

# uptown cafe

## *style guide*

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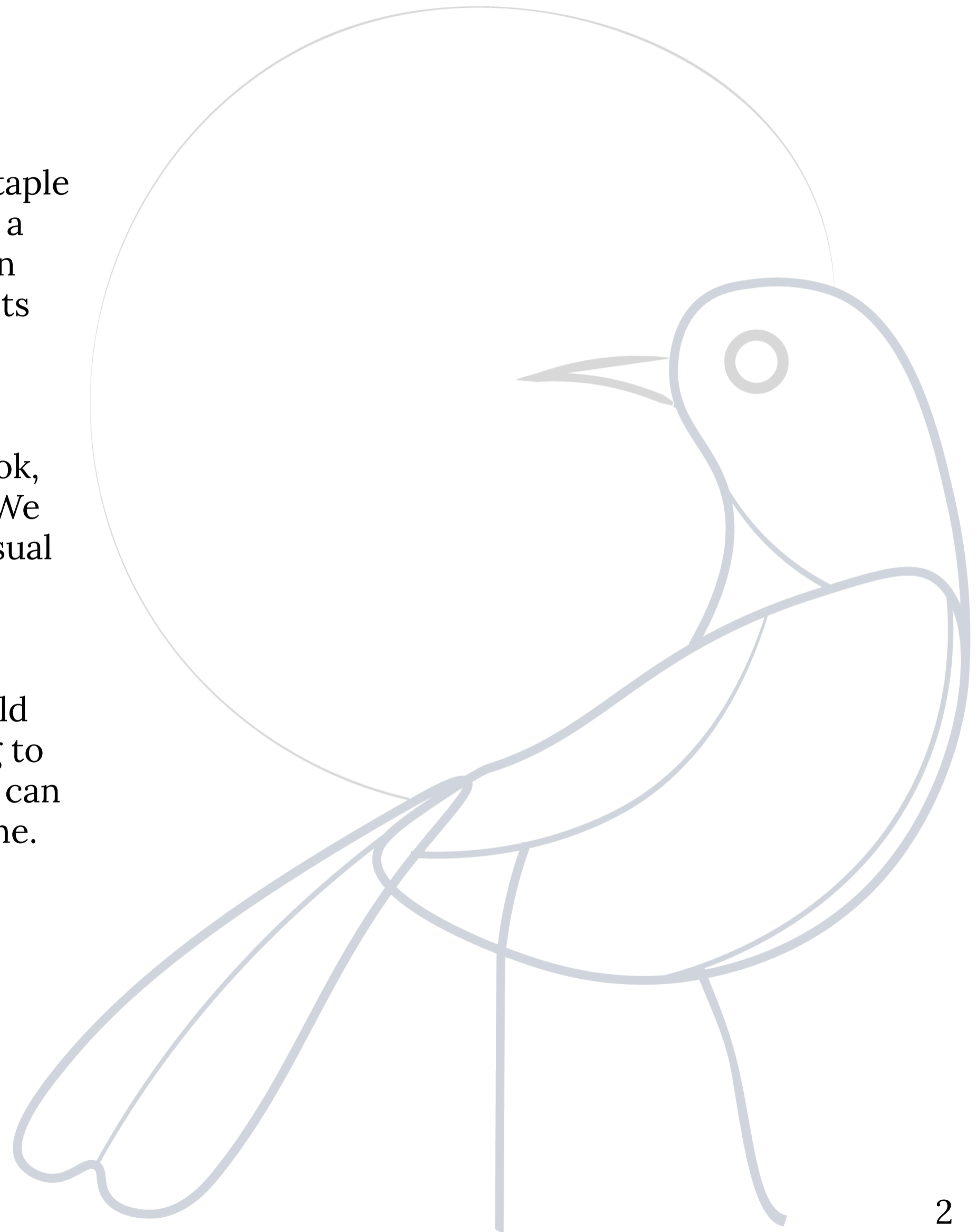


## *brand statement*

Tallahassee's Uptown Cafe has been a staple of the area since 1983. Open seven days a week until 2 p.m., Uptown Cafe is known for its delicious breakfast, brunch, and its welcoming atmosphere.

The goal of this branding campaign was to give Uptown Cafe a more updated look, as well as reflect its strong reputation. We wanted to give viewers a feeling of a casual cafe with an elegant touch.

Uptown Cafe has had a loyal customer base over the years. We want to make old customers excited while also appealing to new customers. This is so Uptown Cafe can be set up for success in for years to come.





## *logo guidelines*

The primary logo is the one used most often and should be the most recognizable. It's full color with the text underneath it. It should be used on white or light backgrounds only.

The secondary logo should only be used if having a full color logo is not possible. It can be used on a darker background as long as the outline is changed to white, tea green, light steel blue, or blond.

