



2024 BRAND STYLE GUIDE

BY: NAT OCELLO

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01 OUR STORY



THE BEGINNING

AS AVID SMOOTHIE LOVERS, WE STARTED SMOOTHIE SHACK BECAUSE WE WANTED TO BRING OUR PASSION FOR HEALTHY, DELICIOUS SMOOTHIES TO OUR COMMUNITY IN THE BAY AREA. AS LIFELONG FRIENDS, WE COMBINED OUR LOVE FOR NUTRITION AND BEACHSIDE SPIRIT TO CREATE A PLACE WHERE EVERYONE COULD ENJOY FRESH, VIBRANT FLAVORS. AFTER HOURS OF RESEARCH, RECIPE TWEAKING, AND VENDOR SEARCHING, WE KNEW WE HAD SOMETHING SPECIAL GOING ON. SINCE THEN, WE'VE BEEN DEDICATED TO BLENDING FRESH INGREDIENTS TOGETHER SO YOU CAN SIP, SMILE, & REPEAT.

OUR MISSION

AT SMOOTHIE SHACK, OUR MISSION IS TO PROVIDE THE FRESHEST, MOST DELICIOUS SMOOTHIES THAT NOURISH THE BODY AND ARE ENJOYABLE TO DRINK. WE ARE COMMITTED TO USING HIGH-QUALITY, NATURAL INGREDIENTS AND PROMOTING A HEALTHY, VIBRANT LIFESTYLE FOR OUR COMMUNITY OF SMOOTHIE LOVERS. OUR GOAL IS TO CREATE A WELCOMING SPACE WHERE EVERYONE CAN SAVOR THE TASTE OF WELLNESS AND HAPPINESS.



02 LOGOS



DESIGN PROCESS

TO CAPTURE THE EASY GOING, ORGANIC & FRESH, FLUID ESSENCE OF SMOOTHIE SHACK WE TOOK THE MORE LITERAL ROUTE FOR DESIGNING THIS LOGO, ILLUSTRATING A HOUSE & A SMOOTHIE IN A STRAIGHTFORWARD & RECOGNIZABLE WAY.



SMOOTHIE

SHACK



SMOOTHIE SHACK FINAL PRIMARY LOGO

PRIMARY LOGO

SMOOTHIE SHACK'S PRIMARY LOGO IS ALSO KNOWN AS A WORDMARK, WHICH INCLUDES THE NAME OF THE COMPANY. ALL VERSIONS OF THE PRIMARY LOGO INCLUDES THE WORDMARK AND ILLUSTRATIONS OF THE HOSE, STRAW, & SMOOTHIE DROPS. VARIATIONS INCLUDE COLOR CHANGES IN BACKGROUND, WORDMARK, & SMOOTHIE DROPS (SEE IN UPCOMING PAGES).

BELOW IS THE PRIMARY LOGO.



HORIZONTAL LOGO WITH BACKGROUND



HORIZONTAL LOGO WITHOUT BACKGROUND

LOGO COLOR VARIATIONS

AS MENTIONED ON THE PREVIOUS PAGE, VARIATIONS OF THE PRIMARY LOGO INCLUDES COLOR CHANGES IN THE BACKGROUND, WORDMARK, & ILLUSTRATION. DEPENDING ON USEAGE, PLACEMENT, AND SURROUNDING ENVIROMENT, CHOOSE THE BEST COLOR(S) FROM THE COLOR PALETTE (PAGE X) TO MAKE ADJUSTMENTS.



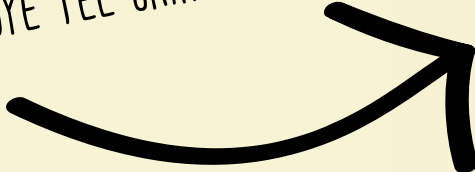
THE WORDMARK AND SMOOTHIE DROPS SHOULD ALWAYS BE THE SAME COLOR, AS THE SHACK RESEMBLES THE GLASS AND THE WORDS REPRESENT THE SMOOTHIE. THIS ENSURES CONSISTENCY IN THE DESIGN.

B&W PRIMARY LOGO

BLACK & WHITE VARIATIONS ARE IMPORTANT TO HAVE ON HAND INCASE YOUR LOGO PLACEMENT HAS A BUSY BACKGROUND. SEE ADDITIONAL VARIATIONS ON NEXT PAGE.



LOOKS GREAT ON A TIE-DYE TEE-SHIRT!



