



THE OX

# BRAND GUIDE

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**The Ox** is a bar that serves high-end craft beer and cocktails while also allowing patrons to rent lanes in a special “Throwing Alley” where they can throw axes at large, wooden targets. It is a place where patrons can feel just as comfortable relaxing with a drink as they can getting rowdy with a group of friends in the axe Throwing Alley.

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## Visual Identity

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**THE OX**

**The Ox** can be described by these tone words:

**Strong**  
**Unique**  
**Inviting**  
**Energetic**  
**Tactile**  
**Outdoorsy**  
**Urban**

In order to connect these tone words together, The Ox's brand theme is based around Steel. Strong, sturdy, tactile, urban and outdoorsy, steel is the perfect material to convey the brand's ideas in both color and form.





## Typography

### HEADINGS

**ITC Franklin Gothic  
LT Pro CnDm 36pt**

### Sub-Headings

**Lato  
Bold 24pt**

### Alternative Sub-Headings

Lato  
Light 24pt

### Body Text

Lato  
Light 18pt

Headings should be ITC Franklin Gothic LT Pro 36 pt. CnDm text on a white background or white text on a black background for readability. Headings should be in all caps.

Sub Headings should be Lato Bold/Light 24 pt. and used for secondary information or for taglines next to ITC Franklin Gothic LT Pro. Body Text should be Lato Regular 18 pt. for print and web materials.

In special cases, font sizing can be adjusted to fit larger or smaller designs. It is important to retain the scale ratio of 3:2:1 between the heading, sub heading, and body text. Type Leading should be 1.5x the font size.

Note: These examples have been upscaled for visual reference of the ratio.

For title branding, "THE OX" is fully capitalized with a type-tracking value of 200. It should be centered beneath the OX logo and roughly the width of the exterior curve of the horns.

**THE OX**



## Color Usage

Primary  
Dark



#3C6791

**R:** 60  
**G:** 103  
**B:** 145

**C:** 83%  
**M:** 58%  
**Y:** 24%  
**K:** 4%

Accent  
Light



#7FBEDD

**R:** 127  
**G:** 190  
**B:** 221

**C:** 48%  
**M:** 11%  
**Y:** 6%  
**K:** 0%

Gray  
BG/Accent



#0F0F0F

**R:** 15  
**G:** 15  
**B:** 15

**C:** 74%  
**M:** 67%  
**Y:** 66%  
**K:** 84%

The color scheme is built around a monochromatic blue set.

These colors were chosen to represent Steel, a material that is known for its strength and stability, and is a key component in both the interior design of the bar and the material of our throwing axes.

The two blues work as a light and dark pair, creating shadows in the logo and can be used to create visual contrast when paired as either accents or backgrounds.

Colors were selected and modified from Adobe Color themes.



## Logo and Imagery

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### Logo Usage

The logo should be displayed on either black or white backgrounds in color, or against the blues in all white. Do not use any colors other than the blues (paired) or black & white for the logo. Logo should always be oriented upwards, and have breathing room of at least 20 pixels around all sides.

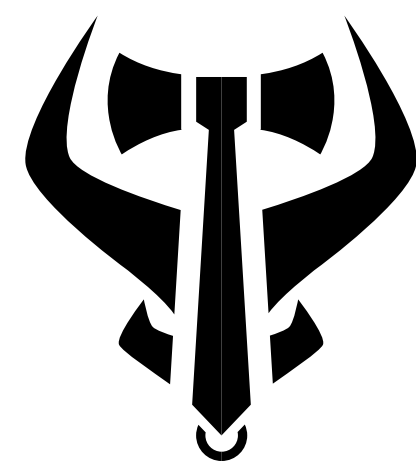
When possible, use symbol and text. In cases of small print, just use the symbol without the title for ease of visibility at smaller sizes.

### Acceptable alternatives



**THE OX**

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**THE OX**



**THE OX**



**THE OX**



**THE OX**



## Logo and Imagery

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**THE OX**

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The logo represents the Axe and the Bull in its imagery. It was designed in line with the modern, minimalistic trend that many brands are moving forward with, emphasizing the trendy and modern aspects of The Ox.

The strong imagery of the axe is flanked by the horns of an Ox, bringing the two key aspects of the brand together in one symbol to reflect the strong, urban, outdoorsy and unique aspects of the brand.

The logo works to blend a rustic, strong and outdoorsy theme with a modern look, which exactly the aesthetic The Ox Bar has.





## Brand Stylescape



When creating the stylescape for this brand, I focused on a few of the tone words, specifically “strong,” “outdoorsy,” “urban,” and “tactile.” I looked for images that had a rustic/modern feel. I looked for examples of interior design with exposed steel support beams and wooden tables. I looked for textures like leather, wood, and steel. I also looked for textures in clothes of potential patrons.

Looking at competitors, many similar establishments focus on a similar interior style of clean rustic decor. However, many other axe-bars had more traditional style logos, such as badges or wordmarks.

I wanted to bring a modern and urban look into the branding of “The Ox.” I focused on steel, using stark blues in the primary logo to build a strong color theme emphasizing stability and a clean, urban ruggedness.

At first I explored warm tones, like leather and wood with a red/orange color scheme but it strayed too far from the stylescape, so I went with a blue color scheme instead which fits into the brand identity much better.





## Brand Mockups

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