

QR MENUS

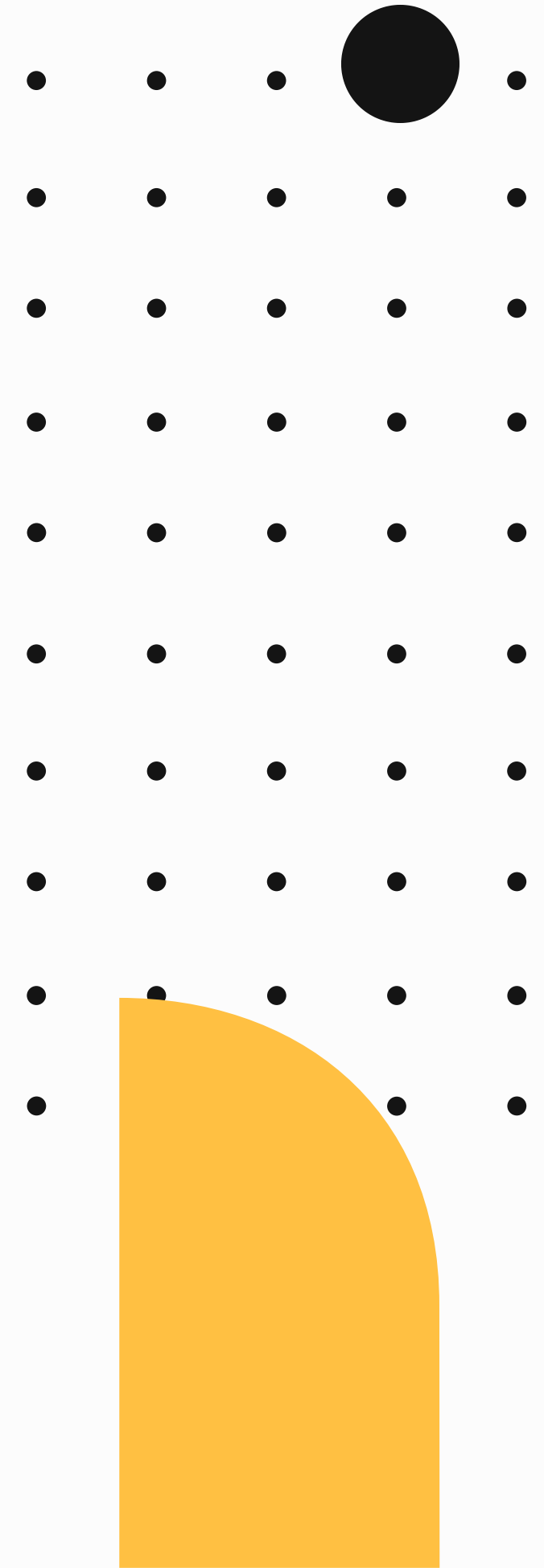
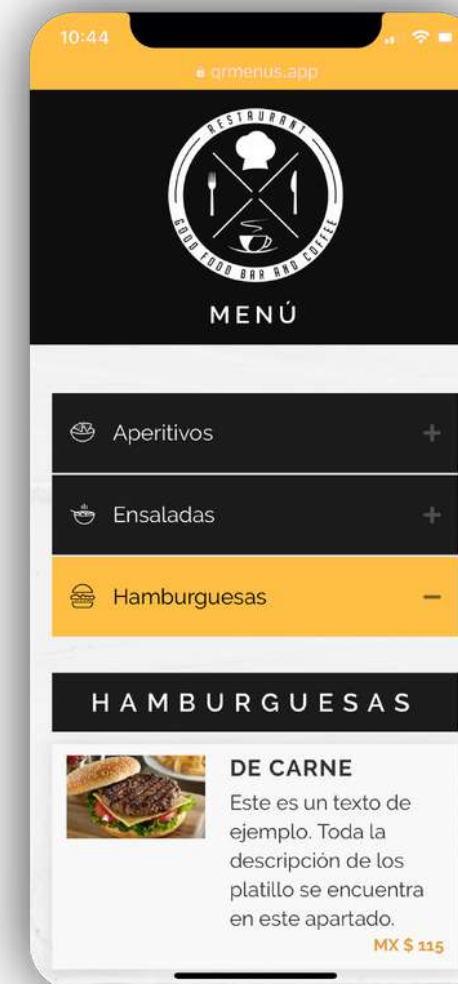
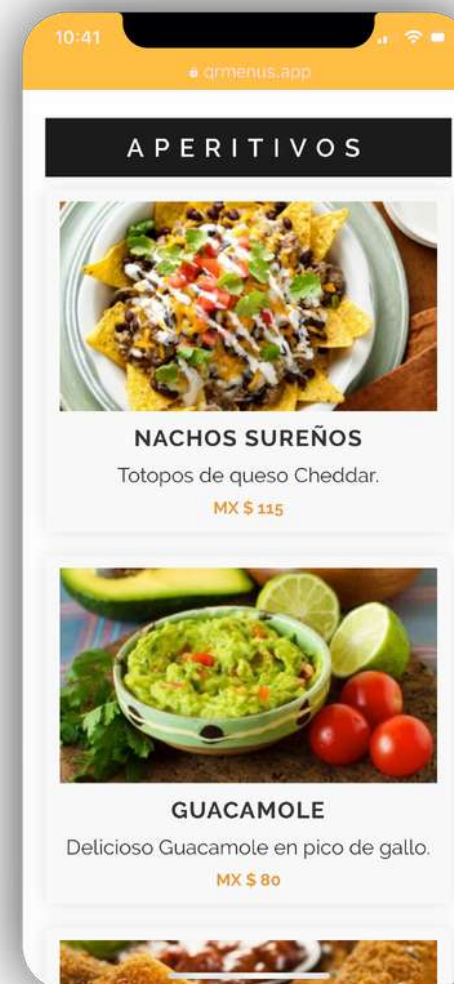
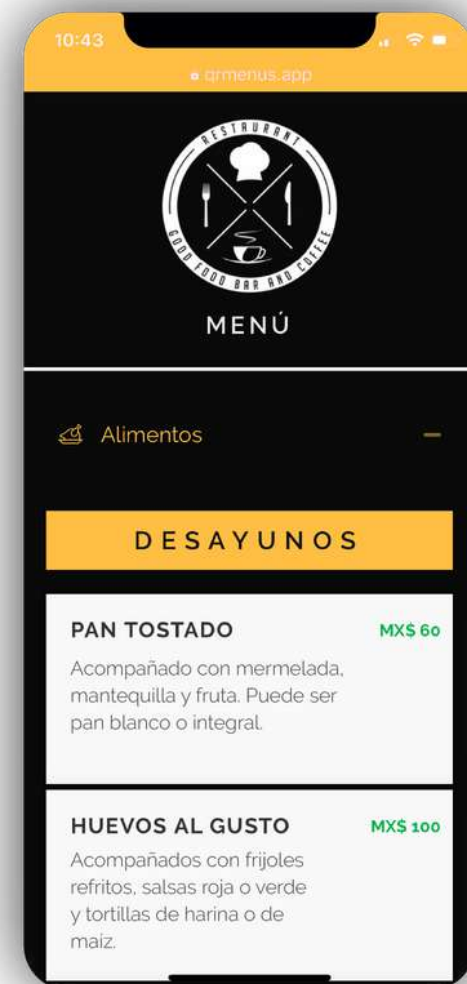
Branding Manual



