

Zoë Fine Dinning // Athens, Ohio

Style Guide

Soul of Athens // 2021

Brand Overview



Brand Platform

Our brand platform is intended to give a voice and emotion to aid in our implementation of our marketing. This platform is intended to aid us in creating consistency when we write or speak on behalf of Zoë.

Scene Setter:

Family and friends gather around a large candle lit dining table after a phenomenal meal filled with laughter, candid conversation, and deep connection, the host stands to make a toast in celebration...

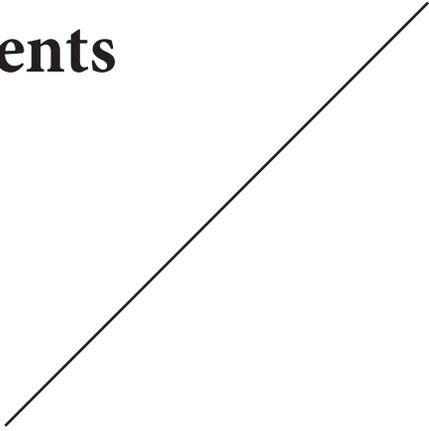
If a perfect meal does exist, it can only be found in a place and time where the smells, ambiance, mood, and taste collide into an experience that becomes an enduring part of who we are.

If so, we believe in the power of that moment. We see our food as the gateway to celebrate everything and everyone we cherish.

So, here's to the moments we won't forget; with the people, we will grow old with, tonight, we toast to life.

TO LIFE!

Brand Elements



Logo

Our logo is our signature. It is the official mark that encapsulates who we are and what we do.

It should appear on all communications pieces in a prominent, obvious way. As such every care should be taken in its used.



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✓ Ensure the logo never becomes crowded by other elements. *Think: Let it breathe.*

✓ When used against complex background or photo, the logo should always be placed on a solid color, preferably black or white.

⊘ Never stretch the logo outside of its natural dimensions.

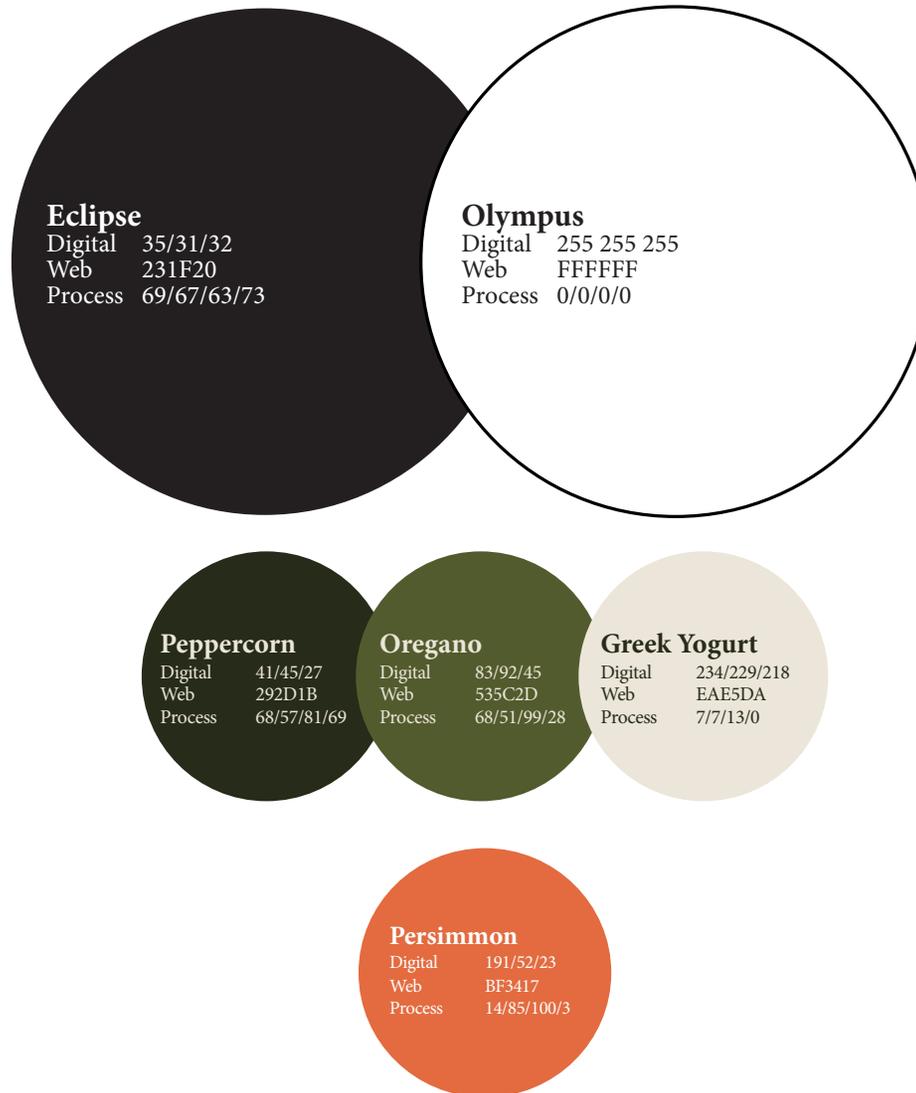
Color Palette

Our color palette helps our customers identify us at a glance, and the way we use these colors sets the mood for each of our pieces.

