

Lima
CEVICHE
bar

Brand Guidelines


"La tradición susurra en cada corte del cuchillo: la forma en que fileteas el pescado, el equilibrio de la leche de tigre, el toque de la cebolla roja... Así sabe la historia."
~ Pedro Miguel Schiaffino

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VISUAL IDENTITY

Logo

The logo is the core of a brand's identity. Find out about the logo's elements, variations and how to apply it in a consistent way.

Architecture

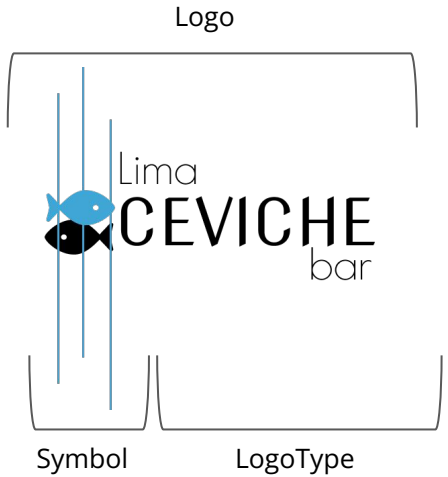
The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The lettering is created using the Poiret One and Nova Slim typeface, and two fish, from opposite oceans, meeting in harmony. One swims westward from the Pacific, steeped in lime and spice; the other drifts eastward through the Atlantic, rich in tradition and soul.

The logo should be always produced from the master artwork.

Use the complete logo. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

The logo can also be accompanied by a slogan.



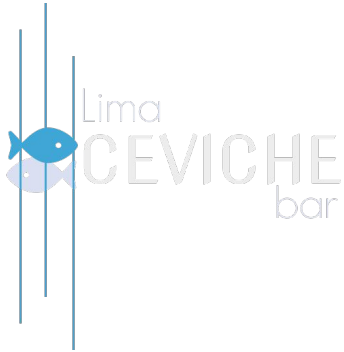
Horizontal Version

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the Lima Ceviche bar logo.

You should avoid using this version unless it is strictly necessary





Vertical Version

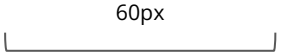
The vertical version of the logo is the officious version, and should be used wherever and whenever suitable.



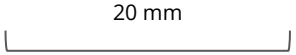


Legibility

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.



