



# **MILE HIGH CHICKEN**

**Managed By L.O.V.E. Restaurant Group**

## **BRAND VISUAL GUIDELINES**

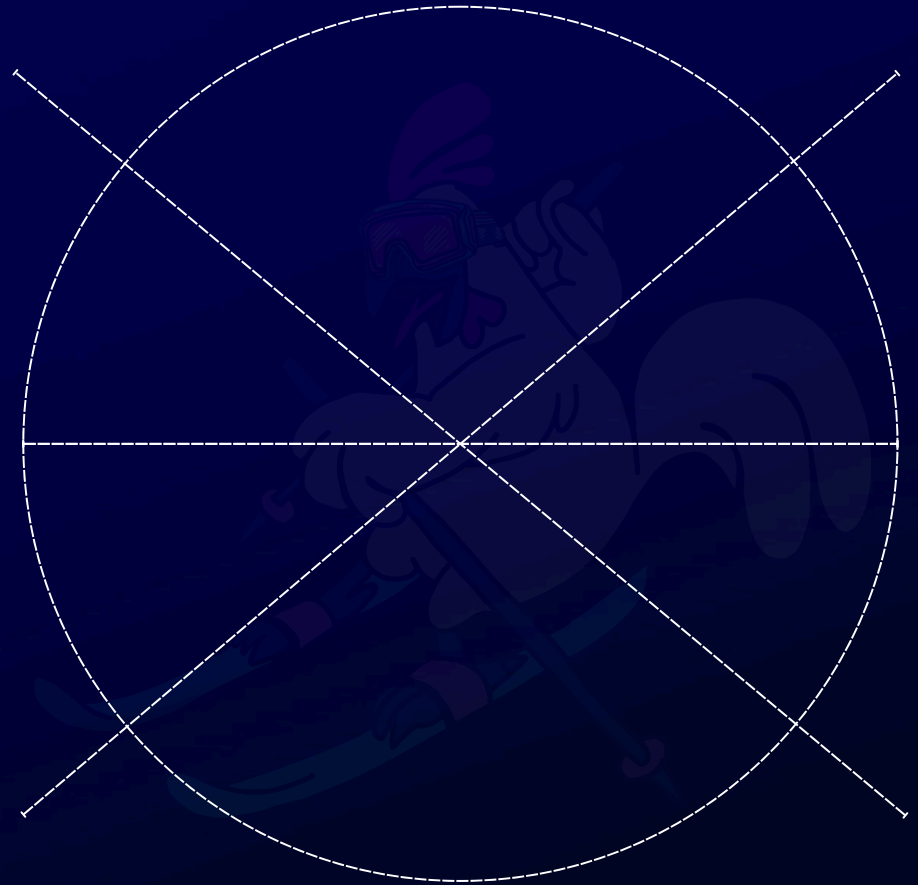
# BRAND VISUAL GUIDELINES

Brand visual guidelines serve as an essential owner's manual that outlines how to effectively utilize the brand and its elements. These guidelines act as a reference for anyone who interacts with the brand, both internally and externally. The primary objective of this guide is to establish a set of protocols for using key brand elements such as logos, typography, and colors, ensuring consistent and visually appealing representation across all communication channels.



# ICON LOGO

Your logo is much more than a mere representation of your name. It embodies your core values and sets you apart from your competitors. This section delves into the design reasoning behind your logo and offers direction on effectively utilizing it. Ensuring consistent utilization of your logo enhances brand recognition across all touchpoints and establishes a unique brand identity that distinguishes you from competitors.



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# LOGO INTRODUCTION



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# LOGO INTRODUCTION

**Bright and vibrant design:** Our logo utilizes bold, eye-catching colors to reflect our company's dynamic personality and enthusiasm for exceptional dining experiences. The vibrant color palette also signifies our commitment to creativity and innovation in the restaurant industry.

**Representation of communities:** The inclusion of mountains in our logo represents the unique communities of Colorado and Utah, where our restaurants are located. These mountains serve as a nod to the local landscapes and natural beauty that surrounds us.



