

*The* MONICA

*The* MONICA

*The* MONICA

*The* MONICA

light background

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*The* MONICA  
KITCHEN + PATIO

*The* MONICA  
KITCHEN + PATIO

*The* MONICA  
KITCHEN + PATIO

with tagline

*The* MONICA

*The* MONICA

dark background

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*The* MONICA  
KITCHEN + PATIO

*The* MONICA  
KITCHEN + PATIO

with tagline dark

# LOGO USAGE

*The*  
**MONICA**

do not change layout

*The* **MONICA**

do not stretch

*The* **MONICA**

do not use random colors

⊗ don't

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# LOGO SPACING

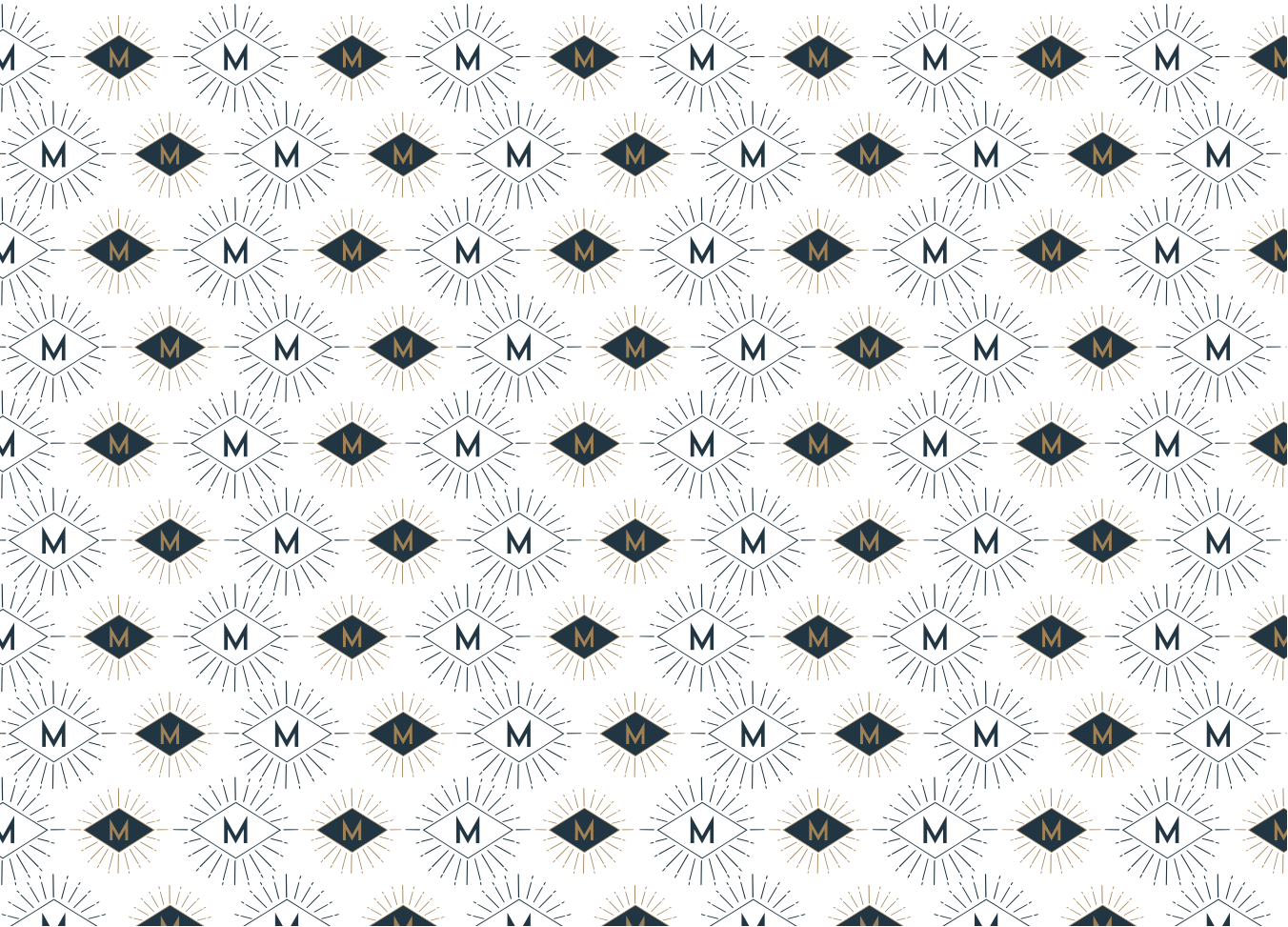




# MONOGRAM



# PATTERN



# GARINE (SECOND)

AA BB CC DD EE FF GG HH II JJ KK LL MM  
NN OO PP QQ RR SS TT UU VV WW XX YY ZZ  
1 2 3 4 5 6 7 8 9 0

*Garine (Third)*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0*

# Angsana New (Regular)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

<p>CMYK: 73, 67, 65, 70 RGB: 35, 35, 36 HEX: #232324</p>	<p>CMYK: 86, 68, 54, 47 RGB: 35, 55, 67 HEX: #233743</p>
<p>CMYK: 73, 67, 65, 78 RGB: 25, 25, 25 HEX: #191919</p>	<p>CMYK: 35, 25, 72, 10 RGB: 160, 129, 87 HEX: #A08157</p>









VICTORIA *VG* GONZALEZ

VICTORIA *VG* GONZALEZ

VICTORIA *VG* GONZALEZ







# Color Palette



CMYK  
75%, 66%, 65%, 75%  
RGB: #1E1E1E



CMYK  
46%, 42%, 48%, 7%  
RGB: #8C857B



CMYK  
17%, 13%, 14%, 0%  
RGB: #D2D2D0



CMYK  
0%, 0%, 0%, 0%  
RGB: #FFFFFF

# Fonts

## Caviar Dreams Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## Caviar Dreams Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

## AZO SANS REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0







FULL COLOR (LIGHT)



*Comma Mama Co.*  
CONTENT WRITER

FULL COLOR (DARK)



*Comma Mama Co.*  
CONTENT WRITER



FULL COLOR (LIGHT-HORIZONTAL)



FULL COLOR (DARK-HORIZONTAL)



PRIMARY

*Tilda Grande*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890*

CANVA ALTERNATIVE

*Lucien Schoenschrift CAI*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890*

