



BRAND STANDARDS

A guide for using and protecting the
visual identity of Americana Diner

OUR LOGO

Clean, sophisticated, timeless.
Our logo depicts the vision for an elevated,
and forward-thinking diner. Confident in its
simplicity while friendly in tone.

OUR ICON

A simple, recognizable secondary mark.
The icon is derived from Americana's previous
“plate setting” graphic and is designed to
offer distinction in a variety of applications—
particularly at smaller sizes.

AMERICANA
— DINER —



LOGO EXTENSIONS

Americana Diner is not a typical diner.

Our brand is set apart by an extensive wine program, a full-service bakery, catering and event hosting services.

We're proud of the many ways in which we serve our community.

PRIMARY

AMERICANA
— DINER —

EXTENSIONS

AMERICANA
— CATERING —

AMERICANA
— EVENTS —

AMERICANA
— BAKERY —

AMERICANA
— WINERY —

ANATOMY OF OUR LOGO

Despite its simple appearance, our logo is a skillfully crafted mark, working within a system, that allows for additional extensions of the brand.



D = X Height is equal to the spacing set between horizontal rules and first / last letters of descriptor

SIZE & SPACING

A few simple rules to assure maximum legibility of our mark.

MINIMAL SIZE — PRINT

Full logo should not print smaller than 1 inch wide.

Icon should not print smaller than 1/2 inch wide.

AMERICANA
DINER

1 inch



1/2 inch

MINIMAL SIZE — DIGITAL

Full logo should not display smaller than 150 pixels wide.

Icon should not display smaller than 60 pixels wide.

AMERICANA
DINER

150 px



150 px

ANCHORED RULES

Ends of rules remain anchored to center line of first / last "A"

AMERICANA
CATERING

SPACING

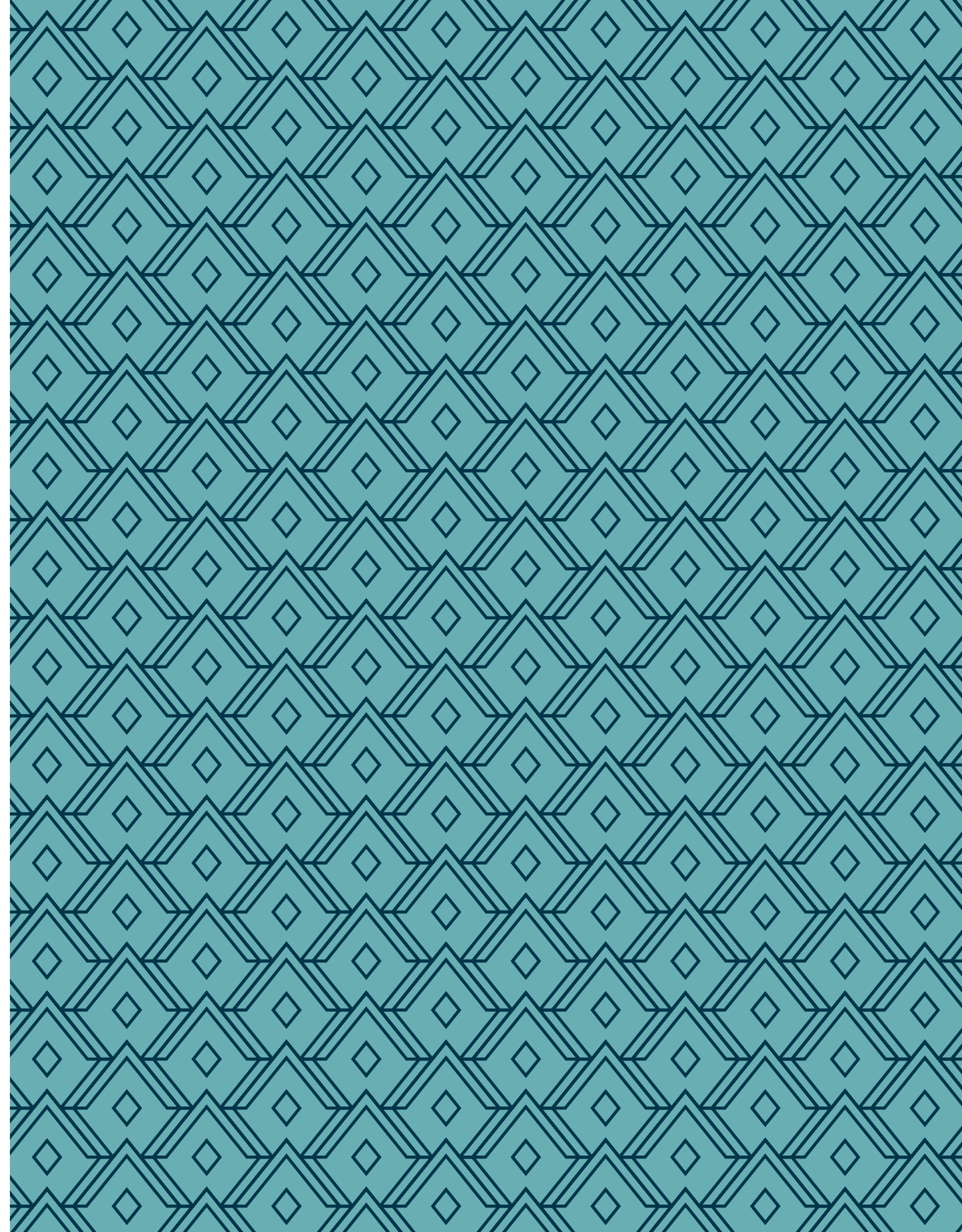
For best results keep information outside of logo boundary space. Logo files have been set up with these boundaries in place.

