

# BRAND DEVELOPMENT

Brass Bar & Lounge was a new establishment that wanted an edgy, clean look for their branding.

## Defined and Established Brand Standards



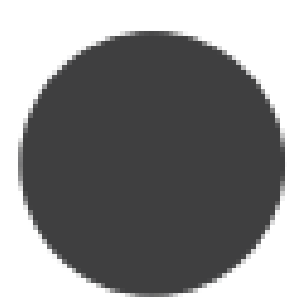
LOGO ARTWORK OPTION 1



LOGO ARTWORK OPTION 2

### COLOR

When color is an option the following colors must be used (usage as shown below):



C: 0  
M: 0  
Y: 0  
K: 90

#404041



C: 3  
M: 2  
Y: 2  
K: 0

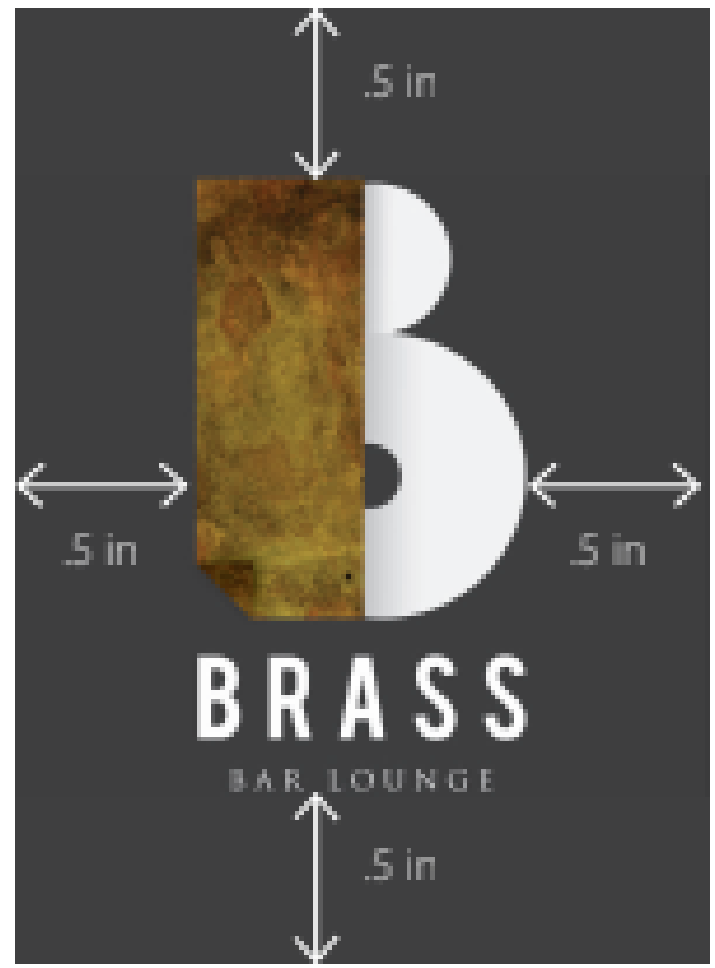
#f3f3f4



BRASS  
Texture

### MINIMUM CLEAR SPACE

By visually imagining a containing box around the artwork, any assisting elements should be at least .5 inches away from the logo on all sides.



### MINIMUM SIZE

For maximum performance, it is recommended that the minimum size for reproduction of the artwork be 17mm across.



0.86 inches x 1.11 inches