

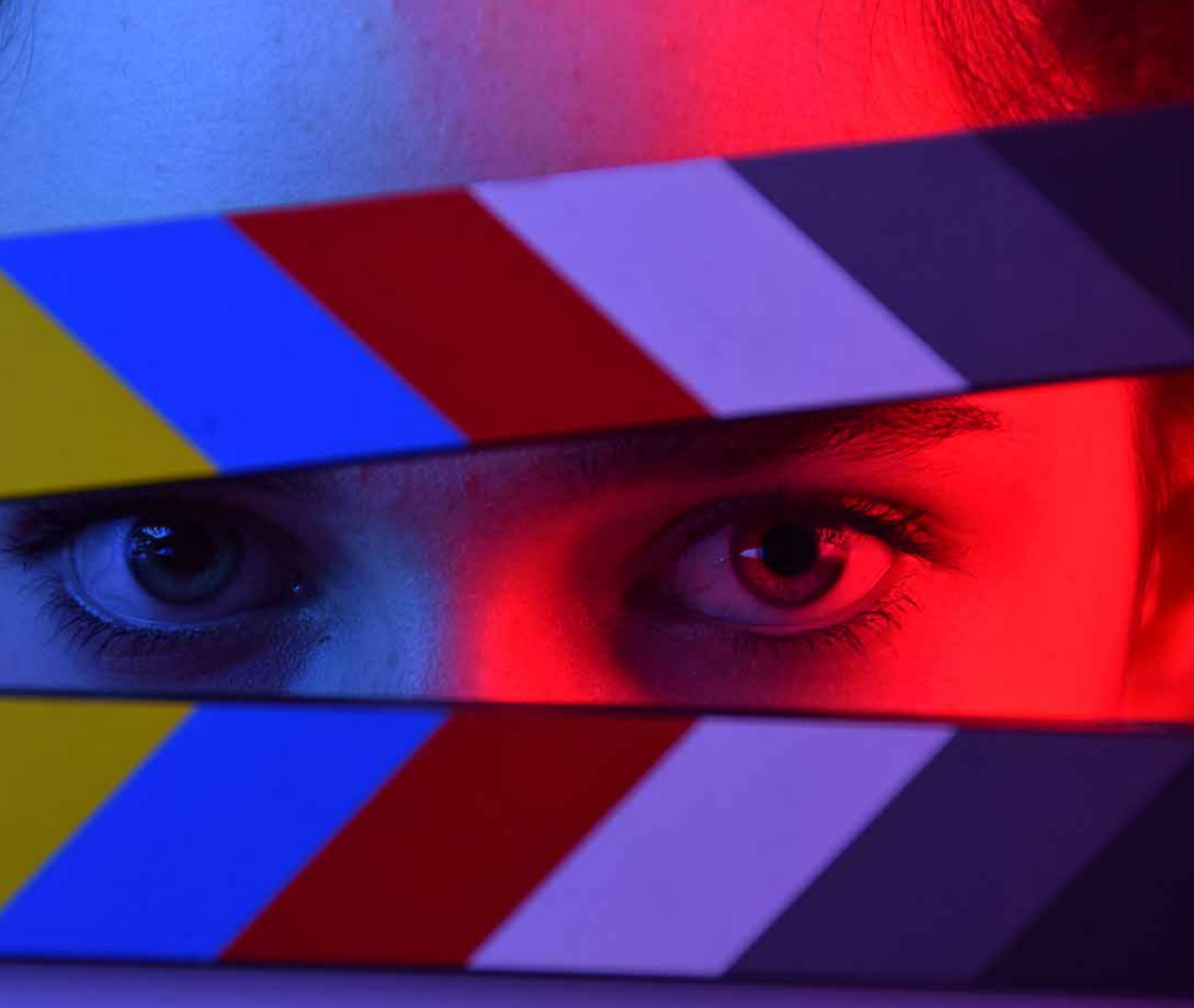


branding guidelines



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ABOUT

Cascade is a single-screen drive-in theater located in West Chicago, IL. They feature mainstream movies while offering refreshments and snacks at their snack hut. There is also a picnic and BBQ area.

The Cascade experience is perfect for any occasion. Whether it be a date night, a family night, or a friend's night out, Cascade accommodates everybody.

