



**UP**®  
Food & Beverage



**TAO**  
Brand Identity

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# Logo Development



# Moodboard

Bold  
Elegant  
Refined  
Minimalistic  
Cultured

Confident  
Subtle  
Community  
Artistic



# Logo

TAO 品尝

A S I A N B I S T R O

# Icon

品尝

# Wordmark

TAO

A S I A N B I S T R O

# Color Palette

Rust  
RGB 238, 104, 72  
CMYK 1, 74, 76, 0  
HEX ee6848  
PMS 7417

Paper  
RGB 237, 230, 219  
CMYK 6, 7, 12, 0  
HEX ede6db  
PMS 7527

Olive  
RGB 160, 67, 134  
CMYK 40, 25, 52, 1  
HEX a0a786  
PMS 5773

Green  
RGB 96, 105, 80  
CMYK 60, 44, 70, 25  
HEX 606950  
PMS 18-0527

Dark Green  
RGB 48,47,21  
CMYK 64, 58, 88, 67  
HEX 302f15  
Black 2

Forest  
RGB 72, 71, 41  
CMYK 61, 52, 86, 48  
HEX 484729  
PMS 448C

# Typography



## Typography

Brand typography is broken down to illustrate how to use the proper type formatting and font selection for various uses.

### Alte DIN 1451 Mittelschrift

Large Headlines // Titles

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !@#\$%^&\*()-\_+={}  

---

### Janson Text LT Std 55 Roman

Copy, Titles, Subtitles and highlights

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 !@#\$%^&\*()-\_+={}  

---

### *Janson Text LT Std 56 Italic*

*Copy, Titles, Subtitles and highlights*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz*

*1 2 3 4 5 6 7 8 9 0 !@#\$%^&\*()-\_+={}  

---*

EXPERIENCE AND ENJOY

SUBHEAD  
Alte DIN 1451 Mittelschrift  
Tracking: 20  
Leading: 80  
Caps

H O S T    Y O U R    N E X T  
S P E C I A L    E V E N T

HEADLINE  
Janson Text LT Std Tracking: 1380  
Leading: 31pt  
Caps

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna aliqua.  
Ut enim ad minim veniam, quis

BODY COPY  
Janson Text LT Std  
12pt  
Tracking: 30  
Leading: 10pt

The background features a series of curved, parallel lines in shades of light gray and white, creating a sense of depth and movement. On the right side, there is a stylized fingerprint-like pattern composed of several curved ridges and valleys, rendered in a light gray color.

# Patterns / Textures





The background of the slide features a series of curved, parallel lines that create a sense of depth and movement. The lines are light gray and curve from the top right towards the bottom left. The overall background is a light, neutral gray.

