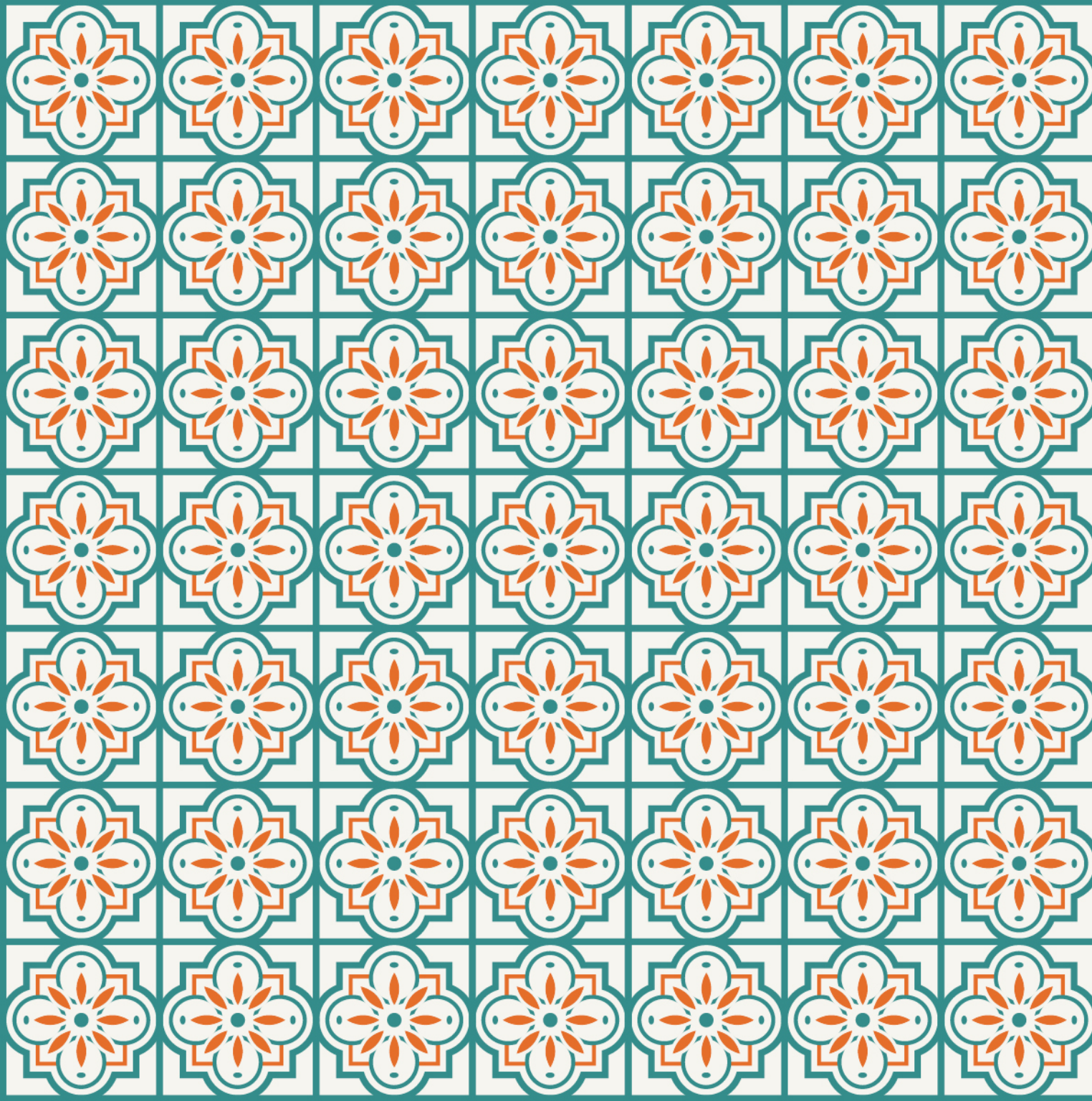


EL OLIVO

TAPAS BAR

**VISUAL
STANDARDS
MANUAL
2019**





CONTENT

BACKGROUND & DESIGN FUNDAMENTALS	4
LOGO STRUCTURE	8
CLEAR SPACE	9
LOGO MISUSE	10
COLOR PALETTE	14
TYPE SPECIFICATIONS	15

BACKGROUND & DESIGN FUNDAMENTALS

El Olivo tapas bar is a restaurant in Täby, Sweden. They serve hot and cold Spanish tapas of high quality. On the menu you can find traditional tapas as well as some more modern styled tapas influenced by the food culture off the Spanish south coast. Täby is a small city in Sweden that doesn't have many restaurants. El Olivo brings the locals a type of restaurant that is hard to find in the suburb. It offers high quality food in a warm and friendly atmosphere.

The goal of the new logotype was to create a logo that feels warm and welcoming as well as having a high-quality look with spanish influences. The atmosphere at the restaurant is friendly and exclusive at the same time and the aim was to reflect that in the new identity. The overall look and feel of the logo is both traditional as well as modern, just as the restaurant serves traditional tapas as well as their own specialities with modern twists.



EL OLIVO

TAPAS BAR



EL OLIVO

TAPAS BAR



LOGO STRUCTURE

The logotype consists of a spanish styled tile shape with olives and a sun. The olives are there to reflect the name of the restaurant and the sun shape is inspired by the spanish sun. The name of the restaurant is set in a serif typeface to express high quality and the traditional aspect of the restaurant and a sans serif to reflect its modern side.



