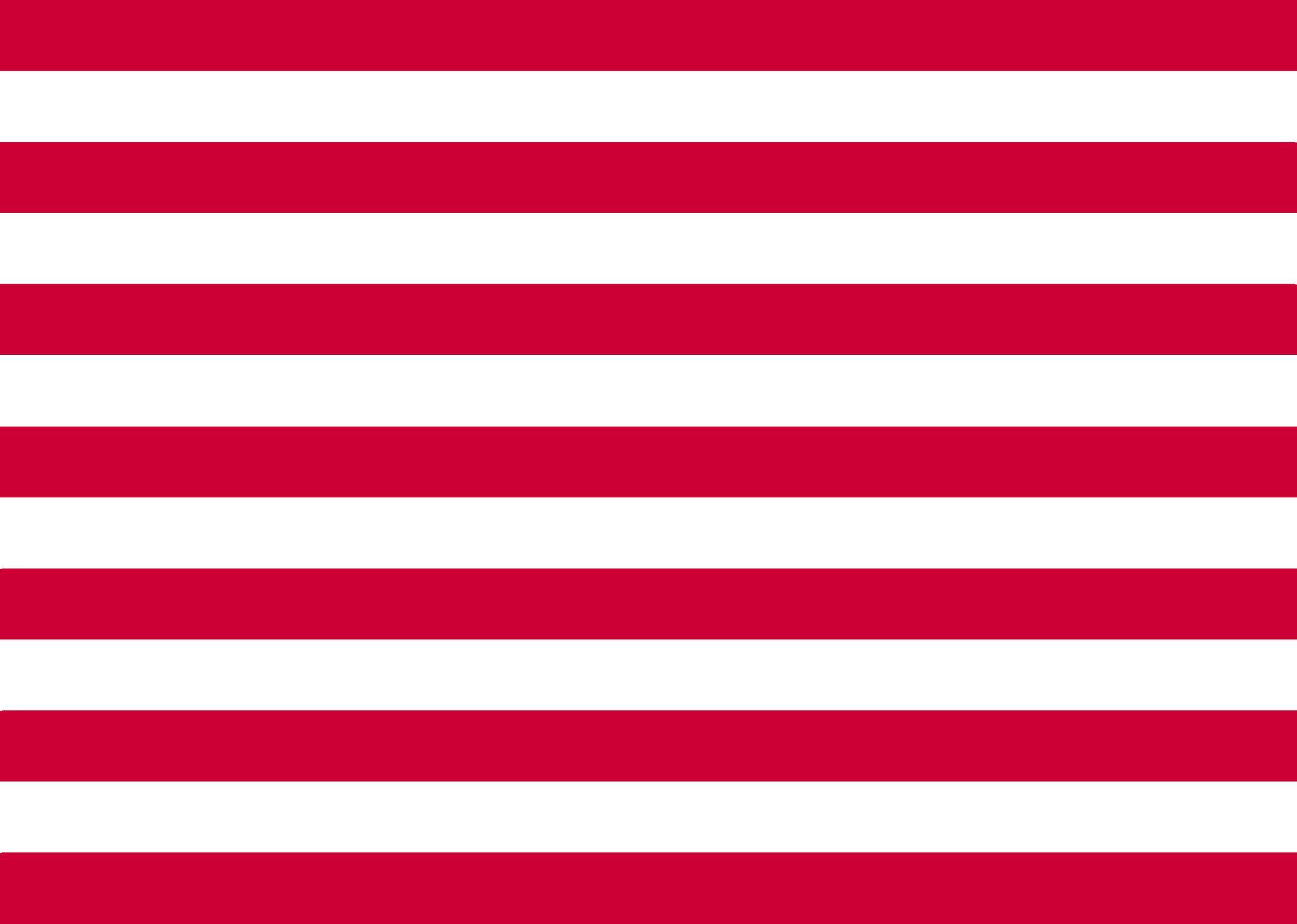




BRAND GUIDELINE



Who we are?

Americana is UK based family friendly bar that serves its customers unique homemade fizzy drinks, milkshakes, juices and floats.

Americana is heavily inspired by fashion and aesthetics from 50s and 60s America, with everything from the colour scheme, logo, interior and packaging. We want to offer an experience to our customers in Americana every time they visit, giving them a 'fantastical' journey to a retro America that everyone can enjoy.

Our drinks have ethically sourced ingredients which provide our products with a distinctive taste and unique branding.

Americana is a taste you won't find anywhere else.

Family Friendly

Playful

Retro

Our Voice

We want the voice of Americana to be one that does not take itself too seriously, one that is suitable for young adults and families and one that is rooted in a nostalgic and retro American style.

