

BOURBON ST. SOCIAL

EAT - DRINK - PLAY

Brand Style Sheet

This style sheet is a reference for our internal design team, vendors, and others who are authorized to work with the Bourbon Street Social brand.

Use the elements, artwork, and material within this document to make things that look like the Bourbon Street Social brand, every time.

Though all of the brand elements are listed on this sheet, they may not be appropriate in every situation. Take great care in selecting the right visual element for the project.

For example, our primary brand logo should be used in the majority of applications, but in small spaces, the small format lockup is more legible.

Any visual element, color, typeface, or logo that is not listed on this sheet requires approval from our design team. As always, please do not distort our graphic elements by changing the aspect ratio, shape, or color.

If you have any questions concerning the content of this style sheet, please don't hesitate to reach out to our Design Team at design@hiveofmany.com.

Primary Brand Logo



Vertical Lockup



Brand Icon



Small Format Lockup



Typography

Design for Print & Website

BEBUS

AĀBCCDĀĒĒFGHIĪJKLNNŌŌPQĒRSTUŪVWXYZ
AĀĀBCCĎĎĒĒFGHIĪJKLNNŌŌŌŌPQĒRSTUŪVWXYZ
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BASIC LIGHT

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BASIC SEMIBOLD

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Social Media Graphics

BEBUS

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INTER REGULAR

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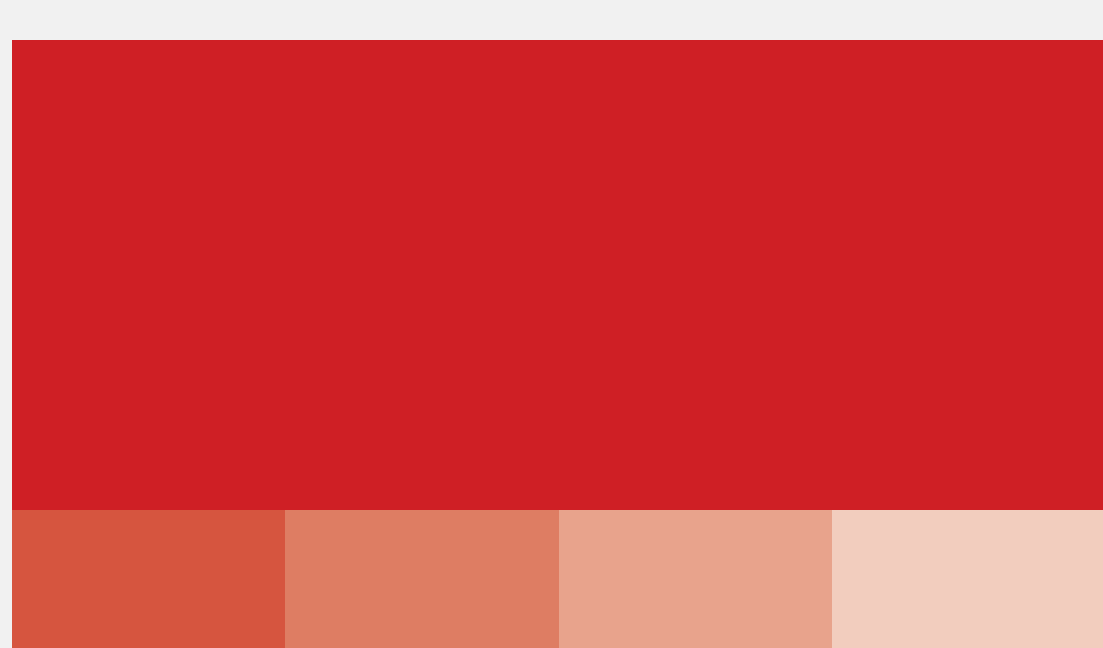
INTER BOLD

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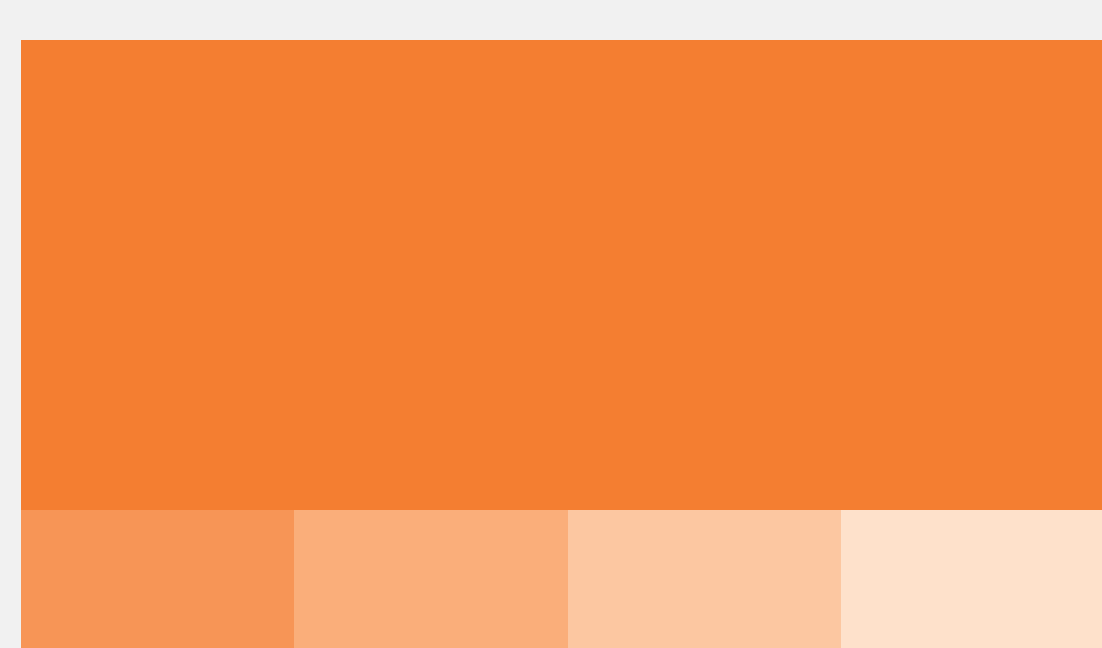
Brand Colors



