



2018

Glass + Griddle Brand Guidelines

Strategy + Identity Design

DEVELOPED IN PARTNERSHIP WITH
LONGITUDE° BRANDING



glass+griddle

DTN beer hall MKE

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Brand Strategy

The purpose of the strategy guide is to set the foundation for how Glass + Griddle thinks and interacts with its customers. This will provide clarity and consistency in all decision-making throughout the life of the company.

Best Quality

Entertainment

Community

These values embody the character of Glass + Griddle. Everyone on the team should understand what these mean. This should influence decision-making throughout all aspects of the company. With intentional, consistent work, customers will begin to sense these values coming through.

Sense of Urgency

Real

Cravability

These values embody the personality of Glass + Griddle. People want to buy from people, not companies. In order to connect with people on a human level, we need to make sure the brand takes on a consistent personality. These traits should shine through in personal interactions, design and communication of the brand.

UNDERSTANDING OUR CUSTOMER

WHAT DOES OUR CUSTOMER REALLY WANT?

- To feel good about themselves
- Quality to meet the value

WHAT NEGATIVE RESULTS ARE THEY TRYING TO AVOID?

- Being ignored
- Feeling regret

The importance here is to make sure that design & messaging and marketing has a clear purpose. We need to center all marketing around helping the customer get what they really want and helping them avoid the things they fear.

BRAND PROMISE

**HANDCRAFTED SANDWICHES, SNACKS, & BEER
SO YOU CAN ENJOY THE GAME OR JUST HANG OUT
BECAUSE BEING BORED AND HUNGRY SUCKS.**

This statement speaks directly to the motivations and needs of the ideal customer. The brand promise is to be used throughout the marketing and touchpoints when we have the opportunity to fully explain the what, how and why that drive Glass + Griddle.

BRAND MESSAGE

**HANDCRAFTED SANDWICHES,
SNACKS, & BEER**

The brand message is the simplified explanation of what we represent. This should be used throughout the brand touchpoints when we have a small amount of time to communicate.

POSITIONING STATEMENT

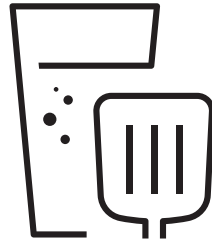
**DOWNTOWN MILWAUKEE'S
BEER HALL WITH A VIEW**

The brand positioning statement communicates what makes us completely unique against any other competitor in the market.

Identity Design

The purpose of the identity design guide is to set the foundation for how Glass + Griddle is visually presented throughout all customer touch points. This will provide the standards for logo usage, colors, textures and typography.

For any questions that arise in the application of the identity, please contact dustin@gourmetmarketing.net.



