



# BRAND MANUAL

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IDENTITY DESIGN *BY* TEAM ONE AGENCY  
*FOR* CIRCUS GRILL

# BRAND PERSONALITY

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YOUR BRAND'S PERSONALITY IS  
DERIVED FROM KEYWORDS THAT BEST  
DESCRIBE YOUR BRAND'S CHARACTER,  
AS IF YOUR BRAND WAS A PERSON.  
THESE CHARACTER TRAITS MUST  
ALWAYS BE SOMETHING THAT YOUR  
IDEAL CLIENT CAN RELATE TO. THINK  
ABOUT HOW YOUR BRAND WANTS TO  
BE PERCEIVED BY YOUR IDEAL CLIENT.  
HOW CAN THEY BE FRIENDS?

YOUR BRAND AS A PERSON IS:

friendly / inviting /  
warm balanced  
modern / stylish  
invigorating  
nurturing

# BRAND VALUES

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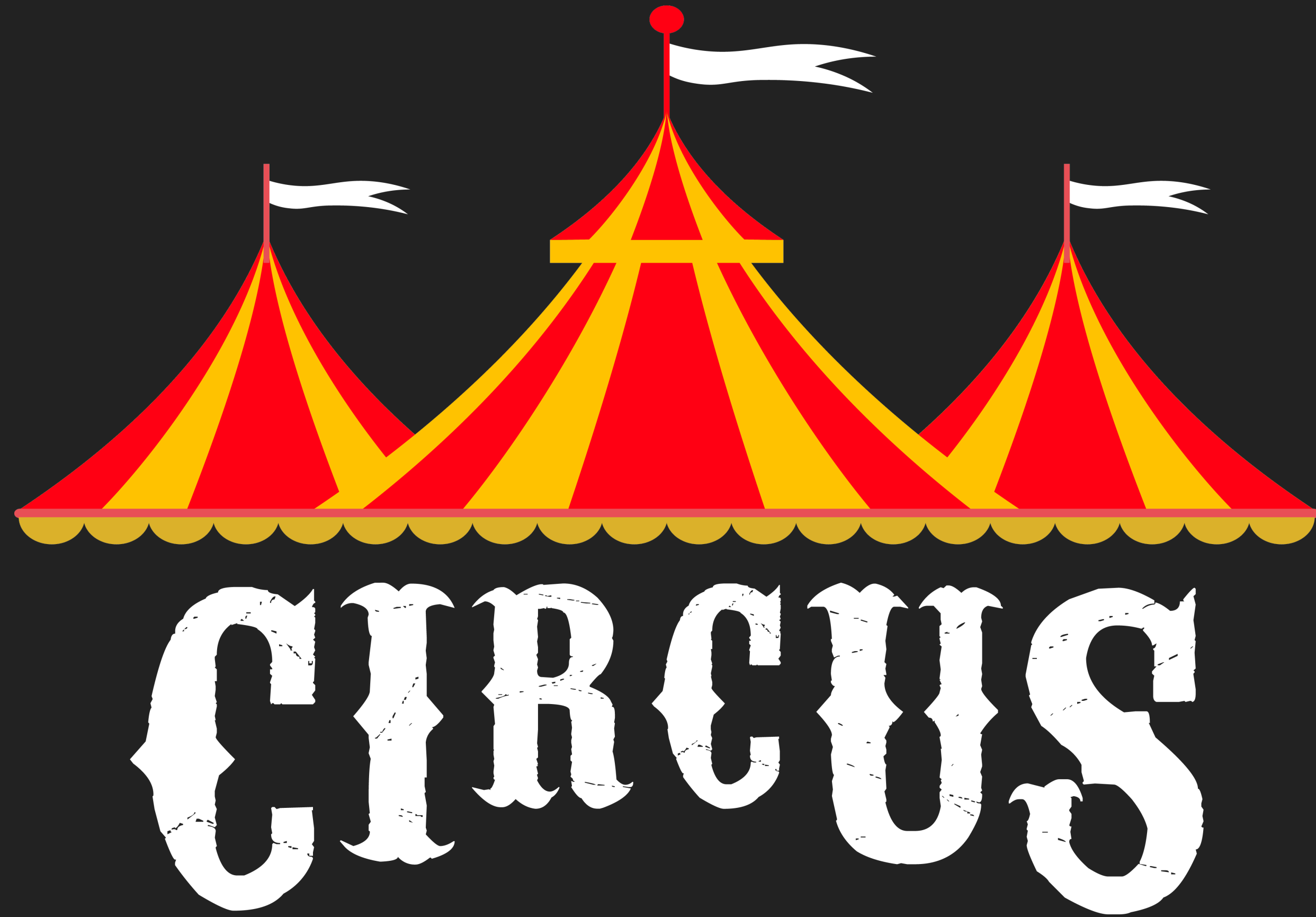
YOUR BRAND VALUES IS YOUR PROMISE TO THE WORLD. WHAT DOES YOUR BRAND STAND FOR? STRONG BRAND VALUES ENABLES YOU TO CREATE BETTER CUSTOMER EXPERIENCES AND DIFFERENTIATE YOUR BRAND FROM THE COMPETITION.

