WHEALTHY FRANCHISE INC.

DESIGN AND BRAND GUIDELINES

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WHEALTHY FRANCHISE INC.

DESIGN AND BRAND GUIDELINES

Whealthy Franchise Inc.

Corporate Brand Guidelines
Version 2 // 2019

TABLE OF CONTENTS

WHEALTHY
– EST. 2017 –

INTRODUCTION

INTRODUCTION

All these years how is it that in this world there's not one restaurant that offers an all-in-one; show, noodles, and a grill experience? Finally genius minds collaborated and revolutionized the ordinary grills to the "ROTAT-ING" fire grills.

Without further a due ado . . . "Whealthy" the rotation grill restaurant, cooking food at the speed of light, okay maybe not that fast, but quick!

We don't noodle around here at Whealthy, Whealthy is a fusion noodle grill restaurant originated in Orange County, to save the world from noodling up. Here at Whealthy you get to experience customizing noodle bowls, food grilled in the rotating grill, and finally taste the wealth of health.

Whealthy's central mission is to really create phenomenal tasty noodles, offering healthy options and catering to foodies whom love to tickle their taste buds from the freshness off the grill.

Whealthy realizes the world needs to be rescued from the deprivation of a tasty bowl of grilled noodles, so thank you genius minds for revolutionizing the rotation grill to help people get their noodle fix.

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Whealthy Restaurant corporate identity. This includes our corporate identity. This includes name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect Whealthy Restaurant commitment to quality, consistency and style.

The Whealthy Restaurant brand, including the logo, name, colors and elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Whealthy Restaurant name an marks.

WEALTH
—IS THE—
ABILITY
TO FULLY 100%
EXPERIENCE
LIFE.

WHEALTHY
EST. 2017

SECTION 1

CORPORATE LOGO

LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name—they have a fixed relationship that should never be changed in any way.

THE FULL LOGO-MARK

The Whealthy Restaurant or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services—the connection between the strength of communication and the different points that influence. It has a particular relationship with the Whealthy Restaurant name. The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The

typeface is Arciform and has also been chosen to compliment and balance perfectly with the logo symbol. The corporate logo is presented through the use of color as well as shape and form. The two corporate colors are Dark Green and Golden Yellow. It is a fresh and appealing blend of colors chosen for their strong combination—modern, classic, and timeless. The Colors have been selected according to international standards as shown below and are easily implemented.

THE LOGO-MARK

LOGO DARK VERSION

LOGO LIGHT VERSION

1) The Logo Symbol

Consists of a powerful element evoking the culture of design services in a dark green color.

2) The Brand Tag line

Carefully chosen to embody the fun energy of a customization fusion grill, which has been further enhanced by the use of upper case letters in the golden yellow tone of the chosen corporate color. The font that is used here is Mochigan Font Duo.

***The general Logo**

The main logo is the dark green logo used on white or colored background. For darker backgrounds you will find an alternative below.

3) The Logo Dark Version

Use the dark logo on a light background or against the dark green background.

4) The Logo Light Version

Use the light logo on dark backgrounds or against image backgrounds.

* **Recommended formats are:**

.eps | .ai | .jpeg | .png | .tiff

* **Attention:**

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency.

CLEARSPACE

COMPUTATION:

To work out the clearspace take the height of the "W."

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the symbol itself and our company name—they have a fixed relationship that should never be changed in any way.

LOGO VARIATIONS

1) The Full Logo Lock-up

Use the dark logo on a light background or against the dark green background.

2) The Logo-mark Only

Use the light logo on dark backgrounds or against image backgrounds.

*** Definition:**

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

LOGO APPLICATION

LOGO A	**LOGO B**	**LOGO C**	**LOGO D**
Colored Version	Inversed Colored	Gray Scale	Black & White

LOGO SIZE (MINIMUM)

1) The Full Logo Lock-up

Minimum size: 20 mm x 26.5 mm

2) The Logo-mark Only

Minimum size: 10 mm x 10 mm

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SECTION 2

CORPORATE TYPOGRAPHY

OVERVIEW

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Whealthy Franchise communications. We have selected Arciform Sans and HK Nova, which helps inject energy and enthusiasm into the entire design of Whealthy Franchise Inc. and it's communications, as the primary and secondary corporate typefaces.

