

DESIGN SERVICES, SERVED DINER-STYLE

BRAND & IDENTITY KIT

Logo · Color · Typography · Voice · Applications

Version 1.0 · October 2000

fattysdiner.com

1 Brand at a glance

The whole personality on one page. Drafted from your logo, so edit it until it sounds like you.

THE PROMISE

Big ideas. Served hot.

Fatty's is a design studio that serves up branding, web and print work the way a great diner serves breakfast: fast, generous and made fresh to order. Pull up a stool. The work is serious, the vibe isn't.

PERSONALITY

Playful

Jokes first, but never at the client's expense.

Generous

Big on value, big on welcome, no fine print.

Nostalgic

Chrome, neon, jukebox and checkerboard energy.

Bold

Loud color, thick outlines, zero wallflowers.

LOOK & FEEL

- **Retro signage.** Slanted, glossy, heavy letterforms.
- **Neon pairing.** Red and mint on cream, always held together by black.
- **Thick outlines.** Everything looks like a die-cut sticker.
- **Sparkle.** Starbursts for motion and delight.
- **Hard shadows.** Offset, never blurry.

COLORS

Diner Red · Neon Mint · Black · White · Cream

TYPE

Chivo Black Italic

Chivo for body

Pacifico for flourishes

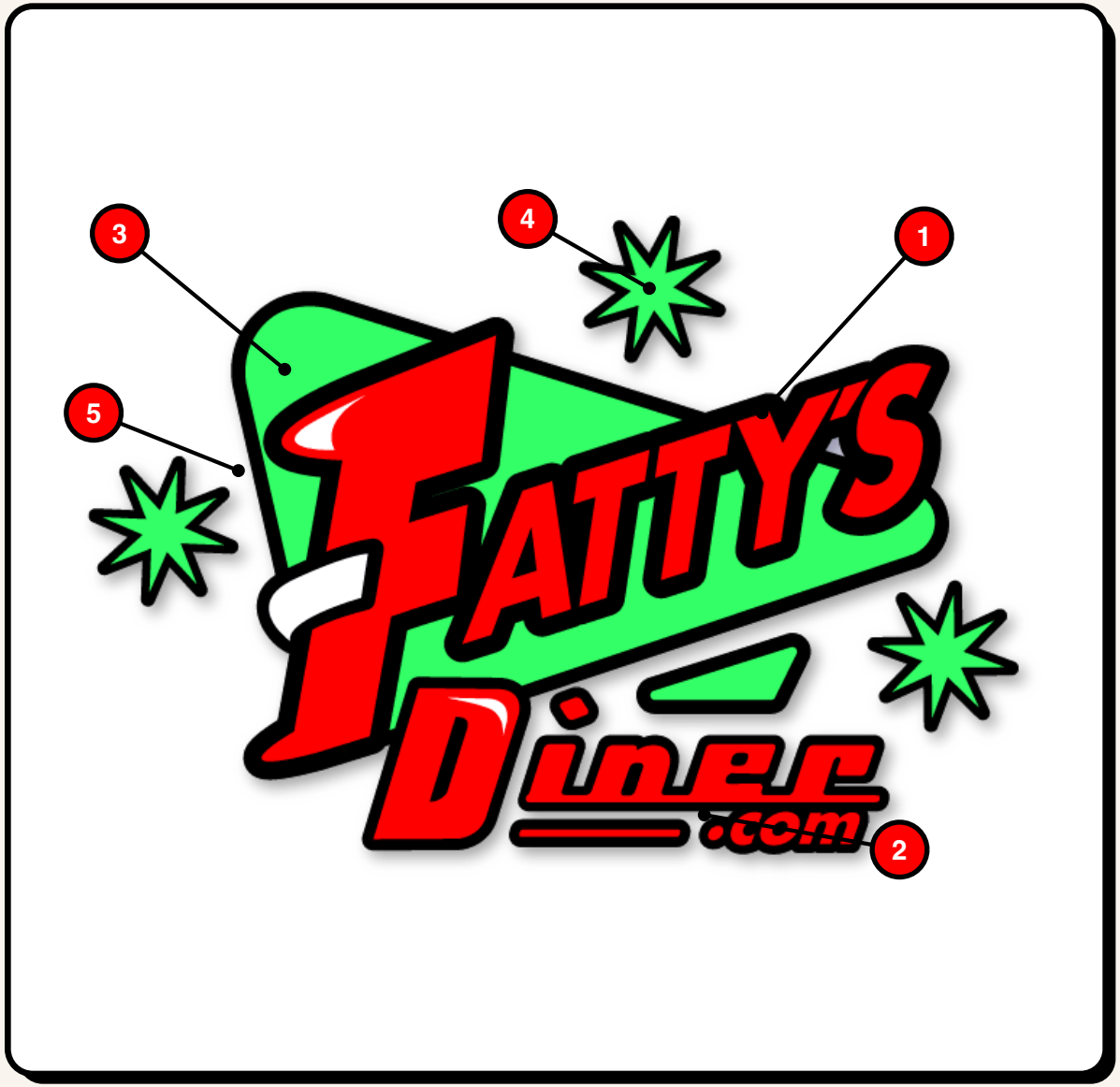
SAYS

"Order up!"

Come hungry for ideas.
Short, warm, a little cheeky.

