

24 CARROTS

CATERING & EVENTS

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SECTION 01

The Brand

Brand Insight

24 Carrots Catering & Events is the premier catering and events company of choice in Southern California. We create remarkable experiences by offering the finest quality foods and providing unsurpassed personalized service, driven by our passion for life’s special occasions.

Our approach is simple: We hold ourselves to exceptionally high standards because you deserve the absolute finest.

MISSION

To create remarkable experiences throughout Southern California by offering the finest quality foods and providing unsurpassed personalized service, driven by our passion for life’s special occasions.

VISION

To create and inspire.



Core Values

24 Carrots Catering & Events is the premier catering and events company of choice in Southern California.

We create remarkable experiences by offering the finest quality foods and providing unsurpassed personalized service, driven by our passion for life’s special occasions.

01.

SERVICE EXCELLENCE

We are committed to proactively identifying and meeting the needs of our colleagues, clients, and communities.

02.

COLLABORATION

Our success is directly correlated to active participation and the exchange of sound knowledge.

03.

DEDICATION

We are dedicated to the success of every event, as passion, purpose, and pride are the driving forces behind our team.

04.

TRUSTWORTHINESS

We refuse to compromise on our quality, making us a reliable resource and dependable partner.

Creative Structure

With all of the varied events and projects that 24C represents, we’ve crafted a unique brand creative structure that accommodates it all.

In the center of everything is our ‘core’ branding, which is clean, simple and consistent. Our logo, colors, typography, and core styling hold the brand steady.

Orbiting around the core branding, we have expressive and seasonal creative. Here, there is freedom to change it up, represent the moment, and have some fun!



CORE BRANDING

Clean
Simple
Spacious
Minimal
Elegant

EXPRESSIVE & SEASONAL

Creative
Dynamic
Vibrant
Seasonal
Playful

SECTION 02

Brand Marks

Logo

Our word-mark is sleek, simple, and timeless. Custom typeset in Futura PT, the mark carries the confidence and class that underpins all that we do.

We have two versions of the logo. With and without tagline (see next page).