PRIMARY FONT

ARCIFORM SANS

Designed by Matt Ellis

Arciform is a serif typeface created by Matt Ellis for design fun. Matt Ellis is a designer who loves grids, typography and order in his work. A geometric sans serif typeface with rounds and a light and fluffy feel.

ARCIFORM

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π · ± '
æ œ @ Δ ° ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ ‹ › ≥ ˘ › ‹ ◊

SECONDARY FONT

HK NOVA

Designed by Alfredo Pradil

HK Nova™ is a sans serif typeface with 3 versions (Standard, Rounded and Narrow) that is inspired by the geometric Century Gothic and Futura. It formalizes Century Gothic and softens Futura to form a highly usable hybrid typeface.

HK NOVA

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § $ % & / ( ) = ? ` ; :
¡ " ¶ ¢ [ ] | { } ≠ ¿ '
« ∑ € ® † Ω ¨ / ø π · ± '
æ œ @ ∆ ° ª © ƒ ∂ , å ¥ ≈ ç
√ ~ µ ∞ … – ≤ < > ≥ ˘ › ‹ ◊

EXTENDED TYPE

Rounded

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

Bold

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

Heavy

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

TYPE EXAMPLES

"Wealth is the ability to fully experience life."

–Henry David Thoreau

HEALTH
IS THE
GREATEST
GIFT AND
CONTENTMENT
THE GREATEST
WEALTH.

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BUDDHA

DISPLAY FONTS

How to use display fonts

In addition to the primary and secondary type-faces, our system includes a system of stylized hand drawn type faces. These typefaces are to be used for display purposes only as an added accent to messaging.

LeGourment

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

Sunn

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

Lilykins Regular

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

Leira Lite

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

TEXT HIERARCHY

CAPTIONS / COPY

Captions

Whealthy Restaurant

–

HK Nova Regular
7 pt Type / 11 pt Leading

Body Copy

Whealthy Restaurant

–

Source Sans Pro Regular
8 pt Type / 12 pt Leading

Headlines

WHEALTHY RESTAURANT

–

HK Nova Bold Rounded (ALL CAPS)
10 pt Type / 14 pt Leading

HEADLINES / TITLES

Sub Headlines

Whealthy Restaurant

–

HK Nova Bold Rounded
16 pt Type / 20 pt Leading

Titles

WHEALTHY RESTAURANT

–

HK Nova Bold Rounded (ALL CAPS)
34 pt Type / 38 pt Leading

IT IS
HEALTH THAT
— IS REAL —
WEALTH AND NOT
PIECES OF
GOLD AND SILVER.

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MAHATMA GANDHI

WHEALTHY
~ EST. 2017 ~

PRIMARY COLORS

SECTION 3

COLOR SYSTEMS

OVERVIEW

Color plays an important role in the Whealthy Restaurant identity program. The colors are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Whealthy Restaurant brand identity across all relevant media.

Explanation:

Whealthy Franchise Inc. has two official colors: Dark Green and Golden Yellow. These colors were selected to help accent the restaurant's modern & contemporary outlook on a healthy diet. The primary system colors are recognizable identifiers for the company.

Usage:

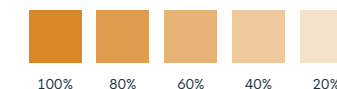Use them as the dominant color palette for all internal and external visual presentations of the company.

PRIMARY COLOR 01
Dark Green

COLOR CODE

CMYK:	C85 M64 Y58 K58
PANTONE:	5467C
RGB:	R27 G48 B54
HEX:	#1b3036
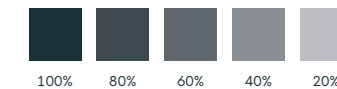
COLOR TONES

100%   80%   60%   40%   20%

PRIMARY COLOR 02
Golden Yellow

COLOR CODE

CMYK:	C12 M52 Y100 K1
PANTONE:	7569C
RGB:	R18 G136 B36
HEX:	#da8824

COLOR TONES
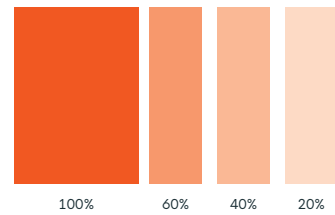
100%   80%   60%   40%   20%

SECONDARY COLORS

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Whealthy Restaurant. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.
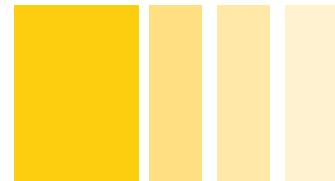
Usage:

Use them to accent and support the primary color palette.

