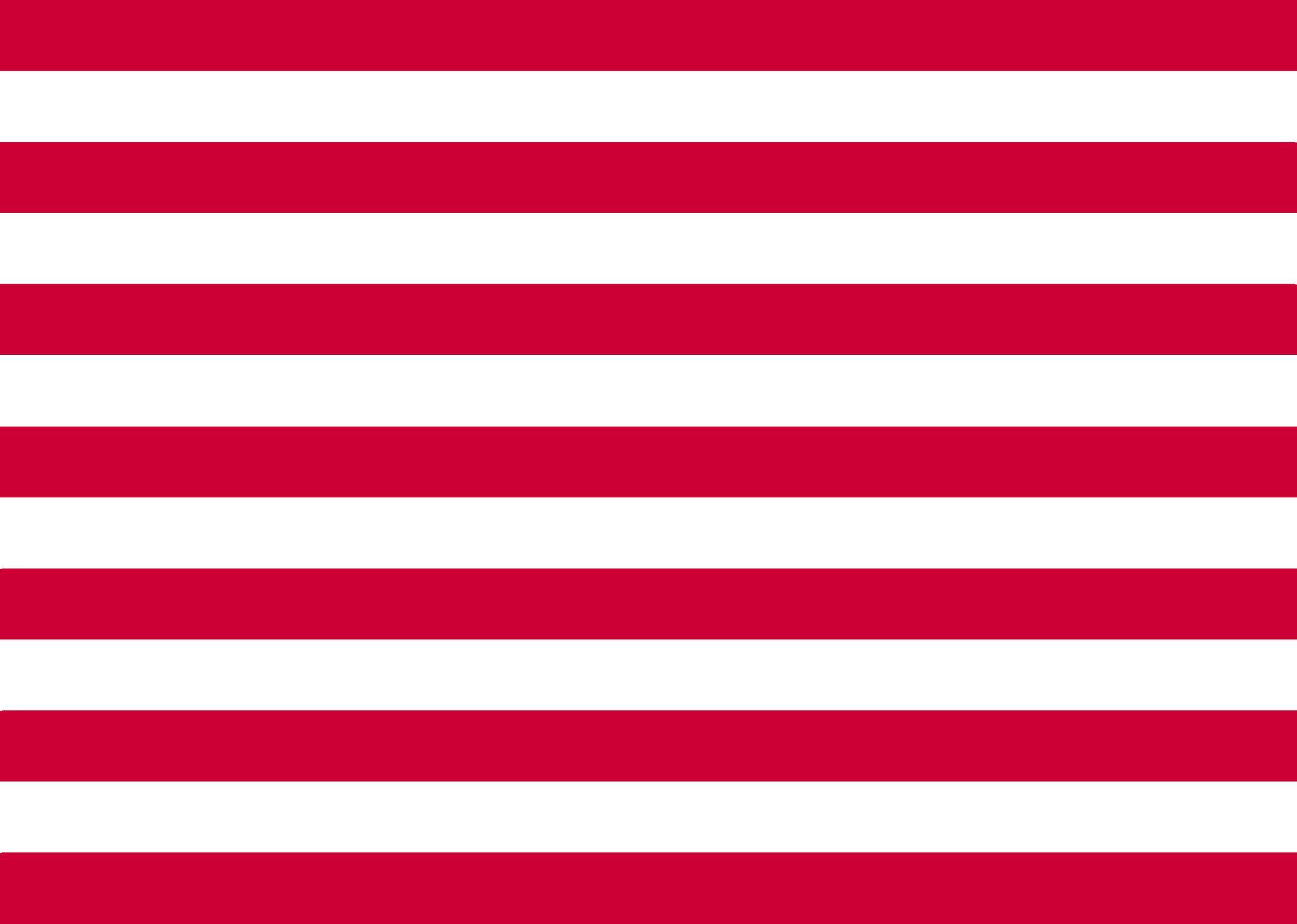




BRAND GUIDELINE



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.

