

BRAND BOOK



CUNNINGHAM®
RESTAURANT GROUP

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OUR MISSION

We will attract, retain, and reward the best team members.

We will provide our guests with unforgettable dining experiences of exceptional quality and value.

We will contribute our resources and talents to impact the needs of the communities we serve.

We will make sound business decisions, guided by our Core Values, to create sustainable profitability and growth.

CORE VALUES

CONNECTION • OWNERSHIP • KINDNESS
OPPORTUNITY • HONESTY • FAIRNESS • RESPECT



FONT USAGE

Limit font usage to keep a clean and consistent look across all menus and collateral.

In this case, one font with three different styles was used.

ENTRÉE	_____	Main title
Item Name 20	_____	Item and Pricing
description of some yummy food.	_____	Description

Here one font is used to accentuate the main title, while a complimentary font is used for items and descriptions.

<i>entrée</i>	_____	Main title
ITEM NAME 20	_____	Item and Pricing
description of some yummy food.	_____	Description

Each concept must adhere to their guidelines to ensure brand consistency. Items should be given enough spacing between lines so that the menu or collateral doesn't look cluttered.

LOGO USAGE

Logos help to define our brand and should be used when appropriate on collateral.



Concept logos should be used as headers for menus, as well as on special request collateral such as check inserts or holiday items.



Monogram

The CRG Brand Logos should be used as footers on brand collateral items for web or print. There are several versions of this logo that can be used.



Horizontal Web



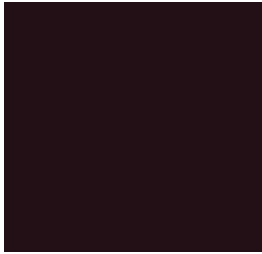
Horizontal Black

Brand logos should never be altered; color and composition are important to maintaining our brand. Logos should always be placed squarely, and never be tilted or skewed.

COLOR & PHOTO USAGE

The colors we use are meant to compliment the concept, while most menus stick to black and white formats, color accents can be important to call out important details on the menu or on collateral items.

Our concepts have two colors minimum and four max to use when creating menus or collateral material.



