

STEAK 'N SHAKE

Graphic Standards & Guidelines

LOGO USAGE

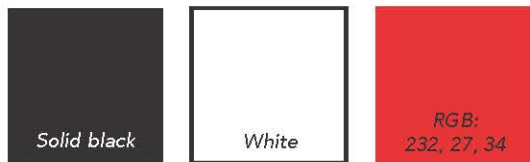


The logomark should be primarily used as shown to the left. The logo is meant to be used vertically, and ample room should be used surrounding it when allowed. In cases where two color treatments can't be used, simple black and white text should be the next choice. Otherwise, an alternate logo is allowed. The same goes if there is limited vertical space.

Alternate Logo Usage



STEAK 'N SHAKE
STEAK 'N SHAKE



COLOR PALETTE

When selecting color for layout and design, the primary palette should be the first three colors represented. If color is not available, we should resort to black and white. The secondary color palette to the right should be used for accents, less prominent design elements, and special places. All swatches are referenced in RGB.

TYPOGRAPHY

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
The quick brown fox jumps over the lazy dog.

NEUTRAFACE DISPLAY BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
The quick brown fox jumps over the lazy dog.

The full family of Avenir may be utilized when designing with the typeface. For the Neutraface family, only its subsidiary, Display Bold, should be used when designing with the typeface, and this type should be applied to the logo, headlines, and for emphasis.

Brand Position Statement

To millennial and Gen Z nostalgia seekers, Steak N Shake is the historic fast food chain that reminisces the sense of community and gathering of the 50s with the revival of its car-hop service, alongside delicious and affordable burgers and milkshakes.