

Cheers

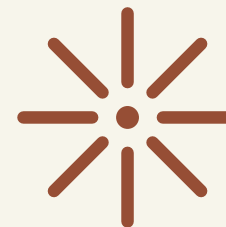


COCKTAIL BAR

THE MARK

A compact identity guide

The handwritten Cheers wordmark, its colours, spacing and everyday use.



*a little
more time*

The signature

PRIMARY LOCKUP

Cheers 

COCKTAIL BAR

01

Lettering

Caveat keeps the lively pen stroke.

02

Spark

An eight-point cue for a raised glass.

03

Descriptor

DM Sans anchors the mark quietly.

One mark, several settings



ON PALE SAGE



ON DEEP OLIVE



ONE COLOUR

Give it room to breathe



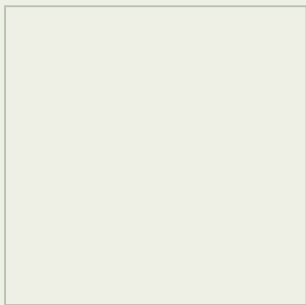
X = height of the lowercase e.
Keep at least X clear on all sides.

PRIMARY LOCKUP

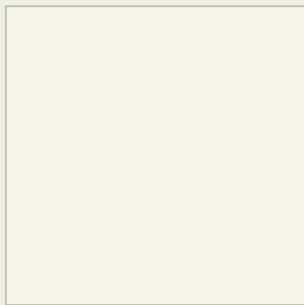
160 px digital / 45 mm print

Below that size, use the wordmark alone.

Colour & type



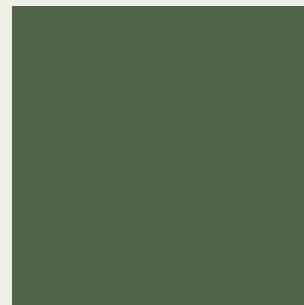
SAGE PAPER
#EEF0E6



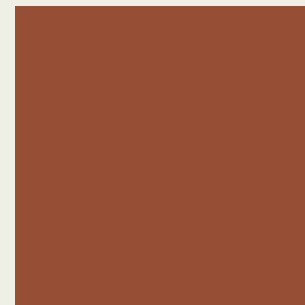
SOFT CREAM
#F7F5EB



DEEP INK
#303B33



OLIVE
#506347



CLAY
#964E35



HONEY
#D6BD83

Display

Cormorant Garamond

Editorial headlines with room to breathe.

Accent

Caveat

For the mark and a few short notes.

Information

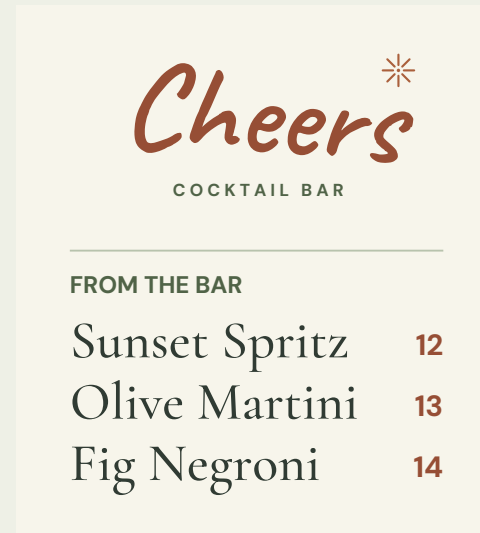
DM Sans / Menu, hours, details

Use clay on light surfaces; cream on deep olive.

Out in the world



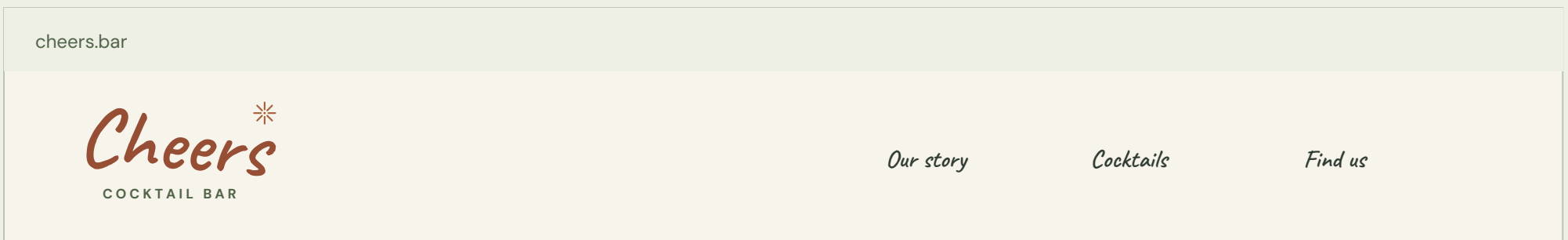
01 / THE DOOR



02 / MENU



03 / COASTER



04 / WEBSITE HEADER

Keep the character



Do

Keep the original slant and spacing.

Choose one of the approved colour pairs.

Leave clear space around the mark.

Don't

Stretch, redraw or add effects.

Place it over a busy image.

Use clay on a dark surface.

IN THE ASSET PACK

Primary, reversed and ink SVGs; a wordmark-only SVG; this guide.

The SVGs embed their fonts, so the lettering stays consistent.