

All-American Burgers, Fries, and Pies



Graphic Standards Manual

*Created by
Caroline's Graphic Design
Greensboro, NC*



Contents

Topic	Page
Brand Overview	2
How to Use This Manual	2
Logo	3
Pattern	3
Acceptable Variations	4
Grayscale Logo.....	5
Reverse Logo.....	5
Color Palette.....	6
Typography.....	7
Staging Requirements	8
Sizing.....	8
Incorrect Logo Usage	9
Letterhead/Envelope	10
Business Cards.....	11
The Truck	12-13
Uniforms	14
Promotions	15
Online	15
Contact Info	16

Introduction

Brand Overview

Six Minutes Burgers is a food truck based in Fayetteville, NC. Our concept and logo is based on U.S. paratrooper training. The term “six minutes” comes from the commands the paratroopers receive just before they get ready to jump. It also represents the time it will take our truck to serve your burger. We are dedicated to serving fresh food made from the freshest ingredients.

How To Use This Manual

This manual should be consulted anytime the Six Minutes logo is used. It should be consulted before producing promotional materials such as brochures or fliers, and it should be consulted before creating websites or online ads or banners. The manual should also be used any time there is a question about logo colors, sizing, staging requirements, or acceptable usage.

Primary Identity Elements

Logo

The primary logo may be used on a white or blue background.

The logo may appear on its own or the text “**All-American Burgers, Fries, and Pies**” can appear with the logo in Gill Sans Bold typeface. The wording can be in blue, black, or gold and may appear to the right of the logo, above the logo, or below the logo.

The blue background may split the logo as shown in the examples on page 4, but the background may not split the word “BURGERS.” The logo may not be displayed at an angle or upside-down. The words “**SIX MINUTES**” are created with the font SF Sports Night Upright and the word “BURGERS” is in the font Engravers’ Gothic BT.



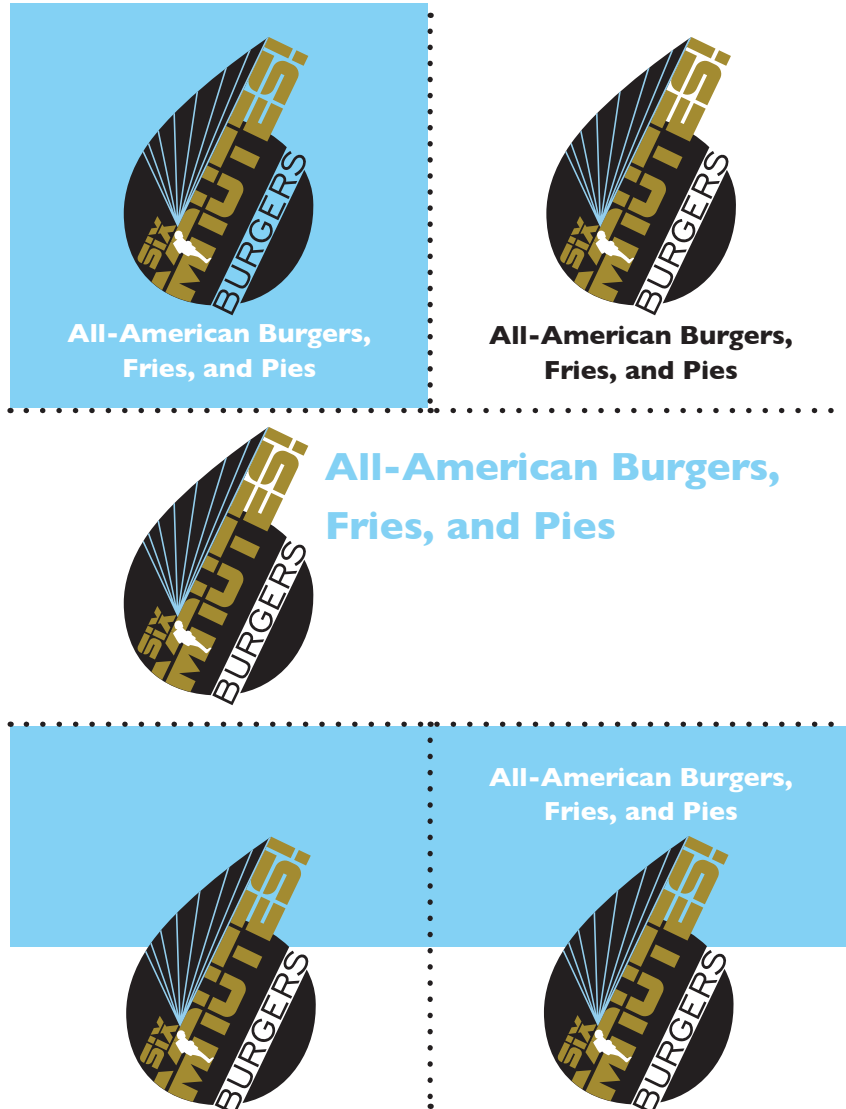
Pattern

This pattern created from the paratrooper in the logo is used on the food truck and may be used on other promotional materials.



