

Rudy's™

BRAND BOOK

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LOGO — Standard



"COUNTRY STORE"
AND BAR-B-Q®

Primary Logo



Secondary Logo



Black/Red



Red/Yellow



Black/Yellow



Red/White



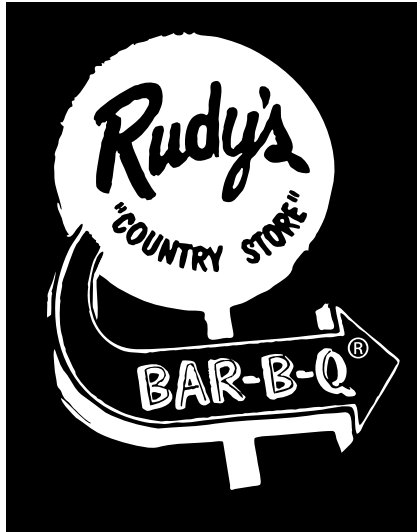
Black/White



White

Additional Color Options — If Needed

LOGO — Pole Sign



Reversed / White

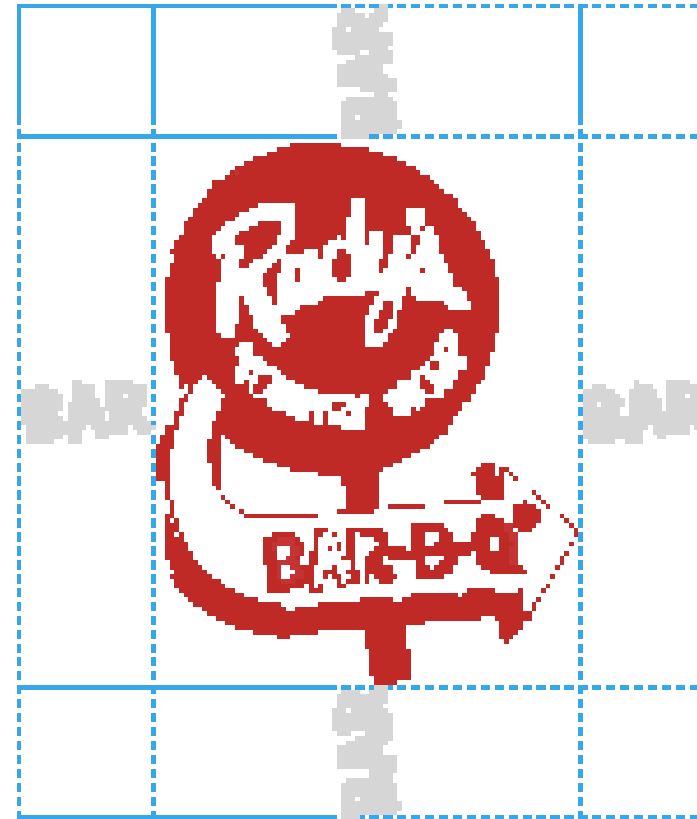
*Use sparingly

Pole Signs

LOGO — Don'ts and Don'ts



Use "BAR" as your spacer.



Some extra rules to pay attention to:

Do not merge
logo elements



Do not change
logo color



Do not scale logo
elements separately



Do not use
background
colors that clash
with the logo



TAGLINE

REAL TEXAS BAR-B-Q®

REAL TEXAS BAR-B-Q®

Tagline — Primarily used as a sign off for print pieces.

