Paladar

Brand book

Version 1.0 · Brand team · For hosts, the in-house team, agencies and printers

Small table. Big talk.

HOW TO USE THIS BOOK

A manual for setting the table, not for admiring it.

This book is for everyone who makes something with Paladar on it: the in-house team, the hosts who print a menu at home, the agencies and printers we brief, and the AI tools that draft with us. It says what the brand stands for, sets the rules of the system and shows them at work, from the app to a poster on a wall.

Section 01 is the brand and the voice. Sections 02 and 03 are the rules. Section 04 is the product, 05 the pieces, and 06 the toolkit: every file, where it lives and who to ask when something is missing.

FIVE RULES FOR PEOPLE AND AI TOOLS

01 **Start from the Figma library.**
Every rule here lives as a variable, a style or a component in the Paladar Figma library. Teams and AI tools work from it, never from a screenshot.

02 **Never redraw the mark or a ring.**
The logo, the ring marks and the chairs are hand-drawn files. Place them; do not trace, rebuild or generate new ones.

03 **The gradient invites. Cream reads.**
Gradient for what asks you to sit down: covers, the main button, the brand. Long reading always happens on cream, in ink.

04 **Young Serif out loud, DM Sans at a glance.**
Two typefaces, no third. Young Serif never for long reading, the claim never in DM Sans.

05 **Talk like a host.**
Warm, direct, concrete, a little dry about digital life. Table, chair, host, guest. Never event, user, ticket or match.

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01

Brand

Why Paladar exists, what it promises and how it talks.
Everything visual comes after this.



WHY PALADAR

A table to stay at. Not another list of people.

THE PROBLEM

So many contacts. So few people to have dinner with.

Past thirty, meeting someone new stops happening on its own. Work, the same friends, a phone full of people you never see.

THE ENEMY

It isn't loneliness. It's small talk.

Apps that collect people, feeds that never end, evenings that leave nothing behind.

THE IDEA

One home. One table. Eight people who haven't met yet.

Someone opens their home and cooks. You book a chair, not a table. The phone goes away when the door opens.

PLATFORM

A host, not an entertainer.

Paladar behaves like a good host: it welcomes you, introduces you, serves and steps aside. It does not cheer, push or invent games to break the ice. Warm, direct and a little ironic about digital life.

AUDIENCE

Strangers are an acquired taste.

People over thirty in the city, for whom meeting someone new has stopped happening by itself. Example city in this book: Madrid, with tables in Lavapiés, Chamberí, Malasaña and Arganzuela.

NAME

Paladar

Spanish for palate. Taste in food, and taste in people.

PROMISE

A table to stay at.

Not another list of people. We count how many you see again.

DESCRIPTOR

A palate for good company.

Next to the logo, never as a headline.

CLAIM

Small table. Big talk.

The opposite of small talk. Covers, closings, sign-offs.

HOW IT WORKS

From booking to seconds.

1

Someone opens their home.

The host proposes a dinner: date, menu, price and six to eight chairs.

2

Paladar stands behind every table.

Every host is visited before their first table. Every dinner is insured.

3

You book a chair, not a table.

Alone, or with one person at most. Nobody arrives as a group.

4

Dinner happens without screens.

When the door opens, the app disappears until the next morning.

5

The day after, Seconds.

Everyone says who they would sit with again. If it is mutual, Paladar seats them together.









VOICE

Three rules for sounding like a host.

RULE	LIKE THIS	NOT LIKE THIS
It talks like someone having you over.	Come in. We saved you a seat.	~~Welcome to the Paladar community experience!~~
It says concrete things.	Thursday, 9 pm. Saffron rice. Two chairs left.	~~Amazing dining events near you!~~
It laughs at digital life, never at people.	Nothing to swipe here.	~~No more awkward loners at dinner.~~

Write in English, in sentence case, with a full stop. Short sentences, one idea each. Names, dishes, days and times instead of adjectives. Humour once per piece, always about screens and feeds, never about the guests.



WORDS

A short dictionary.

WE SAY	WE DON'T SAY
Table	~~Event, experience~~
Host	~~Provider, creator~~
Guest	~~User, customer~~
Chair	~~Ticket, spot~~
Seconds	~~Match~~
Two chairs left	~~Last spots! Hurry!~~

HOUSE STYLE

NAME	Paladar, capital P, in text and in the logo.
LANGUAGE	English. Contractions are fine: you'll, we've, isn't.
TIMES	9 pm · 9:30 pm. Days in full or short: Thursday, Thu.
PRICES	€38. Per chair, never per person.
NUMBERS	Small and few. Chairs left and faces you see again.
HEADLINES	Sentence case with a full stop.
EMOJI	None.

THE LINES

Six lines, each with one job.

CLAIM

Small table. Big talk.

Covers, closings, sign-offs. Never rewritten.

INVITATION

Pull up a chair.

The close of every piece and the main button.

DESCRIPTOR

A palate for good company.

Beside the logo only.

WELCOME

Fed up with your feed?

The first screen of the app and paid social.

FOR OUR AUDIENCE

Strangers are an acquired taste.

Hosting campaigns and talks.

PROMO

Table for one. Plus seven. · Strangers until dessert.

Posters and social. One per piece.

One line per piece. Never stack the claim and the invitation in the same headline. Lines in reserve (Talk with your mouth full · We break bread, not ice) are approved by the brand team before use.

THE BRAND IN THE PRODUCT

Four decisions come straight from what the brand stands against.

Nothing to collect.

No feed, no likes, no followers. The week's list of tables ends, and the app says so.

A profile without posing.

Three questions instead of a bio: what you cook, what you talk about, what you bring to the table.

A chat that expires.

It opens to organise the dinner and closes when dinner starts.

The numbers are small.

Chairs left and faces you see again. Nothing else is counted.

SECONDS

Repeat the dish. Repeat the person.

The morning after, every guest says who they would have seconds with. Nobody knows unless it is mutual.

WORD OF MOUTH

Put in a good word.

No stars. Guests introduce each other in one sentence, the way you introduce a friend. Only good things, no counter. Anything that went wrong goes to Paladar in private.

02

Identity

The mark, the colour and the two typefaces. The parts every piece is built from.



A wine ring, drawn by hand.

THE MARK

The stain a glass leaves on the tablecloth.

The symbol is a wine ring: the mark of the glass on the outside and a filled stain inside. Between them runs an empty ring that lets the background through. It is part of the drawing and never filled in.

Beside it, the name Paladar in DM Sans Bold, the same typeface the app is read in. A hand-drawn mark and a plain word: the night, and the morning after.

VERSIONS

Three versions. Gradient first.



Gradient
The main version. On cream or white.



White
On the brand gradient, and top left on a photo poster.



Grey
A quiet signature at the foot of a screen or a page.

