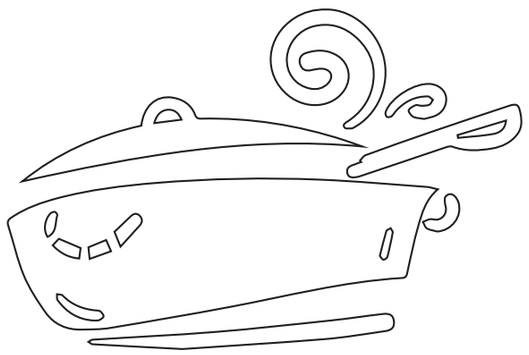
Adònò

The Good Life

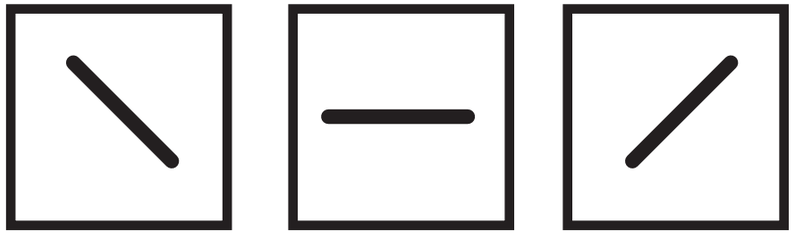
Adono is an African theme restaurant which provides its customers with varieties of both local and International cuisine and also recipe specific dishes.

LOGO CONSTRUCTION

After identifying the key elements related to the brand, we went further to form a sketch which around these findings to form a logo mark which tells an indepth story about the brand.

