

# QSR Automations: Brand Design Elements

PRIMARY LOGO



PRIMARY REVERSE LOGO



BLACK LOGO



REVERSE LOGO



DEEP NAVY

Hex: 00162a

R - 0  
G - 22  
B - 42

C - 85  
M - 0  
Y - 0  
K - 100

BLUE

Hex: 005589

R - 0  
G - 85  
B - 137

C - 90  
M - 5  
Y - 0  
K - 60

AQUA

Hex: 51cec2

R - 81  
G - 206  
B - 194

C - 55  
M - 0  
Y - 28  
K - 0

LIME

Hex: 8ee244

R - 142  
G - 226  
B - 68

C - 45  
M - 0  
Y - 89  
K - 0

GOLD

Hex: fbb711

R - 251  
G - 183  
B - 17

C - 0  
M - 30  
Y - 100  
K - 0

RED

Hex: eb6841

R - 235  
B - 104  
G - 65

C - 0  
M - 75  
Y - 80  
K - 0

Hex:  
eae1c5

R - 234  
G - 225  
B - 197

C - 7  
M - 8  
Y - 23  
K - 0

Hex:  
f4f2e9

R - 244  
G - 242  
B - 233

C - 3  
M - 3  
Y - 7  
K - 0

TYPEFACE

# Gilroy

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MODULE LOCKUP STRUCTURE



MODULE ICONS



KITCHEN



HOST



GO



RECIPESPLUS



INSIGHTS