



SEXY SAMMIES

2023 STYLE GUIDE

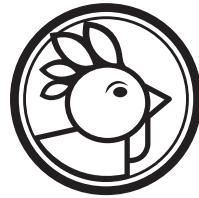
FIRST DRAFTED DECEMBER 17TH 2022
AMENDED: FEBRUARY 2023

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PART 1

BRAND STRATEGY



SEXY SAMMIES

Elevating a classic favorite: The chicken sandwich and chicken tender though a unique dining experience and inovated marketing.





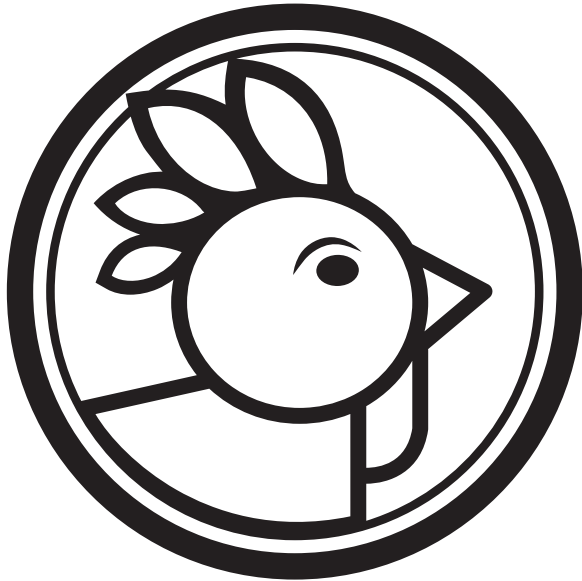
PART 2

KEY BRAND ASSETS

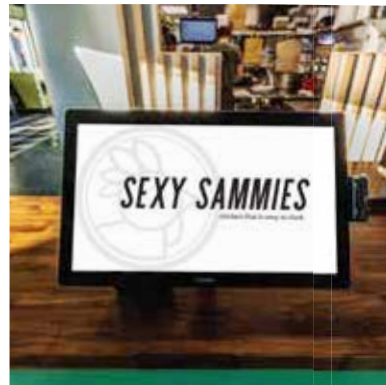
PART 2: KEY BRAND ASSETS

THE CHICK

THE CHICK



THE CHICK



PART 2: KEY BRAND ASSETS

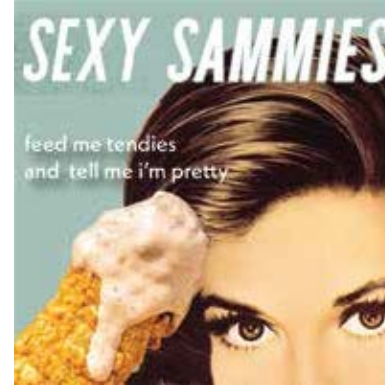
THE TENDIE

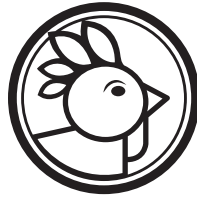
THE TENDIE



THE TENDIE

Using the tendie in unexpected ways to amplify sexiness





PART 3



THE LOGO

PRIMARY & SECONDARY LOGO

SEXY AS CLUCK

TENDERS. SAMMIES. SALADS. SIGNATURE SAUCES, and that's all before you even get to dessert. Sexy Sammies offers its customers an easy way to order a lot of clucking options. But to get sexy you got to strip. So, we've striped down to the basics. We're branding down to the clean bold statement of what this unique eating experience is all about. **SEXY SAMMIES.**

SEXY SAMMIES

PRIMARY LOGO

TYPOGRAPHY : SYDNEY SANS SERIF - REGULAR

TRACKING: 0

MODE: CAPITAL LETTERS

LOGO COLORS:

■ BLACK
C:0 M:0 Y:0 K:100
R:35 G:31 B:32

□ WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

SPACING BETWEEN WORDS IS AN
EXCLAMATION POINT WIDTH

SEXY!SAMMIES

"S" SIT ON SAME BASE PLANE

LOGO SHOULD ONLY BE PRINTED IN
BLACK OR WHITE

SECONDARY LOGO

TYPOGRAPHY : SYDNEY SANS SERIF - REGULAR

TRACKING: 0

MODE: CAPITAL LETTERS

LOGO COLORS:

■ BLACK
C:0 M:0 Y:0 K:100
R:35 G:31 B:32

□ WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

Bottom corner of "E" touches
top left corner of "A"

**SEXY
SAMMIES**

LOGO SHOULD ONLY BE PRINTED IN
BLACK OR WHITE



PART 4

TYPOGRAPHY

PRIMARY & SECONDARY FONT

BOLD IS SEXY

No other era is iconic for selling sex than mid century America. Using 50's era fonts we are able to playfully reflect on a time when sex sells and incorporate it into the Sexy Sammies brand. Bold, clean geometric sans serifs complete the look for sassy taglines and solgans.

