
Come On In! Cafe

Brand Revisions and Guidelines

Prepared by Table by the Window
for Moon Concept Ownership Groups • August, 2010



COME ON IN!
C·A·F·E



Who is Come On In! Cafe?

Brand Clarification

Come On In! Cafe is a growing restaurant chain in San Diego county. Besides the original cafe in La Jolla, California, most stores are located in office parks and serve professionals weekday breakfasts and lunches, as well as meeting and event catering. Because corporate sales have become Come On In! Cafe's core business, it's become necessary to refresh the brand identity to reflect the following values:

- quality
- flavor
- freshness
- convenience
- friendliness

History

The current description of the company harkens back to the original bakery and tells of the period of rapid growth from 1999 to present. It was the "Express" concept, first successfully developed in Sorrento Valley, that sparked the popularity of the cafes in office and industrial areas.

What started out as a La Jolla bakery has turned into a healthy gourmet restaurant sensation spreading throughout San Diego's north coast. Come On In! Café, first established in 1993, was converted to a Euro-Bistro in 1999, by current owners who kept the uniquely flavorful selection of pastries and desserts, and added fresh, Euro-California cuisine.

Come On In! was quickly named by the Zagat Guide as one of San Diego's Top 40 restaurants and also voted among the Best Breakfasts by the San Diego Union Tribune. Despite the accolades, Come On In! maintained its focus on providing fresh, delicious food that won't ruin your diet, though you'd hardly know it by the taste. Signature dishes include a vast array of homemade soups, lemon soufflé pancakes, Thursday lamb shank and the catch of the day, brought in fresh every day by local fisheries.

Word spread and so did Come On In! Café. Come On In! Cafe in Sorrento Valley opened in 2001 and Come On In! Cafe in Carmel Valley opened in 2003. Although great attention to detail has earned them a reputation for quality, perhaps the welcoming, personal and perfectly relaxed atmosphere is why many customers return for breakfast, lunch or dinner.

Come On In!'s all-around high caliber services has contributed to the burgeoning demand for catering as well. Their growing list of clients includes the KGTV San Diego Leadership Awards, Qualcomm, the Jewish Film Festival, the Andy Goldsworthy Exhibit, UCSD Extension and a variety of special events throughout the county.

Today

The keys to Come On In! Cafe's formula are:

- convenient locations
- ability to satisfy customers with higher dining expectations
- delicious meals
- warm, welcoming ambience

These factors are accomplished with each cafe, including La Jolla, and until now, the logo and all communications have borrowed from the home-grown, comfortable tone of its bakery roots.

With more competition for catering and customers' changing tastes, Come On In! Cafe seeks to update its brand with a refreshed logo and creative direction for future advertisement and promotion.

Interpretation

The new brand values mentioned previously are: **quality, flavor, freshness, convenience, friendliness.**

To communicate these values, the brand will be refreshed using the following guidelines:

- more contemporary set of fonts
- vibrant colors inspired by healthy and nutritious ingredients
- customer appreciation
- focus on food and the collective expertise of chefs
- community giving that encourages health and environmental awareness

Revised Logo

On this and the following page, you will find the revised logo and CMYK descriptions for its six colors. You can download the various version of the logo at the www.comeonincafe.com site on the Media page.



Reverse Logo



white

***Preferred Version for Dark Backgrounds**

COME ON IN!
C • A • F • E

white



white

umbrella & two flowers
50% black

three flowers
20% black

table and hat
70% black

leaves and pants
30% black

ground & shirt
10% black

COME ON IN!
C • A • F • E

white

How Not To Use The Logo

In order to preserve brand identity, the logo artwork must not be altered or used incorrectly. These examples demonstrate many, but not all, inappropriate logo usage.

<p>Do not stretch</p> 	<p>Do not substitute the typeface</p> 
<p>Do not alter the typeface</p> 	<p>Do not omit any elements of artwork section or name</p> 
<p>Do not alter the scale of the elements</p> 	<p>Do not substitute logo color</p> 
<p>Do not separate elements</p> 	<p>Do not add unapproved descriptor art</p> 
<p>Do not replace color with a gradient</p> 	<p>Do not add other graphic elements</p> 
<p>Do not enclose logo in a shape</p> 	<p>Do not add drop shadows, glows or other effects to logo</p> 

Fonts

The font used in the logo is called Academy Engraved LET. It will be used for headlines, titles and prominent copy in either original outlined version or with a solid fill.

Academy Engraved LET

A B C D E F G H I J K L M N O P Q R S T U V W Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Outline Come On In! Cafe

Solid Fill Come On In! Cafe

The complimentary font to be used for menus, advertisements and other promotional communications will be Futura. This font has been used for the paragraph lettering in this document.

FUTURA

A B C D E F G H I J K L M N O P Q R S T U V W Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Resources

This Brand Guideline document will be available for download on the www.comeonincafe.com website, along with the various versions of the logo. Please navigate to the Media page and find all appropriate links.

For any questions or concerns regarding Brand usage, please contact Glynn Selesnick at Table by the Window. Email: ggs@tablebythewindow.com and Phone: 800.846.5816 x101