



CORNUCOPIA

Brand Guidelines

Brand Overview

Brand Story

Inspired by Demeter's mythical horn that overflows with abundance, Cornucopia was born from a desire to share the love of Greek myths with the world. We believe that food is a universal language, capable of transporting you to different times and places. Our menu, crafted with fresh ingredients, reflects the legendary feasts and culinary practices of ancient Greece. Every dish becomes a portal to a story, inviting you to delve deeper into the captivating world of Greek mythology. We want to use our restaurants as communal spaces where people can gather, share their passion for myths and form a fun community over a good meal.

Vision

To be a hub for Greek mythology enthusiasts and build a community with people invested in the theme and who want to connect with other people who also share the same interests as them over a unique dining experience.

Mission

To offer a menu inspired by mythology using storytelling to create innovative dishes. We are catered towards people who are enthusiastic about Greek culture and are open to involving themselves more in the community by connecting through food.

Aim

To build a diverse community that connects people who are interested in Greek mythology and culture and want to learn more about it through new innovative food.

Promise

To transport its audience to an immersive experience of Greek mythology, along with delicious food and an interactive social experience. It introduces them to a group of like minded individuals where they can learn and share stories in an engaging community.

Values

We want to be a genuine, sincere brand that can host an open and diverse space for people to connect. We want to recreate and narrate the myths as accurately as possible such that it is well represented. Our consumers will find it a safe and comfortable space for conversing and learning.

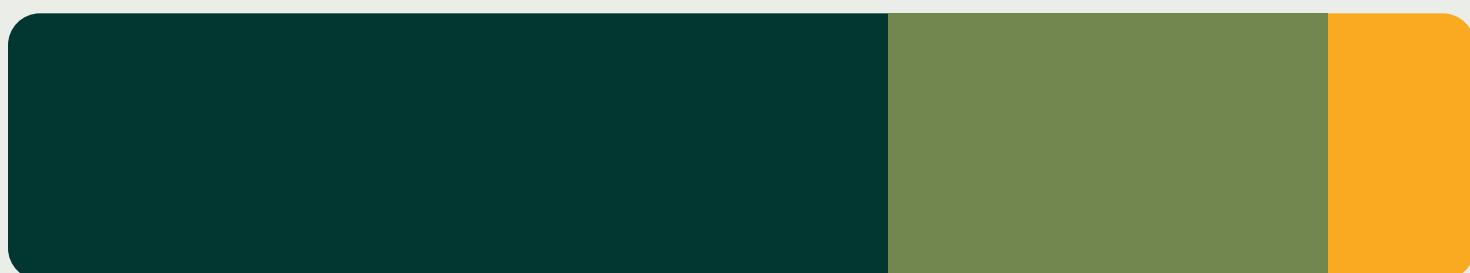
Philosophy

We believe that mythology is more than just stories of gods and heroes. It's a window into the past, a source of inspiration, and a way to connect with others. We promote cultural celebration and community building.

Logo



CORNUCOPIA



Logo colour ratio

Logo font: LEMON MILK REGULAR
Tracking: 30%



Wheat grains: one of Demeter's symbols

Produce of the horn

Abstract vector of a cornucopia

Do's

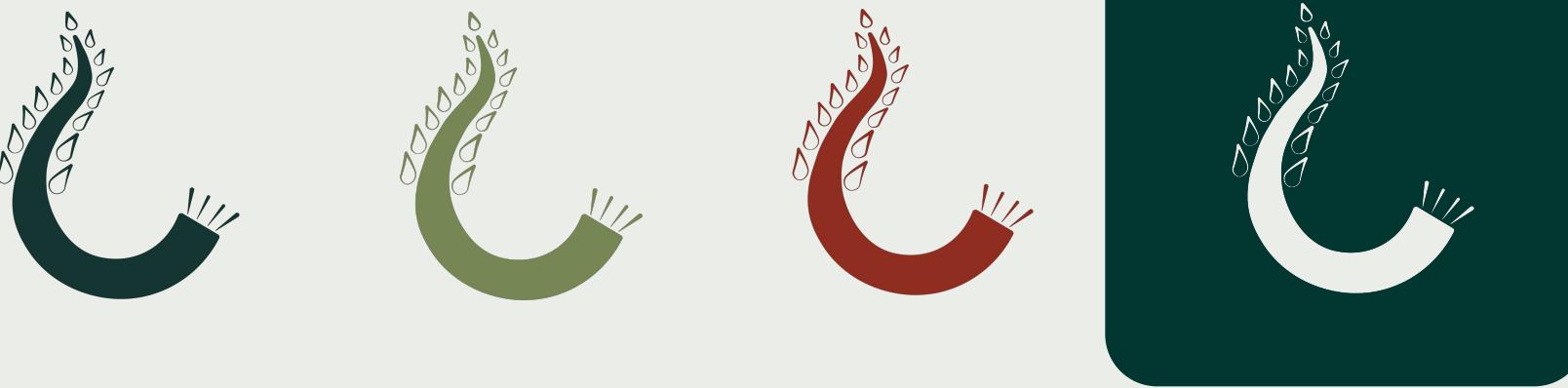


Logo grid



Use appropriate
margins around logo

Single colour logo
in a smaller size



Note: The logo can
be used without the
brand name.

