



**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

MODELED AFTER

Little Lemon

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	SECONDARY COLORS	HIGHLIGHT COLORS
<div>#495E57 R:73 G:94 B:87</div>	<div>#F4CE14 R:244 G:206 B:20</div>	<div>#EE9972 R:238 G:153 B:114</div>
	<div>#FBDABB R:251 G:218 B:187</div>	<div>#EDEFEE R:237 G:239 B:238</div>
		<div>#333333 R:51 G:51 B:51</div>

PHOTOGRAPHY



**Assets**

Stock photography should feature causal, simple restaurant images.

**Product shots**

Food photography should be warm and inviting.

**Do's**

Do use photos that feature the environment or dishes shot in natural light.

**Don'ts**

Don't use studio shots or food photography that seems too stylized.