



MR SANDWICH

STYLE GUIDE

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INTRODUCTION

Mr Sandwich is a wide range of tasty, fresh sandwiches and snacks at an affordable price.

The new Mr Sandwich shop identity enables Mr sandwich to become a brand of the present day. As most of our customers are students the rebrand was necessary to increase the relevance. The fun but elegant design reflects the friendly, personalised, and efficient service. The rebrand better reflects the health benefits and freshness of the product. The bright colours have strong connotations of positive energy in the sense of both fuel for your body and uplifting peoples moods .

This style guide details the guidelines using the new brand logo in an appropriate manner to complement the newly established brand identity. Following these guidelines will ensure the new identity creates a positive and stable impact as this will ensure the identity remains intact when undertaking creative development. These guidelines apply to both digital and print unless otherwise stated.

The visual identity of Mr Sandwich combines a simplistic design with bold colours creating a balance to playfulness and sophistication. The logo is a primary element that embodies this identity. The colour typography and imagery is one of the tone of voice are essential to complimenting the logo in creating a cohesive identity.

THE LOGO

Below is the preferred master brand logo of Mr sandwich which is used in most circumstances throughout the company.

The logo is centre aligned along the vertical line. The Bread slice is centre aligned along the horizontal line. The moustache is placed so that the top edged rests on the horizontal centreline. This balances with the wider top section of the bread slice and is closer to the position that a moustache would be on a face. The yellow points are placed evenly from the sides of the circle.



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THE LOGO SIZE

The Mr sandwich logo was designed that it can be reproduced at a minimum height of 15 mm.

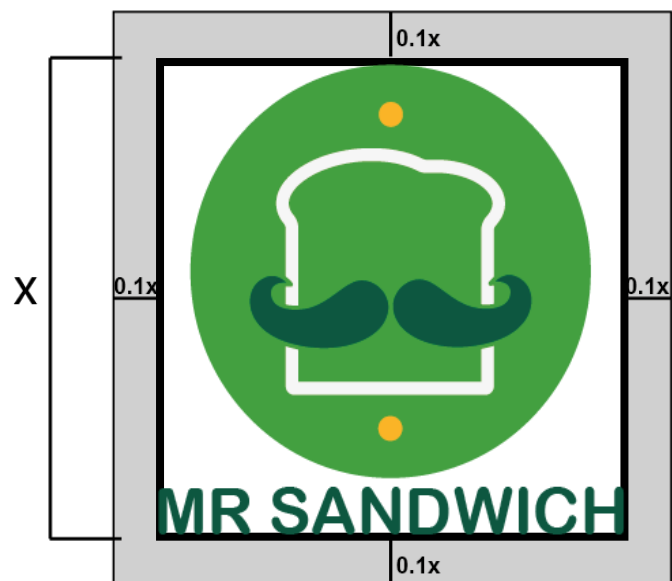


The minimum size of the logo on the web is 45 pixels. There is no maximum size for this logo

ISOLATION BOUNDRIES

The Mr Sandwich logo has specific isolation boundaries to prevent the logo being infringed on by other visual elements. This ensure legibility of the brand.

The minimum isolation space should be 1/10 of the height of the logo. Here the height is referred to as x. Therefore the isolation space should be the value of x multiplied by 0.1



LOGO MISUSE

The appearance of the logo must remain consistent and the interpretation of the logo must not be compromised by inappropriate modifications.

Below are some key examples of likely mistakes which should be avoided.

Do not distort the logo



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Do not change the shape of the logo



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Do not alter the position of the elements



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Do not place the logo in a box



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Do not change to a different colour not in the colour pallet



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Do not add a visual effects to the logo



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Do not frame the logo



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Do not change the Typeface of the logo



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LOGO SILHOUETTE

The logo can be used as a silhouette for certain applications for both web and print. These include formal documents and the need for cheap printing. This silhouette should be black-and-white.



