EspetoSul®

Brazilian Rotisserie
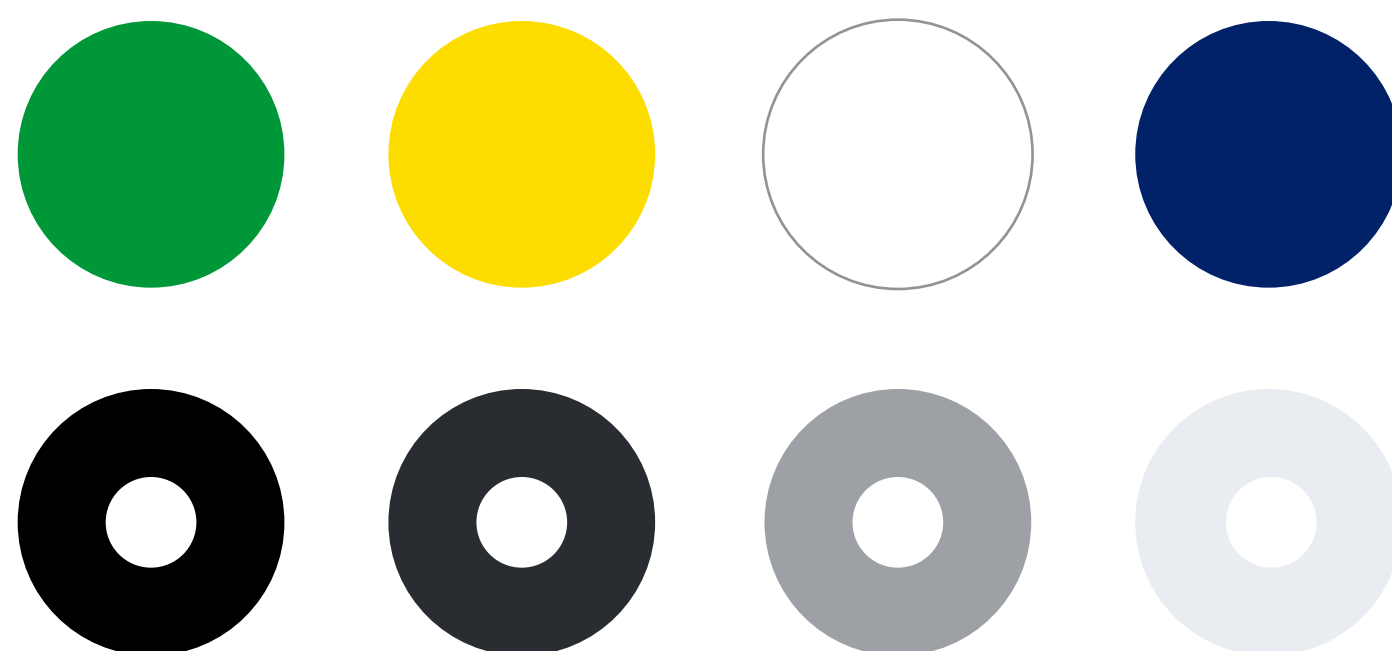
TYPEFACE

Ubuntu

Used for headings, buttons and other special elements.

Open Sans

Etiam iaculis nunc ac metus. Donec sodales sagittis magna. Aliquam eu nunc. Pellentesque egestas, neque sit amet convallis pulvinar, justo nulla eleifend augue, ac auctor orci leo non est. Cras sagittis.

Maecenas vestibulum mollis diam. Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisi. Cras id dui. Nullam tincidunt adipiscing enim. Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

COLOUR PALETTE

The green, yellow, white and blue are the colours form the Brazilian flag and are used to help give the brand a Brazilian identify and authenticity.

These colours pop (especially on black) and the tagline "Brazilian Rotisserie" further emphasis the Brazilian connection defines what the brand is in two simple words.

The contrast between the green and yellow helps break the name down into it's two parts, making it easier to remember

LOGO USE

Whenever possible, logo on black should be used as it best bring out the colours:

EspetoSul®
Brazilian Rotisserie

The below alternatives can be used for other scenarios.

