

Brand Guidelines

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slightly TOASTED



slightly TOASTED



Size & Spacing



The logo should never be scaled to less than a half inch (0.5") tall.





The height of the **Slightly "S"** may be used to determine the minimum margin or space surrounding the logo.



7 5

6.7"

Reverse Size



The logo should never be scaled to less than 0.5" tall.



Slightly
SIGNED
STED

2.5

6.7"

Secondary Marks

Logo with Tagline

Letter Mark



The Logo with Tagline should never be scaled to less than an 1.75" wide.









The Letter Mark should be used minimally, usually only in instances where a square mark is necessary.



Color Palette

Primary Palette

CMYK 94 46 0 79 RGB 3 29 54 HEX 031D36 PANTONE CMYK 90 60 30 100 RGB 0 0 0 HEX 000000 PANTONE

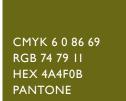
CMYK 0 0 0 0 RGB 255 255 255 HEX FFFFF PANTONE The Primary Palette should be used in all support and marketing materials.

Secondary Palette

CMYK 7 0 82 19 RGB 193 207 38 HEX CICF26 PANTONE CMYK 10 0 0 80 RGB 77 85 91 HEX 4D555A PANTONE

CMYK 5 0 0 50 RGB 138 146 152 HEX 8A9297 PANTONE The Secondary Palette may be used to support the Primary Palette.

Special-use Accents



CMYK 0 92 97 44 RGB 143 11 4 HEX 8F0B04 PANTONE CMYK 77 37 0 49 RGB 30 82 130 HEX IES282 PANTONE

The Special-use Accents should be used very rarely and only when necessary.

AVIATOR SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 The Aviator Family is available for purchase here: creativemarket.com/VintageVoyage/844396-The-Aviator-Font-Collection

Chronic Delivery

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopgrstuvwxyz

Chronic Delivery is available for download here: www.dafont.com/chronicdelivery.font

..?!()[]#\$%&

Body Copy

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,?!()[]@#\$%^&*

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ...?!()[]@#\$%^&*

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz I 234567890 .,?!()[]@#\$%^&*

Gill Sans Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,?!()[]@#\$%^&*

Gill Sans Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ...?!()[]@#\$%^&*

Gill Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 .,?!()[]@#\$%^&*

Color & Font Use





Example: Food Menu

Materials focused on the morning menu should be light and airy, using as much white as possible. Materials focused on the evening menu should be reversed and on a dark background.

Regular patrons will recognize the pattern; they can skim the menu and order quickly.

When possible, Gill Sans should be set with +25 kerning. On the morning menu, this encourages openness and white space. On the evening menu, this helps legibility when text is reversed.

When Gills Sans is used on a light background, the Light family should be used as often as possible, limiting the Regular family to points of emphasis (dish titles).

When Gills Sans is used on a dark background, the Regular family should be used as often as possible, limiting the Bold family to points of emphasis.

The light green from the secondary palette should be the go-to accent color. In the menu, it is used to note section changes.

Similar to the logo, Chronic Delivery may be used in a support role ("served with chips").

