STAR CITY

COFFEE & ALE HOUSE

STAR CITY
coffee & ale House

Star City Coffee & Ale House opened in January 2013 in downtown Lafayette. Star City's name is derived from Lafayette's nickname, "Star City of the West". Find specialty roasters across the United States, and the best craft beers on tap!

To understand the function and value of the Star City Coffee & Ale House identity, it is important to recognize that every organization has a specific identity system--a system that is partly formed by the look of its printed materials, stationery, website, etc. Each component of communication contributes to the overall impression people have of the organization. When an organization's identification program is a coordinated one, it projects a unified character, which works effectively to reinforce all of its activites. In many cases, it also helps the organization to be more cost-effective in its communication efforts by simplifying certain decision making processes.

The purpose of this manual is to explain the components of the Star City Coffee & Ale House visual identity system, to define its graphic design standards, and to illustrate how these standards are applied. These standards depend on relative size, proportion, and position of individual elements. They have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these standards and guidelines will ensure continuity, a high standard of quality, and a clear, consistent identity for Star City Coffee & Ale House.

Guidelines establish a rulebook for a group of individuals that work on the company materials. The use of guidelines ensure how the visual identity should appear across all media. These guidelines help your company hold the value in its visual identity for many years through the proper use of its components.

Logomark

Signature

STAR CITY
Coffee & ale House

Primary Signature
(two-line, centrally-aligned configuration)

STAR CITY Coffee & ale House

Secondary Signature
(single-line, left-aligned configuration)

Components of the Star City Coffee & Ale House Identity System

The Star City Coffee & Ale House visual identity system consists of:

• Logomark
• Signature

The logomark and signature is available in a preferred version for most uses, and alternate versions, which may be used in specific applications. See page 4 – 6 for detailed information on using various versions of the logomark and signature.

Each configuration that combines the logomark and signature in a defined relationship is referred to as a "Lock-up." See page 7 – 12 for detailed information on using the lock-ups.

LOGOMARK

The Star City Coffee & Ale House logomark is intended for use on applications where the width of the logomark is more than or equal to .5 inch. The logomark may never be used at sizes smaller than .5 inch wide.

The logomark may be used independent of the signature in appropriate contexts. See page 7–12 for the available "lock-ups" which combine the logomark and the signature for appropriate use.

The Star City Coffee & Ale House logomark may be reproduced using the core color palette or in black & white. In contexts where the use of color is not an option, or when Star City Coffee & Ale House's core colors conflict with the application, the logomark may be reproduced in black or white. See page 14 for the Pantone colors, CMYK, RGB, and HEX values.

.5"

LOGOMARK CLEARSPACE

To maintain the integrity of the logomark, a certain amount of space around the logomark must be kept clear of competing visual elements. The area around the logomark should always provide ample space so that the balance and wholeness of the logomark is not violated by the competing elements. The diagram on the left shows the correct amount of space that should surround the logomark.

