CARTE BRAND GUIDELINES · 01

The logo

One word in Sant’Elia Script, and its C on its own. Saffron on navy is the main logo; orange on cream is the daytime version. The logo is always drawn, never typed.

Carte

PRIMARY LOGO · SAFFRON ON NAVY

Carte

ON CREAM

Carte

ON SAFFRON

Carte

ON ORANGE

Carte

ONE COLOUR, BLACK

Carte

ONE COLOUR, WHITE

C

THE C

C

THE C ON SAFFRON

C

THE C ON ORANGE

C C C C C

APP ICON · NAVY TILE, SAFFRON C · 120 TO 20 PX

Carte 48 PX

Carte 28 PX

Carte 18 PX, THE SMALLEST

SMALLEST SIZES · THE WORD 18 PX TALL, THE ICON 16 PX

X

Carte

CLEAR SPACE · X IS A QUARTER OF THE LOGO’S HEIGHT, KEPT EMPTY ON EVERY SIDE

Do and don’t

Each tile shows the real mistake, not a description of it. When in doubt, use saffron on navy.

DO

SAFFRON ON NAVY

ORANGE ON CREAM

NAVY ON SAFFRON

DON’T

STRETCH IT

ROTATE IT

CHANGE ITS COLOURS

LOW CONTRAST

ADD A GLOW OR SHADOW

OUTLINE IT

RETYPE IT

PUT IT ON A BUSY PHOTO

The one exception to the busy photo rule is the C on a dish, page 04: there the C sits on the food’s calm centre, on purpose.

ALSO DON’T

Split the C from the word, add a second colour inside the logo, set the word in capitals, use the neon glow from the sign idea, or put the logo on the green, blue or purple of other brands.

CARTE BRAND GUIDELINES · 03

Colour and type

Four colours, all taken from the product as it is today, and two typefaces: the drawn script for the logo, Geist for everything else.

Navy

Backgrounds, the icon tile

#131925
RGB 19 25 37
CMYK 84 74 47 65

Cream

Text on navy, light pages

#F9F5F1
RGB 249 245 241
CMYK 2 3 4 0

Saffron

The logo, accents

#FD992F
RGB 253 153 47
CMYK 0 44 82 0

Orange

Buttons, the logo on cream

#DF4D0C
RGB 223 77 12
CMYK 1 75 98 4

PAIRS THAT PASS

SAFFRON ON NAVY · 8.2 : 1

CREAM ON NAVY · 16.2 : 1

NAVY ON SAFFRON · 8.2 : 1

ORANGE ON CREAM · 3.7 : 1, LOGO ONLY

SAFFRON ON CREAM (2.0 : 1) AND ORANGE ON NAVY (4.4 : 1, BUTTONS ONLY) DO NOT PASS FOR THE LOGO.

TYPE

Aa

Sant’Elia Script Bold

The logo only. It is drawn and outlined, so nobody needs the font; never set words in it.

LOGO

Your own app takes 0%.

Geist Bold

Headlines and numbers, tight and plain.

HEADLINES

Guests build their dish, order from the table, and it lands on your kitchen screen.

TABLE 9 · ORDER #199

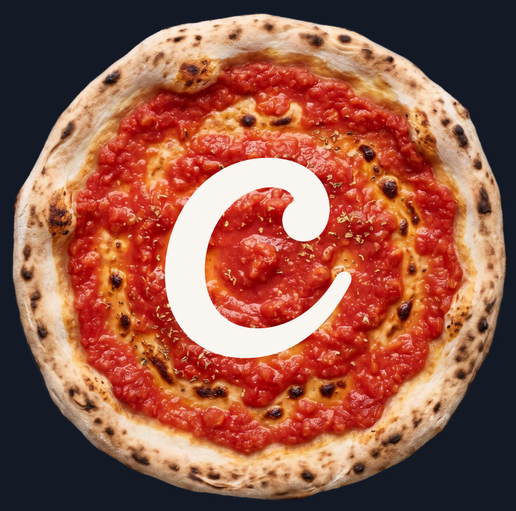
Geist and Geist Mono

Geist for reading and screens; Geist Mono for tickets, order numbers and small labels.

TEXT AND SCREENS

The C on the dish

Your pizza idea, worked through. Our own dish photos with the C laid on the calm centre of the food. Every option here uses photos we already own; nothing is generated.



1 · SAUCE, AS YOU MADE IT

2 · SAUCE ON SAFFRON

3 · MARGHERITA

7 · THE C AS A WINDOW

8 · WINDOW ON CREAM

9 · MADE WITH AI, ONLY IF YOU SAY YES

The C drawn into the pizza itself: cream swirled through the tomato sauce, a real photo look instead of a flat C on top. One Nano Banana Pro image from our pizza photo, about 75 to 150 Magnific credits for two tries.

9 · NOT MADE YET

MY PICK

1 as the hero, exactly as you made it. Then 1, 3, 4 and 6 as one family that rotates the way the website hero rotates its dishes: the C stays, the dish changes. 7 is the strongest at small sizes, for a profile picture or a sticker.