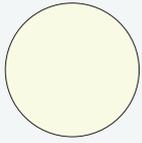


Macaroni & Drunk

STYLE GUIDE



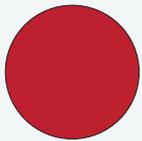
HEAVY CREAM
#F9FAE3



SWEET BUTTER
#F8F4B6



FILIUS
#4BABB7



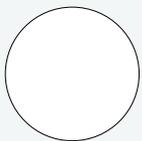
CAYENNE
#BD202



POIVRE GRIS
#31383C



BLACK PEPPER
#000000



SEA SALT
#FFFFFF

COLOR PALETTE

HEADER H1

Abril Fat Face / Black Pepper / 60pt

HEADER H2

Abril Fat Face / Filius / 36pt
Underline: Six characters long,
counting spaces, /5" wide.

HEADER H3

Abril Fat Face / Cayenne / 36pt

Header H4

Abril Fat Face / Black Pepper / 30pt

Body Text (Paragraph)

Montserrat/ Black Pepper / 16pt

Link Text

Lato Underline / Filius / 16pt

BUTTON TEXT

Montserrat / Sea Salt / 16pt

DESELECTED

SELECTED

Sub-navigation: Lato, 12pt

Rounding, 18.31px, POIVRE GRIS selected.

TYPOGRAPHY

GRID + SPACING

GRID

Desktop (12 Columns)



Content Container Max-Width: 1366px | Margin, Gutter: 32px | Column: 82px
Recommended widths:
3-col content, 330px
2-col content, 384px

Mobile (6 Columns)



Content Container Max-Width: 600px | Margin, Gutter: 24px | Column: 76px

SPACING

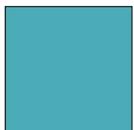
Spacing can be applied via either margin or padding using predefined CSS classes consistent with the size definitions described below. Ex: margin-small {margin: 8px; }

 S: 8px

 M: 16px

 ML: 24px

 L: 32px

 XL: 48px
DESKTOP /
TABLET ONLY

ICONOGRAPHY

| ICON FAMILY | S | M | L | NOTES |
|---|--|---|---|---|
| GRIDDL Gradient & White licensed |  25x25px |  40x40px |  50x50px | Page body: Gradient set Footer / Header: White set Mobile: S Tablet / Desktop: M/L |
| TASTY ICONS 500 icons Licensed |  35x35px |  45x45px |  60x60px | Page body only Mobile: Inline S, H1 M Table / Desktop: Inline M, H1 L |
| OPENTABLE brand.opentable.com/logo/ |  width: 50px |  width: 100px |  width: 150px | See OpenTable for official use rules. Mobile: S Tablet / Desktop: Secondary reference, M Credit reference (near form), L |
| PIXEL ICONS http://www.pixelicons.com |  | | | 35px Opacity: 24% |

MAIN MENU

Menu Item: Desktop
Color: Sea Salt
Size: 16pt

Menu Item: Mobile
Color: Black Pepper
Size: 9pt

VOICE

Voice guidelines govern content.
Some examples:

- Paragraph blocks
- Menu item descriptions
- Form labels
- Errors and informational messages
- Captions

Active voice Use active voice. Avoid passive voice.

Avoid slang and jargon Write in plain English.

Write positively. Use positive language rather than negative language.

Keep it upbeat and fun! Our customers are kids at heart, but have left their kids at home.

IMAGERY



- Full color, high resolution, professional quality
- No clipart or stock photography
- Physical size sufficient for scaling

ON-PAGE ELEMENTS



- Full bleed images of food, beverages, table sets
- Full color, high resolution
- Physical size sufficient for scaling
- Overlay - Fill: Sea Salt, Opacity 9%

BACKGROUND ELEMENTS