

TUCKER’S BRAND GUIDELINE SHEET

MAIN LOGO

TUCKER’S

RESTAURANT ♦ BAR, INC.

LOGO MARK

COLOR PALETTE

CMYK

These colors are used for print materials to ensure accurate color reproduction.

RGB

These colors are used for on-screen and digital design.

HEX CODE

These colors are used for web, on-screen, and digital design.

MERLOT

Primary Color

CMYK 36, 89, 96, 56
RGB R: 94 G: 24 B: 3
HEX #5E1803

CHOCOLATE CHERRY

Primary Color

CMYK 58, 75, 68, 82
RGB R: 35 G: 4 B: 4
HEX #230404

FRESH CREAM

Secondary Color

CMYK 3, 4, 6, 0
RGB R: 244 G: 239 B: 233
HEX #F4EFE9

MAUVE

Accent Color

CMYK 38, 78, 53, 22
RGB R: 137 G: 71 B: 84
HEX #894754

VERDE

Secondary Color

CMYK 70, 48, 63, 31
RGB R: 72 G: 91 B: 81
HEX #485B51

MARGARITA

Accent Color

CMYK 15, 9, 42, 0
RGB R: 219 G: 214 B: 162
HEX #DBD6A2

BRAND ASSETS

This imagery can be used on their own or in patterns. These can be placed on packaging, social media, and various branded materials.

PRIMARY FONT

Marlide

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ACCENT FONT

Sweet Fancy Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY FONT

Mundial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

COLOR APPLICATION

Yes

Yes

Yes

No

No

Fresh American Cuisine