FILES	01 Logo pack · SVG for screens and design files, PDF for print, PNG at 400, 1200 and 2400 px.
SYMBOL ALONE	Where the name is already present: the app icon, social avatars, the seal, the menu sign-off.

CONSTRUCTION

Measured from the drawing, not from the file box.



CLEAR SPACE · X/2 ON ALL FOUR SIDES

X

The diameter of the symbol. Every measure is a fraction of it.

WORD SIZE

0.9x. DM Sans Bold, capital P, tracking −4.5 %.

GAP

x/4 between the symbol and the word.

CLEAR SPACE

x/2. Nothing closer than half the mark.

ALIGNMENT

The word sits on the optical centre of the symbol, not the centre of the file.

SPLASHES

The SVG has uneven margins because of the splashes. Align by the ring, never by the box.

MINIMUM SIZES

Never smaller than this.

Symbol
32 px on screen · 8 mm in print

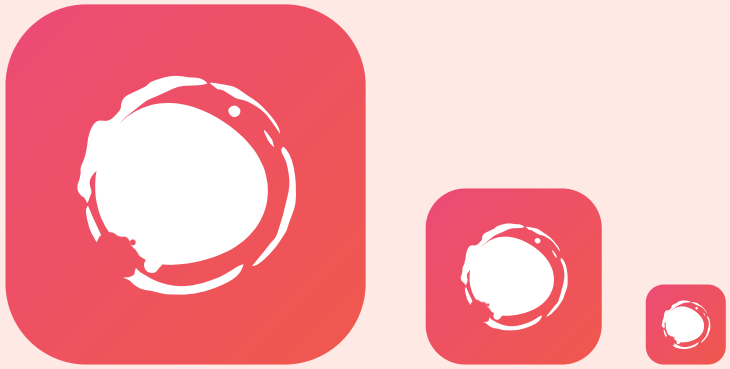
Paladar

Logo
Symbol 20 px and word 18 px · 25 mm wide in print

SEAL	"Backed by Paladar" uses the symbol at its minimum, 32 px.
SIGNATURE	The grey logo at the foot of the You screen is the smallest logo we use.

APP ICON

The gradient square.

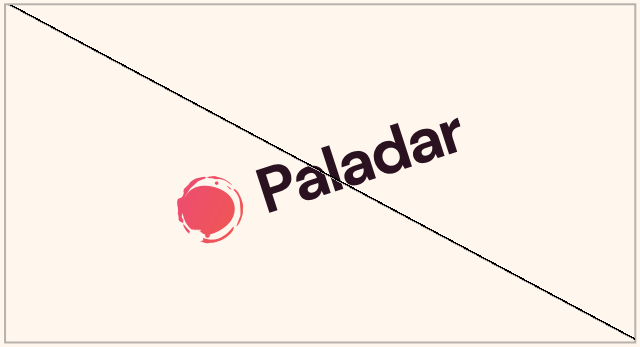


180 PX 88 PX 40 PX

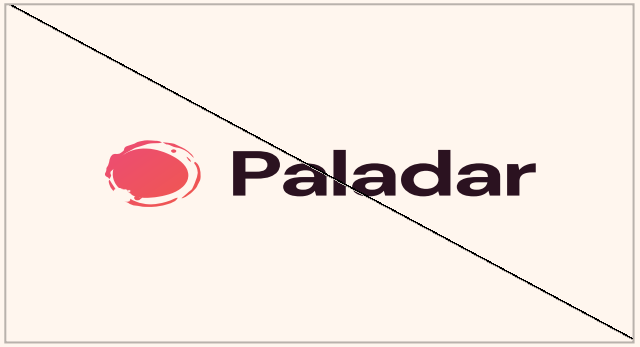
Rounded square with the brand gradient and the symbol in white at 62 % of the side. On a gradient background it turns: a cream square with the symbol in gradient, because gradient on gradient disappears.

MISUSE

One mark, used one way.



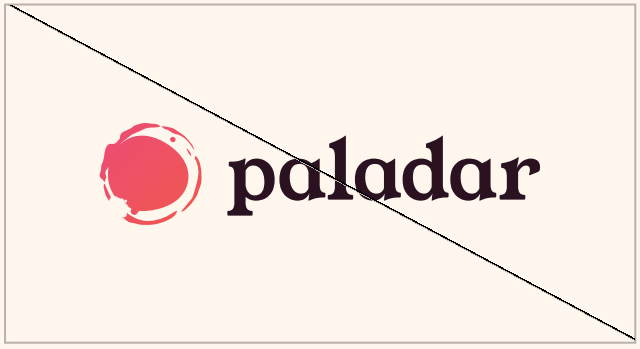
Never turned



Never stretched



Never another colour



Never another typeface



Never on a busy photo



Never with an outline or shadow

COLOUR

Colour invites.

The gradient from pink to coral is the colour of Paladar. It goes on everything that asks you to sit down: covers, backgrounds, the booking button, the pills and the mark. Cream and ink are for reading. Grey is for what Paladar is not.

One gradient, one direction: 135°, top left to bottom right.

PALETTE

Thirteen values. Each with a job.

NAME	HEX	RGB	HSL	CMYK	ROLE
Pink · gradient start	#EC4B76	236 75 118	344° 81 % 61 %	0 82 35 0	Brand gradient, 0 %
Gradient middle	#EE5261	238 82 97	354° 82 % 63 %	0 78 50 0	Brand gradient, 50 %
Coral · gradient end	#F0584C	240 88 76	4° 85 % 62 %	0 75 68 0	Brand gradient, 100 %
Action start	#D4305F	212 48 95	343° 66 % 51 %	5 90 45 8	Buttons with white text, 0 %
Action end	#D23B2C	210 59 44	5° 65 % 50 %	5 88 90 8	Buttons with white text, 100 %
Cream	#FFF6EE	255 246 238	28° 100 % 97 %	0 4 6 0	The tablecloth. Reading background.
Ink	#2B1220	43 18 32	326° 41 % 12 %	40 90 50 80	Text.
Text grey	#6F6460	111 100 96	16° 7 % 41 %	0 10 14 60	Secondary text.
Grey	#B9B2AC	185 178 172	28° 8 % 70 %	0 4 7 30	What Paladar is not. Lines, disabled.
Soft pink	#FDE7EC	253 231 236	346° 85 % 95 %	0 10 4 0	Pills and notices.
Soft coral	#FEE9E4	254 233 228	12° 93 % 95 %	0 9 9 0	Pills and notices.
Pink text	#B81F52	184 31 82	340° 71 % 42 %	0 95 45 22	Links and pill text.
White	#FFFFFF	255 255 255	0° 0 % 100 %	0 0 0 0	Cards only.

TWO GRADIENTS

One to invite, one to press.



Brand gradient

#EC4B76 0 % · #EE5261 50 % · #F0584C 100 % · 135°

Covers, backgrounds, the mark, chosen options and featured pills.

