



THE CHEESE STEAK SHOP

est. 1982

B R A N D G U I D E L I N E S

OUR MISSION

We are committed to creating and delivering authentic Philadelphia-style Cheese Steak Sandwiches by utilizing the highest quality ingredients, served by well-trained employees, in a fun and inviting environment.

LOGOS

PRIMARY LOGOS

The Cheese Steak Shop has two primary logos. The Gold logo should be used on white or light colored backgrounds. The Silver logo should be used on black or dark colored backgrounds.

One of these logos should be used whenever and where ever possible when producing creative materials for The Cheese Steak Shop brand. Maintain its integrity by keeping all elements of the logo intact.



LOGOS

CLEAR SPACE

Always maintain clear space around The Cheese Steak Shop logo to protect it from distracting graphics or typography around it.

Measure clear space by the width of the “S” in The Cheese Steak Shop name.

The logo may be placed over a light or dark screened image, as shown in this style guide, as long as it's clear space is adhered to regarding graphic shapes, elements, or typography.



MINIMUM SIZE

The Cheese Steak Shop logo reproduces well at a minimum of 2” width. Reducing it to smaller than that will compromise the logo’s integrity and effectiveness.

In extreme cases, the Simplified logo sans “est. 1982” may be used at a minimum of 1.5” across.



2” across



1.5” across

LOGOS

LOGO VARIATIONS

In circumstances where using our 4-color logo is not an option, we have created acceptable logos in 2 colors, 1 color, grayscale and black & white. In cases where the use of the hatch-shadows cannot be replicated, or if printing too small, we have created Simplified logos. The logo to choose will be determined by a particular application or background, final application or by the printing or manufacturing technique requirements.



Gold – Simplified

Gold logos are for use on light/white backgrounds. 4 color printing. No drop shadow - when printing smaller, lower quality printing or for signage when drop shadows cannot be replicated.



Grayscale

For use on any white background design/in-store material or when printing color is not an option/ 1 color printing (tones of black). No drop shadow - when printing smaller or lower quality printing.



100% Black

For use on any white background design/in-store material or when printing color is not an option. No drop shadow - when printing smaller or lower quality printing.



Silver – Simplified

Silver logos are for use on dark/black backgrounds. 4 color printing. No drop shadow - when printing smaller, lower quality printing or for signage when drop shadows cannot be replicated.



Red-White – Simplified

For use on some black background design/in-store material. Used on cups. No drop shadow - when printing smaller or lower quality printing.



White

For use on black uniforms, any black background design/in-store material or when printing color is not an option.

LOGOS

LOGO MISUSE

Our logo is the face of our brand, therefore it should be used properly at all times. When placing the logo on a colored background, a texture, or a pattern, make sure that there is sufficient contrast for the logo to be clearly legible. The logo should never appear on a background that interferes with its visibility.

Please do not alter, add to or redesign the logo in any way. To prevent mistakes, please only use files provided to you. Do not try to recreate the logo.

When opening the eps files, take great care in keeping all layers locked at all times, just as the files have been provided to you. Elements can accidentally shift.

Shown here are some common mistakes to avoid when using The Cheese Steak Shop logo. This list is not exhaustive.



Do not distort the logo shape.



Do not use an older version of the logo.



Do not add or subtract elements to or from the logo.



Do not change the colors of the logo. Do not combine colors from the Silver and Gold logos.



Do not add a glow or any other effect to the logo.



Do not add a drop shadow to the logo.



Do not remove the stroke from the outside of the logo.



Do not rearrange elements of the logo.

LOGOS

VERTICAL LOGOS

The Cheese Steak Shop has two vertical logo options when the primary logo cannot be used. Please always try to use a version of the primary logo first and foremost, but when space or size restrictions would be an issue, you may use a version of the vertical logo. Just like the primary logo, the vertical Gold logo should be used on white or light colored backgrounds. The Silver logo should be used on black or dark colored backgrounds.



LOGOS

VERTICAL LOGO CLEAR SPACE

Always maintain clear space around The Cheese Steak Shop logo to protect it from distracting graphics or typography around it.

Measure clear space by the width of the “S” in The Cheese Steak Shop name.

The logo may be placed over a light or dark screened image, as shown in this style guide, as long as it’s clear space is adhered to regarding graphic shapes, elements, or typography.

MINIMUM SIZE

The Cheese Steak Shop vertical logo reproduces well at a minimum of 1.5” width. Reducing it to smaller than that will compromise the logo’s integrity and effectiveness.



LOGOS

LOGO VARIATIONS

In circumstances where using our 4-color logo is not an option, we have created acceptable logos in 2 colors, 1 color, grayscale and black & white. In cases where the use of the hatch-shadows cannot be replicated, or if printing too small, we have created Simplified logos. The logo to choose will be determined by a particular application or background, final application or by the printing or manufacturing technique requirements.



Gold – Simplified

Gold logos are for use on light/white backgrounds. 4 color printing. No drop shadow - when printing smaller, lower quality printing or for signage when drop shadows cannot be replicated.



Grayscale

For use on any white background design/in-store material or when printing color is not an option/ 1 color printing (tones of black). No drop shadow - when printing smaller or lower quality printing.



100% Black

For use on any white background design/in-store material or when printing color is not an option. No drop shadow - when printing smaller or lower quality printing.



