



THE FILL

Style Guide 2018

BRAND PERSONALITY

Background

The Fill is a site that serves as a guide for eating in college. With a focus in the Triangle, the Fill provides information regarding meals within the area.

Overview

The Fill is a website with a goal to appeal to college students. With a younger and friendly vibe, the Fill helps young people with meal prepping, learning new cooking skills, finding restaurants in the area as well as the events associated with these restaurants.

Story

Our company was built upon real life situations that college students everywhere face. Figuring out what you are going to eat everyday can be more stressful than intended. There are students who cook, want to learn how to cook or love to eat out. Whichever category you fall under, we want to help you find the best possible options that will make your life easier.

Mission

To enrich people's daily lives by inspiring and fulfilling an appreciation, awareness and curiosity for food.

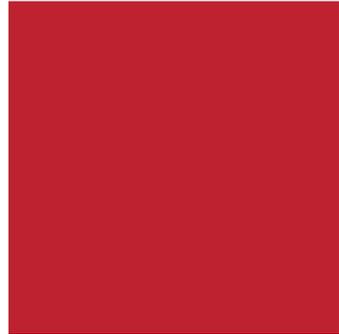
Vision

To help college students figure out their path regarding food. All students have different eating habits and different wants regarding food/meals, and we want to be able to include everyone's needs.

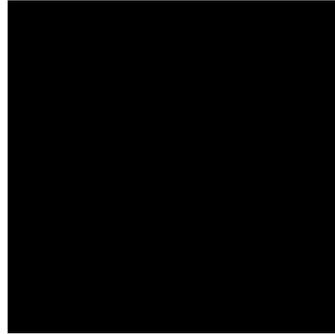


COLOR PALETTE

Primary Colors



RGB: 190 30 45
CMYK: 18 100 91 8
HEX: #BE1E2D
Pantone: Rubine Red C



RGB: 0 0 0
CMYK: 75 68 67 90
HEX: #000000
Pantone: Black C



RGB: 255 255 255
CMYK: 0 0 0 0
HEX: #FFFFFF
Pantone: Opaque White

Secondary Colors



RGB: 26 51 112
CMYK: 100 91 28 14
HEX: #1A3370
Pantone: Blue 072 CP



RGB: 250 192 13
CMYK: 2 25 100 0
HEX: #FAC00D
Pantone: 14-0957 TPX
Spectra Yellow



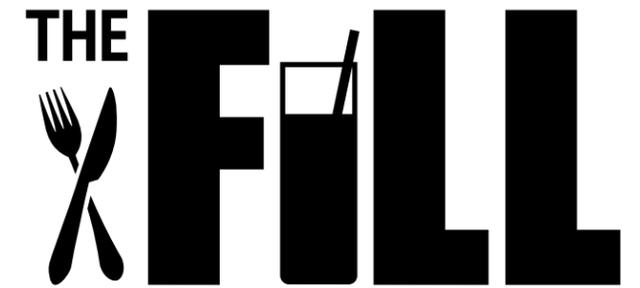
RGB: 165 167 170
CMYK: 37 29 28 0
HEX: #A5A7AA
Pantone: Cool Gray 7 U

***Other colors may be added based on holidays or events (i.e. St. Patrick's Day, Halloween, New Year's).

LOGO COLORWAYS



Main logo color



MINIMUM SIZE

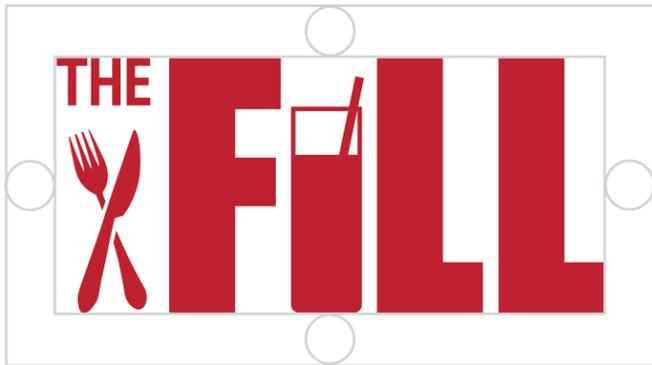


1in minimum size (for print, can be smaller for web).



1.5in minimum size (no silverware after 2in).

