



ORDER  
HERE

ME

VELVET  
VAPOR  
*Velvet Pig*



# Velvet Pig



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## **IT'S ALL ABOUT THE BACON.**

Peter has spent the last decade cooking for the best chefs in the world, Joel Robuchon L'Atelier, David Bouley's Danube, April Bloomfield's Breslin, Veritas, and the Four Season's Hotel. Born and raised in Chicago, his affection and knowledge of Chicago, its food scene and patrons are second to none.

After Peter and his four legged companion were denied entry to a ritzy hotel bar, he decided it was time to capitalize on his intimate knowledge of food and beer and open his own watering hole with menus focused on the ultimate craving and supreme ingredient, Bacon. Treating and giving bacon the attention it rightfully deserves, Peter intends to seek out the very best bacons from all over the country and pair them with local artisanal beers. Similarly, his menus are purposefully designed to enhance the different nuances of the unique artisanal bacons he finds. Today, both you and your canine companion are welcome to whine and dine at the city's only bacon-centered dive bar.

# VELVET PIG



01

## AUTHENTICITY

Food should be honest, wholesome and original. The entire staff at VP is dedicated to serving fresh looks on classic favorites in both its' dishes and its' cocktails. All guests at VP will be dining exclusively on locally grown and raised ingredients as we take pride in our community and where our food comes from.

## CONNECTIVITY

We pride ourselves and our knowledge of every plate that comes out of the VP kitchen. Each member of our staff - be it server, bartender, or hostess, is fully versed in our snout-to-tail dining policy. This increases our ability to enrich any curious guests to help understand what dishes they are enjoying.

03

## LEADERSHIP

Just like a great host, each of our servers and bartenders plays a role in welcoming our guests into our environment and helping to guide them to what may align with their tastes during their visit. Our staff are not afraid to take the reins and make recommendations based on what they have meticulously studied about each guest (and their pooch!).

## CONSISTENCY

Here at Velvet Pig we stand by our standards of excellence in the freshness of our ingredients and the quality of which they are prepared for each and every dish. We want to surprise and delight our guests from their beverage, their appetizer or bar snack, all the way to their mouth watering meaty main course.

05

## WARM + WELCOME

We strive to make the environment at Velvet Pig as warm and welcoming as possible. We encourage guests to savor their food, engage in robust conversation, and to make friends with other fellow dining guests and their four-legged friends. Our restaurant has always been walk-ins only so that traffic can flow organically in and out.

