

Brand Communication Guidelines

Identity System Rules



PORT OF SUBS
SLICED FRESH SANDWICHES

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1

Brand Platform

In this chapter, I will be explaining the following topics:

- Port of Subs Brand Identity
- Historical Information
- Brand Positioning



Brand Platform

► In order to create a global identity for Port of Subs, a brand platform that strives to encompass the many facets of our mission has been developed. This blueprint clarifies and defines the visions and values that has propelled Port of Subs to the forefront of the food industry.

Brand Identity Slogan

Sliced Fresh Sandwiches. (Health Fresh Food)

Positioning

Port of Subs is for people who are looking for fresh, healthy foods prepared with our state of the art slicers. We cater to the customers who want clean and delicious foods. Our slogan of "Sliced Fresh Sandwiches" illustrates the freshness of the food we serve. Port of Subs wanted to create a brand that celebrates natural and organic lifestyles and needs.

Our new branding is self-satisfying and has a modern look and feel. We wanted to incorporate these ideals and beliefs into our corporate identity to reflect this new business model.

This new brand recognition will further the position of Port of Subs in the public consciousness as not only a food restaurant, but also a company that seeks to improve the human condition and its products.

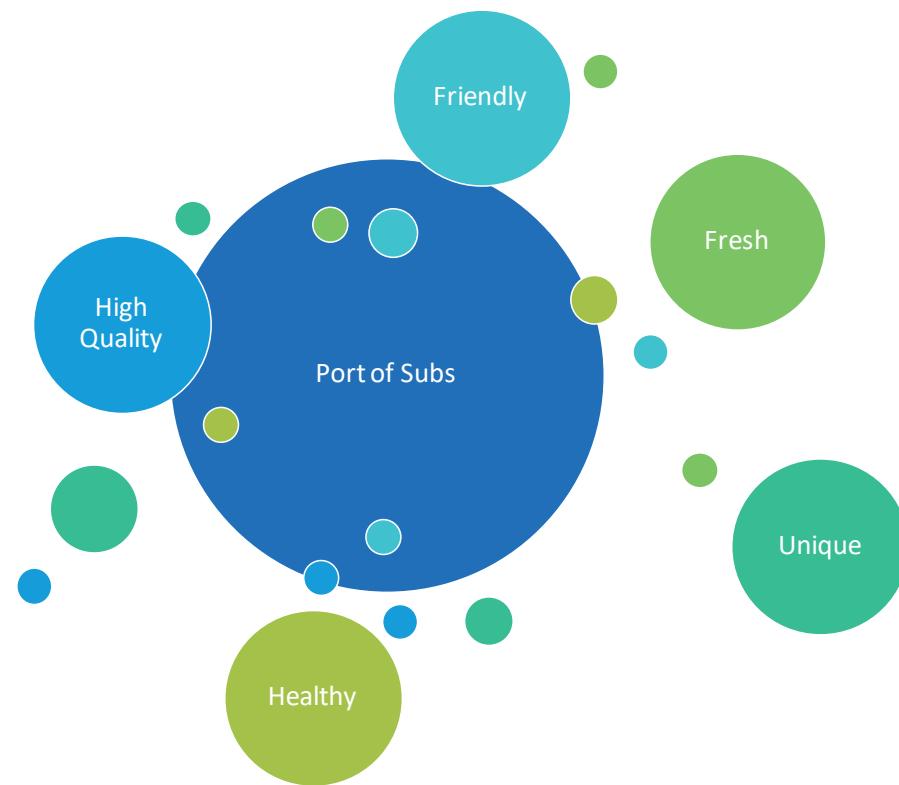
The visual language that Port of Subs employs drives its products to work as one to create the persona of a company that is friendly, fun, helpful, and practical. In essence, we strive through our public representations and the private, domestic achievements of our products and services to become one the best franchise corporations. Overall, Port of Subs wants to recognized as a warm and customer-friendly corporation that all members of society can make part of their lives.

Brand Personality

To achieve our goals, the Port of Subs image must mirror the attributes of our products. Therefore, Port of Subs visual language emphasizes our commitment to product designs that are high-quality, like our foods.

The Port of Subs signature and graphic elements that it support it also represent the the superiority of our products. The final result is an expression of premium quality that is fresh, innovative, caring, and healthy. Port of Subs goal is to provide high-quality fresh and delicious foods.

- ▶ This graphic represents the keywords that make up the overall brand of Port of Subs. This is used as a way to design a new corporate identity system.



Historical Information

About Our Company

Customers have been enjoying the great taste of Port of Subs® sandwiches for 40 years. In 1972, two brothers from New Jersey opened a modest submarine shop in Sparks, Nevada called the "Sub Shop". John Larsen, a Public Accountant who had been advising the Sub Shop owners, seized the opportunity to purchase an interest in the business and later bought the business in 1975. After taking the helm, Larsen sponsored a community-wide contest to choose a name for the Sub Shop to differentiate it from imitators. In a review of more than 10,000 contest entries, Larsen chose the name..."Port of Subs®".

Between 1975 and 1985 the Larsens developed ten company-owned units. Throughout the years many people approached them asking for units in other cities because the quality and taste of their products was outstandingly unique. Therefore, with the help of Francorp, the nation's largest franchise consulting firm, the company began franchising in 1985.

Over the years, the Port of Subs® brand has become synonymous with quality sandwich making and superior customer service. Port of Subs® made-fresh-to-order sandwiches are prepared while the customer looks on. The unique taste comes from freshly sliced, top quality meats and cheeses, freshly baked breads and zesty dressings and spices. Port of Subs® also offers breakfast grillers, Sliced Fresh Grillers™, fresh salads, chips, an extensive line of party trays, desserts and a variety of refreshing beverages.

Currently Port of Subs® has more than 140 units open in seven Western states. Over the years Port of Subs® has developed a proven, effective system of operation that will give you the edge necessary to create a thriving business.

Philosophy

Tagline: Sliced Fresh Sandwiches

Synonymous with quality sandwich making and superior customer service. Port of Subs® made-fresh-to-order sandwiches are prepared while the customer looks on. The unique taste comes from freshly sliced, top quality meats and cheeses, freshly baked breads and zesty dressings and spices.

Founded in 1972 by two
New Jersey Brothers

Franchise submarine sandwich shop

140 locations throughout the Western
United States

Specialize in made-to-order
Submarine Sandwiches, Fresh meats
& cheeses are cut in front of
customer, and catering options

2

Process Development

In this chapter, I will be explaining the following topics:

- Business Problems
- Ideation
- The First Round
- The Second Round
- The Secondary Identity



Business Problems

Inconsistency & Outdated branding

There was an overall inconsistency in the business design and the existing brand. I noticed that many of the restaurants had inconsistent branding. I noticed the newest locations used one design, and the older locations used an older version of the logo.

Many of the locations do not feel like what the owners describe in their history of the restaurant. Because of this, Port of Subs needs to rebrand to bring a modern look and feel to the restaurant to compete with other businesses.

- Here is an example of two restaurants that have inconsistent branding. The restaurant on the left has the older style while the one on the right has a newer look and feel.



Lack of Promotions and User Experience

When researching Port of Subs, there was not a lot of focus on user experience and promoting the business. Port of Subs needs to compete with other brands that use advertising and promotions to gain consumers. This is definitely what is lacking.

Also, there is a lack of user experience when entering the store. Most of the stores don't have a consistent look and feel when the customer comes into the store. Since Port of Subs provides products in-store, it would be best to have a consistent user experience.

Lastly, the web and mobile applications are also different than the overall branding. This is the reason why port of subs needs a guideline to bring in new business and consumers. This new approach would make Port of Subs a company that successfully competes in the global market.

SWOT Analysis

This is the SWOT Analysis of Port of Subs below.

► The SWOT Analysis really breaks down the business problems, and has helped tremendously with the new branding system.



Major Competitors

The main competition of Port of Subs is Subway, Jimmy Johns, Firehouse Subs, and Quiznos.

- ▶ These are the 4 strongest competitors of Port of Subs. I utilize many strategies from competitors to bring in new consumers.



Current Identity

The current logo for port of subs is a bubble type signature that does not have a symbol. The idea is to create an entire corporate identity system for globalization of the business.



