

adtrak

# Suburban Bar. Style Guide

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# Intro

1. Introduction
  2. Colour
  3. Typography
  4. Logo
  5. Mood boards
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Style guides require compliance and conformity; in return they provide stability and cohesion. A style guide is a way of ensuring brand and code consistency. By maintaining all of a website's primary elements on a single page, we can see how modular components can be reused, as well as how changes to those elements will affect the site overall.

The style guide also serves as a curated, archival collection for design and UX/UI decisions made during the course of the site's development - creating a code base that can resist arbitrary decisions since a predefined choice presents itself.

In order to build the Suburban Bar & Lounge's identity, it is important that it is represented and expressed consistently through every piece of communication. This tool-kit has been developed to assist you in creating communications.

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# Colours

Colour is a distinguishing element in our brand tool-kit.

The identity has its own specific primary, secondary and highlight colours, which have been chosen to reflect the unique visual values of the Suburban Bar & Lounge brand. When selecting colours for Suburban Bar & Lounge collateral items, please ensure that the right hierarchy of colour is maintained.

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# Colour Palette

## Colour Scheme



Suburban Blue  
C. 0 M. 0 Y. 0 K. 100  
R. 0 G. 157 B. 224  
#009DE0

This is Suburban Bar & Lounge's main brand colour for use on pretty much anything.

Uses: Logo, highlighting, body copy when needed.



Suburban Black  
C. 0 M. 0 Y. 0 K. 100  
R. 34 G. 34 B. 33  
#222221

This is Suburban Bar & Lounge's second main brand colour.

Uses: Logo (on white), backgrounds.



Suburban Orange  
C. 0 M. 66 Y. 97 K. 0  
R. 210 G. 111 B. 35  
#D26F23

The Suburban Orange is a vivid accent colour for the Suburban Bar & Lounge's brand.

Uses: Screen and App, accent colour for logo (when desired) and supporting promotional material.

## Secondary Colours



Suburban White  
C. 0 M. 0 Y. 0 K. 0  
R. 255 G. 255 B. 255  
#FFFFFF

White is important in the Suburban Bar palette.

Uses: Logo (on black), backgrounds and body copy.



Suburban Gold  
C. 15 M. 27 Y. 49 K. 7  
R. 202 G. 179 B. 136  
#CAB388

Alternative accent colour. Offers a complete contrast to Suburban Blue & Orange.

Uses: Highlighting, headers.



Suburban Grey  
C. 33 M. 31 Y. 28 K. 7  
R. 171 G. 164 B. 165  
#ABA4A5

Warm, putty grey to be used as a secondary colour when needed.

Uses: Copy

# Type

Typography marks your company and is the one thing the viewer will identify with time and time again. Used correctly, typography can convey a certain mood or feeling. The audience needs to understand what message you are trying to send and be interested in it. Having the appropriate font sets the tone for your business.

These are the typefaces to use for Suburban Bar & Lounge and how best to use them. Approachable, easy to read and distinctive, Pluto gives every word you write a welcoming and inclusive appearance. Both Agency & Pluto have clean, modern lines which reflect the way the Suburban Bar & Lounge brand speaks with strength, clarity and consistency to all its audiences.

Use Pluto Sans Bold for headlines, important text information and promotions and Pluto Sans Light for body copy, online communications and internal promotions. Use Agency solely for the logo.

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# Typography: Logo Fonts

## Primary

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AA

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AGENCY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

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Size: na  
Tracking: -10  
Leading: na

Used as the main font in the logo.

## Secondary

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CLIENT TO SUPPLY

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## Colour Usage



# Typography: Supporting Fonts

## Primary

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Aa

### Pluto Sans Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Size: 20 - 30pt  
Tracking: -20  
Leading: 22pt

Uses: Headers, promotions, all types of media

## Secondary

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Aa

### Pluto Sans Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Size: 8pt - 10pt  
Tracking: -25  
Leading: 10pt

Uses: Body copy

## Colour Usage

Aa Aa Aa Aa Aa Aa

# Brand Usage

The following pages have the Suburban Bar & Lounge brand logo format, on white and coloured backgrounds.

**Exclusion zone:** The Suburban Bar & Lounge brand logo requires clear space as outlined on the following pages. This is the minimum amount of clear space which must surround the logo at all times. If possible, please allow for additional space.

**Minimum size:** Please do not reproduce the logo any smaller than the minimum size specified. To do so will lead to issues with legibility.

