THE
CHEESE STEAK
SHOP
est. 1982
BRAND GUIDELINES

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.

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. 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 used 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(.,'"-;:)!?&

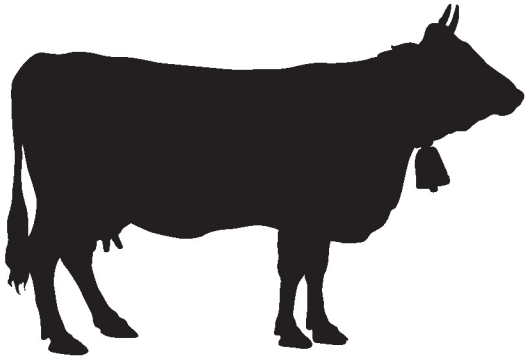
BRAND ICONS

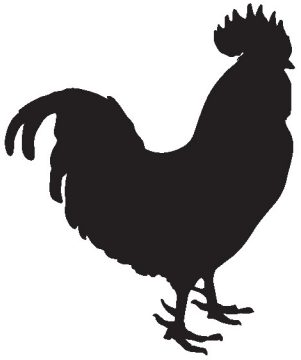
COW & CHICKEN ICONS

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.

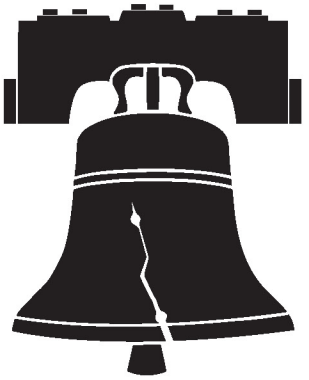
Also take great care in visually balancing the scale of the icons so they do not visually overpower a piece or become the point in which a customer’s eye gravitates to first. Look to the menu pages of these brand standards for examples of use and scale.





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

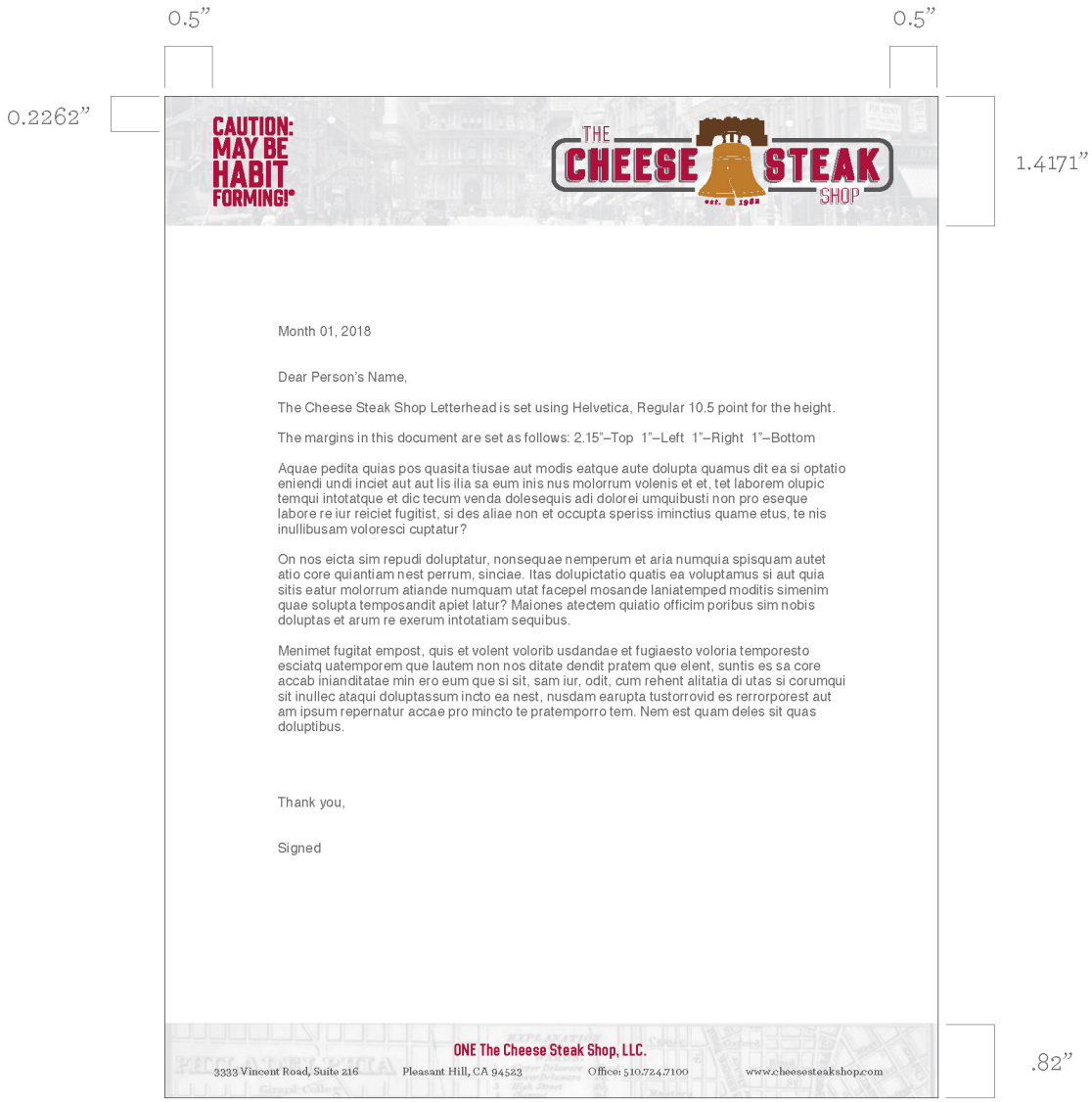
Body Copy
Helvetica Neue Regular 10.5/12 pt

