

SIXES + SEVENS

Brand Guidelines

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CONCEPT

Bar that encourages, harnesses, and embodies creative chaos

Neighborhood hangout that offers more refined cocktail and food options with an industry/service focus, where bartenders can experiment in their craft.

TARGET AUDIENCE

Median Age: 28-32
Industry Patrons
Neighborhood Locals
Foodies/Cocktail Fanatics

Vision, Values, and Tone

ACCESSIBLE

We're local, inviting, and authentic. Our tone is conversational and sometimes irreverent, without relying on kitsch, puns, or gimmicks.

SERVICE-DRIVEN

We make elevated food and cocktails and we're not scared to be creative to get there.

FUN AND CREATIVE

We are curious and inventive. We ask big questions and encourage creative thinking, exploration, and openness. Our voice is clear – but nuanced.

“You can order what you want, but it can get a little weird.”

“Why the hell not?”

“We harness the energy of creative chaos: the chaos of service and working in the hospitality industry and all the creative things that occur with that.”

VISUAL IDENTITY

Sixes and Sevens's visual identity is defined by its brand elements and applications:

- Logo Suite**
- Typography**
- Colors**
- Textures**
- 3-Dimensional**

LOGO SUITE

LOGOTYPE

Name of the business designed through type only. May also be referred to as the wordmark.



LOGOMARK

Business represented through a designed symbol/icon.



MONOGRAM

Name of the business represented through select initials and/or symbols.

SIXES + SEVENS



SX /
SV

Logotype

Interchangeable space
to allow for evolution
and experimentation

SIXES + SEVENS

Outlined/solid box for
balance and represents
dice faces

A blinking baseline represents
moments of creation about to
happen. Underscores also used to
underline, emphasize, and create
visual spacing where whitespace
characters not permitted.

Legible

Industrial

Clean + Minimal

--to complement brand
elements

Easily Adaptable

--to various print,
digital, and 3-dimensional
applications and signage

Primary Logotype

SIXES_+SEVENS

SIXES_+SEVENS

SIXES_+SEVENS

SIXES_+SEVENS

SIXES_+SEVENS

The primary logotype is identified by the + between "Sixes" and "Sevens."

FULL COLOR

Solid black box + type/symbols in main gradient
 __use on white or colored backgrounds
 __do not use on black backgrounds

BLACK AND WHITE

Solid black box + type/symbols in white
 __use on white or colored backgrounds
 __do not use on black backgrounds

BLACK AND WHITE OUTLINE

Outlined black box + type/symbols in black
 __use on white or colored backgrounds
 __do not use on black backgrounds

INVERTED FULL COLOR

Outlined white box + type/symbols in main gradient
 __use on solid black backgrounds only
 __do not use on white or colored backgrounds

INVERTED WHITE

Outlined white box + type/symbols in white
 __use on solid colored backgrounds
 __do not use on white or light backgrounds



SIXES + SEVENS



SIXES + SEVENS

Secondary Logotype

SIXES & SEVENS

SIXES & SEVENS

SIXES & SEVENS

SIXES & SEVENS

SIXES & SEVENS

The secondary logotype is identified by the & between "Sixes" and "Sevens."

FULL COLOR

Solid black box + type/symbols in main gradient
 __use on white or colored backgrounds
 __do not use on black backgrounds

BLACK AND WHITE

Solid black box + type/symbols in white
 __use on white or colored backgrounds
 __do not use on black backgrounds

BLACK AND WHITE OUTLINE

Outlined black box + type/symbols in black
 __use on white or colored backgrounds
 __do not use on black backgrounds

INVERTED FULL COLOR

Outlined white box + type/symbols in main gradient
 __use on solid black backgrounds only
 __do not use on white or colored backgrounds

INVERTED WHITE

Outlined white box + type/symbols in white
 __use on solid colored backgrounds
 __do not use on white or light backgrounds

SIXES & SEVENS

SIXES & SEVENS

Logomark

The brand's accent colors make up the full color logomark. This reinforces that secondary elements are just as vital to the whole as primary elements.