Zoë's color palette is derived from the physical aesthetics of the restaurant. It relies heavily on our long-used black and white as a foundation.

The greens and cream are intended to serve as additional creative elements but should never be used as dominants (see the usage meter).

The names of these colors were inspired by not only our history, but the tastes and flora of Greece.



Usage Meter

ALWAYS

◀ Treat these colors as the foundation of the brand.

◀ “Use these colors as compliments. As a rule they shouldn’t occupy more than 50% of a piece.”

RARELY

◀ Use this accent to draw attention, highlight, or to incorporate a “pop” of color. Like its namesake it should be rare and somewhat hard to find.

Typography

The use of consistent typographic styles boosts the ability for the public to easily recognize our brand.

These fonts speak to the sophistication and polish that we endeavor to present during or dinner service.

Design Tip:

Both of the body copy fonts are intended to be interchangeable. The serif conveying are more serious and formal tone and the sans serif lending itself to a slightly more informal message. This is by no means a rule, only a suggestion.

1. A license for “Vogue” was purchased on behalf of Zoë Fine Dining from Creative Fabrica.

2. Nanum Myeongjo and Montserrat are available for free on Google fonts.

Headline
Vogue¹

ZOE FINE DINING

Body/Serif
Nanum Myeongjo²

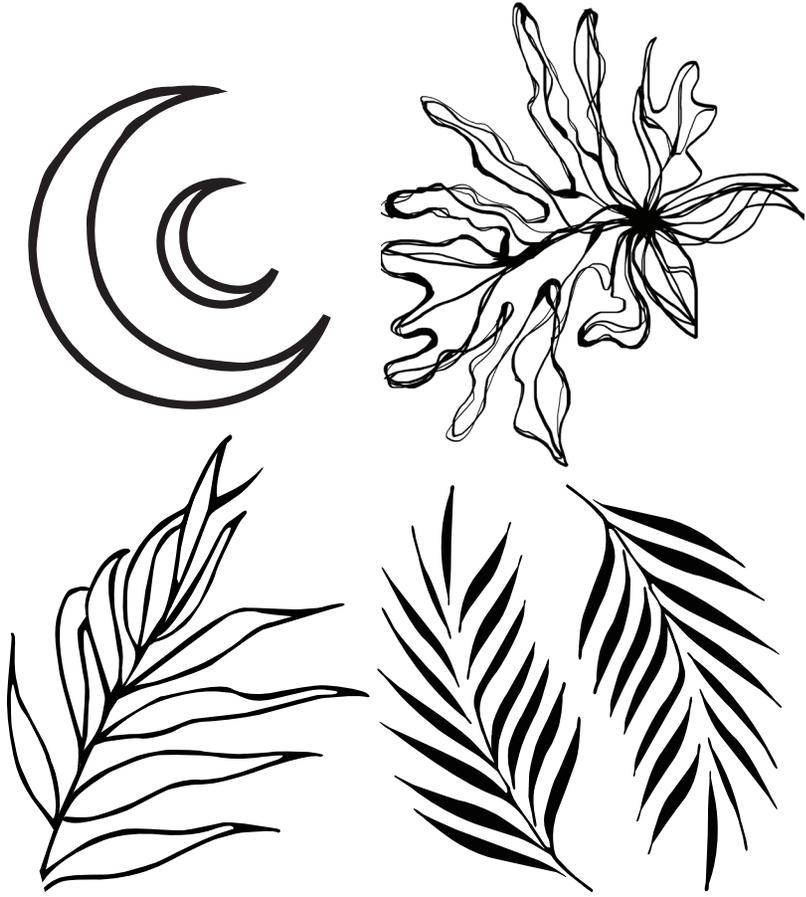
Zoë Fine Dining is a New American restaurant in Athens, Ohio. We serve classics with an unexpected twist, and also unexpected dishes with dependable flavor. Zoë is a bit of an out-of-Athens experience with its unique style and flair, but it’s also full of quiriness—precisely in the Athens way. We’re eclectic. We’re imaginative. We’re sophisticated, but we’re also approachable. We serve just as much connection and community as we do crab cakes and wine. Zoë brings dining to life. We make our food from scratch, using fresh, local, and seasonal ingredients. Our wines and cocktails pair perfectly with our specials. Our staff provides the best service you can get in town. And our charming dining room will be the finishing touch on your special, intimate, and unforgettable evening.

