



BRANDING GUIDE

Branding Definition

What is gourmet dc magazine?

gourmet dc Magazine is the top source for finding the best spots in the country's capital. In Washington D.C., there are plenty of places to dine at that offer a variety of food. Our goal is to discover these new, hot spots in order to highlight and bring more attention to them. Whether a resident or a visitor to the city, we guarantee that you will find a plethora of food spots to try out if you read our magazine.

Logo (Do's & Don'ts)

*NOTE: gray background is only used to make white text transparent

Do's:

Do put green text with white. Do put “gourmet” (green) with “dc” (white). Do put “gourmet” (white) with “dc” (green). Do put text in all white. Do put white text with green background.



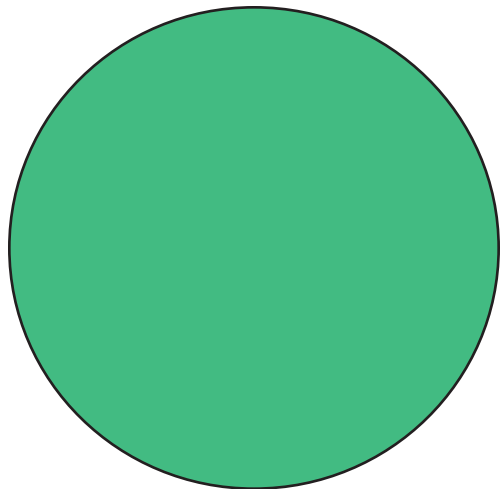
Don'ts:

Do not put text in all green. Do not put text in all green with white background. Do not put “dc” below “gourmet.” Do not stretch length between texts.

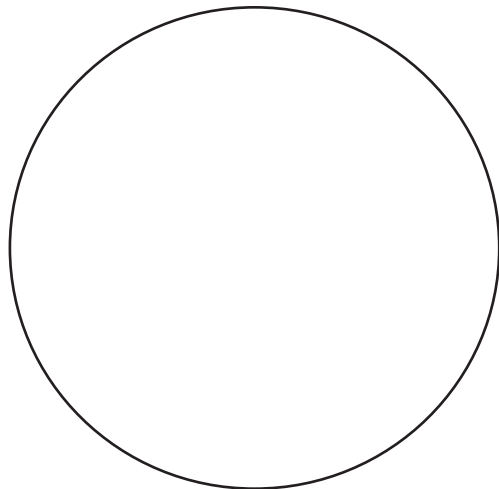


Color Palette

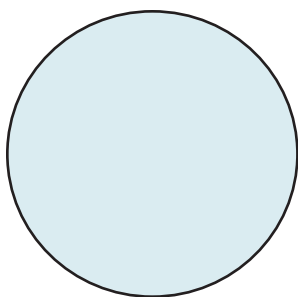
PRIMARY COLORS



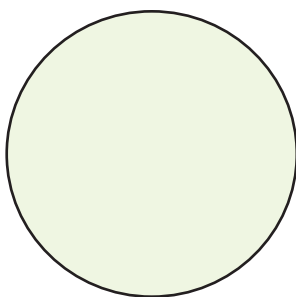
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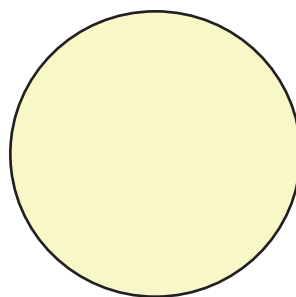
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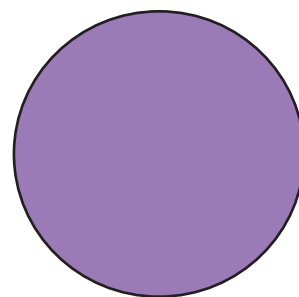
#daeaef



#eef5e2



#f8f6c6



#9a7ab7

Primary/Secondary Fonts

Barlow is for larger text

Cormorant is for lower text

Cormorant

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Cormorant Italic

Cormorant Bold Italic

Cormorant Semibold Italic

Cormorant Light

Cormorant Semibold

Cormorant Medium

Cormorant Bold

Barlow

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

Cormorant Italic

Cormorant Bold Italic

Cormorant Semibold Italic

Cormorant Light

Cormorant Semibold

Cormorant Medium

Cormorant Bold