



B L A N C O

P A R M A N D I F

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01

# Introduction





Blancoparmandif.com



## About BLANCO Par Mandif

In our way of nurturing the nature and culture, we explore the Mother Nature to procure the freshest ingredients. Some element(s) are left untouched, while other(s) are interpreted through our passion and refine craftsmanship. By keeping the tradition alive, we aim to introduce you Indonesian cuisine; defined by BLANCO par Mandif. Selamat Makan



Modern

Minimalist

Elegant

## Our Brand Values

In conclusion, the logo concept for Blanco Par Mandif should be modern, minimalist, and elegant. It should reflect the restaurant's brand values and create a strong emotional connection with customers. By using clean lines, bold typography, premium materials, and elegant design elements, the logo will convey sophistication, luxury, and refinement. This will attract customers who are looking for a high-end dining experience and establish Blanco Par Mandif as a fine dining establishment.

# 02

# Logo

The logo concept for Blanco Par Mandif should be modern, minimalist, and elegant





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# LOGO IDENTITY



LOGO  
ANATOMY



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# Logo Design

The logo for Blanco features a letter "B" with a line pattern incorporated into its design, forming the shape of the letter itself. This concept creates a visually appealing and distinctive logo. It represents movement, energy, connectivity, and specific brand attributes.

Typography using a delicate modern thin serif font to represent modern and minimalist impression with signature typeface to give an authentic handcrafted feel.

## 01 Logomark



## 02 Logotype

B L A N C O  
P A R M A N D I F





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# Logo Variant

Versatility and Scalability: The logo's design with the letter "B" and the line pattern allows for versatility and scalability. It can be applied to different marketing materials, such as digital platforms, print media, signage, or merchandise, while maintaining its integrity and visual impact.

01 Variant A



02 Variant B



03 Variant C





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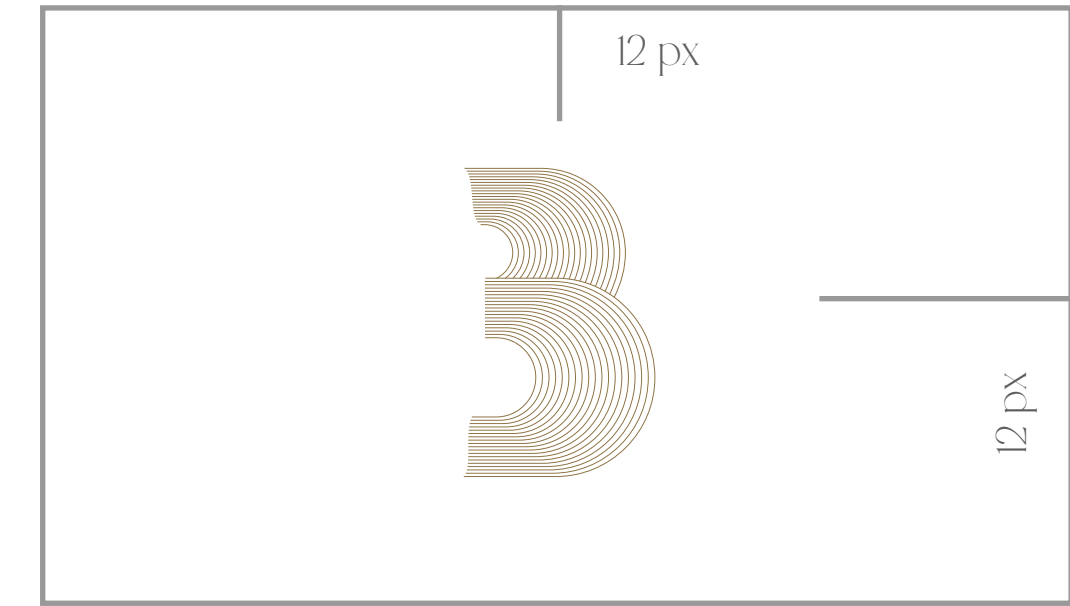
# Logo Placement

A minimalist and modern logo placement aims to keep the design clean and uncluttered. It avoids unnecessary embellishments or distractions, allowing the logo to be the focal point. This simplicity enhances visual impact and promotes a sense of elegance and sophistication.

## 01 Logotype



## 02 Logomark



# 03

# Typography

Typography using a delicate modern thin serif font to represent modern and minimalist impression with signature typeface to Give an authentic handcrafted feel.





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Typography Style

This Font Is  
Victoria font

Uppercase

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

Lowercase

abcdefghijklm  
nopqrstuvwxyz

Type Weight

Regular

Aa



# Typography Style

Victoria font

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
01234567890&\_ \*@?!/+ (,;)

Variant Styles

Regular 400

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ  
1234567890'?"!%#[@]/&  
\<-+÷×=>®©\$€£¥¢:;,\*



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# Paragraph Style

# Hi, This is Main Title

We use Victoria font for subtitle with 47pt and Bold consecetur adipiscing elit, sed do eiusmod

We use Victoria font for Body Text too. Smaller than subtitle. We want to make a balance when using typeface.