Silver – Simplified

Silver logos are for use on dark/black backgrounds. 4 color printing. No drop shadow - when printing smaller, lower quality printing or for signage when drop shadows cannot be replicated.



Red-White – Simplified

For use on some black background design/in-store material. Used on cups. 1 color option. No drop shadow - when printing smaller or lower quality printing.



White

For use on black uniforms, any black background design/in-store material or when printing color is not an option.

LOGOS

TAGLINE

The Cheese Steak Shop's tagline comes in Stacked and Horizontal versions. The tagline's usage is not mandatory, however it is recommended to attempt to use on most all brand collateral or advertisements.

The Horizontal tagline is to be used only as presented here. The Stacked version may be used as a screen (transparency) when appropriate and offers itself nicely to being used as a graphic element in those cases. In cases when the Stacked version is used as a screen, the percentage can vary depending on application, but it's recommended the screen be somewhere between 3%-30% when placed on white.

Please do not use additional versions of the tagline's not shown here, or described above. Please do not attempt to recreate the tagline. Only used files provided to you.

**CAUTION:
MAY BE
HABIT
FORMING!®**

Red Stacked Tagline

**CAUTION:
MAY BE
HABIT
FORMING!®**

White Stacked Tagline
(black box for displaying here only)

**CAUTION:
MAY BE
HABIT
FORMING!®**

Black Stacked Tagline

CAUTION: MAY BE HABIT FORMING!®

Red Horizontal Tagline No Box, No Checkers

CAUTION: MAY BE HABIT FORMING!®

White Horizontal Tagline No Box with Checkers
(black box for displaying here only)

CAUTION: MAY BE HABIT FORMING!®

Red Horizontal Tagline with Box—No Fill with Checkers
(black box for displaying here only)

CAUTION: MAY BE HABIT FORMING!®

Red Horizontal Tagline with Box—White Fill with Checkers

CAUTION: MAY BE HABIT FORMING!®

White Horizontal Tagline with Box—Red Fill with Checkers

CAUTION: MAY BE HABIT FORMING!®

Black Horizontal Tagline with Box—Black Fill with Checkers

























BRAND COLORS

LOGO COLORS

The Cheese Steak Shop brand should be primarily represented by the red shown on the right. The rest of the colors act as complimentary and secondary colors to the red. Great care should be taken to ensure accurate color reproduction is applied to all types of paper and materials as well as web and other channels.

The Coated Pantone sets are preferred over the uncoated if the option is available. Always have the printer match the Coated Pantone Color Chip.

Always review color against a printed proof or Coated Pantone Color Chips and not on screen. Screen color calibrations will vary so hard copy proofs are highly recommended to ensure color consistency across all media, keeping brand equity and integrity in tact.

	Red	Silver Bell	Box Around Logo
CMYK	 10 / 100 / 25 / 64	 0 / 0 / 0 / 30	 0 / 0 / 0 / 70
Pantone Coated	 7426 C	 Pantone Cool Gray 4 C	 Pantone Cool Gray 9 C
Pantone Uncoated	 200 U	 420 U	 Pantone Cool Gray 11 U
RGB	 173 / 18 / 60	 188 / 190 / 192	 109 / 110 / 113
	Gold Bell	Brown Top of Bell	Drop Hatch Shadow Marks
CMYK	 23 / 54 / 100 / 6	 42 / 69 / 88 / 47	 0 / 0 / 0 / 80
Pantone Coated	 7511 C	 161 C	 425 C
Pantone Uncoated	 131 U	 4625 U	 419 U
RGB	 189 / 123 / 42	 98 / 60 / 33	 88 / 89 / 91

BRAND TYPOGRAPHY

PRIMARY FONTS

The following fonts should be used in all of The Cheese Steak Shop collateral across all media. Chromoxome Pro was selected because of its strong visual and contemporary voice whose letterforms share a similar shape to our Cheese Steaks. Archer was chosen for its more conversational tone and its ability to invoke a genuine inviting feeling when used on menus and other collateral. Both compliment one another extremely well. The age old saying is true, “opposites attract.”

Chromoxome Pro – Bold is the font used for The Cheese Steak Shop logotype. This weight is also used for all headlines and menu item names throughout the brand. When using Chromoxome Pro - Bold for headlines and item names, set the font to All Caps.

Archer (OTF) – Book is used for all body copy throughout the brand. Archer (OTF) – Bold Italic is used for all calorie counts and when noting differences between Steak 🥩 & Chicken 🍗 on menus. Archer (OTF) – Bold is also used in instances of differentiating items or options on a menu when Bold Italic cannot be used for customer clarity.

Helvetica Neue (T1) is the backup primary font and for the reason it can be found on most all personal computer systems. When necessary and the above primary fonts are not available, you may use the 3 weights highlighted to the right. Helvetica is also the chosen font for disclaimers and legal copy.

Primary Fonts

CHROMOXOME PRO

Chromoxome Pro – Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Chromoxome Pro – Bold Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Chromoxome Pro – Extra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Archer (OTF)

Archer – Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Archer – Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Archer – Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Backup Primary Fonts

HELVETICA NEUE (T1)

Helvetica Neue – Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Helvetica Neue – Bold Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

Helvetica Neue – Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(,,"-;:)!?&

BRAND TYPOGRAPHY

SECONDARY FONTS

As collateral is developed, a designer can encounter hurdles related to typography, Chromoxome Pro and Archer font families are approved for use in The Cheese Steak Shop collateral when measures have been exhausted trying to use the designated primary fonts.

