

Brand Style Guide



The **Ox**
axe throwing bar

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Be Authentic

This style guide is here to help you create a cohesive and refined brand. Follow these guidelines to apply your logo in a manner that upholds the integrity and desired aesthetics of The Ox. Being consistent with the brand design will ensure that The Ox will look professional and authentic to your audience.

The Brand

The Ox is a cutting edge bar based in Chapel Hill that offers competition, high-end craft beer, and cocktails. The bar has a “Throwing Alley,” in which guests can rent lanes and through axes at large, wooden targets. While The Ox breaks the boundaries of a classic bar, it is highly advised that guests throw in the boundaries of their lane.

The Ox is characterized as a modern and edgy bar targeted for the millennial generation. The brand manages to weave together millennials’ conflicting desires to be unique, authentic and trendy. It is defined by its sophisticated and urban ambience in addition to its energetic atmosphere.

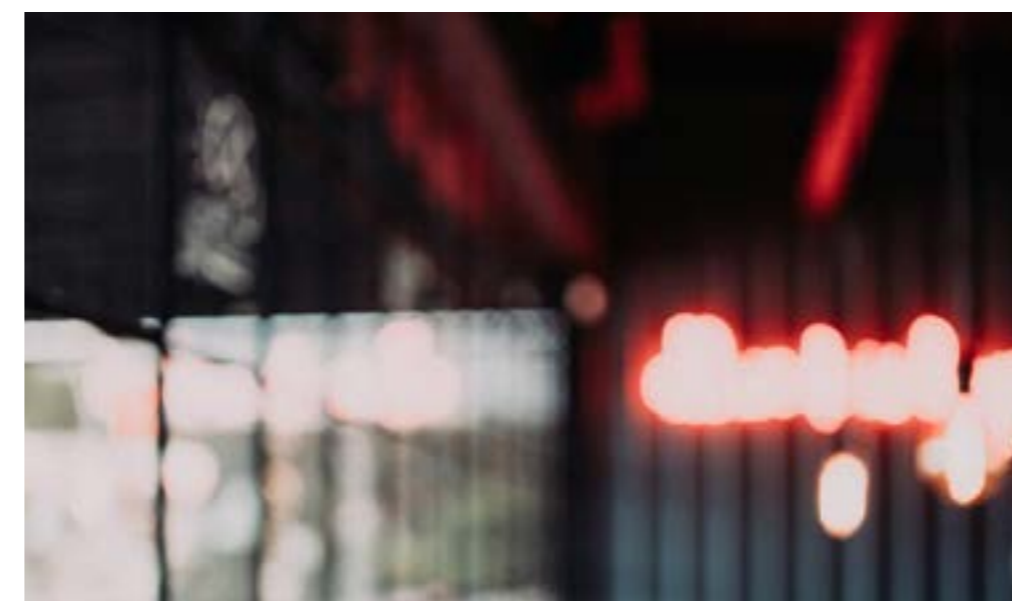
Its Mission

The Ox wants to transform the meaning of a typical night out. It wants to offer guests a dynamic and lively experience with high quality food, drink, and entertainment. Frankly, a typical bar is not as fun and engaging as it could be. The Ox’s activities are not limited to drinking crafted cocktails, munching on appetizers, or socializing with friends. The Throwing Alley offers guests a thrilling and interactive experience they can do all while sipping their drink of choice.



Why Axe Throwing?

The Ox spiced up it’s bar scene with axe throwing because it is wild and devilish in nature. Axe throwing elevates the bar because it is a physical and social activity that fosters excitement and playful competition.



Its Values

Providing a High Quality Experience

The Ox offers a rewarding and up-scale experience to its guests. High quality beverages are a priority, so it only offers the best selection of cocktails and craft beer. Additionally, The Ox has created a sophisticated and urban ambience with artisanal decor and lighting. The Ox is a refined and lively bar that cannot be found anywhere else in Chapel Hill.

Ensuring Safety

Everyone should be able to let loose and enjoy the thrill of throwing an axe. The Ox ensures that even those who are not gifted with hand-eye coordination feel safe in the Throwing Alley. The bar has a supportive and safe atmosphere, and its staff is ready to assist and offer tips to guests.

Cultivating a Comfortable Environment

The Ox is the middle-ground between a relaxing and energizing atmosphere. It has a warm and comfortable space that caters to all of its guests. The warehouse provides guests a mellow and down to earth space with its exposed wooden beams and brick walls. The Ox is a versatile environment that serves people who want to wind down and casually drink a cocktail in addition to those who want to round up their friends and throw some axes.



Strong
Unique

Tactile
Outdoorsy

Inviting
Energetic

Urban

Stylescape

The inspiration for The Ox is Urban and Strong with an angsty, rock-n-roll spirit. The crisp letterforms, mysterious themes, and geometric illustrations gives it a vintage band tee vibe that exudes strength and energy; which is representative of how guests should feel when they are at The Ox.