X

X
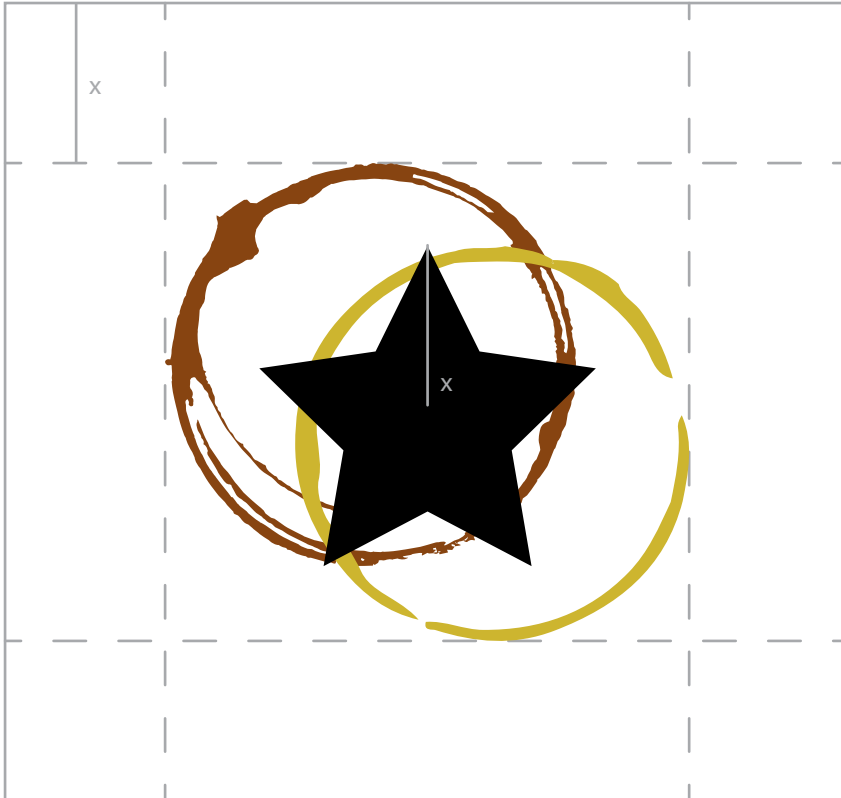
Primary Signature

STAR CITY
COFFEE & ALE HOUSE

Secondary Signature

STAR CITY COFFEE & ALE HOUSE

SIGNATURE

The Star City Coffee & Ale House signature (set in typeface Unica One) is an integral part of the identity system. The signature is available in two versions:

The primary signature is a two-line, centrally-aligned version that should be used in the horizontal or vertical lock-up with the logomark.

The secondary signature is a single-line, left-aligned version that should be used in the horizontal lock-up with the logomark.

See page 7 – 12 for the available "lock-ups" which combine the logomark and the signature for appropriate use. The Star City Coffee & Ale House signature may be reproduced using the core color palette or in black & white. In contexts where the use of color is not an option, or when Star City Coffee & Ale House's core colors conflict with the application, the signature may be reproduced in black or white. See page 14 for the Pantone colors, CMYK, RGB, and HEX values.

The Star City Coffee & Ale House signature must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The letter forms have been arranged to work at different scales, so it is crucial that independent versions of the signature are not created from the typeface directly.

1″

IDENTITY ELEMENTS COMBINATIONS

Each configuration that combines the logomark and signature in a defined relationship is referred to as a "lock-up." Three versions of Star City Coffee & Ale House lock-ups are available for use:

THE PRIMARY LOCK-UP

The two-line, centrally-aligned signature placed on the right side of the logomark is the preferred lock-up and should be used whenever possible in order to build equity around it.

The primary lock-up is intended for use on application where the width of the logomark is more than or equal to 1 inch. The artwork of the logomark has been modified for reproduction at this small scale and can be used no smaller than 1 inch wide.

Each lock-up defines the relationship of the logomark and signature and is designed for use in specific applications based on size, scale, and position of each element. The Star Coffee & Ale House lock-ups must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The lock-up elements have been arranged to work at different scales, so it is crucial that independent versions of the lock-up are not created.

PREFERRED LOCK-UP CLEARSPACE

To maintain the integrity of the Star City Coffee & Ale House lock-ups, a certain amount of space around the lock-up must be kept clear of competing visual elements. The area around the lock-up should always provide ample space so that the balance and wholeness of the lock-up is not violated by the competing elements. The diagram on the left shows the correct amount of space that should surround the preferred lock-ups.

STAR CITY

COFFEE & ALE HOUSE

1"

STAR CITY

COFFEE & ALE HOUSE

SECONDARY LOCK-UP

The two-line, centrally aligned signature placed below the logomark is the secondary lock-up and should be used in contexts where the asymmetry of the preferred lock-up conflicts with the centered text-arrangement or layout. The secondary lock-up is also useful where space constraints demand for a narrower arrangement of elements.

The secondary lock-up is intended for use on application where the width of the logomark is more than or equal to 1 inch.

The artwork of the logomark has been modified for reproduction at this small scale and can be used as small as 1 inch-wide.

Each lock-up defines the relationship of the logomark and signature and is designed for use in specific applications based on size, scale, and position of each element. The Star City Coffee & Ale House lock-ups must always be used as a provided file, and never typeset by the user to ensure that the correct scale relationship and spacing are maintained. The lock-up elements have been arranged to work at different scales, so it is crucial that independent versions of the lock-up are not created.

SECONDARY LOCK-UP CLEARSPACE

To maintain the integrity of the Star City Coffee & Ale House lock-ups, a certain amount of space around the lock-up must be kept clear of competing visual elements. The area around the lock-up should always provide ample space so that the balance and wholeness of the lock-up is not violated by the competing elements. The diagram on the left shows the correct amount of space that should surround the secondary lock-up.

CIRCULAR LOCK-UP

CIRCULAR LOCK-UP

The circular lock-up is the logomark with the Primary Signature (set in typeface Unica One) and should be used in places where the layout demands for horizontal arrangement of elements.

