



EAT CLEAN

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EAT CLEAN

Logo

Your logo acts as a symbol for the brand. It is the first impression, the subtle and unique visual communicator that sets the initial tone for the company. This mark has the longevity to withstand time, along with the simplicity to effortlessly compliment the brand.

FINAL LOGO

The logo for DIRT was intended to be stripped down, highlighting the modern and fresh approach to the restaurant. The slight angle of the “/” not only breaks up the linear and straight-forward visual properties of the logo, but also serves as a brand identifier.



THE MARK

Knowing the logo would be used on juice bottles, signage, over digital platforms, and retail merchandise, we had to not only simplify the mark but also create something bold and memorable.

logo [logo usage]

DO'S + DONT'S

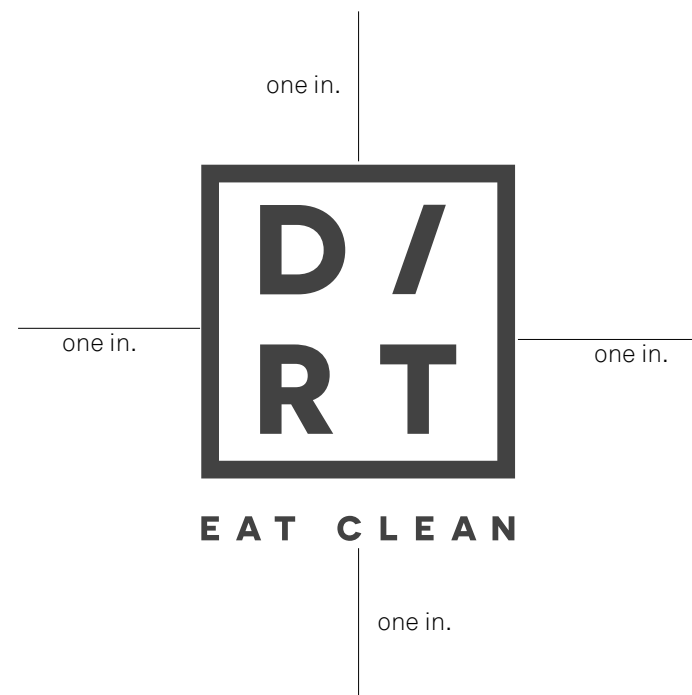
To maintain consistency of your brand and the integrity of the logo, proper usage must be followed. The following outlines proper logo usage, then the great big logo no no's.



CORRECT LOGO USE ON FLAT-COLORED BACKGROUND
Easy! No alterations - we love the DIRT logo just as it is!



DRINK CLEAN
Use the alternate DRINK CLEAN tagline when the logo is placed on beverages.

**PADDING**

Allow for at least one inch space surrounding all sides of the logo to pad appropriately. No competing elements such as text should interfere with this negative space.

**LOGO SIZE**

The smallest the full logo with tagline can be scaled down to is 1 inch, so the mark is a 1 inch box.

MARK SIZE

If the logo needs to be scaled further down than 1 inch, only use the mark which can be scaled down to a maximum of .25 inches.



EAT CLEAN

1. ADDING ELEMENTS

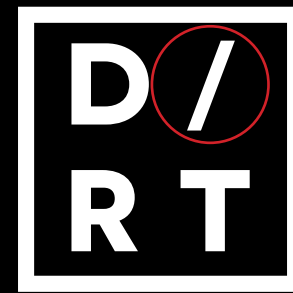
Adding other graphic elements such as strokes or drop shadows are not Kosher.



EAT CLEAN

2. SKEWING THE LOGO

The logo must always be scaled proportionately. Never skewed or stretched.



EAT CLEAN

3. ALTERING FONT OR SLASH

The logo must always maintain its integrity. Do not change the slash or font.



EAT CLEAN

4. ALTERING THE LOGO

Don't mess with a good thing! Let it be. No playing with the fonts, the sizing or scale.



EAT CLEAN

5. BOXING IN THE LOGO

The logo is only shown in open space with ample padding around it. Do not enclose the logo within a box to accommodate a photo background. Darken the photo!



EAT CLEAN

6. CHANGING COLOR

No weird colors, please! Let's keep it classy.

NOVECENTO SANS

Novecento Sans Wide is the main typeface for DIRT and it will be used for display headlines, call outs and typographic design. It is a balanced, strong font. A sans serif font conveys modernity while the geometric nature of the letter form communicates a classic yet contemporary aesthetic. The ideal weight is Bold, but Demi Bold is used at smaller sizes. Novecento is always the heavier weight font for dominance and brand recognition.

The Regular and Light versions of Novecento are used for various items when contrast is needed or small call outs, highlights, etc.

NOTE: Novecento is an all uppercase font - no little guys here. So when using this font, only use the 'lowercase' version of the letters. This means - **turn off CAPS LOCK and keep your finger off the SHIFT key.** There is a difference - promise!

NOVECENTO SANS WIDE BOLD

AA BB CC DD EE
FF GG HH II JJ KK
LL MM NN OO PP
QQ RR SS TT UU
VV WW XX YY ZZ

NOVECENTO SANS WIDE BOLD / DEMIBOLD:

- + Call outs
- + Sub headlines
- + Brand statements
- + Signage

[Alternate: Novecento demibold]

NOVECENTO SANS WIDE BOOK

AA BB CC DD EE
FF GG HH II JJ KK
LL MM NN OO PP
QQ RR SS TT UU
VV WW XX YY ZZ

NOVECENTO SANS WIDE BOOK:

- + Supporting call outs
- + Small text details
- + Buttons

[Alternate: Novecento light, normal]

Typography

Brand typography is broken down to illustrate how to use the proper type formatting and font selection for various uses.