ADDITIONAL B & W VARIATIONS



USAGE

USE THE PRIMARY LOGO TO MAINTAIN BRAND CONSISTENCY ACROSS ALL MATERIALS. ENSURE IT IS PROMINENTLY DISPLAYED TO GRAB THE ATTENTION OF REOCCURRING & POTENTIAL CUSTOMERS.



ABOUT THE LOGO

NOW THAT YOU'VE SEEN THE LOGO VARIATIONS & KNOW HOW TO USE IT, LET'S DISCUSS WHAT IT'S ALL ABOUT.



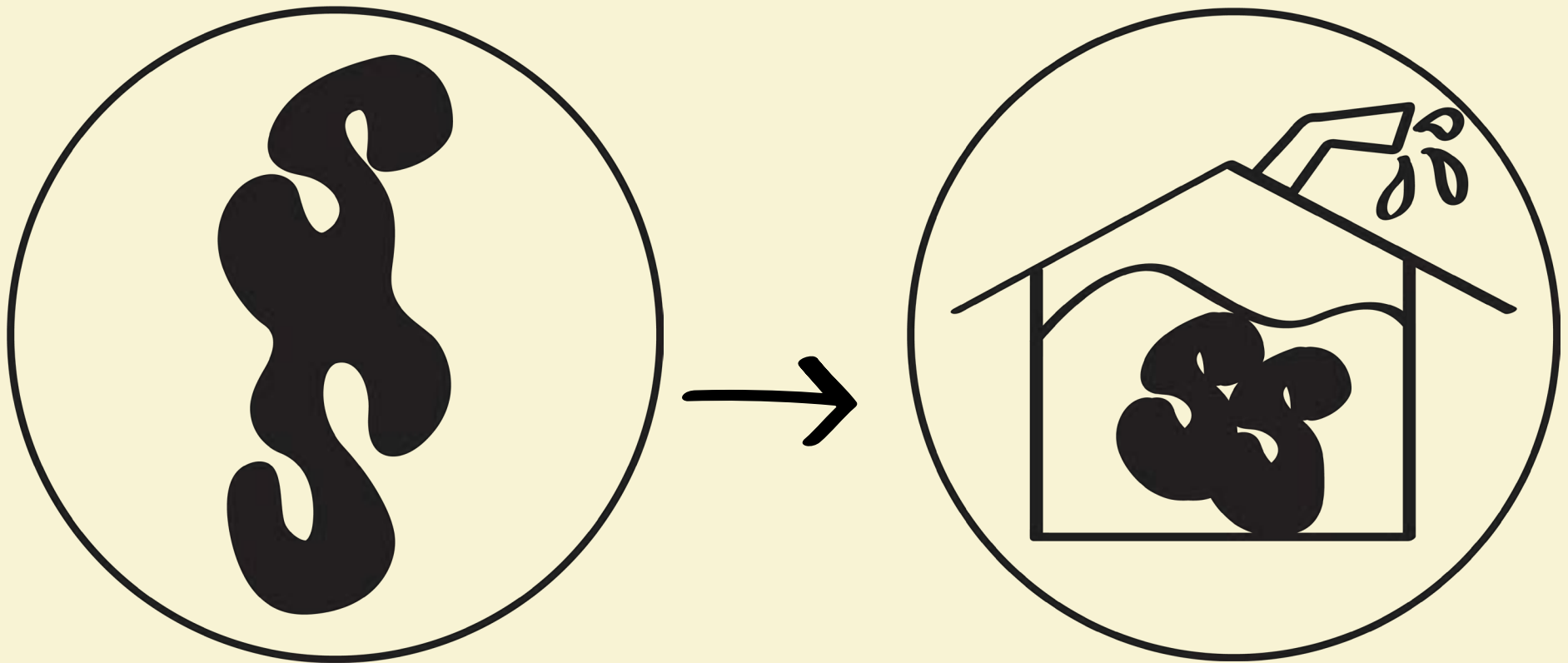
SMOOTHIE SHACK HAS A HANDMADE TYPEFACE WHICH CONSISTS OF FLOWY BUBBLE LETTERS TO EMBODY THE MOVEMENT OF A SMOOTHIE. TO ENHANCE THIS FEELING WE CONNECTED THE S'S & HIGHLIGHT THE CLEVER ALLITERATION. THE BRIGHT GREEN COLOR REPRESENTS THE FRESH & ORGANIC INGREDIENTS USE IN EVERY CUP MADE AT SMOOTHIE SHACK.

