FOOD & MALT

Visual profile

Version 1.0, nov 2020

At Food and Malt, we describe ourselves as a restaurant that combines drinks from local breweries with good, home-made food. From our location at the Meat Bazaar, we strive to give our customers the beste experience they can possibly have.

Our mission is to deliver on both food and drinks, and to educate our customers about the hidden treasure that resides in local beer and dude food.

We are
traditional and modern
affordable and trendy
local and international

Main logo

Alternative logos

These logos can be used when the main logo format is not suitable. For social media, the logo symbol can be used on its own.

Logo variants

The negative logos are intended used on dark surfaces. The background color is 90% black.

There is also a variant with transparent background to use on screens.

Do not

Substitute fonts

Add elements

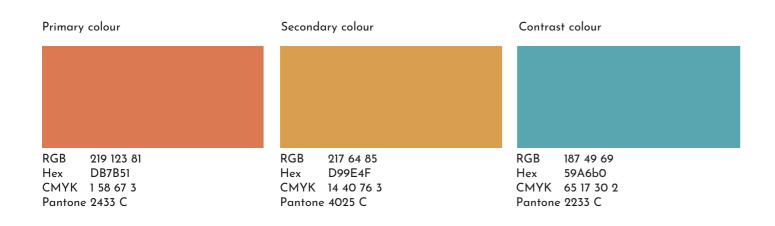Substitute colours

Remove elements

Rotate or skew

The logo is designed to look a certain way to convey the values and feelings our brand is supposed to envoke with our clients.

Tampering with these elements is to tamper with our brand.

Distort proportions

Colour palette

The primary colour is orange. It is used in the logo and in a few important elements on for example a website. The contrast colur is blue, and its primary intendet use is CTAs.

The black-ish and white-ish colour can be used as background, or text colours. Please ensure contrast level between background and text when applying colours to ensure that the content is accessible to all.

Primary colour

RGB	219 123 81
Hex	DB7B51
CMYK	1 58 67 3
Pantone 2433 C	

Secondary colour

RGB	217 64 85
Hex	D99E4F
CMYK	14 40 76 3
Pantone 4025 C	

Contrast colour

RGB	187 49 69
Hex	59A6b0
CMYK	65 17 30 2
Pantone 2233 C	

For backgrounds and texts

RGB	0 0 10
Hex	191919
CMYK	77 67 61 84
Pantone Black 6 C	

For backgrounds and texts

RGB	12 5 100
Hex	FFF5F2
CMYK	0 6 4 0
Pantone N/A	

Neutral grey

RGB	128 128 128
Hex	808080
CMYK	49 39 39 20
Pantone 4278 C	

Typography

Josefin sans, primary typeface. Josefin Sans exists in various weights and styling. For body copy and headings

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789!"#¤%&/()=?
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Arial, alternative type. Arial exisist in various weights and styling. Use when Josefin Sans is not available

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Logo applied on products and surfaces

If the logo is printed on assets such as beer glasses, posters, billboards, menus or signs, use the logo version that provides best legibility and visibility. For dark surfaces, choose the light logo - and with the coloured peddle if you prefer.

On light surfaces, choose the main logo.