## *unacceptable use*

Do not use any colors other than the logo colors.

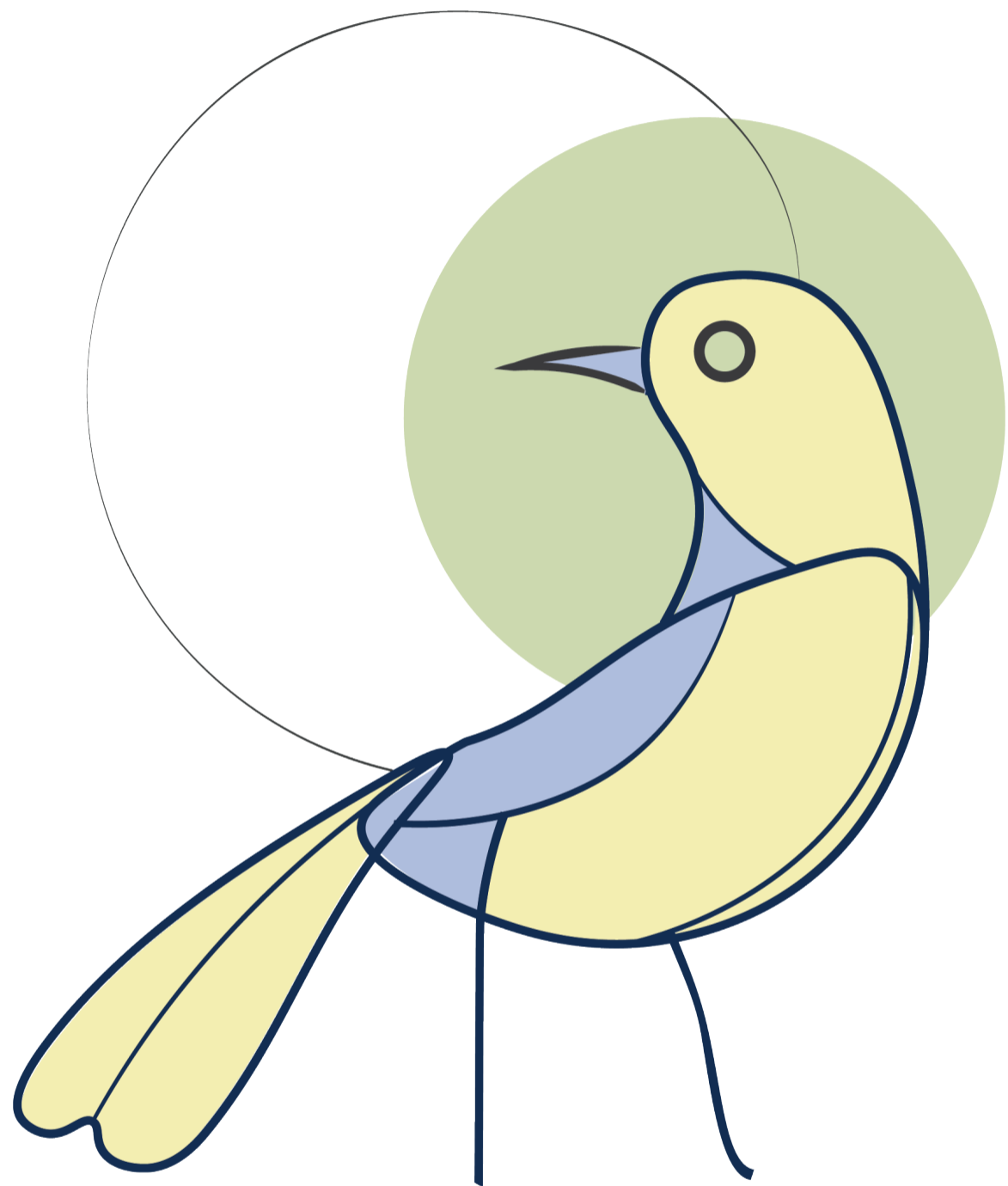
The primary logo should not be used in anything less than 100% opacity.

The primary logo should not be used against dark backgrounds.

The primary logo should not be used in grey scale.

The logo should not be tilted.