COMPLEMENTARY

**NEXA BOLD**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890**

**NEXA LIGHT**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890**

CANVA ALTERNATIVE

**MONTERRAT SEMI-BOLD & THIN**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890**



**BLUSH**

**CMYK**

5%, 23%, 14%, 0%

**HEX: #ECC9C7**



**GREEN**

**CMYK**

36%, 15%, 34%, 0%

**HEX: #A7BFB2**

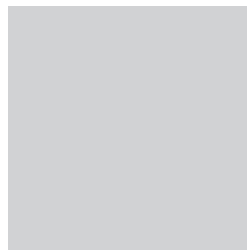


**GREY**

**CMYK**

0%, 0%, 0%, 80%

**HEX: #58595B**



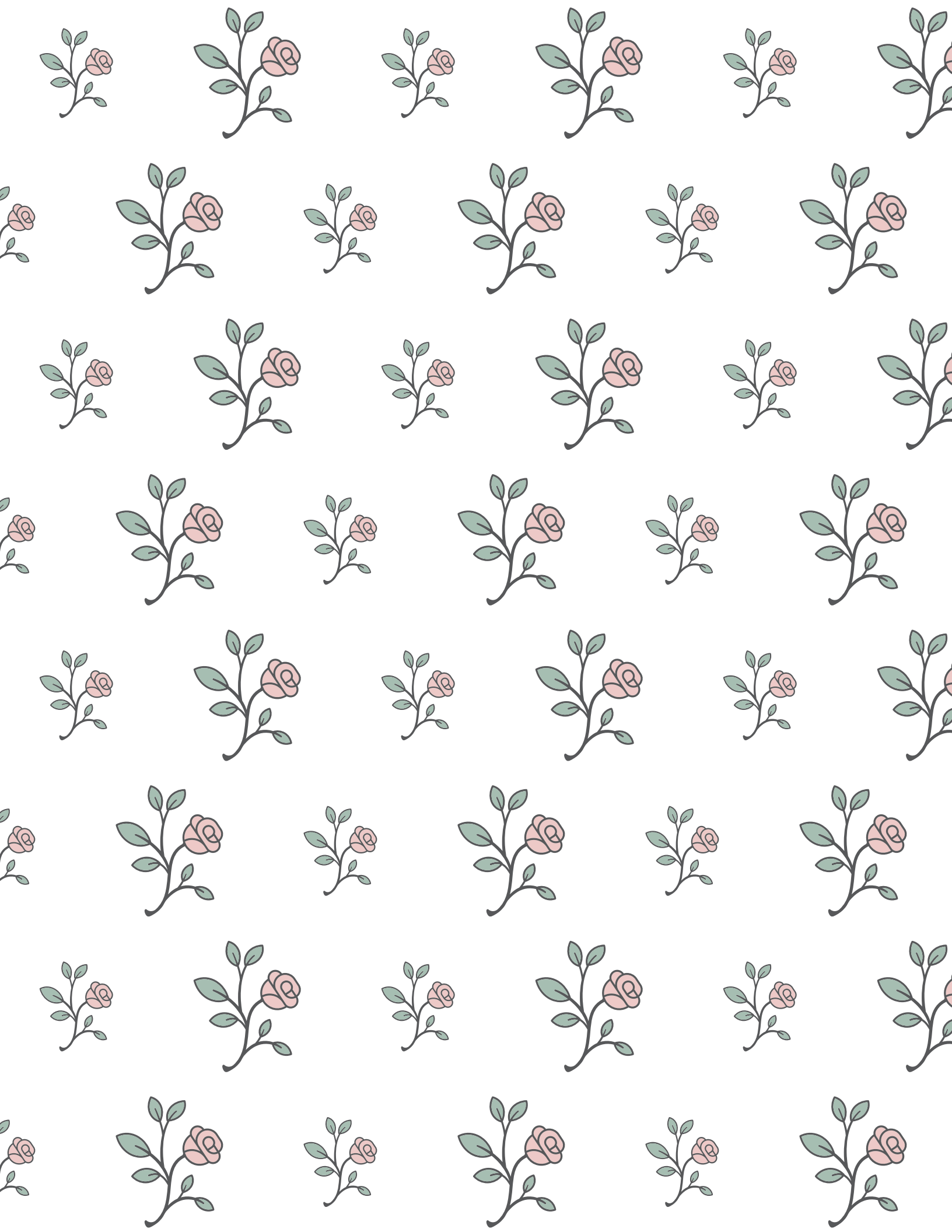
**LIGHT GRAY**

**CMYK**

0%, 0%, 0%, 20%

**HEX: #D1D3D4**





STATIONARY



MUG





CONCEPT

1

FONTS

MOMOCO

COLOR PALETTE



PIZZERIA  
**CORSA**  
EST. 2018

