



bittle & ivory

GRAZING & HOSPITALITY

BRAND GUIDELINES

Volume One · 2026

INSIDE

Contents

*A guide to presenting Bittle & Ivory with
the same care we bring to every table.*

01

The Brand

STORY · PILLARS · VOICE

02

The Logo

SUITE · MONOGRAM · CLEAR SPACE · USAGE

03

Colour

PALETTE · TINTS · PROPORTION

04

Typography

TYPEFACES · HIERARCHY

05

Brand World

ELEMENTS · PATTERN · PHOTOGRAPHY · APPLICATIONS

SECTION 01

The Brand

Who we are, what we stand for, and how we sound when we welcome someone to the table.

OUR STORY

Abundance, beautifully arranged.

Bittle & Ivory creates grazing tables and hospitality experiences for weddings, celebrations and gatherings that deserve to be remembered. Every spread is composed by hand: seasonal produce, fine cheeses, cured meats and fresh florals, set against ivory linen and candlelight.

The name holds both sides of what we do. *Bittle* — the small, perfect bite, offered generously. *Ivory* — the linen, the porcelain, the quiet elegance of the setting. Together they describe a table that feels effortless, and never is.

MISSION

To turn every gathering into an occasion worth lingering over.

PROMISE

Generous, considered, and flawlessly presented — every time.

AUDIENCE

Couples, hosts and planners who value beauty and ease.

BRAND PILLARS

Four things we never compromise.

i.

Generous

Abundance is our signature. Tables overflow, portions are thoughtful, and no guest is ever an afterthought.

ii.

Refined

Luxury lives in the details — the fold of a napkin, the curve of a grape stem, the glow of a candle.

iii.

Warm

We are hosts before we are caterers. Every interaction feels personal, gracious and unhurried.

iv.

Considered

Seasonal ingredients, careful sourcing and seamless service — beauty that is backed by precision.

TONE OF VOICE

We speak like a gracious host.

Our words should feel like being welcomed into a beautiful home: warm, assured and quietly elegant. We describe the experience, not just the menu — and we never shout.

	WE ARE	WE ARE NOT
Warm	Inviting, personal, genuinely glad you're here.	Overfamiliar, gushing, full of exclamation marks.
Elegant	Polished, sensory, carefully chosen words.	Stiff, pretentious or overly formal.
Assured	Calm confidence in our craft and our service.	Boastful, pushy or salesy.

IN PRACTICE

“Gather close. We’ve prepared something beautiful — golden-hour figs, aged cheeses and a table worth lingering over.”

SECTION 02

The Logo

Our signature. A high-contrast wordmark with a terracotta ampersand, supported by a monogram for smaller moments.



bittle & ivory
GRAZING & HOSPITALITY

PRIMARY LOGO

The horizontal signature

Our primary logo and first choice for every application. The flowing descenders and the terracotta ampersand carry the brand's personality — generosity held in balance by refinement.

The descriptor *Grazing & Hospitality* is locked to the wordmark. Never re-set it, move it or replace it with other text. Always use the supplied master artwork.

LOGO SUITE

One identity, four formats.



A · Primary

Horizontal

Default for signage, web headers, stationery and wide formats.



B · Secondary

Stacked

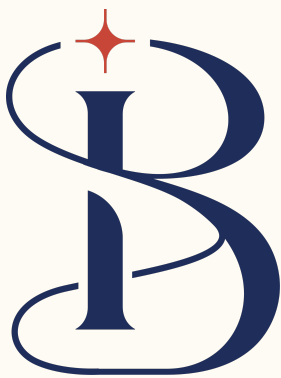
Square and portrait spaces — packaging, aprons, social tiles.



C · Alternate

Side Descriptor

Editorial layouts where height is limited but presence matters.



D · Mark

Monogram

Seals, stickers, favicons and small spaces.



THE MONOGRAM

B, I, and a little light.

The B and I are woven together by a single flowing stroke — a ribbon, a table runner, the path of a host moving through the room. Above it sits a four-point star: the candle glow, the sparkle of the occasion, and the dot of the *i* reimagined.

