The Burl

BASIC STYLE GUIDE

THE
BURL

PURPOSE

Reference this guide when making any materials promoting or involving The Burl.

The information is simple, and those familiar with the brand will already have an understanding of the elements outlined in this guide.

The trick is to adhere to them - reference this document often, resist the urge to deviate from the guidelines provided here, and ask questions when you find a situation that forces you to go away from these rules.

The result will be a consistent brand aesthetic across the board, creating a lasting impact on those who interact with The Burl.

PRIMARY WORDMARK

THE
BURL

PRIMARY WORDMARK

Because of the complexity of the full tree lockup, use this logo as the primary wordmark.
This allows for easier use in smaller spaces, or when content will crowd the full tree lockup.
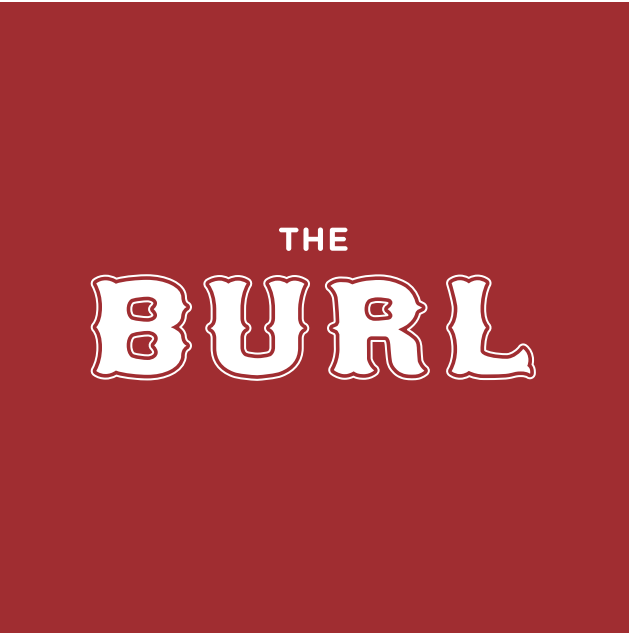
ON WHITE:

THE
BURL

ON BLACK:

THE
BURL

WITH ACCENT COLOR (USED SPARINGLY):

THE
BURL

ON COLORS:

THE
BURL

EACH BRANCH OF THE BURL CAN BE REPRESENTED BY OPTIONAL SUBTITLES:

THE
BURL
LIVE MUSIC

THE
BURL
ARCADE

THE
BURL
LIVE MUSIC

FULL TREE LOCKUP

FULL TREE LOCKUP

The full tree lockup is a unique, ownable graphic and should be used when possible. Sometimes the execution won't allow for it, but if there's ample space and the vibe is right, use this full graphic.

ON WHITE:

ON BLACK:

FULL TREE LOCKUP (ARCADE)

The Burl Arcade's full tree lockup should only be used on black, where space allows. Colors vary between CMYK and RGB executions, because the desired RGB color family isn't possibe in CMYK.
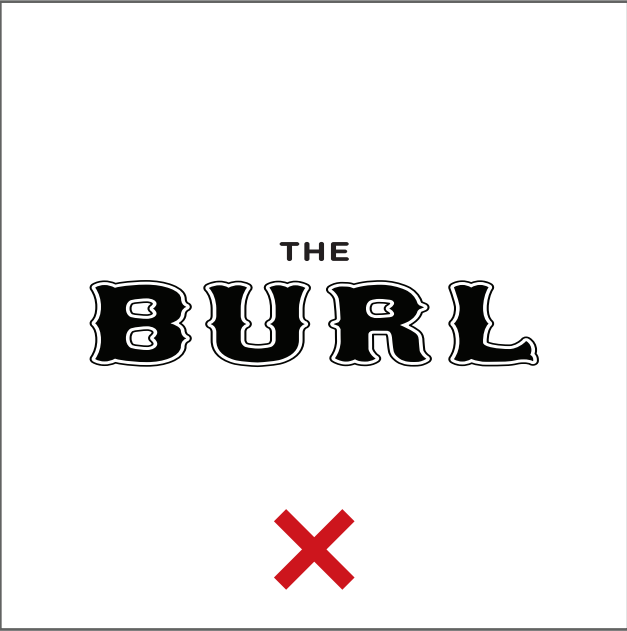
ON BLACK (CMYK):

ON BLACK (RGB):

Designer's note: this RGB variant is a fun way to add a neon effect for digital executions; however, the colors aren't the official brand color family and colors shouldn't be sampled from this specific file.