Don'ts



Rotate the logo



Stretch or compress

Reduce brand
name tracking

CORNUCOPIA



Use incorrect
colour ratios



Colours



Primary
HEX #023631
RGB 2 54 49

Wash
HEX #EBEDE9
RGB 235 237 233

Secondary
HEX #72874F
RGB 114 135 79

Accent
HEX #F9AA20
RGB 249 170 32

Accent
HEX #9B2717
RGB 155 39 23

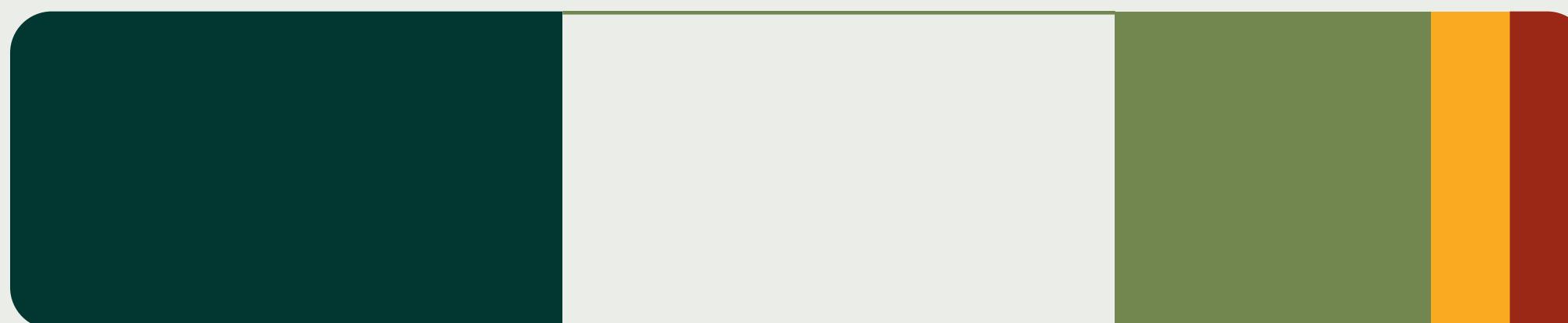
Do's



Most used combinations

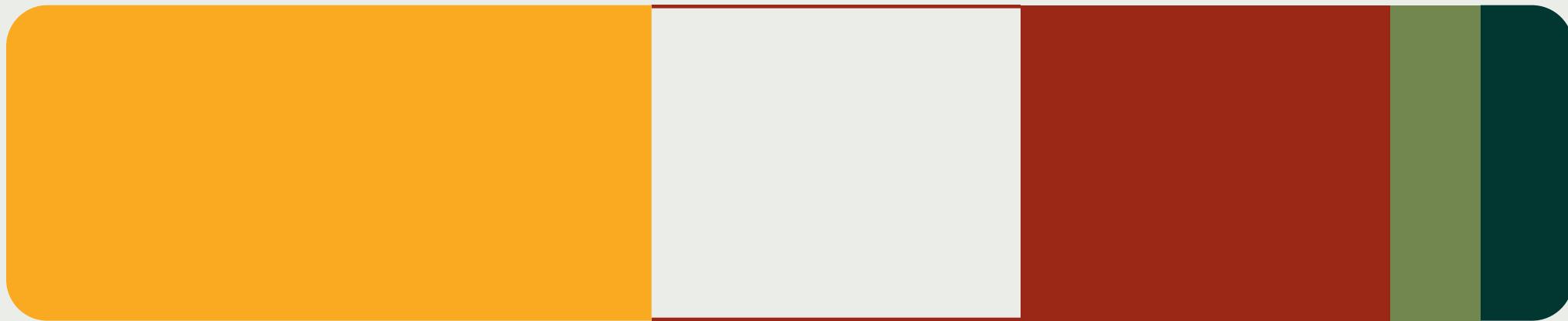


Used in patterns and text

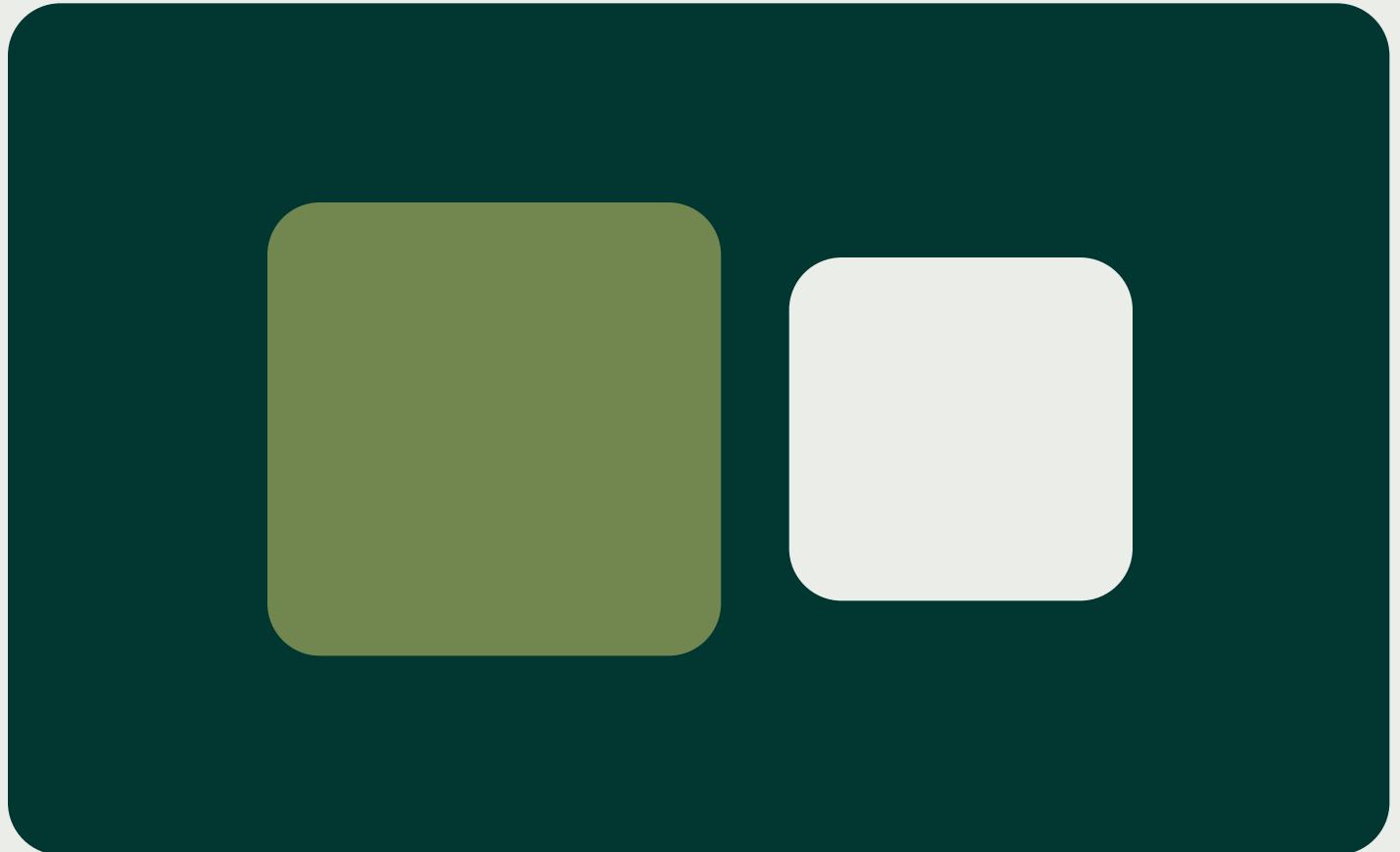


Colour ratio

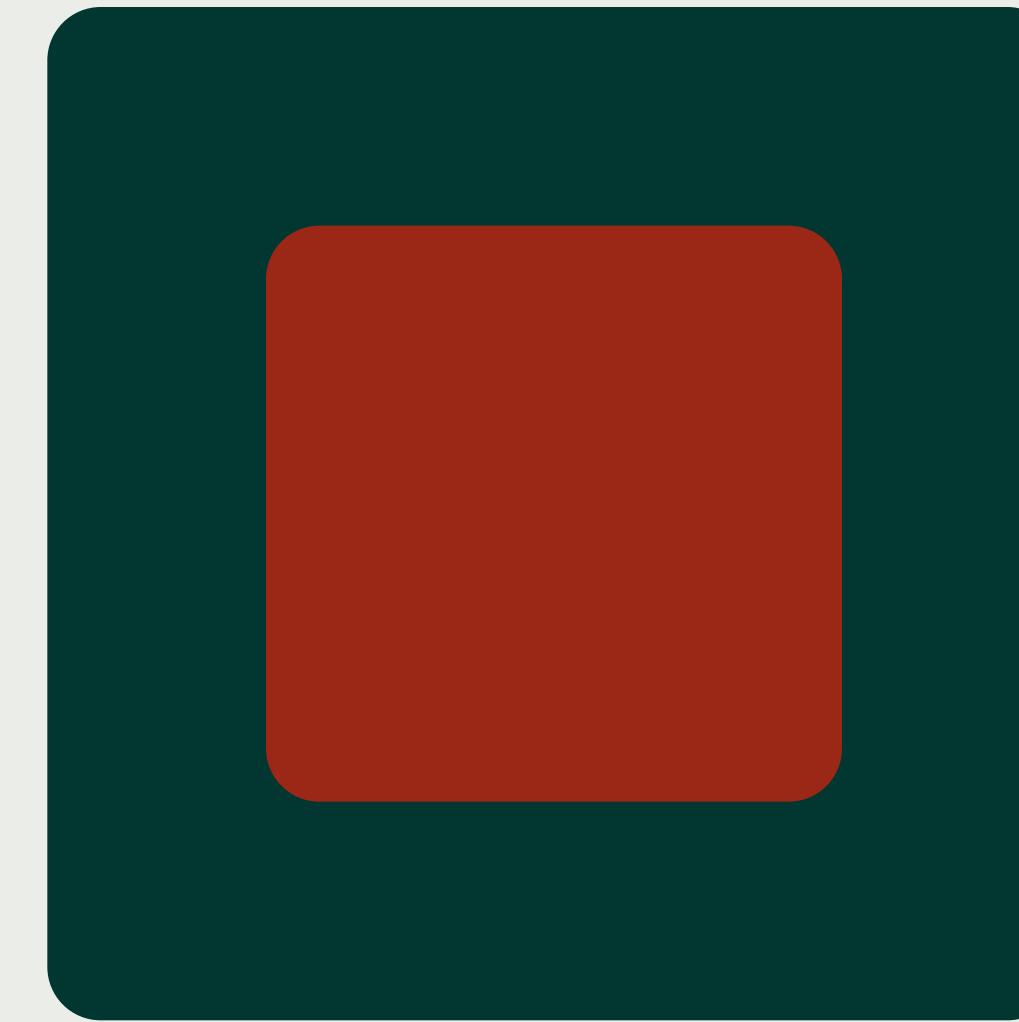
Don'ts



Change colour ratio



Misuse colours and
have wrong emphasis



Place poor contrast
colours together



Typography

Aa
Avenir

Heading: Avenir Medium

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheading: Avenir Roman

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body: Avenir Book

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Do's

Heading

Heading

Heading

Heading

Heading

Use colours with good contrast in headings

Heading

Subheading

Body

Change leading, tracking and colour of heading and subheading when appropriate

