

CRANES LANDING

Visual Brand Guidelines
11.2025

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Florida's Modern Fishcamp

A close-up photograph of a large piece of salmon being grilled on a black metal grill. The salmon is cooked to a golden-brown color with visible grill marks. Several slices of lemon and sprigs of fresh rosemary are scattered around the fish on the grill. The background is dark and out of focus, showing the warm glow of the grill's fire.

Come for the view,
stay for the flavor



Where the cranes come home



Gather by the water's edge

The Vision

Cranes Landing is a fresh take on the classic Florida fish camp, where families and friends gather by the lake for eats, swims, sips and socializing. The vibe is barefoot luxury in harmony with nature: sunshine glinting on calm waters, butterflies dancing in a soft breeze and ice tinkling in a perfectly crafted cocktail.

Inspired by the majestic sandhill cranes that return each year to bask in the Florida sun, Cranes Landing invites everyone to flock to the lakeside for adventurous days and evenings to remember. Swap stories over saucy ribs and comforting mac and cheese, cool off in the resort-style pool, and gather round the outdoor fireplace to toast the golden hour.

Here casual comfort rubs shoulders with quietly confident excellence. Kick off your shoes and stay a while.

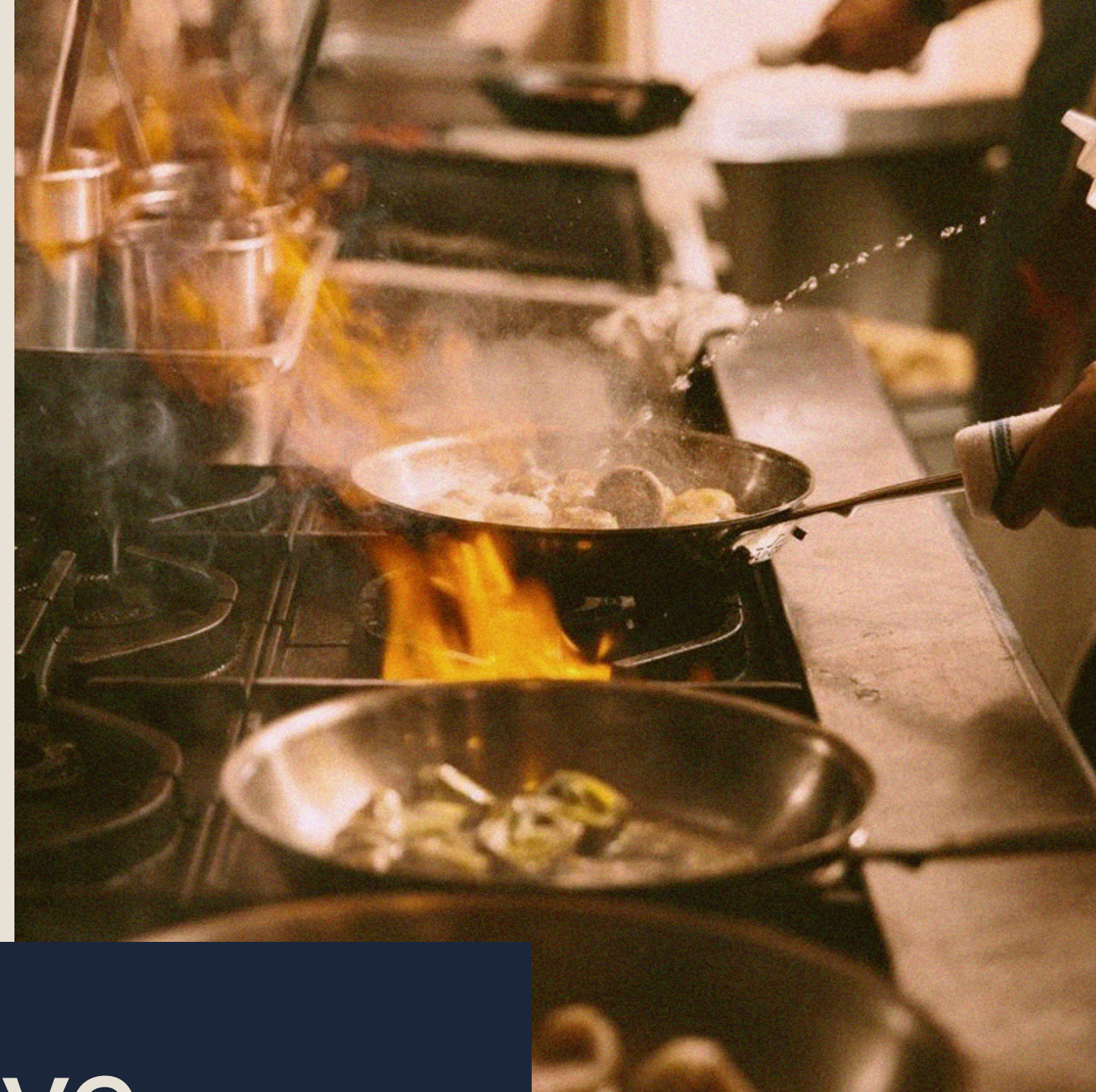
Brand Positioning

Cranes Landing is an aspirational yet relaxed lakeside destination where Sunbridge residents, families, friends and visitors can gather, unwind – and play.

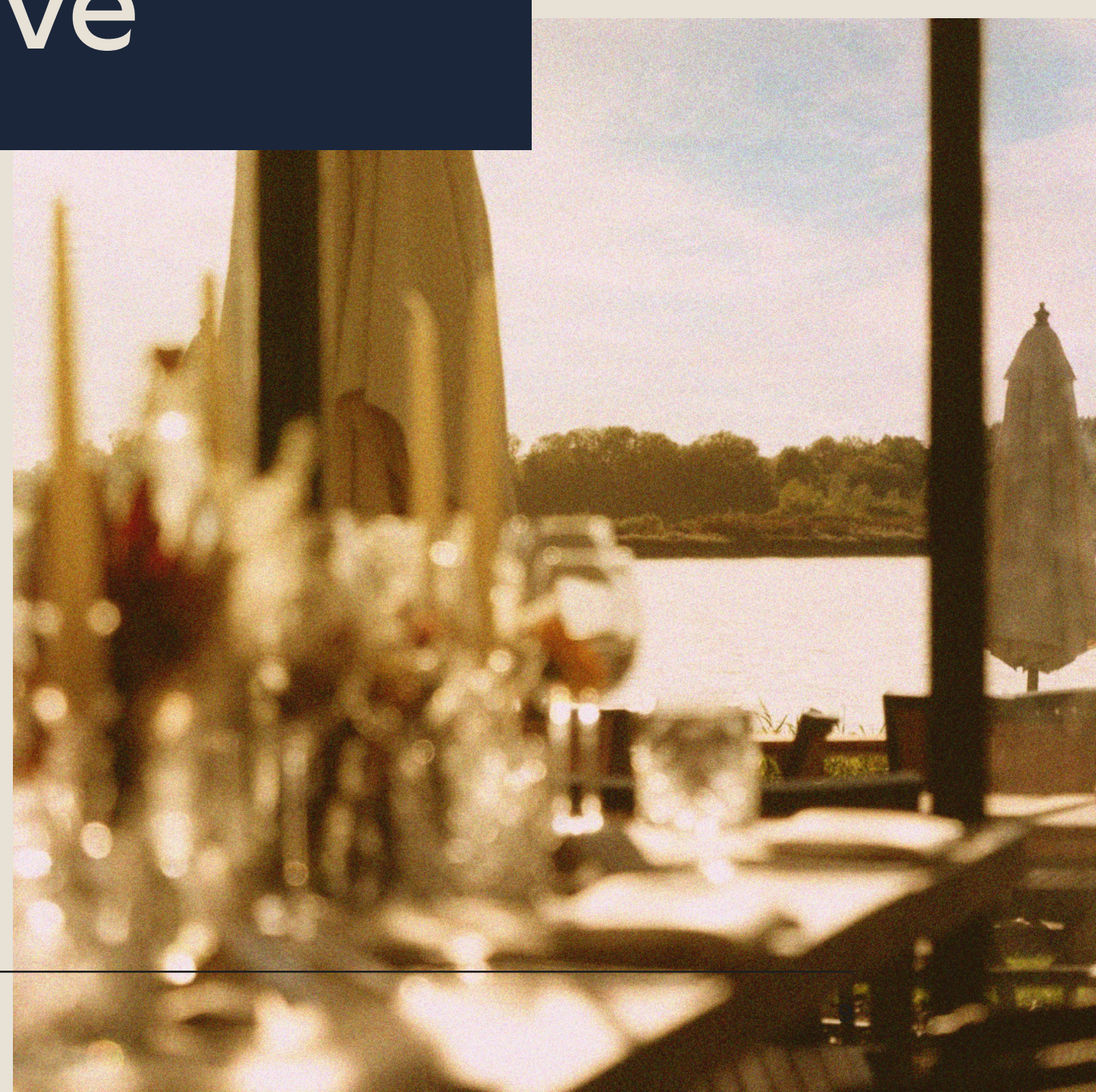
For Sunbridge residents, Cranes Landing will be the backyard escape everyone wants to be part of, for fun, fresh air and family-friendly adventures. These are the days that turn neighbors into friends, and kids into besties: splashing in the pool, sipping iced tea (or G&T) on sunny terraces, tucking into decadent burgers or tasty tacos, savory crab cakes or fluffy pancakes, and sharing stories around the crackling fire pit as sunset paints the lake in rose and gold.