PANTONE Black C
CMYK 0 20 0 100
RGB 35 18 24
HEX #231218



PANTONE Cool Gray 8 C
CMYK 0 0 0 58
RGB 35 31 32
HEX #848689

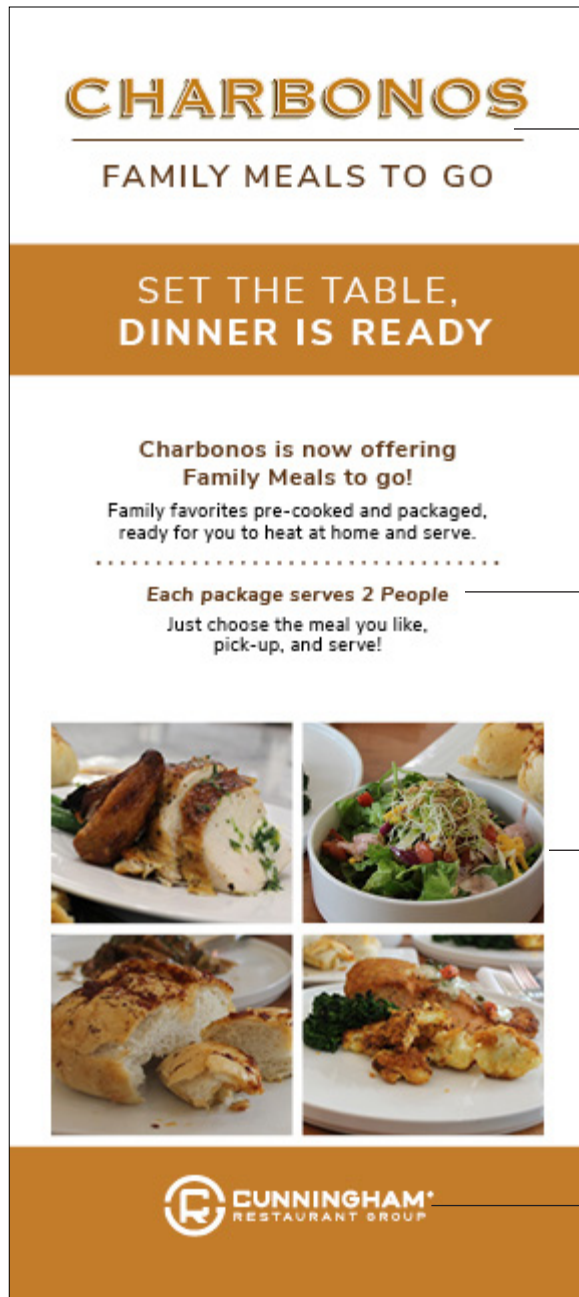


PANTONE 2298 C
CMYK 35 0 98 0
RGB 178 211 56
HEX #b2d338



Bright, clear photos should be utilized for both digital and print collateral.
The background of a photo is just as important as the foreground, choose photos carefully.

CAMPAIGN DESIGN



Concept Logo as Header

Concept color one with white text

Concept color two, dark and usable as text.

Bright, clear photos of menu items for visual appeal.

CRG Brand logo as footer.



