



BRAND GUIDELINES



# // Dynamic, fresh & classy.

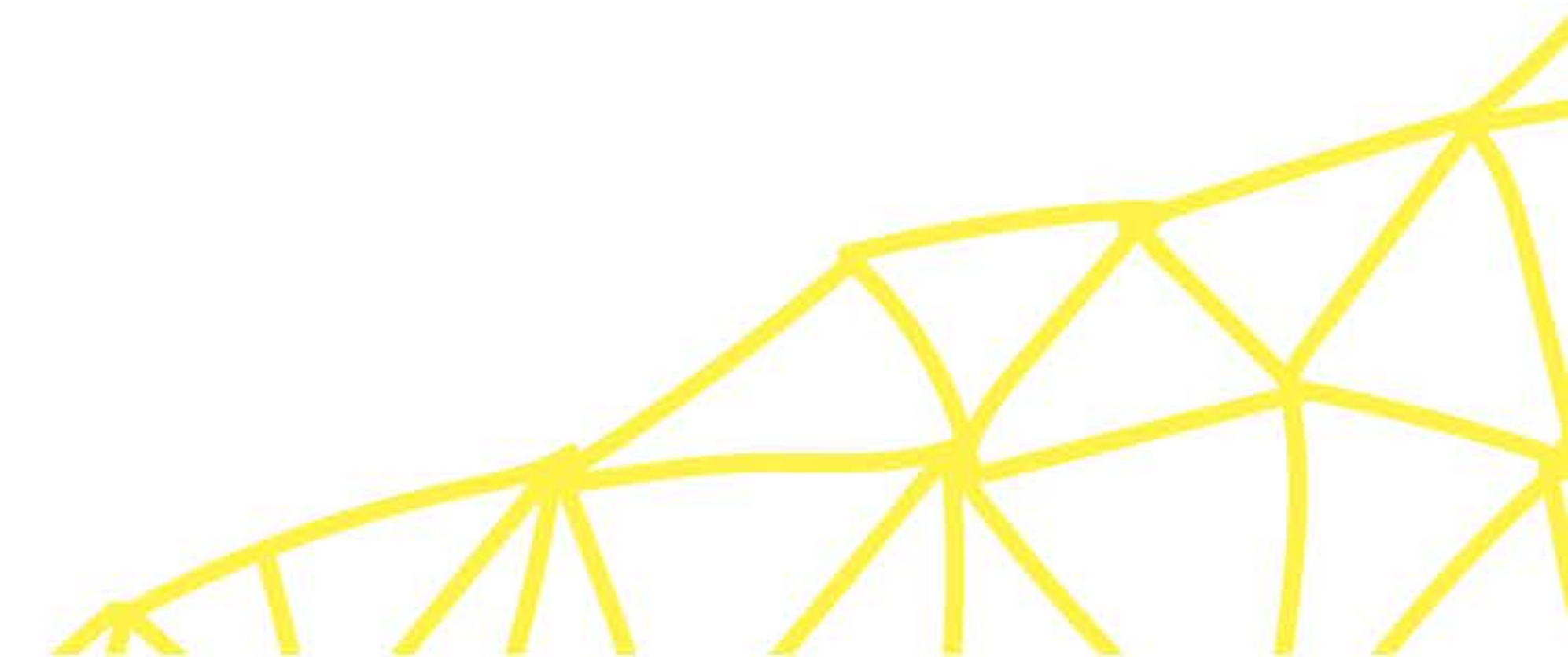
Working Lunch Co is a dynamic but down to earth catering company delivering handmade sandwich, patisserie, fruit and grazing platters to boardrooms, conferences and team meetings throughout Sydney. We pride ourselves on delivering fresh, on-trend food presented in a contemporary style. In addition, online ordering, first-class customer service and value for money ensure we are their first choice.





