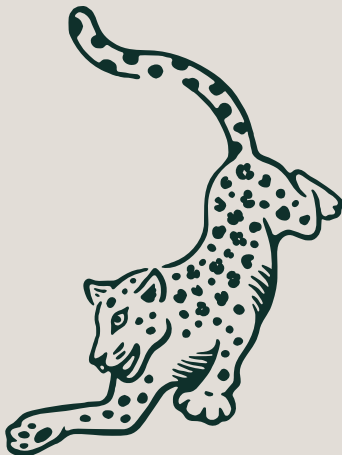


POCKET STYLE GUIDE



WILDCAT COCKTAIL BAR



POCKET STYLE GUIDE

This style guide establishes rules of logo usage, specifies brand colors, and summarizes key applications that can act as a guide for future designs produced within or on behalf of Wildcat. Adhering to these guidelines will maintain a strong, unified identity.

For questions or help using this guide please contact [REDACTED] at [REDACTED].com.

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OUR STORY

Our identity is called "The Chase," and features a leopard in pursuit of a pink parrot. The story threads throughout our collateral. The parrot (who never gets caught) is a secret nod to our owner's former traveling tiki bar called the Lost Flamingo.

WE ARE

elegant and also modest

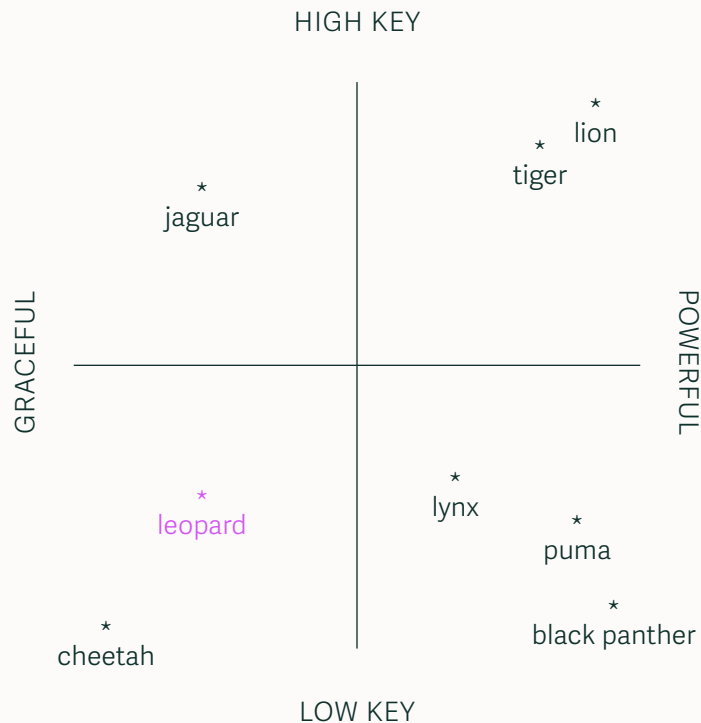
understated and also upscale

sleek and also approachable

vintage and also exciting

According to the matrix at right, the leopard is the epitome of casual grace, and therefore the perfect wild cat to represent our brand.

CAT MATRIX



LOGOMARKS

These are our primary logomarks & wordmarks. Use them only as shown and in the colors directed on page 26.

LOGOMARK NO. 1



Wildcat

WILDCAT

WILDCAT

WILDCAT

HAMDEN, CONN.

Wildcat

Wildcat

Wildcat

HAMDEN, CONN.



LEOPARD FACE

Our leopard face graphic can also be used to represent the brand, though not usually combined with a wordmark. Best used large, such as a decal on the storefront window.

TYPOGRAPHY



Usually this is where it would say 'leave ample clear space around the logo' and 'don't do anything too weird.' But we want to have some room to play, so we won't get too formal with that.





WILDCAT

HAMDEN
06518

CRAFTED
COCKTAILS



NOW OPEN

COMING SOON
TO HAMDEN

Wildcat



TYPOGRAPHY

ADELLE SANS DEVANAGARI

This is our primary copy typeface. Use it most often.