CLEAR SPACE

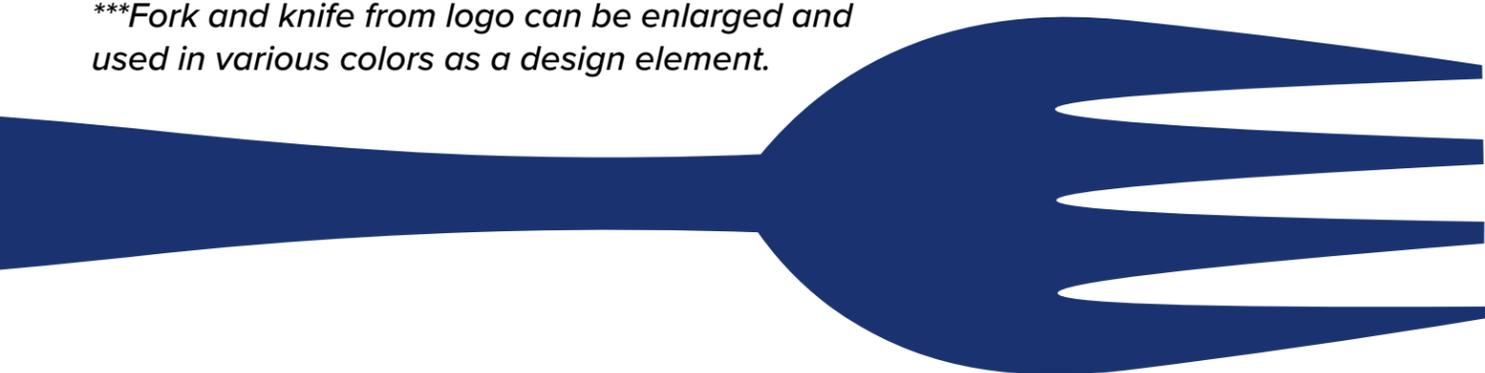


0.25in white space.



0.125in white space.

***Fork and knife from logo can be enlarged and used in various colors as a design element.



PROFILE PICTURES



Use for Instagram and Twitter Profile Pictures.

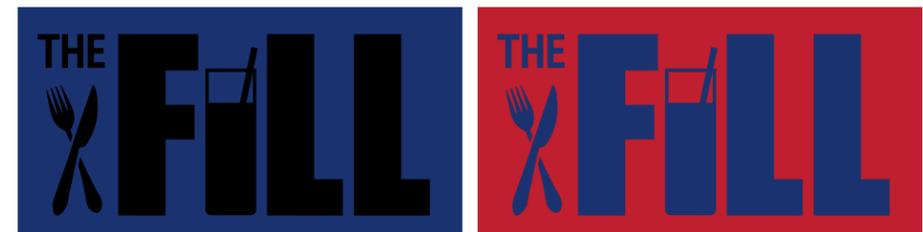


Use for Facebook or other social media profile pictures.

DON'T DO THIS



Do not warp when re-sizing.



Do not use dark colors on top of each other OR light colors on top of each other. Icons follow these guidelines as well.

TYPEFACES

Proxima Nova

- Body Copy Regular
- Headlines **Extra-Bold**
- Captions *Medium-Italic*
- Footnotes Light

