

BRAND GUIDELINES

Miller's
FAMOUS SANDWICHES



OUR NORTH STAR

**MILLER'S IS KNOWN AS
THE BEST QUICK SERVICE
RESTAURANT IN NEW
ENGLAND (AND BEYOND).**

DESIGN VALUE 1

ALWAYS YOUR NEIGHBOR

Miller's is all about community and treating our employees and customers like family. Our design system needs to represent these communities while being broad enough to attract new audiences.



DESIGN VALUE 2

DEDICATED TO QUALITY

Miller's has always been dedicated to creating the best food possible while also treating people the best way possible. Our design system needs to live up to that commitment to quality through attention to detail and well crafted brand elements.



LOGO

WORDMARK

This Miller's wordmark was inspired by the original Miller's restaurant sign in East Providence. It is an inviting and fun chunky script and should never be changed or altered from what is shown here.

WORDMARK COLOR

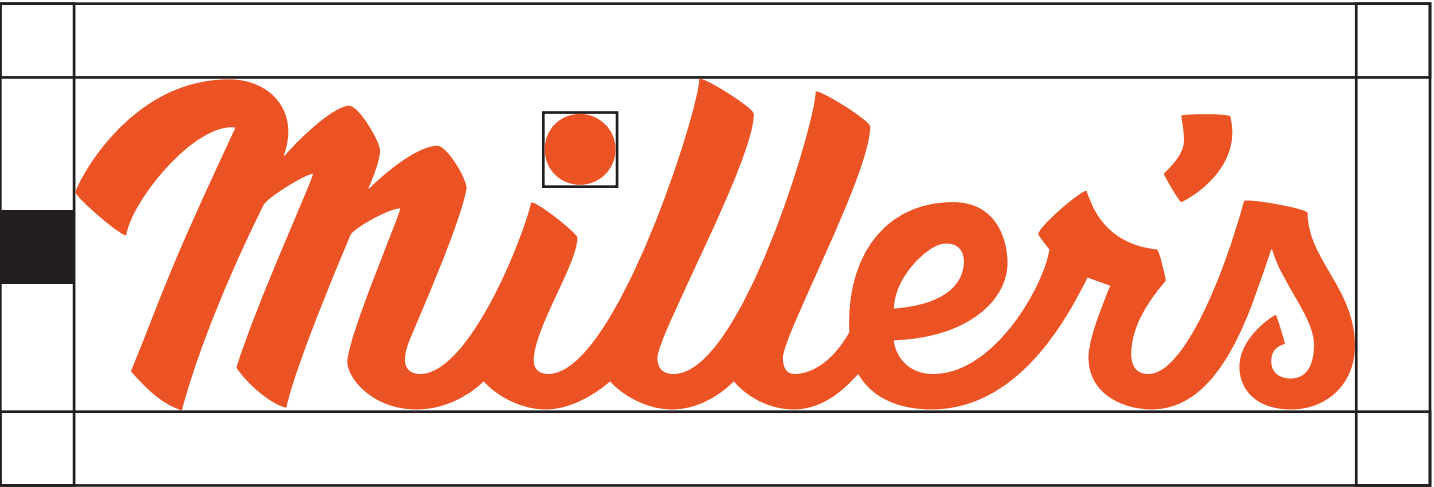
The Miller's wordmark only appears in orange and white. No other colors should be used with the Miller's logo.

Miller's



LOGO SAFE SPACE

This is the Miller's logo safe space.
No design element should ever come
within this designated space.



The save space around the logo can be
measured using the thickness of the
tittle on the 'i' of the logo.

DESCRIPTOR

This is the Miller's logo and descriptor lockup. It should never be changed or altered from what is shown here.

DESCRIPTOR COLOR

The Miller's descriptor only appears in orange and white. No other colors should be used with the Miller's descriptor.



DESCRIPTOR
SAFE SPACE

This is the Miller's descriptor lockup safe space. No design element should ever come within this designated space.



The save space around the descriptor lockup can be measured using the thickness of the tittle on the 'i' of the logo.

**LOGO
DO NOT'S**



Never change the logo to non-brand colors.



Never stretch or skew the wordmark.



Never stretch or skew the descriptor.



Never apply effects to the logo.



Never crop imagery into the logo.



Never change the typeface of the wordmark.



Never change the typeface of the descriptor.



Never put the logo on non-brand colors.

TYPOG- RAPHY

Shown below are the Miller's typefaces.
No other typography should be used.

Headline

Headline text is used when we are making
bold brand statements.

