



By FlyDog Digital

BRAND GUIDELINES

A Complete Branding Guidelines for **Silk**.

BRAND GUIDELINES



WELCOME

Complete Branding Guidelines for Silk.

Brand guidelines provide the established official policies and standards for the organization's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Silk's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the organization are accurate and stays on-brand.



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TAGLINE / MAIN MESSAGE

01

decadence redefined

CLASSY CREATIONS & TEMPTING LIBATIONS

BRAND IDENTITY

02



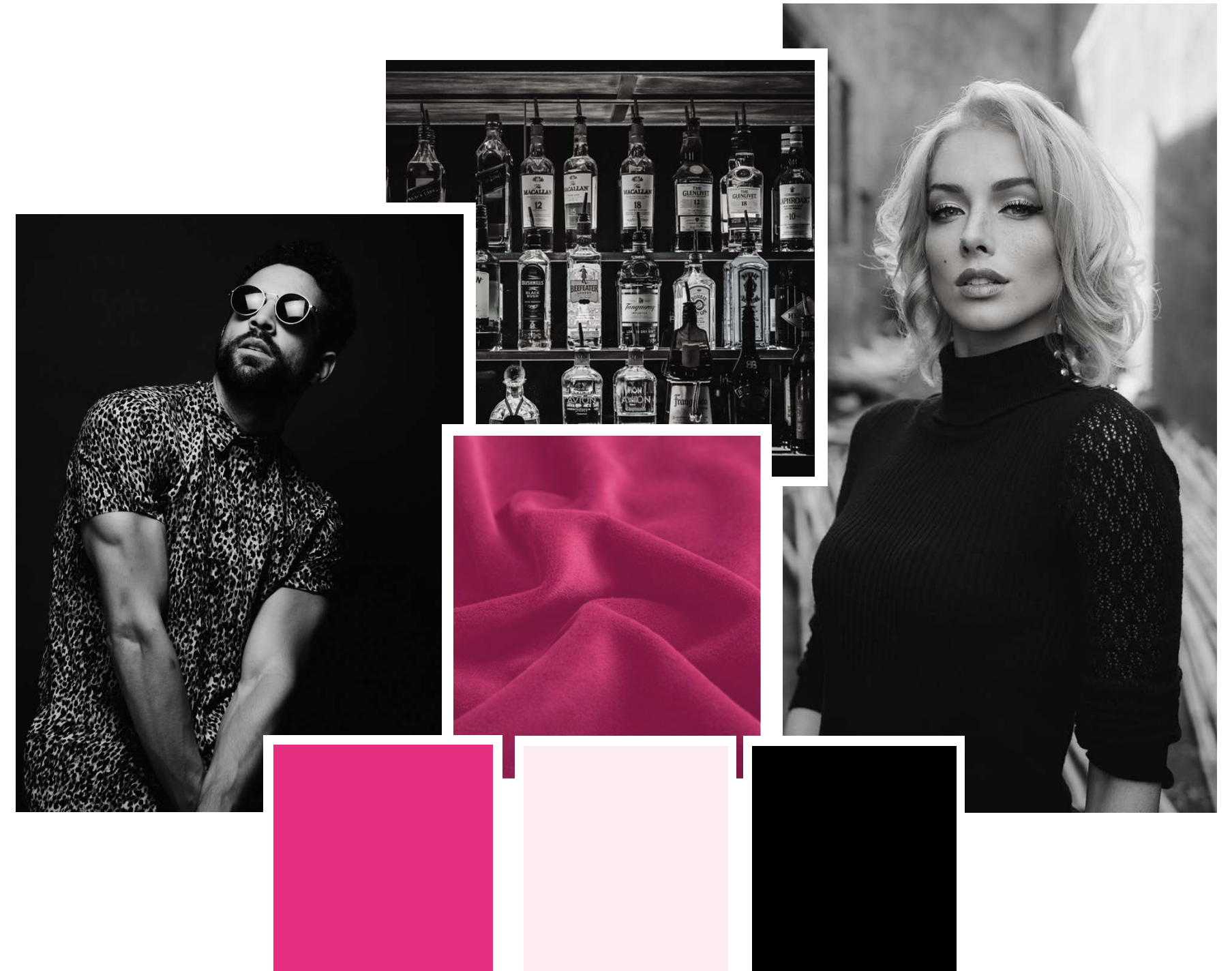
MISSION & VISSION

MISSION

We strive to create an atmosphere that transcends the ordinary, turning evenings into “remember when’s” and dining experiences into culinary zen.

