

ARBY'S

SANDWICH SHACK

Branding Guide



FONTS

A a B b C c

SPICED CHEESE is used for important stuff.

SPICED CHEESE is UPPERCASE, but has altering letters depending on if you type in UPPER or lower case.

It is recommended to increase the stroke size in

SPICED CHEESE

to fill in some (but not all) of the holes.

Coolvetica is used for menu text, price text, and anything else. It made to replicate how designers loved to alterate Helvetica in the 70s. Kinda has a hand-crafted charm. Like our sandwiches.

It is recommended to OFFSET both fonts to make it look like the text was amateurly printed onto the poster.

You can subtly change spacing, baseline shift, or rotate specific letters. Don't make it obvious.

Roast Beef ✓

Subtle

Roast Beef ✗

Too obvious

COLORS



WHITE

#FFFFFF

Use white for all use cases of Coolvetica.

YELLOW

#FFF200

Use yellow for all graphics and Spiced Cheese headers.

BLACK

#000000

Always use black for the background.

Use black when putting text inside a yellow graphic.

GRAPHICS

DO:

Make it look rough, angular, and yellow.



DON'T:

Make it look boring, stiff, and white.



RECOMMENDED STROKE WIDTHS:

1px

1.5px

2px

Draw random lines where-ever you want.
Make it feel like a brick wall.



Remember: We're hip. Not "Old-Fashioned".
Keep references to cowboys to a minimum.



TAGLINES



Use Spiced Cheese.

We don't really have a brand slogan, but we do have funny little taglines for some of the things we offer.

**MEAT YOUR
NEW FAVORITE.**

for the sandwiches, obviously.



ALL CURLED UP.

for the fries.



SIP ON THIS.

for the drinks.



**NO TRICKS,
ALL TREATS.**

for the deserts.



Don't be sappy or lame.