CONCEPTS BY CRG





Social Logo

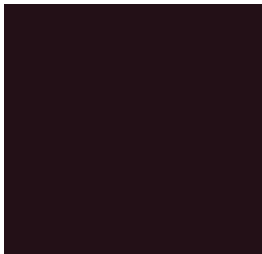


CUNNINGHAM®
RESTAURANT GROUP
MAIN LOGO

HEADER: DIN 2014 DEMI
UPPERCASE
KERNING: OPTICAL
TRACKING: 200

Main text: DIN 2014 Regular
Regular casing
Kerning: Optical
Tracking: 100

*secondary: din 2014 light italic
lowercase
kerning: optical
tracking: 50*



PANTONE Black C
CMYK 0 20 0 100
RGB 35 18 24
HEX #231218
PMS Black 6 2x



PANTONE Cool Gray 8 C
CMYK 0 0 0 58
RGB 35 31 32
HEX #848689
PMS 444



PANTONE 2298 C
CMYK 35 0 98 0
RGB 178 211 56
HEX #b2d338
PMS 375



Social Logo



Monogram



Horizontal Web



Horizontal Black



CUNNINGHAM®
RESTAURANT GROUP
CATERING

Main Logo

HEADER : DIN 2014 DEMI
UPPER CASE
KERNING: OPTICAL
TRACKING : 200

Main text: DIN 2014 Regular
Regular casing
Kerning: Optical
Tracking: 100

*secondary: din 2014 light italic
lowercase
kerning: optical
tracking: 50*

**Sub Header : Din 2014 Extra Bold
UPPER CASE
Kerning: Optical
Tracking: 150**



PANTONE Black C
CMYK 0 20 0 100
RGB 35 18 24
HEX #231218
PMS Black 6 2x



PANTONE Cool Gray 8 C
CMYK 0 0 0 58
RGB 35 31 32
HEX #848689
PMS 444



PANTONE 2298 C
CMYK 35 0 98 0
RGB 178 211 56
HEX #b2d338
PMS 382



Social Logo



Monogram



Horizontal Web



Horizontal Black



CUNNINGHAM®
RESTAURANT GROUP
DELIVERY

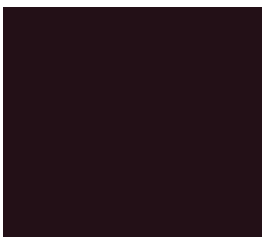
Main Logo

HEADER : DIN 2014 DEMI
UPPER CASE
KERNING: OPTICAL
T R A C K I N G : 2 0 0

Main text: DIN 2014 Regular
Regular casing
Kerning: Optical
Tracking: 100

secondary: din 2014 light italic
lowercase
kerning: optical
tracking: 50

Sub Header : Din 2014 Extra Bold
UPPER CASE
Kerning: Optical
Tracking: 150



PANTONE Black C
CMYK 0 20 0 100
RGB 35 18 24
HEX #231218
PMS Black 6 2x



PANTONE Cool Gray 8 C
CMYK 0 0 0 58
RGB 35 31 32
HEX #848689
PMS 444



PANTONE 2298 C
CMYK 35 0 98 0
RGB 178 211 56
HEX #b2d338
PMS 382



Social Logo

THE BEMBERG

Main Logo

ENTRÉE

Item Name **20**

description of some
yummy food.

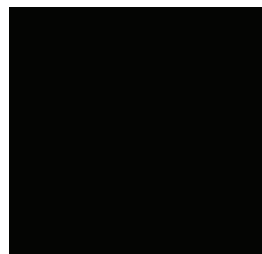
HEADER: BLAKLEY BOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 100

Primary: Niveau Grotesk Bold
Regular Casing
Kerning: Optical
Tracking: 50

secondary: niveau grotesk light
lower casing
kerning: optical
tracking: 0



PANTONE 2294 C
CMYK 58 23 95 4
RGB 121 154 68
HEX #799a44
PMS 390 U



PANTONE Black 6 CP
CMYK 0 0 0 100
RGB 0 0 0
HEX #000000
PMS Black 3 2x



SOCIAL LOGO



MAIN LOGO

ENTRÉE

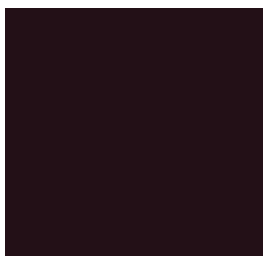
Item Name **20**

description of some
yummy food.

**HEADER FONT NUNITO SANS
EXTRABOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 300**

**Main text Nunito Sans Bold
Regular Casing
Kerning: Optical
Tracking: 0**

**Secondary font Nunito sans regular
Regular Casing
Kerning: Optical
Tracking: 0**



PANTONE Black C
CMYK 0 20 0 100
RGB 35 18 24
HEX #231218
PMS Black 6 2x



PANTONE 147 C
CMYK 47 53 89 33
RGB 110 90 47
HEX #6e5a2f
PMS 147



PANTONE 553 C
CMYK 75 49 73 46
RGB 51 74 58
HEX #334a3a
PMS 560



SOCIAL LOGO



MAIN LOGO

ENTRÉE

Item Name 20

Description of some
yummy food.

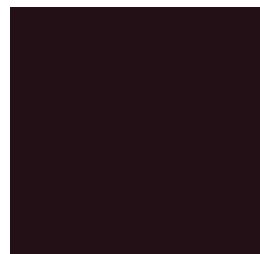
HEADER MUSEO SLAB 1000
UPPERCASE
KERNING: OPTICAL
TRACKING: 120

Secondary Header Museo Slab 900
Regular Casing
Kerning: Optical
Tracking: 10

main text gotham HTF book
Regular casing
kerning: optical
tracking: 0



PANTONE 2384 C
CMYK 95 66 10 1
RGB 0 95 159
HEX #005f9f
PMS 2945



PANTONE Black C
CMYK 0 20 0 100
RGB 35 18 24
HEX #231218
PMS Black 6 2x



Social Logo

CAFE • 251

MAIN LOGO

ENTRÉE

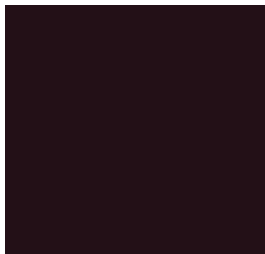
ITEM NAME
Description of some
yummy food.

