



This is a brand guidelines sheet. It exists so that everything the Crown Inn puts out looks like it came from the same place. Hand it to anyone making a menu, a poster or a social post and they will have the logo, the colours and the fonts they need to match what is already on the building.

LOGO SUITE

The crown and wordmark are redrawn from the sign hung outside the pub rather than invented from scratch. The Primary logo carries the name and the village. The mark on its own is recognisable at small sizes where wording would disappear. Used consistently, they make media recognisable as yours before anyone reads a word of it.

Primary Logo

The main Brand Identifier. used in most branding materials (signage, menus, posters and anything printed) for maximum recognition.



Logo Mark

A standalone icon that represents the brand in minimalistic applications like social media profile pictures, stamps, watermarks, coasters



COLOUR PALETTE

A strategic colour palette enhances brand recognition and conveys the brand's personality. Taken from the building itself. The near black and gold match the hanging sign, and the fine red already appears as a border on the signage by the door. Using colours the pub already owns means a poster or a post looks like it belongs in the room instead of fighting it.

		Light Gold HEX: #FDEFB5
		burgundy HEX: #600222
Midnight HEX: #040404	Royal Gold HEX: #FFDB4A	

BRAND FONTS

Gupter echoes the font used on the pub sign. Lato carries the small print because it stays legible on a phone screen. Both are free to install, so anyone you work with in future can match this exactly.

Primary

Used for headlines, logos, and key brand messaging to establish identity.



Secondary

Supports the primary font by handling body text and subheadings for readability



Supporting

Used sparingly for emphasis, callouts or decorative elements to add character.



MOCK-UPS

These mock-ups show what the guidelines look like once they are actually used. They are suggestions rather than rules. The Crown Inn may never print a drinks menu, but the same principles carry straight over to a seasonal menu, a specials board or an event flyer.

The before and after comparisons make the point on their own. Nothing about the pub has changed in them. The same building, the same beer, the same reviews. What changes is whether someone scrolling past can tell in a second that this is a place worth driving to.

Custom coasters are the one item worth spending money on first. People take them home, and a well designed one gets collected rather than binned, so every coaster that ends up in someone's kitchen drawer keeps working long after they have left. More importantly, a coaster sits in front of a customer for the length of a drink, which makes it the cheapest space the pub owns to tell them something.

What it should tell them is why the beer tastes better. Cleaning the lines every week, when most places leave it for six, is the Crown Inn's strongest claim and no other pub nearby can make it. Right now it is invisible: customers notice the difference but have no idea why. Give them the reason and it changes behaviour. They choose the Crown over the pub down the road, they order a second, they repeat it to other people, and the price stops being the thing they compare. That message is worth building an entire social campaign around.