VALUE STATEMENT

Through our commitment to fostering genuine connections and evoking a sense of belonging, we aim to be more than just a dining destination, but rather a place where memories are made and milestones celebrated. In our pursuit of excellence, we aspire to become the epitome of timeless charm and modern allure in Utica, NY.



CORE VALUES

03



EXQUISITE CRAFTSMANSHIP

We are dedicated to creating exceptional desserts and cocktails with the finest ingredients and masterful techniques.

GENUINE HOSPITALITY

We believe in treating every guest as a valued friend, providing warm, attentive, and personalized service that fosters a sense of belonging and connection.

LOCAL PRIDE

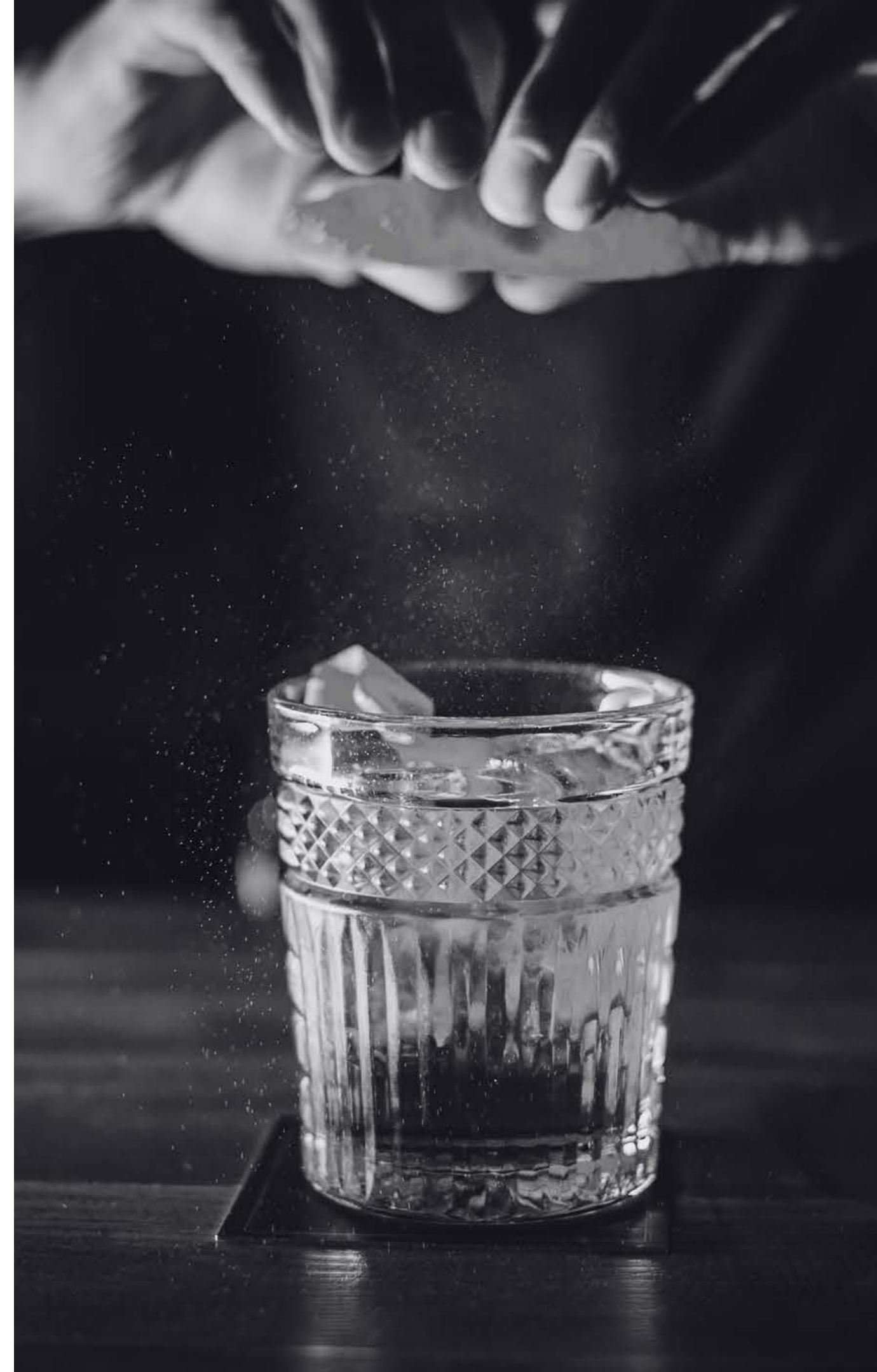
We take pride in our Utica roots and actively seek ways to support and celebrate our community.

