

OFFICIAL *Brand Standards*

FEBRUARY 2023



CASA LU AL



Casa Lu Al is a longtime restaurant serving up Italian pastas, steaks and a wide variety of flavorful cuisine in family-friendly environments. The refreshed brand embodies the upbeat, “sitting in my grandma’s kitchen” environment but with a warm and vibrant old Italian twist. The lively color palette pulls in the fun and inviting Italian atmosphere characteristics; while the quirky and homemade aspects of the graphics and illustrations combine the two in a comforting and homey manner. The brand identity has a unique way of being styled so it can be bold and colorful yet also calm and elegant . This allows the brands elements to work as one while giving of different emotions and experiences between its upstairs and lower Casa Sotto space.

The purpose of this manual is to explain the components of the **Casa Lu Al** visual identity system, to define its graphic design standards, and to illustrate how these standards are applied. These standards depend on relative size, proportion, and position of individual elements. They have been developed through careful considerations of many factors, both functional and aesthetic. Adhering to these standards and guidelines will ensure continuity, a high standard of quality, and a clear, consistent identity for **Casa Lu Al**.

Guidelines establish a rulebook for a group of individuals that work on the company materials. The use of guidelines ensure how the visual identity should appear across all media. These guidelines help your company hold the value in its visual identity for many years through the proper use of its components.

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Our Brand Elements

In this section, we outline the building blocks for the **Casa Lu AI** brand, including best practices for the use of the brand assets and useful examples.

- Our Logo Components
- Our Logo Usage
- Core Colors
- Secondary Colors
- Color Pairings
- Typography
- Ideal Typeface Stack
- Brand Architecture
- Brand Visuals
- Illustrations & Patterns
- Imagery Direction

Our visual identity toolkit helps portray a distinct and memorable presentation of our brand.

This section describes the core ingredients of our brand's unique graphic system.

Our Logo Components

The Casa Lu Al visual identity system consists of:

1. The Logomark
2. The Signature

The logomark and signature are available in a preferred version for most uses, and alternate versions, which may be used in specific applications.

The logomark and signature should be used together in most cases. In limited instances the logomark and signature may be used individually but no alteration should be made to either element.

Each configuration that combines the logomark and signature in a defined relationship is referred to as a lock-up. See pages 20-24 for detailed information on using the lockups.

LOGOMARK



SIGNATURE

CASA LU AL

Our Logo Components

The Logomark

The Casa Lu Al logomark is composed of a combination of geometric and linear shapes with two primary colors.

The symbol is legible at most sizes, and a one-color version is provided for more legible small use applications.

In exceptional cases (e.g. small print surfaces, favicon, social media profiles) the logomark may be used independently. However, such should be treated as an exception and not used excessively.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lockup must be kept clear so the balance and wholeness of the logomark is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the logomark.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

LOGOMARK



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



Our Logo Components

The Signature

The Casa Lu Al signature is an integral part of the identity system.

The signature must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The letter forms have been arranged to work at different scales, so it is crucial that independent versions of the signature are not created from the typeface directly.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lockup must be kept clear so the balance and wholeness of the signature is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the signature.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

SIGNATURE

CASA LU AL

CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE

CASA LU AL

CASA LU AL

APPROX. 1.25 IN / 90 PX WIDE

Our Logo Components

The Primary Lock-up

The Casa Lu Al primary lock-up is a pivotal graphic identifier for the entire company composed of the logomark and signature.

The embellished, logomark stacked on the signature is the brand's primary lockup. It is the "face" of the brand, as it connects it back to its original roots. This lock-up should be used in most instances in order to build equity around it, but is not required. The additional brand lock-ups for usage can be found on pages 20-24. Please use these in place of the primary lockup when necessary and best fits the space in use.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lockup must be kept clear so the balance and wholeness of the lock-up is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the lock-up.

SIZING

Avoid using the primary lock-up at small sizes, as it can become illegible.

Always use the logo files provided.

Do not re-create.

01 | BRAND ELEMENTS

PRIMARY LOCKUP



CLEARSPACE



Logo Usage on Backgrounds

The full-color logos should be used only on stucco, porcini, and caffè colored backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

In necessary occasions, full-color logos can be used on photographs if a stucco or beige colored overlay, with altered opacity, is applied to allow for proper contrast and legibility of the full-color logo.



Our Logo

One Color Use

The one-color logo should only be used on photographs and color backgrounds within the Casa Lu Al color palette.

The one-color logo should be only on black and white colorways.

Photographs: When using a one-color logo on a photograph, if there is not adequate contrast from the supplied colored logos, a color overlay with altered opacity should be applied to the photograph to supply proper contrast for logo legibility. If the overlay does not suffice, then a new photograph that allows proper contrast should be used.