24 CARROTS

CATERING & EVENTS

WITH TAGLINE

24 CARROTS

WITHOUT TAGLINE

24 CARROTS

CATERING & EVENTS

2 TONE LIGHT ON DARK

24 CARROTS

CATERING & EVENTS

MONOTONE DARK

24 CARROTS

CATERING & EVENTS

2 TONE DARK ON LIGHT

24 CARROTS

CATERING & EVENTS

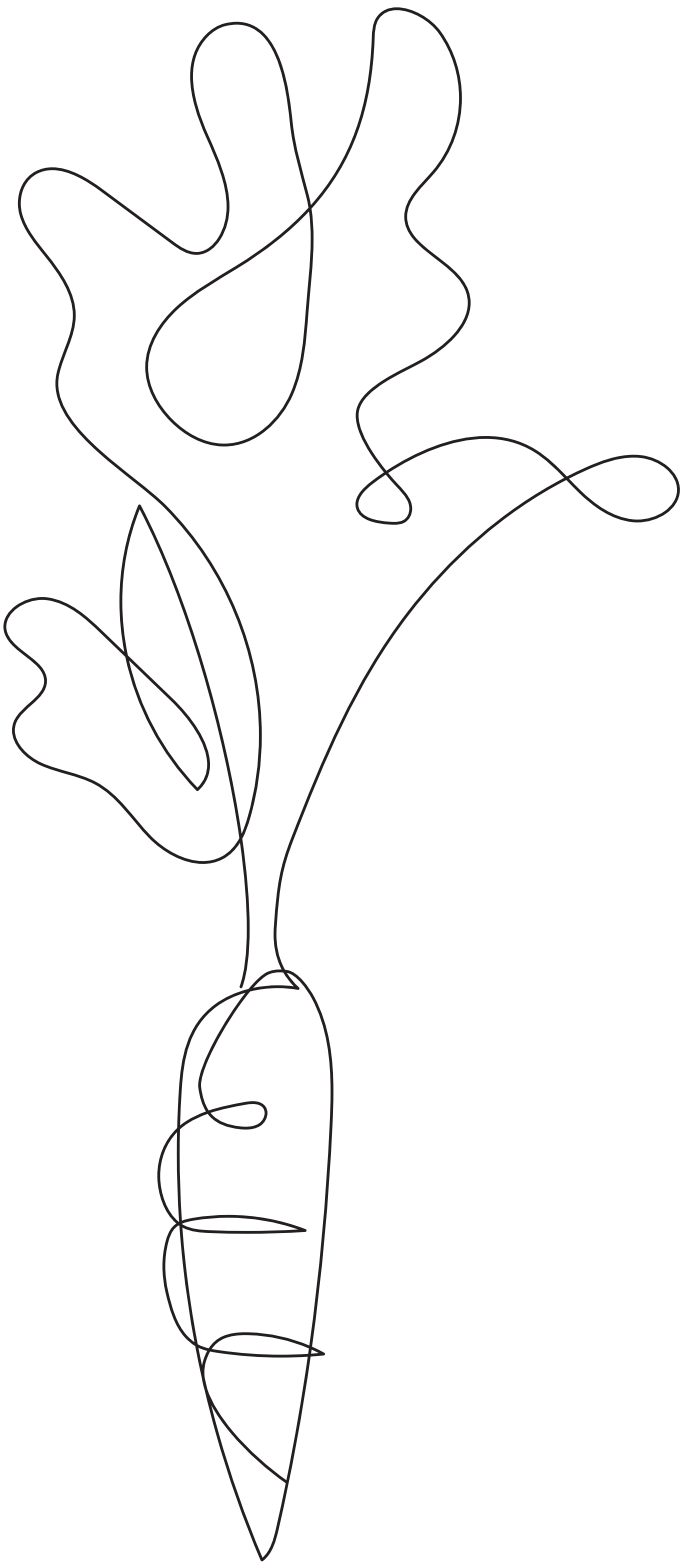
MONOTONE LIGHT

Icon

Our carrot icon is a fun reflection of our heart. We love it because it’s:

- Organic
- Playful
- Iconic
- Unique

The carrot icon can be used in a myriad of different ways! Get creative with it, make it big or make it small, turn it, tilt it, crop it, or frame it.



SIMPLE THIN-LINE



SOCIAL ICON

BLEED & CROP

Monogram

In support of the primary logo and icon, we have developed a unique 24C monogram.

Used selectively, always in conjunction with, and in close proximity to the primary branding, these marks offer subtle and unique moments for viewers to engage with the 24C name in a fresh way.

These marks are not designed to carry the weight of brand identification. They are able to be adjusted, and even rotated in and out with seasons.



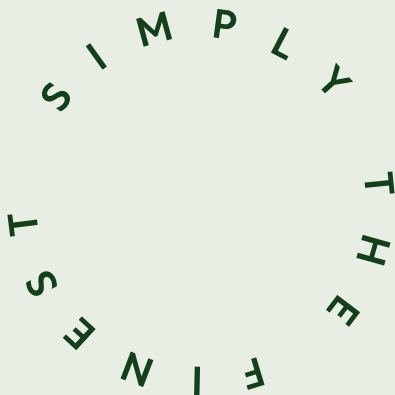
Tagline Lockups

The tagline sums up the 24C values very sweetly and succinctly.

