



Wild Swann

WILD SWANN | BRAND GUIDELINES

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As Kentuckians, we have always specialized in creating unprecedented unions. The Wild Swann pays homage to this tradition. We compose a collaborative cocktail experience true only to Louisville's heritage. Enter as a guest, leave as a native.

THE WILD SWANN

PRIMARY LOGO

THE LOGO

This version is suitable for printed materials or signage, when appropriate space is given and other elements don't conflict with the visual hierarchy.

When on a white or light background, the logo typically appears as PMS 7652 C.



*Wild
Swann*

THE WILD SWANN

LOGO VARIATIONS

LOGO VARIATIONS

Depending on the need, different logo variations can be used. These variations are the ONLY approved ways the primary logo can be added to and broken apart.

A simple logo mark can also be used when a more compact version is needed.



FOOD
BUT MOSTLY BOOZE

Logo with tagline
WildSwann-booze_BLK.eps



LOU — KY

Logo with location
WildSwann-louky_BLK.eps



Logo Mark
WildSwann-mark-BLK.eps



Exterior Signage Logo
WildSwann-spirits-BLK.eps
*Only use this version on exterior signage.
See Wilder Exterior Signage Front for mockup.

THE WILD SWANN

LOGO COLOR VARIATIONS

LOGO COLOR VARIATIONS

The primary logo, logo with tagline and location as well as logo mark can be used in the following colors. The file name extensions are named “purple,” “gold,” and “green” accordingly-- as well as a reversed and black version.



THE WILD SWANN

LOGO SIZING

LOGO SIZING

These sizes are the smallest size the logo should ever be represented.

*If subtitle with the logo is smaller than 9 points, use a logo version without subtitle.



PRINT | 2" x 1.74"

WEB | 250 pixels wide

*Sizing applies to all variations using a tagline



PRINT | 1" x .72"

WEB | 72 pixels wide



PRINT | .35" x .4"

WEB | 25 pixels wide

THE WILD SWANN

LOGO SPACING

LOGO SPACING

Logo should always be given clear space equivalent to the height of the “i” in “Wild.” Use the same spacing on all sides of the logo.

The same applies to the logo variations with the tagline, the location and logo mark.



THE WILD SWANN

DISTORTION AND INCORRECT USAGE

**DISTORTION & INCORRECT
LOGO USAGE**

These incorrect usages apply to all
versions of the logo.



DO NOT rotate or warp the logo.



This logo should always maintain its correct proportions.
DO NOT stretch the logo width-wise or height-wise.



DO NOT put unapproved borders, strokes or boxes around
the logo. Especially, close to the logo.



DO NOT use unspecified fonts or styles for titles or tags.
Use the given files for mark and name placement.



DO NOT use unapproved colors in the logo design. Use only
the files provided. There is potential for creative flexibility,
but it must be approved by the creating agency,
VIA Studio.

COLOR & TYPOGRAPHY

JEWEL TONED

Rich and evocative, this palette calls for deep textures matched with purposeful tones. One must be mindful to balance these carefully. These hues must be paried with lighter tints in order to maintain the importance for each particular color's use. Although they will likely be used in darker light, warm them up with amber incandescence and gold or brass metals.

THE WILD SWANN

THE PALETTE



PMS 7652 C
65/100/36/41
#501248



PMS 561 C
PMS 3298 U
86/44/68/36
#1D564B



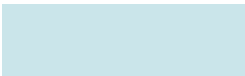
PMS 7546 C
82/74/47/43
#30354A



PMS 1245 C
PMS 1245 U
19/41/87/1
#CE9841



PMS 628 C
25/0/12/0
#BBE2E1



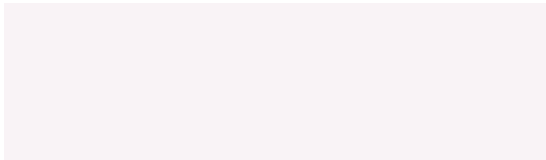
75%



50%



25%



PMS 7652 C @ 5%
2/4/2/0
#622650

PRIMARY FONTS

The logotype is a custom letterd design.
Sofia Pro is the stacked and tagline font. It
can also be used for headlines. Source Sans
is the default body copy font.

PRIMARY FONTS

Sofia Pro
Light, Regular, **Bold, Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%&*()

Source Sans
Regular, Semibold, **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

SECONDARY FONTS

These fonts should be used when less emphasis is needed, such as body copy. Also, in instances where legibility takes importance over decoration.

SECONDARY FONTS

Source Serif Pro
Regular, Italic, **Bold**, **Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Deccan
Regular, *Italic*, *Medium Italic*, **Semibold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$ø^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

THE WILD SWANN

CUSTOM LETTERING

CUSTOM LETTERING

Custom lettering is an integral part of the storytelling of Wild Swann. It introduces the guest to a time period that merges with our modern take on its design.

The implementation of this lettering uses a specific sign painting inspired script. Any other custom lettering done should be made precisely in this style. The type on top is a variation of the Poller One font as seen to the right. Use only in uppercase.

Custom lettering should be implemented sparingly and purposefully.