DISTRICT PRO

District Pro is another sans serif font ideal for DIRT’s body copy. It is new and economical, and roots from classic, clean typefaces. The versatility adds to the DIRT brand without compromising Novecento Sans Wide when used together. District’s letter-spacing makes it indispensable for ingredient lists and other markings. The ideal weight is Light for body copy, but other font families can be used as needed. The weight of District Pro should NEVER compete with the weight of Novecento - there should always be a stark contrast between these two fonts, Novecento always being the heavier of the two.

DISTRICT PRO LIGHT

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

DISTRICT PRO LIGHT USES:

- + Body copy
- + Supporting subheadlines

DISTRICT PRO THIN

AA BB CC DD EE FF
GG HH II JJ KK LL MM
NN OO PP QQ
RR SS TT UU VV WW
XX YY ZZ

DISTRICT PRO THIN USES:

- + Body copy
- + Alternate for Light

DISPLAY 1
DISPLAY 1

DISPLAY 2
DISPLAY 2
DISPLAY 2

SUPPORTING ITEM

Body Copy
Body Copy

DISPLAY 1
Novecento Sans Wide Bold
No caps lock preset
Tracking: 250pt - 400pt [depending on size + usage]

INCORRECT DISPLAY 1
Novecento used with caps lock or in with all capital letters becomes larger and loses visual weight

DISPLAY 2
Novecento Sans Wide Demi Bold
All capital letters only
50pt - 250 pt tracking [depending on size + usage]

SUB HEADLINE
District Pro Light
All capital letters
110 pt tracking

BODY COPY
District Pro Light / Thin
25 - 50pt pt tracking [depending on size + usage]

WELCOME
TO DIRT

DISPLAY 1
Novecento Sans Wide Bold
46 pt size
400 pt tracking
55 pt leading

ENJOY OUR FOOD

DISPLAY 2
Novecento Sans Wide Demi Bold
20 pt size
250 pt tracking
24 pt leading

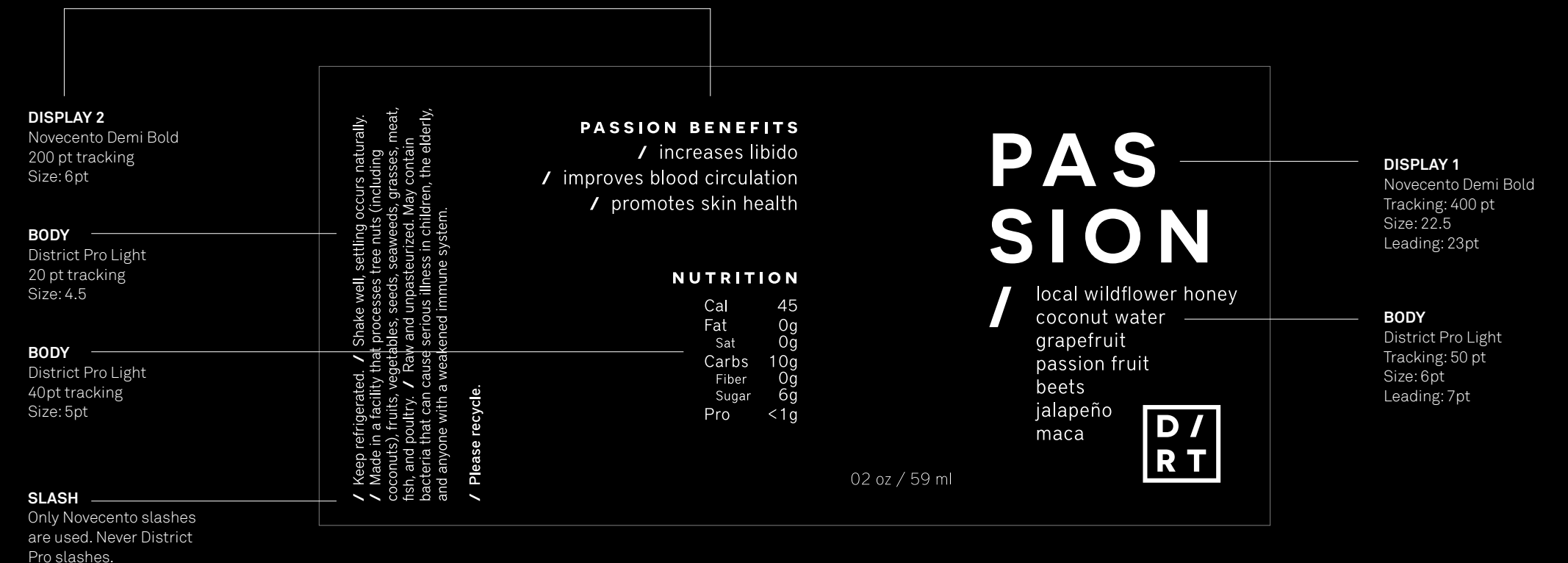
THIS IS A SUPPORTING EXAMPLE
District Pro is another sans serif font ideal for DIRT’s body copy. It is new and economical, and roots from classic, clean typefaces. The versatility adds to the DIRT brand without compromising Novecento Sans Wide when used.