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**Clear, friendly, and contemporary font:**

Our font selection reflects our commitment to approachability, clarity, and modernity. The chosen font promotes a friendly and accessible vibe while remaining sophisticated and relevant in today's restaurant industry.

**"Managed by L.O.V.E. Restaurant Group" tagline:**

The tagline recognizes our managing restaurant group and serves as a reminder of our core values and mission - Living Our Values Every Day.

# FULL-COLOR LOGOS



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# WHITE LOGOS



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# WHITE LOGOS w/ COLOR



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# LOGO IN ENVIRONMENT

When using the logo in environmental contexts, use either of the Mile High Chickens white versions.



When using the logo in environmental contexts, if over medium color or photography with a busy background, you may add a light square behind copy, then use the logo.



MILE HIGH  
OVERLOOK  
ELEV. 5250

MILE HIGH  
OVERLOOK  
ELEV. 5250

# COLOR PALETTE

The color palette chosen for our brand is an expression of our adventurous spirit and connection to mountain culture. Midnight Slope, Rocky Mountain Grey, Electric Blue, Neon Peak Pink, and Summit Sky Blue have been carefully selected to reflect our brand's identity and values.

Midnight Slope represents the challenging and exhilarating terrain of the mountain slopes, while Rocky Mountain Grey evokes the rugged and natural beauty of the mountain range. Electric Blue and Neon Peak Pink embody the playful and lively energy of skiing and mountain culture, while Summit Sky Blue captures the cool and serene beauty of the mountain sky.

Together, these colors create a cohesive and distinct visual identity for our brand, reflecting our passion for adventure, fun, and exploration. It's important to maintain consistency in the use of these colors across all touchpoints to strengthen the recognition and impact of our brand.

## PRIMARY COLOR PALETTE

|                                                                                     |                                                                                       |                                                                                       |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>CMYK:</b><br>100, 99, 0, 71<br><b>RGB:</b><br>2, 8, 75<br><b>HEX:</b><br>#3C2766 | <b>CMYK:</b><br>0, 0, 0, 36<br><b>RGB:</b><br>166, 166, 166<br><b>HEX:</b><br>#A6A6A6 | <b>CMYK:</b><br>23, 93, 178<br><b>RGB:</b><br>87, 48, 0, 30<br><b>HEX:</b><br>#175DB2 |
| MIDNIGHT<br>SLOPE                                                                   | ROCKY<br>MOUNTAIN<br>GREY                                                             | SUMMIT SKY<br>BLUE                                                                    |

## SECONDARY COLOR PALETTE

|                                                                                      |                                                                                      |                                                                                |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <b>CMYK:</b><br>100, 0, 0, 0<br><b>RGB:</b><br>0, 255, 255<br><b>HEX:</b><br>#00FFFF | <b>CMYK:</b><br>0, 100, 0, 0<br><b>RGB:</b><br>255, 0, 255<br><b>HEX:</b><br>#FF00FF | <b>CMYK:</b><br>0, 0, 0, 100<br><b>RGB:</b><br>0,0,0<br><b>HEX:</b><br>#000000 |
| ELECTRIC<br>BLUE                                                                     | NEON PEAK<br>PINK                                                                    | BLACK                                                                          |

