

# ABOUT THE DREY

---



Nestled in Olympic Hall, a residential building, The Drey is a casual gathering spot inspired by nature and the forest.

It offers fresh, natural, and healthy food options for both lunch and dinner, along with a diverse selection of grab-and-go items including ready-to-eat entrées, snacks, salads, desserts, and other classic favorites. The Drey blends modern dining culture with the convenience of fresh, ready-to-enjoy meals.



# AFFILIATION

The Drey is one of the brands within UCLA Dining Services, a nationally recognized, award-winning program known for its high-quality cuisine, modern facilities, and innovative services. UCLA Dining Services offers an extensive selection of healthy and fresh menu options, flexible dining hours, and meal plans.

## UCLA Housing UCLA Dining Services



# LOGO



**KEYWORDS:** Modern, Sophisticated,  
Trees and gathering space

The primary logo consists of a logotype combined with graphic elements that evoke themes of nature, trees, and communal gathering spaces, within a modern style.

The full color logo is the primary logo. Use the full-color logo on white (or bright) backgrounds or where there is sufficient contrast.

The white version can be used on colored backgrounds or dark backgrounds.

\*Do NOT recreate the logo.

Full color



White



## CLEAR SPACE

When using the logo, maintain a consistent clear space ( Size=X ) around the logo. This is the minimum distance between the logo and any other design elements.



# LOGO USAGE



The logo needs to be clearly recognizable and readable wherever it is placed to maintain the brand identity.

Avoid misuse practices.



**YES** Do place the color logo on white or bright backgrounds.



**YES** Do place the white logo on dark backgrounds.



**No** Do not twist (distort, stretch, or alter) the logo. Use it within the provided logo ratio.



**No** Do not change the color or apply color mix in the logo.



**No** Do not apply effects. (e.g.: drop shadows, gradients, outlines, decorative edges, etc.)

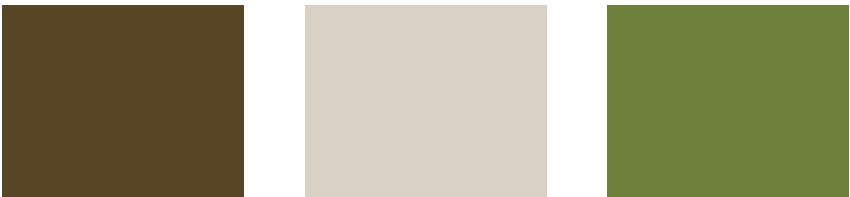


**No** Do not retype or recreate the logo.

# COLORS

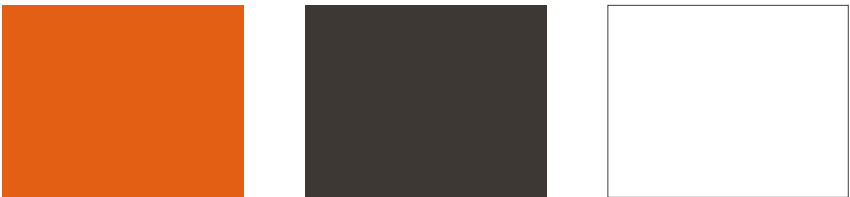


## PRIMARY COLORS



PANTONE	Pantone 449	Pantone 7527	Pantone 575
CMYK	53-57-87-46	16-13-21-0	62-32-96-16
RGB	85-71-39	213-210-197	102-127-58
HEX	#554727	#D5D1C4	#667E39

## SECONDARY COLORS



PANTONE	Pantone 1595	Black 7	White
CMYK	10-75-100-1	65-61-65-54	0-0-0-0
RGB	218-98-39	61-58-53	255-255-255
HEX	#DA6126	#3C3935	#FFFFFF

The Gotham font family is to use for headline, sub-headline, and body copy. In case space is tight for body copy, it's able to use the condensed version, Gotham Narrow.

