

## Section 3

### 3.1 The Brand Elements

#### 3.1.1 Wordmark

The Levantine wordmark is created with a set of unique hand rendered letterforms. This bespoke collection of letters make up the wordmark. The visual strength of the wordmark allows for its application across a vast range of platforms and deliverables, however in order to guarantee its universal quality it is vital that its application is always consistent and considered—creating unity across the entire brand.

Due to its highly distinctive nature, it is vital to protect the integrity and recognition of the wordmark. In order to do this it must appear at the same primary size (fig. a) across all printed collateral and menus. It can be scaled up or down depending on its application, but must never be used smaller than 35mm, to ensure its legibility across all applications (fig. d). It must always be surrounded by a safety area or exclusion zone, which is measured from the height of the letterform ‘e’ (fig. b), which also can be used as a solid filled brand device (fig. c). The wordmark must only ever appear in the two brand colours or white.

### 3.1.1 Wordmark

fig. a



fig. c



fig. b



fig. d



## Section 3

### 3.1 The Brand Elements

#### 3.1.2 Strapline & Lockup

The brand strapline, 'Eat. Share. Love.' is added to the wordmark, creating a fixed relationship between the two. This is referred to as the brand lockup. This arrangement must be used where possible and never modified or recreated (fig. a).

The lockup must be used whenever possible, across all implementations of the brand. The only exceptions are on the external signage or when the wordmark is applied to a highly detailed photographic background or when the wordmark's width is below the primary usage dimensions.

The distance between the wordmark and the strapline is the height of the letterform 'i' and measured from the second lowest letter of the wordmark; the 'e' character (fig. b).

### 3.1.2 Strapline & Lockup

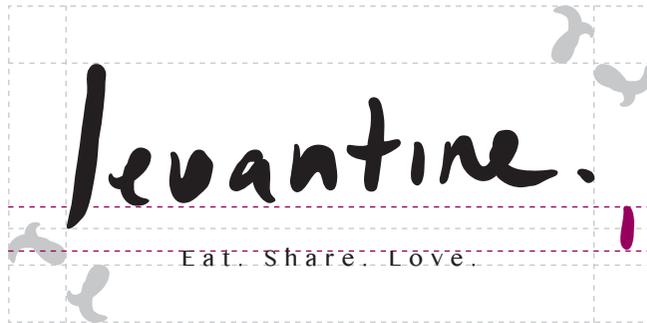
fig. a

levantine.  
Eat. Share. Love.

fig. c



fig. b



## Section 3

### 3.2 The Brand Usage

#### 3.2.1 Application

Due to the strength of the logo, it can be applied to a wide variety of applications and materials that can be produced to promote and enhance the brand.

The logo can be applied in solid white onto solid colours or photographic imagery. Any photographic imagery must always be dark enough to contrast with the white logo (fig. a, b & c).

The logo itself can also be used as a mask and be filled with an image, to create a photographic logomask. When the logo is used as a mask the strapline must never be included (fig. d).

### 3.2.1 Application

fig. a



fig. c



fig. b



fig. d

