



Brand & Graphics Guide

chriskellett.com

Ascona Fish Bars

The Ascona Fish Bar branding has been created to present a clean, crisp impression utilising the Ascona Group Orange and a deep blue to create a nautical feel.

The orange line is used to carry the design narrative through any graphic to match the overall styling of the brand. Using the clean white in conjunction with the sharp contrasting colours presents information clearly and make any written content easily read.

The crisp graphical elements when combined with high-quality food images develop an easy to understand message making it very clear what Ascona Fish Bar offers and the high quality of the product.





PT SANS NARROW
ASSISTANT
Kaushan Script



#1A2B65



#00ACEB

Ident

The Ascona Brand ident uses a simplified ribbon graphic to announce the company name in combination with sizeable upper-case lettering. The orange line forms a border ending in a tail that forms to opposing hooks.

The ident has two versions; the first is a simple logo, the second uses the strapline "Delish Fish".

The brand uses three font families; 'Assistant' for the company name, 'PT Sans Narrow' for the fish bar wording and 'Kausan Script' for the strapline.

The main colour set is made up of; white, '#1A2B65' dark blue and '#00ACEB' orange.

Logo do's and don'ts.

To ensure the logo retains its clean look and feel it should follow closely to these do's and don'ts.

No dropshadows, skewing, stretching or embossing. When used on a strong background image use a clean white background and border.



Print and Graphics

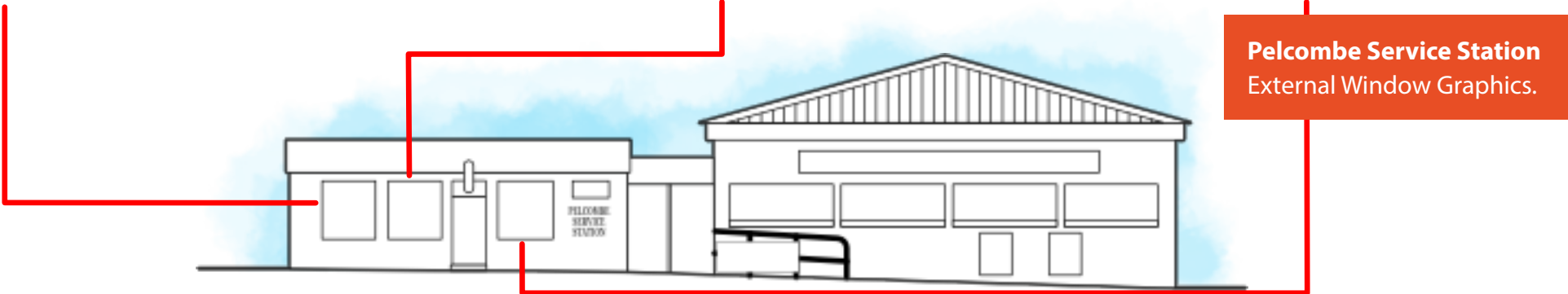
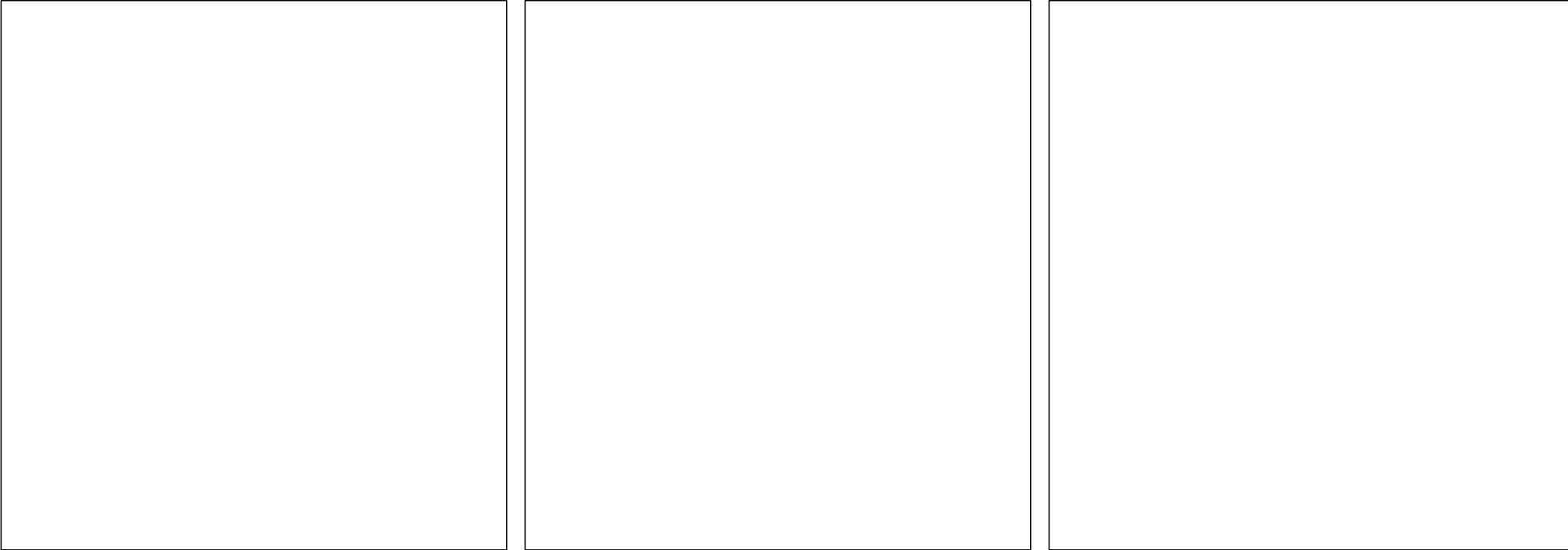
Ascona Fish Bar branding should always be clear and easy to understand. Making good use of white-space not only makes the message or information stand out but also reduces print costs.