POLLER ONE**ABCDEFGHIJKLMNOPQRSTUVWXYZ****1234567890!@#\$%&*()**

— *FOR THAT* —
LOOK
OF
Importance

THE SYSTEM

BRAND ELEMENTS

To effectively tell the brand story, the logo is supported by a system of elements to aid in completing the story of The Wild Swann.

THE WILD SWANN

MAKER’S MARKS

MAKER’S MARKS

The brand system has iterations of “maker’s marks” and word lockups. The intent of these is to provide visual layering of brand elements to accurately communicate the “hidden gem” or “explorative” elements of our branding. Marks can appear in any brand color that is appropriate to the surrounding colors. The illustration, phrase or symbol in each mark has direct meaning to the time period of the Swann Abrams hat company, the history of The Wilder building or the state of Kentucky.

Rule of thumb: if the illustration or word lockup does not have meaning, don’t use it!

ELIXIR FOR
LONG LIFE

OUR - YOUR
FARE
CAREFUL
ATTENTION
WILL
HAVE

SOCIAL
PROVISIONS



HOLD IN
THE LUCK.



THE WILD SWANN

ILLUSTRATION

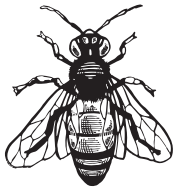
ILLUSTRATION

Illustration can be used as an element inside of a maker’s mark or alone as it’s own visual element. In some instances, the branding agency might use illustrations in a pattern as well. These are all icons of Kentucky and Louisville.

Usage notes: These can also be used as a layering element in different colors of the brand palette.



Our state butterfly also nods to the Greatest of All Time, Muhammed Ali.



The bumblebee represents the lush natural elements of the state, and the famous quote from M. Ali.



The tulip poplar is our state tree known for its bright spring flowers and yellow fall leaves.

The poplar illustration can be used as a pattern in one of two ways. [Fig.1] A contained repeating pattern. [Fig.2] As series of 2-3 used as a corner detail element.

Usage notes: These can also be used as a layering element in different colors of the brand palette.



fig. 1



fig. 2

THE WILD SWANN

GRAPHICS

GRAPHICS

These graphics are period specific illustrations pulled from postcards and materials from the era of the Swann Abrams hat company. They only appear as single color graphics, with a specific dot pattern filter. They can be cropped, but otherwise should not be manipulated in any way.



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THE WILD SWANN

BUSINESS CARD

BUSINESS CARD

As a “first touch point” the business cards reflect the Wild Swann visual brand.



LETTERHEAD

The letterhead is reminiscent of old printing pressed stationery. It includes multiple maker’s marks, although not too many that would be distracting.



NO. 10 ENVELOPE

The Wild Swann envelope is intended for corporate mailing use.



THE WILD SWANN

PRESS KIT BROCHURE

PRESS KIT BROCHURE

This piece is intended to be used in The Wild Swann press kit as a high level look into the brand.



THE WILD SWANN

BAR MENU

BAR MENU

The menu consists of three sheets varying in size and is recommended that it is clipped to an anitqued clipboard simliar to one in mockup.



THE WILD SWANN

CARRY OUT BAG

CARRY OUT BAG

The carry out bag is a casual execution intended as a vessel for guests to take away food from the bar area.



THE WILD SWANN

BAR NAPKIN

BAR NAPKIN

These custom stamped napkins are printed with various copy lines and provide an extra level of detail to the bar.



THE WILD SWANN

WEBSITE

WEBSITE

The Wild Swann website is a single page brochure site.



PRINT FILES

EPS: the encapsulated postscript file format is a metafile format; it can be used for vector art (illustrator, Freehand) or bitmap images (photoshop). When you place an eps image into a document, you can scale it up or down without information loss. This format contains postscript information and should be used when printing to a postscript output device. EPS files can be graphics or images of whole pages that include text, font, graphic, and page layout information. When saving a file in the eps format, add the “.eps” file extension to the end of its file name. If at all possible, always try to use this format first.

TIFF: TIFF or the Tagged Image File Format is a file format that is strictly used for bitmap data. TIFF files don’t contain text or vector data. It is a highly flexible and platform-independent format which is supported by numerous image processing applications and virtually all prepress software on the market. Use with high resolution images or photos. When saving a file to the TIFF format, add the file extension “.tif” to the end of its file name.

WEB FILES

JPEG: The JPEG format, with its support for 16.7 million colors, is primarily intended for photographic images. The internal compression algorithm of the JPEG format, unlike the GIF format, actually throws out information. Depending on what settings you use, the thrown out data may or may not be visible to the eye. Once you lower the quality of an image, and save it, the extra data cannot be regained so be sure to save the original. This file format will pixelate when stretched and will always have a white background.

PNG: stands for Portable Network Graphics. It’s a lossless bitmap image format that is popular on the World Wide Web and elsewhere. PNG uses a non-patented lossless data compression method known as deflation. Due to it on most images PNG can achieve greater compression than GIF, but some implementations make poor choices of filter methods and therefore produce unnecessarily large PNG files. Use for web files when you need a small file size. If you need an image with a transparent background but cannot use EPS, use this format.

Branding standards created by VIA Studio. Please contact VIA Studio for information on creating collateral materials or for questions or concerns regarding these usage guidelines.



VIA STUDIO

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