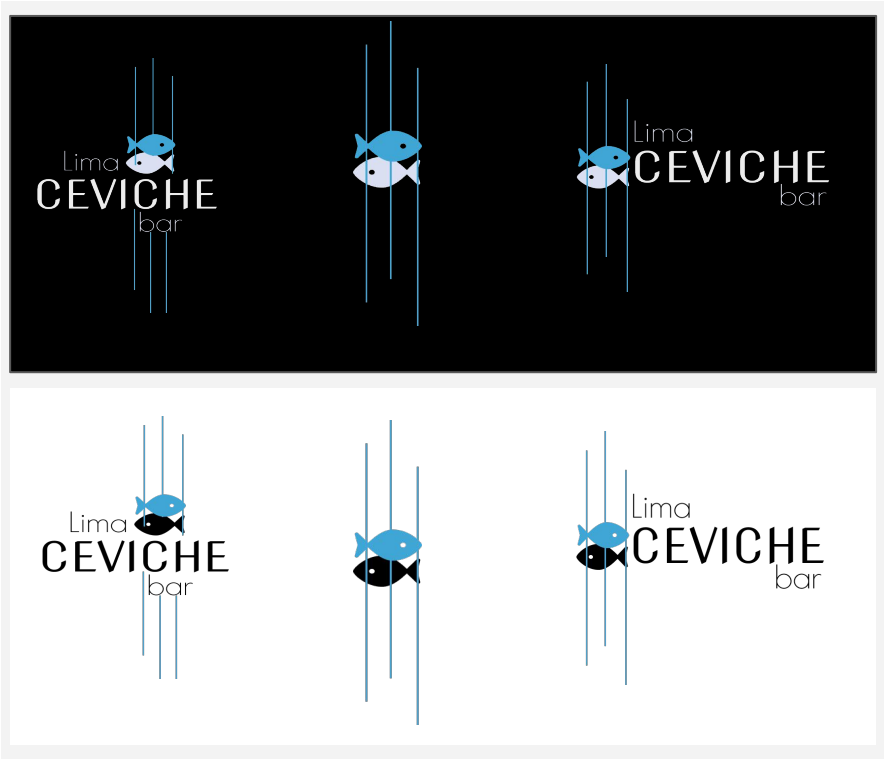
Minimum size Online



Minimum size offline

Positives & Negatives

Blue details of the figurative mark (the fish and water lines) must remain blue in positive and negative versions of the logo.

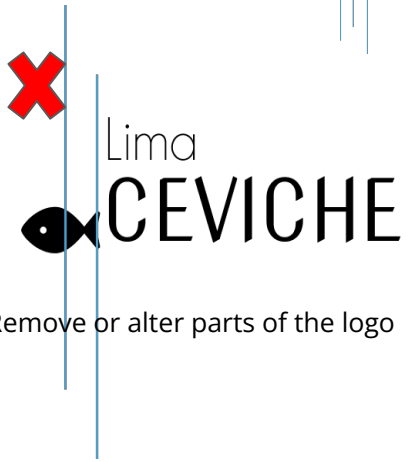


Don’ts

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.



Turn the logo



Remove or alter parts of the logo



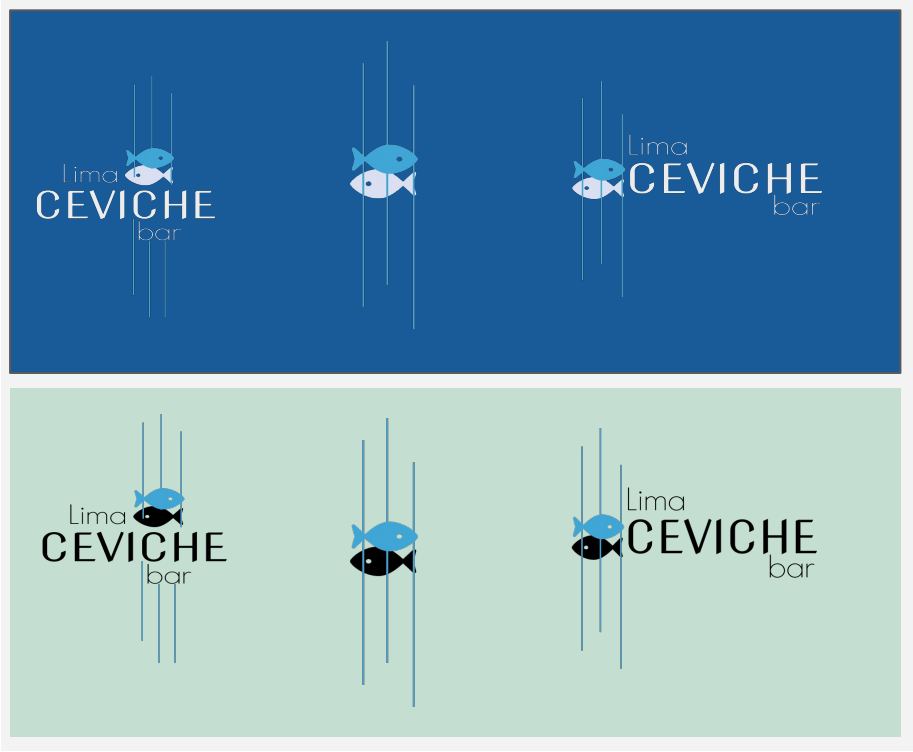
Insert shadows



Modify recommended px and sizes

Positives & Negatives

Blue details of the figurative mark (the fish and water lines) must remain blue in positive and negative versions of the logo.