Thanks for your attention

# 04

# Color

The color palette for Blanco's concept logo will reflect its minimalist and elegant qualities..





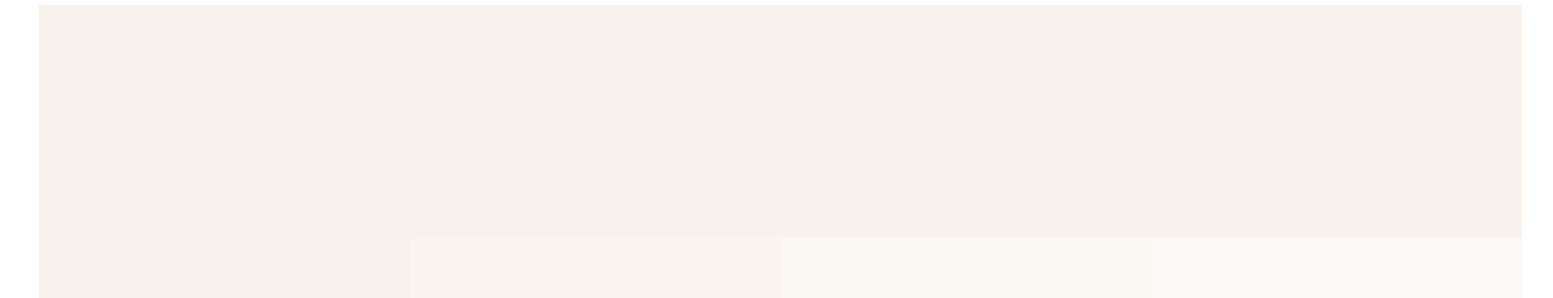
# Color Usage

Gold is often seen as a symbol of wealth and luxury. It evokes a sense of opulence, grandeur, and high-quality experiences. Incorporating gold into the brand color palette can communicate the restaurant's commitment to providing an upscale and refined dining experience.

Black, Grey, and off white is a neutral and versatile color that can evoke feelings of balance, neutrality, and sophistication.