2 The primary logo

Five parts, one sticker. This is the version to use unless a page says otherwise.



ANATOMY

1 The wordmark

Heavy, slanted "Fatty's" with a glossy highlight. This is the hero of the logo.

2 The domain line

"Diner.com" tucks under the D with a speed-line underscore.

3 The pennant

A mint-green retro boomerang that frames the wordmark.

4 The starbursts

Three sparkles that add motion. They also work as a stand-alone accent.

5 Outline & shadow

A thick black outline plus a soft shadow keeps it readable on any color.

3 Clear space & minimum size

Give the logo room to breathe and never shrink it past legibility.



x = the width of one starburst

MINIMUM SIZE



1.5 in / 38 mm in print

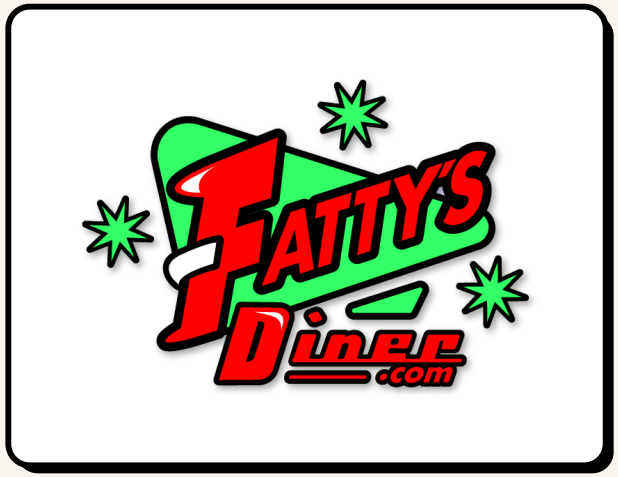
Digital minimum: **144 px** wide. Smaller than that? Switch to a single starburst or the plain text "Fatty's Diner".

CLEAR SPACE RULES

- Keep at least **x** of empty space on every side.
- No text, photos or other logos inside the clear space.
- More room is always better. Double it on busy layouts.
- On social avatars, shrink the logo to about 70% of the circle.

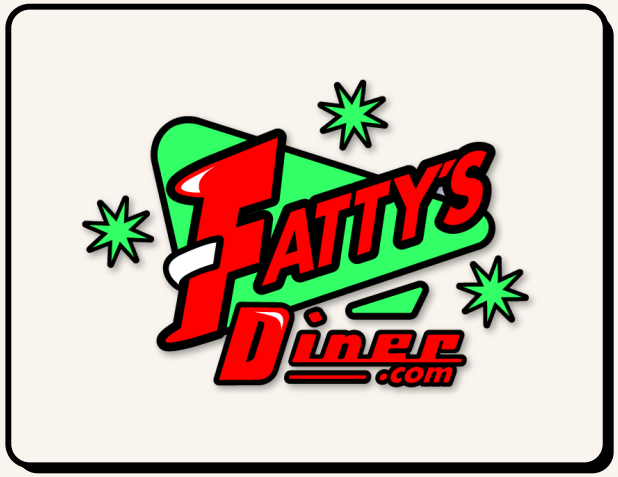
4 Logo versions

Six approved ways to show the logo. Pick the one with the strongest contrast.



