



BRANDING MANUAL

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OUR MISSION

The mission of Skillet Diner is to provide genuine dining experiences with our extraordinary food and premium customer service. We attempt to deliver American nostalgia the best way possible for all.

COMPANY LOGO

COLOR APPLICATIONS

Our company logo is made to closely resemble a skillet pan while featuring classic American elements in the design. The primary mark can be used in all forms of advertising. If there is any uses that present problems in a horizontal format, the secondary mark can be used for those situations that it should serve nicely within those formats. If there are any distractions in any backgrounds, the reversal mark should be used for those cases. For our website, only the Web Usage can be used for that medium only.

The logo can be used on either white, black or blue backgrounds for color. However it should never be used on red or yellow backgrounds except if you use the reversal mark. In B&W and 1 Color processes it should be used only on white backgrounds. 2 Color is used on white and yellow backgrounds but for black the reversal of that application should be used on that color background only.



Primary Logo



Secondary Mark



Web Usage



Reversal Mark



B&W and Reversal



2 Color and Reversal

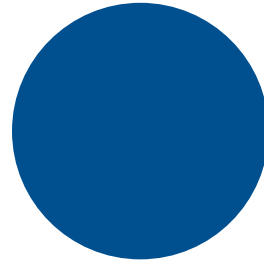
*Yellow is the only color permitted in 2 Color process applications

SKILLETS DINER

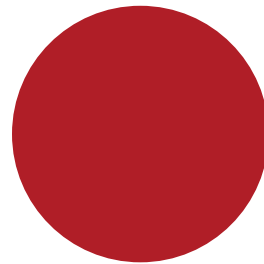
Reversal of Secondary

COLOR PALETTE

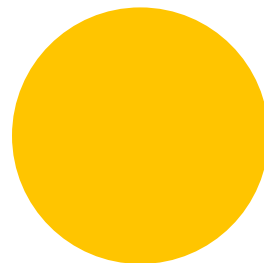
There are 3 primary color the logo uses. No other colors are permitted except for black in cases that require 2-color processes. Yellow is limited to the wings and skillet features. Red is used for the strokes. Blue is reserved on the ellipse and the S in the middle of the logo.



PMS 7686 C
CMYK: 97,77,14,2
RGB: 25,79,144



PMS 7621 C
CMYK: 21,99, 95, 12
RGB: 177, 32, 40



PMS 7548 C
CMYK: 0, 22, 100, 0
RGB: 255, 198, 0

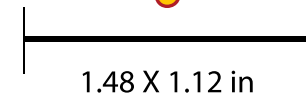
LOGO CLEAR SPACE

All usages of our logos must have a designated amount of clear space from all sides to ensure clarity and effectiveness of brand without any obstructions from other elements.



While there is no said limit for how big you can enlarge the logo, however if your making the logos small they cannot exceed past their minimum sizes to ensure readability and clearness of our marks.

However, if you do make the logo large it should not overwhelm or completely cover the entire advertisement so that we don't see portions of the logo rather than the whole thing. Don't enlarge the logo to abstract it for any design except when you use it as a watermark.



1.48 X 1.12 in

Minimum Size

SKILLETS DINER



1.08 X 0.07 in

Minimum Size



Do not distort logo



Do not rotate logo
(Except as an background element)



Do not change the transparency
of the logo
(Except as an background element)



Do not remove the skillet
features of logo



Do not remove the wings
of logo



Do not re-create using any
other typefaces



Do not use different
colors on logo



Do not change size or position
of the typeface
(Except for the Web Usage)



Do not use drop shadows
or any other effects

TYPOGRAPHY

The primary typeface we use for the logo is set in the Aviano Sans Regular font. Do not use Aviano Sans Regular for any text apart from the logo.

Century Gothic Bold is used for all headlines and call outs while Century Gothic Regular is used for body copy in all text. Those sets of fonts can be used for both print and web.

