

# COLOR STANDARDS FOR THE BAMBARA RESTAURANT LOGO



The original Logo for the Bambara Restaurant and the tagline will be done in only these colors and with the peppers in this order of Red, Green and Orange, with the red over lapping the green with the green slightly higher, and the green over lapping the orange pepper and top with the orange pepper offset and lower.

## Text Bambara:

### MAGENTA FILL:

PMS- DS Process Magenta U/ DS Process Magenta C

CMKY- C= 1 M= 98 Y= 0 K=0

RGB- R= 234 G=17 B=141

HSB- H= 325.71 S= 92.74 B= 91.76

### YELLOW STROKE: of 2px

PMS- DS Process Yellow U/ DS Process Yellow C

CMKY- C= 5.47 M= 0 Y= 89.45 K=0

RGB- R= 248 G=237 B=52

HSB- H= 56.63 S= 79.03 B= 97.25

## The TAG LINE

### MAGENTA FILL:

PMS- DS Process Magenta U/ DS Process Magenta C

CMKY- C= 1 M= 98 Y= 0 K=0

RGB- R= 234 G=17 B=141

HSB- H= 325.71 S= 92.74 B= 91.76

## The RED PEPPER:

### RED FILL:

PMS- DS 74-2 U/ DS 74-2 C

CMKY- C= 0 M= 85 Y= 85 K= 10

RGB- R= 218 G= 71 B= 50

HSB- H= 7.5 S= 77.06 B= 85.49

## The GREEN PEPPER:

### GREEN FILL:

PMS- DS 279-1 U/ DS 279-1 C

CMKY- C= 90 M= 0 Y= 100 K= 10

RGB- R= 0 G= 157 B= 72

HSB- H= 147.52 S= 100 B= 61.57

## The ORANGE PEPPER:

### ORANGE FILL:

PMS- DS 32-1 U/ DS 32-1 C

CMKY- C= 0 M= 50 Y= 100 K= 0

RGB- R= 247 G= 148 B= 30

HSB- H= 32.63 S= 87.85 B= 96.86

## A Black Stroke for all the Peppers: of 0.303px

PMS- DS DS Process Black U/ DS Process Black C

CMKY- C= 0 M= 0 Y= 0 K= 100 1

RGB- R= 35 G= 31 B= 32

HSB- H= 345 S= 11.43 B= 13.73

## The PEPPER STEMS:

### DARK PEPPER STEM:

PMS- DS 277-1 U/ DS 277-1 C

CMKY- C= 100 M= 0 Y= 100 K= 40

RGB- R= 0 G= 114 B= 54

HSB- H= 148.2 S= 100 B= 44.71

### LIGHTER GREEN CIRCLE OF PEPPER STEM:

PMS- DS 279-1 U/ DS

CMKY- C= 90 M= 0 Y= 100 K= 10

RGB- R= 0 G= 157 B= 72

HSB- H= 147.52 S= 100 B= 61.57

## The Preferred BACKGROUND COLOR:

PMS- DS 2-9 U/DS 2-9 C

CMKY- C= 0 M= 0 Y= 10 K= 3

RGB- R= 247 G=244 B= 225

HSB- H= 51.82 S= 8.91 B= 96.86

## For Designers only:

The only BOARDER that will be used will be on all stationary, business cards and on the front page of the menus and will be the Navajo Brush in Illustrator CS4, with the first corner tile in all corners and the center tile of the brush lined and adjoined to make a complete boarder, with a black stroke, no fill and at a 40% opacity only NO EXCEPTIONS.

## Example of the Boarder