As for the backup secondary font, the same rules apply as noted in the primary fonts section as well as mentioned above. Please use only the Helvetica Neue (T1) fonts listed in these brand guidelines.

Secondary Fonts

CHROMOXOME PRO

Chromoxome Pro – Extra Light Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Chromoxome Pro – Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Chromoxome Pro – Light Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Chromoxome Pro – Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Chromoxome Pro – Medium Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Chromoxome Pro – Semi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Chromoxome Pro – Semi Bold Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Archer (OTF)

Archer – Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Archer – Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Archer – Semi Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Backup Secondary Fonts

HELVETICA NEUE (T1)

Helvetica Neue – Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Helvetica Neue – Medium/Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Helvetica Neue – Bold/Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Helvetica Neue – Light Condensed/Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Helvetica Neue – Bold Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Helvetica Neue – Heavy Condensed/Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

Helvetica Neue – Black Condensed/Oblique
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(, " ' - ; :) ! ? &

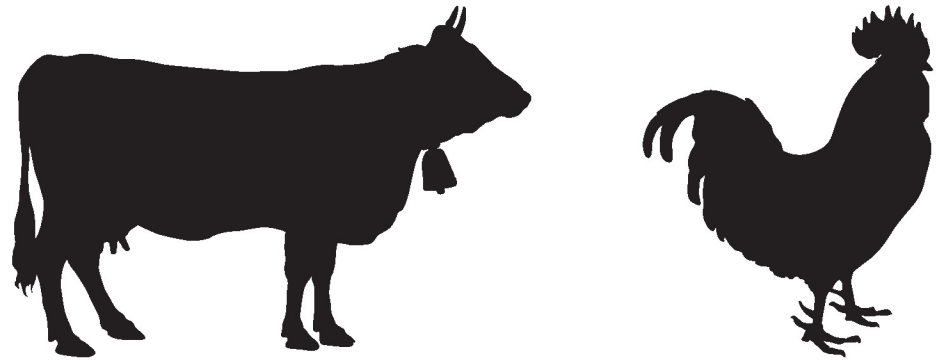
BRAND ICONS

COW & CHICKEN ICONS

The Cheese Steak Shop uses 2 main icons in its menu design and elsewhere, in lieu of writing out “Steak” or “Chicken”.

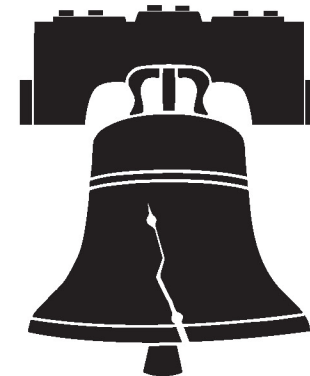
The icons should be sized similarly to one another and not in accordance with the scale of each animal to one another in the wild.

Also take great care in visually balancing the scale of the icons so they do not visually overpower a piece or become the point in which a customer’s eye gravitates to first. Look to the menu pages of these brand standards for examples of use and scale.



LIBERTY BELL ICON

The Cheese Steak Shop occasionally uses the Liberty Bell vector that is used in the construction of the logo. Great care should be taken to not overuse this icon. Since the brand logo utilizes the icon already, overuse can become visually redundant and tiresome.



STATIONARY

BUSINESS CARDS

FRONT

Image Screen = 20%

BACK

Name

Chromoxome Pro Bold 13/15.6 pt



3/10.5 pt

Job Title

Chromoxome Pro Light 10/10.5 pt

Email

Archer Semibold 7/8 pt

ONE

Chromoxome Pro Bold 9.5/7.55 pt [-10 tracking]