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

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.

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.

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.

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-sore 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

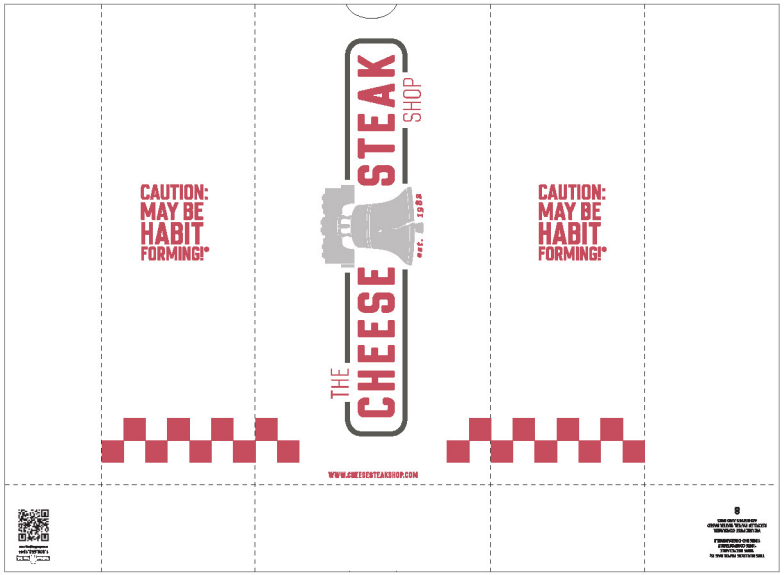
Employee Apron

CONTAINERS

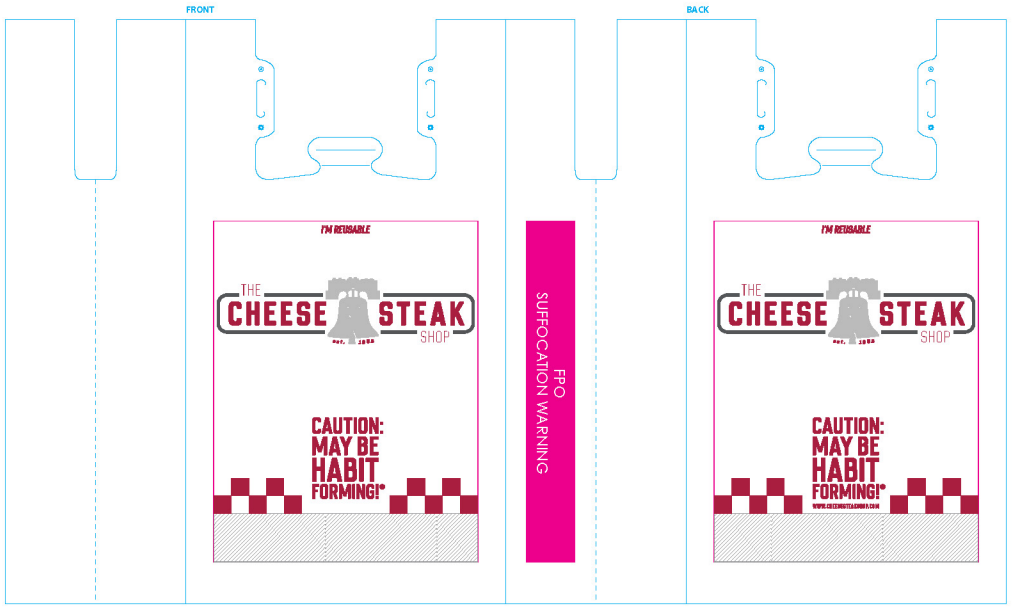
TO-GO BAGS

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