Brand Guide

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BIGGIE BRANDS®

CITY Jewell MARKETING & PR

prepared by Kat Kotrla
and Christy Strange

Overview

Gina's
on congress

Nestled on Congress Avenue in a historic turn of the century building, it's a place where locals can feel like royalty and visitors become inspired.

Gina is short for Regina in Italian and translates as "Queen." Famed Italian actress, photographer, and international icon Gina Lollobrigida popularized the nickname after rocketing to fame as a queen of the Italian big screen in the 1950's and 60's. At one pointed dubbed "The Most Beautiful Woman in the World," Lollobrigida became an inspiration and muse to the rich and famous around the world, most notably filmmaker Howard Hughes. A painting of her by local Austin artist Federico Archuleta hangs at proprietor Cameron Lockley's sister restaurant Gusto Italian Kitchen + Wine Bar. Gina's on Congress is a downtown neighborhood restaurant offering the best of approachable, seasonal, Italian cuisine coupled with thoughtful and creative inspiration from Executive Chef Jason Tallent.

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Christy Strange

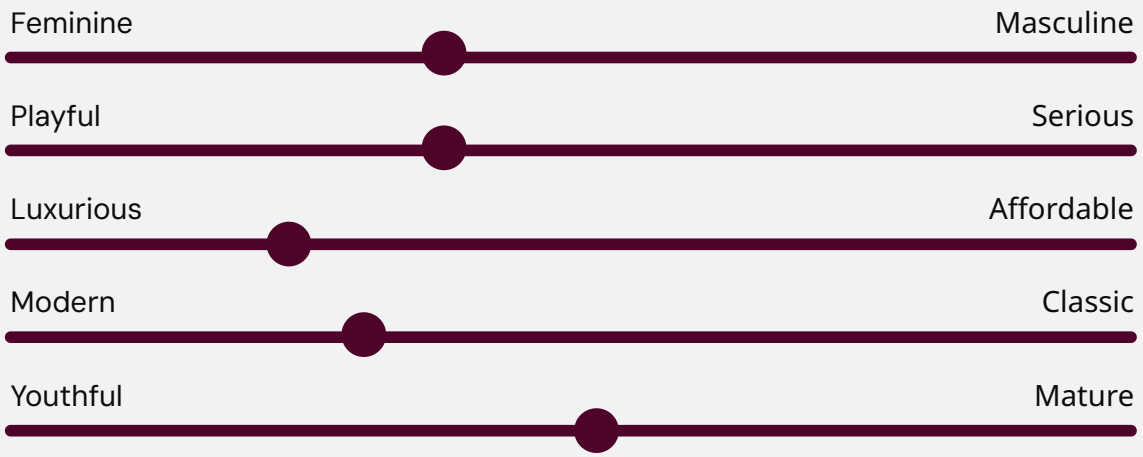
Brand Personality

Inviting	**Warm**	Sophisticated
Smart	**Playful**	Polished
Inspired	**Fresh**	Creative

These are the themes that revolve around the “personality” of the Gina’s on Congress brand. It has a timeless feel that embraces the natural architecture of the historical building it resides in. Exposed brick, rich wood, bold tapestries and playful patterns keep the aesthetic cozy and fun, yet upscale. This chef-driven concept features seasonal Italian cuisine with a thoughtful and creative approach.

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Brand Characteristics



Brand Matrix :

A matrix visually shows how the brand will fit within the standard guidelines we measure any entity against.

The brand matrix of Gina's on Congress is almost equally feminine as it is masculine, but skews more playful, with a luxurious atmosphere that is more classic than contemporary.

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Brand Guideline

Identity

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Logo

Instead of choosing or customizing a main font for the logo, we decided to create a unique hand drawn “signature” to mimic the script handwriting of our muse the so called “Gina” making this a one of a kind brand.



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Source Sans Variable - Regular

Designed by Google

Secondary Font

The secondary font for “on Congress” tagline is Source Sans Pro Variable - Semi Bold. This font was chosen as a secondary font because of it’s clean look with lower-case characters.



ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

0123456789

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Colors

The keystone color for this brand has always been a rich Merlot wine. Complemented by a flat light grey, a light pink and to accent, Pantone color “hot mustard.”