ORDER

COMPLICATED HANDSHAKE

cynar, yellow chartreuse, maraschino
liqueur, peychaud's bitters

UNCOMMON CARGO

bourbon, jamaican rum, tarragon kolsch
cordial, angostura & orange bitters



COMING SOON

3000 WHITNEY AVENUE
HAMDEN 06518

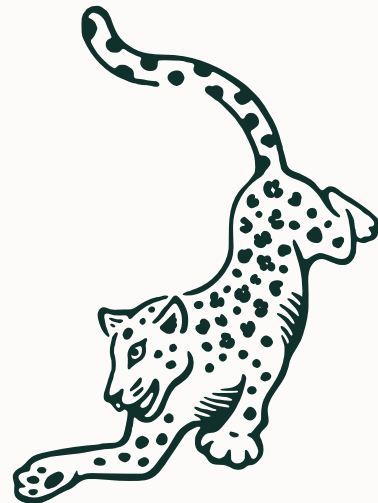


TYPOGRAPHY

BN GRIMER

This is our display typeface.
Use it sparingly and only for
small amounts of text.

ILLUSTRATION LIBRARY



PRIMARY COLORS



MIDNIGHT

RGB 15/48/43 CMYK 85/56/69/64
PMS 3435U #0F302B



FOREST

RGB 18/69/51 CMYK 87/46/78/50
PMS 3425U #124533



MANZANILLA

RGB 128/128/3 CMYK 51/36/100/14
PMS 104U #808003



GOLD LEAF

PMS GOLD 871C
FOIL PRINT ONLY

SECONDARY COLORS



NEON FLAMINGO

RGB 209/87/242 CMYK 37/71/0/0
PMS 245U #D157F2



PACIFIC

RGB 161/207/255 CMYK 33/10/0/0
PMS 290U #A1CFFF



IRONSTONE

RGB 207/199/189 CMYK 19/18/23/0
PMS 7604U #CFC7BD



BIRD OF PARADISE

RGB 217/107/41 CMYK 11/69/100/1
PMS 1665U #D96B29

COMBINING COLORS

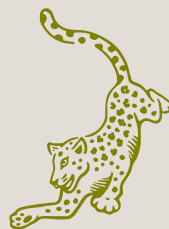
Use our Primary colors most often, and Secondary colors only as accents. Only use the leopard marks on top of lighter colors. If you need to use them on darker colors, use the versions of the mark specifically called “for dark backgrounds.”

Wildcat



WILDCAT

Wildcat



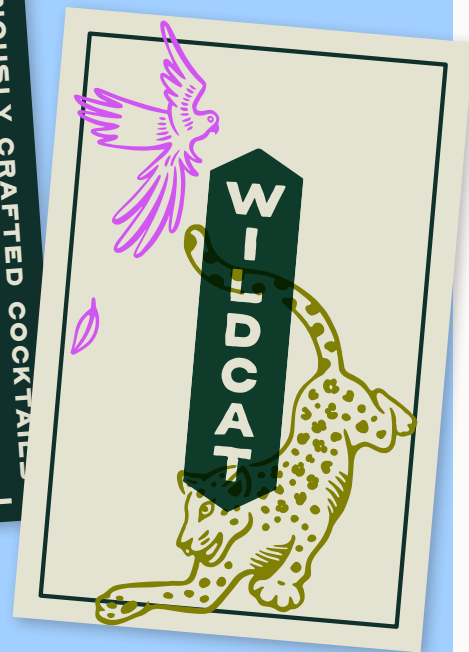
WILDCAT

Wildcat





POSTCARD / CHECK PRESENTER



APPAREL



EMBROIDERED
BASEBALL CAP



PATTERNED
UNISEX SHORT

34



SCREENPRINTED
T-SHIRTS



35



WILDCAT
HAMDEN, CONN.