Secondary Current Logo

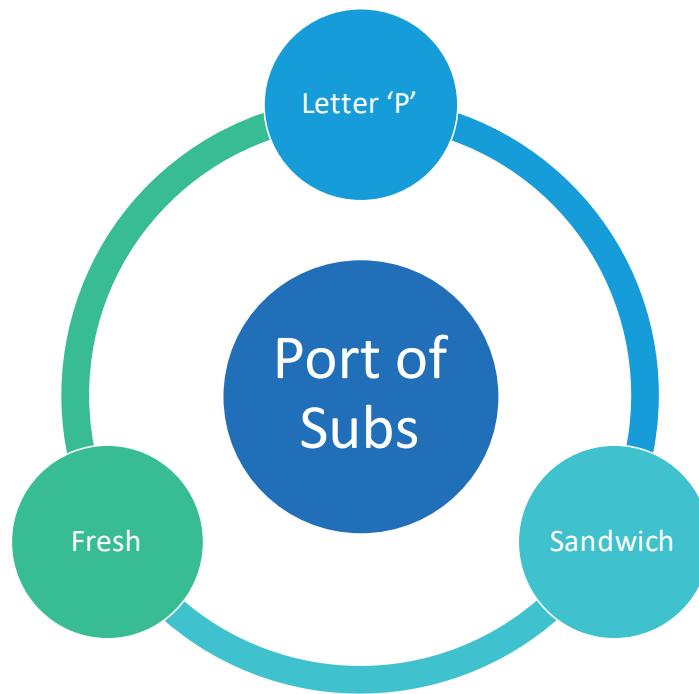
This is the secondary logo represented in some stores across southern Nevada.



The First Round

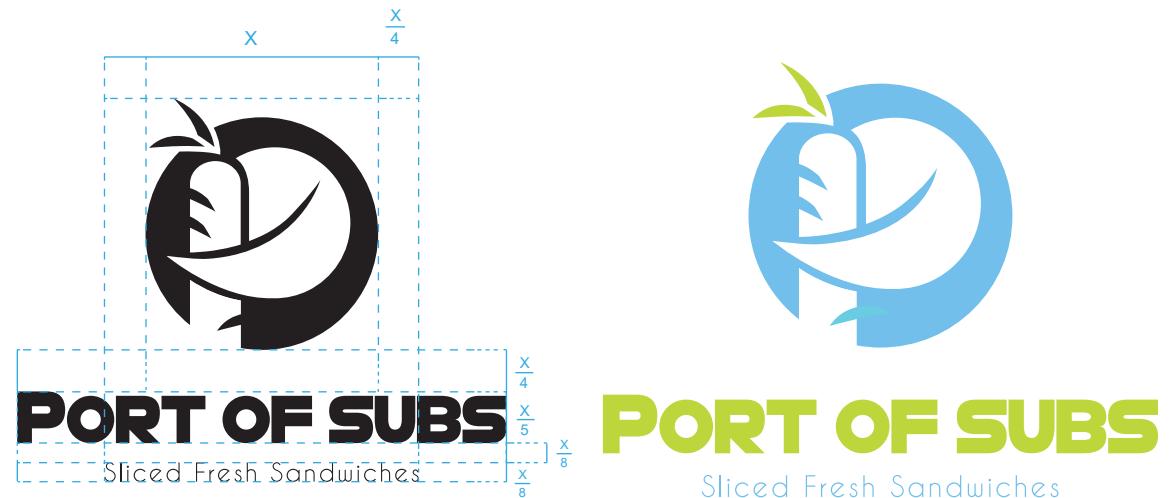
The First logo design interpretation was based on three keywords:

- ▶ This is the first set of keywords I proposed to represent Port of Subs products and services. They were used to create the corporate symbol.



This is the first logo symbol and signature that I created. The logo failed because it was too abstract. It did not communicate the business well enough to represent the company. Here is the first version of the logo.

- ▶ This symbol was supposed to represent the new, modern style of Port of Subs. It is comprised of the veggies found in Port of Sub products.



The Second Round

After the first logo, I tried to capture more of an organic, fresh look and feel to the logo. I incorporated a carrot and a leaf into the shape of a "P". It worked much better than the first logo, but not as effective as I wanted it to be. Here is the second logo idea.

- ▶ After the first logo, I tried to incorporate more of the organic look and feel. This logo worked better than the first, but didn't capture the essence of Port of Subs.

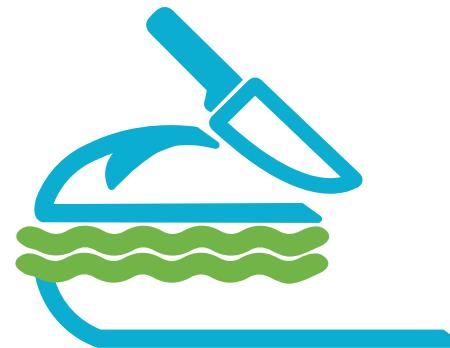


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SLICED FRESH SANDWICHES

A new brand and direction

After reworking the entire logo, I decided to revise everything. I researched the company again to see if there were more ideas I could sketch out. Fortunately, after many iterations, I came up with a symbol that represents the brand and the essence of Port of Subs. I also used the new keywords as the slogan.

- ▶ The logo represents the meat slicers. The colors are blue and green. They represent the old and the new organic brand. The sliced symbol also is part of the secondary identity.



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SLICED FRESH SANDWICHES

The Second Identity

Once the new logo was created, Port of Subs needed a secondary identity to make the brand more recognizable.

► The first secondary identity uses the blue and green colors. It also has a wavy organic feel with the slice in the middle. This represents the product and business model.



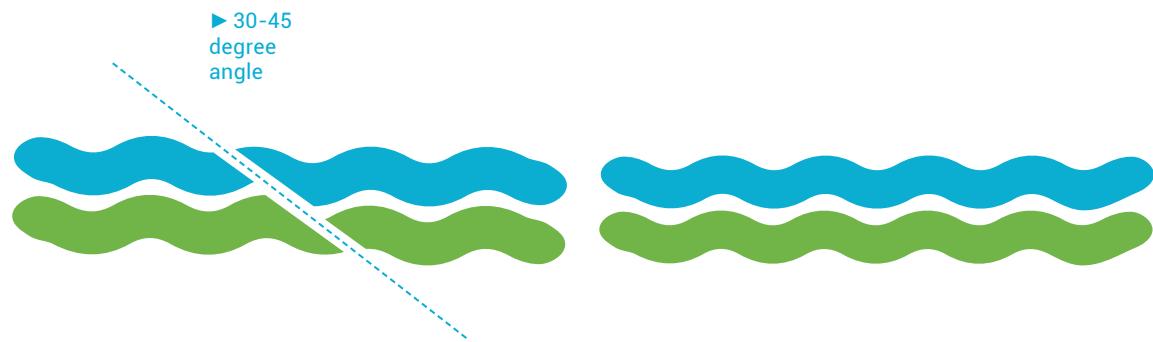
► The second portion of the identity is used for text or images. It represents the slicing of the product when customers buy the product.

SAVE TIME. PRE-ORDER.

Secondary Identity Usage

The secondary identity can be used for any application of Port of Subs. Here are some general guidelines when using the secondary identity.

- ▶ These are both of the secondary identities for Port of Subs. Both can be used interchangeably. It does not matter which one you use. Both are acceptable. Only one can be used at the same time.



- ▶ The slice can be used in any text or image as long as its the correct angle. Basically, between 30-45 degrees. Only word in an element can have the slice effect.



3

Logo Standards

In this chapter, I will be explaining the following topics:

- Logo & Signature
- Logo Variations
- Logo Specifications
- Identity Configurations



Logo & Signature

Port of Subs Logo

The Port of Subs identity is the only allowable logo for external communications material that reaches the media or general public. It is our prime brand identifier, reflecting the history and tradition of the business. Therefore, maintaining its visual and conceptual integrity is a high priority. The logo must be included on all publications, displays, visual communications and markings. Designed in 2017 by Shatilla Prayer, the Port of Subs logo contains the following elements:

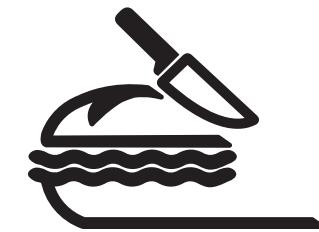
- The brands policies regarding logo usage are designed to ensure that the public recognition of our primary identifier is not diluted by other Port of Sub identities. Products that are exclusively for internal use may include program and project logos. Internal audiences are defined as Port of Subs employees and contractors.



