# assembly
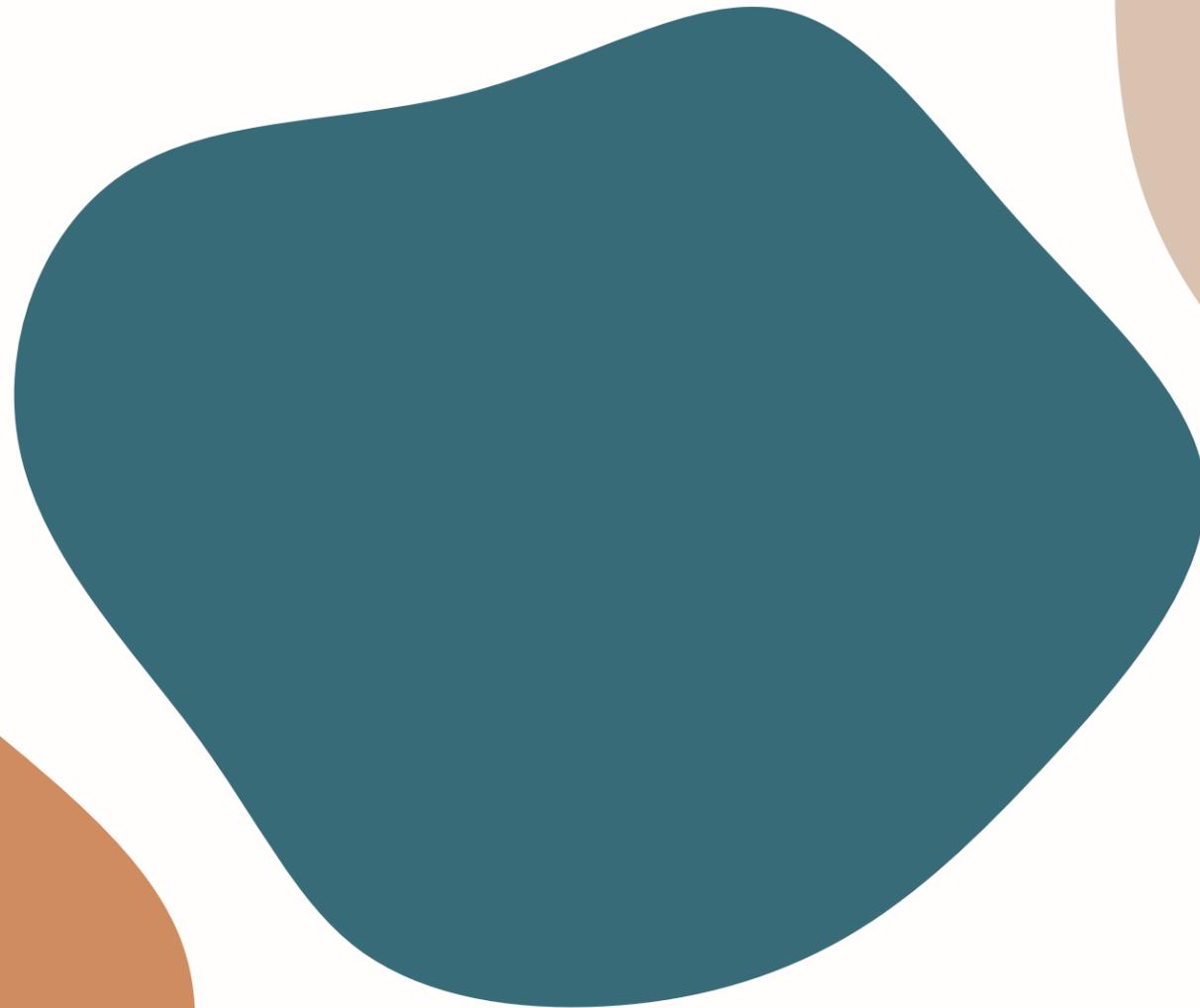
Branding/
Style Guide

# Mission Statement

Assembly  is a laid back brunch spot located in New Paltz, NY. Not only is the decor vintage inspired, but a thrift store is also attached to the cafe. Stop by for a delicious meal then spend some time searching for vintage gems next door. Everyone is welcome at Assembly.

# Core Identity

# Core Logo

The two color version of this logo is the main logo for Assembly. It may only be used in this color and orientation. The design of the logo exemplifies our mission statement of being a fun and inclusive brand.