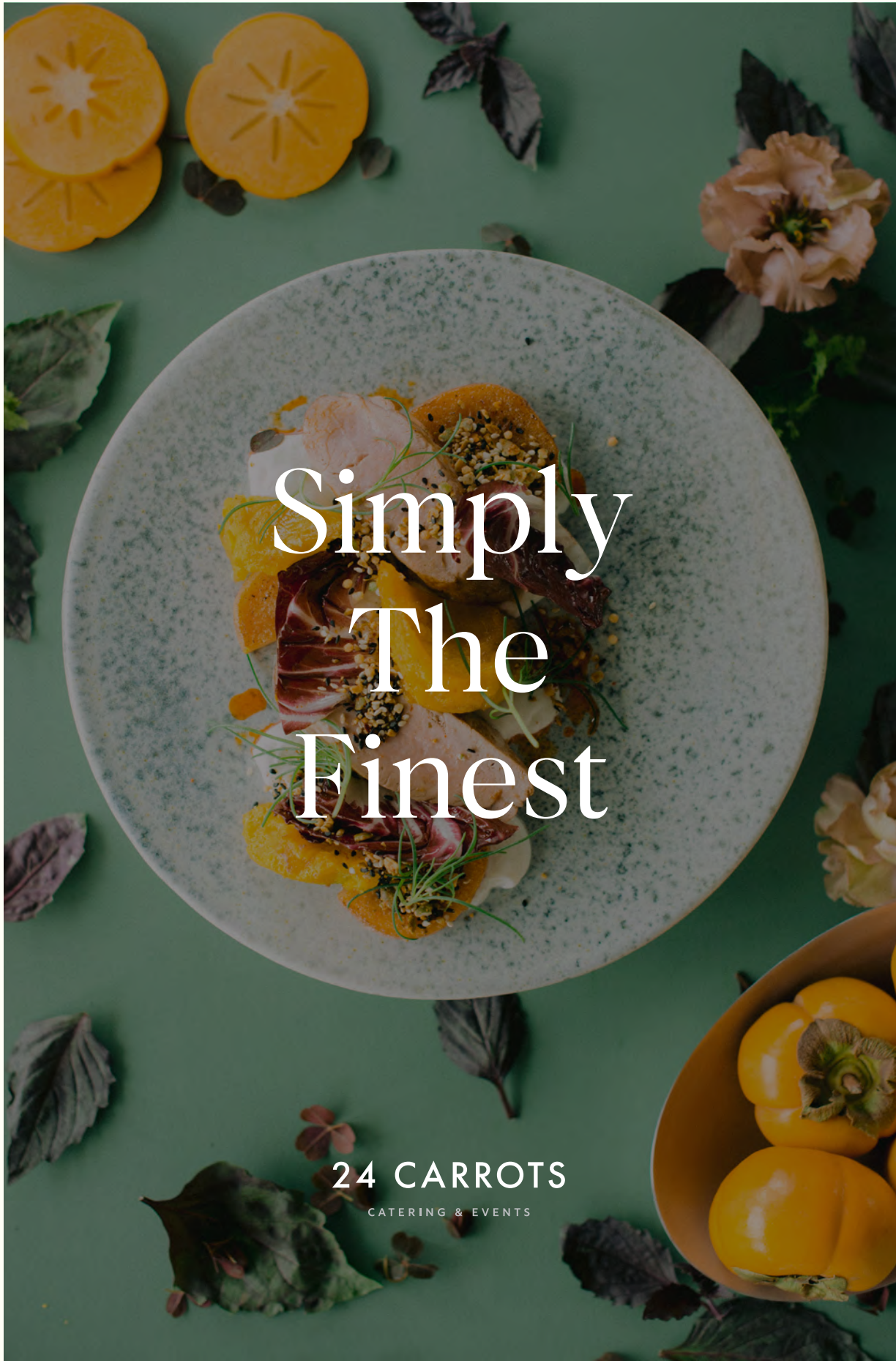
We’ve predefined a few typographic arrangements to be used consistently.

Simply
The
Finest.