Cascade is a fun place to park your car and watch your favorite movies in an authentic way. Whether it be a family movie night, a date night, or even a night out with your best friends, Cascade drive in strives to make their guests feel comfortable and truly enjoy their experience. If you get hungry during the movie, you can walk right over to their snack station, or you can enjoy your own snacks from the comfort of your vehicle.



AUTHENTIC
RETRO
NOSTALGIC
QUALITY



LOGO



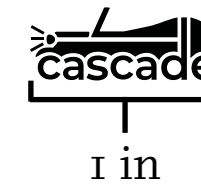
Cascade's logo is cleverly sculpted to portray a car with a playful type treatment. The headlights of the car can also symbolize the projector that displays the movie. The negative space inbetween each shape assists with the visibility of the car shape and allows for color to be applied to the logo easily. This logo was created to invoke a nostalgic feeling, while keeping things modern.



cascade



As far as clear space, when the logo is surrounded by elements, it can have no smaller than the height of the 'e' in the logo around it.



The Cascade logo should never be displayed smaller than 1 inch. It becomes illegible. The logo can be sized as large as needed.

incorrect logo applications



Logo cannot be distorted in any way. It must always be scaled proportionately.



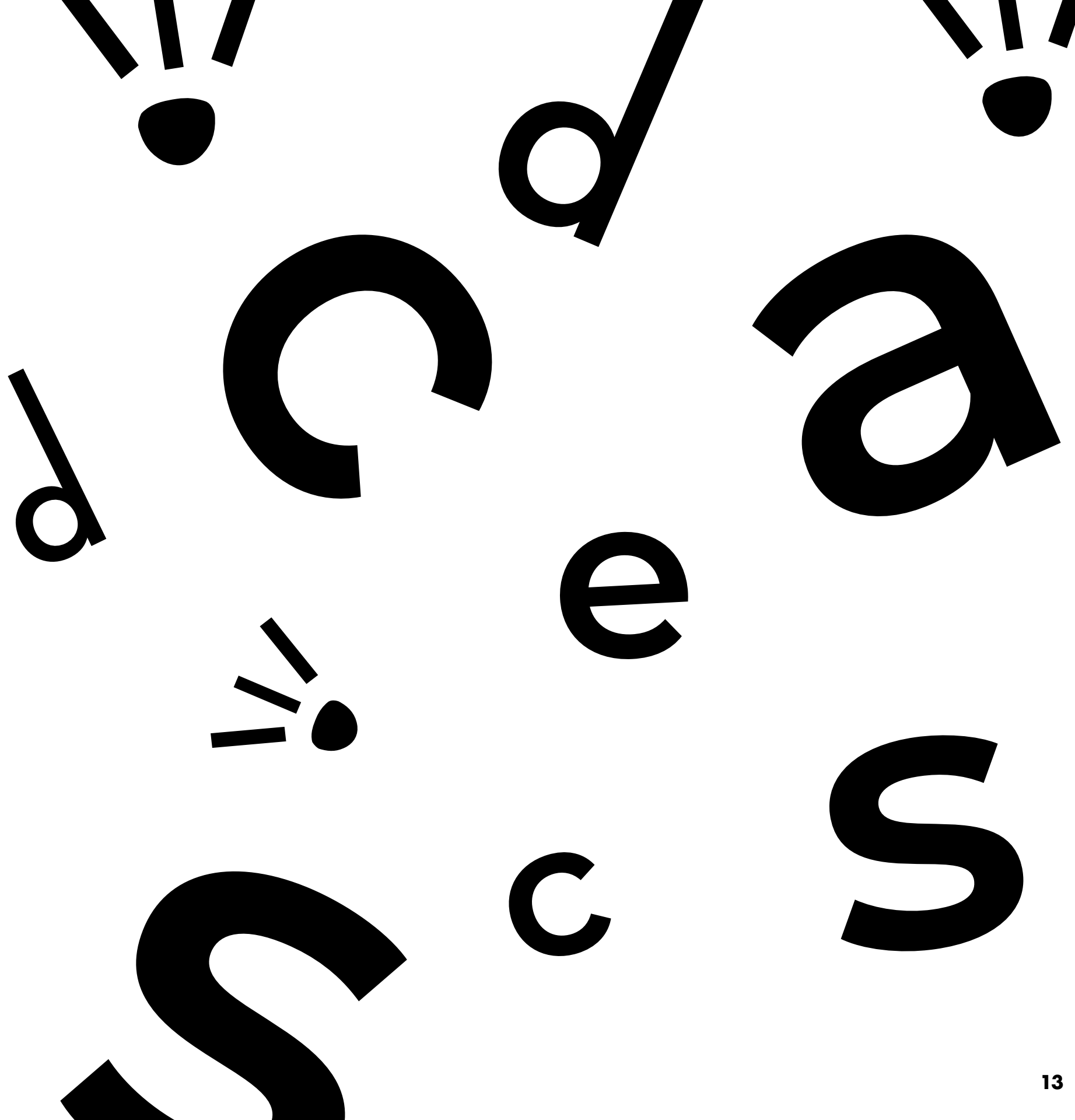
Never apply a drop shadow to the logo.



