



Brand Guide

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“**FRESH,
ALL NATURAL
AND SIMPLY AMAZING.**”



Nina's is a family owned business that started in Dunmore, Pennsylvania in a small corner store serving hoagies.

Our little store has blossomed into a thriving local eatery that has expanded its menu offerings, including the renowned boneless bites, as well as locations! Now offering the same delicious food in locations across the area, Nina's is looking to make the "bite" a northeast staple!

Being a family owned company, it is important to us that our employees are treated as such. We are investing in employees through house training and making sure that every member of our team is expanding their confidence and abilities by always trying to promote existing team members to new roles. We believe that we have an opportunity to make sure that everyone that works at Nina's is invested in our brand but equally as invested in their future and we will always be here to support that.

What about our food? we continuously research and invest into buying products that are just plain delicious, natural, free of stuff you cannot say or spell and wholesome. Our renowned chicken bites are so simple, so natural and so good that we have people scratching their heads as to how we make 'em. All we will say is they are always fresh, steroid and hormone free, all natural and simply amazing.

Brand guidelines
Master Logo



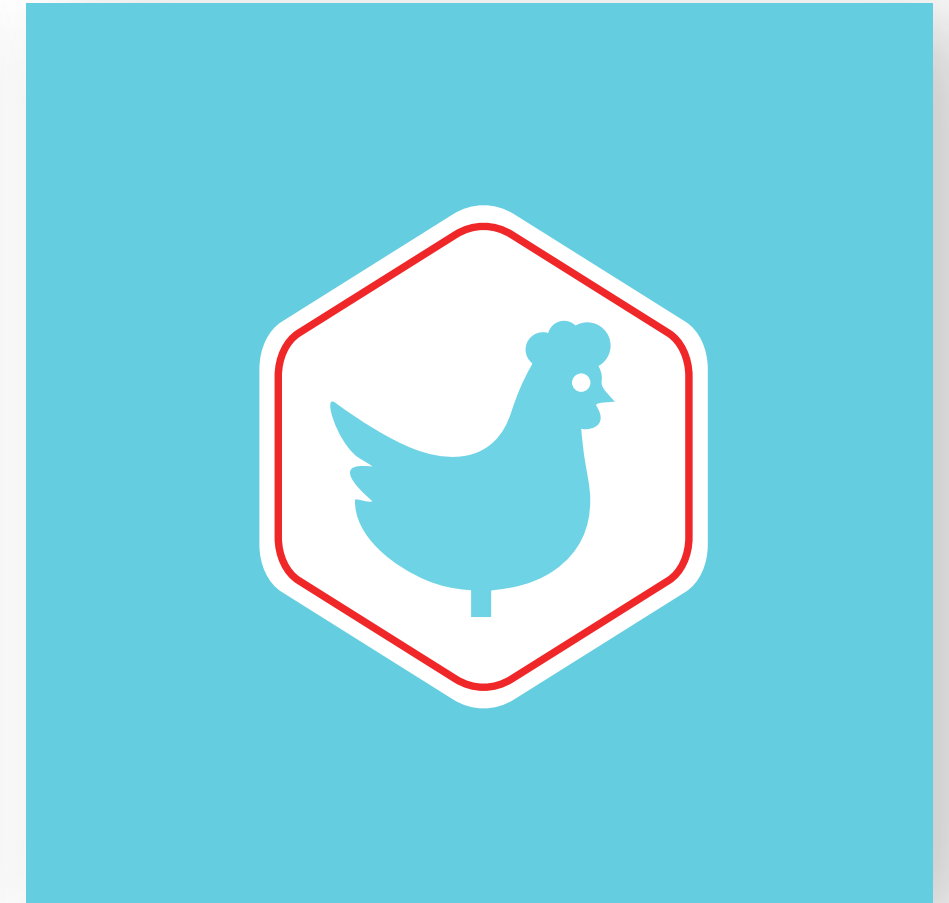




Short version



All-Red Version



Symbol version

Brand guidelines
Logo Usage



Please allow adequate spacing at all times.



