Sorelle

BRAND GUIDELINES

PREPARED BY OMFGCO — SEPTEMBER 2022

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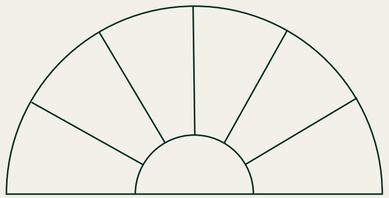

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"SO-REH-LAY"

From approximately 1887–1920, two sisters ran a school inside the Hebrew Society at 88 Broad Street. The school was for local children whose families couldn't afford traditional education. This not only ties to the history of our building, but also to that of the Hebrew Society specifically. It was a welcoming place for early Charlestonian settlers, and a well-known and loved part of this neighborhood's story.

Also, Italians also use the word *sorelle* (or *fratelli*) to say that close friends are like a sisters (or brothers) to them. And, bonus, we are giving a shout out to Ben's two daughters!

SI
ACCOMODI

FRAMEWORK

INTRODUCTION AUDIENCE KEYWORDS IS/IS NOT

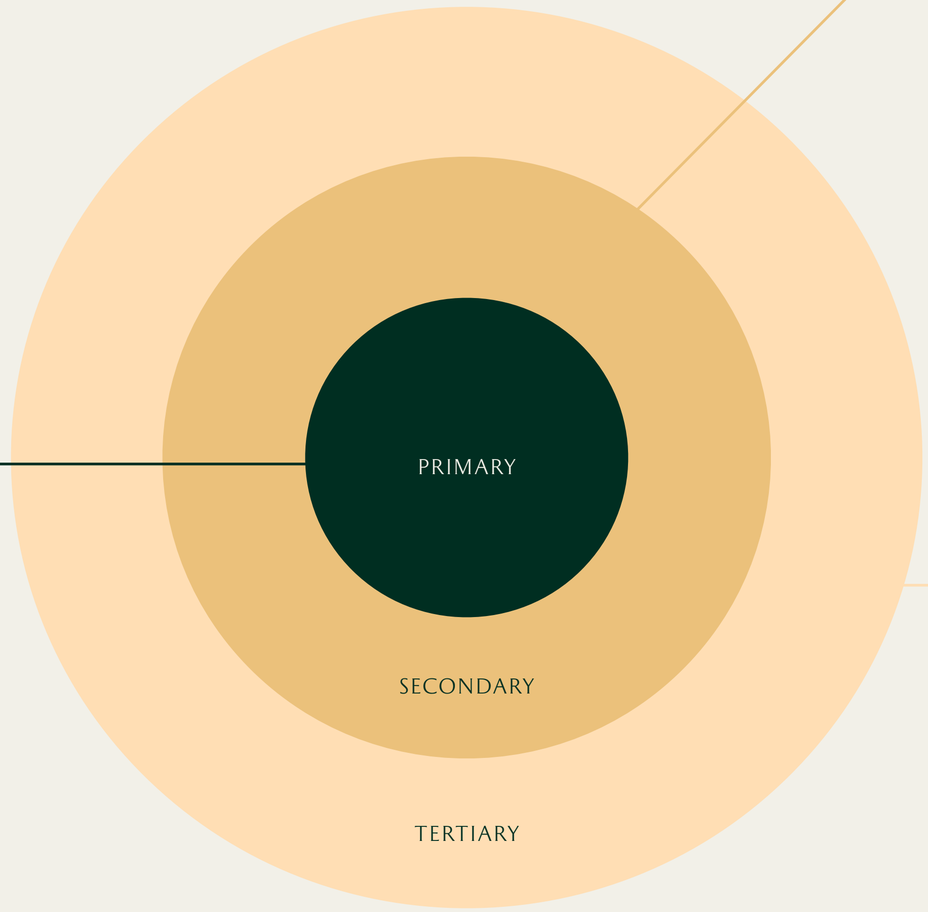
There is no doubt that Charlestonians are very proud of their city's long, rich history. The 88 Broad site, street, and neighborhood embody years of that past and resonate as symbols of Southern culture to the locals. For them, dining here will feel like visiting an old but very familiar friend who greets you with a big, warm hug no matter how much time has passed.

New stories and perspectives will be shared and new relationships will be formed, thus imbuing the space with a diverse, ever-evolving living history and sense of community.