USE FOR

Wax seals · stickers · favicon & social
avatar · napkin embroidery · packaging
closures

AVOID

Replacing the full logo on first
introduction of the brand, or pairing it
tightly beside the wordmark.



CLEAR SPACE

Room to breathe.

Protect the logo with a clear zone equal to X — the height of the terracotta ampersand — on every side. No text, imagery or edges may enter this space.



MINIMUM SIZE

Below these sizes the fine descenders and descriptor lose legibility.



HORIZONTAL

Print 40 mm · Screen 160 px wide



STACKED

Print 28 mm · Screen 110 px wide



SIDE DESCRIPTOR

Print 35 mm · Screen 140 px wide



MONOGRAM

Print 8 mm · Screen 24 px

COLOUR VERSIONS

Always the right contrast.

bittle & ivory
GRAZING & HOSPITALITY

FULL COLOUR · ON IVORY

bittle & ivory
GRAZING & HOSPITALITY

REVERSE · ON NAVY

bittle & ivory
GRAZING & HOSPITALITY

REVERSE · ON DEEP INK

bittle & ivory
GRAZING & HOSPITALITY

MONO NAVY · ONE-COLOUR PRINT

bittle & ivory
GRAZING & HOSPITALITY

MONO IVORY · ON TERRACOTTA

bittle & ivory
GRAZING & HOSPITALITY

MONO IVORY · ON PHOTOGRAPHY

LOGO MISUSE

Please don't.

The logo is only ever reproduced from master artwork. These alterations weaken recognition and must be avoided.