Colored Backgrounds: The shown colored backgrounds to the right, in the top-left hand corner, state which one-color logos are acceptable to display. However, the one-color logo presented on each of the colors is the preferred option for optimal contrast and legibility.



GNOCCI GREEN & STUCCO



STUCCO



GNOCCI GREEN & STUCCO



STUCCO



STUCCO, VERDE PASTA & CINQUE TERRE



GNOCCI GREEN, STUCCO & CINQUE TERRE



Brand Logo Misuse

Do not crop the logo.



Do not change the transparency of the logo.



Do not shuffle colors.



Do not use different colors outside of the core color palette.



Do not change the size or position of the logomark and signature.



Do not distort the logo.



Do not use drop shadows or any other effects.



Do not re-create using any other typeface.



Do not outline the signature.



Do not rotate any part of the logo.



Brand

Core Colors

Our brand iconic colors are the Gnocci Green, Pasta Verde, and Porcini colors. They create a recognizable combination to represent the warm, fresh, homemade yet elegant characteristics of the Casa Lu Al brand.

The Stucco and Caffè colors also work as a neutral base highlighting the elegance, simplicity and pureness of the brand, giving a sense of clarity and balance to the brand assets.

For flexibility there are additional colors, Ravello, Cinque Terre, and Linguine, defined to be used in selective brand elements and usage to bring in the brand's fun and vibrant Italian notes.

Use these color proportions in any layout or collateral design.

Use only Gnocci Green ("black") and stucco ("white") text on core colors as outlined on page 14. Do not interchange the use of black and white text according to preferences, as these combinations are specifically approved for accessibility.



GNOCCHI GREEN

PMS	P 560 C
HEX	#1A3C34
RGB	26. 60. 52
CMYK	84. 52. 70. 55



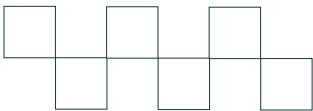
PASTA VERDE

PMS	P 7494 C
HEX	#9BAE88
RGB	155. 174. 136
CMYK	42. 21. 53. 0



PORCINI

PMS	P 7506 C
HEX	#F2DAB2
RGB	242. 218. 178
CMYK	5. 13. 32. 0



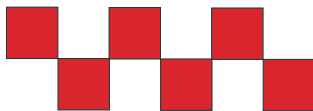
STUCCO

PMS	White
HEX	#FFFFFF
RGB	255. 255. 255
CMYK	0. 0. 0. 0



CAFFÈ

PMS	P 7508 C
HEX	#E1B77E
RGB	225. 183. 126
CMYK	12. 28. 56. 0



RAVELLO

PMS	P 1795 C
HEX	#D7282F
RGB	215. 40. 47
CMYK	10. 98. 93. 1



CINQUE TERRE

PMS	P 7473 C
HEX	#18988B
RGB	24. 152. 139
CMYK	81. 19. 52. 2



LINGUINE

PMS	P 130 C
HEX	#F5A800
RGB	245. 168. 0
CMYK	2. 38. 100. 0

Brand

Secondary Colors

The secondary colors were chosen to work with and support the core colors in specific use cases such as shadows within illustrations.

They can be used with our core colors, but this should be limited to illustrations and graphic creations.

Do not use the secondary colors for text. Use only black, gnocchi green or white text as outline in the standards. Do not interchange the use of black and white text according to the preferences, as these color combinations are specifically approved for accessibility.



FRESH PASTA

PMS	P 7411 C
HEX	#E6A65D
RGB	230. 166. 93
CMYK	9. 38. 73. 0



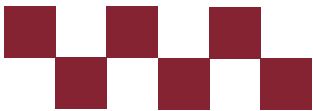
THAT ONE SAUCE

PMS	P 146 C
HEX	#A76F29
RGB	167. 111. 41
CMYK	29. 57. 100. 13



TOMATO RED

PMS	P 7597 C
HEX	#D14227
RGB	209. 66. 39
CMYK	12. 89. 100. 2



RED RED WINE

PMS	P 202 C
HEX	#872634
RGB	135. 38. 52
CMYK	31. 94. 73. 31

Brand Accessible Color Combinations

All examples on the right show which “black” and “white” text values pass or fail the contrast ratio standards.

Please use these specifications to decipher the proper size and color usage when typesetting on a colored background. Follow thoroughly for approved contrast and legibility. Never typeset any text on a colored background that shows a failed contrast ratio on the WCAG AA or WCAG AAA test.

