



THE GRINCH
POP-UP BAR

LOGO



Outline Logo



Silhouette logo



Logo with original colors



Logo with text

COLORS

The colours are used in all the elements of the bar.

They represent christmas colors but with darker and more formal tonalities, so it is associated with an adult vibe more than a children one.

The colors in the palette can be put together to make contrast or match together



#F6E9E3

TYPEFACE

Grinched

Use this typography for all the main elements, and main logo

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

Korolev Medium

Use this typography for body text or information

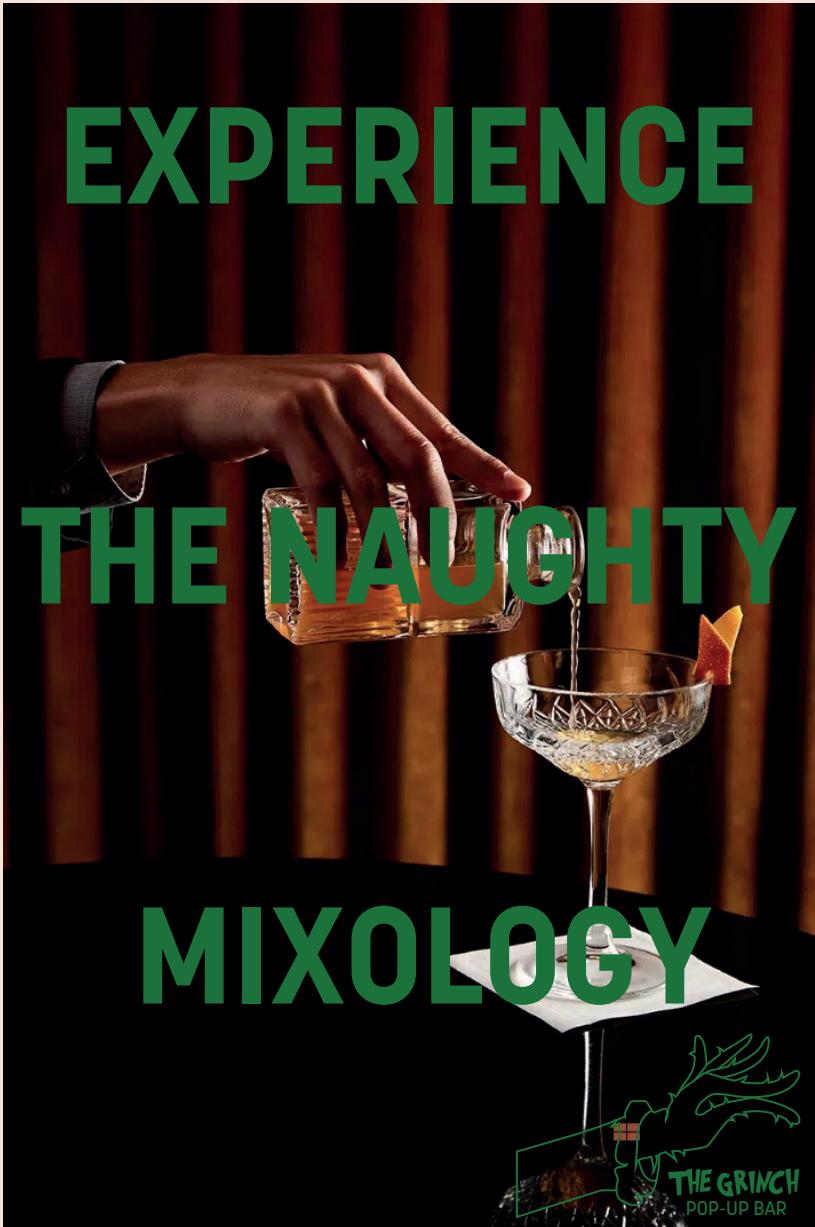
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Korolev Bold

Use this typography for all the subtitles or signs

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

LOGO USAGE



TYPE APPLICATION



BOO HOO MARTINI

Gin/Dry Vermouth
/Lemon/Cranberry

Have a taste of a martini with a christmas touch of cranberry
and syrup that The Grinch loves

ICONS

These icons add personality and work as visual identifiers, they represent the grinch, but also other christmas elements.

It's simplicity makes these icons authentic, but to a point where the concept is still understandable.





APPLICATION



INTRODUCTION



To: Humans who want to make me a bar

From: The Grinch

The Grinch Pop Up Bar is an experience that will be in New York City. It will reimagine a character we all know into something different with a specific focus in adults, since it is a bar. Here you will find the specific guidelines to make this a reality, and you can see how we have adapted elements from the original character.

PATTERNS