# Graphic / Elements



食

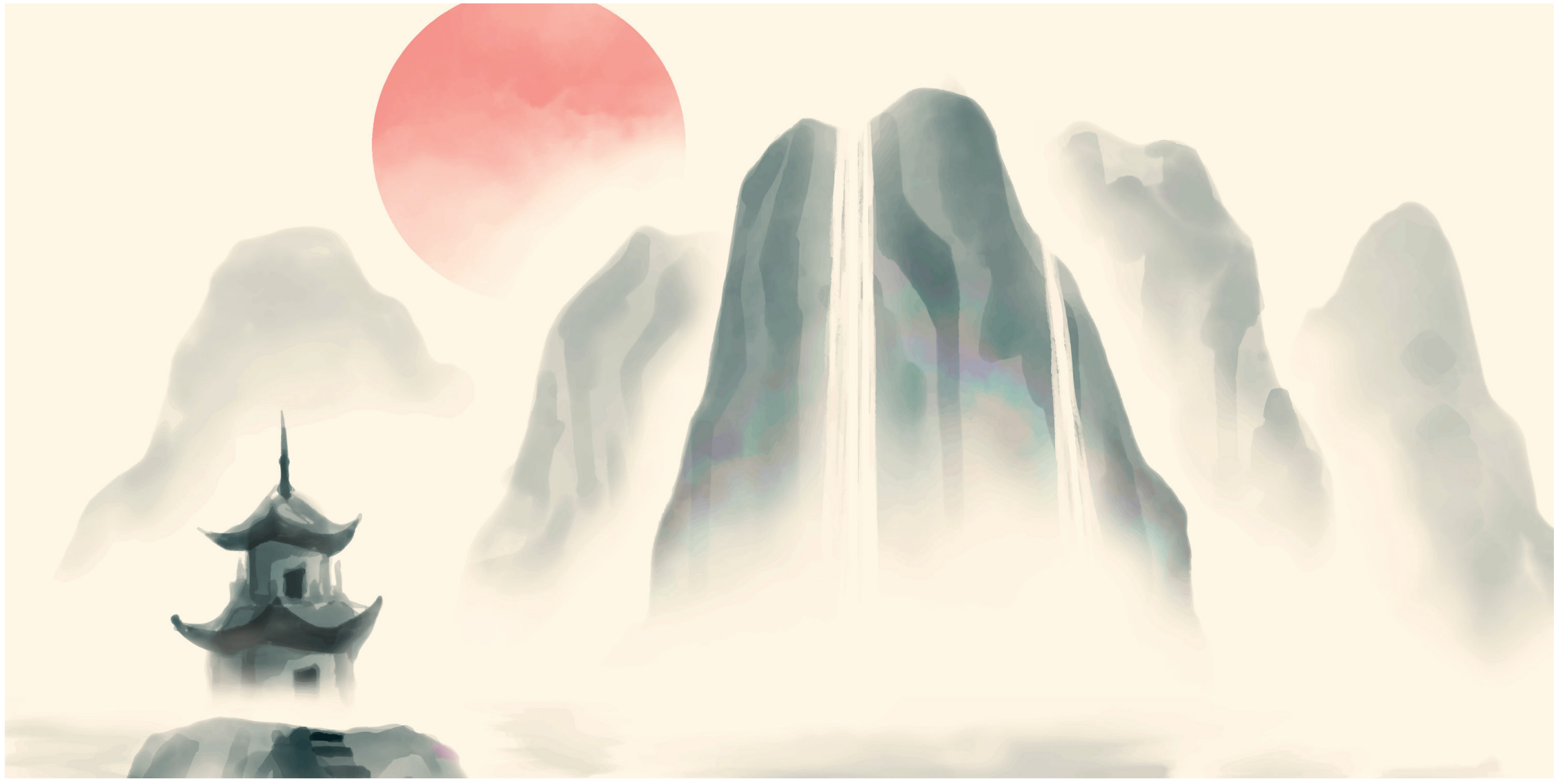
*EAT*

喝

*DRINK*

品尝

*SAVOR*







# Photography





Photography should be elegant with minimal elements. Imagery should imitate the surroundings of TAO with intention and simplicity that elevates the feel and look of the restaurant and brand.



# Stationery



# Brand In Action



TAO 品尝

ASIAN BISTRO

SKINNY PAD THAI

YUZU-MISO SAUCE, BLACK COCONUT RICE & BOK CHOY

TAO is built around a distinguished collective of committed chefs that put quality first, handling certain dishes one at a time, with respect and care. Many of our chefs have been using these highly selective, longline fishing methods for generations. They love life on the open water and why they are part of Thai culture.

600 grms

LAS VEGAS  
NEVADA

packaged and handled by:  
*[Signature]*

100% ORGANIC PRODUCT

DELIVERED WITH THE HIGHEST QUALITY INGREDIENTS







# BEVERAGE

COCKTAILS ON REVERSE SIDE

## BEER

### BOTTLE • BOTELLAS

Budweiser	5.99
Heineken 0.0 (non-alcoholic)	5.99
Michelob Ultra	5.99
Miller Lite	6.99
Astel Light	6.99
Corona	6.99
Corona Light	6.99
Corona Premier	6.99
Dos Equis Ambar	6.99
Dos Equis Lager	6.99
Heineken	6.99
Modelo	6.99
Negra Modelo	6.99
Heineken Light	6.99
Stella Artois	6.99
Real Donkey A.P.A. (16oz)	6.99
San Adams Seasonal	6.99
Tecate (can)	6.99
Victoria	6.99
White Claw Hard Seltzer	6.75
Black Cherry - Lime	6.75
Elysian Space Dust IPA	10.25
Corona Familiar 32oz	10.25

### ON TAP • DE BARREL

Coors Light	5.75
Saltwater Brewery Locale Ale	6.99
Yuengling	6.25
Corona Light	6.25
Dos Equis Ambar	6.25
Dos Equis Lager	6.25
Modelo Especial	6.25
Negra Modelo	6.25
Pacifico	6.25
Argry Orchard	6.50
Blue Moon	6.50
Sam Adams winter Lager	7.25
Funky Buding Hop Gun IPA	7.25
Lagunitas IPA	7.25
Stella Artois	7.25

## WINE

### CHAMPANA

Maschio, Prosecco, Italy (Spilt)	9.25
Chandon, Brut, California (Spilt)	10.75
Moet & Chandon, Rose, France (Spilt)	18.99
Moet & Chandon, Imperial, France	22.99
Veuve Clicquot, Yellow Label, France	95.99