It is important to us to ensure that our tone of voice in our content is appropriate for families and a youthful audience which would involve not using and expletives, suggestive comments or innuendos. Additionally, in terms of interacting with our audience over social media or similar services it should be clear to avoid 'heavy' topics like politics or religion.

For our audience, we want Americana to feel like a fun place to visit with friends and family and that is why we want our content to be playful and informal. Exaggerated Americanisms like 'y'all' could be used this playful style or puns about well known American artefacts, content and landmarks to converge our brands playful aspects and retro American aspect. When referencing American content it should represent the retro feel and reference content from the 50s and 60s.

On the page to the left, you can see a moodboard created to represent the feel and look of Americana based of key terms to represent our brand like: Family Friendly, Playful and Retro



Logos

Americana's primary logo is a stylised version of the 'Harlow Solid Italic' typeface. The style has a playful and retro vibe that evokes vintage american diner signage.

The logo utilises a slight skew which gives it a dynamic feel, implying energy behind the work that goes into the business.

The 'superscript dot' of the 'i' is a star to represent the brands link to the stars on the American flag and Hollywood stars.

The main logo will be used across all promotional material, packaging, signage, social medias and other materials. This logo will help customers identify Americana Soda Bar and related content, by having a consistent logo that adheres these guidelines throughout all branding material.

Typography

Harlow Bold Italic, is used for the title font for at the feature of branded content. This reinforces consistency throughout the brand, and becomes associated with the business to customers.

Mark Black is for the header font because it is bold and clear, and as a sans-serif font it is easily readable for consumers and employees.

Mark Regular is for the body font, to provide consistency in between the header and body fonts. Similar to Mark Black, it is easily readable for customers and employees.

Overall: Harlow Bold Italic is used to give a feel for the brand in content, Mark Black is used for header to written content and Mark Regular is used for bodies of text.



Title

Harlow Solid Italic

*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*

*abcdefghijklmnopqrstuvwxyz
vwxyz*

Header

Mark Black

**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**

**abcdefghijklmnopqrstuvwxyz
tuvwxyz**

Body

Mark Black - Body

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

abcdefghijklmnopqrstuvwxyz
rstuvwxyz

Colours

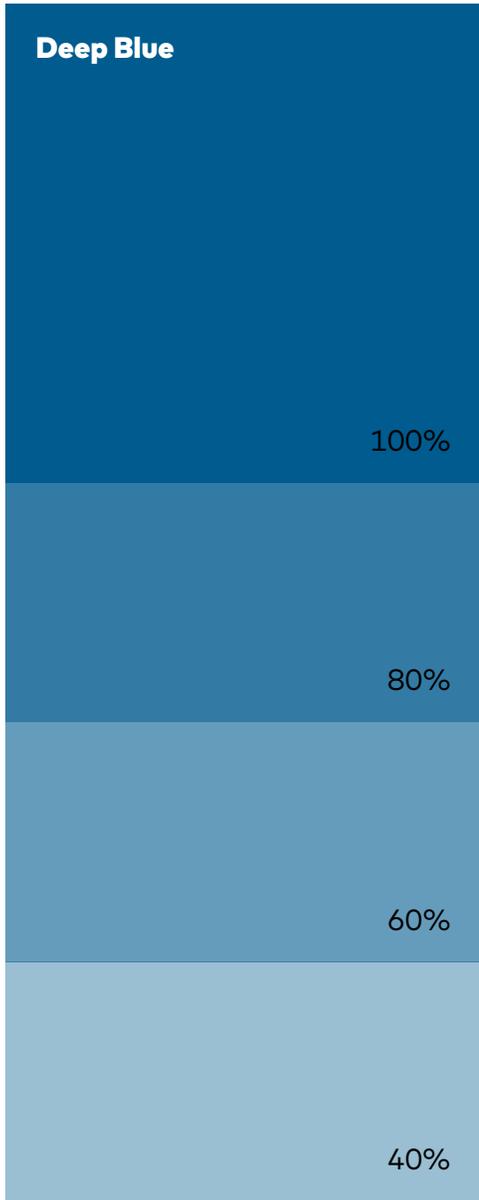
Colour is an important part of the Americana brand, and ensuring a consistent use of colours to make sure it reinforces the cohesiveness of our brand.

Deep Blue represents a trustworthy brand, and implies our drinks are cold and refreshing.