AVIANO 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
1234567890

Century Gothic Bold

**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
1234567890**

Century Gothic 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
1234567890

PHOTOGRAPHY

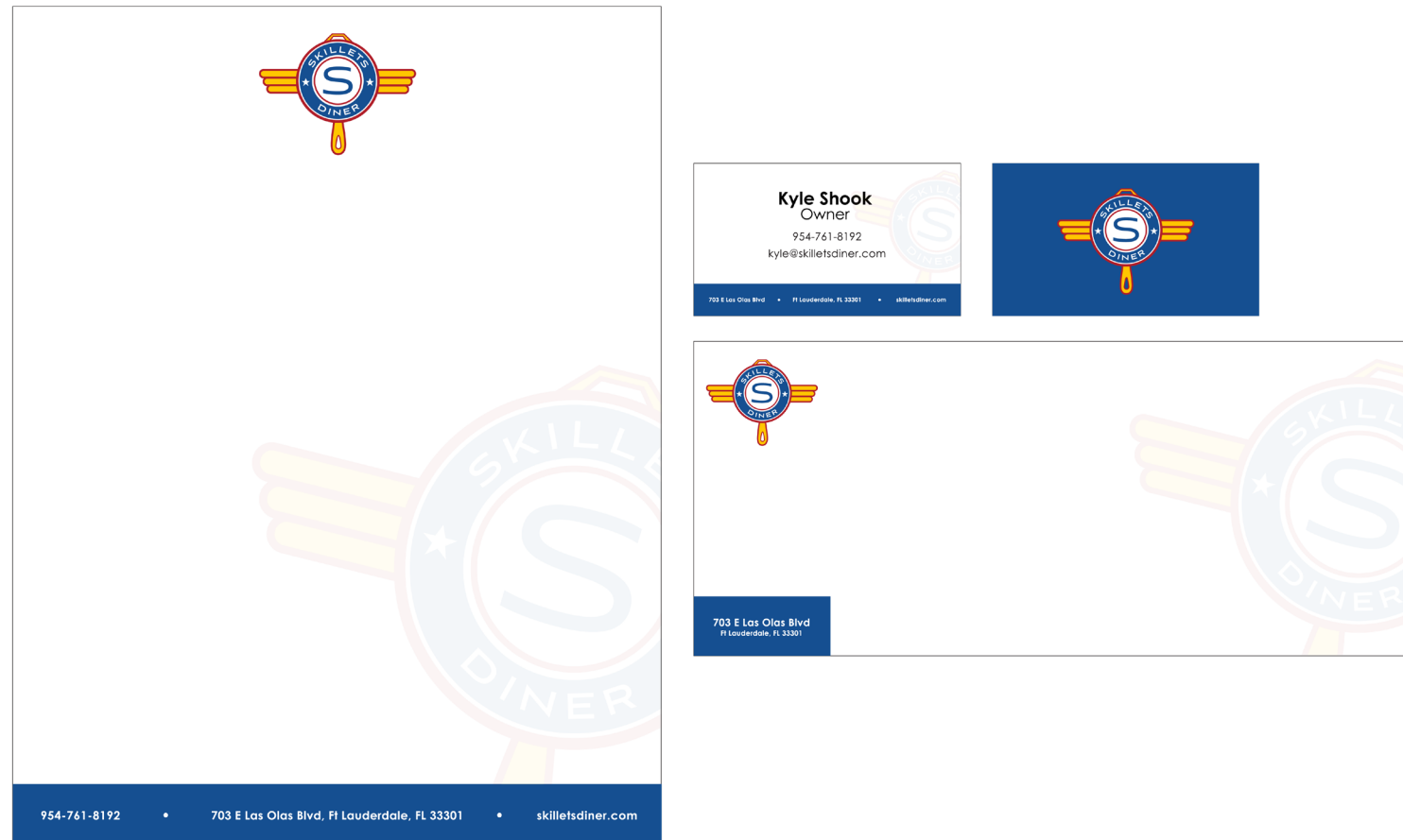
Photography should be centered on only food, diner settings and drinks. Some backgrounds can be blurred and lighter. Stock photos are permitted but they must have great lighting, textures, and color. The food we shoot are classic American comfort food along with any other entrees that are Florida based like seafood or other unique items.