The circular lock-up is intended for use on applications where the width of the circular lock-up is more than or equal to 1 inch. The artwork of the lock-up has been modified for reproduction at this small scale and should be used no smaller than 1 inch wide.

The circular lock-up may be reproduced using the core color palette, in black, or in white. In contexts where the use of color is not an option, or when Star City Coffee & Ale House's core colors conflict with the application, the lock-up may be reproduced in black or white. See page 14 for the Pantone, CMYK, RGB, and HEX values.

1"

CIRCULAR LOCK-UP CLEARSPACE

To maintain the integrity of the circular lock–up, a certain amount of space around the circular lockup must be kept clear of competing visual elements. The area around the circular lock–up should always provide ample space so that the balance and wholeness of the circular lock–up is not violated by the competing elements. The diagram on the left shows the correct amount of space that should surround the circular lock–up.

A a
unica one

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

SIGNATURE

The Star City Coffee & Ale House signature uses the typeface Unica One. This typeface should not be considered an everyday typeface, but should be reserved for the Star City Coffee & Ale House signature.

Unica One is designed by Eduardo Tunni and is free for commercial use. The typeface can be downloaded from:
https://fonts.google.com/specimen/Unica+One

For more information on the rights and licenses, please visit:
https://fonts.google.com/specimen/Unica+One

NOTE: The Star City Coffee & Ale House signature may never be manipulated or created directly from the typeface. The elements in the signature have been arranged to work at different scales. To ensure that the correct scale relationships and spacing are maintained, these elements must always be used as provided in this style guide.

Core Color Palette

PANTONE P 32-15 U
CMYK   32/75/100/31
RGB   135/68/16
HEX#   874410

PANTONE P 5-7 U
CMYK   23/23/98/0
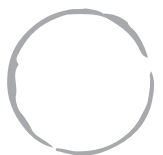RGB   205/181/47
HEX#   CDB52F

PANTONE NEUTRAL BLACK U
CMYK   63/59/60/41
RGB   77/72/69
HEX#   4D4845

Neutral Color Palette

PANTONE P 172-16 U
CMYK   69/64/58/50
RGB   59/58/62
HEX#   3B3A3E

PANTONE P 179-6 U
CMYK   36/28/27/0
RGB   167/169/172
HEX#   A7A9AC

PANTONE NEUTRAL BLACK U
CMYK   63/59/60/41
RGB   77/72/69
HEX#   4D4845

CORE COLOR PALETTE

The Star City Coffee & Ale House identity system should be reproduced using the core color palette. In contexts where the use of core colors is not an option, or when core colors conflict with the application, the identity system may be reproduced in black or white.

NEUTRAL COLOR PALETTE

The neutral palette acts as a foundation that works with both core and secondary palettes. Ample use of white as a canvas with monochromatic blacks and grays for elements such as type and paragraph rules will give the primary and secondary palette vibrancy and prominence.

NOTE: Pantone (PMS), CMYK, RGB and Hex values are provided and should be used in the appropriate context. Pantone and CMYK should be used for print collaterals; RGB and Hex values should be used online. Pantone colors are typically used for one-color print jobs, however the CMYK color values will be used for the majority of your print collaterals.

INTEGRITY OF THE IDENTITY DESIGN

DO NOT CHANGE THE TYPEFACE

DO NOT ADJUST THE PLACEMENT, SPACEING, AND/OR SCALE OF ANY ELEMENT OF THE IDENTITY DESIGN

DO NOT APPLY ANY FILTERS SUCH AS DROP SHADOWS OR EMBOSS

DO NOT OUTLINE ANY PART OF THE IDENTITY DESIGN

DO NOT CREATE ALTERNATE LOCK-UPS OTHER THAN THE ONES PROVIDED

INTEGRITY OF THE IDENTITY DESIGN

The Star City Coffee & Ale House identity is the official mark of the organization and should be rendered with utmost consistency and dignity. It should never be tweaked, stretched, or otherwise manipulated. This page shows typical mistakes to be avoided.
- Do not change the typeface
- Do not adjust the placement, spacing, and/or scale of any element of the identity design
- Do not apply any filers such as drop shadows or emboss
- Do not outline any part of the identity design
- Do not create alternate lockups other than the ones provided
- Do not stretch the identity design in any direction other than in proportion
- Do not apply stroke to the identity design
- Do not change the lock-up combos

