# EatStreet
## Style Guide



# Graphic Standards Manual


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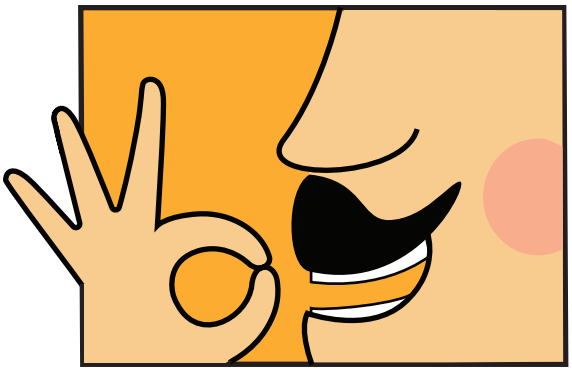
## Our Mission

EatStreet is a small company located in San Francisco and Bay area. The company was created to make people aware of the original Sicilian street food. Italian food is trendy around the USA, but what about the traditional Sicilian food? Sicilian cuisine is also well- known to have a wide variation of street food. The mission is to create a brand that will be popular around people who love Italian food and want to discover the Sicilian street food art, which is very particular and less popular. In the beginning, EatStreet will serve around the Bay Area with a food truck, but in the next two years, we are planning to open the first small shop in the Financial District of San Francisco.



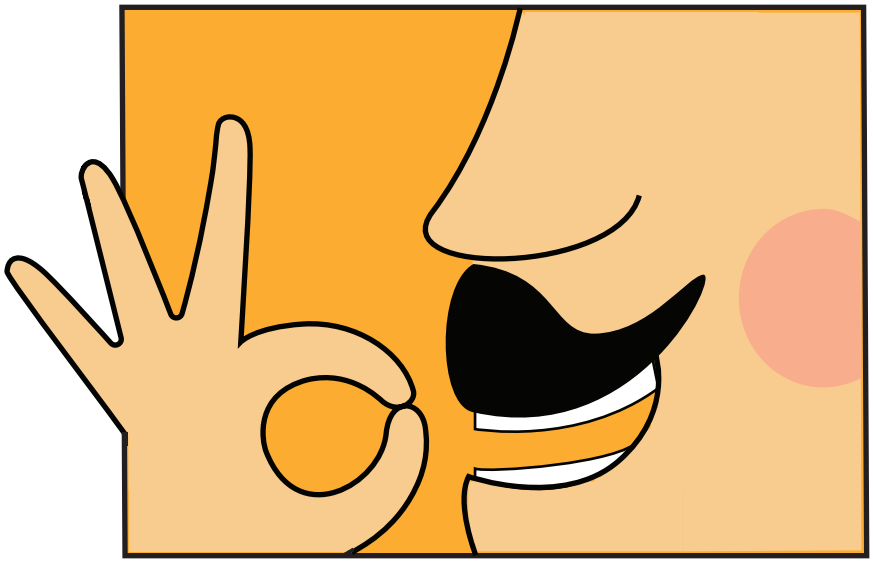
EatStreet
Sicilian Street Food

## Primary Logo

The EatStreet logo is meant to convey the friendly, cozy, and original Sicilian Street Food company in the Bay Area. It is composed by the stylized smiling face with a delicious hand gesture and an important mustache. The logo recalls the " Pupi Siciliani" (Sicilian muppets), which are very popular in the Sicilian culture.

The colors and shape of the logo were designed to be organic, family-friendly, and catch the curiosity of the viewer by representing a single face.

The color would evocate the Sicilian colors of the food and the flag.



EatStreet
Sicilian Street Food

## Secondary Logo

Eatstreet created a specific logo just for food trucks. The emblem logo was designed to appear only on one side of the truck. Both logos work together without differentiating with each other. The rounded shape of the emblem logo works better for irregular and big surfaces.



# Logo Inspiration

The inspiration for the EatStreet logo was the Sicilian Muppets called, Pupi Siciliani. The Sicilian Muppets is a marionette theatrical representation of Frankish romantic poems such as The Song of Roland, which is one of the characteristic cultural traditions of Sicily. Orlando is the protagonist of the plot, and his aspect is easily recognizable thanks to his big mustache.

In my logo I combine the Sicilian muppets with the delicious Sicilian food, giving to the profile a friendly aspect and playful, by representing the famous hand gesture of " delicious".











# Logo Lockups

Because the original version of the logo may not be suitable for all sizes and needs, I design two primary variants of the EatStreet logo. The first one will represent the version of the logo composed by the logotype and the mark.. The lockup was designed to stand by text, images, and other content.

The second version was designed to be simplified by omitting the mark and leaving the name of the brand and the tagline. In this way, the company will be easily recognizable. This particular version could be used for specific needs such as screen banner, navigation bar, and in some program and brochure where the full version is not suitable.

In the third version, the mark without the logotype could be used for branding purposes such as T-shirt, caps, mugs, etc. In formal programs and events, do not use this version.

