

The V. *Virginian* Brand Guidelines



Photos: The Virginian and archival sources.

By Harrison Mitchell

Brand Positioning

For UVA students, The Virginian is the restaurant that offers a nostalgic experience that no other restaurant on The Corner can offer, because its decor and interior are authentic to its opening in 1923.

Branded Advertisement



The Virginian

A Charlottesville Tradition Since 1923

SINCE 1923

WELCOME UVA STUDENTS

HOURS: 11AM-2AM

"ONE OF THE SOUTH'S MOST FAMOUS EATERIES"



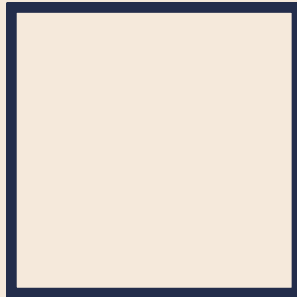
Color Palette

UVA Blue



Hex: #232D4B

Cream



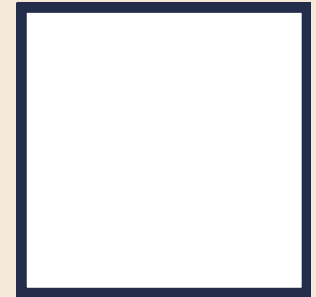
Hex: #F5E9DB

Black



Hex: #000000

White



Hex: #FFFFFF

UVA Blue represents The Virginian's heritage, a staple among restaurants in the UVA area, as the storefront has been painted dark blue for decades.

*Used when the logo is placed onto a cream background.

Cream reflects The Virginian's history because over time, menus will fade, showing The Virginian's authenticity.

*Used when the logo is placed onto a blue background.

Black is used when the logo is pasted onto a white background.

White is used when the logo is pasted onto a black background.

Typography

Primary: Roller Coaster Serif, headlines

Secondary: Marcellus, subheads and body paragraphs

Supporting: DM Sans, small details like hours, labels,
and HEX codes

Logo only: *ITC Edwardian Script*



The Virginian
Welcome

Famous Mac 'n Cheese

Hours 11 AM- 2 AM

Visual Keywords

Authentic: This keyword appears in the logo, signaling to students that The Virginian is a classic restaurant on The Corner.

Community: This keyword appears in the color scheme, which matches UVA's blue.

Welcoming: This keyword appears in the headline 'Welcome UVA Students,' which tells students that The Virginian wants them to come eat and drink there.



Image Direction



The visual aspects of the brand should maintain consistency with its keywords and positioning statement. Photos of students, the storefront, and The Virginian's interior and food should reflect an authentic dining experience.

Usage Guidelines

1.

Use the logo color system:

- Cream logo on navy
- Navy logo on cream
- White logo on photos and black
- Black logo on white

2.

- Do not tilt or rotate the logo in any capacity
- Do not skew, distort or stretch the logo

3.

- Only use the fonts that are offered with the brand
- Roller Coaster Serif
- Marcellus
- DM Sans

Future Applications

These guidelines can also be implemented in other touchpoints. In the near future, these guidelines could be used on their menus. They can use a cream background with a blue box and cream colored lettering. For fonts, use Roller Coaster Serif for the title, Marcellus for dish names, and DM Sans for prices. The reasoning behind the cream is that it makes the menu look like it has faded over time.

The brand could also use branded coasters. This would consist of a navy blue background with cream text showcasing the brand's logo.