Pull up a chair · €38

Action gradient

#D4305F → #D23B2C · 135°. Darker, so white text stays readable on buttons.

PROPORTION

BRAND PIECES



READING SCREENS



YES	Covers, section backgrounds, the main button, the chosen option, featured pills, the mark, ring marks on cream.
NEVER	Body text, long reading backgrounds, borders and dividers, icons inside text.

CONTRAST

Readable first.

WCAG 2.2 ratios, calculated on the real values. For gradients, the worst stop. Minimum 4.5:1 for text, 3:1 for large text.

White on the brand gradient is for headlines only.

Aa	**Ink on cream**	16.25:1	Any text
Aa	**Text grey on cream**	5.36:1	Any text
Aa	**Pink text on cream**	5.86:1	Any text
Aa	**Pink text on soft pink**	5.31:1	Any text
Aa	**Ink on brand gradient**	4.82:1	Any text
Aa	**White on brand gradient**	3.38:1	Large text only · 24 px, or 19 px bold
Aa	**White on action gradient**	4.77:1	Any text
Aa	**Grey on cream**	1.96:1	Not for text

COLOUR IN PRINT

The gradient on paper.

Coated stock, offset or good digital print. The gradient is built in CMYK from the two end colours, pink to coral at 135°. Always ask the printer for a proof: the pink is the colour most likely to drift.

Brand pink
CMYK 0 82 35 0
Pantone 191 C
#EC4B76

Coral
CMYK 0 75 68 0
Pantone 178 C
#F0584C

Ink
CMYK 40 90 50 80
Pantone 5195 C
#2B1220

Cream
CMYK 0 4 6 0
Pantone 7527 C (tint 20 %)
#FFF6EE

UNCOATED	Expect a duller pink. Check a proof before the run.
SPOT COLOUR	For a single-colour job, Pantone 191 C.
NEVER	A flat pink instead of the gradient on a cover.

TYPOGRAPHY

Two typefaces.

YOUNG SERIF · OUT LOUD

Aa

Small table. Big talk.

One weight, 400. No italic. Line height 110 to 115 %, tracking 0. For the claim, headlines and everything the brand says out loud.

DM SANS · AT A GLANCE

Aa

Thursday, 9 pm. Saffron rice. Two chairs left.

400 for text, 500 for labels, 700 for buttons and the word Paladar. Optical size on. For everything read quickly on a screen.

Both are open-licence (SIL Open Font License) from Google Fonts. Files in 03 Fonts, with static DM Sans for Office.

SCALE · APP, AT REAL SIZE IN PX

Six styles, and no more.

DISPLAY	Young Serif 400 · 40/44	Fed up with your feed?
TITLE	Young Serif 400 · 28/32	Saffron rice and whatever's in season
HEADING	DM Sans 700 · 20/26	**Word of mouth**
BODY	DM Sans 400 · 16/24	Six guests so far. You'll meet them at the door.
LABEL	DM Sans 500 · 13/18 · +6 %	8 CHAIRS · 2 LEFT
BUTTON	DM Sans 700 · 17/22	**Pull up a chair**

POSTER A2

Display 180–220 pt · sign-off 36 pt

INVITATION A6

Display 36 pt · body 9 pt

DECK 16:9

Cover 60 pt · titles 34 pt · body 16–17 pt

SOCIAL 1080

Line 86 px · caption 44 px · label 16 px

TYPE IN USE

How the two talk to each other.

THU · 9 PM · LAVAPIÉS

Saffron rice and whatever's in season

Six guests so far. You'll meet them at the door.

8 CHAIRS · 2 LEFT

Pull up a chair · €38

HEADLINE	Young Serif. Sentence case, a full stop, two lines at most on a screen.
READING	DM Sans 400 on cream, in ink. Lines of 45 to 75 characters.
LABELS	DM Sans 500, capitals, +6 %. Short: a day, a place, a count.
BUTTONS	DM Sans 700, 17 px. A verb the host would say: Pull up a chair, Save my seat.
ALIGNMENT	Left. Centred only on a single line inside a button or a pill.

WHAT WE DON'T DO

~~Never fake a bold~~ ~~Never fake an italic~~ ~~Never Young Serif for long reading~~ ~~Never the claim in DM Sans~~ ~~Never a third typeface~~

03

System

The night and what's left: ring marks, photography, layout and motion.



RING MARKS

The ring marks are what's left.

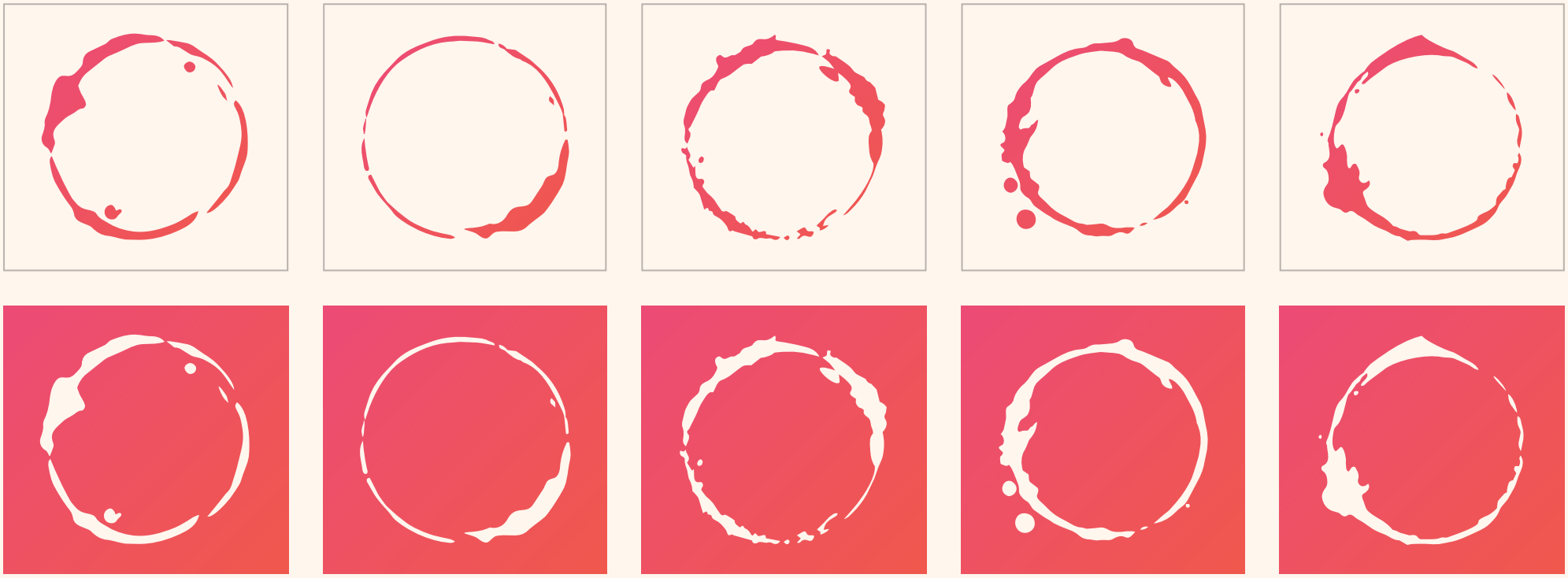
The logo is one ring. The ring marks are the rest: what glasses, plates and cups leave behind when everyone has gone. Drawn by hand, never a perfect circle, never lined up.