100%   60%   40%   20%

COLOR CODE

CMYK: C85 M64 Y58 K58
PANTONE: 5467C
RGB: R27 G48 B54
HEX: #1b3036

100%   60%   40%   20%

COLOR CODE

CMYK: C85 M64 Y58 K58
PANTONE: 5467C
RGB: R27 G48 B54
HEX: #1b3036

100%   60%   40%   20%

COLOR CODE

CMYK: C85 M64 Y58 K58
PANTONE: 5467C
RGB: R27 G48 B54
HEX: #1b3036

100%   60%   40%   20%

COLOR CODE

CMYK: C85 M64 Y58 K58
PANTONE: 5467C
RGB: R27 G48 B54
HEX: #1b3036

THE
FIRST
WEALTH
IS
HEALTH.

WHEALTHY
— EST. 2017 —

Ralph Waldo Emerson

LETTERHEAD

SECTION 4

CORPORATE STATIONARY

Explanation:

This shows the approved layouts with the primary elements of the Whealthy Restaurant stationery system for the front and backside of the letterheads.

4.1: Letterhead
4.2: Business Cards
4.3: Envelope

Usage:

The letterhead will be used for all official communication that is going out of Whealthy Restaurant.

* Parameters:

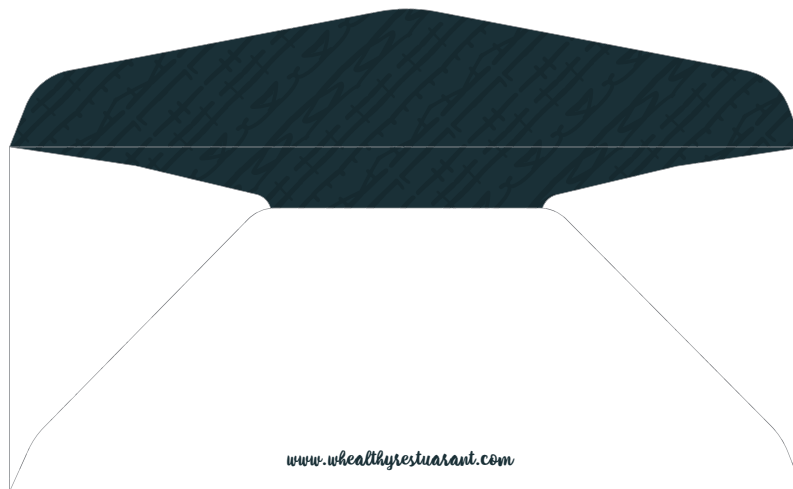Dimensions 8.5 in x 11 in
10 pt uncoated white paper stock.

LETTERHEAD

Explanation:

This shows the approved layouts with the primary elements of the Whealthy Restaurant stationery system for the envelopes.

Usage:

The letterhead will be used for all official communication that is going out of Whealthy Restaurant.

Whealthy Franchise Inc.
18200 Von Karman Avenue
Suite #710, Irvine, CA 92612

www.whealthyrestuarant.com

* **Parameters:**

Dimensions A10 (4.125 in x 9.5 in)

* **Weight:**

10 pt Uncoated White

* **Print:**

CMYK

BUSINESS CARD

Explanation:

This shows the approved layouts with the primary elements of the Whealthy Restaurant stationary system for business cards.

Usage:

The business cards will be used for all official contact and communication of Whealthy Restaurant.

