



# **Restaurant Corporate Identity Manual**

# **Final Creative Brief--**

## **Project Title:**

**Casa Mas 'O' Identity Manual**

## **Goal:**

**To create and develop a professional brand identity that will attract customers to Casa Mas 'O'.**

## **Brand Strategy:**

**To create a brand identity that will help promote and create enthusiasm about Casa Mas 'O'.**

## **Brand Essence:**

**Fresh & Fast**

## **Audience:**

**The main audience of this guide is Zoe Casmento, the owner of Casa Mas 'O' along with any designers on the team.**

**Their main target audience are those who want healthy food in a timely speed/in a rush.**

## **Our Plan:**

**To create a brand identity for Casa Mas 'O'.**



# Color Palette & Typeface

**PRIMARY TYPEFACE**

**Secondary Typeface**

**Third Typeface**

**COYOTE SEMI  
BOLD DEMO**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
12345678910**

**Newsid FP**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
!@#\$%^&\*()[]\.,;**

**Montserrat**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
!@#\$%^&\*()[]  
/\.,;**  
12345678910

## Color Palette



#39B54A



#009444



#FEE860



#FFDE17



#BE1E2D



#90101C



#1B75BC



#282561

# Logo Uses



FRESH & FAST



FRESH & FAST



FRESH & FAST



FRESH & FAST

M E N U

# Business Card



# Letterhead



Casa Mas 'O'  
529 Butternut Street Utica, NY 13502  
casamaso.com  
(518)-666-9999



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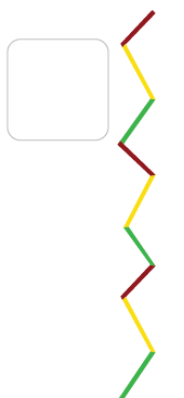


# Pad



Casa Mas 'O'  
529 Butternut Street  
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# Envelope



# Signage

## Juice Shots Bar



## Take-away Food Order Counter

## Exterior Sign



**Tagline**

**FRESH & FAST**



# Packaging



Shopping Bag



Soup Container



Carton