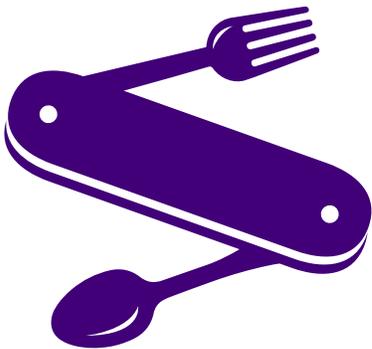
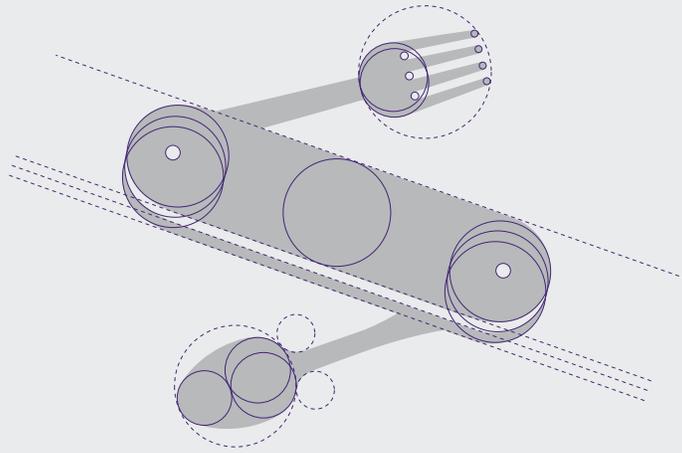




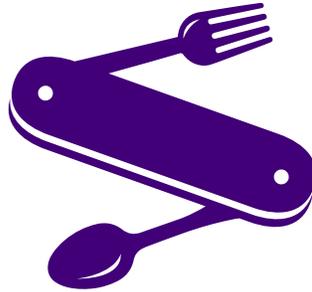
# sirved

innovative restaurant discovery

# Logo Process



Primary Logo



**sirved**  
innovative restaurant discovery



**sirved**  
innovative restaurant discovery

Logo Options



1)

**sirved**

2)

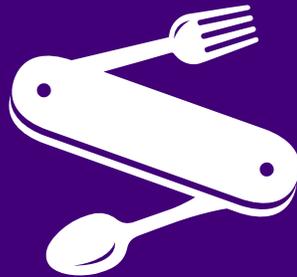


**sirved**

3)

**sirved**

Logo Options on Dark Background



1)

**sirved**

2)

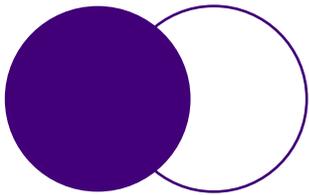


**sirved**

3)

**sirved**

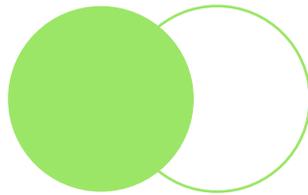
# Colour Scheme



HEX  
#410078

CMYK  
87 100 16 14

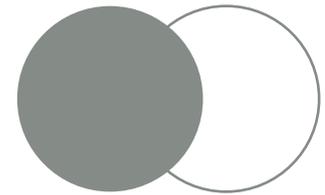
RGB  
65 0 120



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