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STYLE GUIDE

UPDATED MAY 2016

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THIS IS THE WAY IT SHOULD BE

Milwaukee Burger Company was founded on the premise that food, drink and life should be taken to extremes. These super-sized burgers, curds, beers and bloodys are not for the faint of heart or the weak of spirit. From the dining room to the bar, you'll get service with Sconnietude. That means you get what you want and then some. Because at MBC, we not only live and breathe Wisconsin, we eat it and drink it too.

BRAND PLATFORM

This platform provides foundational brand elements that we can use to better understand what the brand looks like, talks like, and acts like.

Brand story

Milwaukee Burger Company is the standard-bearer for the Wisconsin way of life.

Key customers

The clientele is male dominant but is evolving to more families and groups such as the men’s beer league hockey team or the girl’s volleyball team who are looking for a fun place to go after a game or event. No matter the demographics, all are attracted to MBC’s welcoming environment, laid-back no rush vibe, come as you are comfort and of course, the great food and beer. At MBC, customers like that they’re made to feel at home and treated like friends. The regulars feel like they’re family, the way you would in your long-standing, favorite corner bar.

Values

- Pride (in the way it should be)
- Passion
- Fun
- Community

Personality & Tone

- Welcoming
- Gregarious
- Overindulgent and unapologetic
- Bold

LOGOS

Milwaukee Burger Company has a broad and flexible identity system. This offers an exciting range of creative expression and allows the brand to evolve to fit within the parameters of all media.

Primary logo

The primary logo is the bowtie version. It features the full name of the restaurant contained in a memorable yet distinctive bowtie shape. This mark is featured in our signage and should be the stand-alone logo that is used when representing the identity of the company.

Secondary marks

The secondary marks can work in conjunction with the primary logo or as alternate marks for brand expression. These are ideal for product branding where extending the visual identity offers more flexibility and variety.

Artwork has been created for all logos and should not be altered or recreated. Reversed versions (not shown) are provided as well as red versions where noted.

Wisco tag

The Wisco tag marks are only provided in red.

Primary logo



FILE NAME:
MBC_Logo_Bowtie_k.ai
MBC_Logo_Bowtie_wht.ai

Secondary marks



FILE NAME:
MBC_Logo_Type_k.ai
MBC_Logo_Type_wht.ai



FILE NAME:
MBC_Logo_Block_k.ai
MBC_Logo_Block_wht.ai



FILE NAME:
MBC_Logo_Stripe_k.ai
MBC_Logo_Stripe_wht.ai



FILE NAME:
MBC_Logo_Cow_k.ai
MBC_Logo_Cow_wht.ai



FILE NAME:
MBC_Logo_Circle_k.ai
MBC_Logo_Circle_wht.ai
MBC_Logo_Circle_186.ai
MBC_Logo_Circle_1235.ai



FILE NAME:
MBC_Logo_Ring_k.ai
MBC_Logo_Ring_wht.ai

Wisco tag



FILE NAME:
MBC_Logo_Pure_Wisco_186.ai
MBC_Logo_Pure_Wisco_4C.ai



FILE NAME:
MBC_Logo_Pure_Wisco_Ring_186.ai
MBC_Logo_Pure_Wisco_Ring_4C.ai

TYPOGRAPHY

Consistent use of typography helps build visual familiarity with our brand and ensures that Milwaukee Burger Company materials have a cohesive look. Our selection of typefaces bring a diverse set of characteristics that work together across the full range of branding opportunities.

Display

Our assortment of logos are comprised of the display fonts shown here. In addition, the display fonts are intended for headlines, subheads and smaller amounts of text. Public Gothic Square and Lulu Clean One Bold are only provided in all-caps and should be used sparingly. Din Next LT Pro can be used in all caps or in sentence case.

Text

The lighter weights of Din Next LT Pro are recommended for text. Din is a highly legible sans serif typeface that works well in sentence case and all caps. Intended uses include: body copy, descriptive text and legal disclosures.

