



福

TOWN

## Mission Statement:

To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.





# Vision

TOWN combines a variety of chinese cuisine to excite and delight our customers.

Our vision for the future is to create experiential dining that is more than just a night out. We aim to bring quality and luxury across all aspects of our brand.

The approach of TOWN is to develop our brand with the understanding of both our culture and consumer insights. Within our vision always lives the promise of inspiring creativity, conversation and quality.

Our audience is a high-end clientele who values a dining experience. The age range of our customers are from early 30s-60s. We would like them to come back for both personal dining and events.



# Logo and Usage

# Logo

Our logo speaks to the high-end brand in which we specialize. TOWN brings fortune and cuisine from Chinatown to your town.

The symbol for fortune comes at the front end of our logo as we want all who enter our restaurant to be greeted with warm wishes during their stay.

Every employee and customer becomes part of TOWN for not only the evening but for a lifetime of memories.



# Logo Size

When using the logo the proper spacing is vital to ensure clarity and keep the logo free from interruption.



Grid Guides

# Logo Usage



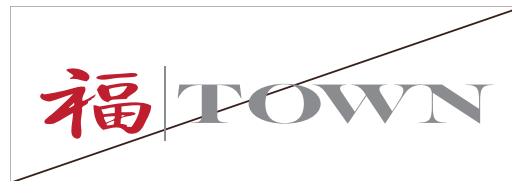
Do not alter logo color.



Do not substitute logo symbol.



Do not omit logo elements.



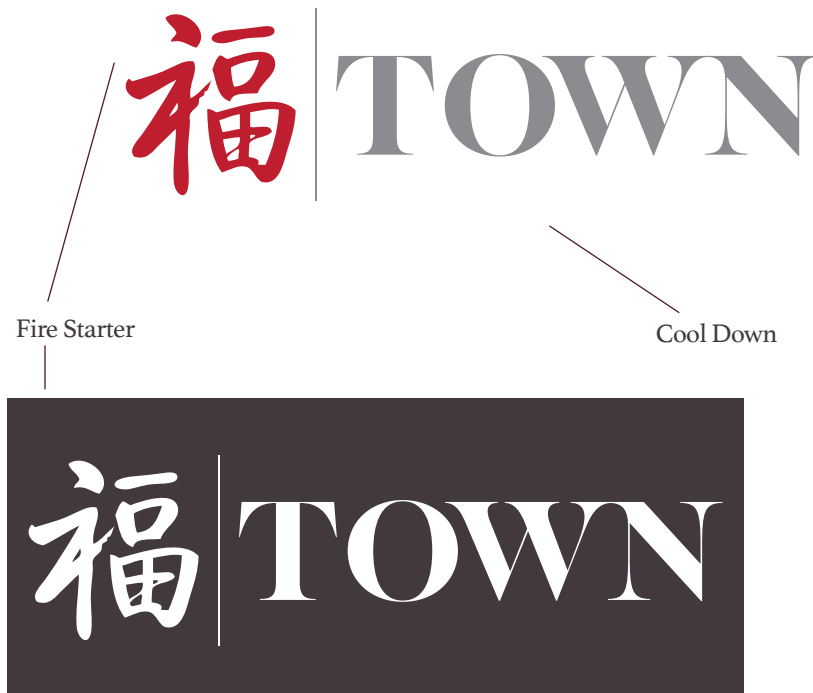
Do not distort logo.



Do not place over distracting backgrounds.

# Logo Color Options

*The primary color palette consists of Fire Starter and Cool Down.*





# Black and White logo options

Black and white variations can be used as either standard or inversed.

福 | TOWN

福 | TOWN

# Color Palette

# Full Color Palette

The primary color palette consists of Fire Starter and Cool Down.

## Fire Starter



Pantone: 200C  
CMYK: 18 100 91 8  
RGB: 190 30 45  
Hex triplet: be1e2d

## Cool Down



Pantone: Coated Cool Gray 8C  
CMYK: 49 39 38 3  
RGB: 138 140 143  
Hex triplet: 8a8c8f

The secondary color palette is made up of Sleek, Spicy, Lucky, Bamboo

## Sleek



Pantone: 439C  
CMYK: 65 66 57 50  
RGB: 65 57 61  
Hex triplet: 41393d

## Spicy



Pantone: 7579C  
CMYK: 0 85 100 0  
RGB: 240 78 35  
Hex triplet: ef4e22

## Lucky



Pantone: 7514C  
CMYK: 16 39 42 0  
RGB: 213 162 141  
Hex triplet: d4a18d

## Bamboo



Pantone: 7485C  
CMYK: 16 2 28 0  
RGB: 215 228 194  
Hex triplet: d7e4c2

# Primary Typography

# Typography

Athelas Regular

**Athelas Bold**

*Athelas Bold Italic*

*Athelas Italic*

**Majesti Banner Medium**

**Majesti Banner Bold**

**Majesti Banner Heavy**

Majesti Banner Light

*Majesti Banner Book Italic*

Majesti Banner Book

Athelas is available on the Creative Cloud through Adobe TypeKit:

<https://typekit.com/fonts/athelas-web>

Majestic can be downloaded for free personal use from [http://www.losttype.com/font/?name=majesti\\_banner](http://www.losttype.com/font/?name=majesti_banner)

# Image Use

For images you can use in projects (but not manipulate as per their terms of use) we have access to several different resources through the library (ArtStor, etc.). <http://libguides.snhu.edu/c.php?g=92439&p=1484545>

Outside of the Creative Commons search (<https://search.creativecommons.org/>) there is a database from the University of Michigan that has been created for students/teachers to use to manipulate (<http://quod.lib.umich.edu/a/aict>)