

Jimmy's Legacy Grille

BRAND GUIDELINES



Blakesley Design | 2025

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Introduction

This guide is designed to help owners, managers, and vendors understand the Jimmy's brand and apply it consistently across all touchpoints, including print materials, signage, websites, advertising, packaging, and social media.

By following these standards, you'll help maintain the integrity of the brand while creating a recognizable, cohesive experience for every customer interaction.

Overview

At Jimmy's Legacy Grille, the vibe is:

- Historic
- American Grille
- Upscale yet comfortable
- World Cuisine
- Neighborhood fun

Jimmy's
LEGACY GRILLE

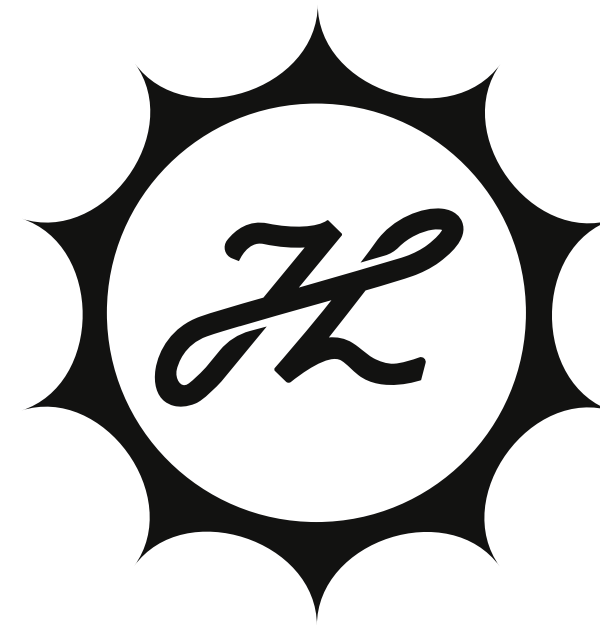


Logo Suite

Logo Elements



Wordmark only: May be used for websites, print ads, social media, merchandise.



Icon only: May be used for websites, social media, coasters, app icon, merchandise.



Together: Should only be used together for signage, menus, and other print media. Position of elements should not be rearranged.

