

2024

# HOT DOG HEAVEN

LILY KUNKEL

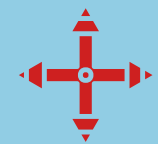
ADVT 310 Section 003



# Logo



Dont's



## Clear Space

The clear space requirement for Hot Dog Heaven is a minimum of 1 wheel-length away from any point on the logo. It is acceptable to allow for more space if deemed necessary.



## Particulars

The rollerskate and the wing should never be separate and the text and angle of the wing should stay true to the original design.

The logo can be presented in black and white if necessary, but otherwise can not stray from the brand colors provided.



## Size

Minimum size 1.25 x 1.25 inches  
Do not stretch or flip the design

## Primary Colors



**Rollerblade Red**  
PMS 2350  
CMYK 19-100-100-12  
RGB 183-27-00  
HEX B71B00



**Heavenly Skies**  
PMS 2905C  
CMYK 41-05-06-00  
RGB 145-205-228  
HEX 91CDE4

## Secondary Colors



**Pop's Charcoal**  
PMS 446C  
CMYK 68-62-60-50  
RGB 60-60-60  
HEX 3C3C3C



**Hot Rod Steel**  
PMS 429  
CMYK 32-25-26-00  
RGB 176-176-176  
HEX B0B0B0



**Cruisin'**  
PMS 504  
CMYK 46-85-78-71  
RGB 68-05-02  
HEX 440502



**Ketchup**  
PMS 485  
CMYK 08-98-100-02  
RGB 218-33-00  
HEX DA2100

## Brand Fonts

**Manteiga Gorda** **The quick brown fox jumps over the lazy dog**

Futura Medium The quick brown fox jumps over the lazy dog

## Slogan/Tagline

Chillin' and Grillin' 50s style!

**Classic take, heavenly taste!**

**Chillin' and Grillin' 50s style!**

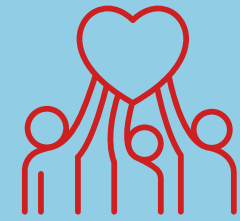
Classic take, heavenly taste!

The slogan can not be used alone as it does not provide enough information. It can be used alongside the company name in either brand font. It can also be used in combination with the logo as long as the design permits the space.





# Values



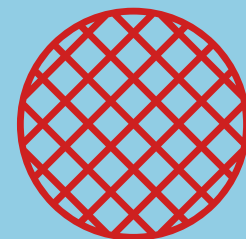
Community



Quality



Passion



Tradition



Loyalty





# Brand Adjectives

Connected

Dependable

Inviting

Playful

Timeless



# Emotions and Voice

- Comfortable rapport
- Mimic familial relationship and tone
- Casual
- Comedic
- Sarcastic

- Mom and Pop aesthetic
- Hot Dog Heaven family
- Classic, vintage, 50s style
- Emphasis on community
- High quality but simple and classic
- Recipes passed through generations
- Homey, fun environment





# ICONS

All three have a large variety of hotdogs that honor classic tradition, but are also taking a stab at being more creative and modern with their take on the classic hot dog. Each establishment varies in size and feel, but all of them capture the same homey, eclectic atmosphere that Hot Dog Heaven is going for.



**Sunliner  
Diner**

Pigeon  
Forge, TN



**DogSlinger**

Stevensville,  
MI



**Papaya  
King**

NY, NY



# ENEMIES

Hot Dog Hall of Fame - Geographic competition, quick service mimicing fast food, limited and simple menu, not homemade/mass produced, lacking family feel, tradition, and passion. / iHop - mass produced, chain, lacks family passion, tradition and authenticity / Chick-fil-a - most popular fast food chain in Florida, could deter customers based on convience, but similar community/family values



**Hot Dog Hall  
of Fame**

Universal in  
Orlando, FL



**iHop**

Most popular  
diner chain



**Chick-fil-a**

#1 chain  
across Florida



## Print Ad

# What's a Glizzy?

We stay grillin' 50s style.



### **Classic take, heavenly taste!**

Here at Hot Dog Heaven we pride ourself on tradtion and pouring love into each and every family recipe passed down from generations of hot dog lovers. Come one, come all to try 50 different hot dog varieties, homemade fries, and locally sourced ice cream shakes.



# Event Poster



July 6th  
1-5 pm



## Cookout & Carshow

Chillin' and grillin' 50s style!





# Sandwich Board





# Billboard





# Instagram



# Copy

You know where we'll be this Saturday! Come one, come all to enjoy some good food, good people, and a good time.  
#hotdogheaven #orlando #florida  
#familybbq



Facebook



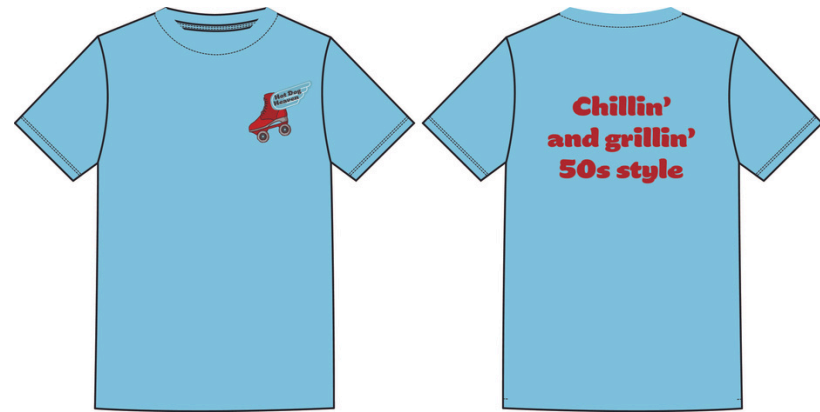
Copy

That's right we make more than just hot dogs! In honor of national milkshake day we have three new flavors for you all to try. Come on in, we'd love to see you!

#hotdogheaven  
#nationalmilkshakeday #orlando  
#florida



# Merchandise



## T-Shirt

Front logo design  
Back slogan *Chillin' and grillin' 50s style*  
Available in red and blue

## Magnet

Metal *Route to Heaven* highway sign magnet with logo



## Koozie

Logo  
*Chillin' and grillin' 50s style*

## Mug

Ceramic mug, logo emblem with slogan *Classic take, heavenly taste*



## Keychain

*Heaven Here*  
Rubber, plastic material