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LOGO POSITIONING

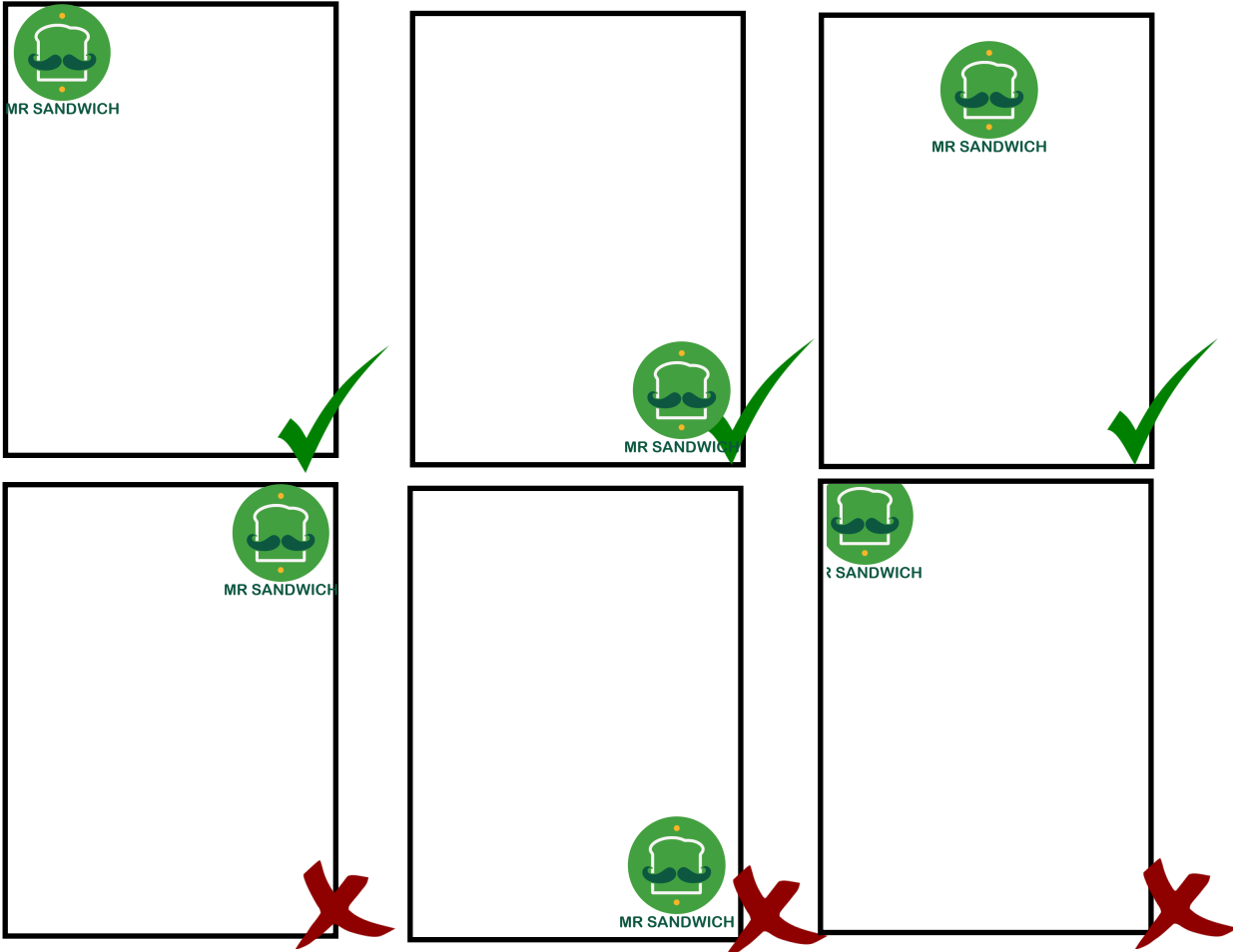
The Mr sandwich logo is normally placed in the bottom right corner. The logo may be placed elsewhere allowing some flexibility when applying it to designs for the brand.

Common alternative placements include the central top of the page and the left top corner of the page.

Placements which should be avoided if possible are the top right-hand corner and the bottom left-hand corner of the page

The logo should be whole and not be cropped

These examples are illustrated on this page.



COLOUR

The Mr sandwich colour palette consists of analogous greens and yellows. These colours are essential in communicating the service that the brand provides. The green was chosen in relation to the numerous sandwich fillings such as lettuce cucumber and avocado which are all green. Green is also associated with natural and healthy food. As health is an increasingly prominent issue this helps the brand remain relevant and respond to the concerns of current society. The yellow was chosen as it has connotations of happiness and joy and is also associated with food due to the regular use of this colour in the food industry. Although bread is not yellow the colour yellow is close enough to Brown that the association can still be made especially as the two yellow dots sandwich the slice of bread in the logo allowing the indirect association to be made. The yellow also is associated with the colour of cheese which is 1 of the most popular sandwich fillings. The logo colours should remain as they are but for other applications the primary brand colours below can be applied as a variation of tints or shades. For example a lighter tints of the yellow may be used as a base background colour.



R0 G86 B64
HEX 005640
C92 M38 Y76 K39



R69 G160 B65
HEX 45A041
C74 M10 Y94 K0



R255 G183 B27
HEX FFB71B
C0 M33 Y88 K0



R147 G213 B0
HEX 93D500
C50 M0 Y100 K0



R253 G224 B33
HEX FDE021
C4 M8 Y89 K0

TYPOGRAPHY

Arial Rounded MT Bold is also used for Headers and the logo due to its complimentary rounded shape to the circular logo and rounded style.

abcdefghijklmnopqrsvwxyz

12345678910 £&*?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Mr Sandwich uses 'Microsoft Sans Serif' for large bodies of text .It can be applied in bold to emphasise a word or short section of text.

abcdefghijklmnopqrsvwxyz

12345678910 £&*?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrsvwxyz

12345678910 £&*?!

ABCDEFGHIJKLMNOPQRSTUVWXYZ

IMAGERY

There are certain images that fit well with the brand and examples of these have been listed below. Usually the images feature at least one of the primary brand colours. The logo or an brand element extracted from the logo may also be present. For example the tiny moustache in top left image