On a background they are stains. In the app they thin down to a single line. You no longer see the people, but you can tell they were there.

FAMILY 1	On the tablecloth · five filled stains, for backgrounds only.
FAMILY 2	In the app · twelve single lines, one gap, round ends.
CHAIRS	Eight small rings in a row. Filled means taken.
COLOUR	Gradient on cream. Cream on the gradient. Nothing else.

FAMILY 1 · ON THE TABLECLOTH

Drawn by hand. Background only.



ON CREAM

2 or 3 rings, 120 to 260 px on a screen, at 25 % opacity.

ON THE GRADIENT

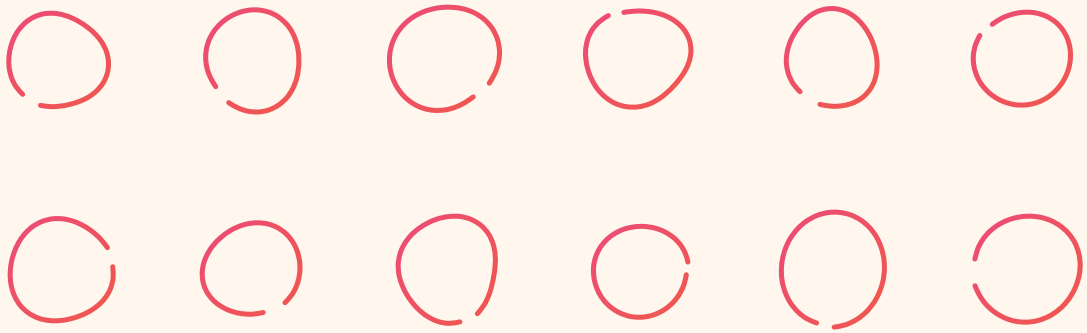
5 to 7 rings of mixed sizes, at 30 % opacity.

ALWAYS

Cut by the edges, turned and untidy. The tablecloth after dinner.

FAMILY 2 · IN THE APP

One line, one gap, round ends.



AROUND A FACE	3 px line. Marks someone you would see again.
AROUND A NUMBER	72 px, 3 px line. The two numbers on a profile.
WHO'S COMING	One ring for one chair, two crossing rings for two.
BETWEEN BLOCKS	A single ring that closes a list.

CHAIRS

Filled means taken.

Eight small rings in a row, one per chair. Taken: filled. Free: line. A full table: all eight in grey. It is the only line mark that is ever filled.



8 CHAIRS · 2 LEFT



TABLE'S FULL

PLACEMENT

Never over text. Measured, not judged by eye.

No decorative ring passes behind or in front of a headline, a paragraph, a label or a button. Check it by drawing the text boxes, not by looking. If there is no room for the ring, the ring goes.

SCROLL	In the app, rings move with the content.
PHOTOS	Never on a table photo. Next to it.
BUTTONS	Never under a button or a pill.
COUNT	Never one in each corner. Odd numbers, mixed sizes.



Cut by the edges, clear of the text.



~~Centred, whole, behind the headline.~~

WHAT WE DON'T DO

~~Never a perfect circle~~ ~~Never lined up or centred~~

~~Never one in each corner~~ ~~Never over text or a button~~

~~Never over a table photo~~ ~~Never filled, except a taken chair~~

~~Never a new ring drawn on the spot~~



PHOTOGRAPHY

The photo is the night.

Shot by a guest, not a photographer. At night, with the flash on, up close and halfway through something.

Real people in real homes, with whatever light there is. Faces, hands, half-eaten plates. Nobody poses.

ONE TEST FOR ALL SEVEN RULES

Could a guest have taken it?

SEVEN RULES

Seven rules, one test.

01	**Flash on, lights low.**	Direct flash, at night. Never daylight, never studio light.	LOOK FOR the hard shadow on the wall
02	**Mid-bite, mid-word.**	People in the middle of something. They look at the camera only to play.	LOOK FOR nobody is posing
03	**Hands first.**	If there is no face, there are hands. Never food on its own.	LOOK FOR hands reaching for the same plate
04	**The table, used.**	Half-eaten plates, stains, glasses that don't match. Never a table set before dinner.	LOOK FOR the sauce on the empty plate
05	**From a chair.**	Shot from where a guest sits: close, vertical, cut by the edges.	LOOK FOR the glass in the way
06	**A home, not a venue.**	A kitchen someone lives in. No logos, no menus, no uniforms.	LOOK FOR the knives on the wall
07	**One loud colour.**	Film grain, warm whites and one strong colour. No filters, no black and white.	LOOK FOR the colour you remember

TWO FAMILIES

The table, and the kitchen.

THE TABLE	The guests. Eating, pouring, talking over each other.
THE KITCHEN	The host, in their own kitchen, with their own mess.



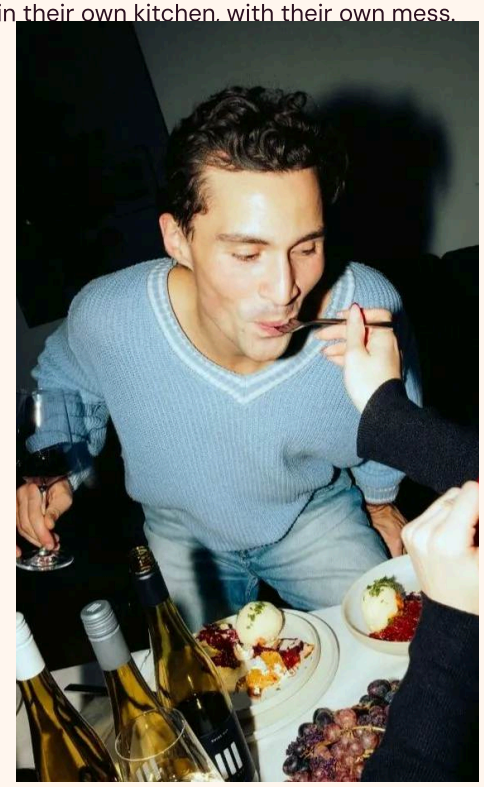
02 · MID-BITE, MID-WORD.



