

DIGITAL IDENTITY BRIEF

Delia's Diner

Vision.....

Retro diner
Relaxed, fun, inviting
Mouth-watering food
Classier than fast food






Uses.....

Storefront sign
Diner website
T-shirts
Banner and billboard ads

Audience.....

Families
High school students
The nostalgic
Date night

Colors.....

Hot coral pinks 
Lilac and red-violet  
Light turquoise blue 
White 

Design Preferences.....

Font: Gilligan Shutter or similar
Maintain neon glow from storefront sign in digital and print ads
Nod to retro diner logos
Simple design