As the core interaction between the "6" and the "7," this is the only portion in pale yellow. This represents that fun and curiosity is at the center of the company's drive for creative chaos.

Playful

--in the interaction of negative and positive forms

Simple + Complex

--simple shapes come together in a complex symbol

Parts of a Whole

--tints of Cyan, Magenta and Yellow (CMY) represent the spectrum of colors

--complements the brand's black and white colors

Iconic

--easy to remember as a graphic symbol

Logomark



The logomark is used as a visual shorthand for the name of the business when space does not allow for usage of the full logotype.

- __Social media profiles
- __Website favicon
- __Plinko tabs
- __Environmental signage
- __Supporting mark on promotional print, digital, and apparel applications (menus, coasters, t-shirts, etc.)

FULL COLOR (TOP ROW)

- Accent colors of turquoise, coral, and pale yellow
- __use on white or black backgrounds only
- __do not use on colored backgrounds
- __do not use any other colors for the logomark

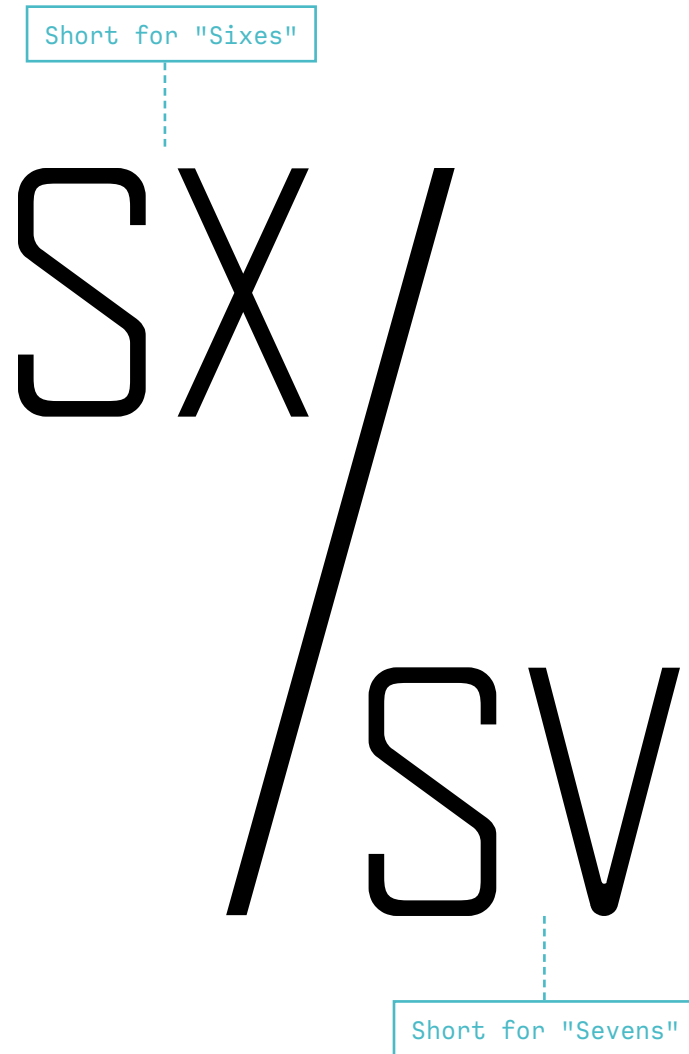
BLACK AND WHITE (LEFT)

- Solid black
- __use on white or colored backgrounds
- __do not use on black backgrounds

INVERTED WHITE (RIGHT)

- Solid white
- __use on solid colored backgrounds
- __do not use on white or light backgrounds

Monogram



Legible

Simple

Balanced

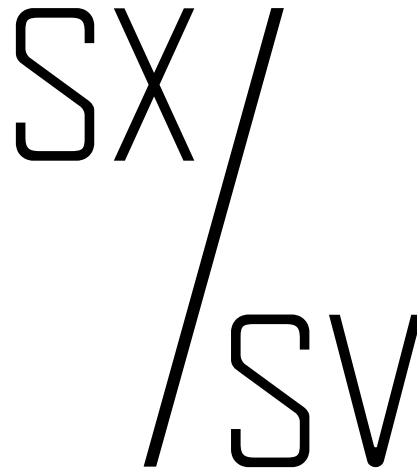
Familiar

--easy to recognize through
common type layout

Monogram



SX / SV



SX / SV



SX / SV



SX / SV

The monogram is used as an alternate visual shorthand for the name of the business and should have limited uses to not confuse brand recognition.