SUPPORTING
District Pro Light
13 pt size
110 pt tracking

BODY
District Pro Thin
11 pt size
25 pt tracking
17pt leading

PRICE / 27

DISPLAY 2
Novecento Sans Wide Medium
10 pt size
75 pt tracking



DISPLAY 1

Novecento Bold
250 pt tracking
Size: 10pt

SUPPORTING

District Pro
110 pt tracking
Size: 9

DISPLAY 2

Novecento Regular
50 pt tracking
Size: 10

DISPLAY 2

Novecento Medium
50pt tracking
Size: 6p



CLASSICS

SEASONAL

SALAD 11

DIRT X LULULEMON SALAD BY CRISTINA
Baby lettuces, torn herbs, sunflower sprouts, kale, spinach, spiced lentils, avocado, green apple, roasted sweet potato, fig + oat crumble, apple cider vinaigrette
CAL / 530 PROTEIN / 9g FAT / 34g CARBS / 55g

BOWL 12

DIRT AUTUMN BOWL
Arugula, roasted curried cauliflower, cucumber, pomegranate seeds, fine herbs, butternut squash cashew "cream", golden quinoa, extra virgin olive oil
CAL / 450 PROTEIN / 15g FAT / 16g CARBS / 66g

PLATE 16

DIRT AUTUMN PLATE
Grilled Brussels sprouts, shaved radishes, farro, cranberries, chimichurri
SERVED WITH MIXED HEIRLOOM BEANS
CAL / 400 PROTEIN / 17g FAT / 16g CARBS / 55g

STROKE

Size: 2pt

DISPLAY 2 [PRICE]

Novecento Medium
50pt tracking
Size: 10pt



COLOR

The main colors for DIRT will be maintained as an off-white, gray-beige, a light charcoal gray, and a light gray-brown. These colors will be used in stark contrast of each other.

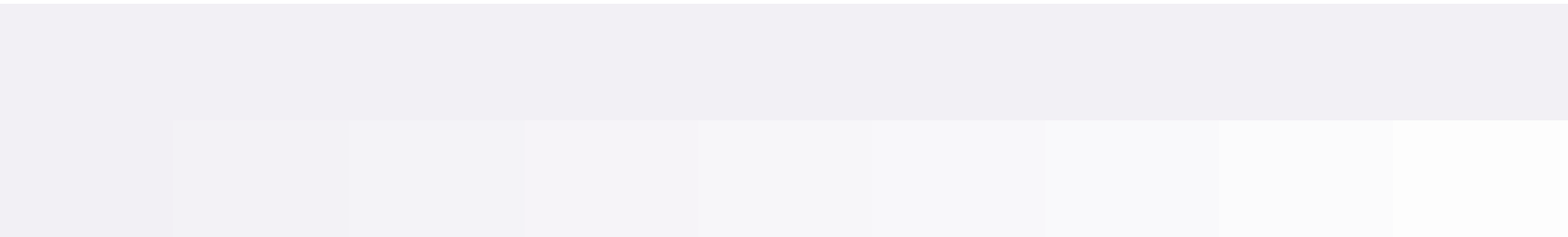


Elements

Color, texture and supporting accents each help to communicate the brand language and enhance the brand experience. They are used interchangeably, but never all together. These additional elements breathe life into your brand.



BLACK
Pantone 426 C
RGB 49, 73, 84
CMYK 82, 61, 50, 35
314854



THE LIGHT
Pantone Cool Grey 7
RGB 242, 240, 244
CMYK 4, 4, 0, 0
7B8B92



SUPPORTING COLORS
Supporting colors for DIRT will be the produce, ingredients and elements that create the food and brand material. Natural color and textures from carrots, tomatoes, meats, etc.



MATERIALS

The overall approach to DIRT's appearance will rely heavily on the textures, paper choices, and emphasis on color that is used in its materials for packaging, marketing collateral, and stationery. Crisp, clear, modern glass ties into the transparency DIRT desires when presenting produce, while usage of environmental + vellum paper brings in a rustic touch.

Lighter, refined woods that go against the 'rustic' feel are used. A mix of copper, glass, sheer papers, crisp lighting, and organic icons help define the overall brand look and feel of DIRT.



DIRT

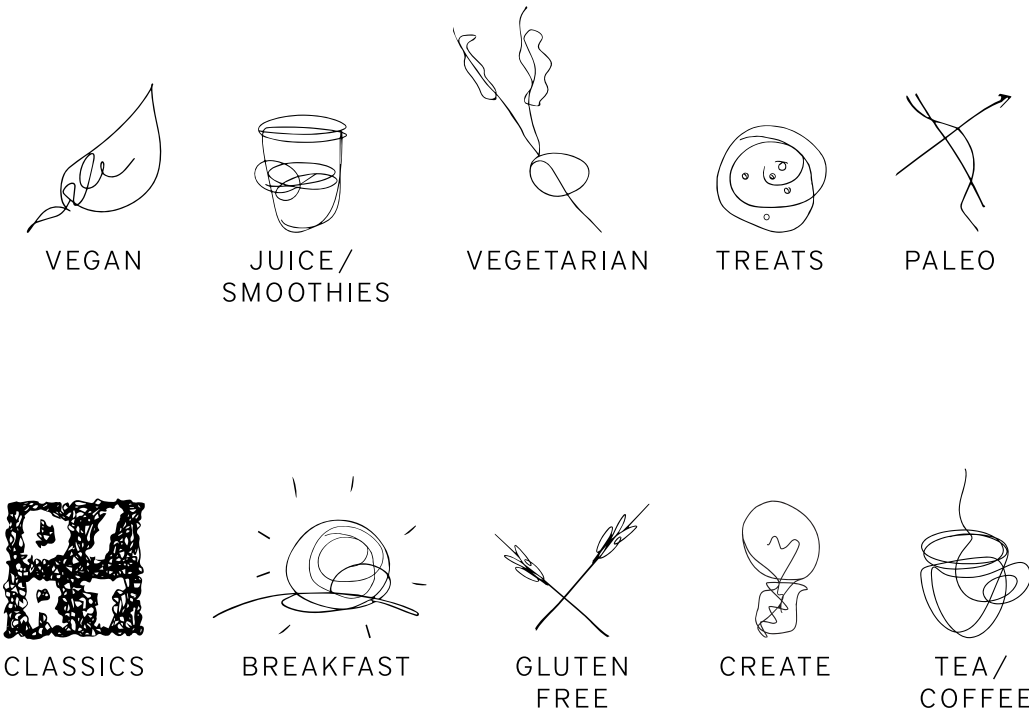


ALL UP!

