



Logo & Brand Manual 2024

# Executive Summary

This brand manual outlines the guidelines and standards for the Boatshed La Perouse brand. The manual aims to ensure consistency and cohesiveness across all brand touchpoints, from the logo and typography to messaging and marketing materials.

The core brand values are:

**Always the Freshest Seafood.** Commitment to serving high-quality, seasonal seafood sourced from sustainable fisheries.

**Modern Australian Cuisine.** A menu devised by one of Sydney's leading chefs, showcasing fresh seafood with a modern Australian twist. Unparalleled

**Waterfront Dining.** A unique and memorable dining experience in a stunning waterfront location. **Community.** Supporting local fishermen and producers, and fostering a sense of community with our guests.

**Warm and Inviting Atmosphere.** Providing a relaxed and welcoming environment for all guests.

The brand identity is defined by:

**Logo.** A modern, memorable, and reflects the restaurant's location and specialty of fresh seafood.

**Color palette.** Blue, black, and white that is evocative of the waterfront setting and complements the food. Typography Trend Slab, Charter, and Ringtown evoke a sense of maritime history and coastal elegance, complementing the brand's overall aesthetic.

The brand's messaging emphasises the quality of the seafood, the enjoyable dining experience, and the brand's commitment to freshness and sustainability.

This brand manual serves as a valuable resource for all team members involved in marketing, design, and customer service. By adhering to the guidelines outlined in this document, the Boatshed La Perouse can maintain a strong and consistent brand identity, ensuring continued success and growth.



# Logo Design

## Logo Application Do's & Don'ts

Use the correct colours, adhere to the specified color palette to maintain brand consistency and ensure the logo stands out.

Maintain proper scale, use the minimum and maximum size guidelines to ensure the logo is legible and visually appealing in all applications.

Maintain adequate clearance, leave sufficient space around the logo to prevent it from being crowded or obscured.

Use high-quality images, ensure the logo is always reproduced in high resolution to maintain its clarity and impact.

Consider the background, choose backgrounds that contrast with the logo's colours to ensure it is easily visible.



# Logo Clearspace

Logo clearspace, also known as a safe zone or exclusion zone, is the area around a logo that should be kept clear of other elements to prevent the logo from appearing crowded or cluttered.

Clearspace is essential for maintaining the integrity and visual impact of a logo. By providing adequate space around the logo, it becomes easier to read and understand.

Consistent clearspace helps to establish a strong brand identity and makes the logo more recognisable.

Clearspace prevents other elements from interfering with the logo's design and detracting from its impact.



# Fonts

Trend Slab Family is a modern, display typeface with a clean, geometric design. Its bold lines and strong letterforms make it ideal for headlines, and other prominent elements.

Charter is a classic serif typeface that comes in bold and regular. Its clean lines and timeless appeal make it perfect for headings, body copy, and menu design.

Ringtown is a stylish script font that adds a touch of elegance and personality to the brand. Its flowing curves and distinctive character make it ideal for signage, headline and other marketing materials.

**Trend Slab Four.** Use Trend Slab Four for creative headline composiitons, and other prominent elements where you want to make a bold statement.

**Trend Slab One.** Use Trend Slab One for headings, subheadings, and other elements that require a strong, attention-grabbing appearance.

**Charter Bold.** can be used for headings, sub-headings and titles to emphasise important information.

**Charter Regular.** Use Charter Regular for body text, labels, and other elements that require a more neutral and legible appearance.

**Ringtown.** Use Ringtown for Title, Heading, labels, to create a strong visual impact and draw attention

Trend Slab Four

TREND SLAB FOUR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&()

Trend Slab One

TREND SLAB ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#%&()

Charter Bold

Charter Bold

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxZz  
1234567890!@#%&()

Charter Regular

Charter Regular

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxZz  
1234567890!@#%&()

Ringtown

Ringtown

abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&()

