

**URBAN HARVEST BISTRO**

**BRAND**

**GUIDE**



# Manifesto

## Brand Vision

To become a leading destination for authentic Senegalese cuisine in the urban landscape, known for our commitment to quality, cultural representation, and culinary excellence. We envision a world where the flavors of Senegal are celebrated and enjoyed globally, inspiring a deeper appreciation for West African culture through food.

## Voice Of Brand

Our voice is warm, welcoming, and vibrant, reflecting the heart and soul of Senegalese culture. We speak with passion, pride, and an inviting tone that makes everyone feel at home. Our language is rich with storytelling, evoking the colors, sounds, and tastes of West Africa. We are conversational yet informative, approachable yet refined, ensuring that our guests feel the authenticity and passion behind every dish.

## Brand Identity

Urban Harvest Bistro's identity is rooted in the harmony of tradition and modernity. The design combines earthy tones with vibrant splashes of color, echoing the landscapes and artistry of Senegal. Our logo is a modern interpretation of traditional West African symbols, reflecting the balance of heritage and innovation. The ambiance is sophisticated yet relaxed, with a touch of rustic charm and cultural artistry, making it a place where diners feel connected to the essence of Senegal.



## Mission

Our mission is to provide an authentic taste of Senegalese cuisine, crafted with the finest locally sourced ingredients and served in a stylish, welcoming environment. We aim to educate, inspire, and delight our guests by sharing the rich culinary traditions of West Africa, all while promoting sustainability, community, and cultural pride. Through every dish, we strive to create a memorable experience that goes beyond the plate, fostering a deeper connection to the vibrant culture of Senegal.