bittle & ivory
GRAZING & HOSPITALITY

✗ DON'T STRETCH OR DISTORT

bittle & ivory
GRAZING & HOSPITALITY

✗ DON'T CHANGE THE COLOURS

bittle & ivory
GRAZING & HOSPITALITY

✗ DON'T ROTATE

bittle & ivory
GRAZING & HOSPITALITY

✗ DON'T ADD EFFECTS OR SHADOWS

bittle & ivory
GRAZING & HOSPITALITY

✗ DON'T USE LOW CONTRAST

bittle & ivory
GRAZING & HOSPITALITY

✗ DON'T PLACE ON BUSY IMAGERY

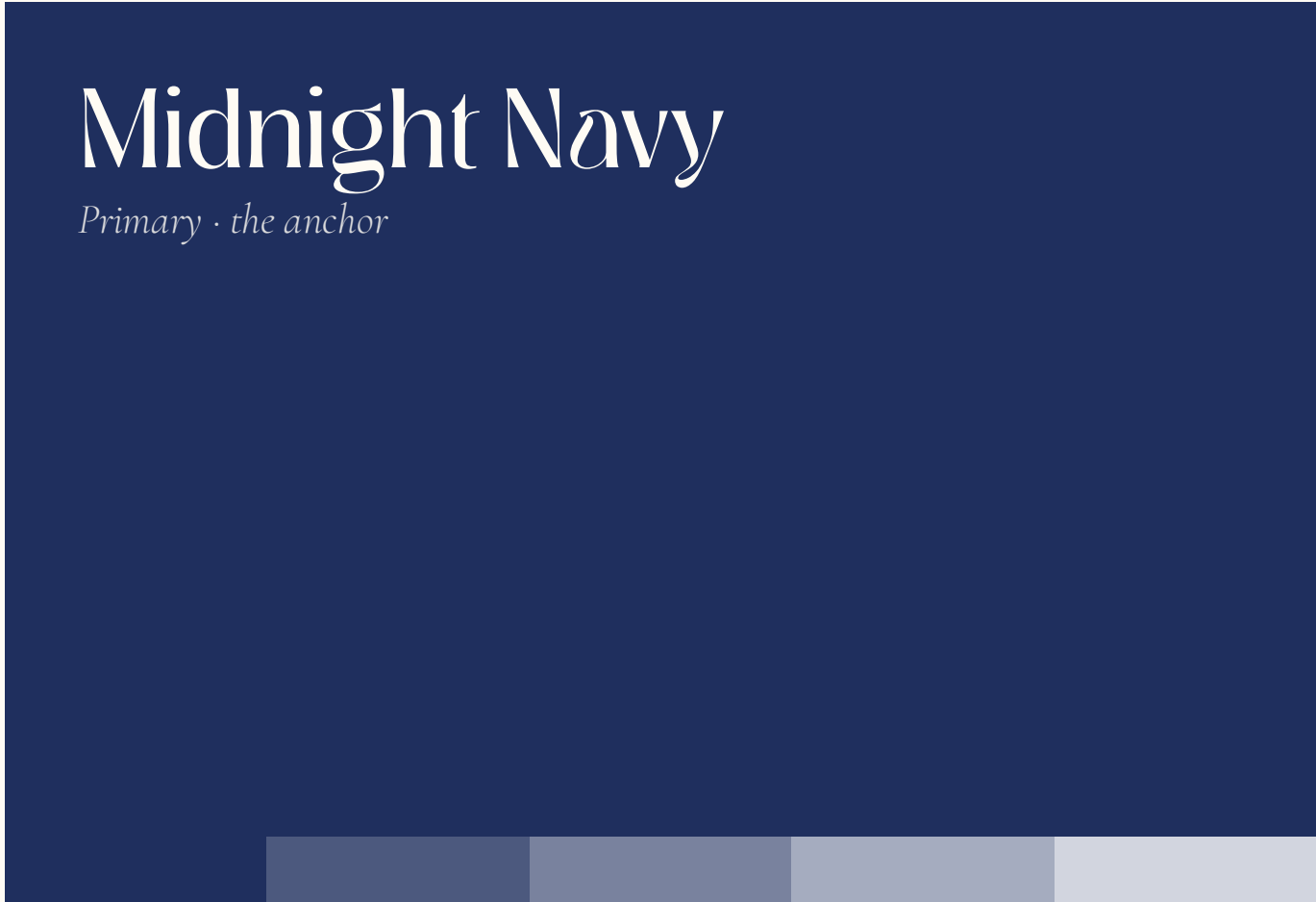
SECTION 03

Colour

Midnight navy, a warm terracotta and the soft glow of ivory — the colours of a candlelit table at dusk.

PRIMARY PALETTE

The core three.