SIMPLY
THE
FINEST



SIMPLY THE FINEST



SECTION 03

Colors

Colors

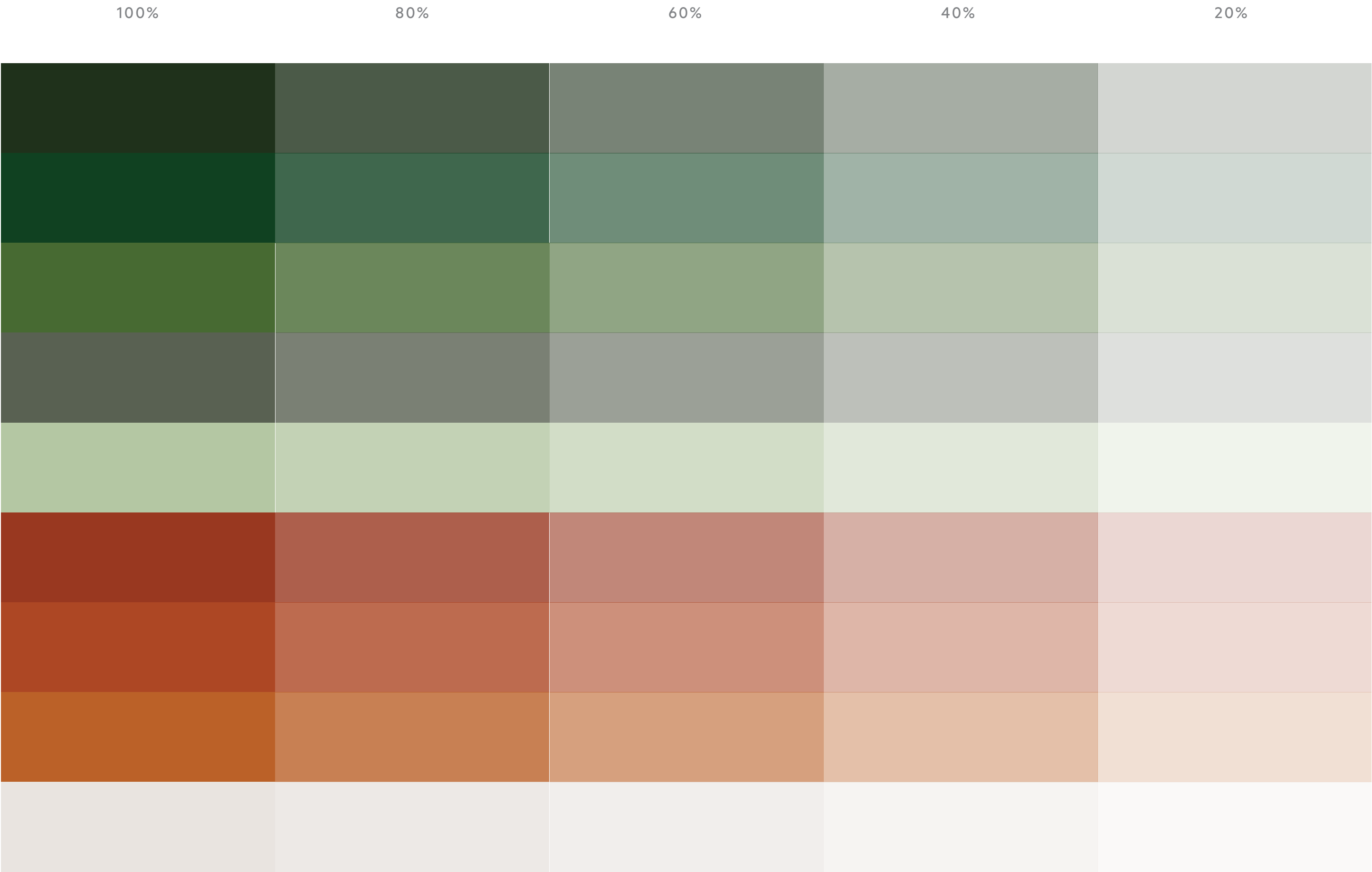
Inspired by all things food and catering, the 24C color palette is an elevated take on greens and oranges.

More mature, vegetable-inspired tones work in partnership with the highly functional monochromatic palette.

BLACK			WHITE	
80% GRAY 0 0 0 80 88 89 91 #58595B	60% GRAY 0 0 0 60 128 130 133 #808285	40% GRAY 0 0 0 40 167 169 172 #A7A9AC	20% GRAY 0 0 0 20 209 211 212 #D1D3D4	5% GRAY 0 0 0 5 241 242 242 #F1F2F2
COURGETTE 75 53 84 66 33 50 28 #21321C	AVOCADO 83 46 93 55 26 65 34 #1A4122 2411 C	KALE 55 10 100 40 100 123 78 #647B4E 2280 C	DRIED THYME 63 47 65 28 89 97 82 #596152 417 C	HONEYDEW 31 11 41 0 182 199 163 #B4C7A3 578 C
PAPRIKA 27 87 100 23 153 57 33 #993921 174 C	CARROT 18 78 100 7 193 86 39 #C15627 1675 C	CINNAMON 21 70 100 8 187 98 40 #BB6228 471 C	LINEN 7 8 9 0 233 228 224 #E9E4E0 WARM GRAY 1C @50%	

Percentage Tonicity

Any of the brand colors may be used at a lower percentage to create a more varied color palette, enabling the creative team to more easily create hierarchy and clear legibility.