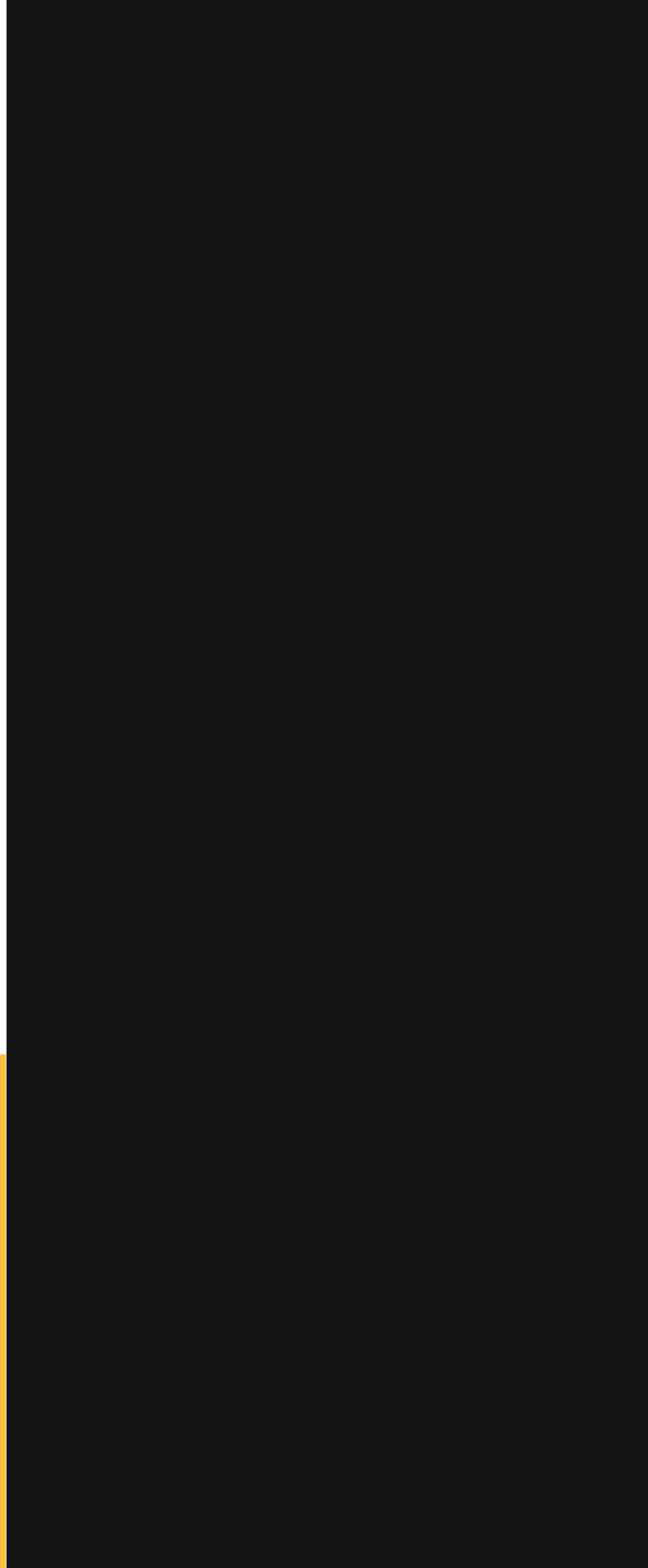
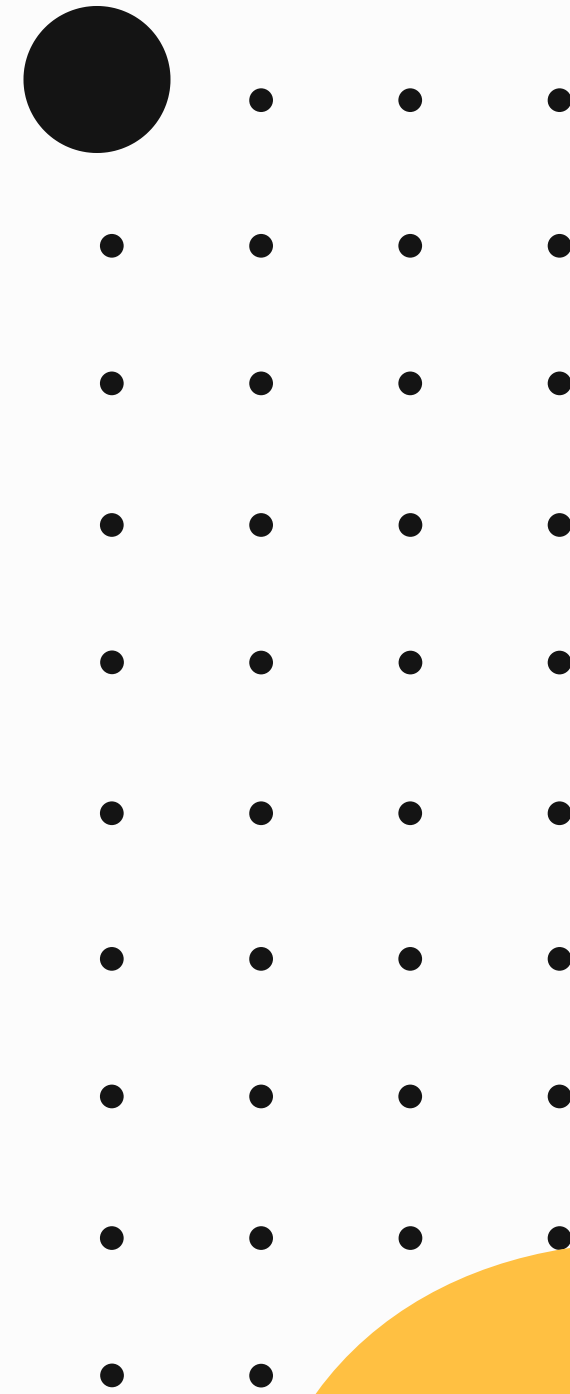
Branding

