

COVE CAFE:

OUR LOGO



LOGO RULES

To maintain a strong brand identity, the logo must remain clear, uncluttered and of a legible size on any produced literature.

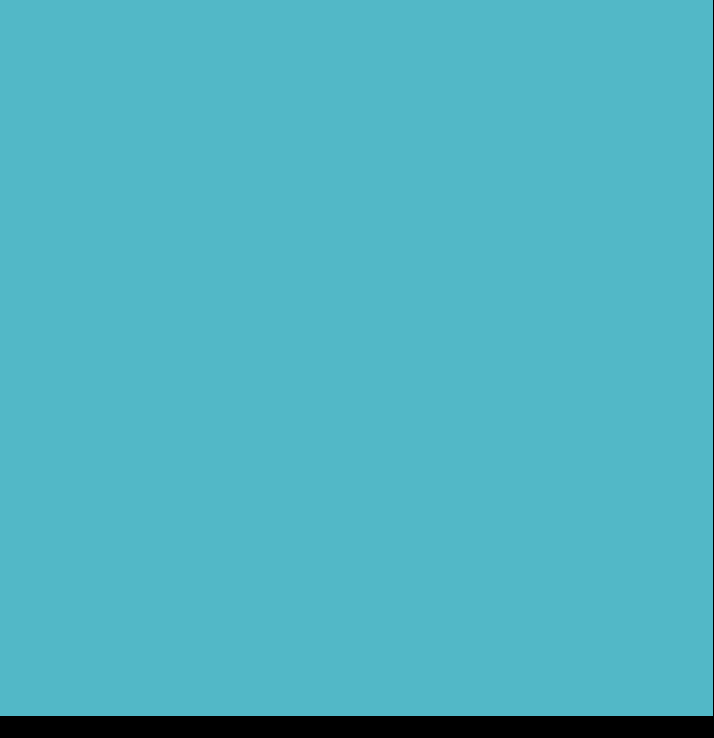
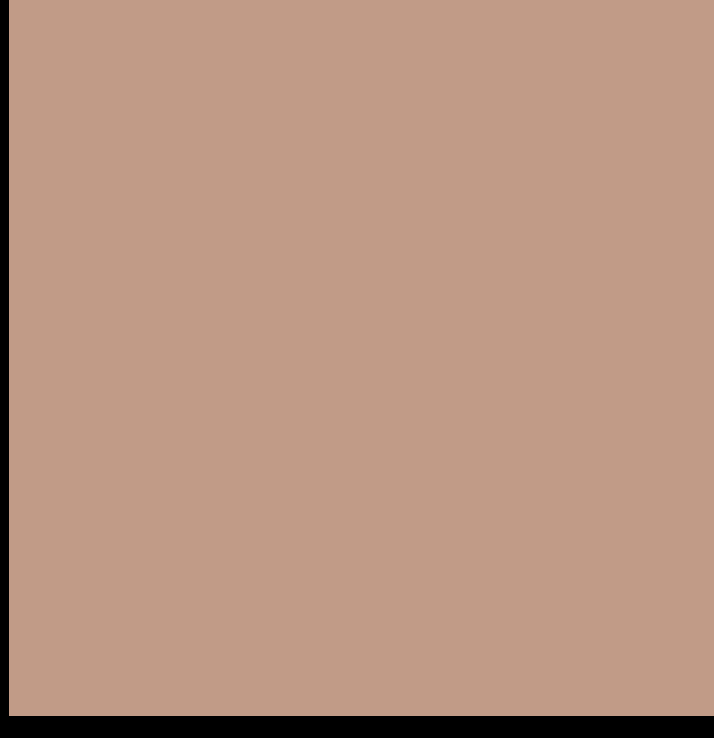
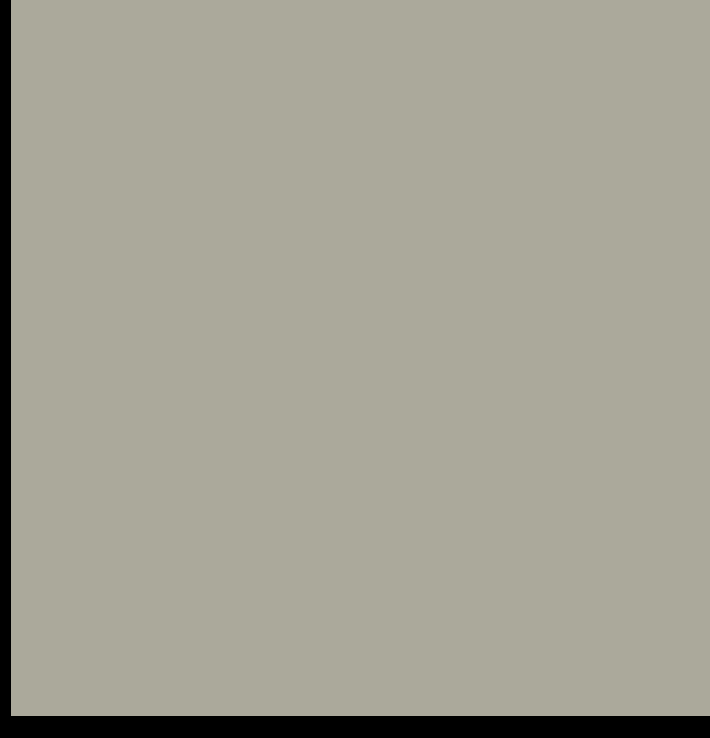
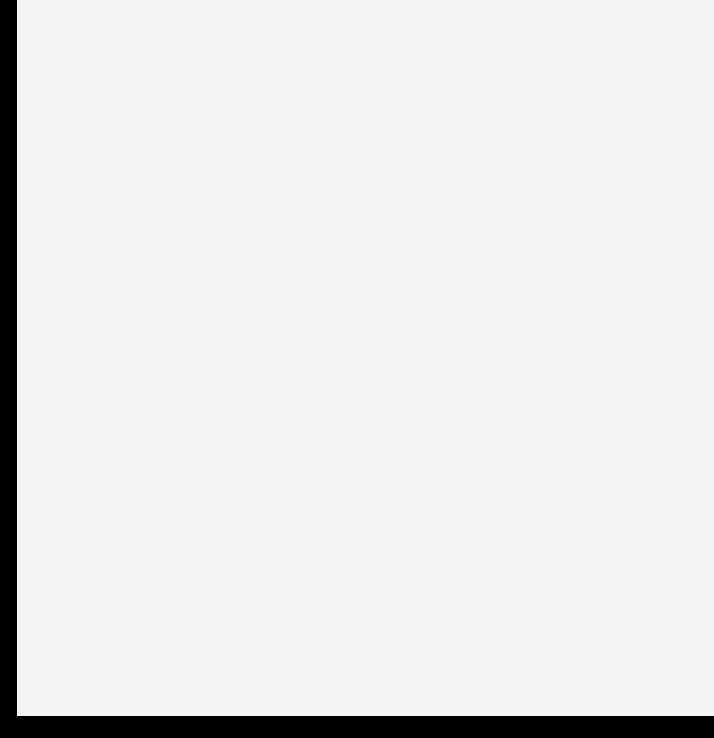
The logo should only be used from master artwork and should not be redrawn or altered in any way. The logo at all times should be used in line with the guidelines set within this document.