AS MENTIONED BEFORE, THE ENTIRE LOGO ACTS AS A SMOOTHIE, HENCE THE STRAW AT THE TOP OF THE SHACK. ADDING THE DROPS COMING OUT OF THE STRAW NOT ONLY DRAWS VISUAL APPEAL, BUT ANIMATES THE LOGO AS A WHOLE. IT VISUALLY STATES THAT THE SMOOTHIE (AKA THE WORD MARK) IS BURSTING OUT OF THE STRAW, CAPTURING THE FUN AND HIGH ENERGY THIS BRAND HAS TO OFFER.



DESIGN PROCESS

BELOW SHOWCASES THE FIRST DRAFT TO FINAL SECONDARY LOGO.



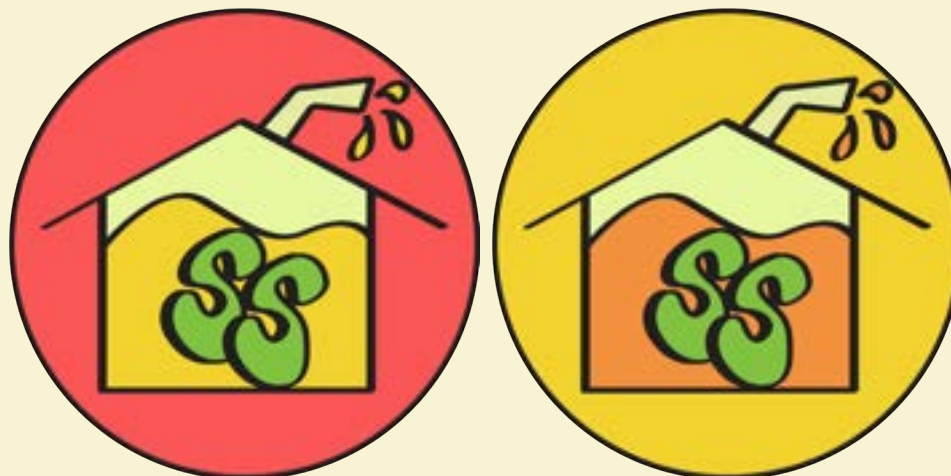
IT'S IMPORTANT TO SEE THE FIRST DRAFT TO UNDERSTAND WHAT ELEMENTS WE KNOW ARE MOST VISUALLY IMPORTANT TO INCLUDE FOR A SECONDARY LOGO. ONCE AGAIN, THE CLEVER NAME & ALLITERATION MAKES THIS BRAND EASY TO REMEMBER, BUT THE LOGO SEALS THE DEAL. THAT'S WHY WE MODIFIED THE DOUBLE S'S AND INCLUDED THE BRAND'S LOGO ILLUSTRATION. IT REMAINS CONSISTENT EVEN IN A SIMPLIFIED VERSION OF THE PRIMARY LOGO.

COLOR VARIATIONS



FINAL SECONDARY LOGO (WITH COLOR).

BELOW ARE COLOR VARIATIONS USING COLORS FROM THE COLOR PALETTE.



USAGE

THE SECONDARY LOGO IS A SIMPLIFIED VERSION OF THE PRIMARY, IT SHOULD BE USED WHEN SPACE IS LIMITED & THE PRIMARY WOULD TAKE AWAY FROM THE PLACEMENT.



THIS LOGO CAN ALSO BE USED AS A SOCIAL MEDIA PROFILE PICTURE, STICKER, STAMP, & MORE! IT WOULD BE BEST TO USE IT AS AN ACCENT TO YOUR BRAND IDENTITY. THAT WAY IT IS CONSISTENT, BUT DOESN'T OVERPOWER & CONFUSE CUSTOMERS ON WHAT YOUR LOGO REALLY IS OR HOW TO IDENTIFY YOU.

03
COLOR
PALETTE



PRIMARY COLORS

THESE COLORS WERE CAREFULLY CHOSEN TO REPRESENT SMOOTHIE SHACK'S CORE VALUES & BRAND MISSION: TO PROVIDE FRESH, HEALTHY, & DELICIOUS BEVERAGES. THAT'S WHY WE CHOSE TWO SHADES OF NATURE GREEN TO EVOKE A SENSE OF VITALITY AND FRESHNESS, REFLECTING THE ORGANIC AND WHOLESOME INGREDIENTS IN EVERY SMOOTHIE.

GARDEN GREEN

Hex: #81C241

RGB: 129 194 65

CMYK: 55 0 100 0

GARDEN GREEN

Hex: #EF7A1

RGB: 231 247 161

CMYK: 11 0 45 0

SECONDARY COLORS

BASED OFF THE PRIMARY COLOR PALETTE, THESE COLORS PAIR WELL AND MAINTAIN BRAND CONSISTENCY WITH LIGHT NATUREY TONES. SEE NEXT PAGE FOR HOW TO PAIR THEM TOGETHER.