03 · HANDS FIRST.



06 · A HOME, NOT A VENUE.



01 · FLASH ON, LIGHTS LOW.

Photos from Paladar tables in Madrid. They are the reference for every new shoot; mood boards from elsewhere are not.

CROPS AND THE BRAND

Next to the photo. Never on it.

Nothing sits on a photo: no rings, no gradient, no text. The photo and the brand sit side by side, joined by a straight edge.

TABLE HEADER	4:5 · 390 × 488
TABLES CARD	4:5 · 350 × 438
YOUR SEAT THUMBNAIL	4:5 · 64 × 80 · radius 12
FACES	1:1 in a circle · 112, 88, 64, 56, 44, 28, 24 px
EXCEPTIONS	In the app, only controls and the host's face touch a photo: the date pill, carousel dots, the back button. On posters, the white logo top left.
CROPPING	Crop from the edges, never from the middle. If hands are in the frame, they stay in the frame.

WHAT WE DON'T DO

~~Never text on a photo~~ ~~Never a gradient over a photo~~ ~~Never a ring on a photo~~ ~~Never stock~~ ~~Never black and white~~



THE FIRST NIGHT

One dinner, twelve photos.

A compact camera with flash. No tripod, no extra lights, and nobody asked to do anything twice.

BEFORE

01 The host cooking, seen from the door.

02 Hands plating, no face.

03 The host tasting from the spoon.

ARRIVAL

04 The door opens. First guest, still in a coat.

05 The first glass poured. Three hands.

DINNER

06 One dish, many hands.

07 A guest mid-bite, eyes closed.

08 Two guests laughing, not at the camera.

09 Someone pulling a face at the camera.

10 The table from above, halfway through.

AFTER

11 The tablecloth: wine rings, crumbs, one glass.

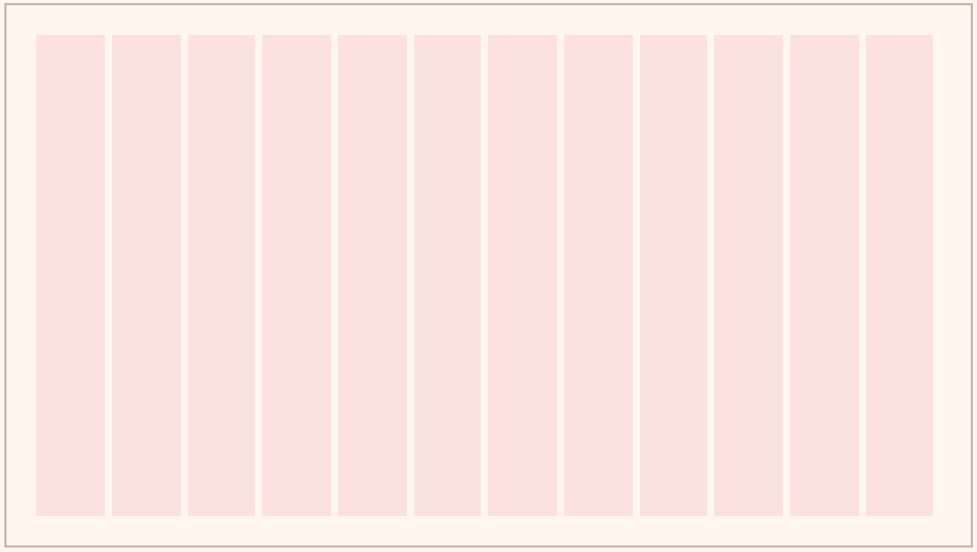
12 The sink, full.

LAYOUT

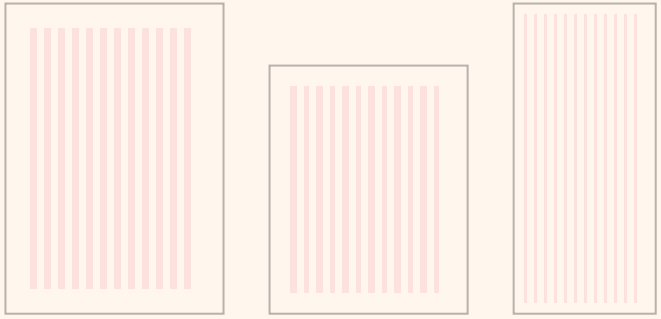
Twelve columns, one margin rule.

Every format uses twelve columns. The margin is the short side divided by twelve; the gutter is a third of the margin. Text aligns left on the columns; rings ignore them.

A2 POSTER	420 × 594 mm · margin 35 mm · 3 mm bleed
A6 INVITATION	105 × 148 mm · margin 8.75 mm
A5 MENU	148 × 210 mm · margin 12.3 mm
DECK 16:9	1920 × 1080 · margin 90 px
SOCIAL	1080 wide · margin 90 px · stories keep 250 px free top and bottom
APP	390 × 844 · 20 px sides · 4 px base



DECK 16:9 · TWELVE COLUMNS



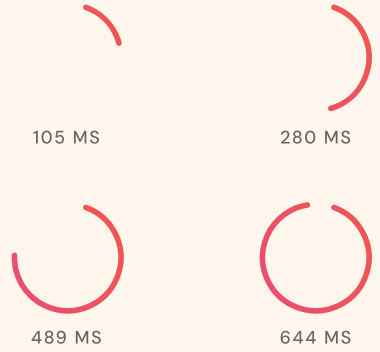
POSTER A2 · SOCIAL 4:5 · APP

MOTION

How a ring mark draws itself.

Motion is a pen, not a firework. Rings draw themselves like a line on paper, and the app moves out of the way.

Ring draw	700 ms	cubic-bezier(.65, 0, .35, 1)	From the start of the line to the end, once.
Main ring	900 ms	same curve	The big ring on Saved and Seconds.
Chairs	450 ms each	60 ms apart	One after another, left to right.
Seconds	600 ms	same curve	The two rings move towards each other and cross.
Screens	200 ms	cubic-bezier(.2, 0, 0, 1)	Sheets and screens. Nothing bounces, nothing spins.



WHAT WE DON'T DO

~~Never a bounce~~ ~~Never a spin~~ ~~Never a zoom~~ ~~Never parallax~~

With reduced motion on, nothing draws: rings appear complete. Files: 08 Motion (JSON, CSS and a looping SVG).