Logo Variations

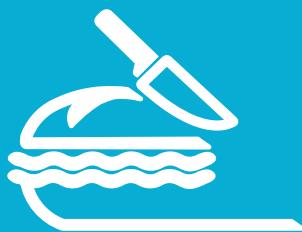
The logo has three variations: a full-color, one-color, one-colored reversed version of the logo. Select the most appropriate of the three variations of the logo based on production requirements, media qualities, visibility and proper usage.

- ▶ Full-Color Logo
- ▶ One Color Logo
- ▶ One-color reversed Logo



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- ▶ The one color reversed logo must use white on colored backgrounds and photos. The colored background must be from the guidelines color palette.

Logo Color Logo Variations

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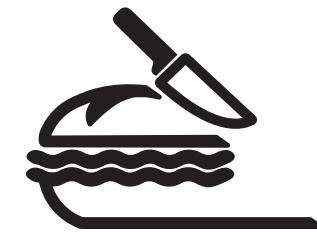
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Logo Variations

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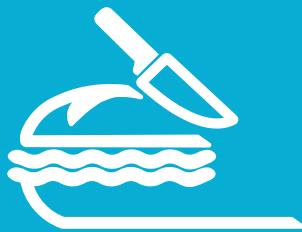
- ▶ Full-Color Logo
- ▶ One Color Logo
- ▶ One-color reversed Logo



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- ▶ The one color reversed logo must use white on colored backgrounds and photos. The colored background must be from the guidelines color palette.



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Logo Specifications

The Port of Subs logo can be used on top of dark photos only. If the photo is lighter than the logo, change the design. The logo color can only white if used on top of other images that are dark.

- ▶ Use the logo only on top of dark backgrounds like the example on the right.



Black & White Logo Usage

The black logo can only be used on top of a white background only or grayish background only like the example below.



Signature Specifications

The signature can be used in applications if there is not enough room in applications for both the symbol and signature. The main guideline for usage of the signature is to make sure there is adequate spacing around the element.

► Space around logo

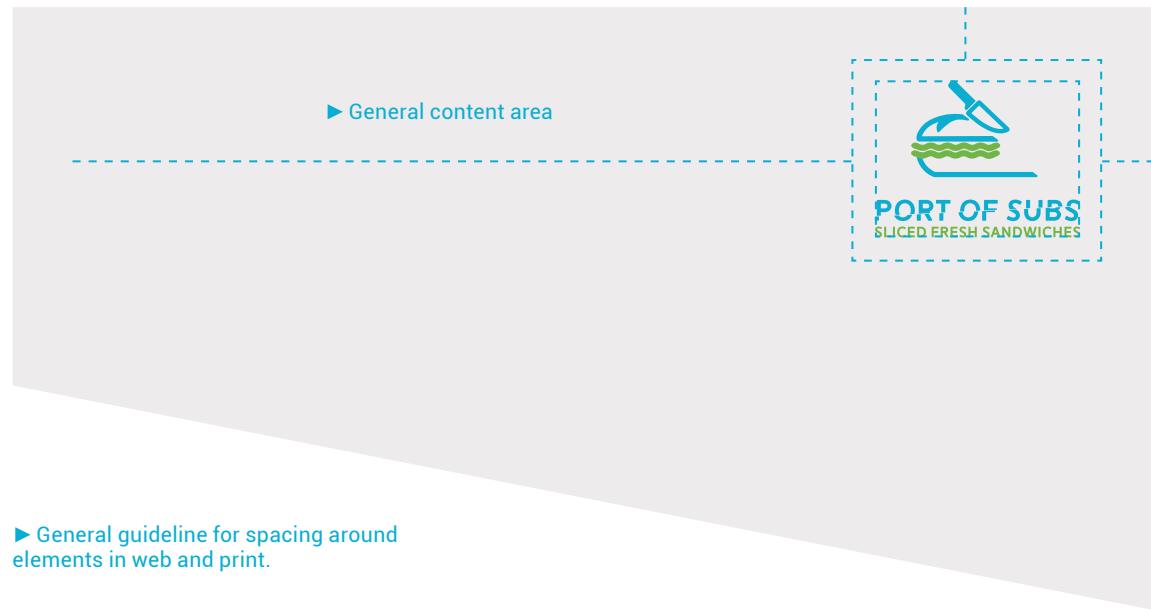


► Minimum height is 1 inch.

Identity Configuration Distances

When using the configuration, the logo within its protected space must be left or right to the edge of the design border. Use the chart below to determine the minimum distances between the graphic and textual elements as well as the configuration and the design border edge.

► even space around logo. 0.25 to 0.5 an inch.



Color System & Typography

In this chapter, I will be explaining the following topics:

- Color
- Typefaces
- Usage Guidelines



Color

Port of Subs Logo Colors

The full-color Port of Subs logo can be produced in the PANTONE® process or by the RGB color formulas given below. A full-color logo may appear on a white, grey (PANTONE 423 or lighter), silver (PANTONE 877 or metallic) or black background. The white logo may only be used on a full-color photograph and if placed in a solid black or grey area.

Port of Subs Blue

RGB: 0, 173, 210
CMYK: 74, 10, 11, 0
HEX: #312f30



- ▶ These are the main colors of the logo. Please use these color on anything that is compatible with the color.

Port of Subs Green

RGB: 116, 182, 72
CMYK: 60, 6, 96, 0
HEX: #74b548



Port of Subs White

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff



Secondary Colors

Sometimes the primary colors don't work for certain design situations. That is where the secondary color palette comes in. Use these colors to as an accent to the existing primary logo colors.

- ▶ These are the secondary colors of the logo. Please use these colors on any secondary items in applications.
- ▶ These colors complement the primary color palette.

Port of Subs Dark Blue

RGB: 4, 117, 188
CMYK: 87, 50, 0, 0
HEX: #0074BC



Port of Subs Dark Gray

RGB: 50, 48, 48
CMYK: 69, 64, 62, 61
HEX: #312f30



Port of Subs Light Grey

RGB: 241, 243, 244
CMYK: 4, 2, 2, 0
HEX: #f1f3f4



Typography

Typeface for headlines, subheads and call-outs should be Roboto Bold Condensed. Typeface for body text should be Roboto Regular. If Roboto is unavailable, Arial may be used as a replacement for body text and Arial Bold for the headings.

- ▶ Heading fonts Roboto Bold Condensed or Arial Bold must be used for headings.

**A
B
C
D
E
F
G**
**a
b
c
d
e
f
g**

**A
B
C
D
E
F
G**
**a
b
c
d
e
f
g**

- ▶ For body text, use either Roboto Regular or Arial Regular.

**A
B
C
D
E
F
G**
**a
b
c
d
e
f
g**

**A
B
C
D
E
F
G**
**a
b
c
d
e
f
g**

- ▶ Its fine to mix typefaces if the heading is Roboto and the body text is arial. Not the other way around.
- ▶ Its okay to use the same typeface for the heading and the body text both cant be used as bold.

Usage

When using the typography system. Please review the guidelines below for the proper usage of typography.

ABCDEFGHI
abcdefghijklm

ABCDEFGHI
abcdefghijklm

ABCDEFGHI
abcdefghijklm

ABCDEFGHI
abcdefghijklm

5

Business Stationary

In this chapter, I will be explaining the following topics:

- Business Folder
- Letterhead
- Business Cards
- Envelopes

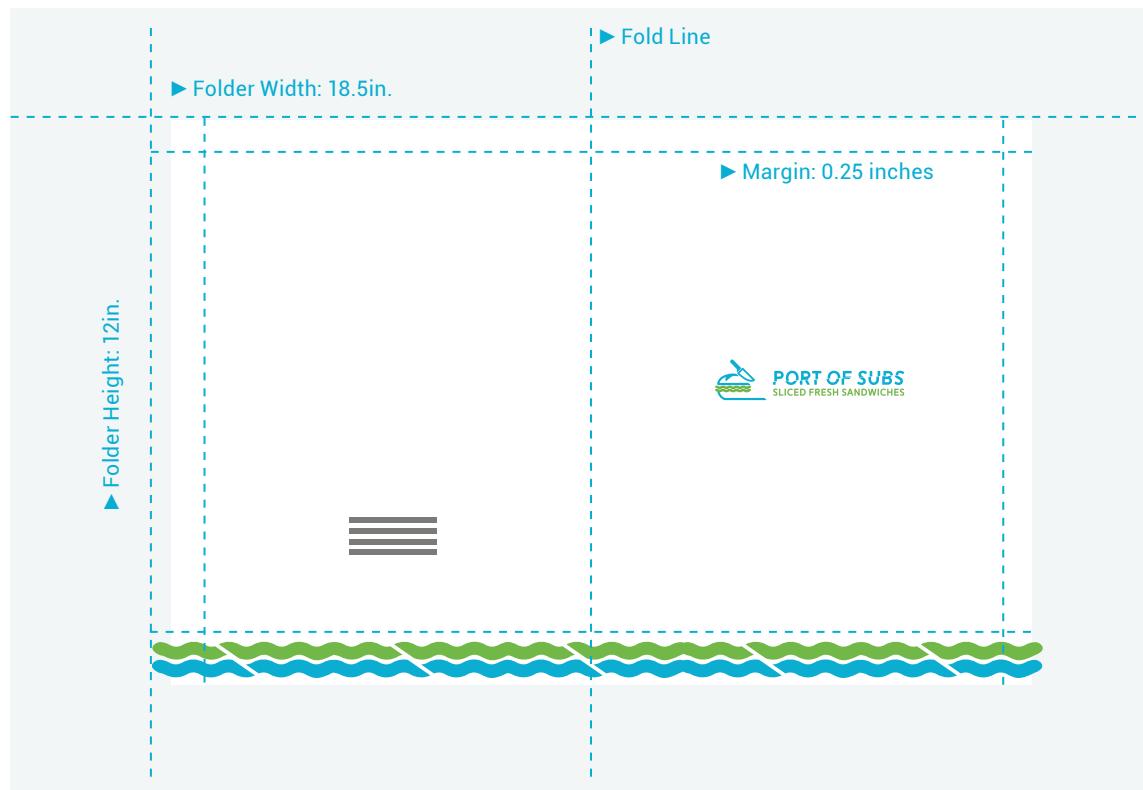


Business Folder

Business Folder Dimensions - Outside

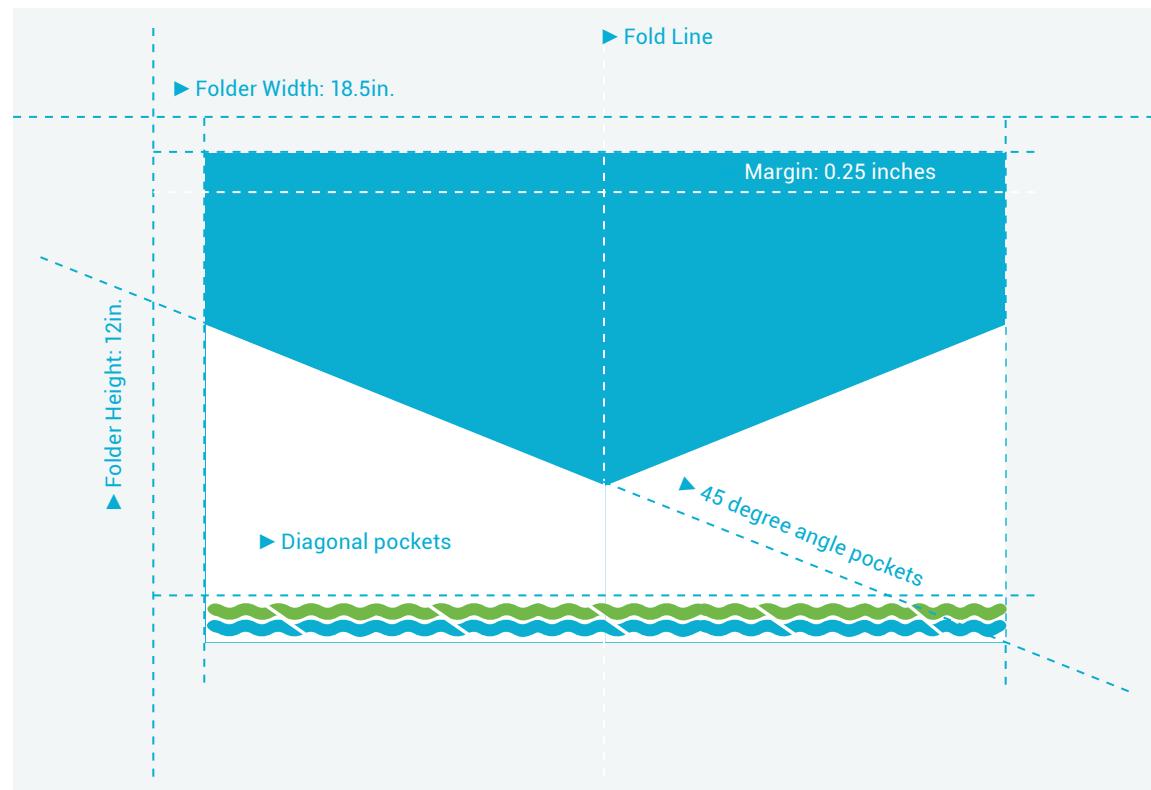
Here is the dimensions of the business folder for construction. The folder is 18.5 x 12 inches. It has a margin of 0.25 inches.

- ▶ This is the outside of the business folder. It shows the logo and contact information on the back with the secondary identity on the front.



Business Folder Dimensions - Inside

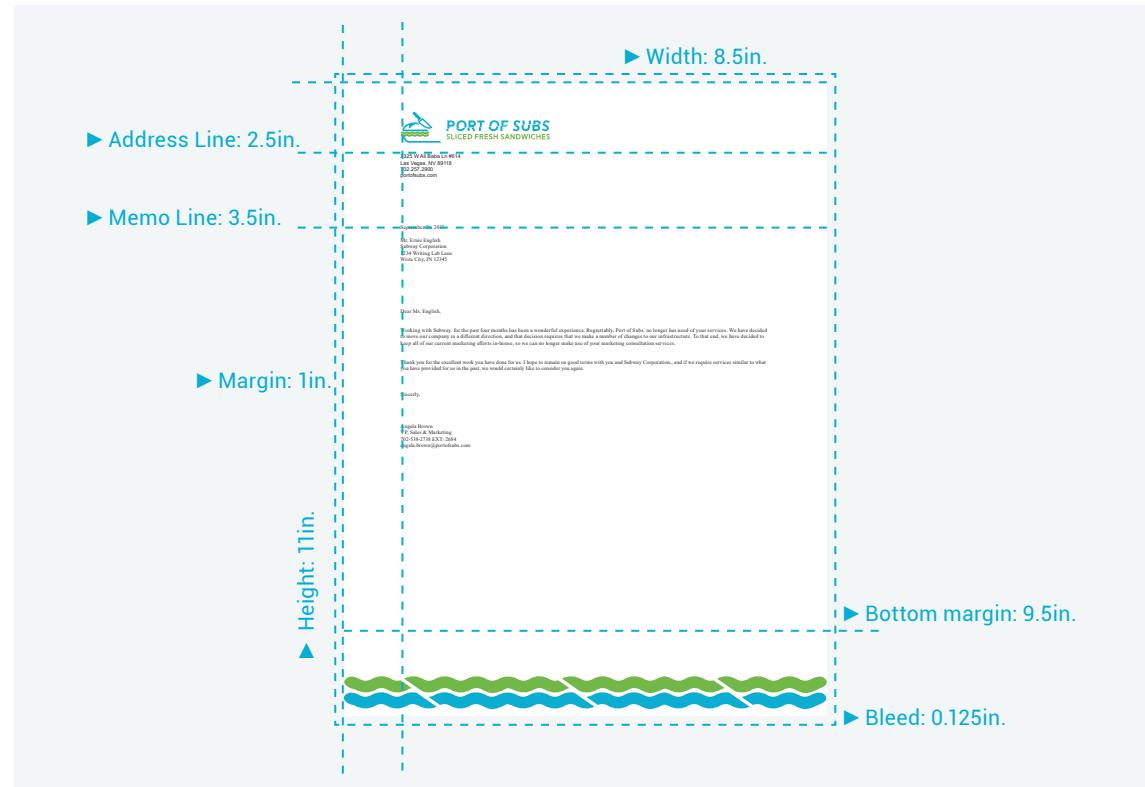
This is an example construction of the business folder on the inside. The guide lines are below.



Letterhead Dimensions

Here is the dimensions of the letter for construction. The letter is 8.5 x 11 inches. It has a margin of 1 inch. The letterhead has a bleed of 0.125in.