Merlot

R-92 G-41 B-53
C-45 M-83 Y-59 K-49
#5C2935
Pantone 19-1522 Tcx Zinfandel

Light Grey

R-218 G-218 B-218
C-16 M-11 Y-11 K-0
#DADADA

Accent Color – Hot Mustard

R-251 G-202 B-42
C-2 M-20 Y-93 K-0.
#FBCA2A

Pink Lip

R-232 G-159 B-158
C-7 M-46 Y-27 K-0
#E89F9E

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Icon

The kiss mark has always been a part of this concept from inception. As much as the handwritten logo and the burgundy wine colorway has unique character of our muse “Gina” we wanted the icon to be just as personal. It adds a fun element to an elegant brand.

This can be used separate from the main logo and in different applications.





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Logo Variation

With or without the kiss mark, you can see here there can be many different applications to the brand.

From signage and window treatments to cocktail napkins.





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Brand Guideline

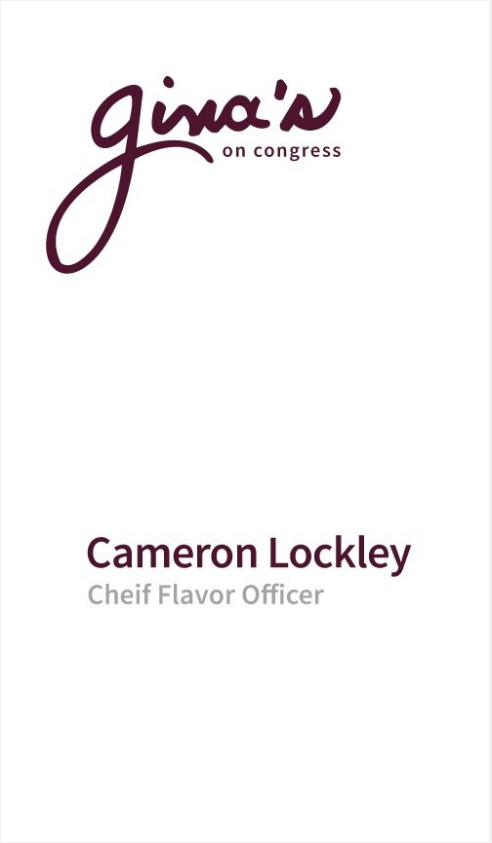
Collateral

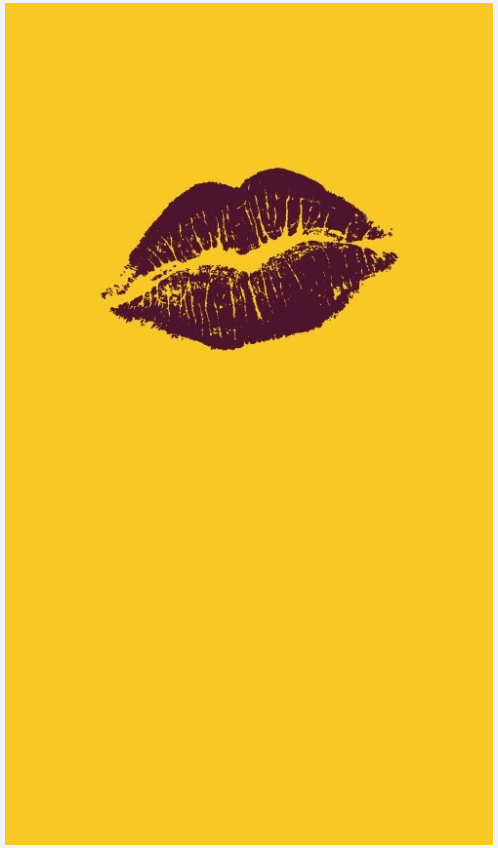
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Business Card

This business card follows the same style as the other restaurants in the Gusto family. Vertical design with simple clean front, and a bold eclectic pattern on the back.





Size :
3.5x4

Material :
Linen Paper

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Business Card

Each staff member of management staff will have a different variant on each back.