Never apply any strokes to the logo.



Never rotate the logo.



COLOR



Cascade's main brand color is orange. According to color psychology: Orange is a combination of yellow and red and is considered an energetic color. Orange calls to mind feelings of excitement, enthusiasm, and warmth. Orange is often used to draw attention, such as in traffic signs and advertising.



The color orange provokes feelings of happiness, enthusiasm, and is very stimulating to the eye.

#f15829

PANTONE P 37-8 U

C=0 M=81 Y=95 K=0

R=241 G=88 B=41

secondary colors



These secondary colors combined with the orange creates a color palette that carries a strong retro vibe which is essential to the Cascade experience.

#ff49b0

PANTONE 806 U

C=0 M=81 Y=0 K=0

R=239 G=88 B=160

Pink displays compassion and love. Pink in general is a very calming and nurturing color. However, when displayed in a vibrant form, it can provoke more intense feelings.

#8fcc90

PANTONE P 148-4 U

C=48 M=0 Y=65 K=0

R=139 G=202 B=131

Using this shade of green for the logo establishes feelings of tranquility. It portrays balance and harmony, while also representing growth, renewal and even rebirth.



These supplemental colors also fit the desired retro atmosphere, and shifts the focus to the opposite end of the color spectrum.

supplimental colors

#4789c8

PANTONE P 106-6 U

C=72 M=41 Y=0 K=0

R=74 G=133 B=197

This shade of blue gives off feelings of calmness and serenity. Nonetheless, blue is a trustworthy color.

#febe10

PANTONE P 10-8 U

C=0 M=34 Y=96 K=0

R=252 G=177 B=34

This mustard yellow is very retro, funky, and energetic. It contributes feelings of youthfulness to the Cascade experience.

primary color



secondary colors



additional colors



When paired with Cascade's colors, the logo is preferred in white. The logo is not preferred to be combined with black, but it can be if needed. As far as the tricolor logo, colors must remain in the same areas as displayed. Colors for these cannot be changed or combined in alternative ways.

incorrect color applications



Colors from either the primary or secondary color palette cannot be combined together as a duo-tone logo.



Colors outside of the brand's color palette should never be applied to the logo.



Colors from either color palette or colors outside of the brand's colors cannot be changed or combined in alternative ways.



Colors cannot be presented as a tint or shade. Opacity of colors/logo must always be at 100%.



TYPOGRAPHY

Cascade's typographic feel is meant to be playful, modern, and retro. A sans serif Futura paired with Scala Pro portraying these qualities well.

HEADER - 40 pt

subhead - 18 pt

captions - 18 pt

Point size for this document is 18 pt on 23 pt leading. The font for the body text is Scala Pro, Regular. The header, subhead, and captions are all set as Futura in bold. The header is set to 40 pt, while the subhead and captions are fixed at 18 pt.

Scala Pro

Regular

Italic

Bold

Bold Italic

This is a sample of what the body text would look like. The body text color can only be black. As far as headers, subheaders, and captions, any color can work as long as it is kept consistent.

Futura

Medium

Medium Italic

Bold

IMAGERY



Cascade's identity relies heavily on imagery. Their entire existence is based on the imagery of movies. Because Cascade wants to maintain a retro vibe, imagery should be stunning, colorful, impressive, etc.







Photography guidelines for Cascade are simple. Bold, colorful, nostalgic imagery is what makes Cascade's drive-in theater experience unique. Photos do not have to be movie related. Photography portrays a free, energetic lifestyle, which is what Cascade embodies.

DIGITAL

Social media is the most convenient way for brands to communicate with their audience. Cascade participates by having their own application and an Instagram account.

