BRAND BOOK 2019

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Serving a San Diego Spin on Baos, Bowls, and Boba.

TRAITS

Traits to describe the ‘experiential’ brand personality.

PRIMARY LOGO

The Bao Beach primary logo consists of four colors: White, red, black and grey. The white letters have a crisp grey 90 degree offset shadow, making them appear three-dimensional. The logo itself was designed in the shape of a Bao bun. The logo should always be accompanied by the registered ® mark as shown.

BAO BEACH®

CLEAR SPACE & SIZE

To prevent obstruction of our logo, a clear space is preserved around the edge. This space is required to avoid crowding of the other elements. The clear space around the logo should be approximately the counter space of the “O” in “BAO”.

The logo should never be shown smaller than 1” in diameter.

MINIMUM SIZE

The smallest the logo should be represented is 1”

SECONDARY LOGOS

There are two available secondary logos. The first one is a two-color option that consists of white lettering with a Sunwashed Red drop shadow and registered mark. The second one is a one-color black logo with registered mark.

The secondary logos could be used for any of the following applications.

A. Overlay on a dark photo

B. On a dark tee shirt

C. Parchment paper repeat

A

B

C

INTEGRITY

Do not alter any aspect of the logo or add elements. How we use our logo is crucial in keeping its visual meaning and identity intact. Please do not alter the logo in any of the following ways:

Do Not rotate the logo

Do Not stretch the logo

Do Not change the colors of the logo

Do Not add drop shadows

COLOR PALETTE

The Bao Beach color palette is a variant of the typical vivid red and black found in traditional Chinese art and culture. Sunwashed Red is a borderline coral with a beachy vibe that has been weathered by the elements. Bamboo varies from the typical light beige with its unusual warmth and slight orange tint. Hibachi is softer version of black that has an understated charcoal feel.

NAME	SUNWASHED RED	HIBACHI	BAMBOO
CMYK	0, 84, 59, 0	73, 67, 65, 79	0, 23, 43, 100
RGB	251, 80, 88	24, 24, 24	251, 200, 150
HEX	#FB5058	#181818	#FBC896
PANTONE	RED 032U	BLACK 6U	155U
BEHR PAINT	PINKADELIC P160-5	CARBON N520-7	CACTUS BLOOMS M230-4

TYPOGRAPHY

Reklame Script is a casual brush typeface inspired by the skills of mid-century signpainters. Some stroke endings give the impression that the brush went quickly over the surface, resulting in a irregularity on selected details.

Reklame Script - Bold

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Used in the logo and also for quotes

Program Nar OT - Medium

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Used for headlines

Program Nar OT - Regular

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Used for subheads and body copy

Headline

The Shores of the Cosmic Ocean

Program Nar OT
Font Weight: Medium
Font size: 60
Tracking: 10
Leading: 72

Body

The Earth is a place. It is by no means the only place. It is not even a typical place. No planet or star or galaxy can be typical, because the cosmos is mostly empty. The only typical place is with the vast, cold, universe vacuum, the everlasting night of intergalactic space, a place so strange and desolate that, by comparison, planets and stars and galaxies seem achingly rare and lovely. If we were randomly inserted into the Cosmos, the chance that we would find ourselves on or near a planet would be less than one in a billion trillion trillion (1033 a one followed by 33 zeroes). In everyday life, such odds are called compelling. Worlds are precious.

Program Nar OT
Font Weight: Regular
Font size: 30
Tracking: 10
Leading: 36

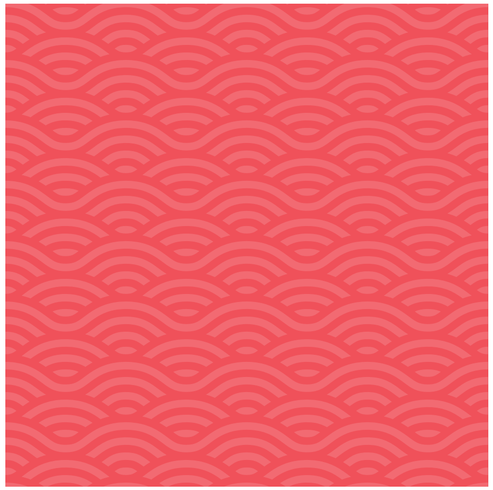
Quote

“Lost somewhere between immensity and eternity is our tiny planetary home, the Earth.”

Reklame Script
Font Weight: Bold
Font size: 18
Tracking: 0
Leading: 21.6

GRAPHICS

The graphic patterns for Bao Beach are Asian-inspired. They can be used as breaks to separate web page content, or as footers in print or digital ads.



Sunwashed red waves pattern repeat

Bamboo steamer pattern repeat

PHOTOGRAPHY

When possible, the photography for Bao Beach should be done in the restaurant.

The inclusion of chop sticks, hands, and spoons help illustrate the size of the food items, create more interest and make the photos more relatable.

The addition of brightly colored sauces, an array of colorful garnishes or vivid backgrounds make the photos pop.

Serving a San Diego Spin on Baos, Bowls, and Boba
Steps away from Mission Beach!
BAO BEACH
3735 Mission Blvd
San Diego, CA 92109
baobeacheats.com
asian street food
@baobeacheats

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menu
BAO BEACH
gallery
find us
asian street food
Serving a San Diego spin on baos, bowls, and boba
view menu
hours & location
directions

view menu
hours & location
directions
what is a bao?
The San Diego bao is a fluffy steamed bun filled with bold, marinated meats and lightly pickled vegetables. It's pillowy perfection in a variety of options for carnivores and vegetarians alike. Our baos are portable, filling, and waterproof (maybe)—what more could you want in a meal to go?