\* Alternative typeface for Digital Materials: Helvetica (or Arial)

## Gotham

### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Gotham Narrow

In case space is tight for body copy

### Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

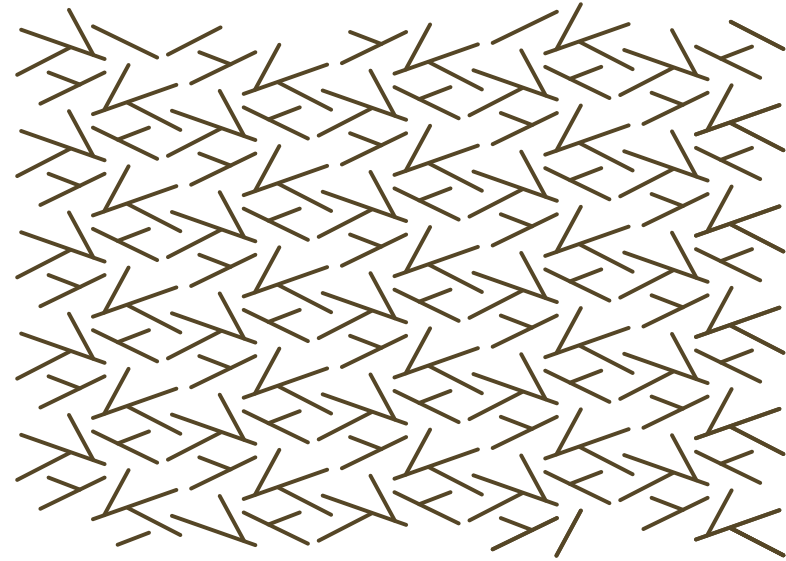


# PATTERN

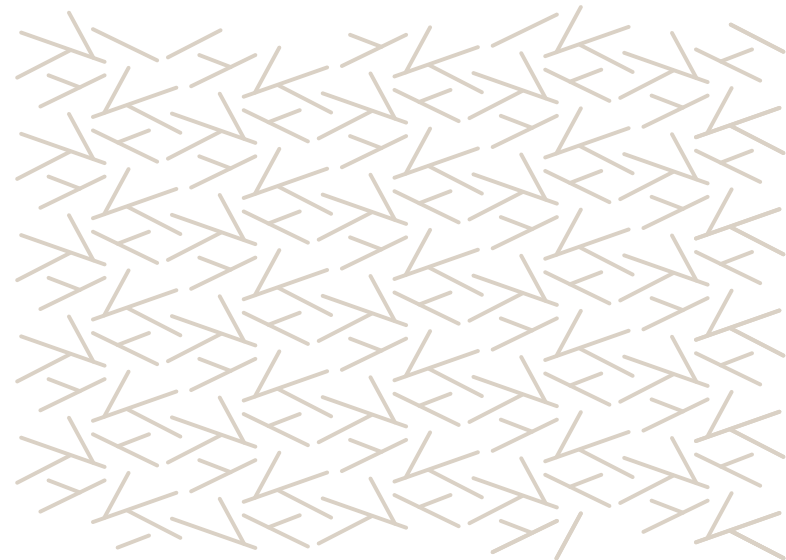
---

The brand pattern visually reflects the brand identity and enhances interest across various applications.

Option 1



Option 2





# APPLICATIONS

## Uniform

Apron

Black Apron

(Logo: Pantone 7527 or CMYK)

Chef Beanie

Black Beanie

(Logo: Pantone 7527 or CMYK)

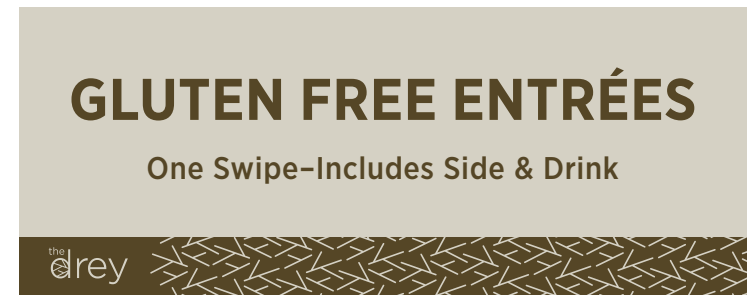
\* Option: White Beanie

(Logo: Pantone 449 or CMYK)



# APPLICATIONS

## Adhesive Materials



# APPLICATIONS

---



## Food Packaging

