

# BRAND IDENTITY ME N MO MEATBALLS

Me N Mo is an Italian restaurant in Philadelphia’s historic South Street shopping district.

In developing their brand identity, close attention was paid toward honoring the client’s specifications, while still creating a distinct brand that set them apart from neighboring restaurants.



Inspiration for the custom lettering in the restaurant’s wordmark was derived from their original signage, which was hand-carved by the proprietor’s friend.



## Additional Typefaces

AaBbCcDd

Didot

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

AaBbCc01234

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Color Palette

### Primary Colors



### Secondary Colors