Address/Phone/Website

Archer Semibold 7/8 pt



STATIONARY

LETTERHEAD

HEADER

Header/Footer Screen = 15%

BODY

Copy Margins

2.15"-Top 1"-Left 1"-Right 1"-Bottom

Body Copy

Helvetica Neue Regular 10.5/12 pt

FOOTER

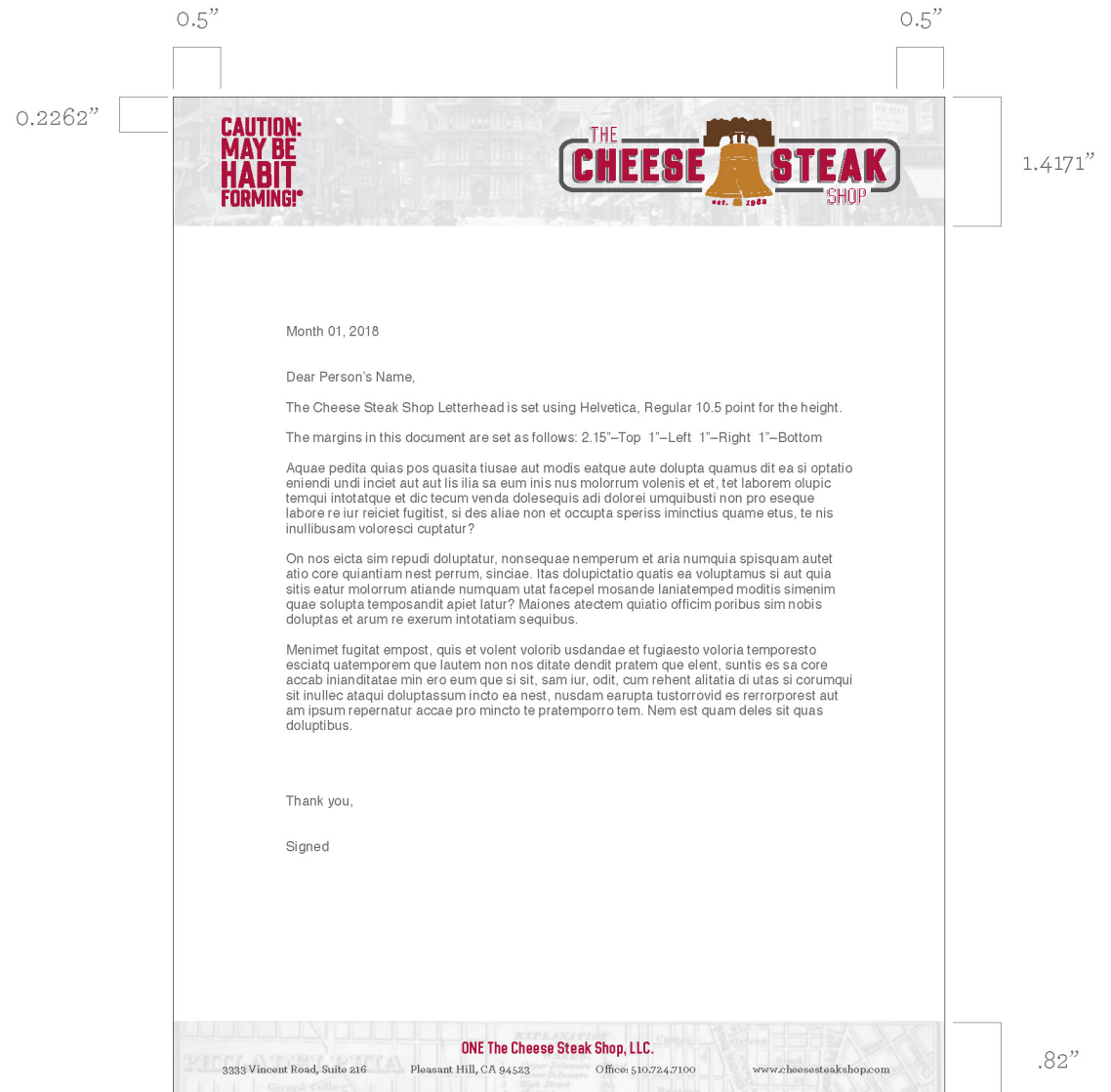
ONE

Chromoxome Pro Bold 13/16 pt

Address/Phone/Website

Archer Semibold 9/10.8 pt

MS Word – Letterhead



PHOTOGRAPHY

BACKGROUNDS

There are several images approved for use on backgrounds of collateral for The Cheese Steak Shop. These images are a mix of “Fair Use” images some from the Library of Congress, as well as stock images purchased for use.

Any image used for a background can be either the standard photo for a lighter theme, or an edited version for use on a darker theme.



PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

There are a number of product images available for use on The Cheese Steak Shop collateral. More images are available than what is shown here.

Images can be shown on their background and cropped, as well as used as cutouts.



VIP & GIFT CARDS

VIP CARD

The VIP Card follows the lighter color background theme for The Cheese Steak Shop. Both have the same back.

GIFT CARD

The Gift Card follows the darker color background theme for The Cheese Steak Shop. Both have the same back.

VIP Card



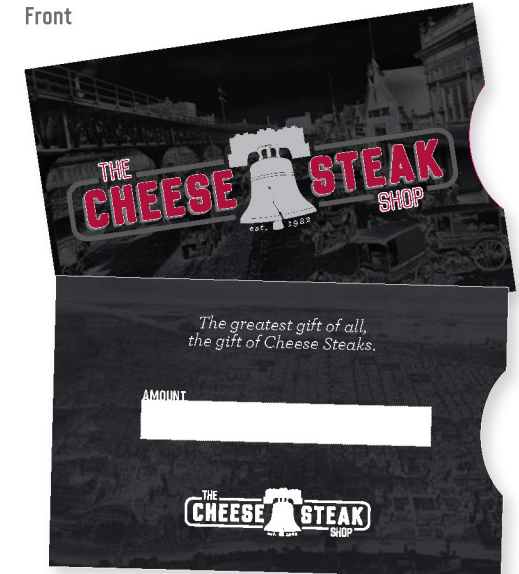
Shared Back



Gift Card



Gift Card Sleeve Front



Gift Card Sleeve Back

MENUS

TAKEOUT MENU

SECTION HEADER

Chromoxome Pro Bold 34 pt

ITEM NAME

Chromoxome Pro Bold 15/12 pt

BODY COPY

Archer Book 10/12 pt

SIZES/CALORIES

Archer Bold Italic 9/12 pt

Point sizes and leading can be changed on an as needed basis as items, descriptions and information change.