The colors are rich, sophisticated, and fairly androgenous. Color psychology suggests red is associated with energy and strength; black exudes elegance, power and mystery; pink is inviting and shows tenderness; and green is correlated with nature and the outdoors. These characteristics embody the personality and energy of The Ox.

The edgy illustrations, patterns, textures, and deep colors in conjunction gives the design a tactile and urban feel, which corresponds with the ambience of the bar.

The Ox is distinguished from other axe throwing bars because it is an edgy, sophisticated, and trendy bar. Its competitors have branded their bars as outdoorsy, rustic, and down to earth. The Ox has a touch of class, and fuses outdoorsiness with a modern and urban feel.

Millenials, The Ox's target audience, value unique experiences over material things. They also have an undeniable drive to be unique, while also staying in line with modern trends. The Ox focuses its branding on its unique axe throwing experience in order to appeal to millenials. Its graphical elements are vintage, edgy, and minimalistic in order to mimic the desired aesthetics of younger audiences.

The Ox

axe throwing bar

 Minimum Size
The smallest the logo should be scaled is 1.5" wide.

Primary Logo

The Ox's primary logo is a simple word mark. It has a minimalistic and edgy vibe due to its thin and pointed serifs. The mix of clean lines, tapered points, and curved edges makes it playful, unique, and modern. The contrast between the normal case and all lowercase typography creates a sense of contrast that draws the viewer's eye towards the brand name. The illustration of an ax is fairly understated and clean, and is used to immediately draw the reader to the heart of the brand name, Ox. It is also used to associate the brand name with axe throwing, so that the logo is memorable and distinctive.

This is the main logo that will be used across primary logo applications. The consistent use of this logo will help audiences to identify The Ox across mediums including storefront signage, products, advertisements, social media, etc. It is essential that the logo is carefully applied in manners that correspond with these guidelines.

Logo Variations

The secondary logo can be used in place of the primary logo. It is an Ox's eye, which mimics the idea of a bull's eye. It is most appropriate to apply the secondary logo for merchandise, such as hats, t-shirts, and stickers. It is suitable for the products to display both the logotype and the logomark as the audience will enjoy the graphical flourishes.

The tertiary can also be used in place of the primary logo, but utilize it sparingly. Only use it in exceptional circumstances when a minimalistic word mark is needed for legibility or aesthetics.

The secondary badge mimics the aesthetic of a bullseye, which helps distinguish The Ox as an axe throwing bar. Similarly to the secondary logo, the badge is appropriate for merchandise. It can also be used in place of the primary logo, but should never be used directly next to the primary logo. For example, don't use a badge as the profile picture if the primary logo is used for the banner; it will be repetitive and annoying.

The symbol can be used when the full primary logo is not legible, is not necessary, or in cases where the brand name is already displayed in plain text. For example, the symbol can be used as a profile picture on Instagram since the username will be next to it.

Secondary

A) Logotype & Ox's Eye

Tertiary

B) Simplified Logotype

Badge

C) Ox's Eye Badge

Symbol

D) Ox's Eye

A.



B.



C.



D.



Color Usage

The color usage for The Ox is fairly simplistic. The logo is most often used in the black variation; however, it can be adapted to be suitable for all background colors.

The primary and tertiary logos can be used in black or burnt sienna against light or neutral backgrounds. However, slate grey or light pink can be utilized when the logo is paired against dark backgrounds. These guidelines ensure that the text is legible regardless of the background color.

It is critical to select appropriate colors when utilizing the secondary logo, badge, or icon. Always ensure that the color of the text, iris, outline of the eye, or outline of the badge is never the same color as the background. Ensure that there is contrast among the colors so that every graphic detail is legible. In terms of typography, pair black and sienna text against light or neutral backgrounds. In turn, pair slate grey and light pink text against darker backgrounds. If you choose to utilize graphic elements with the ox's eye, pair the black outlined eye with light or neutral backgrounds and pair the grey or light pink outlined eye with dark backgrounds.

