

Dining Alliance — PURCHASE WITH POWER—

MISSION STATEMENT

To provide purchasing solutions that help small businesses thrive in all areas of food service and stay competitive among growing pressure from large multi-unit operators

Dining Alliance - LOGO









Dining Alliance Dining Alliance





Dining Alliance (Classic)

COLORS

•Usage – booth, website, business cards, printed collateral.



PANTONE COATED	PANTONE Reflex Blue C	PANTONE COOL GRAY 8C
CMYK COATED	C100 M90 Y10 K0	C 0 M 0 Y 0 K 55
RGB	R37 G64 B143	R138 G140 B142



Dining Alliance

- PURCHASE WITH POWER

- FONTS (CLASSIC)
- Trade Gothic #2
- Trade Gothic LT
- Trebuchet MS all computers have this font
- FONTS (ACCENT)
- Open Sans Extra Bold
- WEBSITE
- Display/Header Font: Monserrat (heading bold)
- Body: Source Sans Pro



Colors – based on new website

DA Blue: HEX #23408e

RGB 35 / 64 / 142

CMYK 100/88/11/1

Light Blue: Hex #0071cf

RGB 0 / 113 / 207

CMYK 84 / 54 / 0 / 0

Orange: HEX #f88903

RBG 248 / 137 / 3

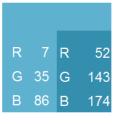
CMYK 0 / 56 / 100 / 0

2018 DINING ALLIANCE BRANDING

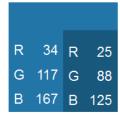
DINING ALLIANCE (brightened)

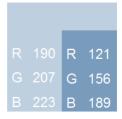
- COLORS Secondary colors for accents.
- NO Use of purple or teal please on printed collateral

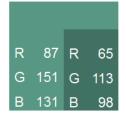


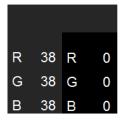












R	153	R	112
G	136	G	92
В	180	В	145