



BAY HARVEST CATERING

Identity Guideline 2020



Lockup

The Bay Harvest Catering identity depicts the symbol with the name of the business is also present to further cement and establish the brand. The golden gate bridge is used to highlight the the brand's



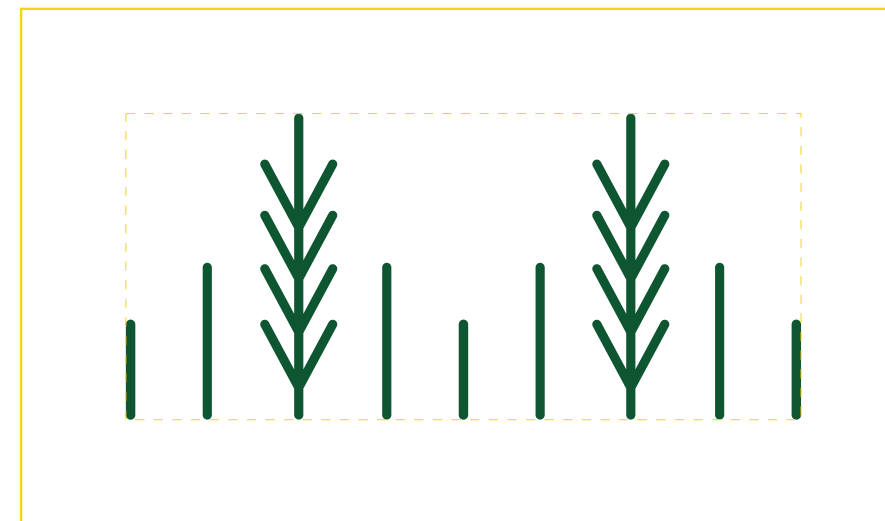
Symbol

The symbol can be used with the wordmark or on its own in packaging, website, and other applications. Elements of the symbol can be used to form patterns. They can also be zoomed into,



Wordmark

The wordmark alone can serve to establish the identity without the symbol. The wordmark can be used in circumstances where the full logotype does not have enough vertical space.



Clear Space

In order to keep the identity clear and unobstructed, a consistent space is needed when applying the lockup, symbol, or wordmark. No other predominant elements should intrude within this space.