20

**HEADER: NIVEAU GROTESK BLACK
UPPERCASE
KERNING: OPTICAL
TRACKING: 50**

MAIN TEXT: NIVEAU GROTESK REGULAR
UPPERCASE
KERNING: OPTICAL
TRACKING: 0

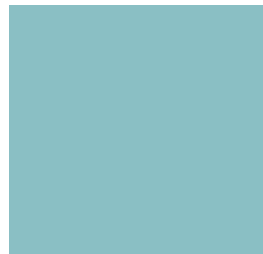
Secondary: Niveau Grotesk Light
Regular Casing
Kerning: Optical
Tracking: 0



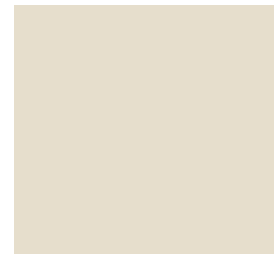
PANTONE Black C
CMYK 0 20 0 100
RGB 35 18 24
HEX #231218
PMS Black 6 2x



PANTONE 114-5 C
CMYK 80 34 24 1
RGB 41 137 169
HEX #2989a9



PANTONE 122-11 C
CMYK 46 10 22 0
RGB 138 191 196
HEX #8abfc4



PANTONE 164-9 C
CMYK 9 9 19 0
RGB 230 225 204
HEX #ebdfcc



SOCIAL LOGO



MAIN LOGO

ENTRÉE

Item Name 20
description of some
yummy food.

**HEADER NUNITO SANS EXTRABOLD
UPPERCASE**

**KERNING: OPTICAL
TRACKING: 100**

Main text Nunito Sans Semibold
Regular Casing
Kerning: Optical
Tracking: 40

secondary text Nunito Sans regular
Regular Casing
kerning: optical
tracking: 40



PANTONE 7571 C
CMYK 21 55 100 5
RGB 195 124 20
HEX #c27c2a
PMS 1385



PANTONE 2322 C
CMYK 42 73 98 54
RGB 91 47 0
HEX #593211
PMS 1545



PANTONE 452 C
CMYK 32 27 57 1
RGB 178 169 126
HEX #b2a97e
PMS 5845



SOCIAL LOGO



MAIN LOGO



MONOGRAM

COMMISSION ROW

SECONDARY LOGO

Entrée

DISH

15

Description of some yummy food
Add something to make it yumier

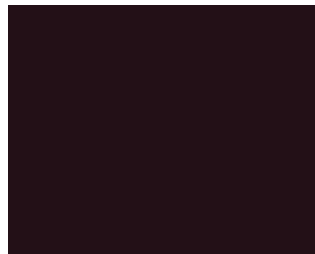
Font Pairing
Oswald Font Family

Oswald Bold

Oswald Light

Oswald Regular

Oswald Regular



ONYX

PANTONE Process Black C

CMYK 60 40 40 100

RGB 0 0 0

HEX #000000



BRASS

PANTONE 10127 C

CMYK 29 38 91 4

RGB 181 147 60

HEX #b5933c



ABOVE
EVENT CENTER

Entrée

DISH 15
Description of some yummy food
Add something to make it yummiier

Font Pairing

Filson Pro Font Family

Tablet Gothic Semibold

Tablet Gothic Light

Tablet Gothic Light

Tablet Gothic Light Oblique



Onyx

PANTONE Process Black C
CMYK 60 40 40 100
RGB 0 0 0
HEX 000000



Mel's
AT
COMMISSION ROW

MAIN LOGO

Entrée

DISH

15

Description of some yummy food
Add something to make it yummiier

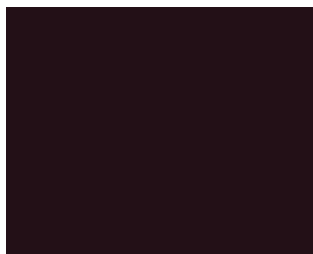
Font Pairing
Oswald Font Family

Oswald Bold

Oswald Light

Oswald Regular

Oswald Regular



ONYX

PANTONE Process Black C

CMYK 60 40 40 100

RGB 0 0 0

HEX #000000



SOCIAL LOGO



L I V E R Y[®]

