

COVE

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

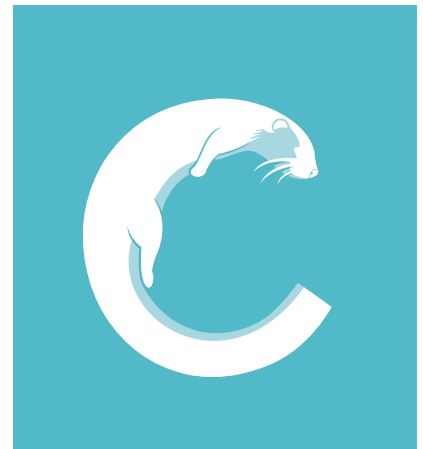
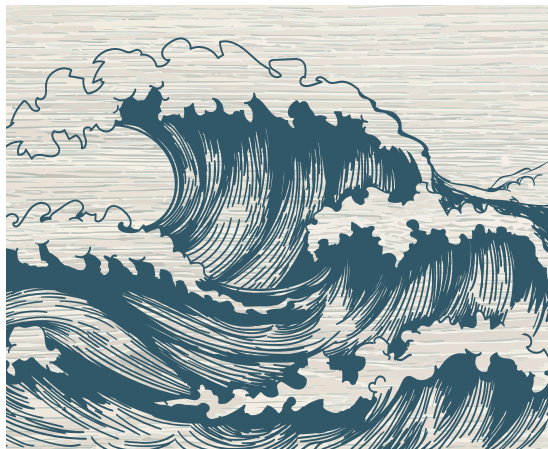
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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



COVE
CAFÉ