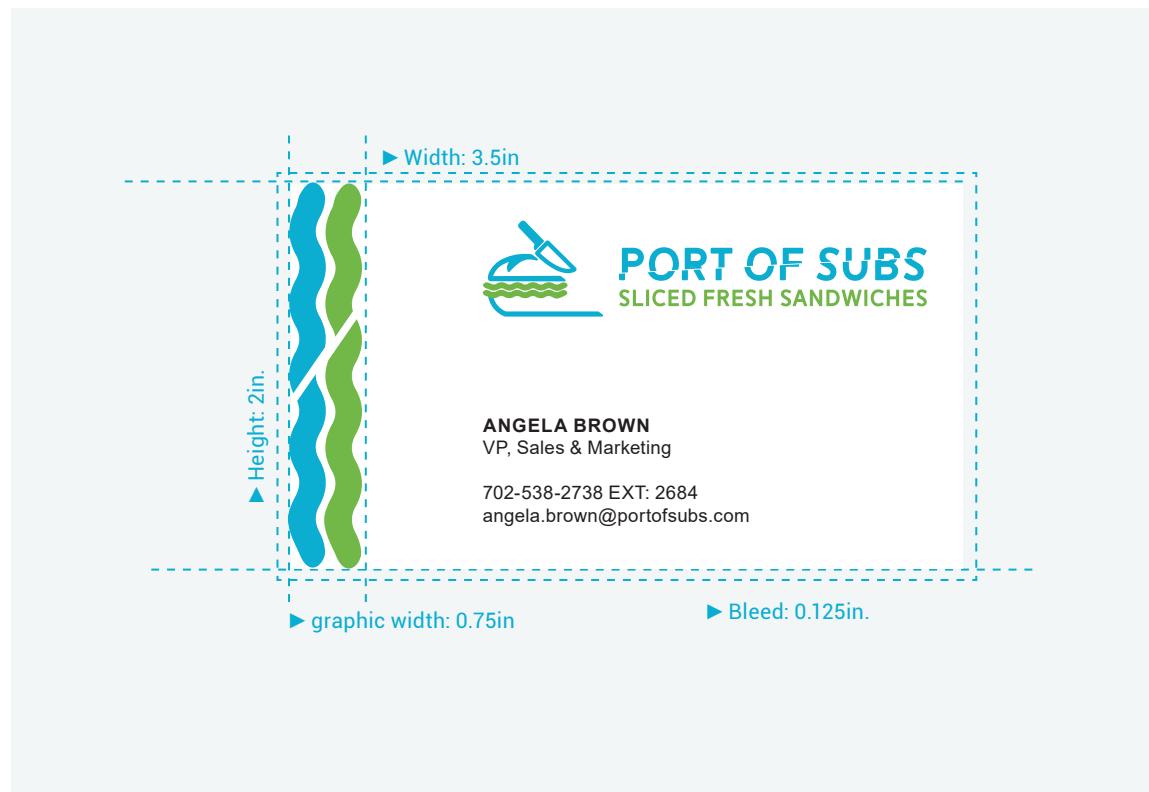
- The Letter is a single-sided document for memos and official business. These are the guidelines to the right.



Business Cards Dimensions

This is the measurements for the horizontal business cards. They are 3.5in x 2in with a 0.125in bleed on each side.

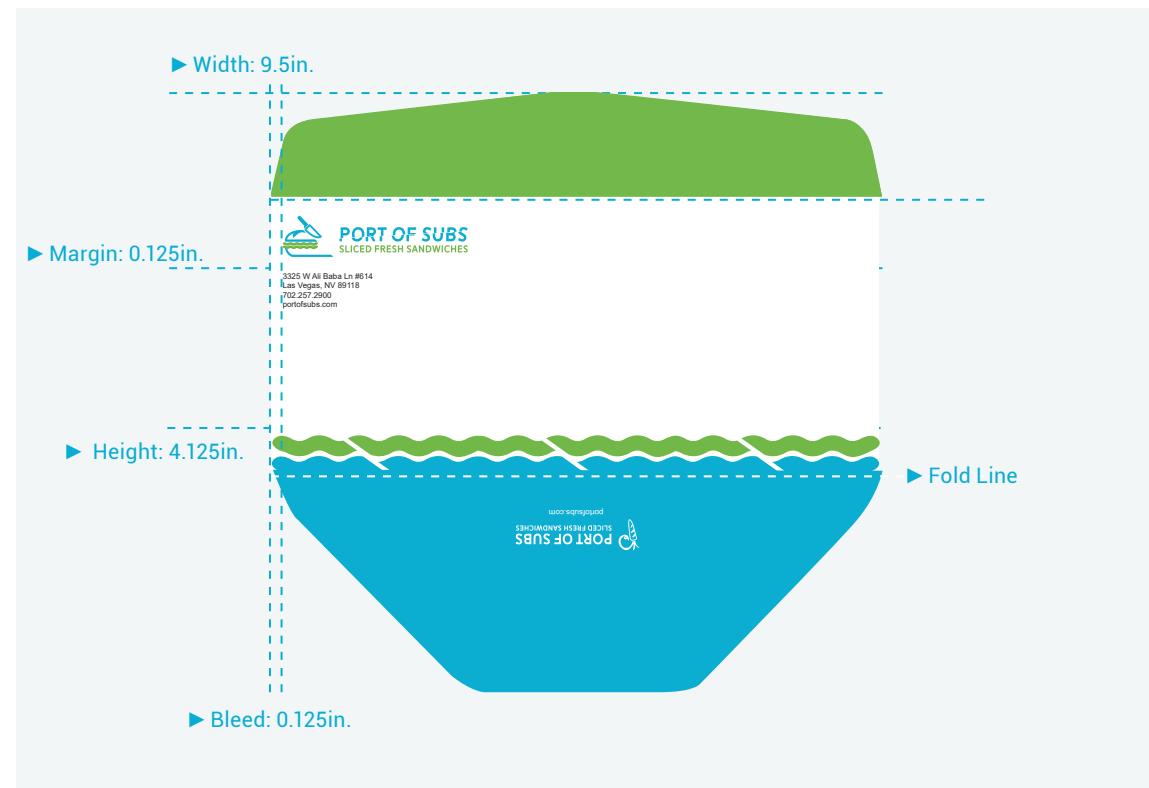
- ▶ This business card is single-sided only. It does not have a back side.



Business Envelope - Outside Dimensions

The Dimensions of the business envelope is

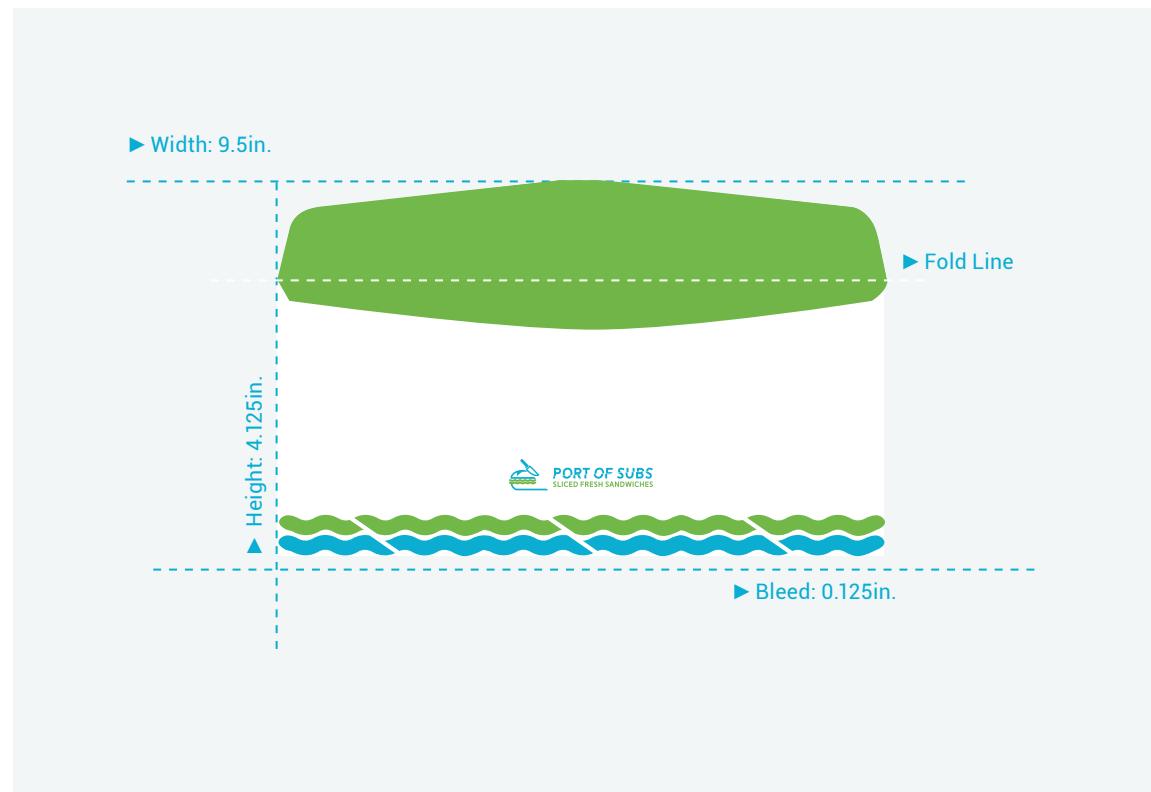
- ▶ The Letter is a single-sided document for memos and official business. These are the guidelines to the right.
- ▶ The Back of the letter can be blue or white depending on the occasion.