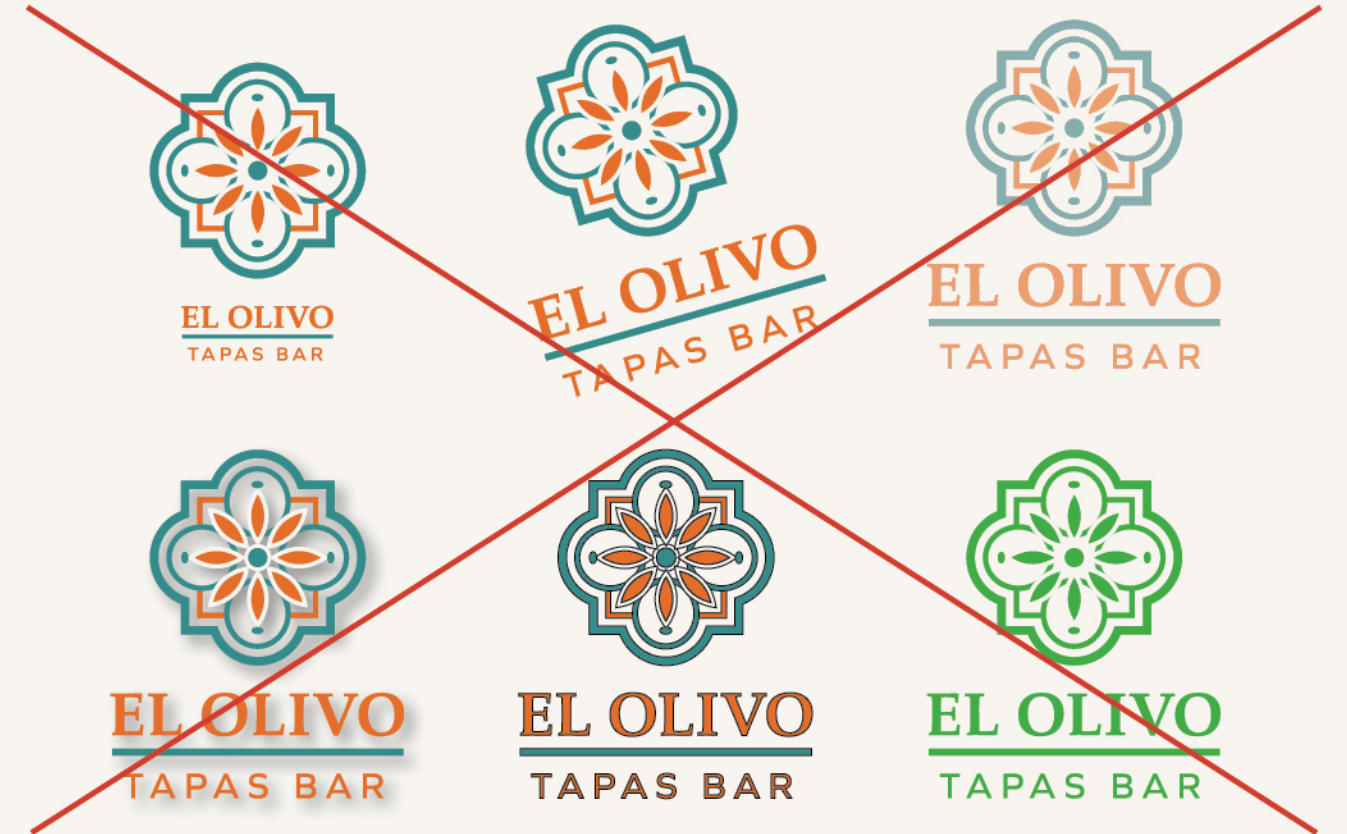
CLEAR SPACE

There should always be a space around the logo that is empty of other elements to allow the logotype to breathe. This space should be twice the size of the O in EL OLIVO.



LOGO MISUSE

Please do not change the proportions of the logo, do not rotate, do not lower the opacity, do not add effects such as drop shadows, do not add outlines and do not change the colors.