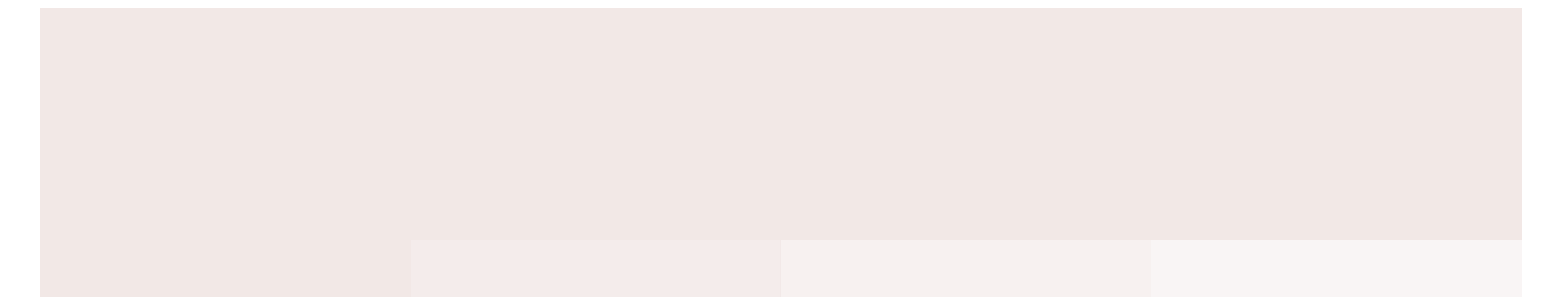
HEX : 8A6D3E



HEX : F9F2EC



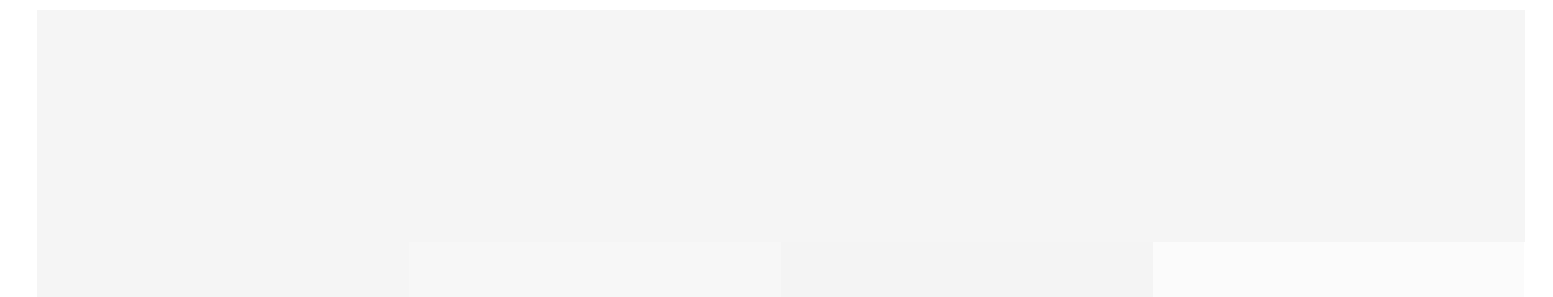
HEX : 181818



HEX : F2E8E6



HEX : 808080



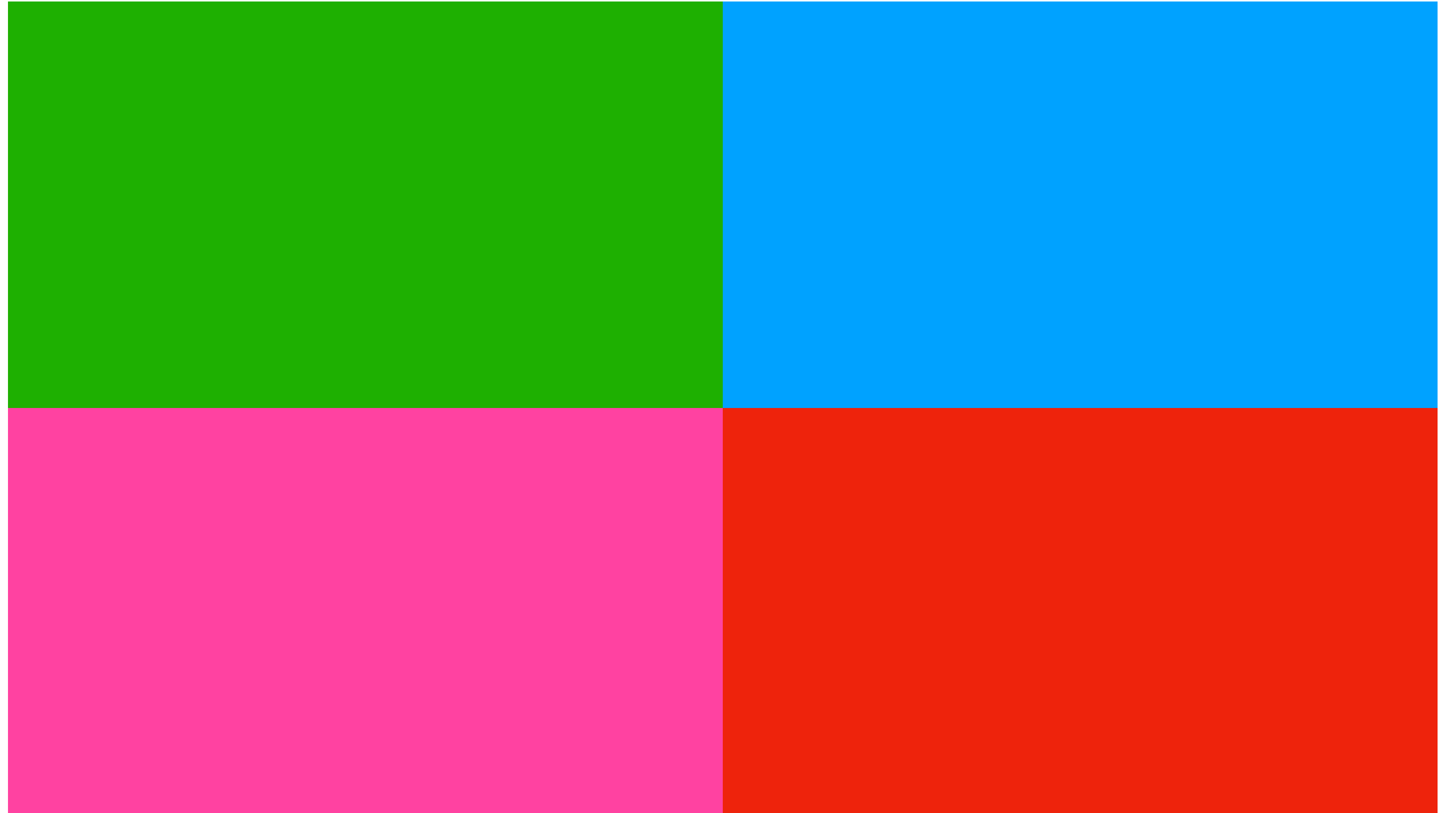
HEX : F5F5F5





# Color Don't Use This Color

When creating a minimalist, elegant, and modern brand color palette, the focus is on simplicity and subtlety. Avoiding contrast colors allows for a more restrained and sophisticated aesthetic.



BLANCO Par Mandif

[Blancoparmandif.com](http://Blancoparmandif.com)

Thank you.

Brand Identity

Relish the finest Gastronomy

