DINOSAUR

BAR-B-QUE

V3.0 STYLEGUIDE

CONTENT:

01

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THE DINOSAUR

The Dinosaur logo is the primary identity for Dinosaur Bar-b-que. It unifies the restaurant across the various locations and has come to symbolize what Dinosaur Bar-b-que stands for.

The Dinosaur is the preferred logo to be used on external marketing material for Dinosaur Bar-b-que.

CLEARSPACE

1/4 X   1/4 X

1/4 X

X

1/4 X

In most scenarios the Badge should be surrounded by clear space greater or equal to 1/4 as shown in diagram above. However, there are instances where the Badge may overlap elements or be cropped. See page 08 for logo usage.

MINIMUM SIZE

1.125 in

To ensure legibility the Badge logo should not be produced in sizes smaller than 1.125 inches in diameter.

02 PRIMARY LOGO

DINOSAUR
★ BAR-B-QUE ★

The Mark should be used as the secondary logo for Dinosaur Bar-b-que.

It may be used for applications where the Badge does not work or when it seems more appropriate. Sometimes the Mark will work better in the space provided or will integrate with the design more seamlessly because it is made up of two colors. Use your best judgment when using the secondary logo.

A few examples for when the Mark may be appropriate include: a menu, a t-shirt, a web banner, or a design piece that requires a smaller logo.

CLEARSPACE

1/3 X   1/3 X

1/3 X

X   **DINOSAUR**
★ BAR-B-QUE ★

1/3 X

In most situations the secondary logo should be surrounded by clear space greater or equal to 1/3 as shown in diagram above. The exception to this rule is when creating location lock-ups as described on page 09.

MINIMUM SIZE

.75 in

DINOSAUR
★ BAR-B-QUE ★

To ensure legibility the Mark logo should not be produced in sizes smaller than .75 inches in width.

03 SECONDARY LOGO

DINOSAUR LOCATION LOGOS

These full color logos are used to identify specific Dinosaur Bar-B-Que locations. This is primarily used on our merchandise. The Dinosaur can be represented as below, in our signature Mustard Seed yellow, or white.

SOCIAL MEDIA LOCATION LOGOS

These full color logos are used to identify locations on social media platforms such as facebook, instagram and youtube.

04

SECONDARY LOGO CONT.

FULL COLOR

The Dinosaur Logo should be placed appropriately over color. The dark logo should be placed over light colors, and the mustard yellow should be placed over black.

BLACK & WHITE

When going for a more minimalistic or utilitarian look, the Dinosaur may appear in black and white. This format may also be used when printing is limited to one color.

OVER COLOR

The Badge may be used over brand colors. Below are a few examples. See page 08 for full brand color information. Use your best judgment when selecting colored backgrounds.
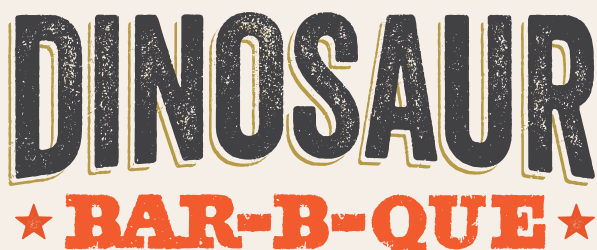
05 PRIMARY
LOGO COLOR

FULL COLOR

These are the preferred color versions in which the Script Mark should appear. Whenever possible, the logo should appear on a light natural color, white or black background.

BLACK & WHITE

When going for a more minimalistic or utilitarian look, the Script Mark may appear in black and white. This format may also be used when printing is limited to one color.
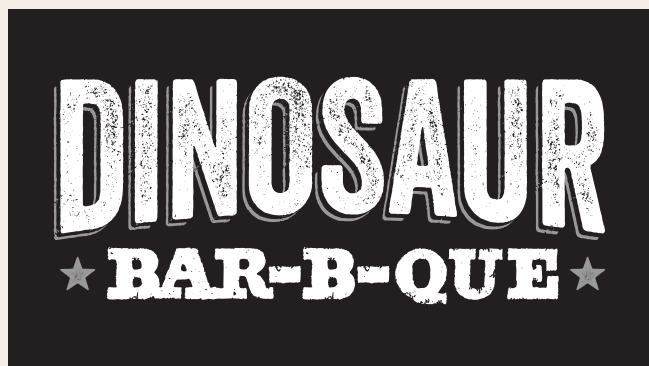
OVER COLOR

The logo may be used over brand colors. As shown below, the black or white versions may be used. The shadow and stars in this instance may change colors to white or black.

06

SECONDARY LOGO COLOR

PRIMARY LOGO

The Badge may be used over an image or texture. Below are a few examples for how it could work.

Use a photo as a background with the Badge logo floating over the top of the image. A drop shadow may be necessary.

Place the Badge logo in clearspace over a photo.

Integrate the Badge into a photo or texture to give the design an authentic feel.

SECONDARY LOGO

The Script Mark may be used over an image or texture. Below are a few examples for how it could work.

Float the Mark over a background photo. Be sure that the image is not to complicated so the logo is legible.

Place the logo in clearspace over a photo.

Integrate the Mark into a photo or texture to give the design an authentic feel.

07 LOGOS OVER IMAGERY

THE DINOSAUR

Do NOT stretch or skew the logo.

Do NOT outline the Badge logo.

Do NOT change the typeface in the logo.

