

Restaurant Branding

Fira

Mediterranean style restaurant and cafe named after an island in Santorini. The goal was to give the feel of a restaurant that offers freshly prepared food at the speed of a coffee shop, but with the feel of an upscale restaurant. The restaurant provides authentic Greek style food, but with a modern feel.



Color Palette



Typefaces

Primary Typeface

Gill Sans Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary Typeface

Transat Standard

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Elements