Hex: #F2D22E

RGB: 242 210 46

CMYK: 6 13 93 0

Hex: #F2913D

RGB: 242 145 61

CMYK: 2 51 86 0

Hex: #F23D3D

RGB: 242 61 61

CMYK: 0 91 79 0

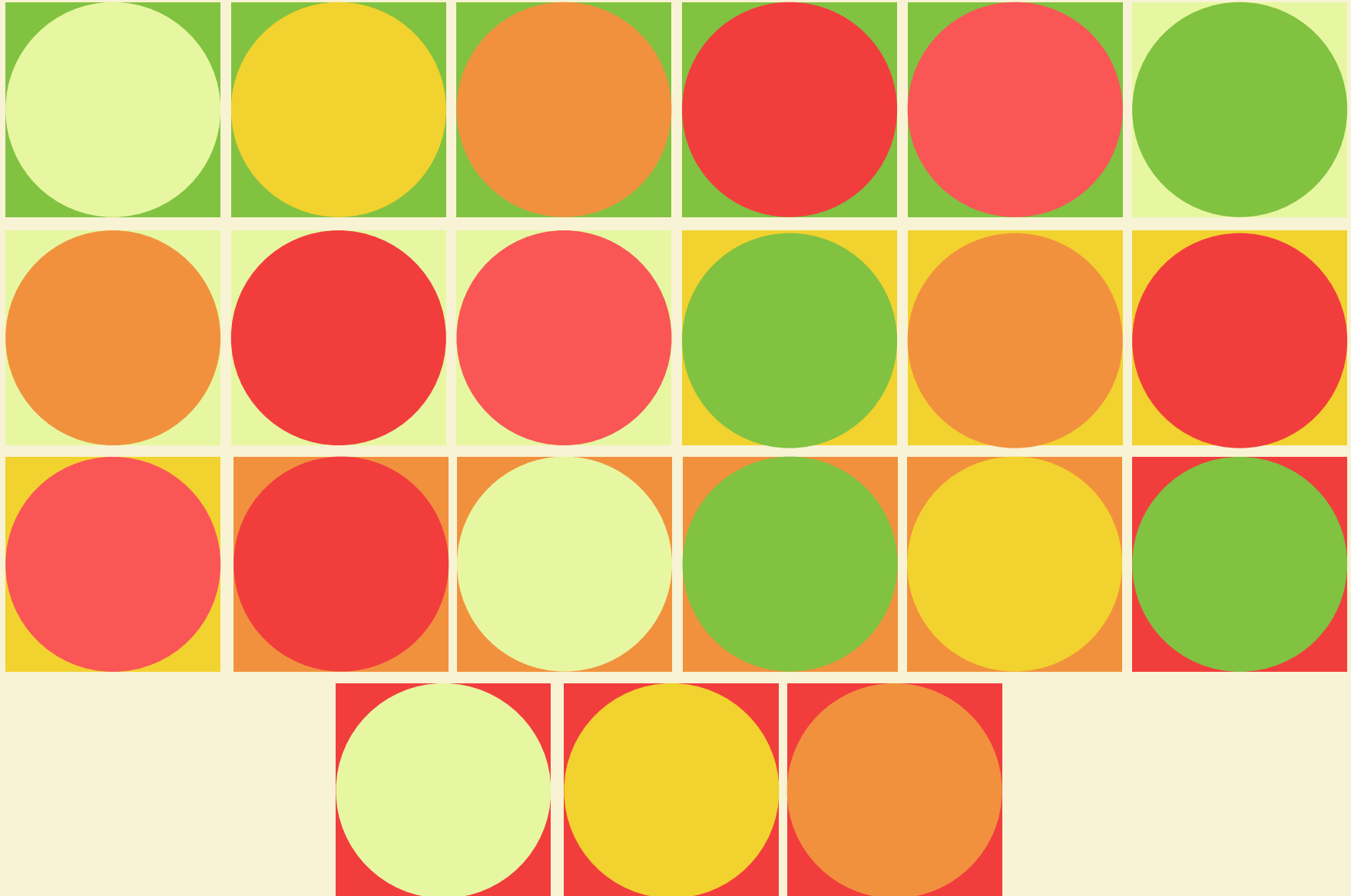
Hex: #FA5656

RGB: 250 86 86

CMYK: 0 81 62 0

BEST COLOR COMBOS

BELOW IS A GUIDE OF HOW TO PAIR YOUR COLOR PAlettes. GENERALLY, YOU'LL WANT TO USE CONTRASTING COLORS TO MAKE YOUR DESIGNS VISUALLY PLEASING & STAND OUT.