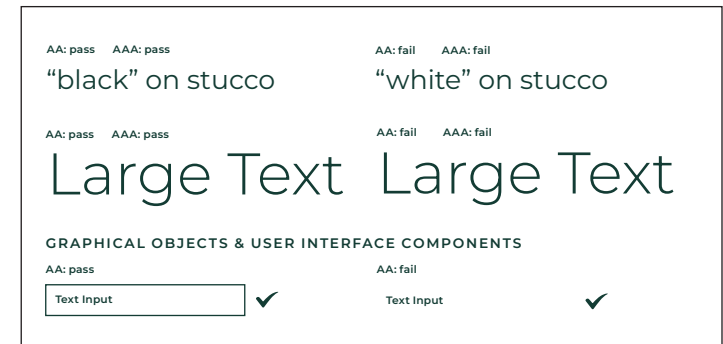
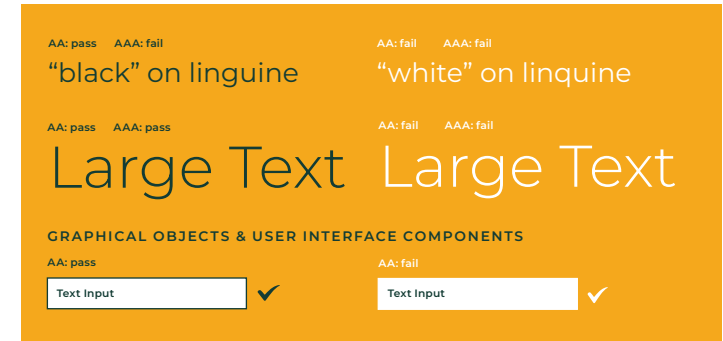
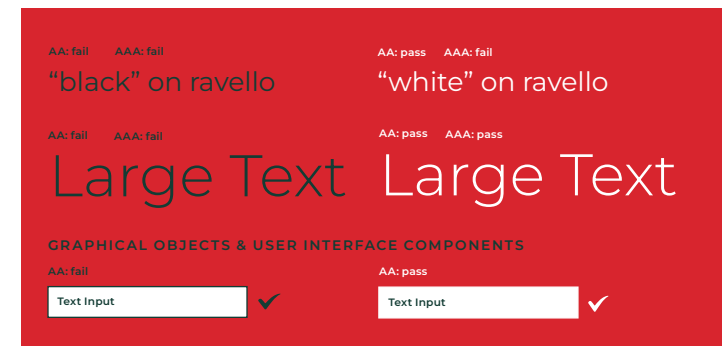
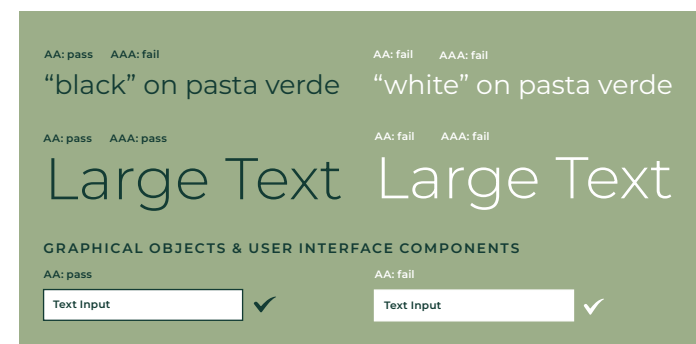
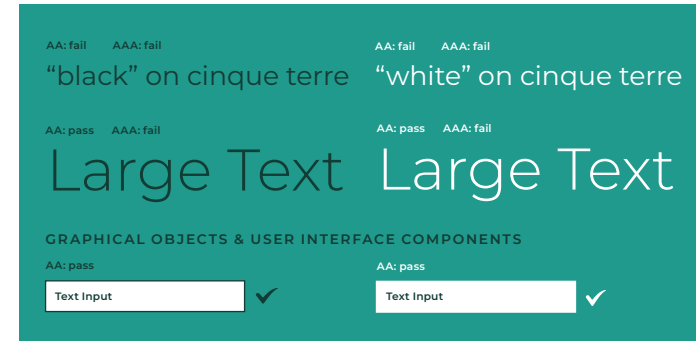
EXPLANATION

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

For more information or to check the contrast for other color combinations go to WebAim.org. The website WAVE, can help you analyze contrast for all page text elements at once on the web.

01 | BRAND ELEMENTS



Typography

Brand Typeface

Our brand typeface is Montserrat. The typeface is timeless in its appearance, crafted with thorough attention to detail and is functional across a range of different uses and touch points.

Although Montserrat is available in a variety of weights and styles, in order to maintain brand consistency, we suggest restricting the font use to forthcoming brand use outlines.

The four weights each have their own functionality and uses, meaning that headlines, body copy, and supporting typographic details are all accounted for.

When using Montserrat to set text on embedded or printed collateral for **Casa Lu Ai**, always typeset with optical kerning and set in title case or sentence case (as determined by the content).

The Montserrat font can be found within your brand identity files or on Google Fonts for free.

AaBbCc123
Montserrat

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography

Brand Typeface

Our brand also has an accent typeface of Rumble Brave Script Italic. The characteristics of the typeface adds an Italian and homey flare to the brand.

