



café & eatery

Identity System



Contents



All about NAT-U-RAL

Mission
Tagline
Attributes

Typography

Primary Type
Secondary Type
> Body copy

Identity

Primary Logo
Secondary Logo
Logo Colors
Acceptable Logo Configurations
Logo Clear Size
Minimum Size
Unacceptable Logo Usage
Design Elements

Photography

Primary
Secondary

Color Palette

Primary Colors & Tints
Secondary Colors & Tints

All about NAT-U-RAL

> Our Mission

Natural is dedicated to providing a healthy and delicious meal that is sourced from farms near you. This helps the economy as well as supporting sustainability. With our food and poultry coming from local farms, it is also cheaper than most natural restaurants. **What could be better?**

> Tagline

FROM FARM TO FORK

The tagline describes the meaning of this company to a "T".
Your meals come directly from local farms and right to your plate.

> Attributes

Simple

Sustainability

Natural

Balanced

Primary Logo Application

> Primary Logo

This emblem is the preferred logo for all applications. It symbolizes the motto – from farm to fork – where the perspective farm focuses toward the shovel and fork.



> Primary Logo – Inverse

The inverse emblem is to be presented on dark forms.



Secondary Logo Application

The NAT•U•RAL logo can be used on printed pieces.

NAT - U - RAL
Est. 1994

Logo Color



Acceptable Logo Configurations & Backgrounds



Unacceptable Logo Configurations & Backgrounds

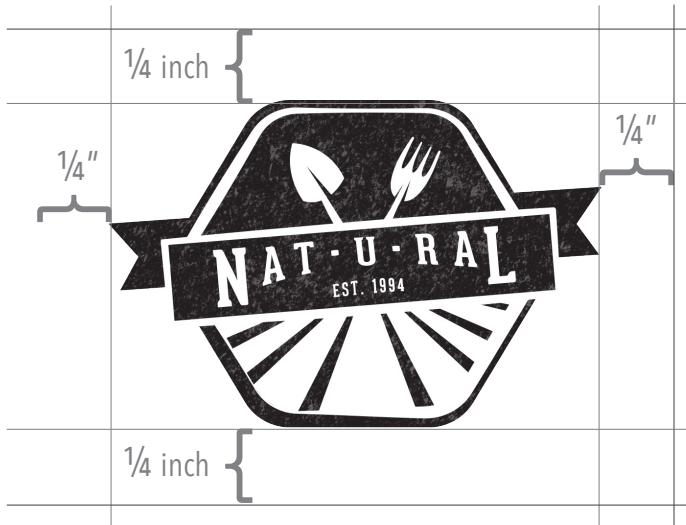
3



Clear Space & Minimum Size

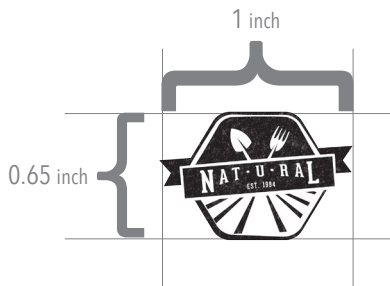
> Clear Space

This emblem should not have any interference within $\frac{1}{4}$ of an inch from all sides.



> Minimum Size

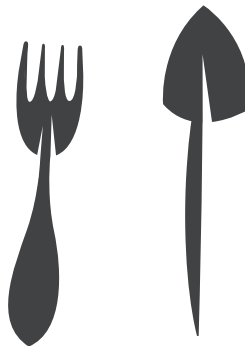
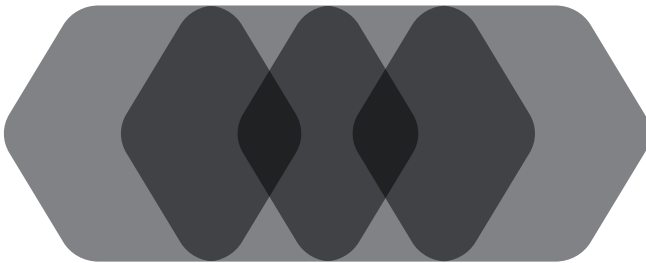
The minimum size for the nat•u•ral emblem is a 1 inch width and 0.65 inch height.



Design Elements

5

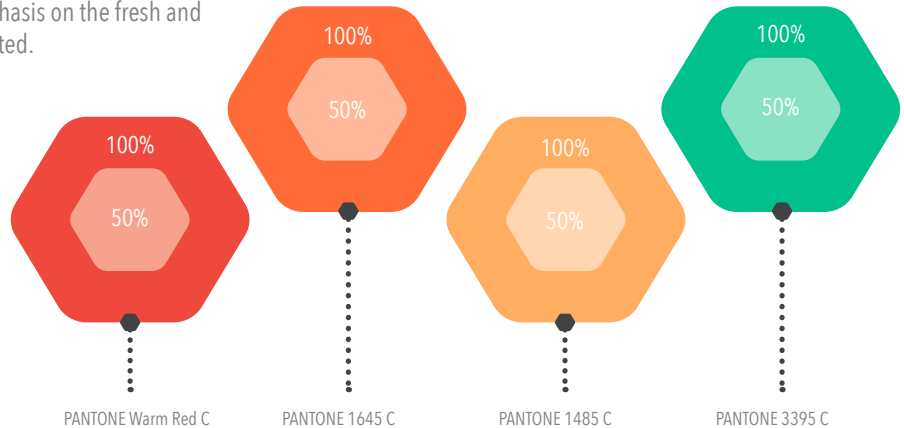
> Patterns



Color Palette

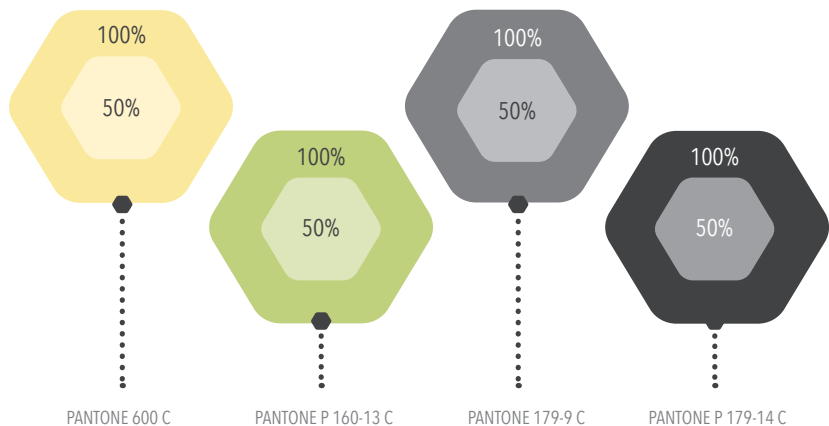
> Primary

Primary colors consist of bright colors that are inspired by fruits & vegetables. The tints, located inside the PANTONE hexagon, are used when less emphasis on the fresh and natural colors is wanted.



> Secondary

The secondary colors are derived from the organic and natural forms and edgy feel to the company.



› Primary – Geared Slab Bold

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

0 1 2 3 4 5 6 7 8 9 & \$ %

NAT - U
Est

> Secondary – Geared Slab

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

> Body Copy – Avenir Next Condense

Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Demibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Photography

9

> Primary

The main form of imagery is rustic, vintage, and organic based.



> Secondary

The use of handdrawn type and illustrations may be used on imagery.





Kale possesses phytonutrients, which quell inflammation, improve the liver's detox ability, and can even protect brain cells from stress. Kale talks to your DNA and tells it to sing the sweet, slow song of health and happiness.

the secret POWER of KALE







NAT·U·RAL

Designed by: Ali Knutson