Background Images

Use the main (positive) version on light backgrounds.

Use the negative version on dark backgrounds.

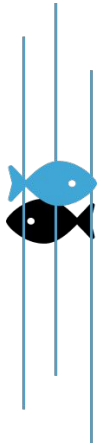
If the background picture is too complex, and it is difficult to read the logo, we strongly recommended using a different image.

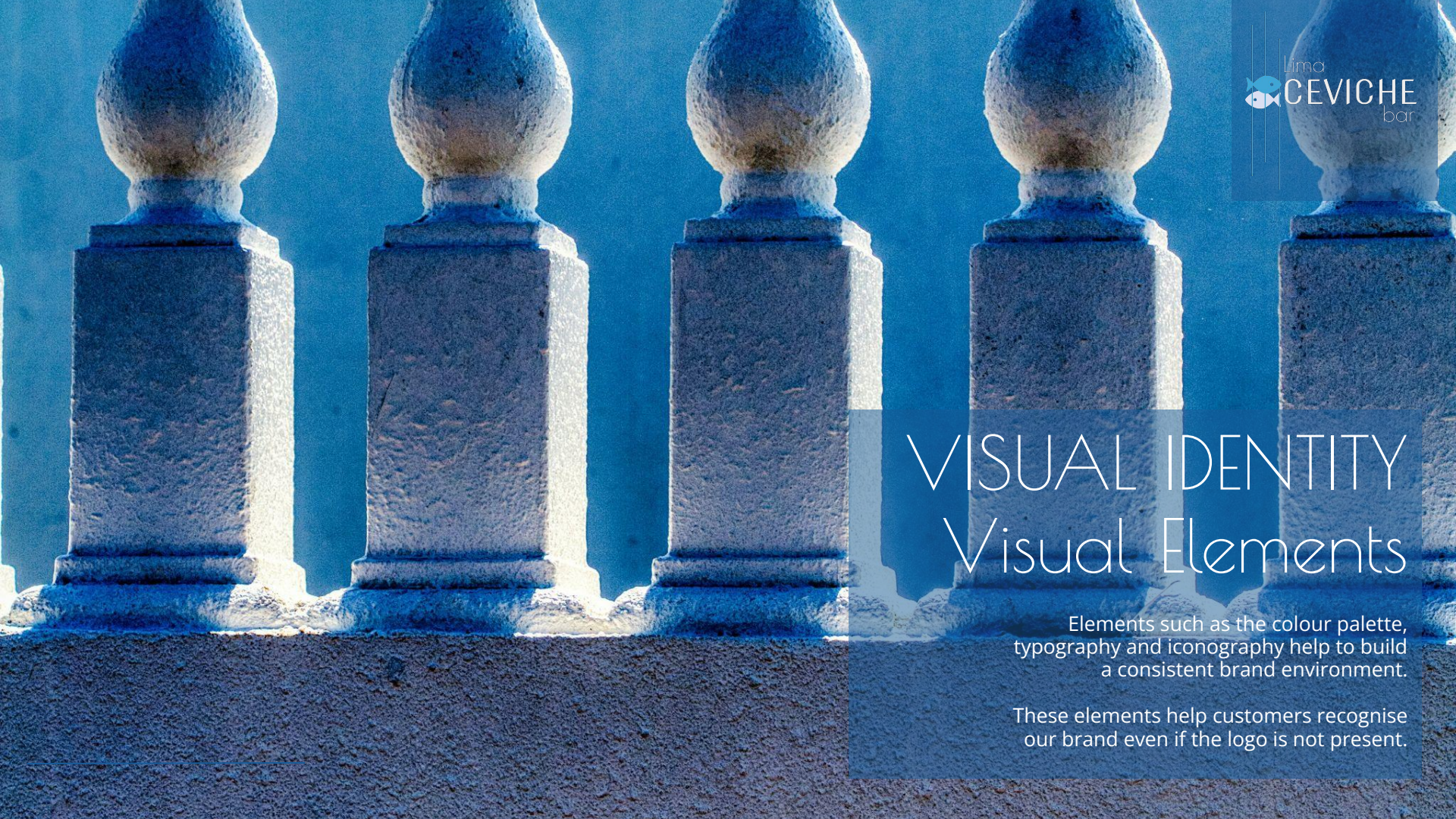
Use a solid corporate colour label behind the logo if there is no other option.

