



STATION GRADUS

Logo

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1 Logo

The core elements make the Villandry brand instantly recognisable. They create the basis for the visual identity.

These elements are:

- Our logotype
- Our colour palette
- Our typefaces

Logotype



Colour palette



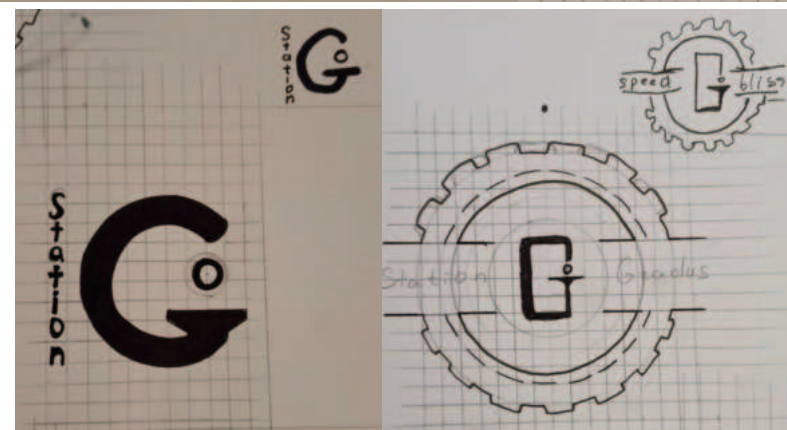
Typefaces

Novecento slab
condensed ultraBold

1.1 Logo overview

The Station Gradus logo is simple but distinctive. It combines the restaurant name "Station Gradus" and the capital letter G with an illustrated train.

The logo is inspired by the Lviv retro train with a steam locomotive.



1.1 Logo overview

The final version of the logo is what it is for many reasons. The target audience that will visit the bar, who was interviewed, said: "the logo reminds me of an elite and interesting establishment that I want to go to".

The thickness of the lines was also chosen for a reason; again, when interviewing people, it was this version of the logo that evoked more positive emotions and trust in the bar.