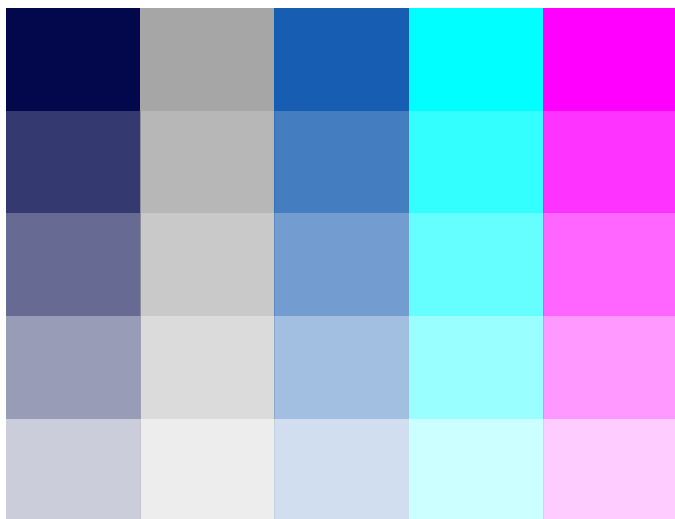
# COLOR USAGE

Our brand will feature Midnight Slope and Rocky Mountain Grey as the primary colors, with Electric Blue and Neon Peak Pink as accent colors. These color choices represent our connection to mountain culture and evoke a sense of adventure, excitement, and playfulness.

Midnight Slope and Rocky Mountain Grey serve as the foundational colors for our brand, providing a strong and stable visual identity. Electric Blue and Neon Peak Pink will be used sparingly as accent colors to create contrast and draw attention to important information.

Below on the right is a chart with vertical lines that models how often the colors in our palette should appear across your collateral. Additionally, we can adjust the tone of each color to create more depth and variation within our design elements and touchpoints, as shown in the chart on the left. This allows us to create a unique and dynamic visual identity that reflects our brand's personality and values.