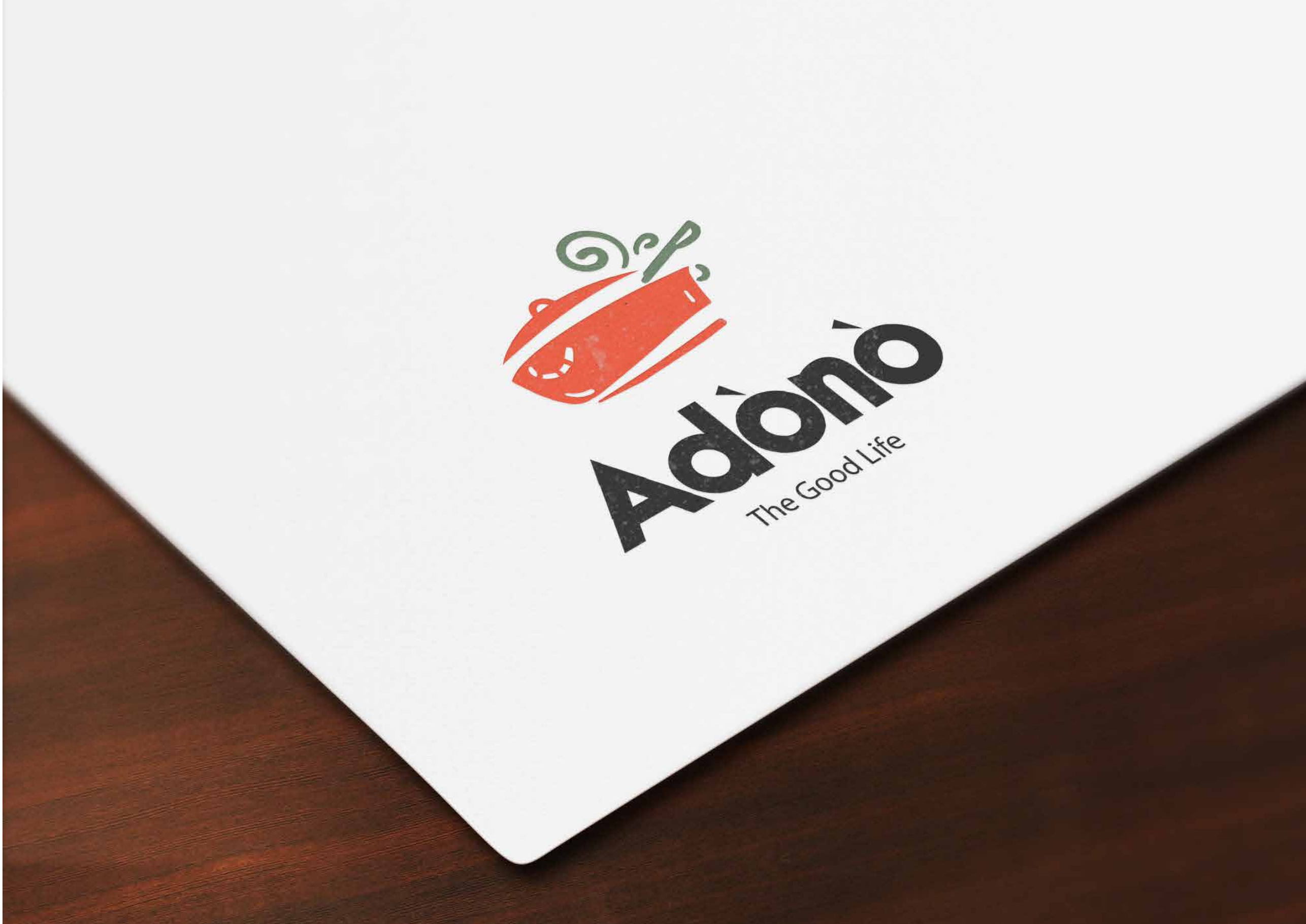


Since the brand has a Nigerian background and an Efik name, the font was marked for easier pronounciation of the brand name by the customers. Accent and tone marks were used to achieve this. In this case the “do” mark was used.



do: re: mi:

Adònò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COLORS

Tomato Red and Earth Green were chosen as the primary colors for Adono.
P.S: Yellow-based reds are “tomato” reds.

Tomato Red

Hex: #F2634B

RGB: 242, 99, 75

CMYK: 0, 76, 74, 0

Earth Green

Hex: #758B72

RGB: 117, 139, 114

CMYK: 56, 32, 59, 7

FONTS

Aa

Mouser

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz
1 2 3 4 5 6 7 8 9 0

Aa

Myriad Pro
Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz
1 2 3 4 5 6 7 8 9 0

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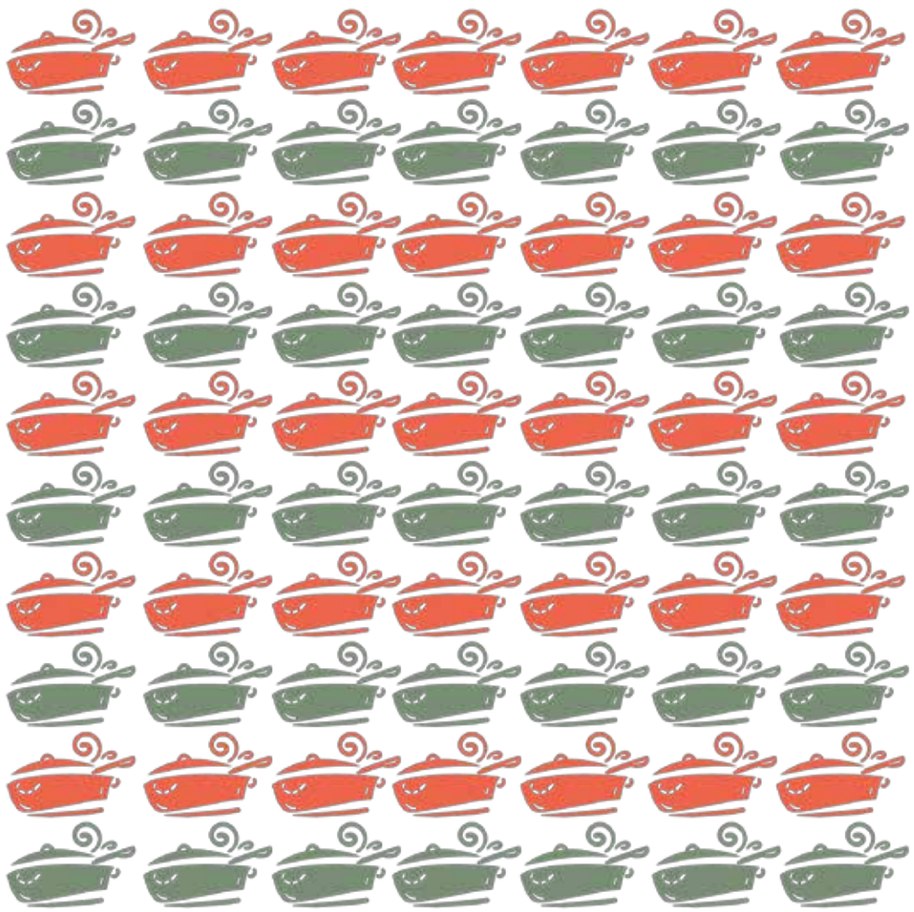
DESIGN PATTERN

This pattern will be used through out the branding of Adono. It was made from the icon of the logo mark which was separated into the brands primary colors.



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