



Brand Guidelines

Historic Kitchen

Historic Kitchen is a media company founded by Connor Smith & Ryan Harmon. “In The Kitchen” is the main video series produced by the organization.

This document provides rules and guidelines to maintain brand standards for the “In The Kitchen” series and should be referenced and followed in all public-facing brand materials.



In The
KITCHEN

Brought to you by Historic Kitchen



Brand Introduction

In The Kitchen toes the line between cooking, comedy, and history. In 5 - 15 minute YouTube videos, the journey between ideation, cooking, and tasting, is delivered in an unscripted, spontaneous manner.



IN THE KITCHEN

Vision

Make food history the most entertaining thing on YouTube.

Mission

Make one dish per episode, tell its story with more confidence than accuracy, and don't take anything too seriously.

Tagline _____



Cooking, Comedy, & a side of History

Color Palette



These colors should be used consistently across all media to maintain brand integrity. Base of White (#ffffff) may be used as well.

Yellow

Cream

Red

Blue

HEX: #ffc933

HEX: #f2e8d5

HEX: #b9140c

HEX: #004aad

RGB: 255 201 51

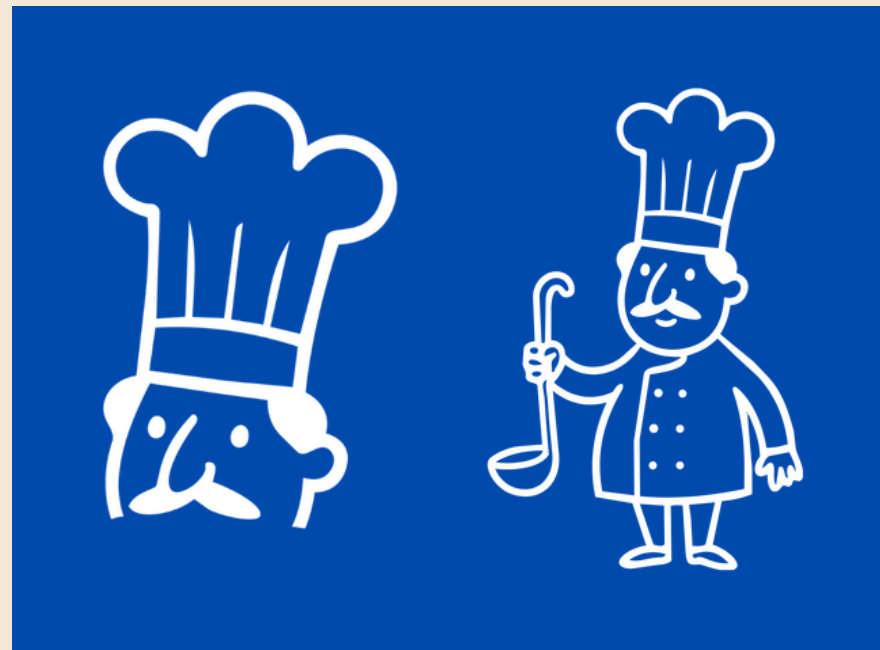
RGB: 242 232 213

RGB: 185 20 12

RGB: 0 74 173

Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



Symbols



Logo Font



Main Logo

Never rotate, outline, add a stroke, place on a photo without a solid field behind it, or recolor the symbols or logos.

Always leave clear space equal to the height of the "K" in KITCHEN on all sides, and never size any logo below 200px wide on screen or 1 inch in print.

Primary Logo



***In The
KITCHEN***



Secondary Logo





Horizontal Logo

***In The
KITCHEN***



In The
K/TCHEN



In The
K/TCHEN



In The
K/TCHEN



In The
K/TCHEN



In The
K/TCHEN



Primary Typeface



Shrikhand

Used for titles, and our logo



Secondary Typeface



Lobster Two

Used for subtitles, secondary text, and callout text

Tertiary Typeface



Alice

Used for all body text, and tertiary text

Additional Elements

These graphical elements may be used on any promotional materials, and are authorized as acceptable imagery to go alongside our main logo



Video Timeline



Segment Musts

These bits must be done in every video

01

Intro

All videos must start with “Ciao! I’m Connor, and I’m Ryan, and this is In The Kitchen”

02

Taste Test

Halfway through eating, the “One Bite Everyone Knows The Rules” challenge must be done. This can only be stated after the meal is at least half eaten to maintain comedic timing. This bit is credited to Dave Portnoy.



Voice & Tone

Our brand voice is “goofy professional”, reflecting our goal to toe the line between serious and spontaneous.

Yes, some of these contradict themselves. That's the point!

Inspirational

Energetic

Spontaneous

Goofy

**Selectively
Serious**

Stupid

Dry

On Screen Voice

Our brand voice is “goofy professional”, reflecting our goal to toe the line between *serious* and *spontaneous*.

Do's



Stand By What You Say

State dubious facts flatly, with total confidence, and move on



Contradict Yourself

Say one thing, and then say the opposite a few minutes later



Banter

Play off each other's comments, bounce off each other, and always back each other up



Break Character

On occasion, break character as if BTS material was left in the final cut by mistake. This should be done MIN 1 time, and MAX 3 times per episode

Don'ts



Rely on Cringe

While the show is supposed to be humorous, we want to maintain a professional demeanor while doing so. Overly cringey behavior goes against our goals



Make it Clear it's a Bit

Avoid winking at the camera, or other mannerisms that make it clear that you know it's a bit



Apologize

The poor cooking, shaky editing, and antics are on purpose. Do not apologize to audience for poor quality



Be Too Serious

It's not that deep.

IN THE KITCHEN

While YouTube is the platform our main media projects will be shared on, Instagram & TikTok will be used to promote the channel, and direct traffic towards YouTube. All promotions should include a CTA to direct viewers to YouTube.

Social Media



@historickitchen



@historic.kitchen



@historic.kitchen



In The
KITCHEN