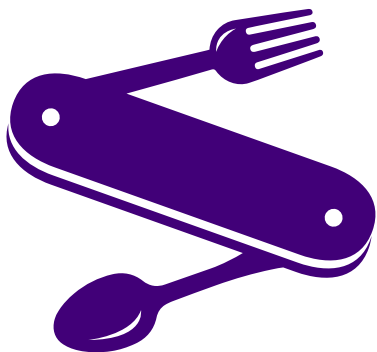
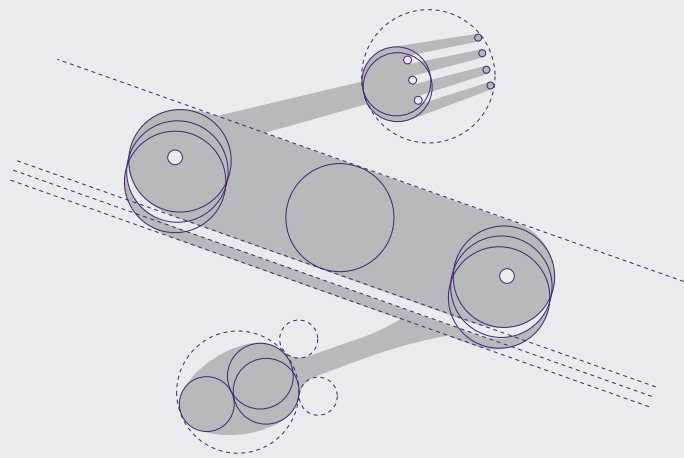




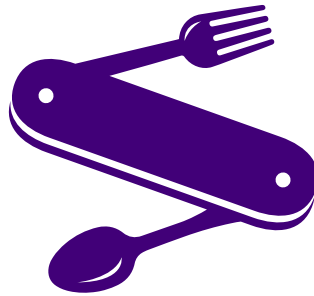
■
sirved

innovative restaurant discovery

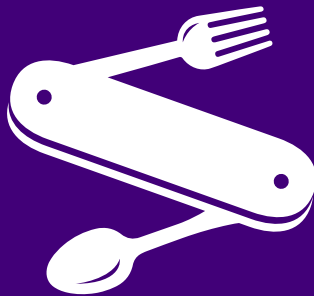
Logo Process



Primary Logo

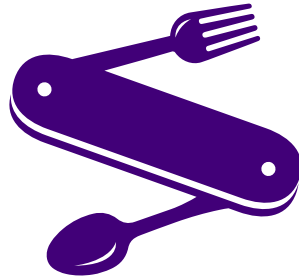


sirved
innovative restaurant discovery



sirved
innovative restaurant discovery

Logo Options



1)

sirved

2)



sirved

3)

sirved

Logo Options on Dark Background



1)

sirved



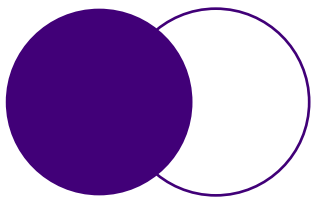
2)

sirved

3)

sirved

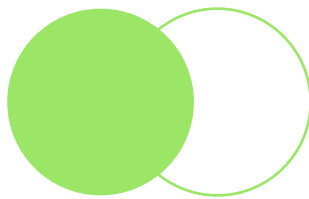
Colour Scheme



HEX
#410078

CMYK
87 100 16 14

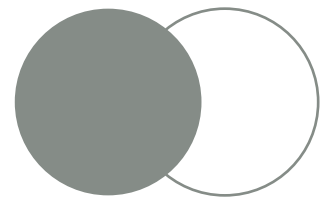
RGB
65 0 120



HEX
#9CE667

CMYK
35 0 75 0

RGB
156 230 103



HEX
#858C87

CMYK
50 37 43 4

RGB
133 140 135

Typography

Aileron

Aileron

Primary Fonts

Aileron SemiBold

Aileron Bold

Aileron Black

MANUS

MANUS SMOOTH

Secondary Fonts

DIN Condensed

DIN Condensed

Font for Body Text

Aileron

Sizing Requirements



minimum size for print

The smallest the logo should be represented in print is 1.5" x 1"



minimum size for web

The smallest the logo should be represented in for web is 250px x 175px

Alternative Small Logo Representation Options



To be used when logo is needed in smaller print sizes than 1.5" x 1" and web sizes smaller than 250px x 175px