# BRAND GUIDELINES

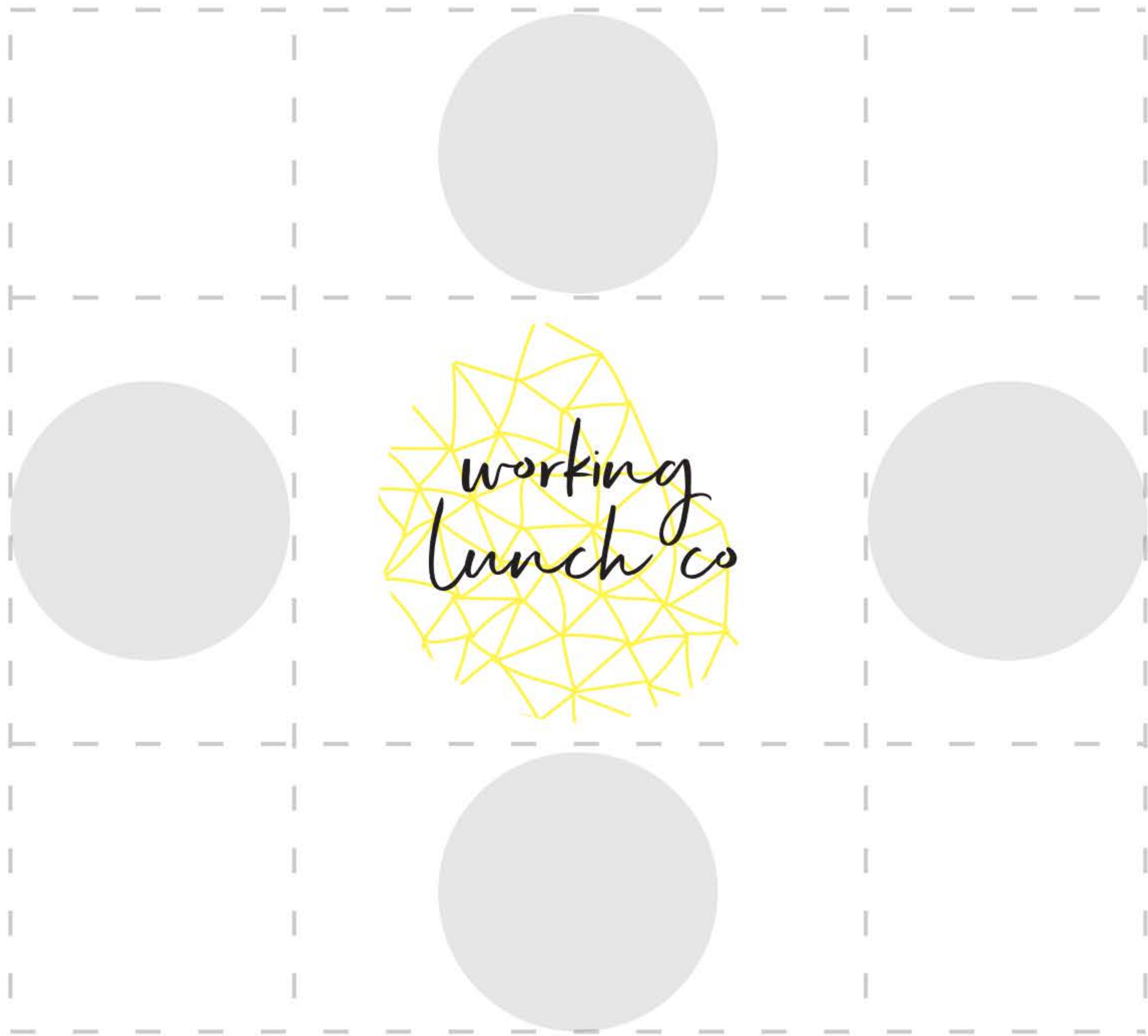
## 02 Logo





# BRAND GUIDELINES

## 03 Logo usage



Please allow adequate spacing at all times.



