

FOOD LAB PUBLISHING

TAYLOR UDEN

Mission Statement:

Food Lab Publishing is a publishing company that understands that all food is a beautiful creation. It wants to take each unique design and tell the world what they are missing. Food Lab publishes the highest quality cookbooks, books about food, and anything else in the culinary realm. From the latest knives to learning to cook with kids, Food Lab takes the lab to you. You could be mixing two new elements to make a new smoothie or sauce or fry up some meat that can be independently awesome. Our mission is to help you create an elegant new creation at the tip of your fingers. You are working with everyday food and the kitchen is your lab. We believe anyone can cook; we are just your lab partner. Let's start experimentin'!

A STANDARD LOGO DESIGN



Sizes:

Food Lab Publishing will be sized at 2.5in x 3 in. However, size is able to change based on the logo that is used and where the logo is placed on the page without distortion.

B STANDARD LOGO-HORIZONTAL



Typography:

Food Lab Publishing uses **Unica one** and *Allura* to complete its design. Unica One is used for the majority of the lettering (Lab and Publishing) while Allura is used for the word food. Both of these fonts are free to the public and are available on Google Fonts.

D IMAGE ONLY



Colors:




Food Lab Publishing is primarily gray in its design. However, all elements can be changed to fit the design of the book and its colors. Whether the boxes in "Lab" need adjusting or the words or letters in the logo change is based on the color template of the book that is being published.

C TEXT ONLY



E VARIATIONS



	RGB: 121, 122, 125 CMYK: 54%, 45%, 43%, 9% #: 797a7d
	RGB: 232, 29, 41 CMYK: 3%, 99%, 94%, 0% #: e81d29
	RGB: 0, 0, 0 CMYK: 75%, 68%, 67%, 90% #: 000000