Wordmark

SIZE

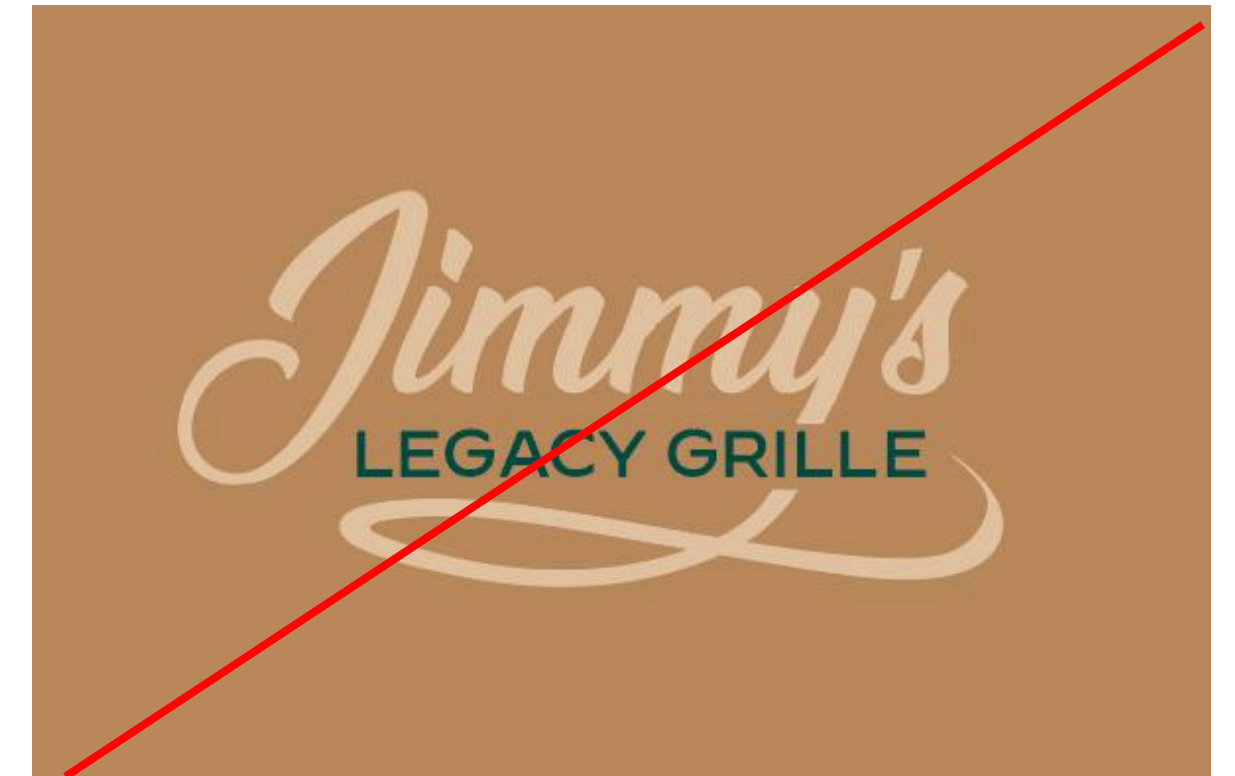


Do: Give space all around the logo based on 50% of the height and width of the logo being used.

COLOR



Do: Logo should be 1 color on a contrasting background color.



Don't: Don't use multiple colors in the logo.

Wordmark placement | Print

