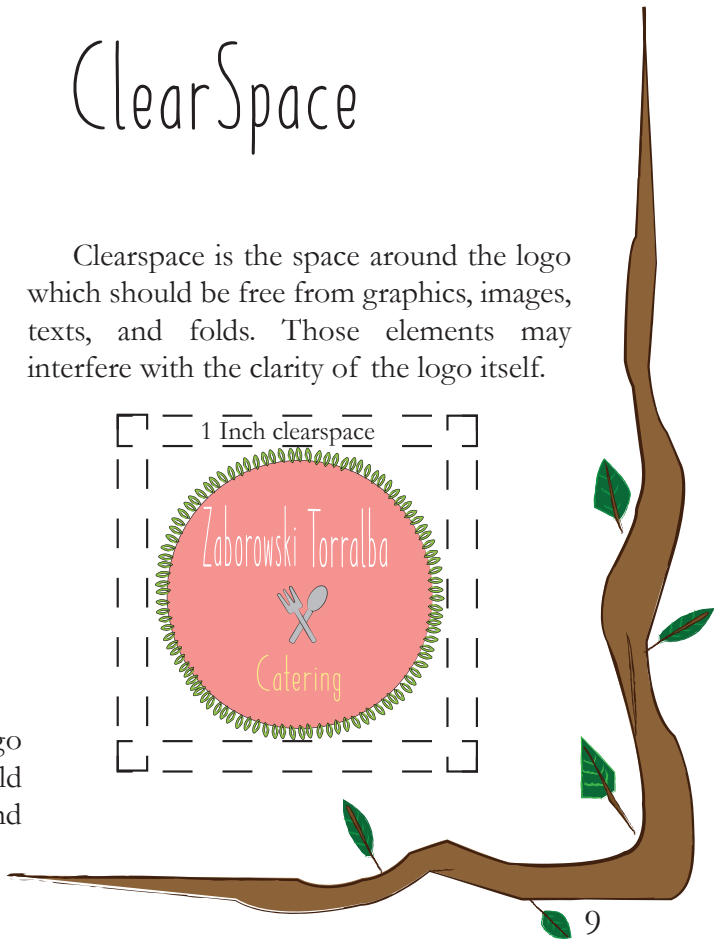


ClearSpace



The dashed line around the logo represents a 1 inch border that should be free of graphics, images, texts, and fold

Clearspace is the space around the logo which should be free from graphics, images, texts, and folds. Those elements may interfere with the clarity of the logo itself.



Logo Misuse



Don't Distortion



Don't remove any elements



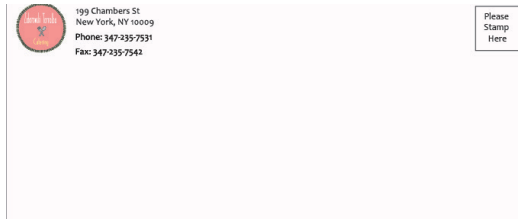
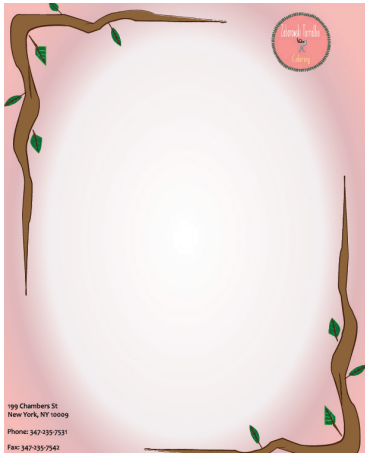
Don't color changes



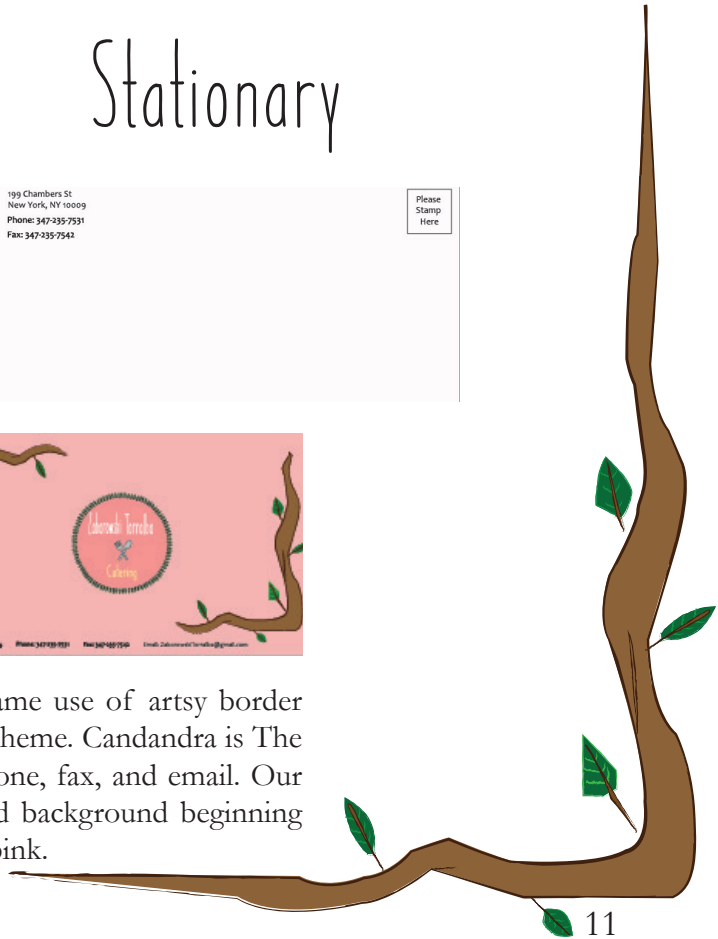
Don't rearrange elements



Stationary



Our Stationary consist of the same use of artsy border branches along with the same color theme. Candandra is The type face displaying our address, phone, fax, and email. Our letterhead also consist of a gradiend background beginning with white fading into a light pastel pink.





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