Letterhead example



Photography example



Business card example





# BRAND GUIDELINES

## 04 Typography

# Echo Soul

Looks like

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

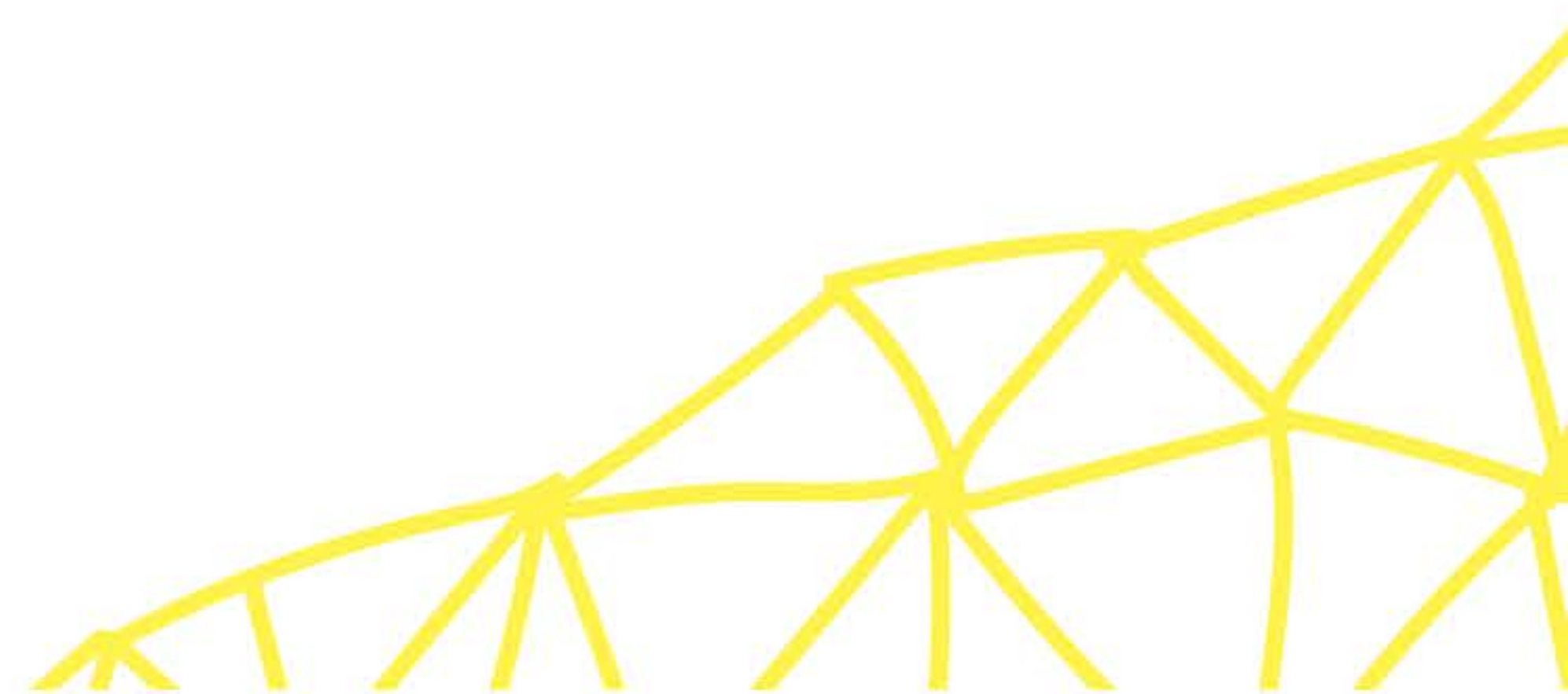
a b c d e f g h i j k l m n o p q r s t u v w

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* () \_ + = " : ' ? > <

Use for headings and call-outs with additional line spacing

This font has the freedom,  
flair & personality you  
want to convey to your  
peeps.

Truth!