### BLANCO

Rosé, Notorious Pink, France	32.99
Pinot Grigio, Lindeman's, Australia	35.99
Pinot Grigio, Chios, Italy	39.99
Pinot Grigio, Santa Margherita, Italy	35.99
Pinot Blanc, Ferrari Carano, Sonoma California	35.99
Pune Blanc, Ferrari Brothers, Tequila Barrel Aged	43.99
Sauvignon Blanc, Beringer Brothers, New Zealand	41.99
Sauvignon Blanc, Lindeman's, Australia	49.99
Chardonnay, Chateau St. Jean, California	63.99
Chardonnay, Sonoma Cutrer, Russian River, CA	8.25
Chardonnay, Stag's Leap, Napa Valley, California	8.75
Chardonnay, The Dressing Tree, California	11.25
Pinot Noir, Heiloni, California	12.25
Pinot Noir, La Crema, California	7.25
Pinot Noir, Lindeman's, Australia	8.99
Pinot Noir, Castle Rock, Mendocino, California	8.25
Pinot Noir, Lindeman's, Australia	11.75
Pinot Noir, Argentinia, California	18.25
Pinot Noir, Castle Rock, Mendocino, California	31.99
Pinot Noir, Lindeman's, Australia	33.99
Pinot Noir, Heiloni, California	43.99
Pinot Noir, La Crema, California	47.99
Pinot Noir, Lindeman's, Australia	28.99
Pinot Noir, Castle Rock, Mendocino, California	33.99
Pinot Noir, Lindeman's, Australia	45.99
Pinot Noir, Argentinia, California	39.99
Pinot Noir, Castle Rock, Mendocino, California	41.99
Pinot Noir, Lindeman's, Australia	10.25

Glass Bottle



An advertisement for TAO Asian Bistro. The central image shows a woman in a dark, sleeveless dress holding two glasses of drinks. The text "TAO" is written vertically in a thin, white font, with "ASIAN BISTRO" in smaller letters below it. At the bottom of the advertisement, the text "THE HOTTEST RESTAURANT LOUNGE AND NIGHTCLUB IN LAS VEGAS!" is written in a bold, orange font.

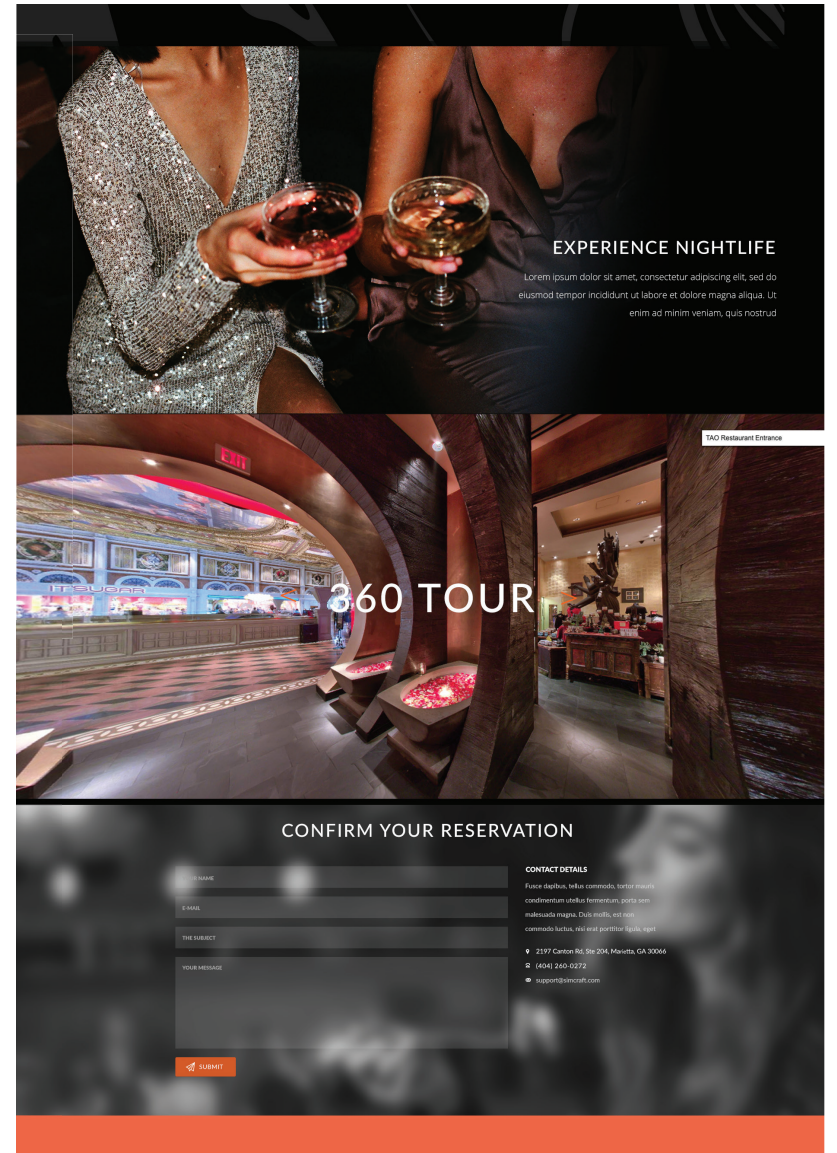
TAO  
ASIAN BISTRO

THE HOTTEST RESTAURANT  
LOUNGE AND NIGHTCLUB  
IN LAS VEGAS!

