Golden Hours

Brand Guidelines

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Golden Hours

Background

The graphic identity of Golden Hours is a modern re-imagining of diners, as well as taking visual inspiration from the ships, clothing, and graphic design of NASA. Our fast-food establishment has a fictional story about a space-traveling chicken, “Captain Cluck”, who travels to discover new and innovative ways to make and deliver breakfast at any time of the day. The color pallet further echoes the messaging of breakfast at any time, with 2 color pallets representing, morning, day, and night.

This visual style of Golden Hours gives audiences a feeling of peacefulness, warmth, and wittiness that is inviting, and lovable. Our icon tells the audience that “there is breakfast here!”, with the name implying that it’s open for multiple hours, not just breakfast hours.

Concept Location Art

“Our mission is to provide a unique and warm-feeling breakfast to everyone, everywhere, at any time, delivering our customers a welcoming staff, attentive service, and great-tasting food at reasonable prices.”

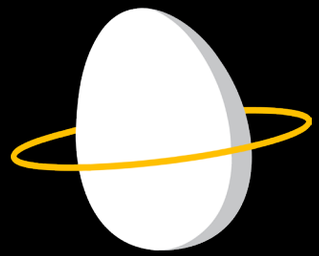
Logo

Golden Hours

The icon is the core identifier of Golden Hours, supported by the typography to give audiences a name to associate with the icon.

The logo should be used within all promotional materials as a visual identifier of the fast food establishment.

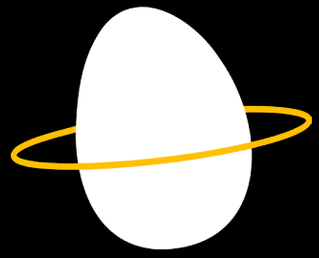
Icon



The icon should be used as the main visual for profile pictures on social media and should be used when the typography of the logo reaches past the minimum scale.

Flat

Golden Hours



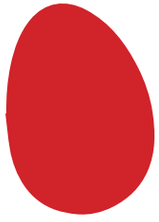
The alternate logo and icon should be used on any marketing material that is flat or minimalistic.

The icon should be used as the home button for any apps, websites, or other various material.

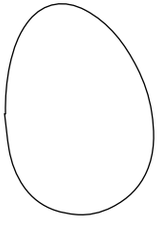
Morning Color Pallet

Egg Shell Gray
#c8c8c8
rgb(200, 200, 200)
cmyk(0%, 0%, 0%, 12%)
Pantone 420 C

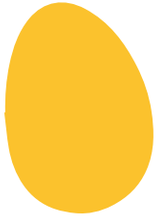
Bright Yellow
#fed8a4
rgb(255, 216, 165)
cmyk(0%, 15%, 35%, 0%)
Pantone 7401 C



Rooster Red
#d90000
rgb(217, 0, 0)
cmyk(15%, 100%, 100%, 0%)
Pantone 186 C



White
#ffffff
rgb(255, 255, 255)
cmyk(0%, 0%, 0%, 0%)
Paper



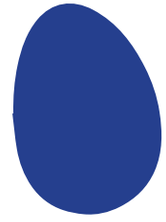
Yolk Yellow
#fcc016
rgb(252, 192, 22)
cmyk(0%, 24%, 91%, 1%)
Pantone 1235 C

This color pallet is used in the logo, as well as materials that are themed towards the morning time. The warm colors convey the warm, relaxed, and hearty feeling a morning should have.

Day & Night Color Pallet

Day Blue
#6095ff
rgb(96, 149, 255)
cmyk(62%, 42%, 0%, 0%)
Pantone 7452 C

Rainy Blue
#206ed4
rgb(35, 108, 225)
cmyk(100%, 74%, 0%, 19%)
Pantone 7683 C



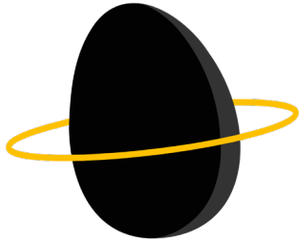
Night Blue
#10069f
rgb(16,6,159)
cmyk(90%, 96%, 0, 38%)
Pantone 072 C

This color pallet is to be used depending on the time of day the material is themed after; Day, & Night. The cool colors convey a calm feeling to consumers. Additional colors can be considered for use on marketing materials if determined as necessary by the design consultant.