THE MARK

Do NOT stretch or skew the logo.
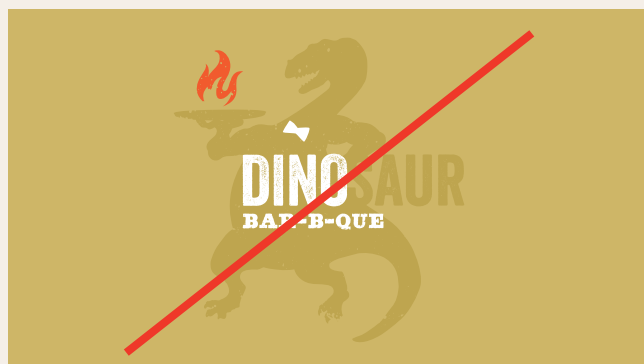
Do NOT place logo on insufficient contrast.

Do NOT change the colors in the logo without permission.

09 UNACCEPTABLE LOGO USAGE

BRAND COLORS

The Dinosaur Bar-b-que brand colors are what give us our bold personality. Brighter colors should be used sparingly.

Please note that natural colored backgrounds or textures may be used to give an authentic feel to a design.

PRIMARY COLORS

DRY RUB
PANTONE 173
CMYK 0 80 91 0
RGB 241 91 46
HEX F15B2E

MUSTARD SEED
PANTONE 4515 C
CMYK 27 30 83 1
RGB 190 165 78
HEX BEA54E

PIT BLACK
PANTONE Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 1E1E1E

SPICY RED
PANTONE 485
CMYK 0 93 95 0
RGB 213 43 30
HEX D52B1E

SECONDARY COLOR

HONEY HUSH
PANTONE 129
CMYK 5 15 74 0
RGB 243 209 97
HEX F3CF45

COLOR RATIOS

Just as portions are important in creating a dish, they are crucial to maintaining consistency for a brand. Use the examples below as a guide for using color in a layout.

In most scenarios, dark or neutral backgrounds with smaller color pops should be used. These color ratios give us our gritty personality and do not distract from food imagery, if it is being used.

In some instances a saturated background may be appropriate to draw attention or offer a unique look. Utilize these sparingly and use your best judgment when implementing.

DOWNTOWN LUNCH DELIVERY
11:30AM - 1:30PM

MON - FRI

DINOSAUR
BAR-B-QUE

BBQ BRISKET

ORIGINAL
Hand-sliced and topped with pickled onion & jalapeno relish.

1 Side 99.99   Platter 99.99
+ melted cheese 1.00

CHOPPED MELT
Sauteed onions & peppers with melted cheddar on a pressed Cuban roll.

1 Side 99.99   Platter 99.99

LIVE MUSIC, BREWS & BAR-B-QUE
EVERY SUNDAY
4PM - 8PM

PRIMARY DISPLAY

Veneer should be used as the primary display typeface for headlines and subheads. Its robust and gritty personality evokes the spirit of Dinosaur Bar-b-que.

The typeface comes in three versions to help achieve a range of weathered variations. Feel free to mix and match them, as well, especially for large headers with repeating characters.

VENEER 1
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789.,?!$&

VENEER 2
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789.,?!$&

VENEER 3
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
0123456789.,?!$&

SUBHEADS & BODY

Avenir Medium and Black are used for body text.

Avenir
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!$&

Use Destroy to write out locations under secondary logo.

DESTROY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!$&

Use Chunk Five for body copy or smaller details.

Chunk Five
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!$&

BLACKSTOCK PRO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!$&

ACCENTS & EXTRAS

The Veneer type family includes an "Extras" set which has a variety of distressed icons. These symbols may be used to add iconography to a design.

VENEER EXTRAS

Use Veneer Italic as an accent typeface to add an extra layer of detail or emphasize key areas.

VENEER ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!$&

Use Marketing Script as accents or details.

Handelson One
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!$&

Use Handelson Two as accents or details.

HANDELSON TWO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,?!$&

11 TYPO-GRAPHY

HIERARCHY

Clear type hierarchy is crucial for properly communicating messages and maintaining well-balanced design. Below is an example of how headlines, subheads and body copy should work together.

NOTES:

1) Veneer One is used to display the main headline. The type size is set at 72pt with -5 tracking and 60pt leading.

2) Veneer Two and Three are used for a few of the repeated characters to maintain an authentic distressed look. The lowercase glyphs may also be used.

3) Avenir Black is used at size 21pt for the subhead. The tracking is set to 10. Note that the tracking is set higher than the main headline. Generally the larger the type size the tighter the tracking, as shown below.

4) Avenir Medium set at 9pt with 25 tracking and 16pt leading is used for the body copy.

① ②

TRUE BLUE BAR-B-QUE

③ ## LOREM IPSUM DOLORS

④ Pellentesque eget lectus. Aliquam nec dolor nec tellus ornare venenatis. Nullam blandit placerat sem. Curabitur quis ipsum. Mauris nisl tellus, aliquet eu, suscipit eu, ullamcorper quis magna. Lorem ipsum dolor sit amet.

TRACKING & LEADING

Correct tracking and leading proportions are important in keeping the typography readable. Below are general proportions to use as a guide.

CORRECT TRACKING

Headline
Size: 44pt Tracking: 0 Leading: 36pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation

Body
Size: 9pt Tracking: 25 Leading: 12pt

11 TYPE IN USE

TEXTURES

Use textures like the ones shown below to give an authentic and gritty look to design pieces.

PAPER

RAW DARK WOOD

BRICK

GRUNGE TEXTURE

12

BACKGROUND TEXTURES