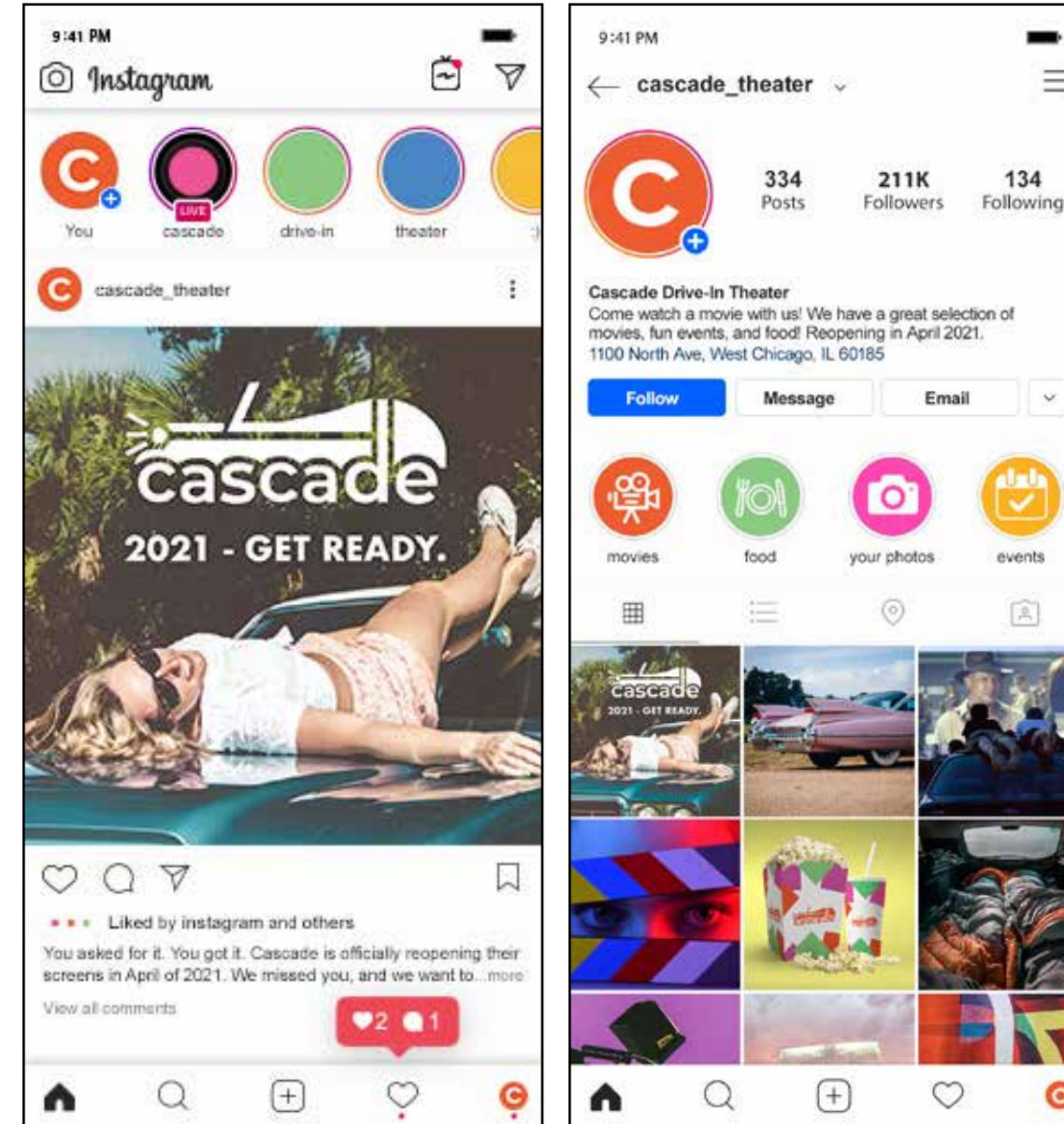