Although Rumble Brave Script Italic is the brands fun Italian flare, in order to maintain brand consistency and text legibility, we suggest restricting the font use to the forthcoming brand use outlines.

The one font weight and style has a proper functionality and use, meaning that it should only be used as an accent font — most properly used as a headline and should not be used as a small sizes for lack of legibility.

When using Rumble Brave Script Italic to set text on embedded or printed collateral for **Casa Lu AI**, always typeset with metrics kerning and set in lowercase set or sentence case (as determined by the content).

The Rumble Brave Script Italic font can be found within your brand identity files or on Google Fonts for free.

Aa Bb Cc 123

Rumble Brave Script Italic

Rumble Brave Script Italic

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

Overline
Montserrat Bold, 8/9
Optical Kerning
Tracking, 100

H1
Montserrat Light, 40/42
Optical Kerning

H2
Rumble Brave Script Italic,
24/28, Metrics Kerning
(can 2nd as header style)

H3
Montserrat Semi-Bold,
18/20
Optical Kerning

H4
Montserrat Semi-Bold,
12/14
Optical Kerning

P
Montserrat Regular, 7/9
Optical Kerning
Leading, 14

Quote Mark
Montserrat Light, 36/38
Optical Kerning

Pull Quote
Montserrat Light, 18
Optical Kerning

Attribution
Montserrat Semi-Bold/
Italic, 9/7

CRAS JUSTO ODIO

DUIS MOLLIS, ES COMMODO

fusce dapibus, tellus ac cursus commodo

Nullam id dolor id nibh ultricies vehicula ut id elit.

CRAS JUSTO ODIO, DAPIBUS AC FACILISIS IN,

Nullam id dolor id nibh ultricies vehicula ut id elit. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Nullam id dolor id nibh ultricies vehicula ut id elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut

fermentum massa justo sit amet risus. Praesent commodo cursus magna, vel scelerisque nisl consectetur et.

Vestibulum id ligula porta felis euismod semper. Cras mattis consectetur purus sit amet fermentum. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Integer posuere erat a ante.

“

Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio

Firstname Lastname
Job Title, Company

Nullam id dolor id nibh ultricies vehicula ut id elit. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

NISI ERAT LIGULA

NISI ERAT LIGULA

Hero P
Montserrat Semi-Bold,
10/14
Optical Kerning

CTA
Montserrat Bold, 8/9
Optical Kerning,
Tracking, 100

CTA (TEXT LINK)
Montserrat Bold, 8/9
Optical Kerning,
Tracking, 100

Typography

Stack Example 01

The stack displayed to the right is a reflection of the Brand Ideal Typeface Stack on page 16. As shown to the right, not all type attributes are required every single time, but should be used in the correct stacked order at all times.

The brands H2 and H3 are special in the stack for they can be used interchangeably based on the content and aesthetic being displayed. However, if both H2 and H3 are displayed, the H2 should be stacked above the H3 rather than vice versa to maintain proper typography layout rules.

OVERLINE ——— **MONTSERRAT BOLD**

H1 ——— MONTSERRAT LIGHT

H2 ——— *rumble brave script italic*

H4 ——— **Montserrat Semi-Bold**

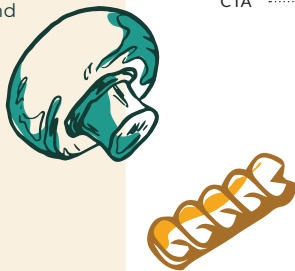
P ——— Montserrat Regular — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore e fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Typography
Stack Example 02

In the stack displayed to the right, is an example of a unique instance in which the brand can use the H2 as a main header to add extra emphasis and flare when necessary.

When this type stack is being used, the H1 should be not be used in the same stack for the H2 accent font is "replacing" the H1'. If both were to be used, the two headers two headers would compete for the users' attention and the purpose of proper typographical stacking would then be haltered along with the purpose of the content.

With the use of the H2 accent font as the H1, all other typesets should be used in the sequence represented in the Brand Ideal Typeface Stack on page 16.



H2

Pasta. Spice. Sauce.

P

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisis ut aliquip ex aea commodo consequat. Duis aute irure dolro in reprehenderit in voluptate velit esse cilium dolore e fugiat nulla pariatur. Excepteur sint occasecat cupidadot non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

CTA

CRAVING A SPOT? RESERVE TODAY.



The **Casa Lu AI** additional lockups are composed of the logomark and signature. They are used in a series of logo lock-ups to represent and properly use the brand within various use cases the brand may come across.

Our lock-up categories for **Casa Lu AI** are:

- Primary Lock-up
- Stacked Emblem
- Horizontal Lock-up
- Vertical Lock-up
- Circle Lock-up

Each lock-up defines the relationship of the logomark and signature and is designed for use in specific applications based on size, scale and position of each element. The **Casa Lu AI** lock-ups must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The lock-up elements have been arranged to work at different scales, so it is crucial that independent versions of the lockups are not created.