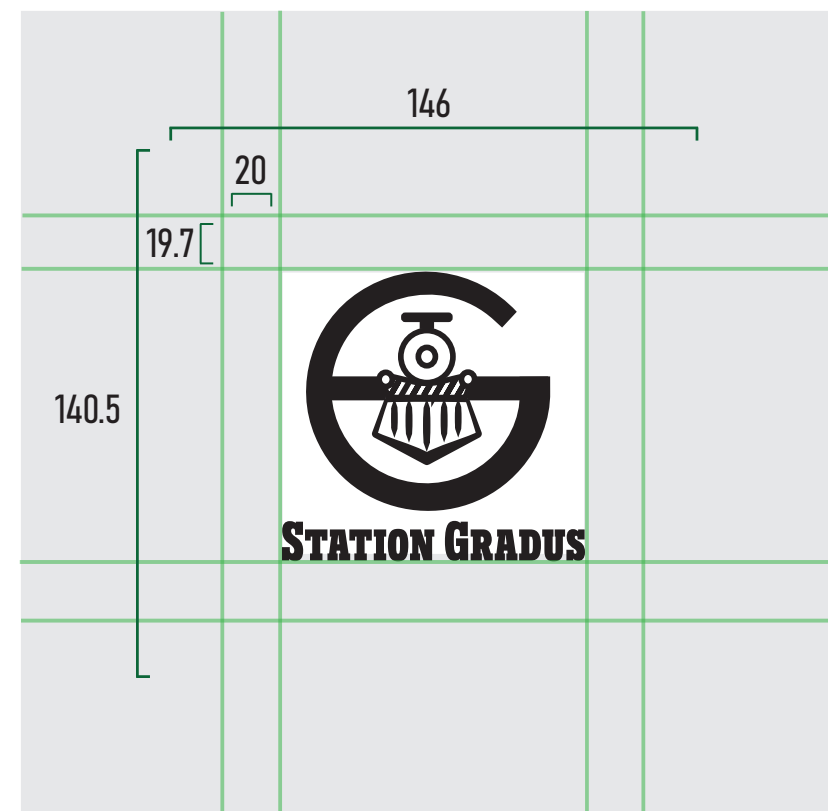


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1.2 Clear space

The space around the logotype is equally important as the logotype itself. Whenever words or designs appear near the logotype, a free zone should be considered around it. Nothing can be put here, neither texts nor drawings or photographs. Keeping an amount of space around the logotype not only enhances its appearance, the free zone also helps to position the logotype correctly on a format.

The free zone can be larger than illustrated, or the unit space shown can be added on repeatedly but it should never be smaller.



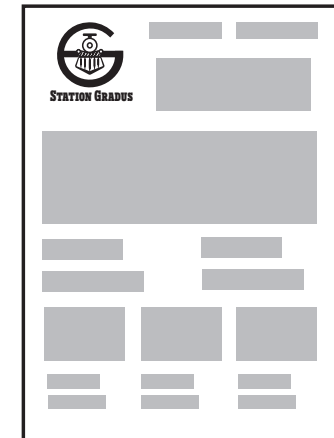
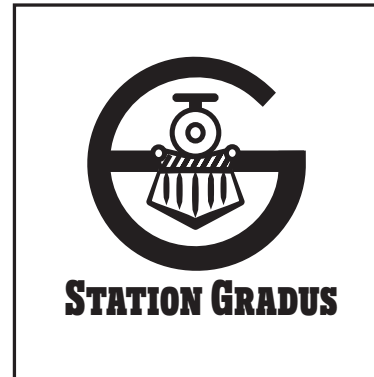
1.3 Placement

The preferred placement of the logo is at the bottom of the text, centered. This allows the logo to act as a versatile "signature" that will attract attention.

The logo is preferably placed in the bottom left corner, but can be placed in the bottom right corner if necessary.

In some cases, the logo may need to be placed elsewhere due to format considerations. For example, on stationery, websites, and email newsletters, the logo should be placed at the top.

When the logo appears on its own as an identifying mark (such as on signs, banners, or video IDs), it should be centered vertically and horizontally.



1.4 Logo color

The logo can be used in these three color combinations, other options are not allowed.



