

GRILL HOUSE BURGER

MANUAL DE IDENTIDAD

AUTORIDADES:

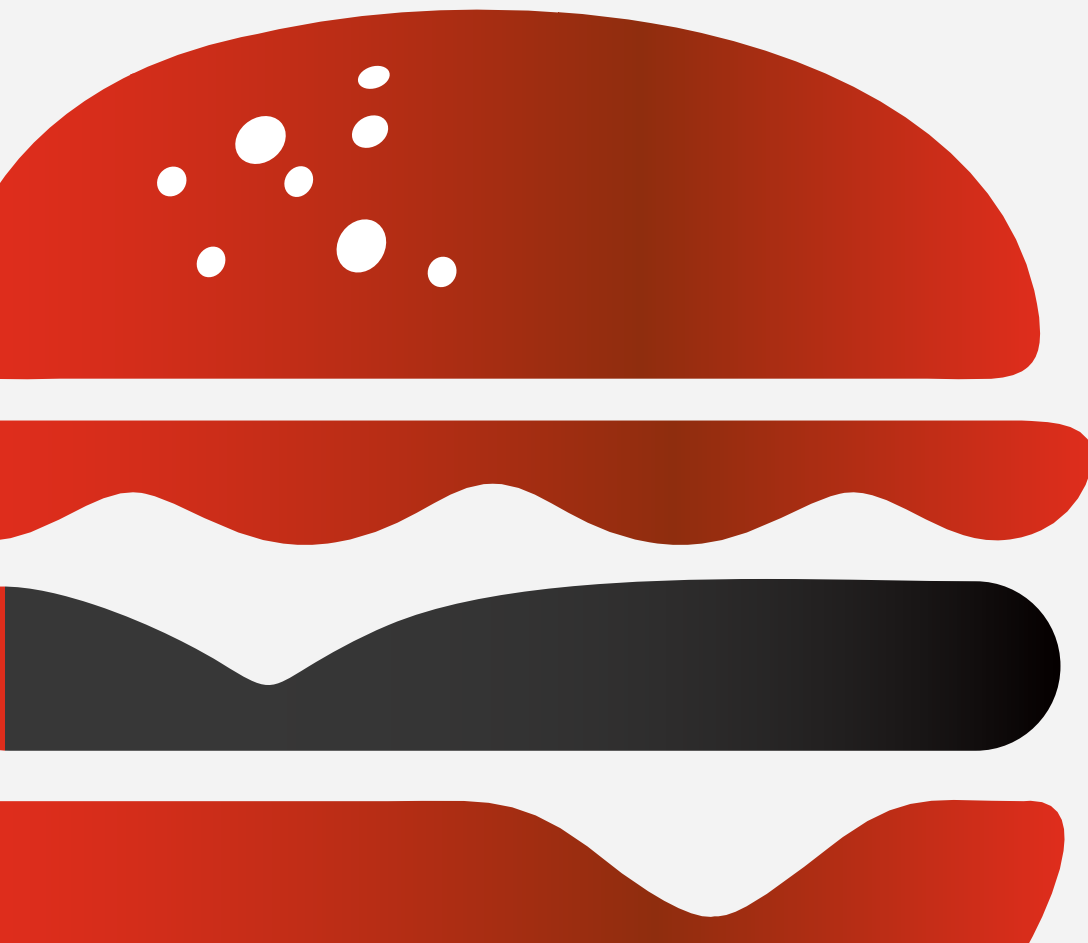
ANGEL LOPEZ

LUCAS SANDOVAL

DISEÑADOR:

IGNACIO J GUERRA

(ORGANIC DESIGN)



