CUNNINGHAM

RESTAURANT GROUP

BRAND BOOK 2021

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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
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.

entrée — 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.

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.

Monogram

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

MAIN LOGO

ENTRÉE

Item Name **20**

description of some yummy food.

HEADER FONT NUNITO SANS
EXTRABOLD
UPPERCASE
KERING: OPTICAL
TRACKING: 300

Main text Nunito Sans ExtraBold
Regular Casing
Kerning: Optical
Tracking: 0

Secondary font Nunito sans regular
Regular Casing
Kering: 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

CHARBONOS

SOCIAL LOGO

CHARBONOS®

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

STONE CREEK® DINING COMPANY

SOCIAL LOGO

STONECREEK® DINING COMPANY

MAIN LOGO

ENTRÉE

Item Name 20

description of some yummy food.

HEADER NUNITO SANS SEMIBOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 300

Main text Nunito Sans Regular
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

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 7533 C
CMYK 53 61 98 55
RGB 75 57 5
HEX #4b3a15
PMS 462

PANTONE 584 C
CMYK 17 3 81 0
RGB 218 220 86
HEX #dbdc56
PMS 386

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

MAIN LOGO

social logo

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

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 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

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

entrée

ITEM NAME 20

description of some yummy food.

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

MAIN: PROXIMA NOVA SEMIBOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 150

secondary: didot lt pro roman
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

SOCIAL LOGO

TAVERN
AT THE POINT

MAIN LOGO

ENTRÉE

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

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

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

NESSO®

ITALIAN KITCHEN

MAIN LOGO

social logo

modita®

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

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 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

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

MARQUEE
AT THE LANDING

Social Logo

MARQUEE
AT THE LANDING

Main Logo

SOCIAL LOGO

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

ENTRÉE

ITEM NAME 20
Description of some yummy food.

HEADER: MONTSERRAT EXTRABOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 40

MAIN TEXT: MONTSERRAT BOLD
UPPERCASE
KERNING: OPTICAL
TRACKING: 0

Secondary: Montserrat Regular
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

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

PANTONE 716 C
CMYK 0 67 100 0
RGB 244 116 11
HEX #f4740b
PMS Orange 021

PANTONE 128 C
CMYK 10 13 86 0
RGB 232 208 70
HEX #e8d046
PMS 129

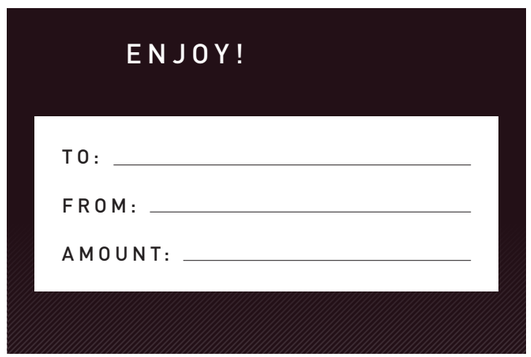
crg brand collateral

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

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

The Rewards Card presented to VIP members who have reached a milestone, or gained a specific amount of points.

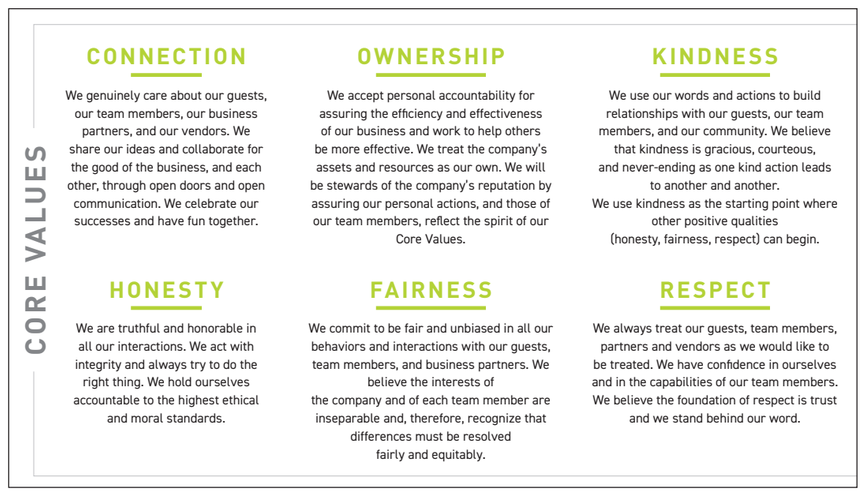
Outside of Gift Card Holder



Inside of Gift Card Holder

Coasters used at all CRG locations

Mission Statement and Vision Card carried by all CRG Employees



CUNNINGHAM
RESTAURANT GROUP
BOULDER CREEK
Dining Company
CHARBONOS
STONE CREEK
DINING COMPANY
mesh
BRU
burger bar
LIVERY
provision
Vida
TAVERN
AT THE POINT
150
{RĪZE}
brkfast - lunch - cater
NESSO
ITALIAN KITCHEN
modita
Cafe 251
MARQUEE
AT THE LANDING