We've created an aesthetic that merges Italian and Southern cultures —the authentic hospitality, vibrant celebration, and the embracing of history that is so present in both.

Brand Framework helps to keep your brand true as it grows. Every decision is a brand decision, therefore the framework should guide all thinking about the brand. This approach will keep the brand true in both expression, as well as in spirit.

Our primary audience sits in the middle because they are our biggest brand ambassadors. If we serve them well, the effects will resonate and flow out to the other tiers. It’s all connected!



PRIMARY

Charleston Tastemakers

Our primary audience is the city’s locals—residents or professionals in the immediate neighborhood, foodies, and even college students seeking a place to take their parents to dinner. Though they range in age, they are all extremely sociable and appreciate outstanding food, an elevated experience, and a considered atmosphere. If we are a place where locals want to go and to talk about, we'll quickly become a must-discover destination for tourists.

SECONDARY

Visitors with Style

With an estimated 7.3 million visitors a year and Charleston being one of the most popular food destinations in the South, we'll need to capture the hearts and mouths of those traveling from out of town. These are people who have heard about our restaurant and have it at the top of their trip list, along with those who happen upon us because they were exploring in our neighborhood. No matter how they got here, this audience has an appreciation for the finer things in life. Whether grabbing a coffee from the Alimentari or having dinner upstairs, they know good food and value a thoughtful and elevated local experience.

TERTIARY

Our Fellow Hospitality Industry

The industry that supports all of our visiting tourists makes up our tertiary audience. From the strong culinary landscape to the plethora of hotels and tours, all of these people in the hospitality world act as our brand ambassadors. They recognize our restaurant as an exceptional Charleston experience and recommend it often to those seeking something really special. Let’s make sure we do the same for them!

Keywords are the character of the brand and the guidance for our brand decisions. They’re a foundation upon which the Brand Expressions are built, and they describe the feeling we want the audience to have when they experience the brand.

LOCAL

AUTHENTIC
HISTORIC
FAMILIAR

CHARMING

WARM
INVITING
HOSPITABLE

RELAXED

APPROACHABLE
FRIENDLY
COMFORTABLE

ELEGANT

REFINED
GRACEFUL
CONFIDENT

CAPTIVATING

INSPIRING
EXCEPTIONAL
LIVELY

Is/Is Not is another, more abstract way of looking at the brand. The following list gives an overall feeling of what your brand is and is not in terms of familiar objects, places, ideas, and experiences.

IS	IS NOT
Art Gallery	Art Museum
George Clooney	Boy George
Local Vibes	Locals Only
Southern Hospitality	Fine Dining
Antipasto Platter	Mom’s Lasagna
Mint Julep	Grasshopper
I Am Love	Eat, Pray, Love
Brunch	Potluck
A Big, Warm Hug	A Firm Handshake
Golf Cart	E-Scooter

TOOLKIT

LOGOS COLORS TYPOGRAPHY COPY GRAPHIC ELEMENTS PHOTOGRAPHY

The following section outlines the various components that make up Sorelle’s visual identity along with guidelines and best practices for implementing them.

LOGOS

PRIMARY MARK

The Sorelle primary mark is informed by the hand made street menus of classic Italian restaurants.

Its style is classic and projects an air of casual sophistication.

How to use:

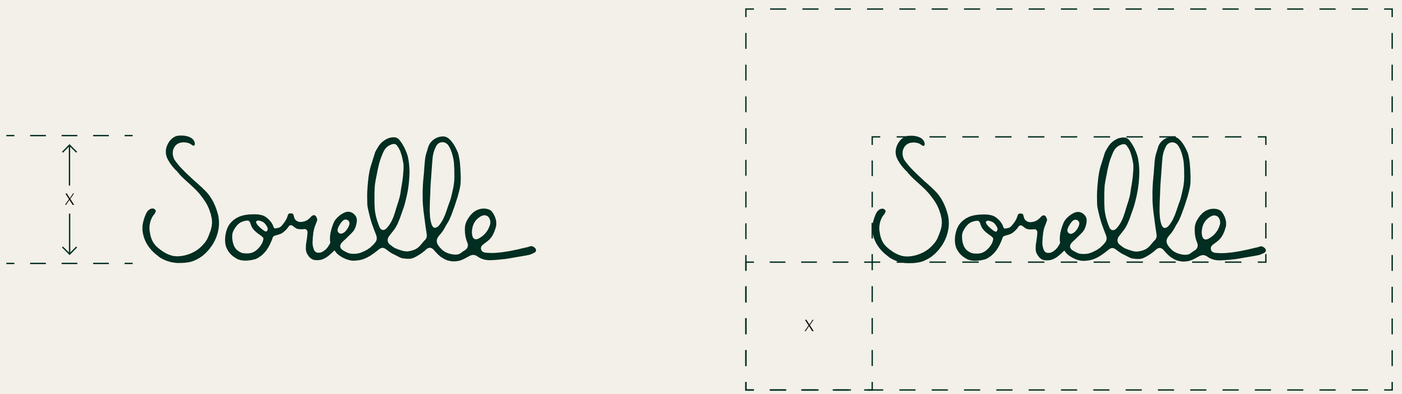
To retain its elegance the mark should be used sparingly, with lots of room for it to shine without visual clutter or distraction.