SEXY SAMMIES

chicken that is sexy as cluck

PRIMARY & SECONDARY FONT

LOGO TYPE FACE :
SYDNEY SANS SERIF – REGULAR

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

PRIMARY & SECONDARY FONT

TAGLINE & BODY TYPE FACE :
Neue Kabel - MEDIUM

ACTION TAGLINE TYPE FACE :
Pedestria - BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

1234567890

PRIMARY & SECONDARY FONT

LOGO TYPEFACE: *SYDNEY SANS SERIF - REGULAR*

SECONDARY TYPEFACE: *Neue Kabel - MEDIUM*

SECONDARY TYPEFACE: *Neue Kabel - LIGHT*

WEBSITE BODY TYPEFACE: *Gill Sans - REGULAR*

SEXY SAMMIES

chicken that is sexy as cluck

This is body copy. Cuptam aliant ullecti omnisitio
consed eatusa voles placepe rsperchit rernam es daerum que
eatur. Quid quam hil inum
id ut haris doluptas dolupta ssimagnam eruptae quiduntin con
nos ad quaestrum ium ute vellore consequi tem.

Aceariae officiendis mi, optaerio venisi bearum haria
sandunt quia nonsecu ptatus imus eum nones moditatur
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quidelestrum fugit ut dolore is et landebis conecero ex
evelest, am vent ommodi nobitaque sitat.



PART 5

COLOR PALETTE

COLOR PALETTE



Pantone 137 - 4 C

R: 109 C: 52 HEX CODE #6cb49a
G: 180 M: 0
B: 155 Y: 41
K: 12



Pantone 158- 12 C

R: 169 C: 23 HEX CODE #a9bf87
G: 191 M: 0
B: 135 Y: 48
K: 18



Pantone 138- 9 C

R: 160 C: 27 HEX CODE #a0c2b4
G: 194 M: 0
B: 180 Y: 22
K: 16



Pantone 1- 1 C

R: 255 C: 0 HEX CODE #FFFFFF
G: 255 M: 0
B: 255 Y: 0
K: 0



BLACK

R: 35 C: 0 HEX CODE #333333
G: 31 M: 0
B: 32 Y: 0
K: 100





PART 6

PHOTOGRAPHY



PART 6: PHOTOGRAPHY

PHOTOGRAPHY PRINCIPLES

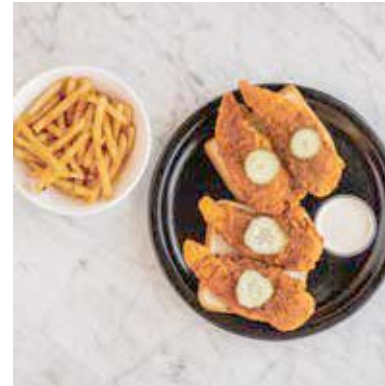
PHOTOGRAPHY PRINCIPLES

HUNGRY YET?

Imagery that keeps things simple - clear, bright and distinct food subjects, will allow the consumer to appreciate the ease of ordering at Sexy Sammies. Lifestyle shots should be limited, and instead focused on the quality of the food and its ingredients.

When people are present, they should not be posed or staged so that images feel natural.

Product photography should be in the same context as the Sexy Sammie space, and always done on location with the restaurant as background. Keeping food images up front and center with a bokeh effect in the background will enhance the fresh look that the space provides. White and light backgrounds allow the signature dishes to be at the forefront of all images.



PHOTOGRAPHY PRINCIPLES

DO



DON'T



PHOTOGRAPHY PRINCIPLES

DO



Logo is clear and centered

Background is light and bright

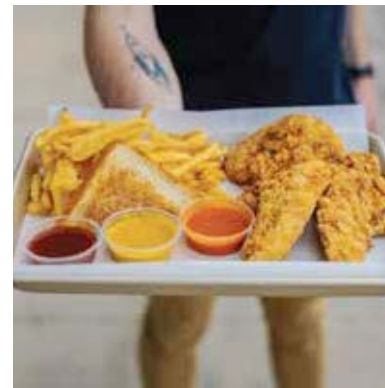
DON'T



Logo is distorted

Bottle is incorrectly rotated

DO



Logo is clear and centered

Background is light and bright

DON'T



Person is wearing a non Sexy Sammies product

Background of non restaurant colors and textures.