*assembly*

|       | Background | Foreground |
|-------|------------|------------|
| WEB   | #FFCC6B    | #212121    |
| RGB   | R 255 G 204 B 107 | R 33 G 33 B 33 |
| CMYK  | C 0 M 21 Y 67 K 0 | C 0 M 0 Y 0 K 87 |

# Logo Clearspace

The clearspace minimum is equivalent to the vertical height of the "a" (shown a "x"), regardless of the size of the logo

# Font Palette

These two fonts work together to convey both the vintage and trendy style of Assembly. The sans-serif font, Omnes is to be used mostly for body text and sub heads. The serif font, Mokoko is to be used for headlines and not for smaller type.

## Omnes Regular

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

## Mokoko 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

# This is Assembly!
(Omnes)

### Here's the Story.
Assembly language uses a mnemonic to represent each low-level machine instruction or opcode, typically also each architectural register, flag, etc. Many operations require one or more operands in order to form a complete instruction. Most assemblers permit named constants, registers, and labels for program and memory locations, and can calculate expressions for operands. Thus, the programmers are freed from tedious repetitive calculations and assembler programs are much more readable than machine code.

**THRIFT SHOP**

# We're in New Paltz
(Mokoto)

Post assemblers permit named constants, registers, and labels for program and memory locations, and can calculate expressions for operands. Thus, the programmers are freed from tedious repetitive calculations and assembler programs are much more readable than machine code.

**ASM BLY**

### Welcome to this text block
In both cases, the assembler must be able to determine the size of each instruction on the initial passes in order to calculate the addresses of subsequent symbols. This means that if the size of an operation referring to an operand defined later depends on the type or distance of the operand, the assembler will make a pessimistic estimate when first encountering the operation, and if necessary, pad it with one or more "no-operation" instructions in a later pass or the errata. In an assembler with peephole optimization, addresses may be recalculated between passes to allow replacing pessimistic code with code tailored to the exact distance from the target.
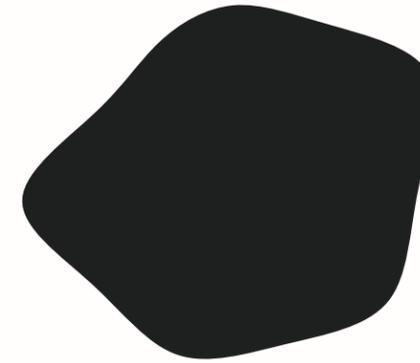
# Color Palette

The clearspace minimum is equivalent to the vertical height of the "a" (shown a "x"), regardless of the size of the logo
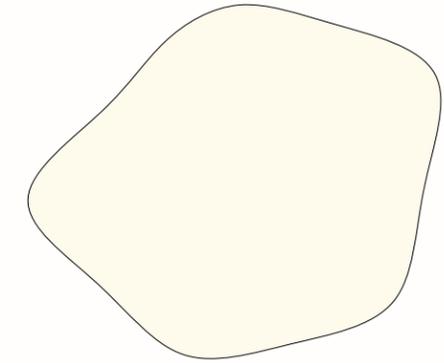
## Primary Colors
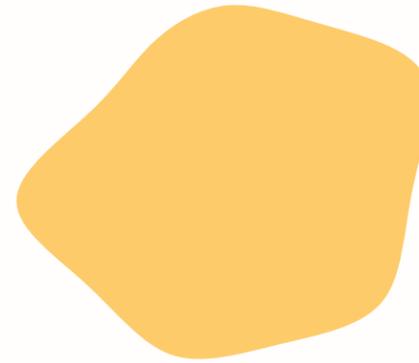
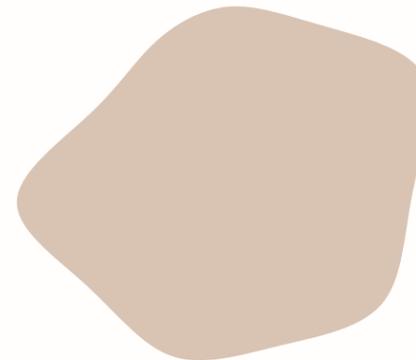#ffcc6b
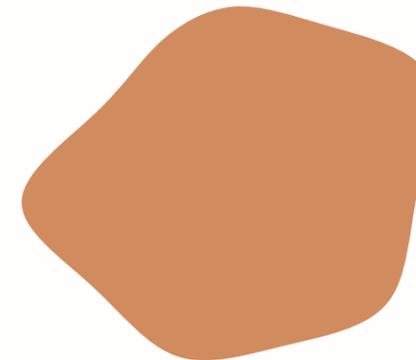C 0%, M 21%, Y 67%, K 0%