COLORS

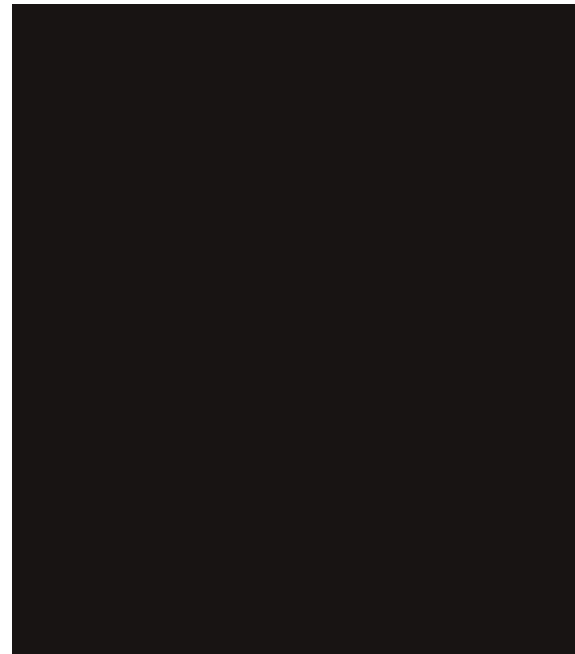


Rudy's Red — Pantone 1795

R 217 / G 59 / B 32

C 0 / M 90 / Y 100 / K 10

#d83a1f



Black

R 26 / G 23 / B 31

C 70 / M 67 / Y 67 / K 80

#1a1615



Rudy's Yellow — Pantone 108

R 255 / G 228 / B 19

C 2 / M 5 / Y 98 / K 0

#ffe413

TYPOGRAPHY

BRISKET RIBS SAUSAGE

SIGN PAINTER SLANT / Headline and primary font.

BRISKET RIBS SAUSAGE

SIGN PAINTER SHOWCARD / To be used along with Slant + as an accent to create interest.

BRISKET RIBS SAUSAGE

KNOCKOUT HTF50 / Use as regular font style when needed.

