Brand Style Guide

The following identity and brand system for **b Restaurants** was created to help you present the brand in a consistent, recognizable, and proprietary way.

Table of Contents

Brand

Who We Are:	**b Restaurants**
What We Do:	**burgers. beer. bourbon.**
How We Do It:	**Good times, made locally**

Identity System Overview

Why Have Brand Standards and Guidelines?

The brand style guide establishes the rules and guides to maintain a consistent identity system to be used throughout all marketing.

Through use of examples, this guide lays the groundwork for future design work for **b Restaurants** so that all marketing maintains the same aesthetic.

A well managed graphic identity is an important part of strengthening **b Restaurants**' visual identity as a brand and will help reach its broader goals of strengthening its reputation and prominence. It will also help the public easily identify **b Restaurants** and feel confident in their decision to drink and dine there.

Brand Promise

Connect With What Matters

b Restaurants helps people connect with neighbors, cool surroundings, and local ingredients. It's where you'll meet a more relaxed version of yourself.

In short, the brand promise describes the emotional benefit our customers derive from the **b Restaurants** experience. It's important to keep this promise in mind when writing copy and designing materials. Living up to our brand promise is how we ensure consistency between what we want the brand to be, how our customers experience it, and how they tell other people about it.

Brand Voice

Headlines

b Restaurants has a specific brand voice that should come through in all headlines, whether those appear online, in display ads, or within onsite materials. The best way to describe this voice is Sincerity, with a side of wit. In other words, headlines should tell a truth about the brand, but balance it with an unexpected insight or observation. Ideal headline length is 6 to 8 words. The personality is the archetype of the "sophisticated innocent." When in doubt, ask yourself, How would Lloyd Dobler from Say Anything or Mary from Something About Mary say it?

Examples

Doing good, with a side of bourbon.

We're growing, but staying local.

Process

For any one headline needed, writing 6 to 8 headlines and choosing the best one is highly recommended.

Brand Voice

Body Copy

Sincerity is also key when writing body copy. Try to write copy as if you're talking to a friend over a pint of beer. In other words, write the way people speak. As with headlines, remember that sincerity is most interesting when balanced with unexpected insights and observations.

Example

So we had this idea. That food can bring people together in a bunch of different ways. Neighbors with neighbors. Locals with local ingredients. And bourbon lovers with bourbons worth loving. In 2006, our idea became **b Restaurants**.

How to Reference the Name in Writing

The name of the group of restaurants is **b Restaurants**, when speaking of a specific location it is **b Location**, for example **b West Hartford**.

The preferred method for referring to the restaurant in writing is by using the logo. Whenever possible, the logo should be used in conjunction with either the qualifier "Restaurants" or the location name "West Hartford."

When the logo is not available, for example in the body of an email or Word doc the following standards should apply.

The letter "b" should be written in lower case and in bold and followed by either the location name, also written in bold **b West Hartford** or in reference to the group as **b Restaurants**.

The letter "b" is NEVER to be used on its own, it MUST always be followed up with either Restaurants or the name of the location.

Logo

The **b Restaurants** identity consists of a Logo, Qualifiers, Signature and tagline. The Logo mark itself is available when it is used with intention as the visual focus.

The Qualifiers may be used in conjunction with the Logo mark.

The Signature may be in conjunction with the Logo mark or on its own.

The Tagline may be used in conjunction with the Logo mark or on its own.

The logo is comprised of two unique hand drawn forms. The outer letter form that creates the "b," and inner form, the illustration of our majestic bull. The logo has been designed with the intention of being strong enough to communicate our unique brand identity without the need for additional text or design elements.