ETHICAL EXCELLENCE

We uphold high standards of integrity and ethical conduct in all aspects of our operations.

CONTINUOUS IMPROVEMENT

We embrace a culture of innovation, always seeking out improved offerings to enhance our menu and the guest experience overall.



CUSTOMER PERSONA / AUDIENCE

04



CLIENT WANTS & NEEDS

BRAND GUIDELINES



An after dinner spot that upholds / exceeds the vibe of the evening



A dessert destination



A lively gathering place without restaurant red tape



To be able to pair entertainment with a high-quality dining experience



CLIENT CHARACTERISTICS

- **CREATIVE DAREDEVIL**
- **CULINARY ADVENTURER**
- **ECLECTIC CONNOISSEUR**
- **LATE-NIGHT LINGERER**
- **SOCIAL BUTTERFLY**
- **SPIRITED BON VIVANT**



BRAND TONE

05



WE ARE

. . .

Elegant and Sophisticated
Trendy
Rebellious
Confident
Sexy and Sultry
Mysterious
Friendly and Fun

WE ARE NOT

. . .

Nose-in-the-Air
Short-Sighted
Rude
Cocky
Sexual
Misleading
Obnoxious or Overbearing

CORE BRAND PERSONALITY & CHARACTERISTICS

06



GENUINE

Amongst all of our frills and thrills, creating an authentic and memorable experience for our guests is at our core. Beyond providing excellent drinks and desserts, we cultivate an atmosphere where guests feel a true sense of warmth and connection.

COMMITTED

We're all in. We hold an unwavering dedication to providing excellence in every corner of our business. The experience and knowledge of the staff, the quality of our food and beverage, the intentionality of the atmosphere and design. All of it ladders up to the unmatched experience we plan to provide each and every time—whether it be a loyal returnee or an eager newbie.

AVANT GARDE

It's our job to be veterans in the hospitality and restaurant biz, not our guests. Uncharted territory excites us in the sense that we're not afraid of new and unusual ingredients, recipes, and menus. It's our goal to surprise and delight our diners each and every time—from the moment they walk in the door down to the last sip.

COCKTAILS
& DESSERTS



LOGO FILE TYPES

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
jpeg	business cards, letterhead, office print jobs	raster file 300 DPI	for print	white
png	website, social media, digital products	raster file 300 DPI	for digital	transparent
eps	signage, wallpaper, letterpress	vector file will not pixelate	for print	transparent

RASTER FILES

Raster files (JPEG & PNG) are the most commonly used graphic file types. They are "flat", unscalable files. They become pixelated when they're increased to a format larger than their original size, causing a blurry effect.

CMYK: PRINT COLOR MODE

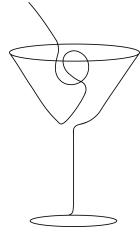
CMYK stands for Cyan Magenta Yellow Black. These are the four inks used by most color printers to create their colors.

VECTOR FILES

Vector files (EPS) are scalable, have infinite resolution, and won't become pixelated no matter how large you scale them. Vector files are ideal for larger logo applications or very specific print jobs that require precision in printing or cutting your logo.

RGB: DIGITAL COLOR MODE

Digital devices use Red, Green and Blue channels of light to produce their color spectrum (hence, "RGB").



PRIMARY LOGO

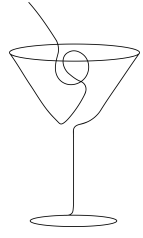
This should be your most-used and most recognizable logo mark. It is intended to live on your website, on your business cards, and anywhere a “first” impression upon a client may be imposed.

Exceptions include when less space is available, a different orientation is desired, or a departure from the primary logo helps make a unique branded impression. Recommended uses for this logo are in your website header, legal documents, pricing guides, business cards, formal advertisements, promotional materials, and packaging.