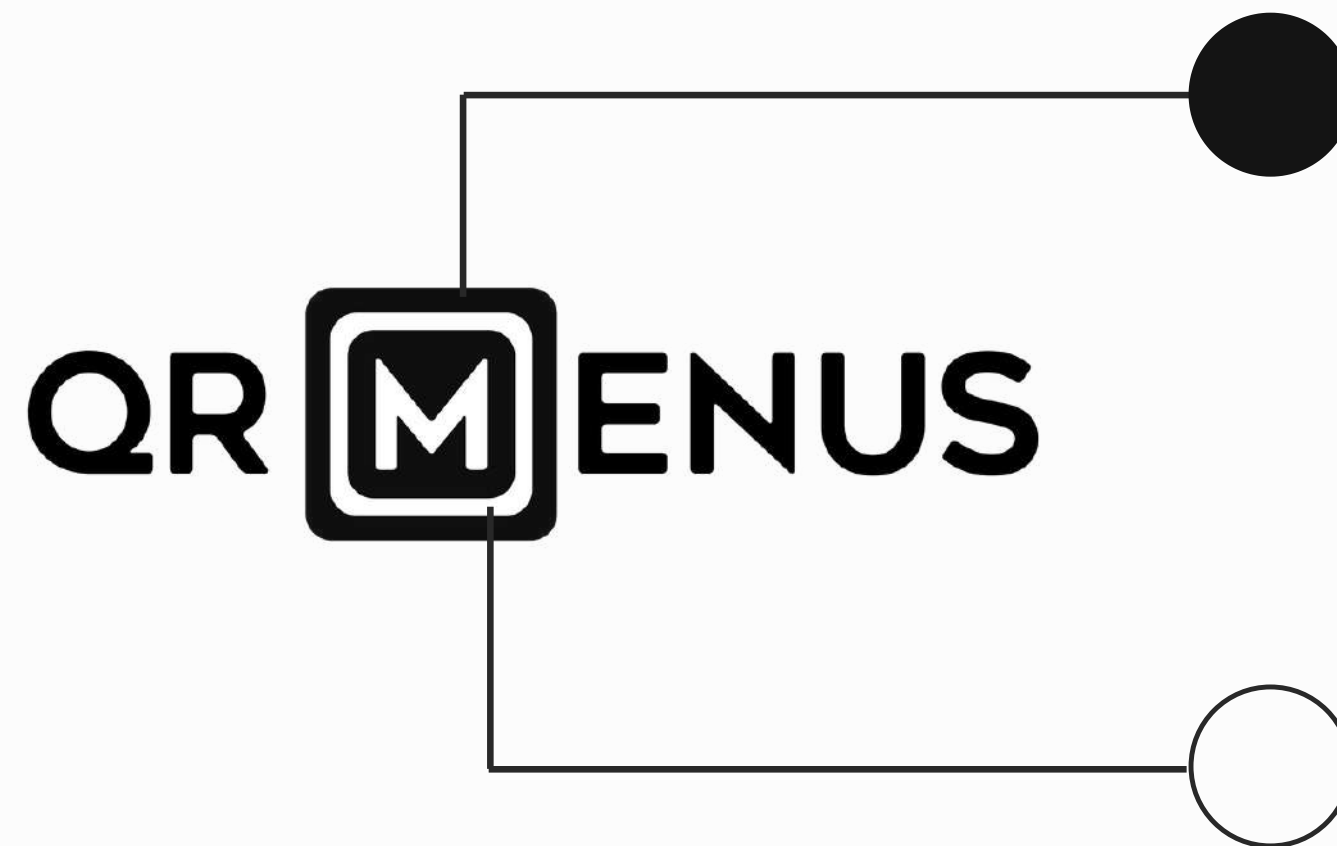
General specifications

QR Menus is a company dedicated to create digital menus for any kind of company. As a digital product, it's display needs are mainly **digital**.



Logo & **Colors**





Cod Gray

HEX: #141414

RGB: 20 - 20 - 20

CMYK: 0.0.0.92

Pantone: Black 6 C

Alabaster (White)

HEX: #FCFCFC

RGB: 252 - 252 - 252

CMYK: 0.0.0.01

Yellow Orange

HEX: #FFC042

RGB: 255 - 192 - 66

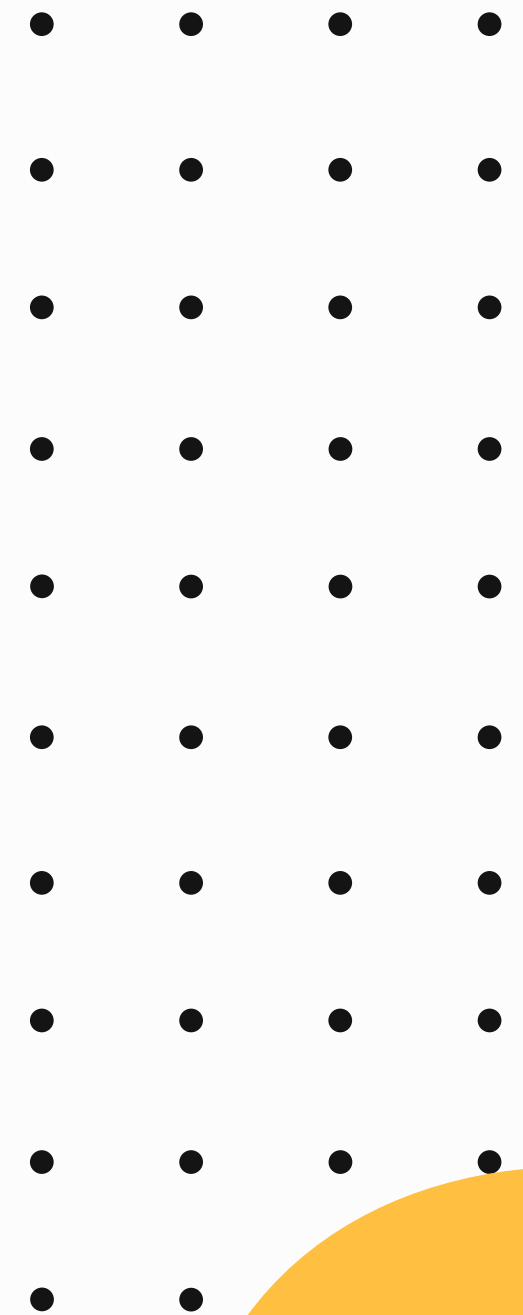
CMYK: 0.25.74.0

Pantone: 136 C

Lemon (For buttons)