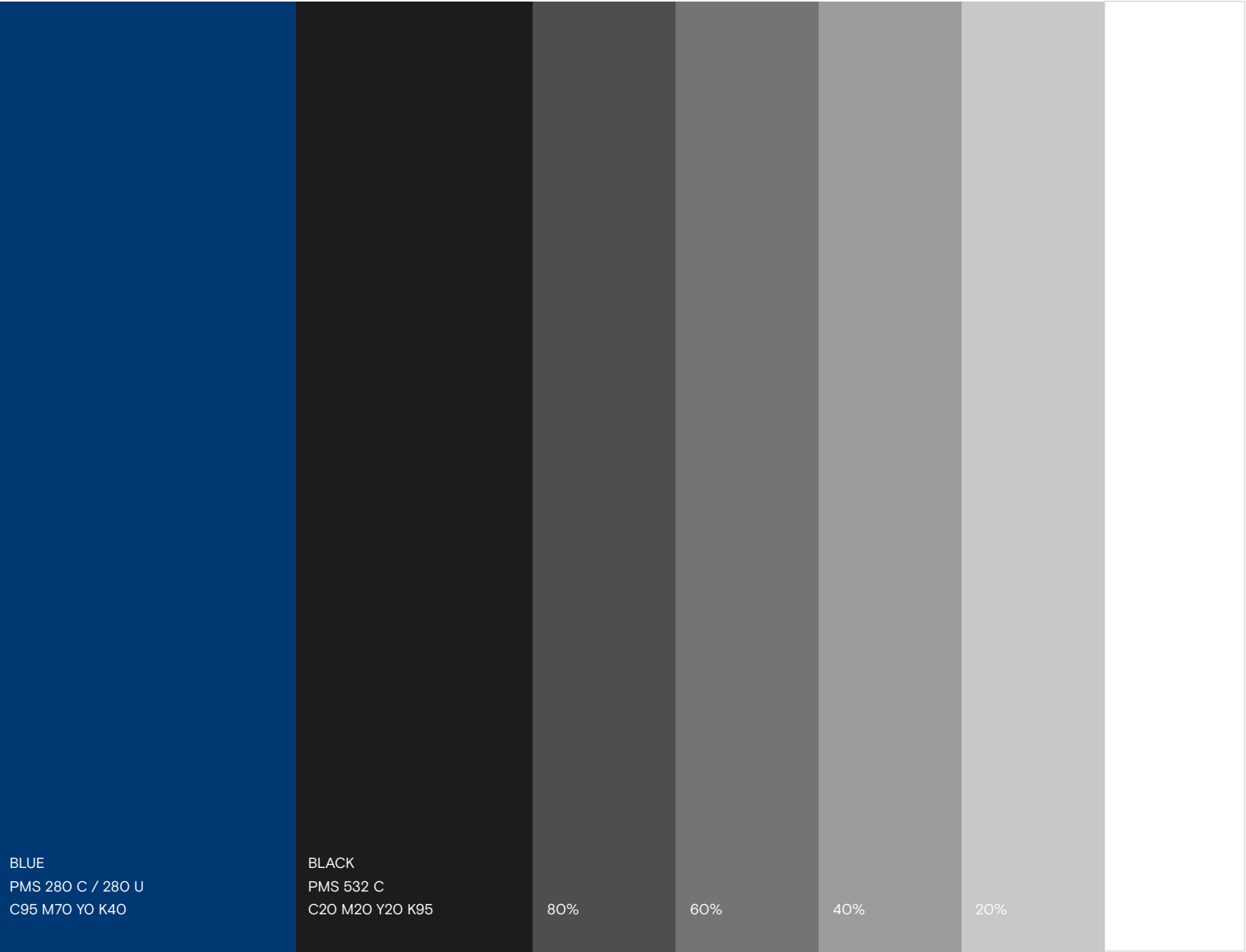
# Colour

**Blue.** Use red as the primary color for the logo when a bold and attention-grabbing statement is desired. Pair blue with white for a high-contrast and visually appealing combination.

**White.** Use white primarily as a background color for the logo when Blue are used as the primary color. Use white primarily for text and other elements when blue are used as background colours.. Use white for text or other elements when a clean and minimalist appearance is desired.

**Black.** Use black primarily for text and other elements when white are used as background colours.

**Color Consistency.** Ensure that these colours are used consistently across all brand materials to maintain a cohesive and professional appearance. Avoid mixing blue and black in the same application, as this can create a visually jarring effect.

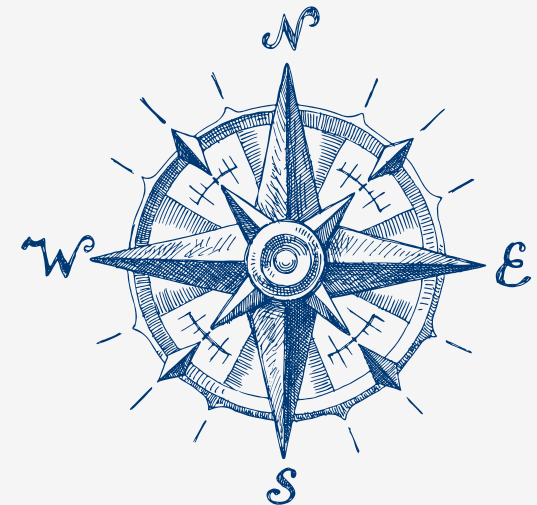
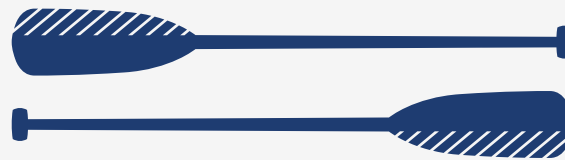
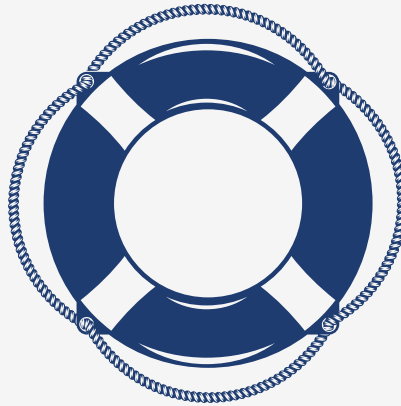


