



YOUR CALL

Brand Guidelines

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3 Brand Story

Whether you are hosting a morning meeting or a drink after work, Your Call is the place for you. We are a DMV local bar and coffee shop that caters to young professionals who want a break from their 9–5 sitting in an office.

When we opened in 2015, the vision of our founders Jack Daniels and Mac Chiato was to create a safe space for the working population of our nation's capitol that uplifts not only the customers in our shop, but also the surrounding community. We strive to give local brands, vendors, and musicians a space to promote their work and get their messages out to the community.

As a Leed Gold certified building, we prioritize the environment through every step of our day. Our rooftop bar showcases our composting and recycling efforts in addition to our seasonal garden which grows fresh produce used in our food products and drink garnishes. In addition to our in house efforts, we also donate 5% of our earnings to Carbon Neutral Cities Alliance, an organization striving to make Washington, DC carbon neutral by 2045.

Your Call is making a difference in this world one call at a time. We have served over 100,000 patrons each year, hoping to reach 1 million customers in 2025. We love our usuals who join us for a cappuccino in the morning and a draft beer after work, but we also present a warm and welcoming environment where new customers can feel at home. Come join us morning or night, it's Your Call!

4 Logo



YOUR CALL



YOUR CALL

5 Logo – Spacing and Sizing

Black and White



Minimum Sizes

Print



- Vertical lock position: minimum height = .375in



- Horizontal lock position: minimum height = .125in

Online

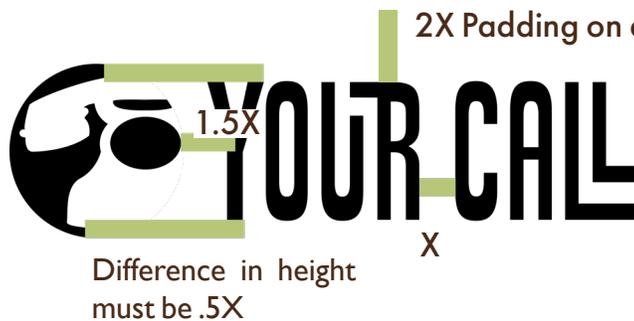


- Vertical lock position: minimum height = 17 pixels



- Horizontal lock position: minimum height = 6 pixels

Lock Positions and Spacing



6 Logo – Color Applications



- For use on backgrounds darker than the Caramel Whiskey color

- For use on backgrounds lighter than the Caramel Whiskey color

7 Color



Matcha Morning

Pantone Coated- 136-1-1 C
Pantone Uncoated- 136-1-1 U
RBG- R=183, B=199, G=122
CMYK- C=31%, M=9%, Y=66%, K=0%
Hex- #b7c77a



Almond Frappuccino

Pantone Coated- 13-1-1 C
Pantone Uncoated- 13-1-1 U
RBG- R=245, B=22, G=199
CMYK- C=3%, M=12%, Y=20%, K=0%
Hex- #f5dec7



Caramel Whiskey

Pantone Coated- 13-5-2 C
Pantone Uncoated- 13-5-2 U
RBG- R=183, B=77, G=0
CMYK- C=21%, M=80%, Y=100%, K=11%
Hex- #b74d00



Espresso Martini

Pantone Coated- 13-5-7 C
Pantone Uncoated- 13-5-7 U
RBG- R=73, B=42, G=23
CMYK- C=47%, M=71%, Y=83%, K=63%
Hex- #492a17



Tequila Sunrise

Pantone Coated- 6-1-4 C
Pantone Uncoated- 6-1-4 U
RBG- R=245, B=164, G=69
CMYK- C=2, M=41, Y=83, K=0
Hex- #f5a445

8 Typography

SWEETTITLING NO. 26 (LIGHT)

- Modified for use in Logotype
- Size: Scalable, not set size when appearing as part of the logo

DIN Condensed

- Used for Headings and H1 elements hierarchically.
- Can be set in all caps for emphasis
- Size: 38pt for Headings on documents, approx. 50px for web

Gill Sans Bold

- Used for Subheadings and H2 elements hierarchically.
- Size: 16pt for Subheadings on documents, approx. 21px for web
- Size: 12pt for emphasized elements in body text, approx. 16px for web

Gill Sans Regular

- Used for Body Text.
- Size: 12pt for body text on documents, approx. 16px for web
- Size: 10pt for lists on documents, approx. 13–14px for web

