



BRAND BOOK

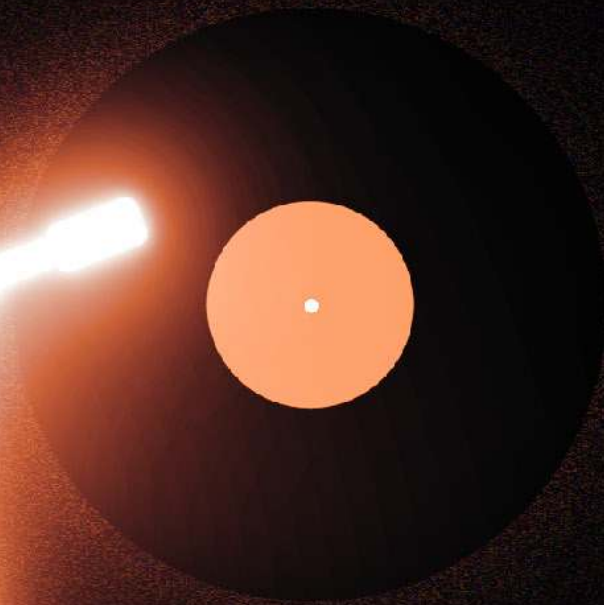
Welcome

04	Hello!
05	Brand Personality
07	Brand Promise
08	Voice Tone
09	Creative Context
10	Manifesto
11	Content Pillars
12	Concept
13	Our Essence
14	Do's n Dont's

Our branding

16	Our Fonts
17	Our Colors
18	Our Logotype
21	Our Short Logo
24	Our Logotypes
25	Graphic Elements
26	Our Brand in action
36	Photo Guide

Stylus
MIXOLOGY







HELLO!

In your hands you have “Stylus” brandbook, containing tools that will serve as a guide to apply our brand in everything we do and say as a company. Our brand is not just a name, logo or the way we sell our services. Our brand represents our principles and how we will communicate to get our ideas heard with one voice.

This is where it all begins.

Our brand is not only a name or a logo. Is much more; It represents who we are, our purpose and ideas that we communicate

Brand Personality

The year was 1979, and I had just arrived in the heart of New York City from my hometown in Missouri, looking to start a new life. As I made my way through the pulsing crowd, the excitement and energy of the city electrified me. The air was thick with anticipation as we all waited for the ball to drop, signaling the start of a new year. My ears were buzzing, and my nose was cold and bright red, but I didn't care. I was determined to be front and center for this momentous occasion. As the final countdown began, the crowd erupted in a frenzy of cheers and screams. "2...1..." And just like that, it was 1980. The streets were alive with music, fireworks, and the raucous sound of people celebrating. Everyone was kissing, dancing, laughing, and crying tears of joy. It was as if we had entered a utopia, and the world was watching. I was in awe of the sheer energy and exuberance of the moment. This was where it all began for me - a new year, a new city, a new life. I kicked off my boots and slipped into my disco heels, feeling the rhythm of the night pulsing through me. As the music played on, I danced with abandon, celebrating the promise of a bright and exciting future.



Brand Promise

**MEMORABLE
EXPERIENCE**

We must transmit in all our actions, behavior, in the way we we communicate and how we see each other.

Our Essence

**Disco Cocktails and Dazzling Nights: Relive the
Glam 70s!**

Creative context

Stylus Mixology's voice is one of elegance and sophistication, with a touch of eccentricity. It seeks to transport its customers to a different time, where the night scene was vibrant and glamorous. At the same time, Stylus Mixology is innovative and seeks to create new and exciting cocktails that are a fusion of the best of the past and the present.

Manifesto

Step into my world, where I transport you back to the vibrant nightlife of the 70s. Feel the electric energy that filled the air as the nights came alive with pulsating beats and dazzling lights. It's like stepping into a time capsule of pure exhilaration, where I capture the essence of those legendary decades. Witness the spinning disco balls, the mesmerizing glow of neon signs, and the dance floor that served as a stage for self-expression and freedom. With each step you take, I celebrate the spirit of liberation, encouraging you to unleash your inner groove and embrace the unbridled excitement of the night. My world is an invitation to relive the golden era of nightlife, where music, fashion, and unapologetic self-expression converged, creating an atmosphere filled with unforgettable memories. So, slip on your dancing shoes and let me transport you to an era where the night came alive, and where anything was possible.