Primary · on white

Preferred. The default for web, print and docs.



On cream

Preferred. Proposals, decks and printed pieces.



On black

Preferred. Dark UI, signage and night-mode layouts.



On Diner Red

Large formats only. The black outline does the work.



On Neon Mint

Large formats only. Pair with black or white text.

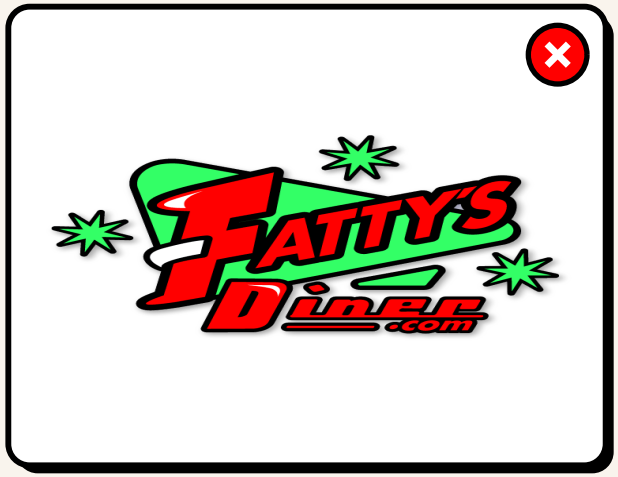


One-color outline

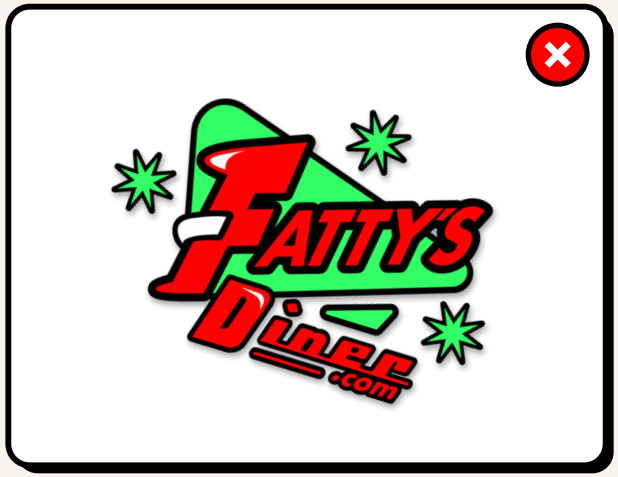
Single-ink print, stamps, embroidery, engraving.

5 Please don't

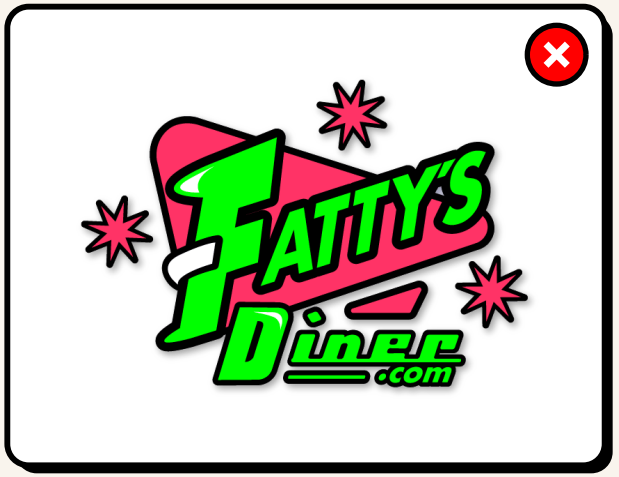
The fastest way to wreck a good logo. Here are six things to avoid.