# BRAND GUIDELINES

## 05 Typography

# Arvo

Looks like

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

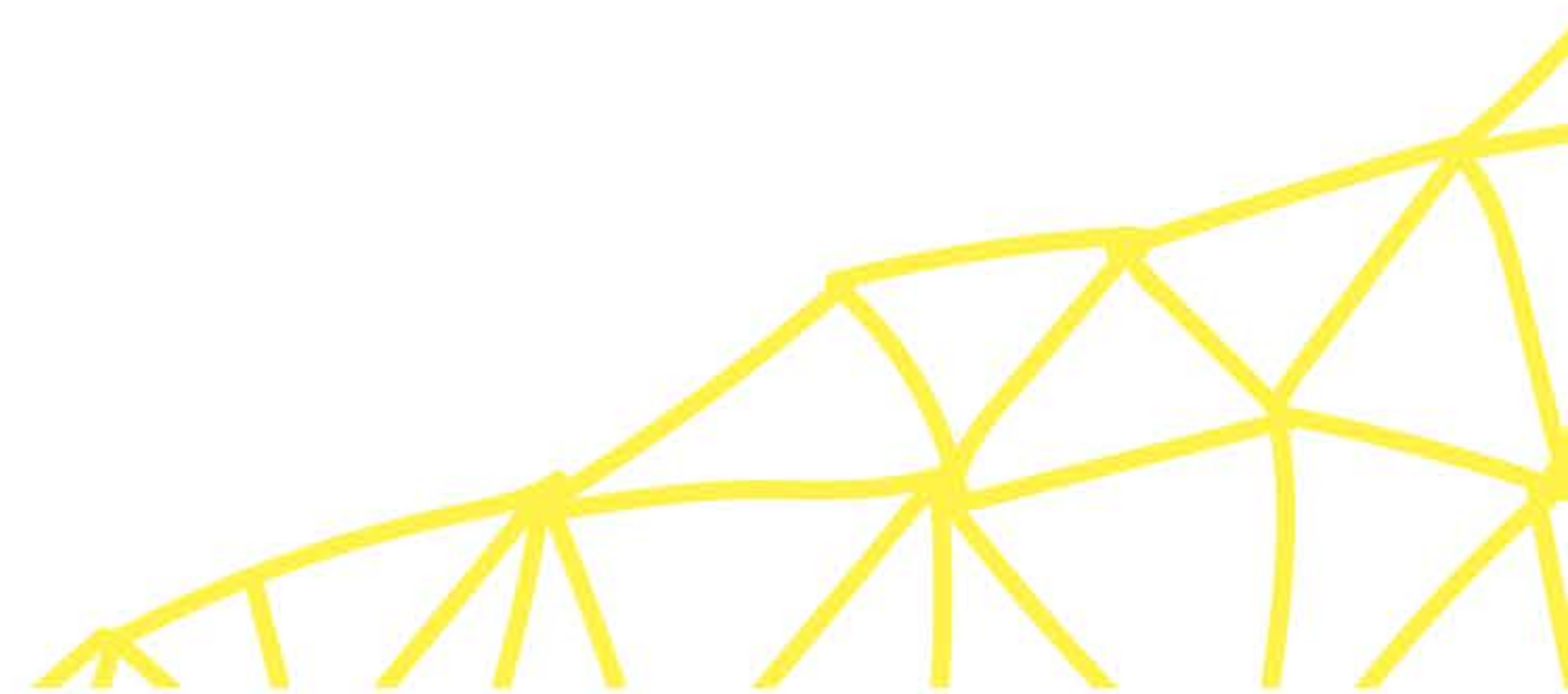
1234567890!@#\$%^&\*()\_+="':?><

Use caps in sub-headings with a bit of extra spacing

LIKE SO. CUTE, YES?

And just out of the box for paragraphs.

Fashion axe forage organic leggings, tumeric  
selfies occupy trust fund yuccie health goth  
disrupt four loko. Roof party distillery cornhole  