## COLOR TINTS



## COLOR TINTS

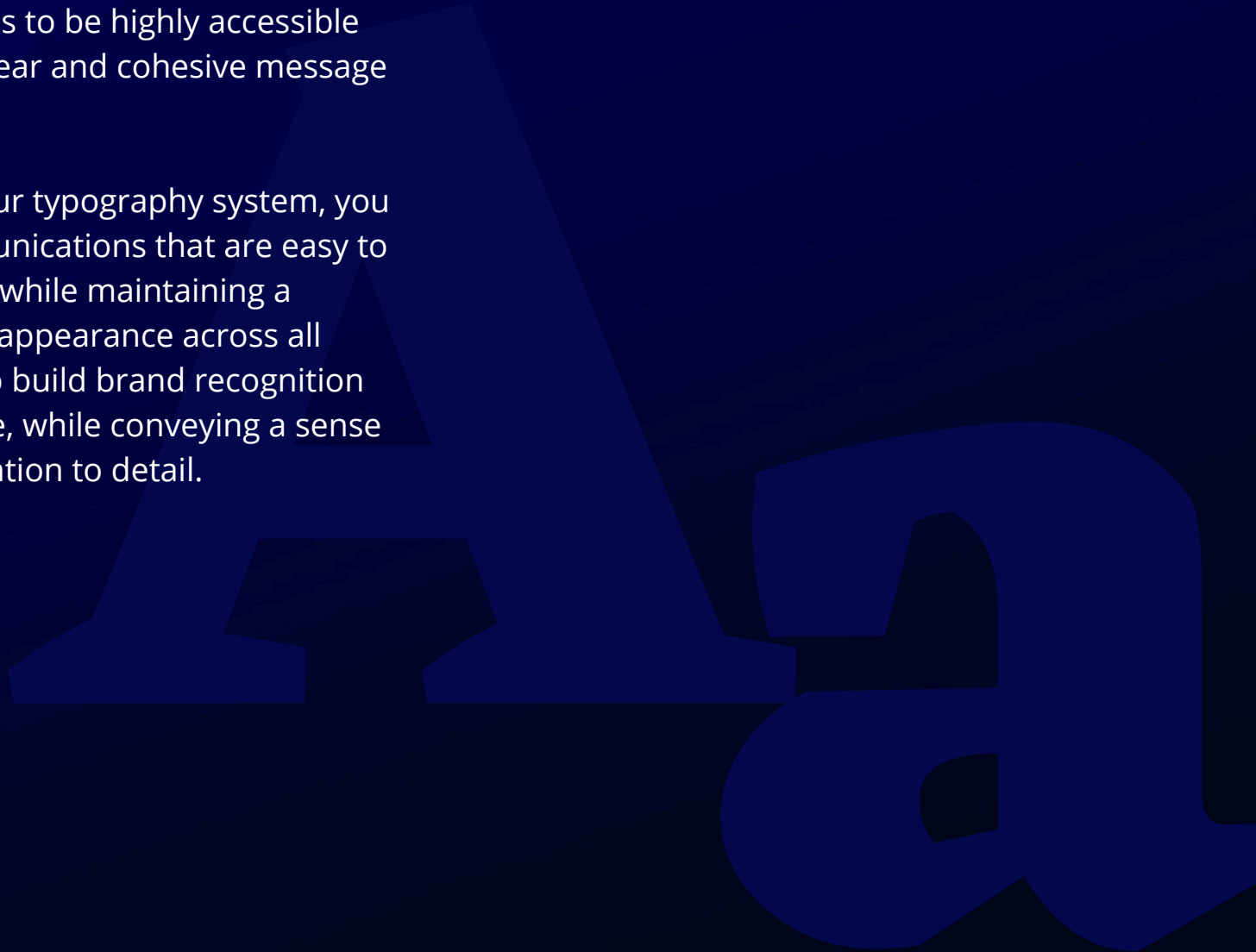




# TYPOGRAPHY

Our typography system is carefully crafted to reflect our brand's values of clarity and modernity. With a clean and modern design, our typography enables your written communications to be highly accessible and engaging, providing a clear and cohesive message to your audience.

By becoming familiar with our typography system, you will be able to design communications that are easy to read and visually appealing, while maintaining a consistent and professional appearance across all touchpoints. This will help to build brand recognition and trust with your audience, while conveying a sense of professionalism and attention to detail.



# TYPEFACE

## Open Sans

Open Sans is a modern and adaptable typeface that enhances the readability and accessibility of your communications. With its clean and contemporary design, it's the ideal choice for conveying a sense of professionalism and sophistication across all touchpoints. Its widespread availability and extensive character set make it a reliable and trusted choice for designers and marketers alike. Using it for 90% of your communications will provide a strong and consistent visual identity that reflects your brand's values of modernity, accessibility, and professionalism.

## Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

**OPEN SANS**

LIGHT

REGULAR

**BOLD**

**EXTRA BOLD**

# TYPEFACE

## Eczar

Eczar is a versatile font that adds sophistication and elegance to our brand's visual identity. With its classic serif design, it's perfect for impactful headlines that convey authority. It creates a consistent and distinctive visual identity that reflects your brand's values of quality, elegance, and professionalism. With its classic serif design, Eczar evokes a sense of tradition and timelessness, while its bold and striking appearance is reminiscent of the neon lights and bold colors found on the mountain. Using Eczar for impactful headlines helps create a strong and distinctive visual identity that reflects our brand's connection to mountain culture, while conveying a sense of authority and professionalism.

## Eczar Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

ECZAR

LIGHT

REGULAR

BOLD

EXTRA BOLD

# TYPE USAGE

It is important to use the typography system consistently. Follow the designations to the right to understand the requirements regarding sizing, spacing, and alignment.

The logo should never compete with the text for attention.

Headline, title, or other display copy is set prominently large.

All caps may be applied sparingly, such as to subheads and by-line.

Body copy is left-aligned and smaller than the headline. Lines are not excessively long.

Important numbers should be set large to bring attention to display data.

Caption copy should be set very small but still legible.



## SUMMARY BRIEF

### Living Our Values Every Day

#### OUR MISSION

To love our employees, so our employees can love our guests, (develop, empower, and listen)

**For our employees** – Nurture the professional and personal growth of our employees by fostering a magnificent and secure environment that inspires them to elevate their energy, enhance their mindset, and raise their aspirations.

**For our guests** – Create and serve a fresh, delicious meal with warm hospitality in a clean, safe and inviting environment that provides exceptional value.

# 400

Over 400 Mile High Chicken employees lives changed.



# MILE HIGH CHICKEN

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If you have any questions about this guidelines document and its use, please contact the Mile High Chicken Marketing team at [dj@loveqsr.net](mailto:dj@loveqsr.net)