Sentinel Semibold is a slab serif typeface that works well with the sans serif Din Next LT Pro and provides a contrasting style that can be used for text weight messages.

Do not use typefaces—including other weight ranges within the approved font family—other than those shown here.

It is the responsibility of each vendor to purchase the appropriate licensing rights to use these fonts.

Display

Public Gothic Square Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 []*!@#\\

Lulu Clean One Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890()*!@#\\|

Din Next LT Pro Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz()*!@#\\|

Din Next LT Pro Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz()*!@#\\|

Din Next LT Pro Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz()*!@#\\|

Text

Din Next LT Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz()*!@#\\|

Din Next LT Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz()*!@#\\|

Sentinel Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz()*!@#\\|

COLOR

Color is an integral part of our identity tool kit. Our colors were specifically chosen to align with our product and our Wisconsin heritage, while providing consistency throughout all branding and communication efforts.

Note: Please refer to actual PANTONE color chips to accurately match and reproduce MBC colors on the paper stock you are using. The CMYK and RGB formulas shown here should be used as starting points. Please work with your printers and producers to determine the correct color for your specific project.

BLACK	PANTONE Black C	PRINT CMYK: 0/0/0/100	SCREEN RGB: 0/0/0	WEB #000000
STEEL GRAY	PANTONE Cool Gray 8 C	PRINT CMYK: 0/0/0/50	SCREEN RGB: 144/144/144	WEB #909090
BADGER RED	PANTONE 186 C	PRINT CMYK: 2/100/85/6	SCREEN RGB: 187/32/52	WEB #BB2034
PACKER GOLD	PANTONE 1235 C	PRINT CMYK: 0/30/100/0	SCREEN RGB: 236/183/49	WEB #ECB731
FROSTY BLUE	PANTONE 552 C	PRINT CMYK: 24/3/7/2	SCREEN RGB: 194/215/223	WEB #C2D7DF

PATTERNS

An assortment of heavily branded patterns have been created as bold, yet simple, graphic devices that can be incorporated into everything from wax paper to wall paper. The fun repetition of logo shapes adds visual texture and unexpected variety into our visual tool kit.

Note: Artwork has been created for all patterns and should not be altered or recreated. Black is the preferred color to reproduce the patterns. It is acceptable to use the patterns in the other brand colors. The 100% Wisco pattern should only be reproduced in red.

Texture

In addition, a degenerated texture pattern can be incorporated into the visuals to add a weathered and rustic look to our brand. The pattern is white in color and can be incorporated with any of the brand colors. Please use modestly. It is intended to be used as an occasional accent. Overuse can degrade its overall effectiveness and in certain situations alter the legibility of text.