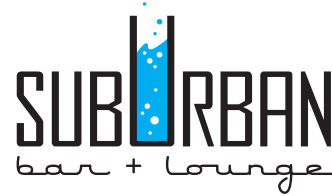




# Brand Usage: Logo

## Notes

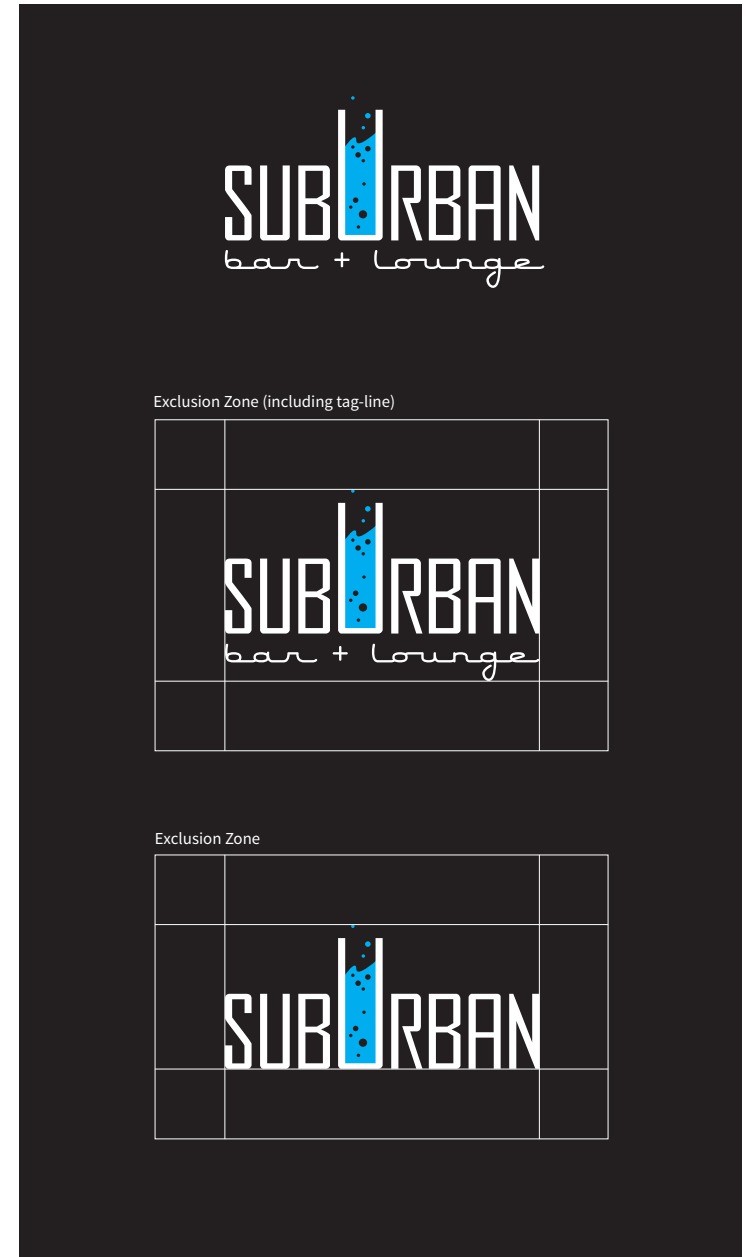
- Minimum size the logo can be reproduced is below  
(The full logos shown on this page are shown at minimum size):  
Width - 42mm x Height - 25mm
- Inverted colours of the logo are shown.
- The bottom logo has had the tag-line removed  
- this could be used for internal marketing and promotion.



Exclusion Zone (including tag-line)



Exclusion Zone



Exclusion Zone (including tag-line)



