

Brand Identity

Finger Bites Pvt Ltd



astar

Crafting "Finger Bites"

A Culinary Symphony

Introduction:

The "Finger Bites" branding concept finds its roots in the delicate and premium realm of culinary experiences, mirroring the sophistication associated with haute cuisine.

Inspiration from Premium Food Brands:

Drawing inspiration from delicate and premium food brands, "Finger Bites" mirrors the meticulous craftsmanship, elevated ingredients, and culinary finesse that define gourmet offerings.

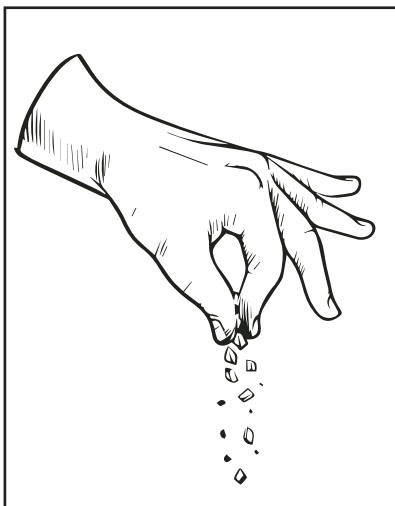
Log Analysis:

The log, featuring a hand delicately holding a tiny herb-like element with the thumb and index finger, symbolizes precision, freshness, and a tactile connection. It invites consumers to engage intimately with each bite, reinforcing the brand's commitment to quality.

Culinary Symphony:

"Finger Bites" is envisioned as a culinary symphony, where each bite is a note contributing to a harmonious blend of flavors and experiences. The log serves as a visual prelude, inviting consumers to partake in a sensorial journey reminiscent of fine dining.

The "Finger Bites" branding concept encapsulates the essence of delicate and premium culinary experiences, offering consumers a refined and memorable gastronomic adventure. The log, with its hand and herb-like element, serves as a visual representation of the brand's commitment to sophistication, precision, and quality.



Primary Logo



The color name of hex code #595E5C is Davy's Grey. The RGB values are (89, 94, 92) which means it is composed of 32% red, 34% green and 33% blue. The CMYK color codes, used in printers, are C:5 M:0 Y:2 K:63. In the HSV/HSB scale, #595E5C has a hue of 156°, 5% saturation and a brightness value of 37%.



The color name of hex code #9E2733 is Japanese Carmine. The RGB values are (158, 39, 51) which means it is composed of 64% red, 16% green and 21% blue. The CMYK color codes, used in printers, are C:0 M:75 Y:68 K:38. In the HSV/HSB scale, #9E2733 has a hue of 354°, 75% saturation and a brightness value of 62%.



The color name of hex code #96BA50 is Dollar Bill. The RGB values are (150, 186, 80) which means it is composed of 36% red, 45% green and 19% blue. The CMYK color codes, used in printers, are C:19 M:0 Y:57 K:27. In the HSV/HSB scale, #96BA50 has a hue of 80°, 57% saturation and a brightness value of 73%.

Hand (forming the 'B' in Bites): Colored in Japanese Carmine (#9E2733). The hand is intricately designed to seamlessly integrate with the letter 'B', adding a touch of creativity and uniqueness to the logo. The Japanese Carmine represents the primary color, contributing 60% to the overall color scheme.

Text 'Finger': Colored in Davy's Grey (#595E5C). The elegant and sleek typography of the word 'Finger' complements the vibrant Japanese Carmine. Davy's Grey serves as the secondary color, constituting 30% of the color scheme, providing a balanced contrast to the primary color.

Herb-Like Element: Also in Davy's Grey (#595E5C), the herb-like element serves as an accent color, contributing 10% to the color scheme. This subtle touch adds sophistication to the

overall design, tying together the elements cohesively.

Color Distribution:

Japanese Carmine (#9E2733): 60%

Davy's Grey (#595E5C) for 'Finger' text: 30%

Davy's Grey (#595E5C) for the herb-like element: 10%

This color scheme adheres to the specified 60:30:10 format, creating a visually appealing and balanced logo that embodies the premium and delicate essence of "Finger Bites."

Logo Variations

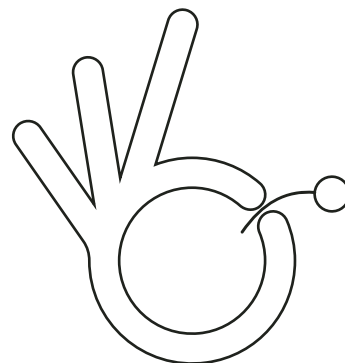
These variations aim to provide flexibility in usage while maintaining the core elements of the "Finger Bites" brand. The outline version ensures adaptability across various mediums, while the single-color versions offer versatility for different background scenarios, enhancing the overall visual impact of the brand.



