



BRANDING GUIDE

2016

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Logo Uses and Colour



Spot Colour



Pantone 1805 C



Pantone Neutral Black C

CMYK Colour



CMYK Red
C= 21 M=97 Y=91 K=12



CMYK Black
C=0 M=0 Y=0 K=100

RGB Colour



RGB Red
R=179 G=49 B=45



RGB Black
R=0 G=0 B=0

This section will detail the different uses of the company logo. The only colours used will be red and black, in various arrangements. If the logo is on its own, on a blank background, the main two colour version is to be used. There are specific colours in cmyk, rgb and spot colours from the Pantone Matching System. If the logo is placed

over a black background, use the reversed out white logo. If the logo is placed over a red background, use the all black logo. The Shaan Curry House logo should not be placed over any other colours, to keep the brand image consistent. On the two colour logo, white may be used instead of black.





When using the logo over photography, be sure that it is over a simple section. Do not place the logo over food, people or distracting textures. The photograph should still be the main focus.

Refrain from using the logo over a standalone texture, some of the finer details in the logo may get lost without a solid background.



Spacing the logo correctly is important to ensure that it doesn't get cramped or overwhelmed. The logo is the main identifier of the brand, and should be clear and

concise at all times. To be sure there is enough space, leave an area as big as the height of the large tear drop shape on all sides. This is demonstrated below.

Logo Reductions



Alternative Logo



Shaan Curry House



Shaan Curry House



Shaan Curry House



SHAAN CURRY HOUSE



SHAAN CURRY HOUSE



SHAAN CURRY HOUSE

The alternative logo combines different elements from the Shaan Curry House branding. It has the name written out in the display typeface, either Americana Std or

Cinzel for web, and is combined with the symbol version of the logo. The same colour rules apply as the main logo, and some examples are shown above.

Print Typography



Cover Title

Cover Subhead

Header

H2

H3

Body Copy

Americana Std

Cronos Pro

The two typefaces that are to be used with Shaan Curry House branding are Americana Std and Cronos Pro.

Most of the type uses Cronos Pro, with Americana Std being saved for more display purposes. The Cover Title and Cover Subhead should only be used on the cover of a publication, and only once, not every time a header is

used. If these are used, ensure that the logo is also present on the cover. If there is no logo, replace the Cover Title font with Americana Std 50pt in red. This is to ensure that decorative typeface is seen in combination with the sans serif.

