Branding Guidelines

Identity Manual

01.

Our Mission

"

GPO is a nod to our past as the General Post Office, welcoming fresh ideas and conjuring up memories from our travels around the world.

We believe in celebrating the simple pleasures; enriching dining experiences and vibrant, fresh flavour.

02. Brand Colours

Colour Palette

The selected colours chosen represent a simple yet sopisticated approach that GPO would like to portay.

These are the only colours to be used on GPO branding.

Persian Plum
#721621

Prussian Blue
#0A2A3C

Black
#000000

Onyx
#3E3F48

Platinum
#E8E8E3

White
#FFFFFF

03.

Logo & Usage

Primary Logo

The primary logo falls along with the idea of travel and vintage styling. A simplistic yet unique design. The lines on the side represent airmail stamp lines followed with a touch of traditional colours of an airmail sticker/stamp e.g red, blue and black.

Emblem

Emblem logos are popular choices for organisations that want to evoke a feeling of heritage and nostalgia. The traditional shape and appearance of these logos make them great for communicating deep, intangible values.

This emblem is the other main graphic that represents GPO and will be used most often. The emblem portrays that GPO draws on the themes of travel & nostalgia. The restuarant will cater to a diverse demographic and will be the place to eat, to drink and socialise in a relaxed yet premium, refined setting.
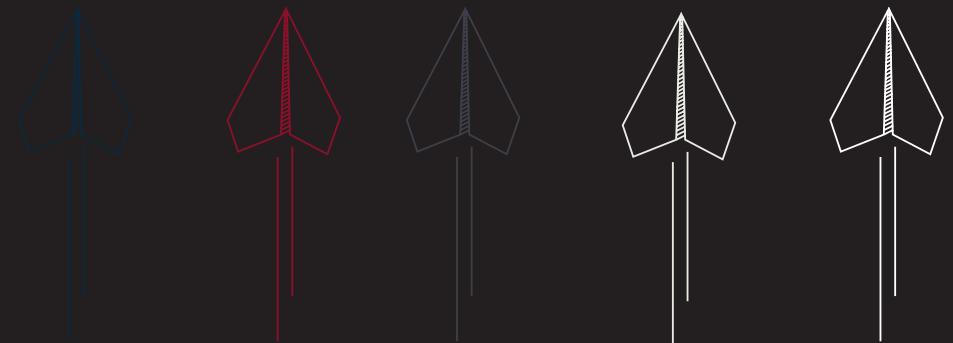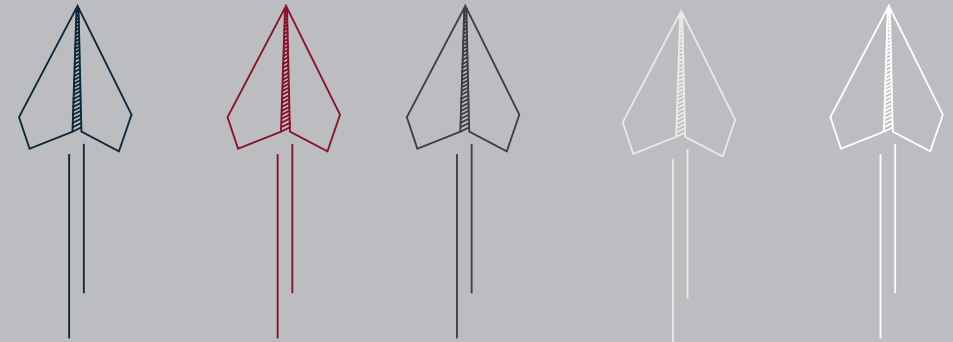
Social Presence