Alternatives, Iconic Symbol of Finger Bites

The "Iconic Symbol" distills the essence of the "Finger Bites" brand into a visually impactful graphic element. This simplified representation retains the recognizable hand forming the 'B' in Bites, seamlessly integrated with the herb-like element. Designed for versatility, the Iconic Symbol can be effortlessly utilized in two colors or as a single black or white element.

In this refined form, the intricate details of the hand and herb-like element shine through, ensuring a strong visual presence even in monochromatic renditions. Whether employed in a striking single color or utilized in a classic black or white variation, the Iconic Symbol maintains its identity, embodying the sophistication and creativity synonymous with "Finger Bites." This minimalist yet powerful representation serves as a versatile brand identifier across a spectrum of applications.



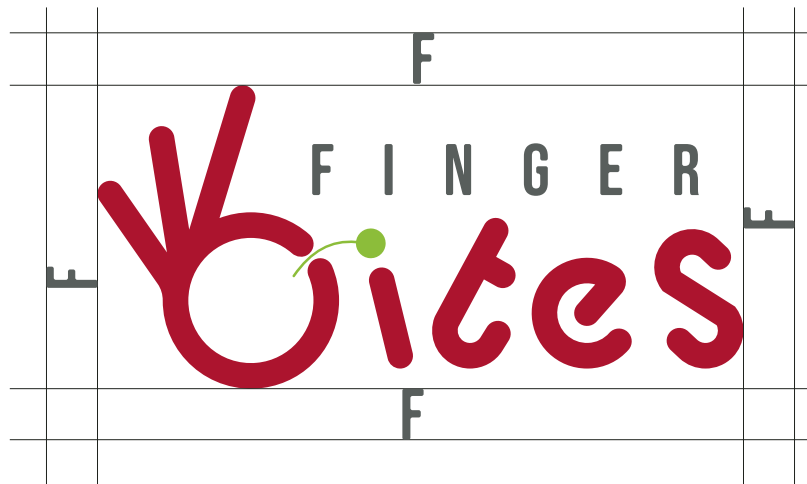
Usage

The following guidelines are designed to maintain the integrity of the logo and enhance its impact: By adhering to these guidelines, you guarantee that the "Finger Bites" logo maintains its visual impact and brand recognition.

Clearance Space:

Always maintain a clear space around the logo to prevent visual clutter and ensure it stands out effectively.

The height of the letter "F" in the logo should serve as a reference point for determining the minimum clearance on all sides.



Minimum Size:

Ensure that the logo is reproduced at a size where all its intricate details remain legible. Avoid scaling down the logo to a point where the letters become indistinct or lose clarity.

Color Variations:

Use the appropriate color variation according to the context - the full-color version for vibrant displays, and the single-color version (black or white) for simplicity or monochromatic settings.

Background Considerations:

Choose the logo version (black on white or white on black) that provides the highest contrast and readability based on the background color. Ensure that the background does not distract from the logo's central elements.

Consistent Placement:

Maintain a consistent placement of the logo for recognizability across different materials, whether it's print, digital, or merchandise.

Usage

Introducing the "Finger Bites" corporate pattern – a symbolic unclosed circle representing the index finger and thumb, marrying symbolism with versatility.

Key Points:

Versatility in Design Assets: Seamlessly integrates across packaging, digital platforms, stationery, and promotions, ensuring a cohesive visual language.

Elegant Simplicity: The unclosed circle's simplicity maintains an elegant aesthetic, providing adaptability to different design contexts.