Jubilat

- Subheads Regular
- Pullquotes/links **Semi-Bold**

TYPE USE

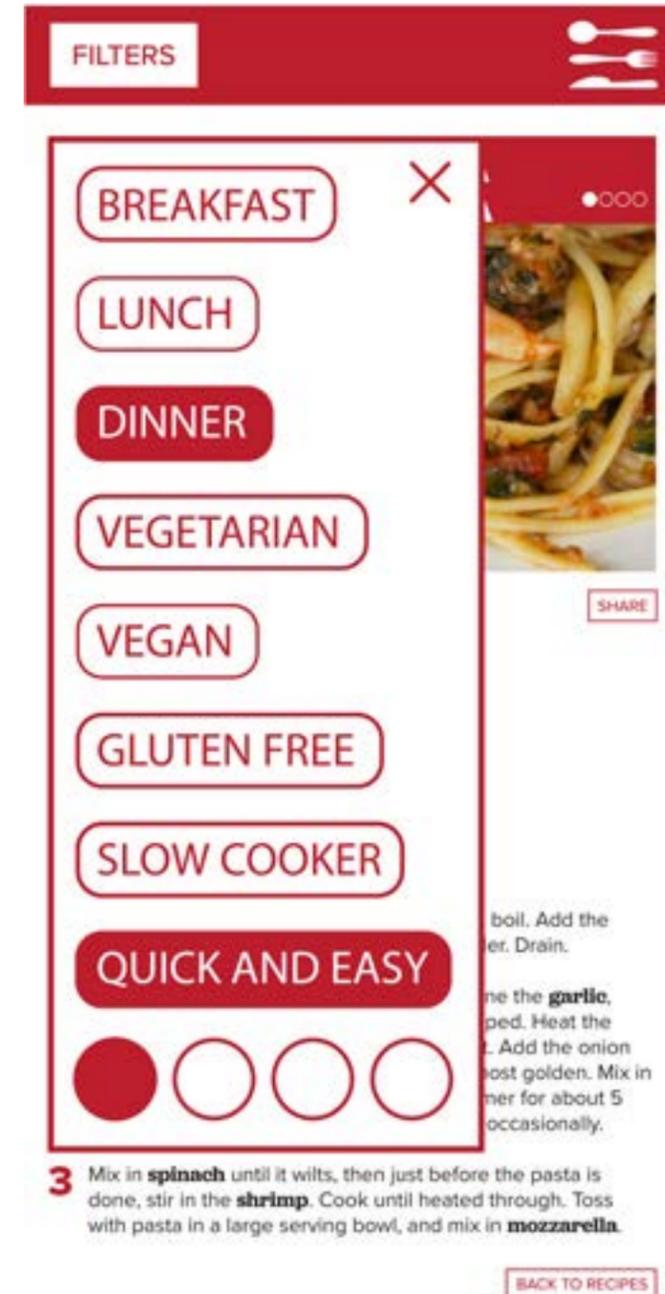
Headers and titles will use all caps. Web and mobile menus, such as FILTERS will use all caps with Proxima Nova Regular. Subheads will be normally typed out (first letter of first word is capitalized). Highlighted words will be in Jubilat Semi-Bold and only capitalized if at beginning of sentence.