1.4 Logo color

#f4981c

R224 G152 B28

C0 M0.38 Y0.89 K0.04

#fbd71b

R251 G215 B27

C0 M0.14 Y0.89 K0.02

#1d1d1b

R29 G29 B27

C0 M0 Y0.07 K0.89

#ededed Gray93

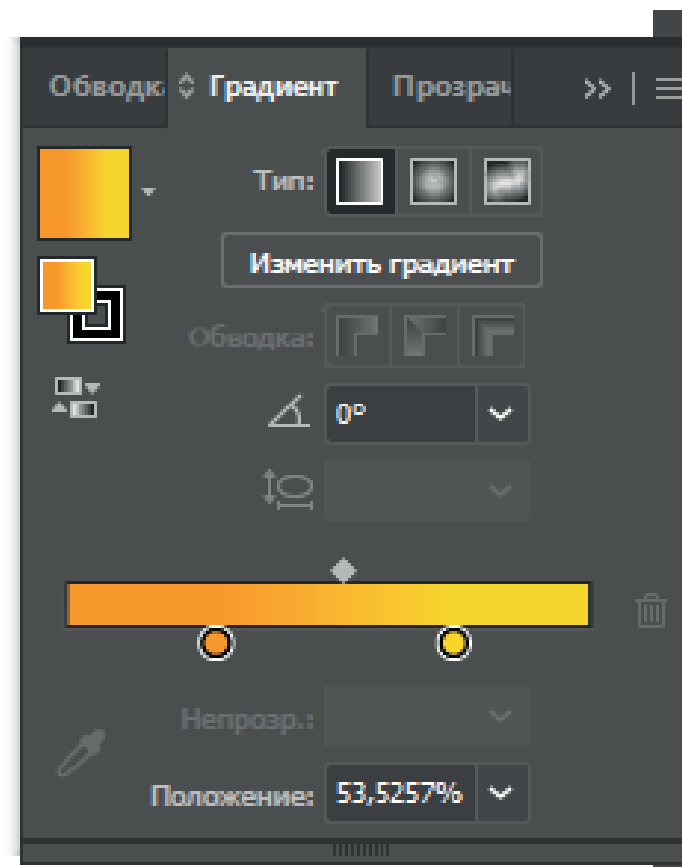
R237 G237 B237

C0 M0 Y0 K0.07

1.4 Logo color

The gradient used for the background and logo is only allowed in these settings and not in any other options.

Position 53.5257%
Color #fbd71b #f4981c



1.5 Logo typography

The font for the logo is also special, it was chosen for a reason. Its perception directly depends on the thickness and color. You can only use the "Novecento slab condensed UltraBold" font. It is licensed.

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**NOVECEN TO SLAB CONDENSED
ULTRABOLD**