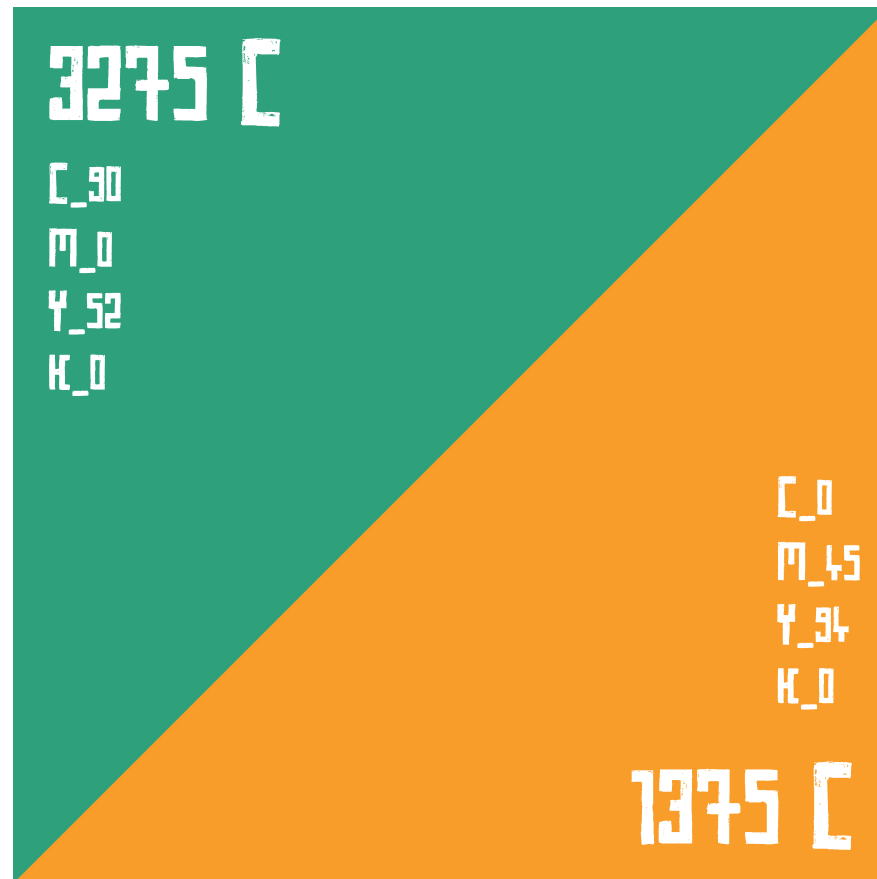
02

04

咖啡吧

## PRIMARY COLORS

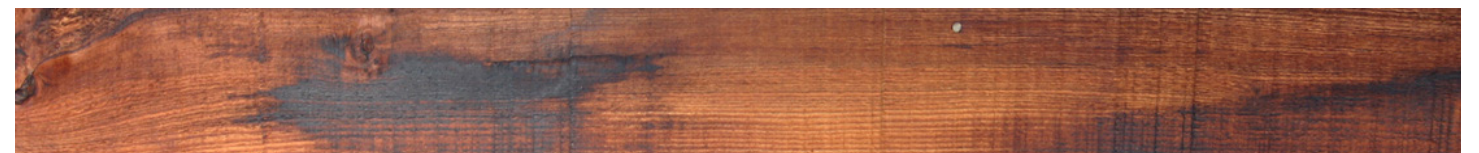
Primary colors are a whimsical combination of teal and citrus. Primary colors represent the bright and optimistic outlook we aim for our guests to experience while dining with us.



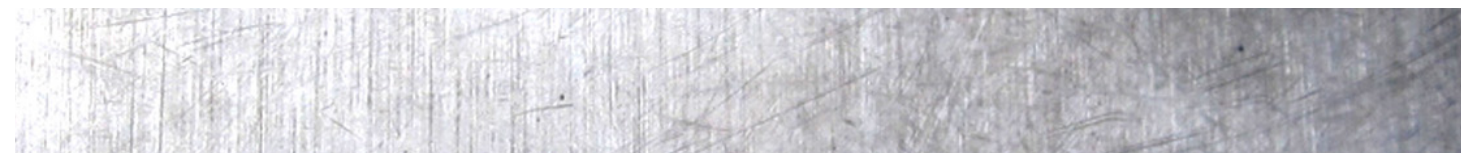
**Note |** Both primary colors will never be mixed, or be presented with varying opacities. Both colors will remain at 100%.

## SECONDARY COLORS

Secondary colors are used primarily in bar decoration: Wall hangings, uniform accents, seating color, etc.



**DISTRESSED WOOD |** Floor boards, decorative accents.



**VINTAGE METAL |** Aged tablewear and in bathroom accents.

**Note |** Secondary colors will never found in the designs of food or beverage menus.

## PRIMARY LOGO

The primary logo is a large, weathered block-style print. The primary logo is meant to feel aged and comfortable.



VELVET  
PIG

**Note 1** | The primary logo is generally represented on every menu and all outdoor signage easily visible to the public.

## SECONDARY LOGO

The secondary logo is presented in a script format, meant to represent the more refined side of our dining experience.



Velvet Pig

**Note 01** | The secondary logo shall exist no smaller than 2.75" wide.

**Note 02** | Both logos are often combined for a deeper "layered" look. See **logo usage** on the following page.

## LOGO USAGE | COLORS

Our bold primary logo will always exist in either black or white. The user has the option of alternating the primary brand colors when utilizing our secondary logo.



**Note |** When living on it's own, our secondary logo can exist in black, white, or alternated in either of our two primary brand colors.

## LOGO USAGE | PRODUCT

Our logo(s) are flexible and can exist in a variety of formats as long as those formats are suitable for representing VP in a positive light. Our logo can be found on a variety of merchandise and bar decor.



**A |** GARMENTS



**B |** POOGY ACCESSORIES



**C |** GLASSWARE

**PRODUCT + MERCH |** Merch will be displayed along easily visible areas to our guests throughout the bar for purchase. Merchandise will not be displayed within the private dining area at any point in time. Pint glasses are always available for guests to bring home. Doggy bandanas will be given away to any pooches dining at our outdoor patio in the summer months.



# TYPETREATMENT | TITLES

See below for the style application for all title fonts.

**RAW STREET WALL**  
ABCDEFGHIJKLMN OPQRSTU VWXYZ  
1234567890

'Street Wall' is the font used to create VP's primary logo. 'Street Wall' can be used to title all food and beverage menus.

