



ATLANTA HIGHWAY
SEAFOOD MARKET
— *Brand Guide* —

KYRA SCOTT - GRDS 400: STUDIO II - WINTER 2020

ATLANTA HIGHWAY
SEAFOOD MARKET

ESTD. 2008

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STACKED LOGO



ACRONYM

ATLANTA HIGHWAY
SEAFOOD MARKET
— *ESTD. 2008* —

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SIZE VARIATIONS (SECONDARY)



HEADLINE — Neutra Display Titling

Subhead — Satisfy Regular

Body copy Nam cus maionem que nonesti atemposa
sit arumet laboria doluptae. Ut inctotaspe venihic ienim-
porro endeserit deliqua epelibus sunt. — **Arial Regular**

Neutra Display Titling should be used for most headlines and the primary & stacked logos.

Satisfy Regular should be used as the subhead or in some cases the headline.

Arial Regular should be used for all body copy text.

WTR Gothic open shaded should be used as header text only on the acronym logo.

DeLittle Chromatic should be used as the sub text on the acronym logo.

NEUTRA DISPLAY TITLING

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Satisfy Regular

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz*

Arial Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

WTR GOTHIC OPEN SHADED

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

NEUTRA DISPLAY BOLD (0% FILL, 3 PX STROKE)

**ATLANTA HIGHWAY
SEAFOOD MARKET** ← NEUTRA DISPLAY TITLING

ESTD. 2008

↑
Prompt medium italic

DeLittle chromatic should be used as the sub text on the acronym logo.

Prompt medium italic should be used for the established date and abbreviation "estd." when included in logos.

DELITTLE CHROMATIC

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

Prompt medium italic

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
*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*

ALWAYS FRESH

EST. **AHSM** 2008

GAINESVILLE, GA

← *Prompt medium italic*

↑
DELITTLE CHROMATIC

WTR GOTHIC OPEN SHADED

KEEP IN MIND...

When shrinking these two logos, the “Atlanta Highway” text becomes somewhat illegible. It would be better to use these designs on a large format, but if need be shrunk, change the fill to 100% and get rid of the stroke for better legibility.



Neutra Display Bold

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
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

COLOR PALETTE



Snapper Red



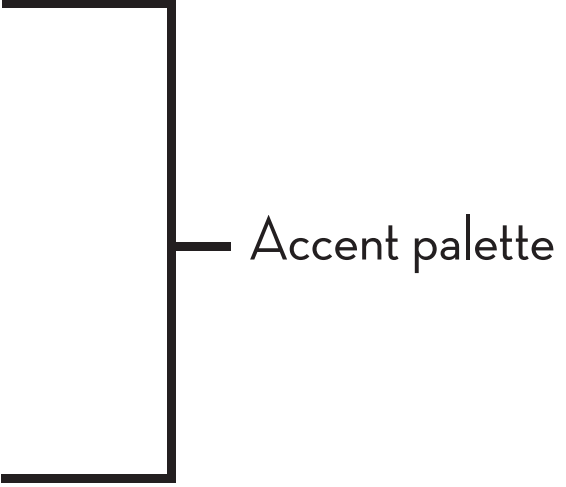
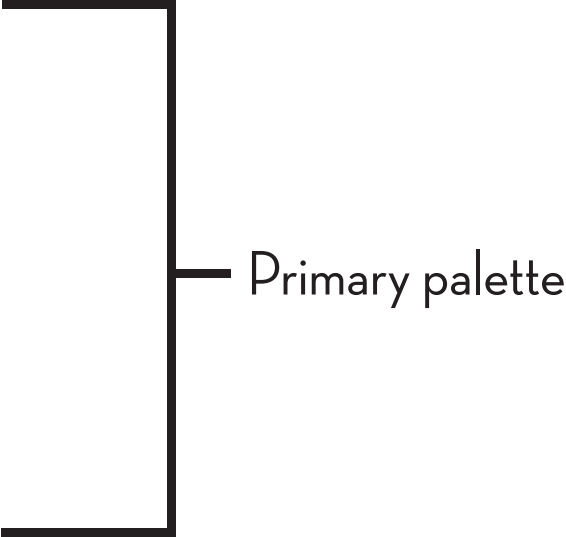
River Blue



Smallmouth Yellow



Orca Black



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When sitting the logo on a color or image background, make sure that it's completely visible and legible. If you're using the primary logo on a background color/image that is too similar in tone or shade, switch the color to the remaining primary color.



If the logo is still hard to read, you may use a color block with **white** text to frame the logo for maximum legibility.



SIDE NOTE:

never use the logo in yellow. It is too hard on the eyes and is difficult to read. Yellow should only be used sparingly as an accent color.



IMPORTANT TO REMEMBER:

When using a color block background for the primary logo, always use white text. Never use the opposite primary pallet color on the chosen color background.







MOCKUPS









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ESTD. 2008



PLATTERS

- POPCORN SHRIMP \$11.50
- LARGE SHRIMP \$12.50
- JUMBO SHRIMP \$14.50
- LARGE OYSTER \$12.50



FISH OF THE DAY

Ask your server about our fish of the day

- SCALLOP PLATTER \$16.00
- SHRIMP & OYSTER \$16.00
- SCALLOP & SHRIMP \$16.50
- OYSTER & SCALLOP \$16.50
- FRIED CALAMARI \$10.50
- SOFT SHELL CRAB \$12.00
- CRAB CLAW PLATTER \$14.00
- SEAFOOD PLATTER \$16.50
(Fish, Shrimp, Oyster)



WRAPS

- FRIED SHRIMP \$15.50
- FRIED OR GRILLED GROUPER . . \$11.50
- FISH TACOS (2 PIECES) \$10.50
- GRILLED SHRIMP \$10.50
- FRIED OR GRILLED SCALLOPS . . \$11.50
- SHRIMP QUESADILLA \$9.99

SANDWICHES

- HAM \$3.75
- ANGUS ROAST BEEF \$4.75
- CATFISH \$5.25
- TILAPIA \$5.25
- FRIED SHRIMP \$5.25
- GRILLED SHRIMP \$6.25
- OYSTER \$7.00
- SOFT SHELL CRAB \$7.00

SIDES



- FRENCH FRIES \$2.25
- POTATO SALAD \$2.25
- VEGETABLES \$2.50
- COLE SLAW \$2.25
- HUSH PUPPIES \$2.50
- HOME MADE EGG ROLLS . . . \$1.25



SALADS

- GRILLED SALMON \$15.50
- FRIED SHRIMP \$11.50
- GRILLED SCALLOP \$15.50
- FRIED SCALLOP \$1.25
- GRILLED GROUPER \$2.50
- GRILLED TILAPIA \$2.25







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TRY OUR NEW SEASONAL PRODUCTS TODAY!



NEW
NEW
NEW
NEW
NEW
NEW
NEW
NEW
NEW
NEW

ATLANTAHIGHWAYSEAFOOD.COM

ALWAYS FRESH
AHSM
EST. 2008
GAINESVILLE, GA