meh, poke DIY single-origin coffee cray hashtag  
dreamcatcher PBR&B forage. Green juice you  
probably haven't heard of them migas, truffaut  
heirloom ennui raw denim gluten-free pork  
belly 3 wolf moon everyday carry crucifix.





Breakfast

## HOT YUMMY THINGS

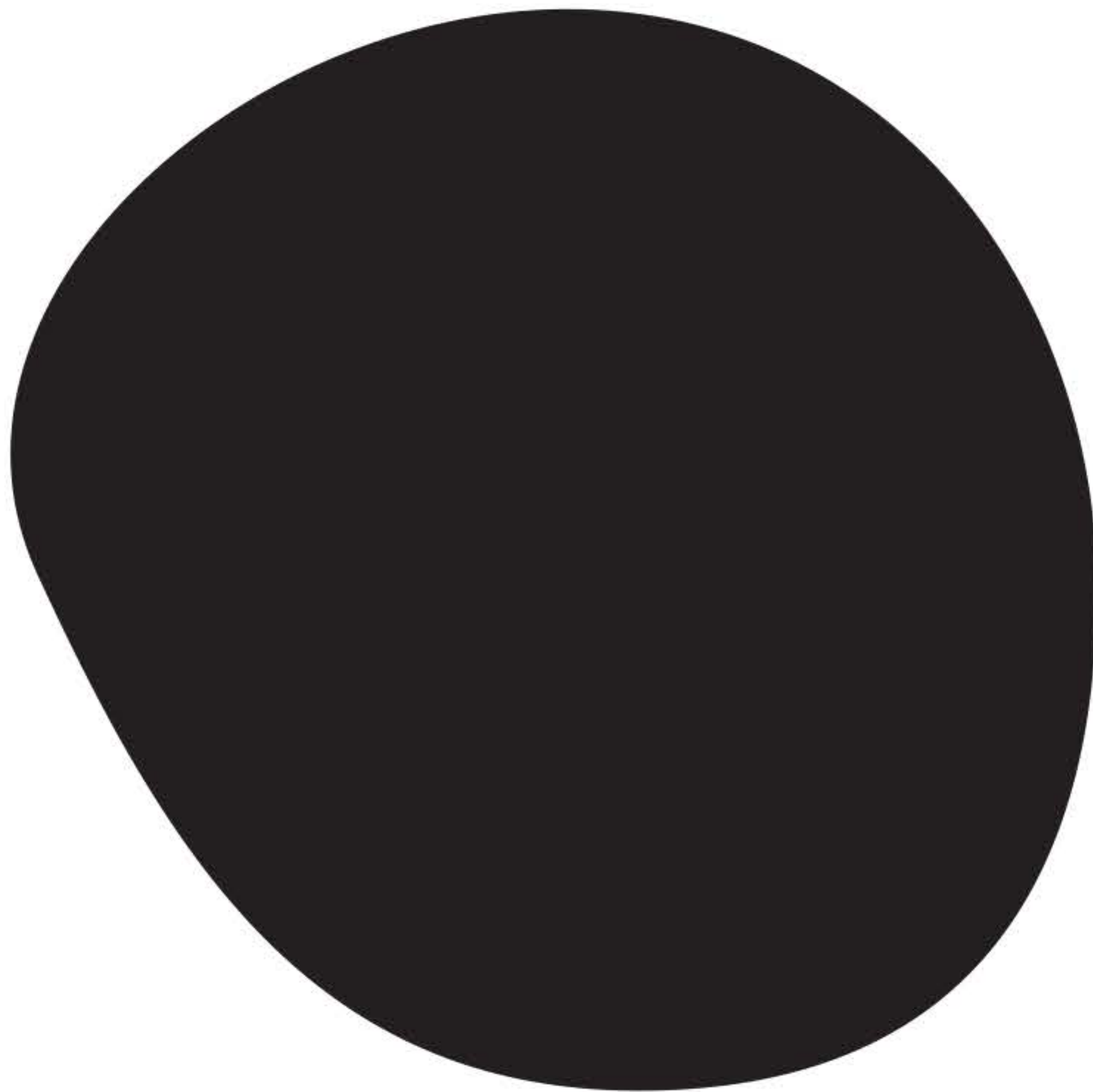
Bacon ipsum dolor amet brisket veniam eu  
exercitation salami incidunt. Qui ullamco  
exercitation pastrami. Pancetta sint burgdoggen  
short ribs beef pariatur ribeye jerky eiusmod.