Dark Logo

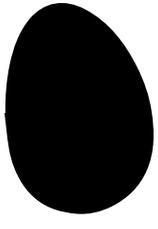
This version of the logo is made for when the logo is placed on top of white.

Dark Icon

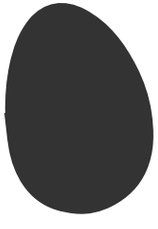


The icon should be used when the typography on the logo reaches past the minimum/legible scale.

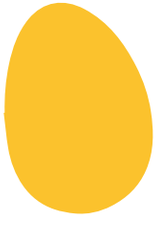
Dark Pallet



Registration Black
#000000
rgb(0, 0, 0)
cmyk(0%, 0%, 0%, 100%)
Pantone 7452 C



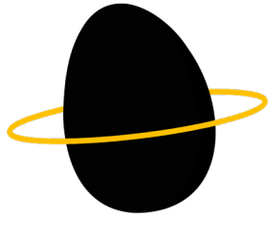
Mediorite Grey
#333333
rgb(51, 51, 51)
cmyk(0%, 0%, 0%, 80%)
Pantone 19-4007



Yolk Yellow
#fcc016
rgb(252, 192, 22)
cmyk(0%, 24%, 91%, 1%)
Pantone 1235 C

This is a darker color pallet for the logo for when the logo is put over white or other bright colors that make the logo illegible.

Dark Flat



The alternate logo and icon should be used on any marketing material that is flat, minimalistic, and on white colored content.

The icon should be used as the home button for any apps, websites, or other various material colored white.

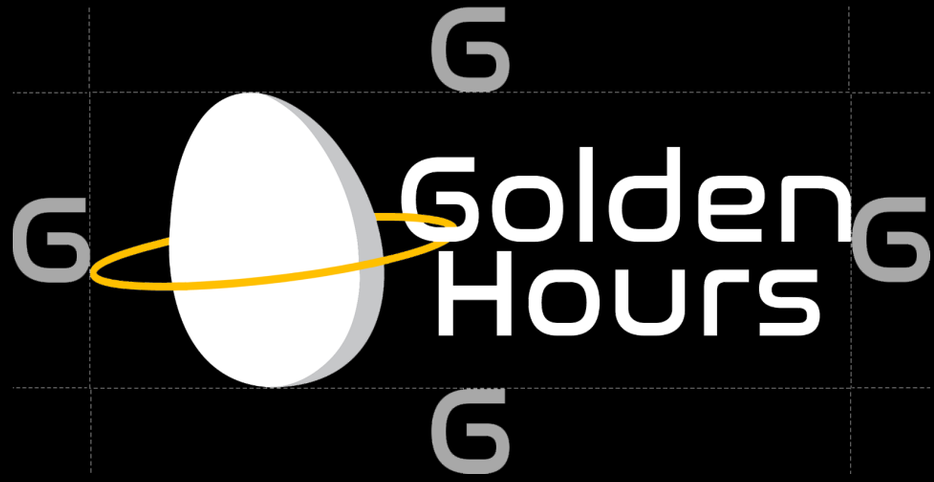
Slogan or Additional Text

Breakfast at Lightspeed

The logo can have additional text added such as a slogan. They should only ever be put under the small space of the words Golden Hours, or to the right of the logo. The size of slogan must be smaller than the type on the logo.

Slogans or additional text should only ever be added in promotional material such as posters or video. Any additions or alterations to the placement of the text must be approved by the design consultant.

Spacing and Scale



The Golden Hours logo needs a minimum amount of space proportionate to the G of the logo. Only the slogan is allowed past the minimum space.

Scale

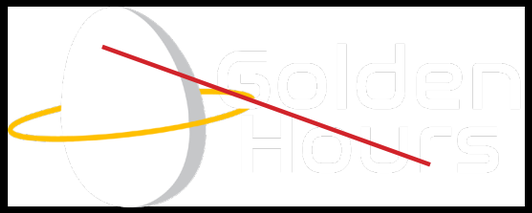
The maximium scale for web is 670px x 260px.