04

Product

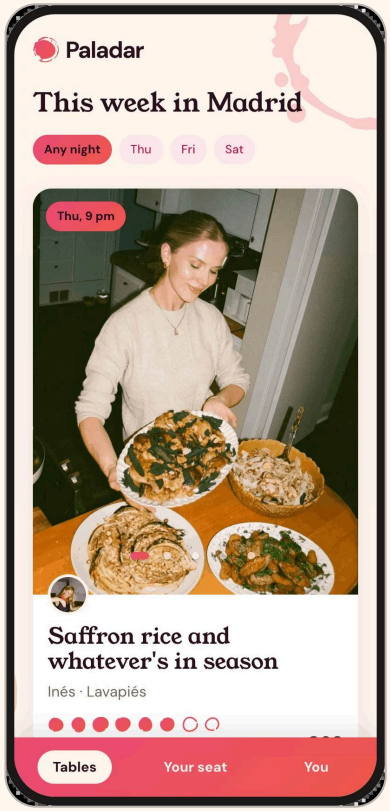
The app, built from the same rules. A new screen is set, not designed from scratch.

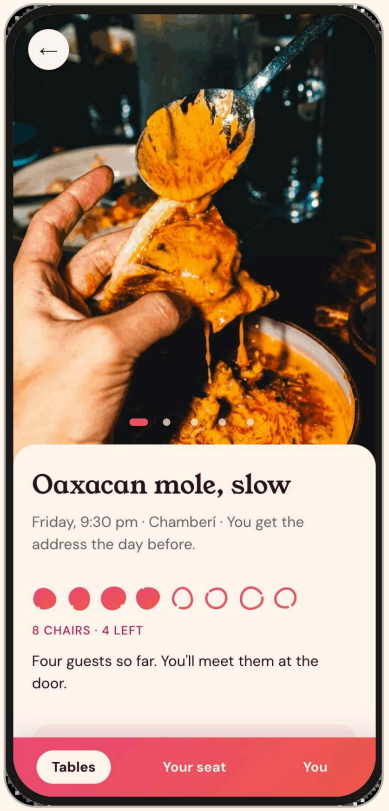
FOUNDATIONS

The rules, on screen.

Buttons, pills, cards and the tab bar all come from the five rules. Values below are the ones built into the app and stored as variables in the Figma library.

CANVAS	390 × 844
BASE	4 px
SIDE MARGINS	20 px
BETWEEN TABLE CARDS	28 px
BETWEEN BLOCKS	32 px
RADIUS	card 20 · button 26 · pill 16
TOUCH TARGET	44 × 44
CARD SHADOW	0 8 24, ink at 8 %, white cards only





COMPONENTS

Every piece, from five rules.

BUTTONS

Pull up a chair · €38

Pull up a chair · €38

Table's full

Default, pressed (8 % darker), disabled. 52 px high, radius 26, full width at 20 px from each edge. No secondary button.

ON THE GRADIENT

Get the app

A cream button with ink text.

TEXT FIELD

Tell Inés

No shellfish, please.

52 px, radius 26, 1.5 px grey border. Focus: 2 px gradient border.

PILLS AND LABELS

Thu, 9 pm

TABLES HOSTED · 6

Any night

Fri

32 px, radius 16. Featured: gradient and ink. Normal: soft pink and pink text, capitals +6 %.

CARD

BACKED BY PALADAR

Host selected. Dinner insured.

Radius 20, padding 20. White is for cards only.

TAB BAR

Tables Your seat You

64 px on the brand gradient. Active tab: a cream pill, 36 px, radius 18. Text only: no icons, no badges, no counters.

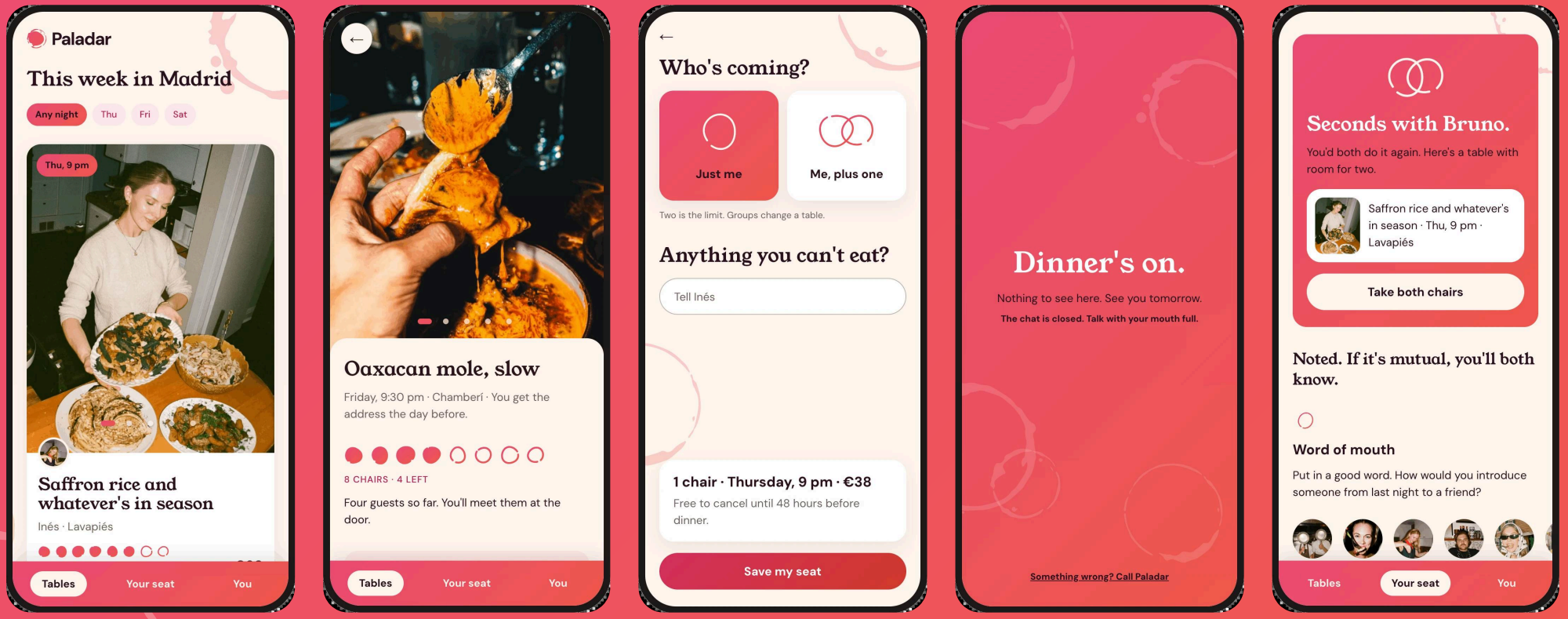
CHAIRS



28 px in the app. Filled means taken.

SCREENS

An app that knows when to leave.