AMERICANA
DINER

PATTERN

The pineapple. A symbol for hospitality and the enduring values of warmth and welcome.

Stylized to reflect the geometry of our logotype, the simplified pineapple skin “tiles” produce a classically-inspired pattern that may be used to enhance menus, collateral and other branded touch-points.



THE RIGHT IMPRESSION

Represent well. Using the correct version of the Americana Diner logo is critical to assure consistency and cohesiveness across each and every application.

2-COLOR — PRIMARY USE

On light backgrounds the 2-color logo is the preferred option to use.

2-COLOR — REVERSED

On dark backgrounds the “AMERICANA” name should be knocked out (white) to allow for higher contrast. If descriptor is difficult to read, opt for all-white option for optimal readability.

1-COLOR

Alternative to the 2-color option or for single color applications, such as foil stamping.

AMERICANA
— DINER —

AMERICANA
— CATERING —

AMERICANA
— EVENTS —

AMERICANA
— BAKERY —

AMERICANA
— WINERY —

AMERICANA
— DINER —

AMERICANA
— CATERING —

AMERICANA
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AMERICANA
— BAKERY —

AMERICANA
— WINERY —

AMERICANA
— DINER —

AMERICANA
— CATERING —

AMERICANA
— EVENTS —

AMERICAN
— BAKERY —

AMERICANA
— WINERY —

COLOR PALETTE

Being a different kind of diner, we adopted a warm mid-century American palette that creates an aesthetic tone as distinctive as our food and drink offering.

CMYK

For most printing applications, including digital and four color process printing.

ie: menus, magazine ads

RGB / HEX

For digital applications. This should be used to format graphics for online / mobile space.

ie: online ads, website

PMS (PANTONE)

For specialty printing. Preferred method for limited color applications.

ie: thread, letterpress coaster

PRIMARY

AMERICANA BLUE

CMYK: 100 / 75 / 50 / 40
RGB: 0 / 53 / 75
HEX: 00354A
PMS: 302 C

AMERICANA TEAL

CMYK: 60 / 15 / 30 / 0
RGB: 104 / 174 / 178
HEX: 67ADB1
PMS: 7472 C

SECONDARY

VINTAGE CORAL

CMYK: 0 / 35 / 25 / 0
RGB: 249 / 181 / 171
HEX: F8B4AA
PMS: 169 C

DEEP BLUE

CMYK: 100 / 75 / 50 / 75
RGB: 0 / 19 / 38
HEX: 001225
PMS: 296 C

RUSTIC GOLD

CMYK: 10 / 30 / 90 / 0
RGB: 230 / 178 / 58
HEX: E6B239
PMS: 110 C