| Asset | Type | Location |
| --- | --- | --- |
| TOWN Logo, 2 color | jpg | GRA310 Folder |
| TOWN Logo, BW | jpg | GRA310 Folder |
| Athelas Regular **Athelas Bold** ***Athelas Bold Italic*** *Athelas Italic*  | Body Font 1 | Fonts, downloaded |
| Majesti Banner Medium **Majesti Banner Bold** **Majesti Banner Heavy** Majesti Banner Light *Majesti Banner Book Italic* Majesti Banner Book  | Header Font | Fonts, downloaded |
| Fire Starter (red)RGB: 190 30 45Cool Down (grey)RGB: 138 140 143 | Primary Palette | Asset List |
| SleekRGB: 65 57 61SpicyRGB: 240 78 35LuckyRGB: 213 162 141BambooRGB: 215 228 194 | Secondary Palettes | Asset List |
| 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.  | Vision Statement Text | Asset List |
| To bring quality, style and the wish for good fortune to all of our guests. We provide a high-end experience through Chinese cuisine.  | Mission Statement | Asset List |
| [www.townpdx.com](http://www.townpdx.com)123 SW Division StreetPortland, OR 97201503-888-1234 | Vital Info | Asset List |
| <https://www.dropbox.com/sh/6z8c2cwsh6lqv76/AAAcb88bB64TAk37ZM3m8YWma?dl=0> | Menus and Brochure from COM232 | Dropbox GRA310 Folder |
| [https://learn.snhu.edu/d2l/lor/viewer/viewFile.d2lfile/59059/21385,1/](https://learn.snhu.edu/d2l/lor/viewer/viewFile.d2lfile/59059/21385%2C1/) | Style Guide & Brand Guidelines Document | Web Link & Folder |
| <https://www.dropbox.com/sh/6z8c2cwsh6lqv76/AAAcb88bB64TAk37ZM3m8YWma?dl=0> | Link to Image content for use in site | Dropbox GRA310 Folder |