HEX: #FFE60A

RGB: 255 - 230 - 10



Applications



Logo in **Black** over white background

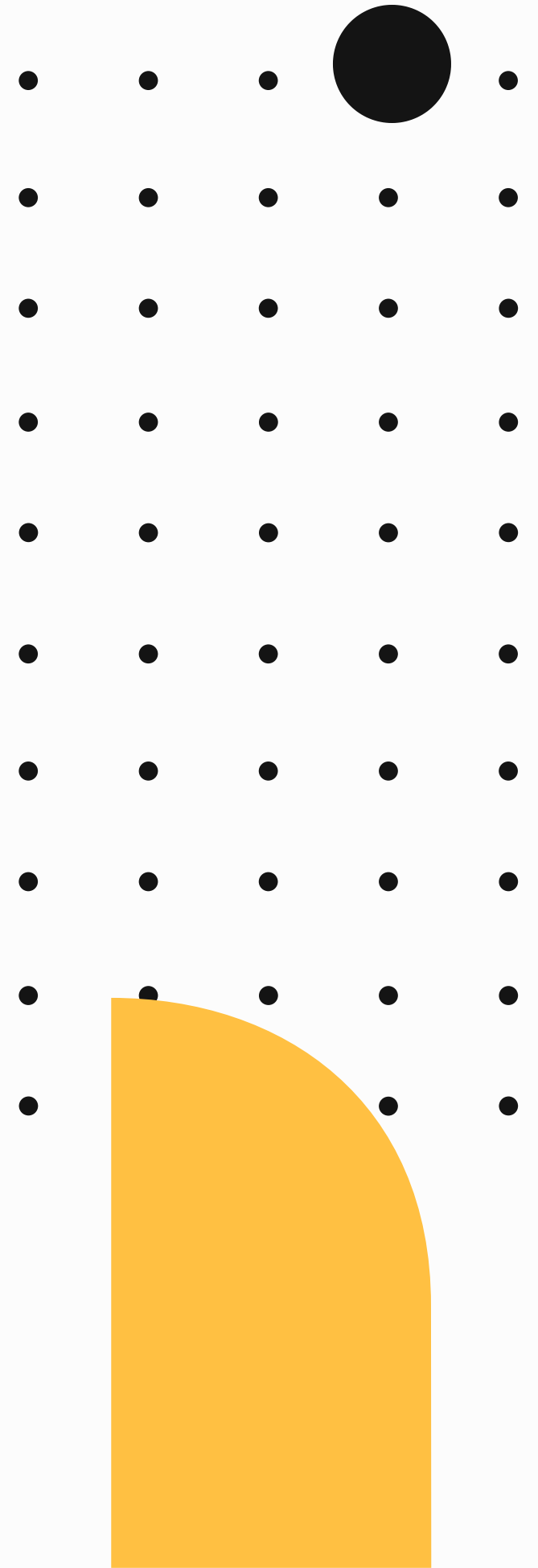


Logo in **White** over black background

