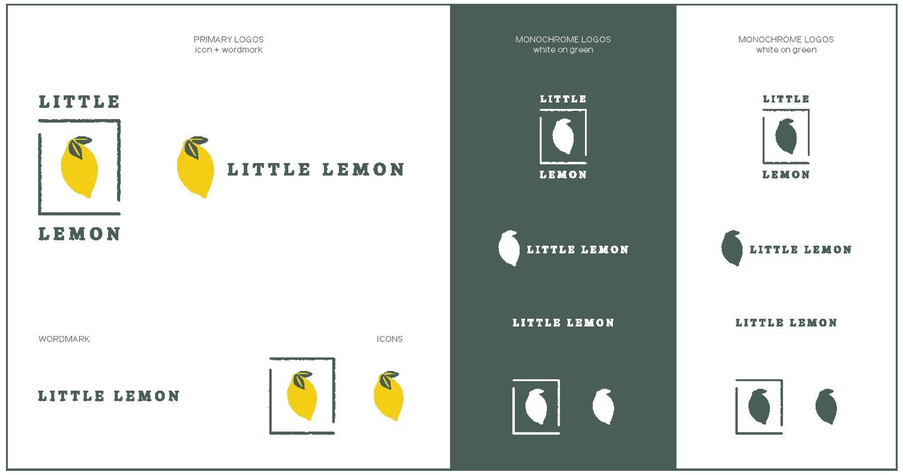


PRIMARY LOGOS
The green and yellow logos are the primary logos, wordmark and icons. Always use these versions when possible.

MONOCHROME LOGOS
When primary two color logos can't be used, please use their monochrome versions.

ABOUT THE BRAND

BRAND NAME
Little Lemon

MODELED AFTER

VERTICAL
Restaurant

PRESENCE
Physical locations

ABOUT
Little Lemon is a charming neighborhood bistro thatserves 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	
#495E57 R:73 G:94 B:87	#F4CE14 R:244 G:206 B:20	#EE9972 R:238 G:153 B:114	#FBDABB R:251 G:218 B:187	#EDEFEE R:237 G:239 B:238	#333333 R:51 G:51 B:51

PHOTOGRAPHY

Type System

Sub title - keep close to display
Regular 40pt

Lead text! Use this for descriptive items
to catch attention!
e.g. home page or CTA (Call to action)
Medium 18pt

Card Title 18pt Bold
Paragraph text regular 16pt
1.5 line height
Max 65 characters per line.

Highlight text e.g. price medium 16pt

#49SE57 **#F4CE14**

Rounded corners

16

16

Navigation bar
- Logo
- Page links

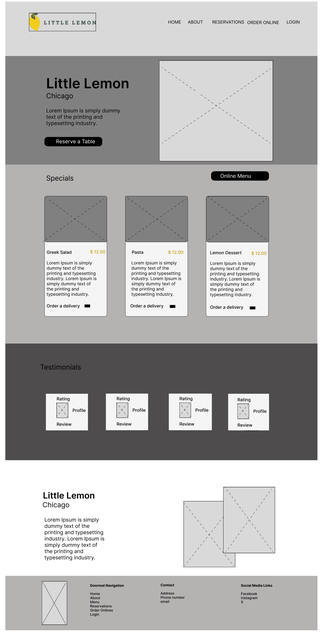
Hero Section
- Name
- Description
- image
- Button:
- Reserve a Table

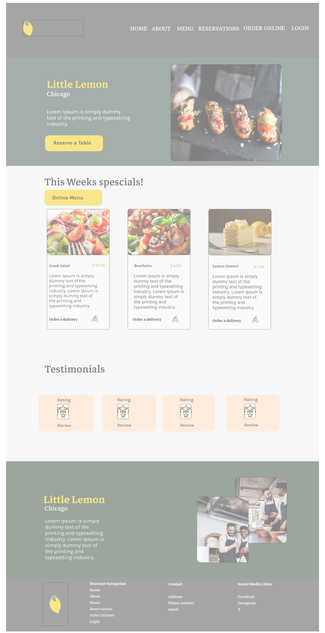
Highlights
- Online Menu
- Button link
- This weeks specials
- Images and
- Descriptions

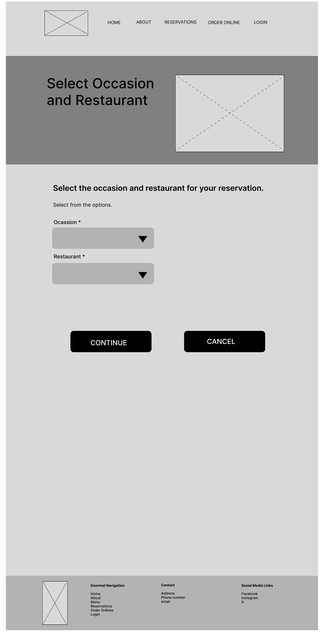
Testimonials
- Star rating
- User profile
- Photo
- Review

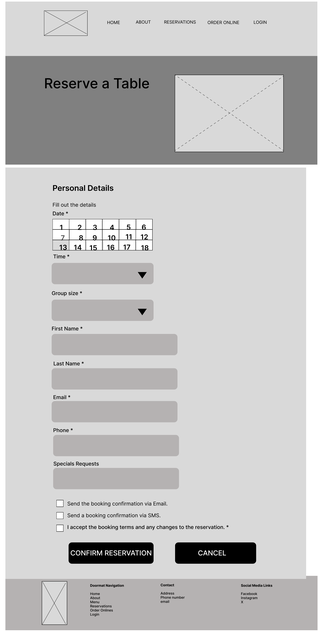
About
- Name
- Description
- Photos of Adrain and Mario