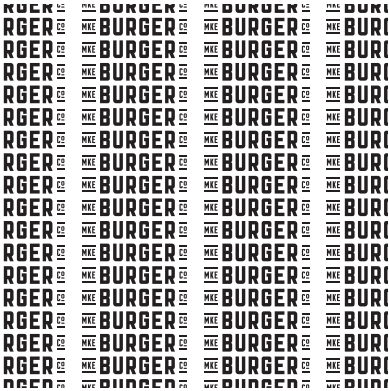
FILE NAME: MBC_Pattern_Bowtie_k.ai



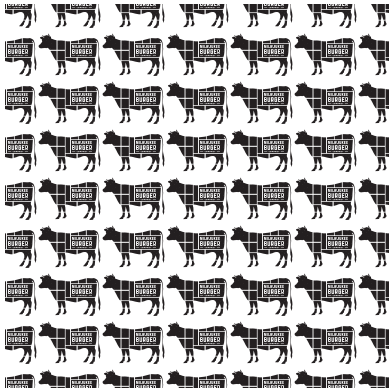
FILE NAME: MBC_Pattern_Type_k.ai



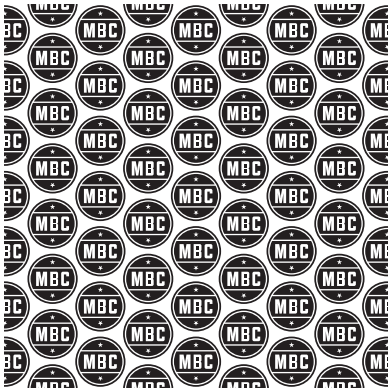
FILE NAME: MBC_Pattern_Block_k.ai



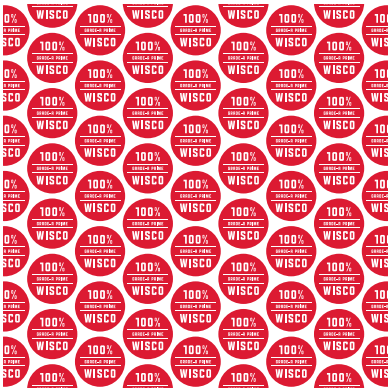
FILE NAME: MBC_Pattern_Stripe_k.ai



FILE NAME: MBC_Pattern_Cow_k.ai



FILE NAME: MBC_Pattern_Circle_k.ai



FILE NAME: MBC_Pattern_Pure_Wisco_186.ai

Texture



FILE NAME: MBC_Texture_wht.ai

PHOTOGRAPHY

When we show our food, we want it look authentic, like it was just plopped down in front of you. Real food for real people. A little juicy, a little messy but definitely enticing. The photography should accentuate the rich, indulgent aspects of the food.



IMAGE LIBRARY

The following food and drink images are from our library of images that should be used for our communication materials.



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd



FILE NAME:
MBC_Burger_Name.psd

MESSAGING

Our voice has attitude. And our messaging cuts no corners in conveying the take-no-prisoners, unapologetic essence of our brand. Headlines should be memorable, fun and occasionally irreverent.



Sample headlines

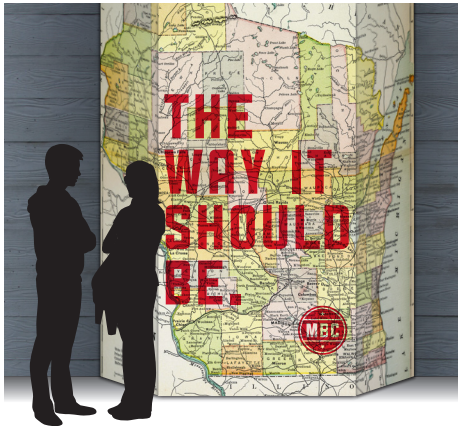
- WHEN IN DOUBT, ADD CHEESE.
- WISCONSIN: THE WAY LIFE SHOULD BE.
- BEER MAKES EVERYTHING BETTER.
- ON THE 7TH DAY, GOD HAD A BLOODY.
- TOO MUCH OF A GOOD THING IS A VERY GOOD THING.
- BEER FIRST. EVERYTHING ELSE LATER.
- GO BIG OR STAY HOME.
- PACK IT IN AND POUR IT DOWN.
- BEEF IS OUR SPIRIT ANIMAL.
- OUR CLOCK IS STUCK ON BEER-THIRTY.
- YOU CAN BE HEALTHY TOMORROW.
- WEEKENDS ARE FOR FOOTBALL.
- EVERY DAY SHOULD HAVE A HOPPY ENDING.
- CHURCH BEGINS AT KICK-OFF.

- BLOOD, SWEAT AND TEARS.
SOMETIMES IN THE SAME BITE.
- BEER. BURGERS. CURDS. BLOODYDYS.
SERVED WITH SCONNIETUDE.
- WE COULD HAVE WORKED HARDER ON THIS AD.
BUT THAT WOULD HAVE CUT INTO HAPPY HOUR.
- LIVIN' LA VIDA WISCO.
- TOO MUCH OF A GOOD THING...
IS A REALLY GOOD THING.
- LOOSEN YOUR BELT BEFORE YOU ENTER.
BETTER YET, LEAVE IT AT HOME.
- OOZING WITH WISCONSIN.
- MAY YOUR CUP AND YOUR CURDS RUNNETH OVER.
- IF YOU'RE LOOKING FOR HEALTH FOOD,
TAKE 94W TO MINNEAPOLIS.
- DEFIBRILLATORS ON STANDBY.

