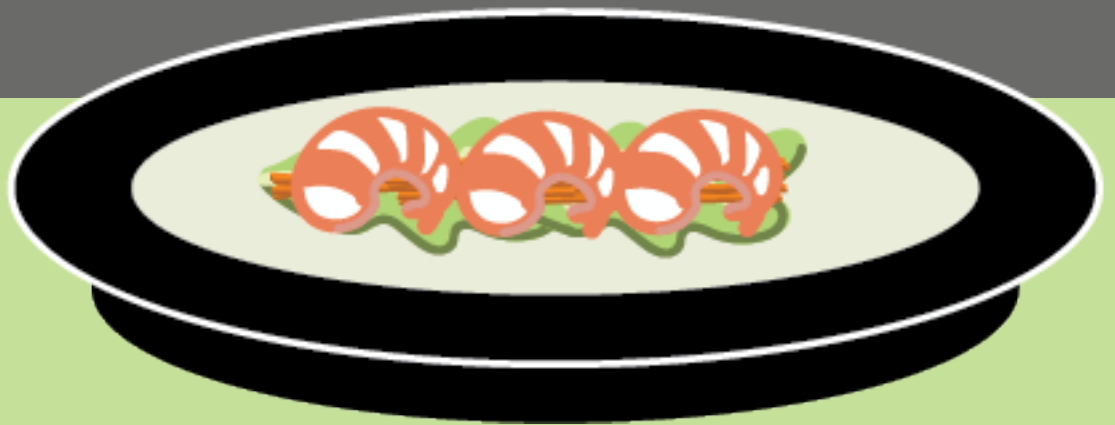


ROLL 
WITH IT



Brand Guidelines

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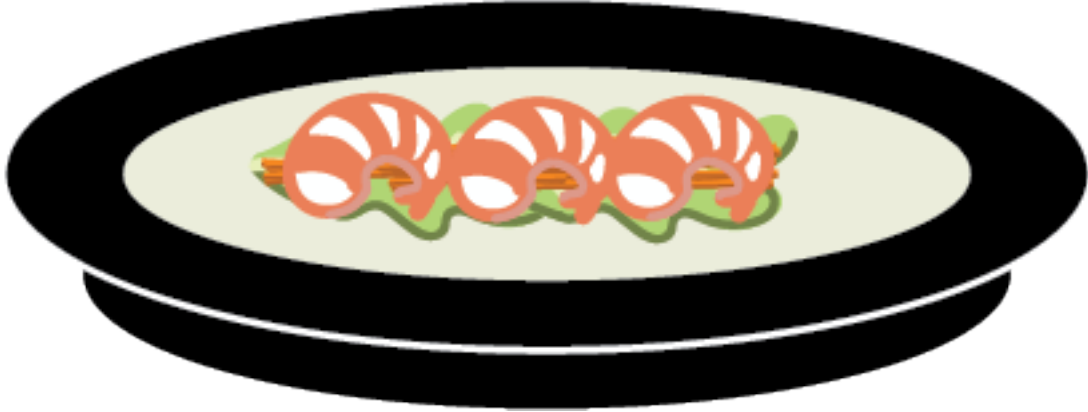
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Our Brand

Our brand is represented through our service and meaning behind what we do. Being conscious of what society needs, “Roll With It” represents the idealisms of going with the flow. Providing society with a quick, cheap, healthy and delicious alternative to fast food. The swirl represents not only the idealisms of going with the flow, but the never ending passion we have to serve society.

Our Mission

Our mission at “Roll With It” is to provide our changing society with a product that perfectly embodies what our society needs. As society has become more fast-paced and health conscious, we aim to deliver quick, cheap, healthy and delicious spring rolls.

Our Vision

“Roll With It” will exemplify the idealisms of a changing society and will go with the flow on what our customers need. Change is good, and our potential lies in the flexibility of going with the flow. To provide the best service and products.

Our Values

Integrity

We at “Roll With It” uphold all of our ideals and beliefs in order to provide our best quality of services. Enabling our customers to believe in our business.

Honesty

The moral qualities of “Roll With It” begins with our integrity and is solidified by trust. We are loyal to our brand and customers. We are sincere and hope to create a lasting relationship with our customers.

Honor

We will honor our values and our customers. Holding our quality and respect for our customers with highest of esteem and respect. Adhering to what is right by fulfilling our values.

Passion

Our passion derives from creating healthy relationships. Not only with people with our work and the food that we are creating. Providing healthy and quick food to a society that needs it. We live together in this society, “Roll With It” just wants to provide what society needs.

Logo Usage

The use of our logo is primarily for our restaurant locations and our website. The logo is a visual representation of what our brand stands for. Utilizing the logo properly, create an overall cohesive brand and structure for “Roll With It”.

Physical Logo

For usage of the physical logo at our restaurant locations, the logo needs to be on a back drop. The restaurant sign should be a white rectangle with the logo in the center.

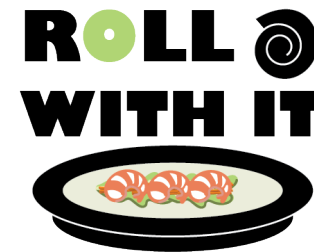
Online Logo

The website logo is preferred to be on a white back drop, however a dark gray backdrop is acceptable. The logo should also be at least apart of the navigation bar.

Logos

Master Brand

The complete logo to be used on restaurants and online.



The complete logo with a white backdrop. Used strictly for physical logo usage.



Used primarily online in horizontal fields. Such as a nav bar.

Iconography

The iconography within the logos can be used separate from the brand name. Mainly for aesthetic decorations or as a simple visual representation of the company. If used for representing “Roll With It” use the “Swirl”.



