



BY FLYDOG DIGITAL

BRAND GUIDELINES

COMPLETE BRANDING GUIDELINES FOR THE TRAILER BAR.

BRAND GUIDELINES



WELCOME

COMPLETE BRANDING GUIDELINES FOR THE TRAILER BAR.

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 THE TRAILER BAR'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

01

WHERE DESERT

MEETS DRINKS



BRAND IDENTITY

02



MISSION & VISION

MISSION

AT THE TRAILER BAR, WE'RE ON A MISSION TO BRING THE PARTY TO YOU, WHEREVER THAT MIGHT BE! MERGING SOPHISTICATION WITH SPONTANEITY, OUR MOBILE BAR MAKES EVERY LOCATION THE SOUGHT-AFTER GATHERING SPOT. WE BELIEVE THAT A GREAT ATMOSPHERE AND AN EVEN BETTER DRINK SHOULDN'T BE BOUND BY FOUR WALLS. FROM SUN-KISSED FARMER'S MARKETS TO MOONLIT WEDDINGS, OUR PURPOSE IS SIMPLE: TO DELIVER VIBRANT EXPERIENCES ON THE GO. WHEN FESTIVITIES ARE IN THE FORECAST, OUR TRAILER IS READY TO SET THE STAGE FOR MEMORABLE MOMENTS, WHETHER YOU'RE POURING OR WE ARE. CHEERS TO GOING PLACES TOGETHER.



CORE VALUES

03



ADAPTIVE AMBIANCE

FROM FRESH BREWS TO EVENING BOOZE, OUR VERSATILITY ENSURES THAT EVERY SETTING FEELS JUST RIGHT.

JOYFUL JOURNEYS

WE BELIEVE THAT THE JOURNEY IS AS IMPORTANT AS THE DESTINATION. WE'RE HONORED TO BE THE VEHICLE (LITERALLY AND FIGURATIVELY) THAT PROMOTES JOY-FILLED MEMORIES AND SHARED LAUGHS AT EVERY STOP.

SIP WITH STYLE

STEEPED IN CHARACTER, OUR TRAILER OFFERS A FRESH TWIST ON THE USUAL. WE'RE BRINGING FUN TO THE TABLE, ENSURING EACH SIP IS SAVORED WITH A MOOD THAT'S BOTH TIMELESS AND TRENDSETTING.

BOUNDLESS HOSPITALITY

OUR WHEELS HAVE NO BOUNDS, AND NEITHER DOES OUR HOSPITALITY. WE'RE DRIVEN BY AN OUTGOING SPIRIT, MAKING SURE EVERY GUEST FEELS WELCOMED, VALUED, AND CELEBRATED.

GENUINE CONNECTION

BEYOND THE BEVERAGES, OUR TRUE PASSION LIES IN FORGING GENUINE CONNECTIONS. EVERY EVENT IS THE OPPORTUNITY TO MAKE NEW FRIENDS, SHARE STORIES, AND CREATE SOMETHING WORTH REMEMBERING.

BRAND TONE

04



WE ARE . . .

ELEGANT
VERSATILE
DEPENDABLE
CHARACTER-FILLED
WELCOMING AND FRIENDLY
INNOVATIVE AND FRESH
PLAYFUL

WE ARE NOT . . .

UNAPPROACHABLE OR ELITE
INCONSISTENT
RIGID OR UNADAPTABLE
OUTDATED OR STUCK IN THE PAST
INTRUSIVE OR OVERLY FAMILIAR
FLASHY
SILLY OR CHILDISH

LOGOS

05



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.

The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE





PRIMARY LOGO - ALTERNATIVE COLORS

The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE



The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE



The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE





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.

The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE



SECONDARY LOGO - ALTERNATIVE COLORS

The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE

The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE

The
TRAILER
PHX **BAR** ARZ
MOBILE BAR & CAFE



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.