CLEAR SPACE

Make sure there is enough breathing room for the mark to sit comfortably in a composition.

Shown to the right is the minimum clear space that should be considered. However, the logos should always be used with the largest amount of negative space around them as possible.

X represents the height of the S.



PRIMARY MARK LOCKUP

In conjunction with the primary mark, the Sorelle “Ristorante e Bar e Mercato” lockup acts as an alternative to the standalone mark for both digital and print.

How to use:

The lockup should be used sparingly and only in cases when it is large enough to be legible (no smaller than 1” tall).

SECONDARY MARK

Our secondary mark is an observational style drawing of two elegant sisters striding down the promenade, as if seen from the window of our cafe (lovingly referred to as our “ladies”).

This style ties to and supports the casual elegance of the overall brand.

How to use:

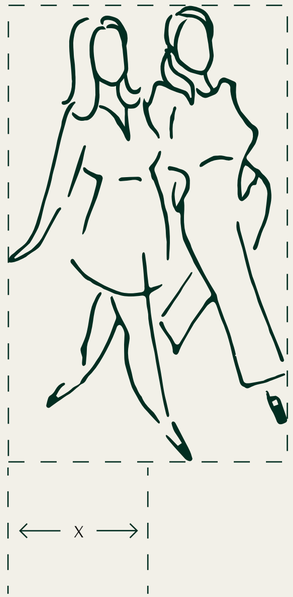
The Sisters mark should be applied with a very light touch in instances where the context of the brand has already been established.

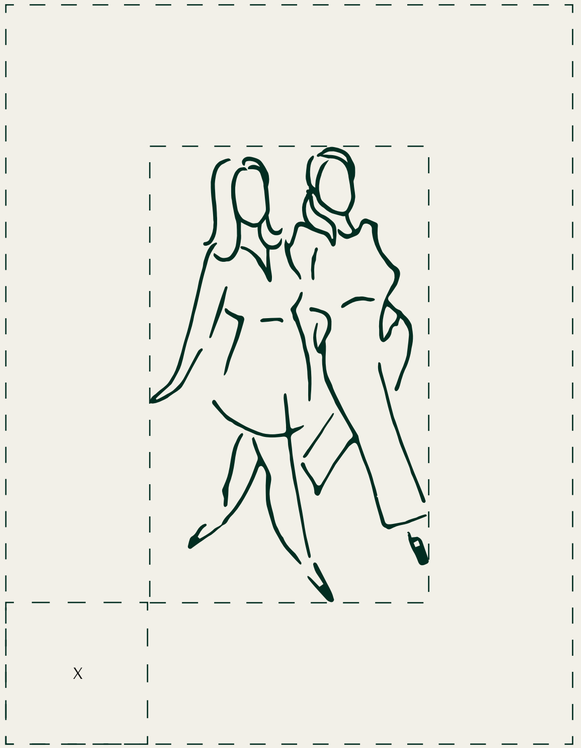
CLEAR SPACE

Make sure there is enough breathing room for the marks to sit comfortably in a composition.

Shown to the right is the minimum clear space that should be considered. However, the logos should always be used with the largest amount of negative space around them as possible.

X represents the half the width of the illustration.





SECONDARY MARK LOCKUP

Our secondary lockup acts as a stamp for embossing and other cases where a circular mark may be more appropriate.

