



BRAND MANUAL

IDENTITY DESIGN BY TEAM ONE AGENCY
FOR CIRCUS GRILL

BRAND PERSONALITY

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

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.

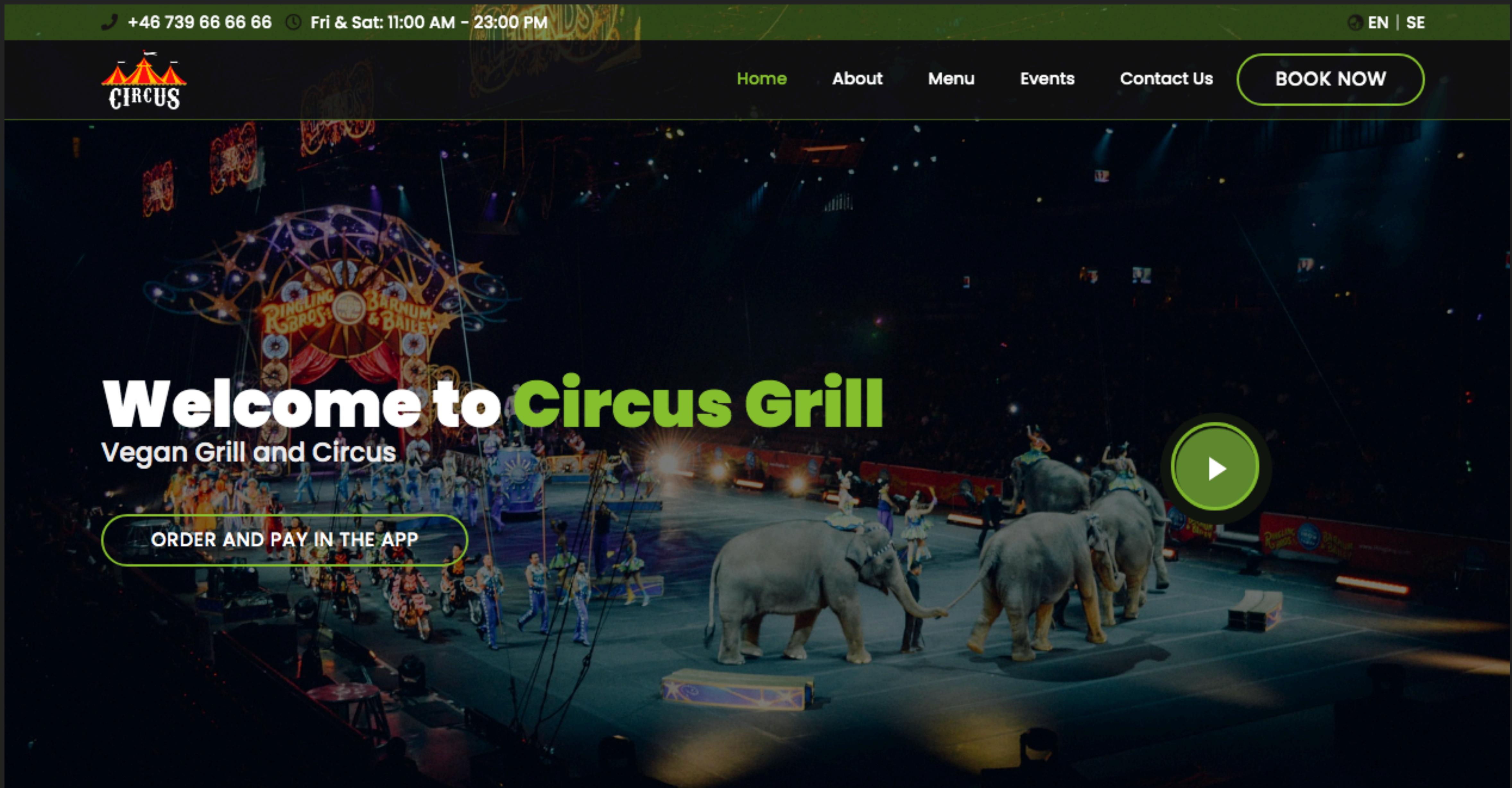
YOUR BRAND STANDS FOR:

fun / mingle
entertainment /
outgoing / fashion
quality /
professionalism

LOGO & VARIATIONS



FRONT PAGE

A dynamic photograph of a circus performance. In the foreground, several elephants are walking across a stage, some carrying performers. To the left, acrobats in colorful costumes are performing on the ground. A large, ornate banner for "Ringling Bros. & Barnum & Bailey" hangs from the ceiling. The background shows a large, dark audience area with many lights and a festive atmosphere.