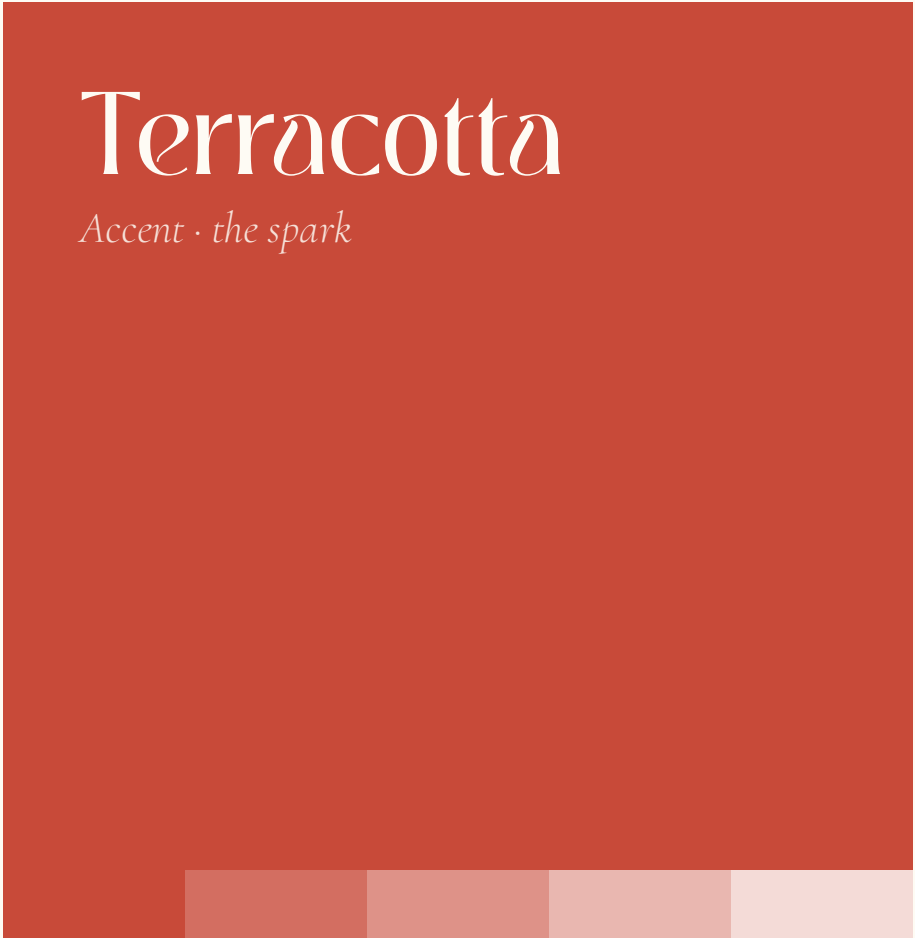


HEX #1F2F5E

RGB 31 · 47 · 94

CMYK 67 · 50 · 0 · 63

PANTONE ≈ 534 C

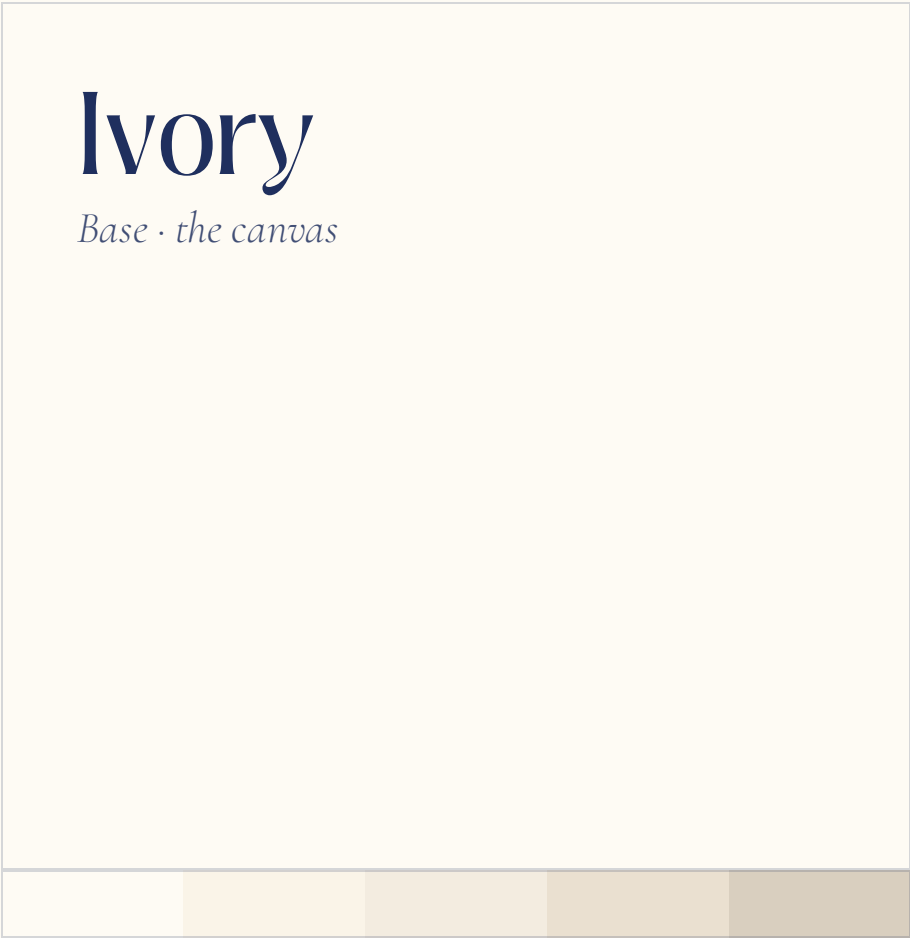


HEX #C84A39

RGB 200 · 74 · 57

CMYK 0 · 63 · 72 · 22

PANTONE ≈ 7619 C



HEX #FEFBF4

RGB 254 · 251 · 244

CMYK 0 · 1 · 4 · 0

PANTONE ≈ 11-0602 TCX

SUPPORTING PALETTE

Finishing touches.

