



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



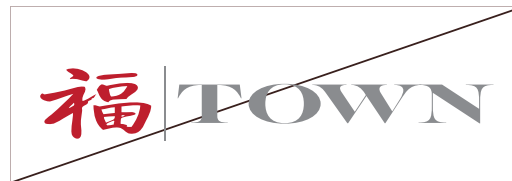
Do not alter logo color.



Do not substitute logo symbol.



Do not omit logo elements.



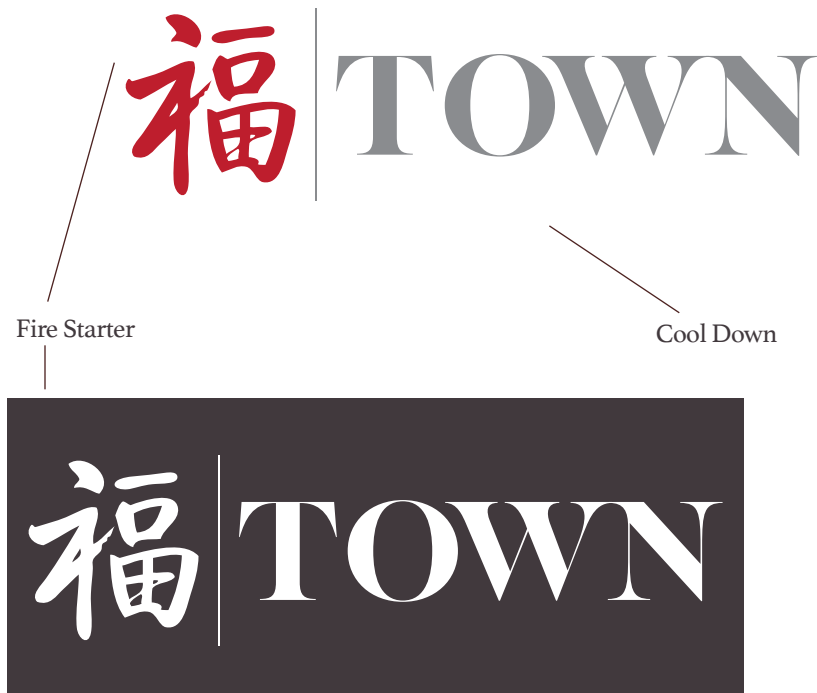
Do not distort logo.



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

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>)