PRIMARY LOGO - ALTERNATIVE COLORS

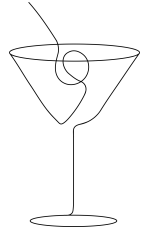




SECONDARY LOGO

A secondary logo should be used when a different orientation is desired, or if a departure from the primary logo helps make a unique impression. Recommended use for this logo is generally the same as the primary logo, but specifically intended for when space restrictions or context makes the secondary a better fit.





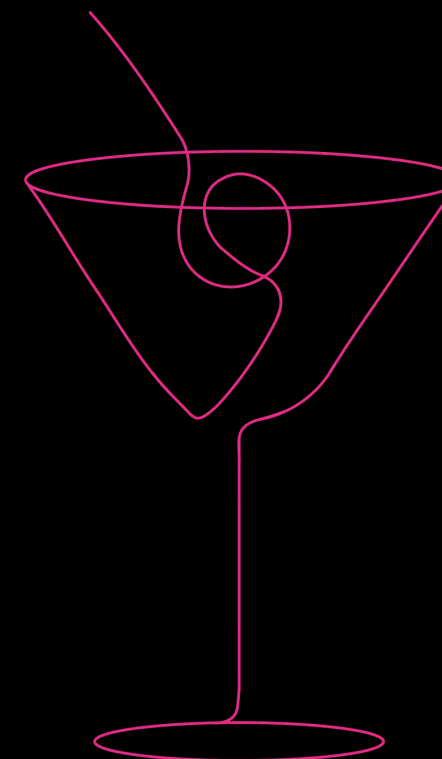
SECONDARY LOGO - ALTERNATIVE COLORS

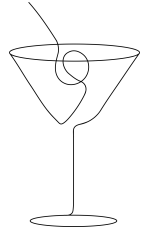
BRAND GUIDELINES



SUBMARK

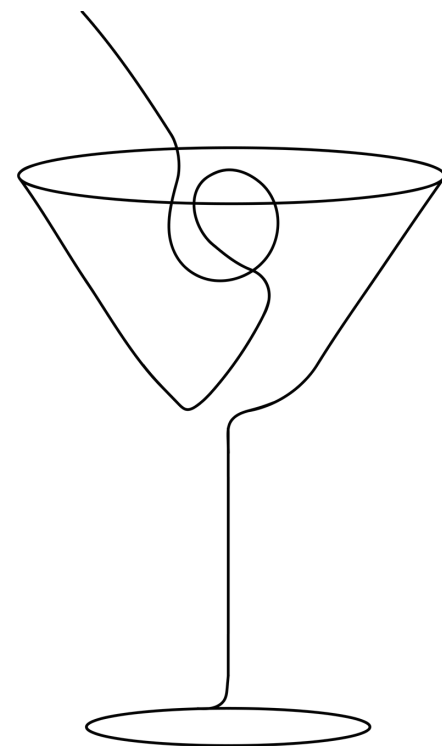
A submark is used to emphasize and embellish your brand impression in contexts where your primary logo is already in use. It's designed to fit in small spaces and is perfect for packaging or collateral details. Example uses for a submark logo are packaging accents (stamps, tags, etc.), photo watermarks, email signatures, website footer, social media graphics, and profile images.





SUBMARK - ALTERNATIVE COLORS

BRAND GUIDELINES



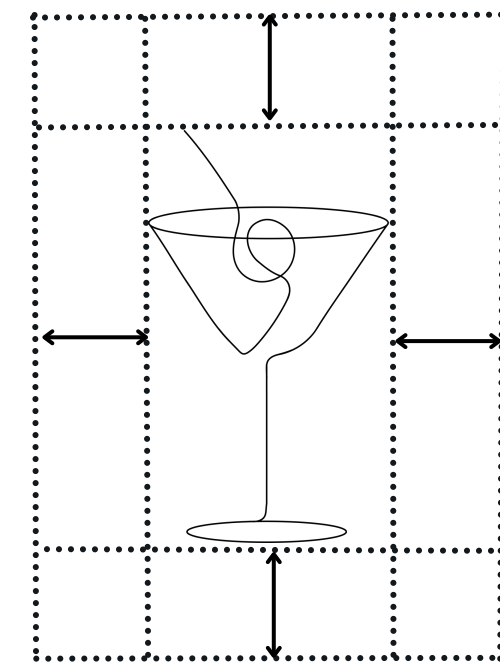
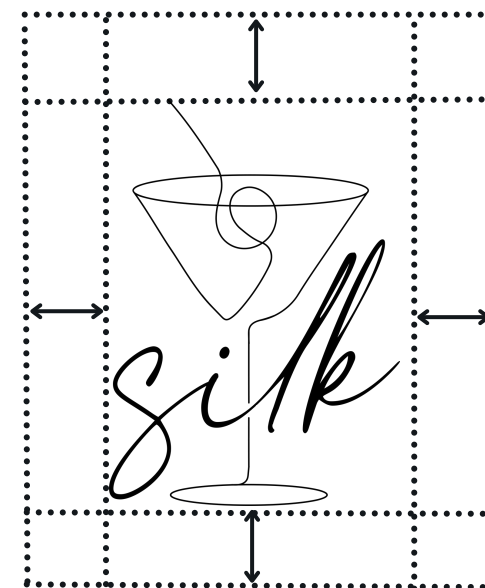