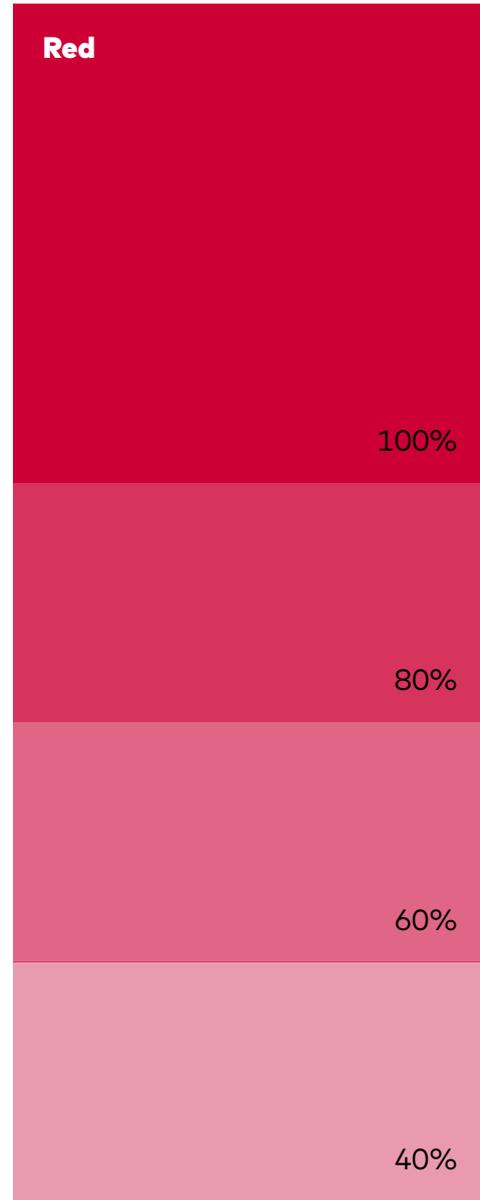
Red represents the energy and passion we put into our work and into our drinks, as well as being a colour that is often linked to fizzy drinks like cola.

Light Blue represents our link to a family friendly or childish audience, as well as implying cool and icy drinks.

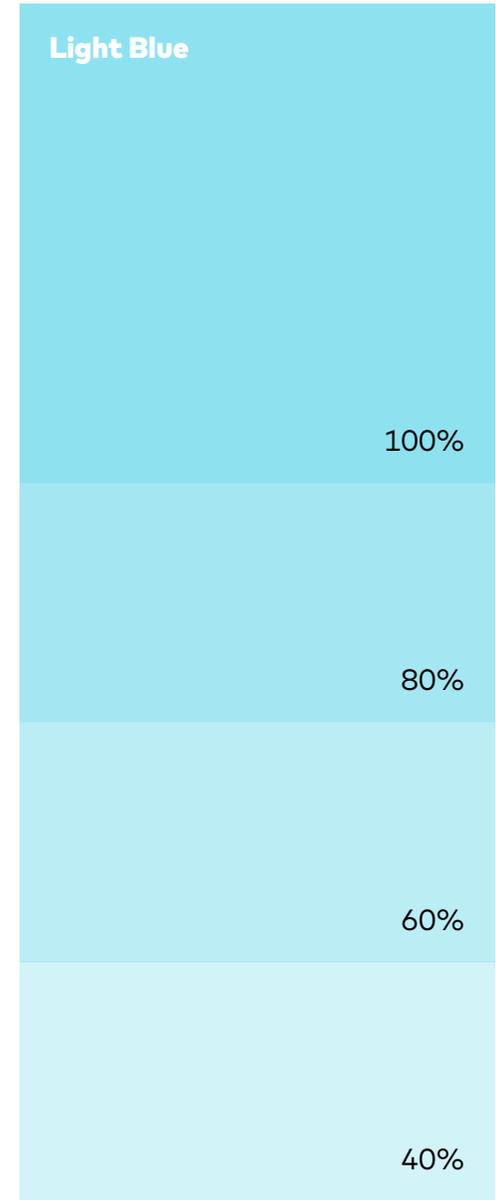
Another aim of the colours is to evoke a feeling or sense of the USA and ideal American values which is why the palette echoes the American flag.



CMYK: 100, 37, 0, 44
RGB: 0, 90, 142
Hex: #005a8e



CMYK: 0, 100, 74, 20
RGB: 204, 0, 53
Hex: #cc0035



CMYK: 41, 5, 0, 6
RGB: 142, 226, 239
Hex: #8ee2ef

Americana
SODA BAR

Americana
SODA BAR

Americana
SODA BAR

Americana
SODA BAR



Logo Usage

The Americana logo is one of the most important parts of the brand, because it will be the most often seen and easily recognisable aspect to the customers. This means we must ensure to use the logo in consistent ways and styles so it can be recognised by the customers, and carries our brand values with it.