**PROXIMA NOVA BLACK**  
ABCDEFGHIJKLMN OPQRSTU VWXYZ  
1234567890!@#\$%^&\*()V/?

Proxima Nova in it's bold variant can be used when writing subheads, pricing, or anywhere where 'Street Wall' feels inappropriate.

# TYPETREATMENT | BODY

See below for the style application for all body fonts.

**PROXIMA NOVA MEDIUM**  
ABCDEFGHIJKLMN OPQRSTU VWXYZ  
1234567890!@#\$%^&\*()V/?

Proxima Nove in it's medium variant is used to describe menu items in both our food and beverage menu.

**PROXIMA NOVA BOLD**  
ABCDEFGHIJKLMN OPQRSTU VWXYZ  
1234567890!@#\$%^&\*()V/?

Use Proxima Nova in it's Bold variant wherever it's medium variant is not appropriate.

# BRANDASSETS | INTERIOR

The Velvet Pig interior is meant to give guests an energized but warm feeling of urban comfort. VP is **not pretentious**.



**03.02.2018**

METROPOLITAN BREWING | CHICAGO, IL  
**HELIOSAT ZWICKEL LAGER** | 5%  
 A super-fresh, traditional, unfiltered lager, lightly bready malts and a dry crisp finish.  
 \$7/3.5

LOCAL OPTION | CHICAGO, IL  
**OUTLAWGER** | 5%  
 Aroma of dried sweetbread & buttered biscuits, pale malt, fresh dough, and faint floral zest  
 \$7/3.5

ANCHOR BREWING | SAN FRAN, CA  
**ANCHOR STEAM** | 6.5%  
 Deep amber in color with a thick creamy head and distinctive flavor.  
 \$7/3.5

GREAT LAKES BREWING | CHICAGO, IL  
**ELIOT NESS** | 6.1%  
 A Vienna-style lager with a rich body, toasty malt, and floral noble hops  
 \$7/3.5

KROMBACHER BREWING | GERMANY  
**KROMBACHER PILS** | 4.8%  
 Germans drink this more than any other Pils in Germany. Independent & family owned.  
 \$7/3.5

SOLEMN OATH BREWING | CHICAGO, IL  
**LÜ** | 4.7%  
 German-style ale featuring mellow malt sweetness balanced by a delicate spicy, floral hop profile.  
 \$7/3.5

METROPOLITAN BREWING | CHICAGO, IL  
**DYNAMO COPPER** | 5.6%  
 Locally produced by husband and wife team. Malt driven, spicy, clean.  
 \$7/3.5

METROPOLITAN BREWING | CHICAGO, IL  
**KRANKSHAFT KOLSCH** | 6.1%  
 Lemony flavors from the ale yeast meld artfully into the dry, clean finish.  
 \$7/3.5

BOURBON	1oz   QTR	RYE	1oz   QTR	OTHERS	1oz   QTR
BAKER'S	5/28	BAKER'S	5/28	BAKER'S	5/28
BABY BLUE	6/33	BABY BLUE	6/33	BABY BLUE	6/33
EVAN WILLIAMS	3/17	EVAN WILLIAMS	3/17	EVAN WILLIAMS	3/17
JIM BEAM	3/17	JIM BEAM	3/17	JIM BEAM	3/17
MAKER'S 46	8/20	MAKER'S 46	8/20	MAKER'S 46	8/20
PEACH STREET	9/49	PEACH STREET	9/49	PEACH STREET	9/49

**WILSHIRE**

# BRANDASSETS | EXTERIOR

VP's exterior works to give insight into it's interior. Being a renovated 1960's auto body warehouse, our facade keeps true to our roots.





OVERVIEW

## OVERVIEW

Who doesn't love crispy bacon and a cold pint? Velvet Pig works to really connect with the citizens of Chicago and provide a delicious, authentic, youthful dining experience. We strive to maintain a welcoming and relaxed environment while serving dishes comparable to other neighboring Michelin Starred gastropubs.

VP works to remain authentic and fresh, in both it's rotating selection of bacon and beer and our take on the the gastropub dining experience. We believe each member of our staff should be educated in our locally producing neighbors and the origins of our food, not just how to make a mind-blowing cocktail (because, come on, you know we do).

At VP we are all-inclusive, non-pretentious partners in helping connect you to your next belly-warming meal. Our guests, whether they have four legs or two, should leave our bar feeling satisfied but hungry for more.

*Velvet Pig*