



LETTUCE ENTERTAIN YOU BRAND GUIDELINES

Visual Identity & Style Guide

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“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.



Lettuce Logo: Horizontal



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.



Lettuce Logo: Server & Stars



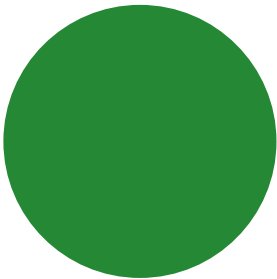
The **Server & Stars** can be used separately from the logotype as long as the full logo is displayed somewhere else within the same piece.

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.



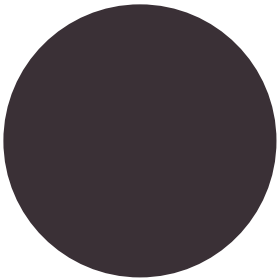
Colors & Color Proportions

PRIMARY COLORS



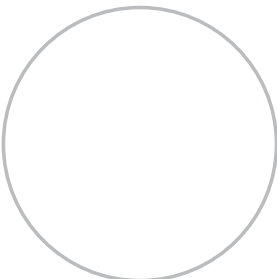
LETTUCE GREEN

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



CHARCOAL

PMS BLACK 7 C
CMYK 66-69-57-56
RGB 58-48-54
HEX #3A3036



WHITE

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

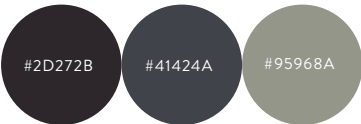


COLOR PROPORTIONS

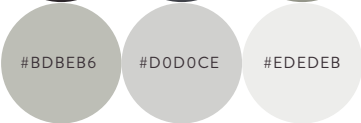
SECONDARY & ALT COLORS



ALT GREENS



GRAY TONES



FREQUENT DINER CLUB COLORS



FDC BLUE



FDC SILVER 1 & 2



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



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.

Horizontal



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. Do not remove server and/or stars or other logo elements. (only permitted when using the Horizontal Logo in small spaces).
- 2. Do not change size of, move, or alter placement of server and/or stars or other elements.
- 3. Do not reverse colors between elements.
- 4. Do not use different colors.
- 5. Do not distort logo.
- 6. Do not use internal logos for customer-facing use.
- 7. Do not add or subtract stars.
- 8. Do not reverse the Server & Stars.



HEADLINES /
LARGE HEADLINES

LP CERVO GROTESK

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

SUBHEADERS

Edison Com Book Italic
Edison Com 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 Com 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

Left-Aligned

LARGE HEADLINE

Here’s an example of a subheader in use

Lorem ipsum dolor sit amet, consectetur 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, consectetur 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

Center Aligned (Preferred)

LARGE HEADLINE

This is an example of a subheader in use

Lorem ipsum dolor sit amet, consectetur 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, consectetur

SMALL HEADER 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, **sed diam nonummy nibh** euismod

LEARN MORE

Buttons (Digital)

STYLE ONE

Style Two

GHOST BUTTON

Side by side

SMALL

SMALL GHOST





QUESTIONS?

Contact us at graphics@leye.com