

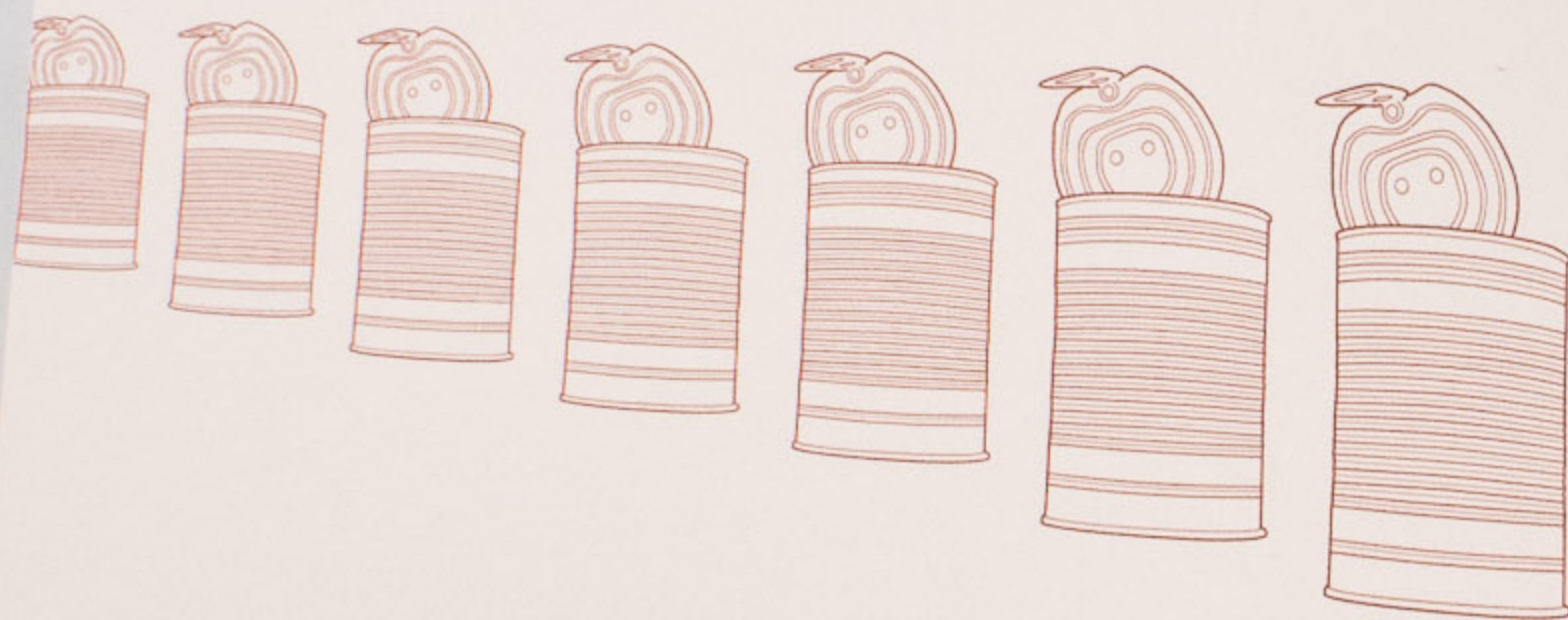


CHILERY

BRANDING STYLE GUIDE

BOLD | SIMPLE | LOOSE

At the Chilery it's all about chili. Our mission is to make chili an experience. To make chili more than a single item on a menu and make it the center of every meal. We don't do gimmicks and we don't do coat and tie. We're place where you can sit down, relax, have a meal and a beer, talk with friends and family, and have a memorable lunch or dinner.