*Remember . . . consistency is key!*

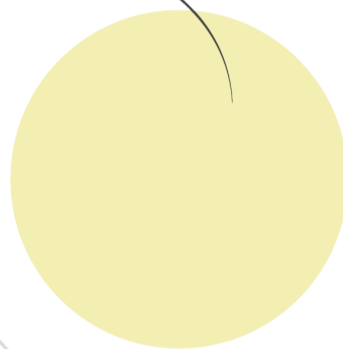
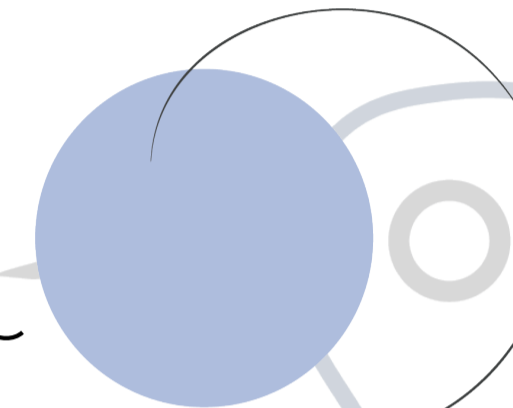
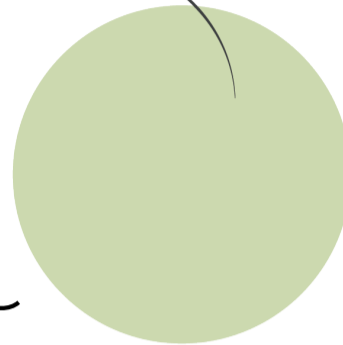
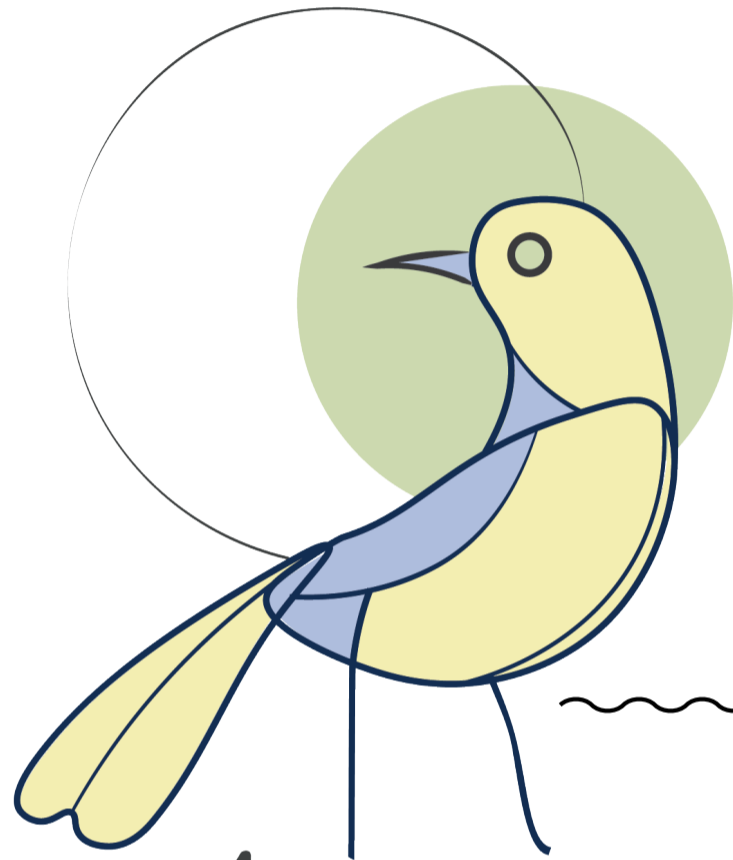


**uptown  
cafe**



**Tea Green**  
(6, 0, 19,15)  
(204,217,175)  
#CCD9AF

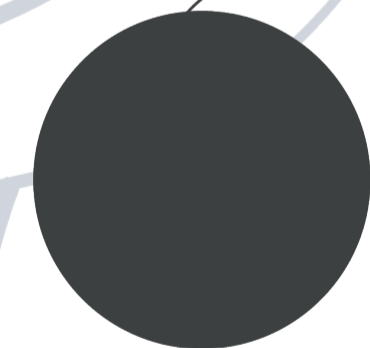
**Light Steel Blue**  
(21, 14, 0, 13)  
(174, 189, 221)  
#AEBDDD