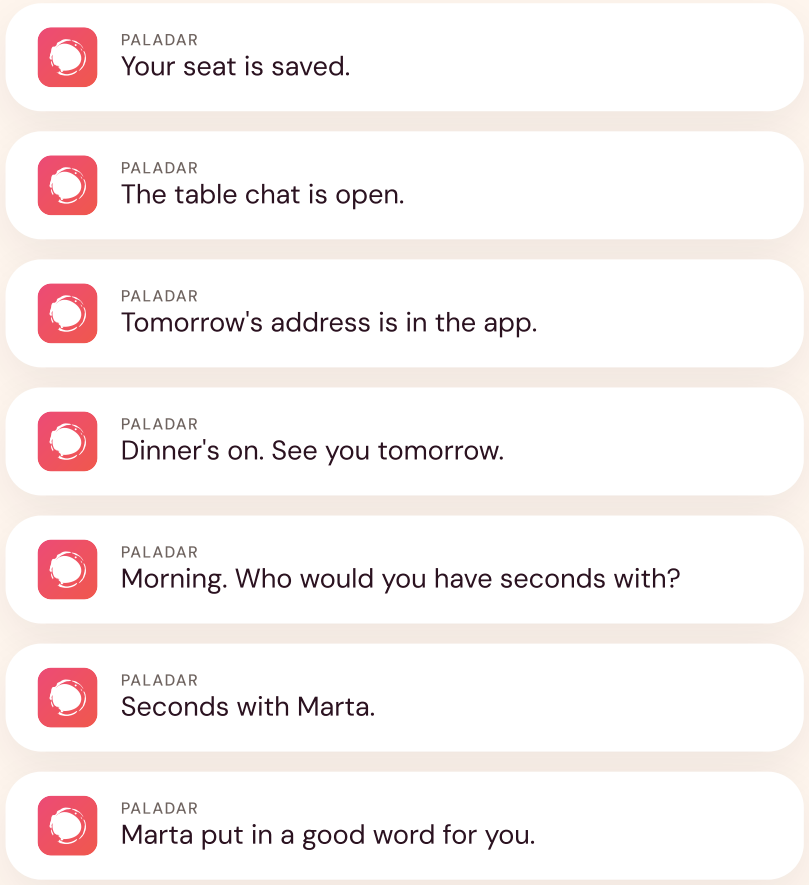
Tables · Table · Chair · Dinner mode · Seconds. Dinner mode has no logo and no name: when the door opens, the app steps aside.

NOTIFICATIONS

Seven notifications, and no more.

Each one is a host's sentence about your table. No marketing pushes, no streaks, no "you might like".

CHAT	Opens 48 hours before dinner and closes when it starts.
ADDRESS	Arrives the day before.
SECONDS	No notification for a no. If it is not mutual, nothing happens.



05

Applications

Paladar happens in a home, not on a phone. Paladar brings the paper; the host brings the hand.



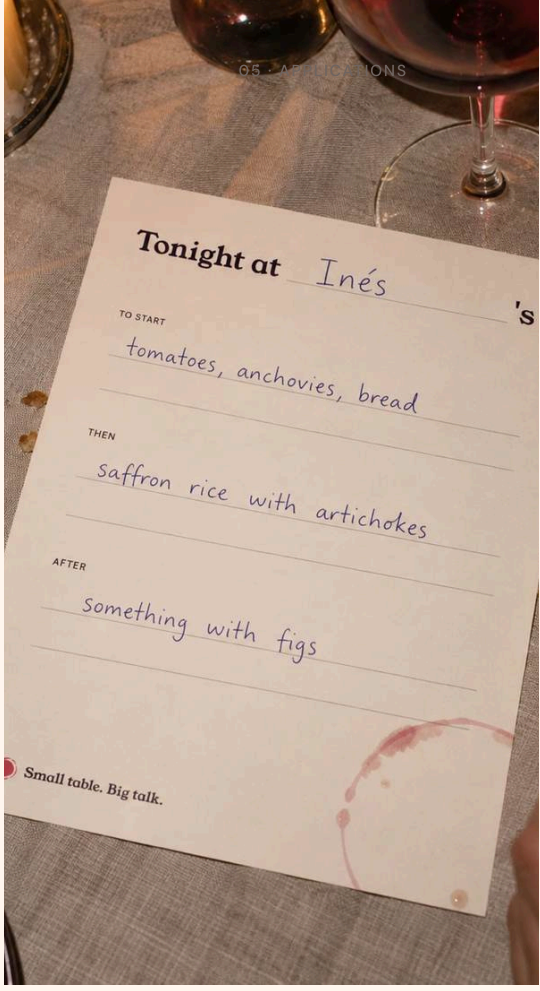
POSTERS · A2

On the street, the poster.

Pasted on walls, the way gigs are announced. Two thirds photo to the bleed, a band of gradient with one line in white Young Serif, the white logo top left on the photo and a cream footer with the claim. Template: 06 Templates/InDesign/paladar_template_poster_A2.idml.







Invitation · A6

Left in the neighbours' letterboxes by the host. Gradient front with "Pull up a chair.", cream back with the QR.

Place card · 90 × 55

Folded. The outside stays empty for the guest's name, by hand. Inside: "We saved you a seat."

Menu · A5

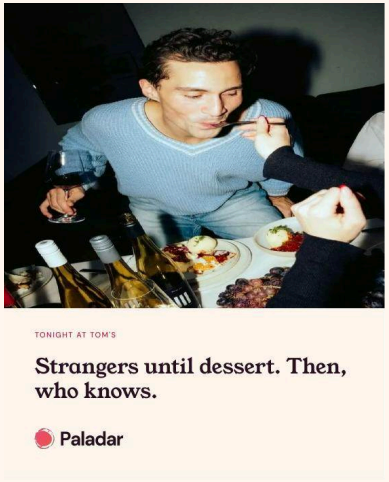
"Tonight at ____'s", three courses written by the host. The symbol and the claim at the foot.

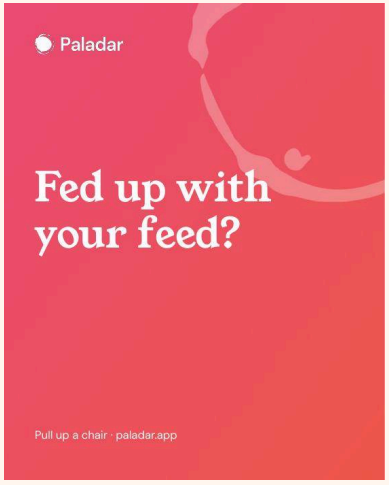
All three in the host's handwriting. Templates in 06 Templates/InDesign, with empty frames for the logo, the rings and the QR.

SOCIAL · 1080 × 1350 AND 1080 × 1920

A feed that sends you out to dinner.

Three layouts per format: a table photo with its line, a big line on the gradient, and the table with its chairs. Nothing borrowed from the platform: no hearts, no counters.