YOUR BRAND STANDS FOR:

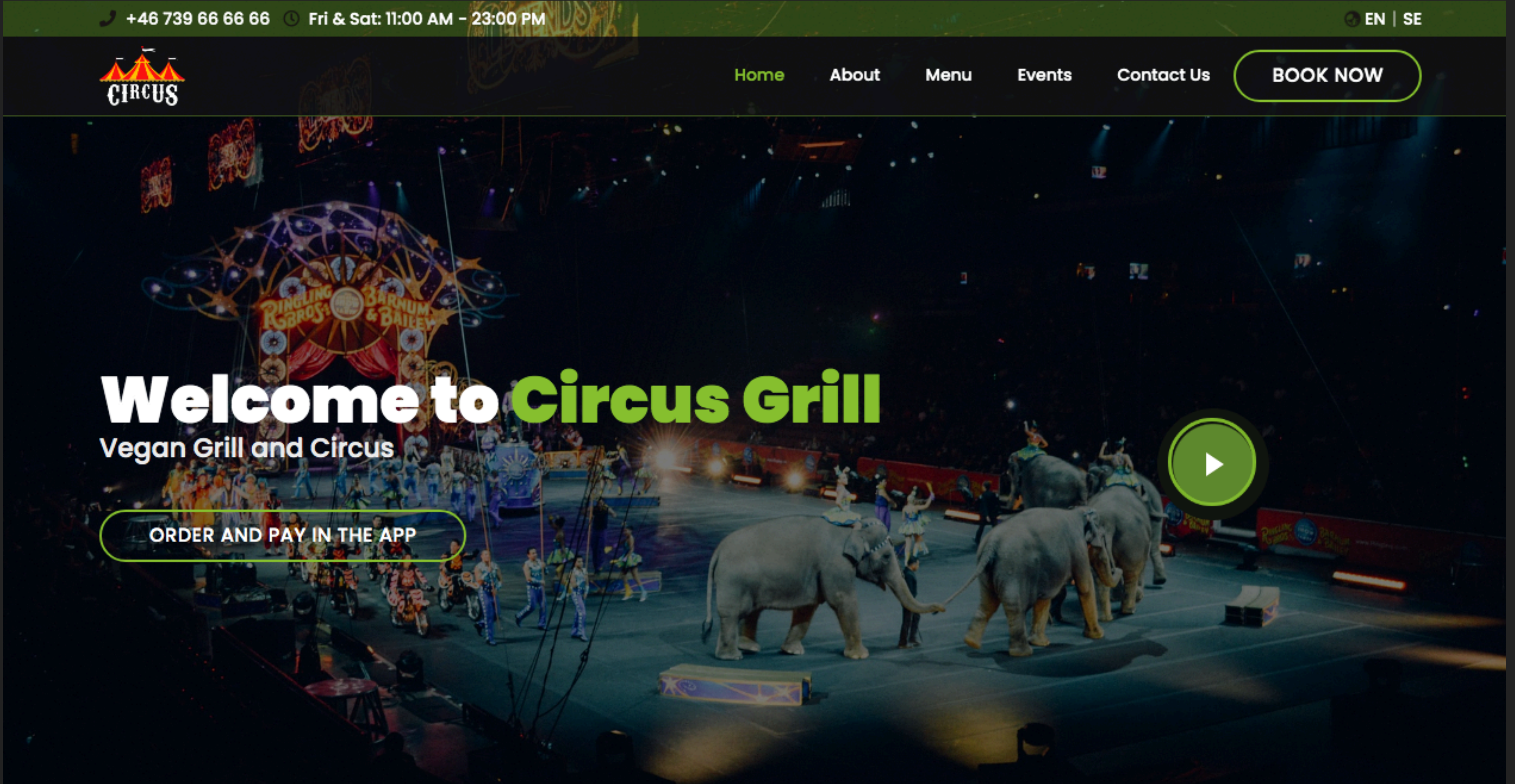
fun / mingle  
entertainment /  
outgoing / fashion  
quality /  
professionalism