15.0

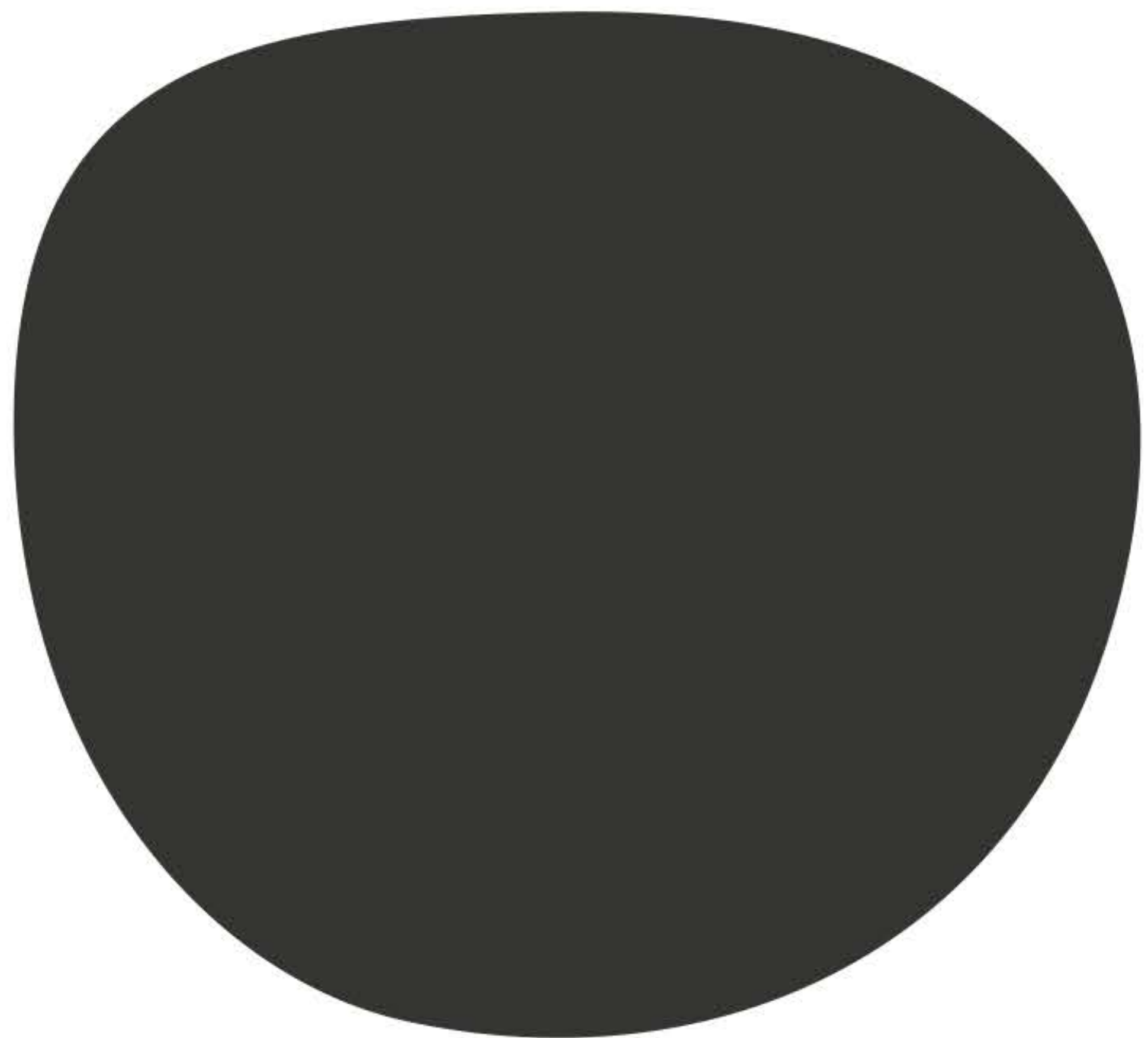


BRAND GUIDELINES

07 Colour



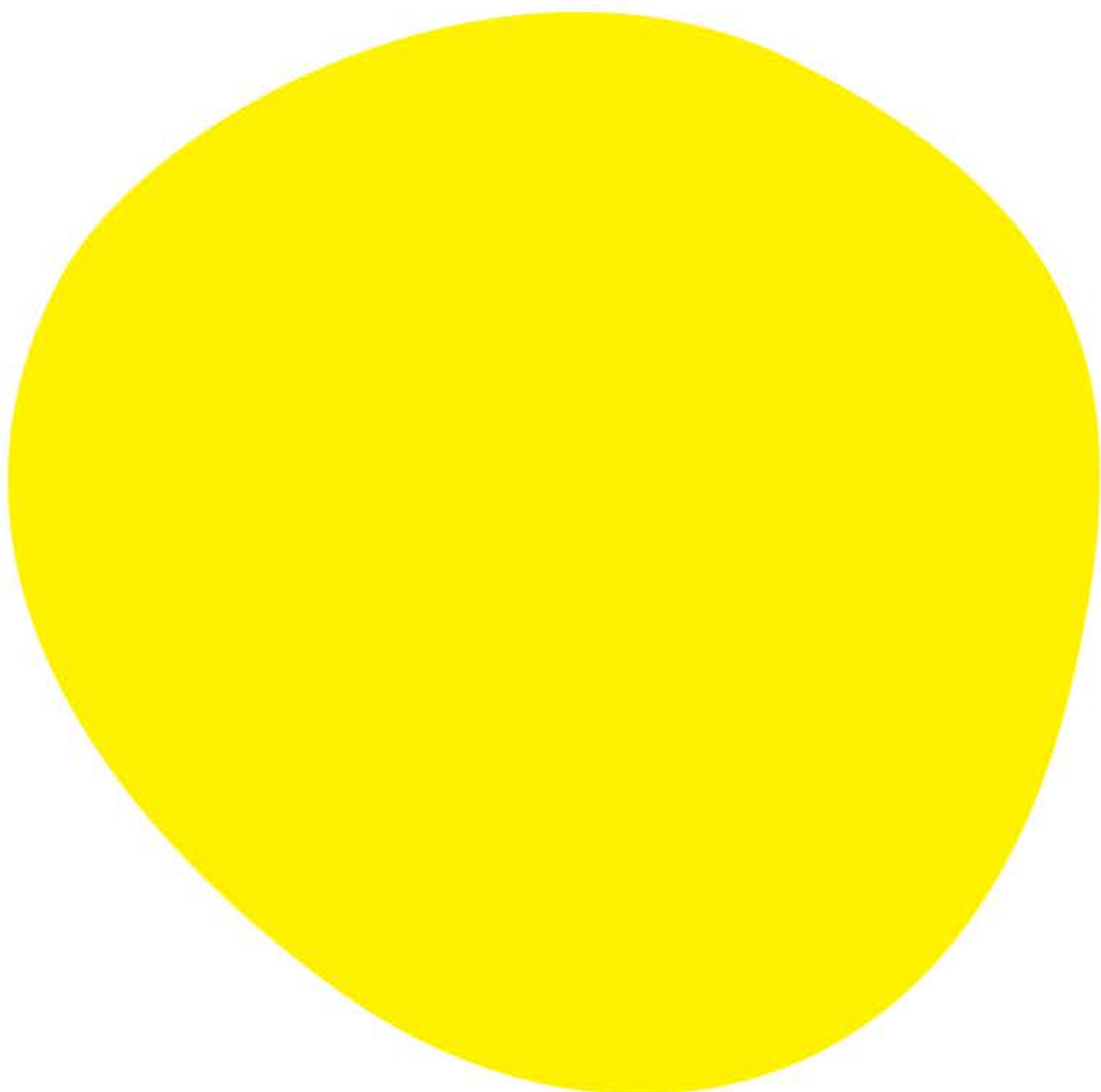
#000000



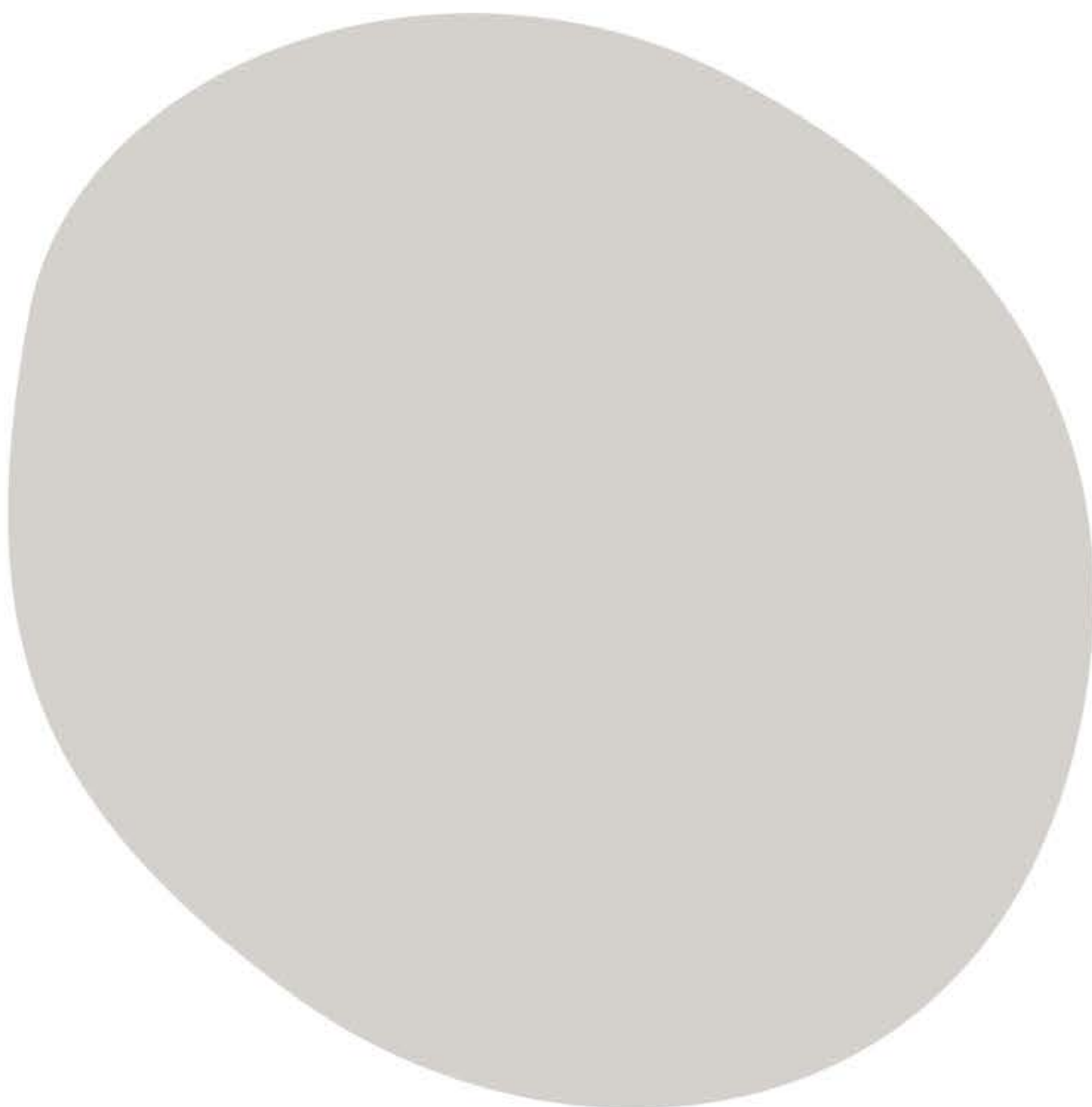
#343432



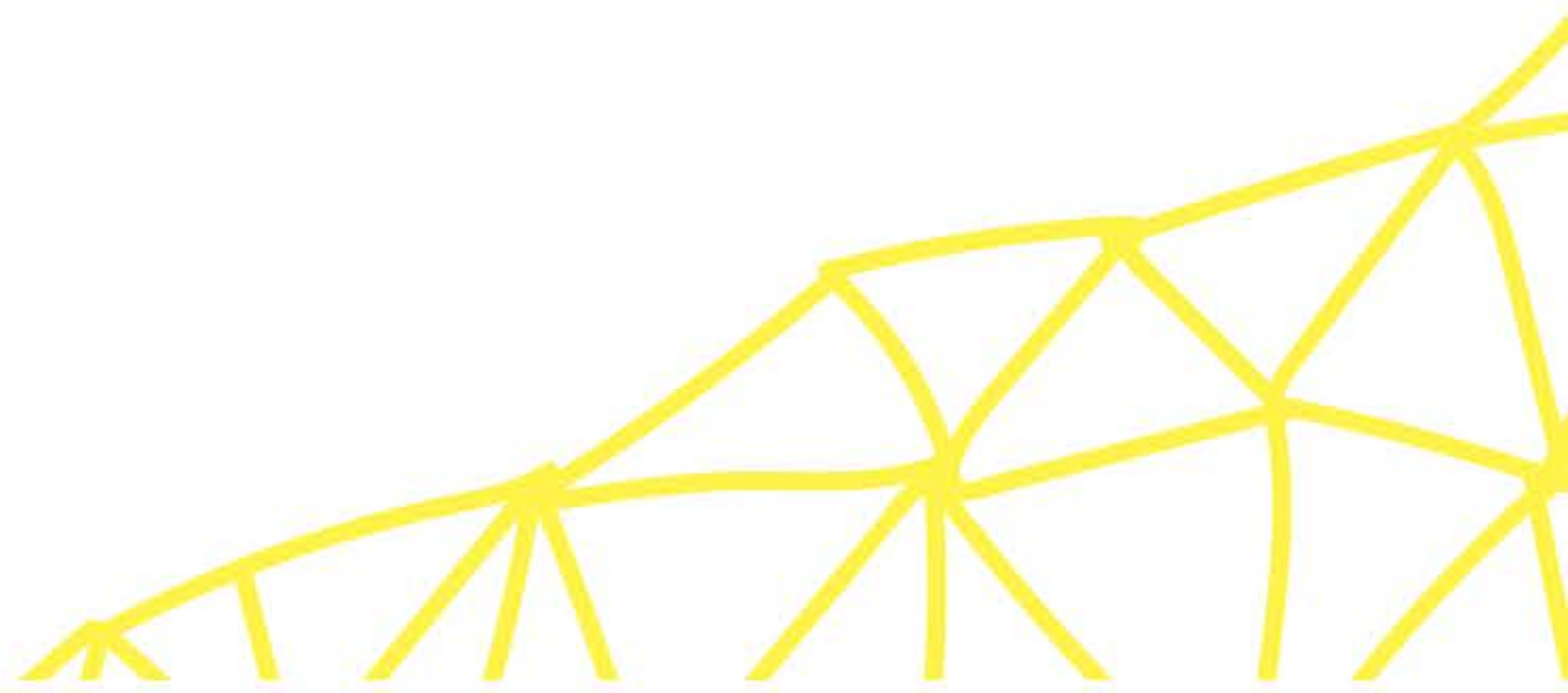
#F8F1E9



#FFF200



#D5D2CC





# BRAND GUIDELINES

## 08 Behind the design



Winning design by Sarah Crawford



### Sarah Crawford

#### Experience skill set

Logo design

Brand Identity

Web

Illustration

[View portfolio](#)

[Invite to work](#)

99designs helped connect Working Lunch Co with Hobart-based designer Sarah Crawford.

The contest went for 7 days and attracted over 200 design entries from all around the world. This allowed Working Lunch Co to explore lots of design options before they selected a design they loved and fit their brand.



# BRAND GUIDELINES

## 09 Glossary

### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

### Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

### CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

### Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

### Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

### Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



# BRAND GUIDELINE

## 10 Glossary

### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

### EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.





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