__Environmental signage (doors)
 __Supporting mark on promotional print, digital, and apparel applications (menus, coasters, t-shirts, etc.)

BLACK AND WHITE (TOP ROW)

Solid black

__use on white or colored backgrounds

__do not use on black backgrounds

__do not use any other colors for the monograms

INVERTED WHITE (BOTTOM ROW)

Solid white

__use on solid colored backgrounds

__do not use on white or light backgrounds

TYPOGRAPHY

Typography is the visual expression of the business's voice. The desired industrial and mathematic elements of creative chaos are represented through choices in type.

Blern

A uniquely irregular typeface. Condensed letterforms with unexpected counters.



Calling Code

A more fresh monospaced font for coding, tabular layouts, etc.

BLERN

Display Type

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

0 1 2 3 4 5 6 7 8 9

Display Typeface

--used in logotype, display uses, and major headlines

Industrial

All Caps

--demands attention

Pipelines

--easily adaptable to custom neon signage

CALLING CODE

Secondary Type

ABCDEFGHIJKLM
MNOPQRSTUVWXYZ
XYZabcdefghijklmnopgh
ijklmnopqrs
tuvwxyz0123
456789, . ! ? * &

Secondary Typeface

__used for body copy and
some headlines

Mathematical

Type Family

__typeface comes in Regular,
Italic, Bold, and Bold
Italic with fair selection
of glyph options

Using the Name

SIXES + SEVENS

SIXES & SEVENS

SIXES AND SEVENS
Sixes and Sevens
 Sixes and Sevens

Consistency in usage of the business name is important in developing brand recognition.

SIXES + SEVENS - PRIMARY

The primary usage of the business name is to be executed with the primary logotype on:

- Headlines
- Menu covers
- Web banners
- Ad campaigns (print and digital)
- Primary promotional apparel

SIXES & SEVENS - SECONDARY

The secondary usage of the business name is to be executed with the secondary logotype on:

- Sub-headlines
- Alternate promotional apparel

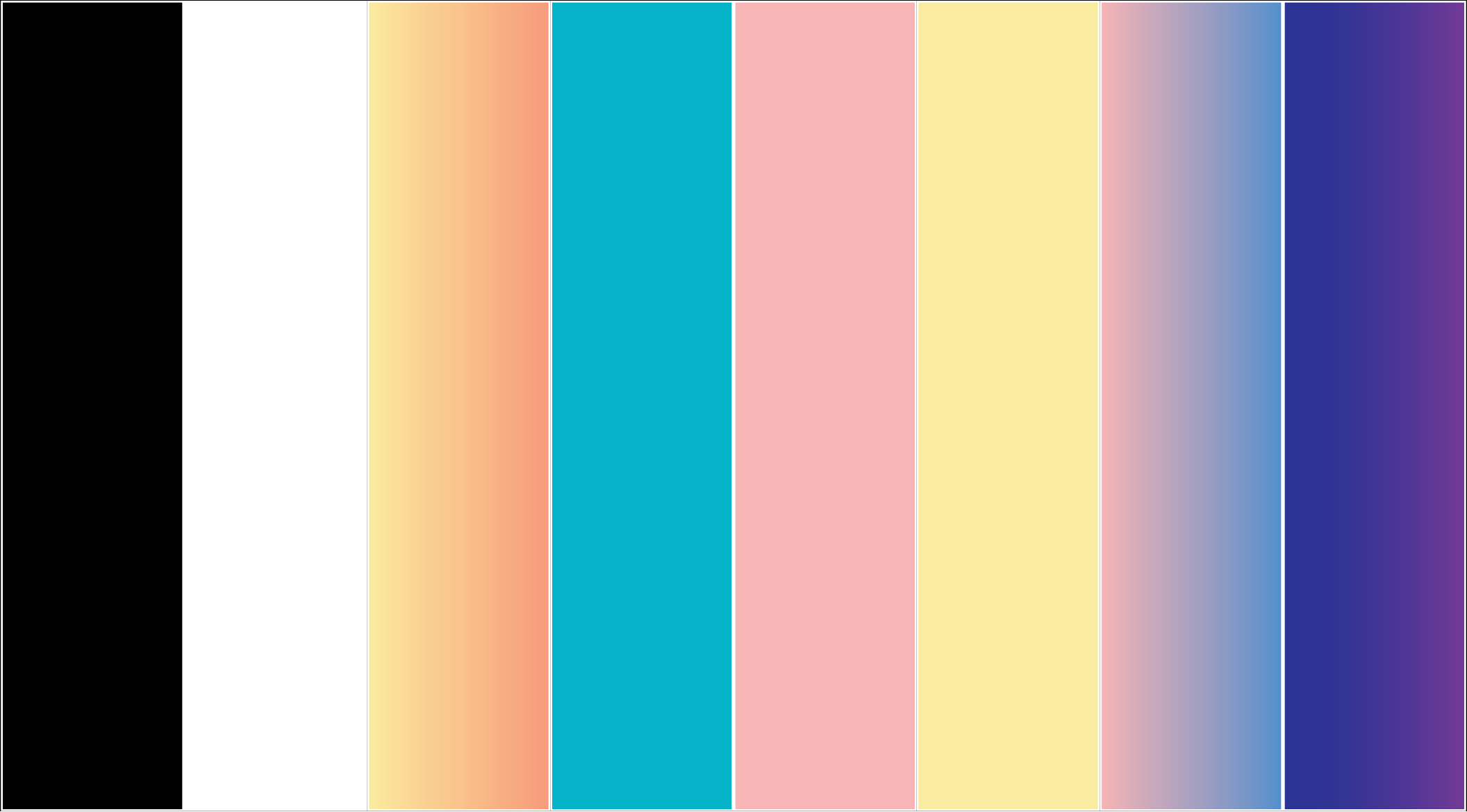
SIXES AND SEVENS - WRITTEN

The standard everyday usage of the business name is to be spelled out as "Sixes and Sevens" whenever written in regular body copy. This will help with clarity, defining a consistent presence online, and streamlining SEO, analytics, tagging, etc. and is to be executed on:

- Website descriptions
- News articles
- Press releases
- Social media handles (@sixesandsevenshtx)
- Website (sixesandsevenshtx.com)

COLORS

Colors influence a user's experience and should work in conjunction with the environment's colors to maintain legibility.



BLACK

PMS__	CMYK__	RGB__	HEX__
Black	0,0,0,100	0,0,0	000000

MAIN COLOR PALETTE**Black****White**

Black and white is direct and fundamentally legible. These 2 primary swatches should always be present when representing the brand.

WHITE

CMYK__	RGB__	HEX__
0,0,0,0	255,255,255	FFFFFF

MAIN GRADIENT

PMS__	RGB__		PMS__	RGB__
7402 CP	245,226,156	➔	170 CP	246,151,128
CMYK__	HEX__		CMYK__	HEX__
4,8,46,0	F5E19B		0,50,45,0	F69780

ACCENT GRADIENT #1

PMS__	RGB__		PMS__	RGB__
279 CP	91,149,207	➔	176 CP	246,188,187
CMYK__	HEX__		CMYK__	HEX__
64,32,0,0	5B95CF		1,31,17,0	F5BCBB

ACCENT GRADIENT #2

PMS__	RGB__		PMS__	RGB__
2593 CP	123,63,152	➔	2746 CP	46,49,146
CMYK__	HEX__		CMYK__	HEX__
61,89,0,0	7B3F98		99,97,3,1	2E3092

GRADIENTS**Main Gradient**

__pale yellow to pink orange
__fun and curious

Accent Gradient #1

__lavender to coral
__elegant and intimate

Accent Gradient #2

__purple to violet
__vibrant and thoughtful

Transitory nature
of gradient swatches
reinforce our values
in experimentation and
evolution.