glass + griddle

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Brand Mark Isolated



Word Mark Isolated

glass+griddle



Gt Pressura Mono

PRIMARY

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

CYCLONE

ACCENT HEADLINES

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

FUTURA PT

BODY

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Styled Together

★ ★ ★ ★ ★

BURGERS

single 8 double 10

THE EVERYTHING

american cheese, butter, wisconsin relish

The Otherthing

american, lettuce, pickles, russian dressing

Greek Freak

lamb patty, tomato, raw onion, tzatziki sauce

Primary



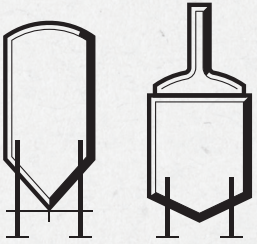
Accents



Textures



Pattern



MKE BEER



handcrafted
sandwiches
snacks
+beer
dtn•mke



because
being
bored
and
hungry
sucks



+griddle



HALL



enjoy the game
or just hang out
★ ★ ★ ★ ★



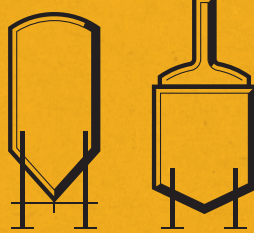
glass+griddle



G + G



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MKE BEER



handcrafted
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glass+griddle



G + G

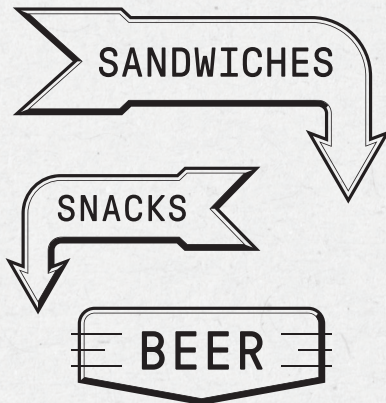


enjoy the game
or just hang out
★ ★ ★ ★ ★



me
out
★





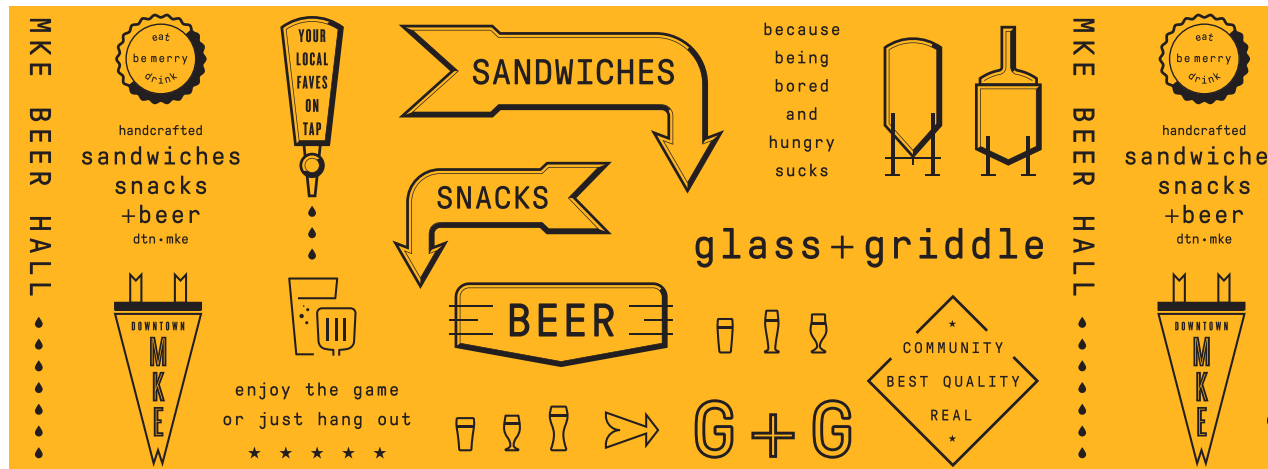
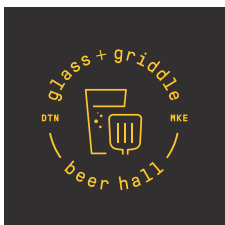
handcrafted
sandwiches
snacks
+beer
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- Photography Style
- Natural Light
 - Muted Colors
 - Show Human Interaction/Community