Example of Text Hierarchy

H1 Title Element									
H2 Subtitle Element									
Body Text written at a 12pt font for instances such as advertisements and letters									
<ul style="list-style-type: none">• Lists appearing at 10pt for more descriptive elements and internal communications.• 1p0 left indent and 1p8 tab position are employed									

9 Logo Usage

Do's

- When text and logo are appearing together, always use the two locked positions with approved spacing.
- Keep at least 2X padding on each side of the logo.
- Espresso Martini or Almond Frapuccino should always be used as the background color when possible.
- When implementing the logo, the color of the phone silhouette should always be the same as the background color.
- If using an Almond Frapuccino background, always use Espresso Martini or Caramel Whiskey text.
- If using an Espresso Martini background, always use Almond Frapuccino, Matcha Morning or Tequila Sunrise text.



10 Logo Usage

Don'ts

- Don't break the spacing requirements defined in the Brand Guide.
- Don't break the locked positions when text and logo are appearing together.
- Don't leave less than the minimum padding space around the logo.
- Don't rotate the text or logo in any way.
- Don't stretch the logo in any way.
- Don't cover the logo with any other content.
- Don't use Matcha Morning, Tequila Sunrise, or Caramel Whiskey as the background color.
- Don't make the background different than the color of the phone.
- Don't use Matcha Morning or Tequila Sunrise text on an Almond Frapuccino background.
- Don't use Caramel Whiskey text on a Espresso Martini background.
- Don't change the set color arrangements of the logo.



11 Specs for Online Use

Online Logo and Color Usage

- Spacing specifications should be maintained.
- All colors should be converted to the RGB color treatments.
- All logo use specifications must still be maintained.

Typography

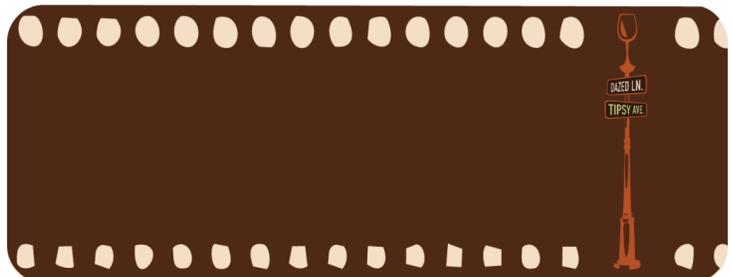
- DIN condensed should be used when applicable online, if not applicable, it should be replaced with Roboto Condensed.
- Gill Sans should be used when applicable online, if not applicable, it should be replaced with Arial.

Icons and Graphics

- For flexible online graphics or logos, use SVG file formats.
- When a transparent background is needed, use PNGs.
- For all other instances, use JPEGs
- Find Favicon, Social Media Profile Photo, and Social Media Banner examples below:

Accessibility

- Descriptive Alt Text should be attached to all images published online.
- Color contrast checkers should be used to verify all online color usage is acceptable.
- Text should adhere to accessibility guidelines for websites.



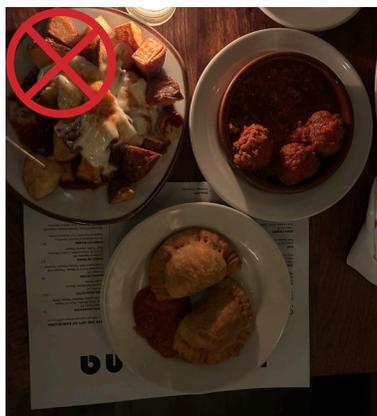
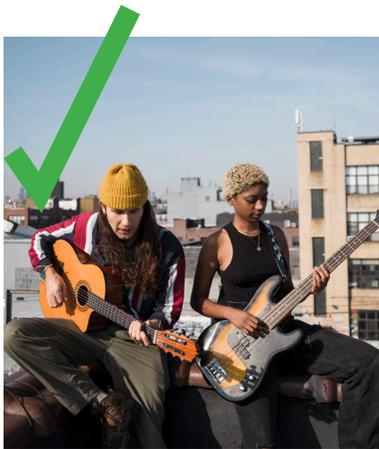
12 Photography

Ways to Use

- Social media content
- Flyers announcing weekly live music
- Featured menu items on a specials list or happy hour post.
- Website banners
- Staged product photography should be used for online menus (such as on Google or Yelp)
- After location is established, photography can appear on the walls of the restaurant itself.

