



Brand Identity
Guidelines

Who We Are



Ace is an upscale bar located in Anaheim, Los Angeles, with a visual theme centered around playing card suits. Customers can relax and experience a classy, quiet ambience while enjoying one of our many specialty drinks.

Core Logo



The logo should always be displayed on a dark background to ensure high contrast and visibility.

Alternate Logos



While the gold primary logo should be prioritized in usage, the pink logo can also be used on occasion to add variety or legibility depending on where the logo is being displayed.

The spade logo without the Ace wordmark should be used primarily as a design element or pattern.



The alternate gold logo with the wordmark placed underneath the spade should be used when placed in a narrow vertical space.

Font Palette

LOGO

Cinzel Decorative Regular

Headings

Meno Banner Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet ex hendrerit nulla luctus interdum a ac magna. Pellentesque a libero et libero tempus posuere id et justo.

Seravek Basic Extra Light

Color Palette



Royal Suit Blue
#102B3F
(16, 43, 63)



Golden Spade
#ECCE8E
(236, 206, 142)



Hearts Pink
#E58C8A
(229, 140, 138)



Card White
#FFFFFF
(255, 255, 255)

The background color of any Ace material should be Royal Suit Blue.

Golden Spade should primarily be used for the logo or patterns, but can also be used as an accent color where applicable.

Hearts Pink should primarily be used for headings or as another accent color.

Card White should only be used for body text.

Visual Vocabulary



The overall atmosphere and mood of Ace should be ambient, dark, and sophisticated. The bar has a relaxed, quiet feel. Furniture inside the bar should be primarily made of dark walnut wood and lighting should be soft and dim regardless of the time of day.



Customers may choose to sit at the bar and enjoy a quiet glass of whiskey, or they may sit facing the window that peers out onto the busy S. Euclid Street while sipping on a margarita.

Thank you for
your time.