

CAFE AMERICANO - BRANDING

Full Color W/Pantone codes



Pantone Process Black



Pantone - 151 C

Full Color (CMYK)



Color 1



Cyan 0 %



Magenta 0 %



Yellow 0 %



Black 100 %

Color 2



Cyan 0 %



Magenta 48 %



Yellow 95 %



Black 0 %

CAFE AMERICANO - BRANDING

Grayscale



Black 100%

Black 50%

Grayscale (negative)



Black 30%

Black 0%

CAFE AMERICANO - BRANDING

Black and White (positive)



Black 100%

Black and White (negative)



Black 0%

Type

★
C A F E
AMERICANO
INSIDE CAESAR'S PALACE
OPEN 24 HOURS

Alien League

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
0 1 2 3 4 5 6 7 8 9
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

News Gothic Bold Extra Condensed BT

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 - ! " . \$ % & / () = ? i ^ * " ç
0 1 2 3 4 5 6 7 8 9
abcdefghijklmnopqrstuvwxyz

CAFE AMERICANO - BRANDING

Full Color W/Pantone codes



Pantone Process Black



Pantone - 151 C

Full Color (CMYK)



Color 1



Cyan 0 %



Magenta 0 %



Yellow 0 %



Black 100 %

Color 2



Cyan 0 %



Magenta 48 %



Yellow 95 %



Black 0 %

CAFE AMERICANO - BRANDING

Grayscale



Black 100%

Black 50%

Grayscale (negative)



Black 30%

Black 0%

Black and White (positive)



■ Black 100%

Black and White (negative)



□ Black 0%

Type

★
C A F E
AMERICANO
O P E N 2 4 H O U R S

Alien League

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
0 1 2 3 4 5 6 7 8 9
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

News Gothic Bold Extra Condensed BT

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 - ! " . \$ % & / () = ? i ^ * " ç
0 1 2 3 4 5 6 7 8 9
abcdefghijklmnopqrstuvwxyz

CAFE AMERICANO - BRANDING

Full Color W/Pantone codes



■ Pantone Process Black

■ Pantone Cool Grey 8

■ Pantone - 151 C

Full Color (CMYK)



Color 1	Color 2	Color 2
Cyan 0 %	Cyan 0 %	Cyan 0 %
Magenta 0 %	Magenta 0 %	Magenta 48 %
Yellow 0 %	Yellow 0 %	Yellow 95 %
Black 100 %	Black 50 %	Black 0 %

CAFE AMERICANO - BRANDING

Grayscale



Black 100%



Black 80%



Black 50%

Grayscale (negative)



Black 50%



Black 30%



Black 0%

CAFE AMERICANO - BRANDING

Black and White (positive)



Black 100%

Black and White (negative)



Black 0%

Type

★
C A F E
AMERICANO
INSIDE CAESAR'S PALACE
OPEN 24 HOURS
ALL FRESH ALL THE TIME

Alien League

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
0 1 2 3 4 5 6 7 8 9
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

News Gothic Bold Extra Condensed BT

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 - ! " . \$ % & / () = ? i ^ * " ç
0 1 2 3 4 5 6 7 8 9
abcdefghijklmnopqrstuvwxyz

CAFE AMERICANO - BRANDING

Full Color W/Pantone codes











 Pantone Process Black

 Pantone Cool Grey 8

 Pantone - 151 C

Full Color (CMYK)



Color 1	Color 2	Color 2
 Cyan 0 %	 Cyan 0 %	Cyan 0 %
 Magenta 0 %	 Magenta 0 %	Magenta 48 %
 Yellow 0 %	 Yellow 0 %	Yellow 95 %
 Black 100 %	 Black 50 %	Black 0 %

CAFE AMERICANO - BRANDING

Grayscale



Black 100%



Black 80%



Black 50%

Grayscale (negative)



Black 50%



Black 30%



Black 0%

CAFE AMERICANO - BRANDING

Black and White (positive)



■ Black 100%

Black and White (negative)



□ Black 0%

Type

★
C A F E
AMERICANO
OPEN 24 HOURS
ALL FRESH ALL THE TIME

Alien League

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
0 1 2 3 4 5 6 7 8 9
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

News Gothic Bold Extra Condensed BT

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 - ! " . \$ % & / () = ? i ^ * " ç
0 1 2 3 4 5 6 7 8 9
abcdefghijklmnopqrstuvwxyz

CAFE AMERICANO - BRANDING

Full Color W/Pantone codes



Pantone Process Black











Pantone Cool Grey 8



Pantone - 151 C

Full Color (CMYK)



Color 1	Color 2	Color 2
 Cyan 0 %	 Cyan 0 %	Cyan 0 %
 Magenta 0 %	 Magenta 0 %	Magenta 48 %
 Yellow 0 %	 Yellow 0 %	Yellow 95 %
 Black 100 %	 Black 50 %	Black 0 %

CAFE AMERICANO - BRANDING

Grayscale



Black 100%



Black 80%



Black 50%

Grayscale (negative)



Black 50%



Black 30%



Black 0%

CAFE AMERICANO - BRANDING

Black and White (positive)



■ Black 100%

Black and White (negative)



□ Black 0%

Type

★
C A F E
AMERICANO
Terraza
ALL FRESH
ALL THE TIME

Alien League

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
0 1 2 3 4 5 6 7 8 9
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

News Gothic Bold Extra Condensed BT

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 - ! " . \$ % & / () = ? ¡ ^ * " ç
0 1 2 3 4 5 6 7 8 9
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

Logotype Frenzyô

*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 - ! \$ % & / () = ? ¡ ^ * " ç*
0 1 2 3 4 5 6 7 8 9
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

CAFE AMERICANO - BRANDING

Full Color W/Pantone codes



Pantone Process Black











Pantone Cool Grey 8



Pantone - 151 C

Full Color (CMYK)



Color 1	Color 2	Color 2
 Cyan 0 %	 Cyan 0 %	Cyan 0 %
 Magenta 0 %	 Magenta 0 %	Magenta 48 %
 Yellow 0 %	 Yellow 0 %	Yellow 95 %
 Black 100 %	 Black 50 %	Black 0 %

CAFE AMERICANO - BRANDING

Grayscale



Black 100%



Black 80%



Black 50%

Grayscale (negative)



Black 50%



Black 30%



Black 0%

CAFE AMERICANO - BRANDING

Black and White (positive)



Black 100%

Black and White (negative)



Black 0%

Type

★
C A F E
AMERICANO
EXPRESS
ALL FRESH
ALL THE TIME

Alien League

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
0 1 2 3 4 5 6 7 8 9
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

News Gothic Bold Extra Condensed BT

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 - ! " . \$ % & / () = ? ¡ ^ * " ç
0 1 2 3 4 5 6 7 8 9
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

Ashby Extra 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 - ! " . \$ % & / () = ? ¡ ^ * " ç
0 1 2 3 4 5 6 7 8 9
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