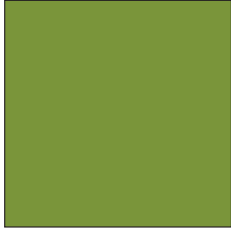


The Deli of Italy (Branding/Styling Guide)

Color Scheme:

Primary



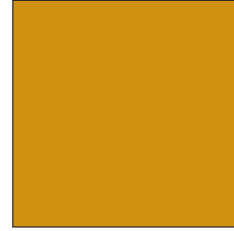
PMS DS 301-2 U

Secondary



PMS DS 84-1 U

Accent



PMS DS 20-1 U

Copy Font:

Body Copy Helvetica Neue 55 Roman

Header Copy *Francisco Lucas Llana*

Web Copy Arial Regular

Logo Usage:



“Sam” with text



“Sam” alone



text alone