Spacing is key to ensure the logo can be seen clearly on content it is in, as a rule there should always be a 'star' worth of space around the logo. An example of spacing can be seen to the upper left of this page.

Each logo can either be in a block colour from the palette, a combination of colours, a combination of colours with the 'A' as a gradient (100% to 60% opacity) or in Black or White. Examples of these can be seen on the next page.



Imagery

Branded content will often be accompanied by images that highlight aspects of our brand to consumers. Images should relate to American: landmarks, film, TV, people, flags and vibe. Sodas, fizzy drinks, milkshakes, floats and diners would also be acceptable content for images used in Americana branding. Additionally, combinations of these two themes are appropriate.

Using the Americana logo on imagery should be approached case by case, but as a rule use a version of the logo that contrasts the image so the logo and branding is clear. Examples of appropriate use of imagery and logos can be seen to the left.



Logo Restrictions

Rules and restrictions on logo usage can be seen to the left, with examples visible to the corresponding rules on the next page. As a general rule, only use the logo in the approved styles but this can be used as a guide of versions to strictly avoid when creating brand content.

- A. Do not resize or alter the proportions of the logo.
- B. Do not rotate the logo.
- C. Do not use the 'light blue' as the primary logo colour.
- D. Do not place a 'box' behind the logo on an image.
- E. Do not add unapproved illustrations or text to the logo.
- F. Do not apply a stroke to the logo.
- G. Do not use colours on the logo.
- H. Do not use drop shadows or any similar effects on the logo.



Interior

The interior of Americana Soda Bar should follow a theme of retro American diners.

Seating will consist of stools around a bar, tables and chairs in the center of the room and table booths around the edge of the room and next to windows. The material of the seating will be faux leather, and all the furniture will follow brand colour palette.

The signage and lighting over the bar, will use neon lights in the brand colour palette similar to the images to the left.

The flooring will be chequered black and white tiles to replicate real American diner. Features around Americana should evoke further feelings of a nostalgic America, with items like vinyl records, jukeboxes, vintage signs and posters and vintage cars and car memorabilia.

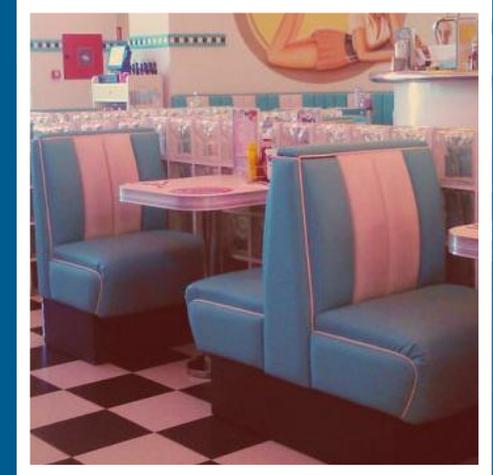
Seating #1



Seating #2



Seating #3



Lighting #1



Lighting #2



Flooring



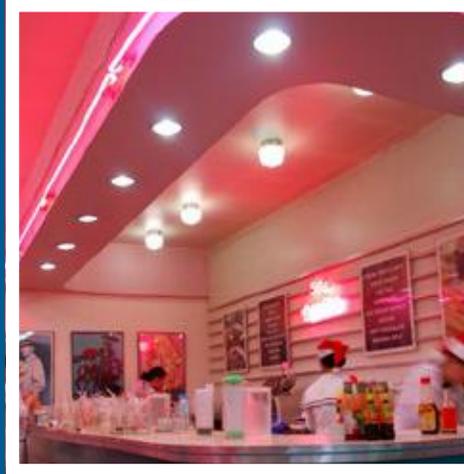
Signage #1



Signage #2



Bar



Tabletop



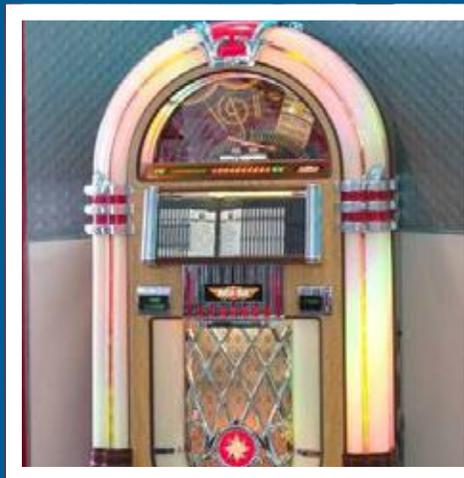
Feature #1



Feature #2



Feature #3



Feature #4