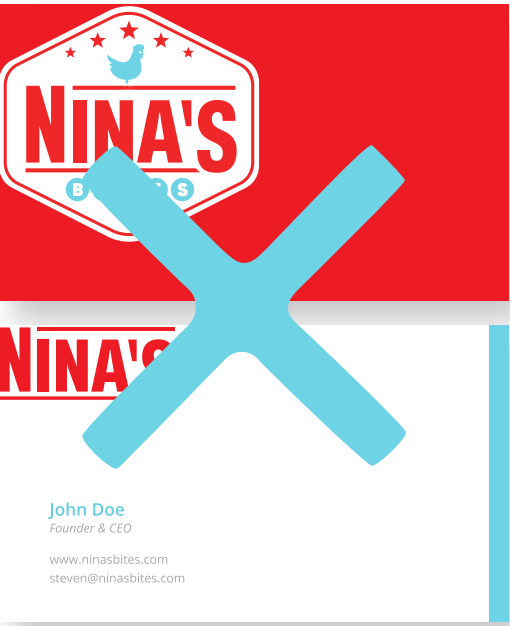
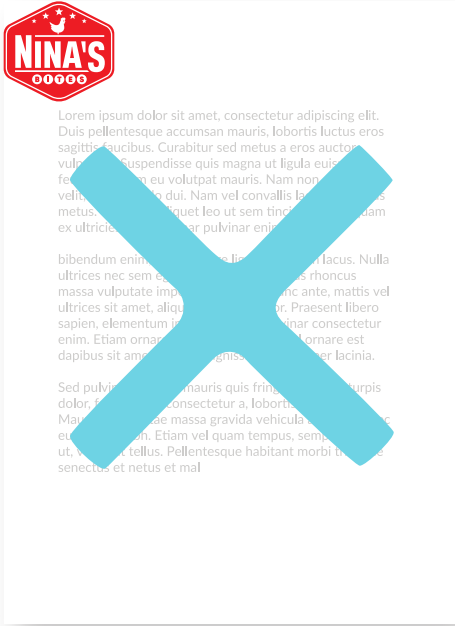
Letterhead example



Photography



Business card example



ARCHIVO

ExtraCondensed ExtraBold

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvw

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan

pour-over jianbing.

Artisan blog retro neutra.

Italic

Semiotics aesthetic freegan

pour-over jianbing.

Artisan blog retro neutra.

Gilroy ExtraBold

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan

pour-over jianbing.

Artisan blog retro neutra.