# Graphical Elements

# Graphical Elements

This page provides a collection of engaging graphical elements designed to give Boatshed La Perouse a distinct nautical flair and enhance its identity as a premier destination for grilled seafood. By featuring hand-drawn illustrations of nautical objects, such as anchor, ring buoy, oars, compass and ropes. These designs add personality to the brand and emphasise its connection to the sea.

By incorporating these illustrations, The Boatshed La Perouse can create a memorable and inviting brand experience that resonates with customers and encourages social media sharing. These designs will help differentiate the cafe from competitors, positioning it as a unique and enjoyable waterfront dining experience.



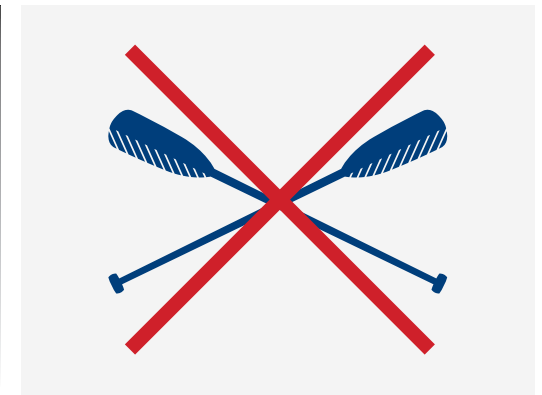
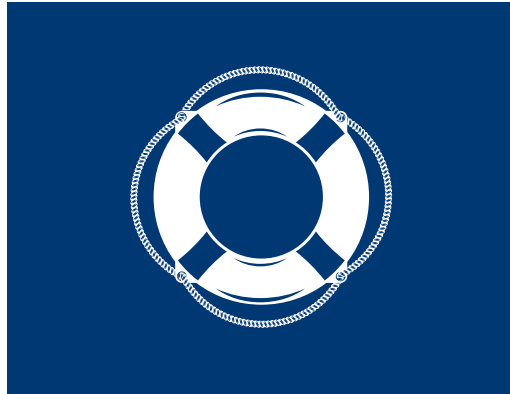
## Graphical Elements Do's & Don'ts

Use the correct colours, adhere to the specified color palette to maintain brand consistency and ensure the logo stands out.

Maintain proper scale, use the minimum and maximum size guidelines to ensure the logo is legible and visually appealing in all applications.

Use high-quality images, ensure the graphical elements is always reproduced in high resolution to maintain its clarity and impact.

Consider the background, choose backgrounds that contrast with the element's colours to ensure it is easily visible.



# Brand Application

This section provides examples of how the The Boatshed logo and branding can be applied to various merchandise items. These examples can serve as inspiration for creating visually appealing and consistent marketing materials.

Ensure that the logo is always used consistently in terms of size, placement, and colour. Consider using a variety of design elements, such as patterns, icons, or typography, to enhance the overall appearance of the merchandise.

Test different designs and color combinations to find the most effective and visually appealing options.

By following these guidelines, The Boatshed La Perouse can create merchandise that is both functional and visually appealing, helping to promote the brand and create a memorable experience for customers.



# Photography

# Photography

The photography style for The Boatshed La Perouse should capture the essence of a relaxed, coastal dining experience, with an emphasis on fresh, high-quality seafood and inviting ambiance. Images should reflect the vibrant, yet laid-back atmosphere of the venue, appealing to both locals and visitors looking for a memorable seaside meal.

**Freshness and Quality.** Highlight the freshness and quality of ingredients through close-up shots of grilled seafood, colorful plating, and chef preparations, showcasing the artistry and care put into each dish.

**Customer Experience.** Capture candid moments of diners enjoying meals, socializing, and experiencing the ambiance, helping potential guests envision their own visit.

**Lighting and Mood.** Use natural and ambient lighting to create a warm and inviting feel in every photo. The lighting should highlight the relaxed, coastal atmosphere of The Boatshed La Perouse, whether it's bright and airy daytime shots or cozy, softly-lit evening scenes.