The logo features the word "Americana" in a large, white, cursive script font. A thick white horizontal bar runs through the middle of the word, starting from the left and ending with a white five-pointed star. Below "Americana", the words "SODA-BAR" are written in a white, bold, sans-serif font. A thick white horizontal bar runs through the middle of "SODA-BAR".

Americana
SODA-BAR

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

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

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

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

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

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

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.

Deep Blue

100%

80%

60%

40%

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

Red

100%

80%

60%

40%

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

Light Blue

100%

80%

60%

40%

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. The position of each logo highlights where it would be acceptable to place ONE logo on the image. Anywhere else would go against the brand guidelines.

Americana
SODA BAR

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 uses neon lights in the brand colour palette similar to the images to the left.

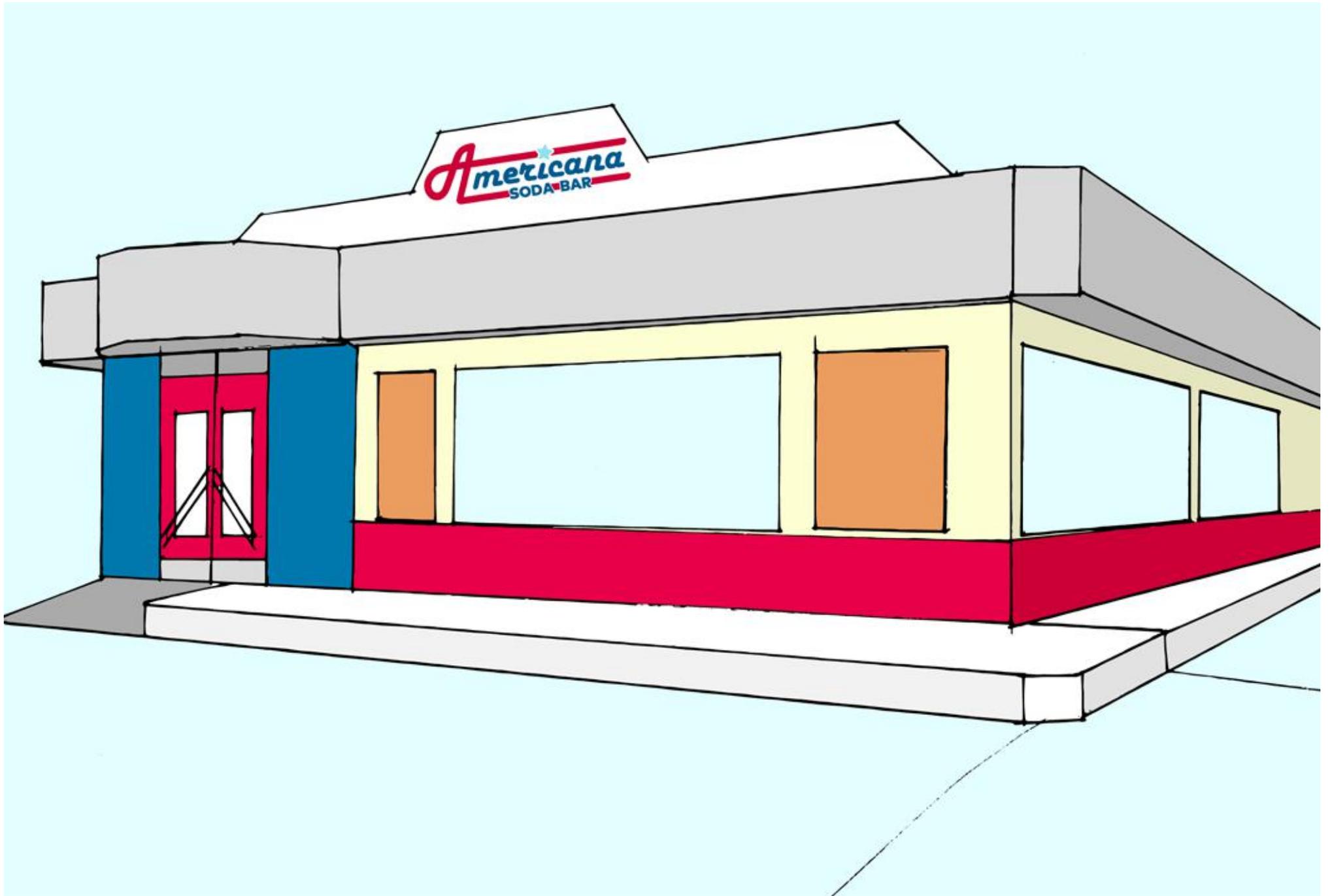
The flooring will be chequered black and white tiles to replicate real American diner. Features around Americana should evoke further feelings of a nostalgic America, with items like vinyl records, jukeboxes, vintage signs and posters and vintage cars and car memorabilia.