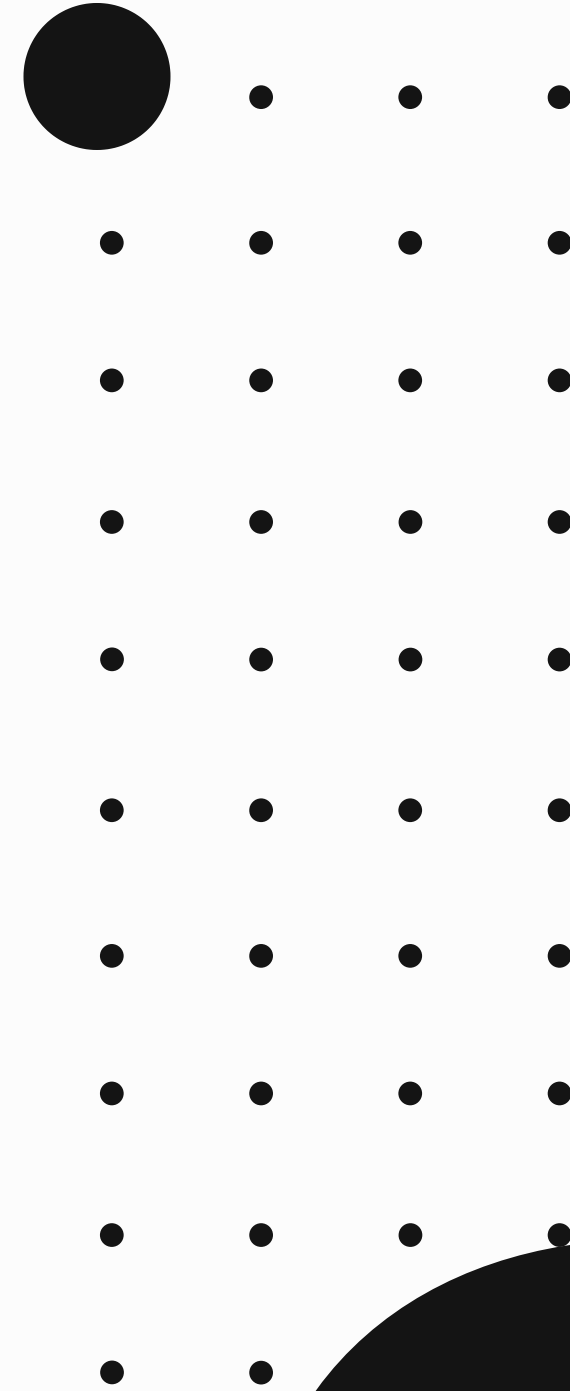


Logo **Reduction**
For icons smaller than 150 px

B U T T O N S



Fonts



Raleway Family

Raleway Bold

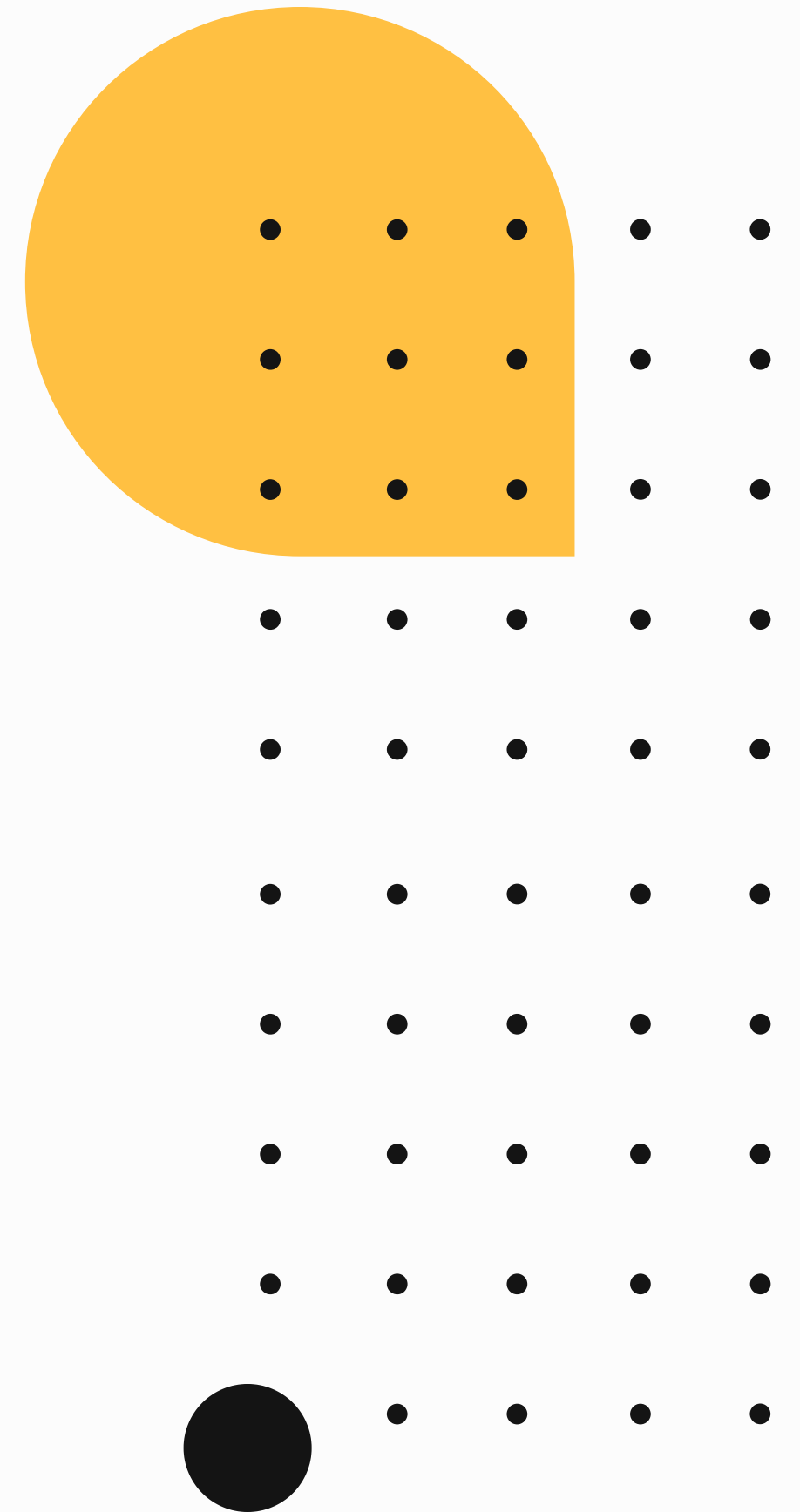
For headers and titles.