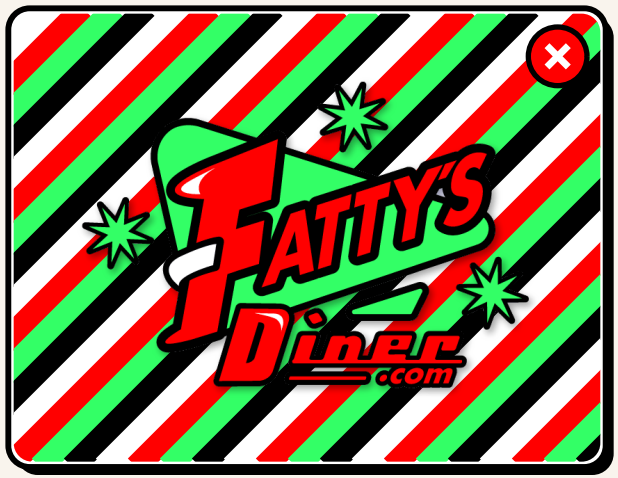
Don't stretch or squash



Don't rotate or tilt



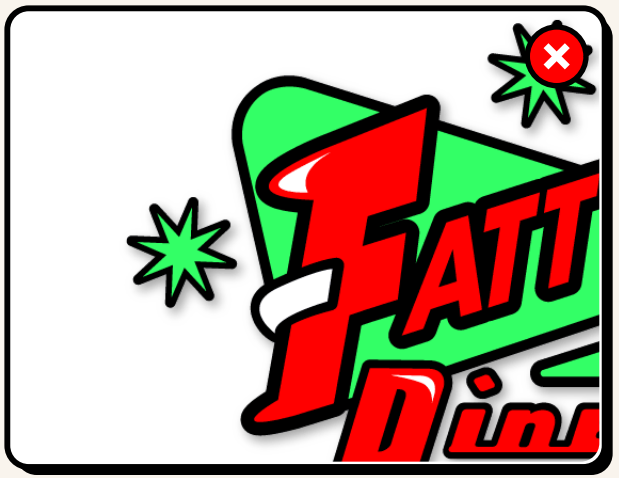
Don't swap or change the colors



Don't put it on a busy background

Fatty's Diner

Don't retype the name



Don't crop it

6 Color palette

Four colors pulled straight from the logo, plus four helpers for real-world layouts.

PRIMARY · SAMPLED FROM THE LOGO

Diner Red
HEX #FF0000
RGB 255 · 0 · 0
CMYK 0 · 100 · 100 · 0
Wordmark, main buttons, big moments

Neon Mint
HEX #33FF66
RGB 51 · 255 · 102
CMYK 80 · 0 · 60 · 0
Pennant, starbursts, 2nd buttons

Outline Black
HEX #000000
RGB 0 · 0 · 0
CMYK 0 · 0 · 0 · 100
Outlines, shadows, text

Napkin White
HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0
Highlights and backgrounds

SUPPORTING

Milkshake Cream
#FFF6E5
Page backgrounds, proposals

Deep Cherry
#B00000
Red text, hover & pressed states

Charcoal
#1A1A1A
Long-form body text

Chrome
#D9D9E3
Dividers, disabled states

CONTRAST CHECK (WCAG)

Aa	21.0:1 AAA	Body text
Aa	15.6:1 AAA	Text on mint
Aa	5.3:1 AA	Text on red
Aa	4.0:1 Large text only	Red on white
Aa	6.9:1 AA	Cherry on cream

HOW MUCH OF EACH



Heads up: pure red text on white only clears the large-text bar (about 24 px, or 18.7 px bold). For small red text use Deep Cherry. Neon red and mint sit outside the CMYK gamut, so CMYK values here are approximate. Ask your printer for Pantone matches and a physical proof.

7 Typography

Two workhorse fonts and one sprinkle of script. All free on Google Fonts.