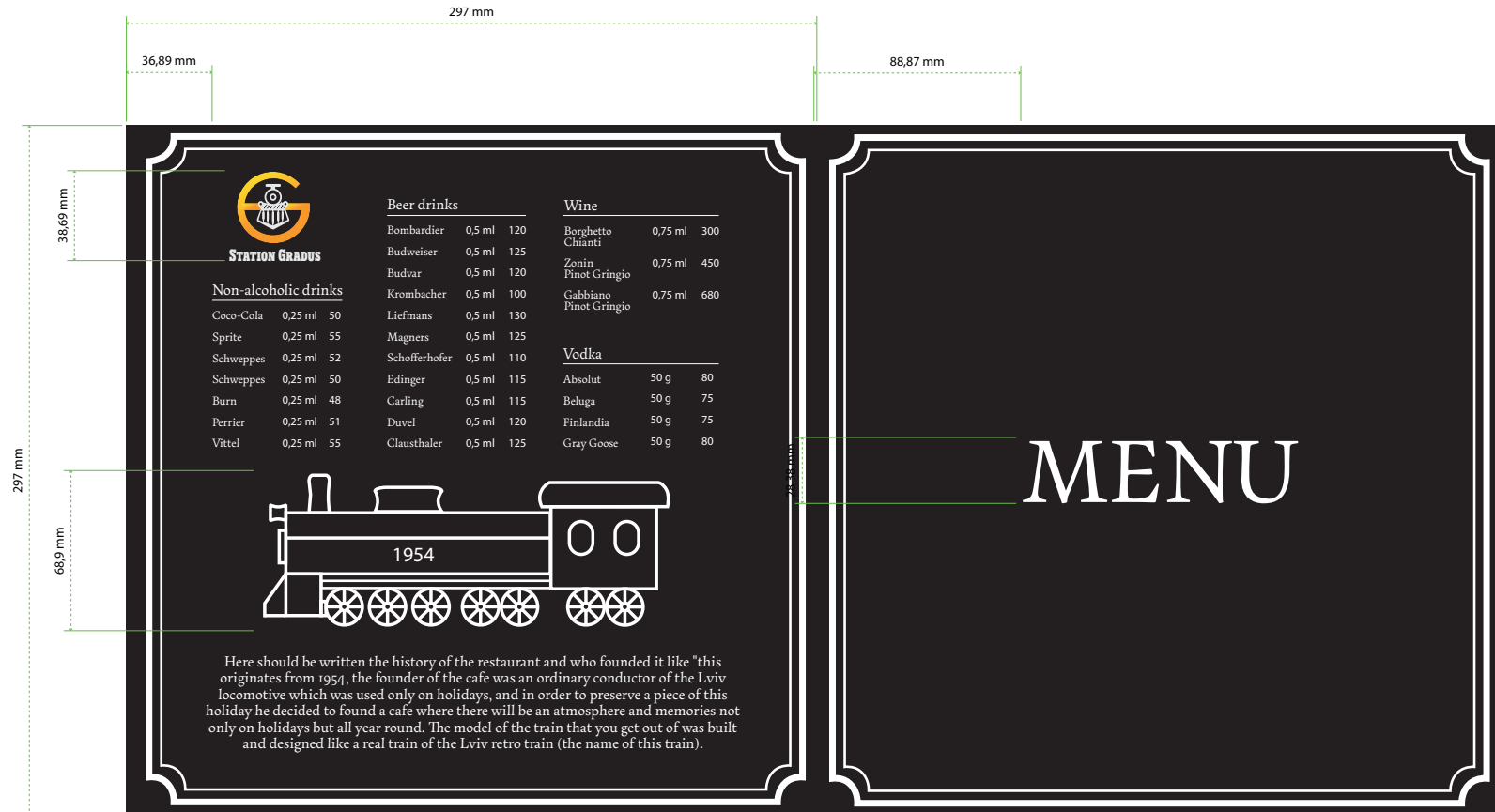
Printed material and marketing

Contents

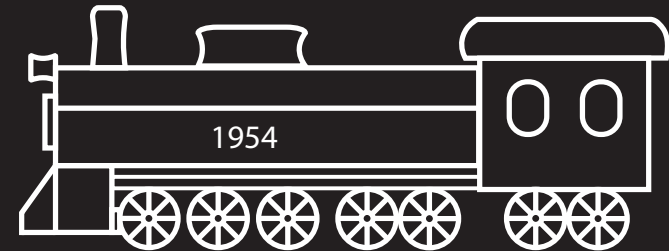
- 2 Menu
- 2.1 Menu typography
- 2.2 Business card
- 2.3 marketing

2 Menu

The menu for the cafe is also not made for a simple princess, typical menu that is present in the bar, as practice shows, is not convenient for this reason the menu in this bar is a little larger than an A4 sheet, which includes the history of the cafe, drinks and the drawn train itself, drawn from a real one (all the drawings used were drawn by me personally)



2 Menu



Here should be written the history of the restaurant and who founded it like "this originates from 1954, the founder of the cafe was an ordinary conductor of the Lviv locomotive which was used only on holidays, and in order to preserve a piece of this holiday he decided to found a cafe where there will be an atmosphere and memories not only on holidays but all year round. The model of the train that you get out of was built and designed like a real train of the Lviv retro train (the name of this train).

2.1 Menu typography

The font used for the menu is also special. The sections have their own size, the names of drinks and dishes have their own, for better perception. You can use the font only "Essay Text Regular" keep the text sizes 18 and 12 no more no less in accordance with the size of the menu itself.

Essay Text
Regular

2.2 Business card

The business card was designed in a more classic style, without unnecessary drawings, to give a more elegant look to the bar.



2.3 Marketing

The marketing strategy is painfully simple. Since no one will refuse something for free, advertising like "bring one friend with you, and one beer is free" or "buy two and the third one is free".

Naturally, it will be difficult for a new bar to advertise, so in order not to go into the loss, slightly raise the price of the average beer, recouping part of the cost of the "second free one".

