

taste  
HOSPITALITY GROUP

BRAND GUIDE

————— EST. 2017 —————

# COLOR

## PALETTE

The colors used for all Taste Hospitality Group branding. Taste Blue is our brand's primary color and should always be included. Dark Gray is a substitute for standard black and will typically be applied to text.



### *Taste Blue*

CMYK 85, 62, 30, 10  
HSB 209.37, 57.02, 50.85  
RGB 56, 93, 130  
HEX #385d82  
PANTONE 647 C



### *Dark Blue*

CMYK 90, 74, 50, 50  
HSB 209.09, 58.18, 25.35  
RGB 27, 46, 65  
HEX #1b2e41  
PANTONE 539 C



### *Dark Gray*

CMYK 0, 0, 0, 90  
HSB 254.73, 2.62, 25.86  
RGB 65, 64, 66  
HEX #414042  
PANTONE 419 C



### *Medium Gray*

CMYK 0, 0, 0, 60  
HSB 215.19, 3.32, 52.03  
RGB 128, 130, 133  
HEX #808285  
PANTONE Cool Gray 9 C



### *Light Gray*

CMYK 0, 0, 0, 30  
HSB 212.2, 2.13, 75.31  
RGB 188, 190, 192  
HEX #bcbec0  
PANTONE Cool Gray 4 C



### *White*

CMYK 0, 0, 0, 0  
HSB 215.19, 0, 100  
RGB 255, 255, 255  
HEX #ffffff  
PANTONE "opaque white"

## GROUPS

Proper use of the Taste Hospitality Group palette is dependent on the background to which the branded content is being applied.

### White Background

Dark Blue is not used on a white background to maximize the amount of Taste Blue and because it is often difficult to distinguish between Dark Blue and Dark Gray.



### Light Background

Likely not a common occurrence. Dark Blue is again not included and Medium & Light Gray are replaced by White. Focus is on maximizing contrast.



### Taste Blue Background

Dark Blue finally makes an appearance, replacing Dark Gray. Medium Gray is not used on this background because of contrast issues that occur, especially with smaller elements.



### Dark Background

A dark background should be used sparingly. Dark Blue is not included in this group due to its lack of contrast and potential readability issues.



# LOGO

The standard Taste Hospitality Group logo uses Taste Blue and Medium Gray. The width-height ratio is 2:1. Minimum clear space around the logo is an eighth of the width. "Hospitality Group" should be included if the logo width is 1" or greater.



## ALTERNATIVE COLORS

If the standard Taste Hospitality Group logo color is not suitable for a given application, alternative colors can be used. Color selection is based on the color group guidelines.

**TASTE BLUE**  
*and dark gray*



**WHITE**  
*and light gray*



**WHITE**  
*and medium gray*



## ALTERNATIVE FORMATS

When the standard Taste Hospitality group logo is not suitable one of the alternative formats below may be used. Any additional formatting of the Taste Hospitality Group logo for any purpose requires approval from the Taste Design Team prior to use.

### Boxed

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The Boxed Logo is square with no rounded corners on the container. The inner logo width is 75% of the container for both Fill and Stroke.

#### FILL



#### STROKE



### Outlined

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The Outlined Logo is typically for use in larger formats. The minimum width is 2". A stroke is applied to "Taste" only and "Hospitality Group" becomes an optional inclusion.



taste  
HOSPITALITY GROUP