THINGS TO AVOID

STRETCHING

TOO BIG

ROTATING

OFF-BRAND COLORS

CHANGING TEXT SIZES

TEXTURES

MIXING COLORS

CHANGING TEXT

FONTS

Use the same font families for both The Burl and The Burl Arcade. This reinforces the relationship between both branches of the brand. Let the colors and content give each branch's collateral its own flair.

PAYTONE ONE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

PARAGRAPHS & BODY COPY:

Oswald Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EXAMPLE:

BLACKFOOT GYPSIES

WITH SPECIAL GUESTS:
Ona and Bendigo Fletcher

12/01/2019	DOORS: 8:00PM	TICKETS: $20 | 18 and up only

SYSTEM FONTS:

You can use these fonts on any computer when the brand fonts are unavailable:

ARIAL BLACK

Verdana

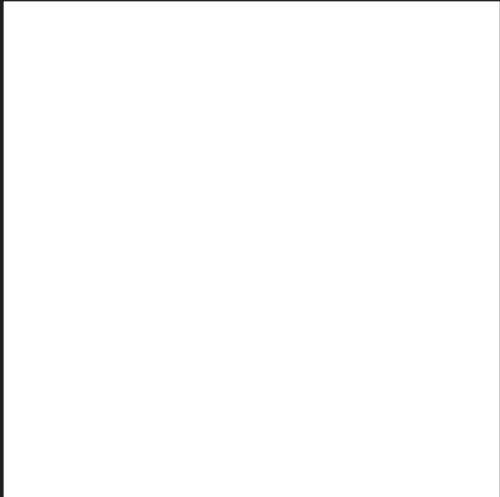THE
BURL

COLORS

THE BURL

Adhere to these colors for The Burl collateral. The color family is deliberately muted to compliment imagery for events and bands (see examples later in this guide).

BLACK SPADE

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

WHITE SNAKE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

RED CHERRY

CMYK: 25, 93, 83, 20
RGB: 160, 47, 49
HEX: #A02F31

GRAY SMOKE

CMYK: 61, 52, 52, 22
RGB: 98, 99, 99
HEX: #626363

EGGSHELL BLUE

CMYK: 67, 35, 0, 0
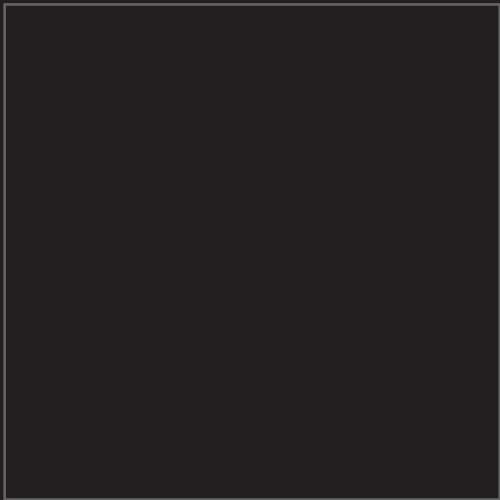RGB: 85, 144, 204
HEX: #5590CC

COLORS

THE BURL ARCADE

Adhere to these colors for The Burl Arcade collateral.
The color family is based on the neon variant of the full tree lockup for the Arcade.

BLACK SPADE

CMYK: 0, 0, 0, 100
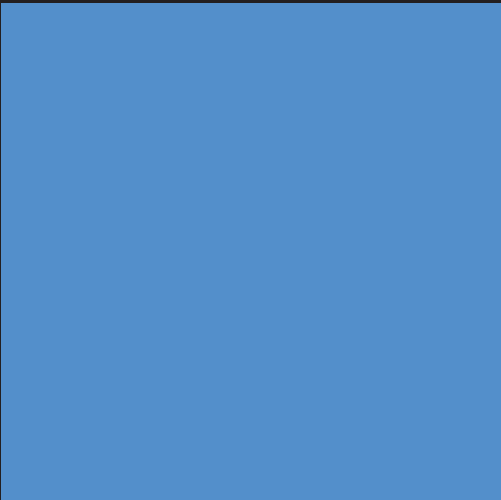RGB: 0, 0, 0
HEX: #000000