TURQUOISE

PMS__	RGB__
7709 CP	28,188,192

CMYK__	HEX__
77,2,21,1	1CBCC0

CORAL

PMS__	RGB__
176 CP	246,188,187

CMYK__	HEX__
1,31,17,0	F5BCBB

PALE YELLOW

PMS__	RGB__
7402 CP	245,226,156

CMYK__	HEX__
4,8,46,0	F5E19B

ACCENT COLOR PALETTE**Turquoise**

__tint of cyan

Coral

__tint of magenta

Pale Yellow

__tint of yellow

These secondary colors may be used as accents on brand materials and represent the full spectrum of colors that can be processed by the CMYK color matching system.

TEXTURES

Textures add a layer of depth to the visual identity. A set of 3 interchangeable chaotic/geometric textures will be available and can evolve as Sixes and Sevens grows.





TEXTURE #1

This texture is available in black, white, and all gradients.



TEXTURE #2

This texture is available in black, white, and all gradients.



TEXTURE #3

This texture is available in black, white, and all gradients.

3-DIMENSIONAL

3-dimensional items are additional elements that contribute to the business's visual identity. These physical applications of the brand identity will continue to evolve and can be expanded upon.

FURNITURE AND
INTERIOR



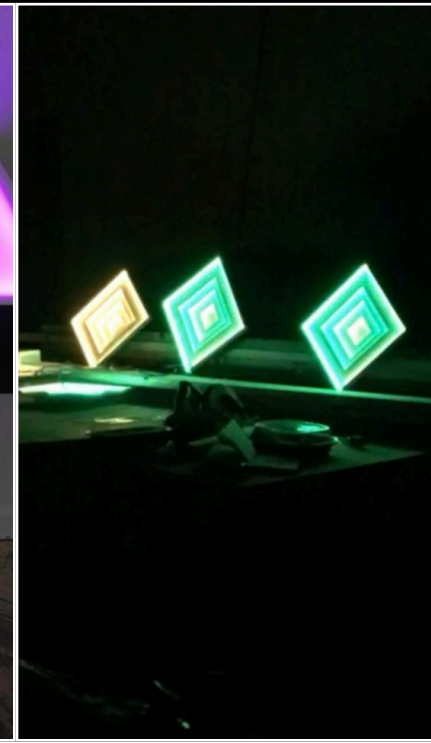
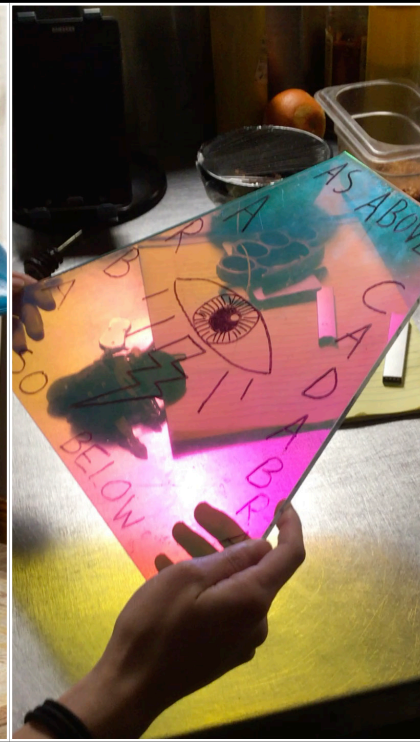
SIGNAGE



ART INSTALLATIONS



PRODUCTS



Physical Applications

Items that individuals physically interact with and complement the brand enhances their respective user experience.

