

Brand Personalities

**Authentic, Community, Fun, Relaxed, Warm**

Logo



The logo features the word "gothr" in a bold, green, lowercase sans-serif font. The letter "o" is stylized as a white circle with a green outline. Below "gothr" is the phrase "social dining" in a smaller, black, lowercase sans-serif font.

## Logo Variations



gothr  
social dining

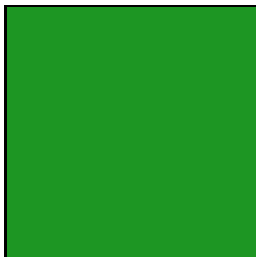


gothr  
social dining



gothr  
social dining

## Color System



RGB: #FF5858

Primary Color



Primary  
Text Color

# Typography System

## Title Typeface

**Barlow**

## Paragraph Typeface

Barlow

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z 0 1 2 3 4 5

a b c d e f g h i j k l m n o p q r s t u v w  
x y z . , ? ! " " " "

## Included Font Styles

Aa Aa Aa Aa Aa Aa Aa Aa Aa  
*Aa Aa Aa Aa Aa Aa Aa Aa Aa*

1 **Title**

Barlow  
Bold 30px

2 **Header**

Barlow  
Bold 22px

3 **SUBTITLE**

Barlow  
Bold 12px

4 Paragraph

Barlow  
Regular 12px

# About the Line

**WHO WE ARE**

Barlow

## Find Solace

The Line is a scenic waterfront public park on the Upper West Side of the borough of Manhattan in New York City, operated and maintained by the New York City Department of Parks and Recreation. The Line transforms this industrial site into a beautiful public park.

# Brand Applications

## Social Media



## Instagram Post



## Business Card



## T Shirt

