



Brand Guidelines

Logo & Identity for Brandon's Harvest



About the Restaurant

Brandon's Harvest is a new up and coming farmhouse eatery that will be located in the heart of Eagan, Mn. Amidst rolling hills and open land, Eagan is known for it's 1,300+ acres of City parkland and nearly as many water bodies at 1,270. The community has a wide variety of housing stock, the largest outlet mall in the state and more people working here than the 67,000+ that call Eagan home. With a plethora of farmland in the surrounding areas, Brandon's Harvest will serve locally-grown ingredients with simple, sophisticated flavors to provide a true farm-to-fork experience.

Brandon's Harvest ideal customers will be young families and people who aspire to lead a healthy lifestyle. With the idea of wanting to create community through food, focusing on families who naturally desire organic foods as well as a friendly home grown atmosphere will be imperative for growing a healthy community.

The ambiance of Brandon's Harvest restaurant will have a shabby chic and earthy farm-to-table feel, bringing in natural tones and textures. The interior will have timeworn furnishings showing layers of paint and distressed finishes. Natural woods used for the table tops, floors and stools along with faded floral fabrics and washed-out prints for the décor. Rooms will be light and bright during the day time hours and dimmed at sunset, with paint colors ranging from white to light pastels in hues of pale blue, green or yellow.

The menu is going to be extremely simple but changing every day with a range of fresh salads to grass feed cow hamburgers. A small group of dishes on the menu and featured chef recommendations will be a constant and planned to be 85% or more of meals ordered. This will help reduce waste and plan ingredients and purchasing. Brandon's Harvest meats will be from animals that were raised humanely and free of steroids, growth hormones & antibiotics. The seafood from which was caught or raised without damaging the ecosystem. Food tastes naturally delicious when grown with care, harvested at precisely the right moment and delivered to our kitchen directly from the source. Fresh ingredients are a delight to the senses and the essence of great cooking.

Brandon's Harvest will be successful due to the ever growing healthy lifestyle trend. The restaurants will have a family general store within the space providing home decor, organic spices, cheeses and meats. This will draw more customers into the restaurant and create an organic, family atmosphere. Brandon's Harvest will also be showcasing the premium baby product brand Warm Fuzzies and Company. Warm Fuzzies and Company provides growing families with many organic baby products and accessories. The customers will have the sheer pleasure of seasonal, locally-grown ingredients with the simple, sophisticated flavors and friendly atmosphere. Brandon's Harvest unique approach to the "clean eats" era is a result when you let the land speak for itself.

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand. It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.

William Baker
Sr. Graphic designer

The Logo & Clearspace

The Brandon's Harvest logo combines two elements:

The Brandon's Harvest wordmark and the farmhouse brand mark. There is also used of a company seal and secondary mark as shown.

Use of only the wordmark of Brandon's Harvest is allowed. Position, size, and color, along with the spatial and proportional relationships of the logo elements, are predetermined and should not be altered or changed.

Used consistently, they will reinforce public awareness of the company.



A variant of use with the colored background.



A variant of use when the background is dark.

Black & Grayscale

Sometimes, often due to production costs, only one color of ink is available and so the Logo must be reproduced using only one color. In this scenario, the logo must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Brandon's Harvest Logo palette when possible, using black or white if necessary.

If necessary, solid colored and grayscale logos can be used.



100% black

70% black

100% white

Minimum Sizes

There are no predetermined sizes for the logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 20 / 30 mm width, for the symbol it is 12 / 20 mm.

COMPANY SEAL



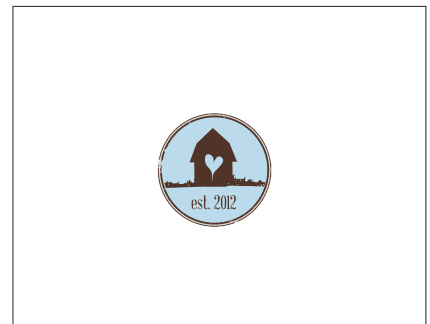
Width: 25 mm

STACKED LOGO



Width: 20 mm

SECONDARY MARK



Width: 15 mm



Width: 32 mm



Width: 30 mm



Width: 24 mm



Width: 30 mm



Width: 38 mm



Width: 30 mm

Corporate Font 01

Adobe Caslon Pro

PRIMARY FONT

Adobe Caslon Pro

DESIGNER

William Caslon

ABOUT THE FONT

A long running serif font first designed in 1722 and used extensively throughout the British Empire in the early eighteen century. It was used widely in the early days of the American Colonies and was the font used for the U.S. Declaration of Independence, but fell out of favor soon after. It has been revived at various times since then, in particular during the British Arts and Crafts movement and again each time it went through a redesign for technological changes. It continues to be a standard in typography to this day.

RULES

This font should be used in all Brandon's Harvest communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

Regular

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ

abcdefghijklmnopqrstuvwxyz
01234567890

Corporate Font 02

Lato

SECONDARY FONT

Lato

DESIGNER

Łukasz Dziedzic

ABOUT THE FONT

Lato is a sans-serif typeface family designed in the Summer 2010 ("Lato" means "Summer" in Polish). In December 2010 the Lato family was published under the open-source Open Font License by his foundry Łęka, with support from Google.

