



TYPEFACE

Ubuntu

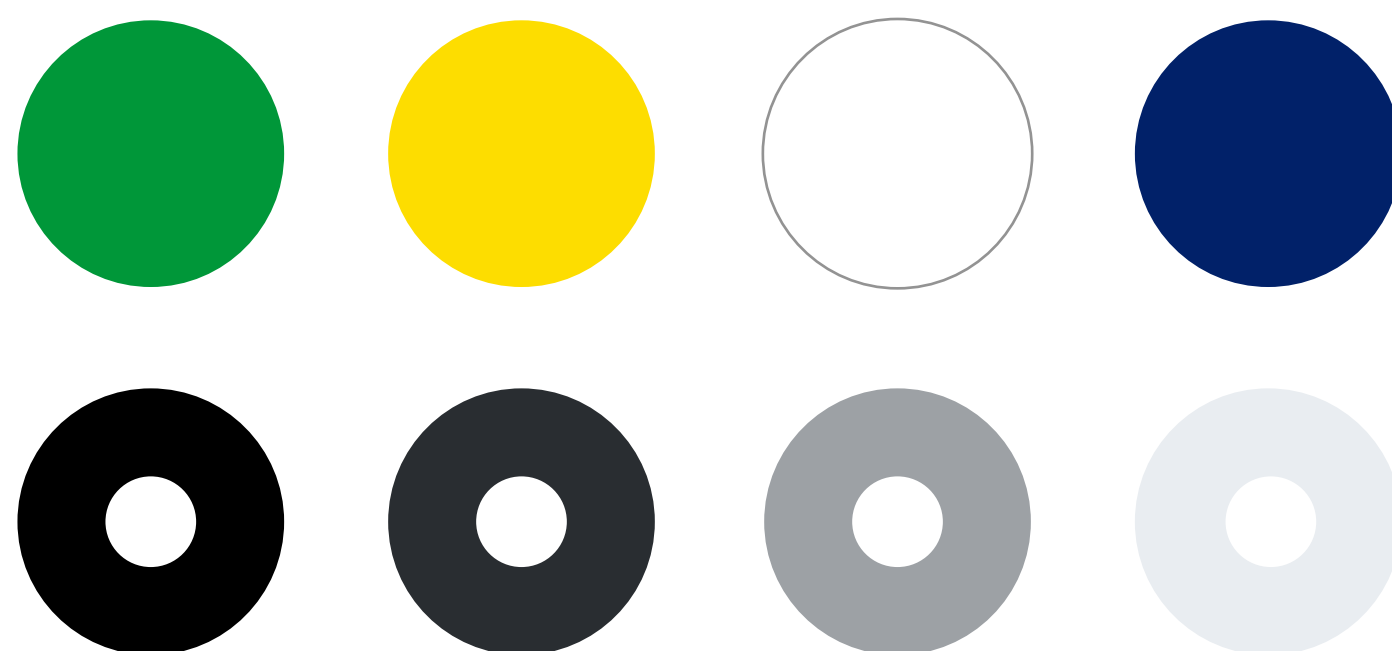
Used for headings, buttons and other special elements.

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, consectetur adipiscing elit.

COLOUR PALETTE



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

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

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

LOGO USE

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



The below alternatives can be used for other scenarios.

FULL COLOUR ON WHITE



GREY SCALE



B&W / CUT-OUT



NO TAGLINE



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



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

COLOUR PALETTE

Green Hex: 009739 RGB: 0, 151, 57 CMYK: 85, 15, 100, 3 Pantone: 355 RAL: 6037 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 Hex: FEDD00 RGB: 254, 221, 0 CMYK: 2, 9, 100, 0 Pantone: Yellow RAL: 1026 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 Hex: FFFFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 White is used on dark backgrounds such as menu links.	Blue Hex: 012169 RGB: 1, 33, 105 CMYK: 100, 55, 28, 22 Pantone: 280 RAL: 5026 Blue is used as a darker accent colour especially to emphasis text for things like headings and pricing.
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ACCOMPANYING COLOURS

Black Hex: 000000 RGB: 0, 0, 0 CMYK: 50, 50, 50, 100 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.	Cool Charcoal Hex: 2a2e32 RGB: 42,46,50 CMYK: 73,65,60,61	Cool Grey Hex: 9ea2a6 RGB: 158,162,166 CMYK: 40,31,30,0	Platinum Hex: e9edf1 RGB: 233,237,241 CMYK: 7,4,3,0
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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

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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

HERO LINK

Link

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

Ubuntu Bold 18px #009739, Alt #FEDD00

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