Open Sans

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**

Brand guidelines

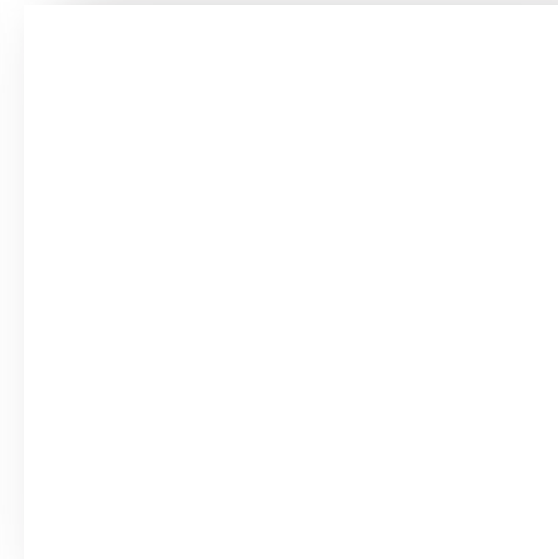
Color Palette



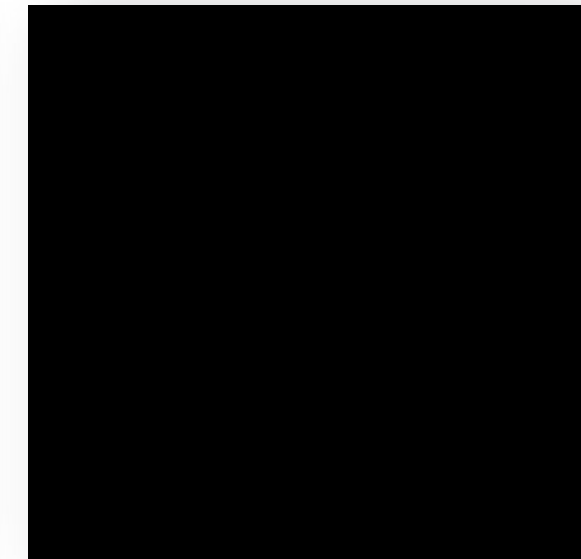
HEX ED1C24
R237 G28 B36
C0 M99 Y97 K0



HEX 64CEE0
R100 G206 B224
C54 M0 Y13 K0



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

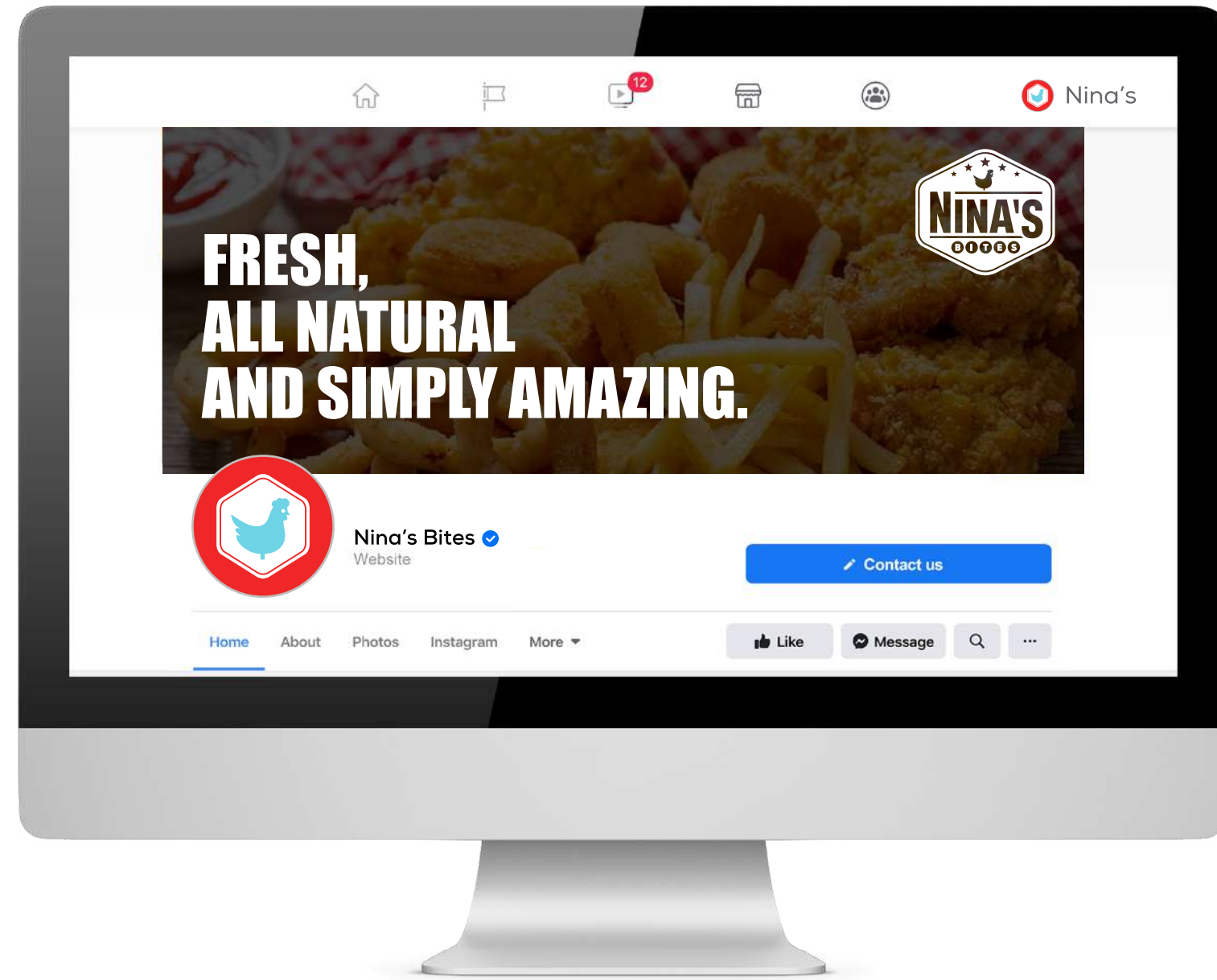


HEX 000000
R0 G0 B0
C75 M68 Y67 K90

Brand guidelines
Brand Application



Brand guidelines
Brand Application



RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



NINA'S

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