



.....
TRADITIONAL

.....

**ARAB
STREET
FOOD**

.....

MADE WITH
CALIFORNIA LOVE

.....

IDENTITY ELEMENTS OVERVIEW

MAY 2015

Reem's Identity Elements Overview - May 2015

ARTWORK

Full Color

This version should be used whenever possible. The use of it against a textured background in green or orange is preferred. When use of the textured background is not possible, solid colored backgrounds are 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.



White Backing
PMS: reems_w_pms.ai
CMYK: reems_w_cmyk.ai
WEB: reems_w_rgb.png

1-Color Black/White

This version should be used whenever full color reproduction is not possible. A transparent version, without a background, can be used if appropriate. These are available for print use (Adobe Illustrator format) and RGB for on-screen use (PNG). Refer to file names listed.



White Backing
PRINT: reems_w_1c.ai
WEB: reems_w_1c.png



Transparent Backing
PRINT: reems_t.ai
WEB: reems_t.png



Transparent Backing Reverse
PRINT: reems_t_rev.ai
WEB: reems_t_rev.png

TYPOGRAPHY

The primary typeface is A Love of Thunder, and should be used for headlines.

Nexa bold should be used for subheaders or minimal lines of copy. Nexa light should be used for dense body copy.

Intro and Dirty Headline are used to add diversity to the tagline.

For legal rights to the typefaces, the client should purchase them from authorized sources.

A LOVE OF THUNDER

DIRTY HEADLINE

INTRO INLINE

nexa bold / nexa light

Licensing & Purchasing information

A Love of Thunder & Dirty Headline are both free for personal use, however, for commercial and public licensing, please contact the creator. Read the txt files in the font folders for more information.

Intro & Nexa are both free for personal & commercial use. For full font families, go to <http://www.myfonts.com/>

COLOR

Green, orange, and teal are the primary identity colors.

Medium Green and medium orange are supporting colors, used primarily for accents such as texture and the watermark.

For color matching, always refer to PANTONE solid coated chips.

Green
PMS: 2290 C
CMYK: 40c 0m 100y 0k
HEX: #A7D91D

Teal
PMS: 2397 C
CMYK: 85c 0m 30y 0k
HEX: #00B4BD

Orange
PMS: 1495 C
CMYK: 0c 55m 95y 0k
HEX: #FF9017

Medium Green
PMS: 2292 C
CMYK: 50c 0m 100y 0k
HEX: #91C712

Medium Orange
PMS: 158 C
CMYK: 5c 65m 100y 0k
HEX: #ED7621

TAGLINE

The tagline should be used in white and against a green or orange background. A textured background is preferred background, but when use of the textured background is not possible, solid colored backgrounds are acceptable.

PRINT: reems_tl.ai
WEB: reems_tl.png



WATERMARK

A watermark can be used against the background. The watermark should be large in scale and preferably cropped at the bottom left.

They are available for print (PMS and CMYK) and web (PNG).



PMS: reems_wm_g_pms.ai
CMYK: reems_wm_g_cmyk.ai
WEB: reems_wm_g_rgb.png

PMS: reems_wm_o_pms.ai
CMYK: reems_wm_o_cmyk.ai
WEB: reems_wm_o_rgb.png

TEXTURED BACKGROUNDS

The use of texture is a supporting design element of the brand. Incorporate texture and mix up the colors when appropriate.

They are available as raster images for print and web.

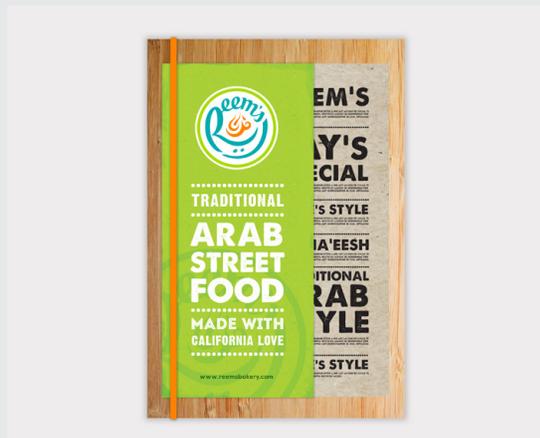


PRINT: reems_bg_g.tif
WEB: reems_bg_g.png

PRINT: reems_bg_o.tif
WEB: reems_bg_o.png

USAGE

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



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