

Restaurant Brand Design



1

Brand Guidelines

LOGO

ICON

CLEAR SPACE

MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR

The Logo



Gamine is a lively neighborhood bistro celebrating rustic pleasures from France. Our cooking inspired by this kind of childhood heritage.

For Gamine brand design, I focused on creating an identity that would highlight the values of french atmosphere: Eiffel tower, gold, and classic. It is classic, combines both traditional french atmosphere and eiffel tower elements, to give it a french atmosphere twist!

LOGO

ICON

CLEAR SPACE

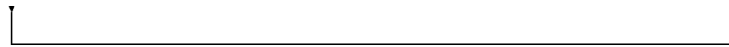
MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR



The Icon



The icon should be used in social media instances where the standard Gamine logo does not work because of size or format restrictions.

LOGO

ICON

CLEAR SPACE

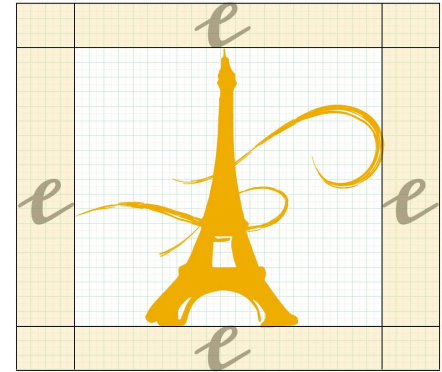
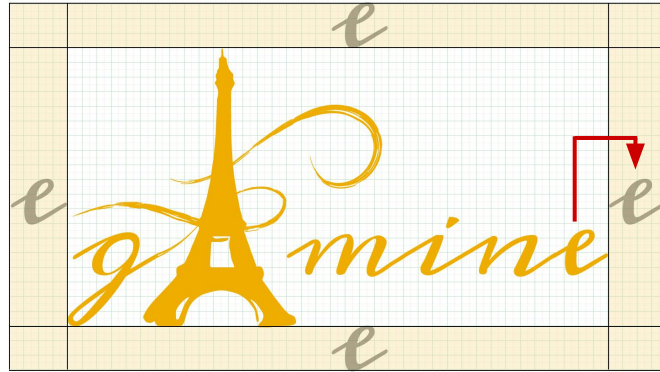
MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR



We love our breathing room. There should always be clear space around the logo to ensure maximum impact and to keep the mark from looking cluttered.

The clear space must be substantially separated from other logos, trademarks, copy, illustrations, and photography. The 'e' in Gamine may be used as a guide to establish clearspace. Always maintain this minimum clear space, even when proportionally scaling the logo.

LOGO

ICON

CLEAR SPACE - Examples

MINIMUM SIZES

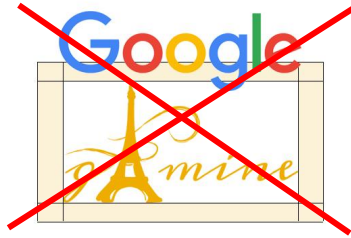
LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR

Examples



NO

Here the Google logo is much too close to the Gamine Logo.



NO

This copy line is also much too close to the Logo.



YES

Both the Gamine and Google Logos have enough room that they do not compete with each other.

Search the world's information



YES

The copy has just enough room. Remember the clear space is the minimum space given to the Logo.

LOGO

CLEAR SPACE

ICON

MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR



Print
20mm / 0.8in



Digital
70px



Print
6mm / 0.24in



Digital
21px

LOGO

ICON

CLEAR SPACE

MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR

Gamine Gold Logo Options



Mono Logo Options



LOGO

ICON

CLEAR SPACE

MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR



LOGO

ICON

CLEAR SPACE

MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

TYPEFACE

COLOUR

Meddon

Google Fonts

Designer : Vernon Adams

Characters

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 abc
defghijklmnopqrstuvwxyz
y z 1 2 3 4 5 6 7 8 9 0 ' ? ' " ! " (%) [
] { @ } / & < - + : x = > ® © \$ € £
¥ ¢ ; ; ; . * . *

Glyph

M
m

Meddon is a handwriting font created from the handwritten script of an Eighteenth century legal document. A further version is being developed with many alternate characters and swashes to work with new web browsers that support Opentype font shaping.