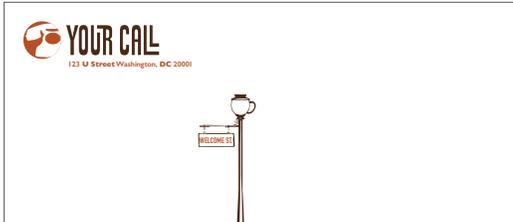
General Art Direction

- Photographs should be light in both composition and appearance of subjects.
- Customers should be the focus when possible, highlighting their enjoyment of the establishment.
- Show customers faces and have them be well lit if they are willing to be photographed.
- For live music announcements, the image must be a formal band photo, or professionally taken, it cannot be low quality.
- For product photography, each drink or dish should appear on the bar with the background blurred to highlight the product.
- See examples of accepted and rejected photos below:



13 Stationery

Envelope

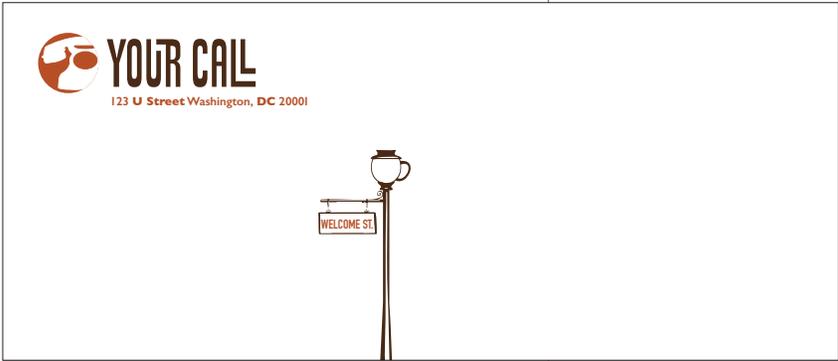


Letterhead



Business Card





15 Menus

Day Menu

booze or latte it's...

YOUR CALL



YOUR CALL

Sun–Wed - 7am–10pm
Thu–Sat - 7am–3am
www.yourcall.com

Please inform your server of any allergies, as our dishes may contain common allergens such as nuts, dairy, shellfish, and gluten, and cross-contamination may occur. Consuming raw or undercooked foods, including meats, seafood, or eggs, may increase the risk of foodborne illness, particularly for those with certain medical conditions.

The Morning Shift

7am–11am

Classic Avocado Toast - \$9
Smashed avocado, cherry tomatoes, radish, microgreens, and a dash of chili flakes on sour-dough.

Breakfast Burrito - \$10
Scrambled eggs, black beans, cheese, avocado, salsa, and a side of sour cream.

Bagel & Lox - \$12
Cream cheese, smoked salmon, capers, red onion, and arugula on a toasted bagel.

Fresh Fruit Parfait - \$7
Greek yogurt, seasonal berries, granola, and a drizzle of honey.

Croissant Sandwich - \$9
Egg, cheddar cheese, and choice of bacon, sausage, or avocado on a flaky croissant.

The Morning Racket

7am–3pm

Specialty Coffee - Cappuccino, Latte, Flat White, Mocha, and Seasonal Specials - \$6

Cold Brew Iced Coffee - \$5

Iced Tea - Classic, Peach, and Hibiscus - \$3

Fresh Juices - Orange, Green, and Beet - \$5

Smoothies - Berry Blast, Tropical Greens, and Peanut Butter Power - \$6

Wines
Virginia Chardonnay - \$10 glass / \$38 bottle
Cabernet Sauvignon - \$13 glass / \$48 bottle

A Midday Rendezvous

11am–3pm

Gourmet Grilled Cheese - \$10
A blend of cheddar, gouda, and brie on sourdough with a side of tomato basil soup.

Chicken Caesar Wrap - \$11
Grilled chicken, romaine, Parmesan, croutons, and Caesar dressing in a soft tortilla.

Mediterranean Power Bowl - \$12
Quinoa, mixed greens, cucumbers, tomatoes, olives, chickpeas, and feta with a lemon-tahini dressing.

Cubano Sandwich - \$13
Slow-roasted pork, ham, Swiss cheese, pickles, and mustard on pressed Cuban bread.

Caprese Panini - \$10
Fresh mozzarella, tomatoes, basil, balsamic glaze on ciabatta.