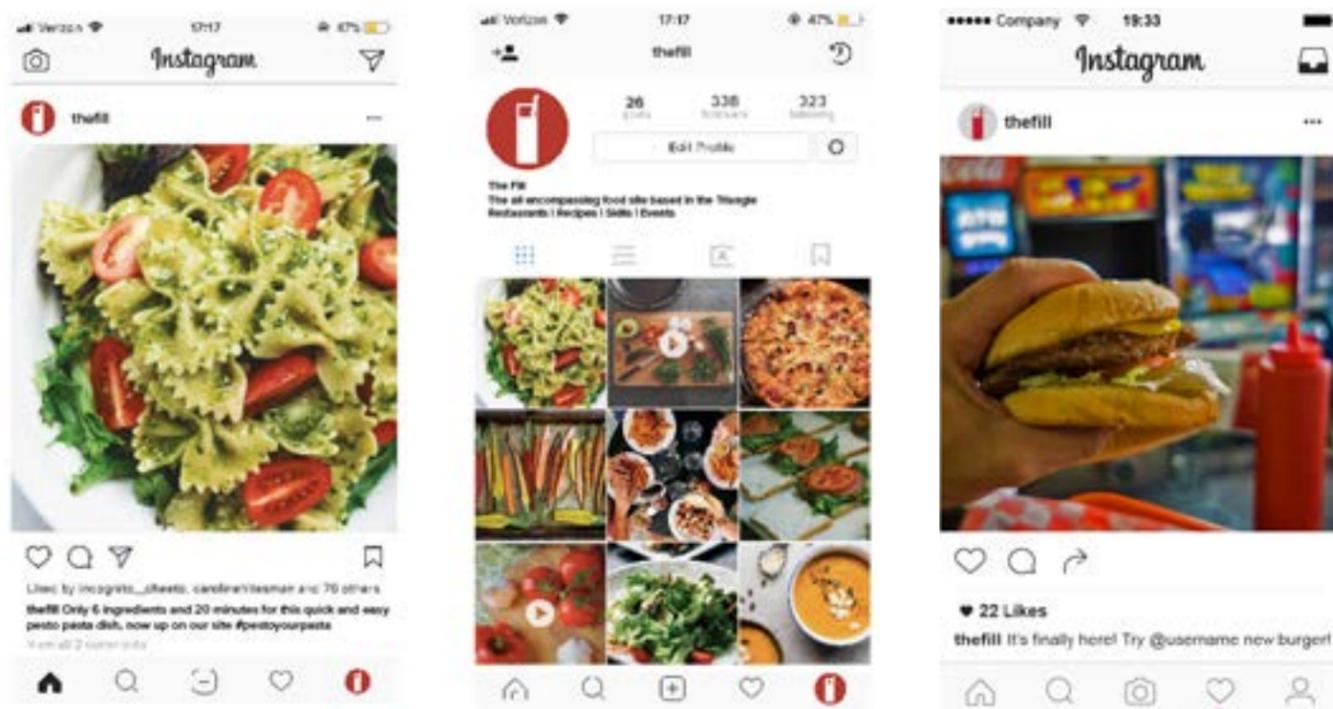
Instructions

- 1** Bring a large pot of lightly salted water to a boil. Add the **pasta**, and cook for 8 minutes, or until tender. Drain.
- 2** In the container of a food processor, combine the **garlic, onion** and **oregano**. Pulse until finely chopped. Heat the **olive oil** in a large skillet over medium heat. Add the onion mixture; cook and stir until fragrant and almost golden. Mix in the **tomatoes, basil, salt** and **pepper**. Simmer for about 5 minutes while the pasta is cooking, stirring occasionally.
- 3** Mix in **spinach** until it wilts, then just before the pasta is done, stir in the **shrimp**. Cook until heated through. Toss with pasta in a large serving bowl, and mix in **mozzarella**.

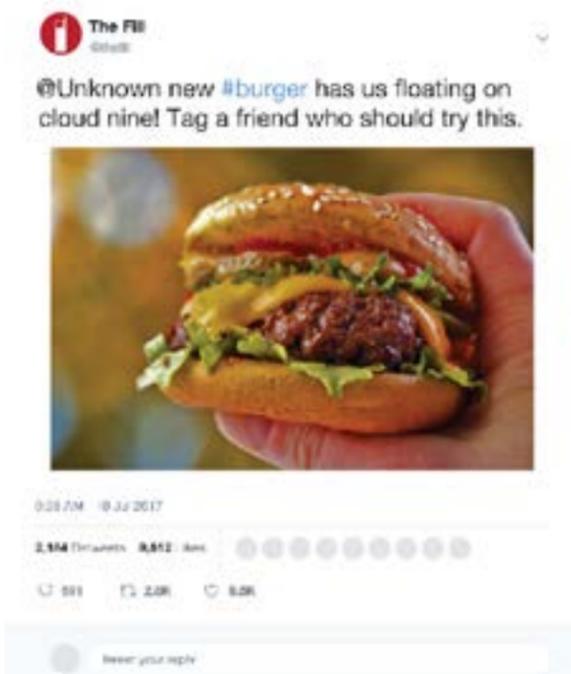
***Important important words and ingredients will stand out in Jubilat Semi-Bold.



SOCIAL MEDIA



Instagram posts will feature quick videos, bright photos, and promos for The Fill.

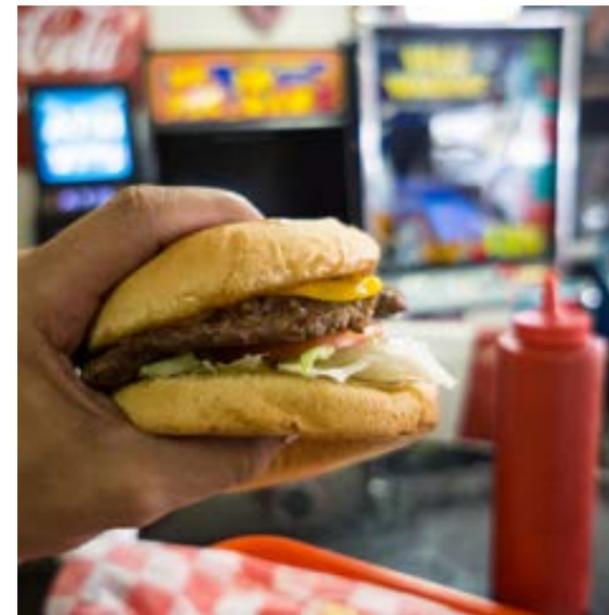


Tweets will also have bright photos and friendly captions.