GREEN SIZZLE

CMYK: 37, 0, 99, 0
RGB: 173, 209, 55
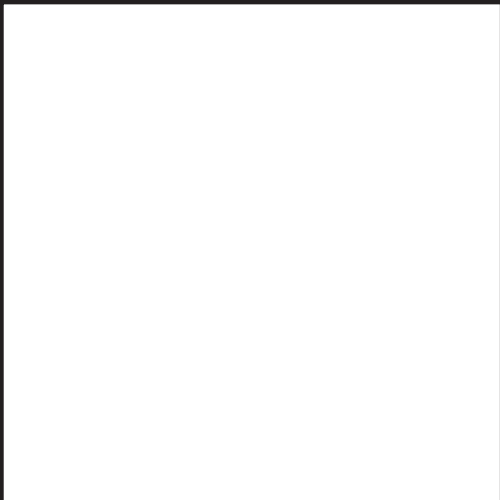HEX: # ADD137

ATOMIC ORANGE

CMYK: 0, 58, 100, 0
RGB: 242, 97, 34
HEX: # F26122

EGGSHELL BLUE

CMYK: 67, 35, 0, 0
RGB: 85, 144, 204
HEX: #5590CC

WHITE SNAKE

CMYK: 0, 0, 0, 0
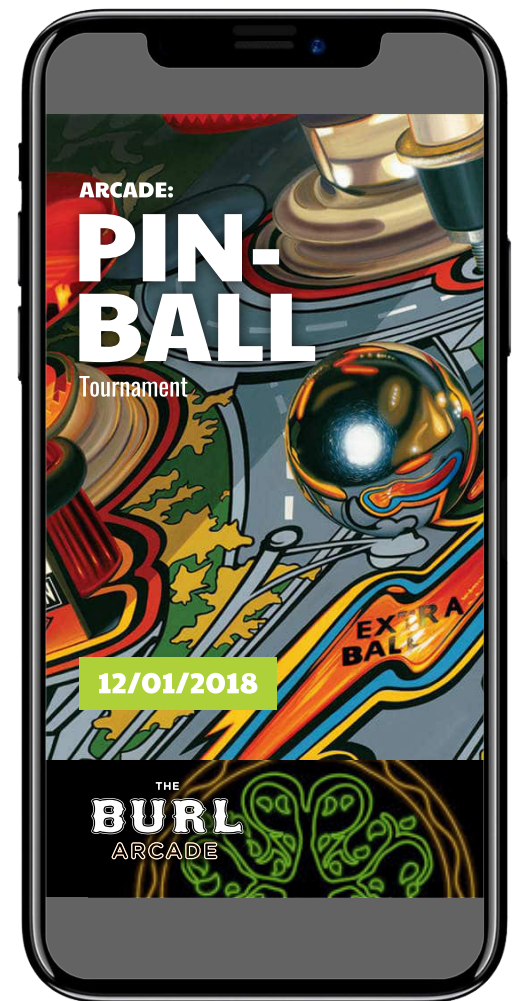RGB: 255, 255, 255
HEX: #FFFFFF

EXAMPLE EXECUTIONS

Maintain consistency on sizing and spacing across posters and collateral. When a unique poster isn't created for an event at the venue, following a standard template like the ones demonstrated here is a quick way to stay on-brand. These examples are to cast a vision, they haven't been fine-tuned.

EXAMPLE POSTERS

MEWITHOUTYOU

12/01/2018

WITH SPECIAL GUESTS:
The World is a Beautiful Place and I Am No Longer Afraid to Die | Hold Down the Ocean | Place Holder Band Name | Place Holder Band Name

DOORS:
8:00PM

TICKETS:
$20 | 18 and up only

theburlky.com
859.447.8166

The Burl | 375 Thomspon Road, Lexington Kentucky 40508

THE BURL
LIVE MUSIC

Cosmic Arcade Presents:

SMASH BROS ULTIMATE TOURNAMENT

12/18/2018

Full bar and drinks for sale. Enter and play for a chance to be featured on our very own twitch stream:
twitch.tv/lexintoncosmicarcade
*bring your switch setups for more casual players!

DOORS/CASUALS:
5:45PM
DOUBLES BRACKET:
7:00PM
SINGLES BRACKET:
8:00PM

COVER:
$5.00
TOURNAMENT ENTRY:
$5.00

SPONSORED BY:
RHINEGEIST

theburlky.com
859.447.8166

The Burl | 375 Thomspon Road, Lexington Kentucky 40508

THE BURL
ARCADE

EXAMPLE SOCIAL MEDIA POSTS

LIVE MUSIC:
KING TUFF
Jacuzzi Boys

12/01/2018

THE BURL
LIVE MUSIC

ARCADE:
PIN-BALL
Tournament

12/01/2018

THE BURL
ARCADE

CONTACT

For questions about branding, contact:

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THE
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THE
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