**Organic
Design**

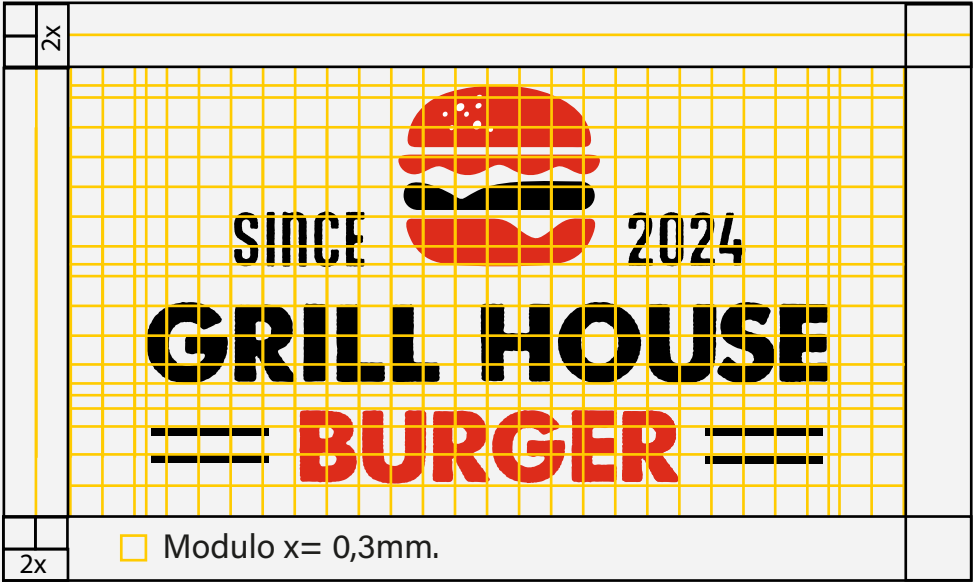
LOGOTIPO



ISOTIPO



PAUTAS DE CONSTRUCCION



SIGNOS CROMATICOS



NEGRO

modernidad
fuerza
poder
prestigio

C: 90
M: 78
Y: 61
K: 96

R: 1
G: 1
B: 1

ROJO

alegria
atraccion
calidez
energia

C: 4,52
M: 92,72
Y: 96,18
K: 0,5

R: 221
G: 44
B: 27

TIPOGRAFIA

A Love Of Thunder

a b c d e f g h i j k
l m n o p q r s t u
w v y z
1 2 3 4 5 6 7 8 9 0
. : _ % & \$! ?

Aptly

a b c d e f g h i j k
l m n o p q r s t u
w v y z
1 2 3 4 5 6 7 8 9 0
. : _ % & \$! ?

A grid of eight circular icons, each with a red border and a black background. The icons represent various app features: a menu with a burger and drink, a location pin with a burger, a group of people with a burger, a person with a burger and speech bubble, an alarm clock, two payment cards, a delivery truck with a burger, and a QR code.

Combos

Ubicación

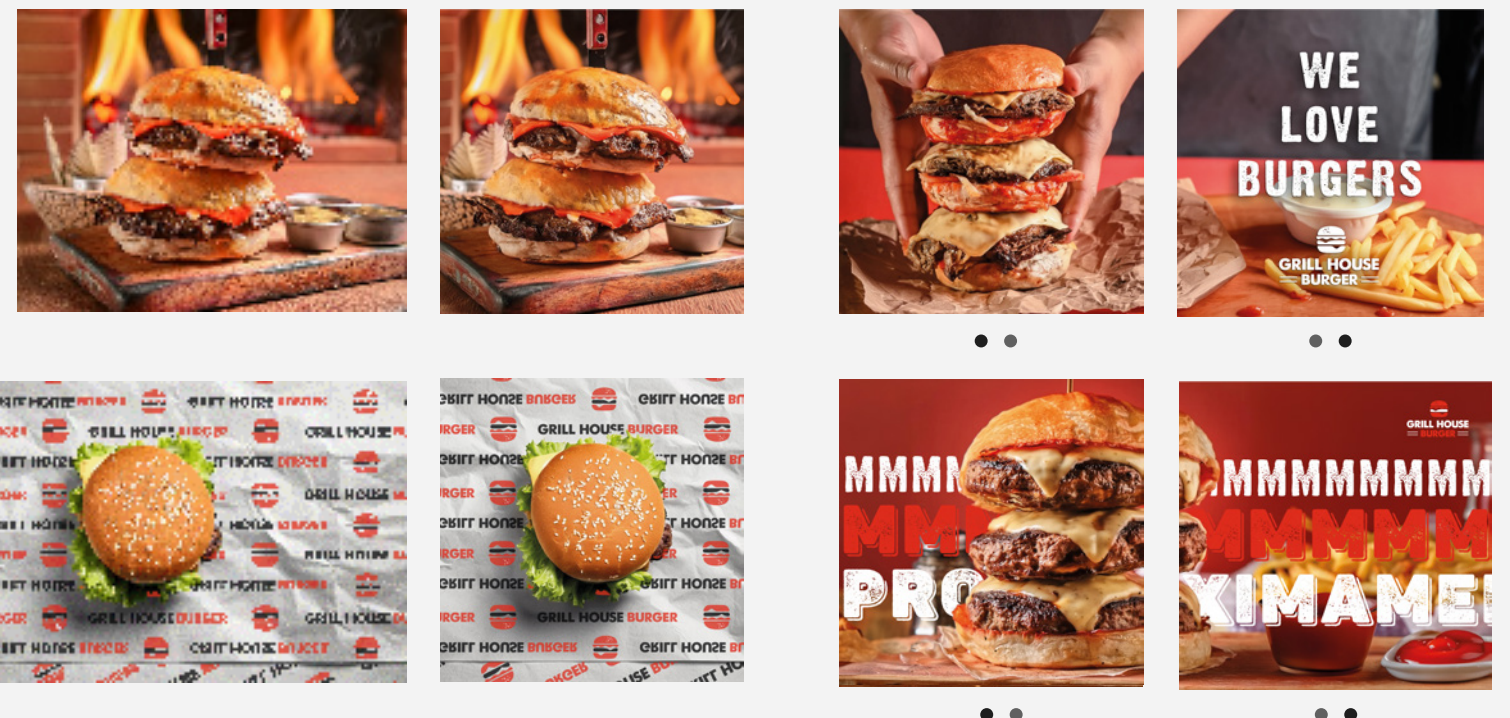
Club de Amigos

Horarios

Formas de Pago

Delivery

QR







1



2





USOS PERMITIDOS



GRILL HOUSE BURGER

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The logo features the word "Organic" in a white, elegant serif font, with a small star above the 'i'. Below it, the word "Design" is written in a similar serif font, with a small star above the 'i'. To the left of the word "Organic", there is a stylized graphic of a lightbulb with a glowing filament, surrounded by several small stars, suggesting a creative idea or inspiration.

Organic
Design