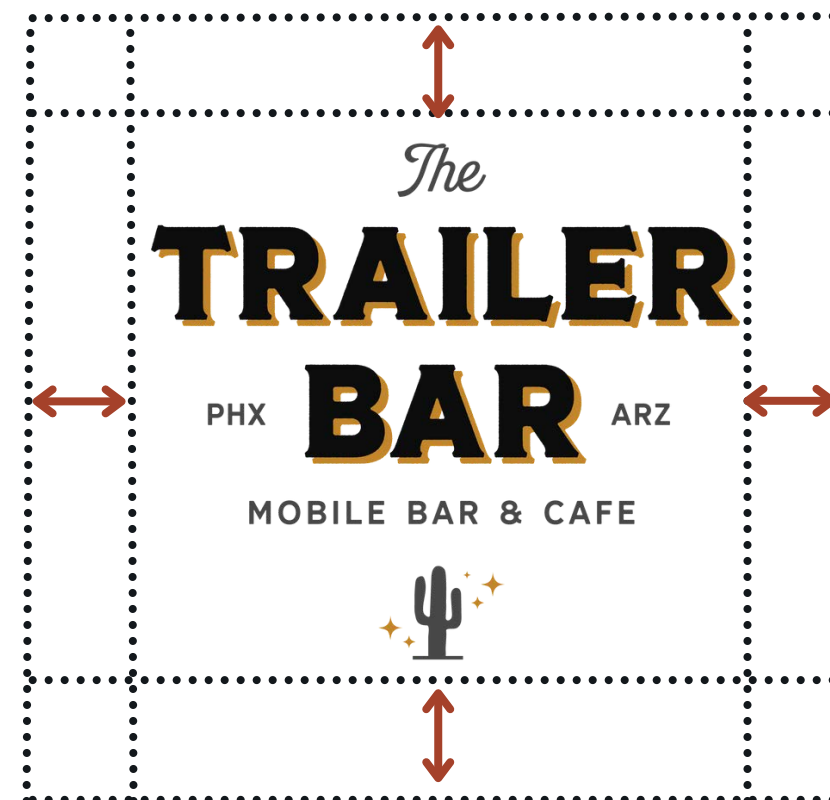


LOGO CONSTRUCTION GRID

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 TP THE WIDTH OF THE "T" IN TRAILER. SPACE WILL CHANGE AS THE SIZE OF THE LOGO CHANGES. LOGO CANNOT APPEAR SMALLER THAN 45MM WIDE.



GRAPHICS

06



GRAPHICS & PATTERNS

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.

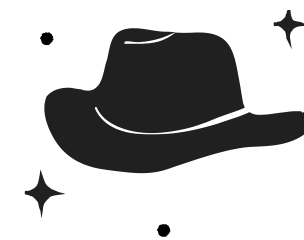
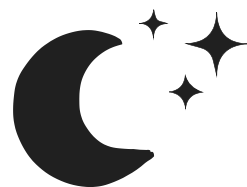
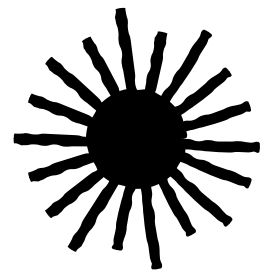
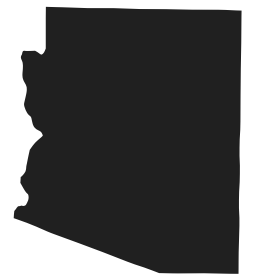
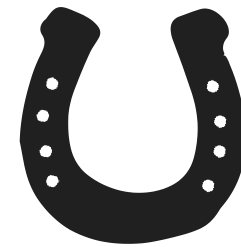
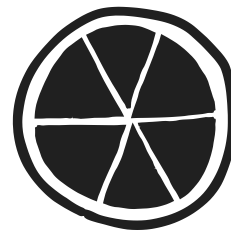
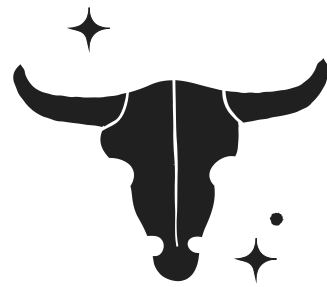
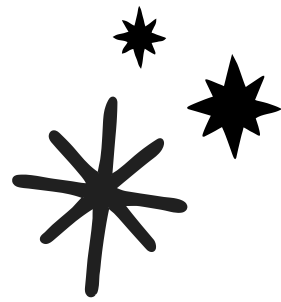
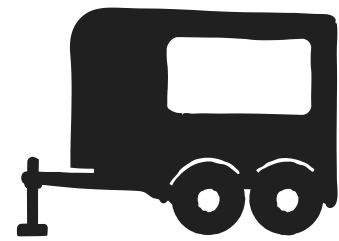
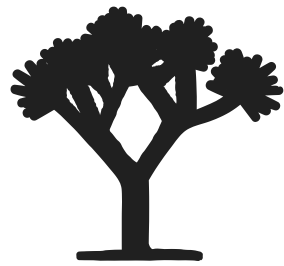
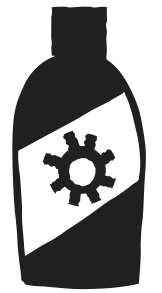
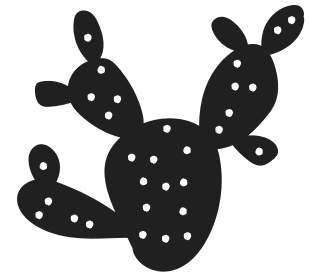
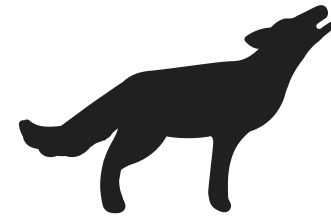
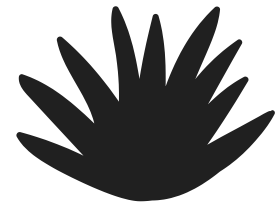
SUGGESTED USES:

- 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



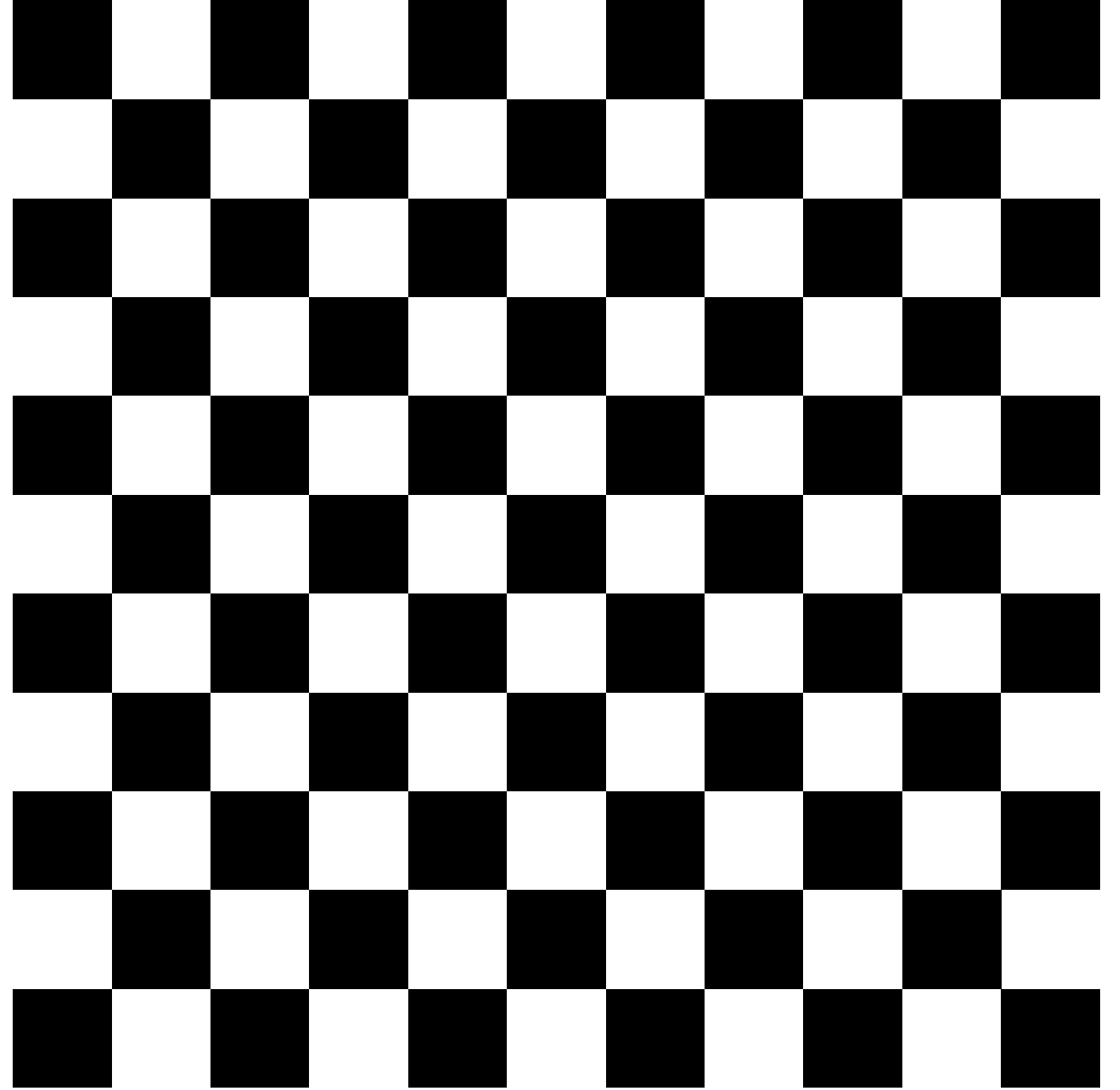
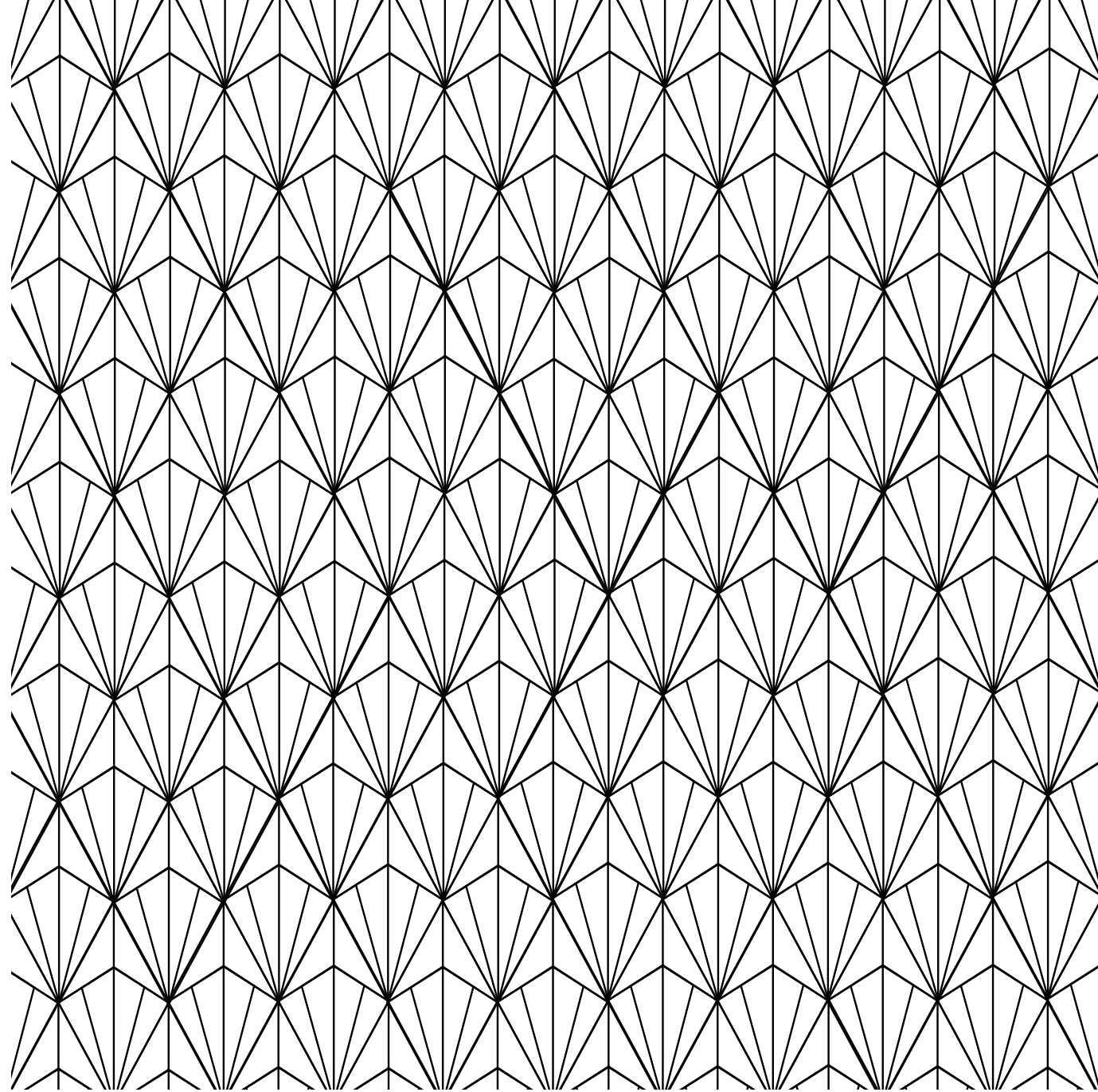


