

# NEW YORK BAR STORE

# Brand Guidelines

for creativity and consistency



# About

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

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

# Brand Story

Since 2005, New York Bar Store has been online and ready to serve those who appreciate the ambiance and lifestyle of NYC. What started as bar supplies online has grown to a wide range of products and services to cater to today's trendy and sophisticated consumer. Our team specializes in having these brands in the hands of the elite class of modern society.



# Logo Usage



## Main Logo

The main graphic, and is used most often on creatives



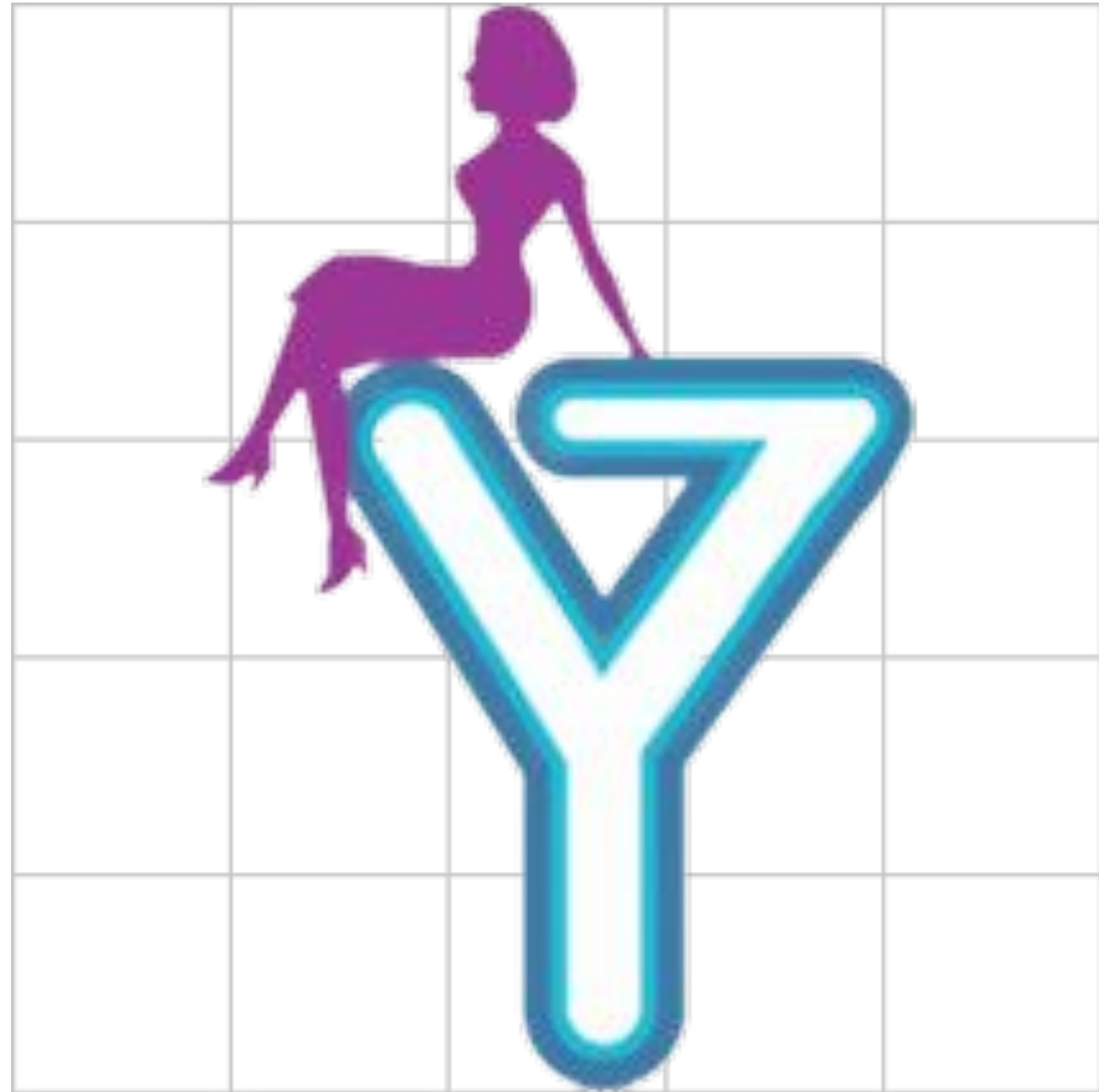
## Square Logo

An alternative logo in cases a much narrow size is needed



## Logo Variation

Applicable for use when a dark background is needed



# The Logo Mark

The NYBS logo mark symbolizes today's trendy and sophisticated consumers, those who appreciate the ambiance and lifestyle of NYC, with a delicate and elegant martini glass in hand to end the night.