How to use:

The lockup should be used sparingly and only in cases where supporting text is large enough to be legible (no smaller than 1” x 1”).

S MARK

The simplified Sorelle “S” mark offers a paired down version of the Sorelle primary mark.

How to use:

This mark should be used in cases when the primary mark would otherwise be illegible (small or overly complex spaces).

WHAT NOT TO DO

The following are examples of things not to do with the Sorelle mark.

When in doubt, allow the brand marks to stand on their own with minimal additions or alterations.

Do Not Skew or Stretch

Do Not Rotate

Do Not Use With Ladies

Do Not Use Non-Brand Colors

Do Not Add Drop Shadow

Do Not Change Scale of ’S’

Do Not Add Cheese

Do Not Outline

Do Not Flip

COLORS

COLORS

Our color palette is inspired by the meeting point of Charleston and Italy and lends sophistication and refinement to the more casual marks.

Charleston Green, our primary color, is to be used whenever possible.

Burrata, our supporting color, is to be used in conjunction with Charleston Green and as background color when a lighter shade is necessary.

Pizzelle is to be used sparingly and in cases where an accent color is needed.

In instances where special finishes are required, opt for Gold Foil (from Great Western Foils MR 1215) when at all possible.

Use all colors at 100%. If you can only choose one color to print as a spot color (due to costs), choose the one that is used for any large fields of color, and print the others as CMYK.

CHARLESTON GREEN

PMS 343 U

C82 M21 Y61 K53

R1 G46 B34

HEX #022E22

BURRATA

PMS 9043 U

C6 M5 Y13 K0

R237 G234 B219

HEX #EEEADB

PIZZELLE

PMS 4023 U

C8 M23 Y64 K5

R235 G193 B125

HEX #EBC17D

GOLD FOIL

GREAT WESTERN FOILS

MR 1215

TYPOGRAPHY

TYPOGRAPHY

Our brand typography reflects our sophisticated yet effortless tone. The combination of the following traditional and humanist serif fonts achieve this goal.

DISPLAY COPY / PRIMARY

Our primary display fonts are Garda Nova 2 (Medium and Regular). These are used for headers.

How to use:

Type is set in all caps only, with the tracking at 45. Garda Nova 2 Regular is used for messaging lines and information that is most important, while Garda Nova 2 Medium is used for emphasis.

DISPLAY COPY / PRIMARY

GARDA NOVA 2 —MEDIUM (ALL CAPS, TRACKING SET TO 45)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

GARDA NOVA 2 — REGULAR (ALL CAPS, TRACKING SET TO 45)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

DISPLAY COPY / SECONDARY

Our secondary display fonts are TT Norms Pro Exp (Medium and Regular). TT Norms Medium is the preferred style.

How to use:

TT Norms Medium is to be used with the tracking at 150. When using the Regular weight font as a display font (e.g. for subheads or emphasized copy), the type is to be used with the tracking at 70.

In both instances, TT Norms is only to be used in all caps.

TT NORMS PRO EXP — MEDIUM (ALL CAPS, TRACKING SET TO 150)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

TT NORMS PRO EXP — REGULAR (ALL CAPS, TRACKING SET TO 70)

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

BODY COPY

For body copy styles, use Recife Text (Medium and Body). Recife Text Body is for larger area of copy, smaller information, and text requiring high legibility. Recife Text Medium is used for small amounts of additional copy that requires emphasis or special calling out (e.g. business card names or positions).

How to use:

In both small and large areas of text, Recife Text Medium and Body are to be used in sentence case with the tracking set to 5. When space allows, increase leading for better legibility.

RECIFE TEXT — MEDIUM (SENTENCE CASE, TRACKING SET TO 5)

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

RECIFE TEXT — BOOK (SENTENCE CASE, TRACKING SET TO 5)

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

TYPOGRAPHY IN USE

The following are some examples of how to properly pair our typography.

When in doubt, refer to brand expression items (business card, menu pages, etc).