16 Menus

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Brewed Alibis

3pm – Close

- DC Brau Public Pale Ale - \$7
- 3 Stars Brewing Ghost White IPA - \$8
- Right Proper Raised Pale Ale - \$8
- Atlas Brew District Common Lager - \$7
- Bluejacket Lost Weekend IPA - \$8

Liquid Confessions

3pm – Close

Red

- District Red Blend (Local) - \$11 glass / \$42 bottle
- Pinot Noir - \$12 glass / \$46 bottle
- Cabernet Sauvignon - \$13 glass / \$48 bottle

White

- Virginia Chardonnay - \$10 glass / \$38 bottle
- Sauvignon Blanc - \$11 glass / \$42 bottle

Sparkling

- Prosecco - \$9 glass / \$36 bottle
- Local Sparkling Rosé - \$12 glass / \$46 bottle

The Usual Suspects

3pm – Close

- Your Call Margarita - \$12**
Tequila, lime juice, agave, and a splash of orange liqueur with a salted rim.
- Old Fashioned Twist - \$13**
Bourbon, bitters, a hint of vanilla, and an orange twist.
- Espresso Martini - \$14**
Vodka, espresso, coffee liqueur, and a touch of vanilla.
- Cucumber Mint Cooler - \$12**
Gin, fresh cucumber, mint, lime juice, and so. Ja wite.
- Smoky Negroni - \$13**
Mezcal, Campari, sweet vermouth, garnished with an orange peel.
- Spicy Paloma - \$12**
Tequila, grapefruit juice, lime, agave, and a pinch of cayenne.
- Whiskey Sour - \$12**
Bourbon, fresh lemon juice, simple syrup, and a dash of bitters.

The Setup

3pm – Close

- Truffle Fries - \$8**
Crispy fries tossed with truffle oil, Parmesan, and parsley.
- Bruschetta Trio - \$10**
Tomato-basil, mushroom and garlic, and whipped ricotta with honey on toasted baguette slices.
- Buffalo Cauliflower Bites - \$9**
Lightly breaded cauliflower tossed in buffalo sauce, served with ranch.



17 Social Media Graphics



YOUR CALL
presents...

RANDOM BAND!



YOUR CALL

11/2 – 11/7 Happy Hour Specials
4pm–7pm

Your Call Margarita - \$7
Tequila, lime juice, agave, and a splash of orange liqueur with a salted rim.

Old Fashioned Twist - \$8
Bourbon, bitters, a hint of vanilla, and an orange twist.

Smoky Negroni - \$8
Mezcal, Campari, sweet vermouth, garnished with an orange peel.

Spicy Paloma - \$7
Tequila, grapefruit juice, lime, agave, and a pinch of cayenne.



YOUR CALL

The Morning Racket Features
11/2–11/7

- Cold Brew Americano - \$6
- Matcha Latte - \$6
- Mimosa - \$7

The Morning Shift Features
11/2–11/7

- Caprese Panini - \$10
- 7 Cheese Macaroni - \$12
- Tomato Bisque - \$8



DAZED LN.

TIPSY AVE.

thank you to everyone who joined us for **RANDOM BAND!**

These templates are examples for the style and aesthetic of posts. Change is encouraged, but tone should be maintained

18 Packaging



Sleeve will contain the designed elements and will be placed on blank to go cups.

19 Packaging



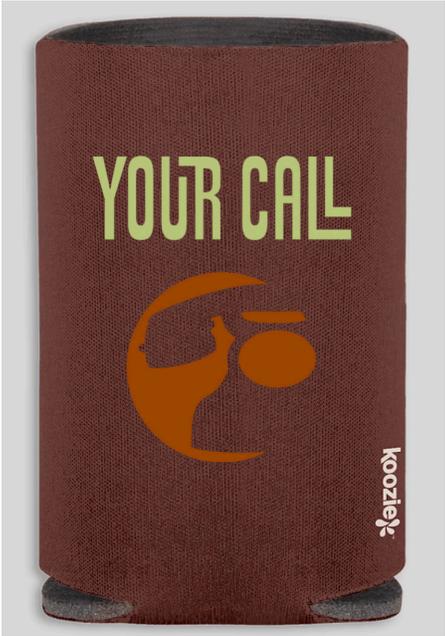
20 Storefront Signage



21 Specialty Drink Glasses



22 Restaurant Assets



23 Wearables



T-Shirts and Hats will also be for sale to the public

24 Wearables



T-Shirts and Hats will also be for sale to the public

25 Wearables



26 Wearables



T-Shirts and Hats will also
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