The minimum scale for web is 90px x 35px and 2.25 inches x 1.34 inches when printed

When going past the minimum scale, use the icon rather than the logo.

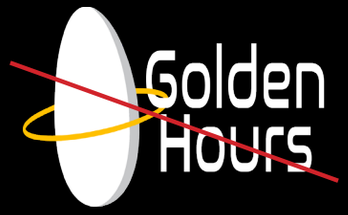
Integrity of the Mark

Only use supplied logo file.



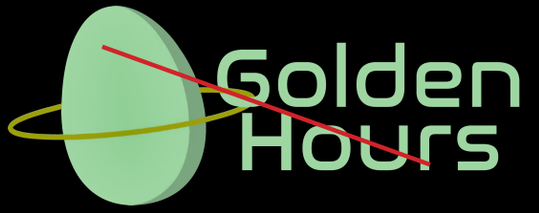
Do not put the logo white logo over white.
Use the dark logo on white.

Do not scale down below the allowed/legible size.

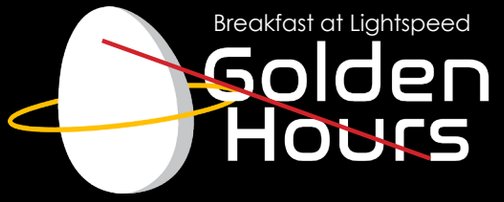


Do not squash, stretch, or manipulate the logo.

Do not rotate the logo.



Do not recolor the logo in a “non-identity” color.



Only set slogan or signature where specified by the guidelines.

Do not apply a drop shadow.

Primary Typeface

Nasalization

Aa

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
1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps over the lazy dog.

Nasalization Regular

Nasalization is the typeface used in the Golden Hours logo. This ultramodern sans serif typeface should only be used in the logo or a title. The typeface is heavily inspired by the NASA logo font of the 1970s - 1980s

Supporting Typeface

Futura PT Cond

Aa

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
1 2 3 4 5 6 7 8 9 0

The quick brown fox jumps over the lazy
Futura PT Cond Book

The quick brown fox jumps over the lazy
Futura PT Cond Book Oblique

The quick brown fox jumps over the
Futura PT Cond Medium

The quick brown fox jumps over the
Futura PT Cond Medium ObliqueAm

The quick brown fox jumps over
Futura PT Cond Bold

The quick brown fox jumps over
Futura PT Cond Bold Oblique

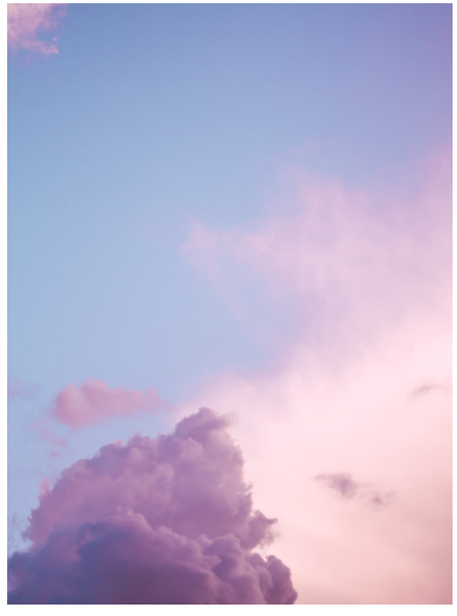
The quick brown fox jumps
Futura PT Cond Extra Bold

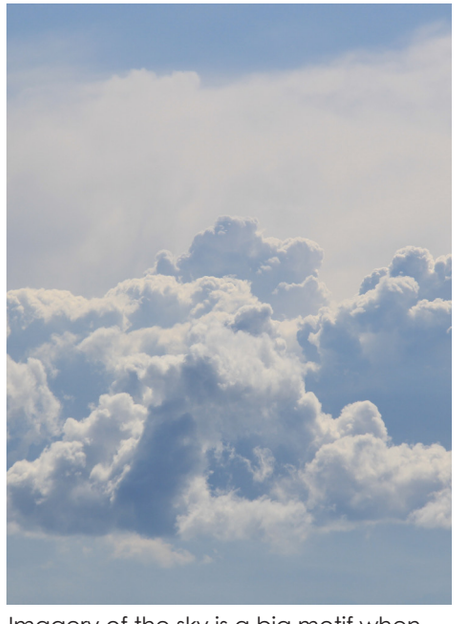
The quick brown fox jumps
Futura PT Cond Extra Bold Oblique