MAIN LOGO

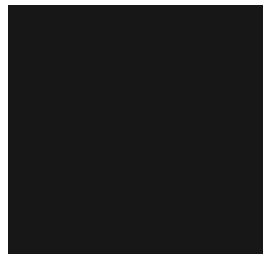
ENTRÉE

item name 20
description of some
yummy food.

HEADER COPPERPLATE COND BOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 200

Main text Bernina Sans Regular
lowercase
Kerning: Optical
Tracking: 25

secondary text Bernina Sans Light
lowercase
Kerning: Optical
Tracking: 40



PANTONE 419 C
CMYK 73 67 64 78
RGB 26 26 27
HEX #19191a
PMS Black 2 2x



PANTONE 7559 C
CMYK 35 57 100 21
RGB 146 100 39
HEX #916527
PMS 464



Social Logo

MARQUEE

AT THE LANDING

Main Logo

ENTRÉE

Item Name 20
description of some
yummy food.

HEADER: GOTHAM HTF BOOK
UPPERCASE
KERNING: OPTICAL
TRACKING: 50

Primary: Futura PT Heavy
Regular Casing
Kerning: Optical
Tracking: 20

Secondary: Futura PT Book
Regular Casing
Kerning: Optical
Tracking: 0



PANTONE 7733 C
CMYK 98 41 97 13
RGB 0 108 64
HEX #006c48
PMS 349



PANTONE 2956 C
CMYK 100 40 0 82
RGB 0 32 67
HEX #002043
PMS 655



PANTONE 7623 C
CMYK 0 96 77 42
RGB 154 21 35
HEX #9a1422
PMS 187



SOCIAL LOGO



MAIN LOGO

ENTRÉE

ITEM NAME v 20
description of some
yummy food.

HEADER DIN 2014 BOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 125

MAIN TEXT SABON LT PRO ROMAN
UPPERCASE
KERNING: OPTICAL
TRACKING: 10

Secondary DIN 2014 Light
lowercase
Kerning: Optical
Tracking: 25

Additional DIN 2014 Light Italic
lowercase
Kerning: Optical
Tracking: 25



PANTONE 432 C
CMYK 68 61 60 49
RGB 61 61 61
HEX #3d3d3d



PANTONE 584 C
CMYK 17 3 81 0
RGB 218 220 86
HEX #dbdc56



social logo



main logo

entrée

Item Name 20

Description of some
yummy food.

additional info

header: neue kable bold

lowercase

Kerning: Optical

Tracking: 50

paragraph rule below: on offset: .625 span: column

PRIMARY: ITC AVANT GARDE GOTHIC PRO BOOK
UPPERCASE

KERNING: OPTICAL

TRACKING: 30

secondary: itc avant garde gothic pro book

lowercase

kerning: optical

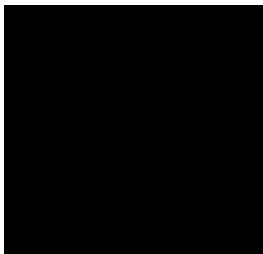
tracking: 10

italic: sabon italic

lowercase

kerning: optical

tracking: 10



PANTONE Black6CP

CMYK 0 0 0 100

RGB 0 0 0

HEX #000000

PMS Black 3 2x



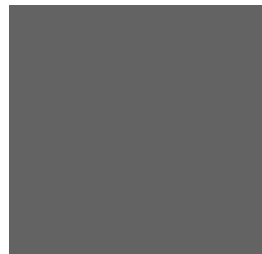
PANTONE 1625CP

CMYK 0 47 36 0

RGB 252 158 142

HEX #fc9e90

PMS 1625



PANTONE 447CP

CMYK 0 0 3 75

RGB 99 99 100

HEX #636463

PMS Cool Gray 10



SOCIAL LOGO



ITALIAN KITCHEN

MAIN LOGO

ENTRÉE

ITEM NAME 20

description of some yummy food.