NON SO CHE EVERY DAY

88 BROAD STREET
CHARLESTON, S.C.

GARDA NOVA 2 ... REGULAR
TT NORMS PRO EXP ... MEDIUM

DOLCE

TIRAMISU 12
PANNA COTTA 9,5
TORTA GIANDUIA 10
PROFITEROLES 8
GELATO DA TAVOLA 6,5
FORMAGGIO 12,5
AFFAGATO 9
ESPRESSO 4,5

TT NORMS PRO EXP ... MEDIUM
GARDA NOVA 2 ... MEDIUM
RECIFE TEXT ... BOOK

ADAM SOBEL
EXECUTIVE CHEF

adam@sorellecharleston.com
88 Broad Street, Charleston
(843) 779-1800

TT NORMS PRO EXP ... REGULAR
RECIFE TEXT ... BOOK

COPY

MESSAGING LINES

The Sorelle supporting messaging lines act as a meeting point between traditional Southern hospitality and sophisticated Italian sensibilities. They are intended to intrigue the viewer and visually aid brand expression items.

How to use:

Use lines sparingly on brand expression items and merchandise. This messaging is meant to add to the brand and make it memorable.

Don’t use more than one of the copy lines on brand expression lines (except in cases where the Italian and English translations are paired together, such as on the coaster).

CASA DOLCE CASA

“HOME SWEET HOME”

NO SO CHE EVERY DAY

“IT’S GOT THAT CERTAIN SOMETHING SPECIAL, EVERY DAY”

SI ACCOMODI

“WELCOME IN / HAVE A SEAT / BE MY GUEST”

GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

Our graphic elements are inspired by the surrounding area and our building's historic infrastructure. The Sorelle lunette acts as a window to Tuscany while the streamlined, geometric patterns and columns nod to Charleston new and old.

How to use:

Elements should be used with restraint and only in the combinations shown.

PHOTOGRAPHY

COLOR PHOTOGRAPHY

A focus on the restaurant's beautiful interiors, dramatic (high contrast) light and shadow, ingredients and plated food, etc.

+

BLACK & WHITE PHOTOGRAPHY

Images have noise/grain applied to them, an analog feel, and feature closely cropped moments, local textures, etc.

JASMINE

TABLETOP

EXPRESSION

PRINT DIGITAL RETAIL SIGNAGE

PRINT

DETAILS

The Sorelle primary mark sits alone on the front, Charleston Green side while the secondary mark is stamped with gold foil on the back.

Paper Recommendation:

Mohawk Superfine, White Eggshell, 120 C

Size:

3.5" × 2" (standard)

GOLD FOIL REFERENCE

DETAILS

The primary mark is placed on the standard, plastic gift card. This is paired with a more custom holder that includes the secondary ladies gold stamped and an unexpected photo interior.

Paper Recommendation:

Mohawk Superfine, White Eggshell 100 C

Sizes:

Gift Card: 3.375" × 2.125" (standard)

Holder: 4.125" × 5.75" (folds to 4.125" × 2.875")

GOLD FOIL REFERENCE

This gift card is only redeemable for food, beverages, or goods at Sorelle. It cannot be replaced if lost or stolen. This card will not be exchangeable for cash except for where required by law. This card carries no expiration date.

RISTORANTE e BAR e MERCATO
88 BROAD STREET, CHARLESTON, S.C.

sorellecharleston.com

DETAILS

Charleston Green, square bottom paper bags with twisted braided handles to be printed with the primary Sorelle mark.

Sizes:

Small - 10" × 5" × 13"

Large - 14" × 9" × 16"

DETAILS

Two options: the Sorelle primary mark in the corner; the Sorelle secondary mark with accompanying messaging lines that invite the viewer to take a seat and “stay a while.”

Material Recommendation:

Screen printing on 100% cotton

Size:

4.5" × 4.5"

DETAILS

The Sorelle secondary mark carved into black concrete which comprises of recycled stone dust to help keep waste out of landfills. Each one is hand-burnished with a sealer to protect the finish and has a cork bottom.

Manufacturer Recommendation:

Port Living (based in Charleston)

Size:

4" × 4" (approx)

DETAILS

The Sorelle secondary mark carved into brass coasters

Size:

4" × 4" (approx)

DETAILS

Booklets containing 10 toothpicks with the primary Sorelle mark gold foil stamped and address printed.

Manufacturer Recommendation:

PromotionalMatches.com

Size:

1.5" × 2.5" (folded)

GOLD FOIL REFERENCE

DETAILS

Matte cardboard tubes containing 12 stick matches printed with the primary mark, secondary mark, and Sorelle address.