We want to capture food in unique backgrounds that are based in South Florida where the diner is based at. Food should always show interesting texture and made very fresh. Our imagery is authentic like our establishment as we present our food with great quality for genuine eating. The interior shots can be done anywhere as long as the diner is vintage or offers great aesthetics. Make sure the interiors are colorful and shot with dim lighting



STATIONERY PACKAGE

For the stationery package, we use Mohawk Superfine line papers. Both the letterhead and envelope use Superfine Smooth Ultrawhite 80T. The business cards use Superfine Eggshell Ultrawhite 100C. A watermark must be included in our stationery package which it needs to be abstracted.



ADVERTISEMENT

Our advertising should always include a food shot. For drinks like milkshakes and coffee, the logo must appear embedded on the cups or glass. The art must have a blue background. Yellow is used for any graphics to support it. The text should always be white, headlines and call outs must use all capital letters.



COLLATERALS

The postcard integrates a lot of action through our imagery, typography, and design. The yellow curves in the middle of the postcard represent the S of the Skillet's names while also representing the swirls associated with milkshakes the diner offers. The yellow curves should be vertical only for this application.

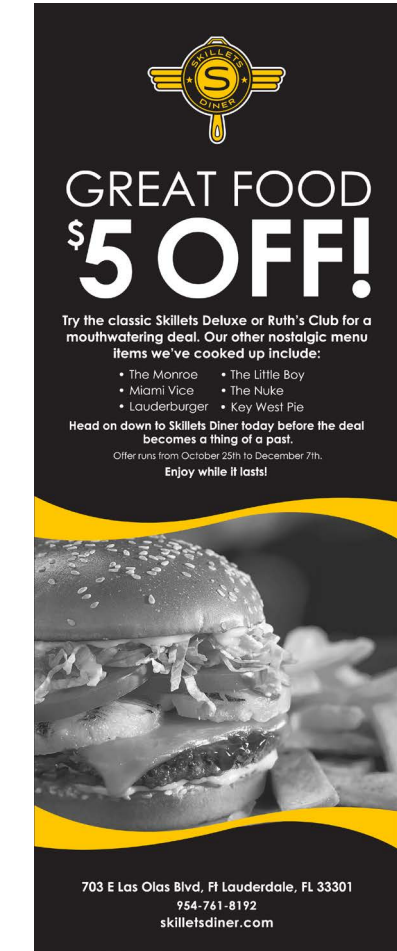


Postcard

COLLATERALS

The newspaper ad uses yellow and black for this case of 2 Color processes. The hierarchy in the text is very specified while still clean and readable. White will be used on body copy on the black background. Yellow is used to bring better attention for the design. We use half size vertical specifications for our newspaper ads. We advertise with the South Florida Business Journal.

For this situation the reversal for the 2 color logo was used to make it clearly visible. The images need to be yellow and very light to make the yellow swirls still show.



Newspaper Ad

COLLATERALS

We advertise with the Florida Trend. For our magazine ads, we use full page sizes as we want to heavily promote our food and specials.

When you use images like this one, the background always needs to out of focus to bring attention to our food as they should show great textures and sharpness that make them look fantastic to try out and enjoyable for our customers.

SUN'S OUT BUNS OUT!

RECEIVE 2 FREE MILKSHAKES WHEN YOU GET OUR BURGERS WITH LARGE SIDES FROM OUR MENU OPTIONS

\$7.00 OFF Two Combo lunch items
Dine-in only. Limit one coupon per person. Not Valid with other offers or coupons. Expires 12-7-2020

\$5.00 OFF Any Baconator items on our menu
Dine-in only. Limit one coupon per person. Not Valid with other offers or coupons. Expires 12-7-2020

FREE Kids meal with a novelty toy
Dine-in only. Limit one coupon per person. Not Valid with other offers or coupons. Expires 12-7-2020

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Magazine Ad

COLLATERALS

Our menus should be 11 X 17 with the copy being big enough for better read of our menu items and their descriptions. This menu can be displayed on our website but only in PDF form. Our menus should also be laminated in gloss to ensure reusability and quality of them.