R A L E W A Y H E A V Y

Extra Bold for buttons. All Big Caps with 440 - 480 pts of letter spacing.

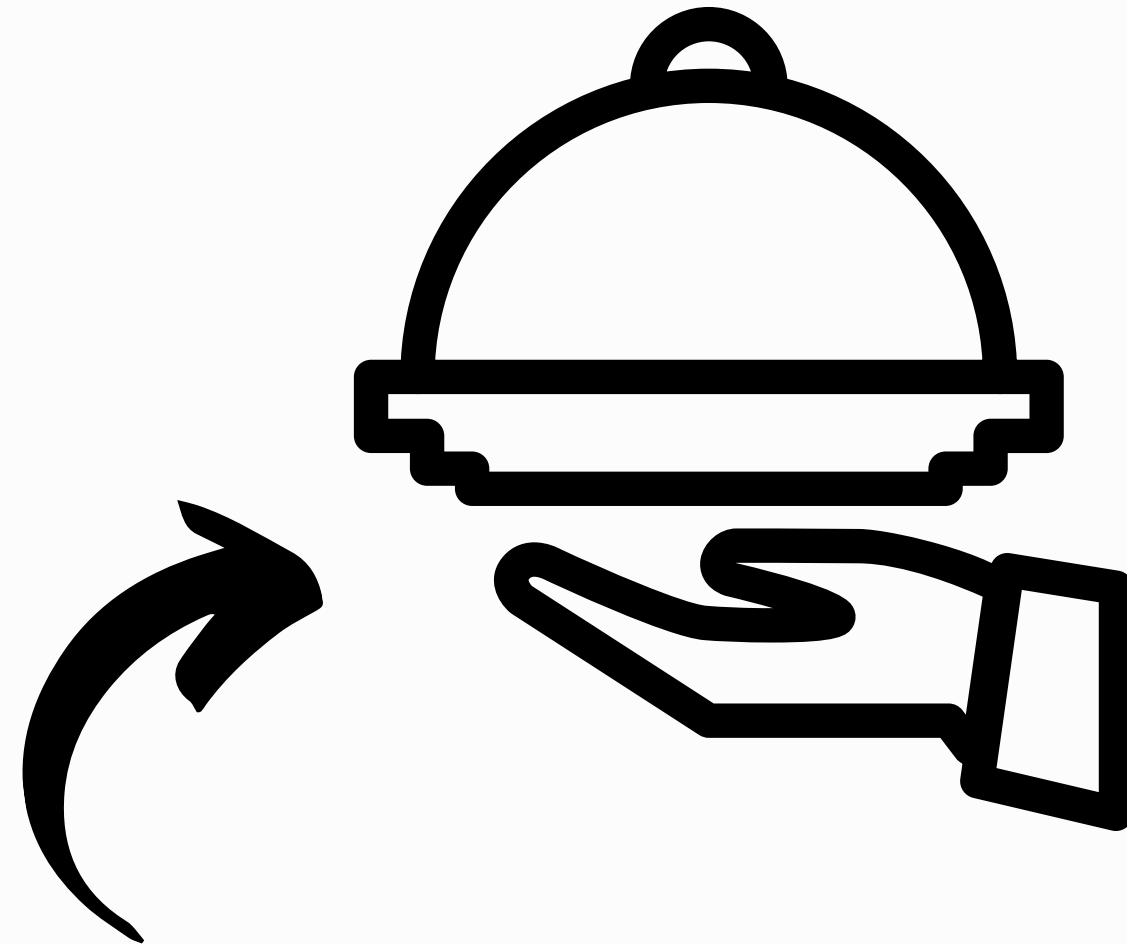
Raleway Medium & Light

For paragraphs and normal texts.