# LOGO & VARIATIONS

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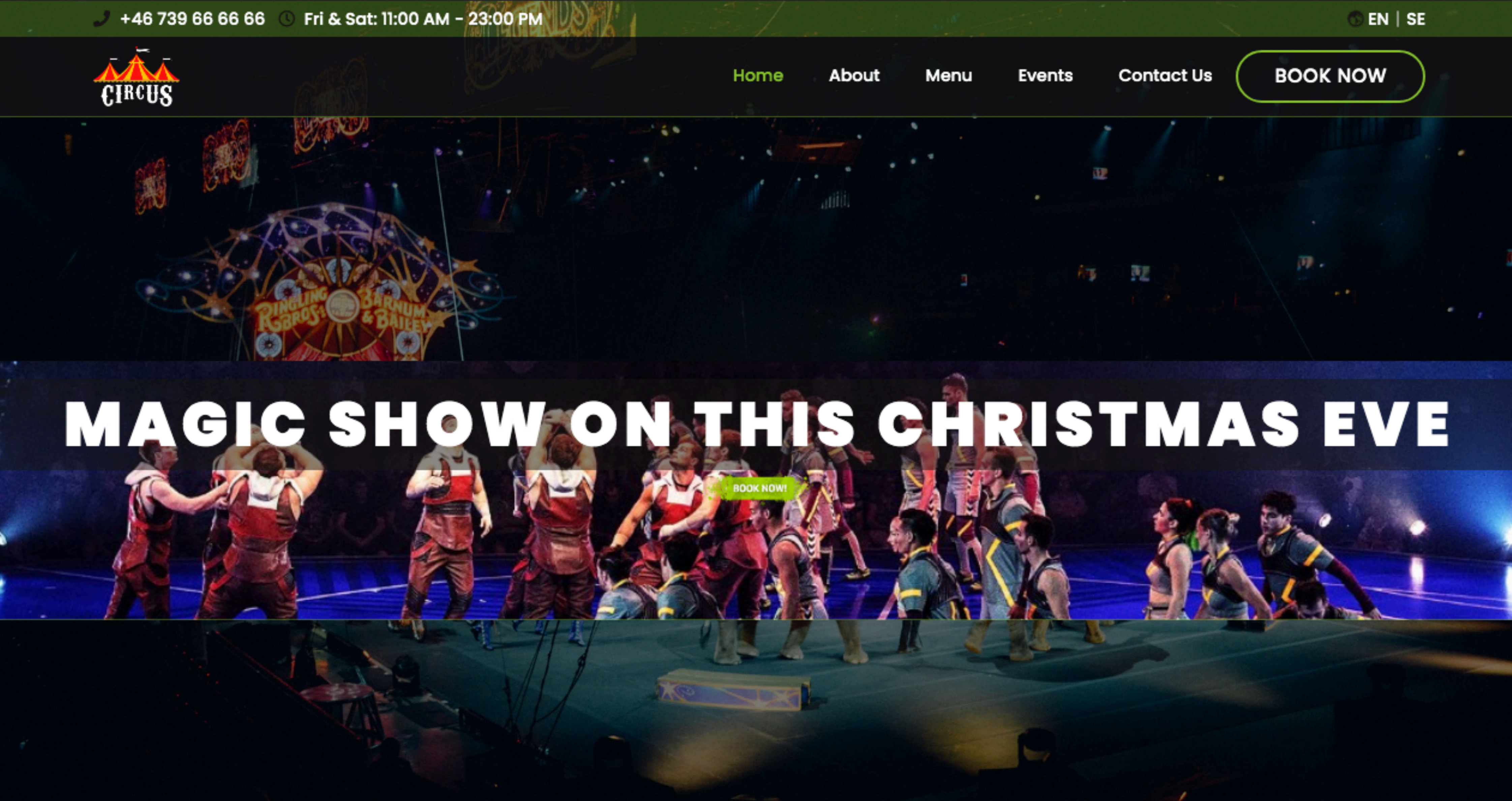








