

GiGi's

BRANDING KIT

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BRAND STORY

ABOUT US



Welcome to GiGi's, a charming wine bar in the heart of San Francisco, where a warm and inviting atmosphere brings together friends, family, and neighbors to enjoy delicious Asian American small plates and a carefully curated selection of wines from around the world.



At GiGi's, we celebrate the rich traditions of Asian-American culture, honoring the communities that have shaped San Francisco's culinary scene, as well as the heritage of California's Farmers' Markets and the vibrant seafood of the Bay Area.

Join us for a unique dining experience that seamlessly blends heritage with modernity.



BRAND IDENTITY

LOGO OVERVIEW

GUIDELINES FOR USE

The GiGi's logo is the basis of the brand. With that in mind, the logo should be used only in the intended ways laid out in this document.

BE SURE TO...

1. Use the proper logo variation for the specific need.
2. Avoid any incorrect logo usage.
3. Give the logo enough space.

CORRECT LOGO FILES

Always use the original logo files provided in GiGi's brand assets folder. Please reach out to Kolla Creative (hey@kollacreative) should you need any addition logo variations or assistance.

PRIMARY LOGO



MINIMUM SIZE

The smallest logo size should measure .5" in height, no smaller. This will help ensure proper legibility.



PROPER SPACING

Each logo variation should have at least .25" all-around.



PRIMARY LOGO

GiGi's

B&W LOGO

GiGi's

INVERSE LOGO



B&W INVERSE LOGO



LOGO VARIATION



B&W LOGO VARIATION



INCORRECT LOGO USAGE

Do NOT stretch or change the aspect ratio.

~~GiGi's~~

~~GiGi's~~

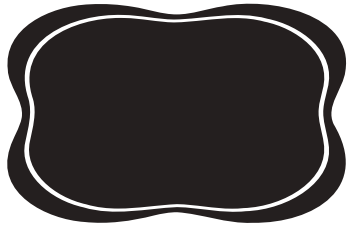
Do NOT use multi-color combinations or place against a low contrast background