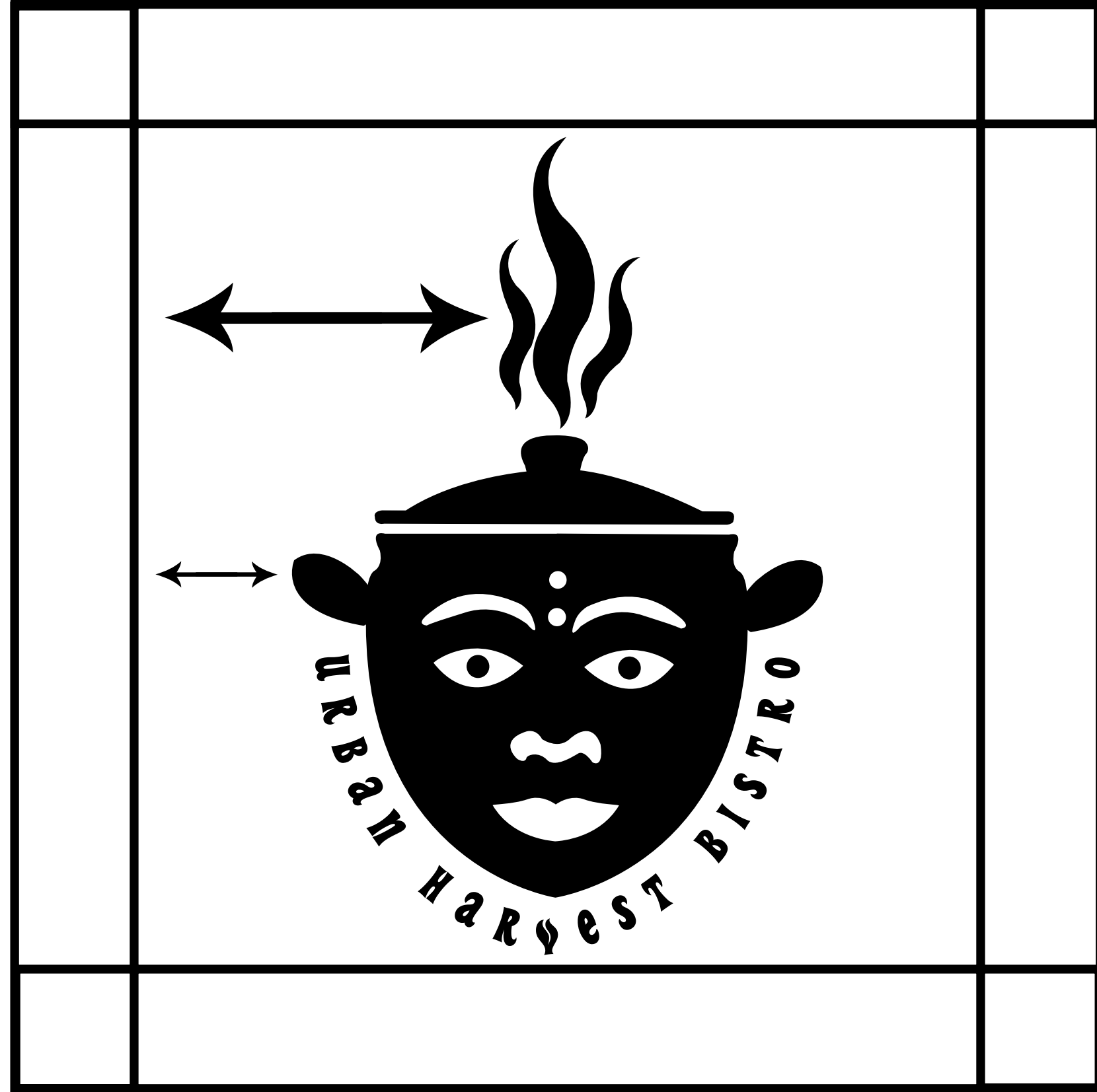
# Logo

The Urban Harvest Bistro logo has a contemporary, elegant look with a focus on simplicity and refinement. The design incorporates smooth lines and minimalistic shapes that convey a sense of sophistication. It appears to use earthy, warm colors, which evoke the vibrancy and richness of African landscapes, aligning well with the restaurant's West African theme.





# spacing



# Limitations

Keeping the logo's proportions intact is essential to maintaining its professional look and brand identity. The logo should be scaled uniformly, avoiding any stretching, shrinking, or warping that alters its shape or aspect ratio. This guideline ensures the design remains visually consistent and recognizable across different applications and sizes.



The Urban Harvest Bistro logo must always retain its original proportions. Any distortion, such as shrinking, stretching, or altering its shape, is strictly prohibited to maintain the design's integrity and brand consistency.



The Urban Harvest Bistro logo should be displayed exclusively in the brand's core colors or the approved seasonal color palette. No additional colors or stroke effects are permitted.



The Urban Harvest Bistro logo should always be displayed with clear contrast against its background, avoiding dark logos on dark backgrounds and light logos on light backgrounds. If layered over an image, the image must not compete visually with the logo.



# Color Palletes

## MAIN COLORS



#495827  
CMYK 67 44 100 38  
RGB 73 88 39



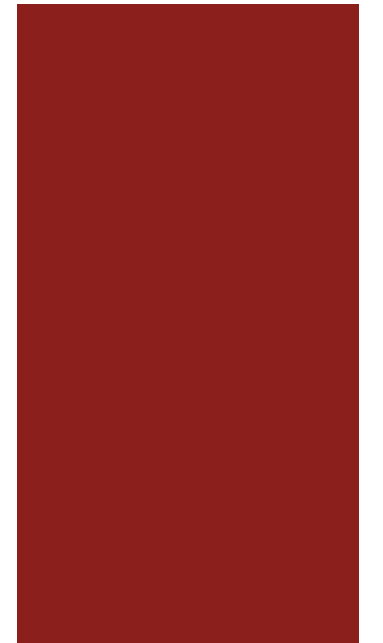
#F0CE25  
CMYK 7 15 96 0  
RGB 240 206 37



#D8A229  
CMYK 16 36 100 0  
RGB 216 162 41



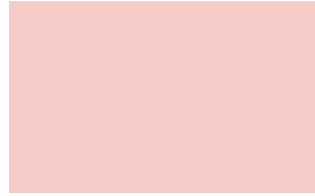
#A5702A  
CMYK 30 55 100 13  
RGB 165 112 42



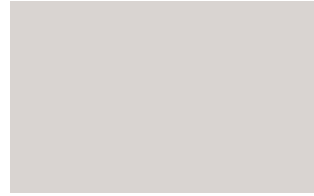
#8A1F1B  
CMYK 28 97 100 31  
RGB 138 31 27

# SEASONAL COLORS

## SPRING



#F4CBC7  
CMYK 2 23 14 0  
RGB 244 203 199



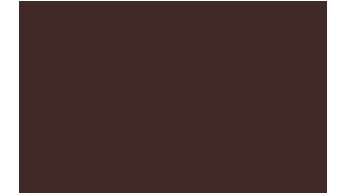
#D9D5D0  
CMYK 14 13 14 0  
RGB 217 213 208



#696CA7  
CMYK 67 61 8 0  
RGB 105 108 167



#711C13  
CMYK 32 94 99 44  
RGB 113 28 19



#402A25  
CMYK 54 69 69 64  
RGB 64 42 37

## SUMMER



#F4CBC7  
CMYK 2 23 14 0  
RGB 244 203 199



#E37354  
CMYK 7 67 71 0  
RGB 227 115 84



#696CA7  
CMYK 67 61 8 0  
RGB 105 108 167



#017465  
CMYK 88 33 64 17  
RGB 1 116 101



#285D4B  
CMYK 83 42 71 32  
RGB 40 93 75

## FALL



#F4CBC7  
CMYK 2 23 14 0  
RGB 244 203 199



#E37354  
CMYK 7 67 71 0  
RGB 227 115 84



#8B281C  
CMYK 28 94 99 30  
RGB 139 40 28

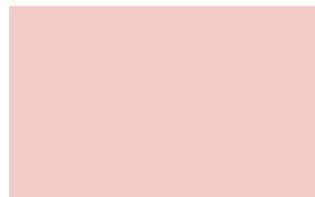


#6B372F  
CMYK 38 77 74 44  
RGB 107 55 47

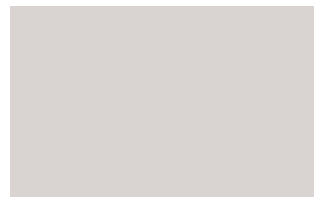


#3A1512  
CMYK 48 81 75 73  
RGB 58 21 18

## WINTER



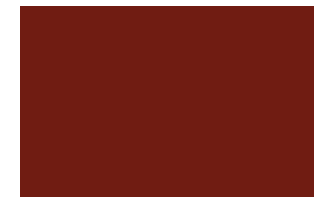
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CMYK 2 23 14 0  
RGB 244 203 199



