

BRAND BOOK



A high-angle, close-up shot of a dining table set for a meal. The table is covered with a light-colored, possibly white, tablecloth. Several round, woven placemats in a light beige or straw color are arranged on the table. Each placemat is accompanied by a white plate, a glass of water, and a glass of wine. In the center of the table, there are several lit candles in glass holders, some of which are tied with a thin, light-colored string. The background shows a wooden chair and a window with a view of the outdoors. The overall atmosphere is warm and inviting.

The introduction **OUR BRAND**

Melt embodies what we believe in. Mindful eating, a conscious lifestyle and embodying the role of tastemakers for all.



ABOUT US

MELT came from a passion for food, service and curating unique experiences that can be shared around a table. Our food combines inspiration from Mallorca, Spain along with flavors from Asia, the Americas and Mediterranean cuisine to create a healthy, balanced and organic menu. We strive to incorporate a conscious and mindful approach to our offerings. From our years in the Mediterranean, Spain, and previous global work in hospitality we bring a wealth of knowledge and flavors to the table to deliver a unique and luxury dining experience.

Chris & Gerda

WHO WE SERVE



Villas



Yachts



Private Estates

MELT

MINDFUL



EATING



LIFESTYLE



TASTEMAKERS





LOGO VARIATIONS



Black transparent

This is the primary logo. The transparent background is great for various colored backgrounds.



Gold transparent

This is an iteration of the primary logo. To be used when the logo needs a pop of color to stand out.



Green transparent

This is an alternate color for the Melt logo. This is a good way to incorporate brand colors for black and white documents.



Fonts

NT Josefine Bold

To be used for titles or bold headers

Hatton Semibold

To be used for headers or titles that aren't as bold

Hatton Medium

To be used for subheadings

Montserrat

To be used in body paragraphs or text



COLORS

Our color palette is inspired from nature and ties in with our organic and conscious menu. All outward facing communications from Melt should include our logo, fonts and brand colors.



Olive Green



Eggshell Blue



Light Grey



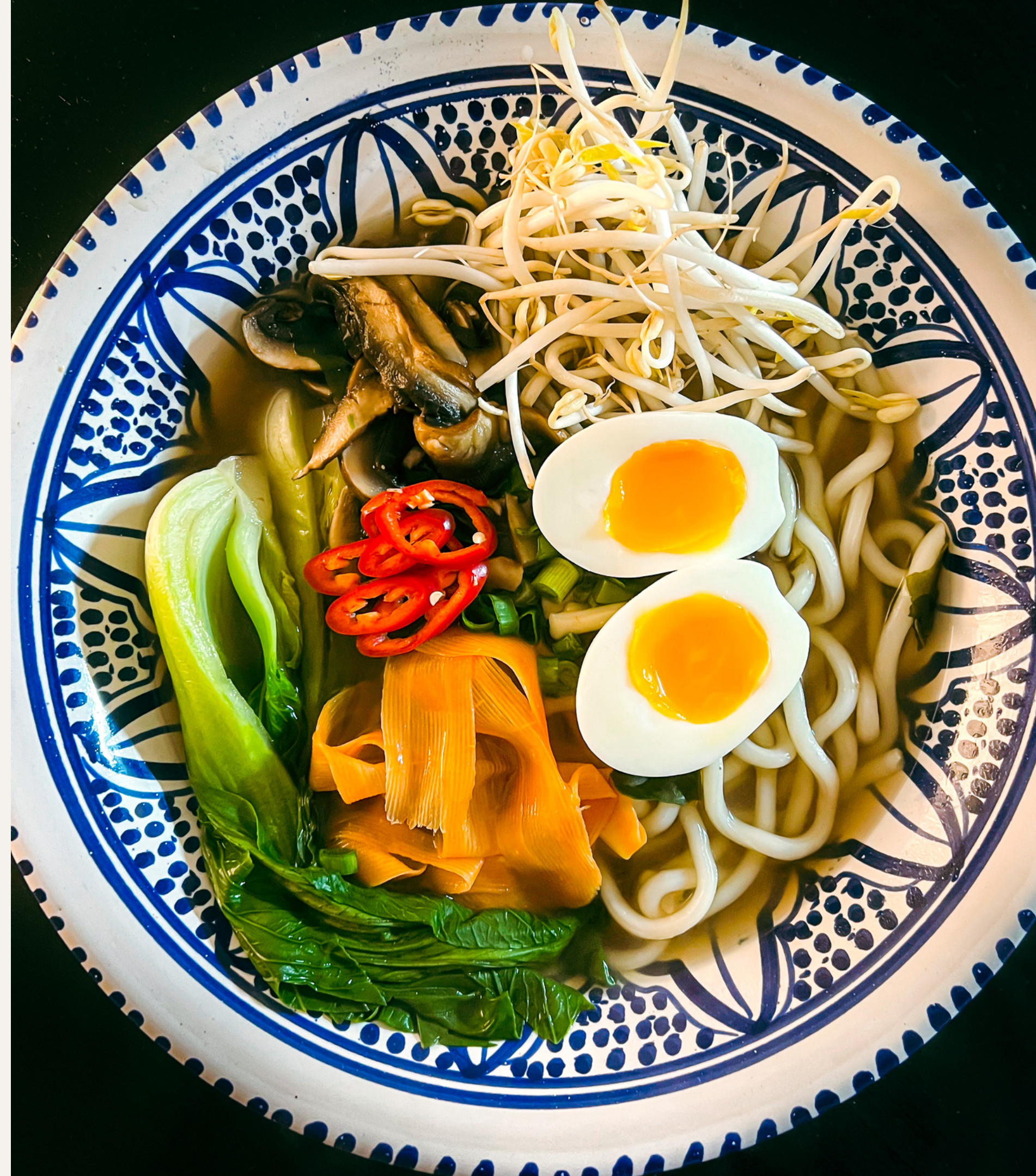
Charcoal



Rust

OUR IMAGES

Melt uses high quality images filled with bright colors and beautifully arranged food. Dishes are colorful, aesthetically arranged, and from multiple angles. Other images include those of the table settings, kitchen preparation, chefs and the cooking process. All are professional and clean in appearance.



PORTFOLIO

Highlights of our work



PRIVATE CHEF SERVICES

Melt