Inside

ORDERING

1 PICK A SANDWICH

2 PICK A PROTEIN

3 PICK A SIZE

CHEESE
White American 135/225/315 cal
Provolone 100/190/300 cal

CONDIMENTS
Grilled Onions 25/38 cal
Hot Peppers 5/8 cal
Sweet Peppers 10/15 cal

CLASSIC PHILLY CHEESE STEAK *Half / Large*
Steak is 100% Sirloin. Chicken is 100% Breast Meat. Sandwiches are Served on a Soft Amoroso's Italian Roll
🍷 510/955 cal 🍷 375/685 cal

THE KING OF PHILLY
Our Classic Philly Cheese Steak with 50% MORE Meat & Cheese
🍷 1300 cal 🍷 895 cal

MAKE IT A COMBO
Add a Regular Soda and Regular Steak Fries or Curly Fries to any Sandwich



THE KING OF PHILLY

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

PREMIUM CHEESE STEAKS

A TWIST ON OUR CLASSIC PHILLY CHEESE STEAK

Half / Large / King

THE HOAGIE Lettuce, Tomato & Mayonnaise
🍷 717/1360/1713 cal 🍷 583/1020/1298 cal

MOTOWN PHILLY Sliced Mushrooms
🍷 210/690/1300 cal 🍷 375/685/900 cal

CHILLIN' CHILI Roasted Chilis
🍷 210/690/1300 cal 🍷 375/685/900 cal

PHILLY JOE'S Spinach & Mushrooms
🍷 210/690/1300 cal 🍷 383/720/830 cal

SOUTH PHILLY Pizza Sauce, Mushrooms & Provolone
🍷 428/945/1375 cal 🍷 507/944/1304 cal

PAT'S BBQ Smoky BBQ Sauce & Provolone
🍷 373/674/899 cal

THE GILROY Whole Roasted Cloves of Garlic
🍷 245/1045/1370 cal 🍷 410/755/865 cal

PIZZA STEAK Pepperoni, Pizza Sauce & Provolone
🍷 610/1170/1530 cal 🍷 485/900/1185 cal

WESTERN Bacon, BBQ Sauce, Onion Rings & Provolone
🍷 612/1124/1464 cal 🍷 477/854/1079 cal

SIZZLIN' PIG Everything's Better with Bacon!
🍷 555/1045/1390 cal 🍷 420/775/885 cal

VEGETARIAN SANDWICHES

Half / Large

OUR ORIGINAL VEGETARIAN SANDWICH Spinach, Mushrooms, Lettuce, Tomatoes, Cheese, Mayonnaise, Mustard, Grilled Onions, Hot and/or Sweet Peppers 543/1007 cal

ZESTY VEGGIE SANDWICH Roasted Chili Peppers, Cheese, Tomatoes, Mushrooms and Whole Roasted Cloves of Garlic and Choice of Grilled Onions, Hot and/or Sweet Peppers 358/839 cal

Available for Ages 12 & Under
Served with Regular Steak Fries or Apple Sauce

KIDS
CHEESE STEAK SANDWICH 🍷 250 cal 🍷 375 cal
GRILLED CHEESE SANDWICH
CHICKEN SANDWICH

SALADS

Served with Your Choice of Dressing

PHILLY SALAD
A 3-Ounce Portion of Grilled Steak or Chicken with Mashed Cheese, Served on a Bed of Fresh Spring Mix, Mushrooms and Choice of Grilled Onions, Hot and/or Sweet Peppers and Tomatoes 🍷 422 cal / 🍷 287 cal

GARDEN SALAD Spring Mix Garnished with Fresh Tomatoes, Mushrooms and Choice of Raw Onions, Hot and/or Sweet Peppers, and Tomatoes 80 cal

SIDE SALAD Spring Mix Garnished with Fresh Tomatoes, Mushrooms and Choice of Raw Onions, Hot and/or Sweet Peppers 37 cal

SIDES

Regular / Large

STEAK FRIES With Our Signature "Guylib" Seasoning 385/815 cal

PHILLY CHEESE FRIES Steak Fries Topped with Steak or Chicken and Cheddar Cheese Sauce and Choice of Grilled Onions, Hot Peppers and/or Sweet Peppers
Large Only 🍷 886 cal / 🍷 892 cal

CURLY FRIES 400/550 cal

CHEESE CAJUN CHIPS "Guylib", Cajun, or BBQ 387-388/558-571 cal

SWEET POTATO FRIES 430/802 cal

ONION RINGS 337/475 cal

CHICKEN STRIPS 390/484 cal
Served with Your Choice of Sauces: BBQ, 108 cal, Pizza 30 cal, or Ranch 200 cal

EXTRAS

Half / Large

SWEET PEPPERS 10/15 cal

HOT PEPPERS 3/8 cal

ROASTED CHILIS 5/6 cal

PIZZA SAUCE 15/30 cal

BBQ SAUCE 53/108 cal

WHITE AMERICAN 135/225 cal

PROVOLONE 100/190 cal

CHEDDAR CHEESE SAUCE 73/144 cal

MUSHROOMS 3/5 cal

STEAK 210/420 cal

CHICKEN 75/150 cal

BACON 25/50 cal

PEPPERONI 12/24 cal

TOMATOES 12/24 cal

GARLIC 15/30 cal

SPINACH 15/30 cal

LETTUCE 1/8 cal

BEVERAGES

OPEN 7 DAYS A WEEK
Dine-In or Take-Out

THE CHEESE STEAK SHOP
est. in 1988

Order online at:
WWW.CHEESESTEAKSHOP.COM

CAUTION: MAY BE HABIT FORMING!

COMING SOON

**CHEESE STEAK SHOP
LOYALTY CLUB**

For your account today and start points on your future purchases!

