

Hwy55[™]

Brand Book.

Branding & Style Guidelines.



CONTENTS.

03

LOGOS.

19

COLORS.

22

FONTS.

LOGOS.

Our horizontal mark.

Our logo seamlessly blends the eras of the past, present, and future. Our standard mark is our signature horizontal mark. Most of the time, the standard mark is the best choice. It fits best in spaces that are wider than they are taller.

Variations of the standard mark allow it to be displayed in red or black, but can also be inverted to white. Just make sure white variations are on a red or black background for a strong contrast.

Hiwy 55™

Hiwy 55™



Spacing around the logo should be 1/2 the height of the logo itself.

Hwy55™

Hwy55™

Hwy55™

Hwy55™

Our vertical mark.

Our vertical mark stacks our name and number in an elegant manner that still expresses our brand characteristics that our standard mark. This mark fits best in spaces that are more square.

Variations of the vertical mark allow it to be displayed in red or black, but can also be inverted to white. Just make sure white variations are on a red or black background for a strong contrast.

*Hwy*TM
55

*Hwy***55**



Spacing around the logo should be 1/2 the height of the logo itself.

*Hwy*TM
55

*Hwy*TM
55

*Hwy*TM
55

*Hwy*TM
55

Our expanded horizontal mark.

In some situations, our expanded horizontal mark can be used to display our full name – for greater visibility and clarity to our customers. It fits best in spaces that are wider than they are taller.

Variations of the expanded horizontal mark allow it to be displayed in red or black, but can also be inverted to white. Just make sure white variations are on a red or black background for a strong contrast.

Hwy55TM
BURGERS SHAKES FRIES



Spacing around the logo should be 1/2 the height of the logo itself.



Our expanded vertical mark.

In some situations, our expanded vertical mark can be used to display our full name – for greater visibility and clarity to our customers. It fits best in spaces that are more square.

Variations of the expanded vertical mark allow it to be displayed in red or black, but can also be inverted to white. Just make sure white variations are on a red or black background for a strong contrast.

***Hwy*TM
55** **BURGERS
SHAKES
FRIES**



Spacing around the logo should be 1/2 the height of the logo itself.

***Hwy*TM
55** **BURGERS
SHAKES
FRIES**

***Hwy*TM
55** **BURGERS
SHAKES
FRIES**

***Hwy*TM
55** **BURGERS
SHAKES
FRIES**

***Hwy*TM
55** **BURGERS
SHAKES
FRIES**

Our number mark.

In very small spaces, use the number mark alone. The mark should never be smaller than 16px tall. In larger spaces, the mark can be used a graphic element to accent our brand, such as combining with our standard mark.

Variations of the number mark allow it to be displayed in red or black, but can also be inverted to white. Just make sure white variations are on a red or black background for a strong contrast.





Spacing around the logo should be 1/2 the height of the logo itself.

55TM

55TM

55TM

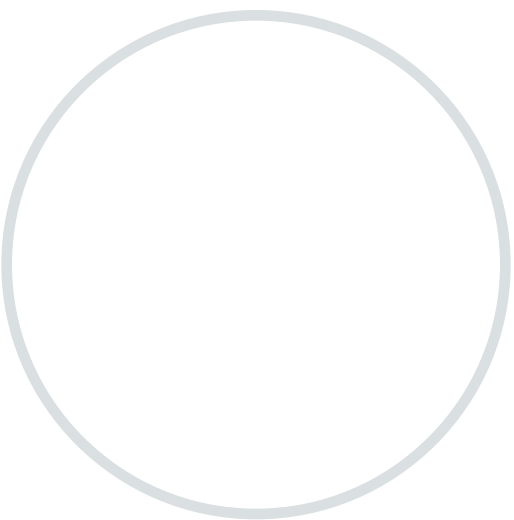
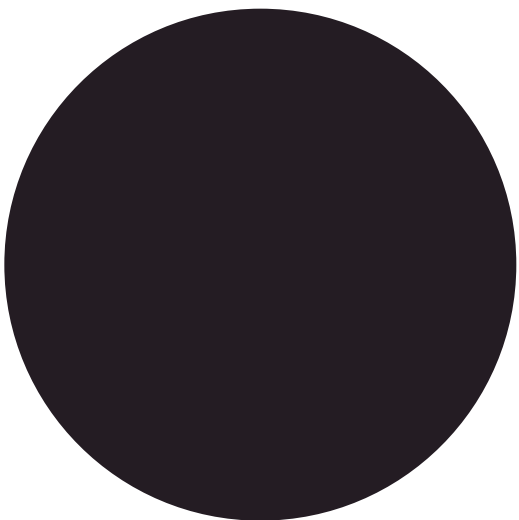
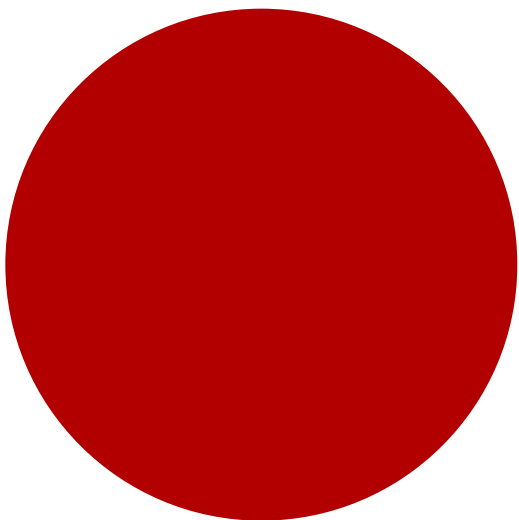
55TM

