

**BRAND IDENTITY BRIEF**  
 2023

AMANDA YANG

SUMMER 2023

AMY YIU  
The Bennett

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# WHAT IS BRANDING

Branding is a customer's gut feeling about product, service, or company. It is the business' reputation.



Let's begin branding  
**YOUR BUSINESS**

## **BRANDING OBJECTIVE**

1. Enhance brand visibility to engage a younger demographic.
2. Establish a cohesive brand identity across various platforms for consistent recognition.

## **LOOK AND FEEL**

Fun

Mature

Lively

Vibrant

Nostalgic to existing branding

# LOGOS



PRIMARY



SECONDARY

# PRIMARY LOGO CONSTRUCTION



OLD

Improved alignment & visual balance

Refined & bolder details



More defined "Bennett"

More concise text

NEW



# LOGO IMPLEMENTATION

## COLOUR VARIATIONS



LOGO DO NOTS



DO NOT ADD EMBELLISHMENTS



DO NOT HAVE ANYTHING TOUCH OR OVERLAY LOGO



DO NOT ROTATE LOGO



DO NOT USE WRONG COLOURS



DO NOT HAVE LOGO TOUCH EDGES OF BACKGROUND



DO NOT MISALIGN LOGO

## **LOGOS IN USE**



THE  
**BENNETT**  
CRAFT & KITCHEN



# COLOUR SCHEME

						
#000000	#FCC740	#D97306	#1B0C3D	#01314C	#13667A	#FFFFFF
Logo		Logo				Logo
Text	Emphasis Text	Emphasis Text				Text
Background		Background	Background	Background	Background	

## TYPEFACES

**Aa**

Header Font

**Bilcase**

Alphabet

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Numbers

**0 1 2 3 4 5 6 7 8 9**

---

**AA**

Header Font

**HUDSON NY PRO SLAB**

Alphabet

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

Numbers

**0 1 2 3 4 5 6 7 8 9**

---

**Aa**

Body Font

**Roboto Condensed**

Alphabet

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**

Numbers

**0 1 2 3 4 5 6 7 8 9**



## **BRANDING IN USE**






 thebennettpoco 40 m

**THE BENNETT**  
CRAFT & KITCHEN

**EVERY WEEK!**

**SUNDAYS** 3 - 7PM **BLUES JAM**  
**TUESDAYS** 7-10 PM **ROCK JAM**  
**THURSDAYS** 7-10 PM **OPEN MIC**

Send message 


 thebennettpoco 40 m


**THE BENNETT**  
CRAFT & KITCHEN

**BOOK EVENTS WITH US**

DRINKS  
FOOD  
TWO FLOORS  
GAMES  
LIVE MUSIC  
ENTERTAINMENT  
WE HAVE IT ALL!


