



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  |               | TYPEFACES  |                        |
|--|---------------|--|------------------------|
| BRAND NAME   | MODELED AFTER | Markazi Text<br>Medium   | AaBbCcDdEeFfGgHhIiJj   |
| VERTICAL   |               | Headlines<br>Sentence case<br>Leading: same point size as headline | KkLlMmNnOoPpQqRr       |
| PRESENCE   |               |  | SsTtUuVvWwXxYyZz       |
|  |               |  | 0123456789             |
| ABOUT  |               | KARLA REGULAR  | AaBbCcDdEeFfGgHhIiJjKk |
| 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. |               | Parragraph<br>Sentence Case<br>Size: 65% of headline               | LiMmNnOoPpQqRrSsTtUu   |
|  |               |  | VvWwXxYyZz             |
|  |               |  | 0123456789             |

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

| PHOTOGRAPHY   |   |  |   |
|---|---|--|---|
|  |  |  |  |
|  |  |  |  |
| Assets  | Product shots   | Do's   | Don'ts  |
| Stock photography should feature causal, simple restaurant images.                  | Food photography should be warm and inviting.                                       | Do use photos that feature the environment or dishes shot in natural light.          | Don't use studio shots or food photography that seems too stylized.                   |