ANTIQUE OLIVE
NORD D REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%&

BODY COPY

Body copy text is used when setting long
form text at smaller sizes.

ANTIQUE OLIVE REGULAR
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%&

Headline Alt

Headline Alt text is used when making bold brand
statements with limited amount of horizontal space.

ANTIQUE OLIVE
CONDENSED REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%&

TERTIARY COPY

Tertiary copy text is when needing to differentiate
statements from body copy in smaller formats.

ANTIQUE OLIVE LIGHT
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%&

CUSTOM
SCRIPT

Shown below are examples of the custom script type face in use. This type style should primarily appear inside the restaurants rather than out of home advertising. It is meant to highlight key words and add interest to Miller’s phrases.

*NOTE THAT WHAT IS SHOWN HERE WILL CHANGE AS REFINEMENTS ARE MADE BY A TYPOGRAPHER. THIS DOCUMENT WILL BE UPDATED ONCE ILLUSTRATION ASSETS ARE GENERATED.

THE
Best
THING
BETWEEN
TWO
Buns

Quality
MEATS

COLOR

Primary Color

These are the Miller's primary brand colors. They should be used as the main color ways for every core brand touch point.

Secondary Colors

These are the Miller's primary brand colors. They should be used as the main color ways for every core brand touch point.

Pantone orange 021 C
CMYK: 0 83 100 0
RGB: 235 82 36
HEX: EB5224

White
CMYK: 0 0 0 0
RGB:225 225 225
HEX: fffffff

Pantone 2322 C
CMYK: 48 73 88 70
RGB: 63 33 11
HEX: 3d210a

Pantone Black 447c
CMYK: 100 100 100
100 RGB: 0 0 0
HEX: 000000

PHOTO- GRAPHY

PRODUCT
PHOTOGRAPHY:
OVERVIEW

Miller's photography is always focused on the quality of the product. It is always well lit, in focus and heroes the product in the most delicious way.



PRIMARY PRODUCT
PHOTOGRAPHY

Our primary product photography highlights the quality of our food. We make sure our meats are piled high, our buns are perfectly toasted and our ingredients are fresh and colorful. Our primary product photography heroes our food to look larger than life and irresistible.



PRIMARY PRODUCT PHOTOGRAPHY

Product is well lit and bright with harder shadows.

Bun is always perfectly toasted.

Ingredients are always crisp and fresh looking.

Cheese is melted and has beautiful highlights.

Meats are always piled high and layered for texture and depth.

Sauces are dripping in an intentional and taste provoking way.



SECONDARY PRODUCT PHOTOGRAPHY

Our secondary product photography shows our product in situation. We feature full meals of food and drink and make sure everything is well lit, appetizing and substantial.



SECONDARY PRODUCT PHOTOGRAPHY

Product is well lit and bright with harder shadows.

Products are organized in a balanced composition and photographed from above.

Products should be organized organically and the composition should feel natural rather than staged.

Products always look fresh and delicious.

Background colors and props should incorporate colors from the brand.