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IDENTITY

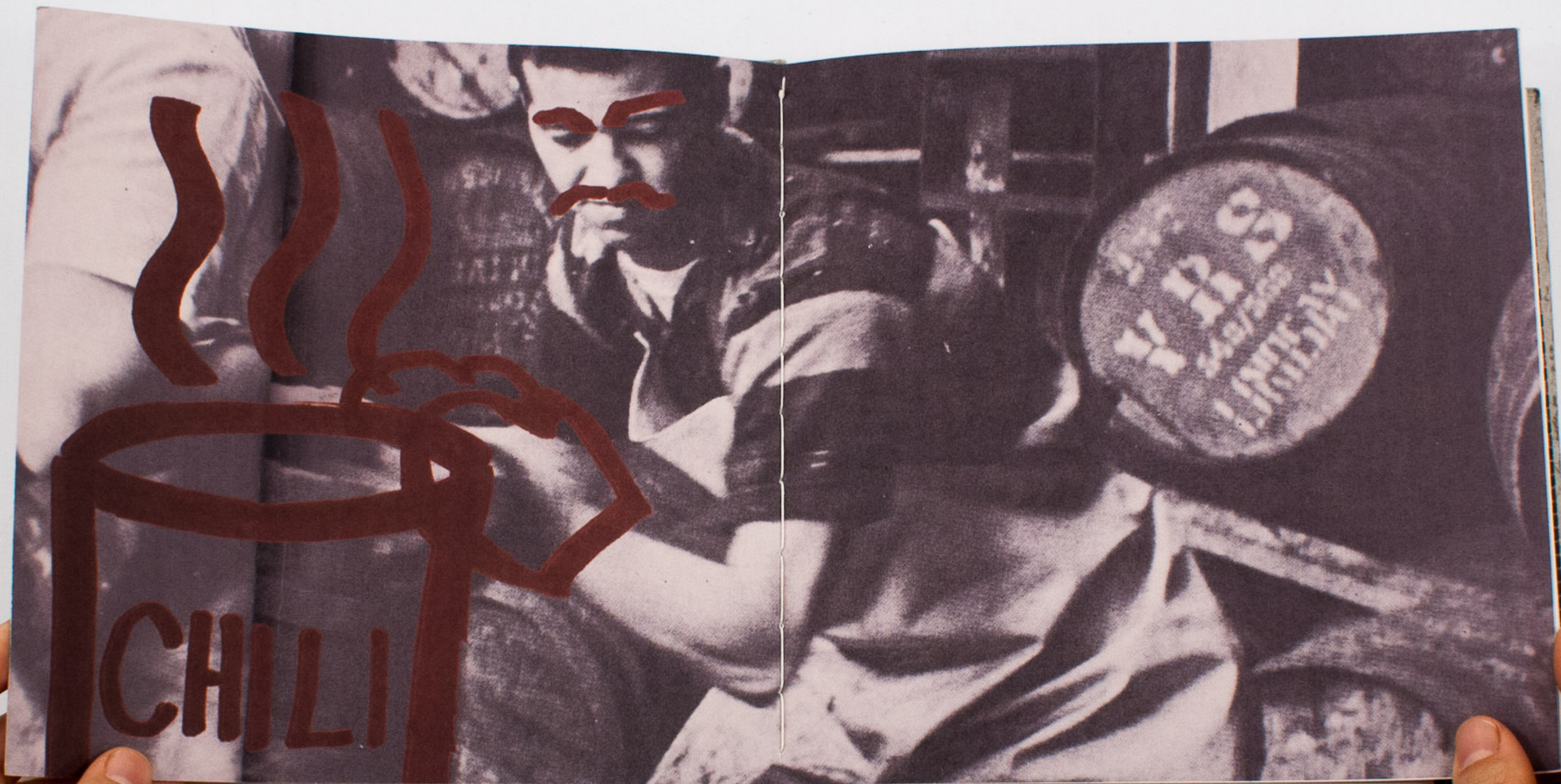
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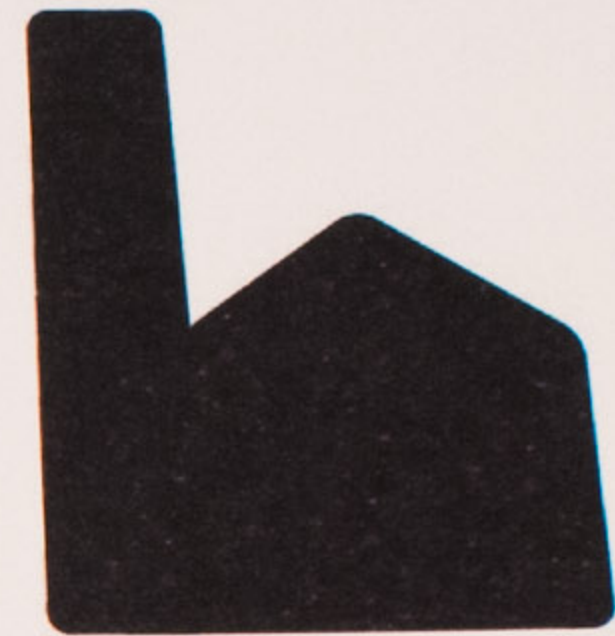
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THE LOGO