Typography

Primary Font

FONT NAME

F37 Caslon

FONT USE:

Headers

TYPE SPECIMEN:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()+=



Body Font

FONT NAME

Futura PT

FONT USE:

Sub Header, Body Copy

TYPE SPECIMEN:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()+=

Light	<i>Light</i>
Book	<i>Book</i>
Medium	<i>Medium</i>
Demi	<i>Demi</i>
Bold	<i>Bold</i>



Secondary Font

FONT NAME

Rustica

FONT USE:

Sub Header, Accent, Detail

TYPE SPECIMEN:

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdefgh
hijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()+=

Light	<i>Light</i>
Semi Light	<i>Semi Light</i>
Regular	<i>Regular</i>
Medium	<i>Medium</i>
Bold	<i>Bold</i>

Aa

Font Summary

EXAMPLE SHOWN:

H1: F37 Caslon – Regular, pt. 56

H2: Futura PT – Medium, pt. 26, tracking 80

Body: Futura PT – Book, pt. 16

Detail: Rustica – Medium, pt. 13

H1

Catering & Events

H2

FRANCISCAN GARDENS

BODY

Franciscan Gardens is a hidden gem located steps from California’s “Jewel of the Missions” in San Juan Capistrano. The property’s courtyard is tucked way behind elegant wooden doors that open to a blossoming garden with fountains, vine-wrapped pergolas and bistro lights strung throughout. Originally built in 1920, the venue’s indoor ballroom displays the buildings original brick walls and wood flooring while modern and elegant crystal chandeliers adorn the ceilings. Operated by 24 Carrots since 2010, this charming hideaway offers a private, secluded backdrop for weddings, social gatherings and corporate events.

DETAIL

START PLANNING YOUR EVENT!

24 CARROTS
CATERING & EVENTS

Menu

S
T
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R
T
E
R
S

CITRUS MARINATED OLIVES
Castelvetrano Olives, Coriander, Chili Flakes (Vegan Gf)

MARCONA ALMONDS
Pecorino Sardo, Wildflower Hoeny, Fennel Pollen

CHIPS & DIP
Creme Fraiche, Alliums, Potato Chips

M
A
I
N
S

FLAME GRILLED RIBEYE
Cooked To Absolute Pefection Over Hickory Coal

ROASTED VEGETABLES
House-Seasoned And Slow Roasted, Olive Oil Drizzle

STEAMED JASMINE RICE
Light, Fluffy And Flavorful

②

Brooks & Tanya's Super Fabulous Menu

PETITE DELUXE CHEESE & CHARCUTERIE
Parmigiano-Reggiano, Brie, Manchego, Goat Cheese,
Basil, & Berry Skewer, Soppressata, Spicy Soppressata,
Marcona Almonds, Walnuts, Dried Pears, Dried Apricot,
Green & Red Grapes

ARUGULA SALAD
Granny Smith Apples, Candied Walnuts, Sun-Dried
Cranberries, Shaved Manchego, Balsamic Reduction,
Walnut Champagne Vinaigrette. Served with a
house-made roll and butter.

DUET OF GRILLED PRIME FILET & HERB-CRUSTED AIRLINE CHICKEN
Sicilian Pesto, Yukon Gold Potato Pave, Roasted Baby Zucchini
with Herb-Parmesan Salad. Remove top. Pour pesto over filet.
Cook at 375 degrees for 25 minutes or desired doneness.

MILK CHOCOLATE PANNA COTTA TERRARIUM

24 CARROTS SPRITZ
Gin, Aperol, Grapefruit Juice, Lime Juice, Raspberry Garnish
Serve in a highball over ice.
Top with soda water or your favorite fizzies!

SECTION 05

Pattern

Pattern

Inspired by all things natural, the updated 24C color palette is a slightly more mature take on the previous greens and oranges.

Slightly more complex tones of green, combined with burnt orange and rust colors, work in partnership with the highly functional monochromatic palette.





SECTION 06

Branding In Use

ABOUT US

SERVICES

EVENTS

24 CARROTS

CATERING & EVENTS

VENUES

24C LIFE

CONTACT

SIMPLY THE FINEST





It's about personal connection.

At 24 Carrots, our events aren't just business transactions. We become personally invested and treat you like a member of our family, because for us, it's all about personal connections. Our friendly team's refusal to compromise on quality means you'll get the attention you deserve and your guests will get an experience they won't be able to stop talking about.

We're best known for our mouthwatering cuisine, but our capabilities go far beyond those of a typical caterer.

24 CARROTS CAPABILITIES

- GOURMET CATERING
- BAR
- STAFFING
- EVENTS



A reputation built on family values.