Primary Identity Elements

Examples of Acceptable Variations



Primary Identity Elements

Grayscale Logo



Reverse Logo

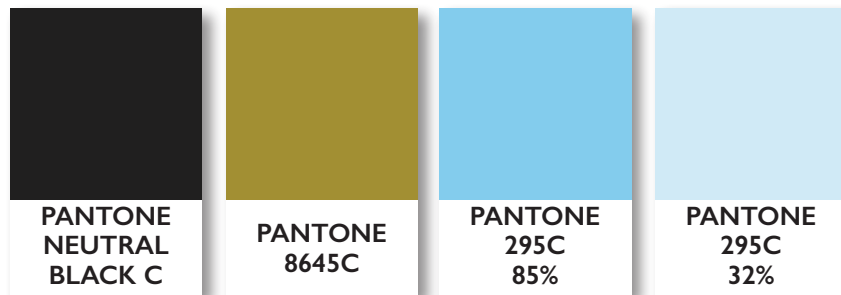


Primary Identity Elements

Color Palette

Here are colors for all applications:

SPOT COLORS



PROCESS COLORS

C	0	C	36	C	43	C	17
M	0	M	39	M	2	M	1
Y	0	Y	100	Y	0	Y	0
K	100	K	8	K	0	K	0

RGB/WEB COLORS

R	0	R	163	R	134	R	207
G	0	G	138	G	208	G	234
B	0	B	48	B	244	B	250
#000000		#A28A30		#86D0F3		#CEE9F9	

Primary Identity Elements

Typography

Gill Sans Bold is to be used with the wording accompanying the logo. Gill Sans Italic or other weights of Gill Sans may be used in other supporting materials such as letterhead, business cards, posters, brochures, etc. Adobe Caslon Pro may also be used in promotional material. This serif font is best used for long blocks of text.

Gill Sans

Light

Light Italic

Regular

Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

UltraBold

Adobe Caslon Pro

Regular

Italic

Semibold

Semibold Italic

Bold

Bold Italic

Primary Identity Elements

Staging Requirements

At least 1/8 inch (or 20 pixels for online applications) of clear space is required between the logo and other elements on the page or between the logo and the edge of the page. This rule does not apply to the accompanying text: “**All-American Burgers, Fries, and Pies.**” This text can be closer than 1/8 inch from the logo.



1/8 inch clear space on all sides.

Sizing

The logo should be no smaller than 1/2 inch (.5 inch) wide, and it should be no smaller than 75 pixels wide on a website.



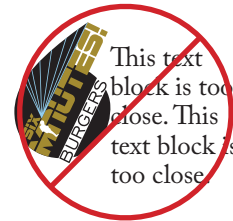
Not smaller than 75 pixels.



Not smaller than 1/2 inch.

Primary Identity Elements

Incorrect Logo Usage



Clear Space

1/8 inch of clear space is required on all sides of the logo.



Rotation

Do not rotate the logo.



Distortion

Do not stretch, squeeze, or warp the logo.



Logo Colors

Use only authorized colors with the logo.

Identity Applications

Letterhead / Envelope

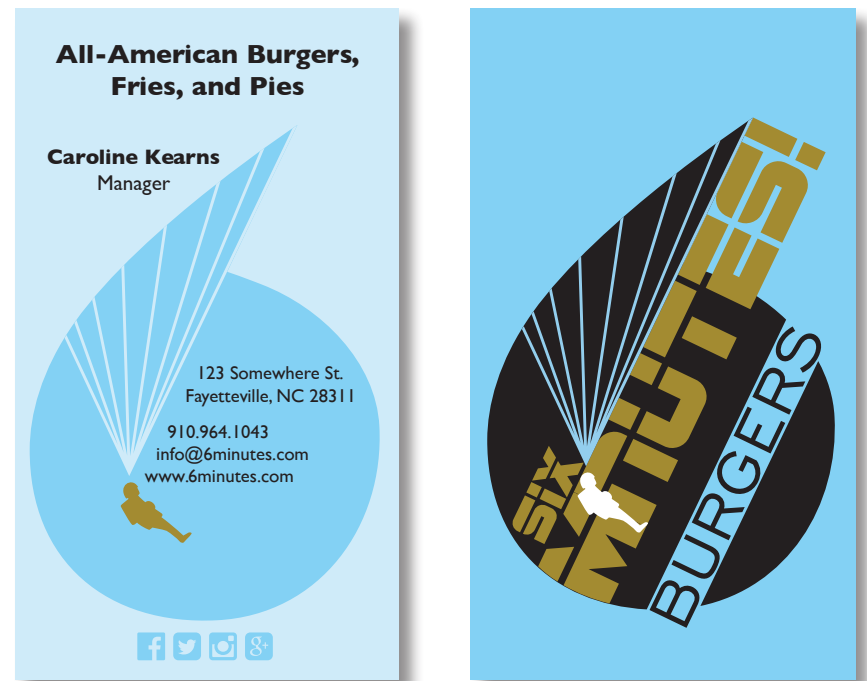
In addition to the fonts SF Sports Night Upright and Engravers' Gothic BT in the logo, the font used on the letterhead and envelope is Gill Sans in both Bold and Regular. Colors used are: black; gold (c36, m39, y100, k8); blue (c43, m2, y0, k0); light blue (c10, m1, y0, k0).