Body/Sans Serif
Montserrat²

zofinefood.com

Hand-Drawn Elements

Illustrations by
Madeline Lane



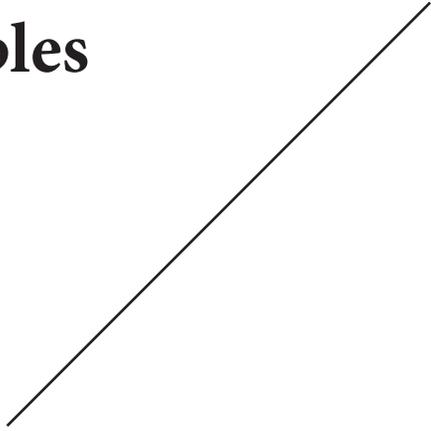
Photography

Photography by
Nate Swanson



Zoë's photography should be consistently high quality and thoughtful. Photos should feel natural and understated. Food and the food creating process should be prominent. To complete the visual story, photos should focus on the experience of dining. Photos should be high contrast with a slight drop in saturation to evoke a more moody aesthetic.

Brand Samples



ZOË FINE DINING

We are open for dine-in
by reservation only!

Check out our new website!
www.zoefinefood.com

Call (740) 592-4443 and leave a message



Zoë

ZOË FINE DINING

APPETIZERS

HOUSE MADE CRAB CAKES
House Remoulade, Fried Leek, and Pickled Vegetables 9

GRILLED ARTICHOKEs GF
Marinated Artichokes with Artichoke Peppercorn Vinaigrette 9

NEW ENGLAND CLAM CHOWDER
Creamy Potatoes, Bacon, and Clams with White Wine 5

CHOP SALAD GF
Finely Chopped Lettuce and Spinach with Bacon, Blue cheese, and a Blend of Marinated Red Bell Pepper, Red Onion, and Olive. Tossed with Buttermilk Dressing 6

ROMACRUNCH WEDGE SALAD GF
Romacrunch Lettuce with an Artichoke Peppercorn Vinaigrette, Toasted Almonds, House Pickled Peppers, Red Onion, Fried Leek, and Romano Cheese 5

ENTREES

VEGETABLE GNOCCHI
House Made Gnocchi with Asparagus, Spinach, and Tomato. Served with Romano Cheese and Saffron Broth. 14

VEGAN RISOTTO
Crimini Mushrooms, Grilled Artichoke, Tomato, Peas, and Spinach 14

HONEY DIJON CHICKEN BREAST
Ohio Amish Chicken Breast Roasted Dijonnaise with Mushrooms, Grilled Asparagus, Fried Leek, Pickled Peppers, and Sour Rice 18

SHRIMP & BACON GNOCCHI
House Made Gnocchi with Jumbo Shrimp and Bacon. Tossed with Asparagus, Spinach, Tomato, Romano Cheese, and Saffron Broth. 18

STEAK & BACON PAPPARDELLE
Seared Steak and Bacon with Wide Egg Noodles, Shallots, Fried Leek, and Mushroom Cream Sauce 18

FENNEL & CRACKED PEPPER CRUSTED SALMON
Served over Mushroom, Spinach, Asparagus, and Tomato Risotto 19

FLATIRON STEAK
6 oz. Flatiron Steak Sear Roasted and Served with Our Proprietary Steak Sauce, Garlic Mashed Potatoes, and Grilled Asparagus 19

PAN SEARED SEA SCALLOPS
Served with Garlic Mashed Potatoes, Spinach, Tomato, and White Wine Sauce 26

HOUSE WINES

	Glass	Bottle
Fortant French Chardonnay	6	24
Bouchard French Pinot Noir	7.50	29

REDS

Rib Shack South African Red Blend	26
Lyeth Estate California Cabernet Sauvignon	29
Torres Family Alhos Ibericos Spanish Rioja	32
Joel Gott 812 California Cabernet Sauvignon	38
Lionel Faury French Syrah	48

WHITES

Ca' del Sarto Italian Pinot Grigio	22
R Collection California Sauvignon Blanc	28
McManis California Viognier	32
Recorded in Doubly Oregon Muscat	38

BUBBLES

J. Lasalle Preference French Premier Cru Brut Champagne	50
Laurent Perrier LA Cuvée French Brut Champagne Magnum	100

BEER

Budweiser and Bud Light	3
Stella Artois	4
Victory Prima Pilsner	4
Anchor Steam	4
Mother Stewart Witbier	4.50
Platform "Speed Merchant" White IPA	4.50
Funkwerks Passionfruit "Provincial"	4.50

OPEN

CLOSED

**PLEASE USE
OTHER DOOR**

RESERVED

RESTROOMS

**IF NO ONE IS HERE TO
GREET YOU,
PLEASE STEP INTO THE
DINING ROOM**

**EMERGENCY
EXIT ONLY**

EXIT

**EMPLOYEES MUST
WASH HANDS**