

Logo & Brand Design **Guideline**

Company
Date
Designer

TableTalk
May 2024
The Simple Agency x Cat Creative

Inhalte

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TableTalk

TableTalk offers a practical solution for restaurant owners to showcase their lunch menus and events, while users can discover and favourite their favourite dining spots. The focus is on local support and a professional approach. TableTalk helps restaurants and other hospitality businesses increase their visibility and make their offerings accessible to a wider audience.

Whether it's a quick lunch near the office or a special dinner for a business occasion – TableTalk is THE go-to platform for all dining needs.

Logo

The logo embodies the essence of the company: creating a connection between restaurants and users. It reflects not only our professional commitment but also our local support and user-friendliness. Consistent use of the logo establishes a strong brand identity and builds trust with our users and partner restaurants.



table
talk

Logo Usage

Clear Space:

This ensures that text, images, or other graphic elements do not interfere with the legibility of our logo. No graphic elements should encroach on the space surrounding the logomark. This space is defined as 50% of the logomark's height on each side. The clear space for the logomark is measured based on the height of the letter "a."



Colour Palette

Dark Blue (Almost Navy)

Primary Colour

This deep blue provides a strong foundation or background, adding depth and elegance.

Colour codes:

CMYK: 100, 90, 30, 20

RGB: 0, 51, 102

HEX: #003366

Pantone: 648 C

Vibrant Blue

Sekundäre Farbe

A clear, bright blue, suitable for interactive elements like buttons and links, provides a nice contrast to darker or lighter backgrounds.

Colour codes:

CMYK: 80, 50, 0, 0

RGB: 0, 123, 255

HEX: #007BFF

Pantone: 285 C

Electric Lime Green

Sekundäre Farbe

This vibrant lime green stands out against the more subdued tones of the palette, drawing attention to notifications or important information.

Colour codes:

CMYK: 25, 0, 95, 0

RGB: 205, 220, 57

HEX: #CDDC39

Pantone: 387 C

Dark Grey

Primary Colour

Perfect for text and symbols, this grey is dark enough to provide contrast against lighter backgrounds without the harshness of black.

Colour codes:

CMYK: 70, 60, 60, 30

RGB: 77, 77, 77

HEX: #4D4D4D

Pantone: 445 C

Soft Light Grey

Primary Colour

A light, neutral grey that works well for background sections and provides a clean and modern look.

Colour codes:

CMYK: 0, 0, 0, 6

RGB: 240, 240, 240

HEX: #FOFOFO

Pantone: Cool Gray 1C

Just White

Primary Colour

The classic colour is best suited as text on dark backgrounds and as a neutral background for dark elements.

Colour codes:

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

Colour Usage

Right:



table
talk

Logo in Dark Blue
on Just White.



Logo in Just White
on Dark Blue.



Logo in Dark Blue
on Soft Light Grey.



Logo in Dark Blue
on Soft Light Grey.

Colour Usage

Wrong: Logo in a different colour than Dark Blue or Just White.

**table
talk**

~~**table
talk**~~

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Wrong: Logo on a background colour other than Dark Blue, Dark Grey, Soft Light Grey, or Just White. Logo text side by side instead of stacked.

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Typography

Type Face Family:

The font used in the logo is Lust Display, but for licensing reasons, Playfair Display has been chosen for app usage.

Usage:

The Playfair Display Black variation is used for headings and important, short text passages.

**Playfair
Display
(Black)**

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890()&@€!.**

Typography

Type Face Family:

The secondary typeface is Prompt, used in the Regular and Medium variations.

Usage:

The Regular variation is used for body text.

The Medium variation is used for subheadings and highlights.

Prompt (Regular)

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890()&@€!

Prompt (Medium)

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890()&@€!

