



SUGAR HILL
ESTABLISHED - 2016



GUITAR'S
KHAO MUN GAI

**CORE
BRAND
ELEMENTS**
STYLE
GUIDE

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LOGO AND ICONIC ASSETS

BOLD, MODERN, ICONIC AND FUN

represents the mood and feel of Sugar Hill Seattle and Guitars KMG. The Capital Hill Bar/Restaurants has the nostalgia of a vintage 80s bar that's surrounded by artwork of famous artists of that era. Creating a logo that represents the exact feeling was the key to designing an iconic logo.

BOLD: Having a strong or vivid appearance.

Modern: Relating to the present or recent times as opposed to the remote past.

ICONIC: Relating to or of the nature of an icon.

FUN: Enjoyment, amusement, or lighthearted pleasure.

FONTS

GOTHAM BOOK, BOLD, BLACK, ULTRA

ARIQ

PRIMARY LOGO



SECONDARY LOGO



PRIMARY LOGO



LOGO AND ICONIC ASSETS

SUGAR HILL SEATTLE & GUITAR'S KMG

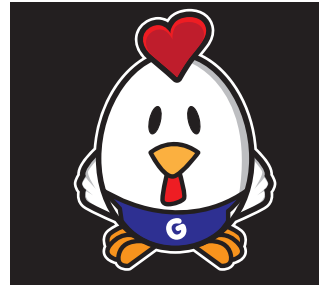
use of iconic assets and symbols is focused on being secondary to photography.

To remain aligned with the branding, the treatment of icons/symbols must reflect the following guidelines:

In order to place focus on the photographic elements, iconic assets must remain simplistic, clean and minimal in detail.

Whenever icons are positioned on top of black+white images or against solid black backgrounds, they should remain flat, monotone and at 100% opacity.

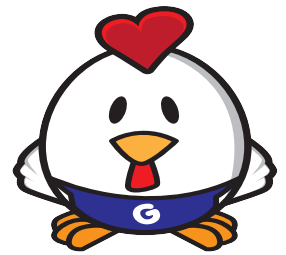
Do not change the color or size ratio of the logo artwork.



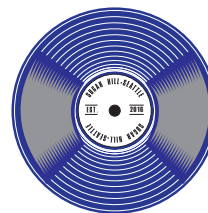
LOGO ON BLACK OR DARK BACKGROUND
MUST HAVE WHITE OUTLINE



DO NOT CHANGE COLOR OF LOGO

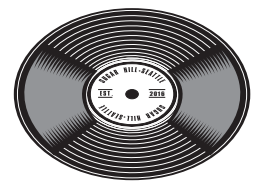


DO NOT CHANGE PORPORTION OF LOGO



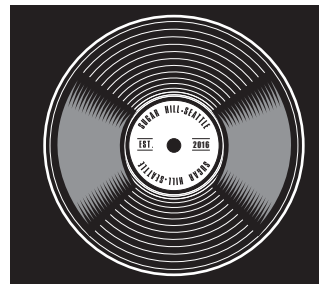
SUGAR HILL
ESTABLISHED - 2018

DO NOT CHANGE COLOR OF LOGO



SUGAR HILL
ESTABLISHED - 2018

DO NOT CHANGE PORPORTION OF LOGO



LOGO ON BLACK OR DARK BACKGROUND
MUST HAVE WHITE OUTLINE

PHOTOGRAPHY & IMAGERY

SUGAR HILL SEATTLE & GUITAR'S KMG

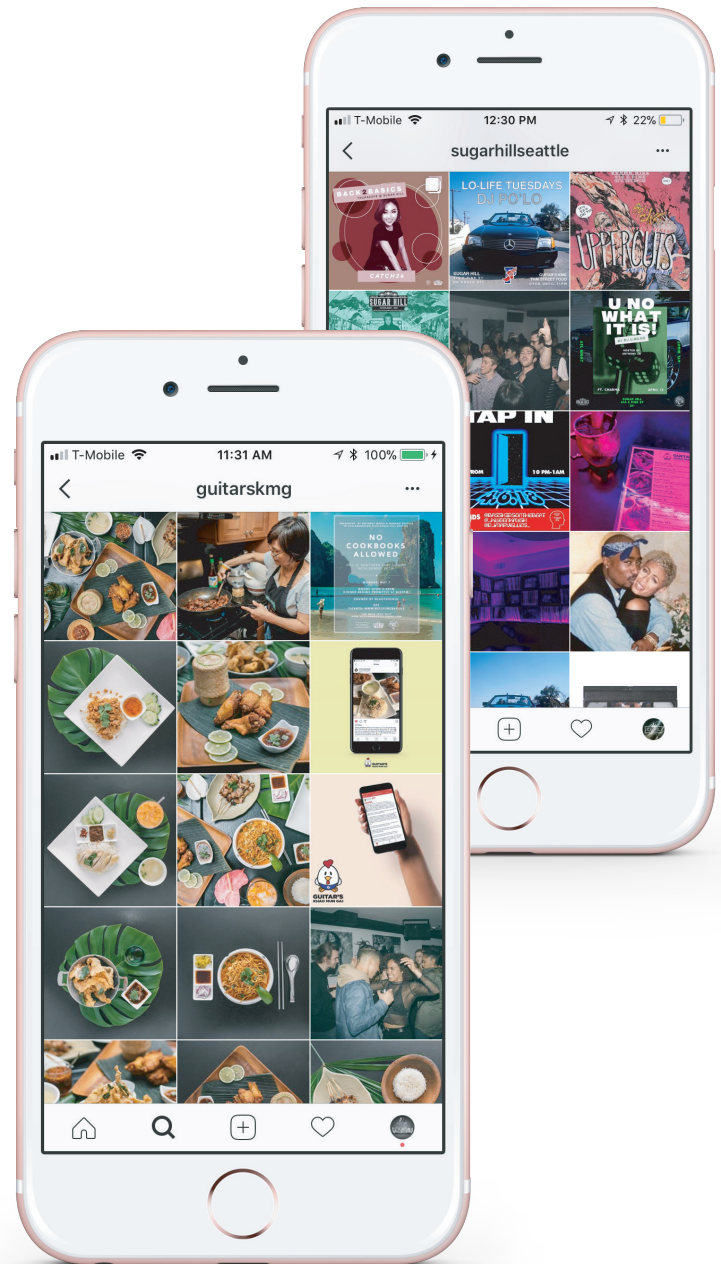
use of photographic assets is focused on reflecting the company mission statement.

To remain aligned with the branding, the selection of photography must reflect the following guidelines.

Embrace the lifestyle of SUGAR HILL SEATTLE & GUITARS KMG consumer profile and interests.

Have a professional look to embody the genuine expertise and passion associated with the products and brand.

Photographic elements are always produced in black+white, rarely would the elements be presented in full color. Occasionally the black+white photos will be accented with a single color within the photo for a bold effect.



BRAND POSITIONING

Great brand strategy revolves around clearly articulating your differentiation against competitors. You must continually push these differentiators to customers. One of the best ways to achieve this is by aligning your branding with your unique value propositions.