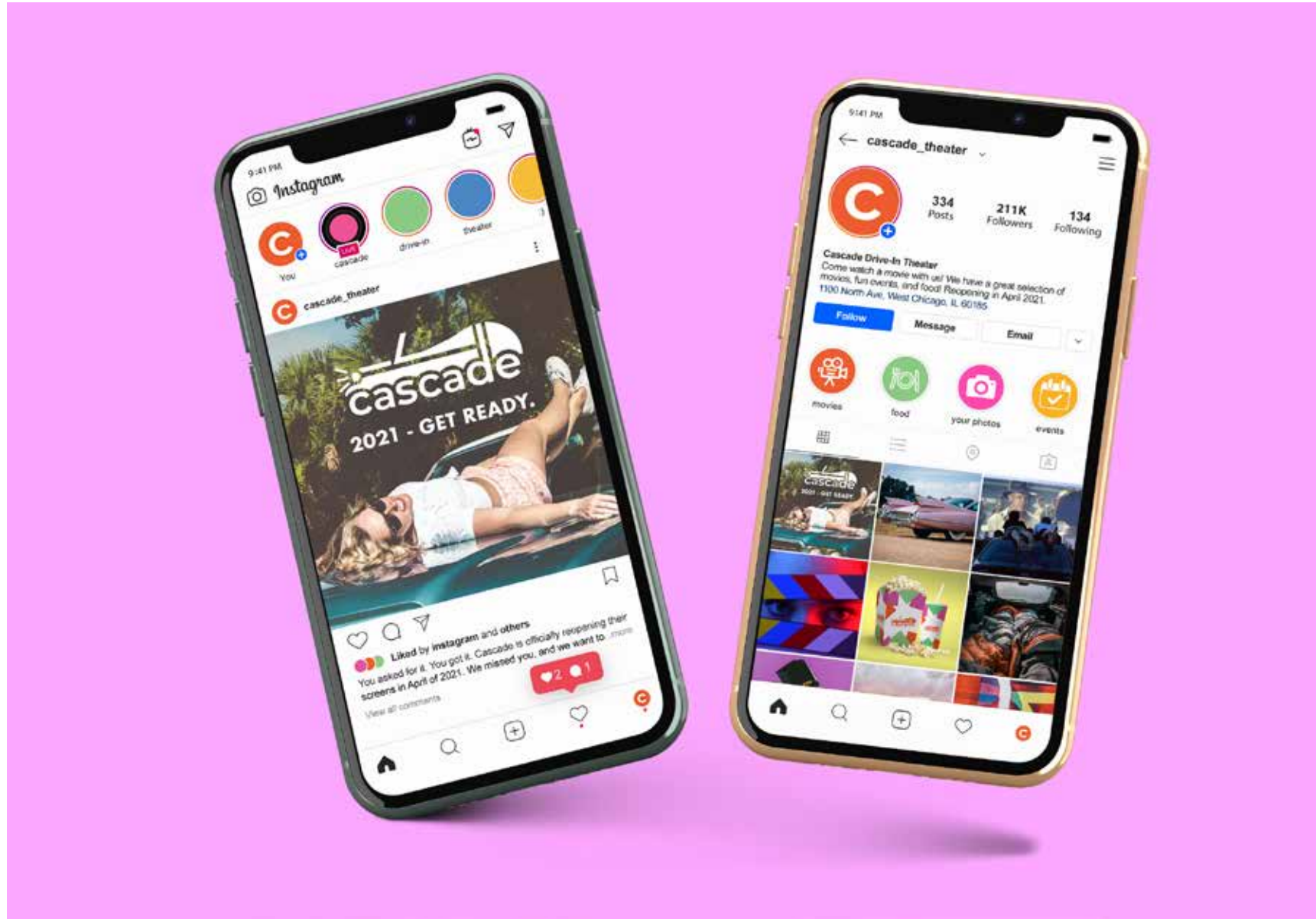


