THRILL'N CHIK'N

HOME OF THE BLAZIN' SANDWICH

BRAND GUIDELINES

{Updated December 19, 2022}

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MISSION

At Thrill'N Chik'N, we believe that our mission is to provide a thrilling experience by serving the crispiest, crunchiest fried chicken at an affordable price.

BRAND PERSONALITY

LOUD   FUN

CASUAL   SIMPLE

OUTSPOKEN

BRAND STORY

What started as just a group of friends living together experimenting in their kitchen, has become a family favorite spot to chill and enjoy affordable crispy, crunchy goodness. One day, these group of friends decided to compete against each other over who can make the best fried chicken. Once the taste testing came along, they found out that each of their chicken had something that stood out. One had delicious flavor, the second was amazingly crispy, and the third one was very juicy. They decided to combine these three elements and created a masterpiece. Wanting to share their thrilling discovery to the world, they decided to open a small food truck in their hometown Ventura, CA serving their fried chicken recipe. They named it Thrill'N Chik'N because of the thrilling experience they had creating and eating it. Wanting to stand out from others, they shortened the name and changed CHICKEN to CHIK'N.

POSITION STATEMENT

Thrill'N Chik'N serves the crispiest fried chicken a fast-food restaurant has to offer at affordable prices and through quality, friendly service. Our secret recipe will knock you off your seat with a thrilling experience. Don't believe us? Try us we dare you!

BRAND VOICE

1. Fun – Enjoyable food and service.
2. Friendly – We make you feel welcomed.
3. Bold – Confident in our fried chicken. Knowing we always serve our best. We are daring!

VISUAL IDENTITY

MENU

SANDWICHES
The Classik $6
Chik'N BLT $6
Chik'N Nuggies $7
Cruncheee Sandwich $8
Oh So Spicy Sandwich $8

SIGNATURE CHIK'N
Blazin' Tenders $6
2xDecker Sandwich $8
Blazin' Sandwich $8

COMBO MEALS
Legz & Thighs $7
Classik Combo $8
A Lot Of Nuggies $9
Blazin' Combo $9

FAMILY MEALS
Nuggie Fam $10
1 Of Each $15
Blazin' Hot $18
Chik'N Bundle $20

KIDS MEALS
Small Nuggies $4
Junior Classik $5
Tender Bites $6

SIDES
Yummy Biscuit $3
Mak'N Cheese $4
Mash 'Tatorz $4
Crispeee Fries $5

DESSERTS
Choko Cookie $3
Apple Pie $3
Ice Kream $4
Nutella Donuts $5

DRINKS
Small $2
Medium $3
Large $4

PRIMARY LOGO & SECONDARY LOGO

Below are the approved main logo variations to use on brand communications and brand assets.

square is for demonstration purposes only

SIZE AND CLEAR SPACE

Logo should be no smaller than 1.5" inches. The recommended clear space for the logo is equal to the width of N on CHIK'N.

1.5" in

LOGO VARIATIONS

Drop shadow is recommended to make the logo stand out on images. Stroke logo can also be used on images. Black and white version is also OK to use.
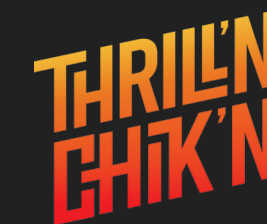

INCORRECT USES

Things to avoid in brand communications.

Do not change the text or design

Do not use anything but brand colors

Do not use logo without tagline

Do not misproportion logo

COLOR PALETTE

MAIN BRAND COLOR

GOLD
CMYK: 0 21 86 5
RGB: 242 190 34
HEX: #F2BE22

FLAME GRADIENT
CMYK: 0 21 86 5   CMYK: 4 36 100 0   CMYK: 0 100 100 0

SUPPORTING BRAND COLORS

ORANGE
CMYK: 4 36 100 0
RGB: 242 170 15
HEX: #F2AA0F

RED
CMYK: 0 100 100 0
RGB: 237 28 36
HEX: #ED1C24

WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

DARK GREY
CMYK: 72 66 65 73
RGB: 33 33 33
HEX: #212121

TYPOGRAPHY

PRIMARY BRAND TYPEFACE   Use in Headlines & Callouts

BEBAS REGULAR
ABCDEFGHIJKLMNOPQESTUVWXYZ
1234567890
!"#$%&'()*+,-./:;<=>?@ \]^_`{|}~¢£'',""„•–

SECONDARY BRAND TYPEFACE   Use in Subheads & Body Copy

Acumin Variable Concept
Condensed Bold
ABCDEFGHIJKLMNOPQESTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz   !"#$%&'()*+,-./:;<=>?@ \]{|}¢£'',""„-

Condensed Semibold Italic
ABCDEFGHIJKLMNOPQESTUVWXYZ   *1234567890*
abcdefghijklmnopqrstuvwxyz   *!"#$%&'()*+,-./:;<=>?@ \]{|}¢£'',""„-*

Condensed Black
ABCDEFGHIJKLMNOPQESTUVWXYZ   1234567890
abcdefghijklmnopqrstuvwxyz   !"#$%&'()*+,-./:;<=>?@\]{|}¢£'',""„-

IMAGERY

> **BE BOLD.
> DO WHAT THE
> ORDINARY FEAR.**