Here, we break down the use of different logo variations for proper brand representation of Casa Lu AI.

STACKED EMBLEM

The stacked emblem defines the relationship of the logomark, signature, tagline and established date. This lock-up is designed for use in specific applications based on size, scale, and position of each element.

The stacked emblem was designed to feature additional brand information and is to be used in cases where the primary lock-up doesn't represent the brand or fit as appropriately in the desired space.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lock-up must be kept clear so the balance and wholeness of the stacked emblem is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the stacked emblem.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

STACKED EMBLEM



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



Casa Lu Al

Brand Architecture

HORIZONTAL LOCK-UP

The horizontal lock-up defines the relationship of the logomark, signature, and established date. This lock-up is designed for use in specific applications based on size, scale, and position of each element.

The horizontal lock-up is to be used in cases where the stacked emblem lock-up tagline is not necessary, it doesn't represent the brand or fit as appropriately in the desired space.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lock-up must be kept clear so the balance and wholeness of the lock-up is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the lock-up.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

HORIZONTAL LOCK-UP



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



APPROX. 1.5 IN / 108 PX WIDE

Casa Lu Al

Brand Architecture

VERTICAL LOCK-UP

The vertical lock-up is a special arrangement of the logo that should be used in contexts where the asymmetry of the preferred lock-up conflicts with the centered text-arrangement or layout. This lock-up is also useful where space constraints demand for a narrower arrangement of elements.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lockup must be kept clear so the balance and wholeness of the lock-up is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the lock-up.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

VERTICAL LOCK-UP



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



Casa Lu Al

Brand Architecture

CIRCLE LOCK-UP

The circle lock-up is a special arrangement of a brand tagline encircling the logomark. The circular configuration should be used as a graphic element and mostly for non-official applications.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lockup must be kept clear so the balance and wholeness of the lockup is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the lock-up.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size in which the logo should be used.

Always use the logo files provided.

Do not re-create.

CIRCLE LOCK-UP



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



APPROX. 0.5 IN / 36 PX WIDE

Casa Sotto

Brand Architecture

The **Casa Lu Al** sub-brand, **Casa Sotto**, also has a series of logo lockups to allow for a wide spread of proper brand use. Our lock-up categories for **Casa Sotto** are:

- Primary Lock-up
- Emblem
- Horizontal Lock-up
- Vertical Lock-up

Each lock-up defines the relationship of the script and signature — crafted to work with and resemble the **Casa Lu Al** brand — designed for use in specific applications based on size, scale and position of each element. The **Casa Sotto** lock-ups must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The lock-up elements have been arranged to work at different scales, so it is crucial that independent versions of the lockups are not created.

Here, we break down the use of different logo variations for proper brand representation of Casa Lu Al's internal sub-brand, Casa Sotto.

Casa Lu Al

Brand Architecture

PRIMARY LOCK-UP

The primary lock-up is the pivotal graphic identifier for the Casa Lu Al's sub-brand Casa Sotto. This lockup should be used in most instances in order to build equity around it, but is not required.

The additional brand lockups for usage can be found in the following pages. Please use these in place of the primary lock-up when necessary and best fits the space in use.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lock-up must be kept clear to provide ample space so the balance and wholeness of the lock-up is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the lock-up.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

PRIMARY LOCK-UP



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



APPROX. 1.0 IN / 72 PX WIDE

Casa Lu Al

Brand Architecture

EMBLEM

The emblem defines the relationship of the primary lock-up with the established date. This lock-up is designed for use in specific applications based on size, scale, and position of each element.

The emblem was designed to feature additional brand information and is to be used in cases where the primary lock-up doesn't represent the brand as desired or fit as appropriately in the desired space.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lockup must be kept clear to provide ample space so the balance and wholeness of the emblem is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the emblem.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

EMBLEM



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



HORIZONTAL LOCK-UP

The horizontal lock-up is designed for use where space constraints demand for a wider arrangement of elements.

It is meant for use in specific applications based on size, scale, and position of each element. It is also to be used in cases where the additional information is not necessary, it doesn't represent the brand or fit as appropriately in the desired space.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lock-up must be kept clear to provide ample space so the balance and wholeness of the lock-up is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the lock-up.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

HORIZONTAL LOCK-UP



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



Casa Lu Al
Brand Architecture

VERTICAL LOCK-UP

The vertical lockup is a special rendition of the Casa Sotto primary lockup that adds in the Casa Lu Al's logomark for a more clearly distinguished connection to it's mother brand. This lock-up is also useful where space constraints demand for a narrower arrangement of elements.

CLEARSPACE

To protect the clarity and integrity of the logo, a certain amount of space around the lock-up must be kept clear to provide ample space so the balance and wholeness of the lock-up is not violated by competing elements. The diagram of the right shows the correct amount of space that surrounds the lock-up.