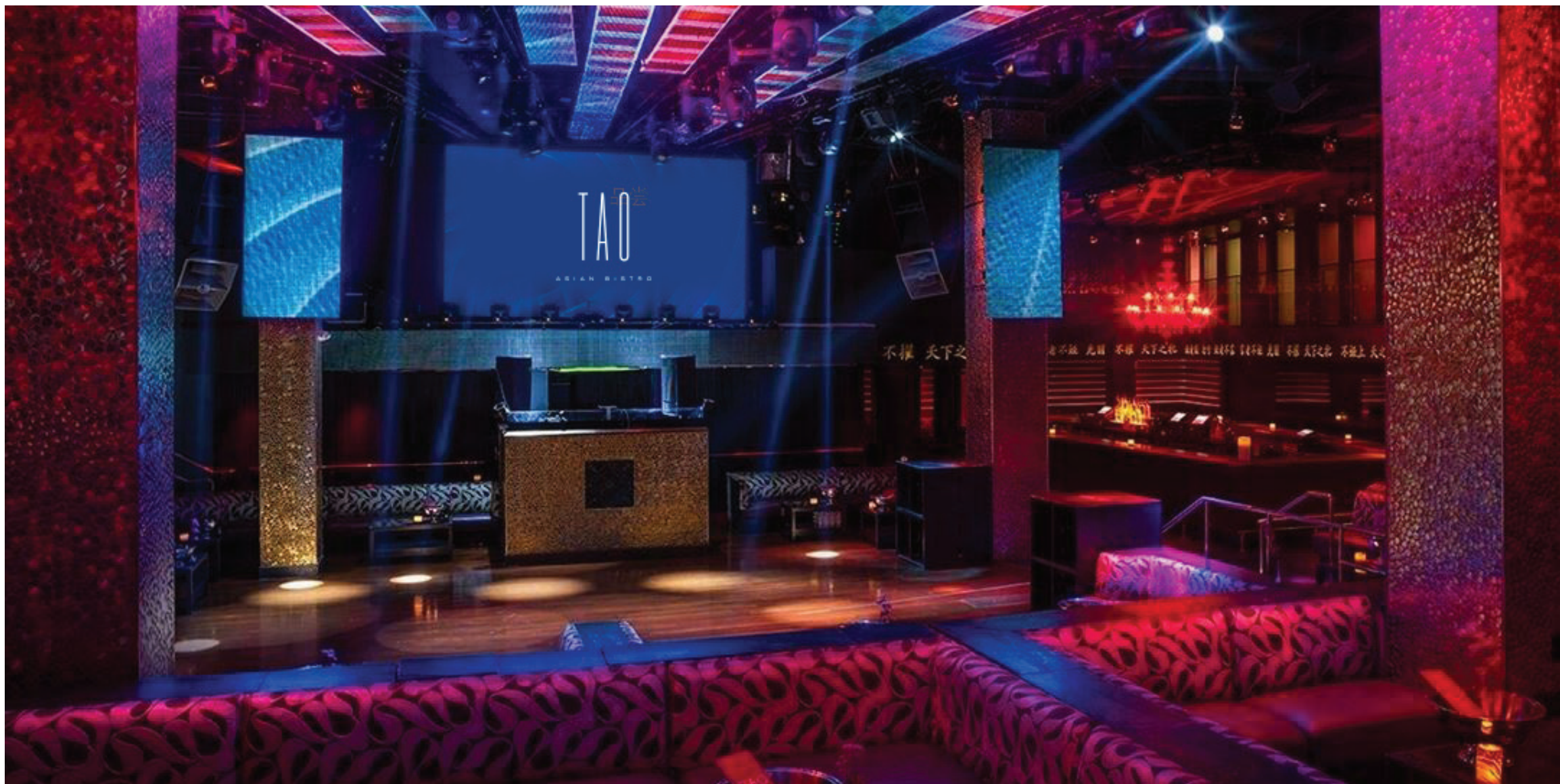
















The background of the slide features a series of curved, overlapping lines in shades of light gray and white, creating a sense of motion and depth. The Uncomn logo is positioned in the upper right corner, with the tagline 'Strategy. Design. Marketing.' below it.

**Uncomn**<sup>®</sup>  
Strategy. Design. Marketing

**Powering your brand's identity.**