When referencing or writing DIRT in any context, the name is always capitalized: DIRT.

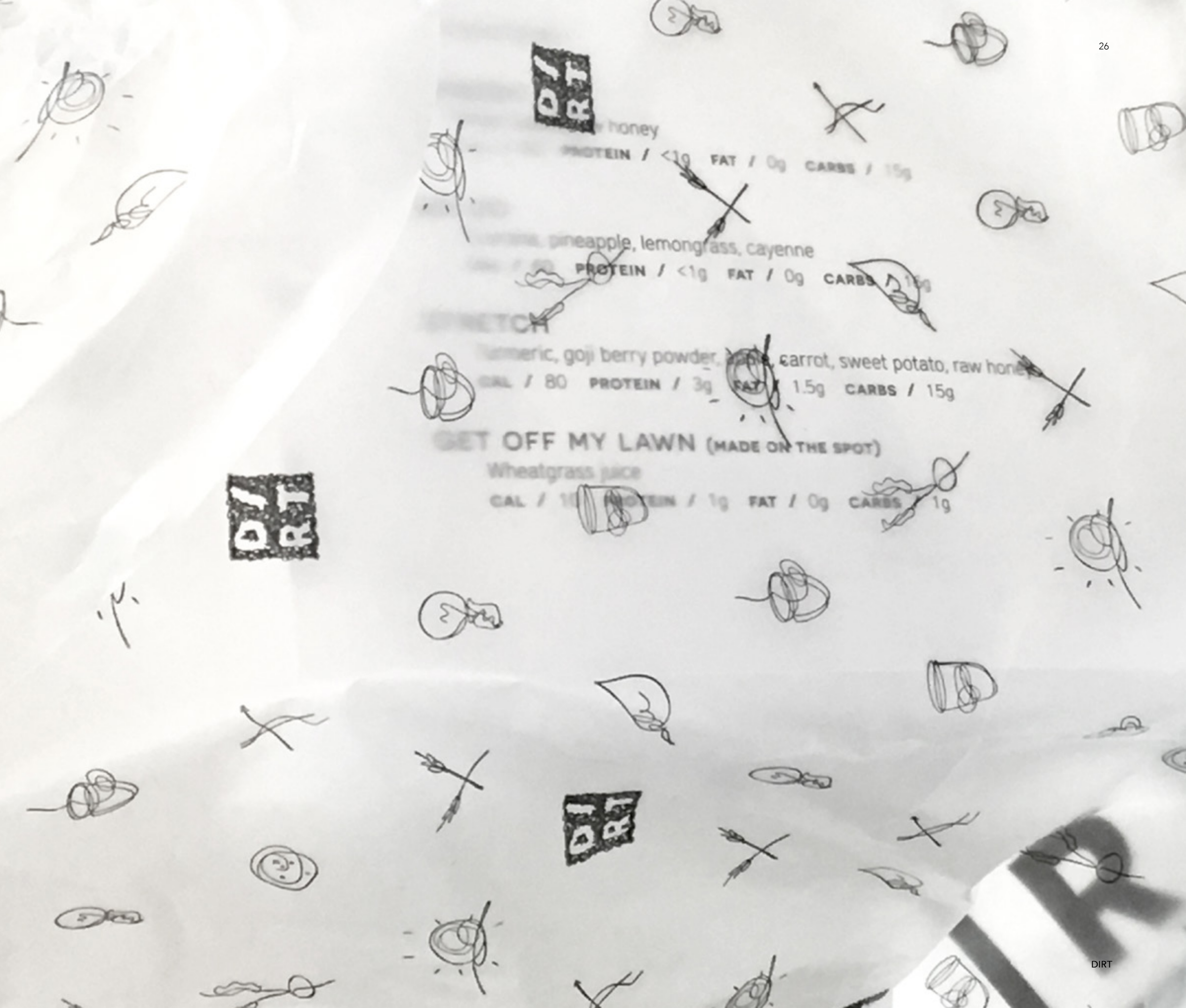
DIRT SLASH

A consistent use of the DIRT '/' helps to emphasize the brand. These slashes can be used in place of colons, dividers, bullet point, etc. or just as a decorative element. The slash is mainly only used in the Novecento font or pulled directly from the logo.



ICONS

The DIRT icon set is loose and organic to contrast the linear and stark presence of the logo and materials. These icons denote the various dietary and meal types at DIRT and can be used to identify accordingly or as design elements on branded material. They can be used with or without the associated word.