Exterior

The exterior of Americana Soda Bar will continue the brand consistency and look like a retro american diner with a metallic paneling around the top half of the building and the roof. The sign should stand above the building, and should be clear, bold and stand out to the customers as they arrive at Americana. It should be created with a neon sign to stand out to anyone nearby when it's dark, and behind the neon sign should be the original logo for when the sign is turned off during daylight. There should be a neon 'open' sign in the window of the soda bar. The building should leave two spaces at the front entrance of the bar for posters and advertising of events and deals at Americana, and for local events and notices.

The 'Americana' red and blue should be used in equal parts on the exterior of the building to help it stand out, and be recognisable as an Americana chain. The red should line the bottom fifth of the building, with the blue used on the wall adjacent to the doors. The parts of the building using the brand colours should use a matte plastic panelling. The foundational walls of the building should be a light tone (White, Pale Yellow) which should complement the panelling colour, and not stand out.



Packaging

Americana: Soda Bar requires packaging for products sold to customers that they want to 'takeaway.' The takeaway paper packaging will be made out of recycled 'craft' card which promotes Americana's family friendly image by having ethically sourced packaging.

The takeaway soda cup will be consistent with Americana branding by having stars printed on the base of the cup and stripes along the rest of the cup. The layout of the cup is designed in this way to evoke the American flag, and Uncle Sam's top hat.

The sandwich boxes will follow similar packaging, with stripes on the front of the box in Americana red and stars on the side and back of the box in Americana blue. The box will have an Americana sticker on the front, in Americana blue to stand out from the strips displaying the logo and the contents of the box inside.

The snack boxes be used to contain treats sweets and deserts and will have the front of the box in Americana Red, with the sides in Americana blue with a white star on either sides for consistency with other packaging. A sticker on the front of the box will be in Americana blue, have the logo on it and indicate the contents.

The expansion of the brand starts with the manufacturing and selling of Americana own-brand fizzy drinks. This range of drinks will start with Americana's own-brand cola, called 'Rebel Cola' and will be available for purchase at Americana: Soda Bars. The packaging of the bottle will a clear 'Americana blue' bottle, with the label being a solid Americana red. The packaging of the soda bottle is consistent with the brand by following the typography used, containing the logo underneath the cola logo and having a star on the neck of the bottle similar to other packaging design.



Uniform

The uniform for Americana workers are white unisex t-shirts that have the Americana: Soda Bar on the upper left side of the tee. With the t-shirt, employees are encouraged to wear light blue jeans, black canvas shoes and roll up their sleeves as part of their uniform. This is to provide a 60s fashion style of uniform, to provide consistency with Americana's retro American feel.



Vehicles

Vehicles used in the delivery of Americana products and ingredients would have Americana branding on the truck to raise awareness of the business to potential customers. Vehicles used for delivery will be cargo trucks, and will have a design of red and white stripes on the side of the truck with a blue pentagon with the white version of the Americana logo. The front of the truck will have white star decals on a blue paint job. This is all to provide consistency with the overall Americana brand to customers, so they recognise it if they see it in passing.