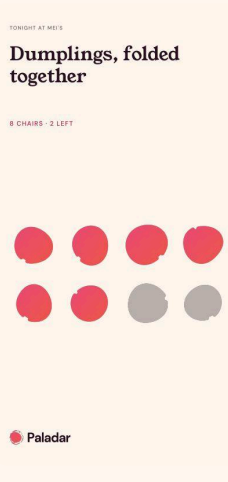


CAROUSEL · 4:5









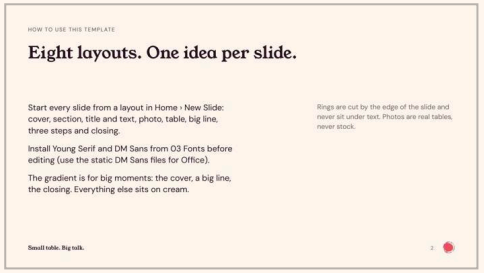
STORIES · 9:16

CAPTION	"Friday at Darío's, in Chamberí. Four chairs left. Pull up a chair."
STORIES	Keep the top and bottom 250 px free of text.

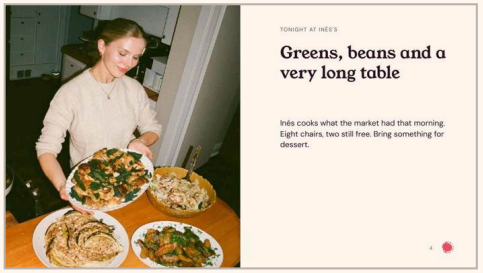
PRESENTATIONS · 16:9

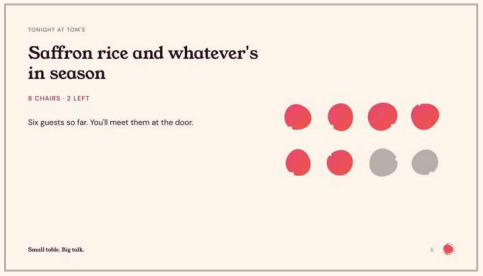
Eight layouts. One idea per slide.

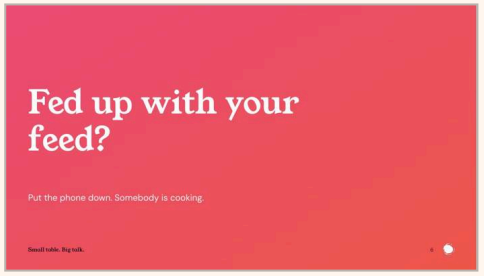


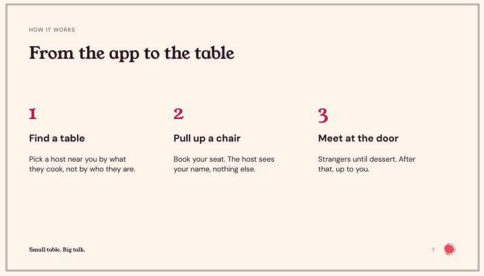


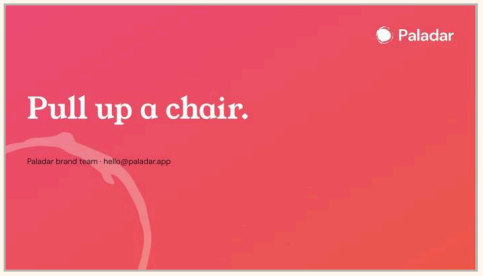












LAYOUTS	Cover, section, title and text, photo, the table, big line, three steps, closing.
GRADIENT	Cover, big line and closing only. Everything else on cream.
SMALL TEXT ON THE GRADIENT	Always in ink. White is for headlines.



LETTER AND EMAIL

Paper and inbox, same host.

A4 letterhead in Word for hosts and partners, with the logo top left and the claim top right. The email signature uses the same order: name in Young Serif, role, logo, links in pink text, claim.

Name Surname
Role · Paladar

Paladar

name@paladar.app · paladar.app

Small table. Big talk.

06

Toolkit

Every file, where it lives, and how the system stays one system.

PALADAR-TOOLKIT-1.0.ZIP

The kit sets the table.

01 Logo pack
SVG · PNG · PDF

Gradient, white and grey logos and symbols, plus the app icon at every store size.

02 Ring marks
SVG · PNG

Five for the tablecloth, twelve for the app, eight chairs, in gradient and cream.

03 Fonts
OFL

Young Serif and DM Sans, variable and static for Office, with their licences.

04 Colour
JSON · CSS · SCSS · ASE

Tokens exported from the Figma library, Adobe swatches and a plain list.

05 App UI kit
CSS · HTML

Buttons, pills, fields, cards, the tab bar and the chairs, with a live demo page.

06 Templates
IDML · PPTX · DOCX · HTML

Poster, invitation, menu, place card, deck, carousel, story, letter, email signature.

07 Photo direction
PDF

Seven rules, the two families and the shot list for the first night.

08 Motion
JSON · CSS · SVG

Timings and curves, a demo page and a looping ring.

09 Figma library
FIG · JSON

The source: variables, styles, components and templates.

Start with README.txt at the root. Every folder has its own read me.

ONE SOURCE

The Figma library is the source.

The Paladar system is built and maintained in a Figma library. That library is what we share with teams and agencies, and what feeds the app, the website, every template and any AI tool.

VARIABLES	Primitives (the palette) and roles, with Brand and Product modes. Spacing and radius.
STYLES	Text styles for the six app styles and the print and deck sizes. Layout grids.
COMPONENTS	Logo, symbol and app icon, ring marks, chairs, buttons, pills, fields, cards, tab bar.
TEMPLATES	Deck 16:9, carousel 4:5, story 9:16 and the print pieces.
EXPORTS	paladar.tokens.json, CSS and ASE are exported from the library. Never edited by hand.

WORKING WITH AI TOOLS

Connect them to the library. Never ask them to redraw.

1. Give the tool the library, or the exported tokens and this book.
2. Place the logo, rings and chairs from the files. Never generate them.
3. Check every colour and size against the tokens.
4. Check copy against the voice rules and the dictionary.
5. A person from the brand team approves before anything goes out.

NAMING

Never a file called final.

paladar_[piece]_[city]_[format]_v01

paladar_poster_MAD_A2_v02

paladar_story_1080x1920_v04

paladar_menu_A5_v03

paladar_deck_hosts-round-table_16x9_v01

Lower case, hyphens inside a part, underscores between parts. City as a three-letter code. Versions go up; nothing is ever final.

GOVERNANCE

Ask once, and it goes in for everyone.

OWNER	Paladar brand team
VERSION	1.0
WHERE IT LIVES	brand.paladar.app
CONTACT	brand@paladar.app
WHO IT'S FOR	Hosts, the in-house team, agencies, printers.
NEW RULES	Ask the brand team with an example of the piece. If approved, the rule goes into the Figma library first, then this book and the kit, with a new version number.
NOT IN THE KIT	If it's not in the kit, it isn't Paladar yet.

Paladar

Pull up a chair.