The story

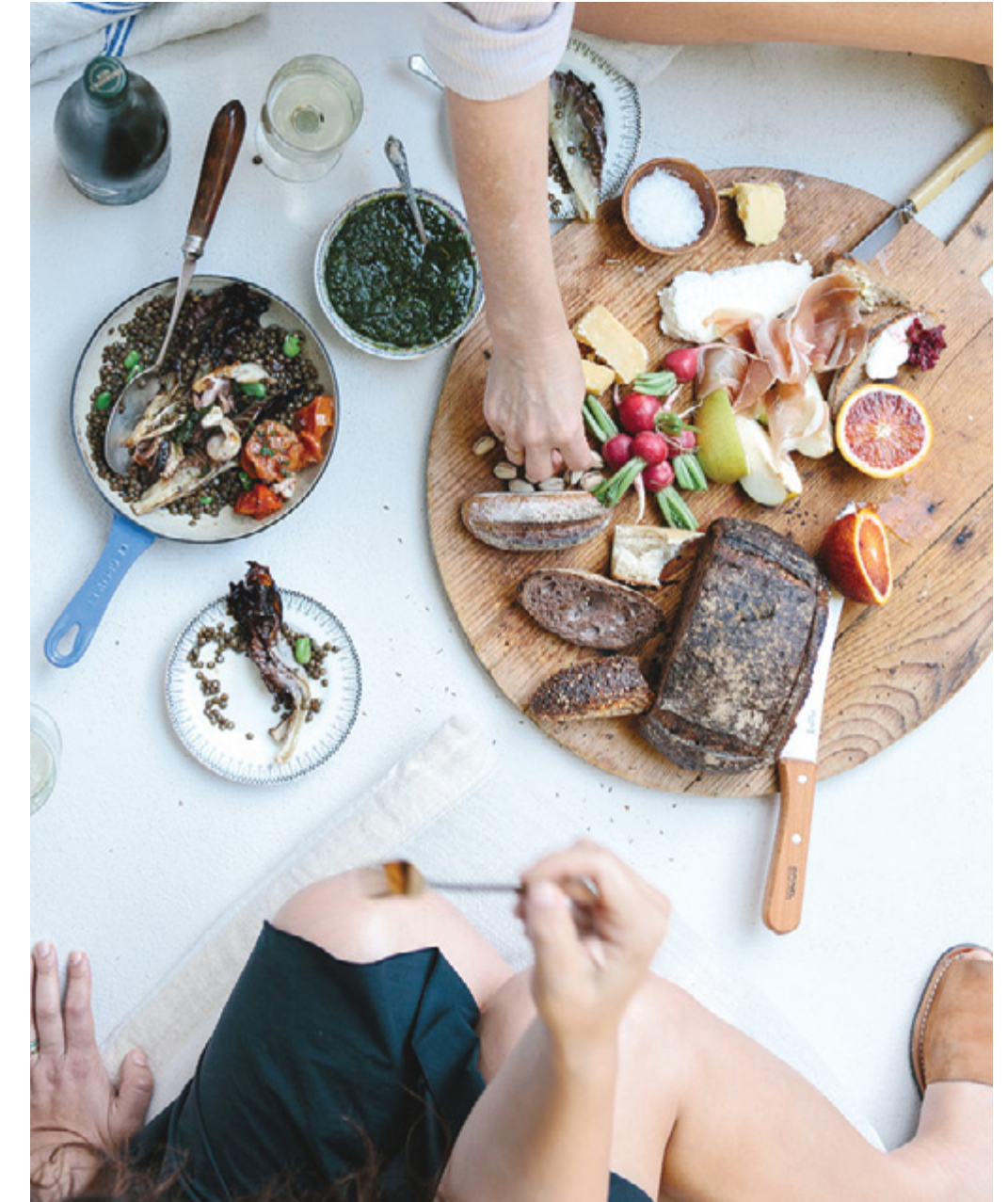
DIRT is where clean eating and great taste coexist in Miami Beach. DIRT is a new fine food served fast dining experience in Miami Beach: a farm-to-counter eatery and wellness bar combining fresh, great-tasting food with health, convenience, and simplicity. Simply put, we believe in high-quality, nutritious food, served quickly and affordably.

DIRT isn't just a restaurant. We see ourselves as part of a larger global community and as a smaller local community member seeking to provide sustenance and reward for farmers and diners alike.

We care about three things: people, food, and the planet. Our goal is to make delicious, high-quality food that is good for you and good for the planet. We believe in keeping food clean, sustainable, local, and organic, and making it affordable, accessible, and convenient for everyone. We are passionate about creating an environment for our customers that is warm, caring, and fun, and a workplace for our employees that inspires creativity and passion.

The Difference

What makes the brand unique? How are we going to stand out from the herd? The position statement, mission and overall values help define who we are and why we do what we do unlike anyone else.



Positioning

DIRT is a progressive eatery focused on seasonal, local ingredients; cultivating an approachable, transparent, community-oriented environment rooted in a fully sustainable cycle of farm to plate then back to dirt.

Mission Statement:

Our mission is simple and straightforward:
To deliver innovative, delicious, healthy
cuisine with excellent hospitality in a clean,
uplifting environment that you can enjoy at
any time of day.



Language

The voice of your brand is key to its' success. Proper language is a huge component when verbally communicating your brand experience. Everyone involved should use the same verbiage to describe how they personally feel about the company and what the client will ultimately feel or take away.

TAGLINE

Eat Clean.

VOICE

DIRT's voice is fresh, engaging and unobtrusively educational to the consumer. There is a warm approach that accrues from knowledge and passion in the farm-to-counter culture. A forward-thinking, progressive, but light tone that is confident yet approachable. A sense of community is harmonized by the connectedness DIRT has for the customer.

The overall tone of DIRT is vibrant, but light. Colors are pale and modern but accented by highly saturated organic hues. The voice should follow the same path. Subtle humor, dry wit and mild quirkiness is accompanied by passion, knowledge, confidence and a strong understanding of the 'eat clean' philosophy.

KEYWORDS

These keywords not only are used to describe DIRT, but also make up the foundation for their core values. These terms act as the roots for who DIRT is.

1. [transparent]

We know where our food comes from, and we think you should too. We highlight local farmers and purveyors on the Locally Grown list that immediately greets you when you walk into DIRT and on our in-store menus. The menu on this very website includes even more detail about the ingredients for each menu item.