Content pillars

- **TREND:**
MIXOLOGY TECHNIQUES AND
INGREDIENTS
- **EVERGREEN:**
NOSTALGIA AND 70S CULTURE
- **PROMOTIONAL:**
STYLUS MIXOLOGY EXPERIENCE

The core of our brand, represent our principles as a company and should guide all our decisions, communications and our personality.

Concept

GLAM, SIP, REPEAT!

Our concept defines the way we speak, we write and how we see each other. Applied to everything we do helps us create a strong and recognizable brand.

Tone/Voice

- **GLAMOUR**
- **VIBRANT**
- **ECCENTRIC**

Our Voice articulates all perceptions of the brand and is used as a distinctive element of our personality to reinforce our brand promise. Invites people to disconnect from the routine, reminds them to take a moment for themselves.

The Do's n Dont's

DO'S

- Offer unique and innovative mixology experiences to customers
- Share stories and memories from the 70s
- Use sophisticated and eccentric tones in communication
- Create content that showcases the glamour of the 70s nightlife scene

DONT'S

- Be too traditional or boring
- Use a voice that is too informal or casual
- Disregard the importance of nostalgia and 70s culture
- Ignore the importance of creating a memorable experience for customers

OUR BRANDING!

Our Fonts

GEORGIA

When employed in prominent titles and subtitles, Georgia embodies the precise aesthetic we seek. Its vintage allure and resemblances to Art Deco usage will serve as integral elements of our branding strategy.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsT tUuVvWwXxYyZz
1234567890

Our Fonts

MONTSERRAT

Secondary typefaces complement a consistent design system, ensuring a cohesive visual language aligned with the logo typeface, Montserrat. While these secondary typefaces are suitable for titles, paragraph text, or descriptions within a layout, they should not be utilized in the creation of the logo.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Our Colors

The use of orange aims to echo neon aesthetics, lending a laid-back and relaxed vibe. Incorporating blue and yellow serves to illuminate areas that lack light, blending all three colors. By sidestepping white and opting for beige, the goal is to mimic the beloved Pop art style fused with the full glory of the 60s Deco era.



Stylus Neon

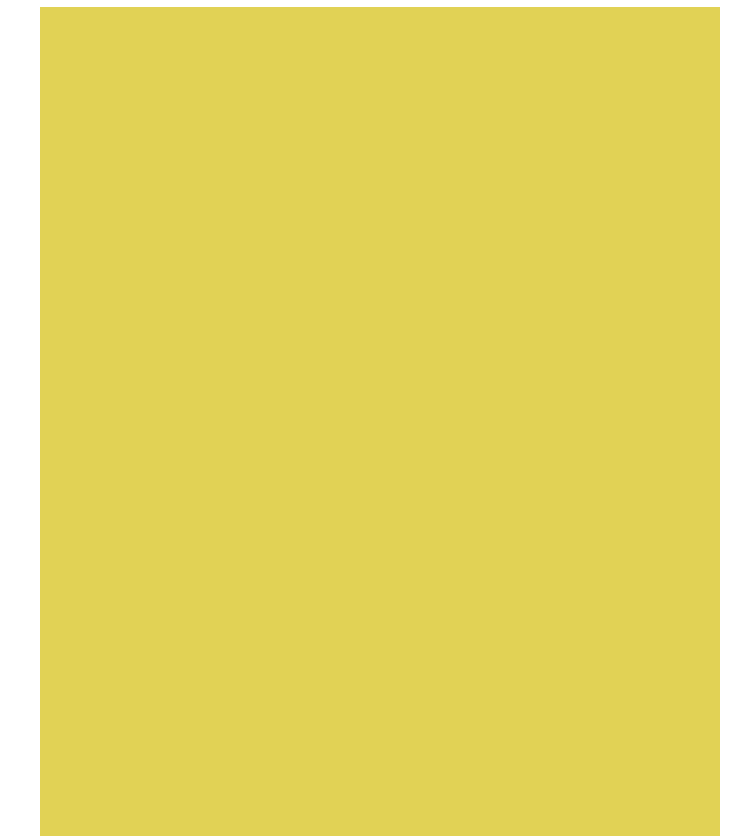
CMYK 0, 74, 100, 0
RGB 252, 103, 26
HEX #FC671A

