

# Nando's Branding Guide

By Michelle Stewart





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# The Legend of the Barcelos Cockerel

Behind most things at Nando's is an extraordinary story. The legend of our lucky Barcelos cockerel is no different.

Once upon a time, a pilgrim was passing through the town of Barcelos in Portugal. Through an unfortunate turn of events, he was accused of theft, wrongly convicted and sentenced to death.

Evening had fallen when he was brought to plead before the town's judge. The judge was sitting down to feast on a roasted cockerel, which inspired a desperate plea from the pilgrim. 'If I am innocent, may that cockerel get up and crow!' he cried. Just like that, the cockerel got up and crowed heartily.

The judge, deeply surprised and filled with wonder, sent the pilgrim on his way.

From that day onwards, the story of the Barcelos Cockerel has symbolised faith, justice and good fortune - all of which we wish upon you in abundance.

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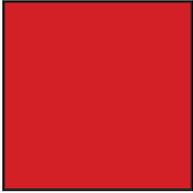


# Colour Palette



# Logo Colours

Peri Red



#d1011b

R: 209  
G: 1  
B: 27

C: 11  
M: 100  
Y: 100  
K: 3

207C



Peach



#f5e6d5

R: 215  
G: 230  
B: 213

C: 3  
M: 9  
Y: 15  
K: 0

7604C



Grey



#221b18

R: 34  
G: 27  
B: 24

C: 67  
M: 67  
Y: 68  
K: 77

Black 3 C



Black



#000000

R: 0  
G: 0  
B: 0

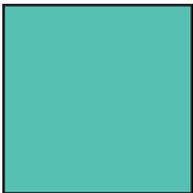
C: 0  
M: 0  
Y: 0  
K: 100

Black 6 C



# Website Colours

Teal



#01e2c2

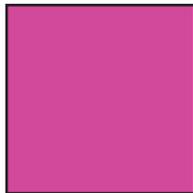
R: 1  
G: 226  
B: 194

C: 62  
M: 0  
Y: 37  
K: 0

2239C



Pink



#ff00cc

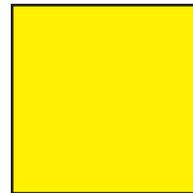
R: 255  
G: 0  
B: 204

C: 13  
M: 86  
Y: 0  
K: 0

807C



Yellow



#ffff00

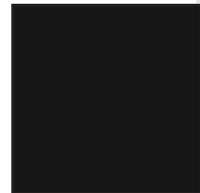
R: 255  
G: 255  
B: 0

C: 0  
M: 0  
Y: 100  
K: 0

102C



Grey

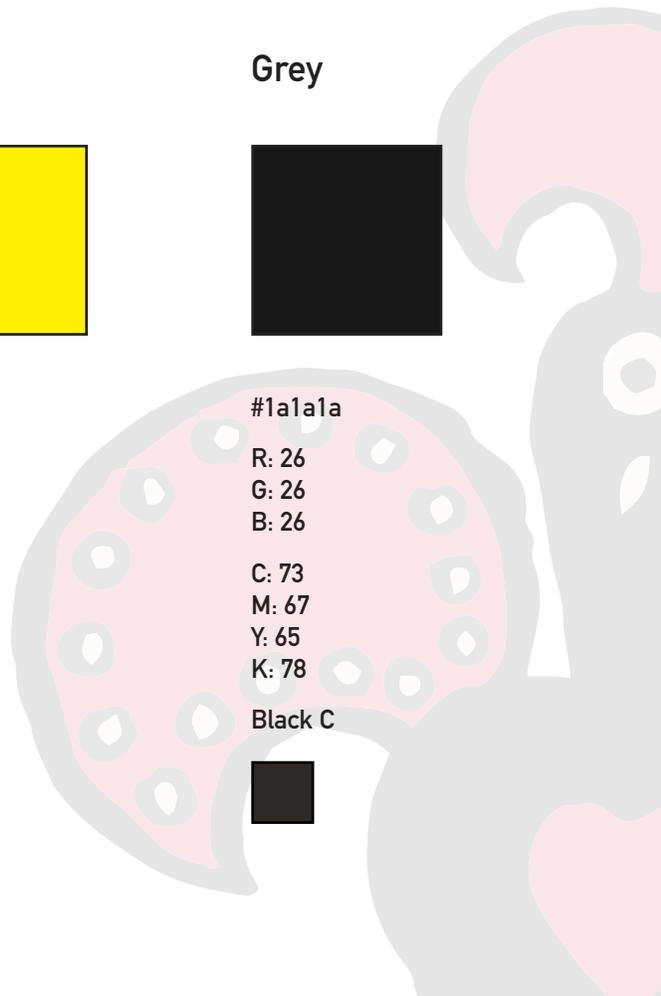


#1a1a1a

R: 26  
G: 26  
B: 26

C: 73  
M: 67  
Y: 65  
K: 78

Black C

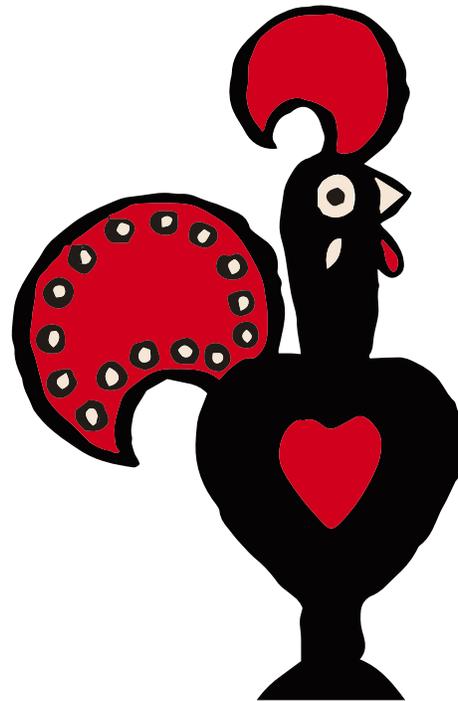


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Logo



## Colour Logo



## Black and White Logo



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Typography



DIN Next is used on highway signs in Johannesburg where the first Nando's restaurant was opened.

# DIN Next

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  
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  
à á â ã ä å ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü  
À Á Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü  
0 1 2 3 4 5 6 7 8 9 # \$ € £ % @ & ¢ ½ ¼ © ®  
/ ( { [ ¡ | ¿ ? ] } ) \ ° \* \_ . : , ; = + - x ^ ' ' " "

Artist Marks Salimu designed Nando's Hand by hand-painting onto wood panels and later digitizing the font.

# Nando's Hand

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  
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  
à á â ã ä å ç è é ê ë ì í î ï ñ ò ó ô õ ö ø ù ú û ü  
À Á Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ø Ù Ú Û Ü  
0 1 2 3 4 5 6 7 8 9 # \$ € £ % @ & ¢ ½ ¼ © ®  
/ ( { [ ¡ | ¿ ? ] } ) \ ° \* \_ . : , ; = + - x ^ ' ' " "

The Nando's Hand typeface is tilted 87° as a subtle nod to the restaurant's opening in 1987.



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In the Wild





Example bus advertisement



Branded take-out bags



Employee Uniform