Primary



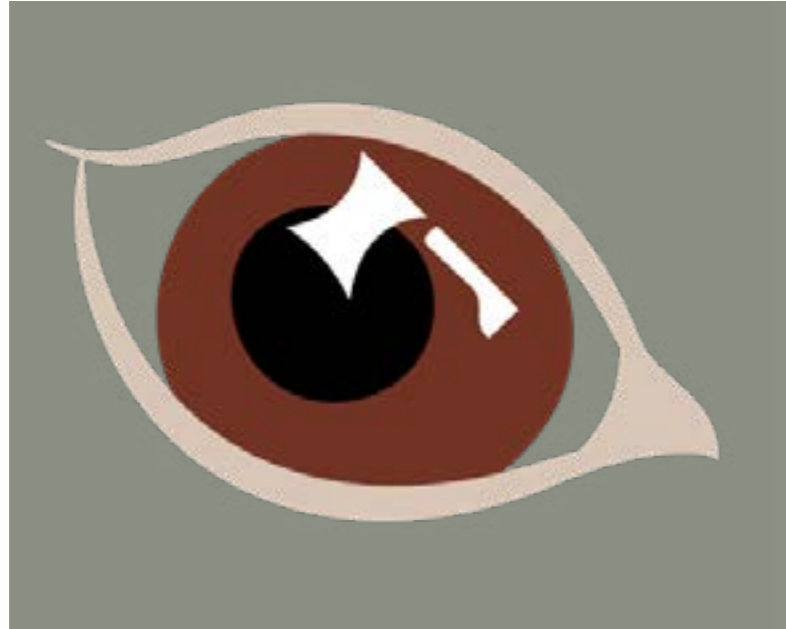
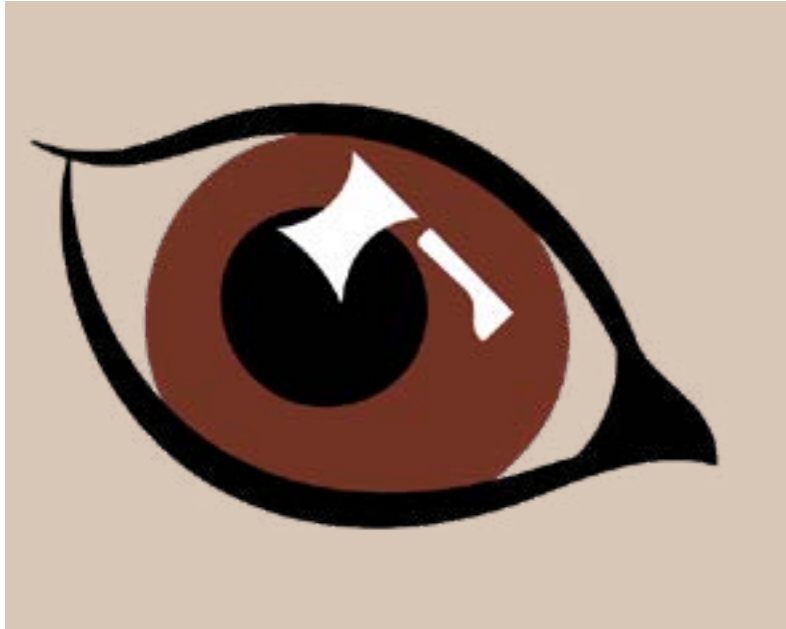
Secondary



Tertiary



Symbol



Badge



Clear Space

To ensure legibility, always keep a minimum clear space around the logo. This space prevents the mark from being overcrowded or dominated by competing graphic elements.

The minimum clear space is defined as the height of the x. This minimum space should be maintained as the logo is proportionally resized.

Special Case

The clear space rule can be negated if the competing graphic element is another element from The Ox's branding guidelines. In cases in which two elements of The Ox are competing, the minimum clear space is defined as half of the x-height.



Unacceptable Usage

The logo is an integral part of The Ox brand and it should be used carefully and consistently. Don't compromise the brand's integrity by rotating, skewing, or distorting the logo in any way. Also, adding unnecessary graphical flourishes or text decorations like drop shadows is not allowed. Here are a few examples of ways you should NEVER use the logo.

A) Don't rotate it

B) Don't shrink or stretch it

C) Don't place elements in the logo's clear space

D) Don't resize any part

E) Don't add drop shadows or other text styles

F) Don't rearrange parts or create graphics that were not provided

G) Don't use off-brand colors (reference the color section)

A.



B.



C.



D.



E.



F.



G.

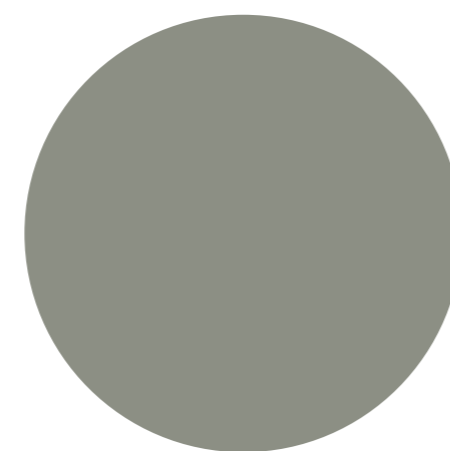


Color Palette

The color palette is a key factor of The Ox brand identity. Consistent use of the color palette will ensure cohesiveness across mediums and establish the mood of The wOx's personality. More importantly, the color selection will convey key feelings to the audience that will potentially influence their behavior.