Manufacturer Recommendation:

FZMatch.com

Sizes:

Matches: 3" tall

Tube: 3-15/32" × 1-2/5" × 2/5"

SINGLE COLOR MATCH REFERENCE

MATTE TUBE REFERENCE

WINE MENU

Pebbled, green leather binder emblazoned with the secondary mark and brass rings for easy page replacement.

Copy for menu pages is FPO.

Paper Recommendation:

Mohawk Superfine, White Eggshell, 80 T

Size: 8.5" × 11" (letter)

DINNER MENU

Following the same structure as the wine menu, the dinner menu is in a green leather binder emblazoned with the primary mark and brass rings for easy updating.

Paper Recommendation:

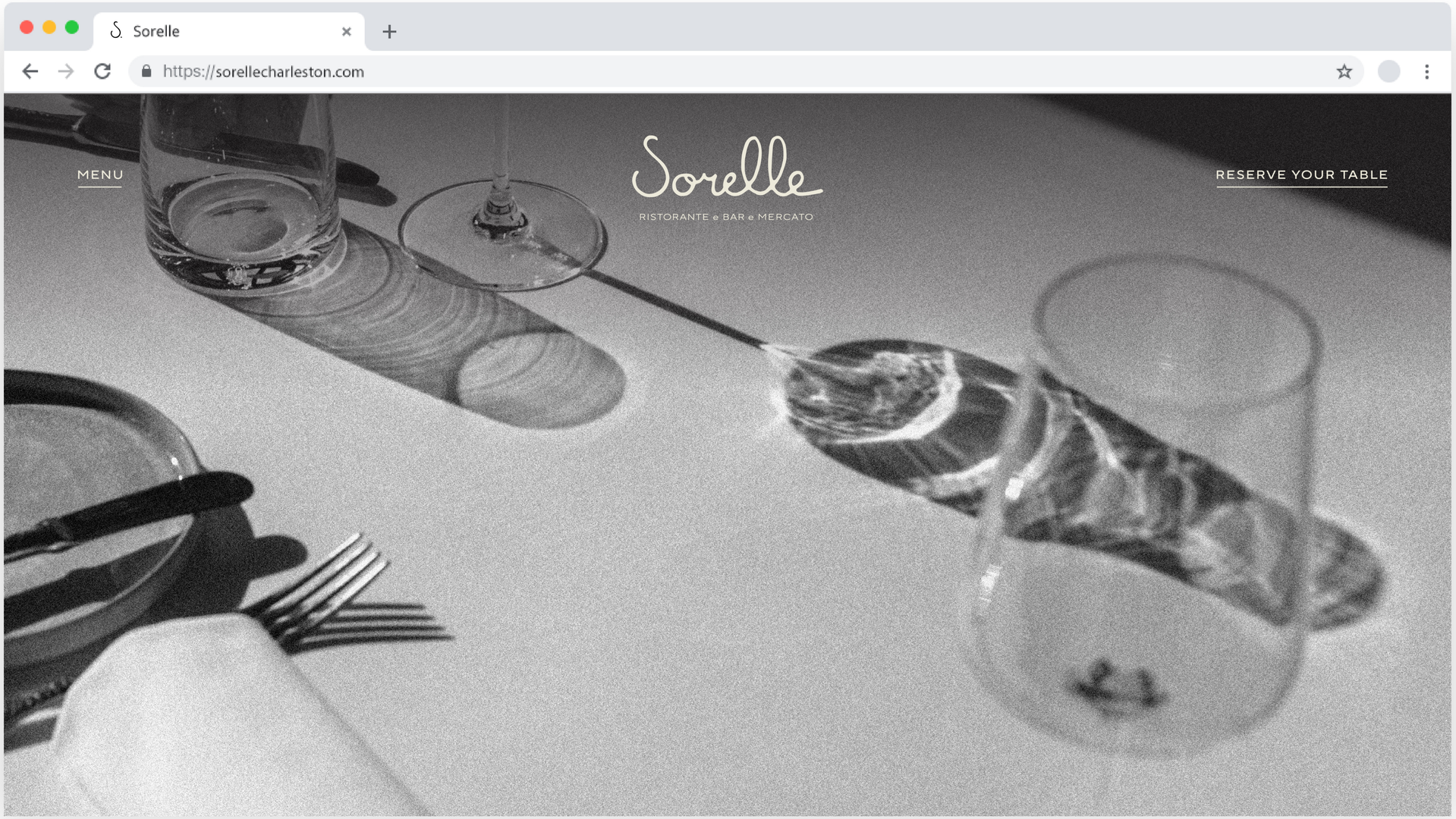
Mohawk Superfine, White Eggshell, 80 T

Size: 8.5" × 11" (letter)

DIGITAL

DETAILS

Look and feel for the website landing page using a Bento template that are comparable in terms of structure and functionality.