SKILLET'S DINER

— BREAKFAST —

- Flap's Pancakes** \$5
Buttermilk pancakes with choices of blueberry or chocolate chip
- French Toast** \$3
Topped with powdered sugar, caramel
- Sunny Omelets** \$5
Sausage, wild mushrooms, tomato, cream cheese, onion, avocado
- The Golden Hash** \$7
Beef, bell peppers, onions and skillet potatoes
- The Baffled Waffles** \$9
Whipped butter, powdered sugar
- Steak and Eggs** \$9
Marinated grilled sirloin with two eggs

— SANDWICHES —

- BLT** \$5
Bacon, lettuce, tomato on whole wheat bread
- Hot Dogs/ Chili Dogs** \$3
Nathan's Famous hot dogs
- Philly Chessesteak** \$7
Thin sliced pieces of steak, bell peppers, onions, and mozzarella cheese
- The Club** \$3
Ham, bacon, turkey, American cheese
- Grilled Chesse** \$2
Cheddar cheese on whole wheat bread

— STARTERS —

- The Miami Vice** \$6
6' 1/2" long sub, salami, turkey, pepperoni, pickles, lettuce, tomato, mayo
- The Little Boy** \$4
3" 1/2" sub, marinated in hot sauce, thin sliced pieces of steak, bleu cheese, onions, bell peppers
- The Cuban** \$5
Ham, pork, pickles, spicy mustard, swiss, and jalapenos
- Peligan's Scoop** \$8
fried fish with later sauce
- The Tsunami** \$9
12" 1/2" long sub with bleu cheese, peppers, onions, and our specialty sauce

— BURGERS —

- Skillet's Burger** \$6
Angus beef, tomato, lettuce, onions, pickles, American cheese
- Key Lime West** \$8
Marinated with lime, lettuce, pickles, mayo
- Lauderburger** \$7
Bacon, BBQ sauce, cheddar cheese
- Hurricane Skillet's** \$9
Bacon, topped with our specialty sauce, stuffed peppers, jalapenos, lettuce
- Miami Heat** \$9
Stuffed jalapenos, bleu cheese, honey mustard
- The Nuke** \$7
Triple angus beef, marinated in spicy buffalo sauce, bacon, pepperjack cheese

— SALADS —

- Cesar Salad** \$3
Romaine, parmesan, croûtons & caesar dressing
- Greenie's Goodness** \$6
Romaine, iceberg lettuce, cherry tomatoes, cucumbers, carrots, kalamata olives, green peppers, pepperoncini
- Veggie Haze** \$5
Cauliflower, lime, cilantro, carrots, honey-ginger dressing, goat cheese
- Wedge Salad** \$4
Iceberg lettuce, tomatoes, bleu cheese, balsamic vinaigrette dressing

— SHAKES —

- Traditional Flavors** \$3
Vanilla, chocolate, strawberry, mint
- Razzydaze Swirl** \$5
Raspberry and vanilla mix
- Berrybomb Delight** \$4
Blueberry, strawberry, and blackberry
- Candyman's Dream** \$6
A surprise combination of candies that can be very sweet when mixed together
- Superman's Flight** \$4
Some crime fighting flavors blended together for an action packed treat

*All beverages we serve are Pepsi products

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Menu

COLLATERALS

Our dress code for the uniform is that we wear tees from Bella Canvas that are blue. The aprons we use are waist ones from Apron Warehouse that are black or white. Employees can wear any shorts or pants that are khakis, belt and shoes. But the only requirement is that they will need to wear shirts and aprons that have our logo on them from our suppliers of those uniform materials.

Alternatively, employees can wear white tees from Bella Canvas. However they need to wear waist aprons that are blue from Apron Warehouse and they should not wear ones that are black and white.



Uniform

COLLATERALS

We advertise with Clear Channel Outdoor for our billboard ads. Designing ones like these should have a 3D extension added to create more interest in our advertisements. Keep copy very minimal and have the directions to our location included. Don't have copy placed on the images except for the directions. Only use the secondary mark in the ads if the primary logo is embedded on the cups or glasses in the images to avoid repetition of the logo of that kind in those ads.



Billboard Ads

SPLASH PAGE

For our splash page, include links to our social media pages. The page should be static with a promotion or event to be featured always. The interface needs to be clean and easy to navigate in. If the web usage doesn't work on mobile screens use the secondary mark only.



FINAL THOUGHTS

If ever in doubt on how to use our brand elements, refer back this manual or get ahold of me (kyle@skilletdiner.com). These guidelines are fairly flexible and should allow for enough creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications.



SKILLETS DINER.COM