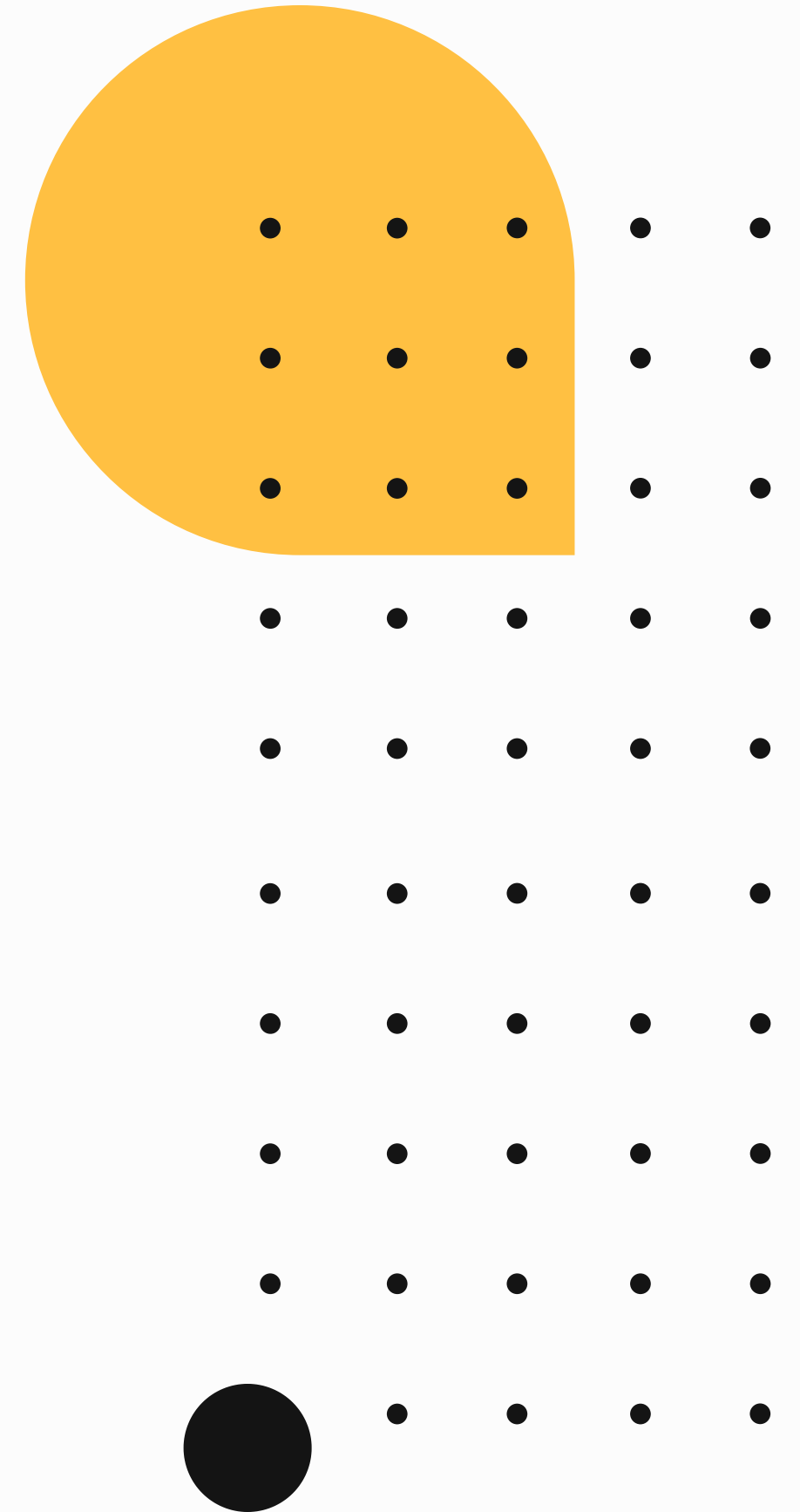
Icons



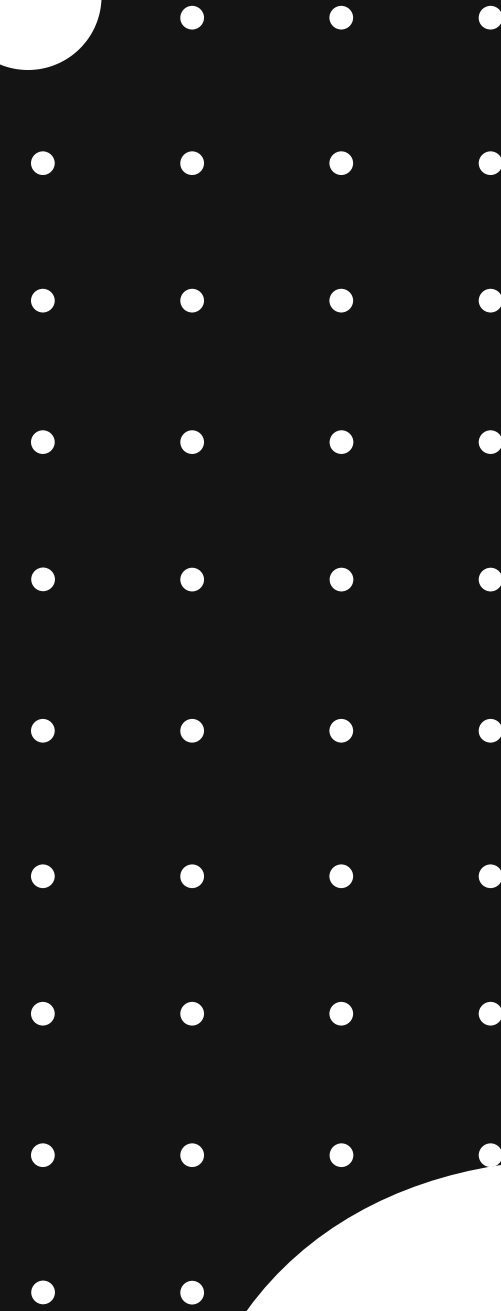
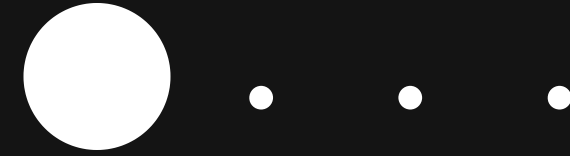


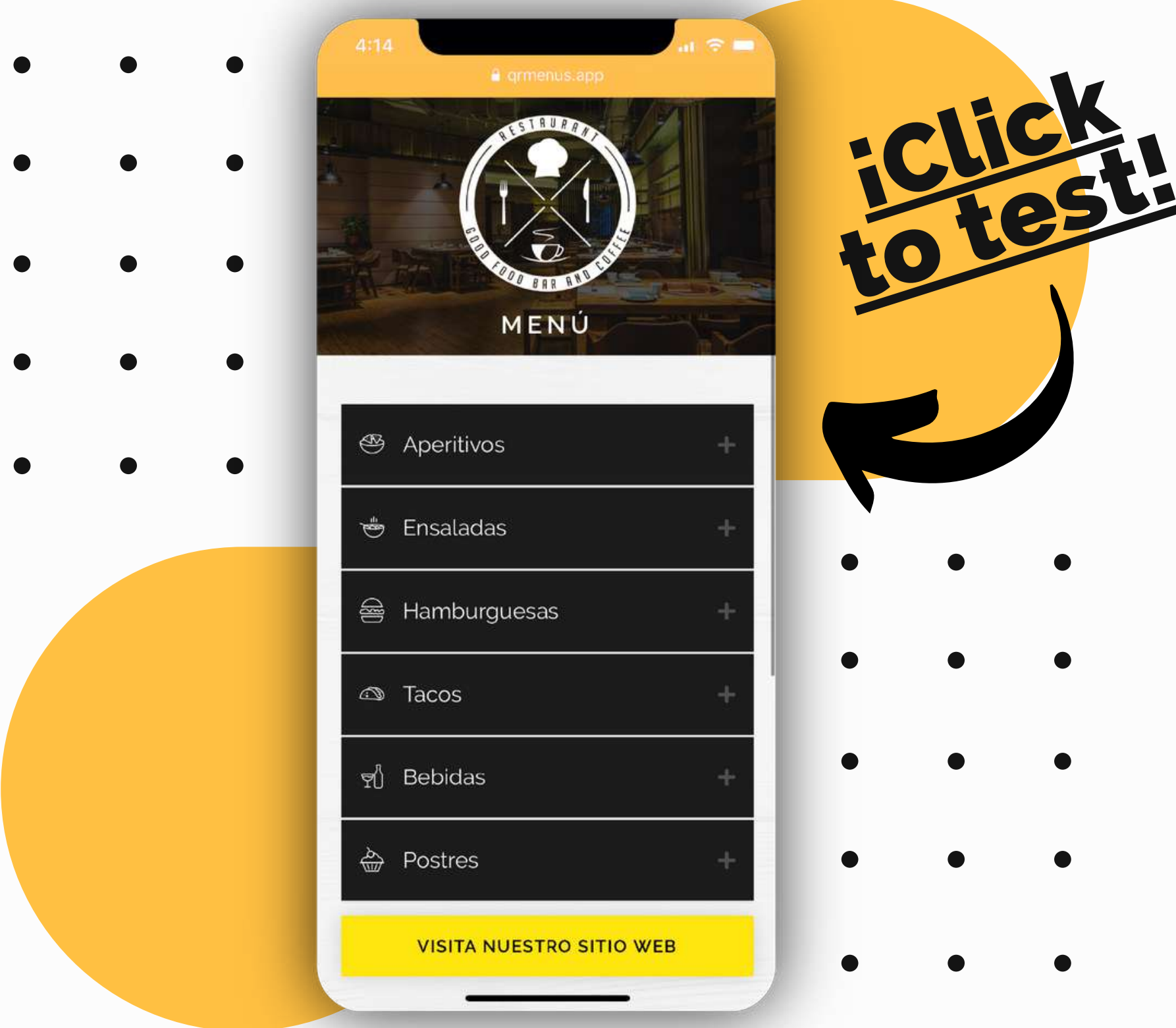
Official Icon Set

Download at <http://qrmenus.app/wp-content/uploads/2020/11/QR-Menu-Icons.zip>
Or click image.



Examples





QR MENUS

Give your customers a new and
interactive way to view your
restaurant menu



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