CMYK 1, 39, 69, 0
RGB 247, 169, 97
HEX #F7A961



Verdigris

CMYK 61, 16, 30, 0
RGB 101, 173, 177
HEX #65ADB1



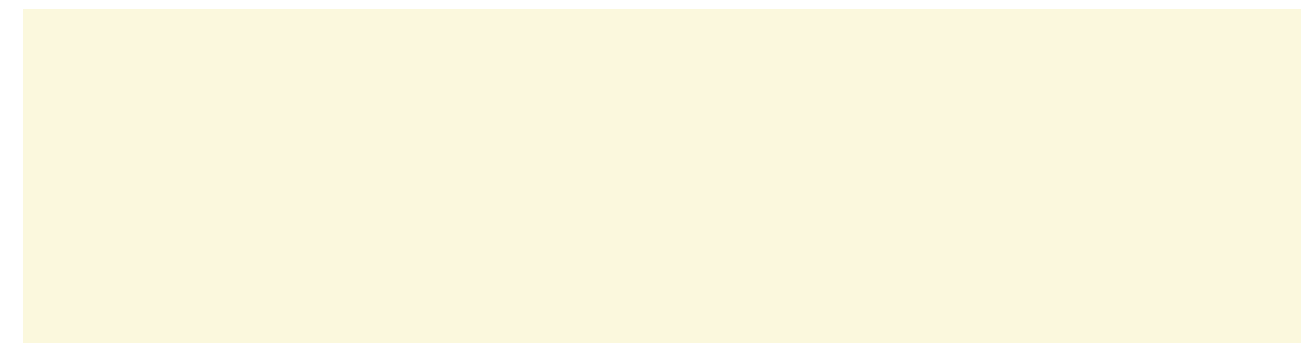
Arylide yellow

CMYK 14, 10, 81, 0
RGB 225, 210, 85
HEX #E1D255



Space Cadete

CMYK 70, 67, 64, 74
RGB 35, 31, 32
HEX #231F20



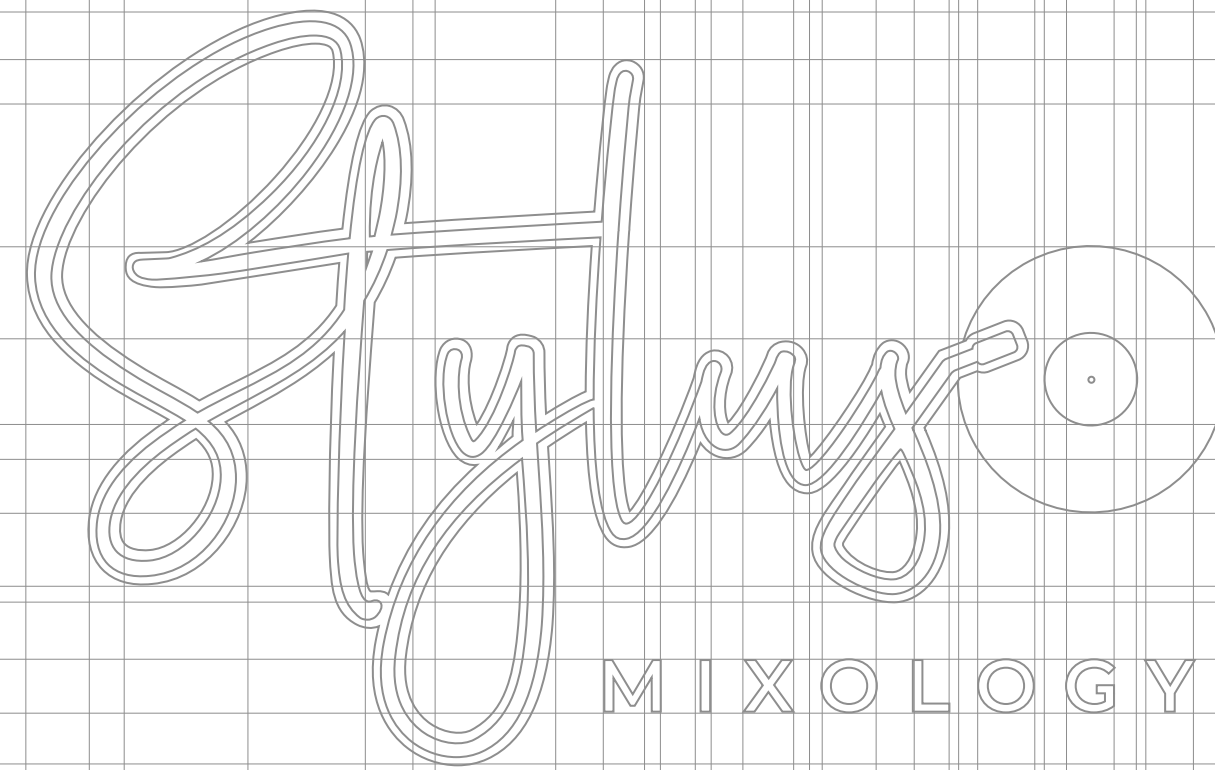
Beige

CMYK 2, 1, 15, 0
RGB 251, 248, 221
HEX #FBF8DD

Our Logotype

Neon lights became increasingly popular in the 70s, especially in signage and advertisements. They symbolized modernity, vibrant nightlife, and the avant-garde. Using neon in the logo can evoke the same sense of