#fffaeb
C 0%, M 1%, Y 7%, K 0%

#f20201f
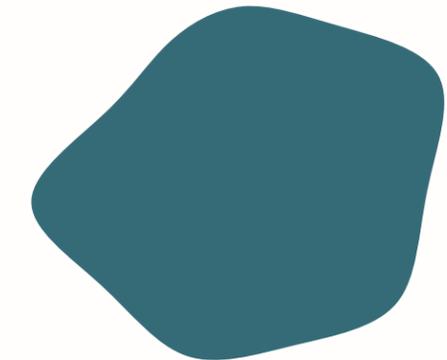C 71%, M 65%, Y 66%, K 74%

## Secondary Colors

#dac3b3
C 14%, M 22%, Y 27%, K 0%

#fffaeb
C 17%, M 50%, Y 68%, K 1%

#f20201f
C 80%, M 46%, Y 43%, K 14%

# Icon Visual Vocabulary

These icons were created to be a support element of our overall identity. They are to be used as a group rather than individually. The arrangement is not important as long as they are not overlapping. These icons are only to be used in the primary or secondary colors.

# Organic Shape Visual Vocabulary

These organic shapes are secondary imagery that communicates the fun and laid back feeling of Assembly. They are to be used when it is less important to convey what Assembly is. This set of shapes can overlap, but should vary in size. The shapes should only use the secondary color palette.
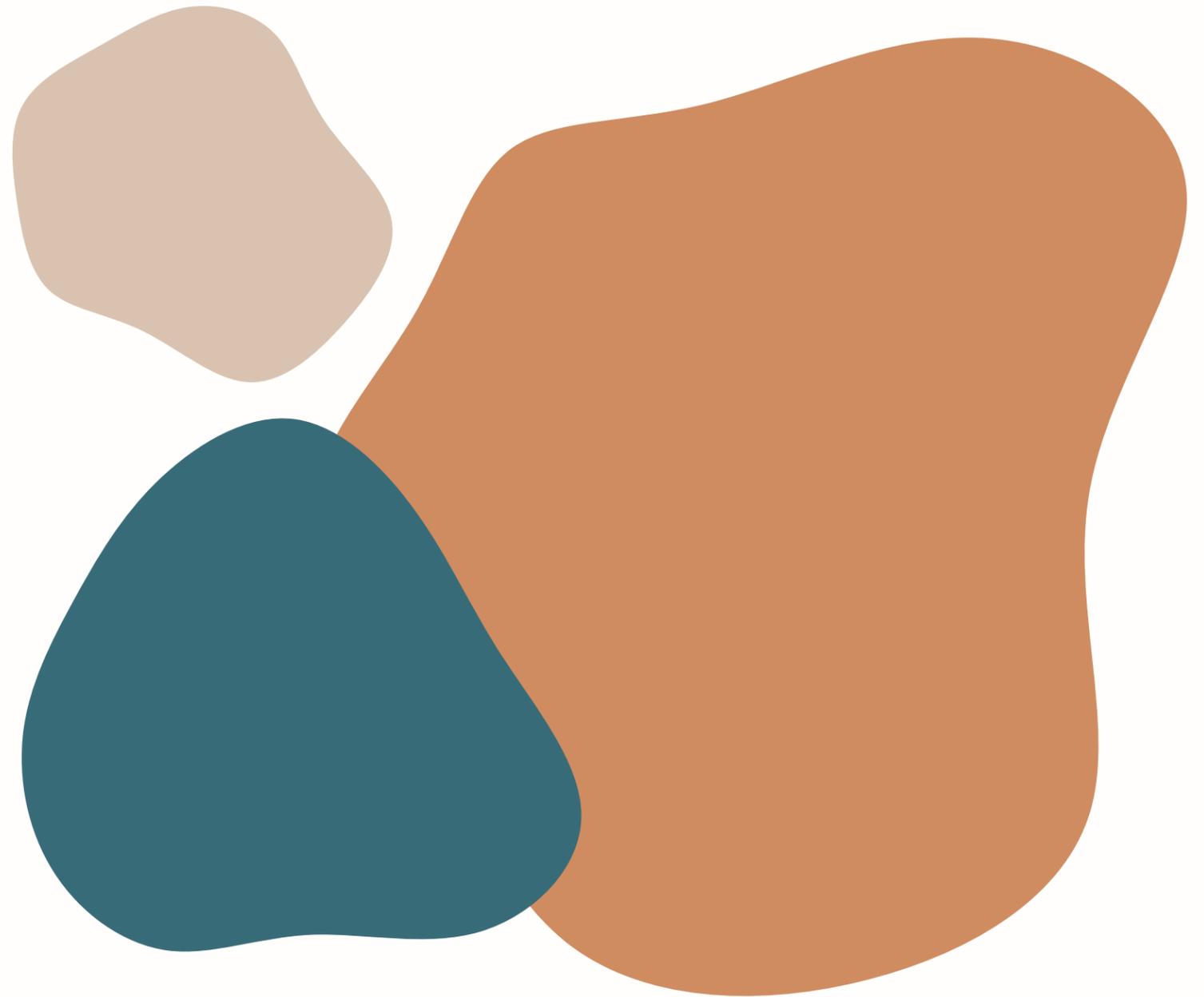
# Physical Assets

# Stationery

Assembly's stationery must use only the Omnes font and organic shapes. The Assembly logo must be prominently displayed on each piece

# Menu

The menu should only include the
organic shape visual vocabulary with the addition of
bold underline of the menu categories.