+46 739 66 66 66 ⏰ Fri & Sat: 11:00 AM - 23:00 PM

EN | SE

CIRCUS

Home About Menu Events Contact Us **BOOK NOW**

Welcome to Circus Grill

Vegan Grill and Circus

ORDER AND PAY IN THE APP

▶

BANNERS

+46 739 66 66 66 ⏰ Fri & Sat: 11:00 AM - 23:00 PM

EN | SE

CIRCUS

Home About Menu Events Contact Us

BOOK NOW

MAGIC SHOW ON THIS CHRISTMAS EVE

BOOK NOW!

This banner image is a screenshot of a circus website's homepage. At the top, there's a green header bar with contact information, language selection (EN | SE), and a logo featuring a stylized tent and the word "CIRCUS". Below the header is a large, dark photograph of a circus stage. A banner across the middle of the stage features the text "MAGIC SHOW ON THIS CHRISTMAS EVE" in large, white, sans-serif letters. In the center of this banner is a small, semi-transparent "BOOK NOW!" button. The background image shows performers in red and yellow costumes on stage under bright, colorful spotlights. The overall aesthetic is vibrant and festive.

CONTACT & BOOKING

Make Your Reservation

MM-DD-YYYY

--:--



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

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

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

A B C D E F

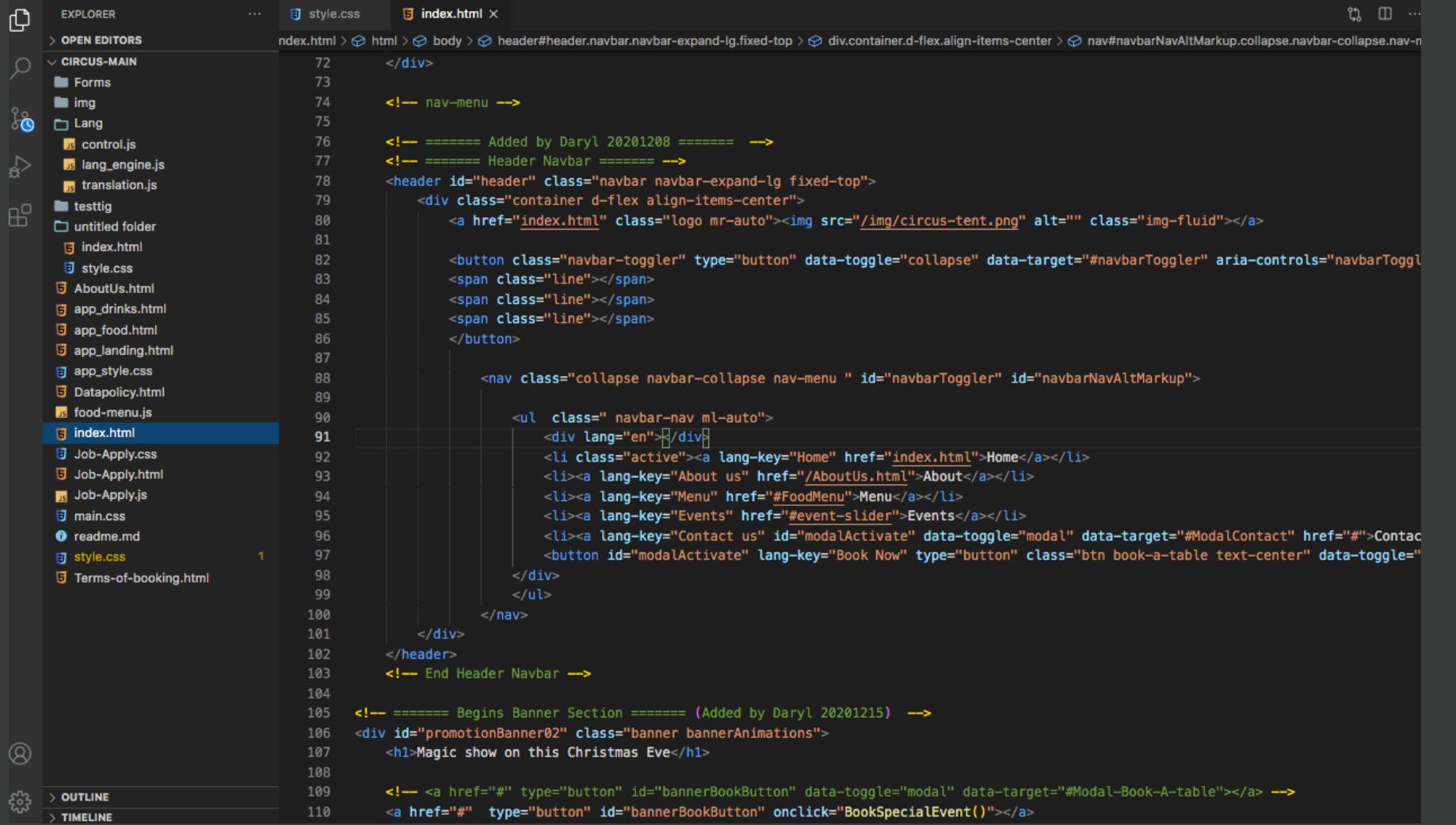
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P Q R S T U V W X Y Z