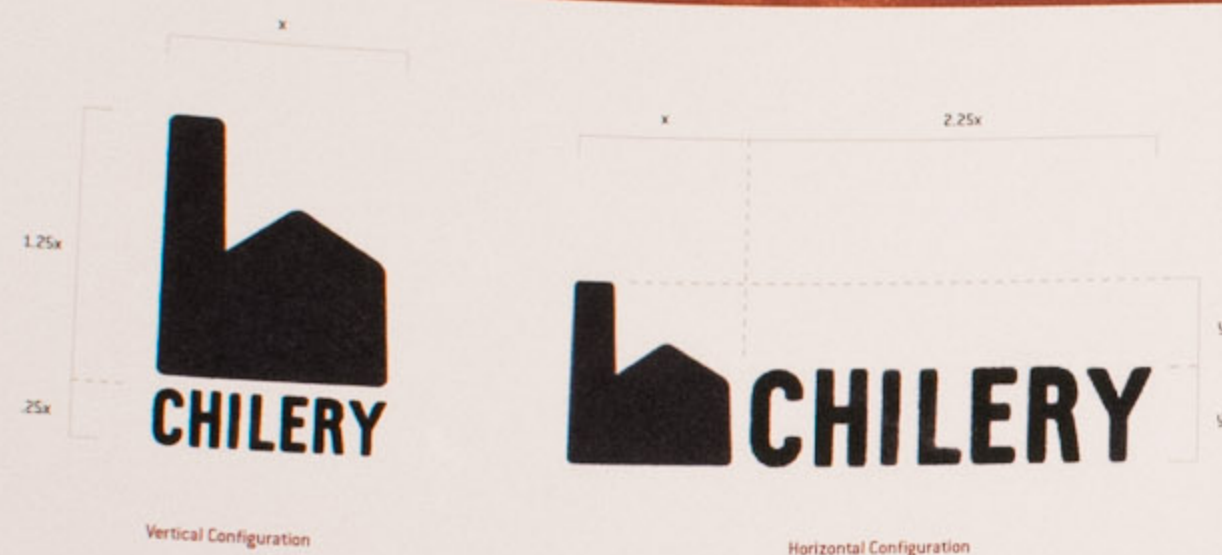
CHILERY

The Chilery name is a combination of the words "chili" and "brewery." It explains itself simply and brings with it the associations of these two words—words such as: hearty, civilized, masculine & confident

When the Chilery name is pronounced it evokes ideas of boldness and familiarity.

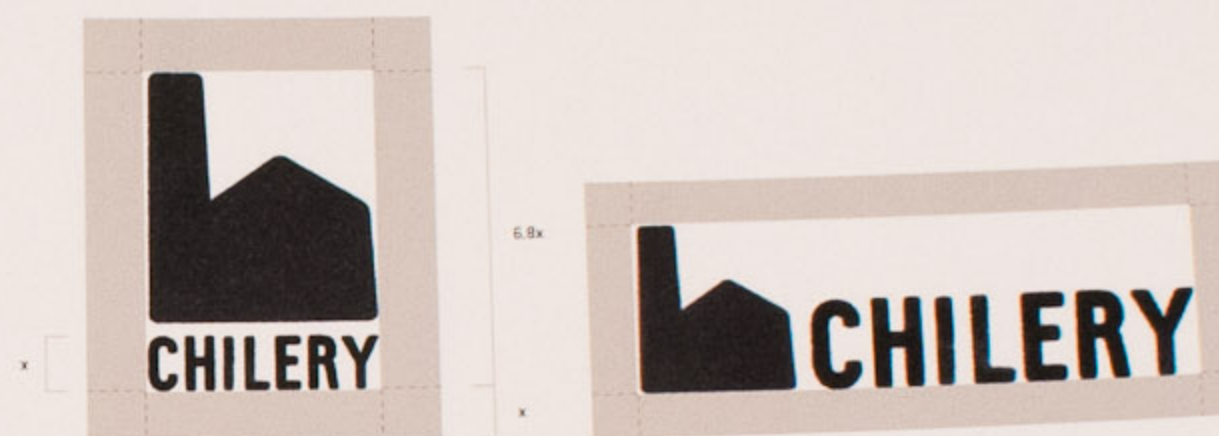
The Chilery brand mark captures these ideas in a worn portrayal of a factory silhouette.