ILLUSTRATION

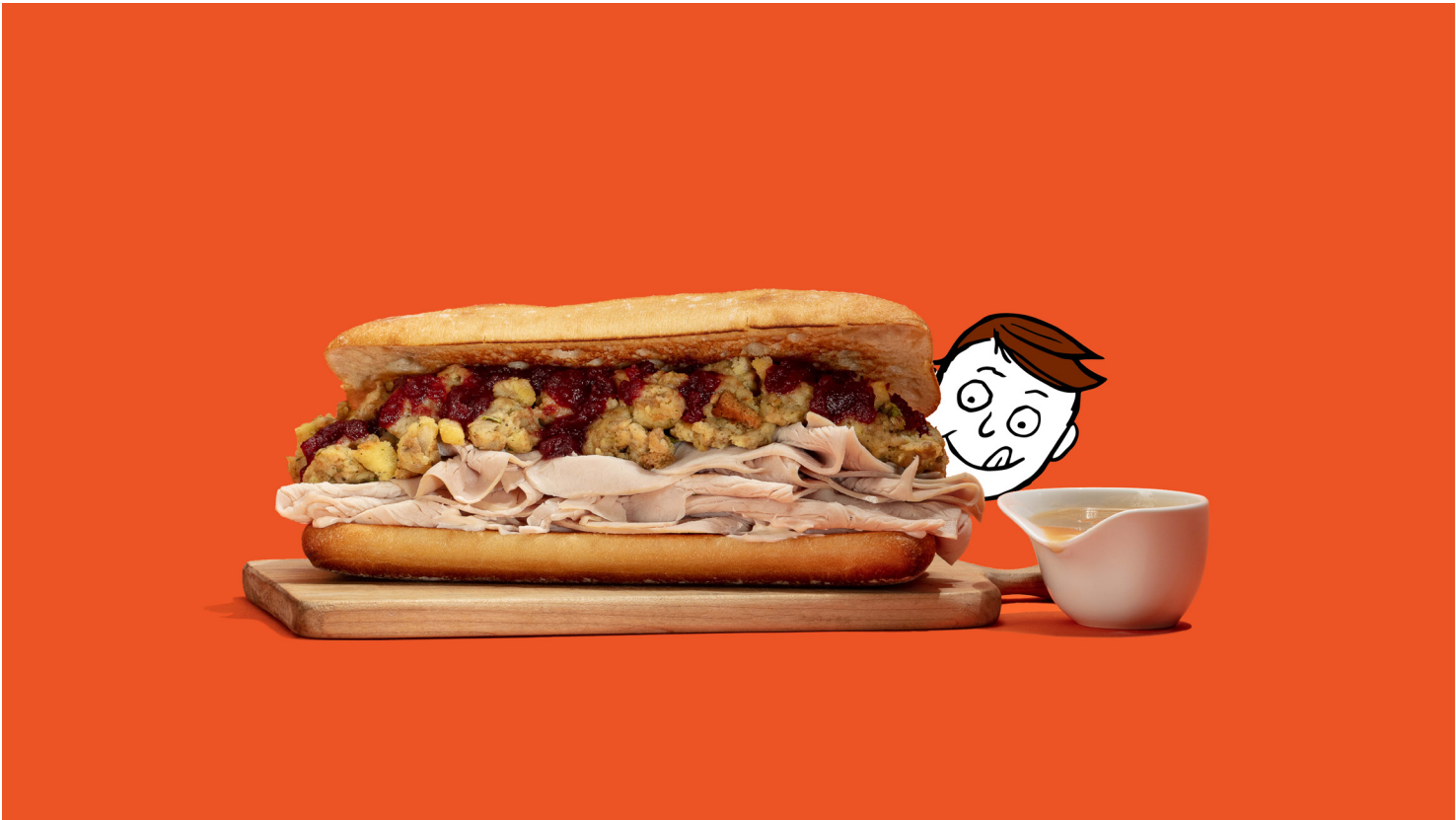
Illustrations: Hero

Illustrations should be used to tell a story or represent a headline. The style should remain consistent across all applications and only use colors from the primary and secondary color pallet.



ILLUSTRATION:
WITH FOOD

Illustrations can be paired with product photography to represent a headline and tell a playful story. The illustrations should never overshadow the product photography.



COMMUNITY
INSPIRED

All of our locations will feature a community illustration that demonstrates Miller's connection to specific localities. They will help connect the brand to the community and reinforce Miller's commitment to the people they serve.



TONE OF VOICE

TONE OF VOICE

The Millers tone of voice should feel playful, simple and confident. Headlines and copy should primarily feature themes of quality, community, and people. As a whole, Miller’s tone of voice is positive and inviting.

**QUALITY
FOOD MADE
FRESH!**

**AUTHENTIC,
SLOW ROASTED
ROAST BEEF
GOODNESS.**

**THE BEST
THING
BETWEEN
TWO BUNS.**

QUALITY

The Miller's is known for high quality food and high quality people. Headlines and copy should feature themes of quality, freshness, community, and people. Statements around quality should reinforce Miller's pride in their craft and confidence in their food.

QUALITY
FOOD MADE
FRESH!

CRAFTSMANSHIP
YOU CAN TASTE.

GOOD FOOD
MADE FOR
GOOD PEOPLE.

IF YOU WANT
THE BEST YOU
WANT MILLER'S.

ROAST BEEF

Although Miller's is more than Roast Beef, it is still an important part of the business. When talking about Miller's famous Roast Beef, the tone of voice should highlight taste, quality and consistency with bold, confident statements.

AUTHENTIC,
SLOW ROASTED
ROAST BEEF
GOODNESS.

ROAST BEEF
MASTERY.

50 YEARS OF
ROAST BEEF
PERFECTION.

MILLER'S LOVES
ROAST BEEF.

PLAYFUL

The Millers tone of voice is playful, simple and confident. These statements should be positive, inviting, and enjoyable to read.

OPEN WIDE
AND SAY
YUMMM.

THE BEST
THING
BETWEEN
TWO BUNS.

YOU DESERVE
SOME MILLER’S.

FOOD THAT
MAKES YOU
FEEL GOOD.

