



BRAND GUIDELINES



About Us

Mr. Birra's is a taproom sport bar that contains in its menu beers from different places around the world. What we offer differently is the experience that you can get inside our location, ambient music with rock from the 80's to 90's, projection with the sports of the moment, board games and private events.



Contact Us

Mr. Birra's

Phone : 829-629-4279

Emile : kreyes@mrbirras.com

Web : www.mrbirras.com



3-5 Adjectives Describe Business / brand

1. Authentic
2. Experiential
3. Amusing

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Logo

Horizontal logo



Improper use

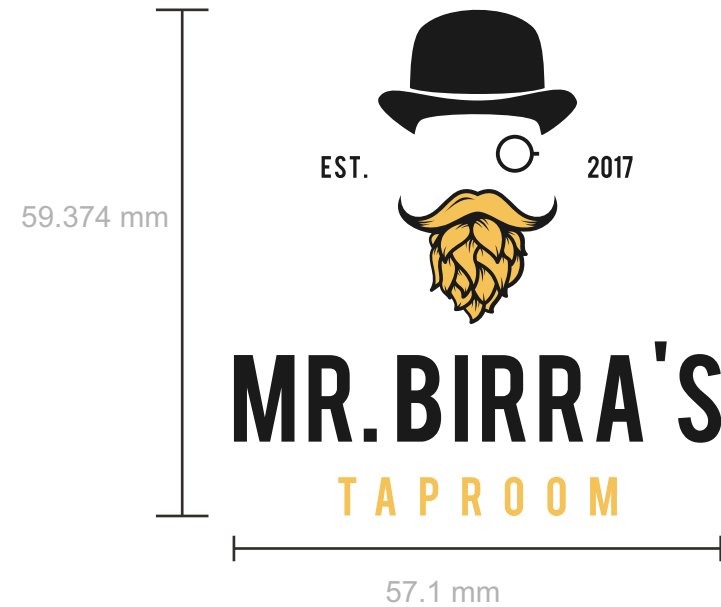


Logo Usage

Minimum Clear Space



Minimum Size



Typography

Typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for **Mr. Birra's** across all communications and promotional materials.

BEBAS has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

BEBAS TYPEFACES

BEBAS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
!@#\$%^&*()*[];

Color

Black and Yellow is one of the distinguishing features of our greatest. It is an important part of brand identity and heritage.

Combined with font color the black and yellow created a different style that's both easy to use and powerful through simplicity.



#1A1A1A

R:26 G:26 B:26
C:93 M:88 Y:89 K:80



#F4C257

R:244 G:194 B:87
C:4 M:29 Y:75 K:0

COLOR VARIATIONS



#F4C257

R:244 G:194 B:87
C:4 M:29 Y:75 K:0



#F4C257

R:244 G:194 B:87
C:4 M:29 Y:75 K:0

Color Background

This version of **Mr.Birra's** is particularly effect when used in combination with the primary colours. Special care should be taken when using this version to ensure there is sufficient contrast



Improper use of background



Layout on Stationery



Signage