Exclusion Zone



# Future Brand: Suggested Logo Changes

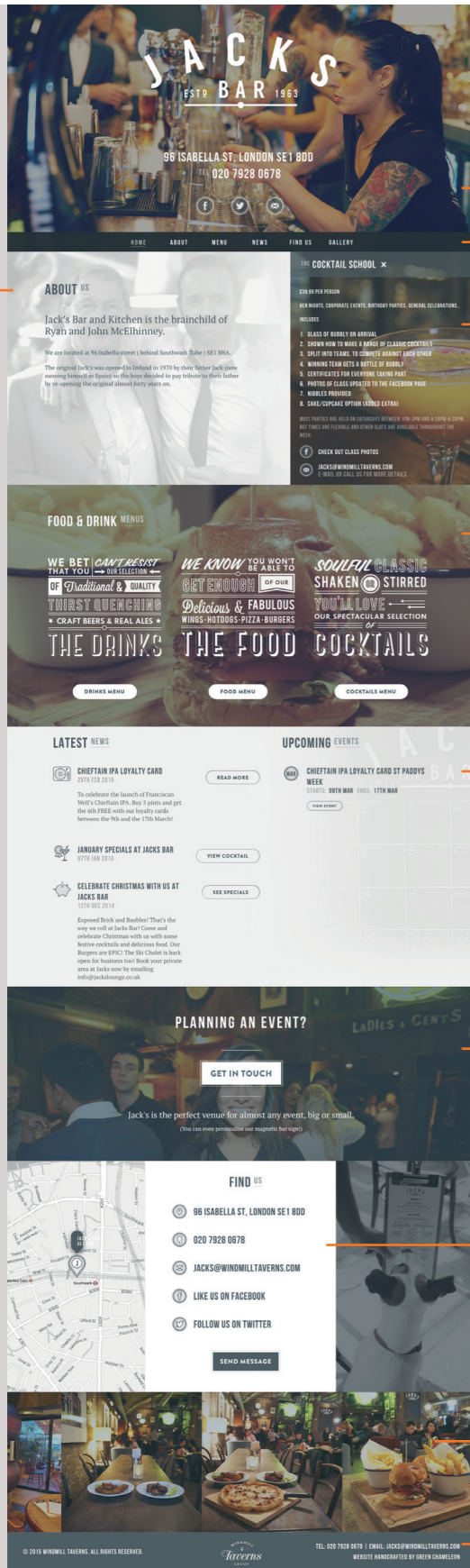
## Notes

- The logo mark ('U'glass) has been reduced in width. To make it less prominent.
- I have stabilised the liquid.
- I have changed the colour of the liquid and tag line to offer a more sophisticated feel.
- Bar is now 'Cocktail Bar' for accuracy.
- I would suggest changing 'Lounge' as that is quite dated. Possibly: Snug
- Font of tag line is now a modern, clear san serif (Pluto Sans)



# Future Brand Usage: Website Ideas

About



**Jacks Bar**  
jacksbarlondon.co.uk

- Images of bar staff at work.
- Nav sticks to top when scrolled.
- Cocktail recipes (cocktail of the month). Cocktail school info.

Popular style over the last five years - mixed typography. The navigation too drinks, Food and cocktail menus could be clearer.