HEADER: DIDOT LT PRO HEADLINE
UPPERCASE

KERNING: OPTICAL

TRACKING: 200

MAIN TEXT: FUTURA PT MEDIUM
UPPERCASE

KERNING: OPTICAL

TRACKING: 100

secondary: futura pt book

lowercase

kerning: optical

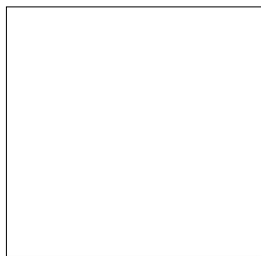
tracking: 40



PANTONE 419 C
CMYK 72 69 66 87
RGB 10 4 5
HEX #0c0708
PMS Black 5 2x



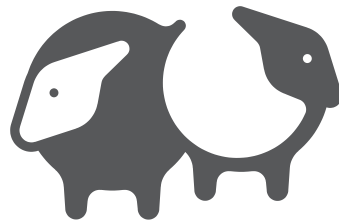
PANTONE 7699 C
CMYK 85 51 39 15
RGB 45 101 121
HEX #2d6478
PMS 634



PANTONE 663 C
CMYK 0 0 0 0
RGB 255 255 255
HEX #ffffff
PMS



social logo



provision®

main logo

entrée

Item Name 20

description of some
yummy food.

header: abril text semibold

lowercase

kerning: optical

tracking: 200

Main text abril text regular

Regular casing

Kerning: optical

Tracking: 10

Secondary text: Century Gothic Pro Regular

lowercase

kerning: optical

tracking: 0



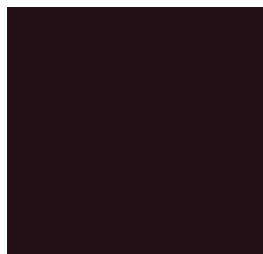
PANTONE 4195 C

CMYK 0 0 0 80

RGB 88 89 91

HEX #58595b

PMS Cool Gray 11



PANTONE Black C

CMYK 0 20 0 100

RGB 35 18 24

HEX #231218

PMS Black 6 2x



PANTONE 7691 C

CMYK 95 64 16 2

RGB 0 96 152

HEX #006098

PMS 301



SOCIAL LOGO



MAIN LOGO

ENTREE

ITEM NAME 20
description of some
yummy food.

HEADER: FILSON SOFT MEDIUM

UPPERCASE

KERNING: OPTICAL

TRACKING: -50

MAIN: FILSON SOFT MEDIUM

UPPERCASE

KERNING: OPTICAL

TRACKING: -50

secondary: rooneysans light

lowercase

kerning: optical

tracking: -30



PANTONE Black C 7
CMYK 66 62 63 55
RGB 59 56 54
HEX #3a3735
PMS 447



PANTONE 5605 C
CMYK 82 48 91 60
RGB 25 58 30
HEX #153b1c
PMS 350



PANTONE 4212 C
CMYK 56 13 100 0
RGB 129 175 65
HEX #80ae41
PMS 377



PANTONE 421 C
CMYK 30 23 27 0
RGB 181 182 177
HEX #b5b6b1
PMS 429



Social Logo

ShinDig

MAIN LOGO

MAIN TEXT: LOGUETOWN
TITLECASE
KERNING: OPTICAL
TRACKING: 0

ShinDig

ShinDig

Secondary

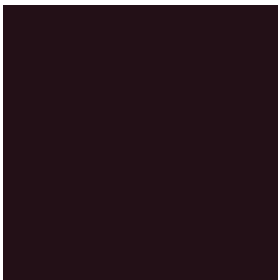
Headings: DIN 2014 Bold
 Titlecase
 Kerning: Optical
 Tracking: 30

