RAMUNTO'S
BRICK OVEN PIZZA
™

Brand Style Guide and New Restaurant Guidelines

The following brand identity and new restaurant guidelines for Ramunto's was created to help you present the brand in a consistent, recognizable, and proprietary way.

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1. Introduction

The hard work and dedication of our staff shows in the service and food that we serve. We take such great pleasure in making sure that every one of our visitor's experience is one that will keep them coming back for years to come. That is why we make sure that we deliver on our promise of great people, great food and most importantly great times! We believe in creativity from the franchisees to make their restaurants personable to their demographic areas, at the same time following the guidelines and the templates that we have created.

Why Have Brand Standards and Restaurant Guidelines?
The brand style guide establishes the rules and guides to maintain a consistent identity system to be used throughout all marketing of Ramunto's.

Through use of examples, this guide lays the groundwork for future design work for Ramunto's Restaurants so that all marketing maintains the same aesthetic.

A well managed graphic identity is an important part of strengthening Ramunto's Restaurants' visual identity as a brand and will help reach it's broader goals of strengthening its reputation and prominence. It will also help the public easily identify Ramunto's Restaurants and feel confident in their decision to drink and dine there.

2. Logo

2.1 Logo Design

The Ramunto's logo must be the trademark logo *(see figure 1.0)*. When using this logo, there must be space equivalent to that of the height and width of the "R" in "Ramunto's" *(see figure 2.0)* between the logo and any other page content.

When using the logo in other marketing material, there must be space equivalent to that of the height and width of the "R" in "Ramunto's" *(see figure 2.0)* between the logo and any other page content.

No other logo shall be used unless with written Ramunto's permission.

(figure 1.0)

(figure 2.0)

This is an example of the distance page content should be from the Ramunto's logo. Doing so will establish importance and attention to the brand. Important not to crowd the logo.

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2.2 Logo with Trademark on Menus, Brochures, Business Cards, Order Boards, Hats Shirts & Signage

The Ramunto's trademark logo shall be placed on any company Ramunto's shirt, and company Ramunto's hat. The Ramunto's Trademark Logo must be placed on all menus, brochures, business cards and order boards. All Ramunto's logos, interior and exterior, must be the approved Ramunto's Trademarked logo.

3. Typography

3.1 Typography
The following fonts are to be used for print collateral and restaurant menus

ARVO REGULAR
Main Headline / All Capital Letters
Size: 26pt
Use for main top level headlines only, do not use for paragraph or body copy

Arvo Regular
Secondary Headlines / All Capital Letters
Size: 13pt
Use for secondary headlines and menu item titles, , do not use for paragraph or body copy

Myriad Pro Regular
Paragraph and Body Copy
Size: 11pt
Use for paragraph and body copy, allow for 2 pts of line space and 0 for letter space.

Walter Turncoat
Small Call Outs
Size: 11pt
Used only for "call outs" not to be over used, especially for paragraphs, use for small headlines in "call out" sections.

NOTE: For large designs, in-store signage use relative sizing ratio stated above.

3.2 Font Usage (Menus)
Only fonts mentioned in 3.0 are allowed for usage in all menus. No other fonts are permissible for usage in menus.

3.3 Font Guidelines for Additional Usage
Using your own fonts and styles on your location's T-shirts and hats is permissible, as long as there is a visible official Ramunto's trademark to accompany.

All designs must be approved by corporate, please email all designs to: brad@ramuntos.com
- no poitics of any kind
- must be "family friendly" content,
- must not promote over-consumption of alcohol

3.4 Font Color
Font colors may be used in black, white, red or green. If using red or green, the Ramunto's color palate (section 4.1) must be used to match these colors.

4. COLOR

4.1 Color Palate

The following fonts are to be used for print collateral and restaurant menus

RAMUNTO'S RED

PANTONE
484C

FOR WEB USE
R: 138 G: 32 B: 26

FOR PRINTING USE
C: 28 M: 97 Y: 100 K 31

RAMUNTO'S GREEN

PANTONE
3308C

FOR WEB USE
R: 16 G: 68 B: 51

FOR PRINTING USE
C: 87 M: 46 Y: 77 K 51

RAMUNTO'S GRAY
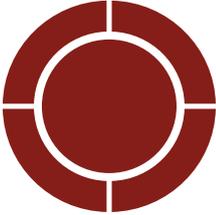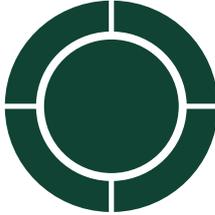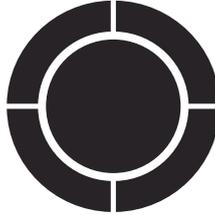
PANTONE
Hexachrome Black C

FOR WEB USE
R: 39 G: 39 B: 39

FOR PRINTING USE
C: 71 M: 65 Y: 64 K 69

4.2 Color Usage

These colors must be used for any Ramunto's trademark logos.

