
FULLPLATE BRAND SYSTEM · 2026 · SPECIFICATION

A brand built around the honest table.

FullPlate is an ethical food delivery platform connecting food lovers with heritage regional kitchens. These brand rules safeguard clarity, dignity and culinary pride across all physical and digital expressions.

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The PlateFace & Logo Lockup

The mark represents a classic Indian thali plate featuring handcrafted katori bowls. Use the horizontal lockup for primary identity and the PlateFace symbol for app icons, avatars, and compact spaces.

**fullplate**

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Clear Space and Scale

Maintain a clear margin of at least one katori diameter on all four sides. Never set the lockup below 24 mm in print or 120 px on screen. The standalone PlateFace symbol can scale down to 20 px.

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Keep the plate honest.

Do not squash or stretch the mark, do not rotate off-axis, do not recolour outside approved palette tokens, do not add drop shadows or gradients, and never place the mark on busy photographic backgrounds.

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Chili, Turmeric and Warm Rice.

Chili Red provides purposeful energy for calls to action. Turmeric Yellow brings festive warmth and appetite. Rice Cream softens backgrounds, while Sesame Charcoal anchors long-form typography.

Chili Red

#D7263D
RGB 215 / 38 / 61
CMYK 0 / 95 / 75 / 0

Turmeric Yellow

#F2B705
RGB 242 / 183 / 5
CMYK 0 / 25 / 100 / 5

Rice Cream

#FFF8EC
RGB 255 / 248 / 236
CMYK 0 / 3 / 3 / 0

**Sesame
Charcoal**

#1E1A16
RGB 30 / 26 / 22
CMYK 70 / 65 / 65 / 80

**Banana Leaf
Green**

#2E7D32
RGB 46 / 125 / 50
CMYK 80 / 15 / 100 / 25

Clove Brown

#7A2E12
RGB 122 / 46 / 18
CMYK 30 / 85 / 100 / 35

Cast Iron

#15120F
RGB 21 / 18 / 15
CMYK 75 / 70 / 70 / 85

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Type: Heritage meets clarity.

Fraunces italic expresses timeless regional kitchen traditions. DM Sans handles customer orders and kitchen numbers with crisp legibility. JetBrains Mono powers KOT tickets and bills.

Fraunces Italic — Every meal on a real plate.

DM Sans Medium — Kundapura Koli Saaru · ₹380

JETBRAINS MONO — KOT #4821 · PREP TIME: 18 MIN

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Voice: Warm, culinary, honest.

Speak like a trusted cook sharing a family recipe. Describe ingredients, origin and prep time clearly. Never use hollow food marketing hyperbole or deceptive discount gimmicks.

DO

"Slow-simmered Mangalore chicken curry with Byadagi chilies and coconut."

DON'T

"UNBELIEVABLE CRAZY DISCOUNTED CHICKEN BOMB EXPLOSION!!!"

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Iconography & Food Symbolism

Custom culinary icons at 20–24 px. Strict vegetarian indicators adhere to the green banana leaf circle, while non-vegetarian dishes carry the deep clove triangle.

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Food Photography: Real steam, no glaze.

Natural directional light from a 45-degree angle. True-to-life portions in unglazed stoneware, brass katoris or banana leaf liners. No artificial food lacquer, fake steam or exaggerated food styling.

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The Editorial Grid & Print Rules

Digital layouts sit on a responsive 12-column grid with 24 px gutters. Print artifacts require a 5 mm safe margin, 3 mm bleed, and body typography no smaller than 7 pt.

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Motion: Sizzle and steam.

Transitions use the signature sizzle curve (cubic-bezier(0.34, 1.56, 0.64, 1)). Interactive taps settle in 140 ms; plate reveals take 420 ms. Respect prefers-reduced-motion across all surfaces.

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Night Service & Kitchen Tablet

During dinner rush and late hours, kitchen tablets shift to Cast Iron dark mode (#15120F). High-contrast turmeric and white highlights ensure order cards remain readable across a busy line.

