Delfino

Est. 1953

MAYFAIR

BRAND GUIDE

Delfino

Est. 1953

MAYFAIR

CONTENTS

INTRODUCTION

The brand identity for Delfino comes from a desire to convey excellence and heritage by merging a long story rich in tradition that has its roots deeply intertwined in Italian culture and cuisine with an aspiration to be at the forefront of current and future hospitality trends, in order to connect with younger generations, while still embracing the glamour of Mayfair.

CREATING RICH EXPERIENCES

LOGO IDENTITY

The highly flexible, custom-made font reminds of the restaurant heritage by keeping a serif font for Mayfair and 1953, but also adds that element of sophisticated playfulness with the cursive-oblique 'Delfino'.

Delfino

Est. 1953

MAYFAIR

Delfino

Est. 1953

MAYFAIR

100%

Delfino

Est. 1953

MAYFAIR

50%

Delfino

Est. 1953

MAYFAIR

20%

LOGOS

It's important to keep the logo fairly distanced from other design elements and/or text. As shown on the diagram above, look at the solid lines for spacing reference.

COLOUR VARIATIONS

Besides the burgundy, the logo can equally be used in the yellow and turquoise variants. The white version is to be used exclusively on black or coloured backgrounds, ideally against any of the main branding colours.

D
·Mayfair·1953·

D
·Mayfair·1953·

D
·Mayfair·1953·

100%

50%

20%
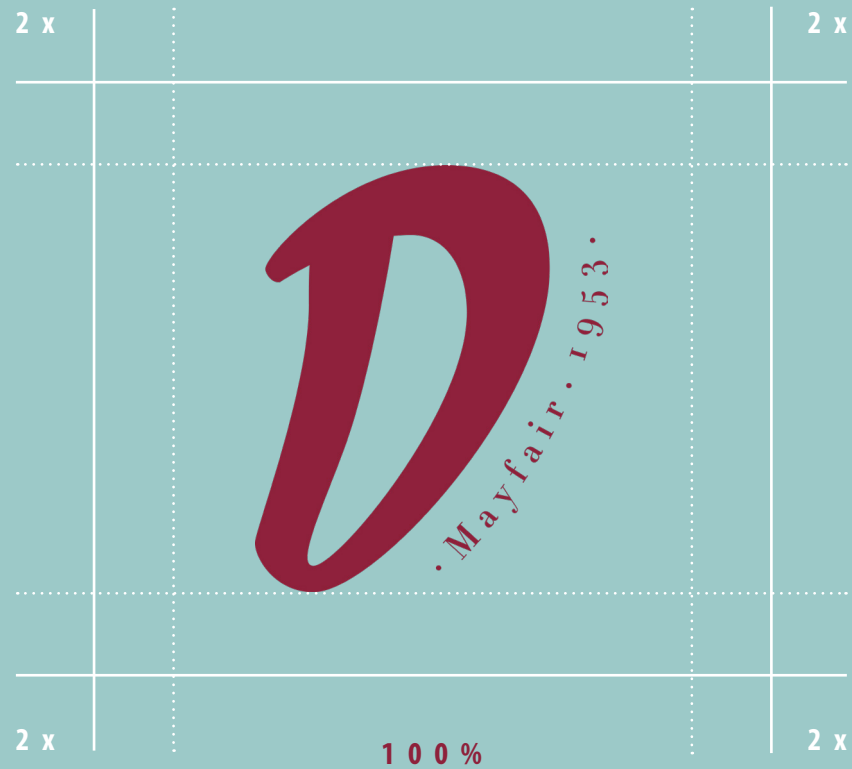
LOGOS

The iconised 'D' works as a perfect variant for branded elements such as packaging, napkins, email templates, simply allowing for more flexibility and playfulness in the branding.

COLOUR VARIATIONS

Besides the burgundy, the 'D' can equally be used in the yellow and turquoise variants. The white version is to be used exclusively on black or coloured backgrounds, ideally against any of the main branding colours.

BRAND COLOURS

Three of the four branding colours - Mayfair Burgundy, Tuscany Yellow, Delfino Turquoise - are to be used as primary options. Therefore, based on usage and need, any of these can be used for both logo variants ('Delfino' or 'D') and for any branding elements, from icons to the packaging.
The Pastel Blue functions as an enhancer of the main colours. Hence, it should be used exclusively for decorative purposes, to balance out and combine the other colours.