~~GiGi's~~

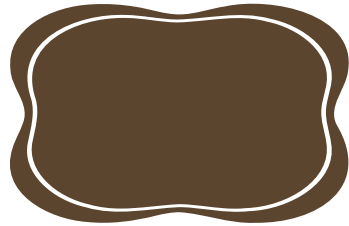
~~GiGi's~~

BRAND COLORS

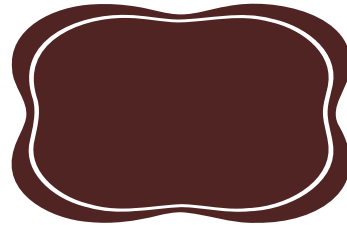
CORE



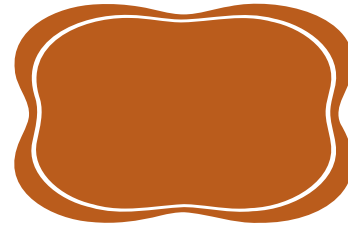
HEX #241f1f
CMYK 0-13-13-86



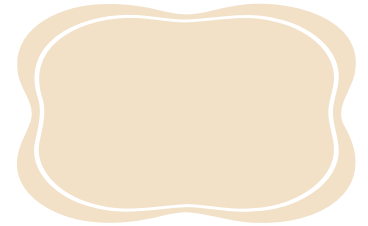
HEX #5c452e
CMYK 0-25-50-64



HEX #512424
CMYK 0-55-55-68

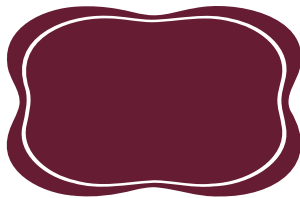


HEX #ba5c1c
CMYK 0-50-84-27

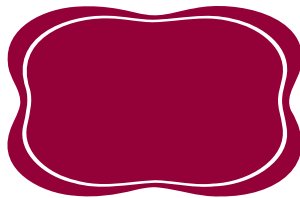


HEX #f2e0c7
CMYK 0-7-17-5

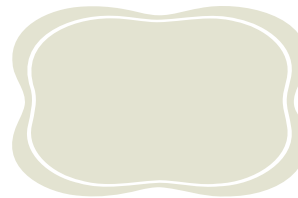
SECONDARY



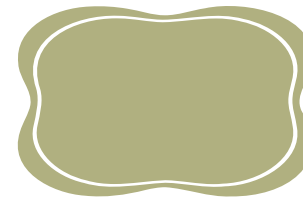
HEX #661c33
CMYK 0-72-50-60



HEX #940038
CMYK 0-100-62-42

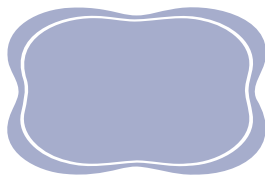


HEX #e3e3d1
CMYK 0-0-8-11

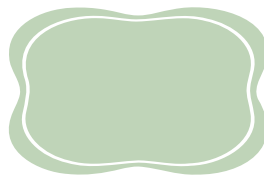


HEX #b0b080
CMYK 0-0-27-31

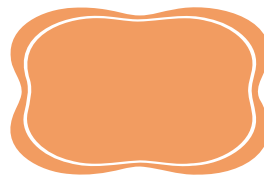
TERTIARY



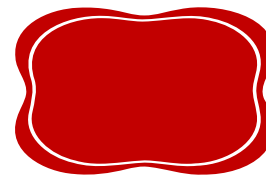
HEX #a6adcc
CMYK 18-15-0-20



HEX #bfd4b8
CMYK 10-0-13-16



HEX #f29c61
CMYK 0-35-60-5



HEX #c20000
CMYK 0-100-100-23

GIGI'S BRAND FONTS

Header Font

CELARAZ, 18, LIGHT, CAPS, KERNING 100

Celaraz, 22, regular, sentence case, kerning -30

Celaraz, 22, bold, sentence case, kerning -30

Celaraz, 22, bold italic, sentence case, kerning 0

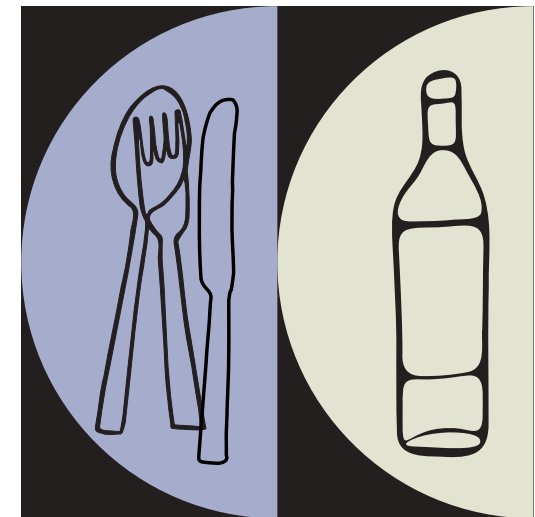
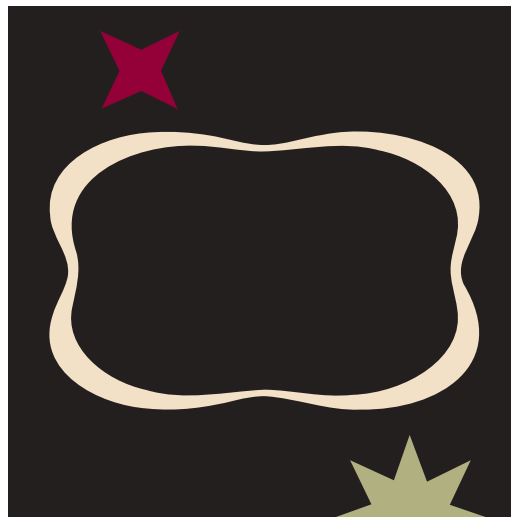
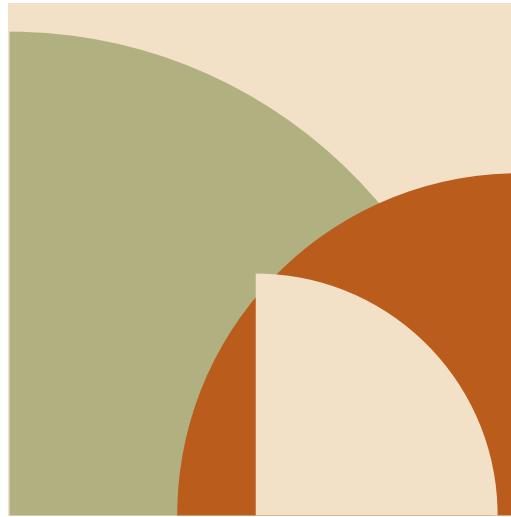
Body Font

Area Normal, 15, regular, sentence case

Area Normal, 15, semibold, sentence case

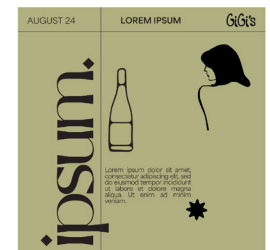
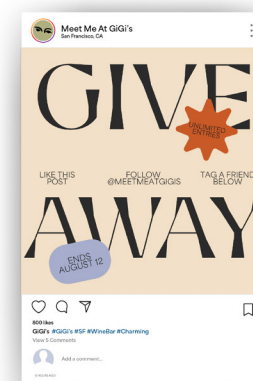
Area Normal, 15, bold, sentence case

ILLUSTRATIONS & GRAPHICS DEVICES



BRAND SYSTEM

EXAMPLE COLLATERAL APPLICATIONS



kolla

KOLLA CREATIVE

HEY@KOLLACREATIVE