# uptown cafe

**Blond**  
(0, 2, 27, 5)  
(243, 238, 177)  
#F3EEB1

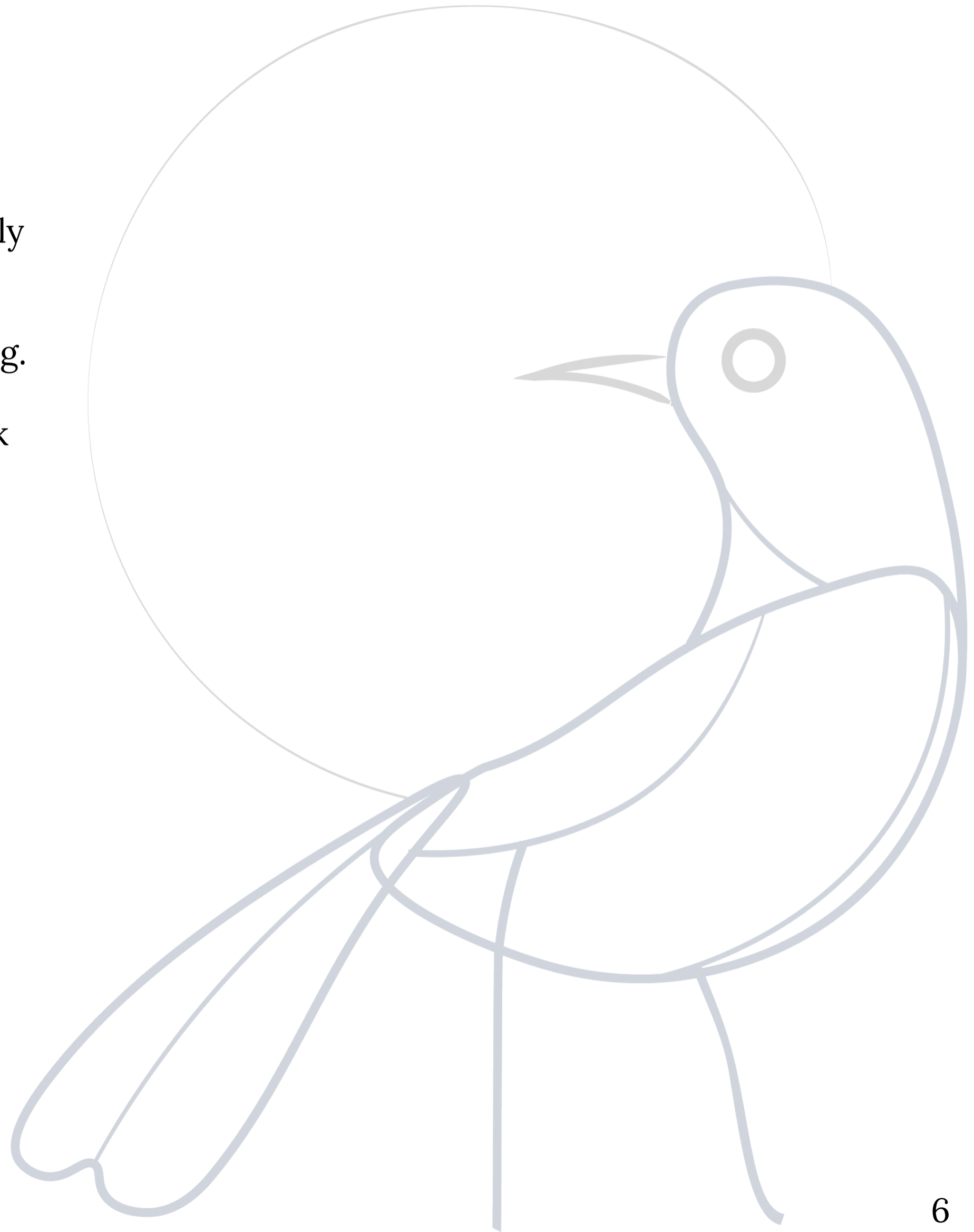
**Kombu Green**  
(19, 0, 15, 71)  
(61, 75, 64)  
#3D4B40



## *color explanation*

If you're looking for somewhere to eat at 9 am, neon purples and greens might deter customers. Because this cafe is only open until early afternoon, we wanted something to encapsulate the feeling of early mornings, while also feeling inviting.

This color palette is contrasted by a dark grey that has a slight greenish hue. This allows it to stand out while still existing harmoniously with the other colors.



# Adobe Caslon Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

!@#\$%^&\*()-+=

# *Adobe Caslon Pro Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz 0123456789*

*!@#\$%^&\*()-+=*

# Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

!@#\$%^&\*()-+=

# *type*

The fonts used in this campaign are Adobe Caslon Pro for headings and subheadings (semibold and semibold italics respectively), and Lora Regular for body text.

Adobe Caslon Pro is bold and comes in many fonts including semibold, semibold italic, and bold italic. Lora is thinner and elegant, and comes in Regular, Italic, Bold and Bold Italic. Only Regular is to be used in body text.

The size should revolve around the size of the heading. In the example used in the previous page, the heading is 60 pt, the subheading is 48 pt, and the body is 24 pt.