Aa

HEADLINES

Chivo Black Italic

Buttons, headings, signage, anything shouting "ORDER UP." Slanted to echo the logo.

Aa

BODY & UI

Chivo Regular · Medium · Bold

Proposals, service pages, forms, long reads. Keep body text at 16 px or larger on screen.

Aa

FLOURISH

Pacifico

One short line at most: a tagline, a "thank you," a sign-off. Never for paragraphs.

HIERARCHY

Order up!

H1 · Chivo Black Italic · 48 / 52

Today's specials

H2 · Chivo Black Italic · 28 / 32

Logos, websites and packaging, made fresh to order and served with a side of strategy.

Body · Chivo Regular · 16 / 24

NOW SERVING: BRANDING · WEB · PRINT

Caption · Chivo Bold, all caps · 12 / 16, +8% tracking

Thanks for stopping by

Note on this preview. To make sure this PDF opens the same everywhere, the specimens above are shown in a stand-in typeface. Download Chivo and Pacifico from Google Fonts (both are free for commercial use under the SIL Open Font License) to see the real shapes.

8 Voice & tone

Playful and witty, with a hot-plate's worth of warmth. Here's how that sounds in the wild.

Playful

Diner slang and a wink. "Eighty-sixed," "order up," "on the house."

Warm

We talk like the server who remembers your order: friendly, attentive, never pushy.

Quick

Short lines. One joke per message, then get out of the way.

Clear

Scope, timelines and prices are stated plainly. Wit never hides details.

MICROCOPY IN THE FATTY'S VOICE

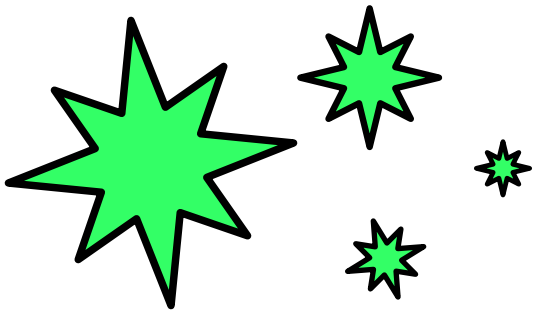
ELEMENT	COPY	WHY IT WORKS
Primary button	*"Place your order"*	Clear action, with the menu metaphor built in.
Services link	*"Browse the menu"*	Services as a menu are easy to scan.
Empty state	*"Your order pad is blank. Let's fix that." [Start a project]*	A joke, then a clear next step.
404 page	*"This page got eighty-sixed." [Back to the menu]*	Diner slang for "off the menu."
Upload error	*"That file didn't make it to the kitchen. Check the file type and size, then try again."*	Wit stays light. Says what happened and what to do.
Delivery message	*"Order up! Your files are ready."*	Diner slang for "it's done," used at the perfect moment.

Dial the jokes down for pricing, deadlines, contracts and anything that might cost the client money or worry them. **Tagline ideas:** "Design, served fresh." · "Your brand, made to order." · "Order up, stand out."

9 Graphic elements

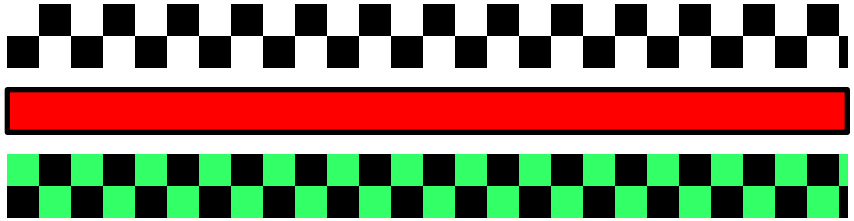
The supporting cast that makes a layout feel like Fatty's.

STARBURST



Sparkle for motion and delight. Use 1 to 3 per layout, always mint with a black outline.

CHECKER & STRIPE (SUGGESTED)



A classic diner border for proposal dividers, packaging bands and footers. Not in the logo, but it fits.

