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The Bitter Bar



This guide is a road map for understanding the core visual elements of the Bitter Bar brand and as a starting point for creating new elements. Everything shown here is based on the core elements of the Bitter Bar:

Craveable food, craft cocktails &
decadent desserts in the
coziest room in town.

This should be reflected in all visual assets created
to support the brand.

This is the primary logo.
Use this logo whenever creating The
Bitter Bar branded materials for print
or the web.



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THE BITTER BAR LOGO

The primary Bitter Bar logo consists of “The Bitter Bar” text and flame icon inside of the diamond shape. This logo is designed to be a punctuation mark to add refinement to the large main message. It should be used sparingly, in a refined, understated way.



CORRECT



Leave at least half the width and height of space around the logo.

INCORRECT



DO NOT tilt logo.



DO NOT place logo on top of a busy or unapproved photo.



DO NOT place logo on a gradient or color not included in the Bitter Bar color palette.



DO NOT place logo in a tight space or place any design element very close to the logo.

COLOR PALETTE

The Bitter Bar color palette consists of one primary and three secondary colors from the Pantone Matching System. The Bitter Bar logo and Bitter Faces (see page 12) should mainly be used in the primary color. The secondary colors are to be used as supporting colors on additional graphic elements when necessary. The main logo can also be used in the yellow (Pantone 7406) on the brown (Pantone 4695) background.



PRIMARY



PANTONE 4695 U

ON SCREEN

R = 119

G = 91

B = 79

ON PRESS (PRINT)

C = 46

M = 59

Y = 63

K = 27

HEX (WEB)

775B4F

SECONDARY



PANTONE 7692 U

ON SCREEN

R = 77

G = 105

B = 137

ON PRESS (PRINT)

C = 76

M = 56

Y = 29

K = 7

HEX (WEB)

4D6989

PANTONE 7406 U

ON SCREEN

R = 241

G = 182

B = 37

ON PRESS (PRINT)

C = 5

M = 29

Y = 98

K = 0

HEX (WEB)

F1B625

PANTONE 7627 U

ON SCREEN

R = 174

G = 86

B = 84

ON PRESS (PRINT)

C = 25

M = 76

Y = 62

K = 10

HEX (WEB)

AE5654

TYPOGRAPHY

Kepler is the primary typeface for the Bitter Bar identity. It's a refreshing, modern take on classic 18th century typefaces. Blair and Bell Centennial are used as a sans-serif counterpoints to Kepler.

SF Movie Poster is great at huge sizes, for use in large, text-heavy posters & ads.

Use the Wisdom Script sparingly, as a punch line for marketing materials.



KEPLER - MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

ALSO USED: *KEPLER - MEDIUM ITALIC*

KEPLER - BLACK

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

SF MOVIE POSTER - BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890

BLAIR - MEDIUM

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

1234567890

Bell Centennial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

1234567890

Wisdom Script

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ*

*abcdefghijklm
nopqrstuvwxyz*

1234567890

TYPOGRAPHY EXPLAINED

Consider the careful pairing and sizing of typefaces with the care of the bartenders and chefs.



FROM THE BITTER BAR MENU

Sausage, Terrine & Bacon

bratwurst, pretzel bun, mead mustard, napa kraut

8

country pâté sandwich, hot and sour broth

8

galantine and ravioli of rabbit, pistachio, juniper marmalade

9

torchon of duck foie gras, chopped pickles

12

Section Headline

Kepler - Bold
13 pt type / 12 pt leading
25 tracking

Menu Item

Kepler - Light
11 pt type / 15 pt leading
0 tracking

Menu Item Price

Kepler - Light
11 pt type / 15 pt leading
0 tracking

S'MORES

cinamon graham crackers, toasted vanilla bean
marshmallow, agostoni organic milk chocolate

lavender honey graham, chartreuse
marshmallow, bittersweet chocolate

\$5

Menu Item Price

Blair - Bold
11 pt type / 13 pt leading
20 tracking

Menu Item

Kepler - Light
11 pt type / 15 pt leading
0 tracking

Menu Price

Kepler - Bold Italic
11 pt type / 15 pt leading
0 tracking

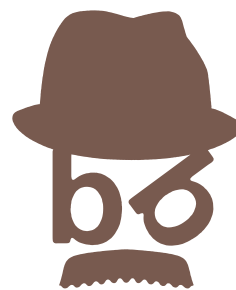
BITTER FACES

A series of illustrations we call “Bitter Faces” are used throughout various elements of the brand. The beauty is in the simplicity. The initials of the Bitter Bar create a character that emulates the voice of the bar. The main bitter face is “Mr. Bitter” and when in doubt, use this face. The other Bitter Faces such as Bradley Bacon, Benny Bunson and Betty Braggadocious are secondary to Mr. Bitter and can be used interchangeably.





Mr. Bitter




Bradley Bacon



Benny Bunson



Betty Braggadocious



**“It’s not a
risk if you
know you
will win. A
glass of
double
matured
Scotch,
the day’s
reports, a
magnifying
glass, and
I’m doing
just fine.”**

- MR. BITTER



BITTER FACES COMBINATIONS

The combination of the different elements of the Bitter Faces create additional options for use on various marketing & promotional materials.