2. [authenticity]

We are passionate believers in the farm-to-table movement. We don't just source locally because all the cool kids are doing it. We do it to support the local economy and because the ingredients are fresher and taste better, not to mention the environmental benefits of buying produce from a farmer in Homestead rather than one in Portland (not that we have anything against Portland).

3. [sustainability]

Energy - We're powered by 100% pollution-free energy from Arcadia Power. Guests dine and employees work by energy-efficient LED and fluorescent lighting, and we efficiently regulate our climate through Nest smart thermostats.

Glass Bottles - Our cold-pressed juices and shots are prepared in-house every day in the wee hours of the morning. All juices are stored in glass bottles that won't leach into your juice like plastic does, ensuring optimal taste, freshness, and quality. To encourage the reuse of our glass bottles, we charge a \$2 bottle deposit for each juice that we sell, and we credit the deposit back to you when the bottles are returned.

Paper + Plastic Packaging - All paper and plastic products (bowls, cups, utensils, straws, bags, napkins, even tissues and toilet paper) are recyclable, compostable, and/or biodegradable.

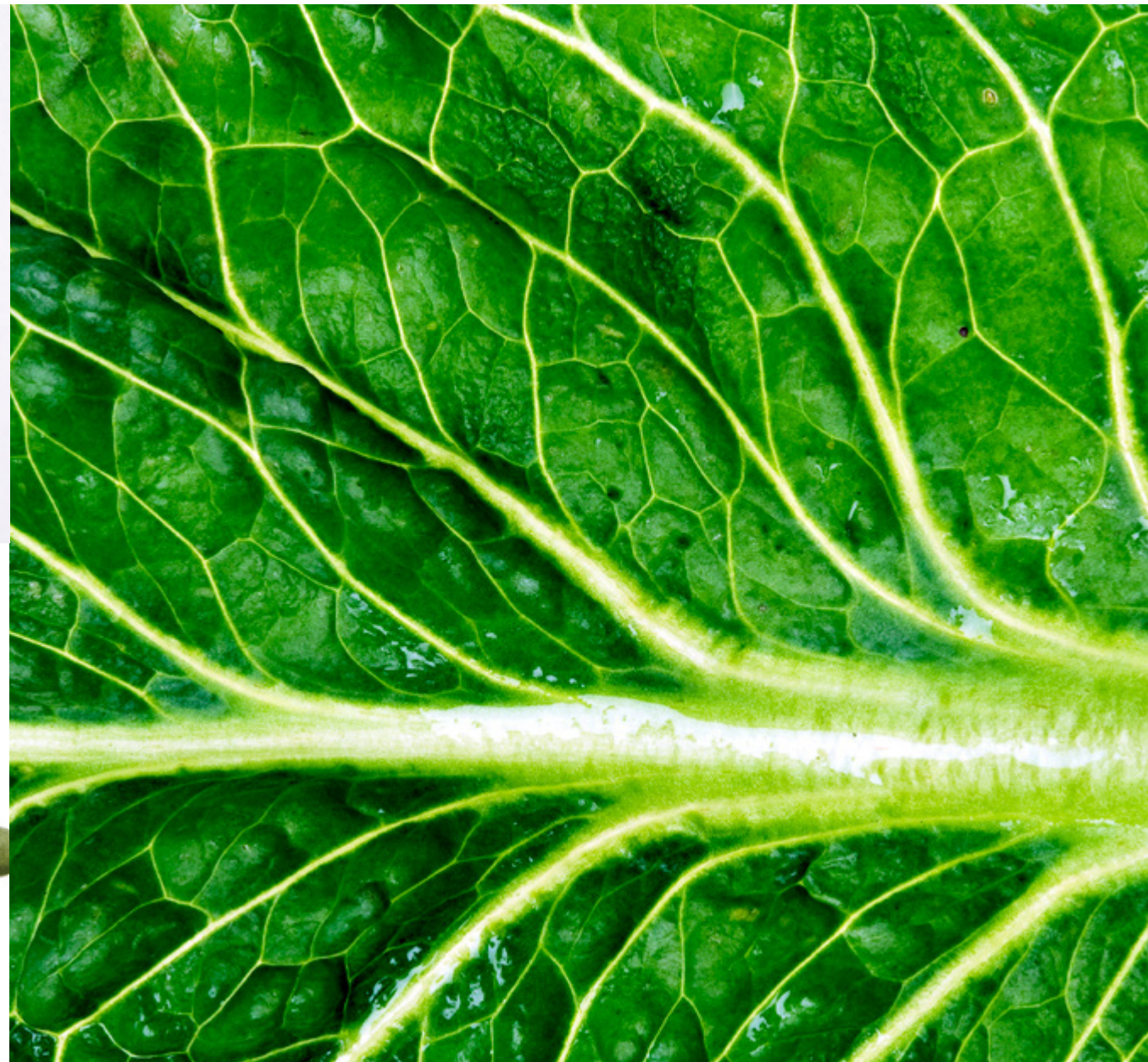
4. [gather]

At DIRT, you can hang out, read a book, catch up with old friends, or make new ones. We're more than just another place to "get food".

5. [local]

Small, organic, local farms using practices that support and sustain the earth are the kinds of businesses that we like to support and sustain.