LOGO CONSTRUCTION GRID

SAFEZONE

The safe zone is a distance the logo must handle with respect to other objects that are placed around the logo.

The size of the safezone (white block) around the logo must equal to the width of the "S" in Silk. Space will change as the size of the logo changes. Logo cannot appear smaller than 45mm wide.



GRAPHICS & TEXTURES

08



GRAPHICS & TEXTURES

Custom brand patterns are an incredible way to enhance your brand identity. They communicate personality, add depth + distinction, and strengthen your overall brand recognition. Brand patterns are intended to be used as an accent, so the context in which you use them is important! Since patterns can be busier or multi-colored, consider the appropriate balance to avoid a final design that looks cluttered or distracting.

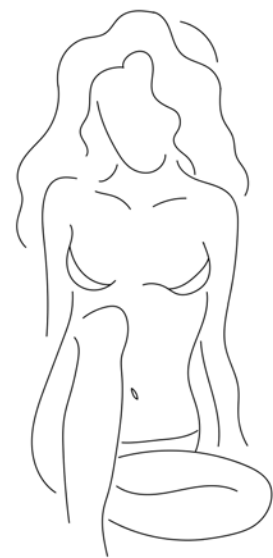
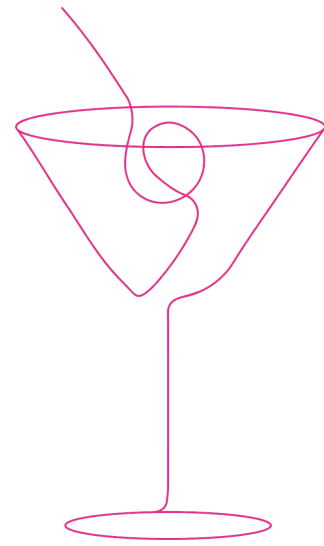
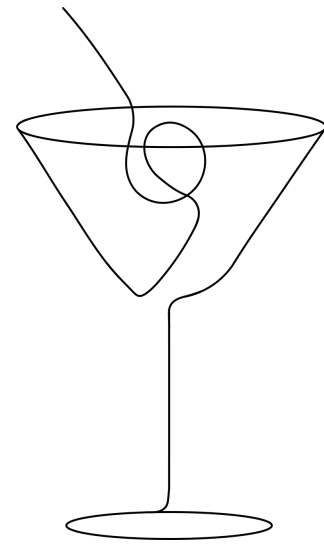
SUGGESTED USES:

- Stationery and envelope liners
- Packaging details (tape, belly bands, box design, tissue paper, stickers, and more)
- Social media graphics or accents
- Website banners
- Business cards