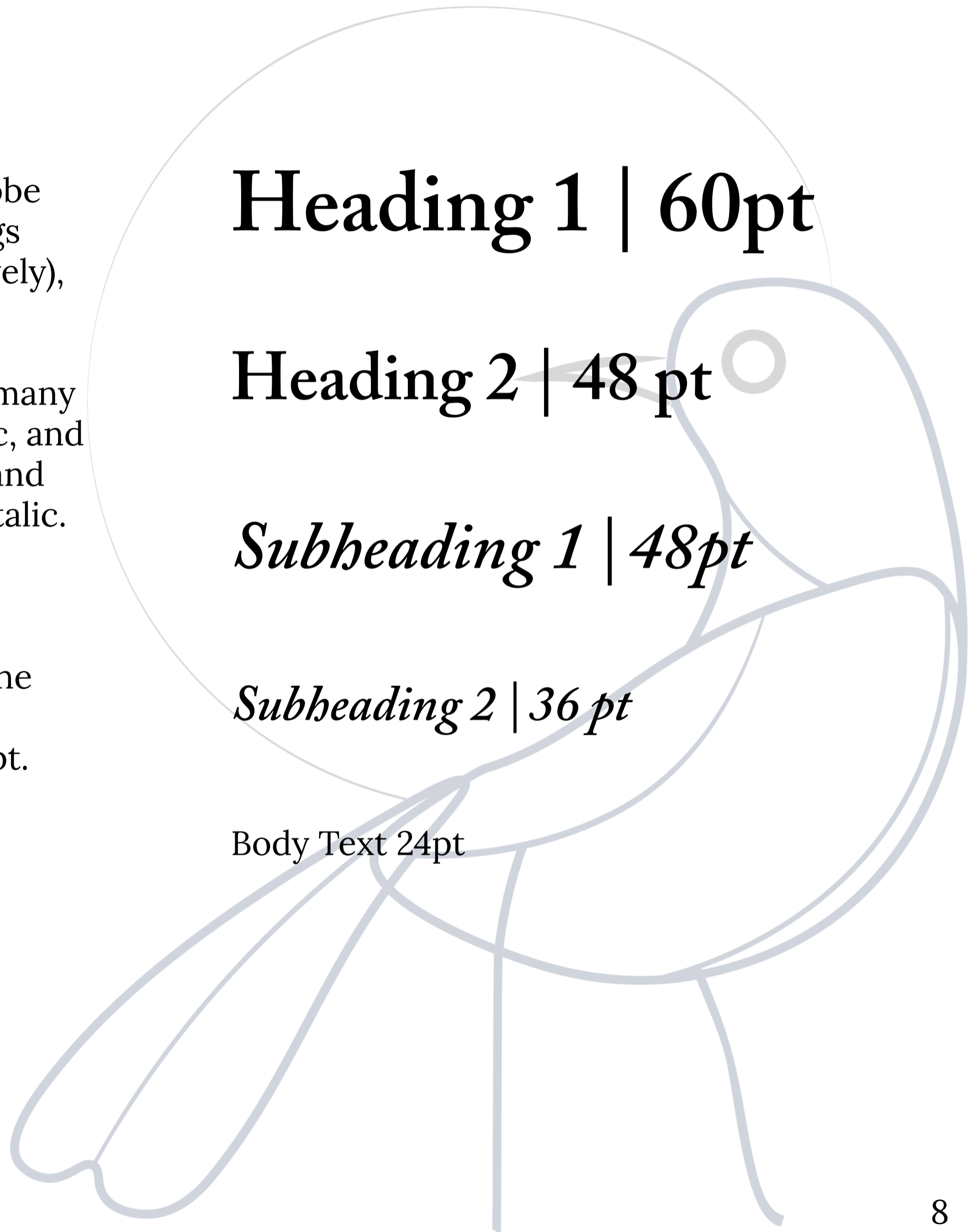
**Heading 1 | 60pt**

**Heading 2 | 48 pt**

*Subheading 1 | 48pt*

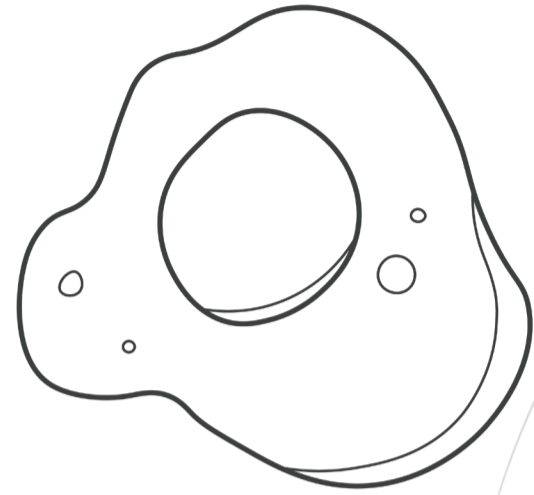
*Subheading 2 | 36 pt*

Body Text 24pt

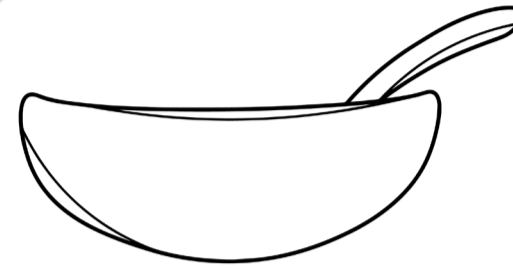


# *icons*

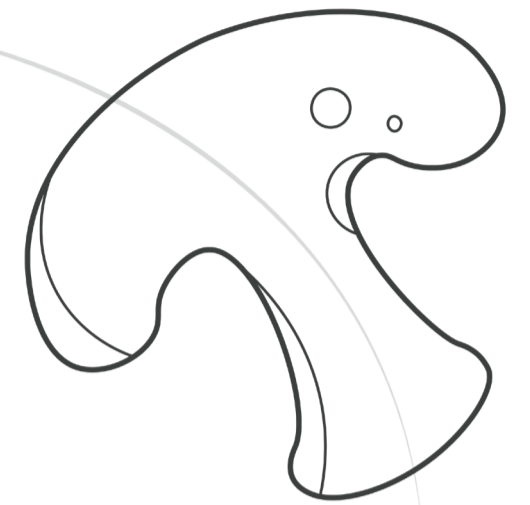
These icons were based on dishes from Uptown Cafe.