MAYFAIR BURGUNDY

WEB

Red: 141
Green: 032
Blue: 059

#8d203b

PRINTING

Cyan: 25
Magenta: 98
Yellow: 98
Key: 20

DELFINO TURQUOISE
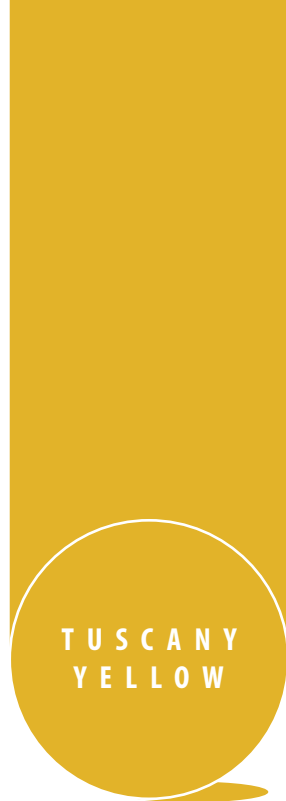
WEB

Red: 041
Green: 157
Blue: 165

#299da5

PRINTING

Cyan: 97
Magenta: 6
Yellow: 41
Key: 1

TUSCANY YELLOW

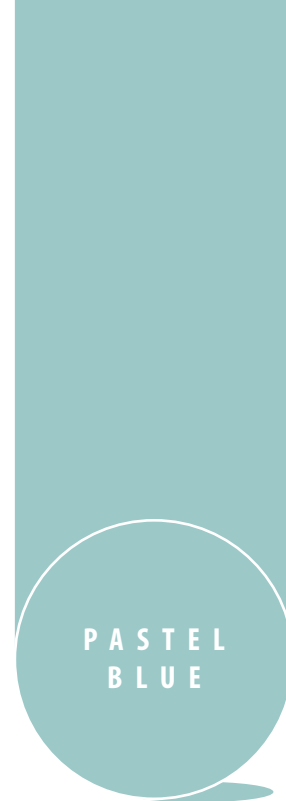### WEB

Red: 226
Green: 179
Blue: 041

#e2b329

PRINTING
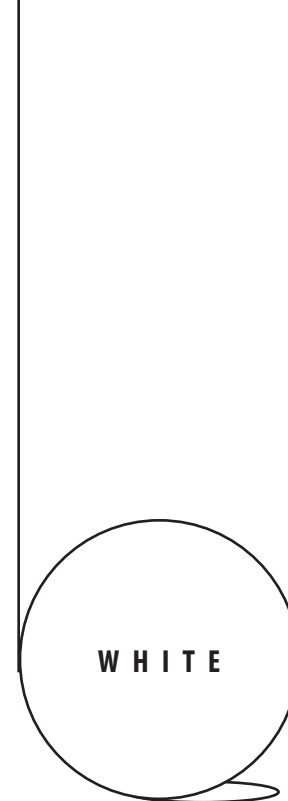
Cyan: 1
Magenta: 35
Yellow: 97
Key: 0

PASTEL BLUE

WEB

Red: 156
Green: 201
Blue: 200

#9cc9c8

PRINTING

Cyan: 51
Magenta: 1
Yellow: 25
Key: 0

WHITE

WEB

Red: 255
Green: 255
Blue: 255

#ffffff

PRINTING

Cyan: 00
Magenta: 00
Yellow: 00
Key: 00

COLOUR COMBINATIONS

Please refer to the following examples for colour combinations.

Yellow and Turquoise Logos are to be used on white background only.

LOGOS

TYPES

PRIMARY COLOUR COMBINATIONS

WHITE ON BURGUNDY

WHITE ON TURQUOISE

WHITE ON YELLOW

WHITE ON PASTEL BLUE

YELLOW ON BURGUNDY

YELLOW ON TURQUOISE

TURQUOISE ON YELLOW

BURGUNDY ON PASTEL BLUE

PASTEL BLUE ON BURGUNDY

PASTEL BLUE ON TURQUOISE

BURGUNDY ON YELLOW

TURQUOISE ON PASTEL BLUE

SECONDARY COLOUR COMBINATIONS

It's recommended to use colour on colour for subheadings, small details and decorative elements (icons, illustrations).