PLACEMENT



Do: Place logo on upper upper right, lower right, middle center or middle top for printed materials. Upper left area is acceptable in online media.

Wordmark and Icon Don'ts

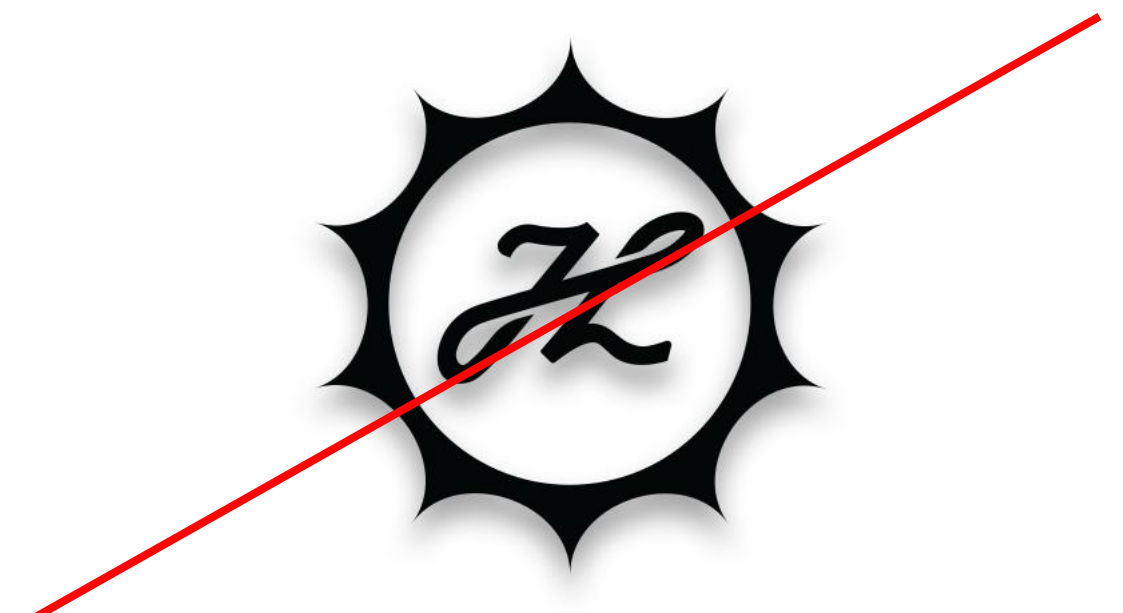
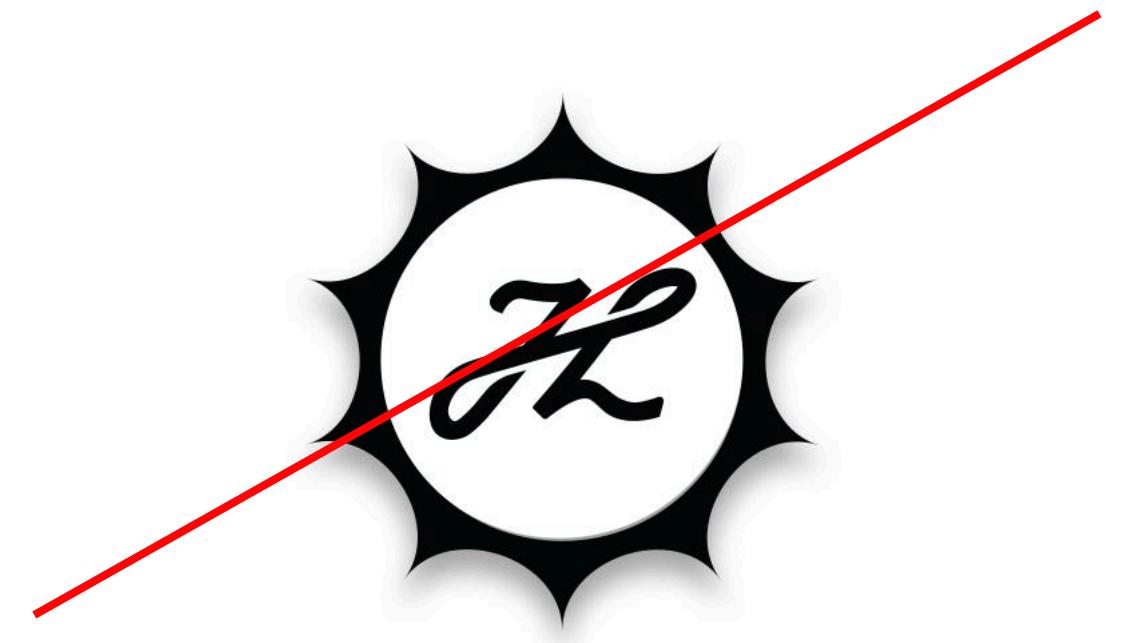
DON'T