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TYPOGRAPHY

ABC

"TF BOMBASS"
REGULAR

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
1 2 3 4 5 6 7 8 9 0

"CARDENIO MODERN"
REGULAR

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
1 2 3 4 5 6 7 8 9 0

USE THE PRIMARY FONT, "TF BOMBASS - REGULAR," FOR HEADERS, BIG ANNOUNCEMENTS, AND THE MAIN FOCUS.
USE THE SECONDARY FONT, "CARDENIO MODERN - REGULAR," FOR DETAILS & INFORMATION.

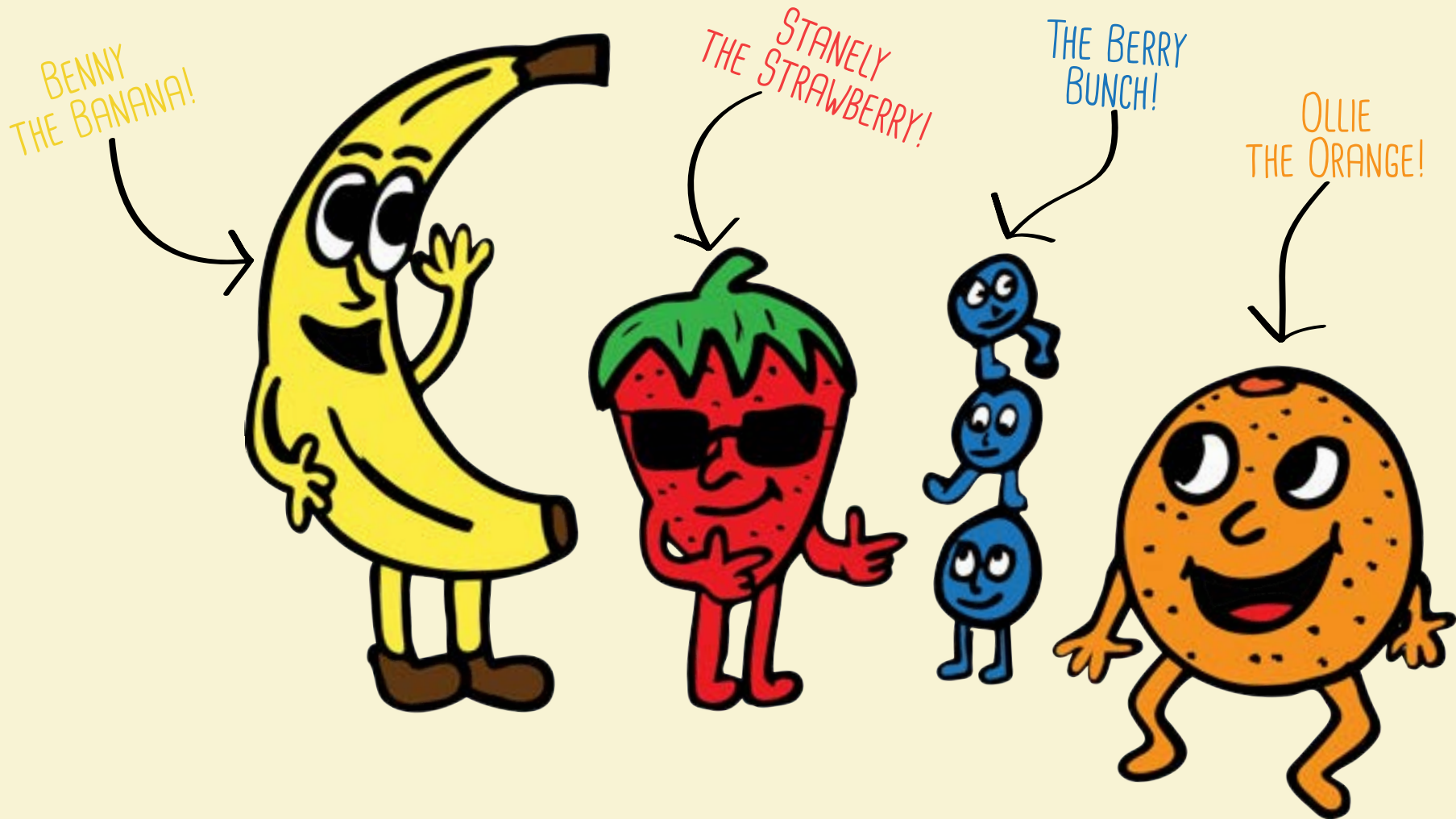


OS
GRAPHICS
& IMAGES



GRAPHICS

OUR FUN ILLUSTRATED FRUIT CHARACTERS BRING A PLAYFUL & VIBRANT ENERGY TO SMOOTHIE SHACK, REFLECTING OUR COMMITMENT TO FRESH & HEALTHY INGREDIENTS. THESE CHARACTERS ENHANCE OUR BRAND'S PERSONALITY, MAKING IT MORE ENGAGING & APPROACHABLE FOR ALL AGES. MEET THE CREW BELOW!