trendy sophistication and energetic vibes that were prevalent during that era. The main logo can be used as pleased except in reduced spaces.



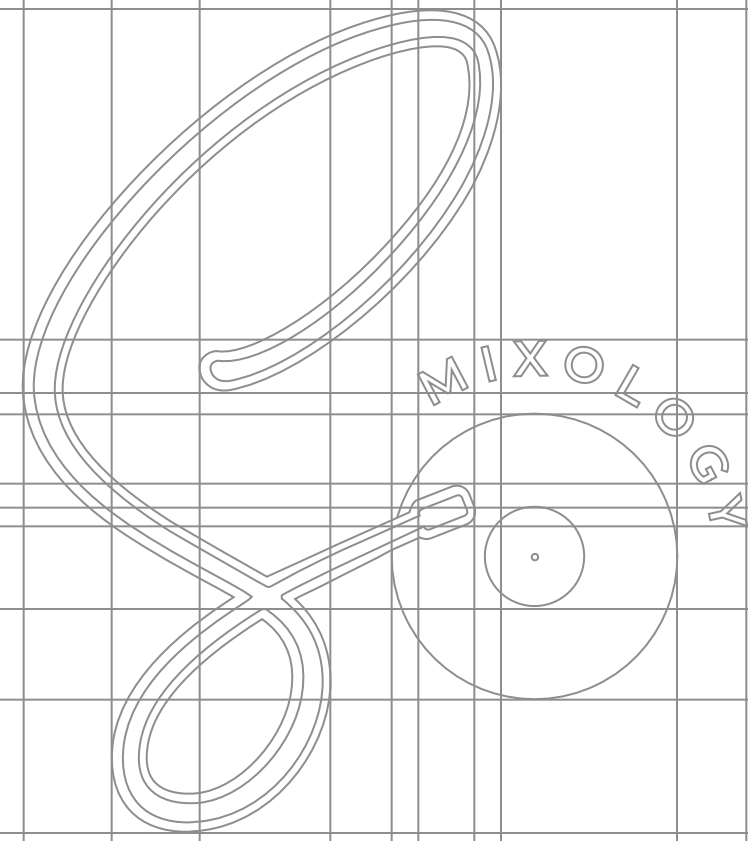




Our short logo

The 70s were a time of creative and artistic exploration. Neon signs represented a bold departure from traditional signage, and they were embraced as an art form. Incorporating neon lights into the logo reflects this spirit of artistic innovation and the push for new and unconventional aesthetics. This short logo should only be used in situations that demand a small space for recognition.