USP: Cranes Landing is more than just a restaurant or pool – it's where the Sunbridge community comes alive. Where laid-back luxury meets wholesome natural beauty.

The heart of the Sunbridge naturehood



Fun and flavors you know and love



01 Brand Pillars

Brand Pillars

Our foundational beliefs – and promises.

A Hearty Welcome

Everyone feels like family from the moment they arrive lakeside.

Barefoot Luxury

Casual comfort inspired by nature – and effortlessly elevated.

Immersive Indulgence – No Guilt

Embracing delight throughout the day: swim like no one's watching and dig into classic recipes reinvented for pure pleasure.

Community Hub

Long tables for sharing stories, food and laughter.

Brand Pillars

Nature's Rhythms

Days flow naturally: sun-splashed swims to sunset drinks and starlit suppers as the cranes return to roost.

Familiar Excellence

Impeccable service and quality ingredients, delivered with a smile.

Lakeside Harmony

Nature and community entwine in amiable tranquility.

Contagious Joy

Laughter, connection and togetherness.



Something good's cooking
down by the lake.

02

The Logo

CRANES LANDING

Logomark

The Cranes Landing logo is composed of two integral elements: a refined icon and a distinctive wordmark.

The logo icon depicts a stylized crane, enclosed within a solid circular form.

Below the icon, the wordmark, set in Sunset Gothic, embodies a painterly sans-serif aesthetic inspired by the hand-painted signage traditions of mid-century aesthetics. Its letterforms convey craftsmanship and warmth, blending contemporary clarity with a sense of heritage and place.

Minimum Sizing:

Where space is limited, 1" wide (72 px digital) is the lowest possible size at which the primary logo can be displayed.

Ensure the logo has room to breathe, to maintain an aura of prestige and guarantee legibility.

Clear space is the area around the logo that must remain free of other graphic elements. Always maintain a clear space equal to half the logo icon height.



Clear space is
half the logo icon height

Smallest usage size:

72 px minimum width suggested for digital
1" or 25mm minimum width suggested for print

The Sign/ Wordmark

This streamlined version of the Cranes Landing logo features the wordmark, framed within a clean rectangular border. Designed primarily for signage and wayfinding, this configuration prioritizes legibility and visual clarity while maintaining the brand's confident, crafted character.

This version is ideal for moments where simplicity, durability and immediate recognition are key, preserving the essence of the brand in its most direct form.

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Logo Badge

The oval badge is designed to offer a versatile and compact alternative to the primary and simplified wordmark versions. This format encloses the wordmark and crane icon within a balanced oval form, creating a cohesive mark that feels both emblematic and enduring.

This version is particularly suited for small-scale or branded applications where space is limited but strong brand presence is desired, such as merchandise, apparel labels, digital icons, and wayfinding markers.

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Ensure the logo has room to breathe, to maintain an aura of prestige and guarantee legibility.

Clear space is the area around the logo that must remain free of other graphic elements. Always maintain a clear space equal to double the lengths from outline to dot.



Clear space is double the length from the outline to the dot

Smallest usage size:

72 px minimum width suggested for digital
1" or 25mm minimum width suggested for print

Primary Palette

This palette brings together the relaxed spirit of a lakeside setting with subtle nods to the local wildlife. Deep Lake Blue echoes the calm, cool water. Driftwood Beige adds warmth and an easy coastal softness, like sun-bleached boardwalks and worn timber. And Sandhill Red introduces a natural, earthy vibrancy inspired by the sandhill crane, a familiar and beloved presence in the region.