Favicon

The Lima Ceviche Bar favicon graphic is linked with the Lima Ceviche Bar website. It is a smaller representation of the brand for the browser and for the mobile interfaces.

Take into account that the favicon can be used as 32x32px.





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VISUAL IDENTITY
Visual Elements

Elements such as the colour palette, typography and iconography help to build a consistent brand environment.

These elements help customers recognise our brand even if the logo is not present.

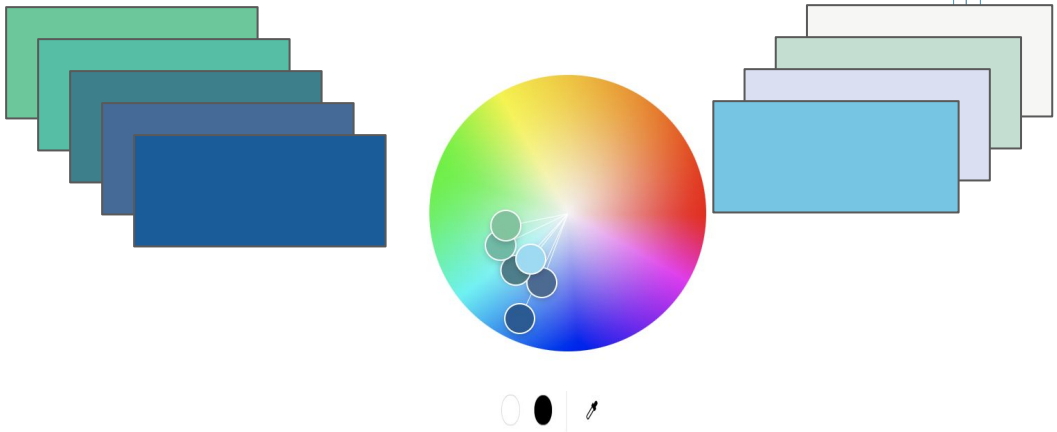
Moodboard

Lima Ceviche Bar mood-board includes photography, designs color palettes that help defining the direction of the branding.

The branding is elegant, clean, fresh, delicate, blue and tribal.
Spreading light, positive energy of the sea and nature.
Equilibrated, strong and harmonic.



Colour Palette



Main colours
The main colour of the Lima Ceviche Bar identity is hex ***#195B98*** that has the strongest presence on the brand.

The colour hex ***#456A96*** complements the Lima Ceviche Bar main colour, balancing darker shades and making the palette more elegant and sophisticated.

Lima Ceviche Bar hex ***#3E7F8C*** balances the other colours and gives space to elements.

Secondary colours
These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.

Lima Ceviche Bar hex ***#56BCA4*** contrasts the main hex colour (#195B98) and can also be used mainly in text.

Lima Ceviche Bar hex ***#6CC79A*** provides dynamism and a contemporary and minimalist look.

Typography

Poiret One is a font with fresh decorative geometric grotesque with a hint of Art Deco and constructivism.
Poiret One is a unique typeface with light forms and pure elegance and can be used for titles, especially for T1.

Use Open Sans for generic content and paragraphs and Poiret One to highlight specific content.

Poiret One

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<–+÷×=> $€:;,.*

Open Sans

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ?!”(%)#@ /&<-+÷×=> $€:;,.*



Lima CEVICHE bar

VISUAL IDENTITY
Imagery

Our images inspire the audience, but also add value and further develop the brand.