T Y P O G R A P H Y

Please refer to the following examples
for fonts usage and style.

Myriad Pro

Bold Condensed

A B C D E F G H I K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0 ! @ $ %

FONT SIZE: 55 PT
TRACKING: 400 PT

XL TITLE

FONT SIZE: 22 PT
TRACKING: 400 PT

Title / TITLE

FONT SIZE: 16 PT
TRACKING: 400 PT

Headline / HEADLINE

FONT SIZE: 12 PT
TRACKING: 400 PT

Subheading / SUBHEADING

CONTENT FONT

Didot HTF

06 Light

ABCDEFGHIKL
NOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
0123456789!@$%

FONT SIZE: 12 PT
TRACKING: 20 PT

Content/CONTENT

PRINT

Please refer to the following examples for recommended printed elements.

Delfino
Est. 1953
MAYFAIR

121 Mount St
Mayfair, London
W1K 3NW

Office: 123 123 123 123
www.finos.co.uk/delfinos

121 Mount St
Mayfair, London
W1K 3NW

Office: 123 123 123 123

www.finos.co.uk/delfinos

www.finos.co.uk/delfinos

Delfino

Est. 1953

MAYFAIR

ENVELOP

PACKAGING

Please refer to the following examples for recommended packaging/physical design elements.

PIZZA BOXES

**TAKE AWAY
BAGS**

D E L I V E R Y
B A G S & B O X E S

PLACEMATS

COASTERS
& NAPKINS

SOCIAL MEDIA

Please refer to the following examples for recommended social media design elements/layouts.

Different colours work with different backgrounds. Make sure that the image/photo you're laying underneath is not too saturated, too light or too dark. As shown in the following examples, yellow and white work well with darker backgrounds, while turquoise and burgundy stand out more against a lighter one.
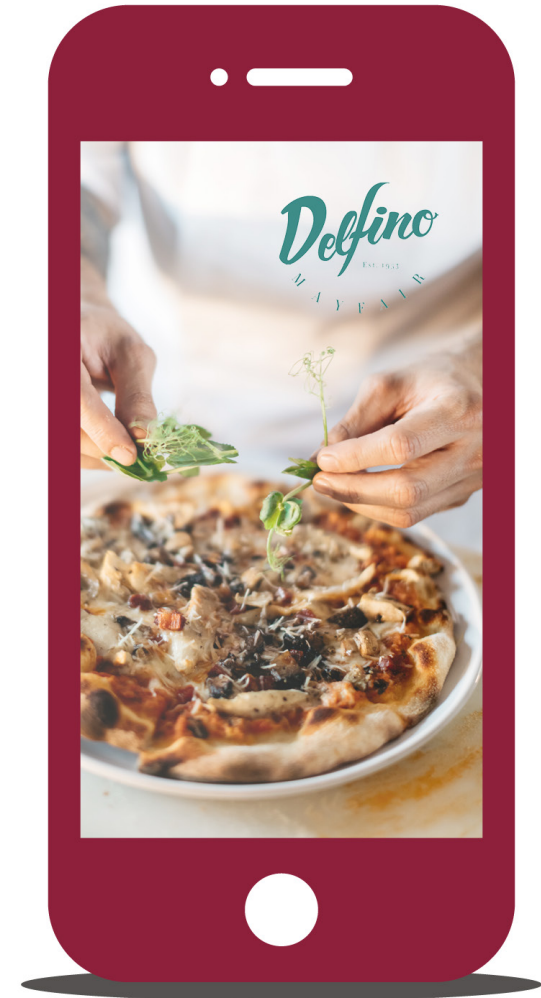
IMAGERY

To best represent the brand's heritage, the sense of craftsmanship and the glamour of Mayfair, it's recommended to use imagery that clearly and simply depicts the art of pizza making and dining. This can be achieved by showing process images with a focus on ingredients and the making of the dishes. It's also important to direct the viewer's attention to details, from the restaurant interiors to the simple pouring of wine.