Together, the colors feel casual, welcoming, and distinctly tied to Southern Florida's lakeside landscape, fresh, simple, and comfortably lived-in.

Deep Lake Blue

#1b263a
R27 G38 B58
C89 M78 Y50 K56

Driftwood Beige

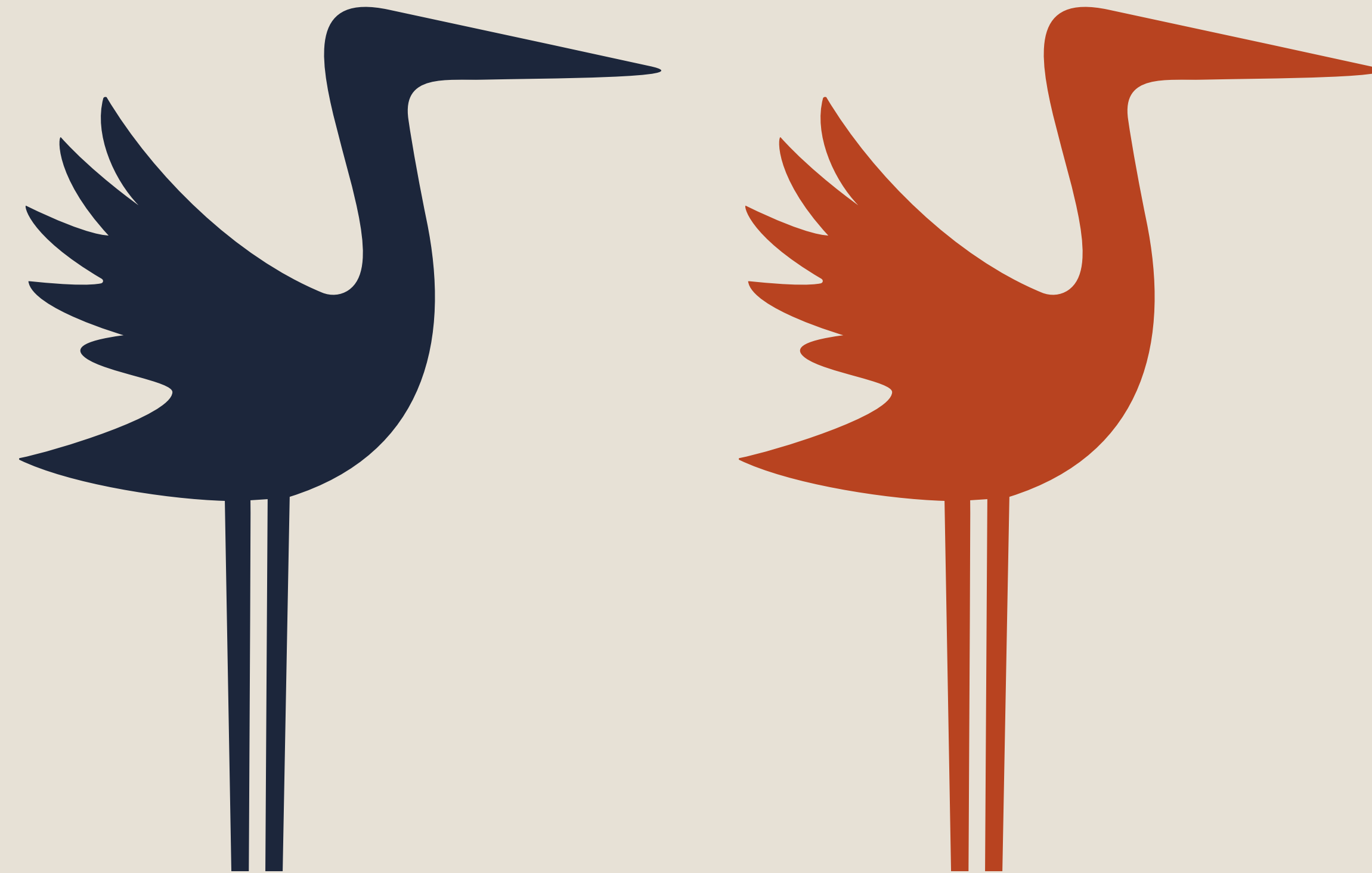
#e7e1d6
R231 G225 B214
C9 M9 Y14 K0

Sandhill Red

#b84320
R184 G67 B32
C20 M86 Y100 K10

Crane Icons

The majestic yet modern crane symbolizes the heart of our Sunbridge naturehood: loyalty, love for the waterfront and enduring bonds with family and friends.



