



BRAND GUIDELINES  
RED'S LAKEHOUSE | VERSION 02

PRIMARY LOGO  
RED'S LAKEHOUSE

Standard Logo



Color Variations



The Red's Lakehouse logo seen on this page will serve as the primary brand identifier. This logo includes the Red's Burgee, Lakehouse script, and "Restaurant & Bar" tagline.

SECONDARY LOGO  
RED'S LAKEHOUSE

Type Only Logo

RED'S LAKEHOUSE  
RESTAURANT & BAR

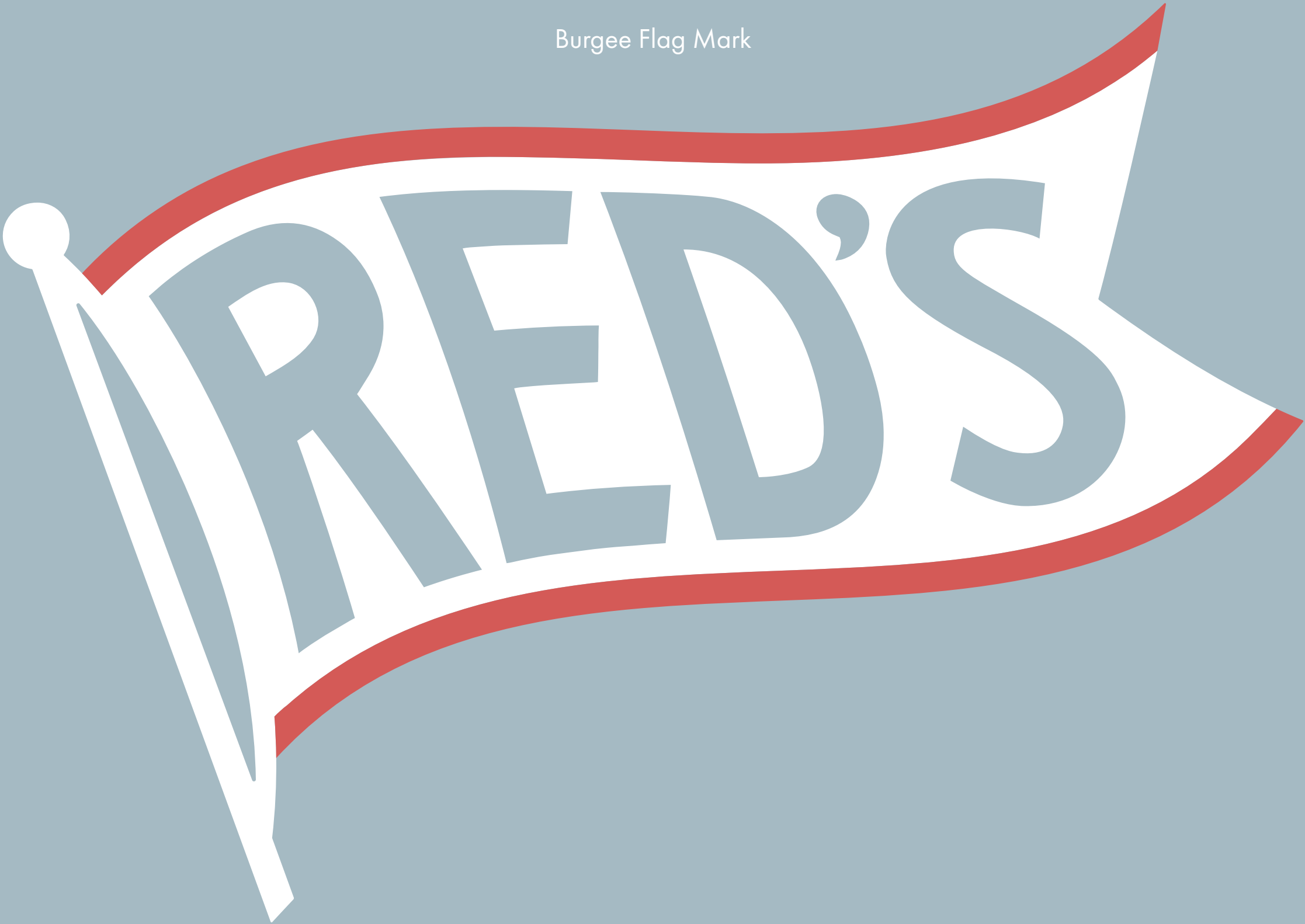
Color Variations

The secondary Red's Lakehouse wordmark will serve as the brand identifier to be used when vertical space is limited.



BURGEE FLAG  
RED'S LAKEHOUSE

Burgee Flag Mark



Color Variations



The tertiary Red's Lakehouse Burgee Flag will serve as a brand identifier to be used when overall space is limited, or where a distinctive graphic is needed. This mark brings a sense of the lakeside breeze commonly found on Lake Erie.