LOGO

ICON

CLEAR SPACE

MINIMUM SIZES

LOGO COLOUR OPTIONS

LOGO MISUSE

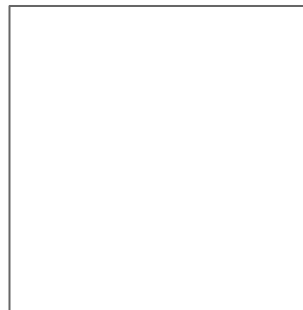
TYPEFACE

COLOUR



PANTONE
15-0955 TPX Old Gold

RGB : 239 173 0
HEX/HTML : #EFAD00
CMYK : CMYK values not available



WHITE

RGB : 255 255 255
HEX : #FFFFFF
CMYK : 0.00 0.00 0.00 0.00



BLACK

RGB : 0 0 0
HEX : #000000
CMYK : 0.00 0.00 0.00 1.00

The best way to represent and contribute to that french atmosphere is to use a diverse and goldful palette ourselves.

This color and pattern are omnipresent on our website, and is used frequently in print, and in merchandising. Having said that, Gamine has always been gold, and that won't change. As we move forward gold will become our 'french atmosphere' while in our brand communications we will start to embrace a much more colourful.

2

Mock-up Design

Mock-up

T-Shirt

Gift Card

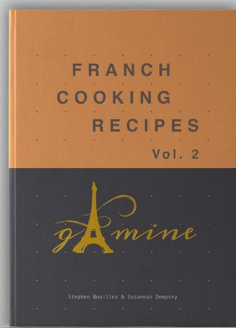
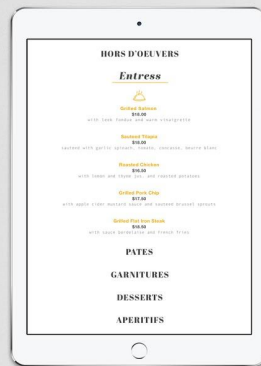
ipad Menu

Business Card

Recipes Book

Tote Bag

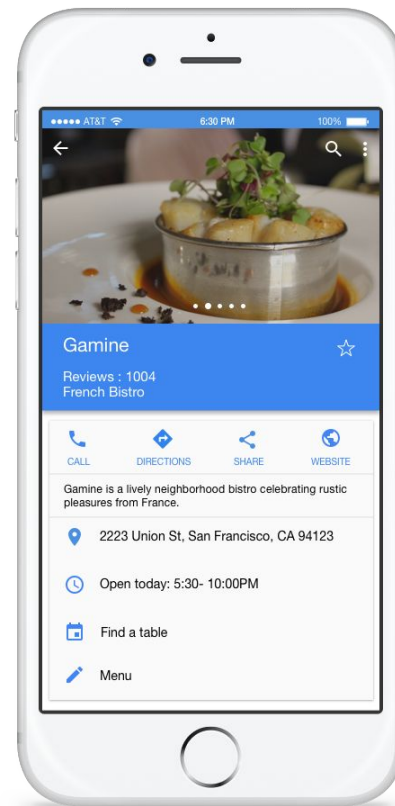
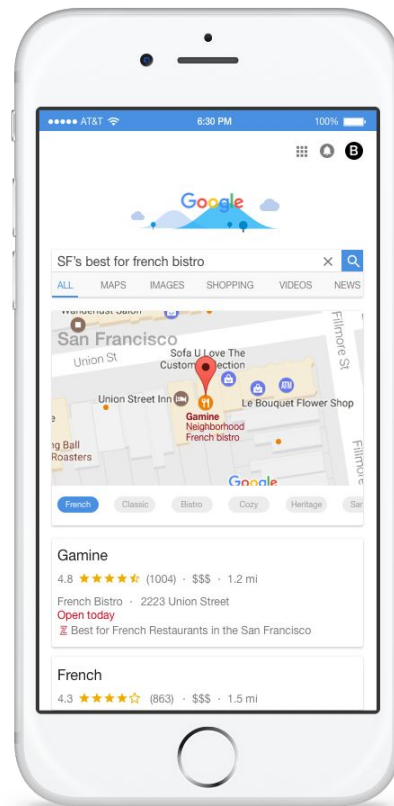
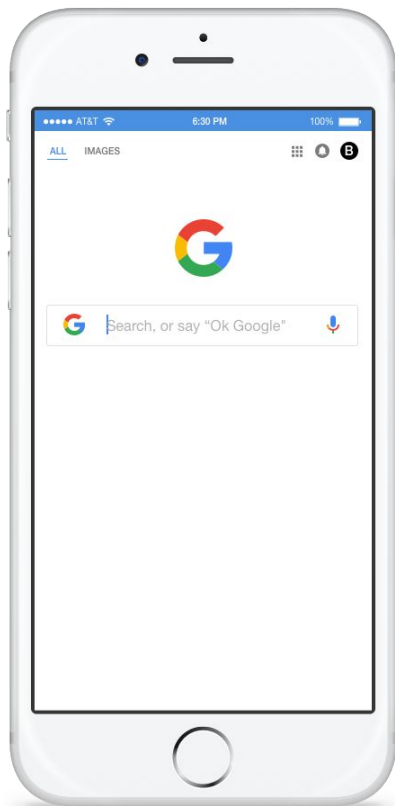
Apron



