



BRAND GUIDELINES

SILVER FORK BISTRO

SILVERFORKBISTRO.COM

THE BRAND



Silver Fork Bistro is a refined yet welcoming dining experience where contemporary cuisine meets rustic charm. Inspired by a passion for farm-to-table dining, the brand emphasizes high-quality, locally sourced ingredients, prepared with modern techniques and a respect for tradition. The sleek yet warm atmosphere, defined by polished wood, brushed metal, and deep red tones, creates a sophisticated backdrop for every meal.

BRAND VOICE

Silver Fork Bistro's voice is sophisticated, welcoming, and passionate. It communicates with elegance and warmth, blending a modern edge with authenticity to reflect the brand's commitment to exceptional dining experiences and farm-to-table values.

TARGET AUDIENCE

Discerning urban professionals, food enthusiasts, and couples seeking an upscale yet approachable dining experience. They value quality, sustainability, and innovative cuisine served in a refined and inviting atmosphere.

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The Silver Fork Bistro logo embodies the essence of the brand: sophisticated, modern, and rooted in simplicity. The central element, a minimalistic fork, symbolizes the restaurant's culinary focus, blending elegance with functionality. The half-circle behind the fork reflects balance and harmony, echoing the bistro's seamless fusion of contemporary design with rustic warmth.

The bold sans-serif typography reinforces the brand's modern aesthetic while maintaining readability and approachability. The tagline, "Elegant Urban Dining," is gracefully curved, emphasizing the refined yet welcoming atmosphere of the restaurant. The monochromatic black and gray color scheme evokes sophistication, professionalism, and timelessness, perfectly aligning with the upscale dining experience Silver Fork Bistro offers.

01 LOGO



01

The typeface selected Both reflects the brand's emphasis on bold, modern sans-serif fonts. Brandon Grotesque's clean lines and geometric design lend a sophisticated and contemporary feel to the headers, ensuring they stand out with clarity. Bricolage Grotesque complements this with its subtle character and legibility, creating a harmonious balance that reinforces the sleek yet approachable identity of the restaurant.

02

TYPOGRAPHY

TYPOGRAPHY

**BRANDON
GROTESTQUE**

Use for Headings
Bold | All Caps

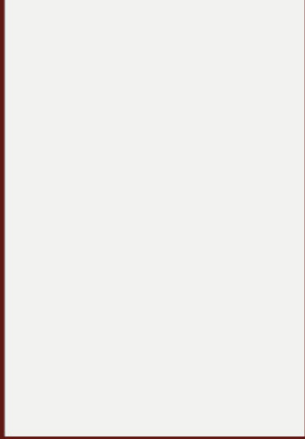
Brandon Grotestque

Use for Sub-Headings
Regular

Acumin Variable Concept

Use for body

02



#F2F2F0



#611913



#657334



#6B3F2A



#262524



#6CB66

The Silver Fork Bistro color palette reflects its sophisticated yet rustic charm. White conveys cleanliness and simplicity, while dark red evokes passion and elegance. Brown adds warmth and an organic touch, complemented by an accent of green, symbolizing freshness. Dark gray ensures a sleek, modern base, balanced by soft light gray for subtle refinement.

03

COLOURS

The images selected for Silver Fork Bistro showcase a perfect blend of elegance and authenticity. Images should feature gourmet dishes, fresh farm-to-table ingredients, and intimate dining setups, they highlight the restaurant's passion for quality and sustainability. Warm interiors, polished wood textures, and modern tableware reflect the brand's balance of sophistication and rustic charm.

04

IMAGES