It's important that our logos are not crowded by other elements that might compete for visual attention. A space should be left around our logo where no other logos or type are placed. We call this the exclusion zone.

MINIMUM SIZE

The logo must never be used smaller than 35mm (132px) wide.

OUR COLOURS

					
HEX #5bb7cb	HEX #395869	HEX #caa48d	HEX #b8b1a1	HEX #f6f6f6	HEX #58545c
C 63 R 91	C 80 R 57	C 19 R 202	C 30 R 184	C 0 R 29	C 62 R 86
M 7 G 183	M 53 G 88	M 35 G 164	M 25 G 177	M 0 G 29	M 55 G 85
Y 20 B 203	Y 41 B 105	Y 42 B 141	Y 35 B 161	Y 0 B 27	Y 44 B 91
K 0	K 28	K 7	K 6	K 5	K 38

TYPOGRAPHY

MONTSERRAT (AVAILABLE ON GOOGLE FONTS)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!,:;/?.,@¥%&*()£\ <+>'

BOLD MEDIUM LIGHT

The Montserrat typeface has been chosen for its clarity and boldness. It's a punchy font, bold, easy to read and versatile, with lots of different weights available to help get messages across.

The typographic principles are based on function, format and purpose. They maintain a distinctive look and feel across all art forms. Montserrat is a web safe font so versatile across all mediums.

ALTERNATIVE TYPEFACES

WICKED GRIT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!,:;/?.,@ %&*() \ <+>'

This is the heading font used on any on site menus. Wicked grit can also be used as headings on marketing materials when Montserrat looks too corporate.

CARDENIO MODERN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!,:;/?.,@¥%&*()£\ <+>'
BOLD REGULAR

This is the main body font used on any on site menus.
When using Cardenio Modern use at least 25 tracking so any text become more legible.

FONT SIZE

Body text should not be used at a size smaller than 9pt.