

Slightly
ROASTED

Brand Guidelines

December 2016

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Size & Spacing



The logo should never be scaled to less than a half inch (0.5") tall.



The height of the **Slightly** "S" may be used to determine the minimum margin or space surrounding the logo.



Reverse Size



The logo should never be scaled to less than 0.5" tall.



Secondary Marks

Logo with Tagline



The Logo with Tagline should never be scaled to less than an 1.75" wide.



Letter Mark



The Letter Mark should be used minimally, usually only in instances where a square mark is necessary.



Color Palette

Primary Palette



The Primary Palette should be used in all support and marketing materials.

Secondary Palette



The Secondary Palette may be used to support the Primary Palette.

Special-use Accents



The Special-use Accents should be used **very rarely and only when necessary**.

Headline & Subheads

AVIATOR SANS

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

1 2 3 4 5 6 7 8 9 0

.,?!()[]# \$ % &

The Aviator Family is available for purchase here:
creativemarket.com/VintageVoyage/844396-The-Aviator-Font-Collection

Chronic Delivery

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

Chronic Delivery is available for download here:
www.dafont.com/chronicdelivery.font

Body Copy

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,!()[]@#\$\$%^&*

Gill Sans Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,!()[]@#\$\$%^&**

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,!()[]@#\$\$%^&*

Gill Sans Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,!()[]@#\$\$%^&**

Gill Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,!()[]@#\$\$%^&***

Gill Sans Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
.,!()[]@#\$\$%^&****

Color & Font Use



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Brand Look

Example: Food Menu

Materials focused on the morning menu should be light and airy, using as much white as possible. Materials focused on the evening menu should be reversed and on a dark background.

Regular patrons will recognize the pattern; they can skim the menu and order quickly.

When possible, Gill Sans should be set with +25 kerning. On the morning menu, this encourages openness and white space. On the evening menu, this helps legibility when text is reversed.

When Gills Sans is used on a light background, the Light family should be used as often as possible, limiting the Regular family to points of emphasis (dish titles).

When Gills Sans is used on a dark background, the Regular family should be used as often as possible, limiting the Bold family to points of emphasis.

The light green from the secondary palette should be the go-to accent color. In the menu, it is used to note section changes.

Similar to the logo, Chronic Delivery may be used in a support role ("served with chips").



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