MANCHINI'S
ITALIAN CUISINE

Brand
Identity
Guidelines

Our identity isn't just a logo. It is a design scheme made up of different elements that come together to create a distinctive theme that makes the Manchini's brand instantly recognisable.

The following pages show you the core elements of our brand and how we want it to be used but also how we don't want it to be used.

We want our brand to give a sophisticated and luxuary feel to our customers.

Primary Logotype

This is our primary logo, and is always preferred from our other options. Whenever this logo can be used it should.
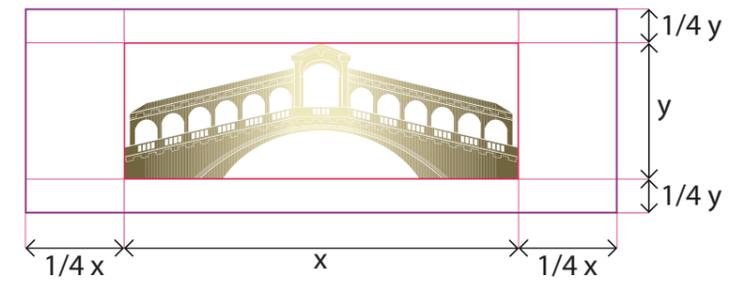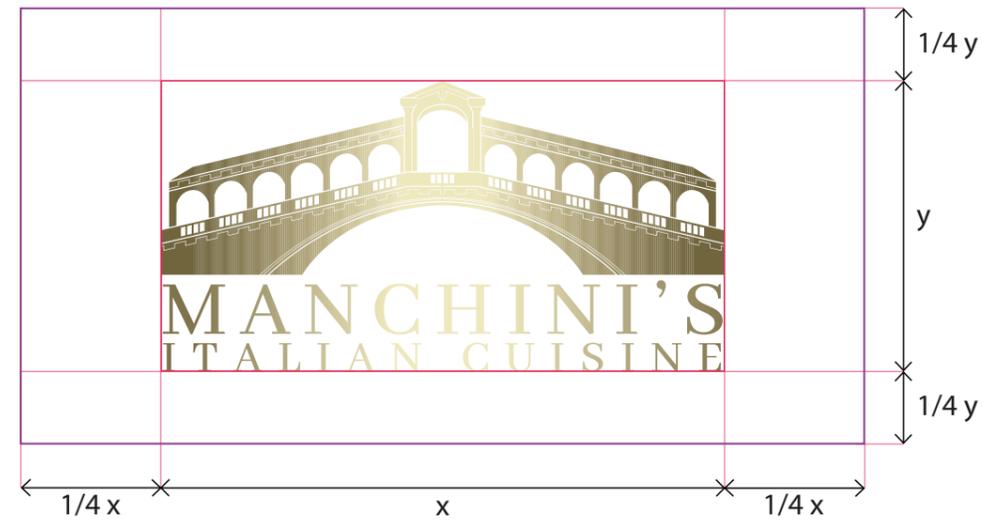

Secondary Logotype

If it isn't possible to use the primary logotype then the secondary is what you would use.

Clearspace

Our logo needs some space around it for it to look its best. The purple line indicates the minimum clearspace that must be clear of any elements. This is shown in the diagrams to the right.
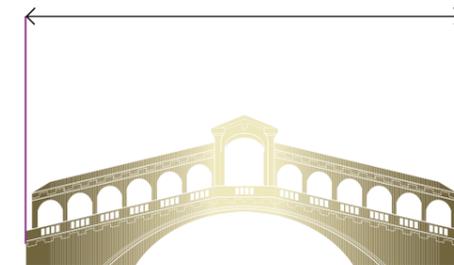

Minimum Size

To make sure that the logo is always legible we set a minimum size of the two logos.

Minimum print size is 25mm wide, or the minimum digital size 100px wide.

Minimum print size is 10mm wide, or the minimum digital size 32px wide.

Logo Variations

Our logo will need to have certain variations in certain circumstances. Here are a couple of rules for our logo variations:

1/2 This is our primary logo, and is always preferred from our other options. We use this logotype whenever anything is being printed out, because it represents foil embossing. This can be used on a dark or light background.

3-5 These combinations are used when we don't want to use the gradient logo, for example, when the logo is used digitally.

Improper Usage

To make sure that our logo remains as consistent as possible do not change the typeface, proportions, shape, colour or any other elements of the logo. Here are a few examples of what shouldn't be done:

Do not stretch it.

Do not rotate it.

Do not use brown and blue together.

Do not change the font.

Do not change the shape.

Do not change from the theme colours.

Colour Theme

The following colours we have picked
to represent our company

#132436	C98 M79 Y49 K61	R19 G36 B54	Pantone 5255 C
#925D26	C31 M59 Y89 K30	R146 G93 B38	Pantone 7559 C
#CEC6B6	C22 M19 Y29 K2	R206 G198 B182	Pantone 400 C
#FFFFFF	C0 M0 Y0 K0	R255 G255 B255	Pantone N/R

Primary Typeface

Our primary typeface is Abhaya Libre and

should be used for everything.

Abhaya Libre Medium

A a

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

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

1 2 3 4 5 6 7 8 9 0 ! " £ $ % ^ & * ( )

Abhaya Libre Bold

A a

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

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

1 2 3 4 5 6 7 8 9 0 ! " £ $ % ^ & * ( )