## assembly

### Signature Brunch

**CHICKEN & WAFFLE   12**

Breaded chicken cutlet, 2 over easy eggs, sliced bacon on a Belgian waffle topped with sausage gravy. Served with home fries.

**THE BREAKFAST CLUB   10**

Two scrambled eggs, avocado, basil pesto, sprouts, re onion, tomato &muenster on triple-decker 12 grain toast. Served with home fries.

**BREAKFAST FLATBREAD   12**

Scrambled Eggs, Bacon, Sausage, Peppers, Bechamel, and Mozzarella baked on a homemade flatbread.

**EGGS BENEDICT   10**

Two poached eggs, grilled ham & cheddar cheese on a toasted english muffin topped with hollandaise. Served with home fries.

**TOFU SCRAMBLE   9**

Grilled tofu, spinach & tomato on a bed on a bed of home fries. Served in a skillet with  toast.

**ASSEMBLY SPECIAL    7**

Two eggs & bacon served with two slices of walnut citron french toast OR two pancakes.

**BREAKFAST BURGER   8**

One sunny side up egg, bacon, red onion, tomato, cheddar & chipotle mayo on a toasted kaiser roll.

### Small Plates

**POWER BOWL   4**

Steel cut oatmeal or granola  loaded with bananas, apples  and strawberries.

**SUNRISE SANDWICH   4**

Two eggs, two strips of bacon & american on a toasted roll.

**FRUIT SALAD   3**

Cantaloupe, honeydew melon, red seedless grapes & strawberries.

**WESTERN BAGEL   4**

Toasted bagel with hummus, avocado. tomato and everything bagel seasoning.

### Drinks

**CLASSIC MIMOSA   6**

Classic orange juice  and Champagne. Make your Mimosas bottomless +9.

**BLOODY MARY   7**

Tomato juice, vodka and tabasco. Garnished with celery and a mini grilled cheese. Make your Bloody Marys bottomlesss +10.

**COFFEE   2**

**HOT TEA   2**

**JUICE   3**

# Merchandise

Merchandise can include a combination of all visual vocabulary. The Assembly logo should appear somewhere on the item.

# Clothing Tags and Coasters

These tags are to be used on all items for sale in thrift store. The price and any information about the item can be hand-written on the back. Both items have the logo with an off-white background only.
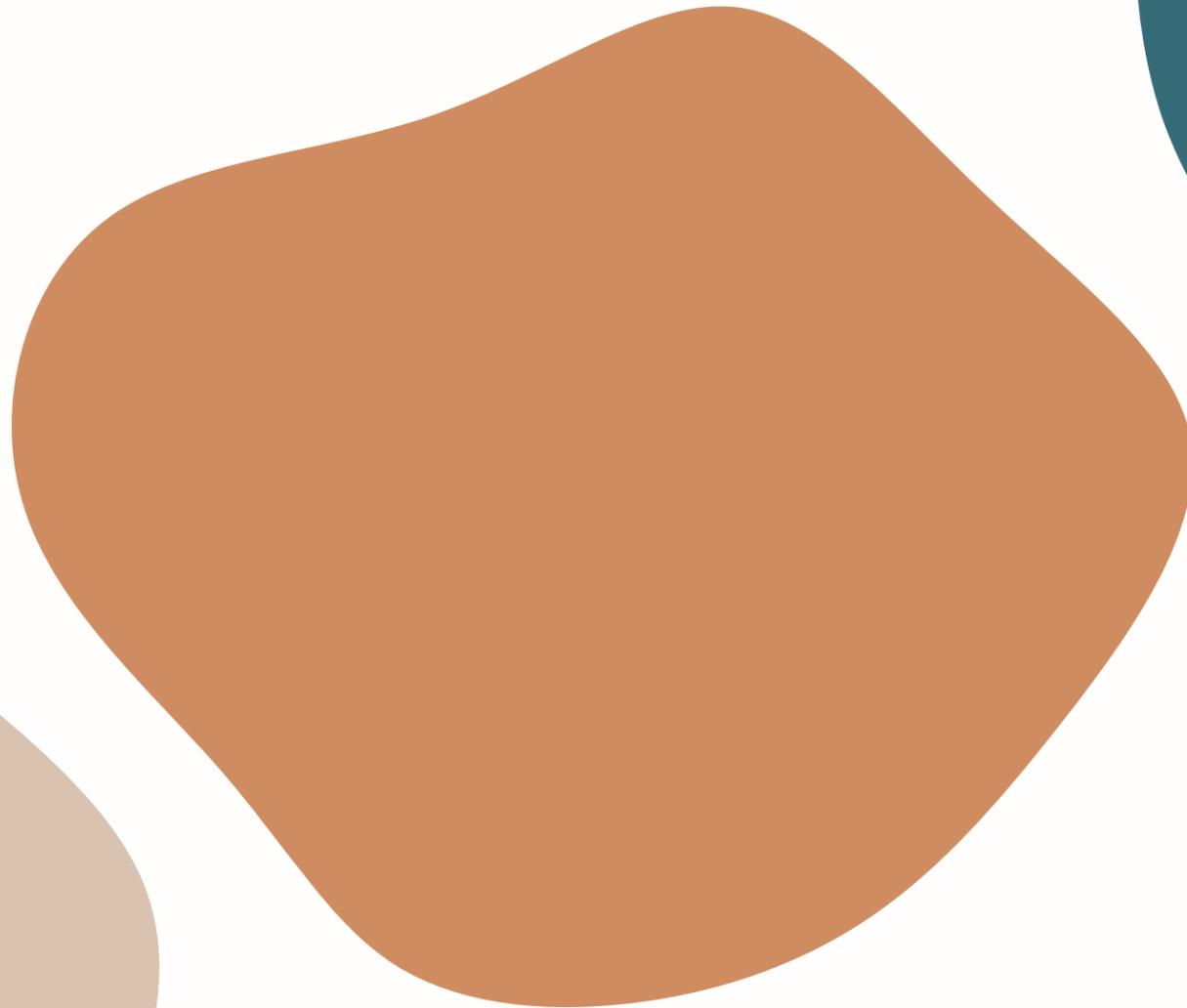
# Signage