STICKER STYLE

Made to Order

A **3 px black outline** and a **hard offset shadow** (4 to 5 px, never blurred) turn cards, labels and badges into die-cut stickers.

BUTTONS

Place your order ***Browse the menu*** ***Maybe later***

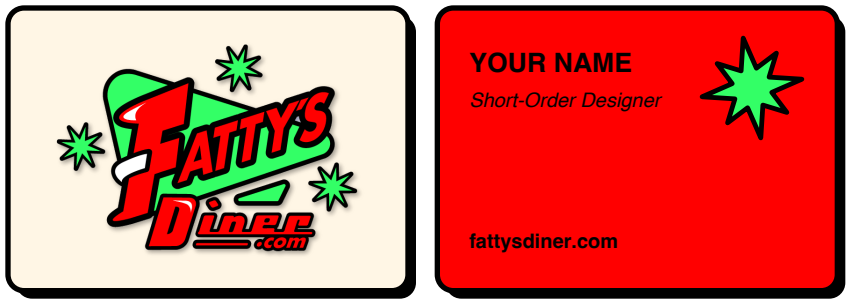
Primary Secondary Tertiary

All three use black text, which clears contrast on every fill. On hover the shadow shrinks by half; on press it disappears and the button moves into its place.

10 In the wild

Mockups to show how the system comes together. Adjust copy and details to taste.

BUSINESS CARDS



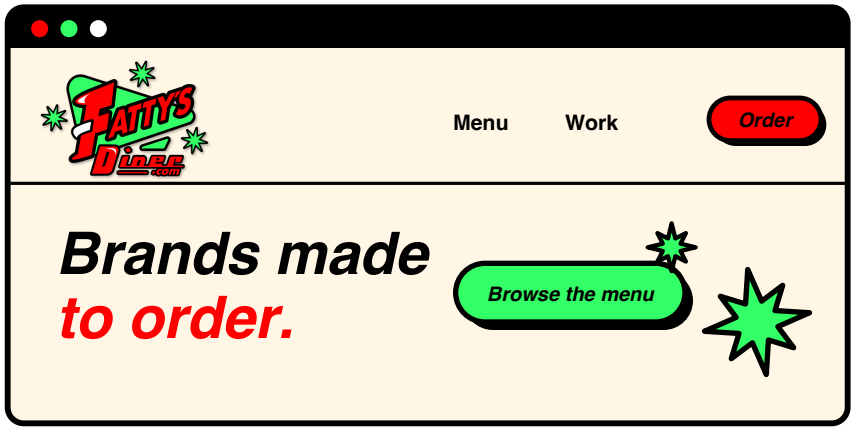
SOCIAL AVATARS & ICONS



Avatar · Alt avatar · Dark mode · App icon

The starburst alone doubles as a favicon and app icon (suggested).

WEBSITE HEADER



DELIVERY STICKERS



Your order is ready!

11 Cheat sheet & next steps

Pin this one to the kitchen wall.



LOGO	Keep clear space of one starburst (x) on every side. Minimum 1.5 in / 144 px.
COLOR	Diner Red #FF0000, Neon Mint #33FF66, Black #000000, White, plus Cream #FFF6E5.
TYPE	Chivo Black Italic for headlines, Chivo for body, Pacifico for one-line flourishes.
LOOK	Black outlines, hard shadows, starbursts, a dash of checkerboard.
VOICE	Playful and witty. One joke per message. Plain words for scope, timelines and price.

GOOD TO KNOW

What came from your logo

The four primary colors, the shapes and the outline style were all taken from the file you sent. Fonts, voice, patterns and mockups are recommendations for you to react to.

Get a vector master

Your logo file is a 960 × 832 pixel PNG. Fine for web and documents, but for signs, apparel or large print you will want an SVG, AI or EPS version that scales without blur.

Proof your colors

Neon red and mint look different on screen than on paper. Ask the printer for Pantone matches and a physical proof before a big run.

Keep this living

Add your services menu, case studies, pricing and legal lines as the studio grows.