Dont: Add drop shadows to the logo



Dont: Turn the logo at an angle or sideways.



Dont: Do not add a drop shadow to the icon

With Photography

CONTRAST



Do: When using transparent logo with photography, ensure that the background is free of clutter and there is adequate color contrast.



Dont: This photo/logo placement is not readable.



Do instead: If the photo background is too complex for a transparent logo, add a color block in the proportions shown on page 6.

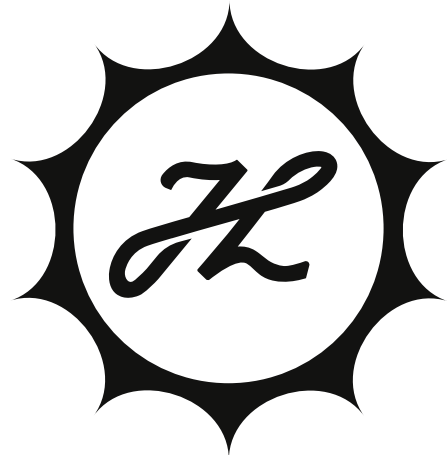
Icon

Sun symbol

The "Sun" symbol should never appear without the monogram inside. It symbolizes the resort/vacation lifestyle and industry.



CIRCLE



TRANSPARENT



SQUARE



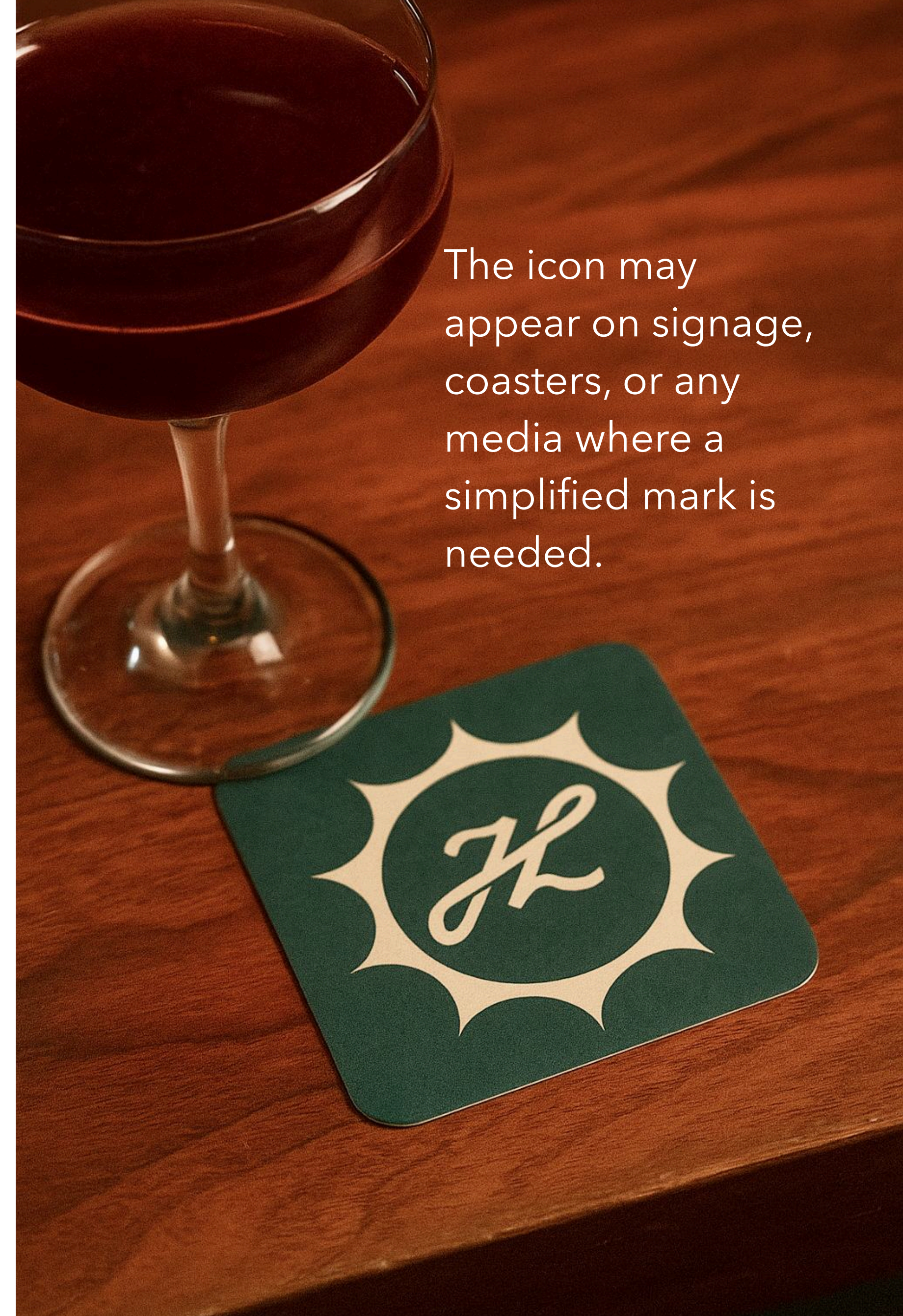
ROUNDED



REVERSE

Icon only: These examples show how social media icons, app icons, or even coasters might look using only the icon.

The icon may appear on signage, coasters, or any media where a simplified mark is needed.



Monogram



Origin story

*J*immy's *L*egacy

J + *L* = *JL*

The monogram itself is a stylized and slightly abstract “JL” Note that this symbol should only appear alone if it is a watermark or patterns as shown here.



PATTERN EXAMPLE




WATERMARK EXAMPLE


Monogram only: The monogram without its bounding shape should only be used for patterns/textures or a watermark effect.

Color

Color palette | Print + Signage




PMS : 5467C
RGB : 35,55,56
HEX : #233738




PMS : 155C
RGB : 222,198,163
HEX : #DEC6A3


PRIMARY COLORS




PMS : 7736C
RGB : 56,85,79
HEX : #38554F




PMS : Warm grey
RGB : 184,176,165
HEX : #B8B0A5




PMS : 4725C
RGB : 180,144,119
HEX : #B49077



PMS : 7623C
RGB : 139,43,34
HEX : #8B2B22



PMS : Black
RGB : 32,31,31
HEX : #201F1F



PMS : White
RGB : 189,189,189
HEX : #FBFBFB

ACCENT COLORS

TEXT, LOGO SIMPLE GRAPHICS

The color palette for Jimmy's was inspired by the restaurant's interior color scheme and decor.