External and internal signage should have the logo contained in a circle. The logo should take up most of the space, while still adhering to clearspace rules.

# Marketing Assets

# Print Ads

All printed material should have the Assembly logo with appropriate clear space. Headline text is in Mokoko Bold. Assembly's website and social media must be included in Omnes.
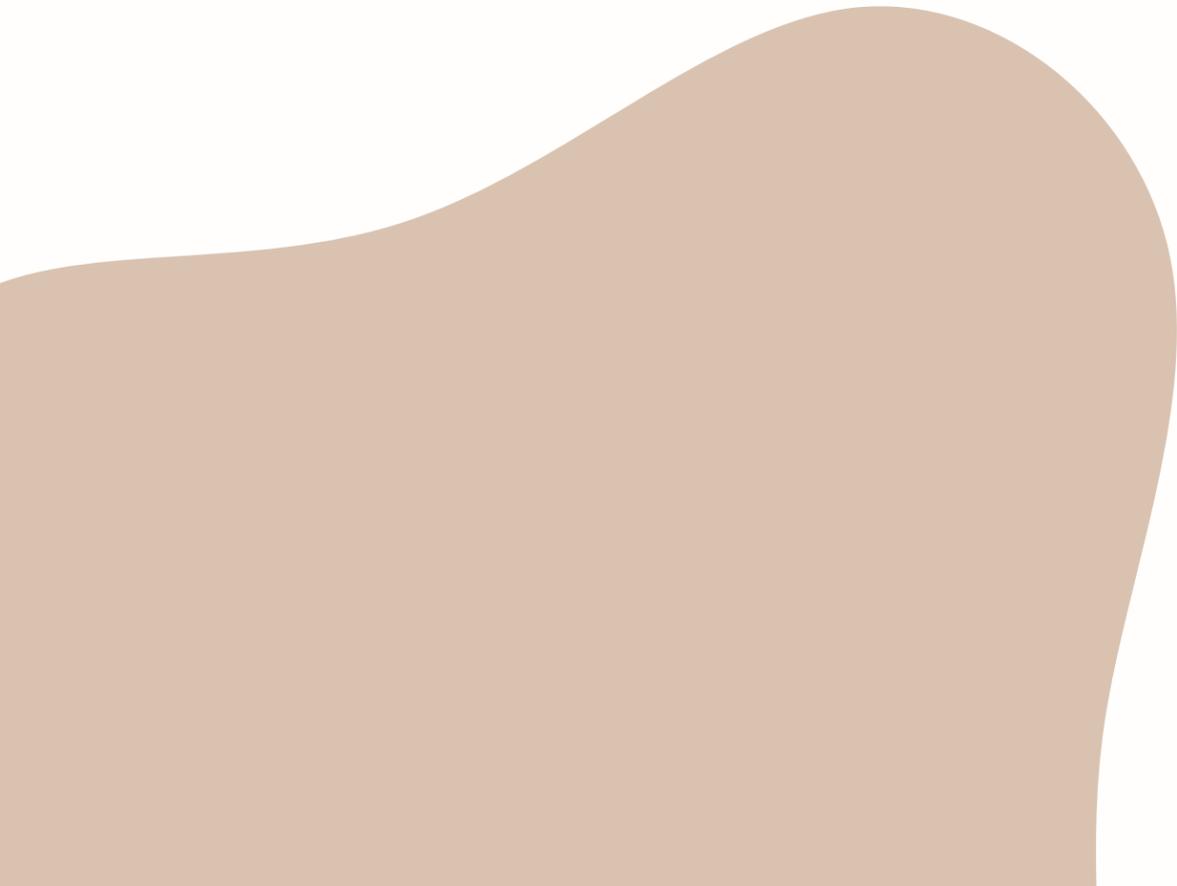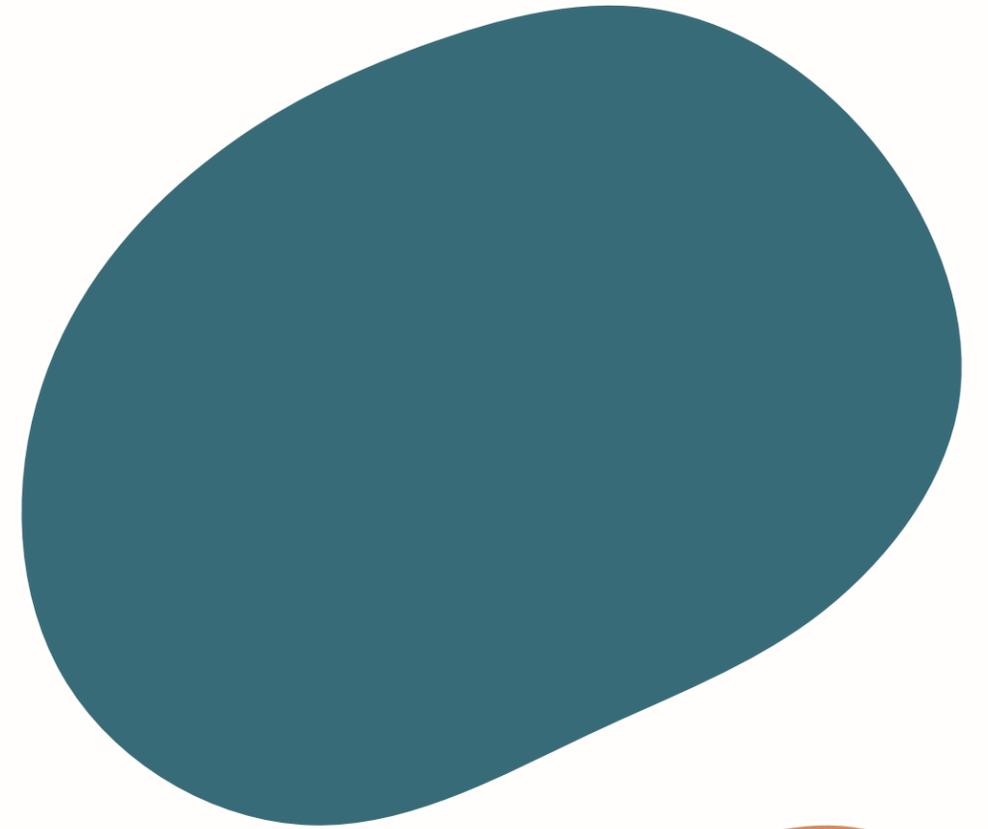
# Billboards