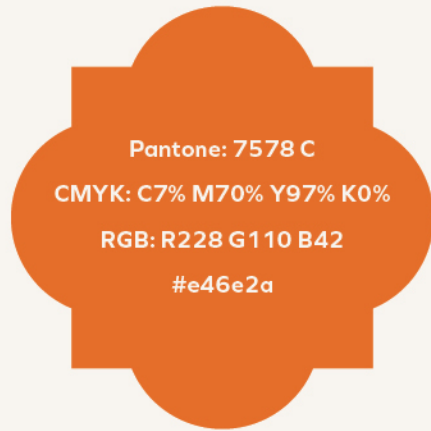




EL OLIVO

TAPAS BAR

COLOR PALETTE



TYPE SPECIFICATIONS

PALATINO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

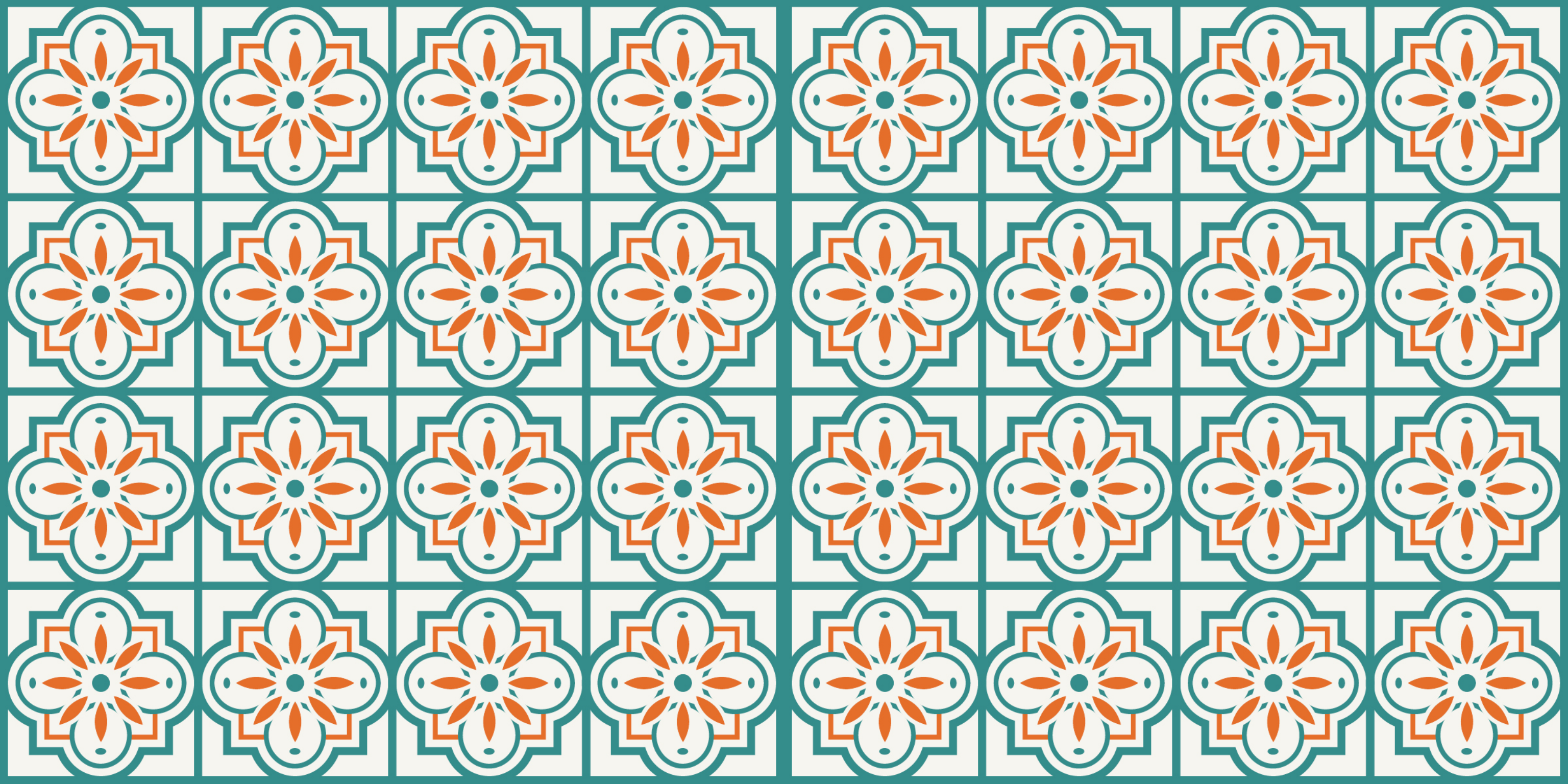
0123456789&%#?!. ,

GRAPHIE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

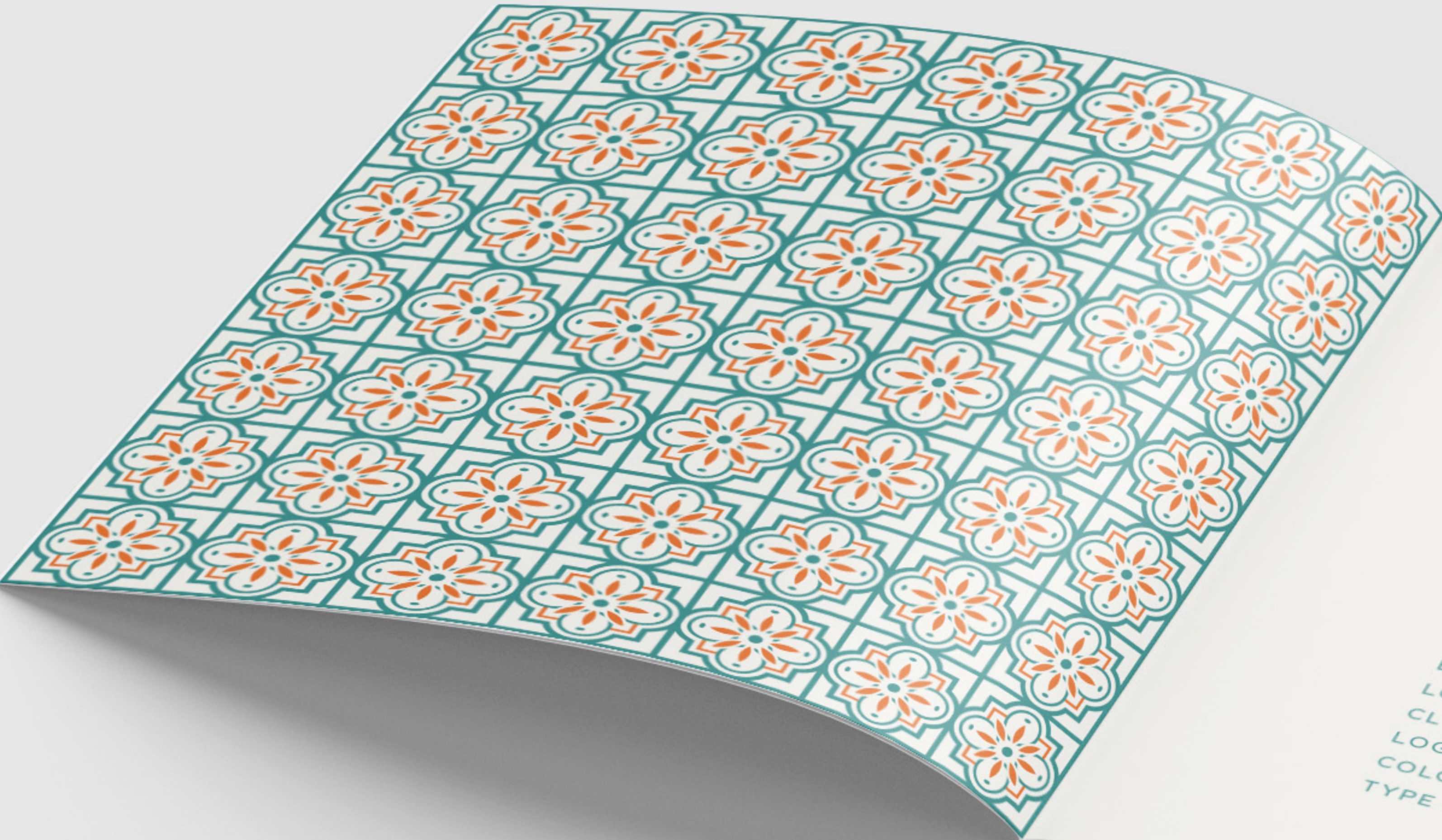
0123456789&%#?!. ,



EL OLIVO
TAPAS BAR

VISUAL
STANDARDS
MANUAL
2019





CONTENT

BACKGROUND & DESIGN FUNDAMENTALS 4
LOGO STRUCTURE 8
CLEAR SPACE 9
LOGO MISUSE 10
COLOR PALETTE 14
TYPE SPECIFICATIONS 15

LOGO STRUCTURE

The logotype consists of a spanish styled tile shape with olives and a sun. The olives are there to reflect the name of the restaurant and the sun shape is inspired by the spanish sun. The name of the restaurant is set in a serif typeface to express high quality and the traditional aspect of the restaurant and a sans serif to reflect its modern side.



CLEAR SPACE

There should always be a space around the logo that is empty of other elements to allow the logotype to breathe. This space should be twice the size of the O in EL OLIVO.





EL OLIVO
TAPAS BAR

COLOR PALETTE



TYPE SPECIFICATIONS

PALATINO BOLD
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklm**no**pqrstuvwxyz
0123456789&%#?!,.

GRAPHIE REGULAR
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklm**no**pqrstuvwxyz
0123456789&%#?!,.