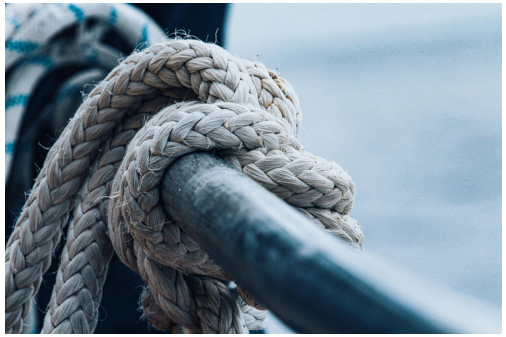
Used correctly they are an important tool and help set a proper style, create brand recognition and engage the customer

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Ocean & Coastal Motifs

Abstract shots of waves, sea foam, or underwater currents are a great way to persuade potential customers. Use pictures of fishing boats, nets, or local markets in Peru where possible. Minimalist marine textures: shells, driftwood, stones.

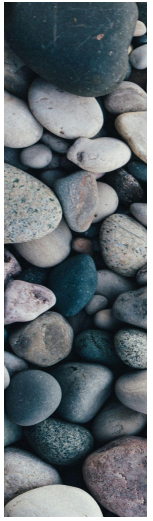


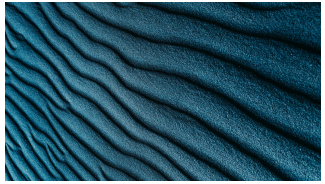












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Ingredient Portraiture

Close-ups of key ceviche ingredients: limes, red onions, rocoto peppers, fresh fish, cilantro. Flat lays of mise en place (ingredients prepped for ceviche). Natural light, rustic surfaces (stone, wood, ceramics).










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Dish & Plating Photography

Artistic presentations of ceviche in ceramic bowls or minimalist plates.

Focus on color contrast (lime green, coral pink, ocean blue).

Garnishing moments: lime squeezed, salt sprinkled, herbs tossed.









People & Culture

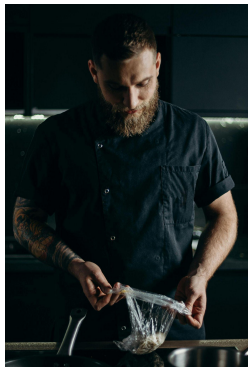
Candid shots of chefs preparing dishes, slicing fish, or plating.

Peruvian and Portuguese cultural elements: textiles, tiles, hands at work.

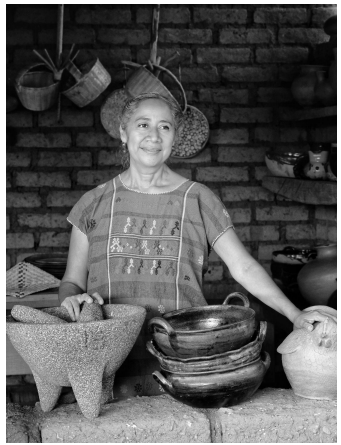
Storytelling images: a Peruvian cook looking out at the Tagus River, symbolic of the brand journey.











Selection Criteria

Choose neutral and natural images, with no retouching, effects, added objects or strident colours.

The images should be inspiring and clean, with few visual elements. Try to choose a picture which features the corporate colours where possible.

Choose the best image:
1. Does it feel natural?
2. Is it inspiring?
3. Do the actions of the people seem natural/casual?
4. Does it show less than 6 people?
5. Does it feel unique?

If you answered “yes” to all these questions, then you can use the picture.









"En Perú, el ceviche no es solo comida, es un ritual. No solo lo comes; sientes el mar, el sol y las manos que lo prepararon con orgullo."

~ Mitsuharu Tsumura



Digital-v

Do you have any doubt?
Let's talk!

www.digital-v.net/contact

digital.v.info@gmail.com