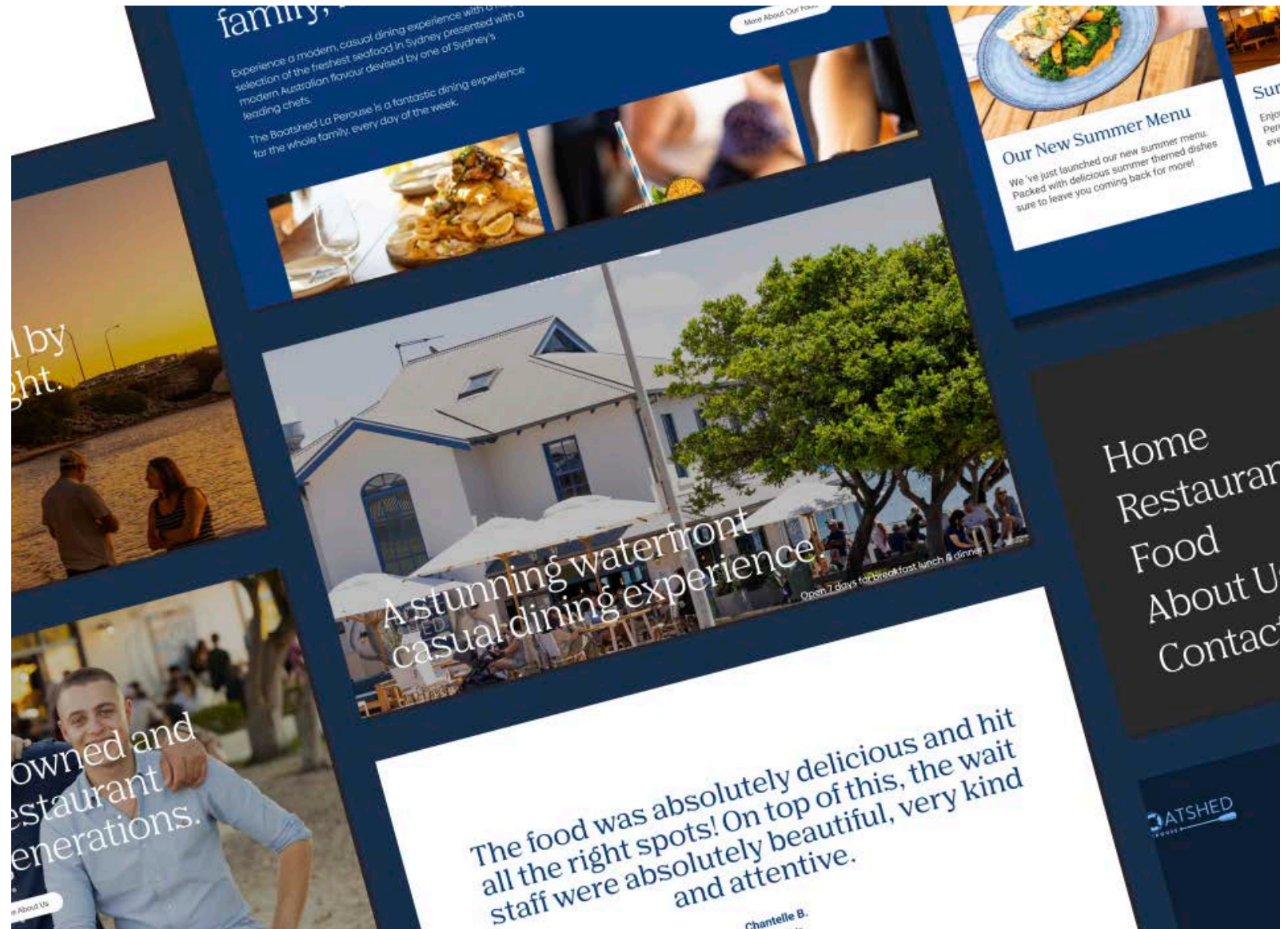


# Website Design

# Website Design

The Boatshed La Perouse website design combines coastal elegance with a user-friendly experience. The layout is clean and modern, with ample white space and subtle nautical accents that reflect the restaurant's seaside ambiance. High-quality photography showcases the vibrant dishes and inviting environment, giving visitors a feel for the cafe before they even step in.

Key sections, like menus, location, and booking, are easily accessible, promoting seamless navigation. The overall design evokes a casual yet refined dining atmosphere that aligns with the brand's modern coastal identity.



# Social Media Design

The Instagram post design for The Boatshed La Perouse should use selected brand fonts and feature an overlay in blue or orange to enhance photography. This approach creates visual consistency



**End.**