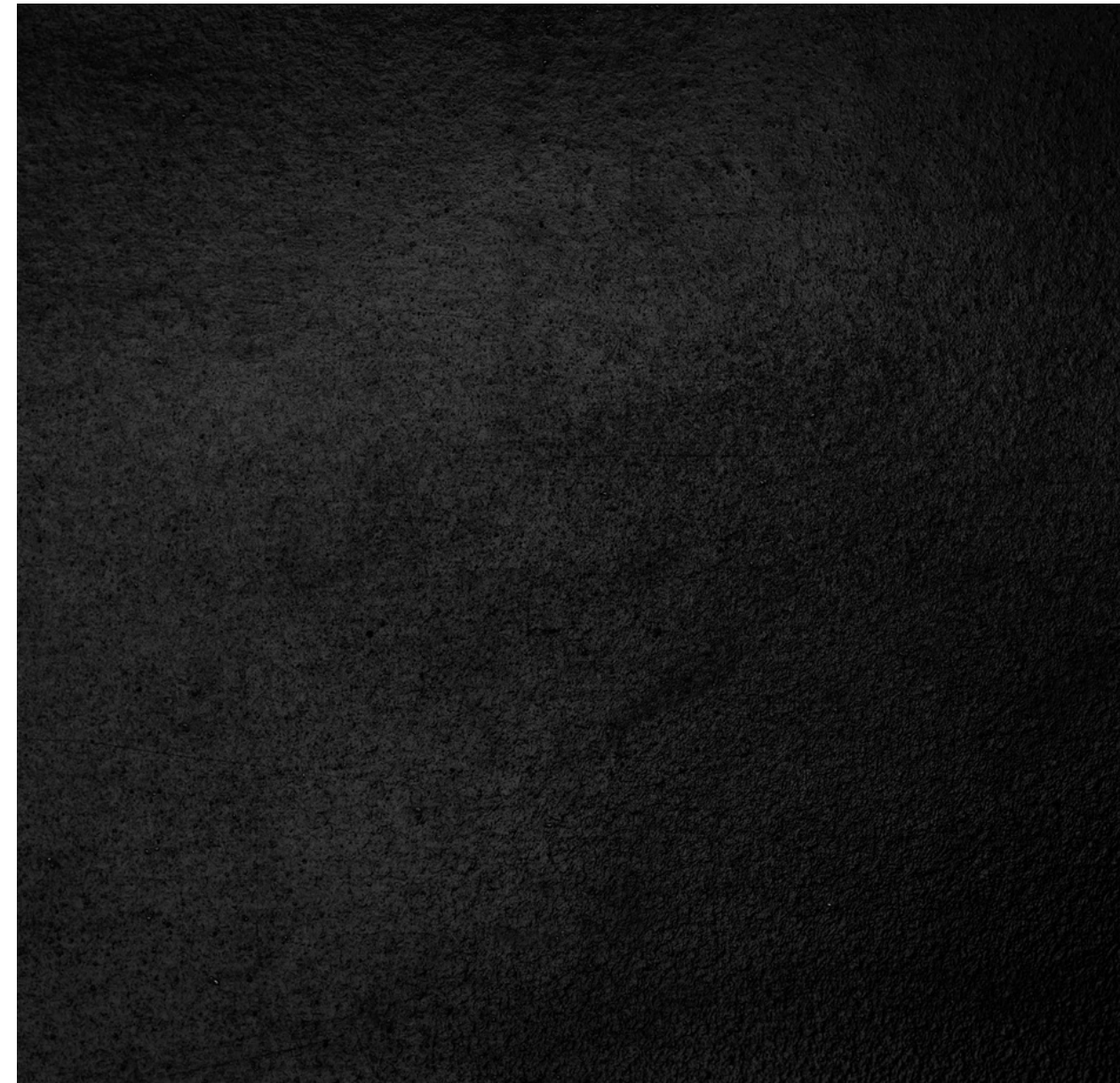


GRAPHICS





TEXTURES



COLOR PALETTE

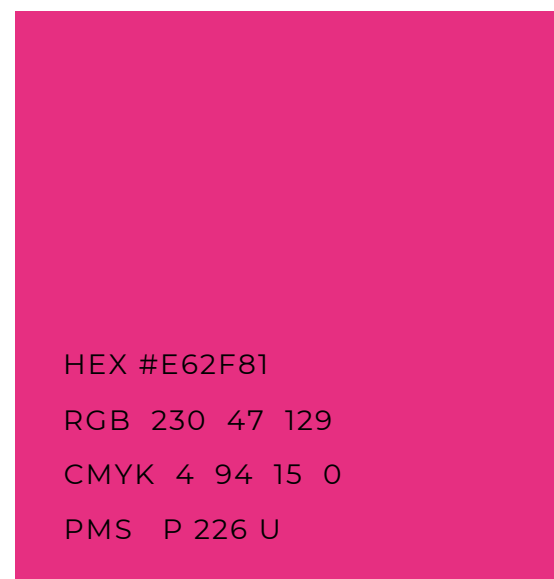
09



COLOR PALETTE GUIDELINES

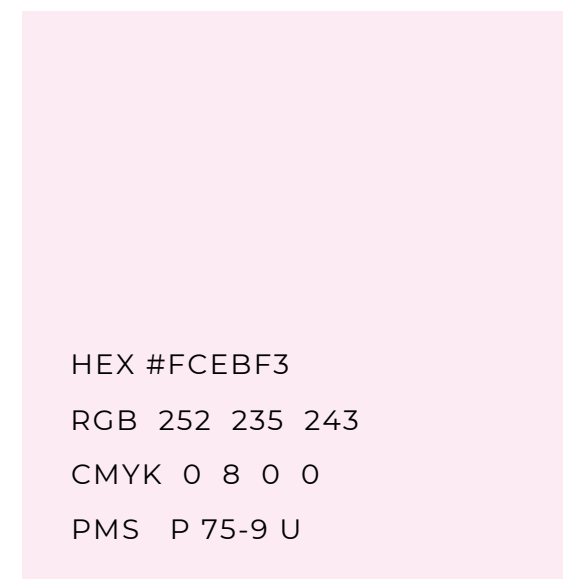
Your primary palette is four colors. Your primary colors help people to quickly identify your brand. They should be used most often, especially for when you are making a first impression with your logo and for call-to-action buttons on a website.