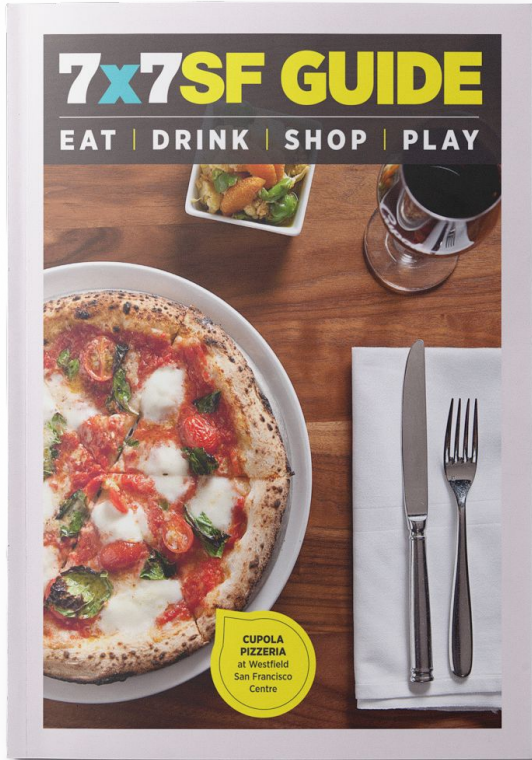
3 Advertisement

Google

7x7



<https://invis.io/PRBVVNEE8>



SF's Best for French Bistro

Gamine

Gamine is a small organization in the restaurants industry located in San Francisco's Union Street. It opened in 2008 by Stephen Bouilliez and Susannah Dempsey. Bon appetit!

2017
MAY



7x7 Guide to the San Francisco



OUR SERVICES

Gamine specialize in classic, flavorful dishes made from fresh, high-quality ingredients and served at reasonable prices.



Gamine's open kitchen and warm, welcoming staff enhance the relaxed and convivial setting filled with lively music and eclectic characters.

Neighboring Gamine is a relaxed yet still chic way to sample bites like gougères and Steak.

Classic & French Bistro

Romantic / lovely dinner



This french restaurant that is a hidden gem in San Francisco's Union Street. Very French flavours and atmosphere.

OUR SERVICES

Gamine specialize in classic, flavorful dishes made from fresh, high-quality ingredients and served at reasonable prices.

Bon Appétit

The restaurant uses fresh, high-quality ingredients to prepare each dish. For our traditional menu.



7x7 Guide to the San Francisco



7x7 Guide to the San Francisco

4 Website



[HOME](#)

[MENU](#)

[ABOUT US](#)

[RESERVATIONS](#)

[PRESS](#)

[SHOP](#)

San Francisco's Best for French

Gamine is a neighborhood bistro that specializes in classic French cuisine. The restaurant uses fresh, high-quality ingredients to prepare each dish. Try our traditional special menu. Bon Appétit

[SPECIAL MENU](#)