GRAPHICS





BRAND GUIDELINES



COLOR PALETTE

07



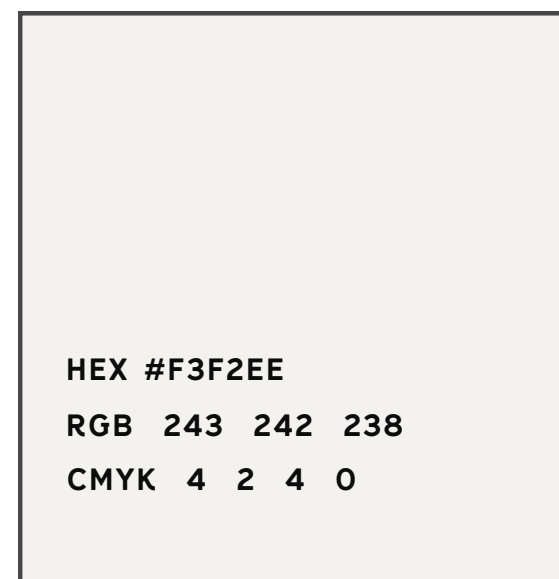
COLOR PALETTE GUIDELINES

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 CMYK COLORS, UNLESS AN OPTION TO USE HEX IS GIVEN. SOME PRINTERS MAY REQUEST A PANTONE MATCHING SYSTEM (PMS) COLOR CODE, WHICH WE ARE HAPPY TO PROVIDE IF NEEDED.