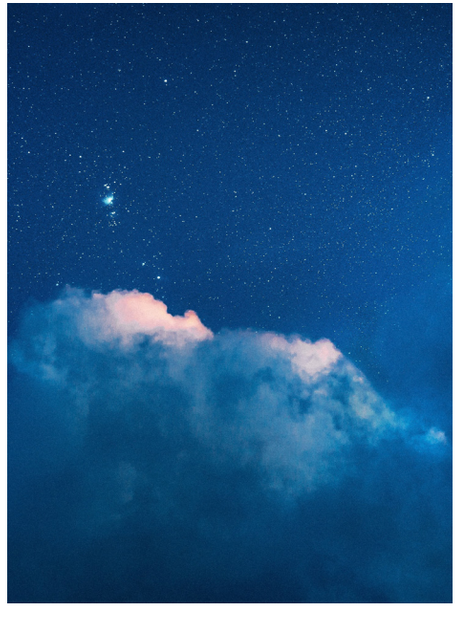
Futura PT Cond is sans serif geometric typeface with multiple fonts or varying weight. Futura PT Cond is used to improve the hierarchy and texture in materials, with it being used in captions, running headers, footers, subheads, and sidebars.

Type in Use

Imagery





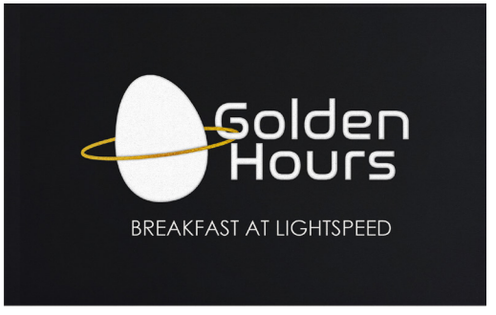


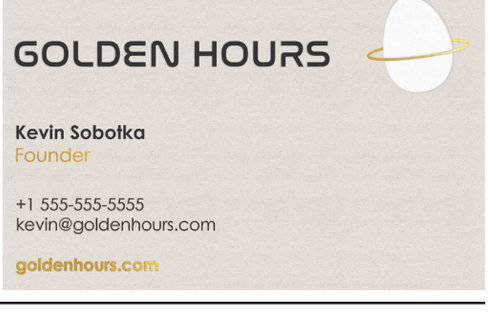
Imagery of the sky is a big motif when it comes to marketing material. Stock photography can be used.

Imagery Cont.

Images of food should feel homey, warm, and look appetizing. Make an effort to use original photography and art when possible, or contact us about our catalog of available images.

Business Materials





Golden
Hours

Golden Hours
OPEN 24 HRS
Golden Hours

Golden
Hours

Website

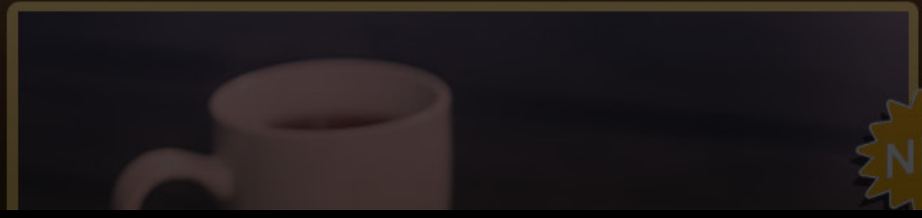
Our website transitions throughout the day, in line with the time of the website's visitors. The website transition showcases our establishment's commitment to severing breakfast throughout the day, not just mornings.