Our Logotypes

By utilizing a neon-lit logo for "Stylus," the bar can effectively capture the essence of the 70s era, infusing it with a modern twist while paying homage to the era's artistic, cultural, and entertainment innovations.



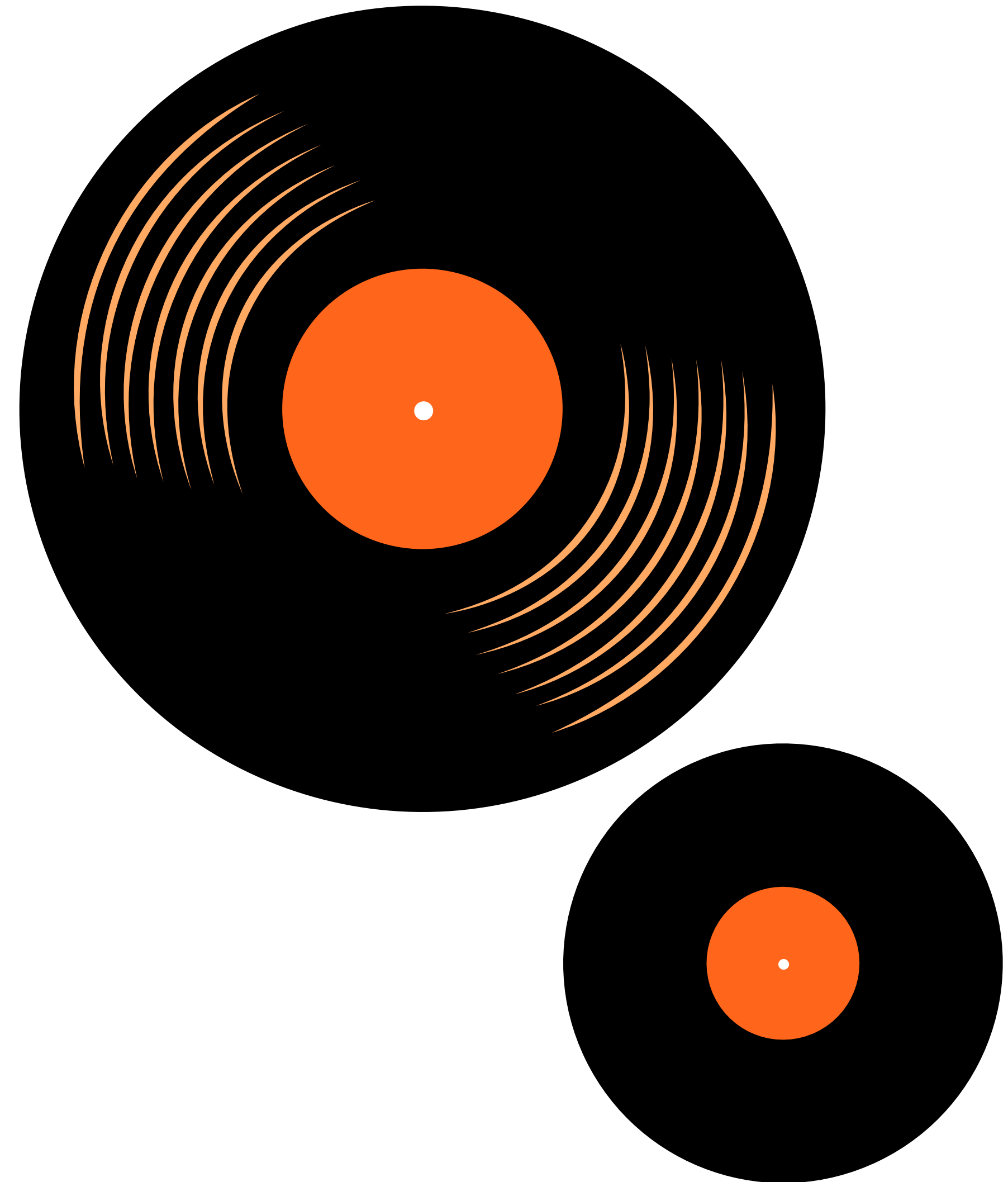
Official Logo



Short Logo

Graphic Elements

The stylus vinyl will be utilized in two distinct ways. In larger applications, it will maintain its intricate details. However, when scaled down, it should simplify its details as they may become indiscernible in smaller spaces.



