

INVINE



Brand Guidelines

Logo

The InVine concept is targeted at innovation and elegance of the restaurant experience.

The InVine brand is composed by stylized shapes and conservative colors, allowing it to fit well with the service-focused nature of the restaurant market.

The key element of the InVine logo is the double stroked V, which was initially designed to highlight the brand's strong association with wines, but is meant to focus on the product's strong influences by innovation and professional values.



White Background



| JPG | PNG | SVG |

Dark Background



| JPG | PNG | SVG |

All White, Transparent Background



| PNG | SVG |

All Black, Transparent Background



| PNG | SVG |

Type

The correct form for typing the InVine brand name is type the I and the V in uppercase.

Correct ways of typing InVine:

InVine
INVINE

Incorrect ways of typing InVine:

Invine
inVine
In Vine
INVine

Icon

InVine uses different icons for products to be used by restaurants and by consumers. The consumer side icon features a younger palette with less intense focus on the values of innovation and larger focus on the emotional side of the restaurant experience.

Restaurant-side Icon



| PNG |

Consumer-side Icon



| PNG |