Business Envelope - Inside Dimensions

This is the inside of the envelope dimensions. The width and height are the same. Please view the guidelines below.

- ▶ The envelope can feature either a blue or white background like the figure on the left.



6

Signage & Wayfinding

In this chapter, I will be explaining the following topics:

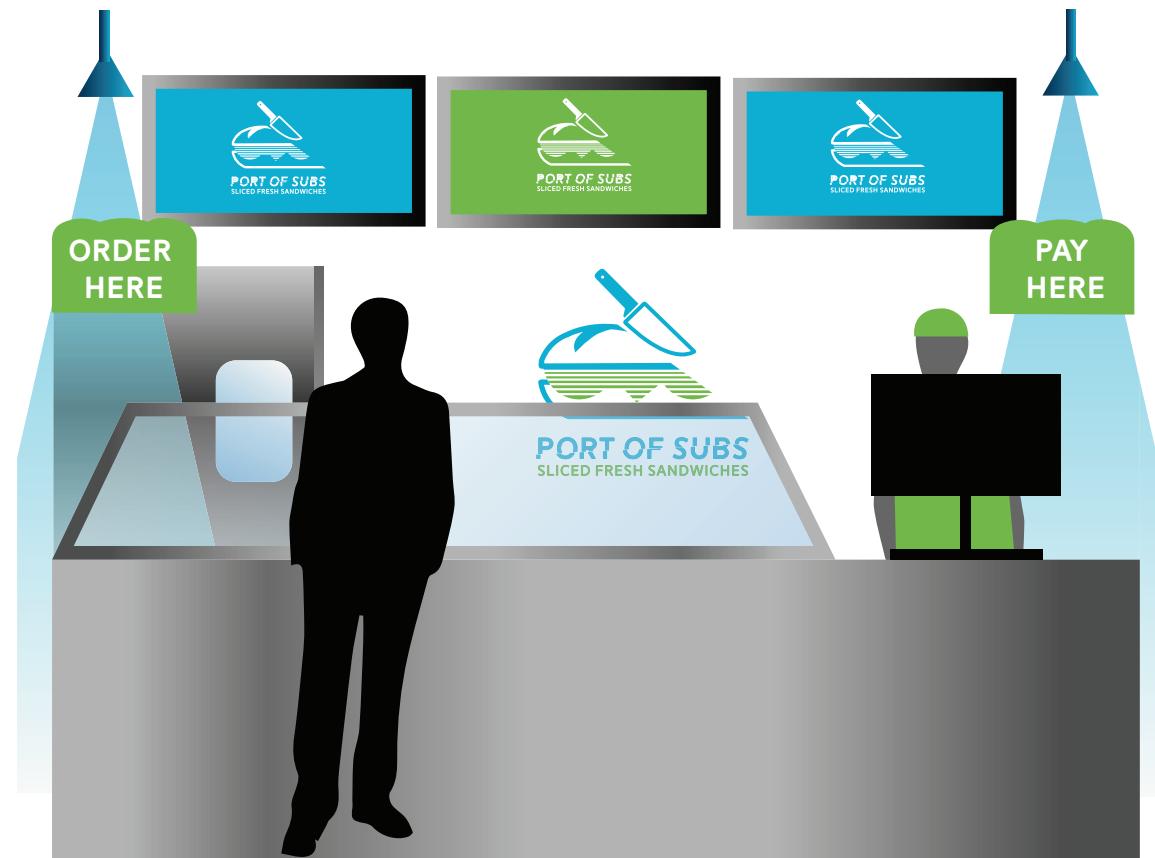
Inside
Outside



Inside

Ordering Area

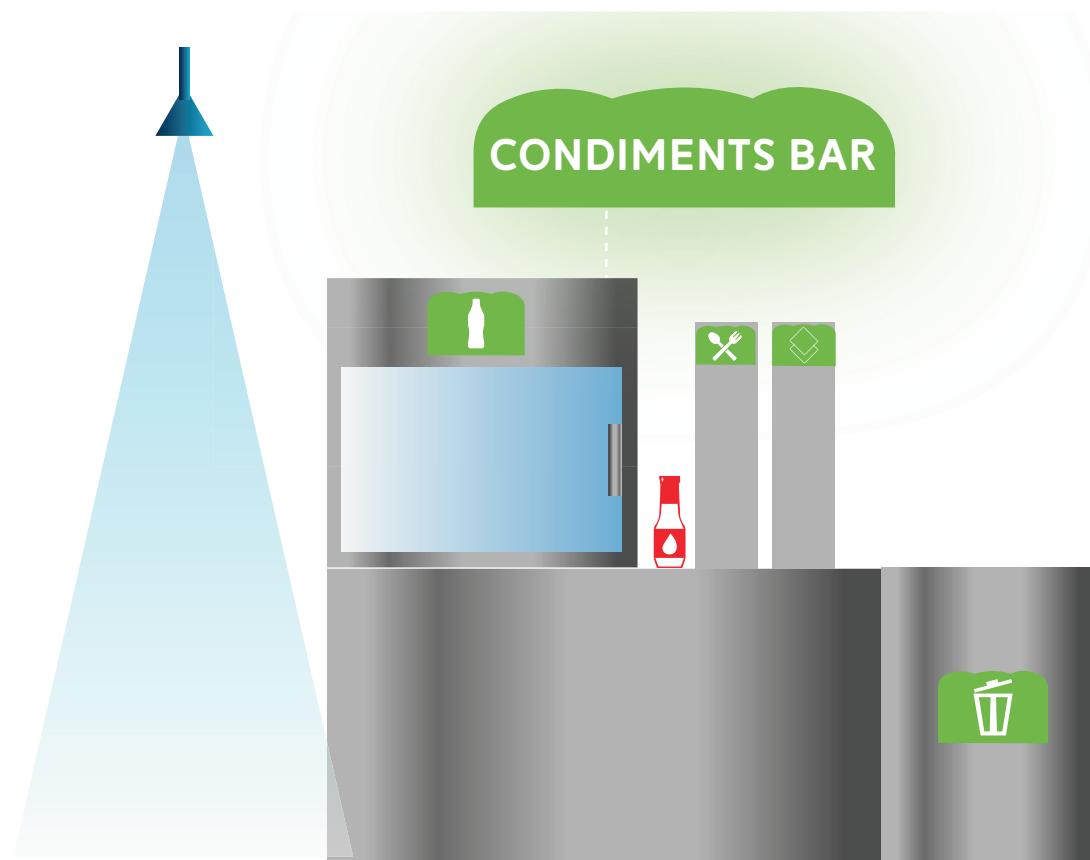
This is where customers will order their food and are greeted by Port of Sub Employees.



- The human figure is 5' 7" for all wayfinding systems.

Condiments Area

This is where the condiments and the napkins are used. This area is besides the ordering area.



Kiosks

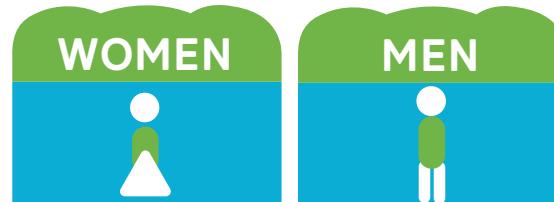
Customers can interact with the kiosk system for pre-ordering and special promotions.

- The human figure is 5' 7" for all wayfinding systems.



Store signs

These are the signs that people will see while they are in the store. Sizes varies depending on location in the store.



