

BRAND GUIDELINES

Seoul Spicy Streetz 2022



Designed by Grace Woo

TABLE OF CONTENTS

01 LOGO

- 03 color ver.
- 04 monochromatic ver.
- 05 logo anatomy
- 06 logo exclusion zone
- 07 logo sizing
- 08 moodboard

02 COLOR

- 10 color palette

03 TYPOGRAPHY

- 12 primary typeface
- 13 secondary typeface

05 DESIGN APPLICATION

- 15 foodtruck
- 16 website
- 17 menu
- 18 sign
- 19 stickers
- 20 to-go bag
- 21 water bottle
- 22 tote bag
- 23 apron
- 24 hat
- 25 t-shirt
- 26 billboard
- 27 promotional email

01 logo

LOGO / Color



LOGO / Monochromatic

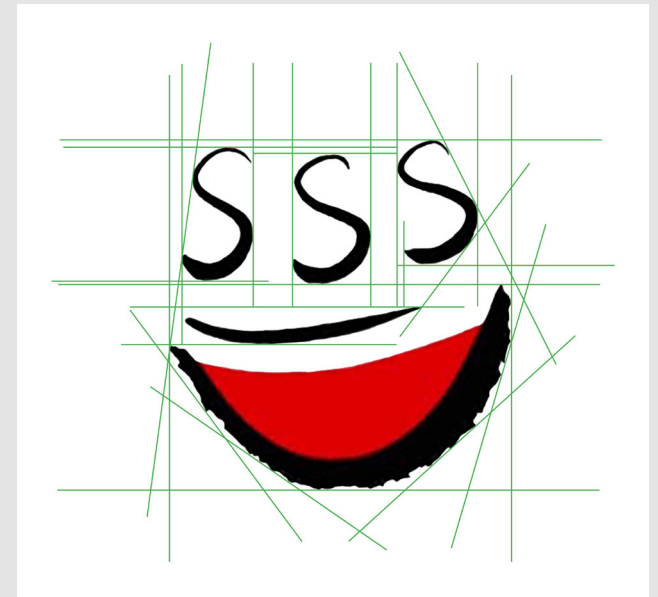
monochromatic



inverted



LOGO / Anatomy



LOGO / Exclusion zone



LOGO / Sizing



Main logo
H= 17.78mm / 67.2px
L= 50.8mm / 192px



Symbol
H= 10.24mm / 38.7px
L= 10.37mm / 39.2px

Minimum logo size on print/screen. The logo can be used in any desired size as long as it is scaled proportionately and it does not go below the minimum size restriction.

LOGO / Moodboard



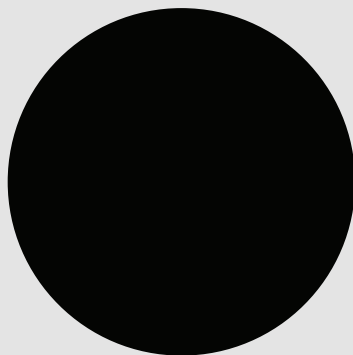
02 color

COLOR / Color palette

Primary colors



C 8 M 100 Y 100 K 1
HTML df0001
R 218 G 31 B 39 df0001

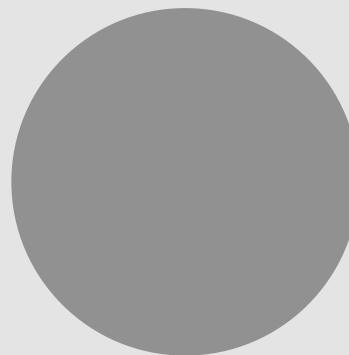


C 75 M 68 Y 67 K 90
HTML 010101
R 0 G 0 B 0 010101

Supporting colors



C 20 M 0 Y 28 K 0
HTML cde6c5
R 205 G 230 B 90 cde6c5



C 46 M 38 Y 38 K 2
HTML 909090
R 144 G 144 B 144 909090

03 typography

TYPOGRAPHY / Primary

ROCKSALT / LIGHT

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = { } ; : ' " , <

ROCKSALT / BOLD

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ + = { } ; : ' " , <

TYPOGRAPHY / Secondary

Chelsea Market / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+={};:~",<

Chelsea Market / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+={};:~",<

Gochi Hand / Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+={};:~",<

Gochi Hand / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+={};:~",<

04 design application

PROMOTIONAL ITEMS / Food



PROMOTIONAL ITEMS / Website





Get your spice on!!!

MENU CATERING ABOUT US CONTACT

Get to know our food! *Click for more info!


Spicy kimchi dumplings


Tteokbokki


Spicy odeng soup


Kimchi pancakes

Best street food you will ever have!!

Come join us at the Han river on FRI-SUN from 8pm-2am! Don't miss it!



enjoy spicy food? well the heat is all here! These four items will bring comfort to your heart, and the taste will bring an explosion to your tongue. Traditional Korean street food with a kick! We are located at the Han river, every FRI-SUN from 8pm-12am!!! Invite your friends and family to share the spicy goodness!

Call us for any questions or concerns!

123-456-7890

Join our newsletter today!

Email:

Appreciate you!

Follow us on facebook & insta :




PROMOTIONAL ITEMS / Menu



PROMOTIONAL ITEMS / Sign



PROMOTIONAL ITEMS / Stickers



PROMOTIONAL ITEMS / To-go Bag



PROMOTIONAL ITEMS / Water



PROMOTIONAL ITEMS / Tote bag



PROMOTIONAL ITEMS / Apron



PROMOTIONAL ITEMS / Hat



PROMOTIONAL ITEMS / T-Shirt



PROMOTIONAL ITEMS / Billboard



PROMOTIONAL ITEMS / Promotional email



SPECIAL OFFER

FREE ENTREE

Download coupon

Dear spice gang,

Here is a special offer for being a loyal member. All you have to do is download the coupon on your phone or print it out and show the cashier! Hurry and get your spice on!!!

HAN RIVER
Seoulspicystreetz.com

HOURS
8pm-2am

Follow us on facebook & insta :)  