Identity Applications

Business Cards

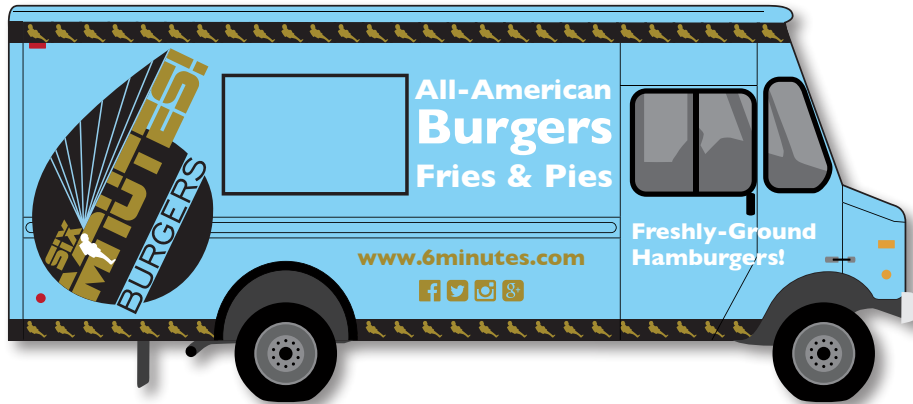
The business card also uses the font Gill Sans in Bold and Regular. Colors used are: black; gold (c36, m39, y100, k8); blue (c43, m2, y0, k0); light blue (c17, m1, y0, k0).



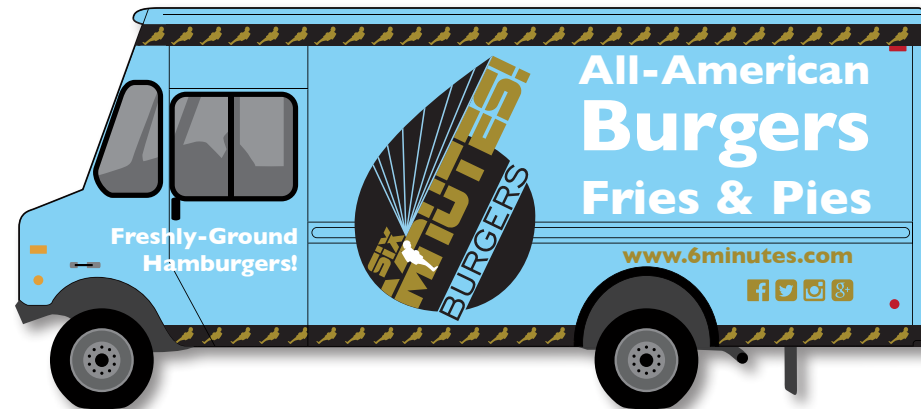
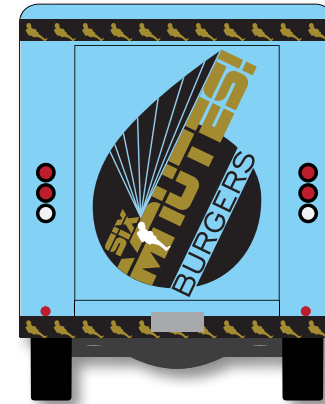
Identity Applications

The Truck

Here is a mock-up of the Six Minutes Food truck:



Identity Applications



Identity Applications

Uniforms

This is the t-shirt that employees will wear in the food truck:



FRONT



BACK

Identity Applications

Promotions

The logo may appear on brand-appropriate promotional items such as hats, t-shirts, mugs, water bottles, etc. as shown below.



Online

The same logo rules on page 8 apply to online applications. The logo should not be smaller than 75 pixels wide. The logo may be animated for websites and banners. The animation can show the paratrooper dropping down into the logo. Hexadecimal color codes for web use are defined on page 6.

Screen shot of animated banner in motion:



Questions?

If you have any questions about this manual or if you need advice pertaining to anything presented in this manual, please contact:

Caroline's Graphic Design
info@carolinesgraphicdesign.com
336-681-5556
5209 Rose Hill Ct.
Greensboro, NC 27407



**All-American Burgers,
Fries, and Pies**