LETTUCE ENTERTAIN YOU

Lettuce Entertain You® RESTAURANTS

BRAND GUIDELINES

Visual Identity & Style Guide

Table of Contents

DESIGN ELEMENTS

"Lettuce Entertain You started because of ideas. We are a group of entrepreneurs who work under one umbrella and it's our culture of caring that bonds us. Caring about the food, the service, our people and our guests."

- Richard Melman,

Founder & Chairman of Lettuce Entertain You Enterprises

DESIGN ELEMENTS

Best practices for the use of our brand assets and offer useful examples.

Lettuce Logo: *Stacked*

The Lettuce Entertain You® logo is composed of the **Logotype** and the **Server & Stars.**

The **Stacked** logo is the primary logo and should be used in most instances. Avoid using at small sizes, as it will become less legible.

The Lettuce Entertain You® logo is composed of the **Logotype** and the **Server & Stars.**

The **Horizontal** logo is for use in a wide format environment, e.g. website navigation, digital headers and other pieces that need a small logo.
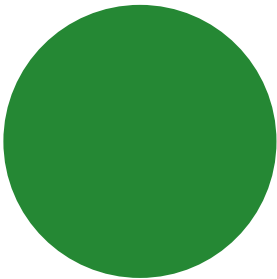
The **Server & Stars** can be used separately from the logotype as long as the full logo is displayed somewhere else within the same piece.

The number of stars is significant and should never be added to, resized, or removed. **10 Stars** represents the opening date of the company, June 10th, 1971.
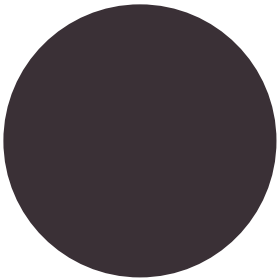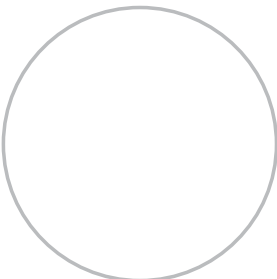
Colors & Color Proportions

PRIMARY COLORS

LETTUCE GREEN

PMS	7740 C
CMYK	84-23-100-9
RGB	37-136-52
HEX	#258834

CHARCOAL

PMS	BLACK 6
CMYK	66-69-57-56
RGB	58-48-54
HEX	#3A3036

WHITE

CMYK	0-0-0-0
RGB	255-255-255
HEX	#FFFFFF

COLOR PROPORTIONS

SECONDARDY & ALT COLORS

#00340B #194A23 #258834 — **ALT GREENS**

#2D272B #41424A #95968A — **GRAY TONES**

#BDBEB6 #D0D0CE #EDEDEB
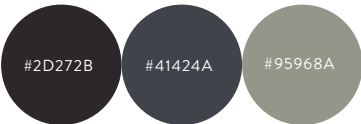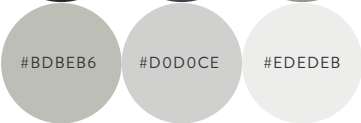
FREQUENT DINER CLUB COLORS

#2D599F — **FDC BLUE**

#95968A #D0D0CE — **FDC SILVER 1 & 2**

#EBB120 — **FDC GOLD**

These color proportions should be practiced on any Lettuce branded collateral to represent the brand identity accurately, as shifting the visual weight of them can have a dramatic effect on consistency and familiarity.

Logo Scales & Responsivity

PRIMARY LOGO
Use in most instances.

REDUCED 1
Use when logo needs to be reduced significantly.

REDUCED 2
(For internal branded pieces only)

REDUCED 3
Use in the smallest applications or as an icon.

Our logo includes scaleable versions, which are to be used in responsive digital environments or print applications that call for a reduced size past a certain point.

Reduced 1 should be used where space is limited, and when the primary logo has already been used within the piece (e.g., website footers or the end of a long document).

Reduced 2 should be used for internal branded pieces only; never used on guest-facing applications.

Reduced 3 should only be used as a supplemental icon. The primary logo should be shown in some capacity elsewhere on the piece.

Logo Usage

The logo should typically be full color when used on a white background but can be black (or an approved color when color is limited). It should appear as two colors when used on a flood of Lettuce green (shown below), white when used on a flood of charcoal, or any dark color, and white when used on photos with a dark overlay. Any use of the logo should have adequate contrast between it and the background.

Full color or Black (or approved color) on white

White and charcoal on Lettuce green

White on charcoal (or any dark color)

White on photography with dark overlay

Logo Clearance

Stacked

Icon

Horizontal

Always maintain the correct amount of clear space between the logo and any other surrounding elements.

The minimum clear space for the full logo is determined by the size of the server without the stars, as shown in the graphic.

The minimum clear space for the icon is determined by 1/6th the size of the width, as shown in the graphic.

Logo Rules *(incorrect usage)*

1)

2)

3)

4)

5)

6)

7)

8)

Final usage of the logo and other elements should always maintain the integrity of the brand guided by this book. Always use the provided logo files; never re-create.

1. <u>Do not</u> remove server and/or stars or other logo elements. (only permitted when using the Horizontal Logo in small spaces).

2. <u>Do not</u> change size of, move, or alter placement of server and/or stars or other elements.

3. <u>Do not</u> reverse colors between elements.

4. <u>Do not</u> use different colors.

5. <u>Do not</u> distort logo.

6. <u>Do not</u> use internal logos for customer-facing use.

7. <u>Do not</u> add or subtract stars.

8. <u>Do not</u> reverse the Server & Stars.

HEADLINES /
LARGE HEADLINES

LP CERVO GROTESK

LP Cervo™ by FontForum | Kerning set to Optical | Tracking +10 | Uppercase

SUBHEADERS

Edison Book Italic
Edison Semibold Italic

Edison™ by Linotype | Kerning set to Auto | Tracking -25 | Sentence Case

SECONDARY /
SMALL HEADERS

BRANDON GROTESQUE MEDIUM

BRANDON GROTESQUE BOLD *(Preferred)*

BRANDON GROTESQUE BLACK *(Only for use at small sizes)*

Brandon Grotesque of HVD Fonts | Kerning set to Optical | Tracking +100 | Uppercase

BODY COPY /
DISCLAIMERS

Brandon Grotesque Regular *+ Italic*
Brandon Grotesque Medium *+ Italic*
Brandon Grotesque Bold *+ Italic*

Brandon Grotesque of HVD Fonts | Kerning set to Optical | Tracking +10 | Sentence or Title Case

SPECIAL USE

Edison Book *(Use sparingly, if needed or for Special Occasions)*

It is important to use our brand fonts on all Lettuce print materials and digital environments in the heirarchy displayed on the left. This will help to maintain consistency throughout the brand, as well as enable the ability to have clear communication to our guests, employees and partners.

Edison Semibold (not shown in the list) is only to be used when creating Lettuce subbrands or promotions where the word Lettuce is used, as it may dilute the uniqueness of the primary logotype.

Typography: *Example of Idealic Usage*

LARGE HEADLINE

Here's an example of a **subheader in use**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut.

SMALL HEADER

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut.

Learn More

LARGE HEADLINE

This is an example of a **subheader in use**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut.

SMALL HEADER

Here's another subheader

Lorem ipsum dolor sit amet, consectetuer

SMALL HEADER 2

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, **sed diam nonu ai nibh** euismod

LEARN MORE

STYLE ONE

Style Two

GHOST BUTTON

Side by side

SMALL   SMALL GHOST

QUESTIONS?

*Contact us at **graphics@lettuce.com***