[Mockup psd created by crowf - www.freepik.com](https://www.freepik.com/psd/mockup/)



[Mockup psd created by freepik - www.freepik.com](https://www.freepik.com/psd/mockup/)

This is an example of what the virtual tickets look like in the app.



The image on the left is an example of what an Instagram post would look like for Cascade. Simple, eye-catching, colorful imagery helps with creating the idea of a fun, free-spirited lifestyle.

On the right, we have Cascade's Instagram profile. It is full of colorful imagery and features fun stories that help them interact with their audience.



IDENTITY

Cascade strives to create a strong and memorable brand identity. The use of bold colors and imagery is meant to invoke those positive emotions, as well as creating a sense of nostalgia.



When you visit the snack shack and purchase a soft drink or a box of popcorn, you will be pleasantly surprised by the colorful and geometric pattern printed on the containers.



This is an example of what a physical ticket would look like, if you'd rather have a copy as a keepsake. Cascade's motto is all about enjoying your time and creating good memories.



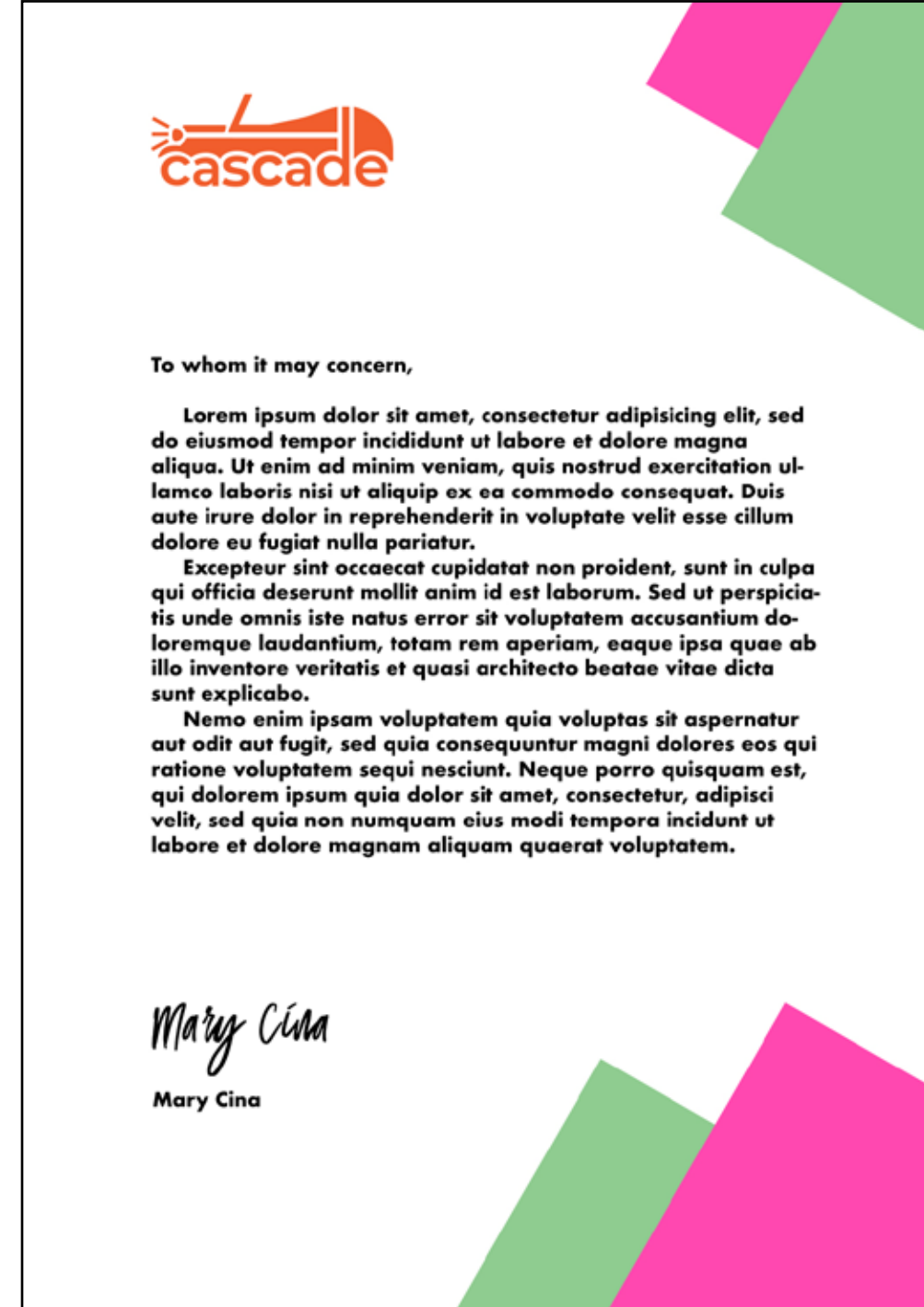
STATIONERY

Cascade strives to create a strong and memorable brand identity. The use of bold colors and imagery is meant to invoke those positive emotions, as well as creating a sense of nostalgia.



The front of the business card is meant to be eye catching, yet simple.

The back of the business card is also relatively simple, with pops of color.



This is what a letter would look like from cascade. It remains serious, while allowing bold colors.

stationery set

A stationery set for cascade looks like this: simple, and everything ties together.



