

SEVEN WONDERS

The logo consists of a yellow sun with a small house and palm trees. The sun is a solid yellow circle. The house is a simple white outline with a chimney. There are two palm trees, one on each side of the house, also in white outline. The entire logo is positioned between the words 'SEVEN' and 'WONDERS'.

RESTAURANT BRANDING

About

Based in Jacksonville, Florida, the establishment was born as a bakery, but as a result of customer requests, it quickly became a Haitian restaurant known for its fresh ingredients and casual environment. All platters and baked goods made in house, fresh, everyday.

Seven Wonders was founded by Haitian entrepreneur couple Osvald & Marjorie in November of 2018. The restaurant has quickly risen to prominence in the city of Jacksonville for its authentic take on traditional Haitian cuisine.

Seven Wonders often caters weddings, birthdays, corporate events, and religious gatherings. Customers who frequent Seven Wonders are typically young adults of Caribbean decent, or lovers of Black-American soul food.

VALUES & PRINCIPLES

Health	Meals are cooked fresh everyday, using household ingredients.
Passion	Haitians are known for their passion. In sports, music, and cuisine is just the same.
Authenticity	The food at Seven Wonders is true to its origin. It's Haitian food made by Haitians raised on the cuisine.



Primary Logo

This logo aims to maintain the colors, patterns, and typography of traditional Caribbean art, while still remaining warm and casual. It is present on the restaurant's business cards, marketing flyers, menu, and website.



Alt. Logo

**SEVEN
WONDERS**

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Typography

AZ

RL Aqva

Primary font for the logo and
display characters

AZ

KontikiJF

Secondary font for taglines and
descriptions

Color Palette

Plain Jane
#FFFFFF

Sun Kiss
#FEFEF2

Rouge
#67292A

Banana Leaf
#97BD21

Sunny Day
#FDC032

Patterns