Drawn from the table itself — brass cutlery, linen napkins, fresh greenery. Use these to add depth and texture, never to replace the core three.



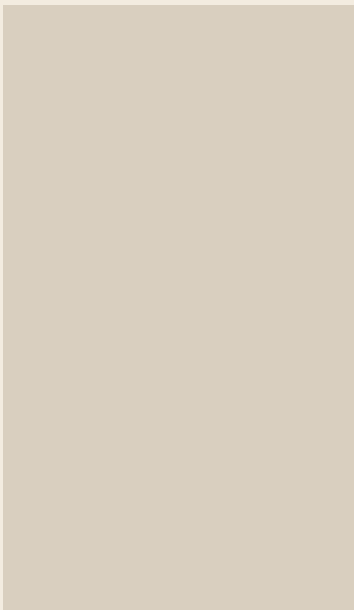
Deep Ink

#141E3D
20 · 30 · 61



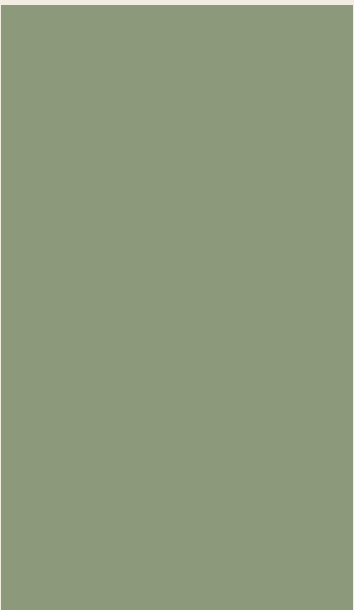
Antique Brass

#B08D57
176 · 141 · 87



Linen Stone

#D9CFBF
217 · 207 · 191

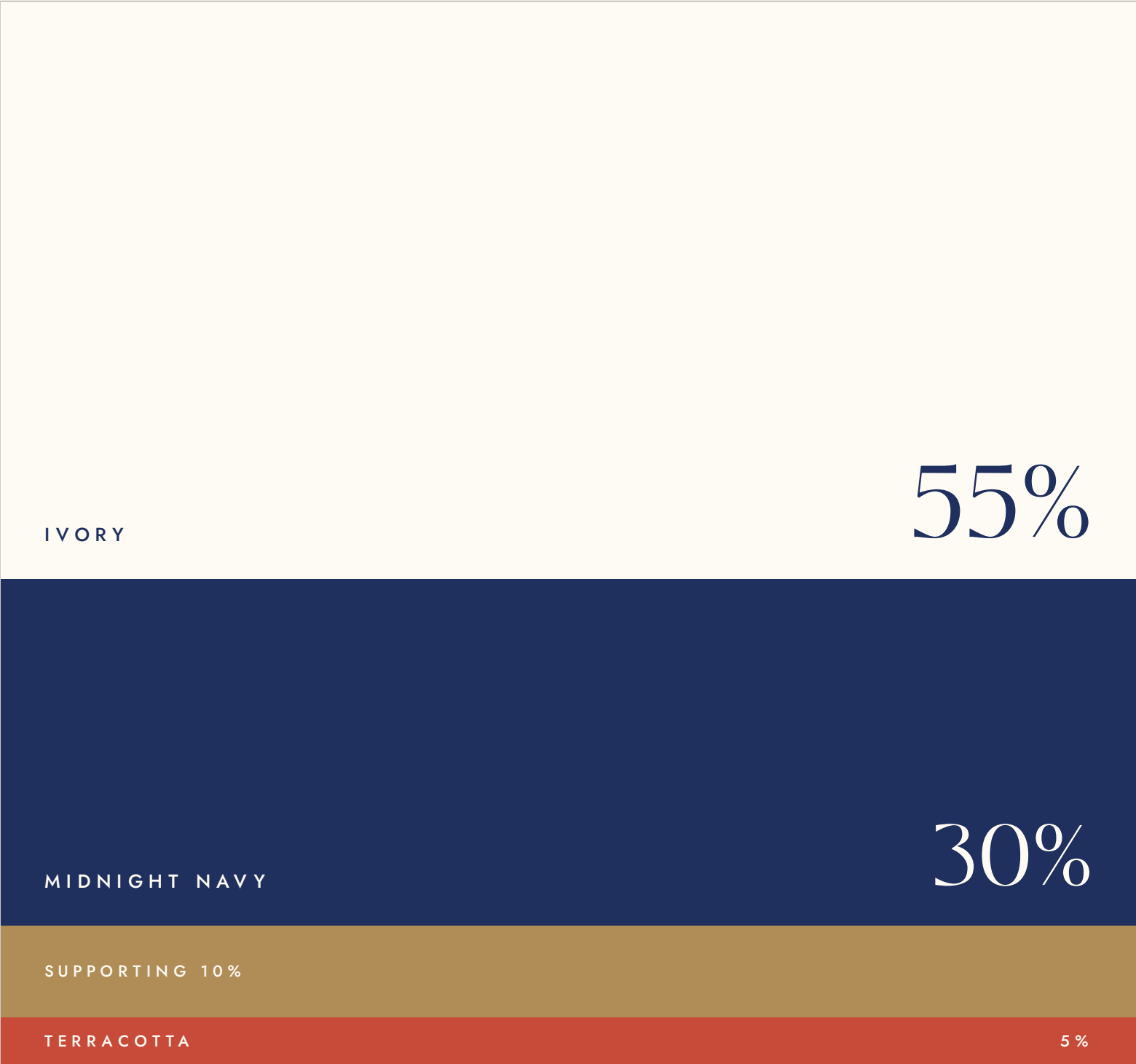


Olive Leaf

#8C9A7B
140 · 154 · 123

PROPORTION

Ivory leads, navy grounds, terracotta is used sparingly — like a single ember.



SECTION 04

Typography

High-contrast display serifs for the moments that matter, and quiet, classic companions for everything else.

PRIMARY · DISPLAY

Headlines · Titles · Hero text

Aa Jedira
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdef
ghijklmnopqrstuvwxyz 0123456789 &

A graceful, high-contrast serif with dramatic descenders that echoes the wordmark. Use in sentence case, set tight, and give it plenty of space.

SECONDARY · ACCENT

Sub-heads · Menus · Names

Aa Hugian
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefg
hijklmnopqrstuvwxyz 0123456789 &

An elegant companion with delicate, characterful curves. Ideal for menu headings, sub-heads, table cards and guest names.

HIERARCHY & SUPPORT

Every word in its place.

For body copy and small details, pair the display faces with two free Google Fonts that keep text effortless to read.

Cormorant

Garamond · Body text
Light · Regular · Italic

Jost

Labels · captions · UI
Light · Regular · Medium

SUMMER WEDDINGS 2026

EYEBROW
JOST 500 · CAPS ·
+300

A table to remember

HEADLINE
JEDIRA · -10

Seasonal Grazing Collection

SUB-HEAD
HUGIAN

Golden figs, honeycomb and aged cheeses, gathered under candlelight.

LEAD
CORMORANT ITALIC
300

Each table is designed around your celebration — styled on-site with fresh florals, brass details and our signature ivory linen, then replenished throughout the evening.

BODY
CORMORANT 400

Serves 80–120 guests · Styling & set-up included

CAPTION
JOST 300 · +40

SECTION 05

Brand World

The graphic elements, imagery and applications that bring Bittle & Ivory to life, from the invitation to the final candle.

