

COASTLINE

CAFÉ

*Part of the **led** family.*

June 2022

1. Logo

1.1 Logo versions



1.2. Clear space

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.



2. Brand Colours

PRIMARY COLOUR CMYK 63 7 20 0 RGB 90 184 203 HEX/HTML 5ab7cb PAINT DULUX JAVAN DAWN 2		
	CMYK 0 0 0 5 RGB 29 29 27	CMYK 19 36 42 7 RGB 202 164 141 HEX/HTML caa48d
CMYK 80 53 41 28 RGB 56 88 105 HEX/HTML 385868	CMYK 62 55 44 38 RGB 86 85 91 HEX/HTML 57545c	CMYK 30 25 35 6 RGB 184 177 161 HEX/HTML b8b1a1

3. Typography

3.1. Typeface

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.

Montserrat

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*~Ç,-;:_)

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*~Ç,-;:_)

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!".\$%&/=^*~Ç,-;:_)

3.2 Alternative Typefaces

**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.

WICKED GRIT

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

1234567890

(!"\$%&/=^*,-;:_)

3.3 Alternative Typefaces

**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.

CARDENIO MODERN

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 (! " . \$ % & / = ^ * " Ç , . - ; : _)

Regular

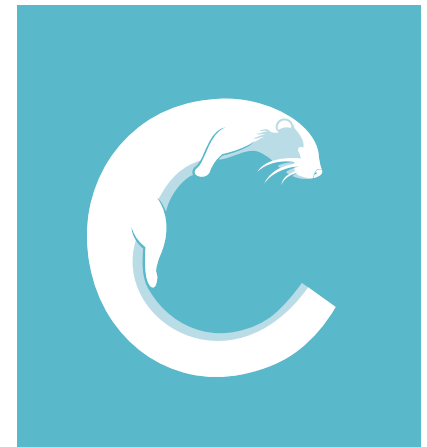
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 (! " . \$ % & / = ^ * " Ç , . - ; : _)

4. Imagery

5.1 Elements



5.2 Examples



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