Logo Usage

How we use our logo is crucial in keeping its visual meaning and identity intact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first option.
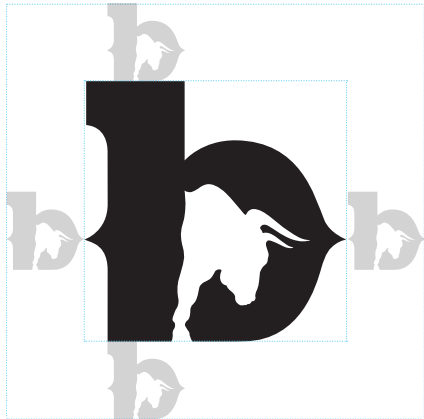
Clear Space

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature's importance. The logo must be at least 30% of the logo mark away from illustrations, photographs, rules, page edges, or other type.

Preferred Usage

The preferred use of the signature is black on a white or light background. This application of the logo should always be considered as the first design option.

The Qualifiers

When referring to the group of restaurants, the Qualifier "Restaurants" must be used. This is only available as a stacked lockup with the Logo.

When referring to an individual location the Qualifier location name must be used. The Location Qualifier is available either as a horizontal lockup with the Logo or as stacked lockup.

Restaurants

Signature

The signature is available in two versions: a single-line (preferred) version and a three line (alternate) version. The signature may be used independently of the logo, if the signature needs to be used with the logo it must be placed a minimum of two full logo distance from the logo. It should never be interpreted that the name of the restaurant is b burgers. beer. bourbon. Note: the signature may never be created directly from the typefaces or manipulated. burgers. beer. bourbon. must always appear together and in this order and in lowercase unless approved otherwise due to zoning restrictions.

burgers. beer. bourbon.

Single line (preferred)

burgers.
beer.
bourbon.

Three line (alternate)

Location Lockups

Wherever applicable the **b Restaurants** logo may be locked up with the location in either one line or stacked.

Reverse Location Lockups

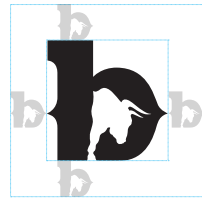Location lockups are provided in reverse in the selected off white color.

Scaling the Location Lockups

The minimum sizes for logo lockups.

3 in

1 in

Integrity of the Mark

Don't start making stuff up, okay.
This is the logo.

Do not violate the signature clear zone.

Do not alter color from accepted standards.

Do not skew or scale the width
or height.

Do not fill the bull with color or pattern.

Do not screen the logo.

Do not alter size or proportions of the
logo in relation to the logotype.

Restaurants

Do not place the logo within a line of text.

bourbon.

Do not rotate the logo to any degree.

Do not fill shapes with patterns
or add special effects.

Do not add or change typeface
of logo type.

West Hartford

Do not list the signature directly after the
logo.

burgers. beer. bourbon.

Do not overprint the logo on complex
photographs or textures that will show
through the open spaces of the logo.

Tagline

The tagline may be written in two fonts.

Sucrose Bold or Rude Slab Extra Wide Extra Bold.

Use at your discretion, but balance of the type style, size and weight of font should always be considered when executing design.

GOOD TIMES, MADE LOCALLY

Good times, made locally

URL

The url may be written in two fonts, Rude Slab Extra Wide Book or Roboto Regular. The initial b at the start of each word must be written in bold. Rude Slab should be used in larger applications such as billboards or posters. Roboto should be use in smaller applications such as flyers or menus. It should always be written in lowercase without the www.
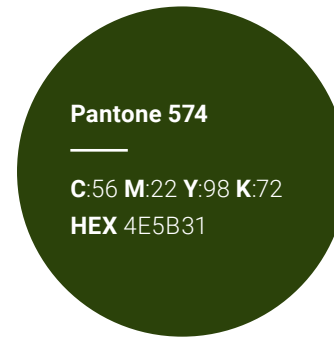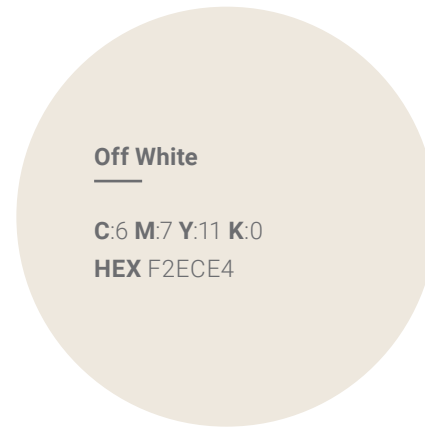
burgersbeerbourbon.com