For web and digital applications, use the HEX values (#xxxxxx) provided. Note that colors may vary on different computers or devices, due to inconsistent monitor color calibration. For printing, it's best to use the Pantone Matching System (PMS) colors, unless an option to use HEX is given. Some printers may request a CMYK matching code, which we are happy to provide if needed.



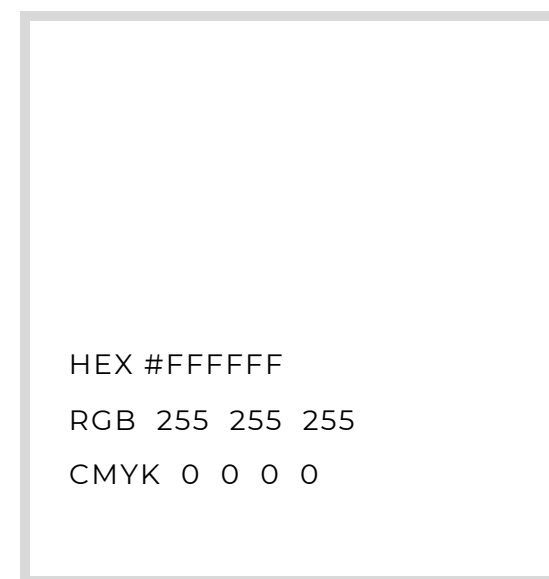
HEX #E62F81
RGB 230 47 129
CMYK 4 94 15 0
PMS P 226 U

HOT PINK



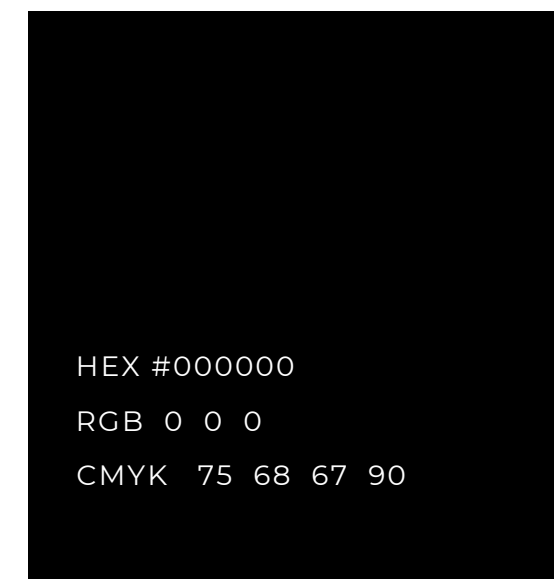
HEX #FCEBF3
RGB 252 235 243
CMYK 0 8 0 0
PMS P 75-9 U