Headings: DIN 2014 Regular
 Titlecase
 Kerning: Optical
 Tracking: 30

Entrée

Description of some yummy food
(additional information here)

15



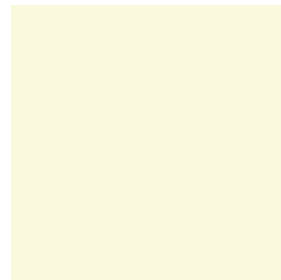
Licorice

PANTONE Process Black C
 CMYK 0 20 0 100
 RGB 35 18 24
 HEX 213218



Vermillion

PANTONE P52-15 C
 CMYK 6 90 88 0
 RGB 224 64 52
 HEX E04034



Light Yellow

PANTONE P1-10 C
 CMYK 2 0 16 0
 RGB 251 250 220
 HEX FBFADC



SOCIAL LOGO



MAIN LOGO

ENTRÉE

Item Name

20

*description of some
yummy food.*

HEADER NUNITO SANS SEMIBOLD
UPPERCASE

KERNING: OPTICAL

TRACKING: 300

Main text Nunito Sans Bold

Regular Casing

Kerning: Optical

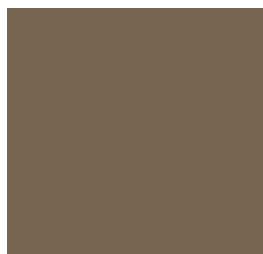
Tracking: 0

Secondary text Nunito Sans Light Italic

lowercase

kerning: optical

tracking: 0



PANTONE 2328 C
CMYK 47 52 68 24
RGB 119 100 78
HEX #79654f
PMS 411



PANTONE 2206 C
CMYK 52 26 23 0
RGB 130 164 180
HEX #81a4b4
PMS 550



SOCIAL LOGO



MAIN LOGO

<u>ENTRÉE</u>	
ITEM NAME	20
description of some yummy food.	

HEADER ARIAL NARROW REGULAR
UPPERCASE
KERNING: OPTICAL
TRACKING: 20

MAIN TEXT ARIEL NARROW REGULAR
UPPERCASE
KERNING: OPTICAL
TRACKING: 20

secondary ariel narrow regular
lowercase
kerning: optical
tracking: 0



PANTONE 419 C
CMYK 71 65 64 72
RGB 35 35 35
HEX #232323
PMS Black 3



PANTONE 4577 C
CMYK 73 42 67 26
RGB 70 102 85
HEX #456655
PMS 5545



PANTONE 7629 C
CMYK 36 78 76 39
RGB 116 57 48
HEX #75392f
PMS 483



PANTONE 4279 C
CMYK 61 55 59 31
RGB 89 87 82
HEX #595752
PMS 446



Social Logo

theo's
italian

Main Logo



Main Typeface: TempusSansITC Bold

Lowercase
Kerning: Optical
Tracking: 0

Secondary Typeface: TempusSansITC Regular

Lowercase
Kerning: Optical
Tracking: 0

Entrée

DISH

15

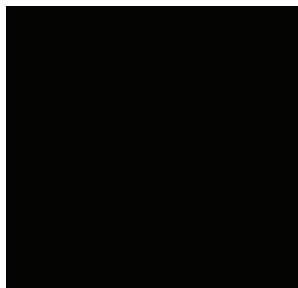
Description of some yummy food
Add something to make it yummier

Font Pairing

Tablet Gothic Family

Tablet Gothic Semibold

Tablet Gothic Light
Tablet Gothic Light
Tablet Gothic Light Oblique



Onyx

PANTONE Process Black C
CMYK 75 68 67 90
RGB 0 0 0
HEX 000000



Persian Red

PANTONE P 53-7 C
CMYK 13 93 84 3
RGB 207 55 57
HEX CF3739



Caramel

PANTONE P 30-14 C
CMYK 9 60 83 0
RGB 224 127 67
HEX E07F43



Satin Sheen Gold

PANTONE P 11-6 C
CMYK 23 32 87 1
RGB 200 165 68
HEX C8A544



SOCIAL LOGO



MAIN LOGO

ENTRÉE

Item Name **20**

Description of some yummy food.