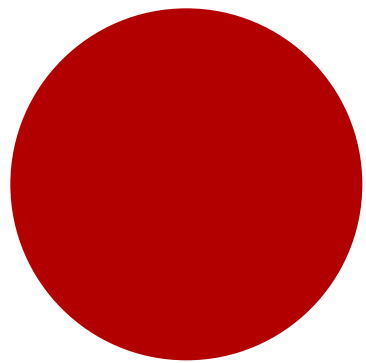


Our color palette.

Red represents energy, strength, power, determination, passion, love, and courage. It's the color of revolution and after our logo, it's the most recognizable brand asset. It allows us to make a big impression. We use red with neutrals

and sometimes accent a touch of blue to balance things out. Black is helpful in providing strong contrast and making other colors stand out. We keep things clean, spacious, and modern, yet we're not afraid to express our personality.





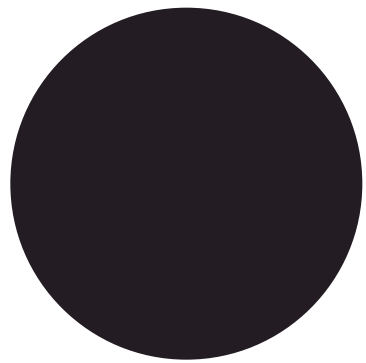
RED

HEX B20000
RGB 178, 0, 0
CMYK 21%, 100%, 100%, 14%
PMS 20-0069 TPM Candy Apple Red



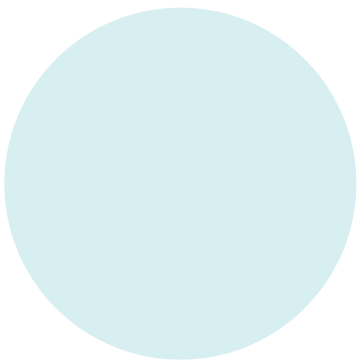
SOFT GRAY

HEX DADFE1
RGB 218, 223, 225
CMYK 13%, 8%, 8%, 0%
PMS 7541 XGC



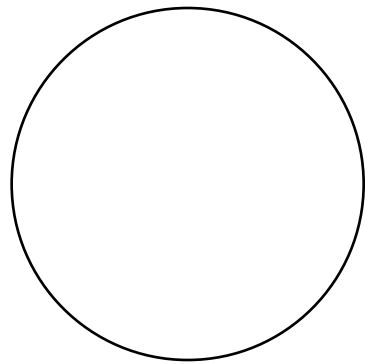
BLACK

HEX 241C23
RGB 36, 28, 35
CMYK 75%, 68%, 67%, 90%
PMS 20-0199 TPM Darkest Hour



SOFT BLUE

HEX D8EFF1
RGB 216, 239, 241
CMYK 15%, 0%, 5%, 0%
PMS 9040 U



WHITE

HEX FFFFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
PMS 11-0601 TPX Bright White





FONTS.

Our font families.

How our words look is as important to our brand voice as the words we choose. For strong and bold statements, we use Nexa. It's characterized by excellent legibility in both web and print design areas, well-finished geometric designs,

and optimized kerning. For everything else, including dense messaging, we use Open Sans. This humanist sans-serif typeface is also highly legible on screen and at small sizes.

Aa

Nexa

Aa

Open Sans

NEXA • XBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NEXA • REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

NEXA • BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



OPEN SANS • BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPEN SANS • REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPEN SANS • LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



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