BRAND IN USE





- | | |
|---|---|
| 1 | 6 |
| 2 | 7 |
| 3 | 8 |
| 4 | 9 |
| 5 | |







SAUCE IT UP WITH

Miller's

SINCE HOUSE 1972

BBQ
SAUCE

BOTTLED IN EAST PROVIDENCE, RI

16 FL OZ • 474 ML • GLUTEN FREE

TURKEY

THANKS GIVING 7.99

1/4 lb. oven roasted turkey, stuffing, cranberry & mayo.

ADD A SIDE OF GRAVY FOR DIPPING .99

TURKEY BLT 7.99

1/4 lb. Turkey, bacon, lettuce, tomato & mayo

ROASTED TURKEY 5.99

ADD EXTRA PROTEIN TO ANY SANDWICH

BEAST IT 4.00

BUILD IT YOUR WAY!

Top it with cheese, veggies & more

CHICKEN

CHICKEN BLT 7.99

REGULAR OR BUFFALO STYLE Chicken, Bacon, Lettuce, Tomato & Mayo

CHICKEN TENDERS & FRIES 7.99

REGULAR OR BUFFALO STYLE

1/2 pound white meat antibiotic free chicken tenders served with a generous portion of our signature fries and your choice of dipping sauce: BBQ, Honey Mustard, Sweet & Sour, Or Ranch

CHICKEN & WAFFLES 8.99

Fried chicken between 2 delicious waffles topped with a bacon · hot pepper spread.

SYRUP FOR DIPPING AVAILABLE!

CHICKEN SANDWICH 5.99

(BUILD IT YOUR WAY!)

Top it with cheese, veggies & more

Miller's

ROAST BEEF

SIGNATURE

Our certified Angus beef is always fresh and slow roasted in house. Our roast beef is sliced thin and cooked to medium rare perfection. We can make any sandwich any way you like and always give a hearty portion.

BUILD YOUR OWN

TRADITIONAL 5.79
(1/4 POUND. 4 OZ)

MEDIUM 7.79
(1/3 POUND . 6 OZ)

BEAST 10.79
(1/2 POUND · 8 OZ)

TOPPINGS

CHEESE

American

swiss

pepper-jack

ADD BACON
1.49

VEGGIES

Lettuce

Tomato

Raw onion

Grilled onion

Pickles

Cherry pepper

SAUCES

Miller's BBQ

Horseradish

Townie

Chipotle mayo

FRENCH DIP 8.99

6 oz of our signature Roast Beef, melted Swiss cheese, horseradish sauce & grilled onions piled on a hearty ciabatta. Served with a side of Au Jus for dipping.

ROAST BEEF BLT 7.99

1/4 Pound of our signature Roast Beef served with bacon, lettuce, tomato & mayo. Jazz it up and substitute our Townie Sauce (Chipotle Mayo)

ROAST BEEF SLIDER TRIO 8.99

3 signature Roast Beef sliders with melted cheese & sauce: American & Miller's BBQ, Swiss & Horseradish & Pepper Jack & Townie (Chipotle Mayo)

PASTRAMI & CORNED BEEF

PASTRAMI REUBEN 7.99

1/4 lb. Pastrami, Swiss cheese, thousand island and home-made slaw. Served on Marble Rye or Round Roll

CORNED BEEF REUBEN 7.99

1/4 lb. Authentic Corned Beef, Swiss cheese, thousand island and home-made slaw. Served on Marble Rye or Round Roll

PASTRAMI SANDWICH 5.99

BUILD IT YOUR WAY!

Top it with cheese, veggies & more

CORNED BEEF SANDWICH 5.99

BUILD IT YOUR WAY!

Top it with cheese, veggies & more

PORK

KICKIN' COWBOY 7.99

1/4 lb. pulled pork, onion rings, home-made slaw & Townie Sauce (Spread)

BBQ PULLED PORK 7.99

BUILD IT YOUR WAY!

Top it with cheese, veggies & more

PULLED PORK FRY BOWL 5.99

Our signature fries loaded with 1/4 lb. BBQ pulled pork, cheese, 2 onion rings & Townie sauce.

ORDER ONLINE AT
ORDERMILLERS.COM





**CURBSIDE PICKUP
NOW AVAILABLE.**



Miller's
FAMOUS SANDWICHES

HOME OF MILLER'S
FAMOUS ROAST BEEF.



Miller's
FAMOUS SANDWICHES

ADAM'S

P5329

QUESTIONS?

With any design questions please
contact Rugged Coastal at:

hello@ruggedcoastal.com

Miller's