BITTLE & IVORY · BRAND GUIDELINES



GRAPHIC ELEMENTS

Small details, big presence.



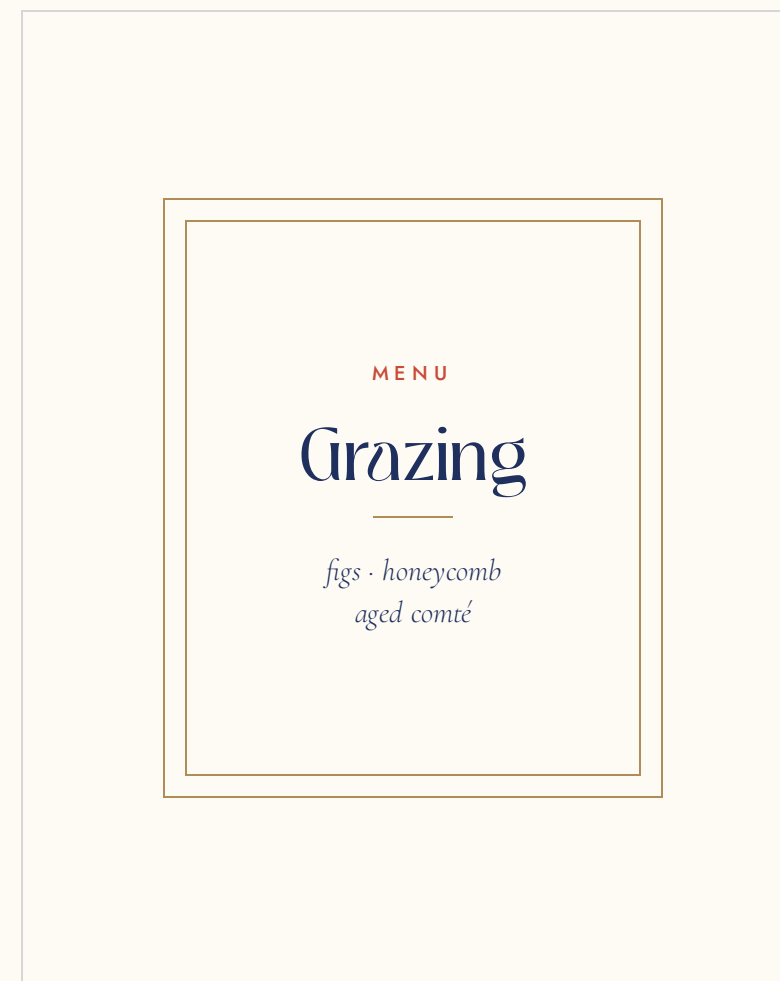
The Star

Taken from the monogram. Use alone as a bullet, divider or sparkle accent — in terracotta or brass only.



The Arch

An elegant frame for signage, menus and invitations — echoing garden arches and candlelit alcoves.



The Double Rule

A fine twin border in brass or navy frames printed pieces with a quiet, heirloom finish.



Pattern & Seal

A repeating monogram for tissue, ribbon and box liners; a round seal for stickers and closures.



SIGNATURE PATTERN

The Monogram Repeat

Alternate ivory at 10% and brass at 55% on Midnight Navy.

Reverse on Ivory with navy and terracotta.

PHOTOGRAPHY

Golden hour, always.

Our imagery feels like arriving just as the candles are lit. Warm, abundant and softly styled — celebrating texture, light and the generosity of the table.

- ✦ Warm light — candlelight, sunset and soft window glow. No harsh flash.
- ✦ Abundance in detail — close crops of fruit, cheese and florals.
- ✦ Ivory & navy styling — linen, brass and whites keep the palette calm.





APPLICATIONS · PRINT & PACKAGING

Every touchpoint, considered.

Stationery leads with the horizontal logo on ivory or navy stock. Packaging uses the stacked logo and monogram seal, finished with navy satin ribbon.





bittle & Ivory

GRAZING & HOSPITALITY

Thank you for keeping our table beautiful.

BRAND GUIDELINES · VOLUME ONE