Icons

App Icons:



Food Icons:



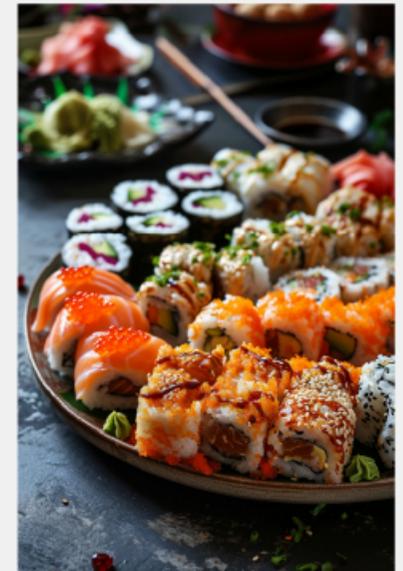
Drink Icons:



Imagery

When using images within the app and in marketing materials, it is essential to ensure they align with the brand identity and maintain a consistent visual appearance. Images evoke emotions and play a key role in creating an approachable brand communication.

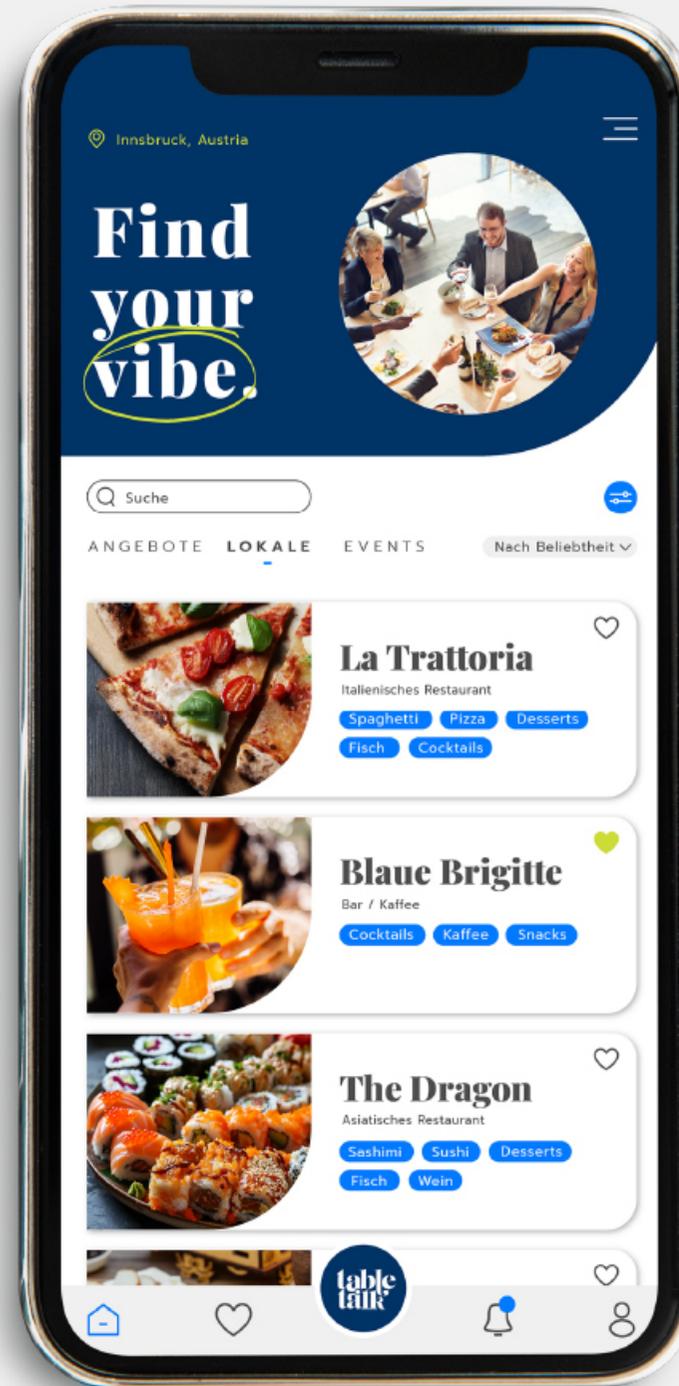
The images should be bright and feature high colour intensity.



UI Design

The app's user interface should be bright and clear, with a logical navigation structure.

The corporate design in this screen design mockup demonstrates the correct use of colours and typography.



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