SAMPLE APPLICATIONS

The sample applications on the following pages have been provided to demonstrate how our brand guidelines are applied in real-life communications and marketing materials. Please reference these examples as a guide for creating future materials.

Signage



Interior wall



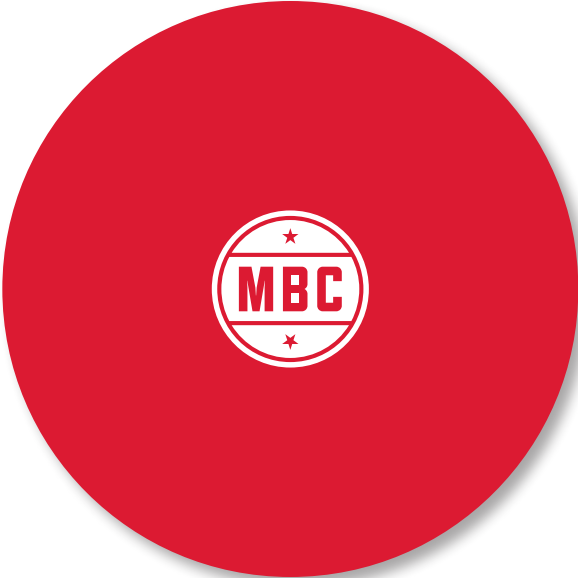
Exterior

SAMPLE APPLICATIONS

Serving tray



Wax paper



SAMPLE APPLICATIONS

Coasters



SAMPLE APPLICATIONS

Advertising

Body copy for all

In Wisconsin, we hold these things to be true:
The bigger, the better. The more, the merrier.
We want burgers that push our belts to the limit,
beer that keeps on flowing, massive curds, and
all the sports we can handle. Lucky for you, all
these things can be had in one place. Milwaukee
Burger Company. Where we not only live and
breathe Wisconsin, we eat and drink it too.
milwaukeeburger.com

OOZING
WITH
WISCONSIN.

MILWAUKEE
BURGER
— COMPANY —

In Wisconsin, we hold these things to be true: The bigger, the better. The more, the merrier. We want burgers that push our belts to the limit, beer that keeps on flowing, massive curds, and all the sports we can handle. Lucky for you, all these things can be had in one place. Milwaukee Burger Company. Where we not only live and breathe Wisconsin, we eat and drink it too. milwaukeeburger.com

BEER. BURGERS.
CURDS. BLOODYS.
SERVED WITH
SCONNIETUDE.

MILWAUKEE
BURGER
— COMPANY —

LOOSEN YOUR
BELT BEFORE
YOU ENTER.
BETTER YET,
LEAVE IT
AT HOME.

MILWAUKEE
BURGER
— COMPANY —

DEFIBRILLATORS
ON STANDBY.

MILWAUKEE
BURGER
— COMPANY —

IF YOU'RE
LOOKING FOR
HEALTH FOOD,
TAKE 94W TO
MINNEAPOLIS.

MILWAUKEE
BURGER
— COMPANY —

BLOOD, SWEAT
AND TEARS.
SOMETIMES IN
THE SAME BITE.

