

Logotype Redesign

National Gourmet

NG Logotype Solution 1

This typeface is fancy looking and could make the company seem more higher end with a classy feel

NATIONAL GOURMET

NG Logotype Solution 2

This typeface is more formal and serious. It gives off a fancy look as well while still looking giving the impression the company is important

Product & Text

Accessories

The Copper Bottom collection offers the rapid heat transfer of copper, the even heat distribution of aluminum, and the durability of easy-to-clean stainless steel. The super-capsulated bottom contains an aluminum core covered with a layer of polished copper. The cast stainless steel handles feature a heat-dispersing and elegant design attached with non-corrosive rivets. Precision-fitting, heavy-gauge stainless steel lids complete this line's professional look.

(Headline: Hiragino Gothic Std, Body: StixGeneral)



Color Concepts



Black accent color- 0 C, 0 M, 0 Y, 1000 K



Maaroon accent color- 0 C, 100 M, 96 Y, 35 K



Orange accent color- 0 C, 41 M, 87 Y, 0 K



Chartreuse accent color- 0 C, 4 M, 100 Y, 23 K



Green accent color- 43 C, 0 M, 100 Y, 44 K

Text Options

Headline text option 1: Hiragino Gothic Std, 20 pt

Headline text option 2: Lantinghei SC, 23 pt

Copy text option 1: Letter Gothic Std, 17 pt

Copy text option 2: STIXGeneral, 17 pt