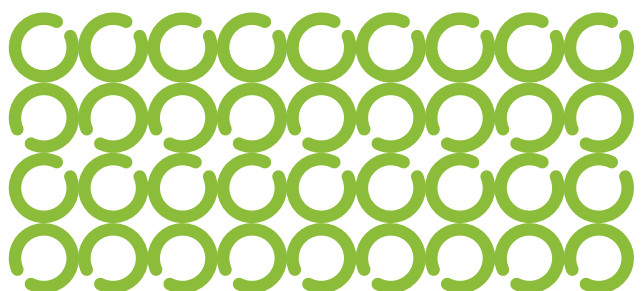
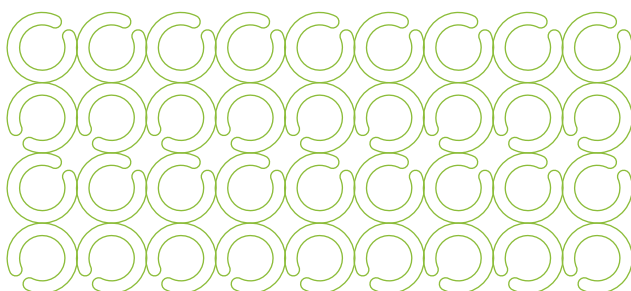
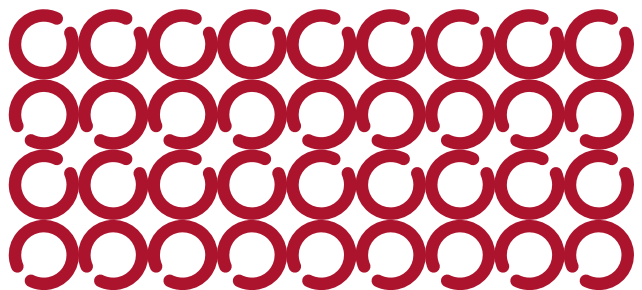
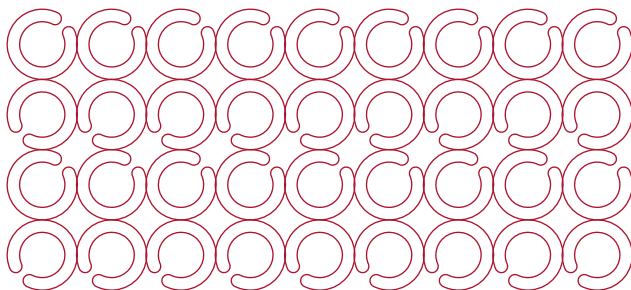
Consistent Branding: Reinforces brand identity across

various assets, fostering recognition and recall.

Functional Design: Balances aesthetic significance with functional value, allowing for seamless integration into diverse layouts.

High Visibility: Enhances brand visibility, offering a powerful visual thread throughout the brand experience.

The "Finger Bites" corporate pattern is more than a design element; it's a strategic tool elevating the brand's presence with style and purpose.



Brand Assets

FINGER Bites

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

Lorem ipsum is simply dummy text of the printing and ty Lorem ipsum has been the industry's standard dummy text