PIZZERIA  
**CORSA**  
EST. 2018









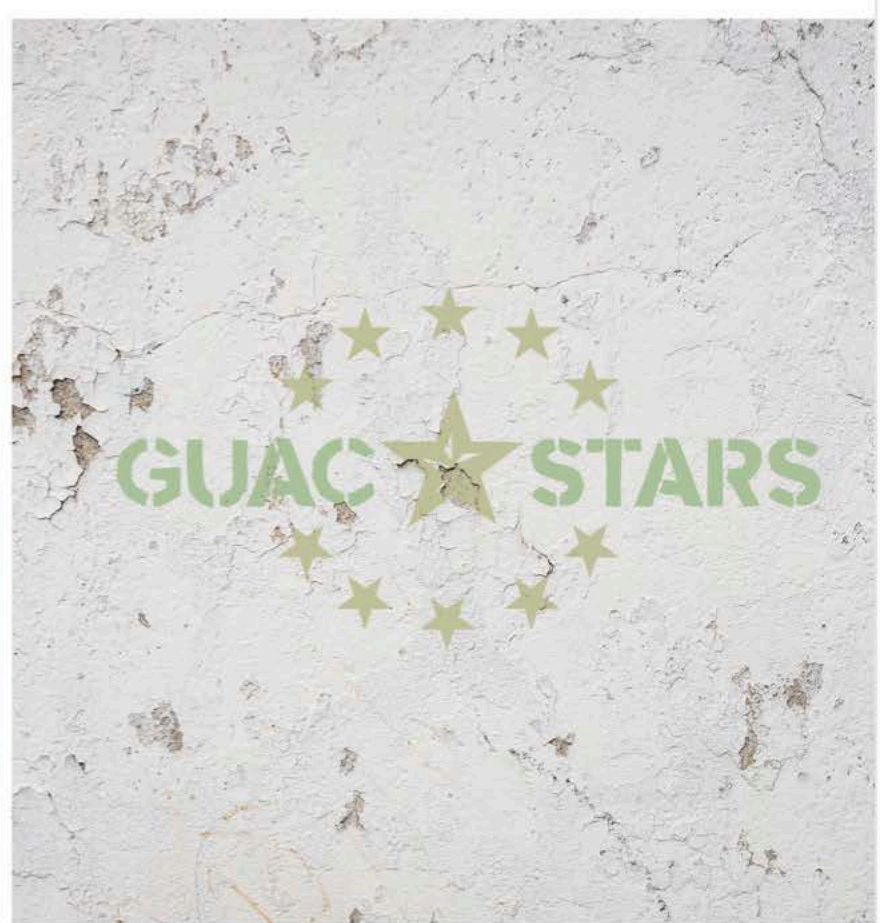
**CONCEPT**

**1**









GUAC STARS

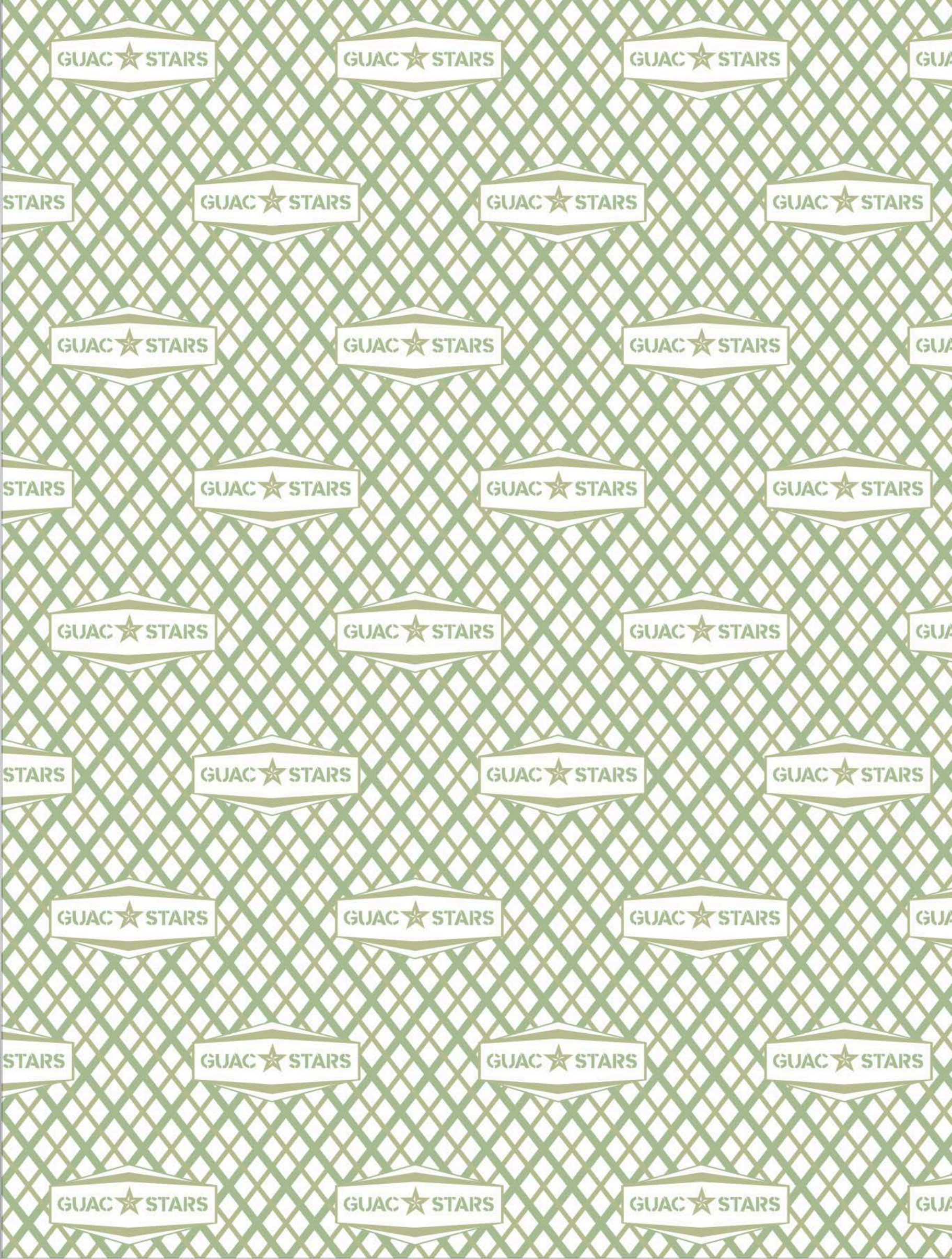
JOHN SMITH  
MANAGER

JOHN@GUACSTARS.COM

GUACSTARS  
ADDRESS LINE #1

PH: 123 345 6789  
FAX: 123 345 6789









**BRIGHT**  
**INSTITUTE**



**BRIGHT**  
**INSTITUTE**

3-COLORS



**BRIGHT**  
**INSTITUTE**

2-COLORS



**BRIGHT**  
INSTITUTE



**BRIGHT**  
INSTITUTE

1-COLOR  
(dark backgrounds)



**BRIGHT**  
INSTITUTE



**BRIGHT**  
INSTITUTE

1-COLOR  
(light backgrounds)



**BRIGHT  
INSTITUTE**

3-COLORS HORIZONTAL



**BRIGHT  
INSTITUTE**

2-COLORS HORIZONTAL



**BRIGHT**  
INSTITUTE



**BRIGHT**  
INSTITUTE