**OUR BRAND
IN ACTION**

BRAND IN ACTION

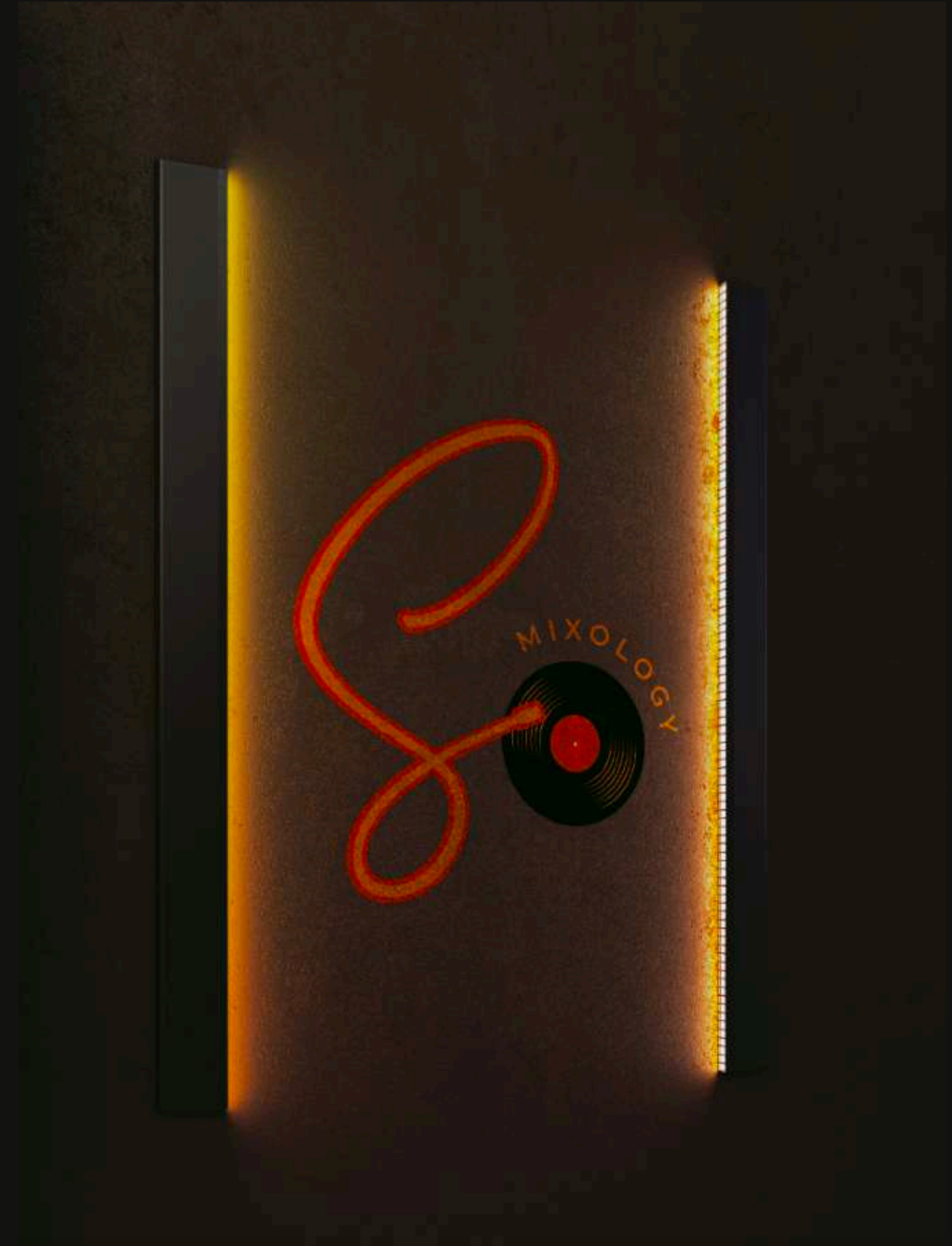