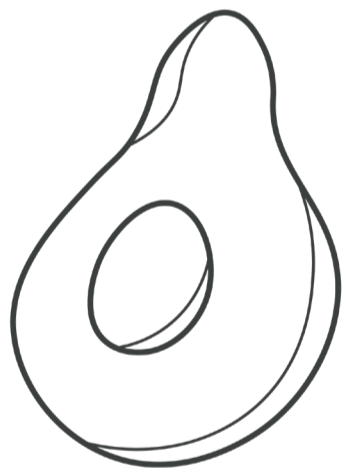
*egg*



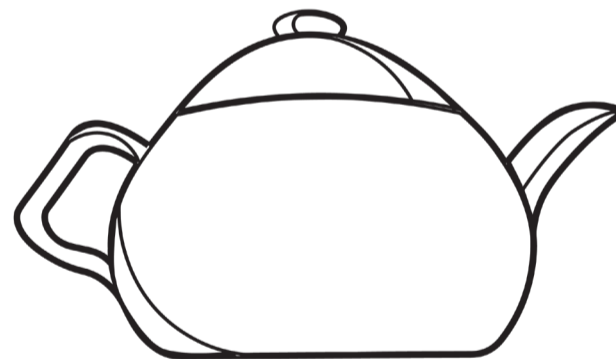
*soup*



*mushroom*



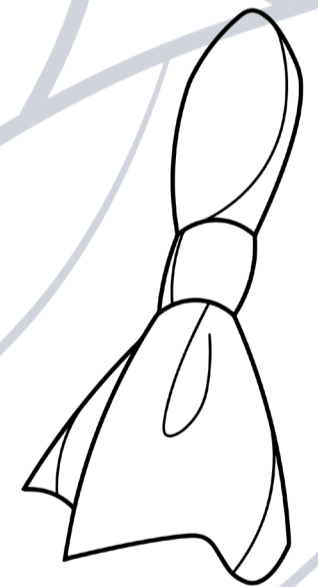
*avocado*



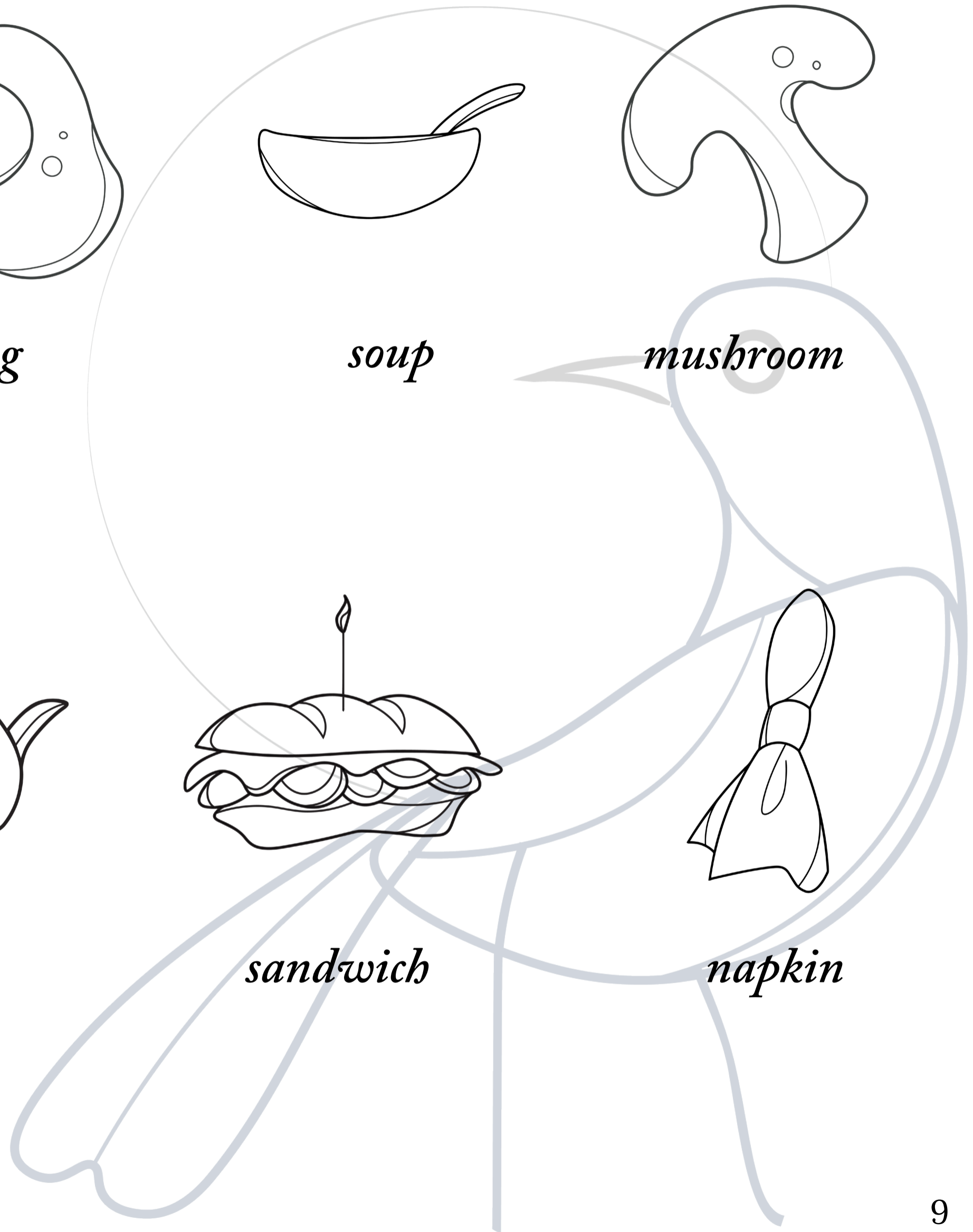