USAGE

THESE CHARACTERS WILL CREATE A LASTING IMPRESSION ON OUR BRAND, BELOW IS HOW YOU SHOULD USE THEM.



WEBSITE GRAPHICS



SIGNAGE & ADVERTISING



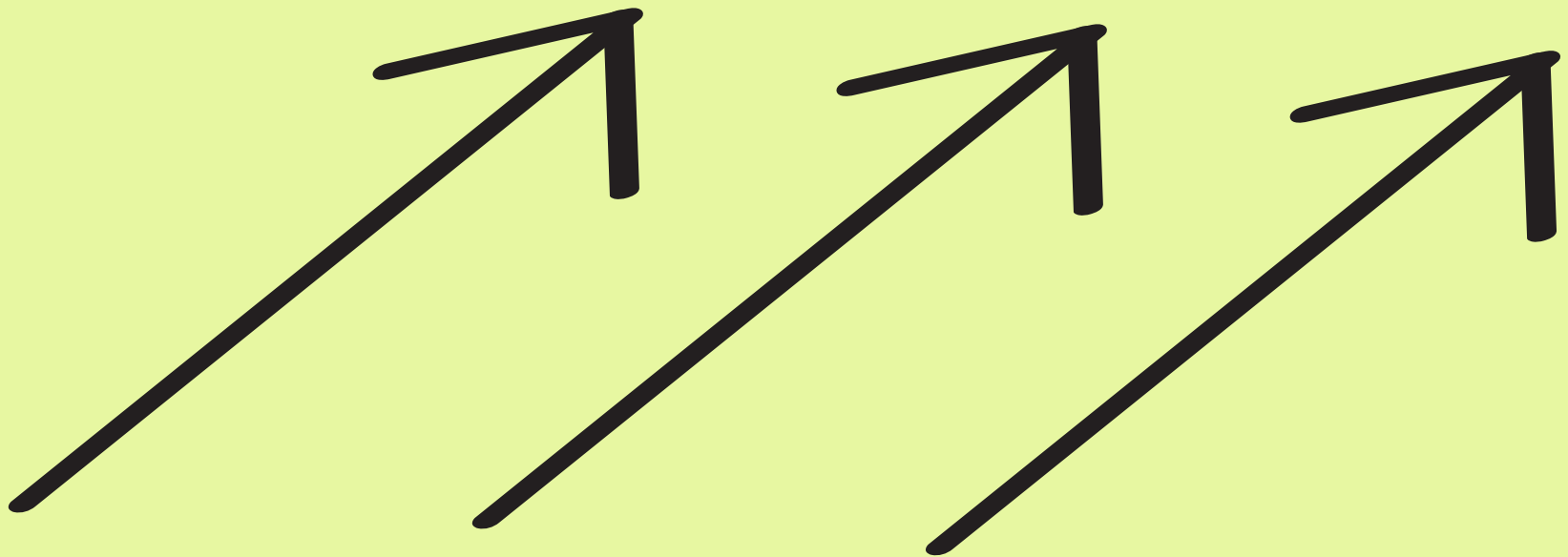
STAMPS FOR PUNCH CARDS

IMAGES

OUR IMAGES CONSIST OF THE FRESH INGREDIENTS WE USE, BRIGHT COLORS, & EXCITING ATMOSPHERE OF OUR STORE.