At 24 Carrots, our events aren't just business transactions. We become personally invested and treat you like a member of our family, because for us, it's all about personal connections. Our friendly team's refusal to compromise on quality means you'll get the attention you deserve and your guests will get an experience they won't be able to stop talking about. Learn more about 24 Carrots.



We're best known for our mouthwatering cuisine, but our capabilities go far beyond those of a typical caterer:

- Gourmet Catering
- Venues
- Event Production
- Staffing

Great food and a whole lot more



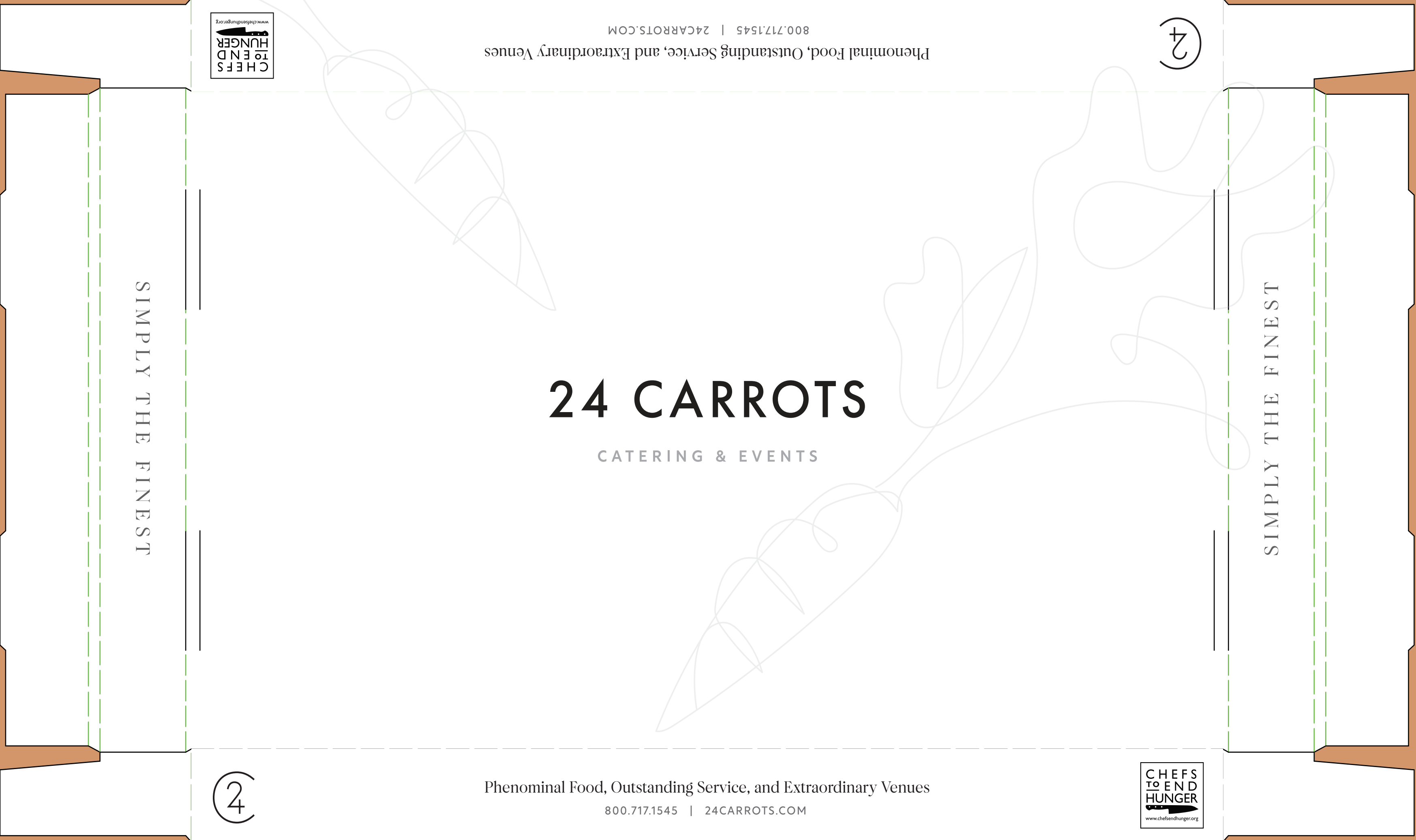




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BRAND STYLE GUIDE • V1 • 5.24.22