

THE HUNGRY HUN

BRANDING DOCUMENT

LOGO

The Hungry Hun



REVERSE



GREYSCALE



WITHOUT STRAPLINE

COLOUR PALETTE

The Hungry Hun

Due to the logo having a textured effect, there are two colour references for the green.
Use the reference on the left as the main green, and the green on the left as a secondary option.



PRIMARY GREEN

CMYK: #515A2E
RGB: 81, 90, 46
PANTONE: 574 C



SECONDARY GREEN

CMYK: #676C43
RGB: 103, 108, 67
PANTONE: 7750 C

The typeface for The Hungry Hun within the logo is based on Wicked Grit. This will work when you come to add other 'pull out' information to items, I recommend you then pair it with a typeface like helvetica light for body copy, so as to not overwhelm and over-use the Wicked Grit typeface.

WICKED GRIT TYPEFACE FOR HEADINGS

Paired with Helvetica light for body copy.

TRAILER FRONT

The Hungry Hun



TRAILER BACK

The Hungry Hun



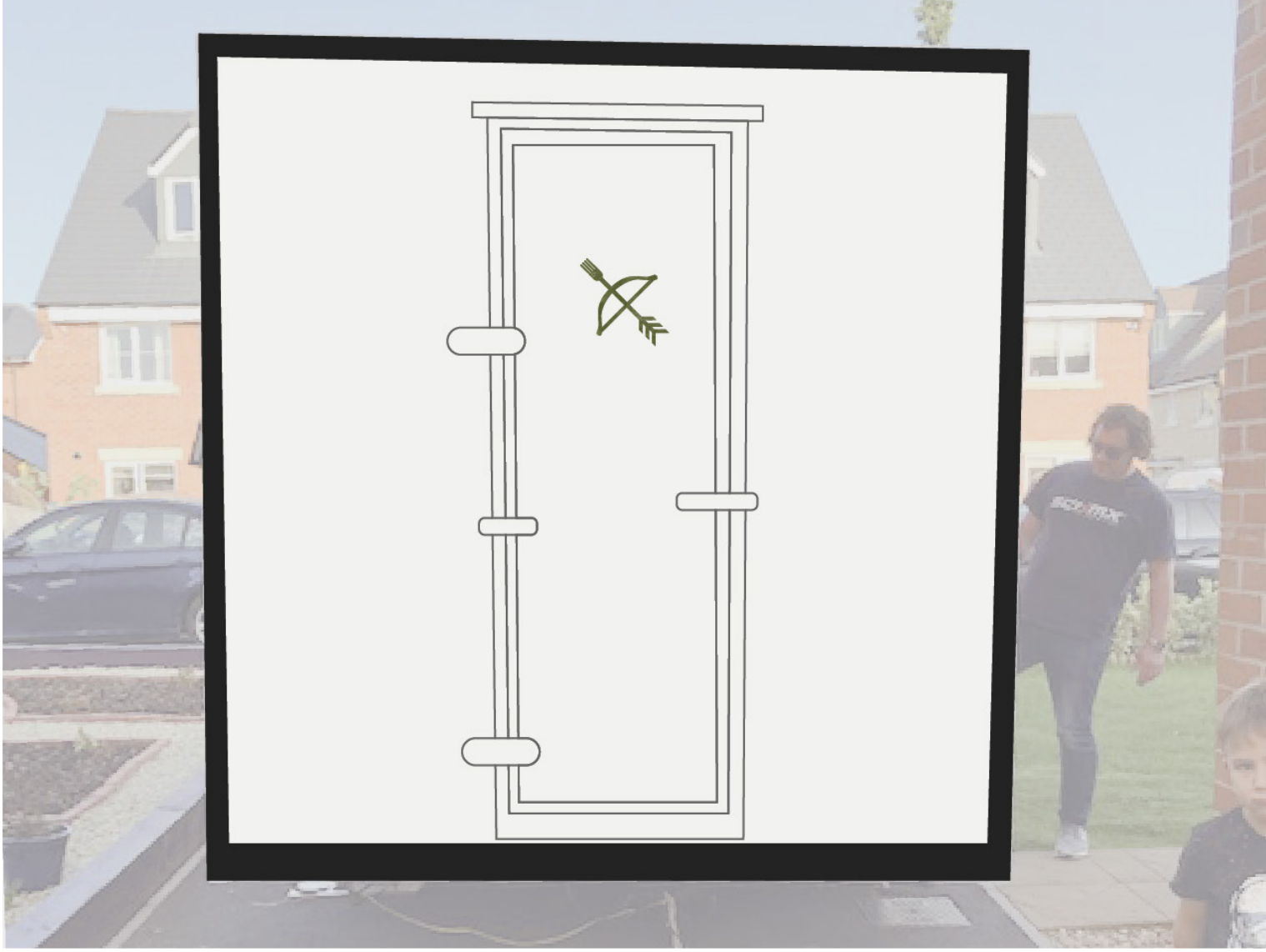
TRAILER TOW

The Hungry Hun



TRAILER ENTRANCE

The Hungry Hun





THE HUNGRY HUN



HUNGARIAN STREET FOOD

THANK YOU