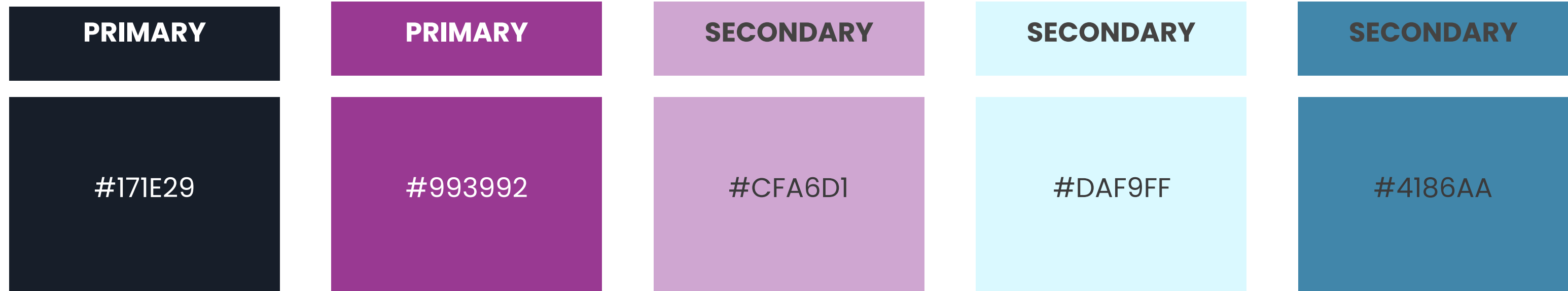
# Color Palette

The NYBS color palette contains shades that are designed to evoke the neon lights of New York City at night. The palette includes both bright and muted colors, that can be used to create a variety of moods: bright and festive, or relaxed & subdued

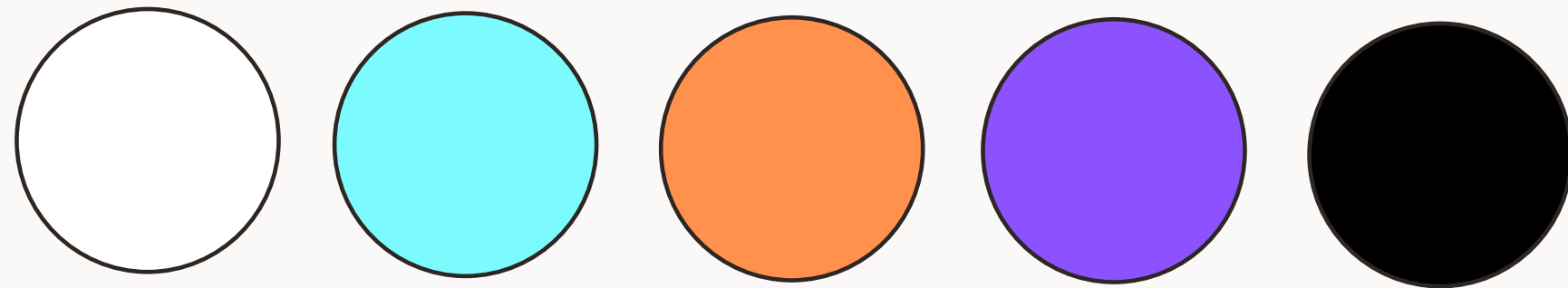


# Brand Colors

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ut lectus risus. Aliquam id quam ut turpis iaculis congue et eget ipsum. Etiam ultrices nibh at metus tempus, sit amet varius eros ultricies.



# Accent Colors



These additional accent colors can also be used in conjunction with the primary & secondary brand colors to create more engaging designs with a pop of contrast.