Brand loyalty



















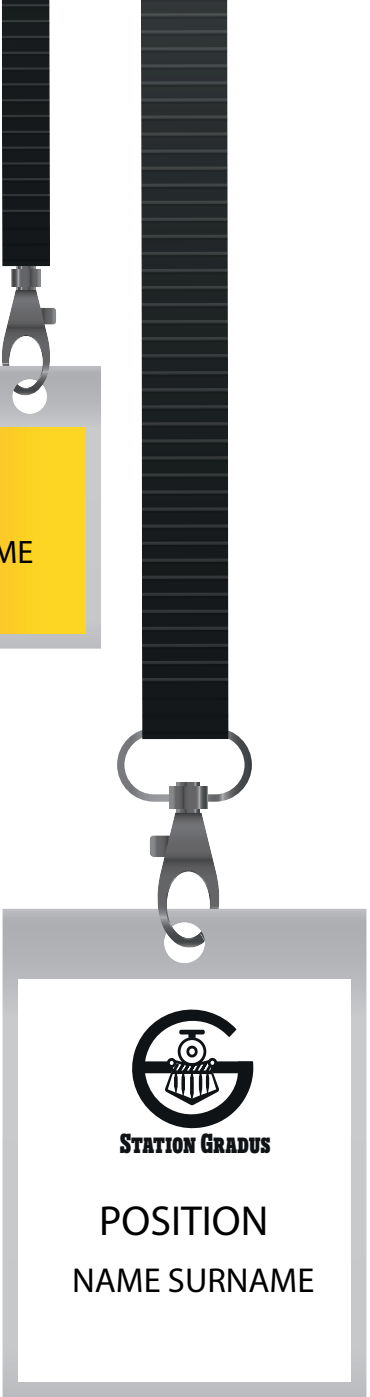
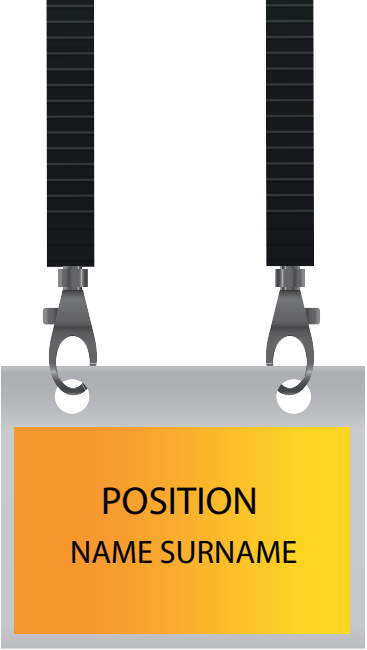
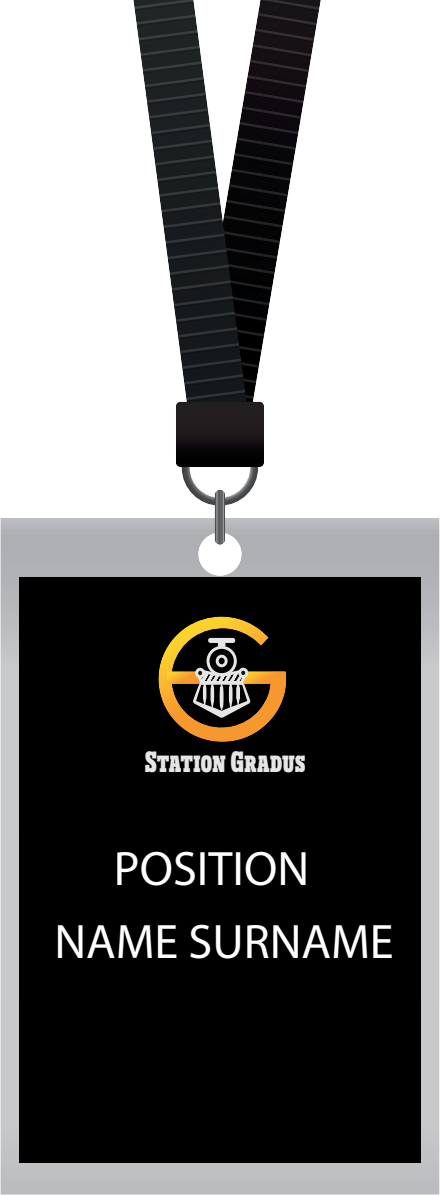














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