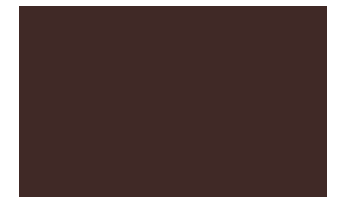
#D9D5D0  
CMYK 14 13 14 0  
RGB 217 213 208



#3968A7  
CMYK 84 60 8 0  
RGB 57 104 167



#711C13  
CMYK 32 94 99 44  
RGB 113 28 19



#402A25  
CMYK 54 69 69 64  
RGB 64 42 37

# Typography

Typography is not just about choosing fonts; it's about enhancing communication, building brand identity, and creating an effective and appealing design.

The Urban Harvest Bistro's typography conveys a sense of elegance and modernity.

## HEAVY HEAR

**Heavy Hear is a bold and chunky typeface characterized by its geometric shapes and heavy weight. Its rounded edges give it a friendly and approachable appearance, making it suitable for display use in headlines and branding. This typeface conveys confidence and strength, making it ideal for projects that aim to create a strong visual impact. Heavy Hear works well when paired with lighter typefaces, creating a balanced and visually appealing design.**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ?**

# BEBAS NEUE

BEBAS NEUE IS A SANS-SERIF TYPEFACE KNOWN FOR ITS BOLD AND MODERN APPEARANCE, PRIMARILY DESIGNED IN AN ALL-CAPS STYLE. IT FEATURES TALL AND NARROW LETTERS WITH GEOMETRIC SHAPES, CONTRIBUTING TO A STRONG VERTICAL EMPHASIS. THIS TYPEFACE IS WIDELY USED FOR HEADLINES, POSTERS, AND BRANDING, CONVEYING A SENSE OF STRENGTH AND PROFESSIONALISM. ITS CLEAN LINES MAKE IT VERSATILE FOR BOTH DIGITAL AND PRINT MEDIA, PAIRING WELL WITH VARIOUS OTHER TYPEFACES TO CREATE BALANCED DESIGNS.

# Futura

Futura is a geometric sans-serif typeface designed by Paul Renner in the 1920s, characterized by its clean lines and modernist aesthetic. The font features a wide range of weights and styles, emphasizing simplicity and efficiency through its circular forms and sharp angles. Futura is widely used in various design contexts, including branding, advertising, and editorial work, conveying a sense of forward-thinking and clarity.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ?  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ?**

**A b c d e f g h i j k l m n o p q r s t u v w x y z**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ?  
**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ?**

# Iconography



# Menus



## SMALL PLATES & STARTERS 🍴

**Avocado Toast Trio** Three varieties: classic with lemon and chili flakes, smoked salmon with dill and capers, and roasted tomato with feta and basil.

**Seasonal Fruit & Yogurt** Parfait Layers of organic Greek yogurt, house-made granola, and fresh seasonal fruits drizzled with local honey.

**Shakshuka** North African-style baked eggs in a spiced tomato and bell pepper sauce, served with crusty sourdough.

**Truffle Deviled Eggs** Classic deviled eggs elevated with truffle oil, chives, and crispy pancetta.

**Mini Belgian Waffles** Served with a trio of toppings, fresh berries, maple syrup, and whipped cream, or Nutella and banana slices.

## GOURMET SANDWICHES & TOASTS 🍴

**Croque Madame** Grilled ham and Gruyère sandwich topped with a fried egg and Mornay sauce, served with a mixed greens salad.

**Smoked Salmon & Cream Cheese Bagel** Everything bagel with whipped cream cheese, smoked salmon, red onion, capers, and fresh dill.

**Eggs Benedict Florentine** Poached eggs on a toasted English muffin with sautéed spinach, hollandaise sauce, and a side of roasted potatoes.

**Grilled Cheese & Tomato Soup** A blend of aged cheddar and Gruyère on sourdough, served with a cup of roasted tomato basil soup.

**Mediterranean Breakfast Wrap** Scrambled eggs, feta cheese, olives, roasted red peppers, and spinach in a whole wheat wrap, served with a side of tzatziki.

# Website



UrbanHarvestBistro.com



# Packaging



# Foodtruck Menu



## FOOD TRUCK PARADISE

351 Long Wharf Dr, New Haven CT 06511

## DELIVERY ORDER

033-987654321

## VISIT US

[www.UrbanHarvestBistro.com](http://www.UrbanHarvestBistro.com)



# Foodtruck



# GET A FREE TSHIRT

Use code **FREE2024**



[UrbanHarvestBistro.com](http://UrbanHarvestBistro.com)

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