TYPEFACE

# Primary Typeface

Aa

COMFORTAA LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

# Secondary Typeface

Aa

POPPINS

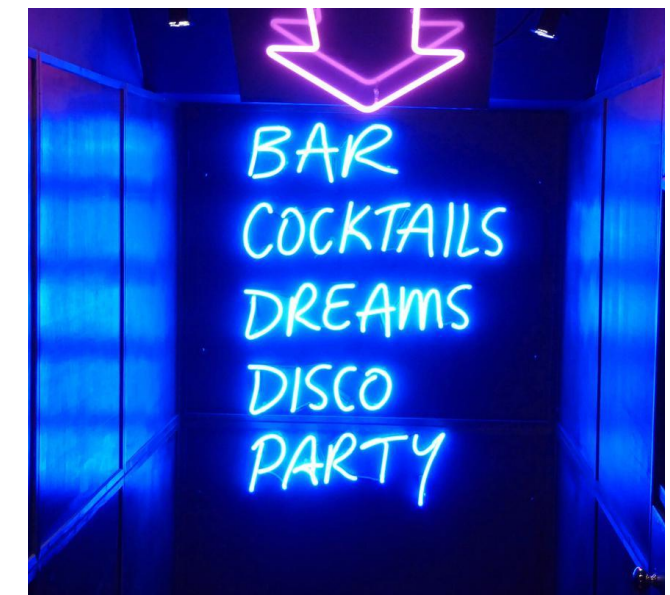
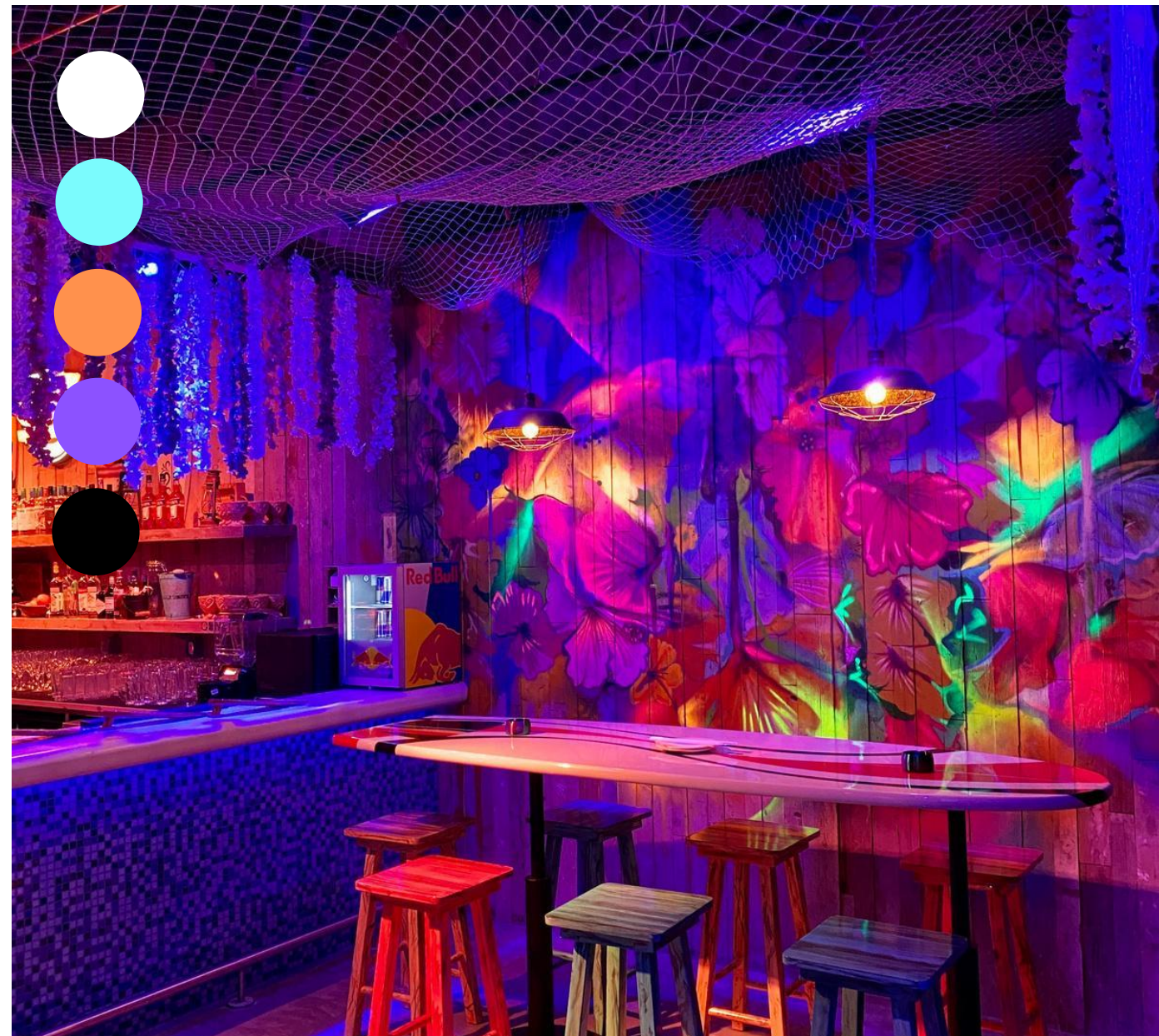
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy

Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

# MOODBOARD & INSPIRATION

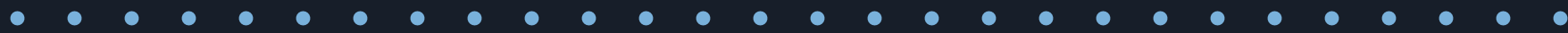


# Resources



## **Main Logo:**

<https://files.shadstone.com/nybs/logo/main.png>



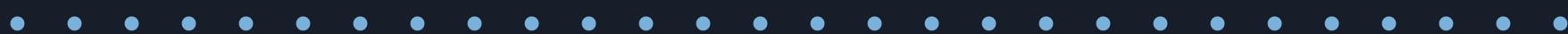
## **Secondary Logo:**

<https://files.shadstone.com/nybs/logo/square.jpg>



## **Color Variation Logo:**

<https://files.shadstone.com/nybs/logo/square2.jpg>



## **Logo Mark:**

<https://files.shadstone.com/nybs/logo/favicon.png>



## **Intro and outro:**

<https://files.shadstone.com/nybs/intro-outro/intro-2019.mp4>

<https://files.shadstone.com/nybs/intro-outro/nybs-outro.mp4>

<https://files.shadstone.com/nybs/intro-outro/nybs-outro-amz.mp4>