FURNITURE AND INTERIOR

- Bar stools
 - Plateware
 - LED wall installations and tables
 - Giant interactive Plinko board
-

SIGNAGE

- Environmental window decals
 - Neon signs
 - Directional signage
 - Door signage
-

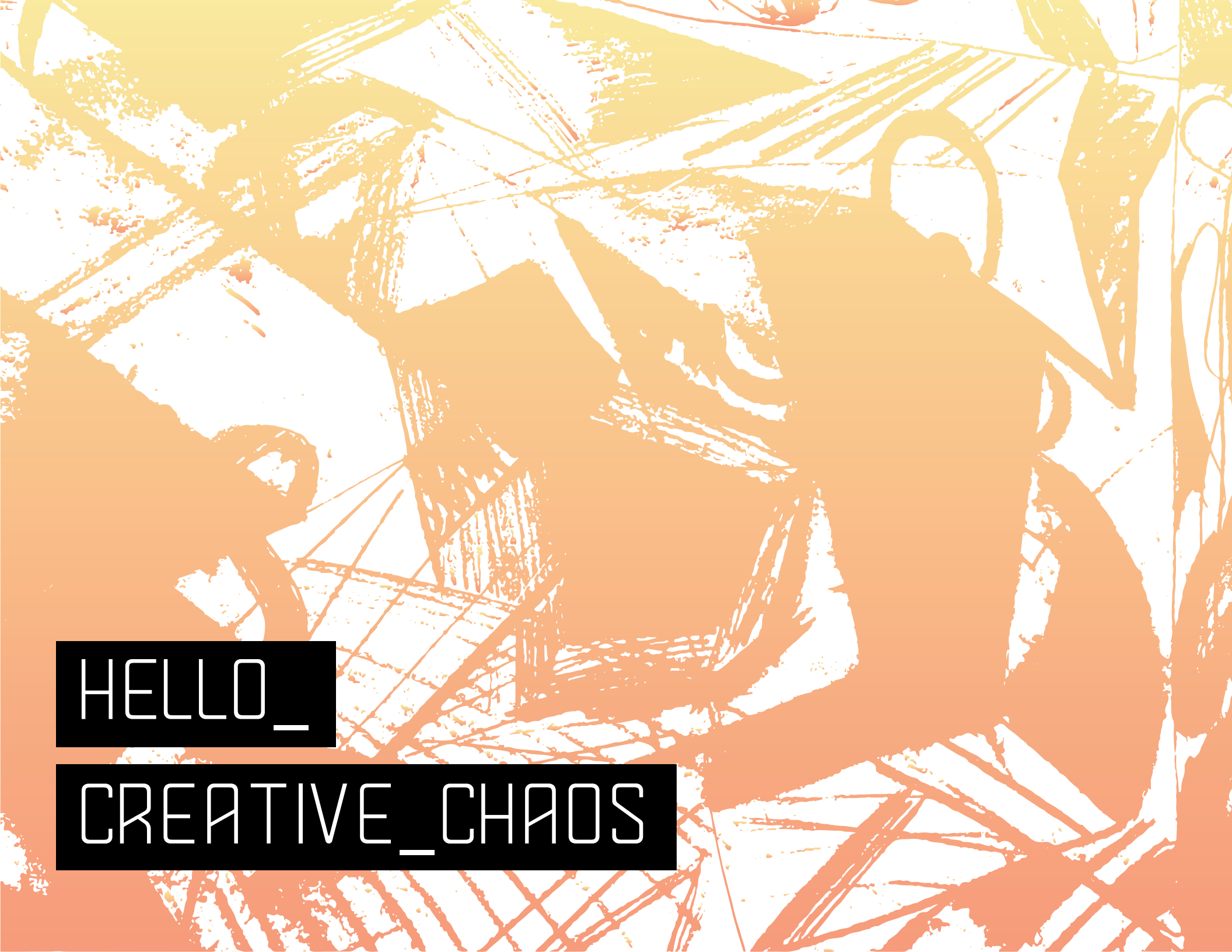
ART INSTALLATIONS

- Temporary and ever-changing art by Matt Fries will be installed in establishment and reinforces values in creativity
-

PRODUCTS

- Menus
- T-shirts
- Coasters
- Stickers
- Pins
- To be expanded





HELLO_

CREATIVE_CHAOS



SIXES_+SEVENS

Please reach out to Ngobody Design with any questions or concerns about the Sixes and Sevens brand guidelines.

Ngobody Design

web: ngobody.design

email: ngobodydesign@gmail.com