BREAK ROOM



LOCKERS

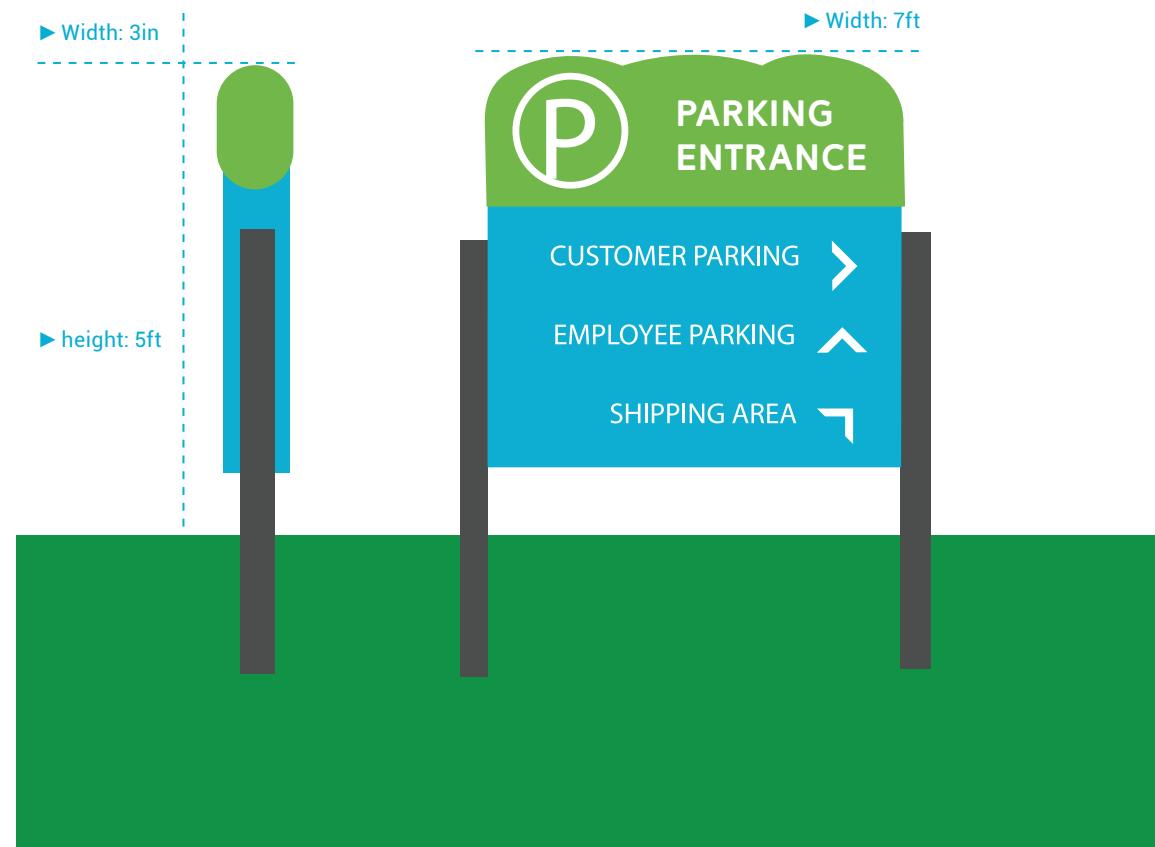
- The signs are very simple with symbol and text followed by the symbol.

Outdoor

Parking Sign

This is the sign that the customer will see when they are about to enter the driveway of the restaurant.

- ▶ The signs are around 3-5 feet tall and are located in the grass.



Front of Store

This is the sign that the customer will see when they are about to enter the driveway of the restaurant. The storefront uses the secondary logo, so its easier to see from a distance.

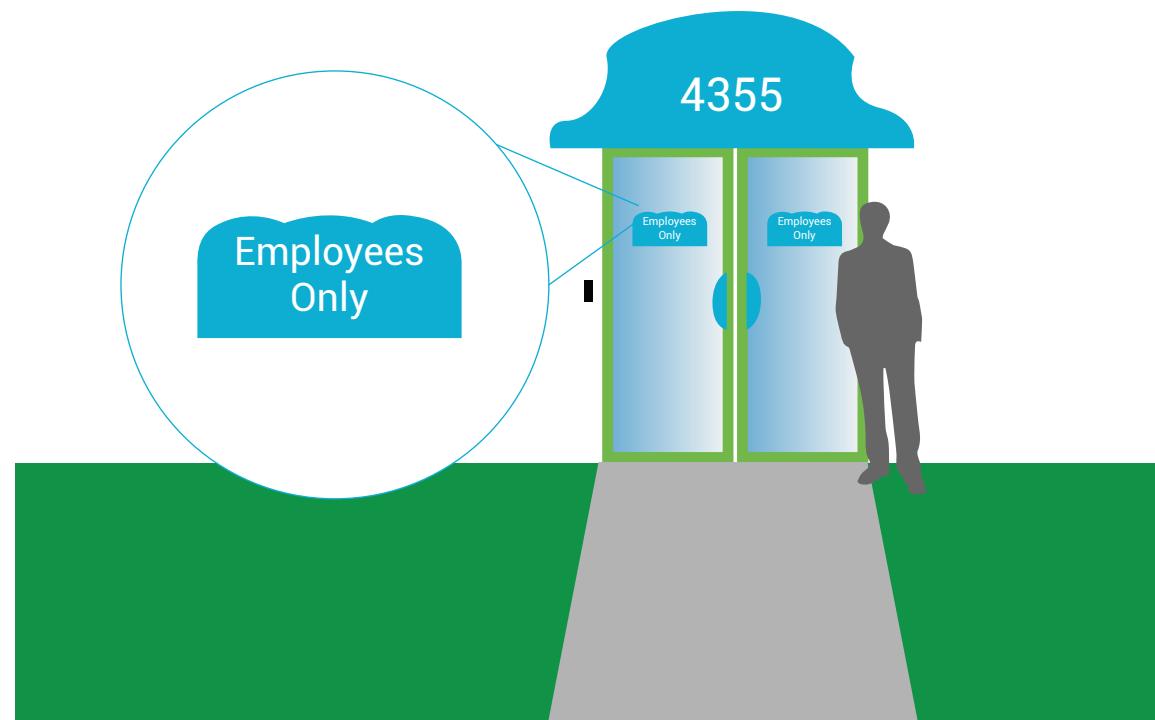


- ▶ The human is average height, and around 5' 7".

Employee Entrance

This is the special area that employees enter into the store. It features a system for employees to scan their id for secure access.

- ▶ The human figure is 5' 7" for all wayfinding systems.
- ▶ The door has an employee only sign.



7

Advertising & Promotions

In this chapter, I will be explaining the following topics:

Advertising Guidelines
Promotional Material

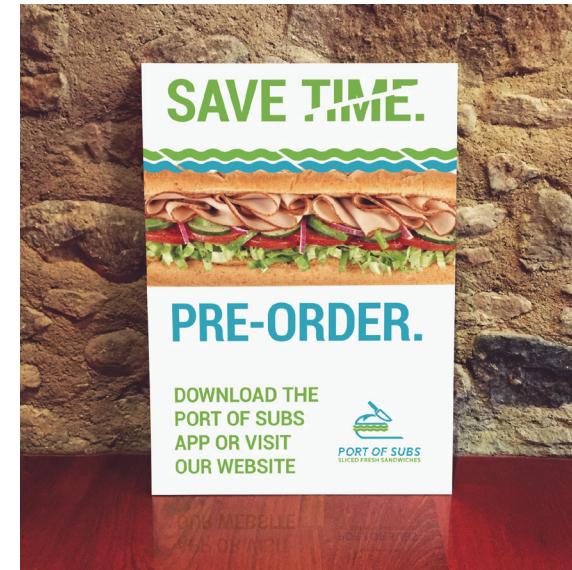
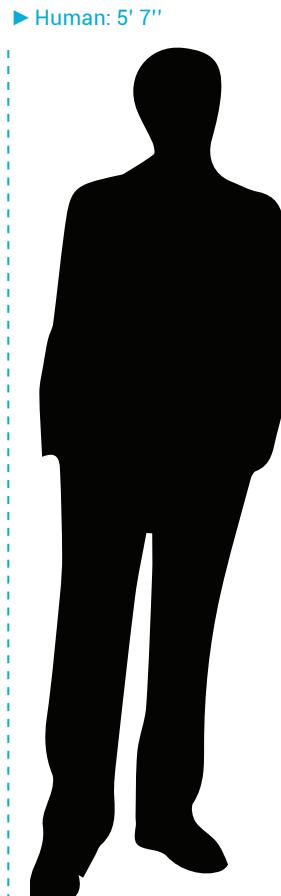


Advertising Guidelines

Store Posters

These posters will hang either in the window or on the walls of the store.