DO NOT STRETCH THE IDENTITY DESIGN IN ANY DIRECTION OTHER THAN IN PROPORTION

DO NOT APPLY STROKE TO THE IDENTITY DESIGN

DO NOT CHANGE THE LOCK-UP COMBOS

StarCityCoffeeAleHouse_PrimaryLockUp_PrimaryColors.pdf
StarCityCoffeeAleHouse_PrimaryLockUp_PrimaryColors.eps
StarCityCoffeeAleHouse_PrimaryLockUp_PrimaryColors.jpg
StarCityCoffeeAleHouse_PrimaryLockUp_PrimaryColors.png

StarCityCoffeeAleHouse_PrimaryLockUp_NeutralColors.pdf
StarCityCoffeeAleHouse_PrimaryLockUp_NeutralColors.eps
StarCityCoffeeAleHouse_PrimaryLockUp_NeutralColors.jpg
StarCityCoffeeAleHouse_PrimaryLockUp_NeutralColors.png

StarCityCoffeeAleHouse_SecondaryLockUp_PrimaryColors.pdf
StarCityCoffeeAleHouse_SecondaryLockUp_PrimaryColors.eps
StarCityCoffeeAleHouse_SecondaryLockUp_PrimaryColors.jpg
StarCityCoffeeAleHouse_SecondaryLockUp_PrimaryColors.png

StarCityCoffeeAleHouse_SecondaryLockUp_NeutralColors.pdf
StarCityCoffeeAleHouse_SecondaryLockUp_NeutralColors.eps
StarCityCoffeeAleHouse_SecondaryLockUp_NeutralColors.jpg
StarCityCoffeeAleHouse_SecondaryLockUp_NeutralColors.png

IDENTITY FILES INDEX

Included on pages 21–23 are the following versions of Star City Coffee & Ale House identity files:
• Star City Coffee & Ale House Primary Lock-up
• Star City Coffee & Ale House Secondary Lock-up
• Star City Coffee & Ale House Circular Lock-up
• Star City Coffee & Ale House Logomark
• Star City Coffee & Ale House Signature

Each of these versions is provided in a color and a black & white option. All the files are provided in the following formats: PDF, EPS, PNG and JPG.

Notes for file format usage:
PDF and EPS files are intended for use with print. They are a scalable vector format, which doesn't lose quality when printed in large or small sizes.

PNG is intended for your website. It is a transparent graphic, which means that it's not attached to any background color or flattened.

JPG is also intended mostly for online use, but they have been saved at the highest quality, providing you flexibility in its use. JPG is a flattened graphic and contains a white background.

Depending on your use, you may need to scale the JPG or PNG formats down to the size you need and optimize them for your specific use.

IDENTITY FILES INDEX

StarCityCoffeeAleHouse_CircularLockUp_PrimaryColors.pdf
StarCityCoffeeAleHouse_CircularLockUp_PrimaryColors.eps
StarCityCoffeeAleHouse_CircularLockUp_PrimaryColors.jpg
StarCityCoffeeAleHouse_CircularLockUp_PrimaryColors.png

StarCityCoffeeAleHouse_CircularLockUp_NeutralColors.pdf
StarCityCoffeeAleHouse_CircularLockUp_NeutralColors.eps
StarCityCoffeeAleHouse_CircularLockUp_NeutralColors.jpg
StarCityCoffeeAleHouse_CircularLockUp_NeutralColors.png

StarCityCoffeeAleHouse_Logomark_PrimaryColors.pdf
StarCityCoffeeAleHouse_Logomark_PrimaryColors.eps
StarCityCoffeeAleHouse_Logomark_PrimaryColors.jpg
StarCityCoffeeAleHouse_Logomark_PrimaryColors.png

StarCityCoffeeAleHouse_Logomark_NeutralColors.pdf
StarCityCoffeeAleHouse_Logomark_NeutralColors.eps
StarCityCoffeeAleHouse_Logomark_NeutralColors.jpg
StarCityCoffeeAleHouse_Logomark_NeutralColors.png

STAR CITY
COFFEE & ALE HOUSE

StarCityCoffeeAleHouse_PrimarySignature.pdf
StarCityCoffeeAleHouse_PrimarySignature.eps
StarCityCoffeeAleHouse_PrimarySignature.jpg
StarCityCoffeeAleHouse_PrimarySignature.png

STAR CITY COFFEE & ALE HOUSE

StarCityCoffeeAleHouse_SecondarySignature.pdf
StarCityCoffeeAleHouse_SecondarySignature.eps
StarCityCoffeeAleHouse_SecondarySignature.jpg
StarCityCoffeeAleHouse_SecondarySignature.png

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