john smith
John Smith
DESIGNER

JOHN SMITH
DESIGNER

FINGER Bites

016 8894 03
YOURMAIL@MAIL.COM
YOUR ADDRESS HERE

FINGER Bites

JOHN SMITH
DESIGNER

FINGER Bites

016 8894 01
MAIL.YOURMAIL@MAIL.COM
YOUR PERMANENT ADDRESS

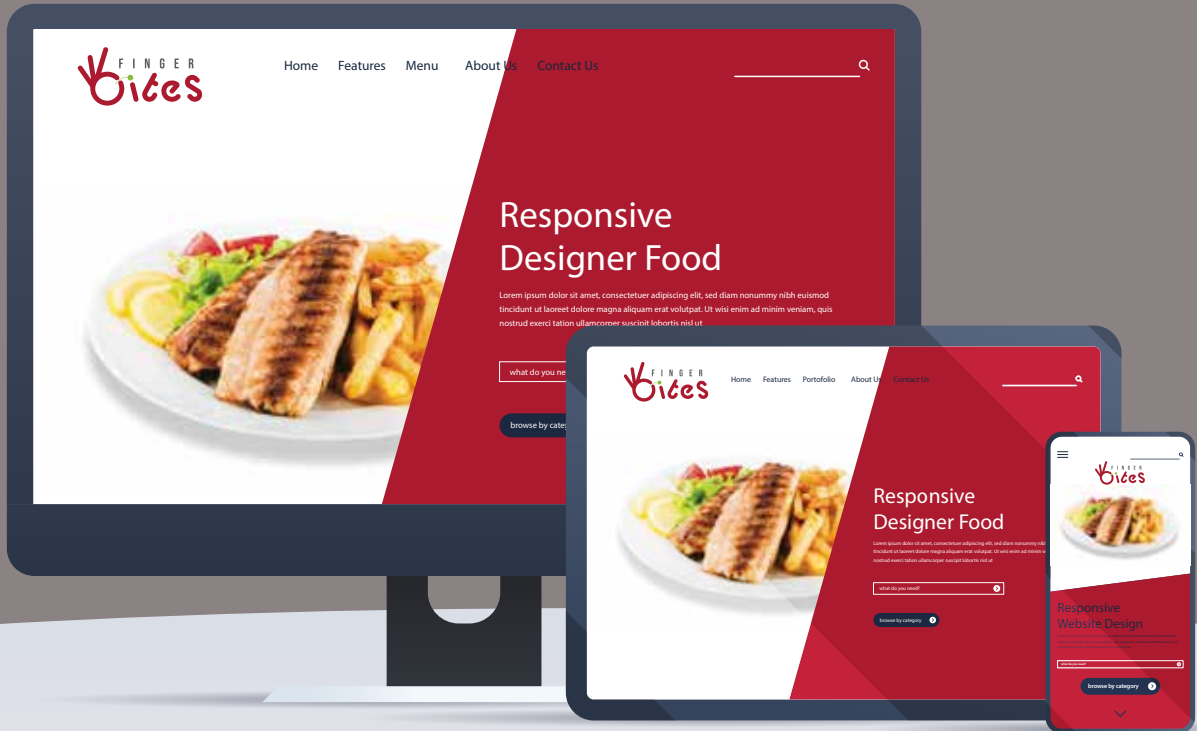
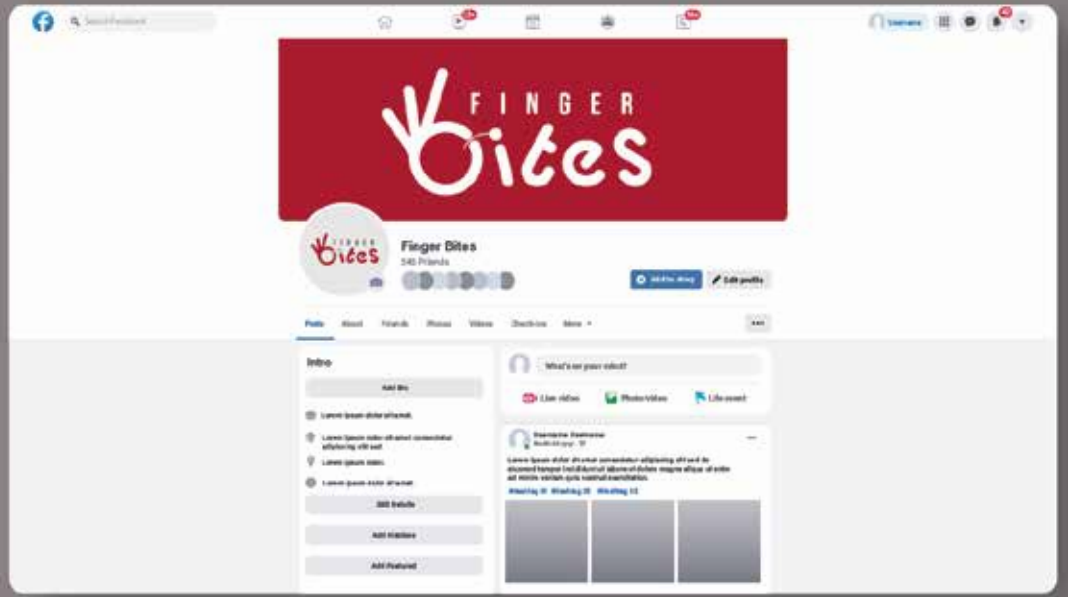
John Smith is hereby designated of the printing and typesetting industry. Lorem ipsum has been













FINGER
Bites

100%
ORGANIC

Special Fried Chicken

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

101 Brokland Street,
Barcelona

www.fingerbites.mv



Starter



Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	
Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	
Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	

Main course

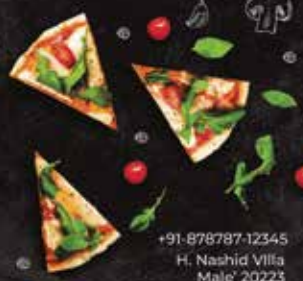
Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	
Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	
Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	

Drinks

Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	
Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	
Food name	\$00.00
<small>Lorem ipsum dolor amet, adipiscing. Mahe matta aliquam dictum. Praen justo.</small>	

Pizza



+91-878787-12345
H. Nashid Villa
Male' 20223
www.fingerbites.mv

@yourname
f @ t



FINGER
Bites
Cafe & Bistro



FINGER
Bites