WALLPAPER




INTERIOR PAINT


Color | Website, Social Media




HEX : #233738
Brand 500



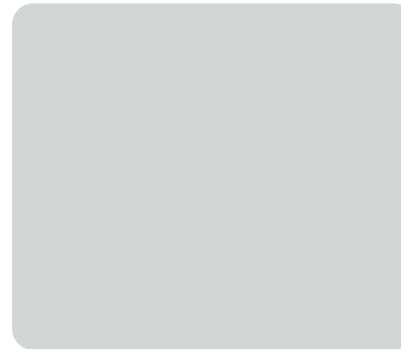
HEX : #4F5F60
Brand 450



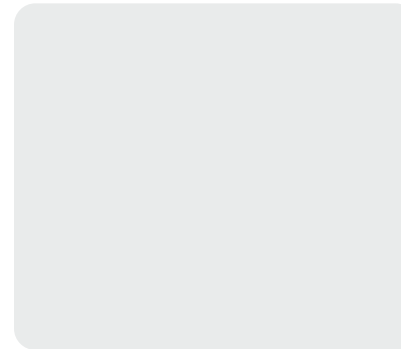
HEX : #7B8788
Brand 400



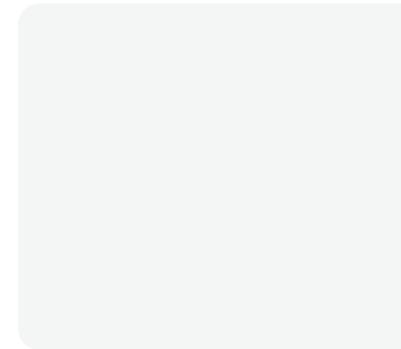
HEX : #A7AFAF
Brand 350




HEX : #D3D7D7
Brand 300




HEX : #E9EBEB
Brand 250




HEX : #F4F5F5
Brand 200



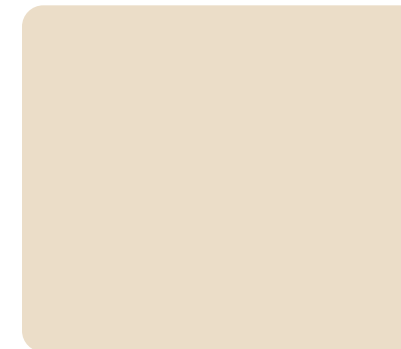
HEX : #201F1F
Text Primary



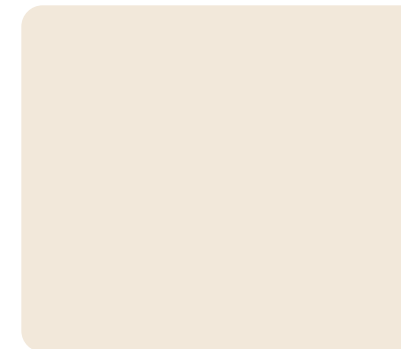
HEX : #DEC6A3
Secondary 500



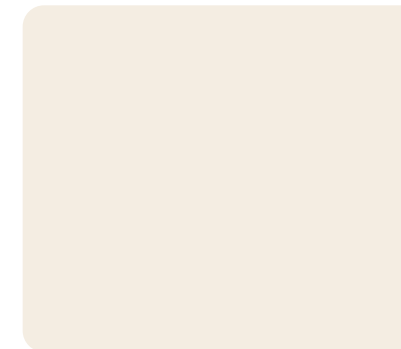
HEX : #E5D1B5
Secondary 450



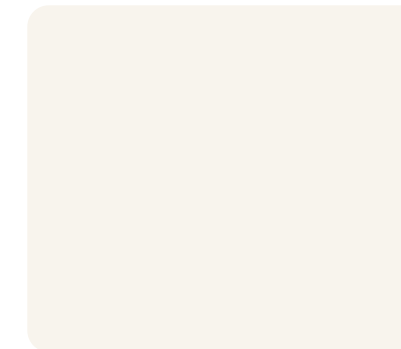
HEX : #EBDDC8
Secondary 400




HEX : #EBDDC8
Secondary 350




HEX : #F5EEE3
Secondary 300




HEX : #F8F4ED
Secondary 200




HEX : #FDFCFA
Secondary 100




HEX : #FBFBFB
Text Reverse




HEX : #8B2B22
Accent 500



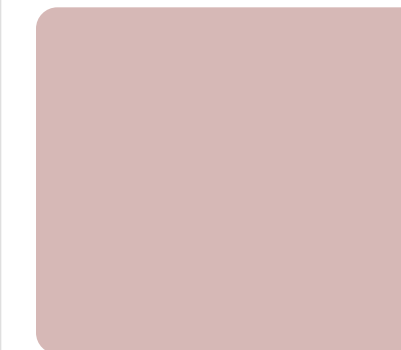
HEX : #A0534C
Accent 450



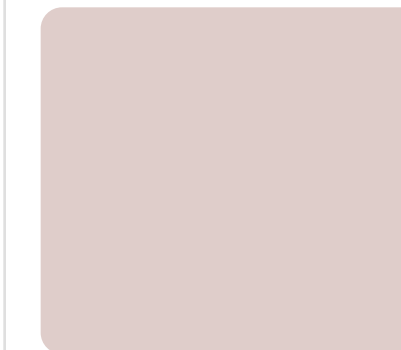
HEX : #B57C76
Accent 400



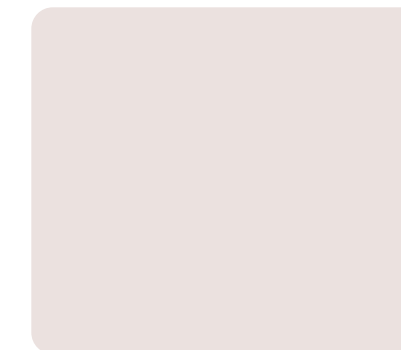
HEX : #CBA4A1
Accent 350



HEX : #D6B9B6
Accent 300



HEX : #E0CDCB
Accent 250



HEX : #EBE1E0
Accent 200

Typography

Typography | Print

Avenir

Avenir's clean, modern lines convey both sophistication and warmth. Its refined yet versatile look aligns with the restaurant's upscale, international atmosphere.

Headline

AVENIR HEAVY

Paragraph

AVENIR ROMAN

Caption

AVENIR BOOK

Subheading

AVENIR MEDIUM