SIZING

To ensure our logo can always be read clearly, we have set a minimum size.

Always use the logo files provided.

Do not re-create.

VERTICAL LOCK-UP



CLEARSPACE



MINIMUM SIZING FOR SMALL USE CASE



APPROX. 1.0 IN / 72 PX WIDE

Our Brand Visuals

The **Casa Lu Al** brand visuals, often known as your visual identity, as a whole is the visible representation of your brand. The visual identity of a brand is made of key elements including consistency, logo, colors, typography, graphics and imagery. These are used in a consistent way throughout the website, advertising and all the way to the design of physical stores. It encompasses everything you can see in connection to the company.

Within the brand visuals specifically though, it can be made up of many elements including the graphics / illustrations, animations, icons, buttons and imagery used throughout the brand that together create a cohesive mood and style to clarify your brand's promise and define your messaging to your specific audience. In this section we will clarify the custom illustrations and imagery aesthetic of the **Casa Lu Al** brand.

Here, we demonstrate your brand identity's visuals. This collection of graphics create a cohesive mood and style — clarifying your brand's promise and defining your core message.

Our Cohesive
Brand Visuals Board



AUTHENTIC TUSCANY *Flavor.*



VIEW MENU

Casa
SOTTO



*Pasta. Spice.
& Sauce.*



Our Illustrations & Patterns

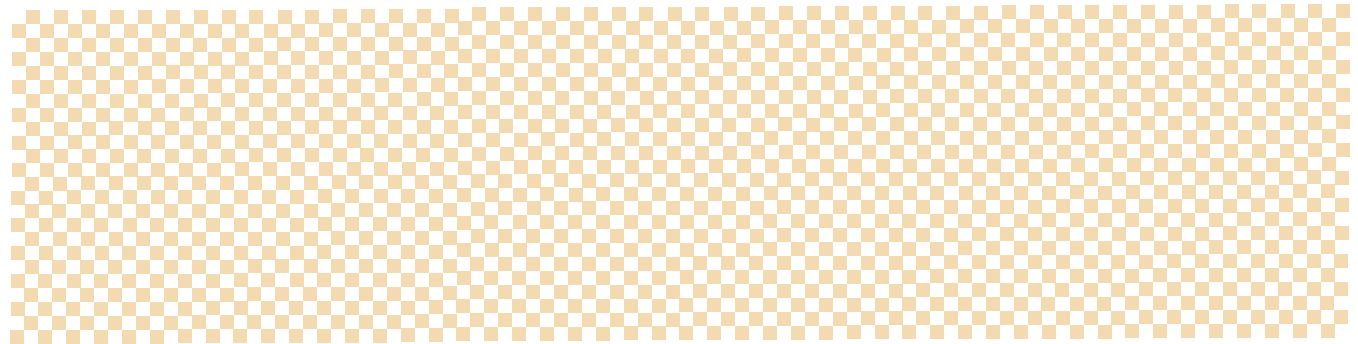
Our illustration style is vibrant, fun and dimensional, heavily defined by the use of a mixture between clean geometrical shapes and linear elements.

It was created to distinctly capture the Casa Lu Al brand is used across a range of communications as well as within our product and service.

Illustration Guidelines These specific notes on composition, style and use are to allow for keep the consistency within the Casa Lu Al visual brand identity.

Grid Graphic Pattern The grid pattern was designed to be used as a background graphical pattern or add-on for marketing materials such as menus. The pattern is intended to be beige but the color can be altered if needed, as well as the opacity.

Verbiage Graphics The graphics shown in the third section are examples of how the brand can use the elements from the brand visuals to create custom graphics including the logos, colors, and typography to portray a message.



Our Illustrations

Shadowed Food Graphics These unique vegetable graphics were made specifically for the brand to use as design elements to enhance primarily text-based designs.

The sketchy linear style combined with the patched shadows was used to reflect the brand's fresh, homemade and original characteristics regarding its product, ingredients and take on service.

These original illustrations are to be used sparingly and where fitting to the brand's message. These food graphics add a fun homey Italian flare to the brand's visual identity. However, they are not to be overused in order to refrain from compromising the sophisticated and elegant characteristics of the brand.

When applying these food graphics, it is also suggested to be careful of placement on certain colored background and imagery for they were designed to have the background show through the white "negative" spaces that create a unique sense of dimensionality. Light colored backgrounds and images, especially white, are preferred when using these illustrations.



Our Imagery Direction

Like our brand, all photography direction and aesthetic is based on a spectrum of elegant, fresh, and vibrant while also encompassing a sense of that at home comfort feeling.

Overall, the photography style reflects our brand's personality through capturing imagery with these elements: shot in natural lighting, is simple yet not overly complex, bright and airy, capture pure and vibrant colors. All in which, as a whole, reflect the fresh ingredients used and the uplifting and friendly environment and service of the Casa Lu Al brand.

