

firstchop

Style Guide

logotype

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logotype options

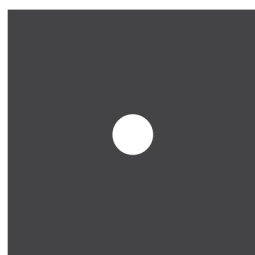
firstchop

f



colors

primary



pantone P 179-14 C
cmyk C: 67 M: 60 Y: 58 K: 43
screen R: 68 G: 68 B: 69
hex 444445

secondary



pantone P 2027 C
cmyk C: 0 M: 82 Y: 76 K: 0
screen R: 233 G: 86 B: 70
hex e95646

tertiary



pantone P 3561 C
cmyk C: 59 M: 0 Y: 100 K: 0
screen R: 117 G: 191 B: 9
hex 75bf09

Typeface

primary

Helvetica Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

secondary

Goudy Old Style Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

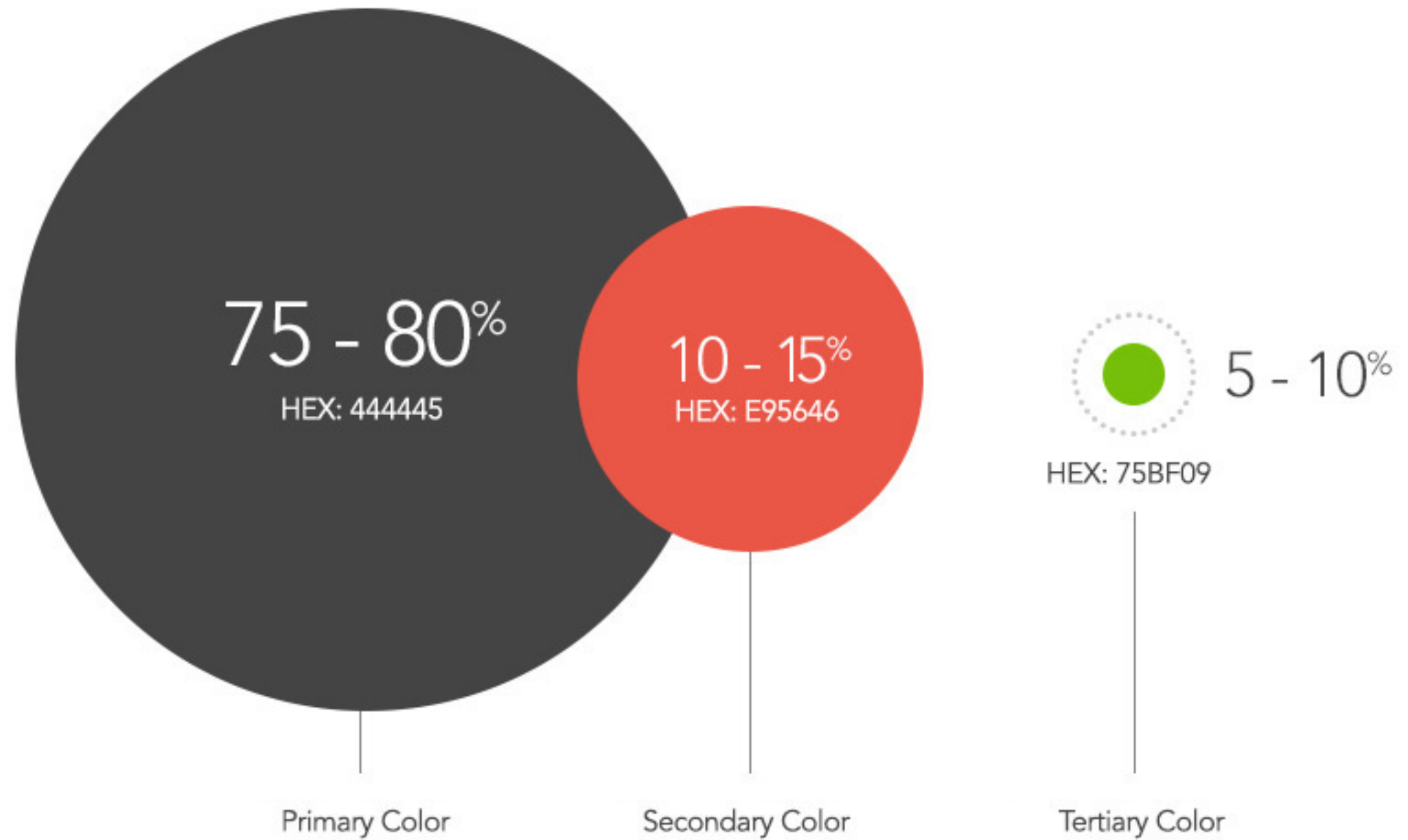
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

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Color Balance

Color Balance & Theme



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iOS Example

MENU

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COOK UNTIL CHILI THICKENS AND MEAT IS VERY TENDER, ABOUT 2 HOURS. SEASON TO TASTE WITH SALT AND PEPPER.

Tomato Chili Spiced Pork

2
PORTION

1,547
CALORIES

1.5 hrs
COOK TIME



NEXT

CLOSE

firstchop

1551 STARGAZE CT.
SAN MARCOS, CA 92078

Hi Dale!

3
MEALS THIS WEEK

6
GIFTED MEALS

1.800.444.7878
HELP