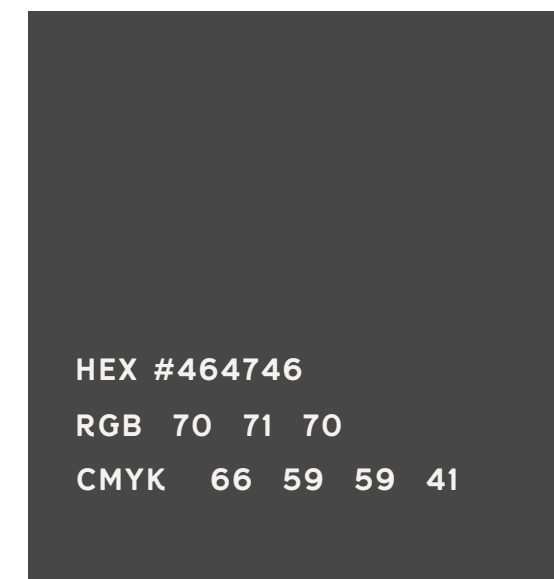
SUNSET SAGUARO



SONORAN STARDUST



SANDSTONE MIRAGE



MOJAVE MOONSHINE

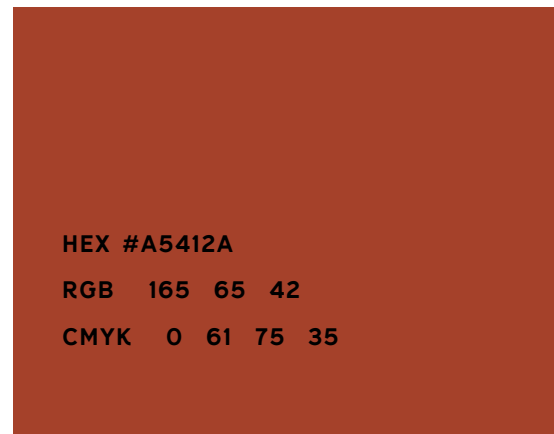


DESERT NIGHTFALL



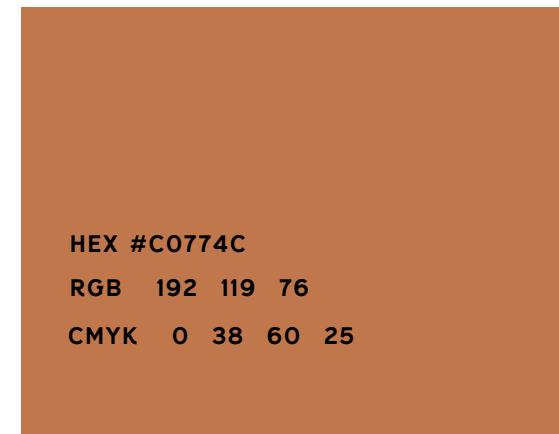
SECONDARY COLOR PALETTE

A SECONDARY COLOR PALETTE MAY BE USED TO COMPLEMENT THE PRIMARY PALETTE BUT NEVER TO SUBSTITUTE.



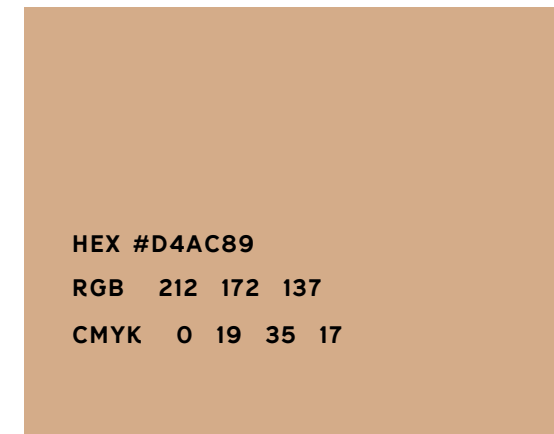
HEX #A5412A
RGB 165 65 42
CMYK 0 61 75 35

PRICKLY PEAR



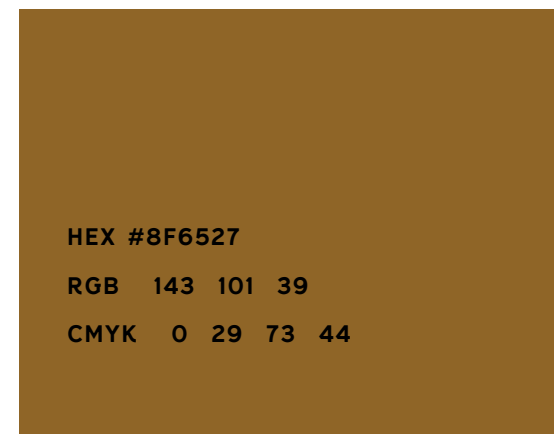
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CMYK 0 38 60 25

TERRACOTTA



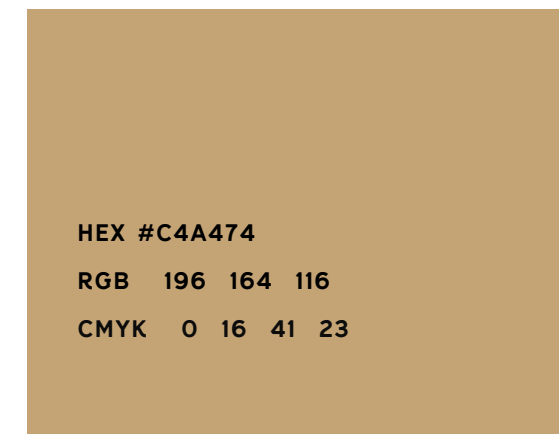
HEX #D4AC89
RGB 212 172 137
CMYK 0 19 35 17

CANYON DUSK



HEX #8F6527
RGB 143 101 39
CMYK 0 29 73 44

MARIGOLD



HEX #C4A474
RGB 196 164 116
CMYK 0 16 41 23

HONEY GOLD



HEX #EAD1BA
RGB 234 209 186
CMYK 0 11 21 8

SAND



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

08



HEADING FONT

SS NICKSON FOUR REGULAR

LETTER SPACING: 0 PTS.

MINIMUM: 18 PTS.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*

A A B B



ACCENT FONT

SS NICKSON SEVEN REGULAR

LETTER SPACING: 0 PTS.

MINIMUM: 25PTS.

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

22 NICKSON TWO REGULAR

LETTER SPACING: 150 PTS.

MINIMUM: 12 PTS.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ.

0123456789!@#%^&*

AA BB



CONTACT

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