PART 6: PHOTOGRAPHY

PEOPLE PHOTOGRAPHY

PEOPLE PHOTOGRAPHY



DO

Brand should be centered and visible in social settings

People are in muted attire

Background is in bokeh effect with food items in focus

DON'T

People in non-branded attire

Color nail polish

Logo rotated or distorted



PART 6: PHOTOGRAPHY

PRODUCT PHOTOGRAPHY

PRODUCT PHOTOGRAPHY



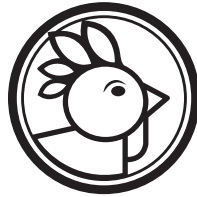
DO

Plating is clean and simple
Backgrounds are light and bright



DON'T

Different menu items combined in same photo
Dark background



PART 7

PHYSICAL DESIGN

PART 7: PHYSICAL DESIGN

UNIFORMS

UNIFORMS



PART 7: PHYSICAL DESIGN

PACKAGING

PACKAGING

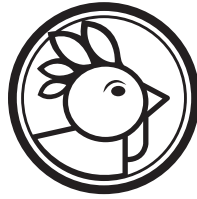


PART 7: PHYSICAL DESIGN

MERCHANDISE

MERCHANDISE





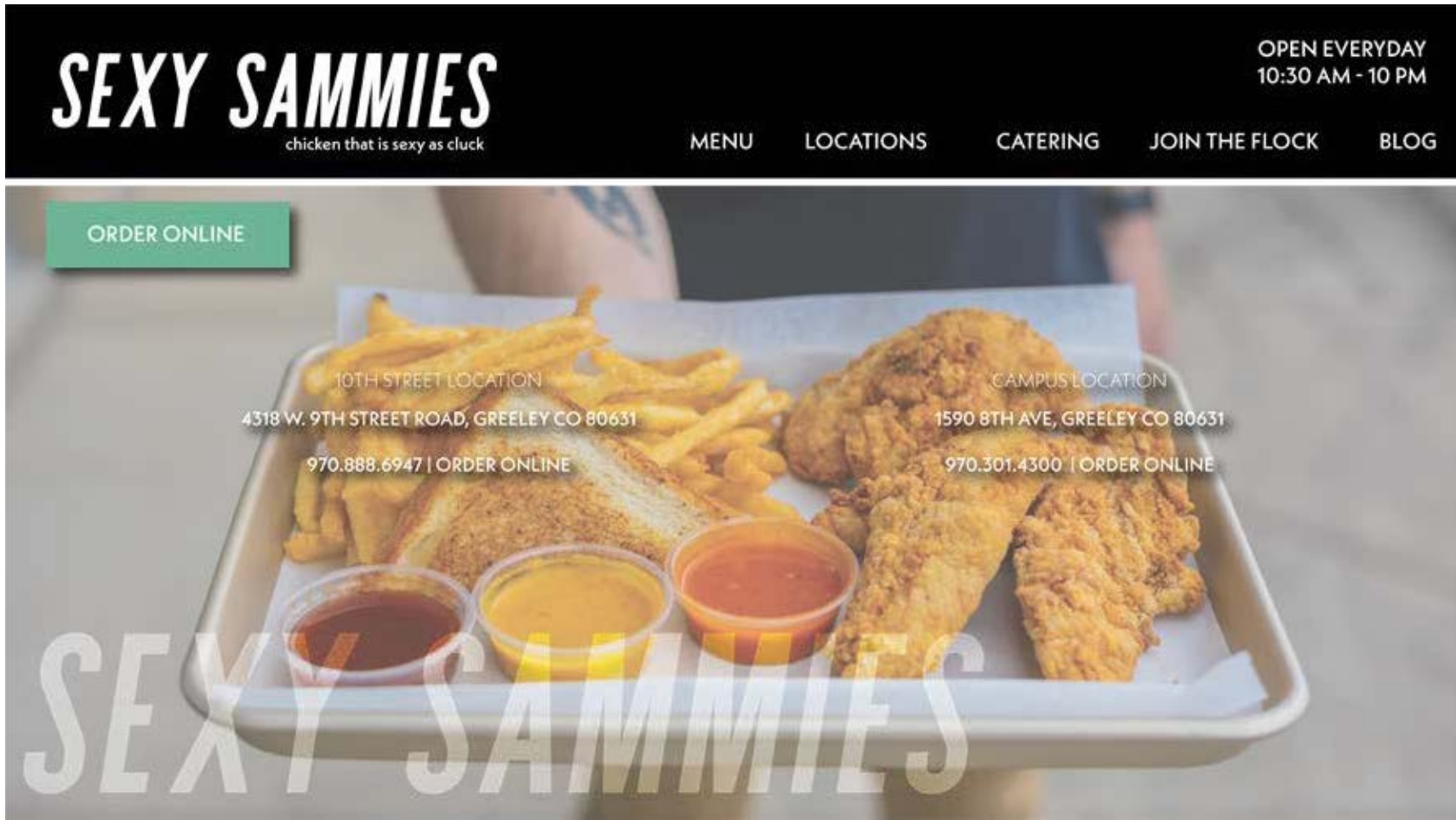
PART 8

DIGITAL MEDIA

PART 8: DIGITAL MEDIA

WEBPAGE

WEBPAGE



WEBPAGE

SEXY SAMMIES

chicken that is sexy as cluck

OPEN EVERYDAY
10:30 AM - 10 PM

MENU LOCATIONS CATERING JOIN THE FLOCK BLOG

ORDER ONLINE


MENU

"Satisfied is Sexy"
-all of humanity

SAMMIES

served with your choice of: Classic Hand Breaded, Nashville Hot, or Buffalo

Classic Sam tenders with pickles on a brioche bun \$5	Lux Sam two slices american cheese, lettuce, tomato, onion and pickle \$7	Buff Sam garlic hot, bleu cheese crumbles, lettuce, tomato, onion and pickle \$7.50
Sexy Sam slaw, jalapeno, pickled onion and sexy sauce \$7.50	Spicy Sam garlic habanero ranch, lettuce, onion and dill pickle slices \$7.50	Hot Sam house Nashville hot, pimento cheese, pickle \$9
Veggie Sam House breaded tempeh, locally sourced from Avo's. American Cheese, lettuce, tomato, onion, pickles \$9		