Main Logos



Additional Logo Badges



Logo DON'Ts

Follow best practice – and these guidelines – when using the Cranes Landing logo. The rules help ensure brand consistency and legibility.

This quick guide highlights common mistakes to avoid when using the logo.



DO NOT
Outline the logo



DO NOT
Use gradients



DO NOT
Distord the logo



DO NOT
Rotate the logo



DO NOT
Use unapproved colors



DO NOT
Display the logo with limited legibility

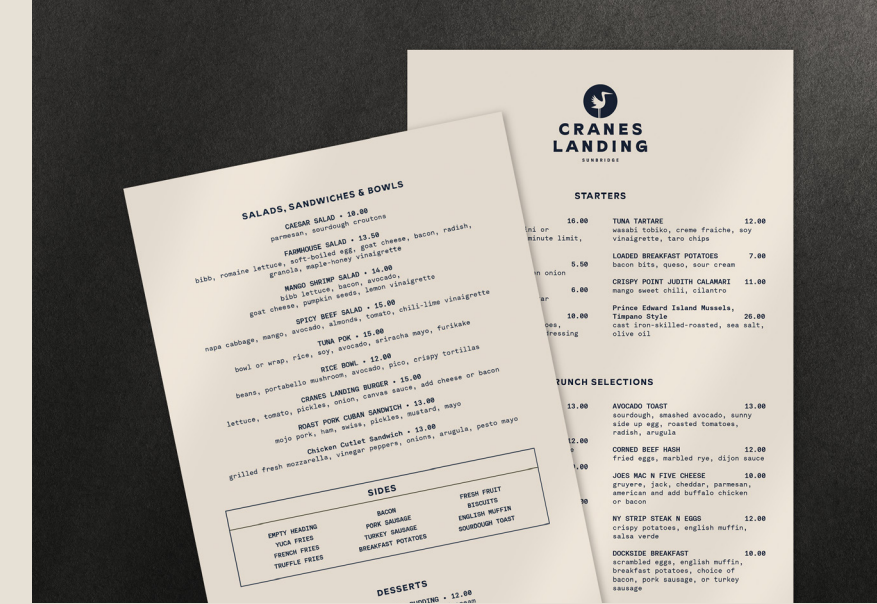
03 Visual Overview

Visual Overview

Yes, our name and ambience reflect our heritage, but always through a contemporary lens.

The look is fresh and stylish, rather than hokey or old-timey. The crane icon is distinctly modern, instead of rustic kitsch, and our juicy colors pop, making collateral such as badges and tote bags highly desirable.

The logo scenes (with cypress tree and sun shining on the lake) further enrich the storytelling, reflecting the authentic Cranes Landing experience.



04

Typography

Logo Font

Sunset Gothic is a painterly sans-serif rendered in the tradition of Los Angeles sign-painters. It is an homage in part to John Baldessari (1931 – 2020) and his mostly-anonymous letterers (among them Norm Laich); to Ralph “Doc” Guthrie and the LATTC’s Sign Graphics programme (the last accredited degree of its kind in the US); and to the brush-rendered, vernacular approximations of vector-based letterforms which can be found up and down Sunset Boulevard, upon which Colophon Foundry’s L.A. outpost is located.

Sunset Gothic Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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Fine craftsmanship and contemporary design captivates connoisseurs of the exceptional, every time anew.

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Accent Font

The Akkurat-Bold font is a bold and striking typeface that exudes strength and modernity. With its distinct features and clean lines, it is perfect for making a statement in any design project.

The font's APERTURE is wide and open, giving it a spacious feel while the APEX and ARC add a touch of elegance and sophistication. The ARM and ASCENDER are well-balanced, contributing to the overall harmony of the font.

The AXIS is strong and sturdy, providing a solid foundation for the design. The BEAK adds a subtle touch of playfulness, while the BILATERAL SERIF gives the font a classic and timeless look.