06 MARKETING



BRINGING IT ALL TOGETHER

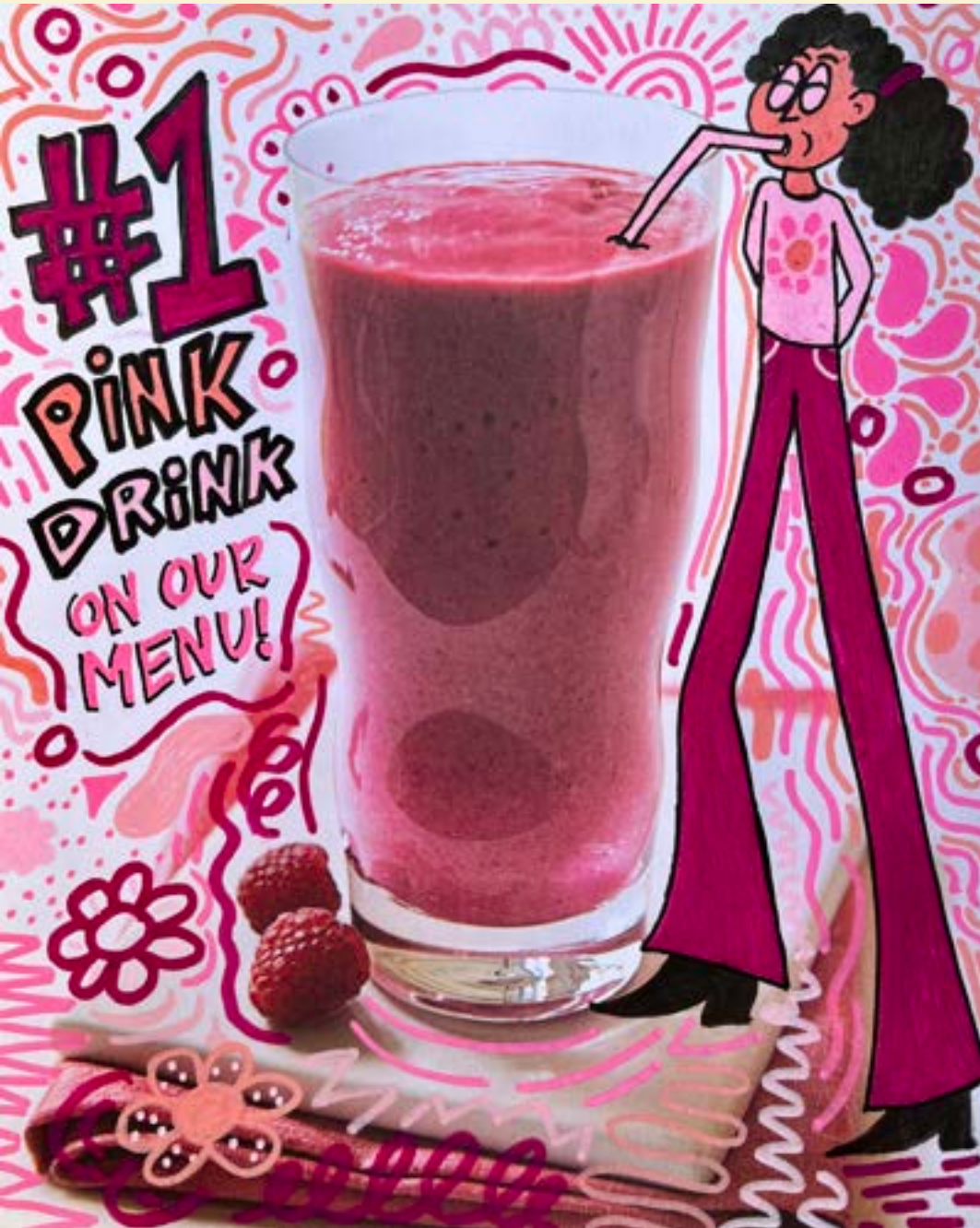


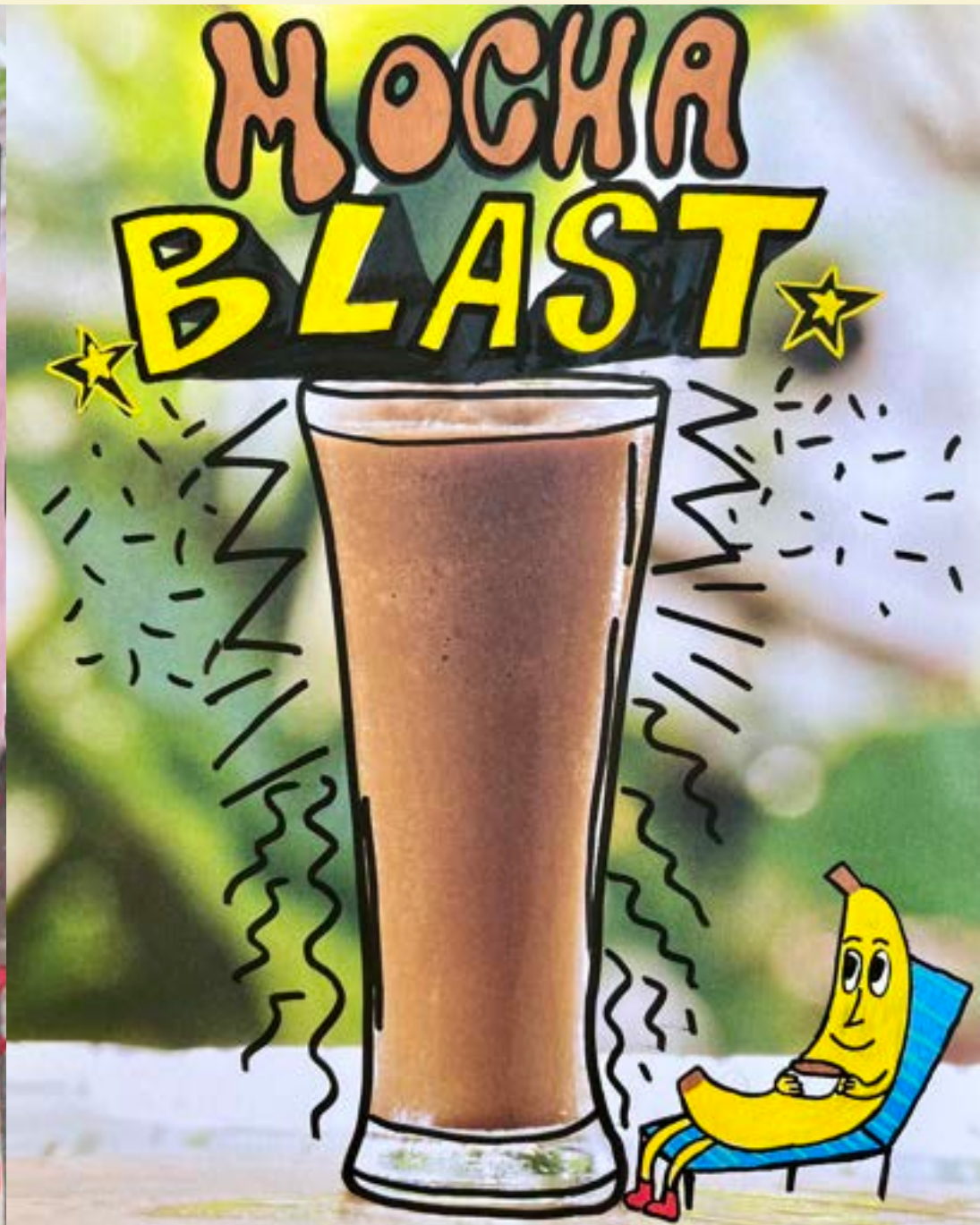
MARKETING IS KEY FOR A SUCCESSFUL BUSINESS, THAT'S WHY WE HAVE PUT A SPECIAL TWIST TO OUR ADVERTISING. WHILE BEING CONSISTENT WITH OUR ICONIC GRAPHICS AND PROFESSIONAL PHOTOS, WE DECIDED TO COMBINE THE TWO BY BRINGING OUR CARTOON CHARACTERS INTO THE REAL WORLD.

THESE ADS SHOWCASE OUR UNIQUE SMOOTHIES ON OUR MENU WITH OUR FUN PERSONALITY & CHARACTERS!

CHECK OUT THE NEXT FEW PAGES TO VIEW OUR ADVERTISEMENTS!







07
CONCLUSION



KEY POINTS

1. MISSION: SHARE HEALTHY, DELICIOUS, & FRESH SMOOTHIES WITH THE COMMUNITY OF SMOOTHIE LOVERS IN THE BAY AREA.
2. BE CONSISTENT WITH LOGO, COLOR, & TEXT CHOICES TO MAINTAIN A COHESIVE BRAND IDENTITY.
3. USE GRAPHICS WHEN NECESSARY, BUT DON'T OVERDO IT AND OVERPOWER THE MAIN MESSAGE.

THANK YOU!

WE WOULD LIKE TO THANK NAT OCELLO FOR DESIGNING, ILLUSTRATING, AND ANIMATING OUR LOGO, IN ADDITION TO DESIGNING THIS BRAND STYLE GUIDE. THANK YOU TO ALL OF OUR SMOOTHIE SHACK FANS & SMOOTHIE ENTHUSIASTS!

SOCIALS

NAT OCELLO

WEBSITE: NATOCELLO.COM

INSTAGRAM: [@GOLDEN.GRAPHICS__](https://www.instagram.com/GOLDEN.GRAPHICS__)