# BANNERS





# CONTACT & BOOKING

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## Make Your Reservation

MM-DD-YYYY

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Enter your Name

No. Companions



Enter your Email

012-345 67 89

BOOK NOW



## Contact Us

First Name

Last Name

Email

Phone number

Your message

SEND 

# COLOR BREAKDOWN

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THE CMYK COLOUR MODEL IS USED IN DIGITAL COLOR PRINTING. CMYK REFERS TO THE FOUR INKS USED IN COLOUR PRINTING: CYAN, MAGENTA, YELLOW, AND (KEY) BLACK.

THE RGB COLOR MODEL IS A COLOR MODEL IN WHICH RED, GREEN, AND BLUE LIGHT ARE ADDED TOGETHER IN VARIOUS WAYS TO REPRODUCE A BROAD ARRAY OF COLORS. RGB COLOUR BREAKDOWNS ARE USED ON DIGITAL APPLICATIONS ONLY; LIKE ON YOUR WEBSITE OR SOCIAL MEDIA. REMEMBER THAT NOT ALL MONITORS WILL DISPLAY COLOUR THE SAME.

PANTONE COLOURS ARE PRE-MIXED COLOURS FOR PRINTING TO MAKE SURE THAT THE COLOUR IS ALWAYS THE SAME NO MATTER WHERE OR WHEN YOU PRINT IT. REMEMBER THAT ALL COLOURS WILL LOOK DIFFERENT DEPENDING ON WHAT PAPER YOU PRINT ON AND WHAT LIGHT YOU VIEW IT IN.

## COLOR TINTS& COLOR SHADES





# TYPOGRAPHY

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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

TYPOGRAPHY

POPPINS

TYPEFACE

IN ORDER TO CREATE CONSISTENCY ACROSS YOUR BRAND, WE NEED SOME RULES REGARDING TYPOGRAPHY. HERE  
ARE THE BRAND FONTS THAT WE HAVE CHOSEN



# TYPOGRAPHY

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**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**

# TYPOGRAPHY

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# TYPOGRAPHY

EXPLORER

> OPEN EDITORS

CIRCUS-MAIN

Forms

img

Lang

control.js

lang\_engine.js

translation.js

testtig

untitled folder

index.html

style.css

AboutUs.html

app\_drinks.html

app\_food.html

app\_landing.html

app\_style.css

Datapolicy.html

food-menu.js

index.html

Job-Apply.css

Job-Apply.html

Job-Apply.js

main.css

readme.md

style.css

Terms-of-booking.html

OUTLINE

TIMELINE

style.css

index.html

index.html > html > body > header#header.navbar.navbar-expand-lg.fixed-top > div.container.d-flex.align-items-center > nav#navbarNavAltMarkup.collapse.navbar-collapse.nav-n