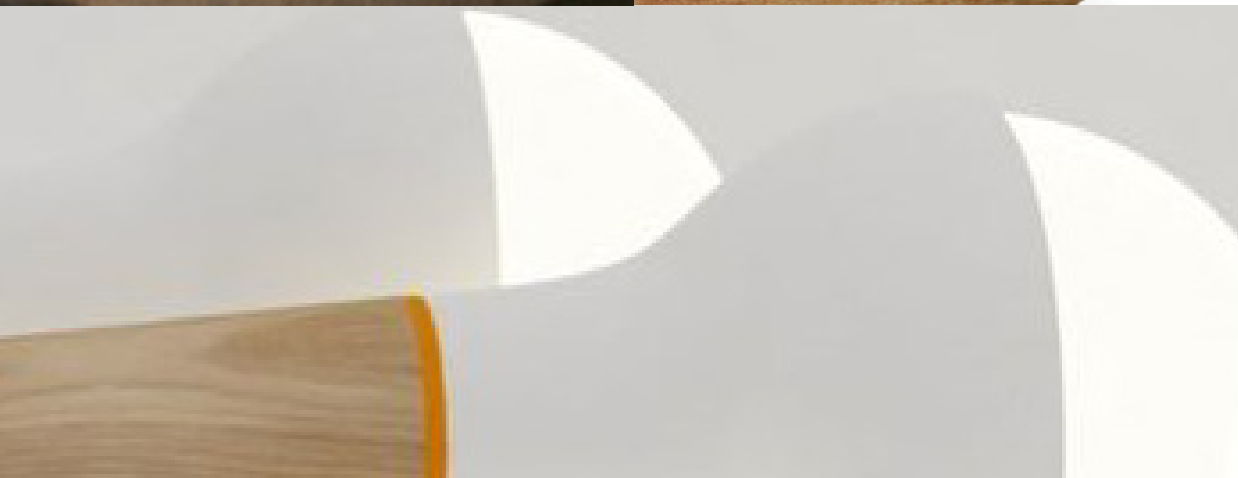




MOOD + STYLE: MODERN-RUSTIC

Modern meets rustic: where emphasis on the fluid and organic lines of abstract textures contrast the precise qualities of sharp, sleek counterparts. An essence of comfortability and freshness, hearty meals, and the feeling of an innovative community.

Light, pale tones dominate for a fresh, open and modern aesthetic and are contrasted by vibrant natural tones of ingredients, meats, juices - always allowing the food to take center stage. Glass, translucent materials, light [white] colors aid in setting an implied feeling of openness and transparency. Heavy, dark or overly rustic tones should be avoided. The idea of dirt[y] should never be associated with DIRT. The vibrancy of fresh greens, plants and open space offer a brightness that will be a natural connection with DIRT from all design points.



Tone + Inspiration

The tone + inspiration of the brand is woven throughout all advertising, promotional and brand-related material. These visual references offer insight into the mood of the company and how the market will perceive you.



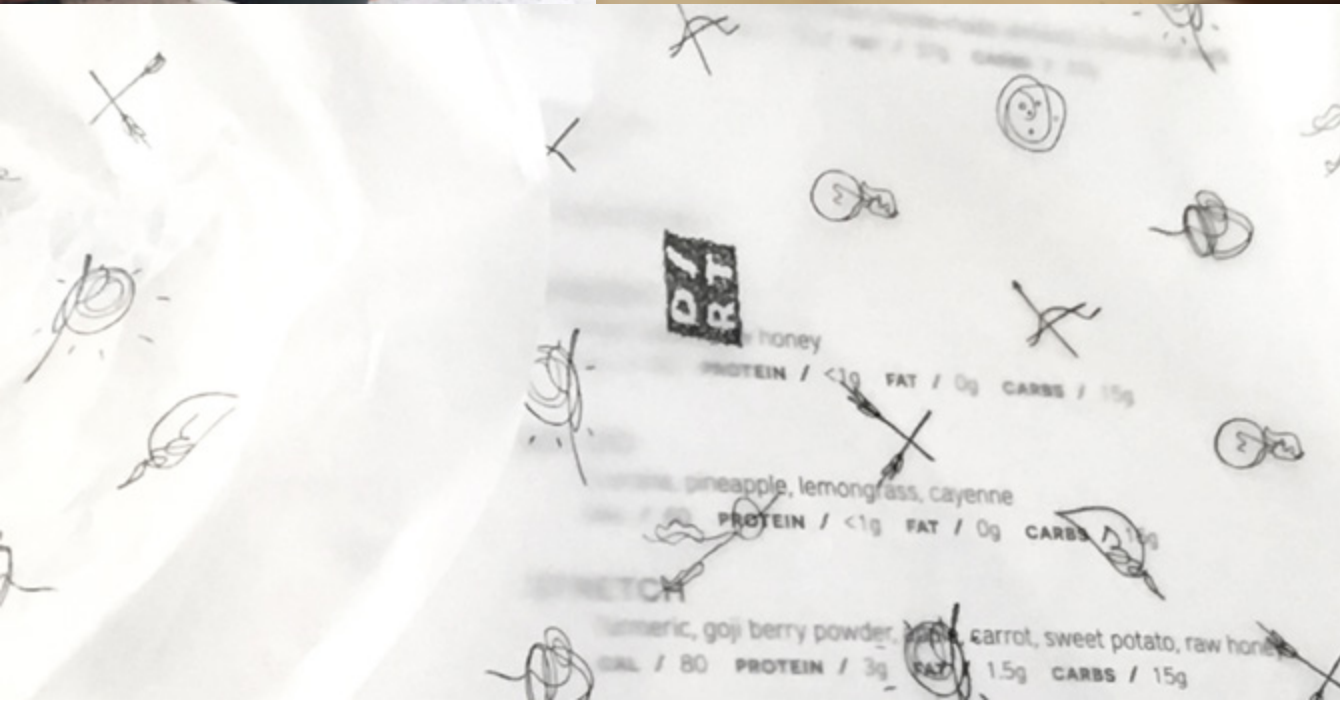


PACKAGING

From juice labels to take out bags, here is some of the DIRT packaging and design that makes up the brand.