Simplicity is the way to go. The logomark is the easiest way for consumers to identify your brand. Take a look at your competitors and you'll find they've taken the same approach.
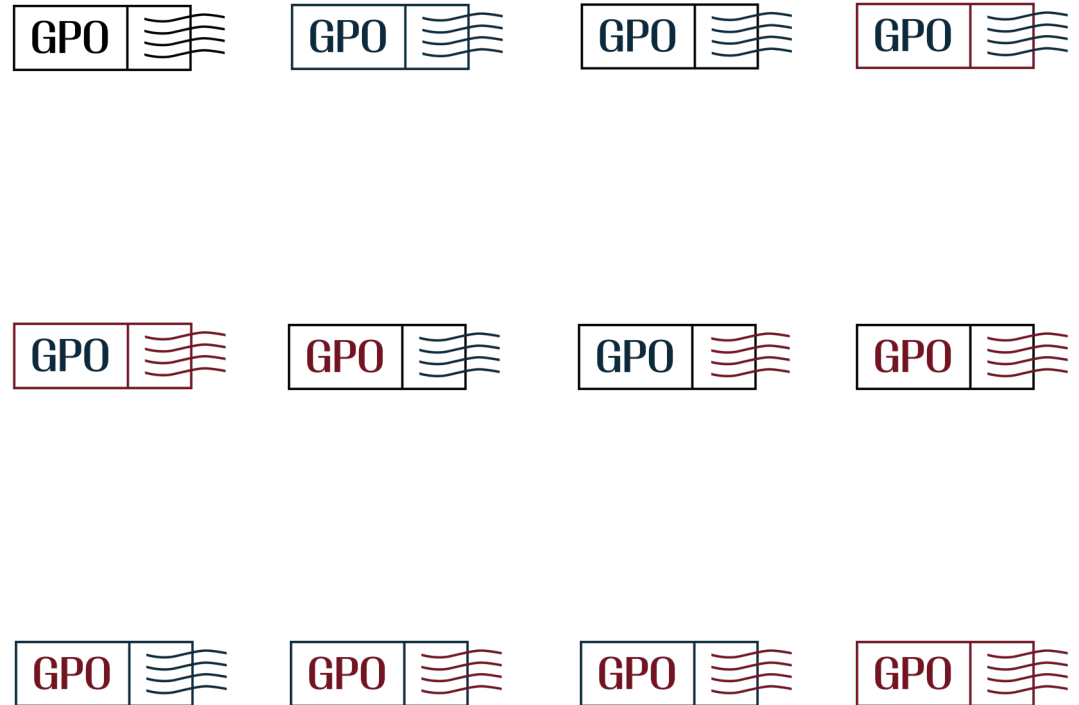
For social presence we can take advantage of the emblem rather than focusing on the primary logo.
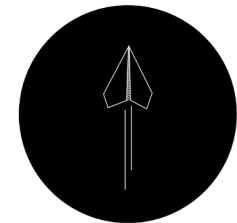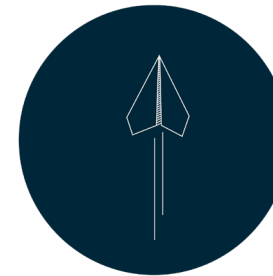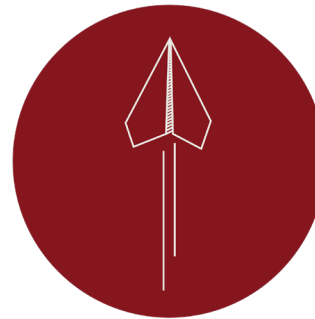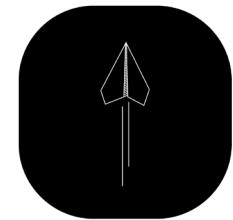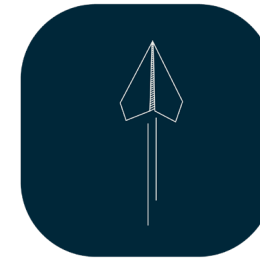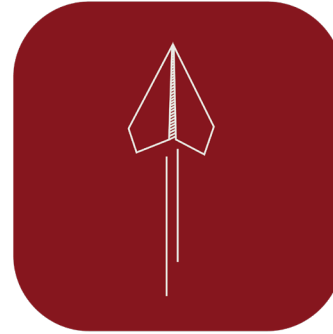
Logo Variations