The Lux Sam

WEBPAGE

SEXY SAMMIES

chicken that is sexy as cluck


OPEN EVERYDAY
10:30 AM - 10 PM

MENU LOCATIONS CATERING JOIN THE FLOCK BLOG


ORDER ONLINE

TENDIES

served with your choice of: Classic Hand Breaded, Nashville Hot, or Buffalo

Tender Basket Hand-breaded tenders, fries, toast, sauce two - \$6. ⁵⁰ / three - \$8 / four - \$10 / six - \$12. ⁵⁰	Nashville Hot Tender Box House Nashville Hot, fries, toast, & sauce \$7. ⁵⁰	Buff Tender Box Tossed in Wing Shack garlic hot, fries & sauce. \$7. ⁵⁰
Tender Bender - HALF 24 tenders. 2 large sides & sauces \$36	Tender Bender - FULL 48 tenders. 4 large sides & sauces \$72	

feed me tendies
and tell me I'm pretty



WEBPAGE

SEXY SAMMIES

chicken that is sexy as cluck

OPEN EVERYDAY
10:30 AM - 10 PM

MENU LOCATIONS CATERING JOIN THE FLOCK BLOG

ORDER ONLINE



LOCATION

FIND US

@sammies.chicken
@sexy_sammies

Sexy Sammies - 10th Street
4318 W. 9th Street Road, Greeley CO 80631
970.888.6947

Sexy Sammies - Campus
1590 8th Ave, Greeley CO 80631
970.301.4300



PART 8: DIGITAL MEDIA

SOCIAL MEDIA

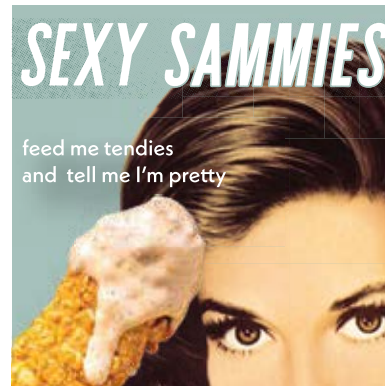
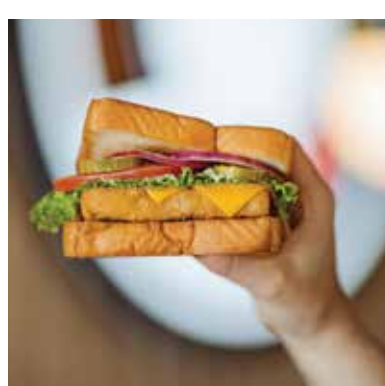
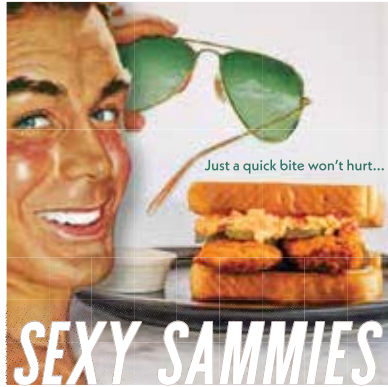
SOCIAL MEDIA

FRESH

A sensory experience of fresh food through images. The photography principles should be used in the social media setting to advertise the brand. Social media gives an opportunity to play with what the meaning of sexy food is. Taking cues on retro advertisements, we can bring these to principles together to make the brand unique and entertaining.



SOCIAL MEDIA



SOCIAL MEDIA