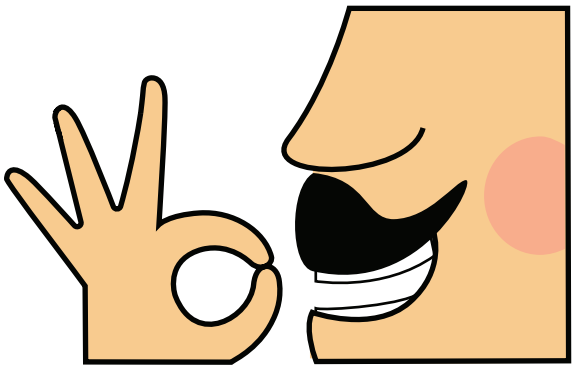
Complete Logo




Logo without Mark




Logo without logotype



# Color Versions

## Primary color logo

The primary EatStreet logo made up of six colors (including black). This color version should be the default choice for logo use unless practical or technical limitations require a grayscale or black & white version of the logo.







## Logo color variants

Use the grayscale version if color printing is not available and the black & white version if high-contrast line art is needed (for example, on a document meant to be photocopied or for making a rubber stamp). In all the other situations, please always use the color version.









## Safe Area

The white space ("safe area") around the logo should extend a minimum of approximately the width of the capital E. Do not place any other text or imagery inside this area.

### Primary Logo




### Secondary Logo



# Incorrect Logo Treatment

For the correct usage of the logo, please carefully take attention to the following suggestion.




DON'T Squash and distort any versions of the logo.




DON'T substitute the logotype with other typefaces.




DON'T Stretch the logo by pulling any corner to give it a prospective




DON'T rearrange elements of the logo.




DON'T add or change colors in the logo.




DON'T place the logo against backgrounds which hurt its legibility.




DON'T rearrange elements of the logo.

# Color Palette

The selected color palette wants to convey the feeling and the core values of the Eatstreet Company as friendly, positive, cultural, and affordable. The primary colors recall them colors of the Sicilian street food and the Sicilian's flag, which reveal the happiness and the joy of the new and original tasty experience. The secondary color was thought to integrate the logo with a brighter yellow color, which will be the same as the Eatstreet's truck food emblem.

Do not use other colors for the logo except for the color variations provided above, since by using a different color, the consistency of the brand identity will be treated.

The secondary color will be the yellow of the second version of the EatStreet logo, the emblem for the food truck. Please use this yellow in an alternative to the orange primary color, PMS P 20-6C.

## RGB (screen)

This is the color value for on-screen uses such as web or video.

## Hex (web)

An alternate way to indicate the on-screen color values for web sites.

## PANTONE (spot)

This is the preferred color space for printing and refers to a specific ink color.

## CMYK (process):

This is the color space to use on printed documents when spot color printing is unavailable or impractical. Numbers represent value of Cyan/Magenta/Yellow/Black respectively.

# Primary Colors

PMS P 20-1 C
C2 M21 Y48 K0
HEX #F7CB90

PMS P 20-6 C
C3 M36 Y81 K0
HEX #F1AB4B

PMS P 48-3 C
C0 M38 Y42 K0
HEX #F9AE8E

PMS P 52-8C
C0 M98 Y98 K0
HEX #EC2426

PMS Black C
C0 M0 Y0 K100
HEX #000000

PMS N/A
C0 M0 Y0 K0
HEX #FFFFFF

# Secondary Colors

PMS P 1-8 C
C5 M5 Y82 K0
HEX #F6E24C

## Logotype Fonts

Cookie Regular is a friendly and energetic script typeface that gives a sense of organic and delicious food. It embraces all the right values and vibes presented in Eatstreet without compromising the readability of the headline.

Headline

Cookie Regular

## Preferred typeface

Open Sans is a modern but straightforward sans serif. It works perfectly with the nature of the brand, which wants to convey the simplicity and the hospitality of the Sicilian cuisine. It comes with a variety of family styles, which makes it versatile for headline and body text.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Open Sans Light

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Open Sans Regular

**Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.**

Open Sans Semibold

**Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.**

Open Sans Bold

## Logotype Fonts

For the food truck, I have realized a specific logo for EatStreet that it works perfectly with the primary logo. For the logotype, I have chosen the same typeface, Cookie, for the same reason I showed above.

Headline

Coockie Regular

## Preferred typeface

American Typewriter will be paired with the Cookie, which gives the informal and warm tone to the body text. The curves and straight lines presented in the American Typewriter are the perfect balance between personality and functionality.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

American Typewriter Light

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

American Typewriter Regular

**Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.**

American Typewriter Semibold

**Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.**

American Typewriter Bold

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

American Typewriter Condensed Light

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

American Typewriter Condensed

**Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.**

American Typewriter Condensed Bold

# Business Card and Letterhead



# Branding

Since EatStreet will start to serve food with a Truck around the Bay Area, here I showed how the secondary logo looks like in different trucks.




EatStreet
Sicilian Street Food
Sicilian
EatStreet
Street Food
EatStreet
Sicilian Street Food

# Branding

EatStreet will distribute the food using all 100% recycled paper and avoiding any plastic usage. Here bellow is showing some branding products.