Still Life / Food Photography:

Homemade, alludes to original, fresh, clean, tasteful-touch, flavorful and pure. Working together tastefully to demonstrate the Casa Lu Al brand personality. Simple and fun, yet not overly complex.

Lifestyle: Togetherness, alludes to collaboration, confidence, family, environmentally inclusive (the subject is a part of something bigger) Joyful and vibrant, at-home elegance.

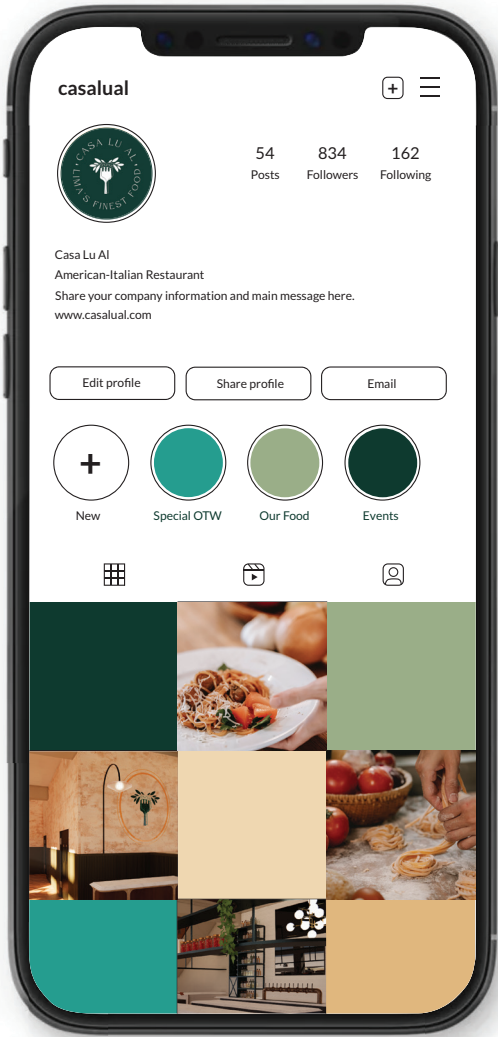


Our Social Icon

For optimal use on social channels, a profile icon version of the logo is provided. By using the logomark, we maximize our space and take away any issues relating to legibility. The clearspace is adjusted to secure maximum impact.

There are two main profile icon options that have been provided. The icon featuring the circle lock-up is preferred for its adequate contrast and for gaining optimal brand clarity and awareness.

The secondary icon option, featuring the logomark alone, has been provided for usage if preferred. It is also best for usage once the brand awareness has reached an adequate level to where the brand's target audience can recognize the brand by the logomark alone.



In this section, we discuss the rules and regulations that come with using the **Casa Lu Al** brand.

Governance helps you to always act in the best interest of the business. It can improve the performance of your brand, help it become more stable and productive and unlock new opportunities.

Having and expanding upon your brand governance can reduce risks, and enable faster and safer growth. As well as improve reputation and foster trust.

Here, we supply you with some brand governance rules to help control the presentation and use of the brand in both internal and public spaces. These are set in place to help ensure all projects reflect the desired brand identity.

Governance

General Terms

a. **Casa Lu AI** permits patrons to use its name, logos, web pages, and other brand features only in limited circumstances and as specified in these guidelines. By using the **Casa Lu AI** marks, you agree to adhere to these guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with **Casa Lu AI** that addresses use of the **Casa Lu AI** brand, that agreement shall govern your use of the **Casa Lu AI** marks.

b. The **Casa Lu AI** marks include the **Casa Lu AI** name and logo, and any word, phrase, image or other designation that identifies the source or origin of any **Casa Lu AI** products.

TRADEMARKS

a. **Casa Lu AI** text usage guidelines

i. Logo usage guidelines

ii. Do:

1. Ensure that there is adequate space between the logo and surrounding elements
2. For any logo use, the clear space around it should always be greater than or equal to the size of the ampersand.

iii. Do Not:

1. Do not modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by **Casa Lu AI** or in a way that confuses **Casa Lu AI** with another brand.
2. Do not use any logos or similar imagery to represent **Casa Lu AI** other than the examples we have provided in the **Casa Lu AI** Brand Folder
3. Do not use a **Casa Lu AI** asset as a substitute for your own — if you do not have a logo, please do not co-opt ours
4. Do not overprint or obstruct any part of the logo
5. Do not add special effects to the logo, including animation
6. Do not use old versions or any other marks or logos to represent our brand
7. Do not distribute or otherwise make available our logos, marks, or assets
8. Do not crop the logo
9. Do not outline the logo
10. Do not rotate any part of the logo

11. Do not distort the logo
12. Do not use drop shadows or any other effects
13. Do not recreate using any other typeface
14. Do not change the transparency of the logo
15. Do not shuffle around the colors of the logo
16. Do not use different colors
17. Do not change the size or orientation of the logo in relation to each other
18. No disparaging or objectionable use is permitted

TRADE DRESS

a. Do not use or imitate the distinctive “look and feel” of **Casa Lu AI** or other identifiable and unique visual elements of the **Casa Lu AI** brand assets, including, but not limited to, the color combinations, graphics, typefaces or other stylization.