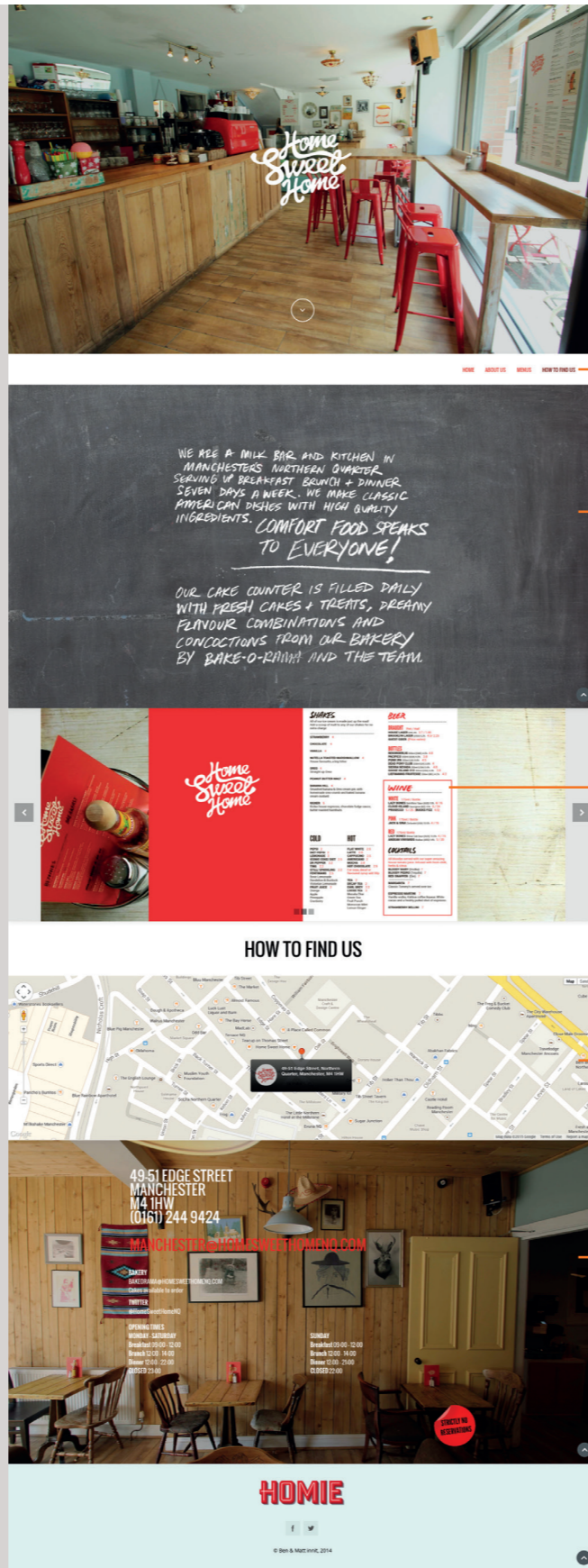
Latest news and upcoming events

Event and large party bookings

Large - easy to navigate contact section

Quality food & interior images - on a slider

Contact details



**Home Sweet Home**  
homesweethomenq.com

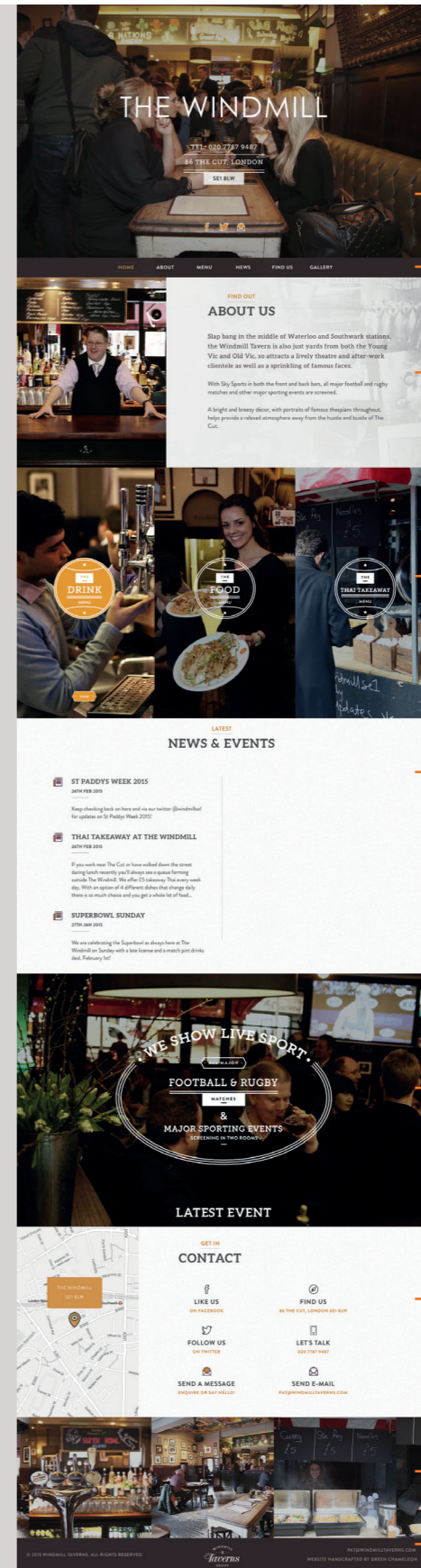
Nav sticks to top when scrolled.

Chalk board for offers and deals. Gives a hands-on rustic look.

Current menu

Large map

Contact details, opening times, social media



**The Windmill**  
homesweethomenq.com

Internal bar imagery is extremely important. This one includes customers.

Nav sticks to top when scrolled.

About

Food & Drink menus

News & Events

Sports

Get in contact section - clear and easy to navigate.

Interior and exterior shots on a slider.

Contact details

# Future Brand Usage: Photography Ideas

## Notes

- Make the cocktails more prominent
- Use the ingredients to give a more up market, considered approach
- Use people in the new imagery but make the cocktails the stars!
- Branded glasses prior to photography
- Filters on images can help with consistency
- Show food on the website - could it be made to look better - served in glasses?