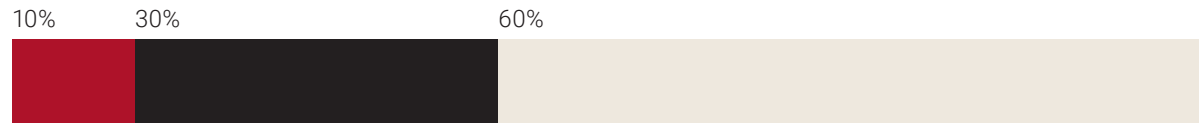**b**urgers**b**eer**b**ourbon.com

Print Guidelines

The following graphic system will help you communicate the **b Restaurants** brand with consistent distinction in all print executions. All print materials should be created in conjunction with the Marketing and Brand Team.

Color

Pantone 187

C:7 **M**:100 **Y**:82 **K**:26
HEX A6192E

Pantone Black

C:0 **M**:0 **Y**:0 **K**:100
HEX 000000

Off White

C:6 **M**:7 **Y**:11 **K**:0
HEX F2ECE4

Pantone 158

C:0 **M**:62 **Y**:95 **K**:0
HEX E87722

Pantone Warm Grey 8

C:17 **M**:24 **Y**:25 **K**:49
HEX 8C8279

Pantone 411C

C:30 **M**:42 **Y**:34 **K**:75
HEX 5E514D

Pantone 574

C:56 **M**:22 **Y**:98 **K**:72
HEX 4E5B31

Pantone 390

C:27 **M**:0 **Y**:100 **K**:3 **HEX** B5BD00

Color Usage

Color should be used in these percentages.
The secondary color pallet has specific rules on pairing.

10%   30%   60%

Typography

Rude Slab Extra Wide Family
Rude Slab Extra Wide should primarily be used for headlines and sub-headlines.

Food can bring people together
in a bunch of different ways.

Neighbors with neighbors.
Locals with local ingredients.

Rude Slab Extra Wide Extra Bold

—

abcdefghij
klmnopqrs
tuvwxyz

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Food can bring people together
in a bunch of different ways.

Neighbors with neighbors.
Locals with local ingredients.

Food can bring people together
in a bunch of different ways.

Neighbors with neighbors.
Locals with local ingredients.

Rude Slab Extra Wide Thin

—

abcdefghij
klmnopqrs
tuvwxyz

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ

Food can bring people together
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Neighbors with neighbors.
Locals with local ingredients.

Food can bring people together
in a bunch of different ways.

Neighbors with neighbors.
Locals with local ingredients.

Typography

Roboto Family
Roboto Light and Regular are used for all body and supporting copy.
It should never be used for headlines.

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Es endam quia coratibea si denihillaut aut que et quam il minctiis dolupti blaborese di dolupta quuntinus aliquam quundit ut fugit officiminis ex eatioria ipsam sequia cum dolorerferum re optiatur?
Light

Aperferum facesen ducius, utat etur, nat fugiatatio blam, si doluptae consequ aturitium ra de dit, etur accus, untisinum quam ulluptae eos nihillaccust volorro rporerum velicit fuga.
Regular

Food can bring people together in a bunch of different ways.
Light

Neighbors with neighbors. Locals with local ingredients.
Light Italic

Food can bring people together in a bunch of different ways.
Regular

Neighbors with neighbors. Locals with local ingredients.
Italic

Food can bring people together in a bunch of different ways.
Bold

Neighbors with neighbors. Locals with local ingredients.
Bold Italic

Typography

Sucrose Bold

Sucrose should be used sparingly and is reserved for large succinct headlines only. For example, menu section headers, main titles etc.

Sucrose Bold One

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Sucrose Bold Two

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Sucrose Bold Three

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Sucrose Bold Four

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Photography

The **b Restaurants** experience calls for full bleed color photography – and occasionally black and white. Photography can satisfy not just the lust for food, but for authentic experience.