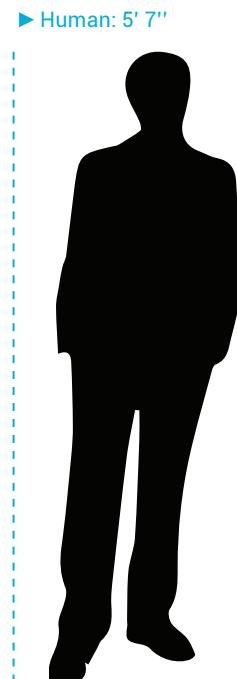
- ▶ The human figure is 5' 7" for all wayfinding systems.
- ▶ The poster is around 24x36, and it would hang throughout the store.



Stand up Banner

Stand up banners are used to advertise specials and new products outside the store. These are used in line and outside.

- ▶ The human figure is 5' 7" for all wayfinding systems.
- ▶ The Stand up banners are a bit taller than the average human.



Promotional Materials

Employee Uniforms

Employees in the store wear a uniform to separate themselves from consumers. The uniform also helps promote our business services.

- ▶ These t-shirts come in various colors and styles for promotional purposes.
- ▶ Customers can also purchase these shirts at portofsubs.com



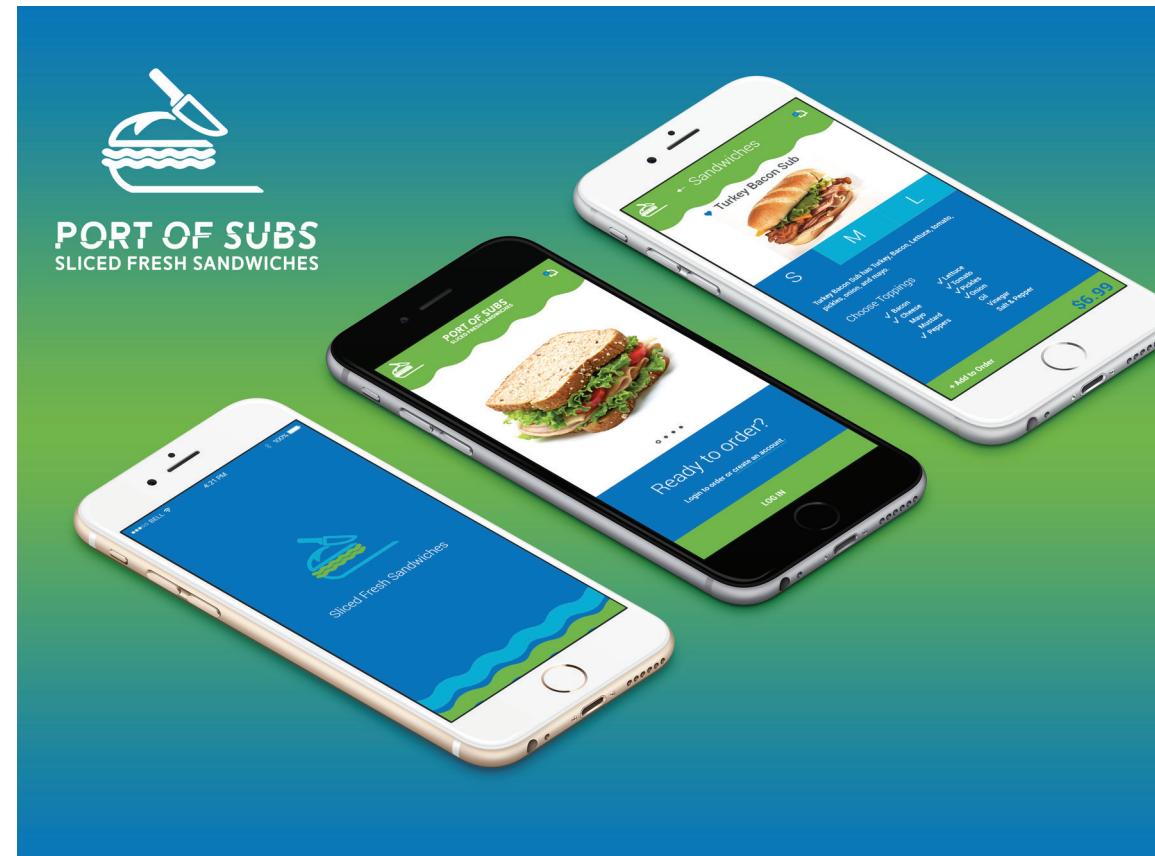
Promotional Shirts

These shirts are worn by employees and customers.



Mobile App

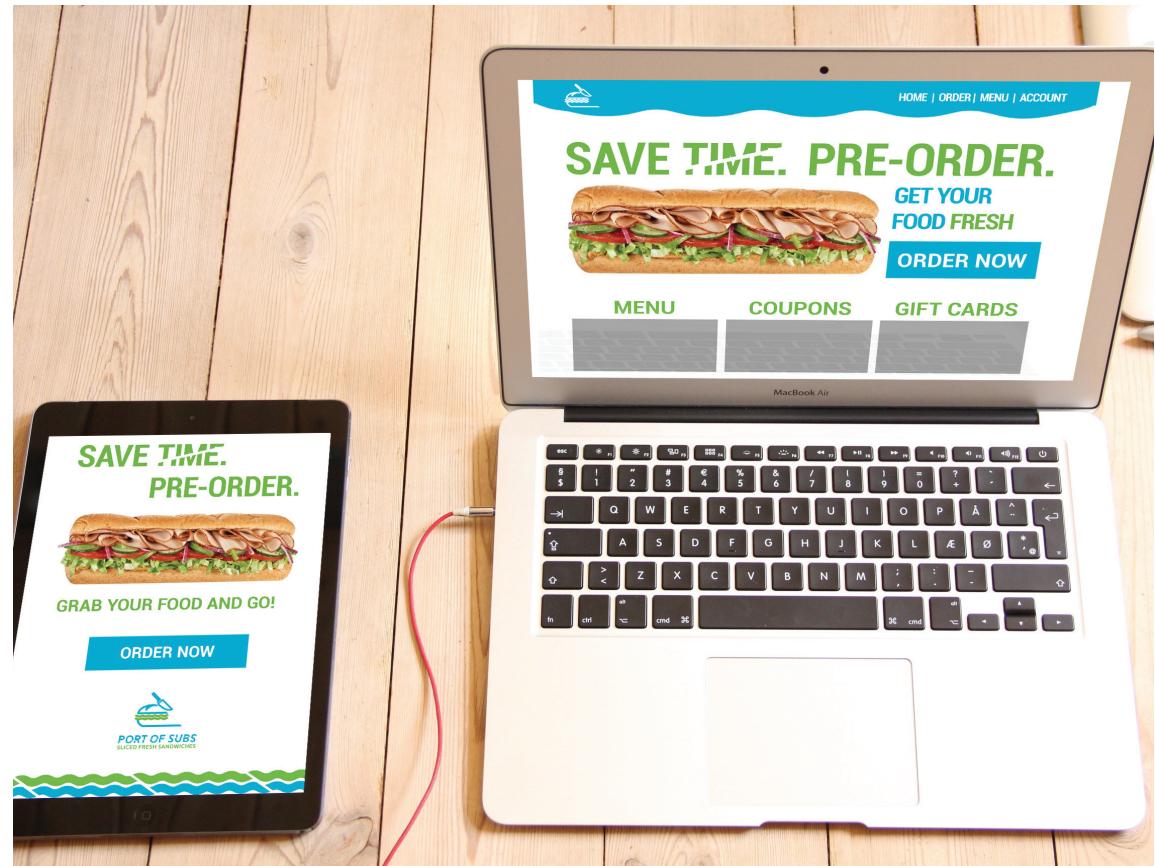
This is where customers will pre-order their food and view the food items.



- The mobile app and website should include the logo and the secondary identity. The secondary color palette may be used in the app.

Website & Email

The website and email message should be consistent in the branding. It should feature the curly menu and the primary color palette.



Branding Guideline by Shatilla Prayer