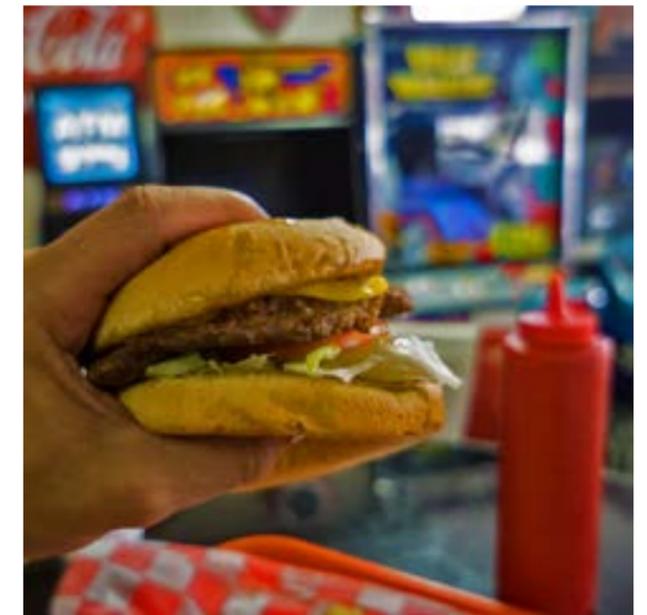
PHOTO TREATMENT

Photos will be edited to have more bright, vibrant colors. We do this to enhance the food in the photo, making it more appealing and eye-catching to the viewer as they are scrolling through their social media timeline.

Most photos will have red in them, so with more vibrant colors, that red pops out, creating a balance with the overall branding of The Fill. The pop of red in the photos will help lead the eye around the webpage as well.



