



Mikayla Kar



# WHAT'S ON THE MENU?

03 Identity

05 Imagery

06 Logo

08 Mockups

10 Color

12 Type



---

# NICE TO MEET YOU

Coming from a large family where it only takes a quick card game, glass of wine, or a good meal to get everyone to the table, I know the value in the connections formed there.

Sobremesa, a Spanish word with no English translation, defines the tradition of relaxing at the table after a meal and the easygoing conversation had there. This term celebrates the joy of gathering and the unexpected connections and memories formed during. Whether it be coffee with a friend or a large celebration,

*I carry these appreciations for the little moments of friendship and familiarities with me and my brand.*

*-Mikayla Keshtkar*

# BRAND CONCEPT

*passionate, familiar, energetic*

Coming to the table is more than just about eating; Its about the company and environment you are in. Coming to the table is about hearing stories, opinions, and voices from new and familiar people. It's about the shared experiences no matter what culture, background, age, or story. It is the effortless flow of energy and connection that makes intentional gathering so special.

The art of gathering is a phenomenon that drives our brand. Putting intention into gathering is the fuel that creates productive conversations and meaningful connection in any environment.

Our goal is to bring people together and have a good time doing it.



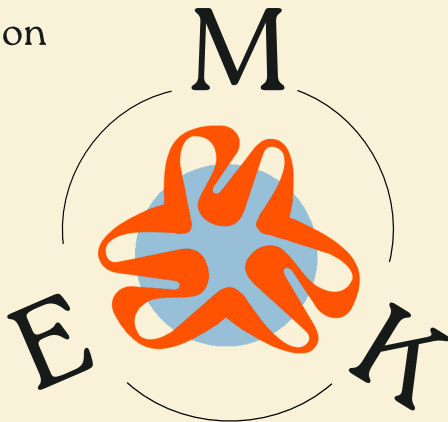


**Know what you bring to the table.**

# LOGO

## Embodying meaningful connection and familiar warmth

Using my initials: M, E, and K, the logo forms an interconnected shape resembling the inviting space around a circular table and its energetic connections. Taking the shape of a circular flower or star-like configuration, this distinctive logo stamp is adaptable in many forms and its uniqueness ensures it to be recognized. The soft lines and bright colors ignite an informal and inclusive approach to our brand logo and represents the warmth and feel-good energy the brand encompasses.



## Primary Logo

The primary logo, including name and bounding circle should be used when spaces allows and context is needed. This is the brand in an iconic image and should be presented whenever there is the chance. Keep circle and outline colors contrasted and matching the text below. The text should be in *Roca* centered under the circle and proportional with the logo.



Mikayla Kar



Mikayla Kar



Mikayla Kar

## Secondary Logo

The secondary logo, rid of the circle base and brand name should be used where larger context is not needed. The distinctive shape is enough to be used on its own. However, use only in brand color palette to ensure connection to the brand. Do not morph or stretch.



# MOCKUPS





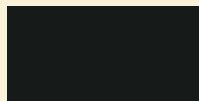


Mikayla Kar

# COLOR PALETTE

Handpicked from the vibrant colors that fill the dinner table and the nostalgic feelings of home

The primary palette that ventures away from your typical stark black and white hues, provide the deep contrast needed for typography and bold lines. *Smear*, named after my families favorite card game, is a black hue with increased lightness, creating the perfect base for *Champagne*, a cream hue representative of the symbol of celebration.



*Primary Colors*

The secondary palette supports the primary palette by providing rich bases and iconic colors. The colors that identify the brand, *Creuset*, *Blue Linen*, *Olive*, and *Aperol* go together in any combination and are certified feel-good colors.



*Secondary Colors*

#161A18  
Smear

#FAF1D9  
Champagne

#FF5300  
Aperol

Olive  
#203800

Blue  
Linen  
#97C0D8

Creuset  
#446286



Inspired by vintage matchboxes  
and their bold typefaces

# TYPE

## FINO SANS

FOR HEADERS

Fino Sans is a dramatic type. Its vintage roots and contemporary variations makeup this highly contrasted and elongated style. Because of the contrasting line sizes, narrow proportions and long stems, Fino Sans should be used strictly for titles and headers. A large heading in Fino Sans can pair nicely with Cortado to provide a distinctive contrast.

## Roca

For body

Roca is a low contrast serif font with retro personality. Perfect for body text or any smaller font sizes, Roca's open corners and rounded style creates a friendly, approachable and readable type.

## Cortado

*For accents*

Cortado's large brushstrokes and handwritten energy curates a spontaneous and bold typeface. The slanted lines and cursive style represents connection and ease when communicating and the energetic flow of writing. Cortado can be used as a header, subtitle, or accent in small doses and large sizes to ensure readability.



CHEERS!