High Contrast / Full color images are enhanced by adding contrast and a vignette to give a warm and energetic appearance.

Black and White / An image can be converted to black and white with a slight warming filter for use with layered type, but not as stand-alone image. This treatment should only be used with photographs of patrons.

Narrow Depth of Field / Close-up images of food, drinks and patrons should have a narrow depth of field to enhance that warm, personal and candid feeling.
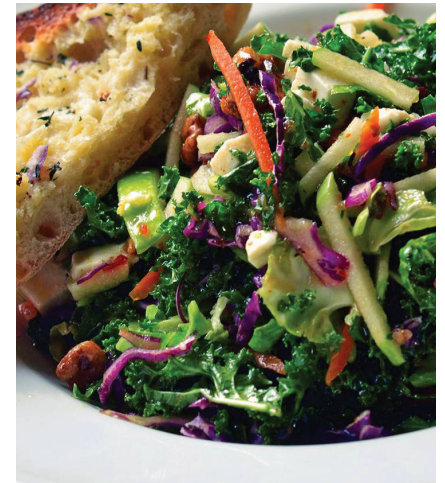
Natural Lighting / It is important to light any photography with natural lighting to give it a warm and natural feeling.

Textures

For backgrounds that reflect the brand and the experience, we'll tap into textures found on premise, especially rich wood grains. Only those in the provided library should be used.
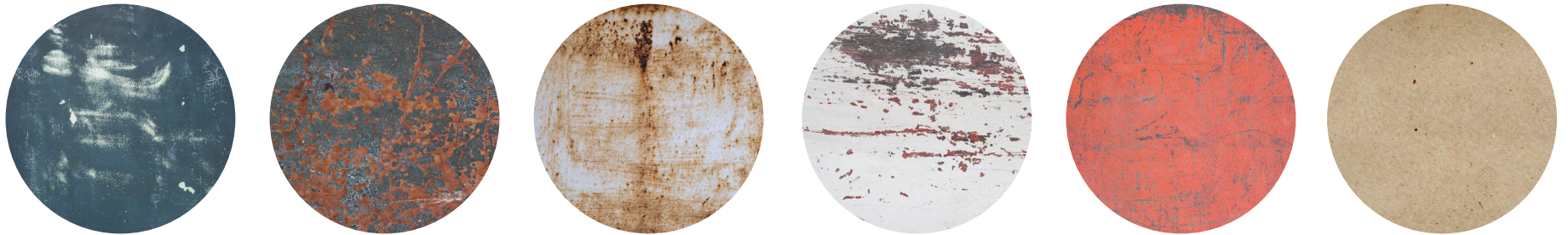
Wood Textures

Textures

In addition to wood grains, there are other textures found on premise that can be useful as backgrounds. These should be considered secondary. Because wood is warm and inviting, it should always be considered first. Only those in the provided library should be used. Texture usage is further outlined on page 34.

Weathered Metal Textures

Kraft Paper Texture

Brick Textures

Stone Textures

Design Elements

These elements may be used to give structure to typography, add dimension and create design patterns.

Rounded Corner Rectangle
The curve of the corner is based on the curve of the spur from the **b Restaurants** logo mark. The rounded corner rectangle for large usage is used as follows:

12 :1 Ratio for the point size to the stroke
This ratio is based on the main headline font.
Sucrose Bold One / 60pt
Stroke / 5pt

Note: to a minimum of 2 pt.