In 2013 – 2014, the family was greatly extended to cover 3000+ glyphs per style. The Lato 2.010 family now supports 100+ Latin-based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. In the process, the metrics and kerning of the family have been revised and four additional weights were created.

RULES

This serif font is available in 10 weights. We use 3 of them. The regular, italic and black versions.

Regular

Italic

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890

Logo Color Palette

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in Brandon's Harvest communications. Lighter tints of these colors are also allowed, but the Logotype + background may only be used with a 100% tint. The primary colors include a sunny side up and a dark gray color, that embodies the creativity and dynamic of the company. The additional colors are gray and white to underline the integrity of your business.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

Primary Color

BABY BLUE

COLOR CODES

CMKY - 25 / 5 / 3 / 0

RGB - 187 / 218 / 235

HEX - #BBD9EB

PANTONE - 290 C

80%

60%

40%

20%

The gradient baby blue to white

Primary Color

DARK BROWN

COLOR CODES

CMKY - 48 / 68 / 75 / 55

RGB - 81 / 53 / 40

HEX - #503428

PANTONE - 476 C

80%

60%

40%

20%

The gradient dark gray to white

Secondary Color Palette

GREEN

CMKY - 32 / 10 / 29 / 0
RGB - 176 / 201 / 185
HEX - #AFC968
PANTONE - 559 C

80% - 20%

SANDY BLONDE

CMKY - 19 / 34 / 48 / 0
RGB - 208 / 168 / 136
HEX - #CFA887
PANTONE - 4665 C

80% - 20%

LIGHT PINK

CMKY - 19 / 34 / 48 / 0
RGB - 208 / 168 / 136
HEX - #CFA887
PANTONE - 692 C

80% - 20%

GRAY SKY

CMKY - 13 / 11 / 12 / 0
RGB - 219 / 217 / 214
HEX - #DBD8D6
PANTONE - COOL GRAY 1 C

80% - 20%

The Letterhead



Prof. Jim Felgate
The Art Institutes International Minnesota
15 S 9th Street
Minneapolis, MN 55402

Date: 27 October 2016

Dear Prof. Jim Felgate

Aboris con con cone moluptias simus et facea volores sitium voluptae cuptati atiorer itiume vel ene que ea nam que sin nis estis ut andis coribea alique nonseres ad earum que cum, que opta cum vit velibus apitia officii nihillatur?

Dolorro vitatemperat occabor ionsequo idi omnimos volupis iduciapiendes dia dolupta et quisitas dolupti orporrum que plignit odita ne am, unt repudis doluptam laut aut esedias eos pa sint. Um eos sime evenda conseribus. Vid quas eos aut autati omnim qui beaquatque praecep elest, es plaborrovit acerosa et quiberibus consectorem. Equaturitis minctorita quae pratessi officiatecte voluptaspe voluptate rerepedit anis nonsequam faccum quatiis et ex eumquia dit eos eum et que poriorporia aut fuga. Lorem con eum volupidit et esserumquo bero temquae ella venda imi, culpa quodit as eius.

Ur, as pliquati aut plita in nobitatem acepernat veri commo optaquid modi valore, optis magnatquidis doluptaquam cus ma dolupta consed qui commient occaborum ariandaestio omodita nossim qui ad quidem quat est il ea vellaborum voluptate nonse none voloreped qui que ventum is magnimo qui assimprioriost explis ea doluptatia voluptibus ipiet pero moluptatis most evendae omnis doluptatem et ommolore que valorit acculpa riberiori debit ventem dis adicillest quae corerat quia autenem la dolorercius.

Ad quisqui atesectore et accae conet ime voluptate ma solecerspel modigenecto to et pos dic te pa ipsam aut explant, sequibusa doloribusa quia duciusdae pliquia corporiosam aut venecesto ipsapiet, sini ommolor ruptis quatur a comnihilliti andit eum fugiti conem intiur, si con et aut latecusanda aut pa quiaeprat volorep udant, audaess inulpa corecte ab.

Sincerely

William Baker
CEO / Sr. Graphic designer

561.860.3483 ✉ brandonsharvest.com ✉ 3830 Pilot Knob Road Eagan, MN 55122

We designed our stationary to align with our visual system. The letterhead features the logo on the left of the top with the business contact information on the bottom.

DIMENSIONS:

US Letter 8.5" x 11" - Die cut Rounded Edges

PAPER:

100 g/m² offset white

Business Cards



The vertical business card will be used for all official contact and communication of our company.
These are the approved layouts.

<p>DIMENSIONS: 3.75" x 2" - Die cut Rounded Edges</p>
<p>PAPER: 350 g/m² glossy white paper</p>

Restaurant Building



This is the approved style and design for Brandon's Harvest outdoor signage and interior decor.

Wait Staff Uniform



This is the approved style and design for the wait staff apron and shirt.

Drink Coasters



This is the approved style and design for Brandon's Harvest drink coasters.