Every \$1 = 1 Point
Points = \$10 Credit

Redeemed on discounted items and excludes sales tax

CHEESESTEAKSHOP.COM

Restrictions apply. See website for details.

**REWARDS AVAILABLE
ON PURCHASE**

**FOR YOUR BUSINESS!
RECIPE IT!**

BY SERVING:

Beef, Chicken, Cheese, Peanut products are not allergy friendly. We do not process peanut products.

©2018 THE CHEESE STEAK SHOP

Front

Back

MENUS

MENU SCREENS

SECTION HEADER

Chromoxome Pro Bold 87/75 pt

ITEM NAME

Chromoxome Pro Bold 47/37 pt

BODY COPY

Archer Medium 29/33 pt

SIZES/CALORIES

Archer Bold Italic 25/29 pt

PRICES

Archer Bold 26.5/29 pt

Point sizes and leading can be changed on an as needed basis as items, descriptions and information change.

CLASSIC PHILLY CHEESE STEAK

Steak is 100% Sirloin. Chicken is 100% Breast Meat. Sandwiches are Served on a Soft Amoroso's Italian Roll

Half \$5.49
Large \$8.59

510/955 cal 375/685 cal

THE KING OF PHILLY

Our Classic Philly Cheese Steak with 50% MORE Meat & Cheese

1300 cal 895 cal

2,000 calories a day is used for general nutrition advice, but calorie needs vary. Additional nutrition information available upon request.

VEGETARIAN SANDWICHES

Half \$5.89 / Large \$8.99

PREMIUM CHEESE STEAKS

A TWIST ON OUR CLASSIC PHILLY CHEESE STEAK

Half \$5.89 / Large \$8.99 / King \$12.99

THE HOAGIE

Lettuce, Tomato & Mayonnaise
717/1368/1713 cal 582/1098/1308 cal

MOTOWN PHILLY

Sliced Mushrooms
513/960/1305 cal 378/690/900 cal

SOUTH PHILLY

Pizza Sauce, Mushrooms & Provolone
493/915/1275 cal 358/645/870 cal

PIZZA STEAK

Pepperoni, Pizza Sauce & Provolone
620/1170/1530 cal 485/900/1125 cal

CHILLIN' CHILI

Roasted Chilis
510/955/1300 cal 375/685/895 cal

PAT'S BBQ

Smoky BBQ Sauce & Provolone
507/944/1304 cal 372/674/899 cal

WESTERN

Bacon, BBQ Sauce, Onion Rings & Provolone
612/1124/1484 cal 477/854/1079 cal

PHILLY JOE'S

Spinach & Mushrooms
528/990/1335 cal 393/720/930 cal

THE GILROY

Whole Roasted Cloves of Garlic
545/1025/1370 cal 410/755/965 cal

SIZZLIN' PIG

Everything's Better with Bacon!
555/1045/1390 cal 420/775/985 cal

ZESTY VEGGIE SANDWICH

Roasted Chili Peppers, Cheese, Tomatoes, Mushrooms and Whole Roasted Cloves of Garlic and Choice of Grilled Onions, Hot and/or Sweet Peppers 352/639 cal

SALADS

Served with Your Choice of Dressing

PHILLY SALAD

\$8.99
A 3-Ounce Portion of Grilled Steak or Chicken with Melted Cheese, Served on a Bed of Fresh Spring Mix, Mushrooms and Choice of Grilled Onions, Hot and/or Sweet Peppers and Tomatoes 422 cal / 287 cal

GARDEN SALAD

\$5.99
Spring Mix Garnished with Fresh Tomatoes, Mushrooms and Choice of Raw Onions, Hot and/or Sweet Peppers and Tomatoes 80 cal

SIDE SALAD

\$3.49
Spring Mix Garnished with Fresh Tomatoes, Mushrooms and Choice of Raw Onions, Hot and/or Sweet Peppers 37 cal

SIDES

Regular / Large

STEAK FRIES

\$2.39/\$3.39
With Our Signature "Guylic" Seasoning 365/515 cal

PHILLY CHEESE FRIES

\$6.99
Steak Fries Topped with Steak or Chicken and Cheddar Cheese Sauce and Choice of Grilled Onions, Hot Peppers and/or Sweet Peppers Large Only 826 cal / 691 cal

CURLY FRIES

\$2.39/\$3.39 400/550 cal

CHEESE STEAK CHIPS

\$2.79/\$3.79
"Guylic," Cajun, or BBQ 387-393/559-571 cal

SWEET POTATO FRIES

\$2.99/\$3.99
430/602 cal

ONION RINGS

\$3.09/\$4.49 297/475 cal

CHICKEN STRIPS

\$4.79/\$6.89 290/464 cal
Served with Your Choice of Sauces: BBQ 106 cal, Pizza 30 cal, or Ranch 200 cal

CHEESE STEAK SANDWICH

510 cal / 375 cal

GRILLED CHEESE SANDWICH

350 cal

BEVERAGES

BOTTLED SODA \$2.29
CANNED SODA \$1.79
APPLE JUICE \$1.00
FRUIT PUNCH \$1.00
BOTTLED DRINK \$3.29
SPORTS DRINK \$2.29

EXTRAS

Half / Large

PEPPERONI, ROASTED CHILIS, SAUCES (BBQ, PIZZAL, LETTUCE, TOMATOES, SPINACH, PEPPERS (HOT, SWEET)) \$0.69/\$0.99 0-180/0-260 cal

STEAK, CHICKEN, BACON \$2.69/\$3.59 45-210/90-420 cal

MUSHROOMS, CHEESE (WHITE AMERICAN, PROVOLONE, CHEDDAR CHEESE SAUCE), GARLIC \$1.09/\$2.09 5-100/5-150 cal



THE KING OF PHILLY

21

THE CHEESE STEAK SHOP

HANGING SIGNS

HOW TO ORDER SIGN

SECTION HEADER

Chromoxome Pro Bold 348 pt

"PICK A..."