Design

The packaging, signage, imagery and other materials all communicate the brand. When these elements join together, the true essence of the brand is expressed.





THE CUSTOMER:

The DIRT customer is anyone and everyone who loves delicious, health-conscious cuisine, coffee, treats, juices or just a cool environment.

Our customer is the heartbeat of DIRT.

People who care, who are excited by life. They are of all ages, races, colors, cultures, shapes and sizes . They are the vegans, the vegetarians, the meat-lovers, the tree huggers. Coffee addicts, juice fiends, beach bums, office dwellers, gym rats. Moms and dads, kids and pets. But most importantly, they are hungry.

DIRT is for all.



Customer

Knowing your market is crucial when understanding who to target. What are their interests, demographics, personality insights?

STYLE

The overall style for DIRT photography falls in line with all other branded material: light tones supported by vibrant natural colors and textures.

Images that showcase a natural and imperfectly-perfect essence, while exposing true aspects of hearty, fresh and wholesome goods. Photos will have high contrast and vibrant colors, with a balance of soft elements. There is a strong use of composition and negative space, with no allowance of additional factors for distraction.

MACRO

Macro shots that bring the viewer into the subject, showcasing the elegant and often over-looked delicate details that food possesses. Contrast, texture, abstraction, and showing ingredients in their natural state. These shots are to evoke interest and present a strong design and artistic visual representation of DIRT's transparent and modern approach to eating clean.

Photography

Photography helps tell your brand story, bringing all ideas and tones together to evoke an emotion and connect to the consumer. The style of photography, photo selection and consistency of images is important for brand standards.





FOOD AND PRODUCT

Product shots will highlight and engage the consumer by bringing them in to an informally styled, vibrant product. Overall the images are capturing the perfectly imperfect feeling of beautiful plating with one thing slightly off. Whether a runny egg yolk to showcase the vibrant yellow, light oil splatters against a more clean and modern plate. The tonality should maintain a light, freshness that embodies the modern-rustic approach. Aerial shots of interesting compositions are greatly appreciated!



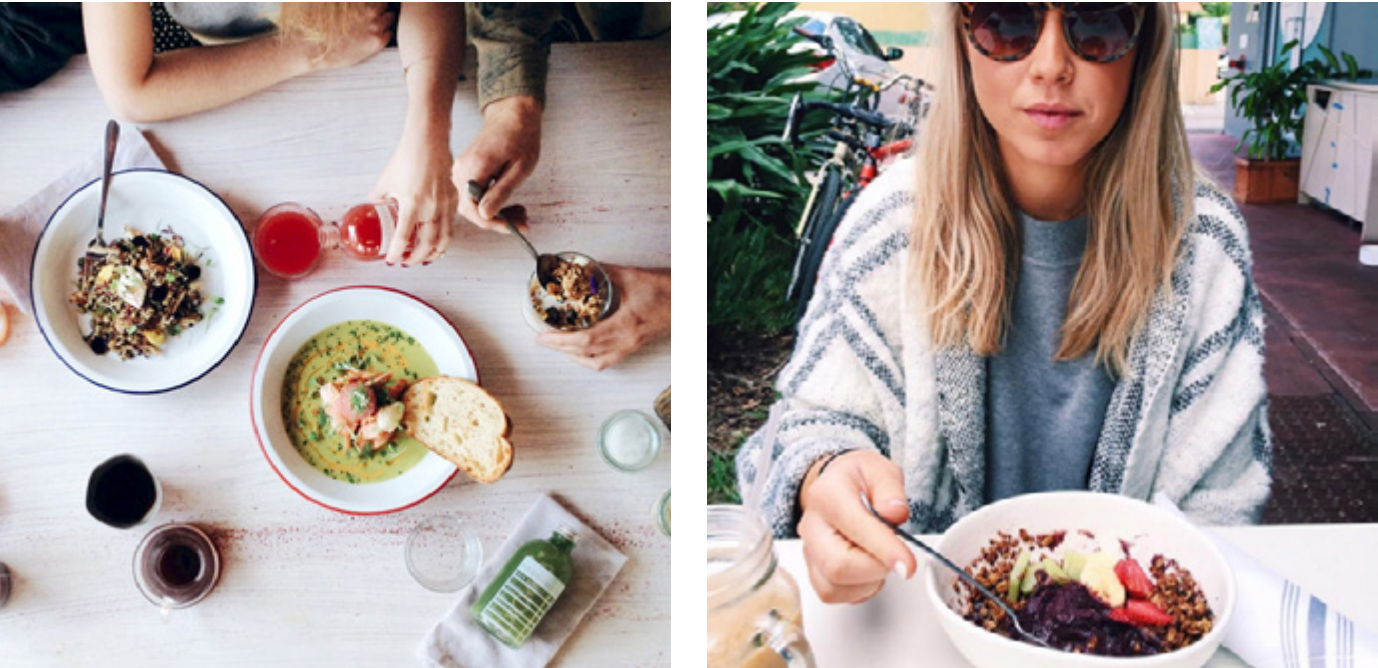




LIFESTYLE [PEOPLE + DINING]

Candid shots of folks eating and enjoying DIRT, along with interactive table settings that create interesting compositions. Styling should be casual and comfortable, not overly styled or too on trend as we want to engage all audiences. The key is comfort and approachability.





WE ARE DIRTY

DIRTY

OUR MISSION

WE CARE ABOUT 3 THINGS: PEOPLE + PEOPLE + PEOPLE

WHAT WE VALUE



EAT CLEAN