BLUSH



HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

WHITE



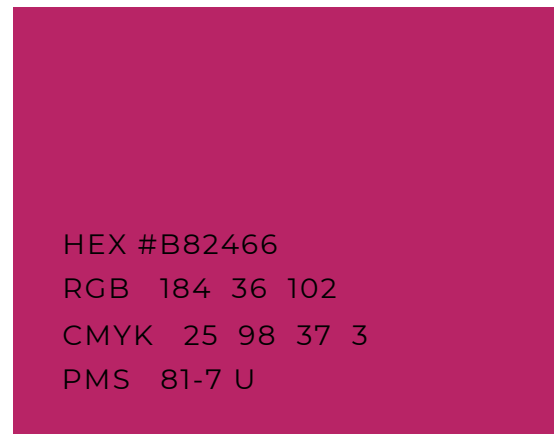
HEX #000000
RGB 0 0 0
CMYK 75 68 67 90

ONYX

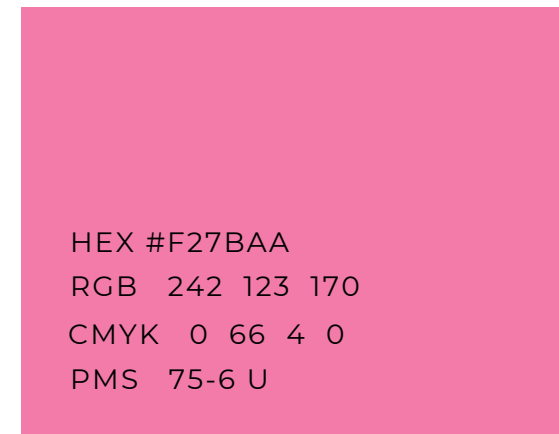


SECONDARY COLOR PALETTE

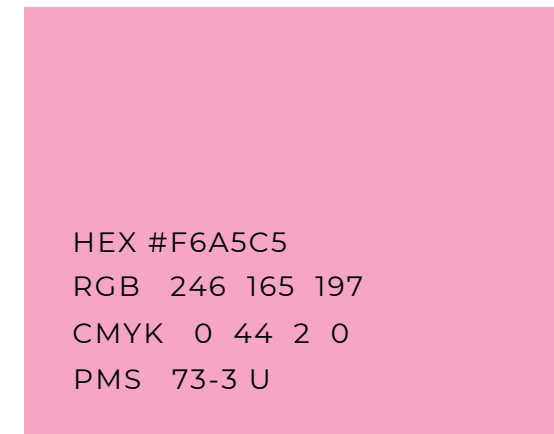
A secondary color palette may be used to complement the primary palette but never to substitute.



HIBISCUS



CARNATION



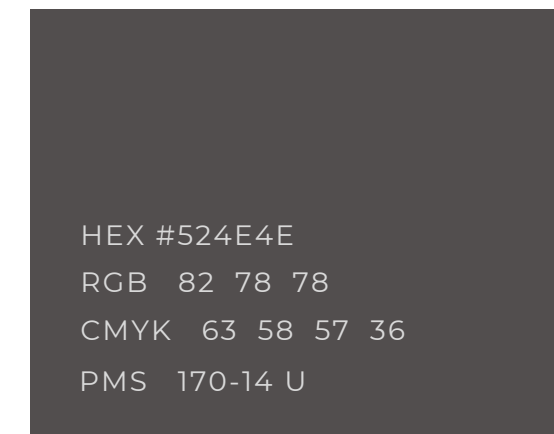
ROSE



PLATINUM



SANDSTONE



SLATE



COLOR PAIRINGS

EFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that pair well together.





COLOR PAIRINGS

INEFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that do not pair well together.



TYPOGRAPHY

10



HEADING FONT

NALIETA REGULAR

Letter Spacing: 50 pts.

Minimum: 22 pts.

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

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 .

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *

A a B b



ACCENT FONT

CRIMSON FOAM

Letter Spacing: 0 pts.

Minimum: 55pts.

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

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 .

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & *

Aa Bb



BODY FONT

MONTERRAT

Letter Spacing: 0 pts.

Minimum: 12 pts.

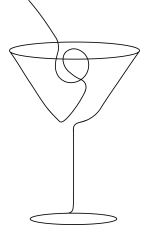
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz.

0123456789!@#\$%^&*

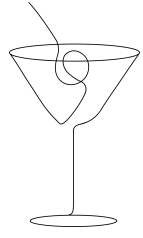
A a B b

WALLPAPER



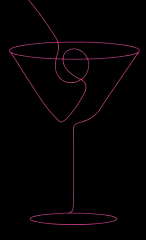
BRAND GUIDELINES





BRAND GUIDELINES





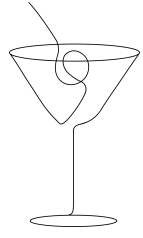
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CONTACT

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