LOGO CONSTRUCTION



The construction of the Chilery logo revolves around two basic proponents: the Chilery "Factory" silhouette and the "Chilery" type. In the primary, vertical configuration (see page. 12), logo the top division houses the factory silhouette. In the bottom, second division sits the "Chilery" type. In all instances it remains important that the proportions illustrated are maintained.

SURPLUS SPACE



When using the "Chilery" logo a particular proportion of negative space should be maintained to keep logo integrity. The border of this space is meant to act as an invisible barrier for page edges and any other text elements that may be converging on the logo.

Reference Size



Vertical Configuration

Minimum Size



LOGO SIZES

Reference Size



Minimum Size



Horizontal Configuration

The Chillery logo has two versions. The primary configuration (vertical configuration | left page) is shown in a 4 inch reference size to compare to it's minimum size, a 5/16th inch width size. The secondary configuration (horizontal configuration | above) is shown in a 4 inch reference size to compare to it's minimum size, a 1/2 inch width size. In no instance should the logo be used under these minimum sizes.

ALTERNATIVE LOGO STATES



The Chilery logo holds an element of boldness that should be sustained throughout application. In order to do this in areas a black color may not suffice, a *Chilery Red* alternative logo state was created in both configurations.

Logos/Alternatives/
 chilery_block_vertical.ai
 chilery_red_vertical.ai
 chilery_block_horizontal.ai
 chilery_red_horizontal.ai

INCORRECT LOGO USAGE



For visibility and overall integrity, it is important to retain a consistent use of the Chilery logo. Any inconsistency in the use of the logo ruins its communicative properties. Above are some of the common inconsistencies that one may be tempted to make.



Chilery Black
Natural Back



Chilery Black
Cool, Low Saturation Back



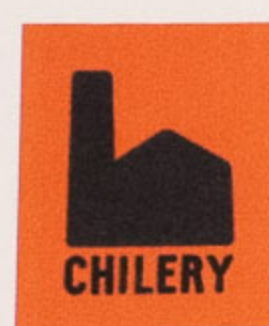
Chilery Black
Warm, Low Saturation Back



Chilery Black
Light Imagery



Chilery Black
Cool, High Saturation Back



Chilery Black
Warm, High Saturation Back



Chilery Red
Dark Imagery



Chilery Black
Low Contrast Black & White

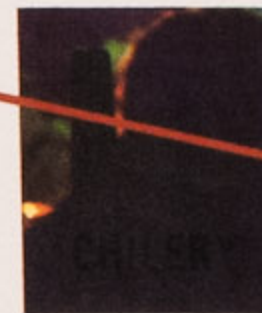


Chilery Red
High Contrast Black & White

ALTERNATIVE COLOR STATES



Do not place Chilery Red Logo on
high saturated colors



Do not place logo on imagery
without sufficient contrast



Do not place logo on overly
complex imagery



Do not change the color of the
logo or logotype

The left page contains examples of the logo and the alternative color states it may be used with. Follow these directions when the background specified is used.

If a background not represented arises, remember that the logo should always be clearly readable. Make a judgement on which brand color offers the most readability. Some of common mistakes are demonstrated above.

BRAND COLORS



Chilery Black



Chilery Red

Chilery Red
Process Color for four
color printing:

C: 31
M: 94
Y: 100
K: 43

RGB Color for screen:

R: 118
G: 25
B: 2

The use of color is important to the brand integrity of the Chilery. The primary color of the Chilery is Chilery black. It describes of the boldness of the food while still retaining a quality of industry and hand manipulation. The second brand color is Chilery Red. This color pushes the deep red tones found in most chilis, while acting as a nice balance for Chilery Black.





COLOR & TYPE PALETTE



Chilery Black



Chilery Red



Chilery Red, Light



Chilery White

The Chilery brand consists of one primary color palette. The palette is based around the Chilery Red brand color. The color palette is used to support the brand colors. The consistent use of the palette helps to create recognition and strengthen the Chilery identity.

The Chilery brand consists of one typeface, Conduit ITC. This type choice is invaluable in upholding the quality of the Chilery brand.

ITC CONDUIT

THE TYPEFACE OF THE CHILERY.