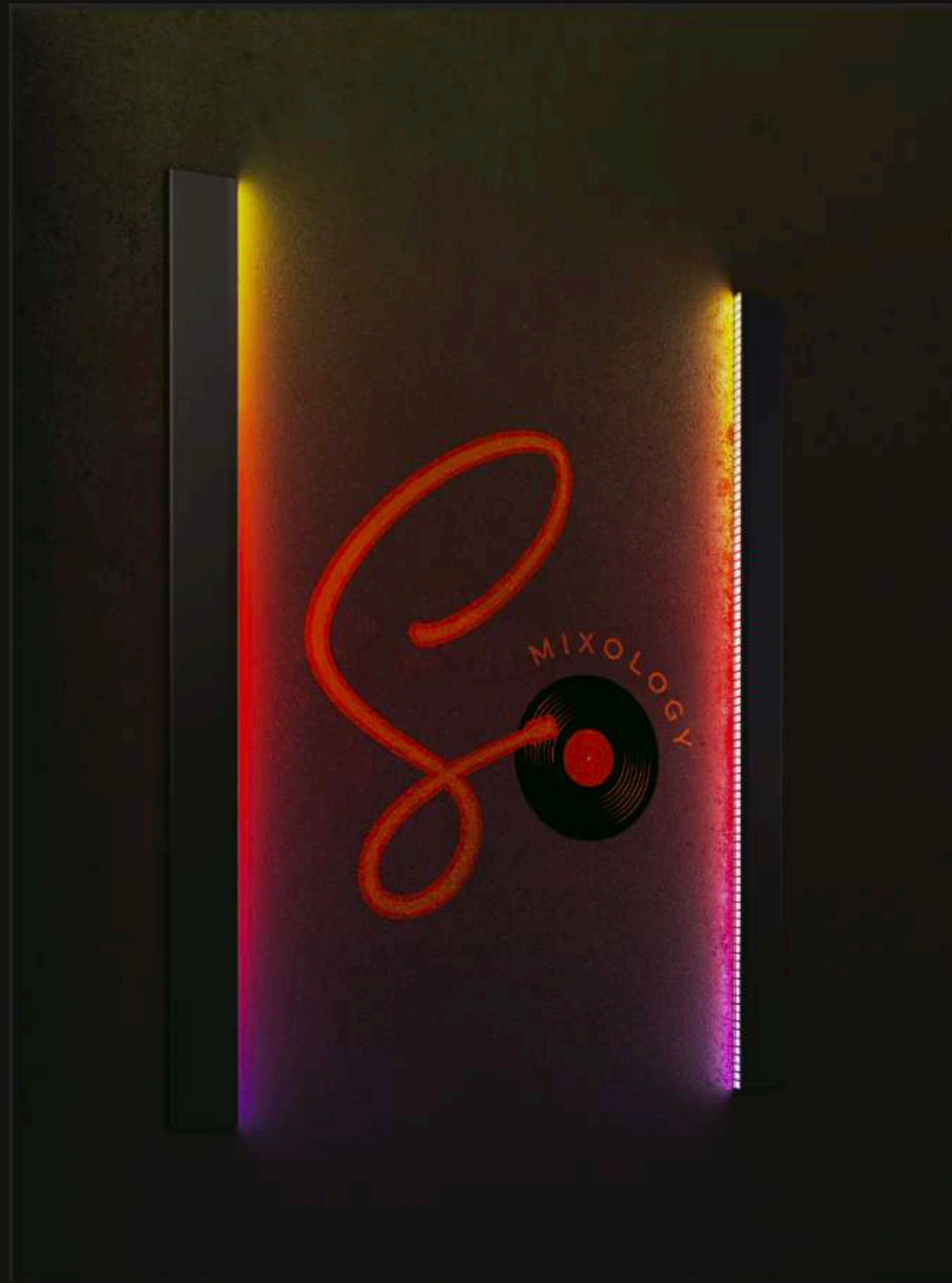