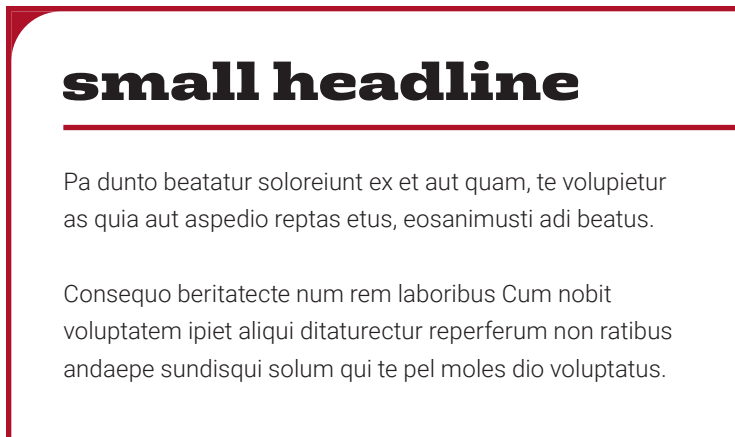
70%x

x

Rounded Corner/Typography Relationship
The rounded corner should be 100% height of the cap height of Sucrose Bold. The type margin should be 70% of the rounded corner.

Design Elements

These elements may be used to give structure to typography, add dimension and create design patterns.

Rounded Corner Rectangle
The curve of the corner is based on the curve of the spur from the **b Restaurants** logo mark. The rounded corner rectangle for large usage is used as follows:

small headline

Pa dunto beatatur soloreiunt ex et aut quam, te volupietur as quia aut aspedio reptas etus, eosanimusti adi beatus.

Consequo beritatecte num rem laboribus Cum nobit voluptatem ipiet aliqui ditaturectur reperferum non ratibus andaepe sundisqui solum qui te pel moles dio voluptatus.
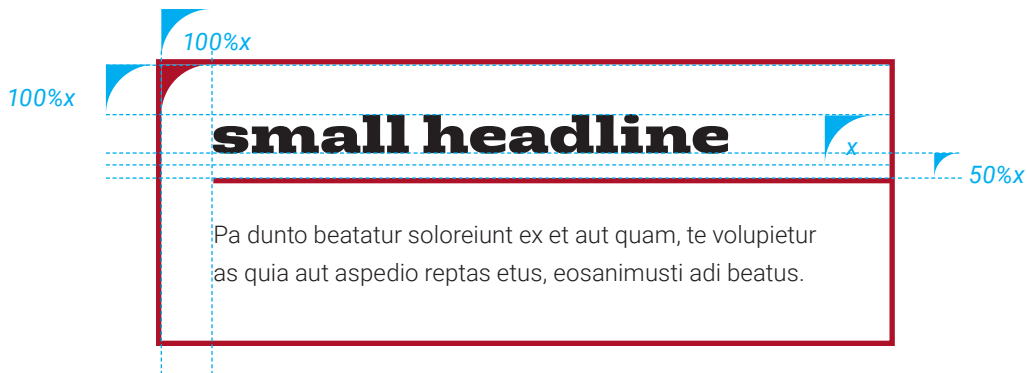
10 :1 Ratio for the point size to the stroke
Rude Slab Extra Wide Extra Bold / 20pt
Stroke / 2pt

Note: to a minimum of 1 pt.

Rounded Corner/Typography Relationship
The rounded corner should be 100% height of the acender to the decender of Rude Slab Extra Wide. The type margin should be 100% of the rounded corner.

100%x

100%x

small headline

x

50%x

Pa dunto beatatur soloreiunt ex et aut quam, te volupietur as quia aut aspedio reptas etus, eosanimusti adi beatus.

Design Elements

This treatment can be used to add visual interest under certain circumstances. This is especially useful in executions that are not otherwise visually complex.

Layered Typography
Should be used with imagery. Transparency and overlays may be used but should never effect the legibility of the type.

It may be used as a headline treatment, but it should never interfere with legibility of the content.

This treatment may not be used on the website, but may be used in stand-alone applications such as social media (i.e. Facebook, Instagram, Twitter). It may also be used on print advertisements or marketing materials such as magazine ads, postcards, posters, happy hour/specials menus.

Design Elements

These elements may be used to give structure to typography, add dimension and create design patterns to a design.

