

Graphic Standards

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easys

Restaurant & Catering

832-2600 • Calder between 7th & 8th

The Corporate Logo

The primary logo is reproduced in 3-colors: Black, Pantone 391 (green) and Pantone 185 (red), as shown in this example. The standard color scheme should never be altered. Variations of color applied to the individual elements should be avoided.



For single color reproduction, the logo should be reproduced with solid Black replacing Pantone 185 (red) and 50% Black replacing Pantone 391 (green).



When neither color or black tints are not an option, the logo should be reproduced in solid black with Pantone 185 (red) replaced by a white knockout.



When reversing the logo from a dark background, the standard color elements should remain unchanged. Solid white should be used in place of black.



With a light color background, or when only one color is available for printing, the logo should be a solid white reversed image.



Typestyles & Colors

The standard corporate typestyle for all communications is Swiss 721.

Use Swiss 721 Thin for body text.

Use Swiss 721 Bold for headings.

Use Times Bold Italic for subheads.

Swiss 721 Thin

Swiss 721 Bold

Times Bold Italic

Printed materials can be reproduced in black, spot color, or full-color CMYK as needed utilizing variations of color pallet shown.

When printing is limited to a single ink color, always use either black with optional shades of grey. Never substitute other colors.



Black



50% Black



30% Black



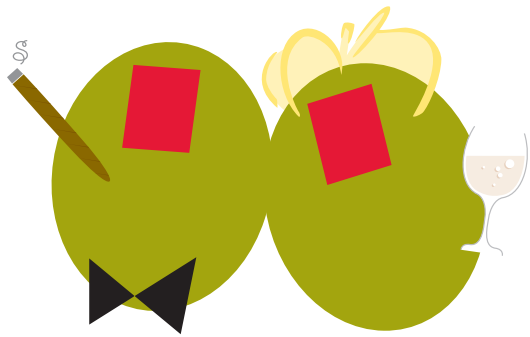
Pantone 391 (green)



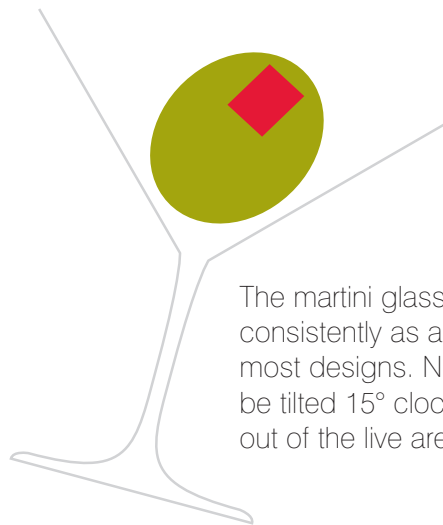
Pantone 186 (red)

Support Graphics

The primary graphic element used in all communications is the thick and thin border. This normally consists of a heavy left border, thin top and right borders, and an extra heavy bottom border which supports the logo and contains the phone number and address.



Illustrations must always use the common simplistic style and utilize the olive theme.



The martini glass should be used consistently as a design element in most designs. Normal usage would be tilted 15° clockwise and bleeding out of the live area.

Photographs must be either full-color or grayscale and incorporate the stylized border as shown.



Stationary

The standard stationary system should be used as a basis for developing all business forms needed by the restaurant.

The basic format should always be followed with modifications made only as needed to accommodate specific technical requirements of forms information or the printing process itself.



The martini glass should bleed off the bottom of letterhead and business forms. The logo should be solid black and the martini glass removed for fax documents.

When updating business cards, care should be taken to modify text only, but not the formatting. The logo size and position should remain unchanged for consistency among all employee business cards.



The martini glass should bleed top and bottom. The martini glass should not be included on window envelopes.