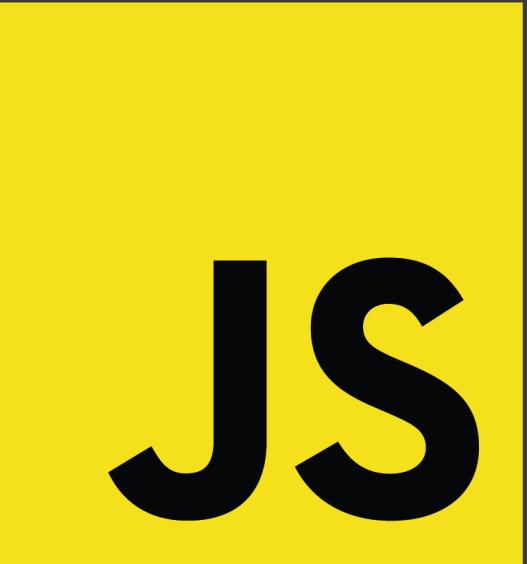
TYPOGRAPHY

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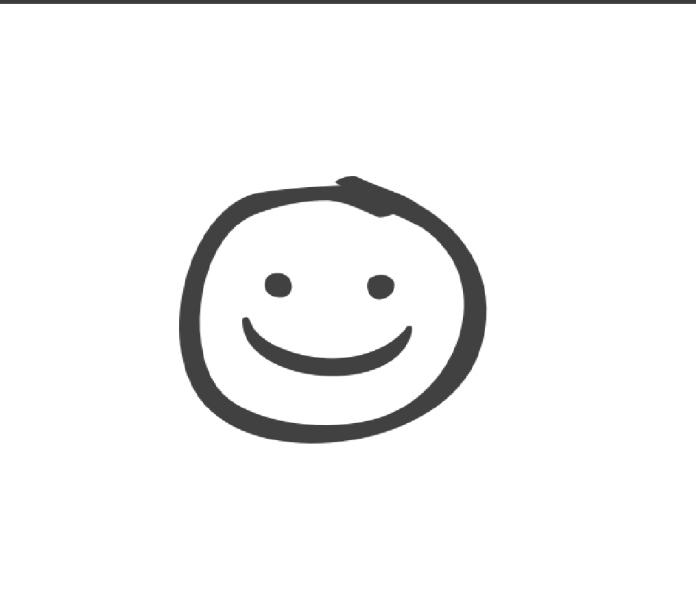
PROGRAM USED



A screenshot of a code editor showing the `index.html` file. The code is for a responsive navigation bar. It includes CSS imports for `style.css`, HTML structure for the header, and JavaScript logic for collapsing the menu. The code is annotated with comments indicating additions by Daryl and sections like "Header Navbar". The editor interface shows the Explorer, Outline, and Timeline panels.



jQuery
write less, do more.



DOCUMENTATION SUMMARY

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

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.