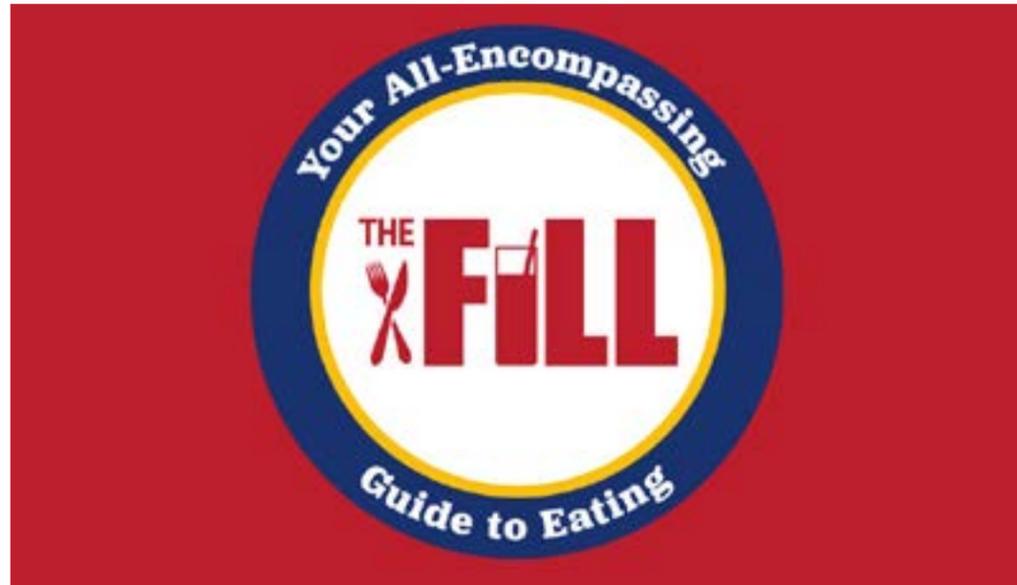
Before



After

PRINT COLLATERAL

Business Cards



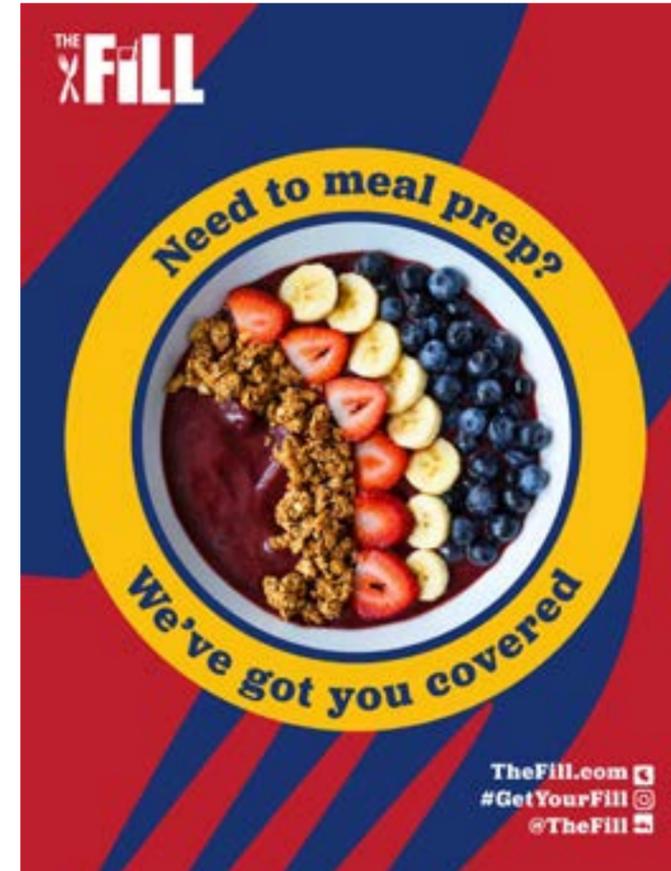
Front



Back

***Dark colors and light colors may be layered when dealing with large shapes, since they will still be readable. Specific color combinations can vary

Poster/Flyers



Napkin Inserts

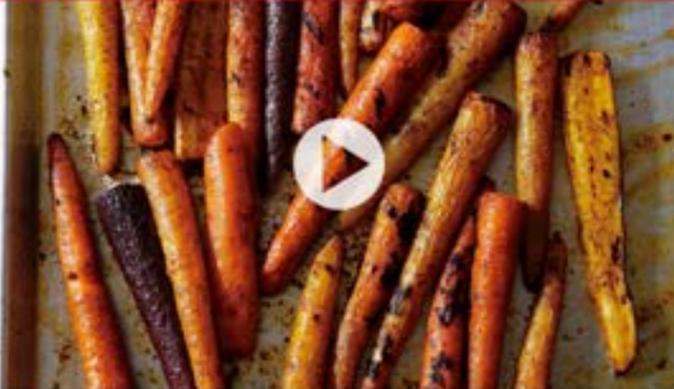


EXAMPLE STORIES

THE Fill RESTAURANTS | RECIPES | SKILLS | EVENTS | ABOUT | 9

●○○○○ FILTERS

ROASTING VEGETABLES ☆
Prep Time: 5 minutes Cook time: 28 minutes ●○○○



Supplies
Baking sheet
Aluminum foil
Knife

SHARE PRINT

The Skill
Roasting is one of the tastiest ways to cook vegetables. Many vegetables that are found unappetizing when raw or steamed come out wonderfully flavorful when roasted. Oven roasting surrounds vegetables with dry, hot, even heat that heightens flavor, browns and crisps exteriors, and cooks interiors to perfect tenderness. Use these guidelines for success.

Instructions

- 1 Preheat oven to 400°.** Cranking up the oven temperature caramelizes the vegetables' outer layer. If too high, the interior won't fully cook; if too low, the vegetables won't brown well. Roasting temperatures will range between 375° for larger items and 450° for smaller items.
- 2 Arrange vegetables in a single layer, well spaced on a baking sheet.** Roast similar types and sizes of vegetables together so everything cooks at the same rate. To encourage caramelization, make sure each vegetable sits directly on the sheet pan, and allow room for heat to circulate.
- 3 Drizzle with oil, turning to coat all over. Sprinkle with salt and pepper.** A light coating of oil promotes browning and prevents sticking. But go easy: Too much oil will just soak into porous vegetables, or pool and "fry" nonporous ones. Avoid using butter, which can burn.
- 4 Tightly cover pan with foil. Bake at 400° for 10 minutes. Uncover and return pan to oven; bake an additional 18 minutes or until carrots are tender, turning once.** Covering the pan creates a mini oven within the oven and speeds up roasting. It's essential to remove the foil early on to prevent buildup of steam from the vegetables' own juices.

