

საქართველო

Identity Elements Overview

June 2015





Artwork

Full Color - Textured

This version should be used whenever possible. The use of it against a textured blue background is preferred. When use of the textured background is not possible, a solid colored background is acceptable. The identity is available in either PMS or CMYK color spaces for print use (Adobe Illustrator format) and RGB for on-screen use (PNG). Refer to file names listed.



PMS: nyumbai_t_pms.ai
CMYK: nyumbai_t_cmyk.ai
WEB: nyumbai_t_rgb.png

1-Color Red - Textured

When the use of the white backing is difficult, use the one color version. The blue background is preferred, but white is also acceptable. (Adobe Illustrator format) and RGB for on-screen use (PNG). Refer to file names listed.



PMS: nyumbai_t_1cr_pms.ai
CMYK: nyumbai_t_1cr_cmyk.ai
WEB: nyumbai_t_1cr_rgb.png

1-Color Red - Solid (w/o Texture)

When the use of texture and white backing is difficult (e.g. at small sizes), use the solid version. The blue background is preferred, but white is also acceptable. (Adobe Illustrator format) and RGB for on-screen use (PNG). Refer to file names listed.



PMS: nyumbai_s_1cr_pms.ai
CMYK: nyumbai_s_1cr_cmyk.ai
WEB: nyumbai_s_1cr_rgb.png

1-Color Black / Reverse

Available both with and without texture, this version should be used whenever full color reproduction is not possible. It is available for print use (Adobe Illustrator format) and RGB for on-screen use (PNG). Refer to file names listed.



1 COLOR W/ TEXTURE
PRINT: nyumbai_t_1c.ai
WEB: nyumbai_t_1c.png

1 COLOR W/O TEXTURE
PRINT: nyumbai_s_1c.ai
WEB: nyumbai_s_1c.png



1 COLOR REV W/ TEXTURE
PRINT: nyumbai_t_1c_rev.ai
WEB: nyumbai_t_1c_rev.png

1 COLOR REV W/O TEXTURE
PRINT: nyumbai_s_1c_rev.ai
WEB: nyumbai_s_1c_rev.png

Color

Red and Blue are the primary identity colors, while Brown and Yellow are supporting colors. For color matching, always refer to PANTONE coated chips.



PMS: 179 c
CMYK: 5c 90m 90y 0k
HEX: e53c2e



PMS: 573 c
CMYK: 35c 0m 20y 0k
HEX: b4e1d8



PMS: 462 c
CMYK: 45c 55m 75y 55k
HEX: 5e452a



PMS: 2002 c
CMYK: 5c 10m 60y 0k
WEB: f6de80

Texture Background

The use of texture is a supporting design element of the brand and should be used whenever possible. The white texture is a separate file that should be used over solid blue. It is available in print and web.



PRINT: nyumbai_t_bg.tif
WEB: nyumbai_t_bg.png

Typography

The primary typeface is Mr Eaves and should be used for headlines and headers.

Gotham is the supporting typeface and should be used for sub-headers and body copy.

For legal rights to the typefaces, they should be purchased from authorized sources (see links to the right).

Mr Eaves XL San

Bold
Regular

<http://www.emigre.com/OT/Mr-Eaves-XL-Sans-Regular-Bold-Heavy-and-Ultra>

Gotham

Regular
Book
Light

<http://www.typography.com/fonts/gotham/overview/>

Photography

Photography as a Supporting Design Element

The use of textured photography serves a specific purpose—as a tertiary design element to add depth, texture, and color. This is different from primary food photography that is meant to showcase the menu.

Photos should be carefully considered, feature natural lighting, and have common technical flaws corrected (e.g., overexposure, harsh shadows and highlights, color tone, etc.)



Creating Textured Photography

Textured photographic elements are best achieved using Photoshop. Refer to the examples on the right as a guide to texturizing photographs.

Halftones and sepia filters should not be applied to primary food photography (photography for the purpose of showcasing specific menu items). In those cases, common technical flaws should still be corrected, while remaining true to the realistic representation of the food.



ORIGINAL

Photograph has harsh highlights and shadows.



CORRECTED W/O HALFTONE

Highlights and shadows have been softened; color balance has been adjusted to feel more warm with vintage sepia undertones; and saturation has been reduced slightly.



CORRECTED W/ HALFTONE

Color halftone filter has been applied to create texture.



Usage

Some examples of materials and aspirational mockups done to date for further reference.



Business card (MOO size)



Menu