Textures

Textures work best in the digital space, but may be used for background images in print advertisements or promotional materials such as postcards or posters. Should never be used as background images on in store print materials. The natural texture of the paper should be the texture in store. These textures should never feel forced and should always be a background element.
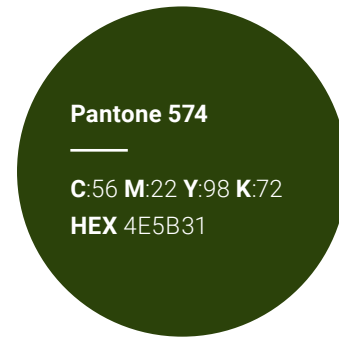
Natural Textures

When selecting paper, print on warm white paper stocks.
In some instances, such as menus, kraft or butcher paper may give the warm and natural texture indicative of the restaurants.

Web Guidelines

The following graphic system will help you communicate the **b Restaurants** brand with consistent distinction in all online executions.

Color

Pantone 187

C:7 **M**:100 **Y**:82 **K**:26
HEX A6192E

Pantone Black

C:0 **M**:0 **Y**:0 **K**:100
HEX 000000

Off White

C:6 **M**:7 **Y**:11 **K**:0
HEX F2ECE4

Pantone 158

C:0 **M**:62 **Y**:95 **K**:0
HEX E87722

Pantone Warm Grey 8

C:17 **M**:24 **Y**:25 **K**:49
HEX 8C8279

Pantone 411C

C:30 **M**:42 **Y**:34 **K**:75
HEX 5E514D

Pantone 574

C:56 **M**:22 **Y**:98 **K**:72
HEX 4E5B31

Pantone 390

C:27 **M**:0 **Y**:100 **K**:3 **HEX** B5BD00

Typography

Rude Slab Extra Wide Family
Rude Slab Extra Wide should primarily be used for headlines and sub-headlines.

Rude Slab Extra Wide Extra Bold

abcdefghij klmnopqrs tuvwxyz

ABCDEFGHIJ KLMNOPQRS TUVWXYZ

Rude Slab Extra Wide Thin

abcdefghij klmnopqrs tuvwxyz

ABCDEFGHIJ KLMNOPQRS TUVWXYZ

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Neighbors with neighbors. Locals with local ingredients.

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Roboto Family
Roboto Light and Regular are used for all body and supporting copy.
It should never be used for headlines.

Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Es endam quia coratibea si denihillaut aut que et quam il minctiis dolupti blaborese di dolupta quuntinus aliquam quundit ut fugit officiminis ex eatioria ipsam sequia cum dolorerferum re optiatur?
Light

Aperferum facesen ducius, utat etur, nat fugiatatio blam, si doluptae consequ aturitium ra de dit, etur accus, untisinum quam ulluptae eos nihillaccust volorro rporerum velicit fuga.
Regular

Food can bring people together in a bunch of different ways.
Light

Neighbors with neighbors. Locals with local ingredients.
Light Italic

Food can bring people together in a bunch of different ways.
Regular

Neighbors with neighbors. Locals with local ingredients.
Italic

Food can bring people together in a bunch of different ways.
Bold

Neighbors with neighbors. Locals with local ingredients.
Bold Italic

Examples

The following pages are included to show how the graphic system outlined on previous pages can come to life in specific circumstances. These examples are offered as suggestions and for guidance, and not necessarily to restrict graphic exploration.

Print Materials

Happy Hour Menu

HAPPY HOUR

MON-FRI
3-6 PM

LOCAL DRAFT

Bourbon Nip of the Week
House Wines

SPECIALS

Soup du Jour
Cup of Chili
Organic Mixed Greens
Organic Iceberg Garden Salad
Caesar Salad
American Nachos
All Natural Chicken Tenders
Southern Sliders

MINI BURGERS

All burgers served with cheese.

All Natural Beef
All Natural Chicken
House Made Veggie
All Natural Turkey
Cuban Burger

b
Restaurants

In bar area only. Does not apply to carry out.

Note: Thoroughly cooking meats, poultry, seafood, shellfish or eggs reduces the risk of food borne illness

Print Materials

Table Tent
Savor the Legends Event

Print Materials

Print Materials

Business Card
Print on a textured kraft paper

Digital Materials

| Website

Digital Materials

Facebook Ad