*tea*



*sandwich*



*napkin*





# *graphics*

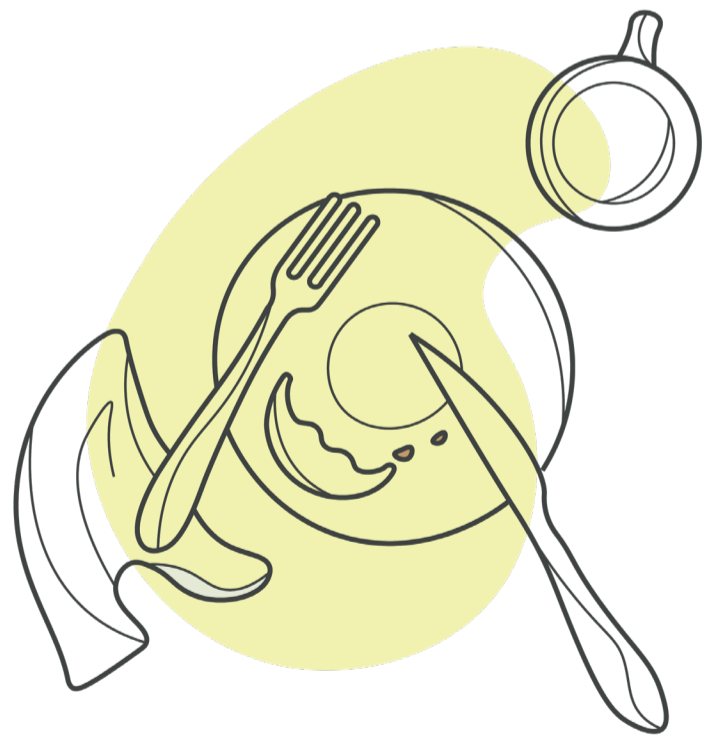
Graphics are a more detailed than icons, and can be used on menus, coasters, and more.



