

BRANDING

2017



ST. JAMES HIGH SCHOOL

SMOOTH MOVE
SOUTHERN SALOON
MURRELLS INLET, SOUTH CAROLINA

10800 Hwy 707 Murrells Inlet, SC 29576

Ph 843.650.5600 Fax 843.650.1004

Email smoothmove.sc@veinternational.org

<http://smoothmovesouthernsaloon.myfreesites.net/>

LOGO, FONT, COLOR



Fonts

NASHVILLE

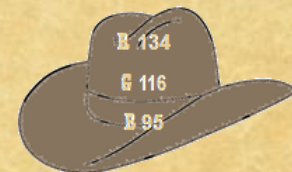
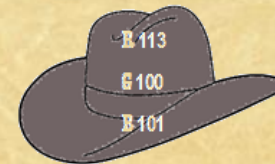
ALGERIAN

Bodoni MT Poster Compressed

PERPETUA TITLING MT

Nashville, Algerian, Bodoni MT Poster Compressed, and Perpetua Titling Mt will be our preferred fonts. Nashville is easy to find and free to download, while Algerian, Perpetua Titling Mt, and Bodoni MT Poster Compressed is default to Microsoft word. We are using 'Smooth Move' as Nashville, font size 70, BOLD, and very tight spacing. For 'Southern Saloon' we are using Algerian font size 35, BOLD, SHADOW, and very tight spacing. We will also use Perpetua Titling Mt for 'Murrells Inlet' font size 6, BOLD, SHADOW, very tight spacing. While Bodoni MT poster Compressed is used for product descriptions and any smaller bodies of text.

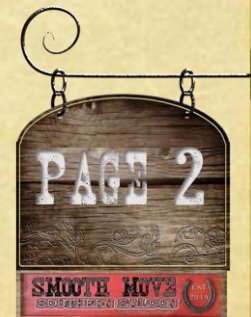
COLOR PALETS



SMOOTH MOVE

SOUTHERN SALOON

MURRELLS INLET, SOUTH CAROLINA



Smooth Move is **NASHVILLE** font size 70, BOLD, very tight spacing

TEXT FILL: RGB RED 110 GREEN 85 BLUE 87

TEXT OUTLINE: RGB RED 0 GREEN 0 BLUE 0

SMOOTH MOVE

Southern Saloon is **ALGERIAN** font size 35, BOLD, SHADOW, very tight spacing

TEXT FILL: RGB RED 110 GREEN 85 BLUE 87

TEXT OUTLINE: RGB RED 255 GREEN 255 BLUE 255

SOUTHERN SALOON

Murrells Inlet is **PERPETUA TITLING MT** font size 35, BOLD, SHADOW, very tight spacing

TEXT FILL: RGB RED 159 GREEN 56 BLUE 56

TEXT OUTLINE: RGB RED 0 GREEN 0 BLUE 0

MURRELLS INLET, SOUTH CAROLINA

Company Description & Letterhead



October 31, 2017

TO WHOM IT MAY CONCERN:

Re: Company Description

Founded in 2014, *Smooth Move Southern Saloon* offers a variety of options to choose from that will satisfy our customers. We cater a variety of events to please anyone that comes to us. *Smooth Move Southern Saloon's* mission is to provide quality barbecue and southern cooking to on-the-go customers from our mobile food truck at affordable prices. *Smooth Move Southern Saloon* also offers a variety of spices, sauces, jerky, boots, bandanas, and aprons on our official website to meet the needs of all of our consumers around the world.

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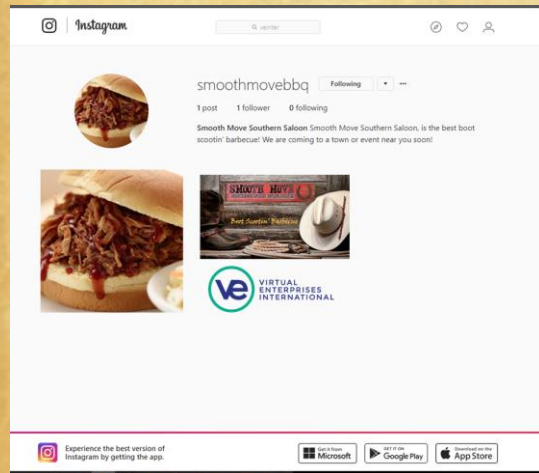
Grand Opening Display



Business Card



Our Facebook, Twitter and Instagram



Our Billboard



Boot Scootin' Barbecue