COASTERS



MATCHBOXES





MENU

INSERT

8.5 X 11 INCHES
60 LB TEXT IN IVORY

BLACK INK (DIGITAL)

JACKET

COLORPLAN PAPER IN RACING GREEN,
130 LB COVER

GOLD FOIL BOTH SIDES

SCORED + FOLDED VERTICALLY

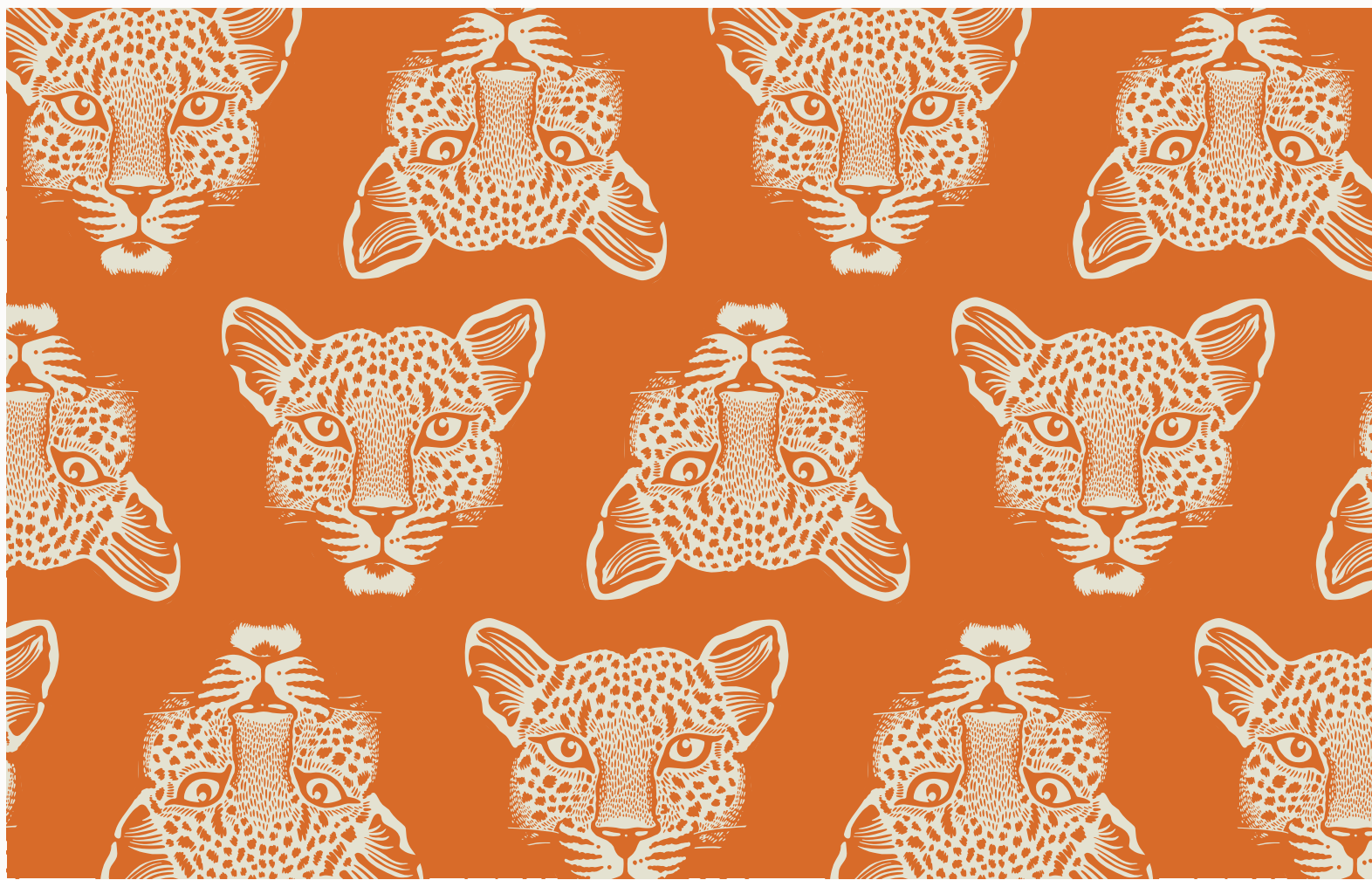
STYLE

Our photography style is moody, rich, mysterious, and inviting, with a focus on materiality and including hands for warmth.

Our social grid features photography with a mix of simple illustrations in our color palette.

SOCIAL MEDIA







WILDCAT



2024