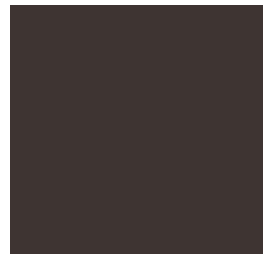
HEADER: FUTURA PT BOOK
UPPERCASE
KERNING: OPTICAL
TRACKING: 50

Main text: Futura PT Demi
Regular Casing
Kerning: Optical
Tracking: 20

Secondary: Futura PT Book
Regular casing
Kerning: Optical
Tracking: 0



PANTONE 7578 C
CMYK 11 70 90 1
RGB 215 106 53
HEX #d96b35
PMS 1595



PANTONE 2479 C
CMYK 62 65 64 56
RGB 63 53 51
HEX #3f3533
PMS Black



Social Logo



Main Logo

*header: didot lt pro bold italic
lowercase
kerning: optical
tracking: 200*

entrée

ITEM NAME 20

description of some
yummy food.

**MAIN: DIDOT LT PRO BOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 100**

secondary: proxima nova regular
lowercase
kerning: optical
tracking: 10



PANTONE 4230 C
CMYK 61 54 62 34
RGB 87 85 77
HEX #57554d
PMS 447



PANTONE 451 C
CMYK 41 30 73 4
RGB 156 155 98
HEX #9c9a61
PMS 5835



CRG BRAND COLLATERAL



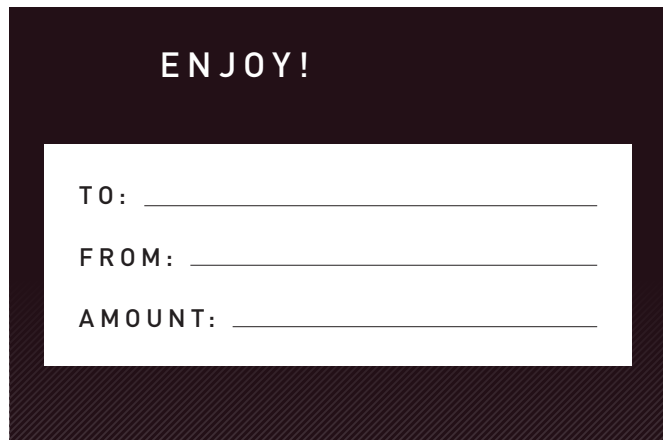
Gift Card available at all locations,
except for MLH, and digital formats



The card presented to VIP members to
keep track of their rewards



Outside of Gift Card Holder



Inside of Gift Card Holder

Coasters used at all CRG locations



Mission Statement and Vision Card carried by all CRG Employees



MISSION STATEMENT

We will attract, retain, and reward the best team members.

We will provide our guests with unforgettable dining experiences of exceptional quality and value.

We will contribute our resources and talents to impact the needs of the communities we serve.

We will make sound business decisions, guided by our Core Values, to create sustainable profitability and growth.



CORE VALUES

CONNECTION

We share our ideas and collaborate through open doors and open communication.



HONESTY

We are truthful and honorable in all our actions.



OWNERSHIP

We accept personal accountability for the effectiveness and efficiency of our business.



FAIRNESS

We commit to be fair and unbiased in all our behaviors and actions.



KINDNESS

We believe that kindness is gracious, courteous, and never-ending as one kind action leads to another and another.



RESPECT

We believe the foundation of respect is trust and we stand behind our word.



OPPORTUNITY

We seek out ways to create memorable experiences with our brand.