The following are examples of branding in use on various items to present



External & Internal Signage

Any internal or external signage should follow the examples and guidelines previously set. Using the orange line narrative used in the primary logo ensures that the overall message and theme of the brand artwork.





Pelcombe Service Station
External Window Graphics.





Pelcombe Service Station
Pump Price Sign Advert



Pelcombe Service Station
Pump Price Sign Advert



Chips

Large Chips	£1.90
Regular Chips	£1.60
Small Chips	£1.20
Chip Butty	£2.20

Sausages

Small Sausage	£0.80
Jumbo Sausage	£0.90
Veggie Sausage	£1.40
Battered Sausage	£1.50
Battered Veggie Sausage	£1.40
Battered Jumbo Sausage	£1.50
Rissole	£1.55
Chinese Rib	£1.90
Faggots & Gravy	£1.90
Faggots, Peas & Chips	£3.99

Pies

Steak Pie	£2.40
Mince Beef & Onion Pie	£2.40
Chicken & Mushroom Pie	£3.40

Fish

Large Cod	£4.95
Regular Cod	£3.80
Small Cod	£2.90
Fish Bites	£1.00
Scampi	£3.30
Homemade Fishcake	£1.60
Spring Roll (veg)	£1.40
Pea Fritter	£1.20
Pineapple Fritter	£1.30
Grated Cheese	

Burger

Battered Burger	£1.60
Burger in a Bun	£2.20
Cheeseburger in a Bun	£2.40
Double Burger in a Bun	£3.20
Double Cheese in a Bun	£3.60
Battered Chicken Burger in a Bun	£3.60

Chicken

Chicken Chunks in Batter	£2.35
Chicken Nuggets (4)	£1.40
Chicken Nuggets (6)	£2.10
Chicken Portion	£2.99
Chicken & Chips Meal	£3.99

Sauces

Curry Sauce	£1.00
Mushy Peas	£1.00
Gravy	£1.00
Baked Beans	£1.00
Onion Rings	£1.20
Battered Roll	£0.80
Sauce	£0.20
Large Sauce	£0.40

Misc

Plastic Cutlery	£0.10
Carrier Bag	£0.05

OPEN DAILY: MORNINGS 7 - 9 AM | EVENINGS 4-10 PM

Pelcombe Service Station
Internal Grapics and prices.