Golden Hours

HOME MENU ABOUT US LOCATIONS

NEW

OUT OF THIS WORLD BACON & EGG ENGLISH MUFFIN SANDWICH



NEW

GOLDEN BACON

SCAN TO VIEW VIDEO MOCK-UP

Golden Hours

HOME MENU ABOUT US LOCATIONS

NEW

OUT OF THIS WORLD BACON & EGG ENGLISH MUFFIN SANDWICH

NEW

GOLDEN BACON

SCAN TO VIEW VIDEO MOCK-UP

Golden Hours

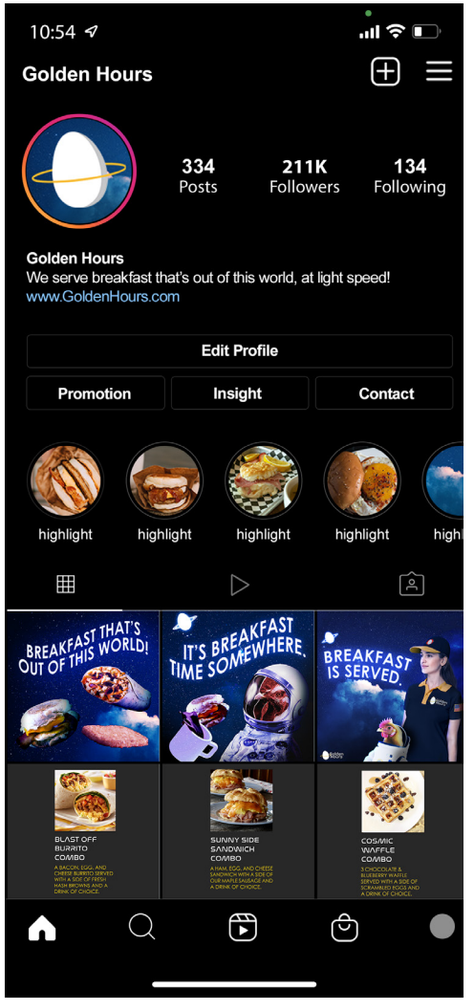
HOME MENU ABOUT US LOCATIONS

NEW

OUT OF THIS WORLD BACON & EGG ENGLISH MUFFIN SANDWICH

SCAN TO VIEW VIDEO MOCK-UP

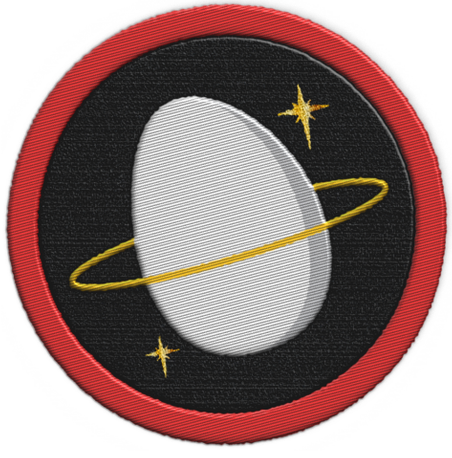
Social Media



Poster

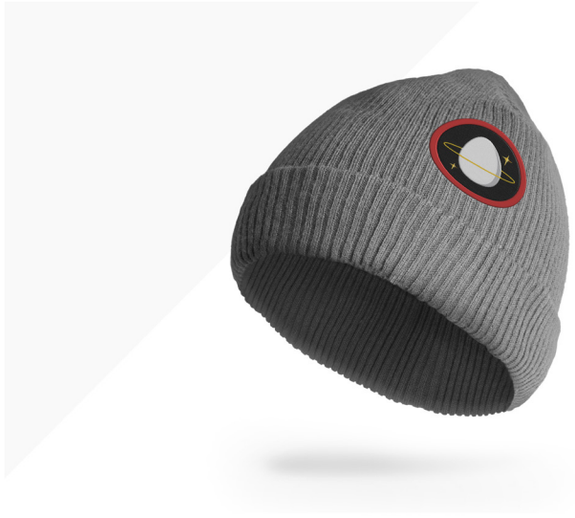
Packaging

Patches



Apron

Clothing Merch



IT'S BREAKFAST
TIME SOMEWHERE.
NASA
ARMSTRONG

Golden
Hours