BACK TO SKILLS

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DINNER ● QUICK AND EASY ●○○○○ FILTERS

TOMATO SHRIMP PASTA ☆
Prep Time: 15 minutes Cook time: 15 minutes Serves: 4 ●○○○



Ingredients
8oz fettuccine pasta
3 cloves garlic
1/2 sweet onion
3 tablespoons fresh oregano leaves
4 tablespoons oliveoil
4 medium tomatoes chopped
3 tablespoons fresh basil chopped
1 cup spinach leaves
1 pound cooked shrimp peeled
8 oz fresh mozzarella

SHARE PRINT

Instructions

- 1** Bring a large pot of lightly salted water to a boil. Add the **pasta**, and cook for 8 minutes, or until tender. Drain.
- 2** In the container of a food processor, combine the **garlic, onion** and **oregano**. Pulse until finely chopped. Heat the **olive oil** in a large skillet over medium heat. Add the onion mixture; cook and stir until fragrant and almost golden. Mix in the **tomatoes, basil, salt** and **pepper**. Simmer for about 5 minutes while the pasta is cooking, stirring occasionally.
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BACK TO RECIPES

Desktop (line depicts screen cutoff)

Desktop

EXAMPLE STORIES CONT.



OPEN NOW NEW \$

FILTERS

HIBACHI & COMPANY

155 E Franklin St, Chapel Hill Open Daily 11am-10pm



What's Up

Hibachi & Company opened on Franklin Street on Feb. 26, offering Japanese-style cuisine. All in all, I would say that Hibachi & Company is a decent place to stop by if you are in the mood for some quality fried rice and fast Japanese food. For the price, you get a decent meal with a good variety of food. While not as spicy or customizable as other places, the flavors that Hibachi & Company offers aren't bad by any means. The less meat you want, the cheaper the food is — but I'll happily shell out the extra couple bucks for some delicious steak, chicken, shrimp and rice combos.

Atmosphere

Brightly lit, warm and filled with the smells of cooking food, Hibachi & Company is immediately welcoming. Wire-framed lightbulbs, mirrors and faux-wood floors give the place a nice style, which is complemented by a large screen-picture of Japanese cherry blossoms. Most of the furniture and decor is made up of browns, blacks and other earthy colors — but with a spot of Carolina Pride hanging on the back walls.

Taste

I ordered the rib-eye steak for about \$8.50, but there are cheaper options on the menu. After a 10-minute wait, I got a platter filled with fried white rice, steak, corn, mushrooms, carrots, chopped onion and other veggies. The rice is honestly some of the best I've had on Franklin Street, and the steak was cooked well. The plate had a very nice mixture of savory and sweet going on, and I quickly inhaled the steak and rice. While the carrots weren't my pace (too sweet), the rest of the veggies in the meal were perfectly fine and cooked well. If you're looking for spicy, Hibachi & Company might lose out to Ms. Mong's, but Hibachi gives a decent amount of good-tasting food. As a carnivore, my only critique is that there wasn't enough meat — but for about \$1.50 more, that problem can be solved.

Cost

Hibachi & Company isn't too expensive. The cheapest meal on the menu is \$5.99 (vegetables and tofu), while the most expensive meal is \$15.50 (steak, chicken and shrimp). Lunch specials are always an inexpensive \$6.51 and come with a free drink — but are only available from 11:00 a.m. to 3:00 p.m. and change every day.

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BACK TO RESTAURANTS



CONTACT | ABOUT | TERMS AND CONDITIONS

Desktop



ROASTING VEGETABLES

Prep Time: 15 minutes Cook Time: 25 minutes



Supplies

Baking sheet
Aluminum foil
Knife

The Skill

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Instruction

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SHARE

BACK TO RESTAURANTS



TOMATO SHRIMP PASTA

Prep Time: 15 minutes Cook Time: 15 minutes Serves: 4



Ingredients

8oz fettuccine pasta
3 cloves garlic
1/2 sweet onion
3 tablespoons fresh organic leaves
4 tablespoons olive oil
4 medium tomatoes chopped
3 tablespoons fresh basil chopped
1 cup spinach leaves
1 pound cooked shrimp peeled
8 oz fresh mozzarella

Instructions

- 1** Bring a large pot of lightly salted water to a boil. Add the pasta, and cook for 8 minutes, or until tender. Drain.
- 2** In the container of a food processor, combine the garlic, onion and oregano. Pulse until finely chopped. Heat the olive oil in a large skillet over medium heat. Add the onion mixture; cook and stir until fragrant and almost golden. Mix in the tomatoes, basil, salt and pepper. Simmer for about 5 minutes while the pasta is cooking, stirring occasionally.
- 3** Mix in spinach until it wilts, then just before the pasta is done, stir in the shrimp. Cook until heated through. Toss with pasta in a large serving bowl, and mix in mozzarella.

BACK TO RECIPES

Mobile