



# BRAND DESIGN GUIDE



## MANUAL DE MARCA

La Vaka Branding and  
Design Guidelines for any  
and all marketing and  
promotional material.



# LOGO USAGE

## Logo Versions

The logo has different versions. Use one of whichever logo version needed according to the material. Standard is great for print and horizontal settings. Circle is great for as an emblem or a center element. Symbol is great for material with little space like mobile applications.

**Do not stretch or change typeface in logo. Use Logo with best Contrast!**

Respect the identity of the brand and maintain a well-defined graphic line that helps position the brand. Always use the brand colors in the logo.



On Dark BG



# TYPOGRAPHY

**H1**

**GALA BOLD**

**H2**

**GREYCLIFF CF BOLD**

**H3**

**GREYCLIFF CF EXTRA BOLD**

**P**

**GREYCLIFF CF MEDIUM**

**A**

**GREYCLIFF CF BOLD**

## NOTES:

Font Size: Even |  $\pm 2$  (Use numbers divisible by 2)

Line-spacing (Leading): +12 to the font size.

Space Between Text Elements: Even |  $\pm 10$  (Use numbers divisible by 10)



# COLOR PALETTE



## Emerald Green

HEX: #00BC70

RGB: (0, 188, 112)

CMYK: 76.0.77.0



## Racing Green

HEX: #0F422F

RGB: (15, 66, 47)

CMYK: 87.46.80.53



## Night Black

HEX: #121413

RGB: (18, 20, 19)

CMYK: 74.66.66.81



## Dim Grey

HEX: #707070

RGB: (112, 112, 112)

CMYK: 57.48.48.15

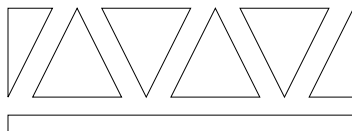


## Smoke White

HEX: #F5F5F5

RGB: (245, 245, 245)

CMYK: 3.2.2.0



## Paper White

HEX: #FFFFFF

RGB: (255, 255, 255)

CMYK: 0.0.0.0



## Vanilla Yellow

HEX: #F2EBB5

RGB: (242, 235, 181)

CMYK: 6.3.35.0



## Web Orange

HEX: #FCAC00

RGB: (252, 172, 0)

CMYK: 0.37.100.0



## Imperial Red

HEX: #F32735

RGB: (243, 39, 53)

CMYK: 0.96.83.0



## Rusty Red

HEX: #D32A42

RGB: (211, 42, 66)

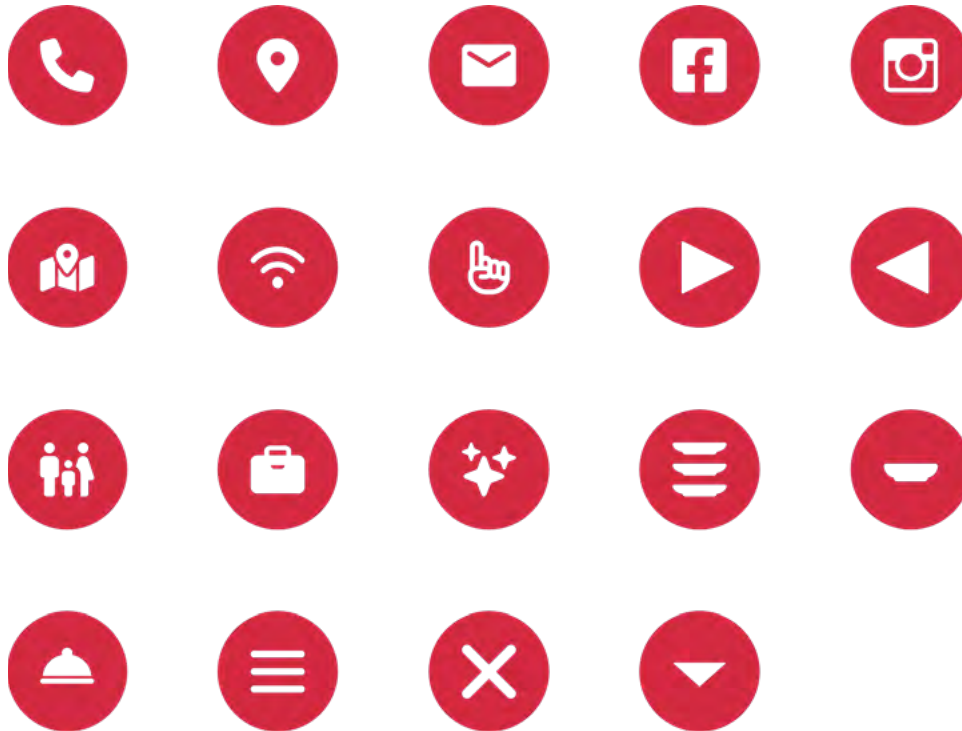
CMYK: 11.97.75.2



# ICONOGRAPHY

## Solid Round & Flat Style Icons:

Simple Round & Flat style icons that utilize a solid color of the color palette. Be sure to consider icon contrast so it stands out from the background.



# IMAGERY

**Showcase a variety of foods and restaurant photos. Clean, Colorful, Fancy, Fun, and Friendly atmosphere.**

The best imagery to use is of the restaurant, their food, and drinks. Colors are important, as well as, showcasing customers having a good time. It would be best if food images match the section its in / behind. Illustrations & pattern strips can utilize all the colors of the color pallette within it. However, flat style illustrations are welcome in any bright colors. Cut outs of foods work well too.



# WEB NOTES & EXTERNAL LINKS

## Website Menu Notes

The mockup doesn't showcase every food item. Use their PDF menu to fill in the missing items for the categories not presented. For images, feel free to use any that is on their caviar online ordering menu (which is linked below). Their online ordering will be handled through toast (which is also linked below).

On the catering page, the catering menu packages from the mockup are made up. If they do not offer packages or are not ready to offer catering packages, remove them and keep the view our menu part of that section.

Some menu items and paragraphs in the mockup are written in spanish and are translated on hover. Retain the spanish menu items unless otherwise stated for the items in categories not listed in the mockup. (In other words, if there is a spanish name for a food item that isn't translated in the mockup, use the spanish name.)

If the functions section on the homepage is difficult to replicate, use the functions section on the Catering page for the homepage too. For reviews, I linked their google ones below.

Some assets are low in quality if downloaded through adobe prototype. Assets are in the drive.

**Caviar Menu**      <https://www.trycaviar.com/store/la-vaka-mexican-restaurant-goffstown-30955726/>

**Toast Menu**      <https://www.toasttab.com/local/order/lavakamex/r-35242db6-41f3-46d4-9b85-67eb0db741f4>

**Write a Review**      <https://search.google.com/local/writereview?placeid=ChIJl24mAipJ4okRrGP1BHuj7ps>

**View Reviews**      <https://search.google.com/local/reviews?placeid=ChIJl24mAipJ4okRrGP1BHuj7ps>