Combo 1



Combo 2



Chef



Combo 3



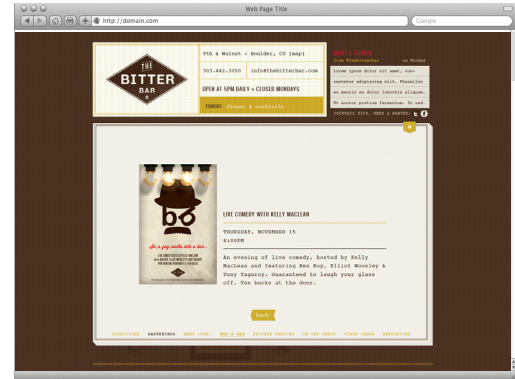
Combo 4



Combo 5



Combo 6



Interior page views

THE WEBSITE

The website is built on the Wordpress platform. This makes it easy to update the content (copy and images) without affecting the visual assets.





Primary logo

Latest Tweet

Daily specials

Facebook & Twitter links

Main navigation

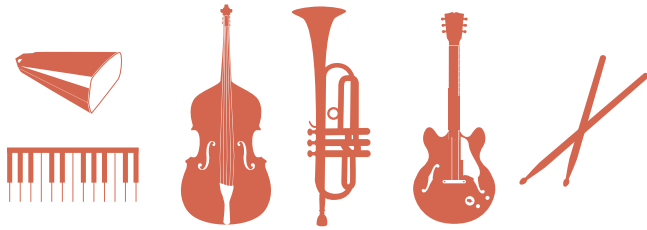
Make a reservation

Events calendar

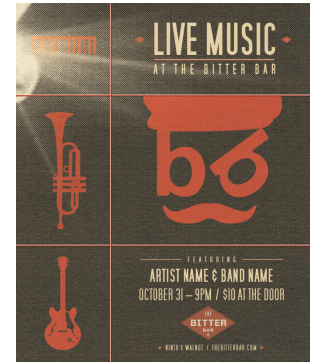
Newsletter

Bitter tip (rotates)

Featured drink recipe



Instrument options



Check presenter
4.5" x 5.5"

EVENT POSTER & CHECK PRESENTER – MUSIC

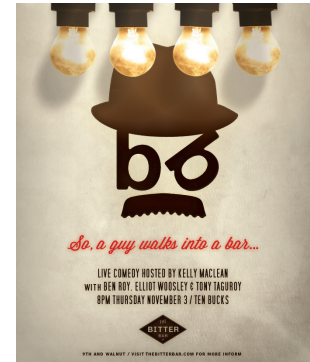
This flexible, grid-based poster / check presenter treatment is designed to be used as a visual guide for music events. Several additional instrument design options are provided in the Photoshop document for various types of musical events which require a more customized treatment,



Poster - 11" x 17"



Check presenter
4.5" x 5.5"



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EVENT POSTER & CHECK PRESENTER-COMEDY

This poster / check presenter treatment is designed for comedy events. It is a compelling illustration with a minimal amount of text. The check presenter follows the same principles as the poster, with center-aligned text and the large Bitter Face illustration.



Poster - 11" x 17"



A: Bitter Face

B: Headline

C: Featured artist(s)

Primary logo

Address & website

Check presenter
4.5" x 5.5"



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EVENT POSTER & CHECK PRESENTER – PRIVATE EVENTS

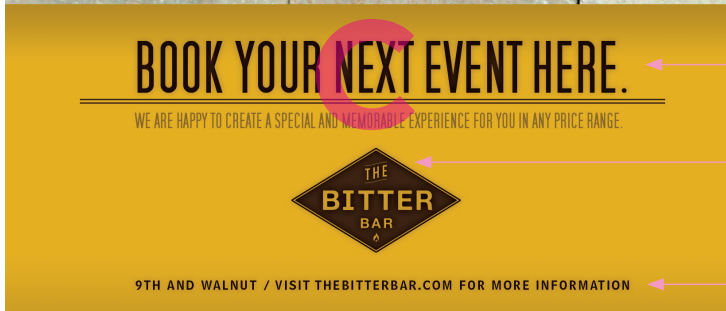
This poster / check presenter treatment is designed to advertise special events. The design template includes a small Bitter Face illustration on the right edge of the poster / check presenter. The handwritten look of the headline evokes the same cozy bar aesthetic as the rest of the visual elements.