**BRIGHT**  
INSTITUTE



**BRIGHT**  
INSTITUTE

1-COLOR HORIZONTAL  
(dark backgrounds)

1-COLOR HORIZONTAL  
(light backgrounds)

# Visby CF Bold

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

# Visby CF Medium

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

## Complementary Font

Shippori Mincho (Google Font)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Zz  
1 2 3 4 5 6 7 8 9 0



## **Dark Green**

HEX: #006937

RGB: 0, 105, 55

CMYK: 90%, 33%, 99%, 26%

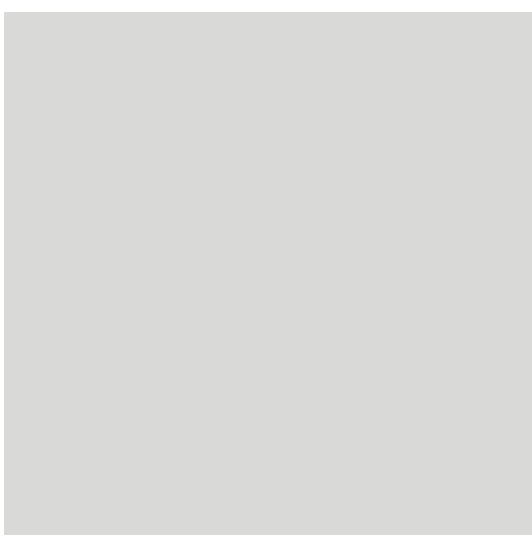


## **Light Green**

HEX: #93C54B

RGB: 147, 197, 75

CMYK: 48%, 2%, 92%, 0%



## **Light Gray**

HEX: #D9D9D8

RGB: 217, 217, 216

CMYK: 14%, 11%, 11%, 0%