Size :
3.5x4

Material :
Linen Paper



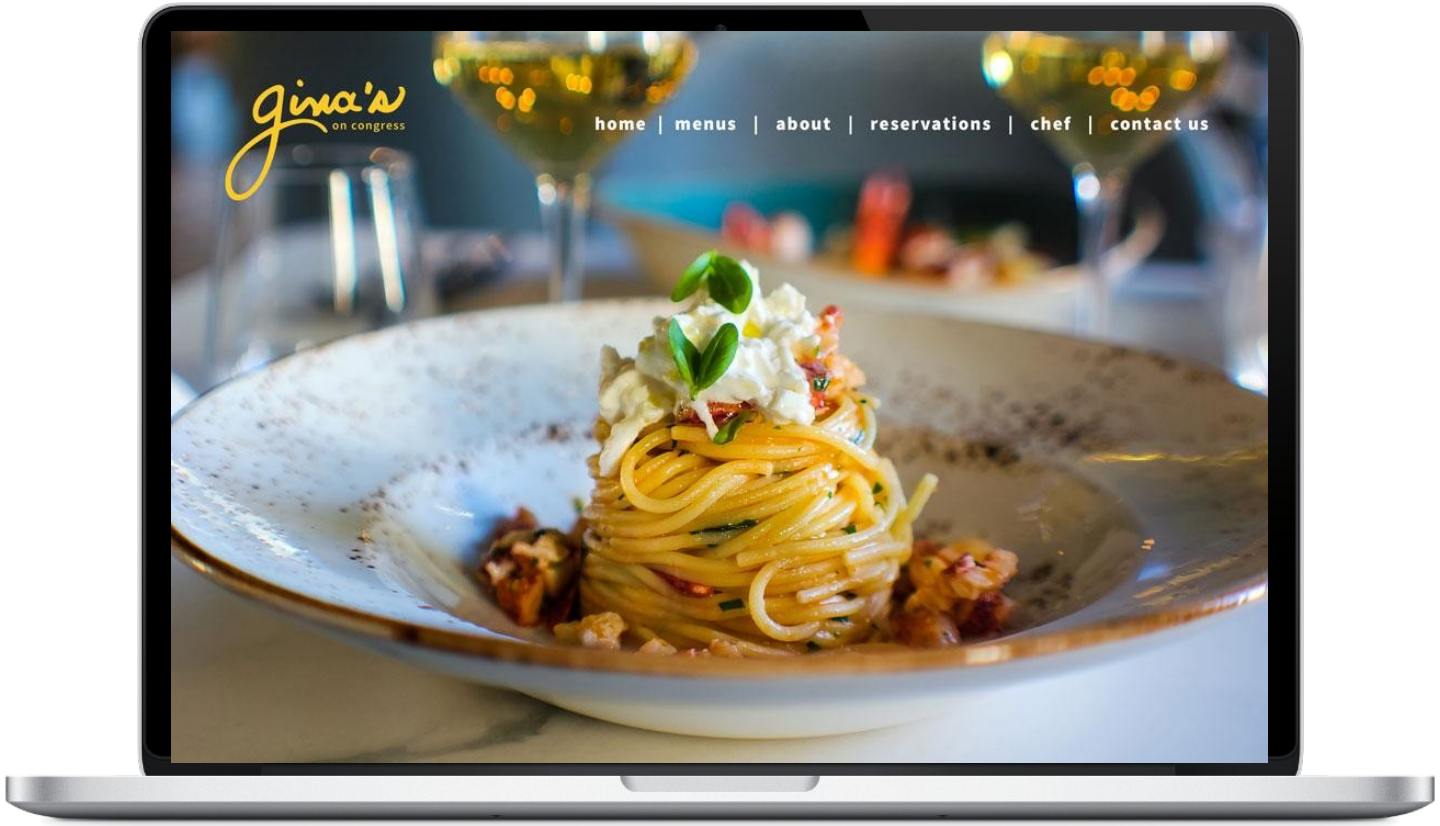
Other card options
Variant card backs

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Website Preview

This preview is just to help pre-visualize what the Gina's website site *could* look like with the branding.

As with any restaurant, food pictures will be dominant with accents of the brand elements and resourceful information.



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Website Preview Desktop



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Mobile Preview

An example of how the mobile responsive site could look with the new branding package.



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Uniforms



The logo looks clean and professional and can be easily embroidered on applications from server uniforms to chef jackets and hats.

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Thank You

We hope you enjoy your branding package we created for Gina's. If you have any questions please reach out ot your rep Christy Strange. We look forward to completing this project with you.

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Email : info@biggiebrands.com
Web : www.biggiebrands.com