

COLOR & BLACK + WHITE USAGE

For the protection of the brand and the continued reinforcement of brand equity, no other usage is acceptable. The brand prefers the logo to be applied in the following colors:



color application // spot color

The logotype exists as a 2-color spot application.



grayscale application

A grayscale version is presented here for grayscale applications.



color application // dark background

This is how the logo should appear against a dark background.



single-color application

A solid-color version is presented here for single-color applications.



LOGO PLACEMENT AND SIZING

The isolation zone is the area surrounding the logo in which other graphics should never reside. It must not be encroached upon by any other word, graphic, or logo. Never place the logo on a background that affects its legibility. Always respect the isolation zone.

isolation zone

Must always equal the height of the capital 'R' in Restaurant.



minimum size for legibility

The logo should never appear smaller than 8mm in height.