4.3 Logo Usage on Backgrounds

White and off-white background colors are preferred. Contrasting lighter backgrounds are preferred.
Plain or blank backgrounds are preferred.

Backgrounds that are busy, distracting or contain patterns are not recommended.

If, for example, the logo is placed on a brick background, steps taken to fade the background around the logo a
minimum of the height and width of the "R" in the "Ramunto's" logo *(see figure 2.0),* is recommended, these fading
effects should be executed in a way that looks authentic and not fake.

Background colors can vary as long as they are not distracting from the logo.

No background color can be Ramunto's Red, or Ramunto's Green, unless on an article of clothing.

5. IMAGES

5.1 Image Usage
Images may be used in menus, brochures, web sites, magazines, as long as the clarity meets the Ramunto's standard (see section 5.4). Images may also be used on clothing as long as they are not clip art.

5.2 Image Styling
Images should be as authentic as possible. No filters altering the image to a realm of unrealistic over-saturation of colors and textures are allowed at this time.

All images that are placed on advertising or menus shall be photography (see 5.4). Illustration and clip art is not permissible on menus or advertising.

Images placed on clothing may be illustration.

5.3 Image Coloring
Images may be in color or in black and white if desired.

5.4 Image Editing and Clarity
Image width: no smaller than 1,200mp
Image height: no larger than 18mp

For print purposes images: 300dpi

Images should be as authentic as possible: No filters altering the image to a realm of unrealistic over-saturation of colors and textures are allowed at this time.

6. SIGNAGE

6.1 Signage Specifications

Exterior signage must be minimum 5' in length, unless otherwise stated by regulated town law.

6.2 Signage Placement

The Ramunto's trademark sign must be visible from the main entrance of the building, and or the main way of traffic used to get to the restaurant. The sign placement must be approved by a Ramunto's official before being set.

6.3 Signage Colors

Signage colors must remain the Trademark Ramunto's green and red, as specified in the color palate (section 4.1)

6.4 Trademark

All signage used must be the provided Ramunto's Trademark Logo. The use of a re-created Ramunto's logo is not permitted.

7. INTERIOR

7.1 Layout

Initial restaurant design to be performed by a professional design team working with the franchisee and the franchisor. Final design to be the exclusive decision of the franchisor, while meeting the design criteria as outlined.

Any new restaurant as of January 1st, 2017 must have its pizza station viewable from the bar located in front of the patrons, so the patrons can see the product being made, as part of the Ramunto's dining experience. Layout must be approved for the Franchisor.
Pizza display must be minimum of 6', maximum 6' with two shelves, and glass display. Pan elevators may be used to maximize the holding capacity of the display case.

7.2 Equipment

All layout and equipment placement shall meet the approval of the franchisor.

Any new restaurant, after January 1st, 2017, that is over 3,000 SF must have a wood oven, or fireplace for viewing, if permissible by the town, city or state, unless written permission is granted.

7.3 Menu

All new menus for new locations must follow the Ramunto's template to show continuity between all of the restaurants. Each individual restaurant will be able to add their own items, using our format and template. Menu shall consist of standard items such as pizza, pasta, subs, sandwiches, burgers, appetizers and salads. Non standard items may be approved with written permission by the franchisor, as long as a draft menu is submitted for approval. Franchisor has approval for final submission.

7.4 Service

More than 40 seats (excluding the bar) shall require full dinning service.

8. EXTERIOR

8.1 Location
All restaurants, locations, buildings and access shall be approved in writing by the franchisor prior to the franchisee's acceptance of site.

8.2 Parking
All locations shall provide a minimum of 1.25 parking spaces for every 4 seats, unless otherwise approved by the franchisor. Must meet city and town requirements.

8.3 Signage
All signage and placement of signage must be approved by the franchisor.