72

</div>

73

74

<!-- nav-menu -->

75

76

<!-- ===== Added by Daryl 20201208 ===== -->

77

<!-- ===== Header Navbar ===== -->

78

<header id="header" class="navbar navbar-expand-lg fixed-top">

79

<div class="container d-flex align-items-center">

80

<a href="index.html" class="logo mr-auto"></a>

81

82

<button class="navbar-toggler" type="button" data-toggle="collapse" data-target="#navbarToggler" aria-controls="navbarToggl

83

<span class="line"></span>

84

<span class="line"></span>

85

<span class="line"></span>

86

</button>

87

88

<nav class="collapse navbar-collapse nav-menu " id="navbarToggler" id="navbarNavAltMarkup">

89

90

<ul class=" navbar-nav ml-auto">

91

<div lang="en"></div>

92

<li class="active"><a lang-key="Home" href="index.html">Home</a></li>

93

<li><a lang-key="About us" href="/AboutUs.html">About</a></li>

94

<li><a lang-key="Menu" href="#FoodMenu">Menu</a></li>

95

<li><a lang-key="Events" href="#event-slider">Events</a></li>

96

<li><a lang-key="Contact us" id="modalActivate" data-toggle="modal" data-target="#ModalContact" href="#">Contac

97

<button id="modalActivate" lang-key="Book Now" type="button" class="btn book-a-table text-center" data-toggle="

98

</div>

99

</ul>

100

</nav>

101

</div>

102

</header>

103

<!-- End Header Navbar -->

104

105

<!-- ===== Begins Banner Section ===== (Added by Daryl 20201215) -->

106

<div id="promotionBanner02" class="banner bannerAnimations">

107

<h1>Magic show on this Christmas Eve</h1>

108

109

<!-- <a href="#" type="button" id="bannerBookButton" data-toggle="modal" data-target="#Modal-Book-A-table"></a> -->

110

<a href="#" type="button" id="bannerBookButton" onclick="BookSpecialEvent()"></a>

# DOCUMENTATION SUMMARY

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WE USED THE FOLLOWING PROCESS:

1. **SKETCHING** FOR A DAY OR SO TO GET MY IDEAS STRAIGHT ABOUT PAGE AND LAYOUT.

IT WAS THE BEST TIME TO EXPLORE WILDLY DIFFERENT ALTERNATIVES, AND MAKE MOST OF THE BIG DECISIONS

2. **WIREFRAMES IN BALSAMIQ.** THE KEY PAGES. SINCE THE VISUAL STYLE WASN'T CHANGING, WE DID A WIREFRAME, CLOSELY RESEMBLING THE FINAL DESIGN. AS WELL AS WE SHARED ALTERNATIVE IDEAS. THE WIREFRAME WAS SHARED WITH THE YOU THE CLIENT ON A CONTINUOUS BASIS FOR FEEDBACK. *LOTS OF THINGS WEREN'T WIREFRAMED, INCLUDING LESS CRITICAL PAGES.*



# DOCUMENTATION SUMMARY

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3. WE DID THE LOGO IN **ILLUSTRATOR**.

4. **HTML AND CSS**. JQUERY

BY FAR THE LACK OF MY TIME — ABOUT 2 WEEKS — WAS SPENT WORKING IN HTML AND CSS. PAGES AND ELEMENTS THAT WEREN'T WIREFRAMED WERE MUCH QUICKER TO DESIGN DIRECTLY AS HTML AND CSS, WITHOUT THE DUPLICATION OF EFFORT. NEW IDEAS ARISE DURING THIS STAGE, AND THEY WERE IMMEDIATELY INCORPORATED. WE OCCASIONALLY WENT BACK TO BALSAMIQ TO WORK OUT SMALL DETAILS, BUT THERE WAS NO NEED TO KEEP THOSE DESIGN DOCUMENTS "UP TO DATE" — THEY HAD SERVED THEIR PURPOSE. THE CLIENT WAS ABLE TO APPRAISE THE DESIGNS EXACTLY AS IT RENDERS IN THE BROWSER, AND THE RESULT WAS ALSO READY TO BE INTEGRATED INTO THE BACK-END.