The “dish” is primarily for aesthetic decoration. View page 3 to see an example the “dish” in use. The “swirl” used for aesthetic decorations, see left hand pages.



Color Palette

#b1d574

#343333

#ffffff

#eb7f58

#74b1d5

#d574b1

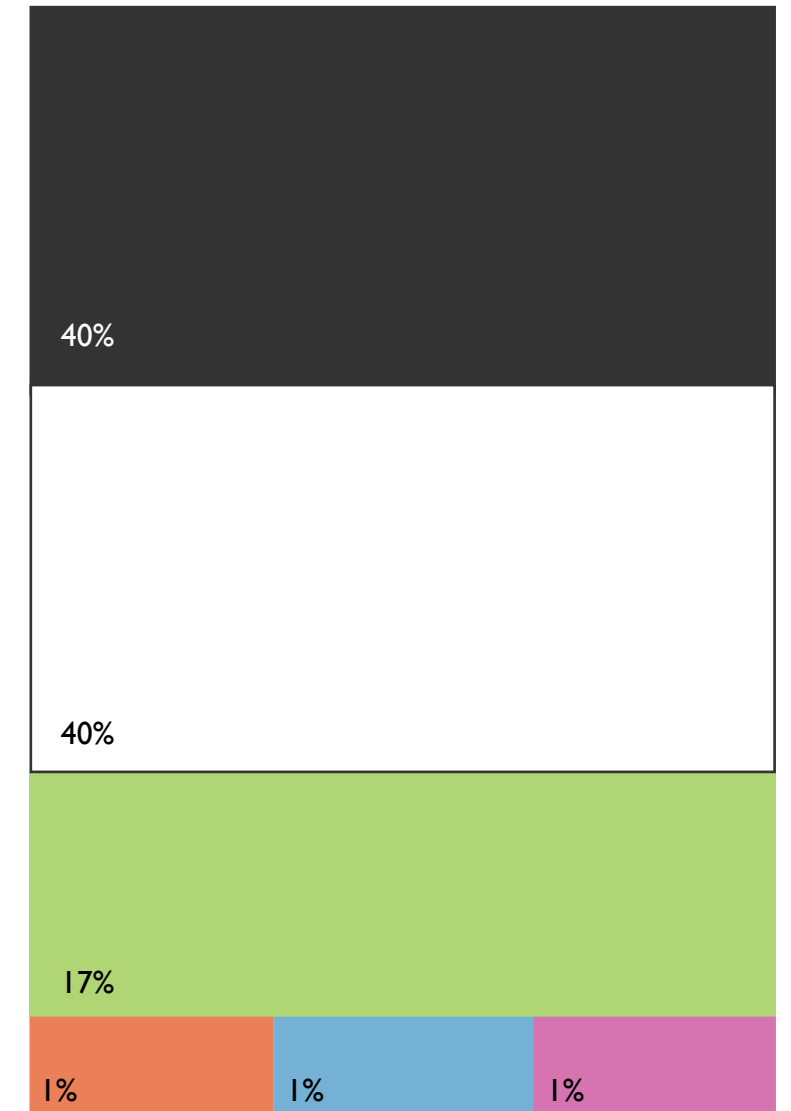
Color Usage

These are the main colors of “Roll With It”.

The three primary colors in our brand are dark gray, white, and green.

The green is primarily used for accents and aesthetic finishes.

The three other colors are the triadic colors of the green. They have nice pastel finishes and compliments the dark gray as well as the green.





Typography

Primary Typeface

Gill Sans Regular

Gill Sans Bold

Typography Sizes

The sizes of type faces are dependent on their header. Primary headers are Gill Sans Bold with a font size of 36pt. Secondary headers are Gill Sans Bold with a font size of 24pt. Paragraph text is Gill Sans Regular with a 12pt font size.



Typography Colors

Main headers should be underlined with a green line at 5pt. On dark gray backgrounds, the type should be white. The same green line applies to white background with black type.

Notes

rollwithit.com



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ROLL WITH IT Home Menu About Profile

ROLL WITH IT

Custom Spring Rolls
Healthy | Quick | Delicious

Order Online

Locations Phone Email Hours

3006 Butler Creek Rd
Kennesaw, GA 30152 404.903.5880 rollwithit@me.com M-F : 9am - 9pm
Sat : 9am - 12am
Closed on Sundays

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ROLL WITH IT Home Menu About Profile

Spring Rolls Fried Spring Rolls Noodle Salad

Choose Your Fillings

Protein	Fresh Veggies	Sauce
Shrimp	Lettuce	Sriracha
Chicken	Avocado	Hoison
Beef	Bean Sprout	Peanut
Pork	Cabbage	Fish Sauce
Tofu	Cilantro	House Sauce
	Carrots	
	Peppers	
	Vermicelli Noodles	

Stir Fried Protein +\$1

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About Us

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Bryan & Peter

The two cousins, Bryan and Peter came up with the idea of Roll With It. The idea seemingly came from a long car ride back home, the two are roommates. During this car ride, Bryan and Peter realized that there are not many quick, delicious, health conscious foods. That is where the idea of a spring roll restaurant appeared. It was baffling to them that a restaurant like this has not been created.

"Yeah, this idea came from a car ride back home. It's funny how people get their ideas from random moments."

"Another big influence on the reasoning for this idea was the gym. When you are very busy and in college like I was, having proper (healthy) meals to support your fitness goals is important. There aren't many healthy options around us, if any at all. It would be nice to have a pre or post workout meal that supports your fitness goals."

- Bryan

"My testimony for this idea is that Bryan did most of the thinking. I just bounced back ideas and gave my opinions."

"We both realized that there was not an abundance of healthy and cheap food options for busy people. Sometimes, you can't make every meal."

- Peter



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