

Feed The Well
BBQ BISCUIT BARN

**REAL FOOD
REAL COMMUNITY
REAL PURPOSE**

BRAND GUIDELINES



TABLE OF
CONTENTS

BRAND
GUIDELINES



- 01. Palette
- 02. Typography Breakdown
- 03. Typography
- 04. Logo
- 05. Logo Misuse
- 06. Feed The Well Text Usage
- 07. Mission Statement



Feed The Well
BBQ BISCUIT BARN

**REAL FOOD
REAL COMMUNITY
REAL PURPOSE**

PALETTE



BLACK
#000000



DARK GRAY
#231f20



GRAY
#424142



RED
#bd202e



WHITE
#ffffff

Feed The Well
BBQ BISCUIT BARN

01

02. TYPOGRAPHY BREAKDOWN



Kaushan Script -

"Feed The Well" Section of logo

BEBAS NEUE -

"BBQ" and "BISCUIT BARN" Section of logo

Myriad New Bold -

"estd. 2021" Section of logo

Feed The Well
BBQ BISCUIT BARN

Feed The Well
BBQ BISCUIT BARN

Typography

BEBAS NEUE

AABB^E`C"D

MNOPQRSTUVWXYZ

1234567890

@#\$%:"<>%

Kaushan Script

AaBb^e`c"d

MNOPQRSTUVWXYZ

1234567890

@#\$%:"<>%

Myriad New Bold

AaBb^e`c"d

MNOPQRSTUVWXYZ

1234567890

@#\$%:"<>%

03

04. LOGO



Feed The Well
BBQ BISCUIT BARN

05. LOGO MISUSE

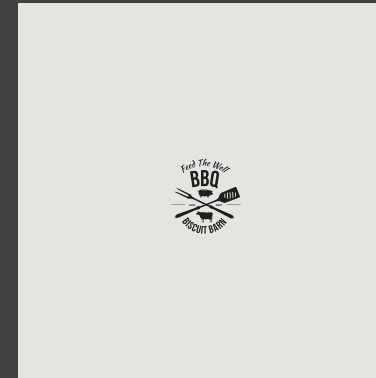
Feed The Well
BBQ BISCUIT BARN



Do not distort logo



Do not choose inappropriate
logo color



Do not resize logo under
100 px



Do not use logo on inappropriately
colored backgrounds



Do not use white logo on
light background



Do not use dark logo on
dark background



Do not change logo
orientation



Do not alter proportions of
any elements on the logo

06. FEED THE WELL TEXT USAGE



Kaushan Script-
"Feed The Well"

'Feed The Well' Usage:

- When using 'Feed The Well' outside of logo, text **MUST** be straight across, not curved
- Every word in 'Feed The Well' **MUST** be capitalized

Feed The Well
BBQ BISCUIT BARN

07

“
REAL FOOD
REAL COMMUNITY
REAL PURPOSE”