FULL COLOUR ON WHITE

EspetoSul®

GREY SCALE

EspetoSul®
Brazilian Rotisserie

B&W / CUT-OUT

EspetoSul®
Brazilian Rotisserie

NO TAGLINE

EspetoSul®

The tagline "Brazilian Rotisserie" may be dropped when a simplified version is necessary such as the logo being less than 180 px wide or being branded, engraved or cut out.

LOGO PLACEMENT

EspetoSul®

Logo should be used with sufficient padding to any edge or other element.

COLOUR PALETTE

Green

Hex: 009739
RGB: 0, 151, 57
CMYK: 93, 0, 100, 0
Pantone: 355
RAL: 6037

Yellow

Hex: FEDD00
RGB: 254, 221, 0
CMYK: 0, 1, 100, 0
Pantone: Yellow
RAL: 1026

White

Hex: FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Blue

Hex: 012169
RGB: 1, 33, 105
CMYK: 100, 85, 0, 39
Pantone: 280
RAL: 5026

Green is used as the primary call-to-action where attention should drawn to.

For examples buttons and links or important elements on an ad or publication.

Yellow is used as an accent colour or special call-to-action to differentiate from the primary green.

For example as a button on a banner with a dark background.

White is used on dark backgrounds such as menu links.

Blue is used as a darker accent colour especially to emphasis text for things like headings and pricing.

ACCOMPANYING COLOURS

Black

Hex: 000000
RGB: 0, 0, 0
CMYK: 50, 50, 50, 100

Cool Charcoal

Hex: 2a2e32
RGB: 42,46,50
CMYK: 16,8,0,80

Cool Grey

Hex: 9ea2a6
RGB: 158,162,166
CMYK: 5,2,0,35

Platinum

Hex: e9edf1
RGB: 233,237,241
CMYK: 3,2,0,5

The above accompanying colours are used to compliment the primary colours. These can be used for font colours (e.g. paragraphs - black), backgrounds shading and elements such as lines to create definition.

Example platinum background

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text.

LEARN MORE

Ubuntu

Used for headings, buttons and other special elements.

Heading sizes as indicated below.
Colour: #012169
Line-height: 1.1
Margin-top: 100% of heading size (e.g for H1 48px)
Margin-bottom: 60% of heading size (e.g. for H1 29px)

H1 Heading - 48 px

Curabitur ullamcorper ultricies nisi. Fusce vulputate eleifend sapien. Nullam dictum felis eu pede mollis pretium. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. Fusce pharetra convallis urna.

Aenean ut eros et nisl sagittis vestibulum. Donec posuere vulputate arcu. Vestibulum volutpat pretium libero. Duis vel nibh at velit scelerisque suscipit. Some Link.

H2 Heading - 40 px

Curabitur ullamcorper ultricies nisi. Fusce vulputate eleifend sapien. Nullam dictum felis eu pede mollis pretium. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

Open Sans

Used for all other text including body.

Colour: #000000
Font-size: 18px
Line-height: 1.6

H3 Heading - 30 px

Curabitur ullamcorper ultricies nisi. Fusce vulputate eleifend sapien. Nullam dictum felis eu pede mollis pretium. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

H4 Heading - 24 px

Curabitur ullamcorper ultricies nisi. Fusce vulputate eleifend sapien. Nullam dictum felis eu pede mollis pretium. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

H5 Heading - 20 px

Curabitur ullamcorper ultricies nisi. Fusce vulputate eleifend sapien. Nullam dictum felis eu pede mollis pretium. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

WEB ELEMENTS

PRIMARY BUTTON

ALTERNATIVE BUTTON

SMALLER BUTTON

SMALLER BUTTON

HERO LINK

ALTERNATIVE HERO LINK

Link

Alternative link

PRIMARY BUTTON — Ubuntu Bold 18px #ffffff, Alt #000000
Height: 50px, Smaller 42px
Background: #009739, Alt #FEDD00

HERO LINK — Ubuntu Bold 18px #009739, Alt #FEDD00

Link — Open Sans #009739, Alt #FEDD00

1 ⌄ ADD TO CART

Form Elements

Field Label

Hint text

Field Label

Entered value

Help text

Field Label

Entered value

Error message

SUBMIT FORM