Conduit is a contemporary typeface with a slight narrowness & boldness suggestive of a strength.

It works nicely in small sizes for use in body copy.

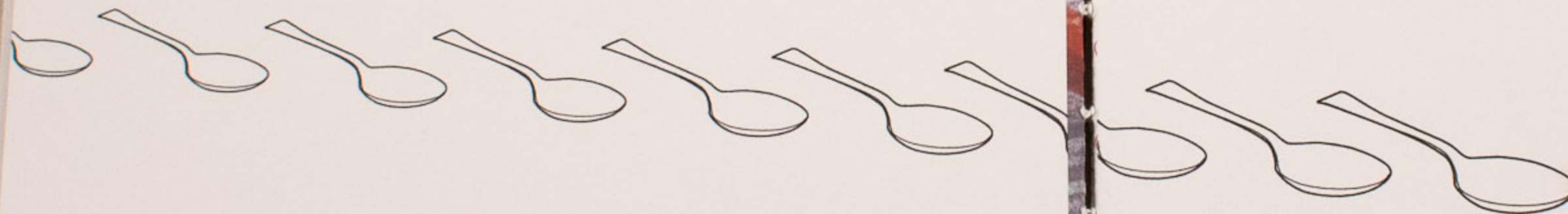
But in the nature of the brand, quite well in bold applications.

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

SPOON





VISUAL SYSTEM

The Chilery brand is hearty, civilized, masculine & confident. An industrial atmosphere has been constructed to extend these traits in an unconventional manner. Supportive secondary visual elements moving between industry and kitchen have been created to accomplish this.

ILLUSTRATIONS: CHILI WORKERS



These illustrations balance two traits evoked by the Chilery Brand. The use of black and white industrial photography pushes the idea of a well-known history, while fun chili and kitchen manipulations bring the idea back to food.

/Visuals/ChiliWorkers/
chiliworker_1.psd
chiliworker_2.psd
chiliworker_3.psd
chiliworker_4.psd



ILLUSTRATIONS: ASSEMBLY LINES

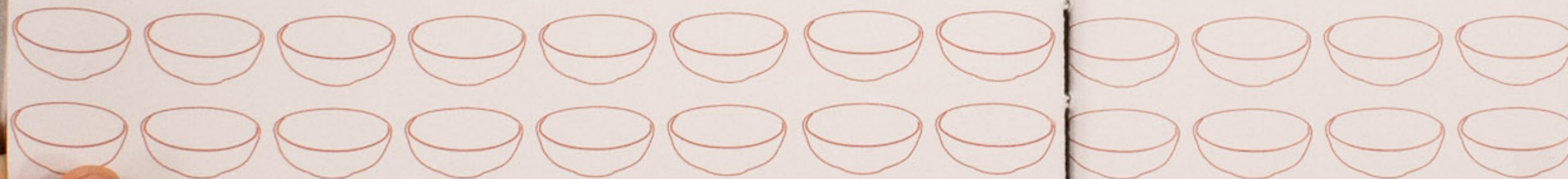


Assembly line patterns offer a snapshot into what takes place in the Chillery—simple production in large amounts.

/Visuals/AssemblyLines/
assembly_cans.ai
assembly_spoons.ai
assembly_bowls.ai







APPLICATIONS

This next section, and the several photographs throughout this booklet, are the living world of the Chilery. This is to show how atmosphere, along with the logo and visual elements create a place certainly bold, simple & loose.

APPLICATIONS: SPOON & CAN



Applications of the Chilery brand is placement of logo and visual elements and extensions of their message. When making decisions on applying these elements, retain all rules described earlier in the style guide.



FILE DIRECTORY

/Logos/

chilery_logo_primary.ai

/Logos/Alternatives/

chilery_black_vertical.ai

chilery_red_vertical.ai

chilery_black_horizontal.ai

chilery_red_horizontal.ai

/Visuals/AssemblyLines/

assembly_cans.ai

assembly_spoons.ai

assembly_bowls.ai

/Visuals/ChiliWorkers/

chiliworker_1.psd

chiliworker_2.psd

chiliworker_3.psd

chiliworker_4.psd

The directory of files is organized into folders. All the files are located on the style guide disc.

If branding situations or problems arise not discussed in this style guide, please contact the brand manager, Patrick Dower, at pdower@chilery.com





CHILERY

BRANDING STYLE GUIDE