Poster - 11" x 17"



A: Headline



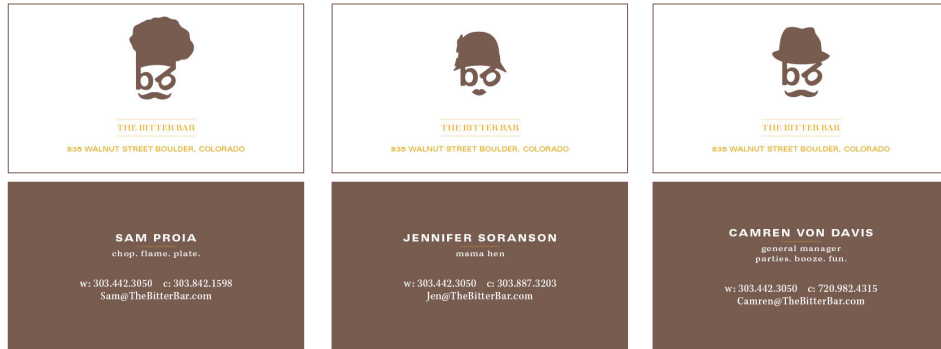
B: Bitter Face

C: Sub headline

Primary logo

Address & website

Multiple Bitter Faces appear, customized for each employee

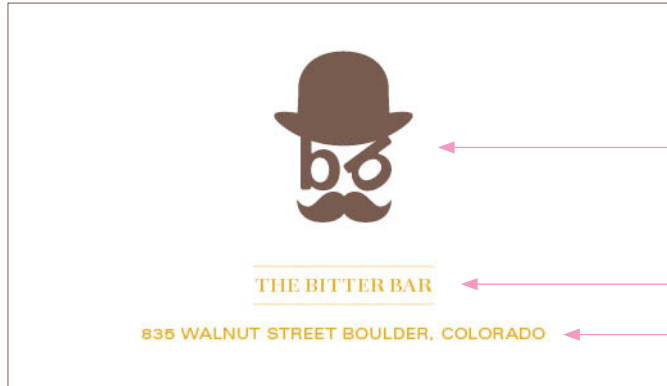


BUSINESS CARD

The business card system uses a Bitter Face for each employee. The front of each card prominently displays a Bitter Face and the bar's name and address. The information on the back displays the name and position of the card holder, plus their phone number(s), email and Twitter name.



Front



Bitter Face

The Bitter Bar

Address

Back



Name

Position

Phone number(s)

Email

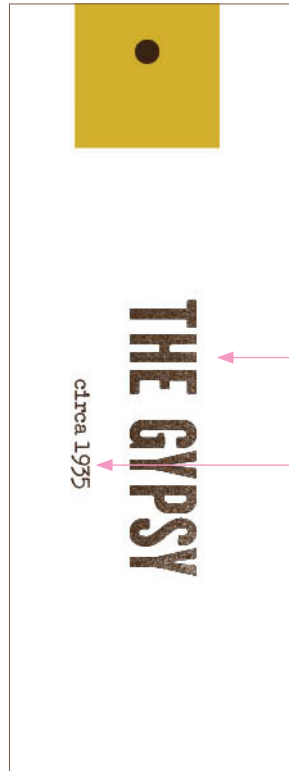
Twitter name

FLASK HANG TAG

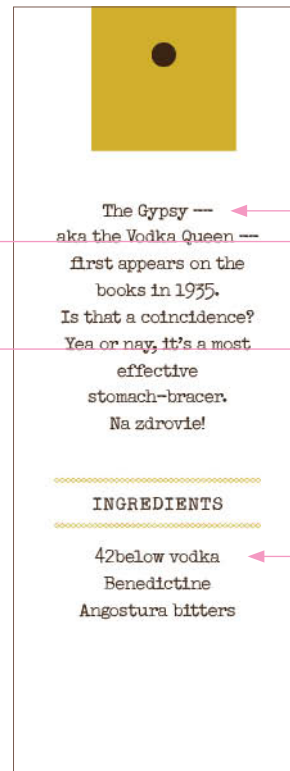
Flask hang tags are designed to hang from a thread tied over the neck of a flask. The name of the drink and year it was invented are featured on the front, and a short story with the ingredients on the back.



Front



Back



Drink history

Drink

Year Invented


Ingredients









EMAIL SIGNATURE

The email signature speaks the same story as the rest of the brand elements, both on the web and in print. The signature contains the name and position of the employee, the name of the bar, employee contact info and a branding element along the bottom.



Subject: The Bitter Bar - email signature


 [Attach a file](#) Insert: [Invitation](#)

B *I* U *F* *rT* **T**        

FIRST LASTNAME
Position / Subtitle

THE BITTER BAR

w • 303.555.5555
c • 720.555.5555
e • name@thebitterbar.com



Name = all caps
Font = Courier New
Color = light brown

Hi-light = light yellow

Contact details

Branding element

PAPER SPECIFICATIONS

It is important that all Bitter Bar collateral feel like a cohesive, unified voice. For this reason, everything should be printed on the same paper. This includes posters, flyers, check presenters, menus — everything.



Company: FRENCH PAPER
Style: POP-TONE TEXT
Weight: 70 T
Color: WHIP CREAM

The paper can be ordered through the Big Red F XPEDX representative, Kelli Maurer.

| Kelli.Maurer@ipaper.com
| 720.779.7528

Alternately, paper can be ordered directly from French paper at FrenchPaper.com.