ALL CAPS SUBHEAD

AVENIR MEDIUM



Business card example: This mockup features a 2-sided business card with a monogram watermark on the text side.

Typography | Web

Montserrat

Montserrat is a modern, scalable, and responsive open-source web font that complements Jimmy’s brand and works seamlessly across websites and social media platforms.

H1 - Page title	.heading-xl	2.5 rem (40px	700	Bold titles
H2 - Section title	.heading-lg	2 rem (32px)	600	Menus, section breaks
H3 - Subheading	.heading-md	1.5 rem (24px)	600	Sub-sections, article titles
H4 - LABEL / LEAD-IN	.heading-sm	1.5 rem (24px)	500	All caps heading
Body large	.body-lg	1.25 rem (20px0	400	Intro paragraphs and highlights
Body regular	.body-base	1 rem (16px)	400	Standard body text
Body small	.body-sm	.875 rem (14px)	400	Photo captions
Caption/Legal	.body-xs	.75 rem (12px)	400	Disclaimers, any fine print

Signage

Signage



Interior signage:

This is an example of an acceptable use of the “sun” shape with the monogram replaced. (Restroom or other wayfinding signage.)



Exterior signage: The exterior sign is the only example of combining the icon, logo, and typography in one design.

Usage examples

Merch, uniforms



Examples: Shown here are examples of proper use and combinations of wordmark, icon, and monogram on clothing.

Thank You

[Download assets here](#)



Questions? Feel free to reach out anytime

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