Bag & To-Go Box



This is the approved style and design for Brandon's Harvest bag and to-go box. Both will be made of 100% recycled materials.

Menu Design



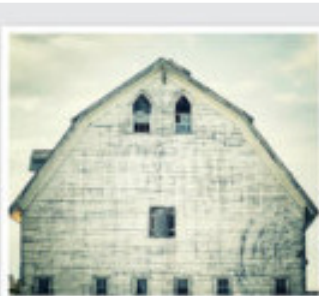
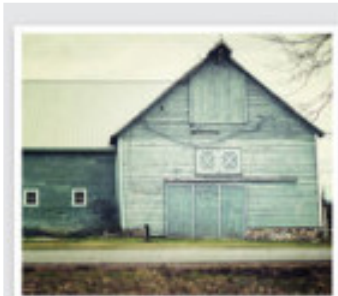
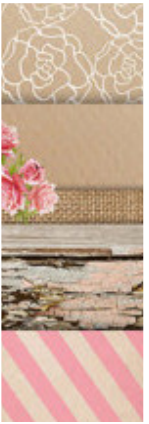
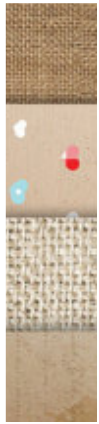
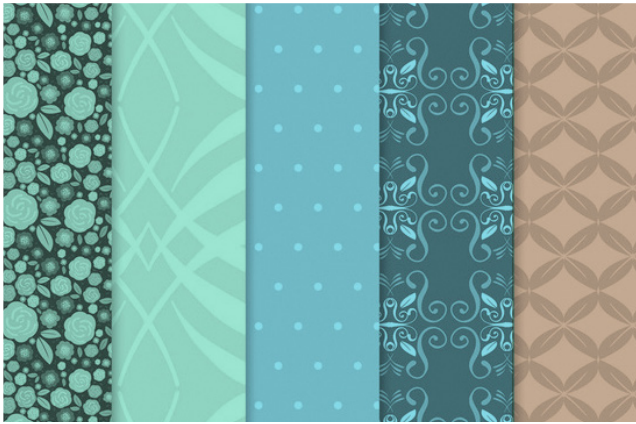
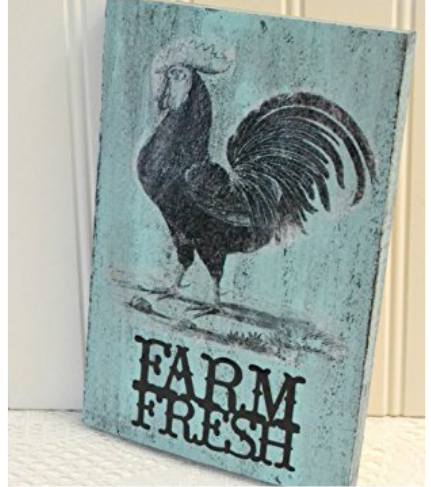
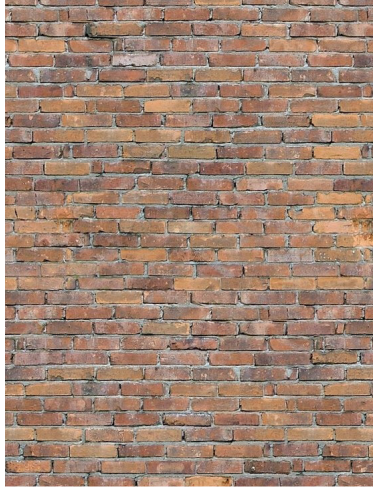
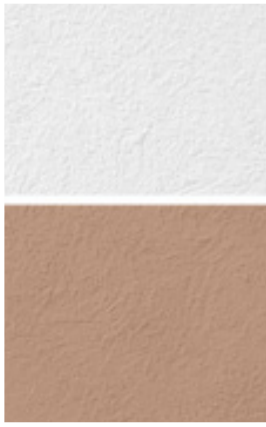
This is the approved setup and design for the Brandon's Harvest menu. There will be two different menu selections served throughout the day for brunch and dinner selections. With the frequent menu changes, the manager will be able to execute the changes independently and print out on selected 8.5" x 11" organic paper. Then simply cut the organic paper in half to provide the two separate menus for the day.

Mobile App



This is the approved layout and design for the Brandon's Harvest mobile app. There will be a unique feature implemented into the app that will tell the user which items are new to the menu. This will be done by displaying a colored box by the dishes main picture. The box will be given a color code system, which would correspond to which local farm the ingredients were provided from.

This feature will provide a interactive experience while navigating through the app. This would also educate the user on the locally grown ingredients that Brandon's Harvest serves to their customers.





1. *Wisdom Script*
2. Abraham Lincoln
3. OCTIN VINTAGE
4. *Sail*
5. Calamity Jane
6. RICHARDSON FANCY
7. *Lavandria*
8. DELOUISVILLE
9. *Valutes*
10. Batang
11. *mtf Under Your Skin*
12. Covington
13. NEORETRODRAW
14. *Contribute*
15. COVINGTONSCSHADOW
16. *Some Weatz*