Billboards should have the Assembly logo with appropriate clear space. Headline text is in Mokoko Bold. Assembly's website and social media must be included in Omnes.
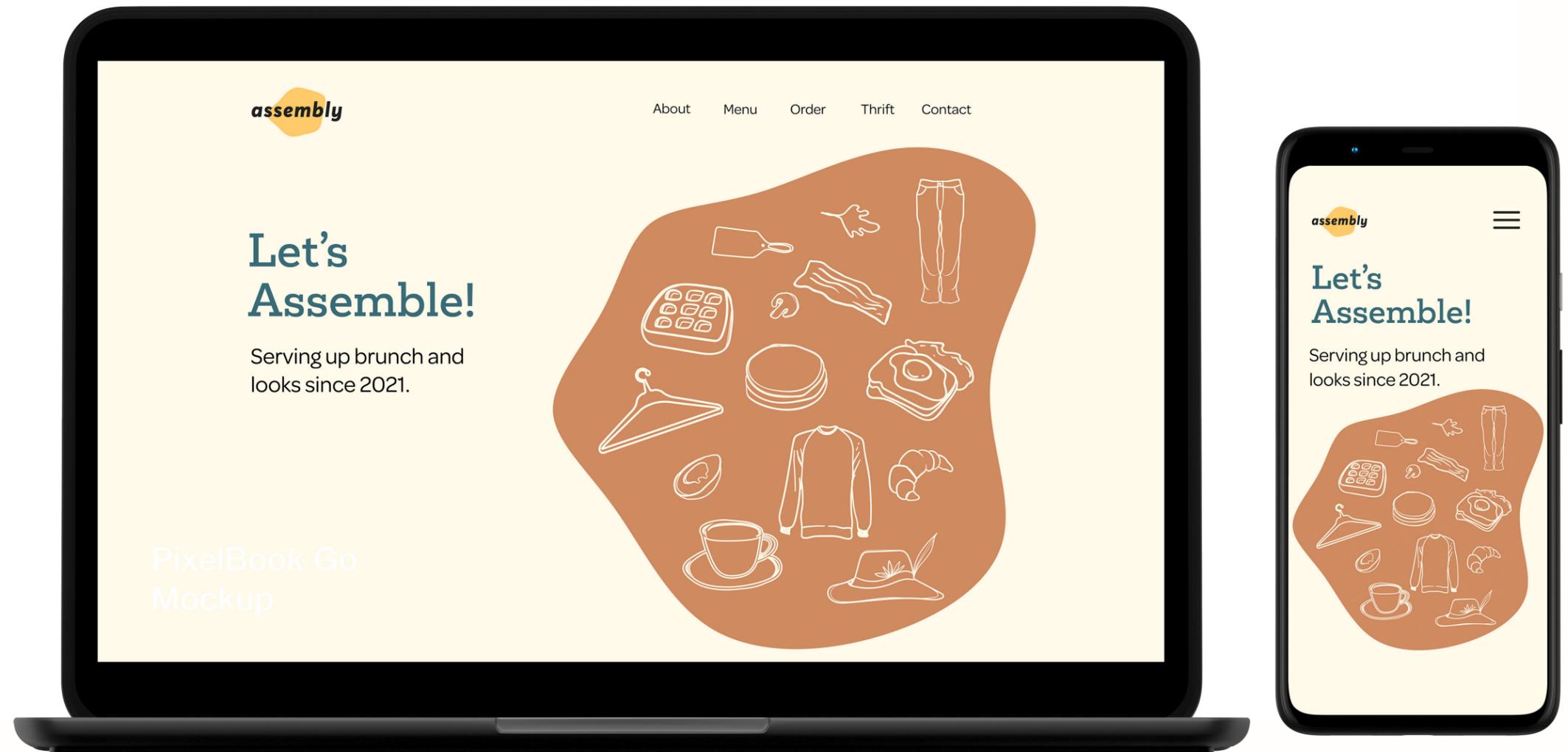
# Digital Assets