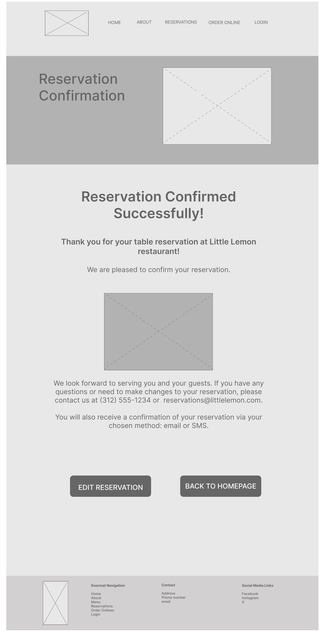
Footer Navigation
- Contact info
- Links to social-media
- Doormat Navigation
- Logo











Occasion

Occasion

- Birthday
- Engagement
- Anniversary
- Other

Birthday

Engagement

Anniversary

Other

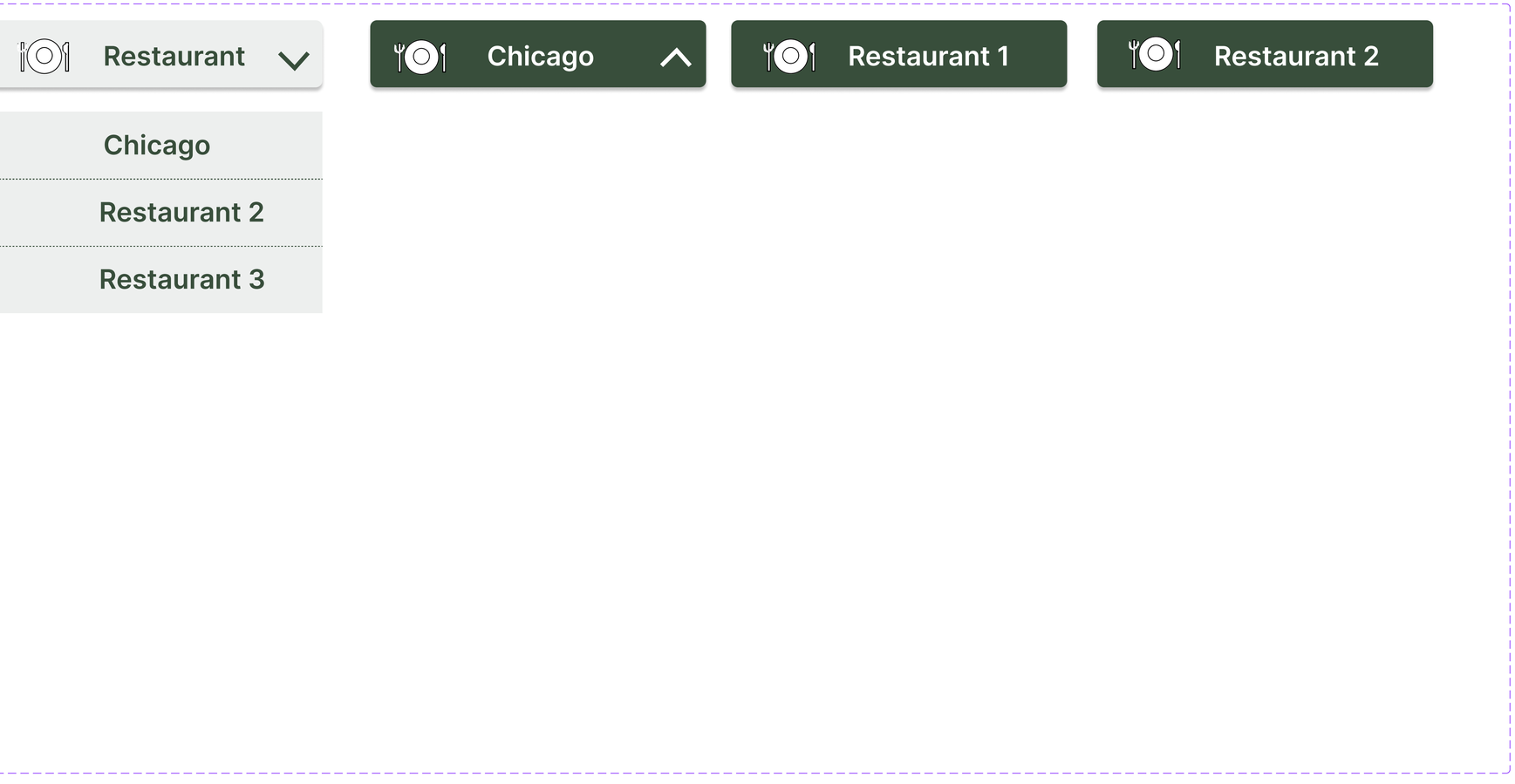
Select Occasion

Occasion

Select Restaurant

Restaurant

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18


Restaurant
Chicago
Restaurant 2
Restaurant 3
Chicago
Restaurant 1
Restaurant 2