Chromoxome Pro Bold 137/111.5 pt

MEAT/SIZES

Archer Bold Italic 75 pt

SUBHEAD

Chromoxome Pro Bold 90 pt

ITEMS

Archer Book 60/62 pt

PRICES

Archer Bold Italic 54/62 pt

PICKUP SIGN

"ONLINE ORDER..."

Chromoxome Pro Bold 222/181 pt

WEBSITE

Chromoxome Pro Bold 78.5 pt

Point sizes and leading can be changed on an as needed basis as items, descriptions and information change.

ORDERING

1 PICK A SANDWICH

2 PICK A PROTEIN
Steak / Chicken

3 PICK A SIZE
Half / Large / King

4 CHEESE
White American 135/225/315 cal Provolone 100/150/300 cal

5 CONDIMENTS
Grilled Onions 25/38 cal Hot Peppers 5/8 cal Sweet Peppers 10/15 cal

THE CHEESE STEAK SHOP

ONLINE ORDER PICKUP

WWW.CHEESESTEAKSHOP.COM

SIGNAGE

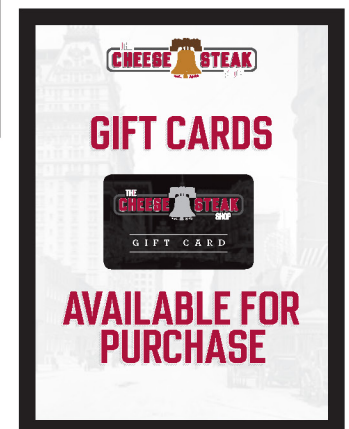
FRAMED POSTERS

These are suggestions for stylizing posters and in-store signage.

Headline stylization is obtained by using the “Arch” option within the “Warp” effect pallet.

Most all headlines should have a drop hatch shadow accompanying them.

Screened background images here are between 5-10% transparency.



SIGNAGE

WORD "WALL" POSTER

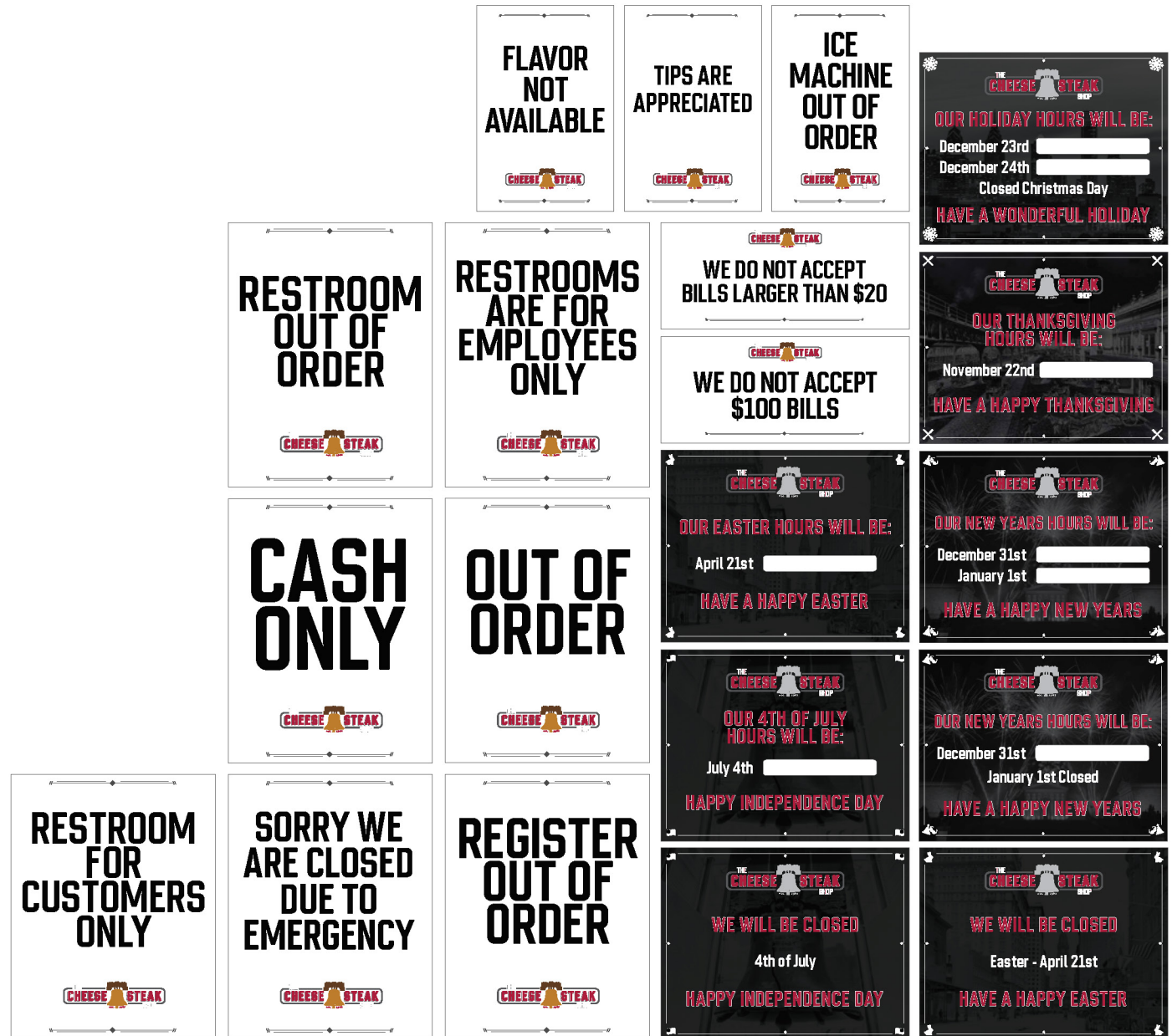
This is a suggestion for stylizing a Word “Wall” poster. It is a mix of all approved brand fonts and icons.