Web Typography

HEADER

<h1> CINZEL BOLD 50PT

Subhead

<h2> Open Sans Bold 35pt

Subhead 2

<h3> Open Sans Regular 26pt

Subhead 3

<h4> Open Sans Bold 20pt

Body Copy

<p> Open Sans Regular 16pt

Links

<a> Open Sans Semibold 16pt Red

Button

Open Sans Bold 16pt White

Nav | Nav

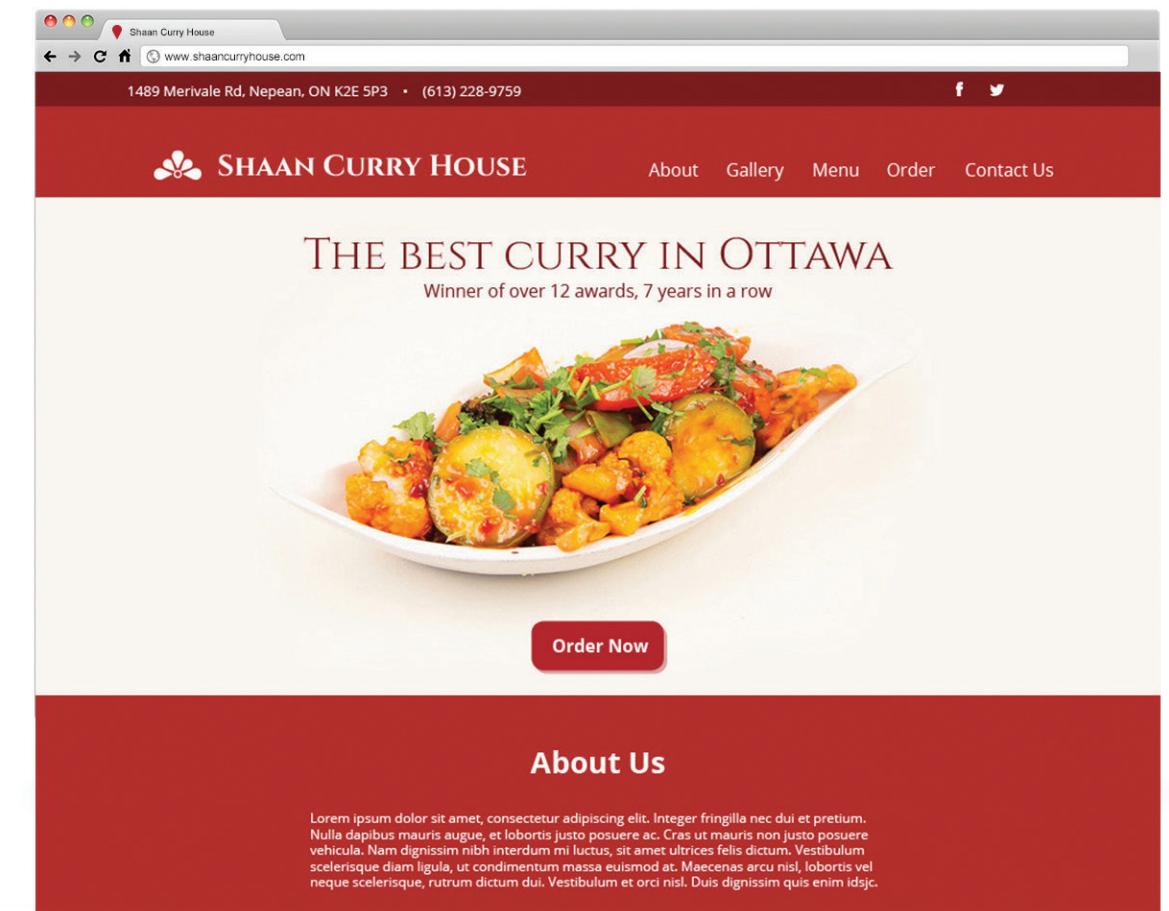
Open Sans Regular 16pt White

Social Media

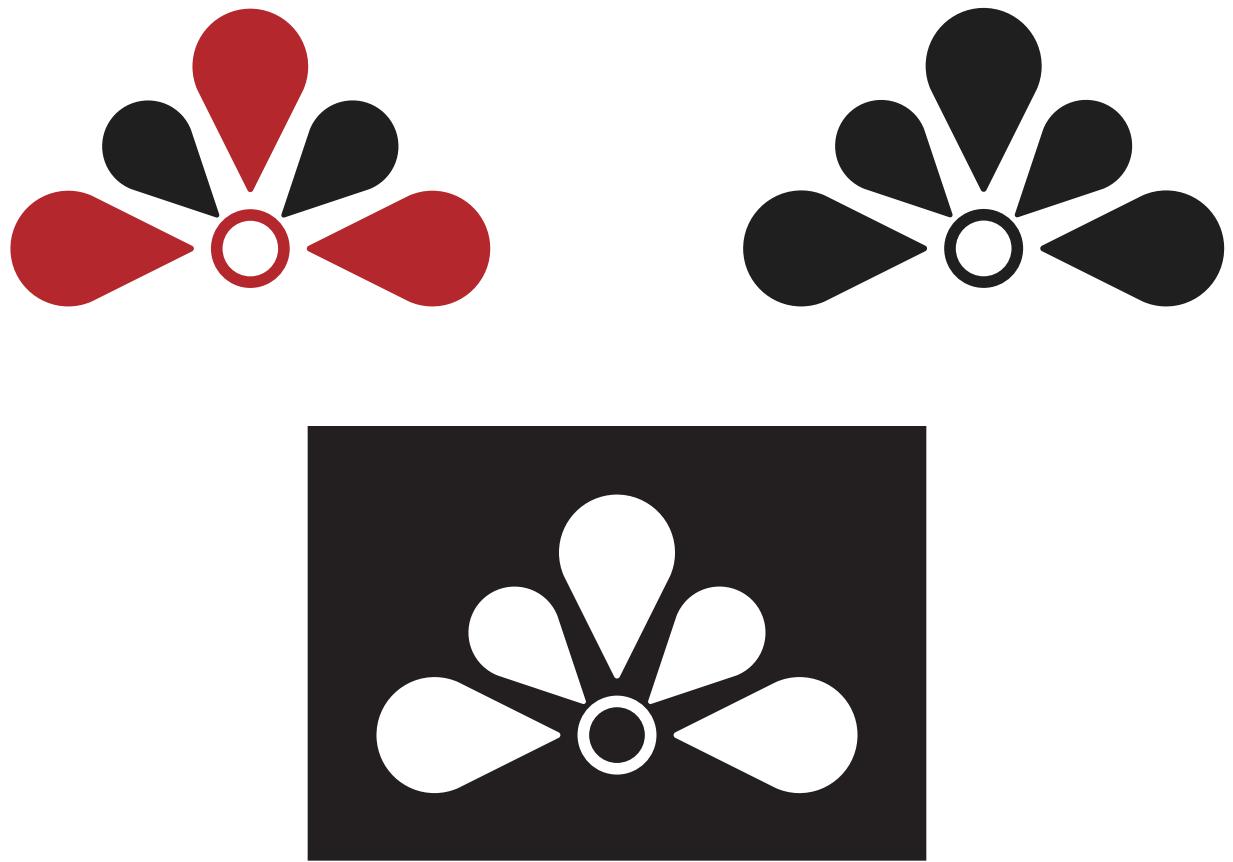


There are two forms of social media treatments that are using with Shaan Curry House branding. If the icon is displayed on its own, it should be black. If the icon is over a colour, it should be reversed out in white.

Both of these examples can be seen above. To not use the icons in red, as not to break the branding guidelines of other companies.



As a Symbol



The symbol aspect for my branding will only use a section of the logo. The Indian design in the center of the logo is recognizable and interesting on its own, and can stand well on its own. It can be used with or without the circle in the center.

Stationary



All 8.5 x 11 stationary should be laid out exactly as indicated above. Any other sizes of stationary should be treated in as similar fashion as possible. Have the symbol at the top, and the information and full logo in the footer at the bottom. Leave at least an inch away from all of the information at the top and bottom of the stationary, so

the writing doesn't seem cramped. The designs on the envelope and business card are kept simple, using the brand colours and symbol

Graphic Treatment



SHAAN
CURRY HOUSE

When treating the logo with an opacity, it is important that the logo doesn't become too distracting in the background. Always use a 10% opacity when creating a faded out logo.

Application





Photography



Contact Us

Shaan Curry House
1489 Merivale Rd
Nepean, ON K2E 5P3

(613) 228-9759

shaancurryhouse.com

Matt Skinner (Designer)
59 Bayshore Dr
Ottawa, ON K2B 7G8

(613) 619-2546

mattskinner.design