Akkurat Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
?!£€\$&*@«»{ }”

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05

Photography

The Cuisine

Our imagery highlights the tasty, comforting, familiar-yet-elevated menu. The quality should shine through in the simple – not fussy – food.

Textures are key: this is ‘dig-in’ food: juicy and hearty. The photography can zoom in to fill the frame with meat steaming on a flickering fire grill, a stacked burger or gooey cheese sauce.

Keep it real: minimize fussy props and don’t over-groom: a stray crumb can feel authentic and real.

Approachable
Tangible
Irresistible



The Restaurant

To capture the spirit of the dining experience, we create an inviting mood through lighting and styling. Indoors, that includes warm light glowing on reclaimed wood and smart brass fixtures. Outdoors that includes the breezy terraces/views and glowing fireplace.

We can zoom out to show a wider perspective of the restaurant, including work staff pouring a drink or delivering food (not looking at camera). We also zoom in on cosy textures and details, including quirky points of interest – such as a sculpture or artifact honoring our Old Florida heritage, but always photographed with a modern sensibility and sophisticated lighting.

Passionate
Authentic
Professional



The Ambience

Our experiential photography aligns with our philosophy of inclusiveness and a hearty welcome. We show a mix of ages and ethnicities to reflect our customers and invite newcomers to join us.

As well as showing faces, we zoom in on hands to allow people to imagine themselves in the experience: holding a cold beer, picking up food.

We can focus on individual staff, highlighting a welcoming smile. Children shots are key and can feel modern and more elevated when we focus on one child's experience with the food (not just groups of kids).

Special
Joyous
Meaningful



06

Voice & Tone

Voice & Tone, Art & Culture

The surroundings at Cranes Landing will include mid-century modern design, featuring natural reclaimed wood and stylish artifacts. Commissioned sculptures will honor the lakeside setting, the sandhill crane and beloved waterfront eateries, from New England's harbors to Florida fish camps.



Voice & Tone, Menu

As with all great storytelling, our dishes weave memorable tales, recalling warm Florida evenings, New England harbors and the best home-cooked meals of your life.

The vibe is satisfying decadence (though we offer several tasty salads), with tempting BBQ ribs, heartwarming mac and cheese, king-sized burgers, iconic clam chowder and more. Some are tried-and-trusted recipes, others include delightful infusions of flavor from around the globe, like our must-try jerk chicken. Our menu is a celebration of comfort, taste and quality. To wet your whistle, choose fruit-infused iced tea, craft beers, hand-selected wines or expertly crafted cocktails.

Voice & Tone, Dining

Cranes Landing offers a range of immersive dining experiences, indoors and out. Enjoy sun-splashed lunches on the terrace with happy kids fresh from the pool or gregarious gatherings inside the charmingly designed restaurant, where lamplight glows on brass and reclaimed wood. Gather together at the outdoor bar, on the screened porch or beside the crackling outdoor fire for grown-up beverages in the golden hour as cranes soar gracefully back to the lake.

Cypress Amenity

Cypress Amenity includes a spectacular lakeside swimming pool – a sun-kissed haven where memories are made. Think cannonballing kids and giggles that echo across the lake, while parents lounge on cushioned day beds with a cold cocktail in hand. Fringed by elegant palms and lush tropical greenery, the pool invites you in with a beach entry sloping gently into the crystal-clear water. There's plenty of space to splash and play, or head to the lap lanes for a serious swim.

Beside the pool, private gathering spaces are available to hire for celebrations and special occasions: pool parties, birthdays, anniversaries and more.

Customer Profile

Residents

Our primary customers are the residents of Sunbridge (approximately 40% of whom are Latino) and their visiting friends and families. Cranes Landing will be a popular and welcoming place to relax, chat, swim and dine, and a neighborhood hub for Sunbridge.

Families

Families feature highly in Sunbridge (approximately 40% of residents), and this family-friendly restaurant and pool will be a natural gathering place where kids – and adults – can play.

Customer Profile

Locals

People living outside of Sunbridge will also visit, drawn by Cranes Landing's reputation for down-home hospitality, superb food and heartwarming experiences by the lake.

New Arrivals

A significant percentage of local residents are new arrivals in Central Florida, who will be warmly welcomed with genuine hospitality, a tempting menu and dazzling lake views.

Special Events

Exclusive hire spaces offer a desirable lakeside setting for memorable celebrations.