

Section 3

3.3 Typography

3.3.3 Hierarchy & Arrangement

Once all of the sizing and spacing has been distinguished, further considerations into emphasis and hierarchy must be carried out.

Only the aforementioned weights and italics may be used.

When more than one point size or weight is required, the difference between the selections must be clearly distinguishable. This contrast will create an effective hierarchy and offer a natural journey throughout a design.

The typography within the brand has an option of alignments, but these must always be consistent throughout. Main body copy must always be ranged left (fig. c). Headings should be centred and occasionally left aligned if necessary (fig a). All contact details upon corporate stationery is centrally aligned (fig b). With ranged left type, it is important to balance the ragged right edge (fig c), and with centre aligned type it is important to equally balance line length, when there is more than a single line of text.

All artwork files supplied must not have their alignments changed and any modifications or further additions must comply to the current design files.

3.3.3 Hierarchy & Arrangement

fig. a

P A S T I L L A



Pastilla of Pineapple Red fruit jus	99.99
Pigeon Pastilla Date and honey jus	99.99

fig. c

Embodying the spirit of Levant and inspired by the essence of Beirut; the soul and richness of this culture will be deeply rooted in the Levantine concept.

Authentic and inspiring Levant cuisine with the structure of the menu being Lebanese focused, served in a contemporary space with traditional influences. This creates a balance between a familiar atmosphere, vibrant experience, colour and comfort.

A theatrical and visual focus will be key to the concept through display cooking, with a versatile interior encompassing both intimate and group dining spaces, alfresco areas with shisha terrace and family hospitality at its heart.

fig. b

Andrew Joyce

Dubai Internet City
Bldg 15, Office 101-111
P.O. Box 500200 | Dubai. U.A.E.

+971 (0)4 446 4240
andrew.joyce@levantine-hilton.com
www.hilton-levantine.com