SIGNAGE

IN-STORE SIGNS

Standard in-store signage & holiday operating hour signs.



APPAREL

Approved apparel for employees & managers.

Manager Shirt—Men's



Employee Visor



Employee Hat



Employee Shirt



Back

Manager Shirt—Women's



Front



Employee Apron

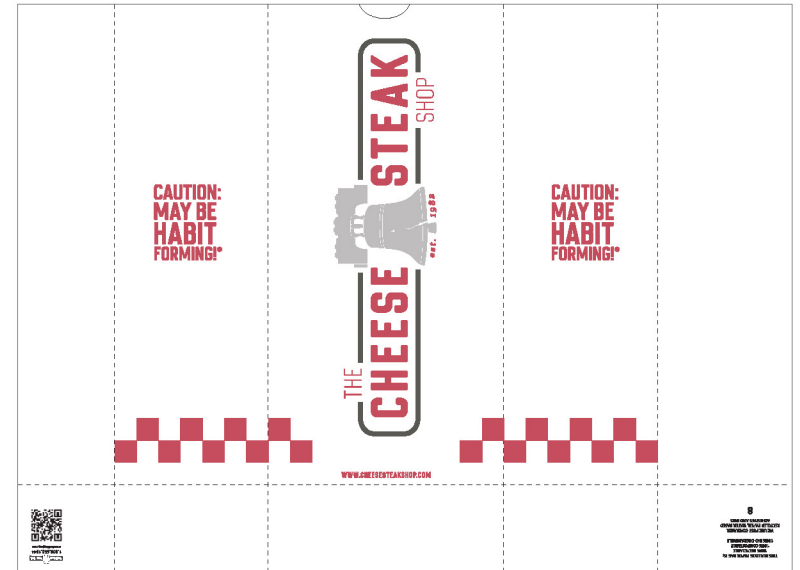


CONTAINERS

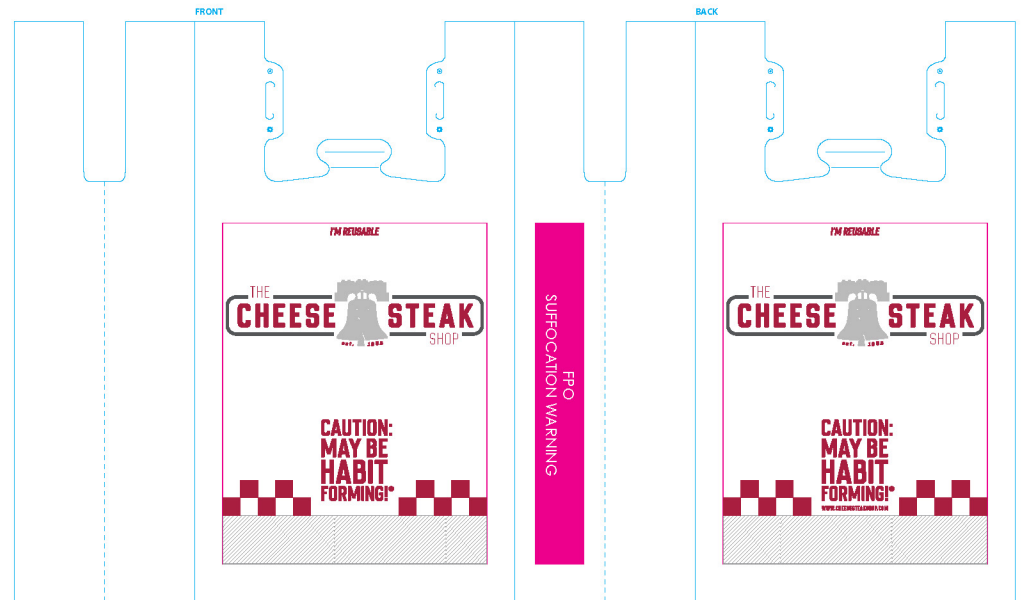
TO-GO BAGS

The sandwich bag and t-shirt bag for The Cheese Steak Shop utilize a simplified 2 color-Pantone logo.

Paper Bag



T-Shirt Bag



CONTAINERS

CUPS

The 16oz. and 22oz. cups for The Cheese Steak Shop utilize a simplified 2 color-Pantone logos.

16 oz. Cup



22 oz. Cup