**Lome ipsum dolor sit amet
consectetur.**

Increase text weights when necessary

Don'ts

Heading

Body

Heading

Use poorly contrasting/ non-legible
colours for text

Affect readability of text
by excess change of
leading and tracking

Heading

Subheading

Body

Disrupt hierarchy

Lorem ipsum dolor sit amet consectetur.
Aenean ac non viverra facilisi. Magna neque
vitae egestas quis proin turpis consequat leo
libero. Id rhoncus in semper rhoncus fusce orci.
L o r e m i p s u m
d o l o r s i t a m e t
c o n s e c t e t u r .

Imagery



Photographs

Illustrations

Recurring
brand pattern



Collaterals

The Menu

Starters

Medusa's Gaze
Sandwich with garnished onions and stones of course, served on a platter ₹ 350

Argos Travel
A gravy boat: golden vegetables and Odeseus' journey for ten years ₹ 475

Cyclops Special
One egg one dream: possibly made by nobody? But everybody will like it. ₹ 350

Labyrinth
Don't fly too close to the sun with this one! It is a spicy dish, walk into a maze of fire. ₹ 300

Like a Spartan
Simple English breakfast for our resident Spartan identifier. Beans, toast, eggs and bacon. ₹ 275

Main Course

Greek Salad
The classic everyday salad you crave: fresh veggies and optional chicken. ₹ 350

Trojan Horse
A solid looking meal with a twist in every bite. Rich with spice. ₹ 475

Aegis Plate
Sandwich with garnished onions and stones of course, served on a platter ₹ 360

Gorging Gorgon
Presented as a head of snakes, this dish is going to make you speechless. ₹ 375

Prometheus
Discover what it was like to be the person first given fire with this hot dish. ₹ 420

Calypso Special
The perfect homely meal to try for a soothing experience. ₹ 380

Riddle of the Pasta
There is never a dull moment with this plate full of surprises (and riddles) ₹ 400

Scylla's Trap
As shown in the image, a delicious octopus mix to feast on. Recommended to try Circe after this.

* As per market rate.
** Spice intolerance alert, please keep in mind the food may be spicy.



Table Tents

Packaging



Keychains



Coasters



T-shirts



Tote Bags



Condiment Bottles



Business Card



Tissue Box