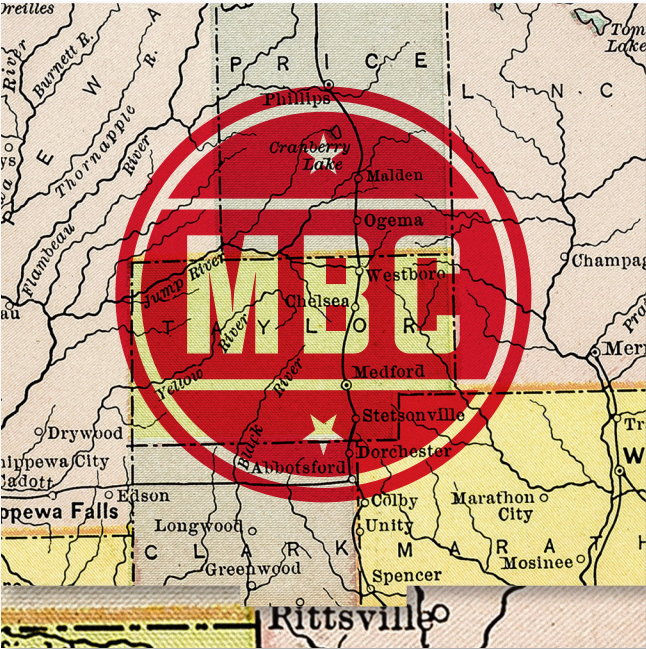
MILWAUKEE
BURGER
— COMPANY —

TOO MUCH OF
A GOOD THING...
IS A REALLY
GOOD THING.

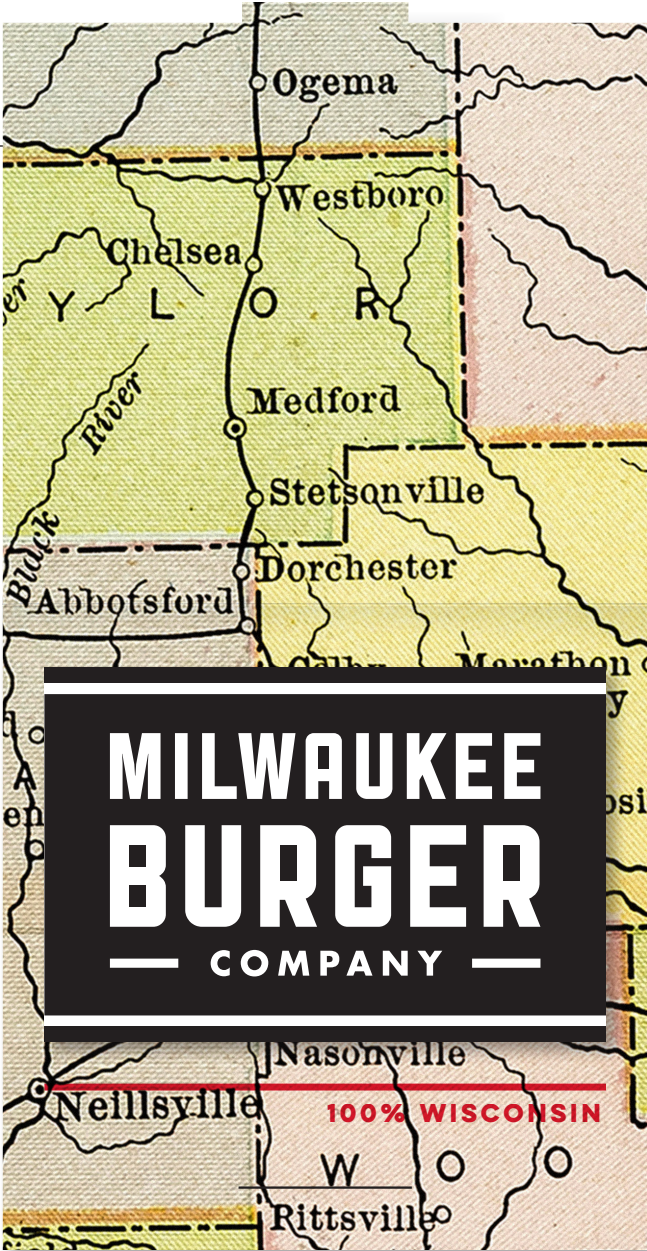
MILWAUKEE
BURGER
— COMPANY —

SAMPLE APPLICATIONS

Gift cards



Gift card carrier



SAMPLE APPLICATIONS

Pint glass



Brewers shirt



T-shirt

SAMPLE APPLICATIONS

T-shirts