*cup of coffee*



*french toast*



*a delicious meal*

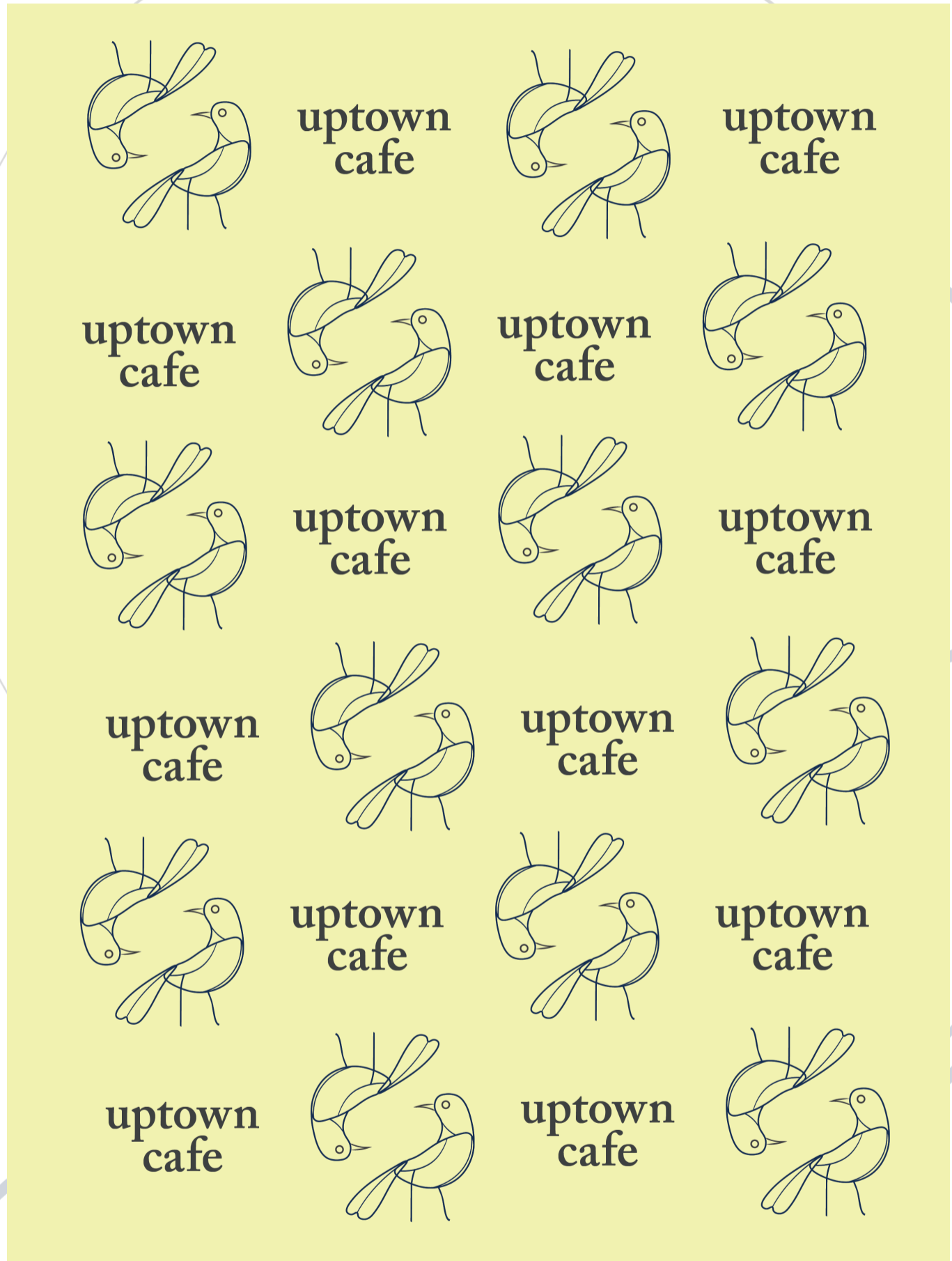


*cup of tea*



*hanging plants*













  
uptown  
cafe  
lunch menu



### sandwiches

**smoked salmon on ciabatta** \$13.49  
This classic features uptown smoked salmon, homemade garlic dill cream cheese, fresh tomato and spinach on toasted multigrain ciabatta.

**ruby diamond sandwich** \$10.49  
Soft rye swirl bread, mayo, in-house oven-roasted turkey, fresh tomato, sprouts, provolone cheese and a light drizzle of Italian dressing have kept this diamond sparkling.

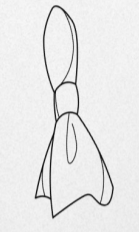
**club cafe** \$14.99  
On a poppy seed roll from tasty pastry, mayo, in-house oven-roasted turkey, smoked ham, uptown bacon, our zesty cafe dressing, cheddar cheese, fresh tomatoes, and lettuce.

**name that tuna** \$9.49  
Uptown tuna salad is made daily with fresh dill, celery, onions, and pickle. We add that to wheat bread with mayo, pickle, onion, tomato and lettuce to make a tuna

**abl sandwich** \$10.49  
Uptowns take on a classic. Toasted wheat bread with the standard, bacon, lettuce, and tomato plus fresh avocado and homemade garlic dill cream cheese make for a refreshing delight.



If you have any food allergies, please speak to your host for accommodations  
uptowncafe.com | (23) 456-7890 | uptowncafe@gmail.com



### soups

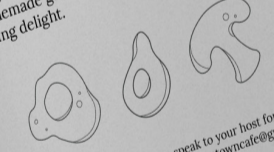
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***thank you!***