MERCHANDISE

- a. Do not use the **Casa Lu AI** assets or any other confusingly similar words or marks on any apparel, toy, product or other merchandise
- b. If you are interested in purchasing **Casa Lu AI**-branded goods, we sell a range of official products.

USE OF REQUIREMENTS & TERMS

- a. Any use of **Casa Lu AI** brand assets must conform to these guidelines
- b. These guidelines may be modified at any time. Use of the **Casa Lu AI** brand assets constitutes consent to any modifications to the guidelines
- c. **Casa Lu AI** has sole discretion in determining if use of the **Casa Lu AI** assets violates these guidelines
- d. Termination: **Casa Lu AI** may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of request
- e. Contact us to request use of brand assets in a manner inconsistent with the guidelines or for any questions

In this section, we touch on how to keep the **Casa Lu AI** brand consistent through various elements in written language.

Your personal DNA guide to let everyone know how exactly how to present your brand to the world.

Brand Style Guide

a. Capitalization

- i. Capitalize the only when part of the proper name

1. Example: He works for **Casa Lu Al**.

b. Commas

- i. Use a comma when you are using introductory words, phrases or clauses, such as generally, moreover, in fact, or on the other hand.
- ii. Always use a comma before conjunctions FANBOYS (For, And, Nor, But, Or, Yet, So.) The comma joins two complete thoughts. Never place a comma after a conjunction
- iii. Use a comma when you have two or more adjectives that are not joined by a conjunction.
1. Example: He was a bashful, dopey, sleepy dwarf.

c. Dates

- i. Do not use spaces between the hyphen (see Hyphens, en dash and em dash) when writing dates and times.
1. Correct: National Hospital Week is May 10–14. The event is 1–2 p.m.
2. Incorrect: National Hospital Week is May 10 – 14. The event is 1 – 2 p.m.
- ii. Within text, abbreviate months with specific dates, except for March, April, May, June and July. Place commas after the date and after the year.
1. Example: He was employed on Sept. 1, 1999, through the end of April 2009.

d. Hyphens, en Dash, & em Dash

- i. Hyphens

1. A hyphen is the shortest horizontal line on the keyboard. Use hyphens with compound modifiers — two or more words that express a single concept. A hyphen can link all the words in a compound except for the a verb “very” and all adverbs that end in -ly. Hyphens also are used in prefixes and suffixes.

- i. En dash

1. The en dash is slightly longer than the hyphen, but not as long as the em

dash. Use it for dates and numbers: March 9–April 15; 10:30 p.m.–midnight. Do not use a space before or after an en dash.

- i. Em dash

1. The em dash is the longest of the three. Use this to separate a thought or break in the structure of a sentence. Place a space before and after the em dash. To create an em dash, hit Ctrl, Alt and the hyphen key located on your number keypad.

e. Months

- i. The following abbreviations may be used for months when used with specific dates: Jan., Feb., Aug., Sept., Oct., Nov., Dec. It is preferred that March, April, May, June and July not be abbreviated, even when they are used with dates. See dates.

f. Numbers

- i. Spell out one through nine. You can use numerals for 10 and above. Do spell out any number that begins a sentence.
1. Example: Twelve months of experience is required.

g. Phone Numbers

- i. For consistency within **Casa Lu Al** advertising and business essentials, use periods instead of parentheses or dashes when writing phone numbers.
1. Example: 270.825.5787 instead of 270-825-5787.

h. Punctuation

- i. The dash, semicolon, question mark and exclamation point go inside the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. All other punctuation goes inside the quotation mark.

i. Time

- i. Always write a.m. and p.m. rather than AM and PM or A.M. and P.M.
- ii. The proper way of writing something that begins at 9 o'clock in the morning is 9 a.m., not 9:00 a.m.
- iii. Do not use spaces between the en dash and numbers when writing time ranges.
- iv. Use noon and midnight rather than 12 p.m. and 12 a.m.
 1. Correct: 8 a.m.–1 p.m.
 2. Incorrect: 8 a.m.–1
 3. Correct: 8–9 a.m.
 4. Incorrect: 8 a.m.–9 a.m.

j. Titles

- i. Capitalize and spell out formal titles such as president and chairman when they precede a name, but lowercase in other uses. Lowercase modifiers such as department.
 1. Examples: John Jones, executive vice president and chief financial officer
President for University Development Tom Smith

CASA LU AL