EatStreet
Sicilian Street Food


EatStreet
Sicilian Street Food

# Poster Event

The poster was designed to be posted around the city streets and bus billboards.



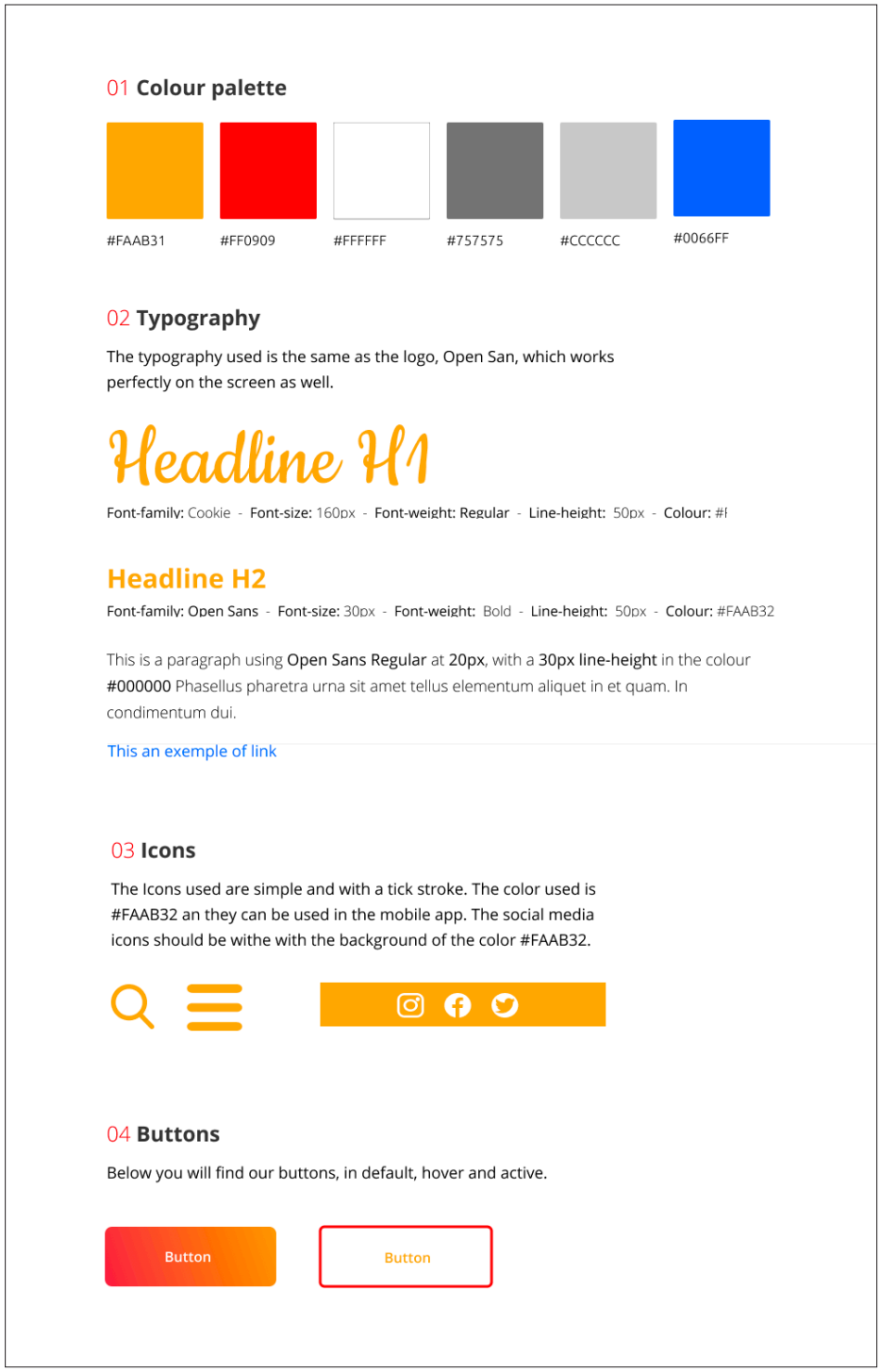
# Website and Mobile Mockup

The EatsStreet website is designed to be clear, easy to use, and responsive for any device. The user can easily navigate through the website, checking our menu and order online by using Doordash and Caviar. The website also shows the upcoming event and allows the user to buy the tickets using Eventbrite.



# Web Guidelines

In this section, there are some guidelines for the EatStreet website and App that will allow being consistent with the brand identity.



## 05 Fields

All fields should be shown with a label. Both the label, placeholder and border has the colour #FFFFFF, #757575 and #0066FF. Other colours can be found in the sceme.

Name :

Type your message here...

Label
Label
Label
Label
Label
Label
Label
Label
Label

## 06 Grid

The grid is 12 column, and is 1170px with a gutter on 30px (15x2). Breakpoints will be 970px for tablet and 750px for mobile devices.

## 07 Images

Images are always 100% width of the container. The images should be inerent to the Sicilian Street Food activities. Do not put any external ads.