Stylus 
MIXOLOGY

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Style 1

GERARDO DE ANDA
Founder
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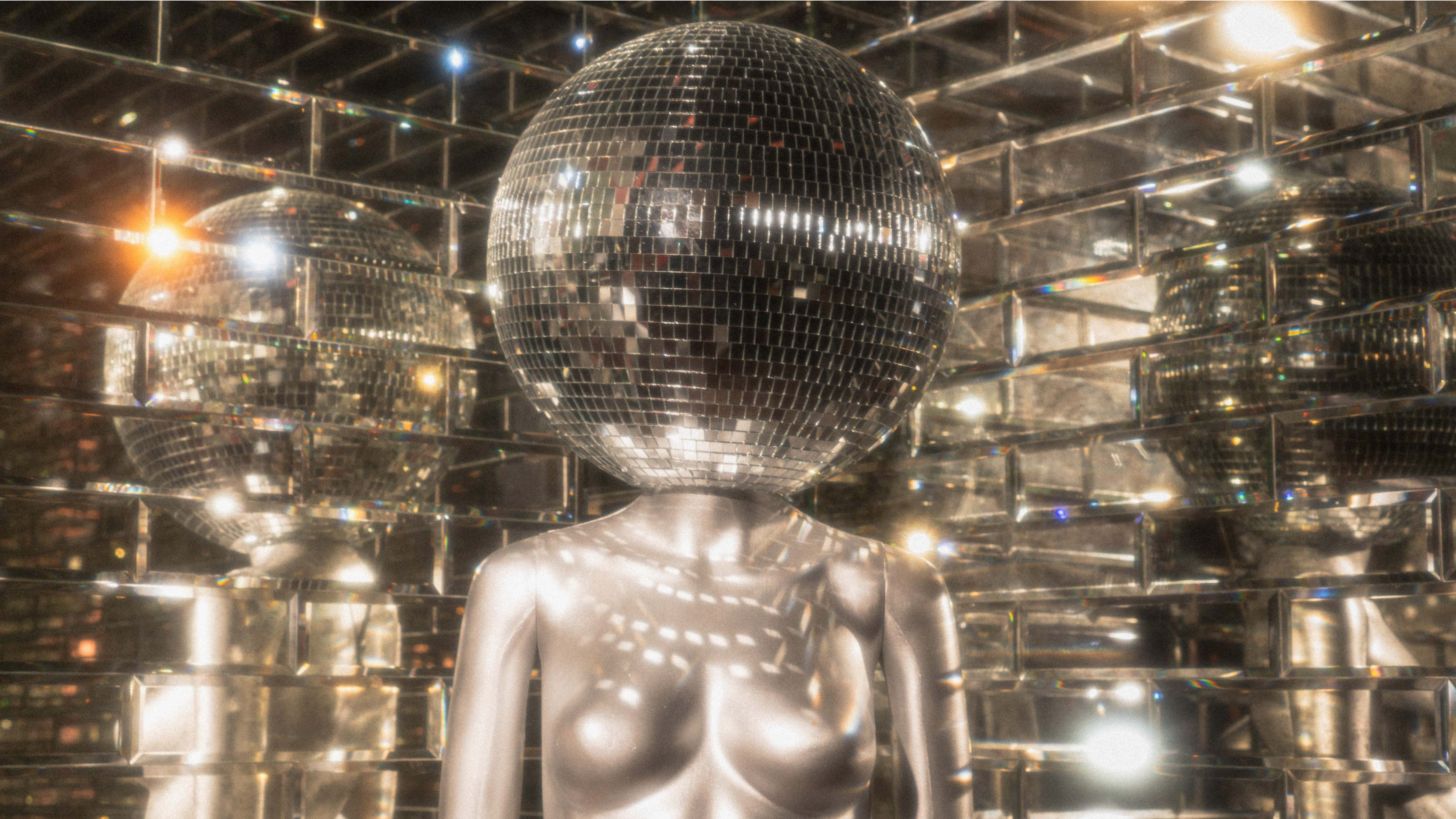
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PHOTO GUIDE













THANK YOU