CHECK WEBSITE  
FOR MORE DETAILS

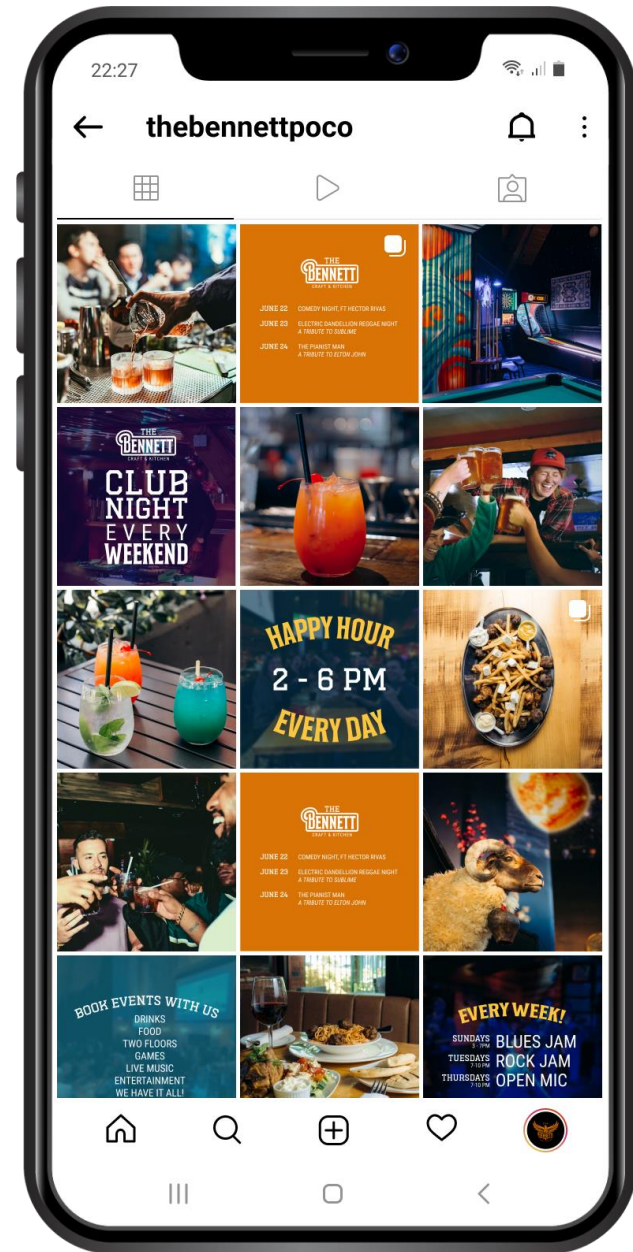
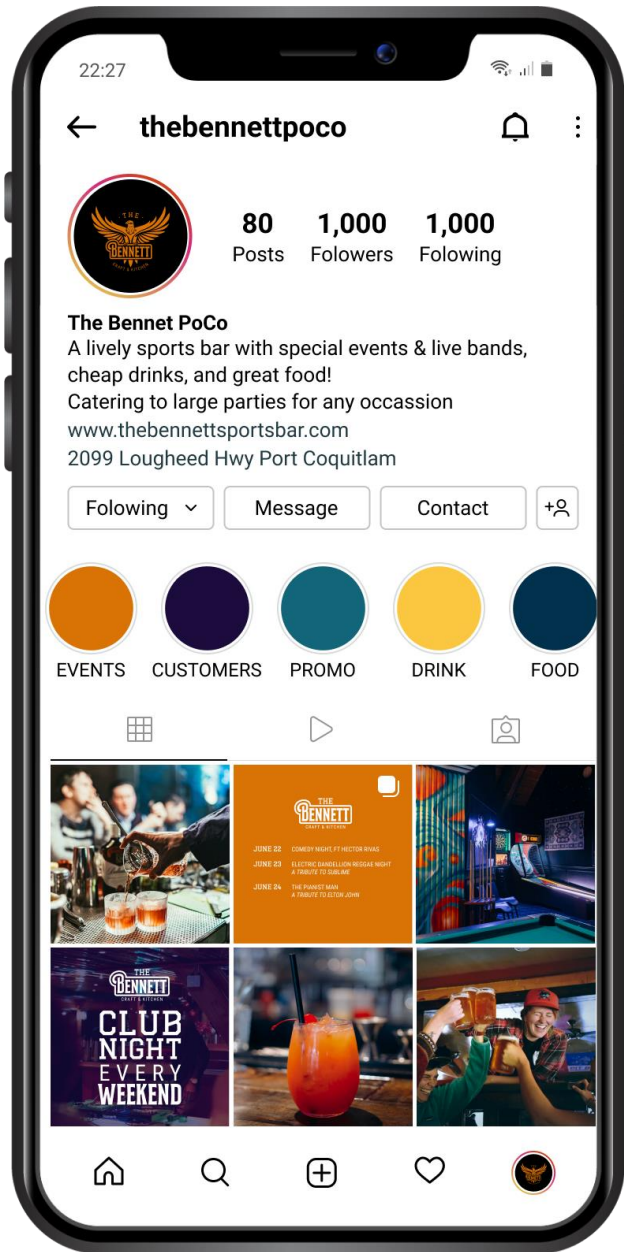
Send message 

 thebennettpoco 10 m

**THE BENNETT**  
CRAFT & KITCHEN

**CLUB NIGHT EVERY WEEKEND**

Send message 



## **CONTACT**

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