The colors represent characteristics of The Ox and embodies how guests should feel when they are in the establishment. Red exudes energy and strength, while black is elegant and powerful. Black is the primary color because it establishes The Ox as simple, modern and sophisticated brand. Sienna was selected as the accent color because it brings about a sense of dominance to the brand. The neutral colors were selected to lighten the mood of the brand, and make it seem outdoorsy, warm and inviting. The green undertones of the grey not only compliments the sienna color, but it brings a subtle sense of outdoorsiness to the brand. Additionally, the light pink color adds a touch of femininity and tenderness to the brand. The color scheme is a balance between femininity, masculinity, power and tenderness.

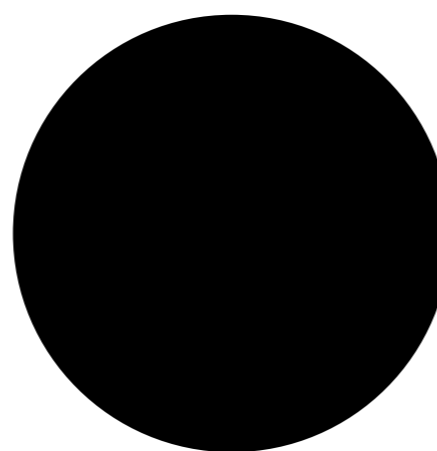
Black is most often used for typography and logos while slate grey, pale pink, and sienna can be used for headlines, titles, backgrounds. In general, use black for body copy, titles, and headlines. For significant headlines or titles, sienna will also be appropriate. When there is a darker background, opt for the pale pink or slate grey text.



PANTONE 415 C

HEX: #8c8f84

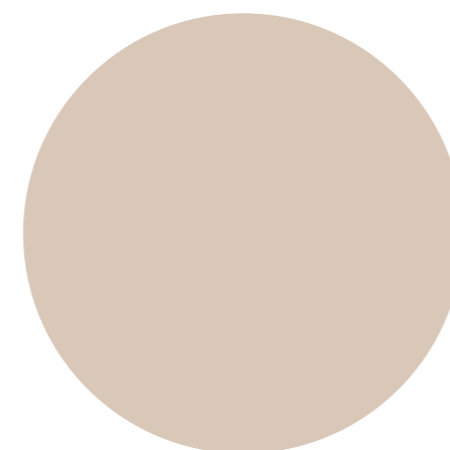
R: 140 C: 2
G: 143 M: 0
B: 132 Y: 8
 K: 44



PANTONE Black 6 C

HEX: #000000

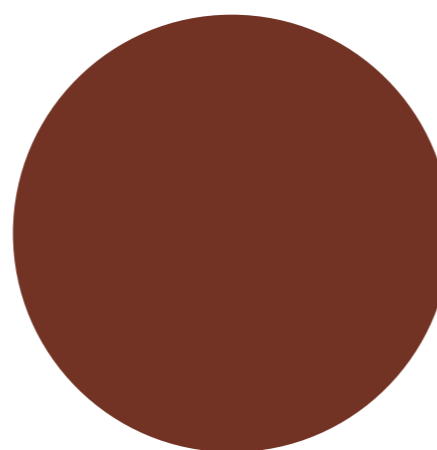
R: 0 C: 0
G: 0 M: 0
B: 0 Y: 0
 K: 100



PANTONE 4755 CP

HEX: #d9c7b8

R: 217 C: 0
G: 199 M: 8
B: 184 Y: 15
 K: 15



PANTONE 7594 C

HEX: #723324

R: 144 C: 0
G: 51 M: 55
B: 36 Y: 71
 K: 55

Typeface System

Primary Serif Font: Big Moore

The primary serif font can be used for body text, headings, and titles. The serif font should be applied for body text when it is used for print materials or when there is a lengthy amount of text. (ex. large corporate documents and letters).

The serif font is sophisticated, legible, and reflects the modern aesthetic of the brand. The font should be most frequently used in the regular variation. A stroke can be added to the font in order to establish hierarchy and delineate headings and titles from the body copy. The italic variation can be used on rare occasions in order to add emphasis.

Primary Sans-serif Font: Open Sans

The primary sans serif font should be used for body text when a more minimalistic aesthetic is desired. Additionally, the sans serif font can be used when applying body copy to digital mediums. Sans serif fonts are more legible on digital screens, so the source sans variable font should always be used for body text on online platforms. The font should always be used in the regular variation.

Big Moore

Regular

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

Big Moore

Italic

*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*

Open Sans

Regular

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

Logo Application

Merchandise, signage, and visual advertisements should be applied in a way that corresponds with the brand guidelines. They should reflect The Ox's urban and edgy aesthetic, and it should be consistent across platforms. Refer to pages 8-11, to see which logo would be appropriate for each medium.

The imagery utilized should be consistent with The Ox color scheme (pg. 18), and be sophisticated, powerful, and outdoorsy.

Examples of appropriate logo applications





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