RETAIL SIGNAGE

DETAILS

Primary mark carved into a double sided, brushed brass sign and hung from existing building filigree. The steel frame is powder coated to match the Charleston Green color as best possible.

Size:

762mm × 533mm

LOCATION RECOMMENDATION

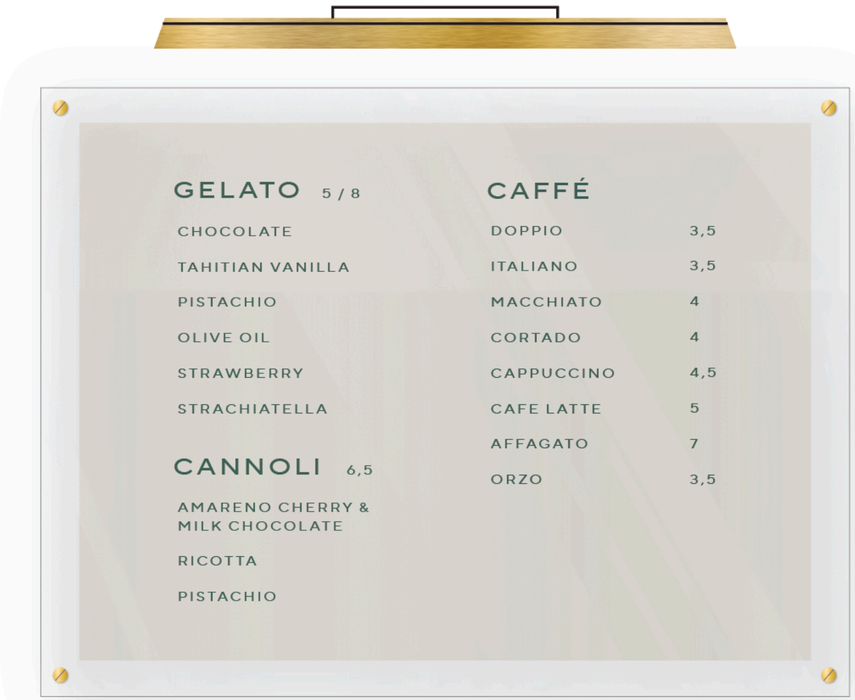
ALIMENTARI MENUS

Food and beverage items printed on heavy cardstock in our brand colors and covered with glass (brass screws) for protection and an elevated feel.

Size:

Menu: 40.5" H × 29.75" W

Cardstock w/ Glass Cover



BRUSHED BRASS REFERENCE

ALIMENTARI MENUS (ALT)

Food and beverage items legibly placed with custom plastic letters in our brand typefaces. The letter board is a pegboard within brushed brass frames (lit with brass lamps) and menu items could be replaces as needed.

Size:

Letterboard: 40.5" H × 29.75" W

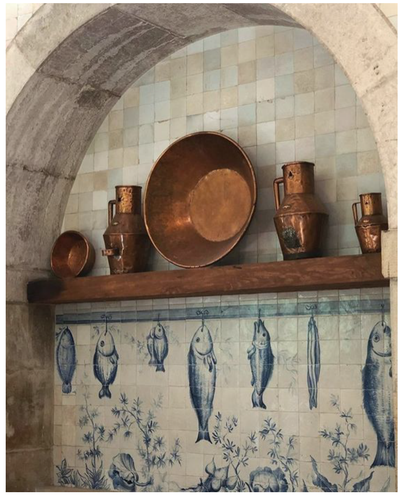
Letters (header): 2" tall

Letters (body): 1" tall

BRUSHED BRASS

PEGBOARD REFERENCE

AD
A CENTURY OF STYLE
EAT
DRINK
NAP



Nakanishi
6-124

Open

GRAZIE MILLE!
OMG.co