DARK NAVY
CMYK: 100, 76, 52, 66
RGB: 0, 29, 47
HEX: #001d2f



BIG RED
CMYK: 10, 100, 100, 5
RGB: 201, 31, 37
HEX: #e11e25



FRESH ORANGE
CMYK: 0, 62, 91, 0
RGB: 244, 126, 49
HEX: #f47c31



PURPLE
CMYK: 81, 93, 35, 38
RGB: 60, 35, 79
HEX: #3c234f



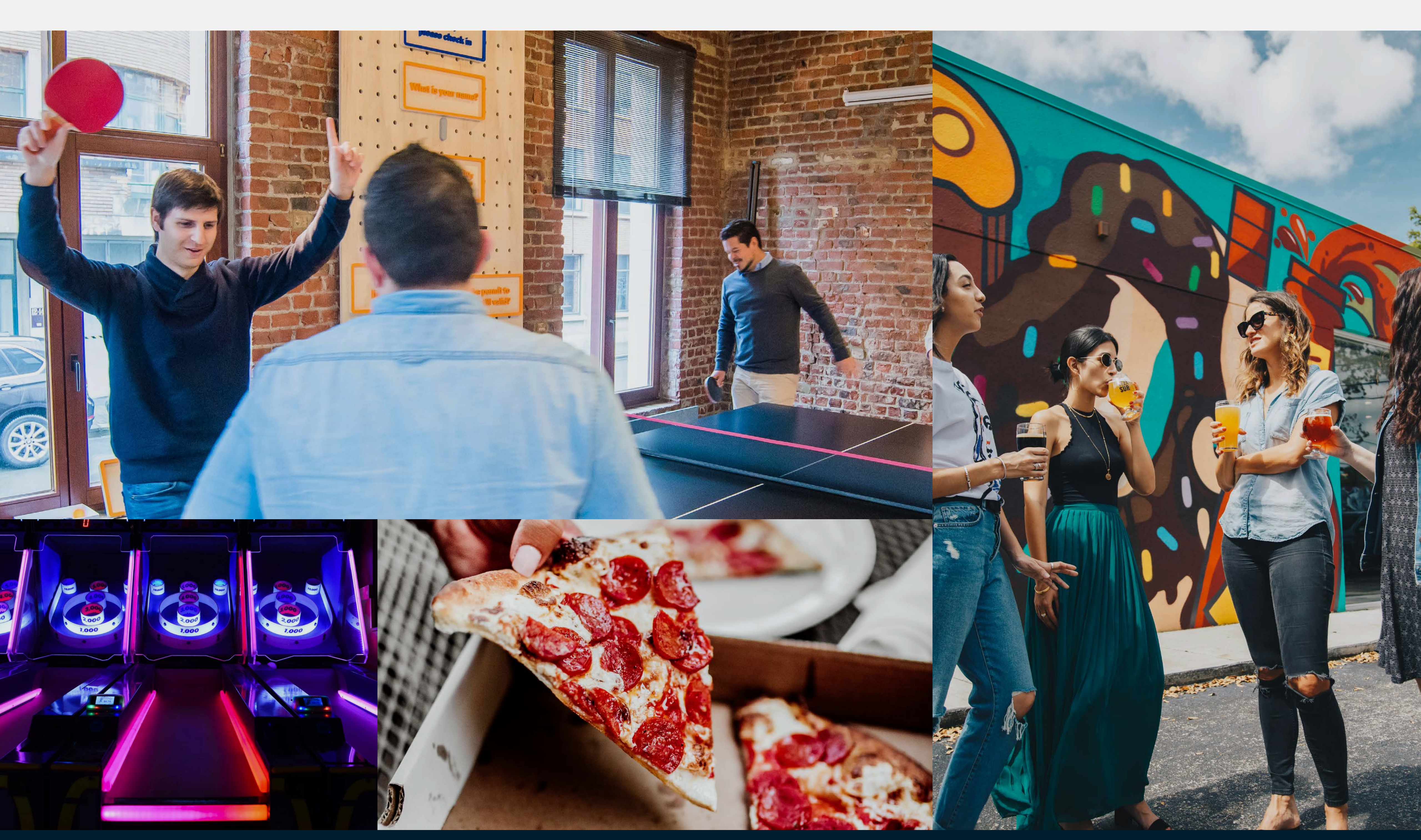
IN THE BLACK
CMYK: 0, 0, 0, 93
RGB: 51, 51, 52
HEX: #333334



TINT SCALE
If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% that is used as a background will require dark text.



WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff



Badge Lockups



Iconography



Patterns



Textures

