



THE SOCIAL AT MIDTOWN

BRANDING GUIDELINES

**"People rarely succeed
unless they have fun in
what they're doing."**

DALE CARNEGIE



ABOUT THE BRAND

The Social at Midtown exists on a historical part of the midtown block. Recognizable, nostalgic, and influential among locals, some remember The Social as The Purple Porpoise and/or Gator City and are mesmerized by its newest form.

The Social at Midtown strives to incorporate the nostalgia of what some may call a simpler time and marry it with the rapid innovation of Gainesville, the University, and the beer and spirit industry.



BRAND LOGO



The Social's logo reflects the duality of the brand. The contrasting colors and font types work to represent the contrasting atmospheres of the building. Our versatility allows for both elegant and whimsical fun. The script reinforces the creativity and personality associated with our brand, while the sans serif font speaks to our modernity.

With such an expressive and recognizable font, it should be included in all print and digital materials.

TYPOGRAPHY

HEADER

BARLOW CONDENSED
BOLD

WE ARE BOLD

SUBHEADER

MONTSERRAT CLASSIC

And we believe that our fonts should be, too.

BODY TEXT

ROBOTO CONDENSEDR

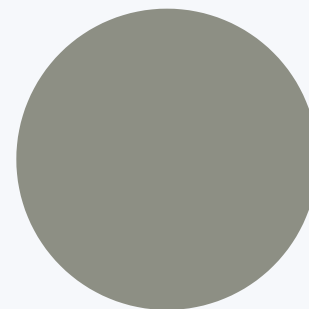
Our font choices communicate a few important things about the brand. Headers should be big, bold, and bright. We want to grab our audience's attention, but because of how decorative our logo is, non-ornamental typefaces work best. We want to communicate that we're fancy but... not that fancy. A glow effect is often applied to headlines that is meant to be reminiscent of your favorite neon bar sign and evoke a healthy dose of nostalgia. Any informational text (prices, dates, daily specials) should use a sans serif font, such as Montserrat Classic or Roboto Condensed for easy reading.

COLOR PALETTE

Somebody has to be the less-flashy anchor of this color palette, and Porpoise fits this role perfectly. With a name reminiscent of The Social's rich history, this color can be used for accents, texts, or borders, but should never be the main color as to not bore our audience.

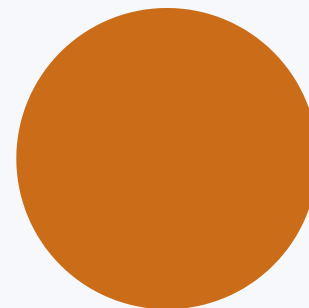
Midtown Sunset is just that. It represents the little moments in midtown: the sunset after a Gators victory, The Social's famous brick wall, and the sea of students and alumni that University Avenue becomes during the weekends. This color is what people recognize about our brand.

It's Great UF is a little slice of home. This blue works perfectly as an accent color or as a solid background. If Midtown Sunset is Batman, It's Great UF is Robin. Keep in mind, it doesn't work well against a black background.



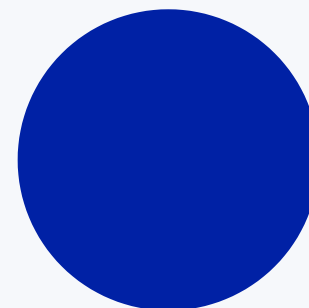
#8D8F84

PORPOISE



#CA6C18

MIDTOWN SUNSET

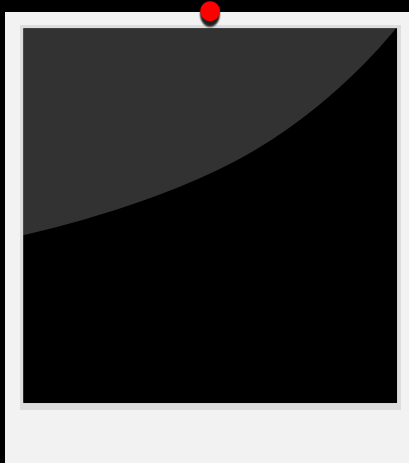


#0021A5

IT'S GREAT UF

Brand Elements

We love to feature photos of our guests, and they love to be featured. Polaroid photos are a nostalgic trend that's coming back that can be used to frame photos.



The DuoTone effect is a great way to post pictures while matching them to the overall brand image. This filter allows us to make any picture more visually communicative.



Jazz it up. Use simple, colorful graphics to make a post more exciting.



Bricks are central to our brand image, and also just happen to look really cool, too. Using bricks throughout our visuals, whether they're black, orange, or silhouettes, strengthens our brand image.

tone of voice

The Social at Midtown is cool. And excited! And eager to answer all of your special event and catering needs. Our tone of voice should reflect the duality of the building, allowing for a bit of flexibility. However, it should always be friendly and conversational.

Example:

"When the gators are away, the locals come out to play. It's our favorite time of the year again!! The Social invites all Alachua County Residents to ring in Thanksgiving the right way: with us. Let's give thanks for good friends and good beer."

Note: It is good practice to include details, such as prices, in the caption as to not clutter feed visuals.

Another note: emojis are encouraged.