FRONT

BACK

Neil Moody
Chief Operating Officer
714.863.2096

18200 Von Karman Ave
Suite 710
Irvine CA 92612

neil@whealthyworld.com
whealthyrestaurant.com

* **Parameters:**

Dimensions 2.5 in x 3 in

* **Weight:**

14 pt Uncoated White Matte Spot UV.
Silk Laminate

* **Print:**

CMYK

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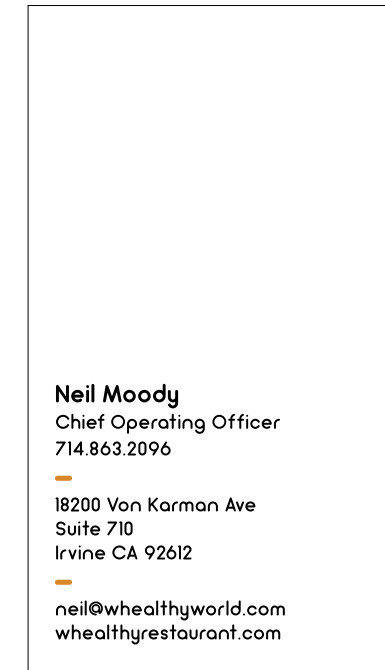
PATTERNS

SECTION 5

PATTERNS & APPLICATIONS

5.1: Patterns
5.2: Applications
5.3: Iconography

Explanation:

Patterns are one of our favorite branding elements! They can play a vital role in brand recognition, bringing life to simple logos and helping create strong, memorable brand expressions. In some cases patterns can become even more recognizable then actual logo.

Usage:

Use them as accents to backgrounds on printed, and digital formats for a consistent look that will help people recognize the Whealthy brand.
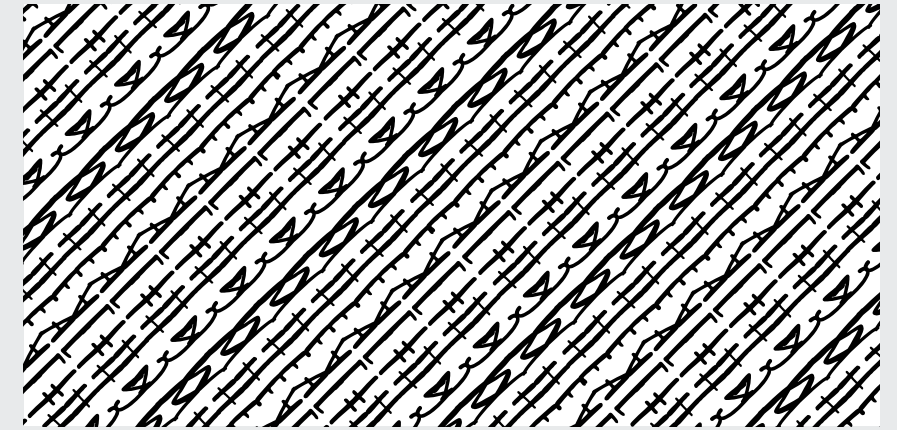
1) Parameters:

Transparent Settings to Multiply
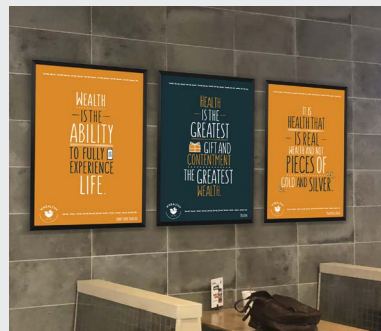
20% Opacity

1

APPLICATION

1) Exterior Window Graphics

Complete the window graphics with the subtle pattern placed on the bottom as a subliminal recognition pattern. The pattern will be used throughout stores.

*Recommended formats:

Weather resistant adhesive vinyl material. All graphics should not exceed to cover 60% of exterior window space.

3) Interior Posters

Typographic posters that evoke a healthy life style and interprets wealth different from monetary value.

4) Apparel / Uniforms

Simple black t-shirts made of 50/50 cotton and polyester blend. Graphics should be simple and bold using logo and tag-line, "Next Level Grill."

POSTERS

APPAREL

ICONOGRAPHY

Explanation:

An icon is a pictograph displayed on a screen or print layout in order to help the user navigate through the content in an easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of a software tool, function or a data file.

Usage:

Icons must be used with a background and scaled proportionally.

* Parameters:

Minimum Stroke Weight 1pt

WHEALTHY FRANCHISE INC.

WE LOVE
OUR BRAND!

Whealthy Franchise Inc.

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Irvine CA 92612