# BRAND COLOR PALETTE

RED’S LAKEHOUSE

This boating-inspired color palette makes up a crucial part of the Red’s Lakehouse brand. These colors should be adhered to without exception.

**Pantone Values** are used when working with outside vendors where color consistency is critical: packaging updates, environmental graphics, and signage production specifically.

**RGB Values** are used in certain web and digital scenarios.

**HEX Codes** are most often used in website development and other digital scenarios.

<div>DEEP NAVY</div> <div>PANTONE 2216 C</div> <div>R: 36 G: 70 B: 83</div> <div>HEX: #244653</div>	<div>BREEZY BLUE</div> <div>PANTONE 7542 C</div> <div>R: 204 G: 159 B: 83</div> <div>HEX: #99B2BB</div>	<div>WHITE</div> <div>R: 255 G: 255 B: 255</div> <div>HEX: #FFFFFF</div>	<div>WORN RED</div> <div>PANTONE 2032 C</div> <div>R: 205 G: 79 B: 78</div> <div>HEX: #CD4F4D</div>
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PRIMARY LOGO BREAKDOWN  
RED'S LAKEHOUSE

Level 02  
Red's Burgee / Identifiable Mark



Level 01  
Lakehouse Script



Level 03  
Eckhardt Sans Regular

RESTAURANT & BAR

BRAND TYPE PALETTE

RED’S LAKEHOUSE

ECKHARDT SANS JNL  
REGULAR

[Purchase Eckhardt Sans JNL](#)  
[Open Source Alternative](#)

A A

AA BB CC DD EE FF GG HH II  
JJ KK LL MM NN OO PP QQ RR  
SS TT UU VVXX YY ZZ  
0123456789 !@#%\*

SAA SERIES C D

[Purchase SAA Series Typefamily](#)  
[Open Source Alternative](#)

A A

AA BB CC DD EE FF GG HH II  
JJ KK LL MM NN OO PP QQ RR  
SS TT UU VVXX YY ZZ  
0123456789 !@#%\*

FUTURA PT  
Bold  
Heavy  
Demi  
Medium  
Book  
Light

A d

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu VvXx Yy Zz  
0123456789 !@#%\*

The brand typefaces for Red’s Lakehouse are Eckhardt Sans, SAA Series, and Futura PT. These typefaces are a modern approach to a sans serif with vintage nautical flourishes—perfect for this Marblehead restaurant.

# COCKTAILS

**Header/Title**  
Eckhardt Sans Regular

## RUM DRINKS

**Subheader**  
SAA Series C D

### POMEGRANATE MOJITO

Don Q Cristal Rum, Pomegranate Juice,  
Mint, Lime, Soda

### PEACH MELBA DAIQUIRI

Zaya 10 Rum, Peach Nectar,  
Creme de Framboise, Lime

**General/Body Copy**  
Futura PT Medium  
Mixed Case

## BOURBON DRINKS

### RED'S CLASSIC MANHATTAN

Evan Williams Bonded Bourbon, Maple,  
Hazelnut Liqueur, Walnut Bitters

### DOCKSIDE SIPPER

Early Times Whiskey, Lemonade  
and Iced Tea, Mint

**Item Name**  
Futura PT Bold  
Uppercase

The type treatment shown above is a strong example of how the versatile brand type palette can be, used in a variety of treatments from Headlines and Sub-Headlines, to robust and hearty body copy.



# BRAND PHOTOGRAPHY

## RED'S LAKEHOUSE



### FOOD PHOTOGRAPHY

Food photography should be refined and engaging: featuring crisp focus, bright lighting and color grading with soft shadows, and highlighted ingredients.



### EMPLOYEE ENGAGEMENT

Included in Red's marketing photography, employees should be highlighted, particularly when creating food-focused content.



### CUSTOMER PHOTOGRAPHY

People are a focal point of Red's. Aim to feature the diversity of customers when setting up photoshoots and capturing the unique Lakehouse experience.



### RED'S LAKEHOUSE CULTURE

Content should be taken on premises to highlight the Lakehouse, its people, materials, lighting, and overall atmosphere.



# ADDITIONAL BRAND OPPORTUNITIES

## RED'S LAKEHOUSE



The full Red's Lakehouse logo and mark family may also be featured through a more social aspect of the brand: merchandising. This exploration sets the stage for the life-on-the-lake aesthetic by Red's.

Scale and placement should be thoughtfully considered to align with the clean, friendly personality of Red's.

# ASSET FILES

RED'S LAKEHOUSE



Reds-Logo-Blue-Red.ai



Reds-Flag-Blue-White.ai



Reds-Wordmark-Blue.ai

The assets on this page are the essential Red's Lakehouse logo assets. These files have been provided in the following formats: Adobe Illustrator, EPS, PNG, and JPEG.

[Download Brand Assets](#)