DESIGN ATTRIBUTES



BRUSHES



BRUSHES



YELLOW BACKGROUND TEXTURE



EXIT

283A

BREAKFAST • LUNCH • DINNER • CATERING

REAL TEXAS BAR-B-Q



BILLBOARD STYLES - STANDARD POLE SIGN

Rudy's

EXIT

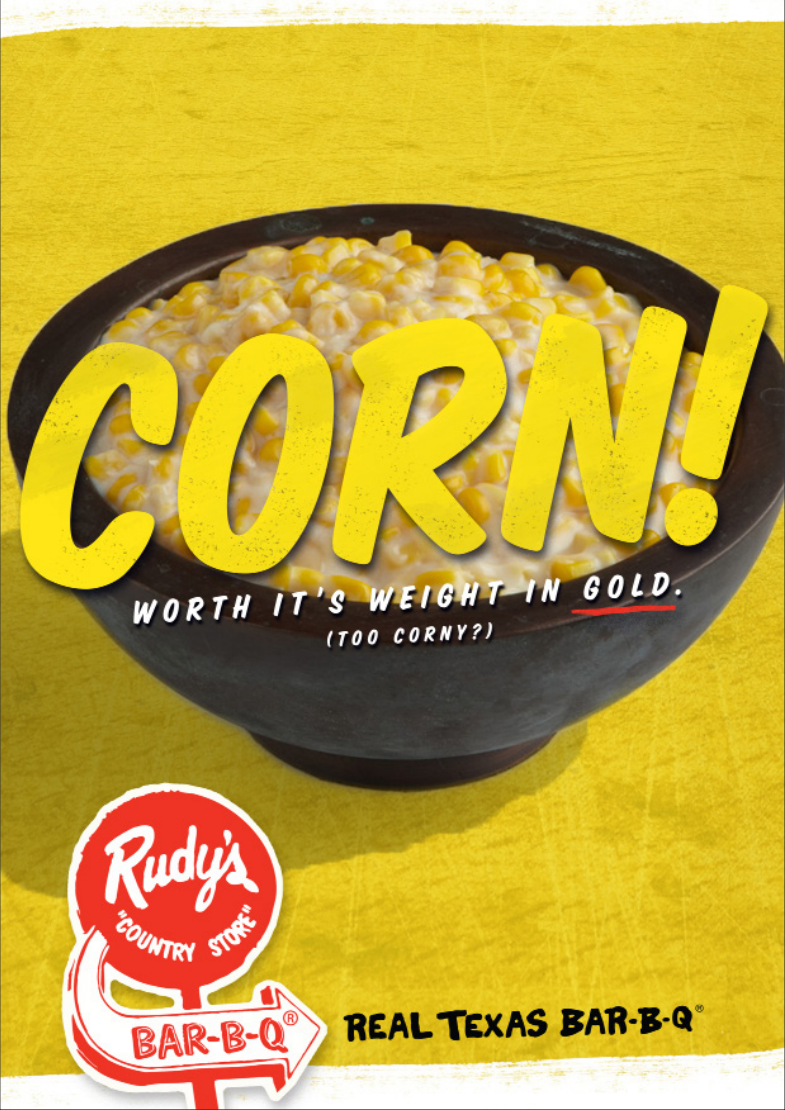
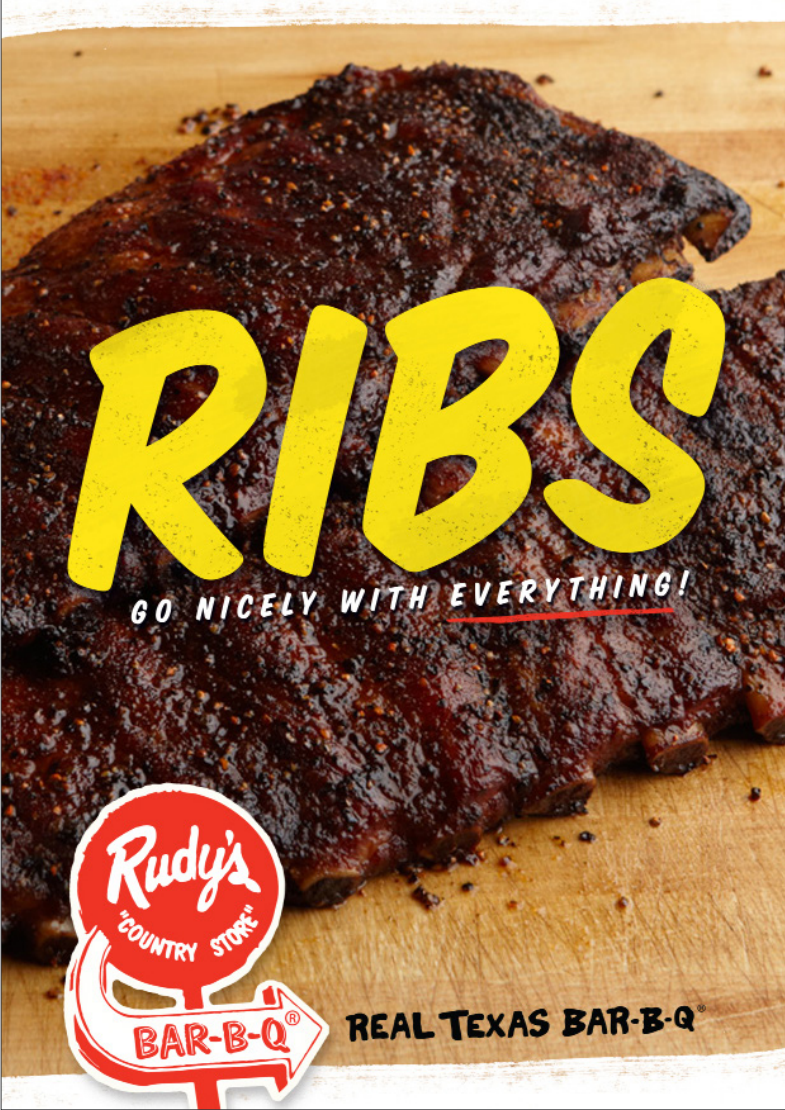
283A

BREAKFAST • LUNCH • DINNER • CATERING

REAL TEXAS BAR-B-Q

CLASAR

TABLE TENTS



IN-STORE — Tank Toppers



IN-STORE — Posters





Rudy's
COUNTRY STORE
BAR-B-Q

MEALS

TO FILL THE TABLE

BREAKFAST · LUNCH · DINNER · CATERING

REAL TEXAS BAR-B-Q

RUDYSBBQ.COM

Thanks!

If you have any questions please contact Harper Ford Rehme.

hrehme@fordrestgrp.com