# Website

The website is a hub for all information
about Assembly. The homepage design
can include all visual vocabulary, but the navigation
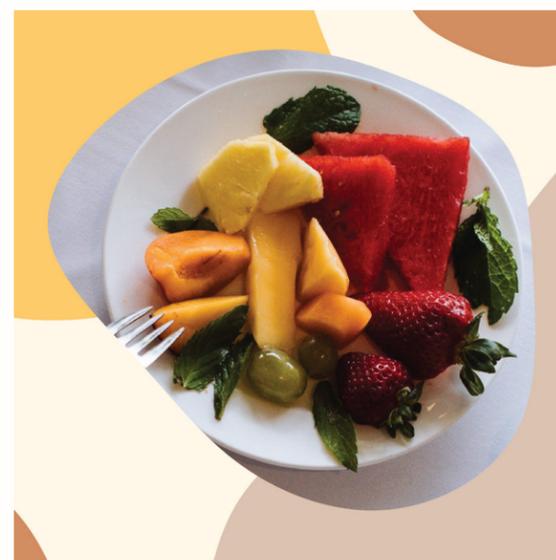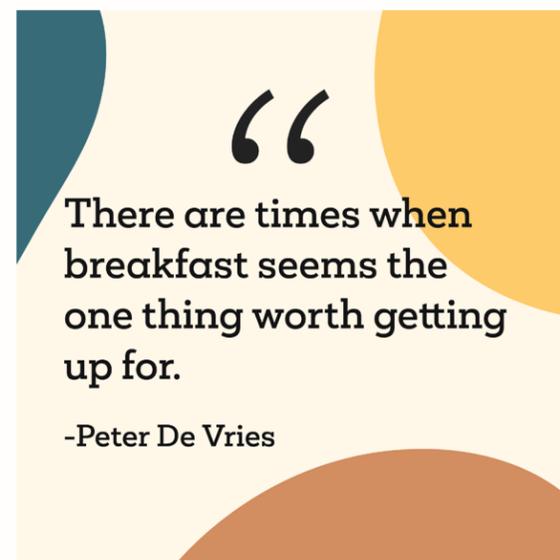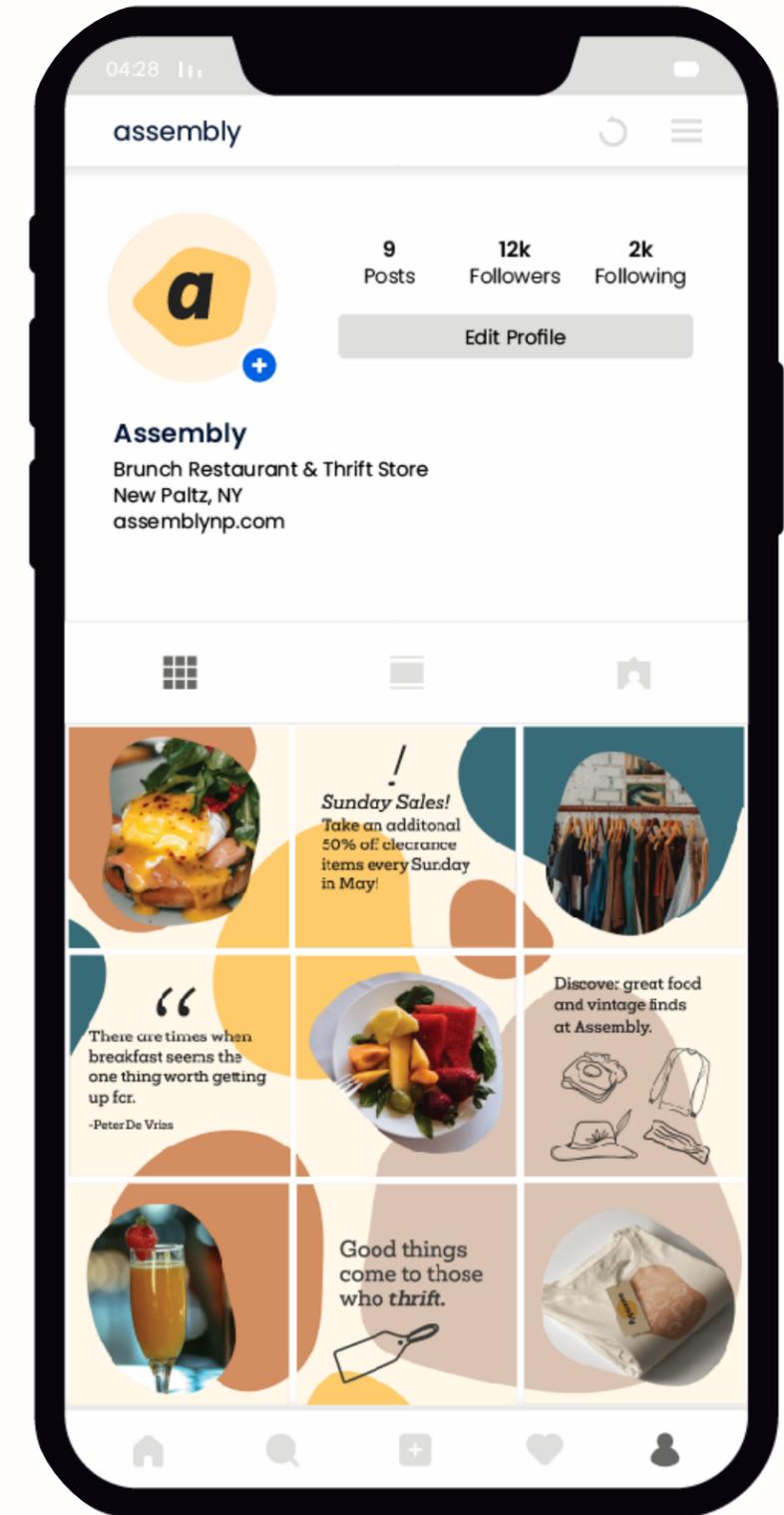should remain the same.

# Social Media Icon

This logo is to only be used for social media. It features the "a" and shape from the Assembly logo. This icon should only be placed on this color background. It must fill as much space as possible without being cut off.

# Social Media Posts

Social media is Assembly's main avenue for connecting with customers. It is the only time photography can be used. The photography is placed in to organic shapes to align to the main visual vocabulary. All visual vocabulary should be used evenly throughout social media posts.

# Thank You!