Special Menu

The best one to taste with Gamine



Grilled Flat Iron Steak

\$18.50

Chef

Stephen

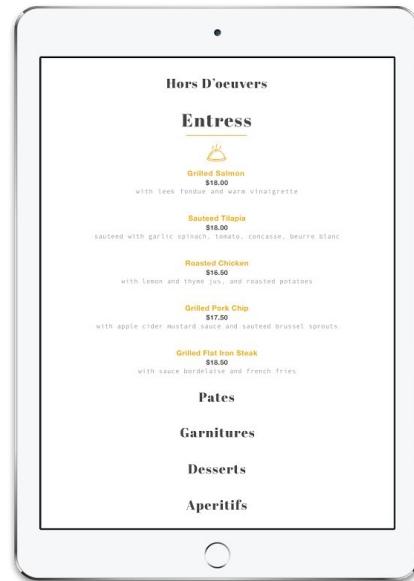
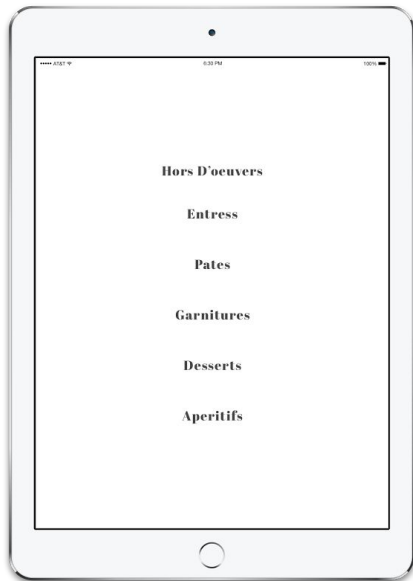
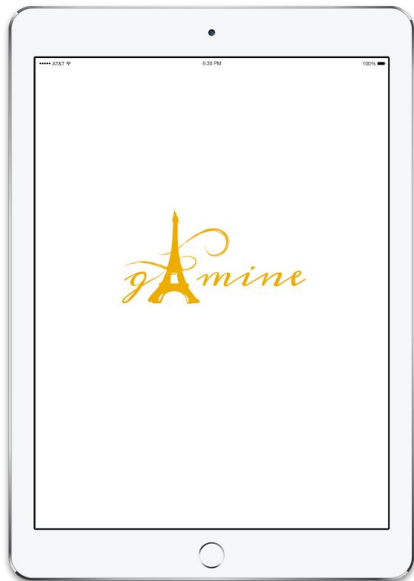


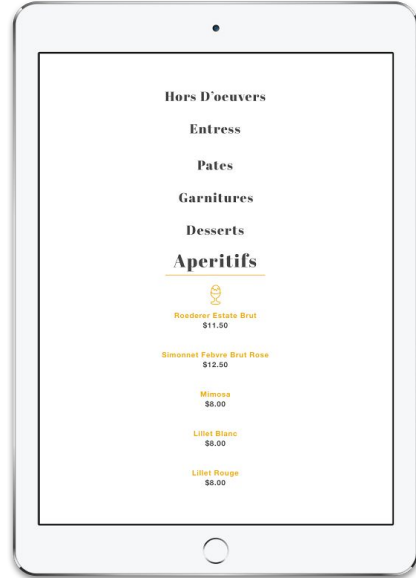
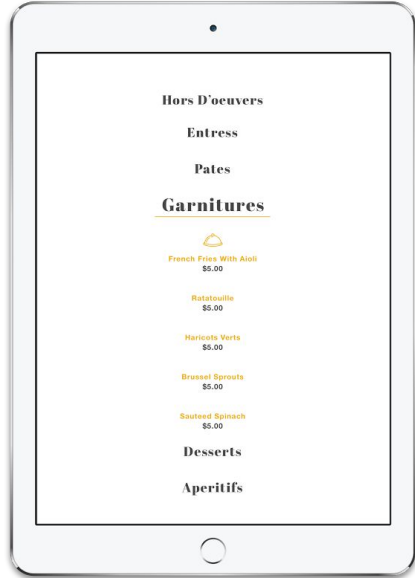
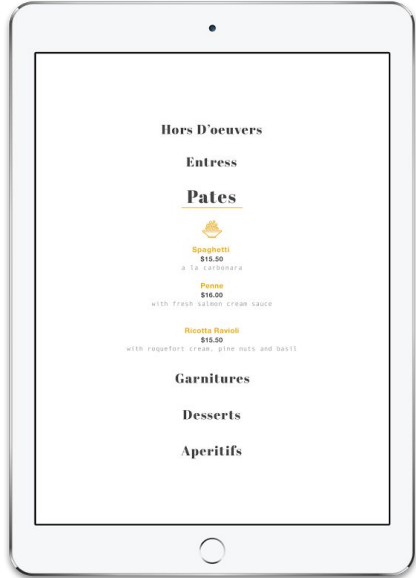
Bouillez

we're firing-up the grill this special menu for locally-raised steaks, like this Grilled Flat Iron Steak with Herb Butter from Stephen Bouillez.

<https://invis.io/J2BS67NK8>

4 Tablet Menu





<https://invis.io/NUBVVX6VG>

5 Screen Menu


**Today's Best for
Homemade Steak**



**Grilled Flat
Iron Steak**

with sauce bordelaise
and french fries

\$18.90

