



Logo & Brand Identity Guidelines

Revised 03/20/23

How to Use This Guide

A brand style guide is a crucial tool for ensuring consistency in a restaurant's visual identity and messaging. For Dotty Lou's BBQ, the style guide includes guidelines for the logo, brand mark, color scheme, and typography. The logo should be prominently displayed on all marketing materials, including menus, signage, and social media profiles. By following these guidelines, Dotty Lou's BBQ can establish a strong and consistent brand identity that resonates with customers and sets them apart from their competitors.

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Vision

At Dotty Lou's BBQ, we are more than just an eatery - we are a community. We are dedicated to providing our customers with a welcoming and friendly environment where they can enjoy great food and good company. We believe that food has the power to bring people together, and we are honored to be a part of that experience for our patrons.

Mission Statement

Dotty Lou's BBQ provides patrons with a unique and delicious dining experience that combines the rich traditions of Texas smoking principles with the bold flavors and cultural fusions from around the world. We acknowledge and honor the communities that contribute to the recipes we present.

As a fast-casual-hybrid counter service food truck, we strive to offer the convenience and speed of counter service with the high-quality ingredients and attention to detail of a sit-down restaurant. Whether you are a BBQ aficionado or just looking to try something new, we invite you to come and experience the delicious flavors and warm hospitality of Dotty Lou's BBQ

Primary Logo

Our logo is the face of Dotty Lou's - the primary visual expression that we use to identify ourselves should be used correctly and consistently. It should be easily recognizable and maintain its legibility and impact regardless of its size or context.



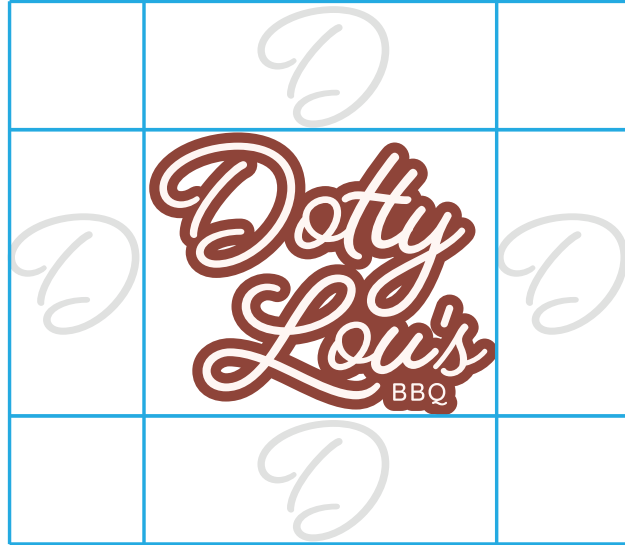
Primary Brand Mark

A brand mark can be used in a variety of contexts to establish and reinforce a brand's visual identity, and create a consistent brand experience. It may be used instead of the primary logo when there are issues with size and placement.



Clear space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by 50% height of logomark on each side. Measure the clear space for primary logomark by the height of the letter D.



Logo Variation

The application of the Dotty Lou's BBQ logo will often depend on the background and production method.



Neon on White



Neon on Black



Flat Black on White

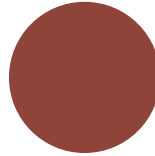


Flat White on Black

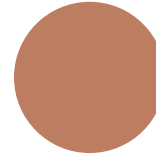
Logo Variation



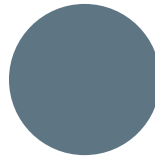
Primary Colors



CMYK 31 78 76 26
HEX #8E453A
RGB 142 69 58



CMYK 24 54 64 5
HEX #BA7D60
RGB 186 125 96

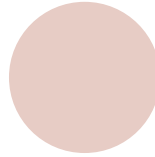


CMYK 67 45 38 9
HEX #5F7683
RGB 95 118 131

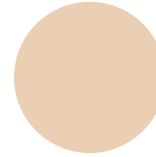


CMYK 49 34 58 7
HEX #878E73
RGB 135 142 115

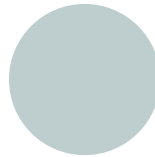
Secondary Colors



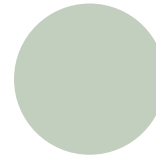
CMYK 5 18 15 3
HEX #E5CBC5
RGB 229 203 197



CMYK 7 18 28 0
HEX #EACFB5
RGB 234 207 181



CMYK 25 10 15 1
HEX #BDCECE
RGB 189 206 206



CMYK 22 10 25 1
HEX #C3CDBD
RGB 196 205 189

The Typeface Family

Only one font style is used with the logo, typeface family: Quicksand. Quicksand is an open-source font that can be downloaded from fonts.google.com

When to Use:

Quicksand is to be used for all forms of standard body text, ranging from: menus, website design, packaging and all forms of general correspondence. The various font weights can be used to create hierarchy.

Quicksand (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Quicksand (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Quicksand (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Do Not: Logomark

Do not or change the orientation or position of the logo. The logo and brand mark should not appear as one unit.



Do Not: Fonts

Do not use any other font, no matter how close it may look to the logo. Do not use Quicksand in place of logo.

Dotty Lou's BBQ

Dotty Lou's
BBQ

Do Not: Sizing

Do not squish or stretch the logo. Any resizing must be in proportion.



Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines.



Application



Thank You!