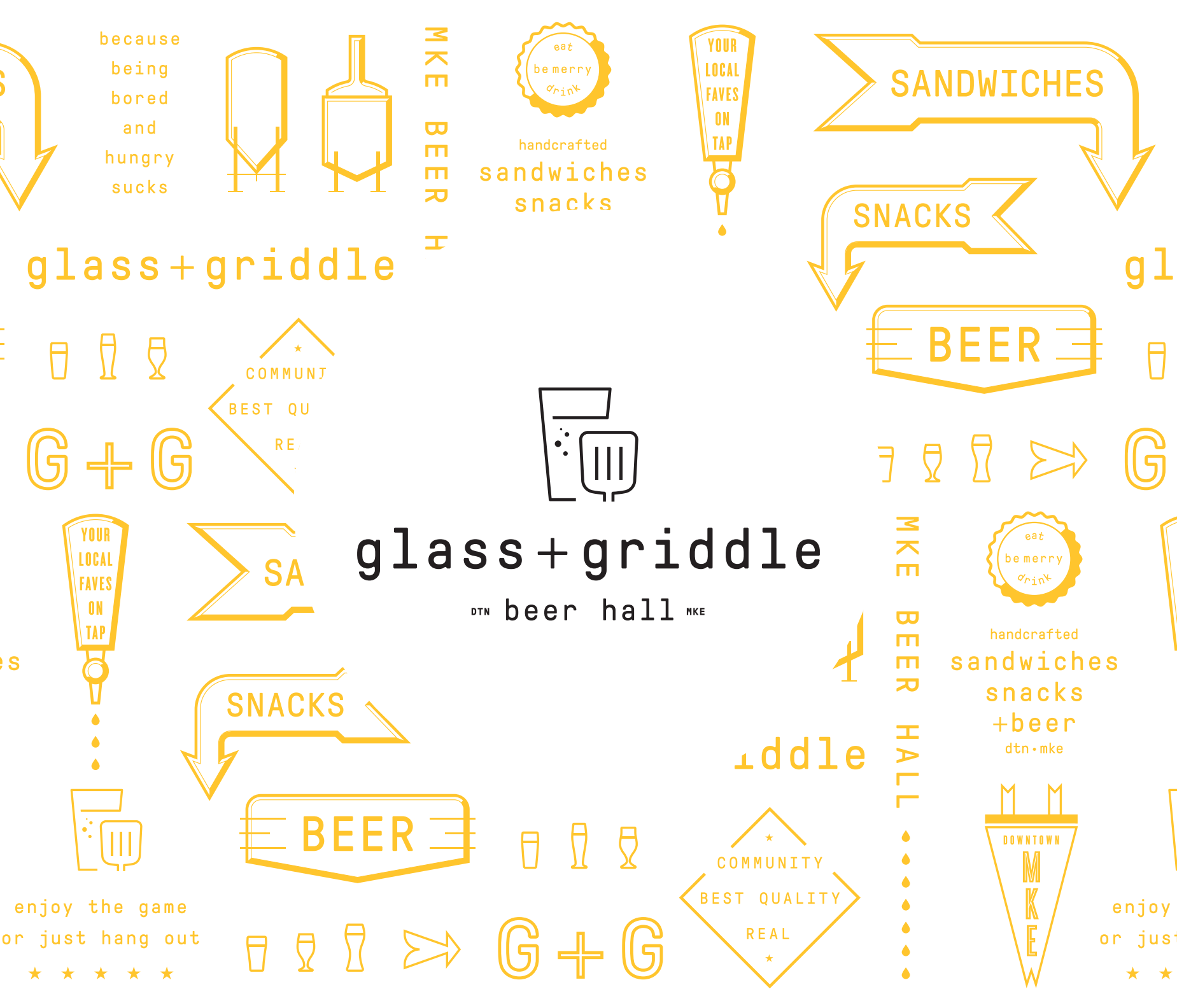
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|--|----|-----|
| COGNAC & BRANDY | | |
| Boulard Calvados, France | 8 | |
| Martell VSOP, France | 10 | |
| Remy Martin VSOP, France | 10 | |
| GIN | | |
| Ungava gin, Québec | 7 | 105 |
| Bombay Sapphire, Angleterre | 8 | 110 |
| Hendrick's dry gin, Écosse | 9 | 130 |
| Victoria dry gin, Canada | 10 | 150 |
| COCKTAILS | | |
| APÉRITIFS | | |
| Le Oscar Dufresne Gin, liqueur de cerises, vermouth rouge, arômes d'orange, zeste de citron. | 9 | |
| La Victoire Dussault Gin, fleurs de lavande, vermouth sucré, Cointreau, zeste d'orange. | 9 | |
| Le Negroni Gin, Campari, vermouth sucré infusé d'une demi-tranche d'orange. | 9 | |
| Le V. Hudon Cotton Mills Liqueur aux herbes, vermouth rouge, liqueur de vanille, feuilles de menthe. | 9 | |
| Le St. Lawrence Sugar Mousseux rosé, Campari, roche de sucre brun immergée, touche d'Angostura, zeste de citron. | 9 | |
| Le Locke Limited Campari, vermouth sucré, boisson gazeuse à l'orange, lime. | 9 | |
| La Canadian Vickers Canadian Club, vermouth rouge, Grand Marnier, touche d'Angostura, zeste de lime. | 9 | |
| Bloody Cougar Vodka, Clamato amélioré version Chasseur, jus de citron, cornichon maison, olive, tomate. | 9 | |



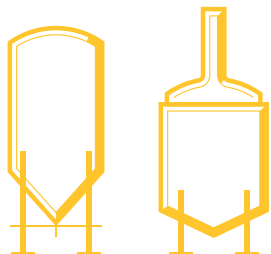








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sandwiches
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or just hang out



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