The colour selection of the logo is interchangable. We can switch up and work around the colour palette. This is all depending on situation and / or subject such as packaging, stickers, website, etc.
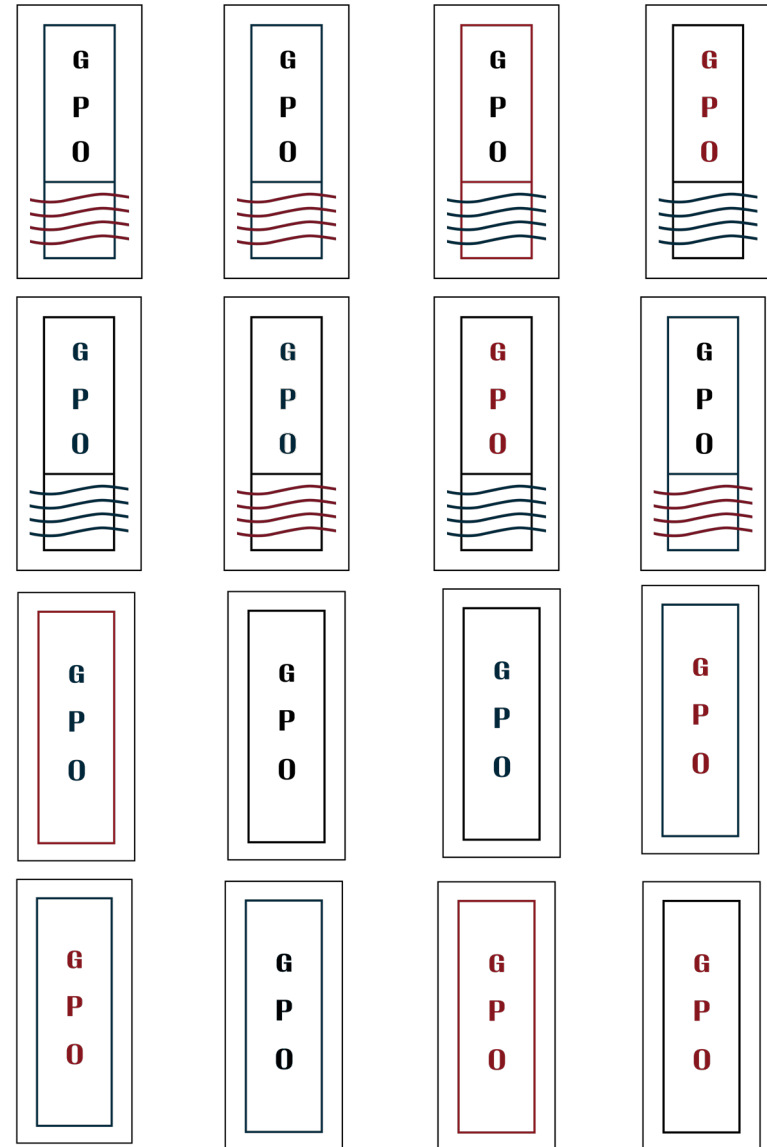
This is a versatile logo.

Signage

REQUESTED.

Two styles with a variation of the GPO colour palette.

04.
Font Pairings

Aa
Timonium

Timonium is a distinctive sans serif with an optimistic voice. The crisp, high-contrast forms are perfect for articulating forward looking communications in any context.

Light
Medium
Bold
Black
Ultra

Aa
DM Sans

DM Sans is a low-contrast geometric sans-serif design, intended for use at smaller text sizes

Regular
Italic
Medium
Medium- Italics
Bold
Bold Italics

05.

Menu Mock-Up

An approachable menu is served, accompanied by a thoughtful wine selection and with down to earth yet slick and professional service.

06.

Photography Guidelines

Modern Vintage

Key ideas to GPO's photography:

- Warm, nostalgic candid photos of staff & guests – modern vintage photography style
- Real people in real situations
- Dishes in real setups & flat-lays (nothing obviously 'staged')
- Diversity of community and demographic
- Showcase the versatility of dining options (solo diners, light bites after work, celebrations, pre-theatre etc.)
- Suppliers, their journeys, stories, people, product
- Our relationship with the customer
- Food being made in the kitchen
- Ingredients and seasonal produce (receiving deliveries)